LONGCHAMP
PARIS

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CSR REPORT 2024

CONTENTS

I. MAISON LONGCHAMP 4

– Longchamp's Values 6
– Our Commitment to Sustainability: 8 Key Dates. 7
– CSR Strategy and Goals 8
– Longchamp in Figures 10

II. CSR GOVERNANCE 12

– CSR Governing Bodies 14
– CSR Risks and Challenges. 16
– The Stakeholder Ecosystem . . . 18
– Materiality Matrix. 19

III. LONGCHAMP'S 4 PILLARS OF CSR . . 20

PILLAR 1 – OUR TEAMS 22

– Empowering through training and development. 24
– Ensuring equal opportunities . . 26
– Prioritizing well-being 29

PILLAR 2 – OUR EXPERTISE 30

– Preserving and developing craftsmanship in our workshops 32
– Promoting an eco-approach to product design 34
– Improving supply chain transparency. 36

PILLAR 3 – OUR PLANET 38

– Assessing climate challenges and raising awareness 40
– Reducing our environmental footprint 43
– Promoting circularity 44

PILLAR 4 – OUR ROLE IN SOCIETY . . 46

– Supporting our communities . . 48
– Supporting the arts 50
– Supporting artists and providing a creative platform . . 52

EDITORIAL

A FEW WORDS FROM

Juliette Poupard, Hector Cassegrain, and Adrien Cassegrain

As an independent, family-owned business we have an invaluable agility, allowing us to make swift decisions while remaining true to what we believe in. For over 75 years, our Maison has forged its own path of innovation and preservation, shaping the future—one day at a time—with authenticity and a sense of stewardship for the wider world. Our grandparents created something deeply human, which resonated with their employees. This legacy continues to guide our work today.

We cultivate lasting relationships with our partners and suppliers, some of whom we've worked with since the very beginning. This sense of continuity runs through our DNA. Led by the creative curiosity and daring behind the Maison's momentum for four generations, we design meaningful products aimed at making the day-to-day of those who wear them more beautiful.

Taking this commitment to heart, we see CSR as a natural extension of our brand vision, ensuring the well-being of our teams while doing what we can for both the longevity of our craft and a more sustainable future. Our repair workshop in Segré has been operational since the late 1950s and reflects our resolve to make a positive difference, giving our pieces a new lease on life and perpetuating a unique set of skills.

This report highlights the different aspects of our approach to CSR. It includes the Maison's long-established practices, as well as some fresh initiatives responding to the needs of our stakeholders. These projects represent a coherent commitment, for which our family is the guarantor.

I.
MAISON LONGCHAMP

LONGCHAMP'S VALUES

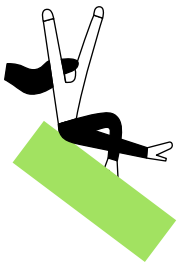
INDEPENDENT AND FAMILY-OWNED, Longchamp is a Parisian Maison open to the whole world. It aims to create meaningful and beautiful items that become everlasting companions as time goes by.

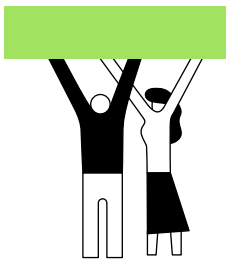
An artisanal business since 1948, Longchamp is dedicated to crafting products that last. This is the Maison's primary objective: working to create pieces that its customers can enjoy for a long time, look after, and eventually pass down.

Leather craftsmanship is based on the pursuit of excellence and quality, a mindset shared by every one of our 4,217 employees. From our Parisian workshops to the rest of the world, they all embody the Maison's guiding values of longevity, sincerity, creative curiosity, and optimism.

This is how Longchamp has kept its exceptional artisanry alive for over 75 years, upholding a respect for the work of everyone involved and celebrating authentic materials that stand the test of time—all while fostering a spirit of creativity and innovation essential for rising to the challenges of our changing planet.

FOR MORE THAN 75 YEARS, Longchamp has been innovating and transcending fashion, fronted by its iconic horse-rider logo as a symbol of elegance in motion. As the embodiment and champion of its own unique values, the Maison is able to reinvent itself while staying true to its storied craftsmanship.





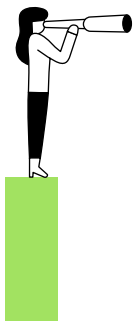
ENERGY
A taste for action and innovation

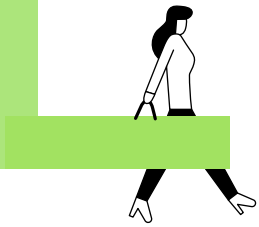
SINCERITY
A genuine desire to take meaningful action

LONGEVITY
A company and products that transcend time

OPTIMISM
An ambition that empowers us to explore new horizons

CREATIVE CURIOSITY
An inspiration drawn from seeing the world with an open mind





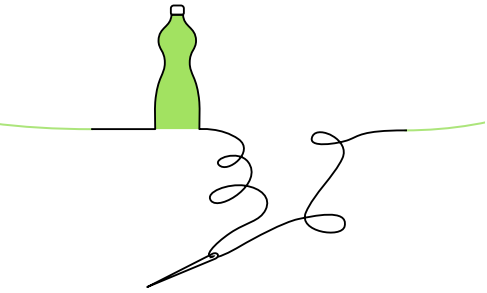
OUR COMMITMENT TO SUSTAINABILITY: 8 KEY DATES

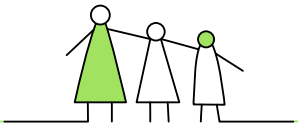
1948 CREATION

Jean Cassegrain creates the company, taking unsold pipes and covering them in leather to transform them into luxury objects. He adopts the motto "nothing is lost, everything is transformed" which resonates with the Maison's artisanal knack.

1959 ANTICIPATION

Opening of the first studio in Segré, France: Longchamp integrates production into its business strategy to better monitor quality and craftsmanship—components crucial to any authentic and sustainable product range.





1993 INGENUITY

Le Pliage® is born from the ingenuity of Philippe Cassegrain, who designs it with a visionary approach. He streamlines the number of parts required and optimizes its size to minimize waste. An eco-designed product, built to last.

2012 TRANSMISSION

Longchamp begins a new phase of transmission, opening training workshops in Segré to pass down its expertise. Over the course of eight years, these workshops have trained over 100 leather craftspeople, many of whom were changing careers. Today, training is directly integrated into our workshops.

2014 LONGEVITY

Longchamp is named an "Entreprise du Patrimoine Vivant" (Company of Living Heritage), a distinction recognizing French companies for their industrial expertise and artisanal excellence. It receives the EPV label again in 2023.

2019 INNOVATION

For the first time, Longchamp uses recycled polyester from plastic bottles and launches My Pliage Signature. This opens the door to a process of constant innovation, starting with the transition from Le Pliage® to Le Pliage Green made from recycled nylon.

2022 RE-PLAY INITIATIVE

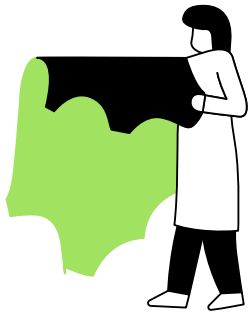
Other initiatives, like the Re-Play collection, reflect the brand's firm commitment to reducing waste materials.

2024 2033 CLIMATE STRATEGY

Longchamp launches its 2033 Climate Strategy, aiming to reduce its global carbon footprint by 30% between now and 2033.

CSR STRATEGY AND GOALS

TAKING CARE OF THE PLANET AND ITS COMMUNITIES has always been part of Longchamp's DNA. The Maison is constantly endeavoring to improve its practices, constructing its CSR strategy around both new and established initiatives. We sincerely believe in using our creativity to help build a more sustainable future.



THE MAISON HAS BASED ITS CSR STRATEGY ON 4 PILLARS

01 – OUR TEAMS

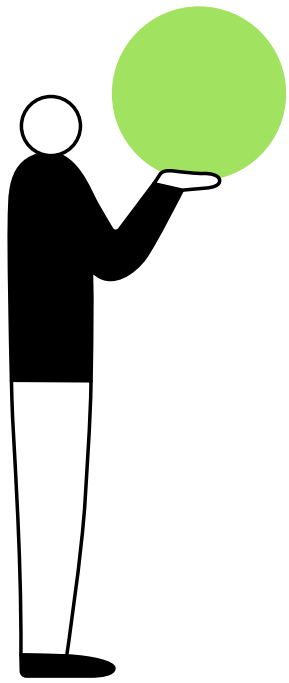
The first of our pillars is social: fostering a healthy and secure work environment for our teams as a basis for the development of Longchamp's human capital. In keeping with our commitments to diversity and inclusion, the Maison seeks to support a good quality of life in the workplace. We consider collective and individual challenges to improve working conditions and personal well-being, with due regard to our common values.

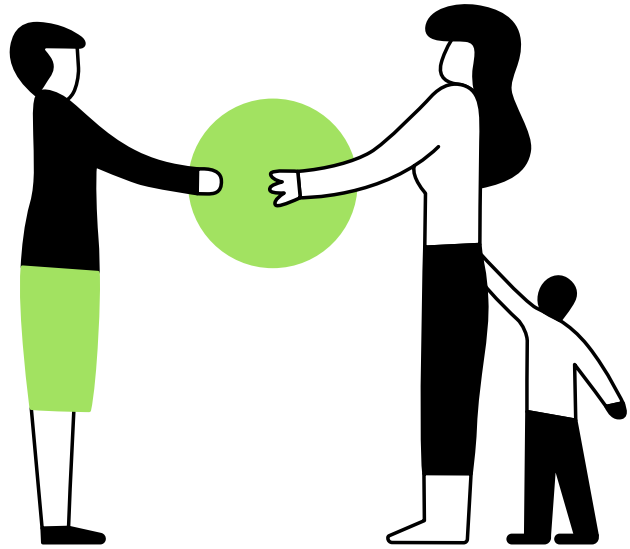
- Empowering through training and development
- Ensuring equal opportunities
- Prioritizing well-being

02 – OUR EXPERTISE

Our unique expertise, Longchamp's second pillar, is the result of our extraordinary workshop teams and promises quality for all our customers. This expertise also incorporates an aspect of sustainability, with careful attention being paid to the standard and traceability of raw materials as well as the innovation of new technical and technological processes.

- Preserving and developing craftsmanship in our workshops
- Promoting an eco-approach to product design
- Improving the transparency of our supply chain





03 – OUR PLANET

Protecting the environment is the third pillar of our CSR approach. Every year, Longchamp calculates its carbon footprint to highlight areas for improvement and reduce its greenhouse gas emissions. Committed to the carbon transition, the Maison tries to limit its impact on the world's resources by adopting a more sustainable and circular model.

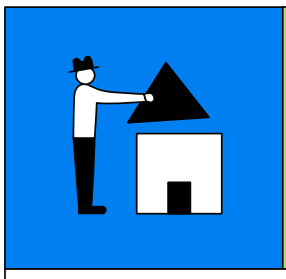
- Assessing climate challenges and raising awareness
- Reducing our environmental footprint
- Promoting circularity

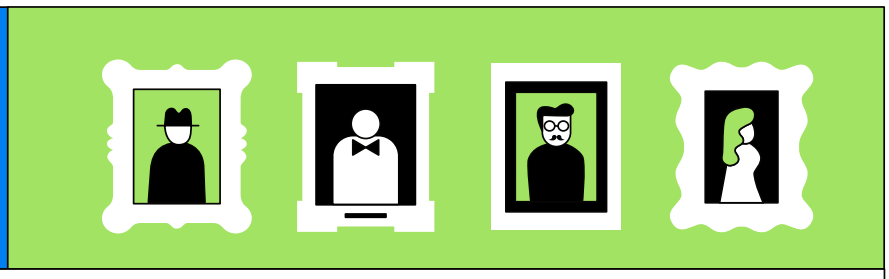
04 – OUR ROLE IN SOCIETY

Longchamp plays an active role in society, working alongside its stakeholders to effect concrete change. We support creativity in all its forms—craftsmanship, art, fashion, and design—by showcasing emerging talent. Supporting local communities and encouraging the next generation of artists and designers is the fourth pillar of our CSR commitment.

