

# SUSTAINABILITY REPORT

2023

A photograph of a plant with a yellow flower and pink blossoms against a blue sky. The plant has green leaves and stems. The yellow flower is in the foreground, and the pink blossoms are in the background. The sky is a clear, light blue.

# MEJURI

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# OVERVIEW

MEJURI



# A WORD FROM OUR CEO

Reflecting on this past year, I'm so proud of how we've shown up every day and stayed true to our commitments.

Since our last Sustainability Report, we've committed to a climate-positive future and improved circularity and traceability throughout our supply chain. From introducing SCS-007 certified sustainable lab grown diamonds to rolling out our polybag recycling program, we have seen how each step plays a vital role in our ongoing journey.

We also partnered with organizations that helped us show up. Working with Regeneration and Design Thinking Africa, we're learning to support ecosystems and communities while innovating our designs and materials. Our move towards recyclable packaging is another step in this direction, aiming to reduce waste and decrease our footprint.

And with the Empowerment Fund, we've continued to use our



platform to support women and underrepresented communities and help them design the life they want.

As we move forward, we're inspired by the idea that incremental change contributes to a more significant impact. From what and how we source our materials to building a diverse and dynamic team, we're on a mission to do things better, more thoughtfully, and more responsibly.

Sustainability isn't a trend for us—it's an ongoing commitment that requires constant learning, reinvention, and transparency. We aren't here to claim that we've figured it all out; we have a lot of work to do.

We invite you to review this report, discuss its findings, and stay curious. After all, this isn't just Mejuri's journey—it's a joint effort, and we want to keep you informed every step of the way.

Thank you,

Noura Sakkijha  
CEO

# ABOUT MEJURI

Since our founding in 2015, Mejuri has reinvented fine jewelry as an everyday luxury, all while championing positive impacts in our communities, the industry, and the world.

With a global team of over **640 employees, 29 stores** and counting across two continents, and a thriving community of over one million customers, we've proudly embellished the world with countless unique pieces, each representing the personal style of its wearer.

We strive to evolve alongside our customers, refining our products to align with changing preferences. Our weekly product drop model enables small-scale production and

consistent newness to inspire our customers. It's a journey of continuous improvement, guided by a commitment to uphold our trusted quality and craftsmanship.

We invite you to continue reading to learn more about what we have in store.

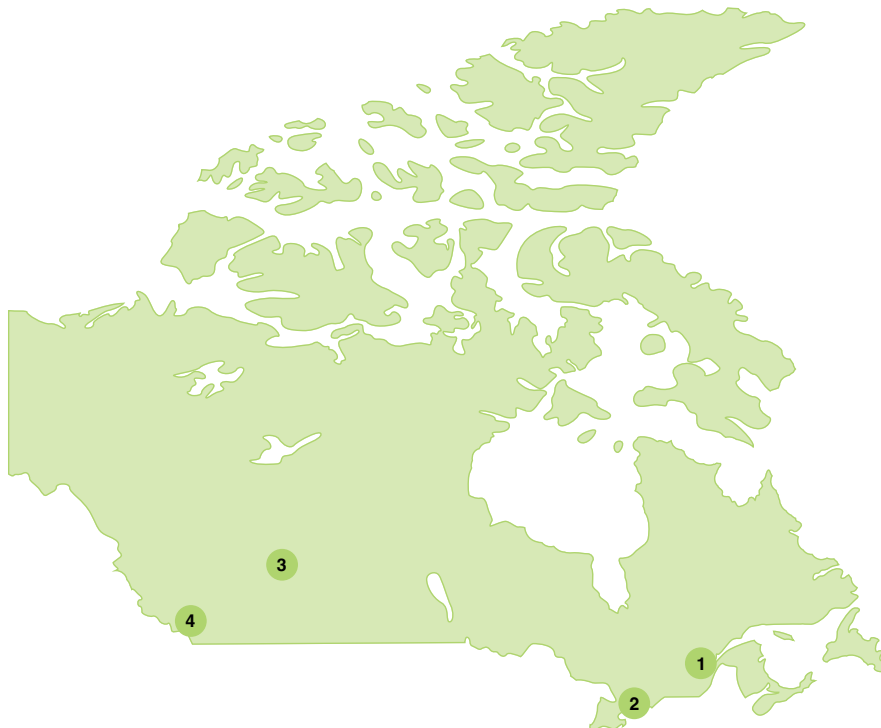
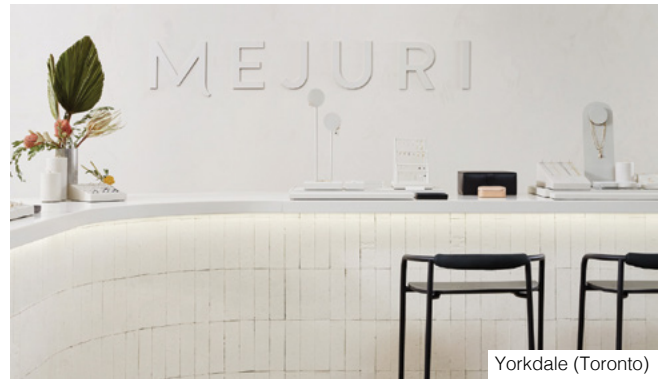


# WHERE WE OPERATE

Since 2015, we've grown from an online-only business to adding 29 brick-and-mortar retail stores across the globe.

With 12 stores opening this year alone, each new location comes with the opportunity to engage with new customers and communities.

As you read this, Bellevue, Washington, Palo Alto, California, Cherry Creek, Colorado, and Short Hills, New Jersey will have recently opened their doors. Plus, by the end of 2024, we plan to increase our store count to 39, including South Coast Plaza. We will also be evolving our membership program and mobile app to enhance our customer experience.



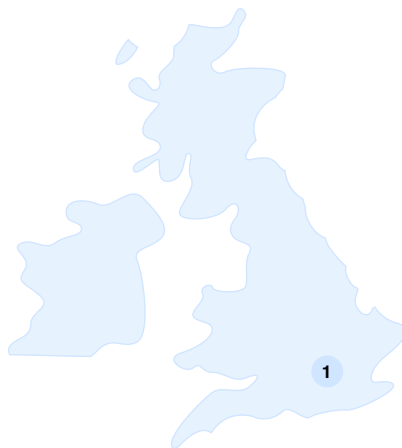
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## Canada

1. Rue Peel (Montreal, QC)  
1410 Rue Peel
2. Ossington (Toronto, ON)  
64 Ossington Avenue  
Yorkdale (Toronto, ON)  
3401 Dufferin Street, Unit 065
3. CF Chinook Centre (Calgary, AB)  
6455 Macleod Trail
4. Kitsilano (Vancouver, BC)  
2166 West 4th Avenue  
Park Royal (West Vancouver, BC)  
925 Main St Unit H3

## United Kingdom

1. **Covent Garden (London, UK)**  
30 King Street
- Kings Rd (London, UK)**  
104 King's Rd
- Marylebone (London, UK)**  
96 Marylebone High Street



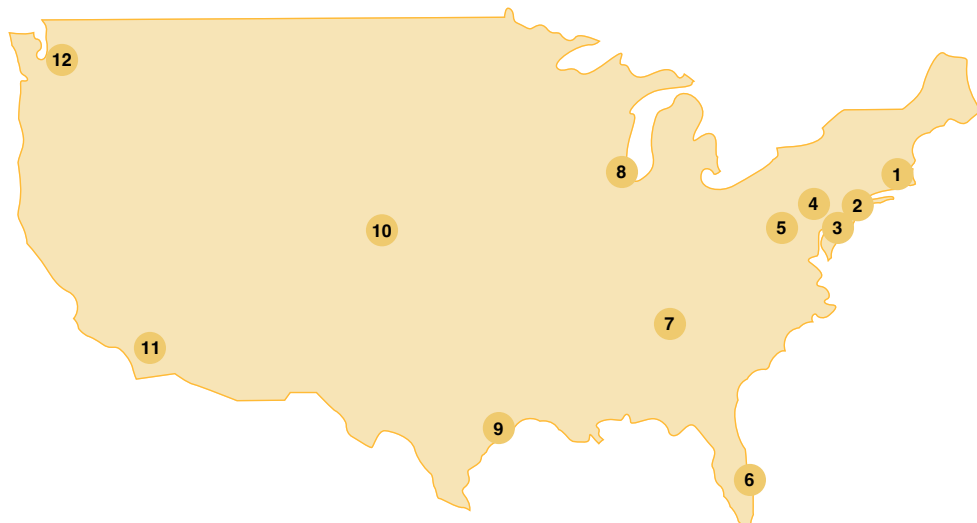
King's Road (London)

## United States of America

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| <ol style="list-style-type: none"> <li>1. <b>Newbury Street (Boston, MA)</b><br/>126 Newbury Street<br/><b>Seaport (Boston, MA)</b><br/>91 Pier 4 Boulevard</li> <li>2. <b>Flatiron (New York City, NY)</b><br/>144 Fifth Avenue<br/><b>Spring Street (New York City, NY)</b><br/>43 Spring Street<br/><b>Williamsburg (New York City, NY)</b><br/>107 N 6th Street</li> <li>3. <b>Short Hills (Short Hills, NJ)</b><br/>1200 Morris Turnpike,<br/>Suite #B264</li> <li>4. <b>Walnut (Philadelphia, PA)</b><br/>1525 Walnut Street</li> <li>5. <b>Bethesda Row (Bethesda, MD)</b><br/>7247 Woodmont Avenue</li> </ol> | <ol style="list-style-type: none"> <li>6. <b>Wynwood (Miami, FL)</b><br/>219 NW 25th St</li> <li>7. <b>Nashville (Nashville, TN)</b><br/>2803 12th Avenue South,<br/>Suite 102</li> <li>8. <b>West Loop (Chicago, IL)</b><br/>940 W Randolph Street</li> <li>9. <b>Domain Northside (Austin, TX)</b><br/>11700 Domain Boulevard,<br/>Suite 126<br/><b>Montrose Collective (Houston, TX)</b><br/>888 Westheimer Road, Suite 158</li> <li>10. <b>Cherry Creek (Denver, CO)</b><br/>3000 E 1st Ave, Unit #144</li> <li>11. <b>Abbot Kinney (Los Angeles, CA)</b><br/>1110 Abbot Kinney Boulevard</li> </ol> | <ol style="list-style-type: none"> <li><b>Americana (Glendale, CA)</b><br/>Unit G2, 116 Caruso Ave</li> <li><b>Chestnut (San Francisco, CA)</b><br/>2050 Chestnut St</li> <li><b>Hayes Valley (San Francisco, CA)</b><br/>327A Hayes Street</li> <li><b>Melrose (Los Angeles, CA)</b><br/>8404 Melrose Avenue</li> <li><b>Palo Alto (Palo Alto, CA)</b><br/>180 El Camino Real Suite #1150</li> <li><b>Santana Row (San Jose, CA)</b><br/>333 Santana Row, Unit 1005</li> <li><b>University Town Center (San Diego, CA)</b> 4545 La Jolla Village</li> <li>12. <b>Bellevue (Bellevue, WA)</b><br/>124 Bellevue Square, Unit L124<br/><b>University Village (Seattle, WA)</b><br/>2621 NE University Village Street</li> </ol> |
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Wynwood (Miami)



