



Executive  
Summary  
**2021**



# Overcoming limits and keeping up with dreams

We believe in development consistent with resilience and adaptability, the qualities that have rewarded the company the most in recent years.

And while it is natural that some stages of the journey may change, the ultimate goal does not: to move our business towards an increasingly sustainable model.

As lovers of sport and its rules, we are well aware of the importance of performance and continuous improvement and place it at the heart of our first corporate sustainability report.

Measuring our performance to understand ourselves better and improve, while focusing on our competitive spirit.



*The president*  
Enrico Moretti Polegato



This is the most important marathon we will run in the coming years: to continue the development path that Diadora has successfully undertaken in recent years and to surpass our limits and dreams.

# Our steps are your steps

Since 1948 we have accompanied every step of your life. From a first pair of mountain boots to work shoes, from running shoes to tennis shoes, we create footwear in which **craftsmanship**, **style** and **performance** go hand in hand. The best of **creativity**, **research** and **Made In Italy** goes into each creation: designers, craftsmen, shoe technicians, bioengineers and doctors.

The result is a stylistic code that we have also extended to the world of clothing and accessories for sport and lifestyle and that has made Diadora a globally recognised company.

## I nostri valori



### INTEGRITY

We demand the utmost integrity from ourselves and our stakeholders in full compliance with all applicable regulations.



### RESPECT

We respect our commitments the economic, social and environmental responsibility of our actions, starting with the protection, at all levels, of our workers.



### COMMITMENT

We always expect the utmost commitment in every activity and are oriented towards continuous improvement. Commitment is a central strategic element of our sustainability policy.



### Vision

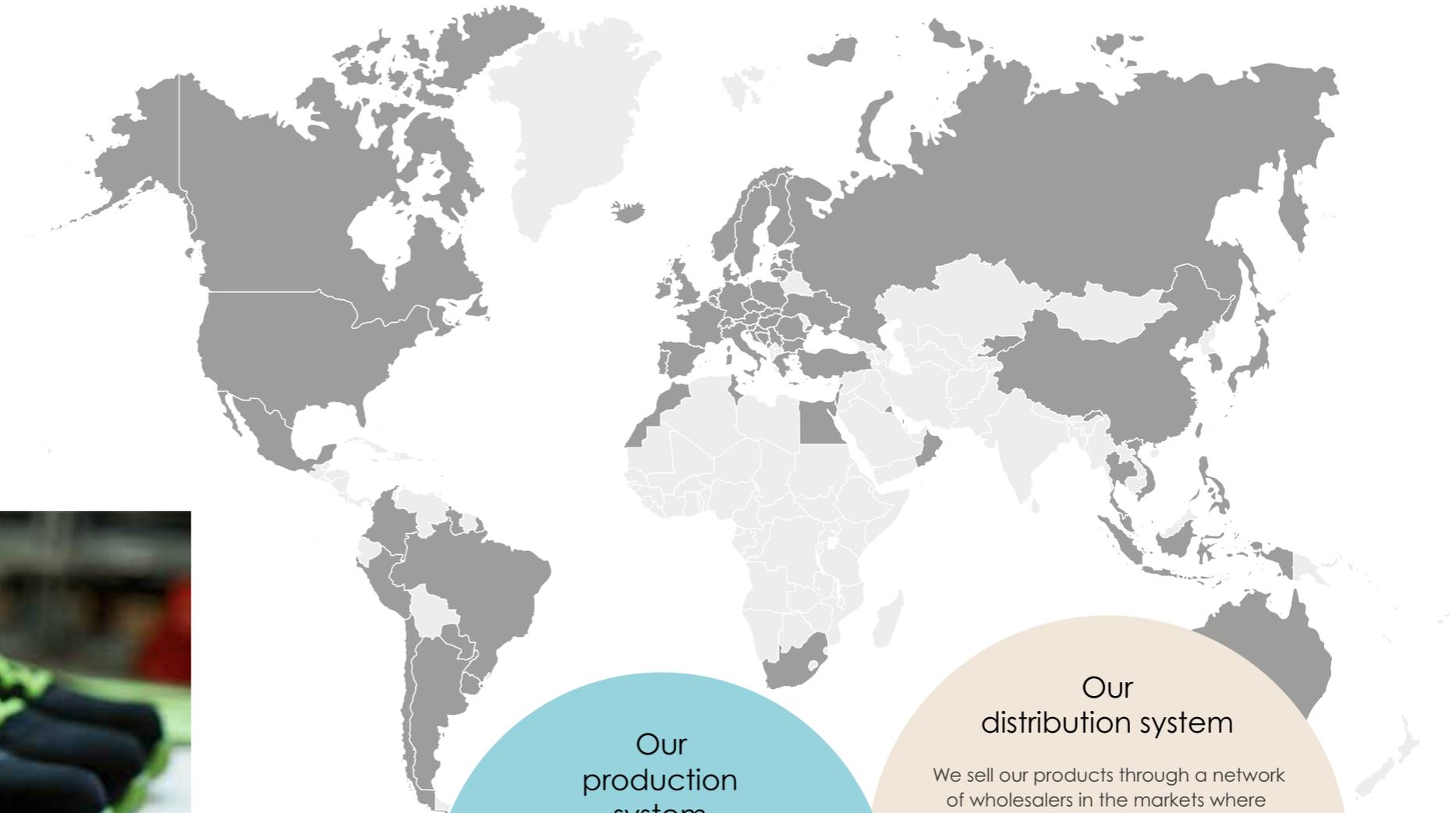
We want to accompany everyone at every important step of their journey, making sport and active living essential components of each individual's life philosophy.

