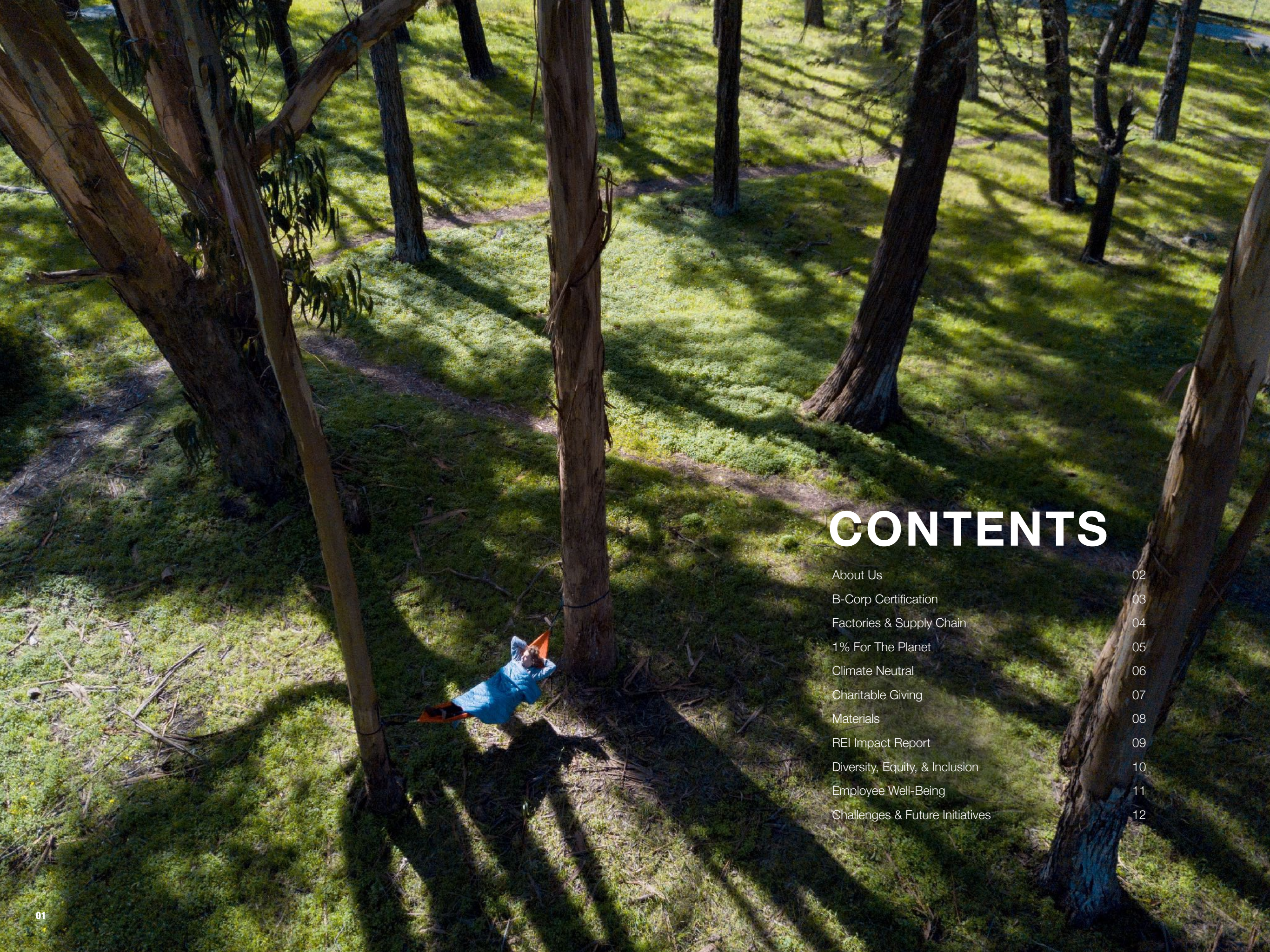


# 2021 GLOBAL IMPACT REPORT

Rumpl







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# ABOUT US

At Rumpl, we're on a mission to introduce the world to better blankets. What this means is reinventing a dated, uninspired category by leveraging advanced performance materials, elevating aesthetics, and incorporating rich storytelling into all of our products.