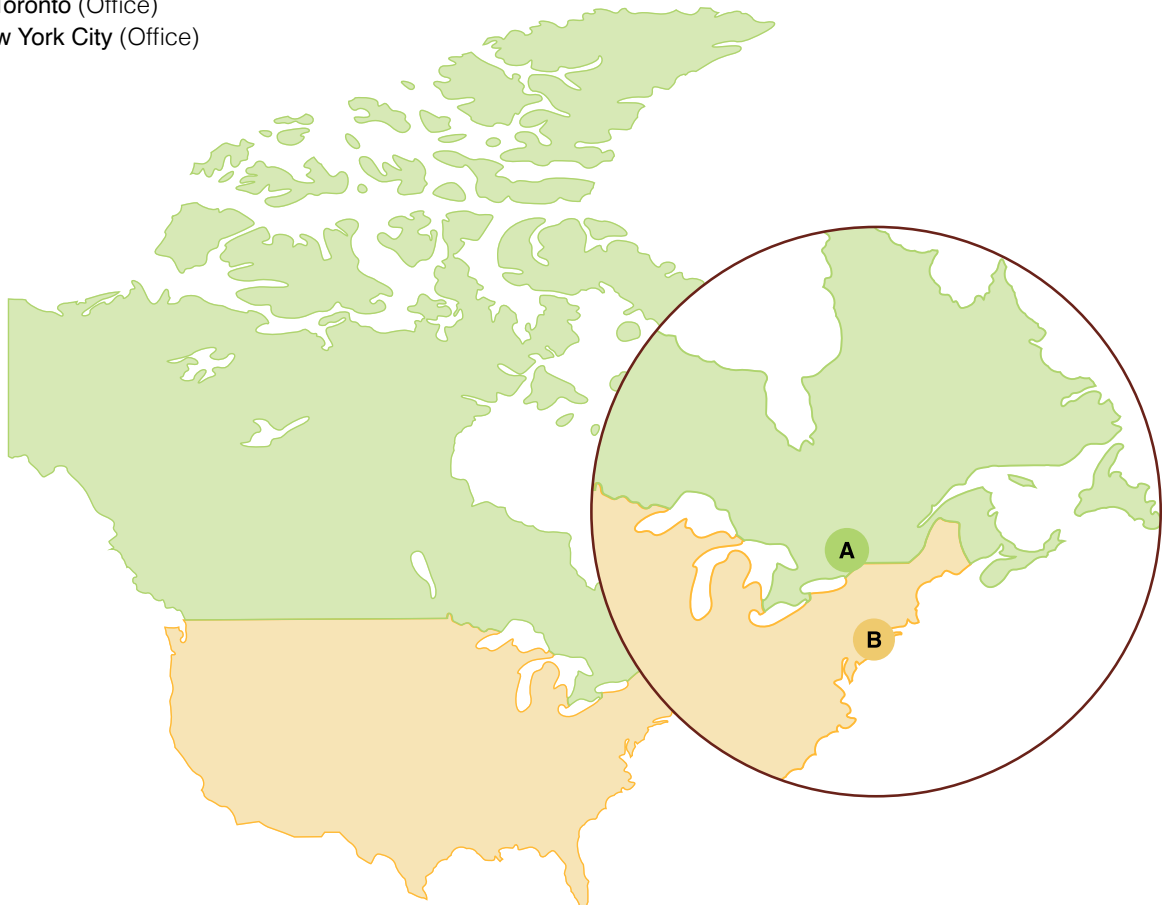
# OUR OFFICES AND FULFILLMENT CENTER

Our offices and fulfillment centers are essential to the success of our business, serving as the engine that drives our operations.

Explore the lesser-known locations where our team works diligently every day to enhance the Mejuri experience.

## **Corporate Headquarters and Fulfillment Center:**

- A. North York, Toronto  
(Fulfillment Center)  
Yorkville, Toronto (Office)
- B. SoHo, New York City (Office)



# OUR SUSTAINABILITY JOURNEY (SO FAR)

We're dedicated to sustainability, and though our journey is always evolving, our commitment remains strong.

2019

- Introduced **recyclable paper packaging** and reusable cotton bags
- Launched **employee engagement surveys** to hear directly from our employees

2020

- Donated **\$130,000 USD** to various charities throughout the year and began sketching out the long-term vision for the Mejuri Empowerment Fund

2021

- Started working with our suppliers to source products from recycled gold
- Conducted **greenhouse gas (GHG) benchmarking** exercise
- Performed **life cycle assessment (LCA)** on our products
- Introduced a **reduced packaging** option for online purchases
- Launched **Mejuri ID** and improved **accessibility** on our website

2022

- Donated **\$250,000 USD** to various charities through the Mejuri Empowerment Fund
- Expanded **employee benefits** to fund infertility and mental health coverage
- Became founding partners of **Regeneration** and **Salmon Gold** through RESOLVE to restore fish habitats in Alaska, the Yukon Territory, and British Columbia
- Expanded our **responsible sourcing program** to define our own best practices while working toward our goal of becoming climate-positive

2023

- Became an SCS-007 Certified Retailer and Introduced **SCS-007 certified Lab Grown Diamonds**
- Donated **\$171,000 USD** through the Mejuri Empowerment Fund
- Gave **\$203,000 USD** in advocacy-related donations
- Committed **\$5 million USD** through the Empowerment Fund by 2030
- Expanded our **Social & Environmental Accountability Program** and released our Supplier Code of Conduct Guidance
- Launched **Mejuri+ Membership and App**
- Announced our **2030 Sustainability Commitments**
- Partnered with **Design Thinking Africa** to upskill women gemstone polishers in Zambia
- Joined the **Watch & Jewellery Initiative 2030**
- Completed the **Positive Luxury** Certification Assessment (received in February 2024)



# OUR SUSTAINABILITY FRAMEWORK

We continue to challenge ourselves and hold ourselves accountable for our continued improvement.

We continue to believe that luxury can be synonymous with sustainability and that bold targets will move us closer to our goals. That's why this year, we shared our 2030 Commitments across four key impact areas: People, Planet, Product, and Philanthropy.

Alongside these commitments, we align our efforts with international best practices and global frameworks like the United Nations (UN) **Sustainable Development Goals** (SDGs).

The UN has outlined 17 interlinking sustainable development goals that together represent a blueprint to achieving a sustainable future. **We have chosen seven SDGs that align closely with our business and values.** These goals guide our sustainability efforts and contribute to broader global initiatives and progress. The UN SDGs we've selected reflect critical areas where we can make a meaningful impact.

It's important to note that while the UN SDGs provide a comprehensive global framework, we recognize the importance of tailoring these goals to our specific business context. **This is why we've shared our 2030 commitments to track our more immediate impact and progress while staying aligned to the SDGs.**

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## PEOPLE

We foster **equity, and we respect and empower our colleagues**, our suppliers and their employees, and the communities we work in.



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## PRODUCT

We continue to seek out **suppliers who are aligned with our sustainability goals**, creating products for generations using materials focused on circularity.



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## PLANET

We are working toward **biodiversity protection and climate-positive impact** through how we design, where we source from, and how we operate.



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## PHILANTHROPY

We are focused on **removing barriers for women and underrepresented groups** by supporting educational opportunities and using our platform to advocate for change.





# OUR 2030 COMMITMENTS

Transforming mission into impact.

## PEOPLE

### **An Emboldened Community**

We will support Mejuri's growing team and our community by setting ambitious standards for our partners and suppliers in the causes that matter to us and creating opportunities for positive social impact in local communities.

### **A Culture of Belonging & Growth**

We will strive to create an authentic, connected community where every member influences our culture while emphasizing personal and professional development.

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## PRODUCT

### **100% Traceability of Precious Materials**

We will educate customers about the origins of their responsibly sourced products, from the precious materials we use to the location of craftsmanship.

### **100% Circularity**

We will design products and packaging with their complete lifecycle in mind, creating circular pathways such as repair, resale, and recycling.

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## PLANET

### **Climate Positive**

We will go beyond carbon neutrality in our value chain by working to remove extra carbon from the atmosphere through restoration and conservation projects where we and our suppliers operate.

## PHILANTHROPY

### **Empowerment of Women & Underrepresented Communities**

We will support underrepresented people in our community, helping them to achieve their goals through education, upskilling, and advocacy, underpinned by collaborations, partnerships, scholarships, bursaries, and donations.

<https://mejuri.com/company/our-commitments>



# REAL TALK

2030 seems ambitious for all these commitments.  
How do you plan to achieve them?

As we set our sights on 2030, we're not just dreaming big, but planning across the business to achieve our targets. Our commitments to traceability and circularity are ambitious but also crucial, and our methodology for determining progress is just the beginning of a roadmap for achieving them.

We won't pretend to have all the answers today; this is a journey. We're navigating through the complexities as we progress, and each step brings us closer to our goals. Recognizing the power of collaboration, we're also teaming up with industry partners to drive broader, industry-wide change.

Stay tuned as we work toward turning these commitments into reality.

# IMPACT AT A GLANCE

Here's a snapshot of this past year. Explore the numbers, witness the change, and join us in making sustainability not just a trend but the standard we uphold.

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**93.8%**

recycled gold.

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**92.3%**

recycled silver.

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**305 lbs**

of plastic recycled in 2023, through our poly-bag recycling program.

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**100%**

of our lab grown diamonds are SCS-007-Sustainability Rated Diamonds.

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**\$374k**

in Empowerment Fund scholarships and advocacy donations.

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Female-led:

**73%**

of our team Director and above are female.



Achieved the Butterfly Mark certification from Positive Luxury.

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**10 women**

in Zambia were given scholarships after we partnered with Design Thinking Africa to pilot and fund precision gemstone polishing.

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Cumulative resoration of

**1,150m**

of linear stream and

**20 acres**

of upland habitat in Yukon Territory and Alaska through Regeneration's long-term partnerships.

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Hosted seven events and raised

**\$50k**

for Year of Action Committee, to protect access to reproductive health care.

# CREATING ACCOUNTABILITY

To tackle our goals, collaboration is vital. So, we've formed a team of advisors who help us set and hit higher standards and strategize on the actions we will take.

Our team, including employees, customers, community members, industry peers, certifying bodies, and supply chain partners, brings diverse insights that push for improvement across the industry.

Together, we align on key topics that will shape Mejuri's sustainability priorities for the near and distant future.

Topics include:

Responsible sourcing

Sustainable and traceable materials

Nature & biodiversity impacts

Conflict minerals

Human rights and safety in our supply chain

Diversity, Equity, and Inclusion

Emission reduction strategies

Packaging innovation

Circular approaches to business

This year, we've deepened our collaboration with **Positive Luxury**, earning our **Butterfly Mark certification**, and joined the **Watch & Jewellery Initiative 2030** to enhance our sustainability strategy and expand our ability to collaborate. We continue to prioritize international standards and certifications to gauge our progress effectively. Introducing SCS-007 certified sustainable lab diamonds provides both us and our customers with confidence that we are offering the highest quality product that's prioritizing ethical stewardship and responsible production while minimizing our environmental footprint.

At least twice a year, we report to our board of directors to provide updates on progress against our sustainability strategy, and hold ourselves accountable to our 2030 commitments.



# PEOPLE

MEJURI

# A NOTE FROM KATE RAILTON, SVP OF PEOPLE OPERATIONS

From the very beginning, Mejuri has been about autonomy, strength, and self-expression, celebrating each individual's uniqueness.

This year, we've taken significant strides in embedding these values even more deeply into our organization. Our commitment to clarity in performance expectations has opened doors for employee development and recognition, resulting in a more unified and positive Mejuri team.