- Supporting our communities
- Supporting the arts
- Supporting artists and providing a creative platform

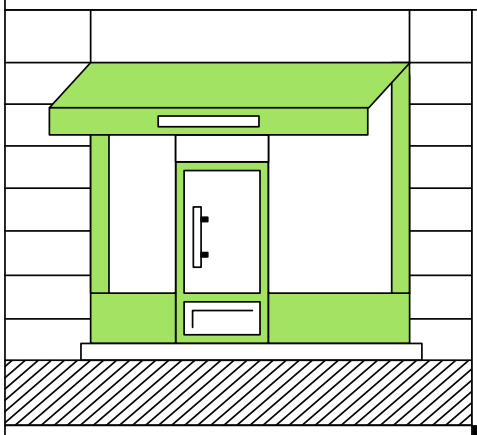
LONGCHAMP IN FIGURES





1948: Longchamp founded

4 generations of the Cassegrain family

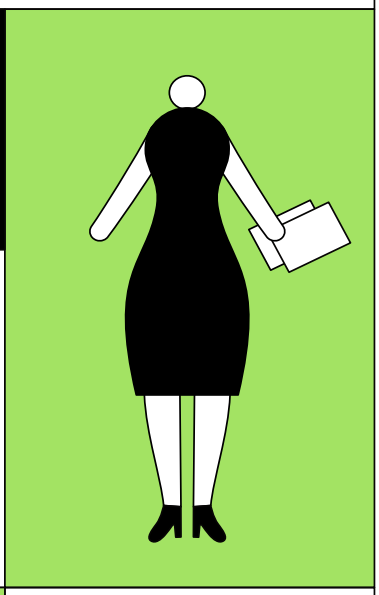


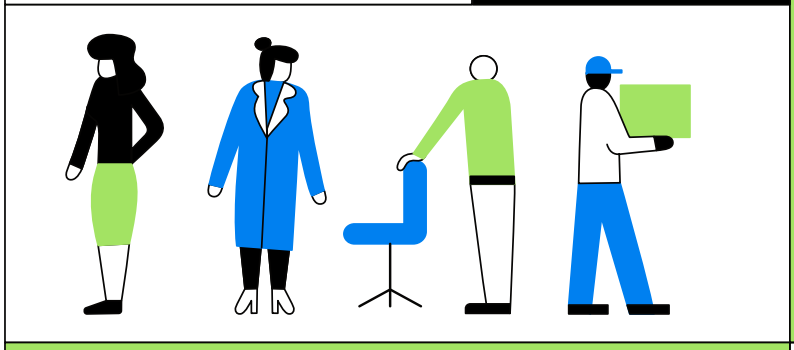
1,200 points of sale worldwide
(own-brand stores and partners)

354 stores managed directly by the brand

25 subsidiaries worldwide

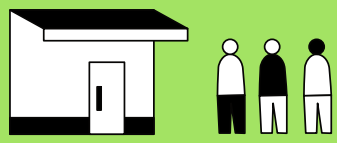
Present in 80 countries
across **5 continents**





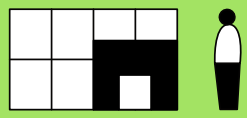
4217 employees all over the world

68% of managers
are women



Staff working in sales: **2194**

Production staff: **1371**



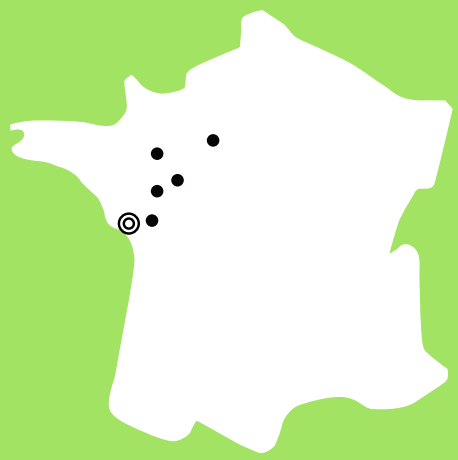
Support staff: **652**

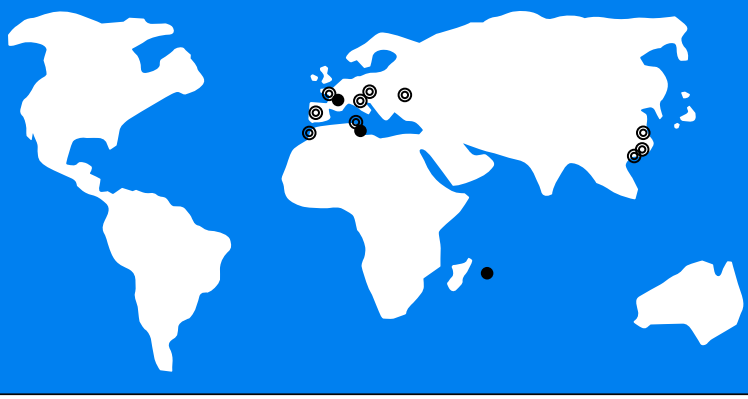
● Internal sites and production areas

France (Segré, Rémalard, Ernée, Château-Gontier, Pouzauges), Mauritius (Port Louis) and Tunisia (Tunis).

◎ External sites and production areas

France (Maulévrier), Tunisia (Tunis), Morocco (Casablanca), Romania (Faragas), China (Dongguan, Shenzhen, Changzhou), Italy (Vicenza), Slovakia (Bytca) and Portugal (Oliveira de Azeméis).





II.
CSR GOVERNANCE

CSR GOVERNING BODIES

Revisions to Regulations for Stakeholder Engagement

In 2024, Longchamp changed its regulations to align the company's targets more clearly with the commitments of its stakeholders. These revisions aim to establish a guiding framework for the Maison, with the explicit integration of social, societal, and environmental considerations into the decision-making process. Now, the Executive Committee is held accountable for these commitments, thus ensuring that Longchamp's strategy and actions comply. These regulatory changes reflect how passionate our stakeholders are about setting the Maison on a sustainable, responsible path.

CSR Awareness

Longchamp endeavors to consider the social and environmental impact of its decisions as early in the process as possible. Our aim is to have a positive impact, or to at least minimize any negative effects we might have. This approach reflects our fundamental values and encourages managers to set CSR targets wherever it makes sense, and is possible, to do so.

Main CSR Governing Bodies

For maximum impact, Longchamp has set up governing bodies with a local to global perspective: stakeholders, the CSR Executive Committee, the Impact Committee, CSR Ambassadors, and the CSR team based at its head office in Paris. This structure facilitates the integration of corporate social responsibility (CSR) at all levels of the Maison and ensures the implementation of any necessary changes.

Established in late 2020, the Executive Committee plays a key role in bringing the brand's CSR vision to life, and approving policies and commitments. Chaired by Jean Cassegrain, its members meet every month with the main objectives of monitoring the company's non-financial performance and incorporating socio-environmental issues into its strategy.
The Impact Committee plays a more operational role, comprising around thirty members who represent Longchamp's geographical and professional diversity. Working at the heart of the company's activities, its members deal directly with professional constraints and remain attentive to possible opportunities. They submit proposals to the CSR Executive Committee, manage CSR projects at Longchamp, and ensure these are properly implemented.

To share its CSR strategy with all employees, Longchamp has created a community of CSR Ambassadors located across its head office, its 25 subsidiaries, and all its industrial facilities. Their role consists of engaging locally with teams, implementing specific CSR projects, and coordinating data collection. Conscious of CSR issues, they act as representatives of the Maison and help get employees involved in its objectives while adapting the process to local constraints. They can also suggest ideas for projects, considering any opportunities specific to their area. This approach also offers employees a clearer sense of direction and streamlines the Maison's adoption of more sustainable practices.

THE CSR TEAM IN PARIS PLAYS A CENTRAL ROLE by coordinating with the various associations, bodies, and schemes involved in these projects.

CSR Executive Committee

JEAN CASSEGRAIN
President, Paris

SOPHIE DELAFONTAINE
Artistic Director, Paris

ADRIEN CASSEGRAIN
Director of Transformation and CSR, Paris

SÉVERINE DARBOIS
Director of Retail and E-Commerce Experience, Paris

DAVID BURGEL
Industrial Director, Segré

VIRGINIE LANIER
Human Resources Director, Paris

STÉPHANE DURET
Communications Director, Paris

"On a broader level, we actively work with a number of contributors whom we would like to thank profoundly for their efforts in the deployment of CSR projects. To date, there are three levels of governance: The CSR Executive Committee approves projects and facilitates decision-making. The Impact Committee brings together the managers from every project regarding our CSR strategy. Our CSR Ambassadors are responsible for raising awareness of these projects locally and gathering data." – ADRIEN CASSEGRAIN

3

- **3 CSR** decision-making and operational bodies
- **31** CSR ambassadors
- **50 CSR projects** completed or ongoing in 2024

31

50

CSR RISKS AND CHALLENGES

When developing its materiality matrix in 2024, Longchamp consulted a number of stakeholders to identify the main challenges facing the group.

In light of regulatory changes, particularly the EU's Corporate Sustainability Reporting Directive (CSRD), Longchamp wanted to review its materiality matrix and conduct a double materiality assessment. The CSRD is a regulatory framework adopted by the EU at the end of 2022 to standardize and strengthen the requirements of sustainability reporting. The directive is based on the concept of double materiality assessments, which involve evaluating the sustainability-related risks and opportunities for a business, as well as its impact on society and the environment. Longchamp carried out a comparative concordance analysis between its CSR challenges and the European Sustainability Reporting Standards (ESRS) of the CSRD, collating the societal and environmental impacts on one hand and the financial risks and opportunities regarding ESG issues on the other.

THE THREE MAIN ESG RISKS (ESRS)

Environmental Risks

Mitigating the effects of and adapting to climate change: Climate change may lead to a disruption of our supply chain, making it difficult to access essential materials and causing delays in production. There could also be shortages of natural resources and water, compromising day-to-day operations and increasing business costs. Extreme weather conditions could also increase the number of work accidents and occupational illnesses, putting the health and safety of employees at risk.

Circularity: Climate change and loss of biodiversity, along with shortages and the over-exploitation of natural resources, are the main challenges to address. These problems require innovative solutions to ensure sustainability in the long term. A circular economy, for instance, reshapes the way we design, use, and discard products.

Pollution: Pollution can cause droughts and poor water quality. It also contributes to climate change and loss of biodiversity, as well as causing workplace accidents and illnesses.

Biodiversity: These risks are primarily linked to climate change and the loss of biodiversity. Longchamp's activities could have a direct impact on a range of ecosystems, especially since it uses raw materials of animal origin.

Deforestation and the destruction of natural habitats are also major concerns. These can lead to a loss of biodiversity, affecting not just the environment but the natural resources required for the company's operations. In 2024 to 2025, Longchamp has been drawing up a dedicated plan, measuring its water footprint with the support of consulting firm EcoAct, and writing a report in compliance with the EU Regulation against Deforestation and Forest Degradation (EUDR).

Social Risks

Working conditions (health, safety, well-being) and equal treatment for our teams

Failure to respect the health, safety, or well-being of any team and the unequal treatment of employees can raise a number of risks: workplace accidents, occupational illnesses, difficulties in recruiting and retaining talent, and industrial disputes. Over time, these can also constitute a violation of human rights, fundamental freedoms, and ethical principles.

Working conditions (health, safety, well-being) and equal treatment throughout our value chain

Similarly, the company exposes itself to a variety of risks should it fail to ensure its partners are providing safe and fair working conditions for their employees: industrial disputes, regulatory noncompliance, and a disrupted supply chain. In time, this can also affect the health and well-being of the workers involved.

Governance Risks

Data security: Data security is crucial for maintaining consumer confidence. A lack of transparency can erode trust and damage the company's reputation.