In 2019 we took a big step in the right direction by overhauling our entire product line with a focus on sustainability. Since then, the vast majority of our products are now made using 100% post-consumer recycled synthetic material, or renewable organic material. We are now recycling over 10-million discarded plastic bottle through our supply chain every year, with tens-of-millions of bottles recycled to-date. We are members of 1% For The Planet and donate 1% of net sales to environment causes and nonprofits. We're also certified Climate Neutral, meaning each year we offset our company's scope 1, 2, and 3 carbon emissions by purchasing offset credits. Finally, in March 2021 Rumpl became a certified B Corporation, which leads us to this moment—publishing our first Global Impact Report.

We've taken many steps to promote and enact sustainability at Rumpl— from the Ridwell box at our HQ, to considered material sourcing, to donating hundreds-of-thousands of dollars to environmental causes each year. Nonetheless, we acknowledge that we still have lots of room for improvement. The climate crisis is no longer hypothetical, but a devastating reality for our planet. We hope our action items herein provide a starting point for charting our future and other small business looking for ways they can make a difference.

## VALUES

Embrace the Adventure  
Create Excitement & Fun  
Make Things Simple  
Look to the Future Responsibly  
Be Approachable and Honest  
Promote a Balanced Lifestyle

## CONTRIBUTIONS

### Donations:

2021:	\$267,289
Lifetime:	\$581,277

### Offsets:

2021:	5,335 tCO <sub>2</sub> e
Lifetime:	13,348 tCO <sub>2</sub> e

### B Corp Score:

2021:	80.5
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# B CORP

In one of our biggest accomplishments to date, we became a Certified B Corporation in March of 2021. We are now legally required to consider the impact of our decisions on our workers, customers, suppliers, community, and the environment. To certify as a B Corp, a company must achieve a score of 80 points on the B Impact Assessment.

The B Impact Assessment asks questions about how the day-to-day operations of a company create positive impact for the company’s workers, community, and environment. The questions are organized into 5 distinct impact areas: Governance, Workers, Community, Environment, and Customers.

## GOVERNANCE 15.6

Mission & Engagement	1.9
Ethics & Transparency	3.7
Mission Locked	10

## WORKERS 20.3

Financial Security	7.9
Health, Wellness, & Safety	3.3
Career Development	3.3
Engagement & Satisfaction	5.6

## COMMUNITY 9.0

Mission & Diversity, Equity, & Inclusion	3.0
Economic Impact	0.3
Civic Engagement & Giving	1.2
Supply Chain Management	3.8

## ENVIRONMENT 31.5

Mission Environmental Management	5.0
Air & Climate	6.6
Water	0.3
Land & Life	7.1
Resource Conversation	8.2
Land/wildlife Conservation	3.5

## CUSTOMERS 4.0

Customer Stewardship	4.0
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Certified