Through initiatives like our annual leadership summit, manager workshops, town halls, and departmental sessions, we maintain a focus to deeply integrate our values into the organization, so as to create a strong sense of unity within our teams. This commitment to our values extends into our recruitment process, where they are woven into job descriptions and interview scorecards, ensuring our team expands with a purposeful alignment to our core principles.

Mejuri's culture thrives on accessible leadership, fostering open communication and a shared vision. Office hours offer a direct line for leadership to connect with our co-founders, Noura Sakkijha, our CEO, and Maged Masad, our president and COO, to promote transparency and continuous improvement.

As we look to the future, Mejuri is committed to nurturing our internal talent and aims to further bring our teams together by exploring opportunities for community engagement and fostering a shared sense of achievement. We seek to streamline these processes, ensuring ongoing engagement and feedback loops that drive Mejuri's progress.

Join us as we celebrate growth, face challenges head-on, and cherish our collective strides. Here, every year is about getting better together.

Warm regards,

A handwritten signature in black ink, appearing to read 'Kate Railton', written in a cursive style.

Kate Railton, SVP of People Operations

# OUR 2030 PEOPLE COMMITMENTS

## An Emboldened Community

We will support Mejsuri's growth by setting ambitious standards for our partners and suppliers in key areas and fostering positive social impact in local communities.

Focus Areas	
We want to work with <b>partners and vendors aligned with Mejsuri's Diversity, Equity, Inclusion, and Belonging (DEIB) commitments and practices.</b>	We want our <b>stores, corporate offices, and fulfillment centers to meaningfully engage and impact the communities where we operate.</b>
Methodology*	
<ul style="list-style-type: none"><li>• % of key vendors and partners who have committed to Mejsuri's DEIB standards</li><li>• % of key vendors and partners demonstrating progress against DEIB targets</li></ul>	<ul style="list-style-type: none"><li>• # of Mejsuri in-store events</li><li>• # of volunteer hours</li><li>• # of community members impacted by community philanthropy</li></ul>



\*Benchmarks and material targets for each pillar will be announced in October 2024.



## A Culture of Belonging & Growth

We will strive to create an authentic, connected community, one in which every member influences our culture as a whole, all while emphasizing personal and professional development.



Focus Areas		
<p>We want to ensure that <b>everyone at Mejuri understands our values</b> and <b>helps build a culture of inclusion.</b></p>	<p>We wish to <b>increase &amp; maintain diversity of Mejuri’s talent pipeline</b> - creating partnerships to find and support talent from application to final hire.</p>	<p>We want employees to <b>build meaningful connections internally across the business</b> and <b>grow in their skills and career pathways.</b></p>
Methodology*		
<ul style="list-style-type: none"> <li>• % of employees who self-report they feel that they can influence the business</li> <li>• % of employees who self-report they feel that Mejuri is an inclusive environment</li> </ul>	<ul style="list-style-type: none"> <li>• Candidate pipeline conversion across all job postings</li> <li>• Candidate net promoter score</li> <li>• Diversity metrics at the executive level (c-suite)</li> <li>• Diversity metrics of all employees</li> <li>• Diversity metrics of all leaders (VP and above)</li> </ul>	<ul style="list-style-type: none"> <li>• % of employees that received a promotion in the previous year</li> <li>• Annual retention metric</li> </ul>

\*Benchmarks and material targets for each pillar will be announced in October 2024.

# FOSTERING AN INCLUSIVE AND WELCOMING CULTURE

We're learning daily how to best support and celebrate our team.

Meaningful change starts with listening, and we're committed to ensuring every voice at Mejuri is heard and valued. In the following sections, you'll see how we're putting this belief into action – from our Employee Engagement Survey and Feedback to the inclusive efforts of Mejuri ID. Join us as we explore the ongoing journey of building a workplace that reflects the diversity and dynamism of the world around us.



# EMPLOYEE ENGAGEMENT & FEEDBACK

At Mejuri, we aim to create a workplace where diversity is celebrated, feedback catalyzes change and personal growth is nurtured.

In 2019, we started directly asking our employees for feedback through quarterly engagement surveys. Our goal is to give our employees a platform to have their voices heard on topics related to management, diversity and belonging, company purpose, and role expectations.

Since introducing them, we've maintained a **75% participation rate\***, meaning that employees are prioritizing giving feedback through the surveys. Of those that take the survey, 75% of respondents give feedback that they agree or strongly agree across statements such as "I know what is expected of me at work" and "I believe that this company can support my career objectives and offer me the opportunity to build new skills."

This year, based on employees' feedback and business direction, we've focused on strengthening our values and building a better culture across the organization, from defining clear performance standards to rolling out programs that help streamline our retail policies.



\*Statistics are based on Mejuri internal data from voluntary declarations.

At Mejuri, the diversity of our team is integral to our success, and we're constantly looking for ways to grow in this area.

These graphs offer a snapshot of employee gender and ethnicity based on self-reported data.

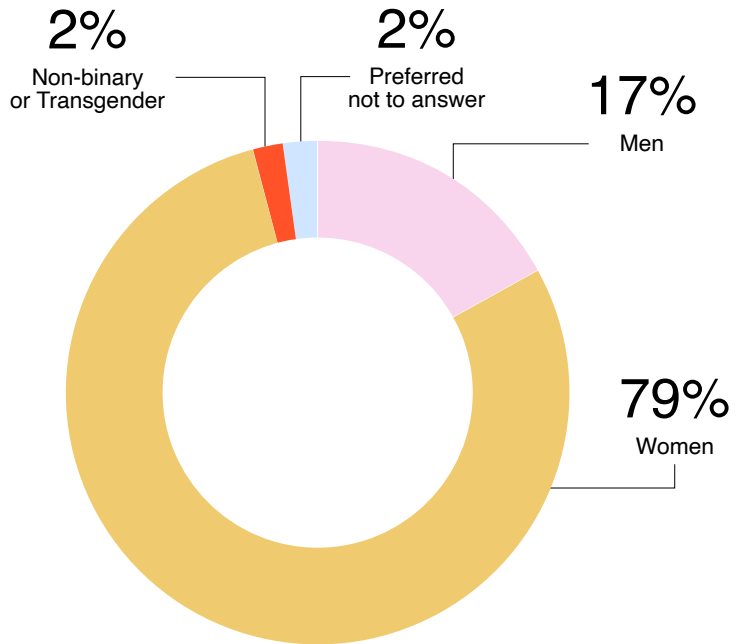
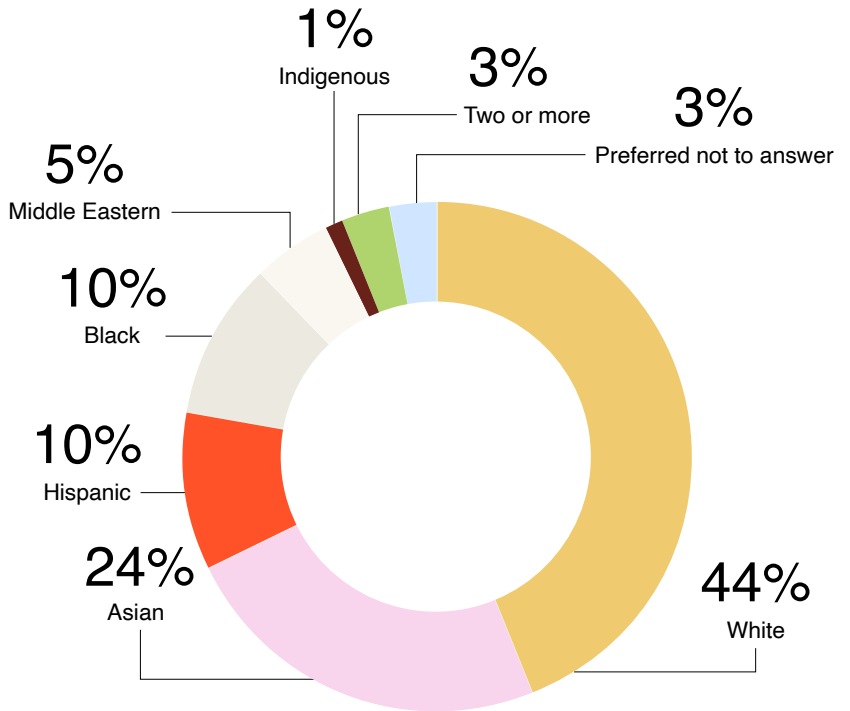
**7%**

of our employees live with a disability.\*

**13%**

of our workforce have taken on a caregiver role.\*

## Diversity of Our Team\*



\*Statistics are based on Mejuri internal data from voluntary declarations.



# MEJURI ID

Launched in 2020 and driven by the dedication of our employees, the Mejuri ID committee focuses on promoting understanding and celebrating diverse cultures and identities.

Grounded in **Awareness, Allyship, Action, and Applicability**, Mejuri ID aims to foster inclusivity in our business and community.

Some of the events we honored this year include:

**Black History Month**

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**Transgender Day of Visibility**

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**Asian American and Pacific Islander (AAPI) Month**

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**Heritage Month**

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**Pride Month**

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**Indigenous History Month**

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**Juneteenth**

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**International Day of the World's Indigenous Peoples**

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**National Day for Truth and Reconciliation**

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**Hispanic Heritage Month**

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Mejuri ID aims to create awareness, not just in our offices but in the community, too. Every quarter, Mejuri ID has launched a variety of programs to support our stores such as sending resource packages to each store to get involved in local holidays and cultural celebrations.

This year, several stores participated in Pride celebrations. Our Domain location in Austin, TX hosted a free drag show,

while our Seaport and Newbury locations in Boston, MA pooled donations to support Safe Homes, a Worcester-based organization, in recognition of Pride.

The Chinook store in Calgary marked National Indigenous Peoples Day by supporting local indigenous businesses. Additionally, our Domain location opted to support **Black Girls Code** in observance of Juneteenth. With Mejuri ID, we're committed to making Mejuri a place where everyone feels like they belong.



# UNGC X MEJURI: GENDER EQUITY IN THE WORKPLACE CASE STUDY

As a signatory of the United Nations Global Compact (UNGC), Mejuri is also a member of UNGC Network Canada, a local office where we collaborate with other Canadian signatories to accelerate change.

Mejuri was selected to be featured as part of a series of case studies by UNGC Network Canada on gender-responsive strategies, policies, and initiatives addressing the obstacles identified by women and non-binary individuals in the workplace following the COVID-19 pandemic. UNGC Network Canada's project called "**Accelerating Systemic Change Toolkit: Gender Equity Solutions for the Workplace**", was the result of a multi-year long project funded by Women and Gender Equality Canada through the Feminist Response and Recovery Fund.

This case study included a review of our internal policies and how we support our majority female workforce through **fertility and maternal health practices**. Most notable, perhaps, is our parental leave policy that allows parents flexibility in their return to the workplace. This initiative, crafted by benchmarking, aimed to find a balance that would support our employees to thrive in our high-growth environment. Following this, in 2022, we expanded and formalized our commitment to an inclusive workplace by incorporating fertility support into our benefits package.

You can access all twenty case studies compiled in the "**Accelerating Systemic Change Toolkit: Gender Equity Solutions for the Workplace**" showcasing proven best practices from a wide range of organizations at different points of their journey towards diversity, equity, and inclusion.