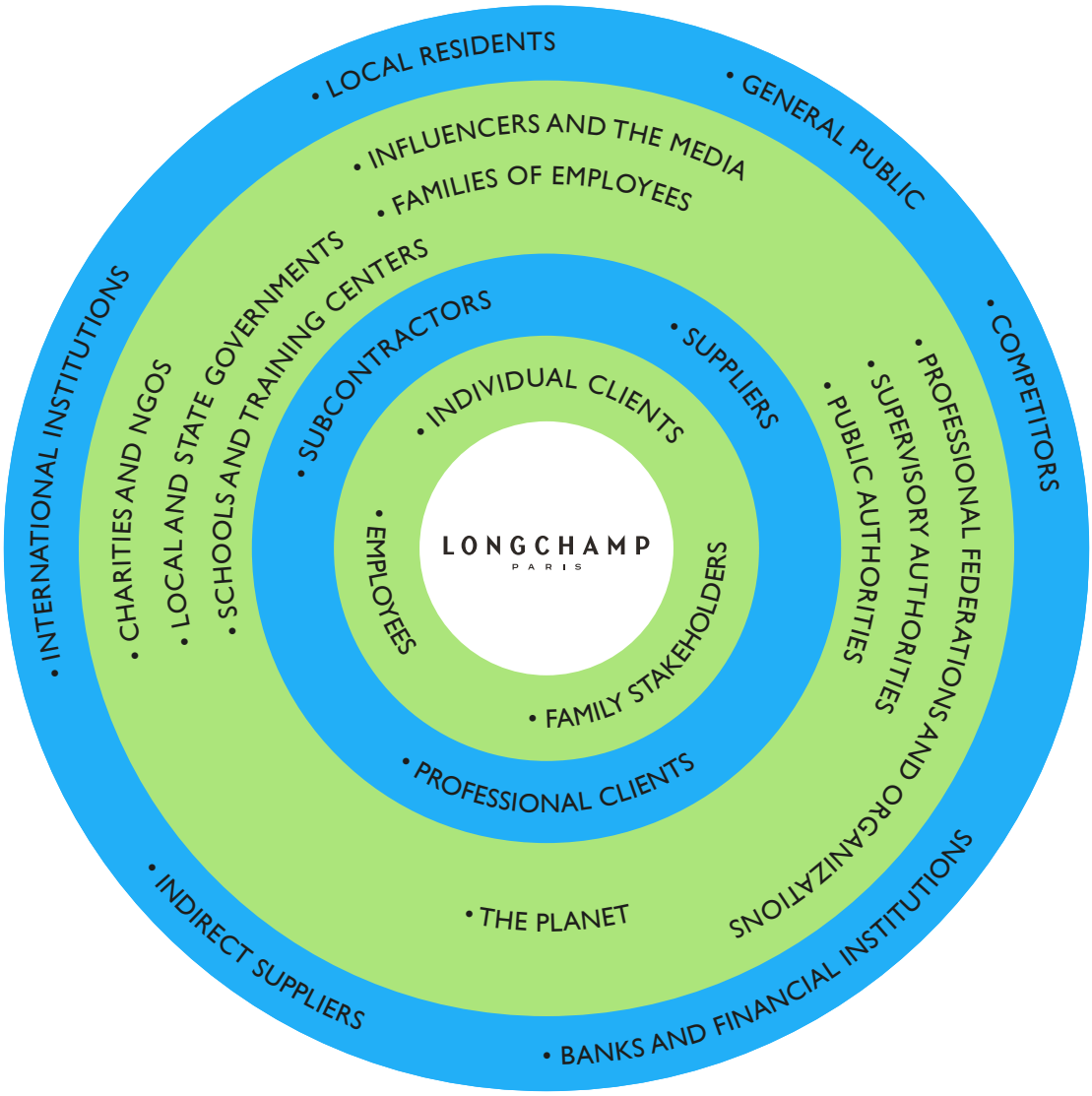
THE STAKEHOLDER ECOSYSTEM

Longchamp pays close attention to the people it affects directly with its actions, known as stakeholders. We take their needs and ideas into account, working to constantly improve our CSR strategy and ensure their satisfaction. This helps us to make informed decisions and uphold our commitments as a responsible business.

Longchamp considers its employees and customers to be its closest stakeholders. All our stakeholders are represented below according to their proximity to the company: those closest are found in the central circle and those furthest in the outer circle. They all push Longchamp to pursue and amplify our CSR goals.

Methodology

Longchamp first identified all the Maison's stakeholders. A manager was then assigned to each one, charged with the task of evaluating the impact these stakeholders have on the Maison and vice versa, whether financial or reputational. The results of these analyses were examined by an in-house task force, then approved by the CSR Executive Committee.

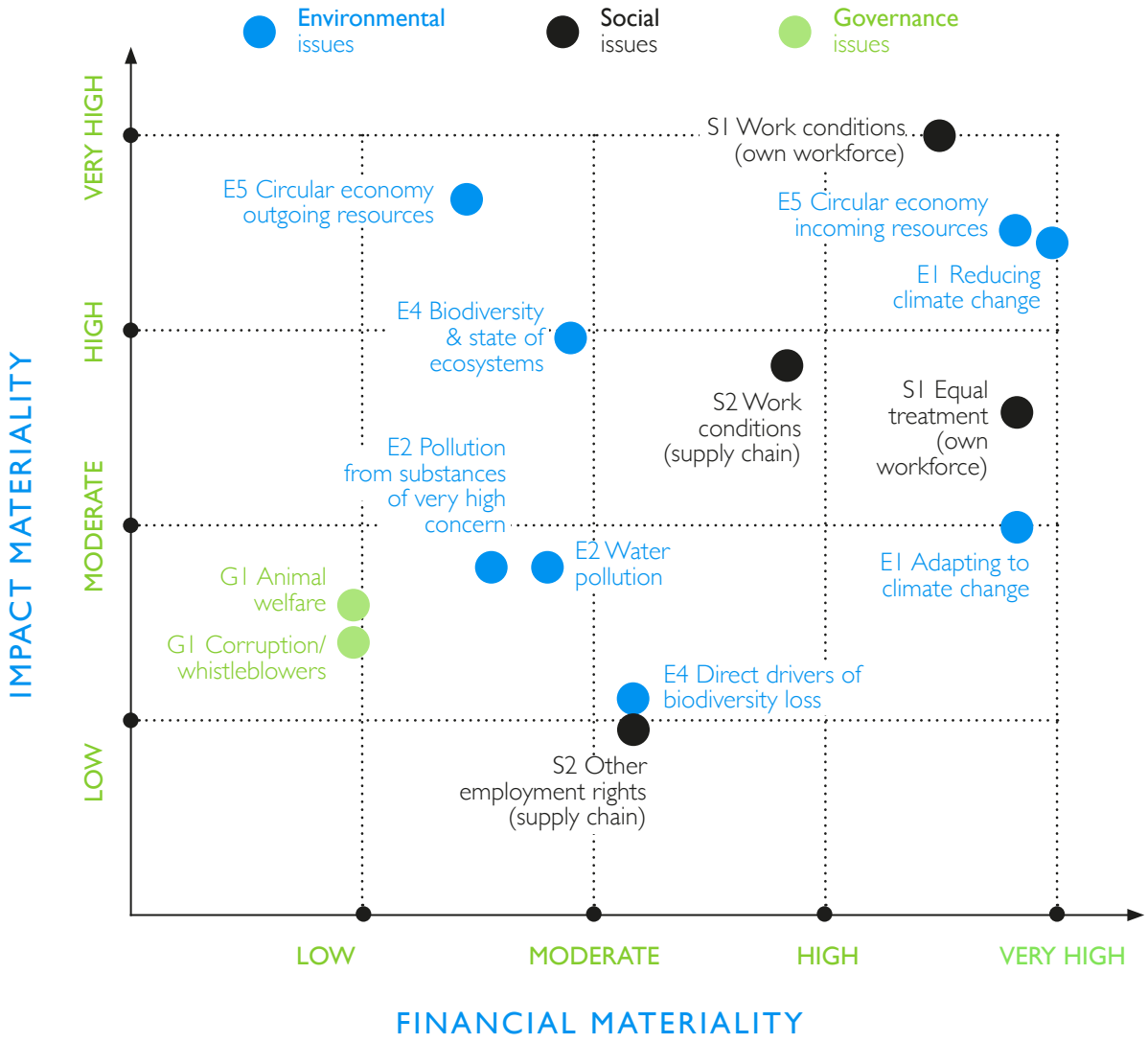


MATERIALITY MATRIX

The Maison's environmental challenges—including mitigating the effects of and adapting to climate change, pollution, and circularity—are addressed in Pillar 3 of the report, *Our Planet*. They are discussed respectively in the sections *Assessing climate challenges and raising awareness*, *Reducing our environmental footprint*, and *Supporting circularity*.

Social challenges—such as working conditions and rights, and equal treatment—feature in Pillar 1 of the CSR report, *Our Teams*. These are covered in more detail in the section *Ensuring equal opportunities*.

Governance challenges—like data security and combatting corruption—are also examined in Pillar 1, *Our Teams*, under the section *Prioritizing well-being*.



Non-material issues: E1 Energy, E2 Air pollution, E2 Microplastic pollution, E3 Aquatic and marine resources, E5 Circular economy – waste, S1 Other employment rights (own workforce), S2 Equal treatment (supply chain), S4 Consumer information, G1 Company culture, G1 Supplier relationship management

III.
LONGCHAMP'S 4 PILLARS OF CSR

PILLAR I – OUR TEAMS

- **Empowering through training and development**
  - Fostering financial independence
  - Providing anti-discrimination training
  - Launching a management training group
  - Raising employee awareness of climate challenges

- **Ensuring equal opportunities**
  - Disability Inclusion
  - Gender Equality
  - Four Questions for Abbi Man

- **Prioritizing well-being**
  - Self-Checks and Support for Social Causes
  - Ethical Alert System
  - Employee Satisfaction Survey
  - Improvements to Health and Safety

LONGCHAMP PLACES ITS PEOPLE and their well-being at the heart of its commitments. Workplace health and quality of life are absolute priorities. The Maison is mindful of individual needs and encourages open, constructive dialog; its employee satisfaction survey in particular aims to create a supportive work environment and a culture of listening. Longchamp also strives to offer equal opportunities, developing initiatives for gender equality and disability inclusion. Driven by the belief that diversity is a strength, the Maison is committed to building a more equitable and inclusive workplace every day.

720 7 80 4 16 5

- **720 employees** engaged on of climate-related issues during Longchamp's Green Party 2024 in France
- Almost 4% employment rate of disabled employees with **35 people employed** in compliance with the French OETH (Employment Obligation for Disabled Workers) across industrial sites
- "DuoDays" introduced **7 students** with disabilities to Longchamp employees
- Women account for almost **80%** of Longchamp's global workforce
- In all countries, maternity leave has been increased to **16 weeks** and paternity leave to **25 days** — with full pay

EMPOWERING THROUGH TRAINING AND DEVELOPMENT

As a responsible employer, Longchamp is dedicated to fostering the personal and professional growth of its employees. We strive to strengthen their skills and career development while contributing to their overall well-being, a key factor in team engagement.

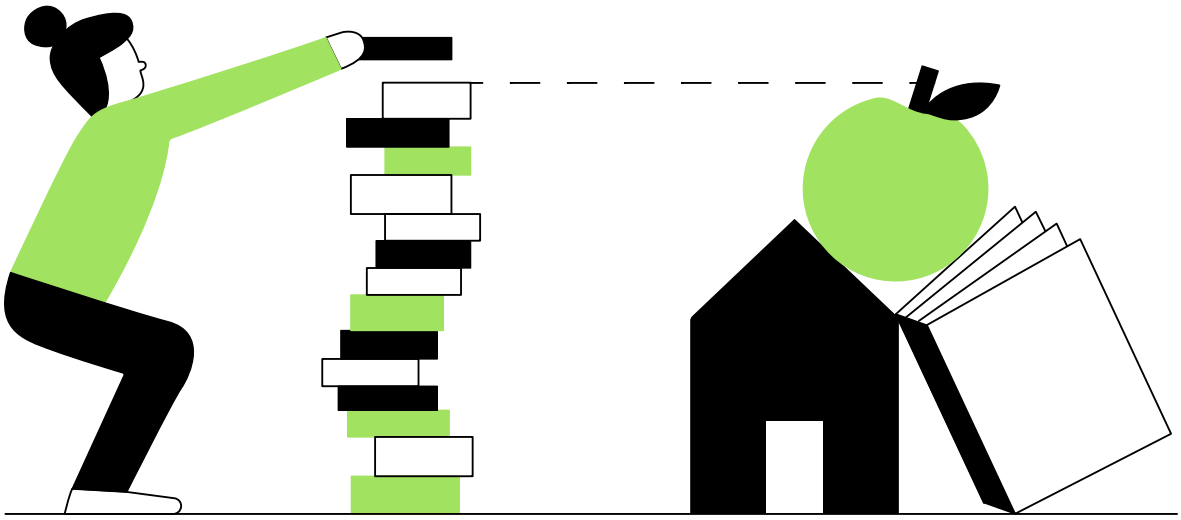
Fostering financial independence

The *living wage* is a threshold of pay allowing employees and their families to afford the necessities and an adequate standard of living. It covers fundamental expenses like food, housing, healthcare, education, transportation, and clothing. Generally higher compared to minimum wage, which is defined by law and often insufficient, the *living wage* aims to guarantee a decent, comfortable life and takes into account local and regional disparity. It must also be adjusted regularly to reflect changes in the cost of living.

As part of its commitment to social responsibility, Longchamp undertook a detailed evaluation in 2024 of the *living wage* in its various countries of operation. By gathering precise data, this initiative identifies necessary adjustments and ensures satisfactory living standards for the Maison's employees.

Providing anti-discrimination training

Three anti-discrimination training modules have been launched for managers, elected representatives, and disability liaison officers. The first training sessions for managers and elected representatives took place in November 2024. They gave participants a better awareness of stereotypes and the impact they have, a familiarity with relevant legislation and the related sanctions, as well as an understanding of what diversity-oriented management involves. The sessions also covered tools and best practices for inclusion, equipping them to effectively communicate the pro-inclusion message to their respective teams. The training for our disability liaison officers had its own specific focus, covering key concepts in relation to disability, the relevant legislation, and how to draw on internal and external partners for the best possible support.