Corporation

80.5





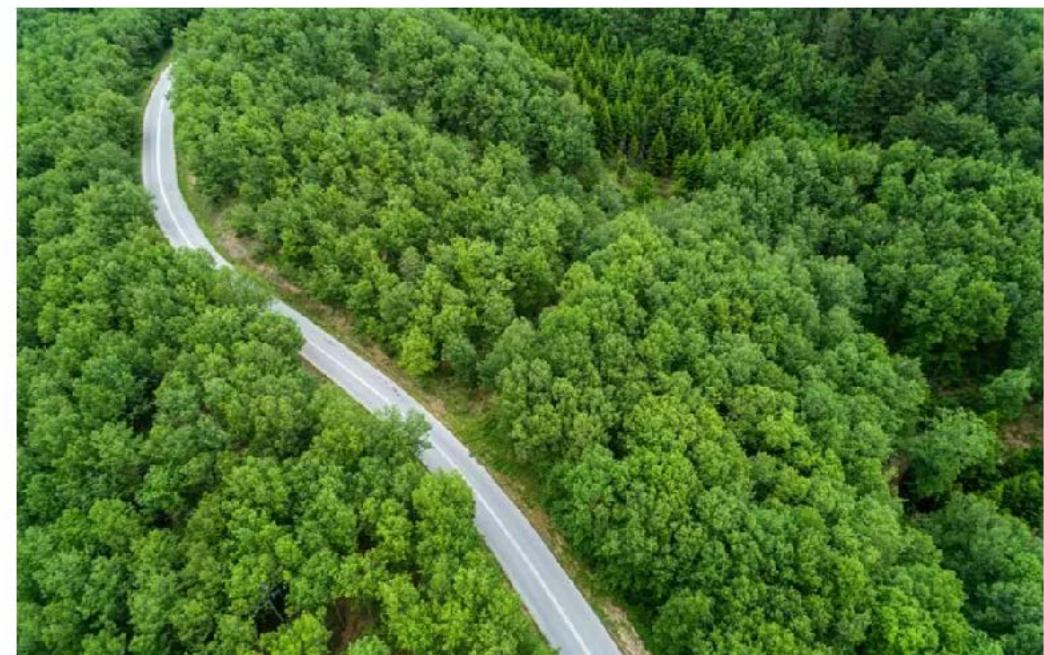
# FACTORIES AND SUPPLY CHAIN

As a company in the textile and apparel space, we need to remain vigilant about significant environmental impacts across our value chain. Beginning in 2022 we are expanding CSR audits to not only our Tier 1 factories but also our Tier 2 factories.

Since 2016, we have enjoyed a collaborative relationship with our manufacturing partner, Standard Fiber, whose sustainability goals are also at the forefront of their business. They have helped us achieve GRS certification for all materials used in the production of our blankets. Additionally Standard Fiber factory workers receive wages greater than the legal minimum wage and calculated living wage. Finally, in 2021 Standard Fiber launched a significant initiative that will offset 100% of the carbon emissions created from transporting thousands of cargo containers of textiles exported from Asia to their global customers around the world.

## US' Standard Fiber launches new carbon offset initiative

03  
Mar '22



P.C: Standard Fiber

▶ 0:00 / 0:00



Standard Fiber, the leading supplier to the home textile market and manufacturer of basic bedding products headquartered in the US, has launched a carbon reduction programme where it will invest in carbon offsets for all cargo containers of textiles it exports from Asia to customers in the US and 20 other countries around the world beginning in March 2022.





Rumpl has been a member of 1% For the Planet since 2017. In 2021 we donated \$267,289 to nine organizations focused on climate change, conservation, environmental advocacy, and access.





# CLIMATE NEUTRAL

In 2019 Rumpl was honored to help pioneer Climate Neutral certification amongst brands in the food, fashion, retail, software, design, beauty, and media industries. This means that every year we offset our scopes 1, 2, and 3 emissions—the full carbon footprint our business activity generates by purchasing verified offsets. We are committed to measuring our footprint annually, reducing what we can, and off-setting the rest. In addition to upholding our commitment to offsetting our own carbon emissions, we actively help encourage other brands to do the same.

## ANNUAL tCO<sub>2</sub> OFFSETS

2019	3,871 tCO <sub>2</sub>
2020	4,142 tCO <sub>2</sub>
2021	8,632 tCO <sub>2</sub>
TOTAL	16,645 tCO <sub>2</sub>

## ONGOING INITIATIVES

### Reduce emissions and unneeded trips

- With the increase and effectiveness of video conferencing platforms, we are evaluating all business trips on an absolute necessity basis.

### Reduce emissions created from commuting

- Institute incentives for employees to use low emissions transportation. Just recently, we partnered with Pave, an alternative commuting incentive program, to reward our employees who bike into work!

### Material sourcing

- Constant exploration of better and newer materials that contain higher percentages of PCR or organic fibers.