# EMPLOYEE DEVELOPMENT & TRAINING

At Mejuri, we're pushing the boundaries of what our team can achieve, by investing in development and growth.

Our employee development strategy includes yearly offsites, leadership coaching, and regular 360 reviews to give our team clear, actionable feedback. Our annual leadership summit and monthly sessions ensure our leaders are aligned on company goals and core values so as to cascade to their teams.

Our goal is to create a thriving team, marked by clear performance indicators and tools for growth, supporting transitions within the business (including across departments, regions and locations), career advancement, and skill development.

This year, we are introducing more employee development programs focused on developing our high performers, which is critical to our growth strategy.





# PHILANTHROPY

To give back to the communities and causes that matter to us, we've developed three areas of focus for our philanthropic efforts: the **Mejuri Empowerment Fund**, **purpose-driven products**, and **our corporate giving**.

We recognize that contributing to the greater good goes beyond monetary support. That's why we are committed to leveraging our influence and platform to champion transformative change in our society.



# OUR 2030 PHILANTHROPY COMMITMENT

## Empowerment of Women & Underrepresented Communities

We will support underrepresented people in our community, helping them to achieve their goals through education, upskilling, and advocacy, underpinned by collaborations, partnerships, scholarships, bursaries, and donations.

### Focus Area

\$5M USD by 2030 to **causes** and **organizations** that **positively impact women and underrepresented communities**.

### Methodology\*

- USD donated to causes and organizations that positively impact women and underrepresented communities
- # of women receiving scholarships, bursaries, or grants
- # of nonbinary people receiving scholarships, bursaries, or grants



\*Benchmarks and material targets for each pillar will be announced in October 2024.



# MEJURI EMPOWERMENT FUND

In June 2020, we launched the Empowerment Fund with a clear goal: to provide women and non-binary individuals with the tools they need to shape their futures.

Our belief is simple yet powerful – when women and non-binary individuals are empowered, they uplift entire communities. The fund's mission is to provide access to formal and informal education that removes barriers to their advancement, helping them lead on their terms.

This year, we've achieved greater clarity in our mission of advancing education through the Empowerment Fund, and advocacy through our corporate giving.

We've continued to support a range of organizations, such as **Design Thinking Africa**, **Indspire**, **Stop AAPI Hate**, **Stonewall Community Foundation**, **UNCF** and **CARE**.

Our partnerships aim to dismantle barriers in the regions we operate in, uplifting women and other marginalized groups, through scholarships and educational initiatives.

We've also worked to enrich our employee community with knowledge and awareness in collaboration with our partners. Highlights include a 'Lunch & Learn' with Stop AAPI Hate, education on our initiatives through our all company Town Hall, and a fundraiser for Indspire, honoring Truth and Reconciliation Day.

To date, we've delivered \$823,000 USD in scholarships across the US and Canada.



# DESIGN THINKING AFRICA

Our collaboration with Design Thinking Africa, established by Danish jewelry designer Patricia Mweene in 2023, is the beginning of our Empowerment Funds' philanthropic efforts in our supply chain.

Born in Zambia, Patricia brings her passion for empowering women to uplift their communities through upskilling by advancing on the skills that participants learned at LAJESO Cooperative. Design Thinking Africa's training will increase their skills, ensuring the value-added process of polishing Zambian gemstones remains within the community, and negating the need to outsource this expertise to other countries.

The long-term vision is to upskill these women so jewelers can source stones from them directly, fostering local economic growth. Our collaboration has already led to significant skill and leadership development in gemstone cutting and the digital systems behind precision polishing to align with global market standards. Because of this partnership, Design Thinking Africa has increased their impact through other partnerships. This includes Design Thinking Africa partnering with ZANACO Bank in Ndola by helping the women open their first bank accounts which sets the stage for sustainable employment and facilitates financial inclusion.

This initiative underscores the impact of collaborative efforts in transforming the jewelry industry and empowering the women of Ndola, Zambia.

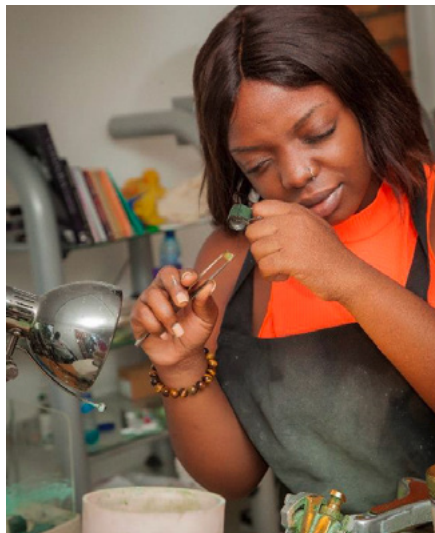
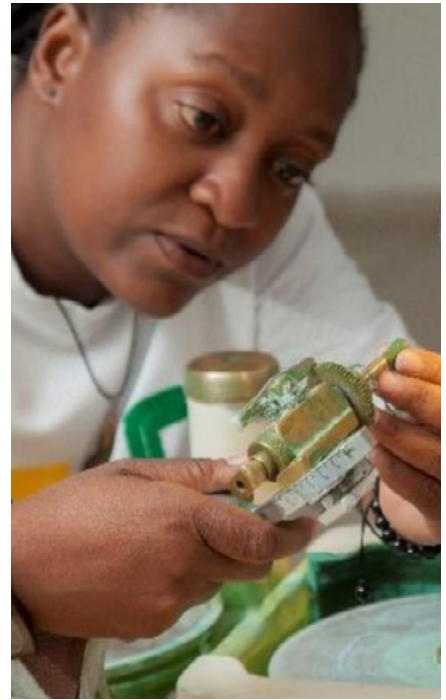




"The partnership with Mejuri has empowered female gem cutters in Ndola. Through our pilot program, 'Design Thinking for Extractive Communities,' we're reshaping perspectives on responsible sourcing. LAJESO gem cutters have gained confidence and industry knowledge. Informed by this success, I'm dedicated to further education and training, emphasizing quality and responsible practices."

- Patricia Mweene, Founder  
of Design Thinking Africa





"The Design Thinking Africa training, in collaboration with LAJESO's gem cutting program, has profoundly transformed me. As the eldest trainee, it empowered me to embrace self-confidence, self-acceptance, and creative thinking. Previously, I struggled with self-expression, fearing judgment for my identity as a lesbian, which hindered my career progression. Through this inclusive program, I've found strength in being unapologetically myself, overcoming past struggles. It's not just about mastering gem cutting; it's about shaping futures and fostering inclusivity. With newfound skills and confidence, I'm committed to excellence and ensuring equal opportunities for all. I'm grateful for this life-changing experience and wholeheartedly recommend it to others. Combining gem cutting with Goldsmithing enriches my skill set, promising a fulfilling journey ahead."

- Esnart Zulu,  
Scholarship Recipient

"The Design Thinking approach has greatly enhanced my gem-cutting techniques and creativity. It fostered an appreciation for each gemstone's uniqueness and encouraged collaborative learning, broadening my perspective and inspiring innovative thinking."

- Mbumwae Mulambia,  
Scholarship Recipient

"The program has significantly bolstered my exposure to the jewelry industry, increasing my confidence and GemCAD skills. It has also improved my digital marketing abilities for social media, making me optimistic about my future and eager to recommend this training to others."

- Monica Chanda,  
Scholarship Recipient

# REAL TALK

Why is it important to keep gem polishing in local communities?

The value of a gem can increase dramatically once it's been polished. However, when communities lack the expertise to do high quality polishing locally, they are forced to sell the rough, or partially polished, stones to traders or polishers at low costs losing out on the value of this natural resource. By investing in the education and skill development of local women in Zambia, we pave the way for these communities to harness and retain the wealth generated across more of the gemstone value chain and elevate the value of the locally mined gems but also, turning the local gemstone industry into a powerful tool for local economic independence and personal development.



# PRODUCTS WITH PURPOSE

We strive to make products that our customers love and engage them in giving back to the community.

Here are some joint initiatives we've undertaken this past year:

- For our collaboration with **LUAR**, we donated \$5.00 USD from each item sold to the **Stonewall Community Foundation**, an LGBTQIA2S+ rights and justice champion.
- 100% of the proceeds from our **exclusive Logo Crewneck Sweatshirt**—crafted from recycled cotton and polyester in Canada—goes to **CARE's SHE SOARS** program, helping young women invest in their futures.
- For Giving Tuesday, we committed \$5.00 USD from each of the first 5,000 orders to CARE, for a total donation of \$25,000 USD.



# CORPORATE GIVING

When a situation arises that requires immediate support, we take action. This year, in response to the earthquake in Turkey that impacted one of our suppliers, we contributed \$3,000 USD to CARE in order to support local relief efforts.



# GIVE BACK WEEK

Mejuri values community—it's fundamental to who we are. This year, our teams in Toronto and New York City made meaningful contributions through our inaugural Give Back Week in September, embodying empathy, support, and positive change.



## **Toronto: Shoebox Project**

Our Toronto office and fulfillment center teamed up with the Shoebox Project putting together shoeboxes filled with essentials for women experiencing homelessness, financial insecurity, or abuse. We planned a group activity in Liberty Village to pack them together to share in the joy of giving and send a message of hope and support. We all saw how even the smallest items can make a big difference.



## **NYC: Dress for Success**

To build confidence for women by providing professional attire and support, our New York office partnered with Dress for Success. Blending our passion for circularity with community impact, we asked our team to bring in gently used, professional clothing to be donated. It was a powerful reminder of how our choices, even in fashion, can create a ripple effect of positivity and empowerment.

# A YEAR OF ACTION COMMITTEE

In 2022, we started The Year of Action Committee in response to the Dobbs Decision overturning Roe vs Wade.

Teaming up with **Don't Ban Equality**, a partnership with **Planned Parenthood**, the **American Civil Liberties Union**, and **BSR**, we formed the Year of Action Committee and invited brands to champion the vital issue of reproductive health rights through 2023. Our mission is to use our collective voice, platforms, and communities to shine a light on this cause, spreading knowledge and fundraising for equal healthcare access.

2023 was a whirlwind of action. Kicking off on March 29th with a dinner hosted by Sophia Bush, the Year of Action Committee organized a number of virtual and in-person events. From community walks in Los Angeles and New York City during Women's Health Week to a VIP paint night and collaborations with the Youth Advocates Institute, we loved seeing our community come together.

Here's the tally:

Seven events hosted

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\$50k raised for partner organizations

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60 million reached on social media

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Collaboration with 15 different brands

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In our own operations, Mejuri introduced **comprehensive internal benefits** designed to support women's reproductive health. From providing travel allowances to necessary time off for employees who require access to abortion services unavailable in their state.

These critical benefits reflect our understanding that support for reproductive rights extends beyond public advocacy; it requires tangible actions. By implementing these measures, we aim to ensure that our employees have the necessary support and resources to make informed decisions about their reproductive health, aligning with our broader commitment to employee well-being and agency.



**PLANET**

**MEJURI**

# A NOTE FROM HOLLY MCHUGH, VP OF SUSTAINABILITY & SOCIAL IMPACT

At Mejuri, we're working toward making a climate-positive impact through our jewelry design, materials sourcing, and business operations.

In 2020, we began systematically measuring our greenhouse gas (GHG) emissions dating back to 2019 to understand the complete impact of our operations. In 2023, we bought our first Renewable Energy Credits to help support clean energy to mitigate the emissions we can't avoid in our own operations.