### Mission

We design and manufacture footwear and sportswear from Italy, designed to bring importance to every step the wearer takes; we do it responsibly, respecting people and the environment, putting care and passion, creativity and inventiveness - the hallmarks of our Italian being - into every product, committing ourselves every day to making our steps in the world increasingly sustainable.

## Our presence around the world

Today Diadora is one of the world's leading sports brands, distributed in over 60 countries.



### Platinum Medal

We were recently awarded the EcoVadis 'Platinum Medal' for sustainability performance, placing us in the top 1% of sustainability performers among more than 75,000 companies assessed by EcoVadis in more than 160 countries and 200 sectors. This is a further recognition of our commitment to sustainability and follows the two gold medals previously received.



### Our production system

We directly control and coordinate all the stages of our production system. Finished product purchases are confirmed at the Group's distribution centres: in Italy for Europe, in Shanghai for China, in Hong Kong for the rest of Asia and in New Jersey and Los Angeles for the North American market.

### Our distribution system

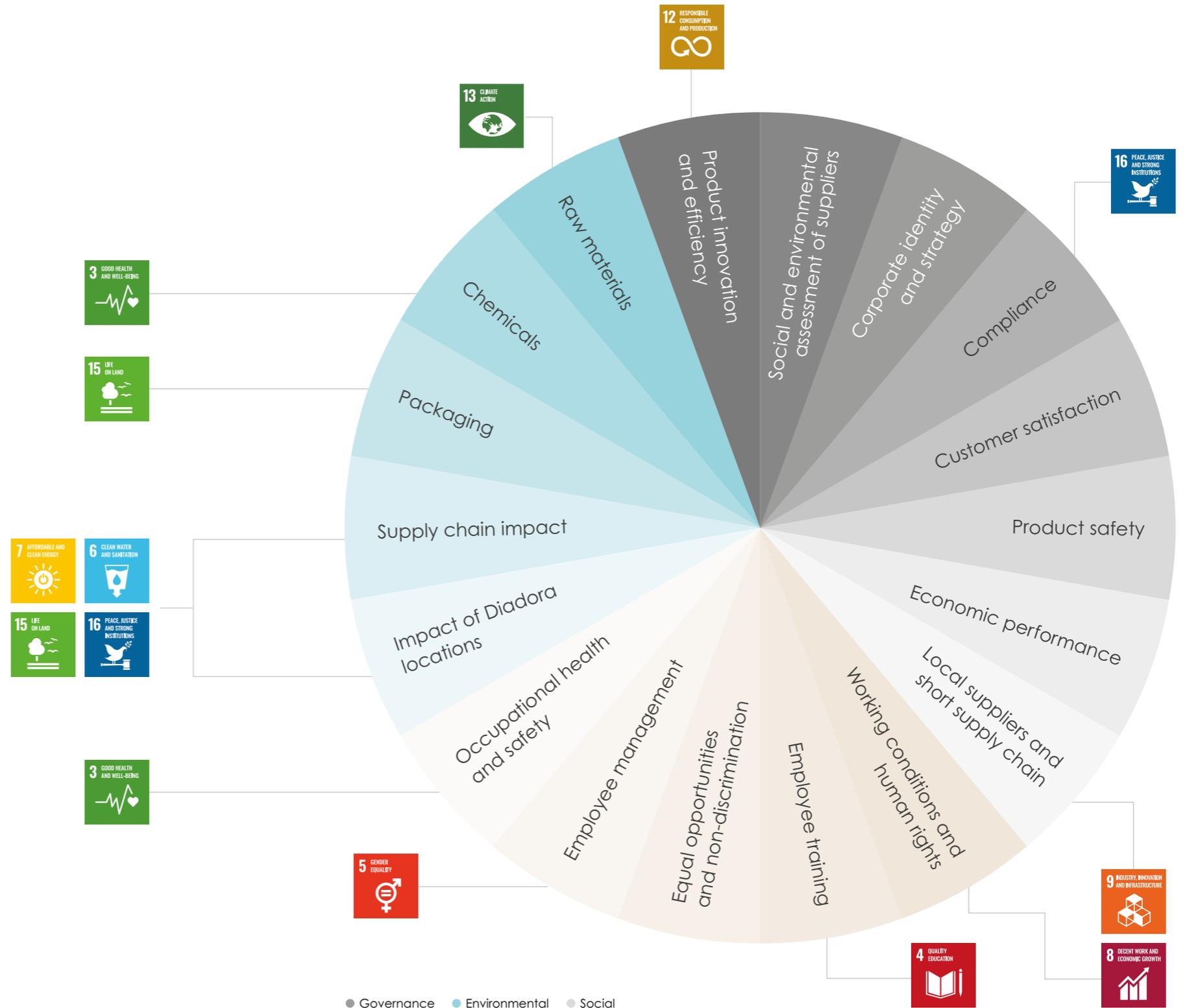
We sell our products through a network of wholesalers in the markets where we operate directly. In addition to Italy, these include the United States, Germany and Benelux. We manage direct sales to consumers with our e-commerce platform and through a network of outlets. Diadora is present in other markets through distributors or licensees. Some brand extensions are also managed through licenses.