Launching a managerial training program

Good managerial practices are essential for team performance and well-being. They also play a decisive role in employee retention, creating positive dynamics, strengthening cohesion, giving meaning to tasks, and encouraging the development of skills. Effective management allows every individual to understand their impact, to progress, and to receive constructive feedback, thus contributing to a better quality of life at work and the flourishing of Longchamp's employees.

Being a good manager doesn't just happen. It requires self-awareness, efficient practices, suitable tools, and an ability to avoid certain pitfalls. A secure training environment is also essential for testing and refining your skills.

Management at Longchamp is based on the core principles of authenticity, energy, responsibility, and team spirit. These also laid the foundations for its managerial training program, developed in 2024 and launched in 2025. Conducted at a local level, it aims to introduce a common managerial culture while respecting the unique characteristics of each country and profession.

The program equips managers with simple and concrete tools for managing the main situations they encounter:

– **Integration**: Creating a safe and inclusive environment where everyone can be themselves and give their all.

– **Encouragement**: Helping the team and its individual members to grow.

– **Support and direction**: Encouraging individual and collective performance.

Management at Longchamp is based on the core principles of authenticity, energy, responsibility, and team spirit.

The training sessions follow a practical approach, using internal scenarios designed for managers. Participants test new approaches with feedback from their trainer and peers, and thus can adopt more effective practices which align with both their identity and the values of the Maison.

Longchamp has over 570 managers worldwide. Our goal is for every one of them to have completed this training by the end of 2026.

Raising employee awareness of climate challenges

Longchamp held its first Green Party in July 2024, bringing together 720 employees from its five French industrial sites to learn about climate-related issues. With training, Longchamp not only raises awareness of environmental challenges but empowers employees to make their own informed and responsible decisions for a sustainable future. The program included an inspiring talk from eco-adventurer Matthieu Witvoet and a presentation of the brand's CSR report by Adrien Cassegrain and Marine Dumas. For a fun element of interaction, a "Squat for the Climate" competition was organized with teams of 20 people. The aim was to teach employees about Longchamp's carbon footprint in an engaging way. A tele-transcription system was also set up during the Green Party for accessibility, meaning hearing-impaired employees could also follow the discussions in real time.

ENSURING EQUAL OPPORTUNITIES

Inspired by its people-oriented mission, Longchamp is committed to being open to others and fighting all forms of discrimination as champions of diversity. We endeavor to support the growth and empowerment of our employees through the work we do together and the respect we have for the integrity and freedom of all.

Disability Inclusion

80% of disabilities are invisible and are often only diagnosed in adulthood, meaning stereotypes and prejudices are unfortunately still a significant barrier to inclusion. Longchamp's disability initiative aims to promote the recognition and integration of its employees with disabilities, providing them with the adaptations they need in their place of work. In the first half of 2024, the employment rate of industrial employees with disabilities was almost 4%, with 35 people employed in compliance with the national OETH (Employment Obligation for Disabled Workers) compared to 5 in 2023. In France, any employer with 20 full-time equivalents or more must employ a certain number of people with disabilities corresponding to at least 6% of their total workforce. To achieve this, several initiatives were implemented in 2024.

In May 2024, two employees were chosen to become Disability Liaison Officers for Maison Longchamp. As a designated point of contact for employees with disabilities, they offer support and guidance where required. They have a direct line with our Human Resources Directors. Our leather workshop managers relay information from the field, working in collaboration with on-site nurses. We also run various awareness campaigns at all our sites, including through poster displays.

Furthermore, the "DuoDay" initiative introduced seven students with disabilities to Longchamp employees. The scheme aims to promote the inclusion of people with disabilities by offering them the opportunity to experience a profession alongside volunteers from the company. These immersive sessions help support professional integration by dismantling the obstacles rooted in prejudice and ignorance.

A QUOTE FROM GAËLLE PERNOCK, CSR PROJECT MANAGER (HUMAN RESOURCES)

"Taking part in the organization of DuoDay at Maison Longchamp was a challenging but deeply rewarding venture. Dedicated to disability inclusion, the event requires meticulous preparation to make sure all participants enjoy a profoundly human experience. For me, seeing the smiles, the genuine exchanges, and the breaking down of barriers throughout the day really cemented the importance of these initiatives. I am so proud to have played my part in promoting an inclusive culture at Longchamp, and I hope this day will inspire more things to come in support of diversity. The impact of DuoDay is clear on several levels. For the visitors, this event represents a concrete opportunity to discover a profession, to talk to a professional, and to imagine themselves in a work environment. It also gives them a boost in confidence and a clearer picture of what the job market expects. For the mentors, taking part in this initiative offers them a new perspective on disability, expands their professional vocabulary—through passing on their skills and making adaptations to suit the needs of a diverse audience—and adds another layer of meaning to their work. For Longchamp, the initiative deepens its engagement with CSR and reinforces its commitment to inclusion. It also helps raise awareness among the teams, break down prejudices, and create opportunities to better integrate employees with disabilities." ■

THREE QUESTIONS FOR MARIE JEGAT, A "DUODAY" WORKSHOP MENTOR

What motivated you to become a mentor for the DuoDay program?

I was interested in supporting someone with a disability, in showing them the profession, even though I don't have much experience myself in the company yet. The aspect of inclusion was also important to me—providing opportunities for others, whatever our differences. You might be a non-disabled person, but the fears you have when starting a new job can become disabling. It's important to inspire confidence.

Could you share a highlight from your mentoring experience?

I had the best compliment from Bryan, one of the participants, who told me he had felt welcome, included, and supported. Enjoying a meal together was also special, as we had the opportunity to talk and get to know each other. The experience motivated him to keep going, and the most important thing was to provide cues throughout the day so he never felt alone. Providing cues is essential for helping others integrate successfully.

How has the program influenced your perception of disabilities in the workplace?

There are still too few people with disabilities being employed. Better training and raising awareness are essential to promote inclusion. I encourage everyone to get involved; it is an enriching experience which teaches you as much about yourself as about other people.

These "DuoDays" can sometimes lead to new hires, like Adrien Chauveau. In late 2023, this young leather craftsman took part in a DuoDay at the Château-Gontier workshop. The experience resulted in a two-week apprenticeship, after which he was employed on a fixed-term contract for three months in 2024. He then took one step further and signed a permanent contract. A number of adjustments were made to facilitate his integration, for example at the hand-stitching station, where the pedals were reversed to compensate for a third-degree burn on his right foot. Throughout his journey, Adrien has been supported by a mentor and has always felt welcome. Today he can see a long-term future at Longchamp, in perfect keeping with the Maison's values.

In addition, five workstation adaptations were made following disability declarations, meaning employees could return to work more easily. By working in close partnership with two associations, we can act as an intermediary and support employees in declaring their disabilities.

Longchamp also became a sponsor of the Café Joyeux in Angers, which opened in 2024. This chain of coffee shops was the first to employ and train people with disabilities.

Finally, regarding access to employment, our logistics warehouses worked for three weeks in collaboration with Cap Anjou Bleu, a nonprofit specializing in the professional integration of people with disabilities. During this time, a team of ten people—supported by a workshop supervisor—took part in gift wrapping and onboarding the e-commerce logistics team. ■

Gender Equality

Women account for almost 80% of Longchamp's global workforce and play an invaluable role in its success. They can often be disproportionately affected by social issues like juggling work and family life. In all its subsidiaries, Longchamp offers, at least as much maternity and paternity leave as is required in France, offering better conditions for young parents in 19 countries.

Longchamp also makes active moves for equal opportunities, promoting women into management positions. In 2024, 68% of managers were women—a significant 5% increase compared to 2023. The Maison is proud to have a professional equality index of 98/100 at its French headquarters and 79/100 in its stores, a score it strives to improve.

FOUR QUESTIONS FOR ABBI MAN

As an assistant human resources manager in Hong Kong, could you tell us about the main improvements to parental leave in your subsidiary?

With the extension policy, maternity leave has been increased from 10-14 weeks to 16 weeks and paternity leave from 5 to 25 days. Offering these benefits to all Longchamp employees helps to boost morale, make teams more productive, and foster a better sense of loyalty. What's more, this policy enables us to attract the best talent through our co-optation program.

What were the terms of parental leave before the new measures were introduced?

Before the new measures, employees were entitled to 10 weeks of maternity leave. Those who had been at the company for at least two years were entitled to full pay, corresponding to their average daily wage, for the duration of their leave. Those who had worked with us for less than two years were entitled to four-fifths of their average daily wage. Male employees were entitled to 5 days of paternity leave. Their daily pay for paternity leave was equivalent to four-fifths of the average daily wage they earned during the 12 months preceding the start of paternity leave.

What are the main advantages of these new terms for employees?

The main advantages of these new terms, enjoyed by all employees, include improvements in their mental and physical health. They have also been effective in supporting HR's employee retention program and have strengthened our reputation as an attractive employer.

How were these improvements received by employees?

Following these improvements, an employee will enjoy the new benefits from February 3, 2025. She'll be entitled to 112 days of maternity leave with full pay. Here are a few words from one of our supervisors at the Londoner Macau store: "*I'd like to express my sincere thanks to Longchamp. I joined the group last year—on January 5, 2024—and in just a short space of time, I noticed how Longchamp genuinely treats its employees like part of the family. I'm extremely grateful to the group for its active commitment to improving the well-being of its employees.*"

PRIORITIZING WELL-BEING

To care for its teams and guarantee their safety, respect, and overall well-being, the Maison has upgraded its practices—especially at its industrial sites.

Self-Checks and Support for Social Causes

A compulsory awareness-raising workshop in Segré empowered our female employees to check their bodies for cancer; one employee was able to detect an abnormality and treat it quickly with the information she had learned. As part of the Longchamp Rose & Bleu (Pink & Blue) Challenge, a walk was organized to raise money for an association fighting against cancer. A Movember workshop raising awareness of prostate and testicular cancer was also offered. Several challenges and workshops took place throughout 2024, bringing together a total of 245 participants—almost twice as many as in 2023 (124).

Ethical Alert System

Longchamp places ethics at the heart of its governance, having rolled out a centralized and independent ethical alert system to all its teams in December 2024. The system guarantees confidentiality and protection for whistleblowers and the individuals concerned, meaning anyone at Longchamp—whether they are a victim or witness of an ethical violation, breaches of the law or our own internal regulations, or threats to security, health, or human rights in their place of work—can make an anonymous report in complete safety.

Employee Satisfaction Survey

Our engagement survey is carried out annually to gauge the social climate and satisfaction levels of the Maison's employees.

Longchamp has already implemented a number of initiatives on the back of the last two surveys: a co-optation program, extended parental leave in all countries, financial security for families in the event of an employee's death (payment of a sum equal to one year's salary), and better acknowledgement of company milestones with celebrations from the three-year mark.

In 2025, this feedback system will be revisited to support the Maison's entire global strategy. Every permanent employee will be able to give their opinion on how consistent internal practices are with the company's goals. Tailor-made questions will also help assess the impact of measures implemented for employees and ensure that they are clearly understood. All responses will be 100% confidential. This initiative is key for Governance, offering direct feedback from all employees playing a part in the Maison's long-term future.