I'm continually excited and inspired by our ongoing partnership with Regeneration, which enables us to directly repair the environmental impacts of past mining while contributing to the industry's transformation. This innovative partnership reached new heights this year, expanding to more legacy and former mine sites where Regeneration's re-mining and rehabilitation activities can have a lasting impact on local species, ecosystems, and communities.

This year we have secured the first commercial quantity of Regeneration's Salmon Gold, transforming it into our signature jewelry pieces. This initiative marks the beginning of a series of annual capsule collections in 14k gold, each featuring the Regeneration logo, signifying our commitment to sustainability and environmental restoration. Our partnership is not just a business alliance; it's a significant step toward a more sustainable and innovative industry.

Our ability to reach our goals depends on collaboration both across the jewelry industry as well across other industries—particularly if we want to see real and lasting change. That's why we've joined the Watch & Jewellery Initiative 2030 which will expand our partnerships and accelerate impact. As a member, we'll focus on climate resilience, resource preservation, and inclusivity in the jewelry value chain. We also look forward to submitting our science-based targets this year and working on our biodiversity mapping to better track our progress against international, scientific frameworks.

Expect to see us actively improving how we manage our materials, engage with our partner communities, and handle our energy and waste management practices.

While there is still much to accomplish, we take pride in our progress and look forward to the innovations and projects that will help ensure we achieve our goals for 2030.

Best,



Holly McHugh,  
VP of Sustainability & Social Impact



# OUR 2030 PLANET COMMITMENT

## Climate Positive

We will go beyond carbon neutral in our value chain by working to remove additional carbon from the atmosphere through restoration and conservation projects where we and our suppliers operate.

Focus Areas	
<p>We will <b>commit to and achieve our science-based target</b> by <b>reducing emissions in our operations</b> and <b>value chain</b>.</p>	<p>We will create a <b>positive biodiversity impact</b> through our <b>partnerships</b> and <b>products</b>.</p>
Methodology*	
<ul style="list-style-type: none"> <li>• % reduction in emissions across Scope 1, 2, and 3</li> <li>• % renewable energy used in our buildings</li> <li>• Greenhouse gas intensity of customer shipments</li> <li>• % of suppliers demonstrating progress against environmental performance goals</li> <li>• % renewable energy used by suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• We will map Mejuri's impacts on biodiversity and water across sourcing of key raw materials</li> <li>• We will prioritize and develop action plans in areas where we have the most significant biodiversity impacts</li> </ul>



\*Benchmarks and material targets for each pillar will be announced in October 2024.

# REAL TALK

What does “climate positive” really mean?

As the climate crisis accelerates, sustainable companies are recognizing that they must take even more action. You’ve likely seen companies describe “net zero” goals - meaning they will reduce or remove carbon emissions to the point where they “balance out” as much carbon emissions as they create through their business.

At Mejuri, we want to go beyond net zero. Our goal is to be climate positive by 2030. That means we will work to reduce emissions while also finding ways to actively remove carbon dioxide from the atmosphere (such as through reforestation), creating positive benefits for the planet. This includes investing in initiatives that add to the planet’s health—like rehabilitating natural ecosystems, investing in clean energy, and planting extra trees.

Real talk - this will be one of our more challenging goals because more innovation and collaboration in the industry is needed to drive progress.

# OUR FOOTPRINT

To take meaningful action and make progress, we must first get a clear picture of where we currently stand.

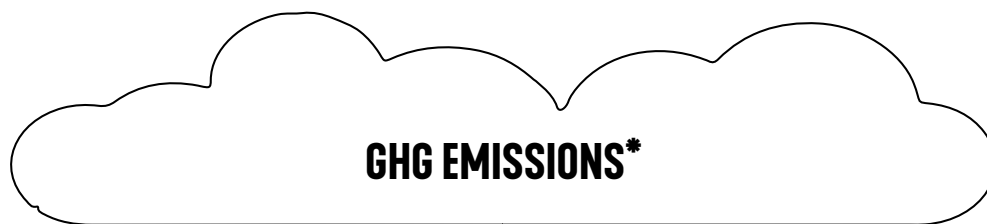
This is where measuring our **greenhouse gas (GHG) emissions** is so important. These emissions, including carbon dioxide and methane, are major contributors to climate change. By tracking our GHG emissions, we see exactly where and how our operations impact the environment. This data is diligently collected by our business teams and suppliers, then compiled and

analyzed by **Climate Positive Consulting**. It's not just numbers on a page; it's a crucial tool for making impactful changes to our business.

In an effort to increase our transparency about our climate impact, Mejuri will continue sharing our total carbon footprint. In 2023 our carbon emissions across all scopes amounted to 17,466 metric tonnes.

You've probably heard this word "scope" thrown around when describing emissions. The three scopes are ways to categorize the different types of carbon emissions a company like ours generates. Understanding them helps us know how we impact the planet. So let's break them down.

## The 3 types of GHG Emissions



### Scope 1: Direct Emissions

Are those created directly from our sources we own or control, like HVAC systems in our stores or fuel in vehicles we own.

### Scope 2: Indirect Emissions

Are indirectly created through our energy purchases, like electricity or heat for Mejuri stores and warehouses.

### Scope 3: Other Indirect Emissions

Are all the other emissions created through our business activities, like employee commuting, transportation of our products and manufacturing of our jewelry.

\*GHG emissions include Carbon Dioxide (CO2) and its equivalents, for example - Methane (CH4), Nitrous Oxide (N2O) and Hydrofluorocarbon (HFCs)

# Year-Over-Year Comparison - Mejuri's Total GHG Emissions\*



## Metric Tonnes of CO2e

Year	Scope 1	Scope 2	Scope 3	Total Emissions
2021	73	54	14,589	14,715
2022	139	153	15,407	15,699
2023	134	18**	17,314	17,466

\*For clarity, the visual representations provided in this document prioritize readability and accessibility over true scale accuracy.

\*\*The Scope 2 value for 2023 is market-based emissions. Mejuri purchased Renewable Energy Credits that accounted for 183 metric tonnes of CO2e in 2023.

# REDUCING OUR EMISSIONS

To formalize our climate commitment, we've set our sights on a science-based target and will be submitting our commitment letter to the **Science Based Targets initiative (SBTi)** in 2024.



As we plan our “roadmap” to achieve a science-based target, we are ensuring our current strategies align with global standards.

Our first priority is to reduce emissions wherever possible both in our own operations and within our supply chain. This includes areas like:

- Further advancing our use of low carbon materials
- Coupling store expansion with green energy procurement
- Working with suppliers to avoid air freight and power their sites with renewables wherever possible.

We're prioritizing collaboration, partnering with **FleetOptics**, using Ebikes, and working with suppliers to increase

their use of renewable energy to continually chip away at our emissions.

Once we have reduced emissions wherever possible, we approach **Renewable Energy Credits (RECs)** and Offsets.

A word about RECS and Offsets - sometimes they are used interchangeably, but are applied differently. RECs only apply to our Scope 2 emissions. At the start of each year, we purchase **Renewable Energy Credits (RECs)** based on our expected purchased electricity emissions for the coming year. Offsets more broadly describe projects that reduce, avoid or remove carbon outside of our value chain. We have historically used offset projects to address our Scope 1 emissions, such as the Sky Wind Project in Maharashtra, India. Mejuri continues to look for and support strategic and high-quality offset projects to create impact in areas where we operate, have suppliers or our suppliers source from.

# RENEWABLE ENERGY CREDITS

When we discuss Renewable Energy Credits (RECs) at Mejuri, we're addressing the core of our operational energy sourcing.

The RECs we acquire do not supply power to our operations directly. Instead, buying these credits supports the demand for renewable energy where it is less available. When we buy RECs, we're financially backing clean energy sources in order to claim clean energy use. We also look for investments that help grow the grid's overall supply of renewable energy.

Each REC represents a tangible contribution to reducing reliance on fossil fuels and promoting cleaner energy solutions.

The types of renewable energy sources that can issue RECs include:

Solar energy

Wind energy

Geothermal energy

Biomass energy

Biodiesel

Low-impact hydropower





# OFFSETS

As we continue to explore ways to reduce our emissions, Mejuri sees offsets as a practical tool to support our Climate Positive ambitions.

Similar to last year, we've teamed up with **Native, a Public Benefit Corporation**—specializing in impact investments, carbon offsets, and RECs to help offset the remaining Scope 1 emissions that we could not eliminate. This year, we're **supporting regenerative farming practices in Brazil's pastureland** through our offset purchases. This project has positive climate and community impacts, including the planting and harvesting of a more sustainable palm oil alternative and creating income opportunities for local landowners.

Our investments in environmental projects demonstrate our firm commitment to a healthier planet. It's an integral part of our strategy to own our carbon footprint while we work on reducing our emissions at the source.



# SPOTLIGHT ON FLEET OPTICS

Fleet Optics started in 2015 in Mississauga, Ontario. With some clever technology, they're helping ensure packages get where they need to go quickly and with as few emissions as possible.

They've teamed up with big names in the beauty, fashion, and sports apparel industries, providing logistics and analytic transportation solutions.

So, what have we done with Fleet Optics this year?

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**Delivered 2,138 Packages in Toronto and 560 in Vancouver via ebikes**

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**Traveled a total of 11,421 km via ebikes**

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**Completed 1,188 routes**

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**Avoided 432 kg CO2 emissions**



# RESTORING HABITATS WITH REGENERATION

Last year, we proudly announced our partnership with RESOLVE’s innovative social enterprise, Regeneration.



Resurrection Creek, Alaska | Photo Credit: Troy Jones

This groundbreaking B-Corporation started by the DC-based NGO RESOLVE, utilizes regenerative methods to **revive historical mining sites** while concurrently **restoring habitats** including forests, streams, and wetlands.

Traditionally, a company’s biodiversity and environmental initiatives are difficult to connect to industry operations and supply chains. We’re challenging that norm as Regeneration’s sole founding partner in jewelry. Going beyond collaboration, Mejuri is contributing to the development of initiatives that promote habitat restoration and have integrated gold extracted from the re-mining of mine tailings into our jewelry product - bringing regeneration gold directly to our customers. It’s more than just a material; it symbolizes how luxury and sustainability can go hand-in-hand.

In 2023, Mejuri specifically supported restoration and responsible mining projects at Uhler Creek (Alaska, USA), Sulphur Creek (Yukon, Canada), and Resurrection Creek (Alaska, USA) through Regeneration’s mine partners.

The sites our partnership supported led to 1,150 linear meters of stream restoration and enhancements and 20 acres of restored upland habitat. Gold from Uhler Creek and Sulphur Creek was made available to Mejuri to create a collection in 2024.

At Resurrection Creek, Alaska, USA the US Forest Service restored 300 meters in early summer 2023. Multiple spawning fish species, including chinook, chum, coho, and pink salmon all made their way up this portion of the creek that was previously very low quality fish habitat.



And we're just getting started. All three sites have additional restoration and rehabilitation planned for 2024, with additional legacy and abandoned mines in new sites joining as partners or coming online.

Our overarching strategy to be climate positive by 2030 is centered on both innovation and conservation. Regeneration encapsulates both of these elements, making this partnership even more critical to reinforcing our dedication to the planet.

In all of the locations where Regeneration is operating, we're weaving a new chapter in an environmental narrative, one that speaks to the resilience of nature in the face of human impact. Regeneration, in collaboration with site partners, is reversing the effects of past industrial demands, which altered the flow of rivers, disrupted natural habitats that were vital for the fish populations and left unsecured tailings. It's about creating a space where the habitat can once again support a flourishing ecosystem.