# Our contribution to the UN 2030 Agenda

One of the key steps in drafting our Sustainability Report was to identify the economic, social and environmental issues central to our company and stakeholders by linking them to the seventeen SDGs to be achieved by 2030 under the UN Agenda.

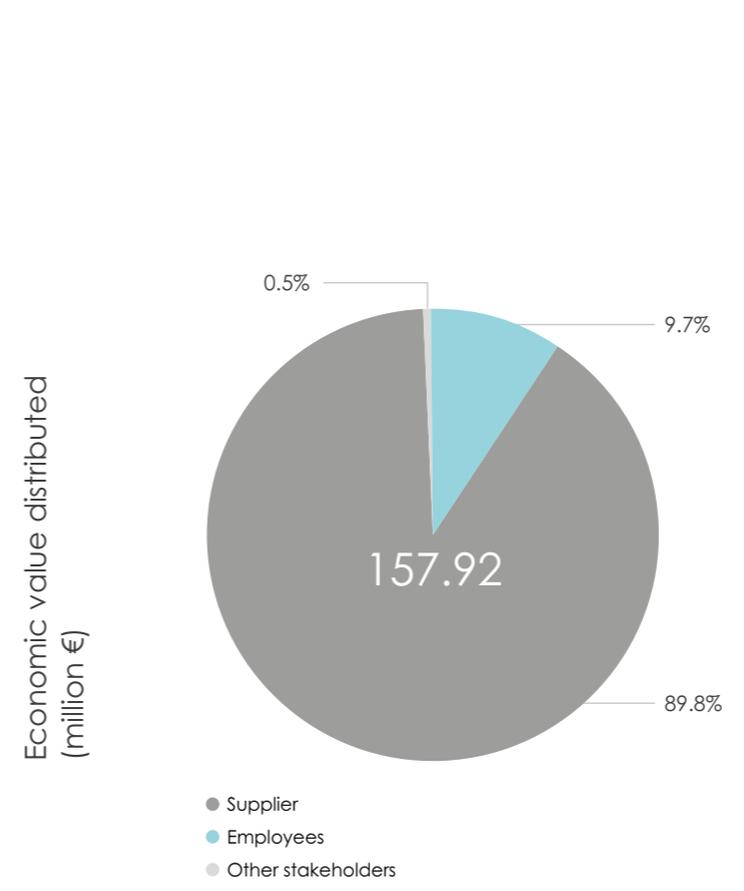
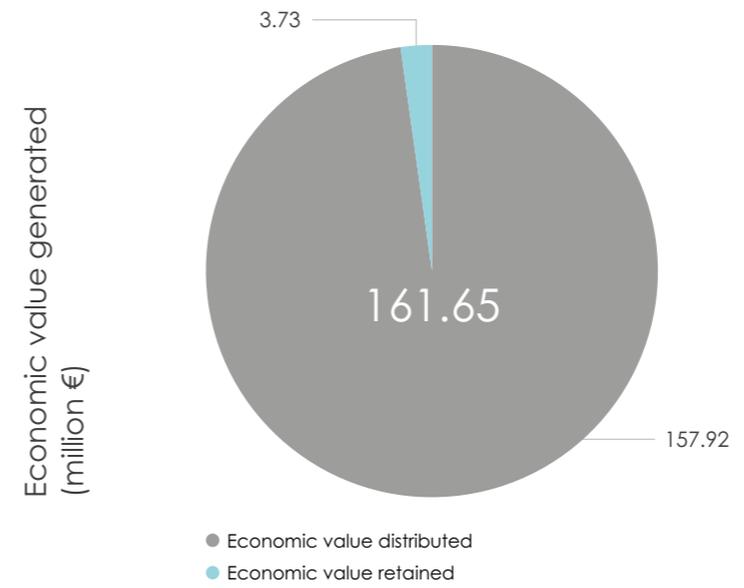


In particular, the following image illustrates the SDGs to which we want to contribute through our business's positive impacts, linked to the material topics we previously identified.