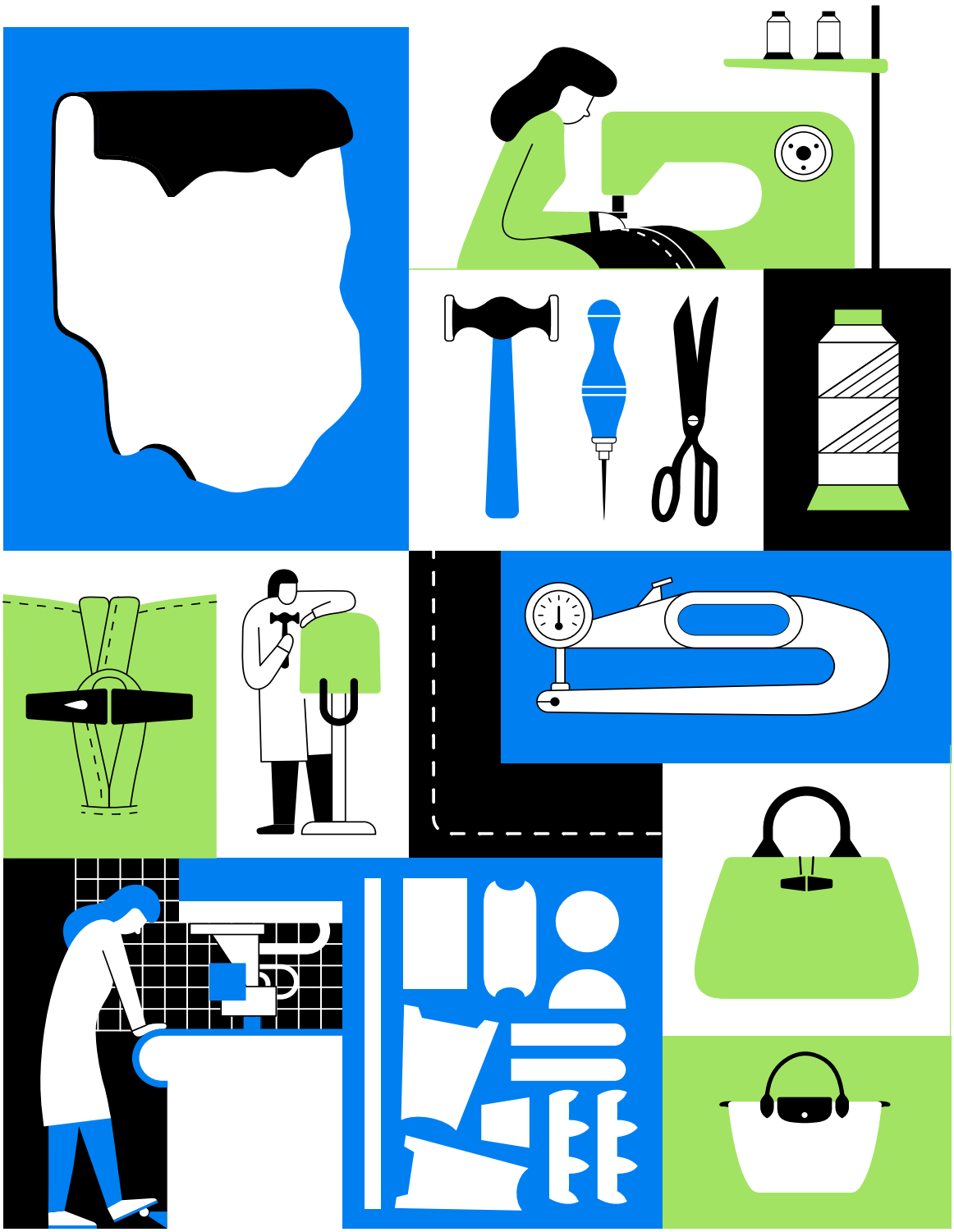
Improvements to Health and Safety

With the health and safety of its teams in mind, a training program was deployed to introduce shift-opening exercises across its French workshops. Launched in June 2023 with a pilot workshop in Ernée, the initiative has trained approximately 530 people with 44 sessions lasting 3 hours and 30 minutes. Deployment has been confirmed for all sites in 2024 following this successful trial run.

Taking just five minutes, these shift-opening exercises are based on a series of eight or nine movements. They are led daily by a different leather worker and done on work time. This program is aided by the expertise and support of KINELOIRE, an organization of physiotherapists and osteopaths.

Being active is essential to one's health and well-being. To encourage helpful habits, several initiatives have been put in place across the head office and subsidiaries, such as the partial reimbursement of foot race entry fees and gym memberships. Step challenges, organized on various occasions, have also motivated employees to fit more movement into their daily lives. These measures promote an active lifestyle and build rapport. In 2024, 150 employees took part in the Paris 20k run.

PILLAR 2 – OUR EXPERTISE



- **Preserving and developing craftsmanship in our workshops**
  - Internal Training: Plan & Progress
  - Passing on Expertise
  - Training Subcontractors
  - Longchamp Expertise Shown in Shanghai

- **Promoting an eco-approach to product design**
  - Product Scorecards and Life-Cycle Analyses (LCAs)
  - Three Questions for Sophie Vulcain Rubens
  - Optimizing Materials
  - GOTS, GRS, and LWG Certifications 2024
  - Eco-Designed Products and Lifespan

- **Improving the transparency of our supply chain**
  - Project Viposa
  - Making Progress on Project Unfold
  - EcoVadis Platform
  - Responsible Procurement and Supplier Support

FROM OUR LEATHER ARTISANS TO OUR SUPPLIERS and partners all over the world, Longchamp's entire value chain is driven by the desire to create products whose "Made by Longchamp" mark represents quality and sustainability. To achieve this, the Maison draws on the expertise of its leather craftspeople, who share their unique skills from one generation to the next, earning an Entreprise du Patrimoine Vivant (Company of Living Heritage) label. Longchamp is committed to reducing the impact of its products through its design process and the selection of increasingly responsible materials. Incorporating life-cycle analyses and a shared commitment to progress throughout the supply chain, its initiatives translate into social and environmental certifications, which it shares with all stakeholders in the interest of transparency.

70

- **70 trainers** led the AFEST (Action de Formation en Situation de Travail [Training in the Workplace]) program in 2024
- **10 projects** supporting the leatherwork of our subcontractors in external manufacturing carried out in 2024

10

100

- **100% of tanners and leathers purchased** are audited and certified by the LWG
- **88% of leather** used in 2024 was certified "Gold" by the LWG, the highest rating possible
- **90% of purchases** made with suppliers evaluated by EcoVadis, with an average score of **55.4 out of 100**

88

90

PERPETUATING AND ENRICHING THE EXPERTISE OF OUR WORKSHOPS

Internal Training: Plan & Progress

Since 1948, Longchamp has drawn on extraordinary artisanal expertise to understand and elevate its signature raw material: leather. This expertise is passed down from one generation to the next by the passionate individuals working with leather daily in the Maison's workshops.

40% of our leather craftspeople have less than four years' seniority and no prior training, either embarking on their first career or switching professions. Conscious of the challenges this can bring, Longchamp takes full responsibility for their training, passing on the required skills and expertise with a tailor-made teaching method.

In 2023, the Maison launched AFEST (Action de Formation en Situation de Travail [Training in the Workplace]), a key program for developing quality leather craftsmanship in its French workshops.

In 2024, 70 trainers and guides—17 more than the year before—supervised this comprehensive training initiative covering 69 specific skills. This approach aims to professionalize and perpetuate essential expertise in an ever-evolving industry.

Passing on Expertise

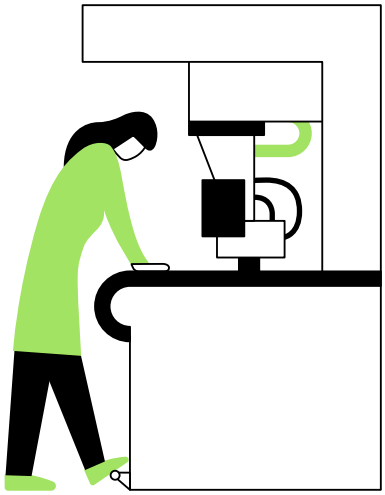
Longchamp is labeled an Entreprise du Patrimoine Vivant (Company of Living Heritage): a distinction awarded for a renewable five-year period by the French Ministry of Economics and Finance. It is presented to companies with an exceptional economic heritage based on rare, ancestral, or highly technical skills. Longchamp was first awarded this distinction in 2007 and had it renewed in 2023, so keeping its expertise alive is a key concern.

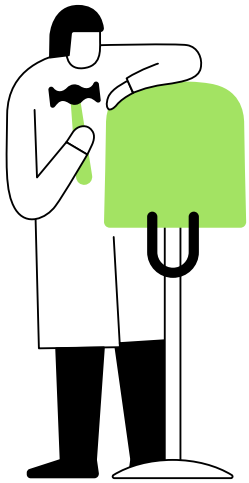
Transitioning from a skill-based model to a learning model is a crucial step for the Maison.

It is not just a question of preserving a heritage but developing and perpetuating this heritage across generations and workshops. This commitment means everything it manufactures has a unique "Made by Longchamp" mark, regardless of where it was produced.

Longchamp workshops run on the extensive adaptability of their artisans in a radically transformed set-up. Once specialized in just one skill, they are now trained to manufacture an entire product, requiring a comprehensive mastery of leathercraft skills. Transitioning from a skill-based model to a learning model is a crucial step for the Maison. As a result of this new framework, Longchamp can safeguard its expertise in France while guaranteeing more rounded professional development and employability for its artisans.

Finally, this adaptability introduces more physical variety into the workday, better supporting the health of our employees. The goal is ensuring the perpetuation of Longchamp's expertise with a program based on integration, continuous training, and support, suited to the diversity of our employees and partners.





Training Subcontractors

Supporting our subcontractors in external manufacturing is crucial to achieving uniform quality across all Longchamp products. We have a dedicated internal task force for direct on-site intervention. Every region of the world where Longchamp operates has one leather craftsperson responsible for passing on their expertise to subcontractors. Ten projects were completed in 2024 to facilitate this support and maintain high manufacturing standards.

Longchamp showcases its leather expertise in Shanghai with the Comité Colbert

Longchamp took part in "Jeux de Mains" in November 2024, a cultural event organized by the Comité Colbert in Shanghai for its 70th birthday and the 60th anniversary of the diplomatic ties between France and China. Since 1954, the Comité Colbert has promoted French luxury and the French "art de vivre" all over the world.

The event showcased the dialog between French and Chinese artisanry, stressing the importance of preserving craftsmanship. Represented by our president Jean Cassegrain and three leather craftspeople, Longchamp took part in this cultural week alongside 16 other luxury Maisons from France. Each one presented a specific skill in parallel with classic Chinese techniques, illustrating the rich and complementary nature of traditions. Longchamp chose to feature edge dyeing, reminiscent of traditional eggshell lacquer art. This presentation of "Made by Longchamp" expertise, over 75 years strong, highlighted a detail that is both aesthetic and functional; the dye helps to protect the Maison's leather designs over time. Eggshell lacquer painting is one of the finest examples of decorative art in China, renowned for its refinement, durability, and protective qualities.

PROMOTING AN ECO-APPROACH TO PRODUCT DESIGN

Product Scorecards and Life-Cycle Analyses (LCAs)

In 2024, Longchamp developed an eco-design guide and accompanying scorecards. This tool evaluates the environmental impact of a product from the very first stages of its conception, with direct involvement from our style and marketing teams.

80% of a product's environmental impact is determined during the design phase. This is why the Maison has implemented a structured methodology that takes into account the product's entire life cycle: raw materials, manufacturing, transportation, service life, and end of life.

Each product is assigned a scorecard with a number reflective of how eco-friendly its design is. The higher the score, the more sustainable the product. The criteria are based on a number of key metrics: 60% of the score depends on the choice of materials, since these represent a significant part of our carbon footprint; 16% of the score relates to the management of leather offcuts, acknowledging our efforts in waste reduction; and 20% of the score evaluates the durability and repairability of a product—two essential considerations for Longchamp.

Longchamp has doubled down on its eco-design commitments by analyzing the life cycle of its entire product range, leather included. Life-cycle analyses assess a product's environmental impact, from manufacture to end of life, meaning we can make better choices based on reducing our carbon footprint. Our marketing and design teams receive training in the principles of eco-design, so they can incorporate best practices from the very beginning.

THREE QUESTIONS FOR SOPHIE VULCAIN RUBENS, QUALITY ASSURANCE MANAGER

What is a life-cycle analysis (LCA) and why is it important for our eco-design process?

Life-cycle analyses, or LCAs, are crucial to our eco-design process. They allow us to quantify the environmental impact of our products at every stage of their existence, from the extraction of raw materials to end of life. At Longchamp, we integrate this into our decision-making process to optimize our material and manufacturing choices. In doing so, we reduce our carbon footprint and offer products that are more environmentally friendly.

What are the main challenges you encountered when conducting the LCA for leather and how did you overcome these?

Longchamp pays special attention to leather, especially with it being our signature material. Mindful of more than just its aesthetic dimension, the Maison also considers its environmental impact using a responsible and methodical approach. Leather accounts for most of Longchamp's ecological footprint, with farming responsible for almost 70% of its emissions. The true environmental cost of this step varies significantly between regions and agricultural practices, so traceability is key. The data available on farming remains limited, however, and this subject is likely to evolve over the course of our analysis. Our priority is better understanding the origin of our materials and ensuring their traceability. We are also hoping to promote a reverse tanning process, which would make recycling or composting offcuts and end-of-life products easier, simpler, and more efficient, regardless of where they are. Reducing waste transportation is also one of our priorities. The more information our tanners have about their impact (via LCAs and traceability), the more progress we'll make towards an ethical and sustainable process.

Do LCAs apply to canvas as well?

Textiles play an essential role in our collections, especially our Le Pliage collection and linings. These might be coated, laminated, or finished with resin, and each treatment influences their environmental impact in a different way depending on the adopted solutions. Their

traceability, material composition, and the processing they undergo are also factored into their ecological footprint. The more our suppliers understand their impact (LCAs and traceability), the more progress we'll make towards an ethical and sustainable process. In the future, we'll need to be able to guarantee the origin of recycled materials and prove the proportion of post-consumer recycled materials in our products.