As a founding partner of Regeneration we're at the forefront of addressing these challenges that have plagued the industry and environment for years. We're poised to contribute our specialized knowledge and insights, enriching the initiative with a deep understanding of the jewelry industry. Each partner in Regeneration brings a unique perspective and expertise from diverse sectors, collectively enhancing our approach to sustainability, and we are proud to be part of this team.



Lily Lake | Photo Credit: George Vopelki



Before: West bank of Van Bibber Lake in process of regrading | Photo Credit: George Vopelki



After: West bank of Van Bibber Lake revegetation in 2023 | Photo Credit: George Vopelki

“A jewelry supply chain with nature-positive gold. That takes innovation and partnership. That’s why we’re partnering with Mejuri to process gold from waste and restore habitat.”

- Stephen D’Esposito,  
CEO, Regeneration

“I’ve worked on these Klondike creeks for 35 years digging for gold and it feels so good to be rebuilding them back to nature after so many years without proper habitat. As a First Nation elder I enjoy catching grayling and one day hunting moose along these newly restored habitats we are creating here.”

- Darwin Van Bibber Heavy Equipment Operator,  
Restoration Specialist, First Nations Elder



# WHY IT MATTERS:

Regeneration is driven by a strategic alliance among leaders from various sectors—technology, mining, jewelry, and construction—collaborating to promote sustainability and resource renewal. This collaboration transcends short-term gains; it's about laying the foundation for a future where sustainable and ethical practices are not just encouraged but ingrained in the very fabric of business. It's a vision where resources are not only preserved but cherished, ensuring prosperity for future generations. By joining forces across industries; we can commit to a better, more responsible world, forged through the strength of cross-industry partnership.

# PRODUCT

MEJURI

# A NOTE FROM ANDY HART, CHIEF SUPPLY CHAIN OFFICER

With 23 years of experience in the jewelry industry, I've witnessed numerous trends and approaches.

Yet, I continue to be inspired by Mejuri's unique story and methodology.

Our commitment to crafting high-quality fine jewelry for every day is more than a business strategy; it's about building an inclusive community where everyone feels empowered wearing our pieces.

We uphold rigorous standards for ourselves and our partners, ensuring every aspect of our jewelry making process aligns with our core values.

Staying innovative and up-to-date is essential, just as much as ensuring a positive customer experience for everyone who browses our site or walks through our store doors. Because it's not just about crafting beautiful pieces; it's about reshaping the industry.

And this year, we've hit some exciting milestones.

Our operations are more streamlined, our sourcing is more thoughtful, and our materials are more traceable than ever.

From the start, Mejuri has understood both the importance and challenges of transparency and traceability. We aim to achieve 100% traceability of all our precious materials by 2030. Tracing each component from mine to market will help us manage and enhance our supply chain's social and environmental impacts.

But we won't stop there. We are committed to addressing the entire life cycle of our products, aiming for 100% circularity by 2030. By continuously exploring innovative solutions, such as our poly bag recycling program and

reduced packaging options, we are actively working to minimize waste throughout and create a longer life for our products.

Read on to learn how we're making strides toward our 2030 goals while consistently enhancing the quality of our products.



Andy Hart  
Chief Supply Chain Officer

# OUR 2030 PRODUCT COMMITMENTS

## 100% Circularity

We will design products and packaging with their entire lifecycle in mind, creating circular pathways such as repair, resale, and recycling.

Focus Areas		
We want to ensure <b>all products Mejuri produces will have an end-of-life offering available to customers.</b>	We want to prioritize materials that can be <b>reused, recycled or regenerated.</b>	We want to <b>reduce and redirect waste</b> produced at <b>Mejuri offices, stores, and warehouses.</b>
Methodology*		
<ul style="list-style-type: none"> <li># of units repaired via Mejuri repair programs</li> </ul>	<ul style="list-style-type: none"> <li>% of products made with recycled content</li> <li>% of packaging materials are biodegradable or commonly recyclable</li> <li>% derived through regenerative practices</li> </ul>	<ul style="list-style-type: none"> <li>Weight (in tons) of waste diverted from landfill</li> <li>Reduction in waste YoY</li> </ul>

## 100% Traceability

We will educate customers about the origins of their responsibly sourced products, from the precious materials we use to the location of craftsmanship.

Focus Area
Ensuring our precious materials have the <b>highest levels of traceability</b> , including Mejuri’s diamonds (natural and lab grown), coloured gemstones, pearls, and precious metals.
Methodology*
<ul style="list-style-type: none"> <li>% of natural diamonds purchased that are traced to mines of origin</li> <li>% of lab grown diamonds purchased that are traced to grower</li> <li>% precious colored gemstones purchased that are traced to region within country of mining origin</li> <li>% of pearls purchased that are traced to country of farming origin</li> <li>% of precious metals purchased that are traced to mines of origin or the recycler</li> </ul>

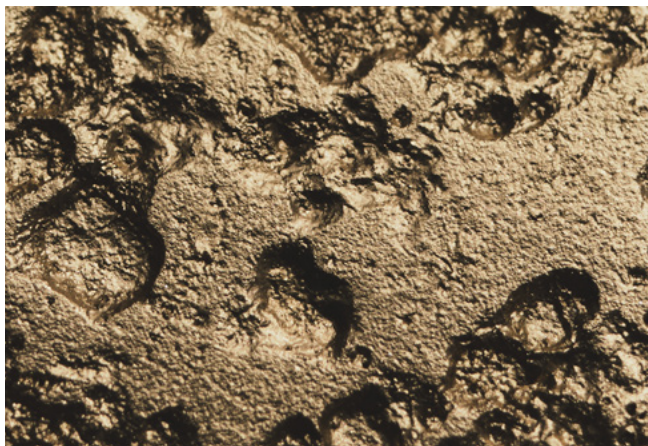
\*Benchmarks and material targets for each pillar will be announced in October 2024.

# RESPONSIBLE SOURCING

In the global jewelry industry, every detail counts—from the materials we choose to the partners we work with.

At Mejuri, we have created a network of trusted suppliers who monitor and help uphold responsible practices with our **Supplier Code of Conduct** as a guide. It's more than just choosing the right factory; it's about building strong, ethical partnerships with trusted suppliers that resonate with our values.

As we expand globally, we're committed to responsible sourcing, working closely with certified suppliers who share our dedication to high environmental and social standards. Our partners, vetted by organizations like the **Responsible Jewellery Council** (RJC), are more than just suppliers; they're allies in our mission for integrity and trust in the jewelry industry.





# WHY IT MATTERS:

Though gold and silver are essential to our business, they are also needed for a range of other industries. While collaborations with industry leaders like **Watch & Jewellery Initiative 2030** (WJI 2030), **Responsible Minerals Initiative** (RMI), and **Initiative for Responsible Mining Assurance** (IRMA) are essential, our vision extends far beyond the jewelry sector.

In the coming years, partnerships across industries such as electronics and automotive will become increasingly vital. These sectors, which also rely on precious materials, represent significant opportunities to amplify our impact. By joining forces with partners in electronics and automotive, we can collectively influence broader systemic change. Together, we can pioneer innovative solutions, advocate for sustainable practices, and drive positive environmental and social outcomes on a global scale.

# SOURCING WITH OUR VALUES

The jewelry industry spans multiple continents and is inherently complex.

Geopolitical changes directly affect our supply chain and the people working in it, prompting us to make decisions to ensure we are always aligned with our values.

We're constantly reevaluating our sourcing networks for all our materials to prevent any associated materials linked to conflict or unethical practices. This strategy ensures that our practices align with our core values of ethics, integrity, and a commitment to quality and craftsmanship.



# OUR MANUFACTURING MAP

We are dedicated to transparency in our operations so you can see where our trusted suppliers are manufacturing our products all over the world.



# SOURCING OUR PRECIOUS MATERIALS

At Mejuri, we recognize that no single material is inherently superior; each has its own unique impact and potential.

We use a combination of newly mined, lab grown, and recycled materials to maintain quality and innovation. Our goal is to select materials that meet our social and environmental standards and prioritize quality and transparency. Our balanced strategy respects both the planet and the people connected to the jewelry industry.



# DIAMONDS

We believe in the transformative power of diamonds to bring joy and pride to those who wear them.

This year, we've taken significant steps to expand our collection with the introduction of lab grown diamonds.

These diamonds are created in laboratories using advanced techniques to replicate the conditions under which diamonds naturally develop. Lab grown diamonds have the same physical, chemical, and optical properties as natural diamonds and allow us to offer high quality diamonds at a lower price point.

Each of our lab grown diamonds carries the **SCS-007 Certificate of Sustainability** from SCS Global Services, the first comprehensive, multi-stakeholder sustainability standard developed for the diamond sector. These diamonds have a net zero carbon footprint, playing a huge role in our goal to become climate positive. Ensuring that our lab grown diamonds were SCS-007 Global Services certified was important to us as we know that not all lab diamonds are created equal and non

SCS-007-certified diamonds may have GHG implications we wanted to avoid.

At Mejuri we take a balanced approach to sourcing, that's why you can continue to find brilliant, newly mined diamonds in our products. Our trusted partners only use **Kimberley Process**-compliant diamonds, a system which combats the trade of conflict diamonds. But we go further: Our suppliers are required to follow the **OECD Due Diligence 5-Step framework**, identifying the country of mining origin for all diamonds used in Mejuri jewelry.

By offering both mined and lab grown diamonds, Mejuri gives our customers the power of choice while respecting the environment and mining communities. Our goal is to continue pushing our industry to improve traceability within the diamond industry while welcoming new diamond options to maximize our customers' budget and style preferences.





# REAL TALK

Considering that SCS-007-Sustainability Rated Diamonds are both net zero and traceable, why wouldn't we prioritize offering lab-grown diamonds exclusively?

At Mejuri, sustainability doesn't just mean the environment; it encompasses social responsibility too. We understand that many communities rely on the natural diamond mining sector for their livelihoods and well-being. That's why we're committed to maintaining partnerships with these communities and advocating for stringent social and environmental standards. By doing so, we strive to drive positive change in the industry, improve working conditions, and support the overall welfare of those dependent on it.