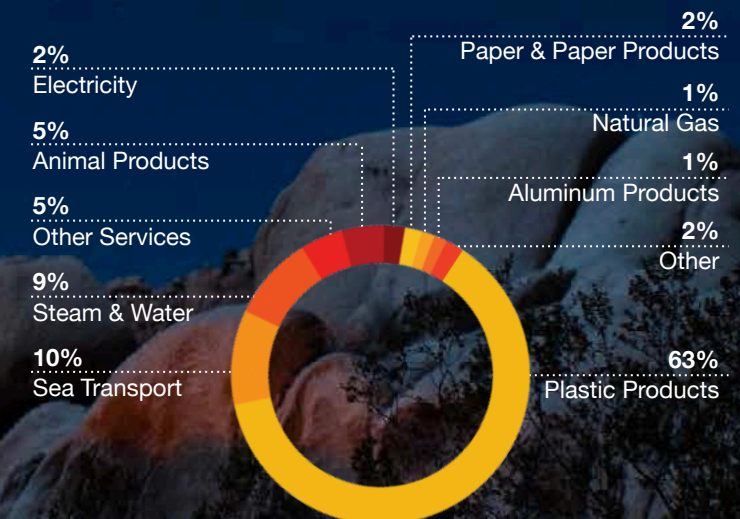
## NEW INITIATIVES FOR THE FUTURE

### Reduce emissions through reduction of air freight to deliver our products.

- Action: We plan to reduce emissions from our supply chain by reducing use of air freight by at least 50% year-over-year to deliver our products. We hope to drop our air freight usage by at least 50%. This goal will be achieved through more sophisticated demand planning and forecasting that provides more adequate production lead time.

### Reduce emissions through reduction in plastic packaging

- Action: We plan to move from individually wrapped units in our master cartons to all units being wrapped inside the master carton in order to reduce how much plastic ships within each carton with the goal of reducing plastic per carton by at least 20%.





# ADDITIONAL GIVEBACK

Beyond our 1% For The Planet contributions, each year we also partner with organizations that provide benefit to issues that fall outside of environmental conservation and access.

In 2021 we provided support to the following organizations.



## HIGH FIVES FOUNDATION

We love being outside and the sports that take us there. Consequently, we're heartbroken when those who have dedicated their lives to an outdoor passion suffer a life-altering injury that prevents them from doing what they love. We are proud to support the High Fives Foundation, an organization that provides resources, recovery and hope to athletes with life-altering injuries.



## SHELTERSUIT FOUNDATION

Sheltersuit Foundation aims to provide immediate shelter to the homeless through up-cycled materials with their innovative convertible jackets and sleeping bags. Every year hundreds of returned Rumpl blankets are donated to this organization to be used as insulation in shelter bags and distributed to people experiencing homelessness.



## FIRST PEOPLES FUND

Cultural appropriation of Native American and Indigenous artwork is a problem in the outdoor industry. Each year we partner with several indigenous artists to create collections that benefit First Peoples Fund, an organization dedicated to supporting Native and Indigenous artists and culture bearers.



# MATERIALS

In 2019, we made a major and necessary overhaul to our entire core line of blankets to use only 100% post-consumer recycled materials. Through that effort, we have up-cycled millions of discarded plastic bottles, turning them into the synthetic insulation and polyester shell materials that are used in our best-selling products. All of our synthetic insulation options are 100% post-consumer recycled content, and all of our natural insulations use only ethically and sustainably sourced fibers. We are continuously looking for ways to improve our products from a sustainability standpoint without any sacrifice to product quality or durability. See the table below for a complete list of recycled components in each of our products:

