

ASOS Animal Derived Material Policy

FOR OUR SUPPLY NETWORK

ASOS' corporate responsibility programme, Fashion with Integrity, epitomises our approach to business. To ASOS, it means managing all aspects of our business transparently, so our customers can enjoy fashion knowing they're buying from a responsible company that's actively working to minimise the negative effects of the fashion industry on people, animals and the environment.

INTRODUCTION

ASOS firmly believes it is not acceptable for animals to suffer in the name of fashion or beauty.

ASOS' animal derived materials approach is governed by the Be More Circular pillar of our Fashion with Integrity programme and our commitment to use 100% more sustainable or recycled materials. Where possible, we are switching to and supporting the development of more ethical and sustainable materials. When selecting which natural or synthetic materials to use in products, we consider a range of criteria, including environmental, quality, social and animal welfare.

We are committed to advancing animal welfare standards and improving transparency in the supply chains that we source animal derived materials from. We are working together with industry experts, our supply network and other brands to achieve progress in these areas.

ANIMAL DERIVED MATERIALS POLICY SCOPE

All ASOS OB suppliers and third party brands who manufacture and supply products to ASOS for sale on the ASOS platforms, and/or who sell ASOS products on their own platforms ("**ASOS Platforms**") and their supply networks, must comply with this Animal Derived Materials Policy ("**Policy**").

KEY PRINCIPLES

Animal derived materials must:

- Be a by-product¹ of the meat industry and **must not** come from animals slaughtered specifically to produce fashion or beauty products.
- Come from animals reared, transported and slaughtered under industry best practice standards, based on the [Five Freedoms](#)²:
 1. Freedom from hunger and thirst
 2. Freedom from discomfort
 3. Freedom from pain, injury and disease
 4. Freedom to express normal behaviour
 5. Freedom from fear and distress
- **Not** come from vulnerable, endangered, exotic or wild caught species.
- Undergo fibre composition testing to ensure prohibited materials are not being used.
- Undergo supplier and, if required by ASOS, ASOS due diligence checks to ensure they comply with this Policy.

- Be clearly labelled with material type on the product care label and description and in compliance with applicable laws.

PROHIBITED ANIMAL DERIVED MATERIALS

The following animal materials must **not** be used in products on the ASOS Platforms:

- **VULNERABLE AND ENDANGERED SPECIES** - Species appearing on either the International Union for the Conservation of Nature ([IUCN](#)) or the Convention of International Trade in Endangered Species ([CITES](#)) lists
- **FUR** - Real fur including Mongolian lambs fur and Karakul³ lambskin pelts from aborted or new born lambs
- **ANGORA AND OTHER RABBIT HAIR**
- **SILK**
- **BONE, HORN, SHELL (including MOTHER OF PEARL) AND TEETH**

The following animal materials must not be used, excluding where exceptions have been made (in ASOS' discretion) for certain materials for a small number of brands that can demonstrate high animal welfare standards and traceability through Textile Exchange Standard and Good Cashmere Standard certifications:

- **FEATHERS AND DOWN**
- **MOHAIR**
- **ALPACA HAIR**
- **CASHMERE**

PERMITTED ANIMAL DERIVED MATERIALS

The following animal materials **may** be used in products on the ASOS Platforms, with some exceptions:

LEATHER & SKIN

- Only cow, buffalo, sheep, goat or pig leather or skin, sourced as a by-product of the meat industry and from producers with good animal husbandry², should be used.
 - Leather or skin with hair or wool on are accepted from the above species only, including shearing / sheepskin.
 - Leather or skin must not be obtained from aborted animals i.e. skin and karakul, while the animal is still alive.
 - Leather or skin must not be obtained from juvenile⁴ animals i.e. calves or lambs.
 - Leather or skin must not be obtained from animals kept in confinement systems i.e. in veal or sow crates.
 - Leather or skin must not be obtained from wild-caught animals, exotic animals, or vulnerable and endangered species.
- ASOS is a member of the Leather Working Group ("**LWG**") and is working towards sourcing all skins from LWG rated tanneries. The LWG audit assesses environmental performance and contains a measure on transparency which is an area for continuous improvement.