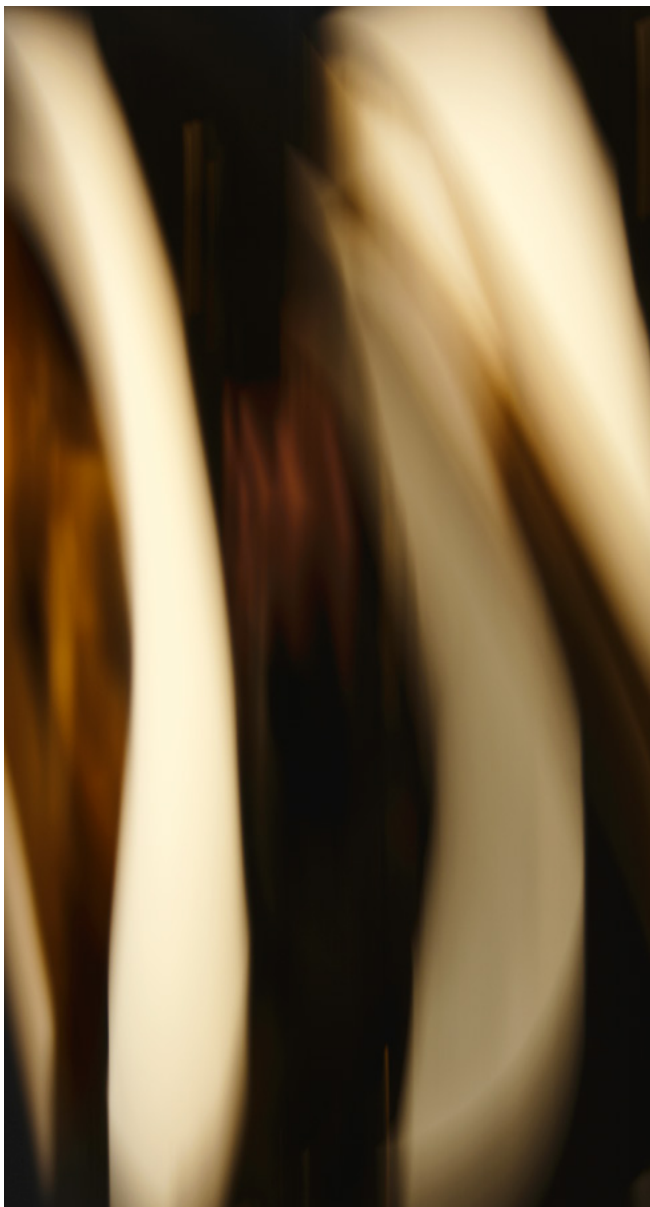
# GOLD

We're committed to using gold that looks good and does good.

**We take a balanced approach to sourcing our gold, with a mix of certified recycled gold and responsibly mined new gold.**

This year, **93.8%\*** of the gold used in our pieces was **certified recycled**, emphasizing our dedication to sustainability and ethical sourcing. Our goal is not to turn our backs on mining entirely, but to help ensure it's done ethically and ecologically.

Sourcing our gold is a task we approach with rigor. We adhere to international standards set by organizations like the **Responsible Jewellery Council (RJC)** and are members of organizations such as **Initiative for Responsible Mining Assurance (IRMA)** and **Responsible Minerals Initiative (RMI)** to help ensure our gold is sourced from mines that measure themselves against the strongest standards in the world. Our jewelers source exclusively from refiners certified or audited by industry authorities like the RJC, **LBMA**, and Responsible Minerals Initiative (RMI).



\*Statistic based on Internal Mejuri data.

# SALMON GOLD

In an effort to underscore our commitment to innovative and responsible sourcing, we are thrilled to announce the integration of Salmon Gold into our product lineup.



Launched by **RESOLVE** in 2018, Salmon Gold represents a pioneering approach to sourcing gold from Regeneration-associated mines, ensuring that each batch is fully traceable from its origins.

The journey of our Salmon Gold collection begins at mine sites in North America where habitat has been degraded. It is then refined by the Swiss company MKS PAMP, renowned for its expertise in refining and minting precious metals products and for its brand – PAMP (Produits Artistiques Métaux Précieux). By leveraging MKS PAMP's Provenance™ traceability solution the gold is individually batch refined to maintain full traceability while ensuring purity of the gold. Finally, the gold is formed into small grains to prepare it for the casting process.

Following this meticulous process, the gold grain is transported to Thailand, where one of our key trusted manufacturing partners meticulously crafts a unique collection that uses only gold refined through this process.

**100% of the gold in each piece in this special collection originates solely from Salmon Gold and bears the hallmark of both Mejuri and Regeneration logos.**

This distinctive mark tells a compelling story of environmental stewardship and renewal, traceability and partnership, highlighting our unwavering pledge to responsible jewelry making. Through this collection, we aim to celebrate our partnership with Regeneration and our ongoing efforts to embrace sustainable practices in every facet of our business.

\*Statistic based on Internal Mejuri data.

# REAL TALK

What does more Salmon Gold mean for our recycled content?

As we have the opportunity to increase Salmon Gold in our products, the proportion of recycled content in our products may decrease over time.

Decreasing our use of recycled gold through the increase of Salmon Gold will enable us to achieve higher levels of traceability over time while also contributing to habitat restoration along the way, aiding in our 2030 traceability and climate-positive goals.

Currently, recycled gold lacks a clear definition and is not subject to the same due diligence requirements as other materials by the U.S. Securities and Exchange Commission (SEC). This ultimately slows down progress in achieving a better understanding of its composition, origins and impact.

# SILVER

Our commitment to quality is evident in our use of 925 sterling silver, a benchmark for durability and purity.

Recycled silver has many applications beyond jewelry, including in the technology and automotive sectors, which complicates its procurement regulations. Despite silver's smaller revenue share in the jewelry sector, we are committed to cross-industry efforts to enhance its definition and regulatory framework where we believe we have the greatest chance to effect change.



This year, 92.3%\* of our silver came from recycled sources.

\*Statistic based on Internal Mejuri data.



# PEARLS

We currently source only fresh water pearls, focusing on working with our suppliers to better understand where our pearls are cultivated and the water impacts their farming may have in those areas.

As part of our collaborations with Watch & Jewellery Initiative 2030 and Positive Luxury, we're thoroughly examining our supply chain's effect on water resources over the next two years. This effort is crucial for us as we strive to minimize our environmental footprint and ensure responsible sourcing practices.



# COLORED GEMSTONES

Mejuri works with our suppliers to identify where the colored gemstones we purchase will come from both in the product development process and through ongoing supplier engagement.

The colored gemstone industry has been facing a significant challenge: most of the market lacks the traceability systems established for other gems like diamonds.

The majority, (approximately 75-80%) of colored gemstones originate from artisanal and small-scale miners. This fragmented and often unregulated supply chain poses challenges to traceability, leading to potential human rights and living wage issues. Additionally, colored gemstones lack a universally accepted standard for assessing quality, complicating the disclosure of their origins and value.

As part of our 2030 goals we are working to increase this traceability over time and will track the percentage of our precious colored gemstones, quantified by weight that can be traced to specific regions within their countries of origin.



# LONGEVITY & CIRCULARITY

At Mejuri, we emphasize the **quality, durability, and longevity** of our products, as well as our commitment to circularity.

This means designing products and packaging with their entire lifecycle in mind and fostering circular pathways like repair, and recycling.

We pay attention to every step, from designing, sourcing, to manufacturing, and packaging. We continually look at our practices to find new opportunities for waste reduction and explore the potential of repurposing material, even from other industries. Through our poly bag recycling program and reduced packaging to our new repair program, we're finding ways to give a second life to the products we produce.

In 2021, we introduced an option for reduced packaging at checkout, and it's catching on: 16.7% of our customers are already opting in.



# POLY BAG RECYCLING PROGRAM

Poly bags are used widely for product transportation in the jewelry industry, but their lack of recyclability is a big issue.

To address this, we launched our Poly Bag Recycling Program in 2023. Recognizing that biodegradable options only partially solve the problem due to local municipal disposal challenges and the potential for microplastics, we chose to focus on recycling as a more effective solution.

We've partnered with TerraCycle, a leader in **recycling the 'unrecyclable.'** They're instrumental in helping us give our used poly bags a new purpose. Our retail and Fulfillment Center fill TerraCycle boxes with poly bags, then a carrier picks them up for recycling. Once at TerraCycle, these bags are sorted by plastic types, then melted down and formed into pellets. These pellets are the building blocks for creating new, recycled plastic products such as recycled lumber for decking, picnic tables and park benches. It's a cycle that turns waste into something valuable and functional again.

## By the numbers:

Total Weight Collected 305.61 lbs

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US Total Weight 221.1 lbs

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CAN Total Weight 54.45 lbs

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UK Total Weight 29.06 lbs

This initiative represents our commitment to minimizing our waste footprint in a critical aspect of our operations.



“I’m excited about the poly bag recycling program at the Fulfillment Center, and I know the entire team shares this dedication. It’s inspiring to see how we are making a positive impact on the environment every day.”

- Jenn Harris, Senior Director, Logistics and Operations



# REPAIR PROGRAM

Our new repair program is designed to provide a seamless, effective solution for repairing your beloved Mejuri jewelry, extending its life, and maintaining its shine.

Over the next year, we plan to work with repair centers across North America—in the US, Canada, and Mexico. These centers will handle repairs, ensuring that every piece is given the care it deserves. Any pieces that cannot be repaired will be replaced (depending on the warranty) and recycled. This approach not only upholds our commitment to quality but also reinforces our dedication to circularity.



# OUR SOCIAL & ENVIRONMENTAL ACCOUNTABILITY PROGRAM

Our Social & Environmental Accountability (SEA) Program and Supplier Code of Conduct are central to how we work with our supply chain partners at Mejuri.

It's our way of ensuring that our jewelry is responsibly crafted to meet our expectations and give you peace of mind. **Our Code of Conduct** sets clear expectations on human rights, fair labor, environmental management, and ethical business practices. We only work with suppliers who can live up to these standards. This means no child or forced labor, zero tolerance for discrimination or harassment, and fair working conditions and pay. We're also meticulous about where our materials come from, prioritizing quality and responsible sourcing.

We're actively monitoring our suppliers to ensure they uphold these principles. This year, we conducted supplier audits in our key facilities that cover 52% of our annual spending to monitor their adherence to our SEA Program standards. We are committed to working with our partners to evolve their practices and hold them to the high and continually evolving standards we have set for them.

We firmly believe in holding our suppliers accountable for positive change; we only work with suppliers that align with our brand's mission and maintain openness in operations. Although exiting a partnership is a last resort, it may be necessary when alignment and transparency are compromised.

This year, we also significantly expanded our supply chain, incorporating numerous factories to support our business growth. This expansion prompted us to enhance our onboarding process, emphasizing the craftsmanship required for our high-quality jewelry and a deeper focus on sustainability and social impact. Our comprehensive onboarding document, exceeding 80 pages, delineates our standards in detail.



In addition, we finalized and distributed our **Supplier Code of Conduct Guidance** to our supply chain partners in 2023. This document further clarifies our sustainability and social impact expectations in our Code of Conduct, ensuring our suppliers have clear definitions and expectations for our standards. You could say this is akin to a university curriculum where the Code of Conduct serves as the syllabus, the Code Guidance as the textbook, and the audit as the final exam. This year, we're taking transparency a step further by making the guidance publicly available on our website, allowing anyone to access and understand the specifics of our sustainability and social impact commitments.

# GOVERNANCE

MEJURI

# CERTIFICATIONS & MEMBERSHIPS

We collaborate closely with industry partners to keep up with the rapidly evolving world, ensuring we understand our impact on society and the environment. By teaming up with external organizations and certification bodies, we gather valuable feedback to improve our actions and hold ourselves to the highest standards.



Our partnership with BSR has provided us with invaluable inspiration for how to have a positive impact. BSR is a group of committed professionals who specialize in sustainable business practices. They work with the world's leading companies to create a just and sustainable world. Mejuri joined BSR in 2022, and they have been vital in shaping our Year of Action Committee and providing key guidance on our philanthropic efforts. We will continue to leverage our membership with BSR to expand our knowledge of corporate sustainability practices and collaborate with other companies to amplify our impact. When we collaborate, there's always more we can achieve.



In 2023, we received the Butterfly Mark certification, an internationally recognized trust mark for luxury brands that meet the highest standards of verified ESG performance. Positive Luxury helps brands advance their sustainability efforts. By forming this partnership, and completing the certification process, we're reinforcing our dedication to sustainability and continuing to improve as requirements and regulations evolve. To help ensure our programs and performance meet the requirements of external frameworks, we will be regularly measured against Positive Luxury's established and ever-evolving, ESG+ framework.