RUMPL PRODUCT NAME	RECYCLED PROPERTIES	REPURPOSED MATERIALS
ORIGINAL PUFFY BLANKET	1. 30D 100% Post-Consumer Recycled Polyester Ripstop 2. 3D Hollow Fiber Siliconized Insulation	-
NANOLOFT PUFFY BLANKET	1. 30D 100% Post-Consumer Recycled Polyester Ripstop 2. Nanometer High-Elastic Cloth with Soft Nap (Synthetic Down)	-
DOWN PUFFY BLANKET	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
FEATHERLITE PUFFY BLANKET	1. NIKWAX Hydrophobic Down™ 800-fill RDS Cert/Fluorine Free	-
SHERPA PUFFY BLANKET	1. 30D 100% Post-Consumer Recycled Polyester Ripstop 2. Medium Pile Plush Sherpa Fleece #19358-300 (100% Post Consumer Recycled)	-
FLANNEL SHERPA PUFFY BLANKET	1. Medium Pile Plush Sherpa Fleece #19358-300 (100% Post Consumer Recycled)	-
SHERPA FLEECE BLANKET	1. Medium Pile Plush Sherpa Fleece #19358-300 (100% Post Consumer Recycled)	-
EVERYWHERE MAT	-	-
EVERYWHERE TOWEL	-	-
STUFFABLE PILLOWCASE	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
ORIGNAL PUFFY PONCHO	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
CHILLMONO	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
BEER BLANKET	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
CINCH SACK	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
SHADY POUCH	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	-
PACKABLE TOTE	1. 30D 100% Post-Consumer Recycled Polyester Ripstop	100% Repurposed from development fabrics
COZYHEMP BLANKET	-	Hemp 20% / Cotton 80% (Organic) Woven Material
MERINO SOFTWOOL BLANKET	-	50% MERINO WOOL / 50% ORGANIC COTTON - 450gsm
Percentage of product lines that contain at least one recycled/repurposed feature		88% (16 of 18 product franchises)
Percentage of total products that contain at least one recycled/repurposed feature		85% (28 of 33 products)



# REI IMPACT REPORT

Rumpl has enjoyed a long-term and fruitful relationship with REI that has both grown our business and also pushed us to continually improve our products. Every year REI scores its vendors in a Product Impact Questionnaire that measures the brand's environmental impact and sustainability practices. In 2020 we were proud to receive a score of 60/100, which placed us in the top 90-95th percentile of every brand sold at REI. Still, in the spirit of continuous improvement, we set a goal at the start of 2021 to improve our Impact score by 10 points. We achieved this goal, scoring 70/100 for 2021, and earned a 99.9% positive variance to all other brands currently sold at REI.

**+18.5%**

Improvement over 2020 score.

**90-95%**

Overall score percentile range.

**0**

Number of critical gaps

**+99.9%**

Variance to average score among all brands sold at REI





# DIVERSITY, EQUITY, & INCLUSION

Over the past couple of years, Rumpl has taken a diligent look at its internal and external practices as they relate to DEI and has come up with a comprehensive strategy to improve practices and representation. Specifically in 2021, we leaned into three initiatives and increased our commitment to ensuring these result in tangible and measurable outcomes.

## Initiative 1: Embed diversity and inclusion goals and commitments into our corporate framework.

With the certification as a B-Corp, our bylaws now include implementation of specific ESG standards. Rumpl leadership have been actively engaging in DEI training through the Camber Outdoors Building Blocks program. Additionally, Rumpl established its first DEI advisory council to help enhance and inform current and future DEI initiatives. This work, in tandem with the changes made to Rumpl's diversity and inclusion policy, ensure that Rumpl continues to prioritize being a more diverse, equitable and inclusive business. We continue to build upon our core pillars for furthering our DEI work and have made progress against each of these in measurable ways.

## Initiative 2: Uplifting creators from under-represented communities.

Rumpl expanded our external ambassador program for content creators to bolster our inclusive marketing assets. Of these ambassadors, 4 of the 5 are BIPOC and they have enabled us to continue to elevate the presence of BIPOC talent in our visual marketing assets. Rumpl has continued to be passionate about showcasing and uplifting the work of under-represented communities. That said, due to availability and schedule constraints, we were unable to secure additional BIPOC creators for the 2021 line of R.A.D (Rumpl Artist Division) program products but were able to partner with Lisa Congdon, an open and active member of the LGBTQ+ community. Through our efforts for the 2021 season, we have been able to secure 3 BIPOC creators for the 2022 cohort of R.A.D. program whose availability was unable to fit the timelines necessary for 2021.