Optimizing Materials

In 2024, Longchamp acquired a new machine for digitizing the entire cutting workflow. Two sites in France are already equipped with this technology, and all French sites will have access to these tools by the end of 2025. These quieter, ergonomic machines improve working conditions and support the well-being of our employees.

Their adoption has been swift, mainly thanks to the cooperation of our cutters, who are 55 to 60 years old on average. Since leather can vary in its quality and natural imperfections, these machines optimize how the material is used. For consistency, subcontractors are also included in the process with organized visits to our site in Segré.

In 2025, a dedicated team will be set up to monitor material performance with a view to analyze and improve the Maison's use of resources. The aim is to reduce consumption and maximize raw materials. The design office plays a key role in evaluating the percentage of material utilization and identifying deviations from theoretical values.

Acceptable quality levels are another important component of eco-design. They allow for a balance to be struck between efficient use of raw materials and product quality.

Lastly, the optimization of materials relies on the adaptability of our teams, gauged by the number of trained employees and the support given to subcontractors. Utilizing at least 82% of a hide remains a challenge and closing that utilization gap is even more difficult. By minimizing waste and optimizing materials, Longchamp hopes to reduce its carbon footprint and manage its resources in a more sustainable way. When working with a material like leather, offcuts are inevitable. The stricter the requirements in terms of irregularities and defects, the higher the wastage rate.

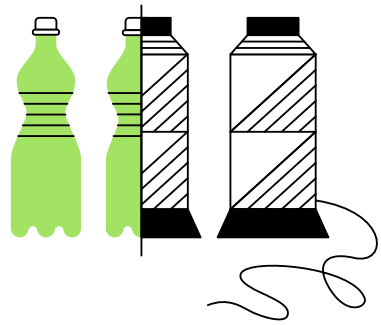
GOTS and LWG Certifications 2024

In an effort to improve the sustainability of its designs and materials, Longchamp set about renewing its GOTS (Global Organic Textile Standard) certification in 2024.

GOTS is a globally recognized certification that ensures organic fibers are processed according to a strict set of ecological and social criteria. Verification is carried out by an independent third party, who examines the entire textile supply chain. In 2024, 100% of silk scarves were GOTS certified.

Organic
Certified by Ecocert Greenlife
License no. 281227

The aim of this certification is to guarantee that Longchamp manufactures and/or uses textiles that meet environmental and social requirements, such as organic methods, proper soil management, no slave labor, and good working conditions. These commitments can apply to an entire supply chain or a specific product.



Leather is the main source of Longchamp's greenhouse gas emissions and environmental impact. To mitigate this, the Maison uses leather approved by the Leather Working Group (LWG): an independent organization which certifies the social and environmental practices of its tanners, including their management of water and chemicals. 100% of these tanners, and 100% of the leathers purchased, are audited and certified by the LWG. This creates a transparent and responsible leather supply chain. In 2024, 88% of the leather used by Longchamp was certified "Gold" by the LWG—the highest rating possible.

Eco-Designed Products and Lifespan

Our eco-design guide was developed to elaborate on the criteria of the scorecards used to evaluate Longchamp products. This framework allocates a score based on several key components, including raw materials, wastage rate, durability, traceability, and tannery certifications. A product receives a certain number of points for each criterion to reveal its social and environmental impact; the accompanying guide ensures that all criteria defined for Longchamp are incorporated and respected.

This project also complies with the anti-waste law for a circular economy (AGEC) enforced in the French textile industry and contributes to the continual improvement of leather processing, especially in terms of optimizing the use of freshwater and raising awareness of climate-related issues.

The quality lab at our industrial site in Segré conducted 35,065 tests on the raw materials added to our catalog in 2024.

Longchamp is well versed in dealing with the issues that may occur with the use of leather goods, since its laboratory works in close proximity to its after-sales service. Equipped with this lived—and living—expertise, we can accurately assess the physical durability of our products. An item's durability score out of 10 is based on four criteria: frequency of use (depending on its function), its shape, its life expectancy (considering its timeless or seasonal nature), and the quality risk level of its components. This number, its Longchamp Lifespan, corresponds to the number of years it should last before needing repairs. For instance, a score between 7 and 10 means a product is considered durable; a score between 5 and 7 indicates greater risk with normal wear and tear compliant with regulations. Our products from Spring-Summer 2024 (SS24) and Fall-Winter 2024 (FW24) complied with the Maison's durability regulations, achieving an average durability score of 6.81 out of 10.

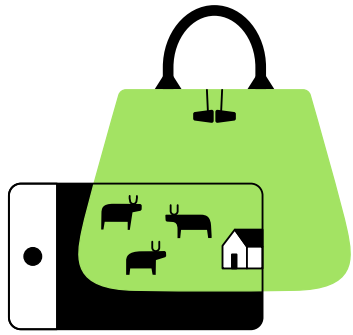
In 2024, Longchamp completed 14 collaborations with startups on the topic of raw materials. These joint ventures demonstrate the Maison's dedication to innovation and its pursuit of new partnerships to improve the quality of its materials.

IMPROVING THE TRANSPARENCY OF OUR SUPPLY CHAIN

Project Viposa

Longchamp works with a major leather supplier in Brazil, Viposa, where European regulations are especially restrictive. In the interests of transparency, site visits are conducted monthly to keep a close eye on how the animals are tagged and how its Full Cycle Farms, where the animals are reared from birth to slaughter, are operating. To date, our extensive understanding of the value chain has meant we can better manage the risks associated with deforestation in Brazil.

Responsible for purchasing leathers, the Procurement team is constantly evaluating the relevant risks and selecting suppliers with meticulous care. Animal welfare remains a top priority, with strict criteria applied throughout the entire supply chain.



The traceability of our leather is also a significant issue. Regulations stipulate that materials are traced back to their source, which involves working closely with tanneries and abattoirs, both of which are in direct contact with farms. Despite efforts to categorize and select farms according to their management practices, it remains complex to achieve complete traceability in this area. The goal is to avoid any connection to deforestation and to ensure responsible, sustainable procurement.

Making Progress on Project Unfold

In 2023, Longchamp launched "**Unfold**" to provide its customers with maximum transparency regarding its supply chain and products. The project offers access to detailed information about the origin of raw materials, manufacturing processes, certifications and labels, product authentication, composition and care instructions, and environmental impact. All this data can be accessed by consumers via a QR code found on the product label. Made possible by long-term relationships built on trust with its suppliers, this labeling system allows Longchamp to reaffirm its commitment to quality and transparency.

Each of the Maison's suppliers enters accurate information into a database, which is securely stored and shared using blockchain technology. To ensure the impartiality and reliability of this information, Longchamp has no control over this database. As part of Unfold, products also undergo an LCA to evaluate and share their environmental impact. All this information is accessible to consumers via a dedicated platform.

One of the project's main challenges is tracing supply chains all the way back, especially when it comes to rearing animals for leather and spinning thread for textiles. All leather goods at Longchamp will feature this QR code by 2025, offering an unprecedented level of transparency.

EcoVadis Platform

Longchamp has reinforced its evaluation procedure with the implementation of EcoVadis, a tool for measuring and managing the CSR performance of its partners across the entire value chain. The Maison encourages its suppliers and subcontractors to go beyond compliance and adopt more sustainable practices. This helps us to better determine, handle, and reduce our carbon emissions. EcoVadis is also an effective means of tracking and mapping out risks, allowing us to identify and anticipate CSR challenges throughout the supply chain.

The Maison encourages its suppliers and subcontractors to go beyond compliance and adopt more sustainable practices.

Suppliers are evaluated against a strict set of criteria. A score of less than 45 out of 100 is considered unsatisfactory. After providing their documents and completing a questionnaire, suppliers are assigned this score and presented with areas in need of attention. Longchamp then supports them in a process of continuous improvement, requesting they implement corrective measures and monitoring their progress against a reverse timeline to gather tangible evidence of their commitments.

Today, 90% of the Maison's total procurement expenditure goes to suppliers evaluated via EcoVadis, with an average score of 60.6 out of 100. This system reinforces our commitment to transparency, as well as social and environmental responsibility, by guaranteeing proactive risk management and the continual improvement of our partners' practices.

Responsible Procurement and Supplier Support

Longchamp applies a responsible procurement policy based on stringent criteria, which must be respected, formalized, and consistent with its values. This policy constitutes a formal commitment for its partners, encouraging long-term collaboration and determining the strength of supplier relations with duration indicators. This Supplier Code of Conduct improves social and environmental practices along the supply chain.

For example, the leathers used by Longchamp come exclusively from animals farmed in Europe, Africa, and America for the food industry. The Maison guarantees traceability and farming conditions, taking particular care to ensure these practices do not lead to deforestation, especially in the Amazon rainforest.

PILLAR 3 – OUR PLANET

- **Assessing climate challenges and raising awareness**
  - 2024 Carbon Footprint
  - Five Questions for Marine Dumas
  - Reduction Targets
  - Climate Fresk

- **Reducing our environmental footprint**
  - Water Footprint
  - Environmental Procedure for Stores
  - Transportation & Regionalization

- **Supporting circularity**
  - Durable, Repairable, Eco-Designed Products
  - Repairs in 2024
  - Upcoming Repair Projects

CONSCIOUS OF THE NEED to limit the impact of its activities on the environment, Longchamp conducted a carbon appraisal at a Group level in 2024 and launched its 2033 Climate Strategy in an effort to reduce its global carbon footprint. Raising awareness amongst employees of CSR-related issues plays an integral part in our climate strategy, through workshops like Climate Fresk, eco-design initiatives, and circularity projects. Longchamp is also reducing its emissions by optimizing its energy consumption, transportation, and logistics. Finally, in line with the sustainable spirit of its products, the Maison encourages customers to use them responsibly and with care to prolong their lifespan—also offering a comprehensive repair service.

30

75000

815

- Reducing our carbon footprint by **30%** by 2033
- **815 employees** have taken part in our Climate Fresk sessions
- **33 projects** identified to improve our CO_2 emissions, with **8** launched in 2024

- **14 Longchamp departments** involved
- **75,000 products** repaired in 2024 across **33 repair** centers
- Average age of repaired items is **8 years old**, with an extended lifespan of **3 more years** after repair

33

14

8

3

ASSESSING CLIMATE CHALLENGES AND RAISING AWARENESS

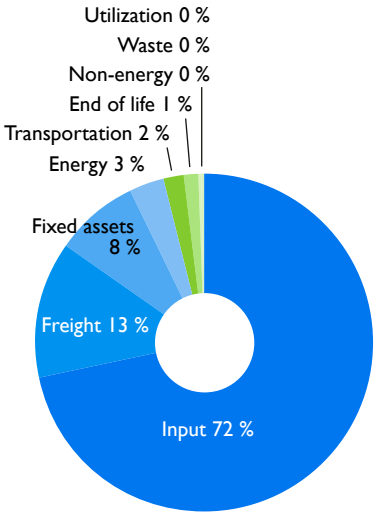
2024 Carbon Footprint

In 2024, Longchamp launched the development of a simulation tool, aiming to associate projects with their impact on the Maison's carbon footprint while aligning them with our long-term business goals. By simulating different trajectories, we can anticipate the effects of strategic decisions and ensure they correlate with the company's broader plan. These analyses allow accurate comparison between projections, meaning we can adjust our approach accordingly to improve our impact.

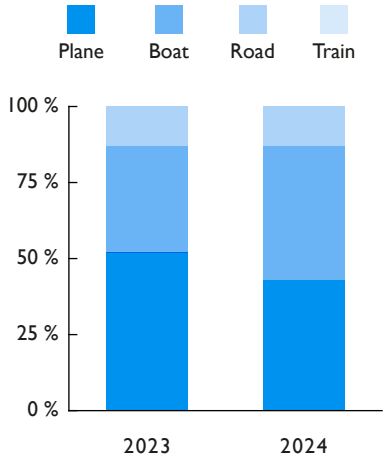
In 2024, Longchamp reduced its emissions by **9%** compared to the previous year, generating **236,700 tCO_2** eq. This drop was mainly due to a decrease in raw material procurement (leather and canvas) and transport-related emissions, bearing in mind these both account for most of the Maison's carbon footprint. With regard to raw materials, their carbon footprint was inflated in 2023 due to purchases made to increase stock; these purchases were not repeated in 2024. With regard to freight, emissions were primarily lower due to a modal shift from air transportation to less polluting ships, in line with our reduction targets for 2024.

Scope 1 and 2 emissions were reduced by 4%, reaching 5,020 tCO_2e in 2024. Scope 3 emissions made up the majority of our carbon footprint, reaching 233,696 tCO_2e in 2024.