# An essential factor: economic sustainability

Only careful and responsible management enables us to consolidate and amplify our most valuable asset: the trust of stakeholders in us.



# People and environment: the heart of our commitment

People are our company's most important asset.

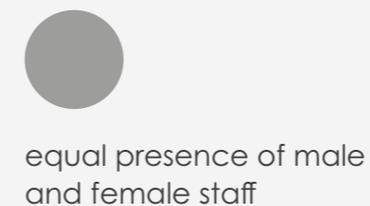
We recognise the centrality and strategic importance of our employees and contractors, not only from a professional point of view but above all from a human one.

The orientation towards sustainability and environmental protection is a commitment for us to pursue every day,

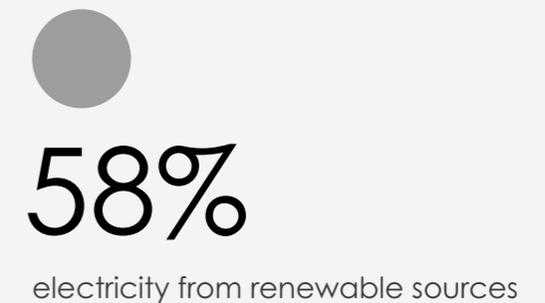
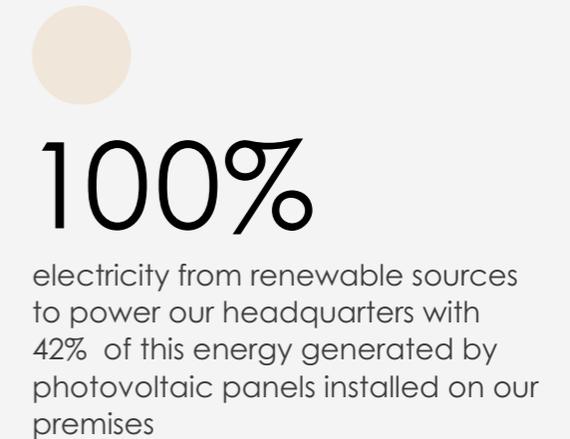


## Results achieved

### SOCIAL IMPACT



### ENVIRONMENTAL IMPACT



# Our winning choice: suppliers

We choose suppliers who work daily to improve their environmental and social impact, operating to the highest quality standards and sharing our values.

## Results achieved

### IMPACT OF GOVERNANCE



Our commitment to a short supply chain:



45

Documentary audits carried out during the year after the post-lockdown resumption for Covid-19



+8%

volume of footwear in Europe vs. 2019



+3%

volume of Italian clothing and accessories vs. 2019



138

total suppliers

### SOCIAL IMPACT

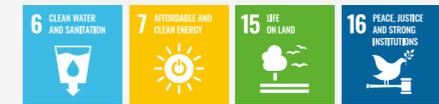


joining the Better Cotton initiative



verification of the entire product supply chain to exclude the sourcing of cotton from Xinjiang

### ENVIRONMENTAL IMPACT



+12%

improving the environmental performance of suppliers assessed by document audits



joining the We forest project to safeguard Brazil's Atlantic forest



# A concrete commitment to sustainability: our products

The integration of sustainability in the material evaluation criteria has a very precise significance for us : it means focusing on the needs of future generations, on the one hand contributing to a more sustainable production of natural materials and on the other hand limiting the use of chemical or harmful substances.

## Results achieved

### IMPACT OF GOVERNANCE



Diadora Research Centre, of which Airbox with Net Breathing System and Stable Impact are two important achievements



Icons 2030 project: creation of iconic sportswear models with sustainable materials



Manifesto 2030 clothing project: use of certified recycled materials

### SOCIAL IMPACT



94%

positive consumer purchase ratings (4 and 5 stars)



4.7/5

average value of purchase review



### ENVIRONMENTAL IMPACT



42.5%

of garments GOTS (Global Organic Textile Standard) certified



78%

use of FSC® paper for both primary and secondary packaging (+34 pp vs 2020)



obtained the Global Recycled Standards (GRS), Claim Standard (RCS) and Organic Content Standard (OCS) certifications