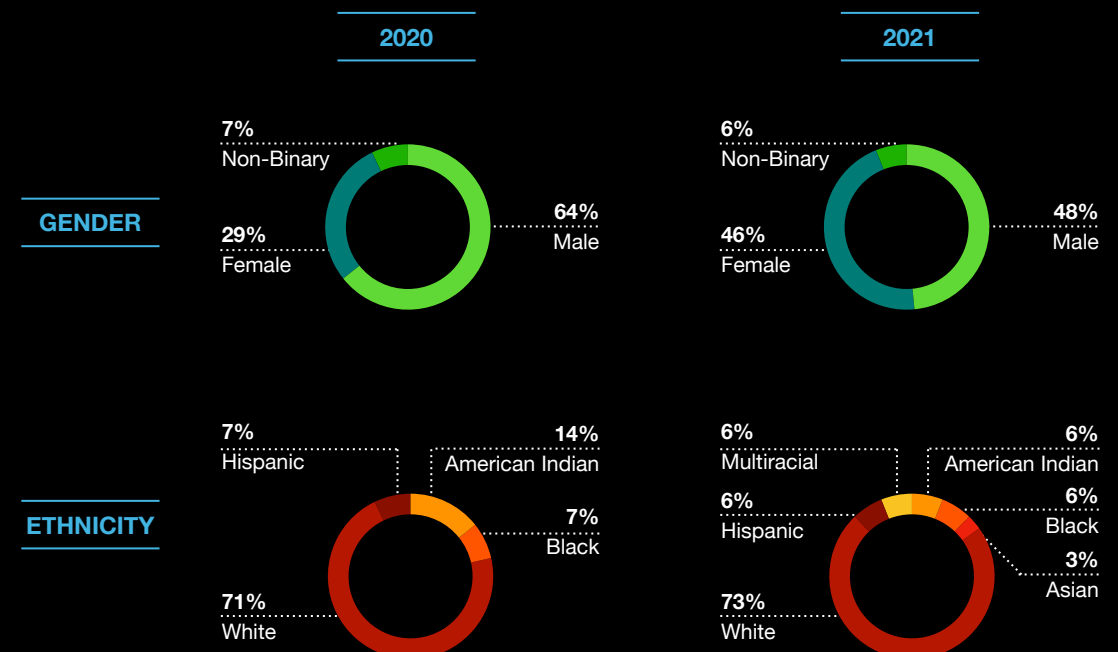
## Initiative 3: Giveback to causes that support inclusion in the outdoors.

In 2021, Rumpl continued to strengthen and expand our relationship with WeGotNext, an organization dedicated to amplifying individual stories of people from under-represented communities specifically in the outdoor and environmental space. Rumpl collaborated on the creation and distribution of 4 WeGotNext ambassador videos shared across our social media channels. Additionally, Rumpl partnered with Nicole McLaughlin on a collaboration project that further elevated WeGotNext's visibility as well as donating \$10,000. Lastly, WeGotNext was Rumpl's 2021 giving Tuesday partner that resulted in additional donations for them through this partnership.

## THE PILLARS OF OUR DEI STRATEGY

CORE PILLARS	GOALS	ACTIONS TAKEN IN 2021
<b>Diverse Leadership</b>	Increase representation at the Board/advisory level.	<ul style="list-style-type: none"> <li>Hired a new female board member (Sarah Crockett)</li> </ul>
<b>Inclusive Recruiting</b>	Recruit from a more diverse talent pool for new hires.	<ul style="list-style-type: none"> <li>Requirement of 1 female and 1 BIPOC candidate for every FTE new hire</li> <li>Leverage Outdoor CEO Pledge, Camber Outdoors, and local BIPOC outdoors organizations for diverse referrals</li> <li>Created formal recruiting training for all hiring managers</li> <li>In 2021, Rumpl has hired 20 new employees - 13 female, 6 males, 1 non-binary (3 BIPOC)</li> </ul>
<b>Inclusive Content</b>	40% of content includes BIPOC representation	<ul style="list-style-type: none"> <li>Achieved greater than 40% in 2021</li> </ul>
<b>Inclusion Accountability</b>	Identify and break down barriers to inclusion at Rumpl.	<ul style="list-style-type: none"> <li>Leadership team receiving robust DEI training through Camber Outdoors.</li> <li>Institution of DEI advisory council.</li> </ul>

## 2020/2021 EMPLOYEE DEMOGRAPHICS







# EMPLOYEE WELL-BEING

**Competitive pay:** We perform an annual compensation and performance review to ensure pay equity and to track closely with the market.