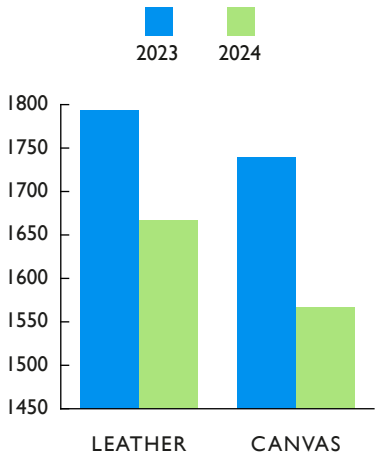
2024 CARBON FOOTPRINT



PERCENTAGE OF T.KM TRANSPORTED BY MODE OF TRANSPORT IN 2023 AND 2024



TONNAGE IN 2023 VS 2024



2033 CLIMATE STRATEGY: FIVE QUESTIONS FOR MARINE DUMAS, CSR MANAGER

Why did Longchamp decide to implement a climate strategy and what are its main objectives?

With the 2033 Climate Strategy, we're aiming to reduce our carbon footprint over a 10-year downward trajectory. Created in 2024, this initiative reflects our commitment to the environment and boosts our image with customers. By 2033, we hope to reduce our carbon footprint by 30% compared to 2023.

What are the climate strategy's key principles and how do these translate into concrete action?

Our climate strategy is based on four main ideas:

1. Reducing our dependence on fossil fuels and their derivatives:

By cutting back on air freight, improving the energy efficiency of our buildings, and minimizing the impact of our synthetic fabrics.

2. Creating a more environmentally friendly leather industry:

By improving traceability, reducing offcuts, and lowering the carbon intensity of leather.

3. Offering durable and sustainable products:

By working on their robustness, facilitating repairs, providing customers with the relevant information, and designing with the environment in mind.

4. Setting a positive example:

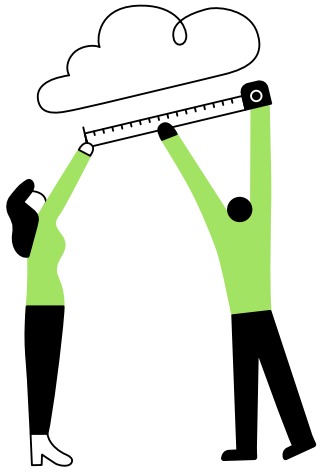
By empowering our teams, involving our suppliers, and encouraging sustainable everyday practices.

How is the climate strategy incorporated into the Maison's different departments?

We're hoping to train 100% of our teams on the group's environmental challenges and the issues specific to their profession. To achieve this, we're rolling out Climate Fresk workshops for all employees and actively sharing the Maison's environmental strategy.

We've also identified 33 projects with a direct and/or indirect impact on our CO_2 emissions, and these involve 14 of the Maison's departments.

Three projects have already been incorporated into the ongoing responsibilities of our current teams: reducing air freight, minimizing



leather offcuts during manufacture, and regionalizing production. Eight projects are in progress, including the insulation of Longchamp's industrial sites and the replacement of gas with electricity to reduce our carbon footprint.

How will you measure the climate strategy's impact on the Maison's environmental performance?

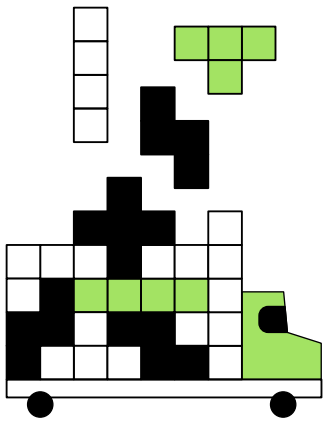
We'll be able to monitor how well Longchamp is meeting its climate targets with a tool developed by our CSR team: the Climate Strategy calculator. Using this system, we can track how projects are progressing and observe the corresponding changes in greenhouse gas emissions.

How do you ensure transparency and communicate the results of the climate strategy to internal and external stakeholders?

We have implemented a solid governance framework to use as a basis for strategy. We assigned a manager to each project and included them in our impact committees, ensuring they then had the support of a CSR specialist going forward. Project managers are responsible for organizing and launching initiatives. Once deployed, their role is to monitor progress to ensure these run smoothly and to keep us informed. The progress of all our projects is analyzed yearly and correlated with carbon footprint data to gauge whether targets have been reached. This information is then presented at a meeting for project managers and in the CSR Report for all other employees.

Reduction Targets

As climate change persists, the reduction of our carbon footprint is a key environmental concern for the Maison. Doubling down on our commitments and investments is essential for both complying with the goals of the Paris Agreement and boosting our attractiveness. Longchamp's values revolve around energy and authenticity, and the 2033 Climate Strategy is in perfect keeping with these. All our French employees also benefit from a profit-sharing agreement, a portion of which is tied to our carbon reduction targets. Our General Managers at all subsidiaries are also included in this initiative.



Here are some example targets for each of the main principles:

1. Reducing our dependence on fossil fuels

– **Energy efficiency**: tCO_2e down 95% by 2033 compared to 2023

To achieve this, the Maison is replacing gas boilers at its industrial sites with heat pumps and improving insulation. We are also introducing power-saving measures, including the installation of LEDs and solar panels, as well as renovating stores. In addition, renewable energy is being implemented across all countries of operation to achieve carbon neutrality.

From 2017 to 2025, Longchamp set about completely decarbonizing the buildings at its main production site and logistics center in Segré. This was the first step of a program set to continue (from 2025 into 2027) across its Pouzauges, Château-Gontier and Ernée workshops.

In Segré, the wheels are well in motion to achieve this goal. In 2024/2025, the second gas boiler will be replaced with a heat pump, and French-made solar panels will be installed. These will produce approximately half of the electricity used annually by the site. Thanks to these investments, the facility's overall energy consumption will be 40% lower and its carbon emissions will be almost zero by 2025. By this time, all energy used across its 484,376 square feet will come from either the solar panels on site or the French electricity grid, which generates 95% of its energy from low-carbon sources.

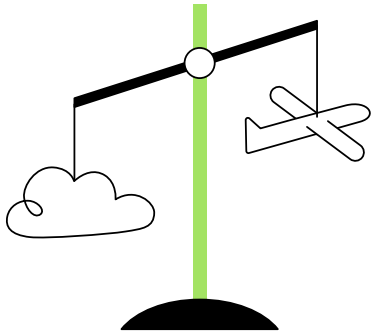
In addition, the Maison signed up to green energy contracts in 2024 for all its sites in France: workshops, offices, and stores. This approach has also been adopted internationally.

– **Air freight**: tCO_2e down 60% by 2033 compared to 2023

Reducing air freight will require an optimization of our supply chain logistics, with the establishment of a base in Asia and the regionalization of production volumes to measure their impact on transportation figures. We are also currently reflecting on how to adjust product release schedules to better suit maritime freight timelines, which will in turn optimize logistics.

2. Working towards a more sustainable leather industry

– **Traceability**: Working alongside partners to rank 100% of farms according to their management methods.



– **Reducing offcuts**: 20% decrease in leather offcuts by 2033 compared to 2023. To achieve this, the Maison will work on improving the quality of its leather cutting and adapt its acceptance criteria for existing collections.

– **Lowering carbon intensity**: 15% decrease in carbon intensity compared to 2023, thanks to measures taken to mitigate the impact of tanning and farming.

3. Improving the lifespan of our products

– **Repairs**: Being able to repair all products in all regions and identifying channels for recycling.

– **Communications**: Every customer is informed of at least one thing the Maison does for the environment. In 2025, a free product repair service will be implemented in Belgium. This could be rolled out in other countries, depending on its success.

4. Setting a positive example

– **Team engagement**: 100% of teams trained on the group's social and environmental concerns.

– **Sustainable practices**: 100% of sites equipped with energy-saving measures.

– **Supplier engagement**: 100% of subcontractors supported in reducing their carbon footprint.

Climate Fresk

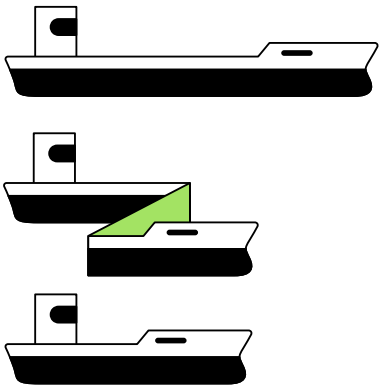
Climate Fresk workshops solidify our employees' understanding of environmental issues. Throughout these sessions, they are given a clearer picture of the causes and consequences of climate change, as well as a better idea of the solutions they can implement both at work and in their everyday life.

The Climate Fresk workshops carried out in 2024 were very well attended, reflecting the collective commitment at Longchamp to raising awareness and taking action for the good of the planet. Over the past year, 182 people took part in workshops held at head office, 100 at industrial sites, and 533 at subsidiaries. 815 employees in total took part in these sessions.

REDUCING OUR ENVIRONMENTAL FOOTPRINT

Water Footprint

Longchamp is calculating its water footprint for the first time, with results expected in 2025. This evaluation tool enables us to analyze the precise environmental impact related to the different stages of the tanning process, in particular by measuring the quantity and quality of water used. With this data, we can identify levers for improvement and manage our water resources in a more efficient way to reduce our overall impact.



Environmental Procedure for Stores

As part of the 2033 Climate Strategy, we have developed an environmental procedure for our stores and offices. The procedure sets out the main best practices for minimizing the environmental impact of our work and sales spaces, focusing on energy efficiency, waste reduction, and water management. The aim is to foster a healthy and environmentally friendly workplace.

Transportation & Regionalizing Production

In terms of transitioning to clean energy and reducing carbon emissions, several innovative initiatives have been put in place to optimize our modes of transportation. Longchamp is part of the NEOLINE project, which is due to launch in summer 2025. Its cargo ship will cross the Atlantic using wind propulsion, thus reducing CO_2 emissions by 40% compared to traditional maritime transport. From 2026, the Maison will use HVO (hydrotreated vegetable oil) biofuels to reduce its environmental impact. These actions reflect a genuine commitment to transforming its logistical network, through the integration of more sustainable, innovative transport solutions and the optimization of its international flow management. Longchamp has started to trial importing raw materials by train as a more sustainable alternative, with a transit time of 20 days compared to 12 days by air.

The growing use of maritime freight is a key component of our environmental approach; we are aiming for 90% of our finished product shipments from Europe to be made by boat by 2033. By way of comparison, one aircraft carries approximately 17,650 cubic feet spread across three containers, but a ship can carry up to a thousand times more, making it a highly effective mode of low-carbon transport. In conjunction with this transition, our CO_2 emissions will also be halved by the regionalization of raw-material and finished-product streams in Hong Kong. A new base in Asia, planned for November 2025, will allow for further optimization since finished products will no longer have to be shipped to subsidiaries via France. Despite our progress, there are still logistical challenges to overcome. Maritime transportation between France and Australia, for instance, takes 50 days—plus 15 days for operations. So, for now, we cannot replace air freight completely.

Longchamp is part of the NEOLINE project, which is due to launch in summer 2025.

SUPPORTING CIRCULARITY

Durable, Repairable, Eco-Designed Products

Longchamp has developed an evaluation scheme for assigning each product an LCA (Life-Cycle Analysis) score according to its wastage rate, use of certified materials, maintenance, durability, repairability, and recyclability. This scorecard aims to help our departments, from style to manufacturing, in their efforts to design more sustainable products—and to recognize their work. From 2025, we will be able to compare the eco-design process of our different collections and assess the evolution between iconic lines. Longchamp approaches planet-conscious design with the support of specialized service providers, endeavoring to improve the life-cycle analysis of leather in relation to environmental factors like freshwater use and climate change. With initiatives like these, the Maison can bring its practices in line with its CSR vision.

Longchamp products are made to last; the average age of repaired items is 8 years old, with an extended lifespan of 3 more years after repair.

Repairs in 2024

Longchamp demonstrates its dedication to sustainable practices with the development of repair-oriented services, offering products a new lease on life. Operations are supported by a network of 33 repair centers, from Segré to sites worldwide. Longchamp products are made to last; the average age of repaired items is 8 years old, with an extended lifespan of 3 more years after repair. 75,000 products were restored in 2024 (15,000 more compared to 2023) including 45,000 in Segré and an estimated 30,000 worldwide. Our repair centers offer expertise aligned with our customers' needs, while some of our larger points of sale are also able to carry out minor repairs. Moreover, employees are trained to recover products and support customers throughout the entire process.

This anecdote is a perfect illustration of how robust and repairable the Maison's products are: a Longchamp bag—which had been stolen from a customer—was found one year later in a forest in France, where its cotton lining had been broken down by earthworms. It was sent to our After-Sales Service team who were able to restore it, demonstrating the quality and durability of its materials, as well as the effectiveness of Longchamp's After-Sales Service.