WOOL

- Sheep and lamb wool must be sourced from producers with good animal husbandry.

- Merino wool must not be sourced from farmers who practice mulesing⁵.
- ASOS encourages all suppliers to source wool from Responsible Wool Standard⁶ [\(RWS\)](#) certified farmers and mills. [\(RWS\) certified farmers and mills](#).

OTHER ANIMAL HAIR

- Only cow, buffalo, yak, horse, and goat from producers with good animal husbandry can be used in products.
- Hair must not be obtained from vulnerable or endangered species.
- Hair must not be harvested by live plucking.
- Animal hair must not be used in make up or shaving brushes.
- Synthetic alternatives must be clearly labelled as synthetic.

ADDITIONAL POLICY POINTS

ANIMAL TESTING

- Products (and all relevant components) on the ASOS Platforms must not be tested on animals.
- In accordance with the EU animal testing ban that came into effect on 11 March 2013, brands selling cosmetic products in the EU to ASOS must comply with the requirements of EU law.
- ASOS supports a worldwide ban on animal testing, however, recognises that some beauty brands may test on animals if required by local market regulations.

ANIMAL IMAGERY

- Animal imagery or materials featured on products sold on the ASOS Platforms or used for marketing, production and communication purposes must be sensitive to animal welfare issues, such as the depiction of animals in captivity, and must comply with this Policy.
- Animals and animal derived materials which are prohibited in this Policy must not be used for marketing, production and communication purposes.

SUPPLY NETWORK RESPONSIBILITIES

ASOS requires all of its suppliers and Brands to:

- Share this Policy with their sourcing teams and their supply network.
- Request the name of the species of animal used in products (both common and scientific name) and the country of origin of where the animal was reared from the material supplier and promptly share this information with ASOS, upon ASOS' request.
- Test materials for fibre composition and submit third-party laboratory test reports to the ASOS Technical team prior to the shipment of products (please note this applies to ASOS OB Brands suppliers only).
- Clearly label the type of animal derived material on the product care label and description.
- Include the term "faux" on the product care label and description of products containing synthetic animal materials.
- Visually check all products to ensure they comply with this Policy prior to shipment.
- ASOS conducts visual product spot checks and third- party laboratory testing on any materials it suspects to be a prohibited material.
- Products which do not comply with this Policy will be removed from sale immediately and returned to the supplier at the supplier's cost. If

ASOS becomes aware of a breach or alleged breach of this Policy, ASOS shall be entitled to elect from the remedies available to it in the supplier agreement with the supplier.

- o Review the ASOS Animal Derived Materials Policy Review the [ASOS Animal Derived Materials Policy guidelines](#) for further guidance on Policy implementation and steps suppliers can take to improve animal welfare in their supply network.
- o Discuss any concerns with the ASOS Technical or Compliance teams.

Further explanations

¹ Animals should only be reared and slaughtered for the food industry. E.g. a cow should not be slaughtered specifically for its skin.

² The five freedoms were developed by the UK's Farm Animal Welfare Committee and have been adopted as the foundation of higher animal welfare standards globally. These higher welfare standards are referenced throughout this policy under the term "good animal husbandry".

³ Karakul lambskin fur has several names. The fur from foetal lambs is called karakulcha, cha or broadtail. Fur from newborn lambs is known as karacul, caracul, qaraqul, astrakhan, swakara, swartkoppersie krimmer, nakara, blackhead Persian or Persian pelts.

⁴ ASOS defines a calf as an animal under [8 months old](#) and a lamb as an animal under 2 years Old, in accordance with the EU's definition of calf and lamb meat.

⁵ Mulesing involves cutting away flesh from a sheep's rump, often without anesthetic, in an attempt to produce a smooth wool-free area that is less attractive to flies.

⁶ Textile Exchange's [Responsible Wool Standard](#) promotes good animal welfare, traceability and responsible land management practices among wool producers.