**Unlimited PTO:** We trust our employees to put forth their best effort and work hard. Consequently we don't believe it's necessary to monitor their time off.

**401k Matching:** We provide a company match of up to 4% (fully vested on Day 1) because we're invested in the long term success of our employees.

**Health benefits:** We offer company-paid medical, dental and vision insurance for full time employees so our employees can rest easy knowing they are covered on that end.

**Quarterly profit sharing:** On a quarterly basis, we give back a part of our profit target beat to our employees.

**Paid parental leave:** We provide up to 12 weeks of paid parental leave for delivering parents and 4 weeks of paid time for partners.

**Employee discount and access to pro deals:** Rumpl employees receive a generous product discount as well as access to many pro deals in the outdoor industry.

**Tuition and education reimbursement:** We provide a tuition and education reimbursement program for job-related professional development.

**Active Event reimbursement:** We provide entry fee reimbursement for participation in active lifestyle events and races (ie bike races, marathons, etc).

**Flexible remote working policy:** We encourage our employees to work wherever they want and provide home office equipment for those that are out-of-state. The policy also allows for flexible schedules to ensure our employees are able to live their lives and do great work.

**Employee engagement surveys:** We conduct quarterly anonymous employee engagement surveys with subsequent listening sessions with company leadership. We want to make sure we listen and respond to our employees and we strive for a 90+% employee satisfaction goal.

**Annual company offsite:** Every year we host an annual offsite that varies in activities each year. In the past, we've done whitewater rafting, crabbing, and axe-throwing!

**Manager training:** We provide manager trainings and bring in subject matter experts to ensure our managers have a good skillset in managing direct reports.

**Financial Transparency:** We hold a monthly townhall where company leaders present the status of goals and initiatives, as well as the financial performance of the company.



# 2021 CHALLENGES

## INCREASING FOOTPRINT

We are working hard and offset 100% of our carbon footprint, but even as we work toward making significant reductions in the footprint through increased adoption of recycled materials, our footprint is increasing due to our growth of the business.

## DIVERSE R.A.D. ARTIST COLLECTION

Our 2023 lineup of RAD artists will be our most diverse yet - which means we have to extra diligent and cognizant of how to tell their stories correctly and effectively.

# 2022 INITIATIVES

## AUDIT PACKAGING & TRANSPORTATION

Our supply chain always has room for improvement from a sustainability perspective. Our operations team is currently investigating production points to reduce plastic usage as well as full optimization of container capacity to reduce carbon footprint.

## TIER 1 & TIER 2 FACTORY AUDITS

We are making an effort to streamline the process around tier 1 and tier 2 factory audits to increase transparency. This year, we are expanding our third party audits to tier 2 facilities as well.

## REI VENDOR IMPACT REPORT

We are proud to be a part of the REI collective and as part of that inclusion, we fill out the REI Product Impact Questionnaire on an annual basis, which requires us to divulge core practices including but not limited to supply chain, materials, and carbon emissions. In our last report, we scored 60 out of 100, which is an 81.4% favorable variance to the average score of all brands. Our goal is to increase this score by 10 points this upcoming year.

## ELEVATE CSR STORYTELLING

Transparency to our customers in our sustainability efforts involves a continual stream of updates and communication. To that end, we hope to keep our consumers steadily informed to such efforts via our primary communication channels.

## ESTABLISH A CSR ROADMAP

It's hard to achieve goals and success without well-defined initiatives and measures to get there. We are proud of our work to-date, but for continual improvement that surmounts to something impactful, it's imperative to establish a well thought out roadmap. To that end, we are redefining job descriptions to include sustainability efforts and we are also looking to hire a CSR manager to own this full-time.





Rumpl

**RUMPL, INC**

For more information about our global  
impact, please visit [Rumpl.com](https://Rumpl.com)