We completed the application process and were accepted into the Watch & Jewellery Initiative 2030, established by Kering and Cartier, which aims to drive positive change in the industry by focusing on collaboration across climate resilience, resource preservation, and inclusiveness in alignment with the UN's Global Compact and SDGs. It provides a platform for collaboration among industry players and stakeholders to achieve impactful sector-wide impact, promoting a sustainable future for the planet and its inhabitants.

“We want to congratulate Mejuri on achieving the prestigious Butterfly Mark certification and embedding sustainability best-practice within its organization and value chain. This accomplishment underscores not only its commitment, but the actions it is taking towards meeting higher and higher standards of sustainability practice – and driving meaningful change on a global scale.”

- Positive Luxury



# UNITED NATIONS GLOBAL COMPACT & WOMEN'S EMPOWERMENT PRINCIPLES

**WE SUPPORT**



In 2022, Mejuri became a signatory to the UN Global Compact corporate responsibility initiative and its principles in human rights, labor, the environment, and anti-corruption. We are active participants in Network Canada and completed a case study on maternity leave with the **UNGC Network Canada** team in 2023. Also in 2023, our VP of Sustainability and Social Impact was elected to the Board of Directors for UNGC Network Canada.

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In support of

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## **WOMEN'S EMPOWERMENT PRINCIPLES**

Established by UN Women and the  
UN Global Compact Office

Since 2023, Mejuri has been a signatory of the **UN Women's Empowerment Principles**, which offer guidance to businesses on promoting gender equality and women's empowerment in the workplace, marketplace, and community. You can see our progress through the annual reporting on the Women's Empowerment Principles **here**.

# THANK YOU

For taking the time to read this report and following along on our journey.

We aim to demonstrate how each action, no matter how small, contributes to a more sustainable business and future.

While we are closing the chapter on 2023, we are so excited for you to see what we have in store for 2024. We continue to push ourselves to be better and want to bring you along every step of the way. If you have any questions about this report or our sustainability efforts, please contact [sustainability@mejuri.com](mailto:sustainability@mejuri.com)



# GLOSSARY

MEJURI

## Need Clarification? Check the Glossary.

If you've come across unfamiliar terms in the past 77 pages you can find their explanations here.

- **BSR:** BSR is a group of professionals who specialize in sustainable business practices. They collaborate with the world's top companies to create a fair and sustainable world through insights, advisory services and collaborations.
- **Carbon intensity:** A measure of how many grams of carbon dioxide are released per one kilowatt hour (kWh) of electricity. For example, electricity produced from renewable energy sources like solar power has a much lower carbon intensity than electricity produced by burning fossil fuels.
- **CARE:** A nonprofit organization that works around the globe to save lives, defeat poverty, and achieve social justice by investing in women and advancing their leadership.
- **Circularity:** Designing products and packaging with their entire lifecycle in mind and fostering circular pathways like repair, resale, and recycling.
- **Climate-neutral:** Climate neutrality happens when an entity can reduce its GHG emissions to zero through technological advancements or habit changes, so its operations have a neutral environmental impact. This is different from carbon neutrality, a designation organizations can achieve by purchasing enough carbon offsets to bring their emissions down to zero.
- **Climate positive:** When an entity goes beyond achieving net-zero emissions to remove more GHG emissions from the atmosphere than they produce.
- **Design Thinking Africa:** A nonprofit organization using human-centered design to foster sustainable development in Africa. Mejuri's partnership with Design Thinking Africa supports the establishment of a precision polishing school in Ndola, ensuring the value-added process of stone polishing remains within the community and negates the need to outsource this expertise to other countries.
- **Diversity, Equity, Inclusion and Belonging (DEIB):** An organizational framework which seeks to promote the fair treatment and full participation of all people, particularly groups who have historically been underrepresented or subject to discrimination on the basis of identity or disability.
- **Don't Ban Equality:** A coalition of 800+ businesses advocating against the rollback of reproductive rights in the US. According to their website, "When people have access to comprehensive reproductive care (including abortion care), they have better access to education, careers, family planning and quality of life, which positively impacts businesses and the economy."
- **Dress for Success:** A nonprofit organization supporting women to build economic independence through professional attire, support and development opportunities.
- **Fleet Optics:** A Toronto-based delivery company with a mission to deliver packages to our customers across Canada while minimizing the collective environmental impact and contributing to social responsibility.
- **Greenhouse gas (GHG) emissions:** When fuel is burned, it creates greenhouse gas (GHG) emissions that contribute to the planet's overall warming. This is called the greenhouse effect, hence the name greenhouse gasses. Types of greenhouse gasses include carbon dioxide, methane, nitrous oxide, hydrochlorofluorocarbons (HCFCs), hydrofluorocarbons (HFCs) and ozone.
- **Indspire:** A charity organization offering scholarships to First Nations, Inuit and Métis people across Canada with the goal of increasing graduation rates for Indigenous students.
- **Initiative for Responsible Mining Assurance (IRMA):** Offers independent verification of mines to measure their performance against best-practice mining standards.

- **Jeannette Rankin Foundation:** A charity organization offering scholarships to women 35 and older to complete their college degrees and transform the next chapter of their lives. It is named after Jeannette Rankin, the first woman to be elected to US Congress in 1916.
- **Kimberley Process:** A multilateral trade regime established in 2003 with the goal of preventing the flow of conflict diamonds. Gems that have been certified according to Kimberley Process standards are deemed “conflict-free.”
- **Lab Grown Diamonds:** Diamonds created in laboratories using advanced techniques to duplicate the conditions under which diamonds naturally develop. Lab grown diamonds have the same physical, chemical, and optical properties as natural diamonds.
- **London Bullion Market Association (LBMA):** The Independent Precious Metals Authority sets market standards for companies who want to trade their precious metals on London, UK’s Local London Precious Metals Market.
- **Mejuri ID:** Launched in 2020 and driven by the dedication of our employees, the Mejuri ID committee focuses on promoting understanding and celebrating diverse cultures and identities. Grounded in Awareness, Allyship, Action, and Applicability, Mejuri ID aims to foster inclusivity in our business and community.
- **Native, a Public Benefit Corporation:** An organization specializing in impact investments, carbon offsets and RECs.
- **OECD Due Diligence 5-Steps:** Guidelines that help companies respect human rights and avoid purchasing conflict minerals to have greater ownership over their supply chains. The five steps are:
  - Step 1: Establish strong company management systems.
  - Step 2: Identify and assess risks in the supply chain.
  - Step 3: Design and implement a strategy to respond to identified risks.
  - Step 4: Carry out independent third-party audits of supply chain due diligence.
  - Step 5: Report annually on supply chain due diligence.
- **Paris Climate Agreement:** An international and legally binding treaty on climate change, established in 2015, with the goal to hold “the increase in the global average temperature to well below 2°C above pre-industrial levels” and “to limit the temperature increase to 1.5°C above pre-industrial levels.”
- **Positive Luxury:** Sustainability experts in the global luxury industry helping brands advance their sustainability efforts. Positive Luxury’s Butterfly Mark is an internationally recognized trust mark given to luxury brands that meet the highest standards of verified ESG performance, measured against Positive Luxury’s established ESG+ framework.
- **Renewable energy credits (RECs):** A certificate providing proof that 1 MWh of electricity was generated from a renewable source. Companies can ensure the energy they use is clean through the purchase of these credits.
- **Responsible Jewellery Council (RJC):** A UK-based not for-profit organization advocating for greater transparency and responsibility in the global jewelry supply chain. To become RJC-certified, one must go through an application process and then be accepted. Members must adhere to the strict standards set by the organization.
- **Responsible Minerals Initiative (RMI):** Provides companies “with tools and resources to make sourcing decisions that improve regulatory compliance and support responsible sourcing of minerals from conflict affected and high-risk areas.”
- **Scope 1, 2, 3:** Represent the categories of GHG emissions that every business is responsible for producing. Scope 1 emissions are created directly by company operations — think the fuel it takes to heat our Toronto headquarters. Scope 2 emissions are indirectly created by the company’s operations for electricity. Scope 3 emissions are produced elsewhere in the supply chain, like the energy it takes to refine the metals that go into our pieces.
- **Salmon Gold Resolve:** A voluntary partnership launched by RESOLVE in 2018 to remine historic mine sites while restoring fish habitats in Alaska, the Yukon Territory, and British Columbia.



- **Science-based targets:** Science-based emissions reduction targets set in alignment to the Science Based Targets initiative (SBTi). SBTi is a global partnership between CDP, the United Nations Global Compact, World Resources Institute and the World Wide Fund for Nature established in 2015 mobilizing the private sector to engage in climate action to limit global warming to well-below 2°C above pre-industrial levels.
- **SCS-007 Certified Diamonds:** A Third-Party Certification for Natural and Laboratory Grown Diamonds and the first comprehensive, multi-stakeholder sustainability standard developed for the diamond sector. The certification ensures all lab grown diamonds meet unprecedented ethical and environmental standards.
- **Shoebox Project:** A Canadian charity that supports women experiencing financial insecurity, domestic abuse or homelessness through in-kind support, education and community participation.
- **Social & Environmental Accounting (SEA):** Communicating information about an organization's socially relevant behavior to stakeholders; The practice of disclosing non-financial information to stakeholders.
- **Stakeholders:** Anyone with a vested interest in the outcome of a specific decision made by a business, project, or entity.
- **Stonewall Community Foundation:** Stonewall Community Foundation is a public foundation that works to strengthen the LGBTQ community and Movement by making strategic, values-driven investments in dynamic organizations, projects, and leaders.
- **Stop AAPI Hate:** A nonprofit organization tracking incidents of hate and discrimination against Asian American and Pacific Islander communities in the United States.
- **Sustainability:** According to "Our Common Future"—the report produced by the UN Brundtland Commission in 1983 which is responsible for popularizing the term—sustainability is the ability to "meet the needs of the present without compromising the ability of future generations to meet their own needs."
- **Sustainable Development Goals (UN SDGs):** A set of 17 global objectives to address various social, economic, and environmental challenges.
- **Terracycle:** A U.S.-based recycling business and leader in recycling the 'unrecyclable.' They partner with Mejuri to give used poly bags a new purpose.
- **Traceability:** The ability to follow the movements of a consumer good through its supply chain from start to finish.
- **United Nations Global Compact (UNGC):** Bills itself as the "world's largest corporate sustainability initiative." Companies who sign on pledge to adopt sustainable and socially responsible practices outlined by the organization.
- **United Nations Women's Empowerment Principles (UNWEP):** Offers guidance for businesses who want to advance gender equality in the workplace and broader community as a whole.
- **UNCF:** A charitable organization offering scholarships and programming aimed at increasing the total annual number of African American college graduates.
- **Watch & Jewellery Initiative 2030:** Is an action-focused coalition guided by the Ten Principles of the United Nations Global Compact and the 17 SDGs. Welcoming companies and key stakeholders to accelerate positive impact in three areas: building climate resilience, preserving resources, and fostering inclusiveness.
- **Year of Action (YOA) Committee:** Created by Don't Ban Equality and Mejuri, the purpose of the committee is to leverage brands' collective voices, platforms and communities to raise awareness, educate and fundraise for equal access to healthcare.



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