Upcoming Repair Projects

The regionalization of repairs is a new priority, as consolidating the relevant services in strategic regions like China, Switzerland,

the United States, and Japan would limit unnecessary transportation.

The first phase of this project consists of boosting the capabilities of our existing repair network and identifying regions in need of reinforcement. The second phase will consist of finding and qualifying new repairers in the relevant regions, thus offering our customers better access to the service. This initiative will also have a direct impact on improving the lifespan of our products.

A Longchamp bag—which had been stolen from a customer—was found one year later in a forest in France, where its cotton lining had been broken down by earthworms. It was sent to our After-Sales Service team, who were able to restore it.

Longchamp is currently supported by a network of 33 repair centers worldwide, and the goal is to resolve as many issues as possible directly in stores to further streamline the service.
In 2025, Longchamp is planning on improving communication around its repair services and testing new measures aimed at encouraging more customers to make use of these.

PILLAR 4 – OUR ROLE IN SOCIETY

- **Supporting our communities**
  - Ride 4 Good: Combining CSR Commitments with HR Goals
  - Four Questions for Enis Istrefaj
- **Supporting the arts**
  - ANAKA: Creativity and Female Empowerment
  - Supporting tomorrow's fashion industry with Longchamp Re-Play
- **Supporting artists and providing a creative platform**
  - Exploring art and culture with Thandiwe Muriu
  - Longchamp reopens its Rome flagship with an Oscar Malessène exhibition

STAYING TRUE TO ITS VALUES of authenticity and energy, Longchamp actively encourages its employees to get involved in causes aligned with its own. This sense of social commitment can also be found in the way the Maison interacts with art and the artisanal. We draw inspiration from these, and support creation and creators, through both institutional partnerships—with the likes of ANAKA and ANDAM—and artistic collaborations, using our stores as a platform to showcase their work.

44

- 44 women in Madagascar regularly benefit from structured employment at ANAKA, an NGO
- 66 children in Madagascar are in school, fed, and cared for thanks to our partnership with ANAKA

66

2750

- Over 2,750 square yards of Longchamp canvas and leather were given to ANDAM finalists in 2024
- 250 works of art shown in stores with 100 artists supported by Longchamp

250

SUPPORTING OUR COMMUNITIES

In terms of CSR, Longchamp holds itself responsible for the impact it has on local communities. True to its values and societal commitments, the Maison actively encourages its employees to get tangibly involved in causes aligned with its own. For example, the new RIDE 4 GOOD program was designed in 2024 and officially launched on January 6, 2025.

The program allows every employee on a long-term contract to support one or more associations of their choice via a dedicated platform, encouraging a sense of social responsibility. We also offer several opportunities to donate and volunteer, in line with the Maison's guiding principles. Employees hoping to take part in these initiatives get an extra day of paid time off, and the Maison is committed to matching the funds raised by employees.

Ride 4 Good: Combining CSR Commitments with HR Goals

This program serves people and wider society. Volunteering offers employees the opportunity to get involved in meaningful causes and to be part of something bigger than themselves. It also invites them to step out of their usual surroundings, to adapt, to experience different realities, and develop a deeper sense of community. Furthermore, raising money—matched by Longchamp—helps employees to make a real difference in addressing local issues.

Longchamp uses the Benevity platform to run this program, which enables employees to connect with associations for donations and volunteering.

Project ambassadors or "Champions" have been appointed in each region to help implement projects at a local level. They organize donation and volunteering opportunities with local charities and pass along information about the program.

> *The program allows every employee on a long-term contract to support one or more associations of their choice.*

Longchamp is especially committed to supporting women and creativity, though champions a range of complementary issues to encourage as many employees as possible to share in its CSR efforts. These encompass themes such as health, safety, diversity, training, education, and environmental protection. This program offers employees access to a dedicated framework, helping them to get involved with and actively contribute to the causes important to them.

FOUR QUESTIONS FOR ENIS ISTREFAJ, WHOLESALE & TRAVEL RETAIL MANAGER AND RIDE 4 GOOD CHAMPION

Why did you decide to become a Champion?

Becoming a local Champion is a great opportunity to get involved, to make a positive contribution to the world around you, and to give back to those less fortunate than you. It is a concrete way of doing something good for others through volunteer work.

Longchamp also doubles our contributions, so we can make even more of a difference. Team spirit creates a real sense of belonging—we are not just part of a company, but a family based on heartfelt principles: the Longchamp family. RIDE 4 GOOD represents authenticity, energy, and constructive momentum, encouraging us to be socially active and engaged. We also get so much in return from the program, as it helps us feel motivated and included.

What drew me most to this role was the freedom it offered: we can make donations, volunteer, and add new causes that help the community. I became a Champion because I'm conscious of the privileges I have and want to use them to support others. Having grown up in Kosovo, in the Balkans, I was struck by the contrast when I moved to a wealthier region like Switzerland. This awareness makes

me even more grateful for the opportunity to get involved, to be paid for doing so, and to volunteer.

What is your role as a Champion?

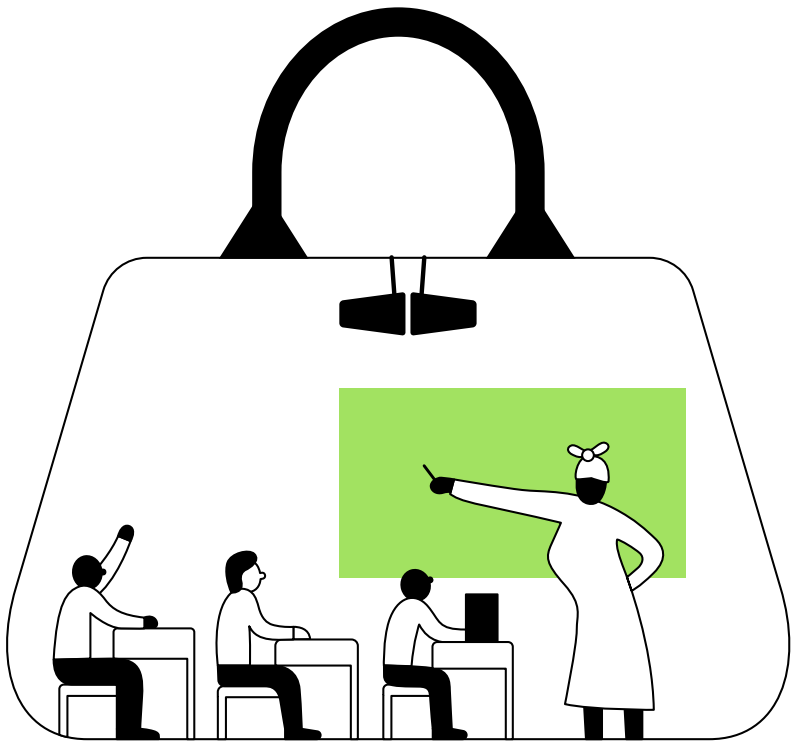
My role is to create opportunities that motivate employees to take part in the program within their respective markets. I choose a selection of fundraising and volunteering initiatives from the platform and encourage people to sign up. I also encourage them to make donations and get involved, empowering them in the causes they choose to support and how they choose to support them. Featuring the charities we select from the platform also helps with their visibility and impact. And finally, offering employees a range of causes makes getting involved more accessible, as everyone can find something that suits and matters to them.

How can employees get involved in the RIDE 4 GOOD program?

It is easy for employees to get involved by signing up to the platform and browsing the different volunteering opportunities available. They can also choose their own causes and sign up to those directly. If they would like to suggest a new activity, they can contact me, and we can make it happen together. The program also offers tangible benefits to encourage engagement: one day of paid time off for volunteering, plus a matching annual donation of up to €1,000 per employee.

What are some of the causes you highlight?

Food donations for people in need, environmental protection through cleaning up public spaces, and helping women and children in vulnerable situations (Safe House). The goal is to offer an even wider variety of opportunities in the future, so every employee can get involved in a cause close to their heart. ■



SUPPORTING THE ARTS

ANAKA: Creativity and Female Empowerment

Anaka is an NGO dedicated to improving the living conditions of women in Madagascar by offering them access to stable employment. This work not only boosts their financial independence but also supports their children's education. These values resonate deeply with Longchamp's own philosophy, which puts human engagement at the heart of its development. Through this partnership, Longchamp proves that fashion can be a powerful driver of change by bringing creativity and sustainability together.

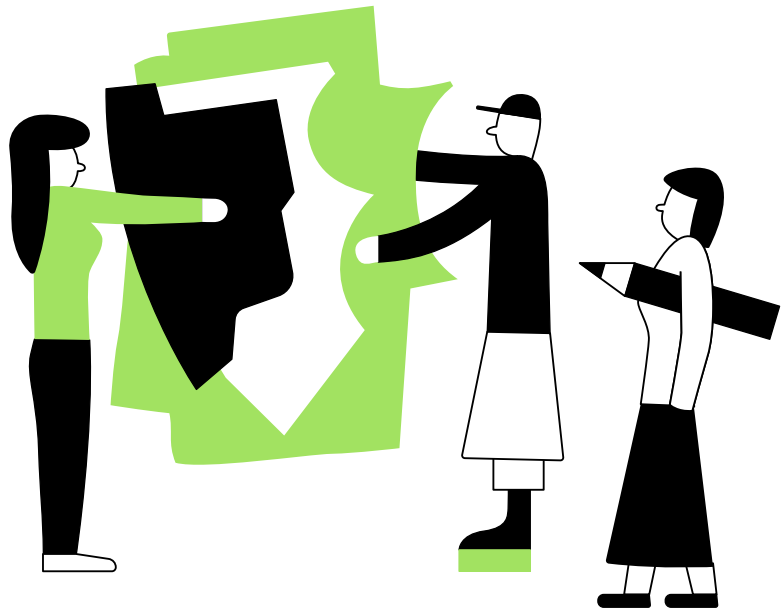
In 2024, the Maison renewed its partnership with ANAKA Madagascar. Longchamp has been collaborating with the NGO's founder, Narindra Raobiniaina, for many years—since February 2020. Thanks to this partnership, more than 60 children are now in school, fed, and cared for. More than 40 women regularly benefit from structured employment at ANAKA, giving them an opportunity for professional growth despite their lack of formal education. The designs incorporate upcycled materials, affirming their shared commitment to sustainability and responsible craftsmanship.

Through this partnership, Longchamp proves that fashion can be a powerful driver of change by bringing creativity and sustainability together.

Three extraordinary pieces were created as part of the 2024 collaboration: two Le Pliage® Filet bags, one in natural raffia and the other embellished with hand-crocheted braids, and a raffia hat made using natural fibers from a palm tree native to Madagascar. Woven entirely by hand as one continuous piece using the single crochet technique, the hat is completely seamless and reflects authentic artisanal expertise.

In ANAKA's workshops, 120 artisans worked on hats and 40 on net bags. Each piece follows a meticulous process: the selection and preparation of raffia fibers, the training of artisans, and the traditional craftsmanship itself. The hats are made using natural fibers, carefully selected for their uniformity. The raffia bags require precise work, decorated with over a thousand ribbons of raffia which are colored using a natural green dye then tied by hand onto each junction in the cotton netting.

The entire production process is carried out in ANAKA's workshops to ensure the best working conditions and highest quality standards. Once made, the items are sent to France by boat—a sustainable mode of transport taking 6 to 8 weeks. With its creations, ANAKA showcases an invaluable and sustainable form of craftsmanship, highlighting the close relationship between traditional expertise, social engagement, and conservation.



Supporting tomorrow's fashion industry with Longchamp Re-Play

Since 2004, Longchamp has been a permanent member of the ANDAM jury, demonstrating our commitment to talented young people in the fashion world. Founded in 1989, this prestigious competition offers vital support to emerging creators and innovative startups by offering them financial and logistical backing.

Our Longchamp Re-Play program, launched in 2019, offers the competition's finalists exclusive access to our deadstock leathers and materials. Over 30 stylists have benefited from this program since its launch. Testament to our determination in fostering a sustainable future for fashion, this initiative is both a celebration of creativity and a means of reducing wasted resources. The ANDAM ceremony on June 27, 2024, was an opportunity to celebrate the industry's rising stars like Edmond Luu (Pièces Uniques), Christian Heikoop (Maeden), Alice Vaillant (Vaillant Studio), Sarah Lévy, Meryll Rogge, Boyarovskaya, and Marie Adam-Leenaerdt. Over 2,750 square yards of canvas and leather were given to the talented participants of the 2024 stream.

"ANDAM provides essential support to young fashion designers at a pivotal point in their career. The competition represents creativity, skill, and discovery. I'm delighted to see how committed this next generation is to more responsible fashion."
– Sophie Delafontaine

Stylist Sarah Levy used leather from the upcycling program to create her new collection, which launched at the end of 2024. Most pieces were crafted from a careful selection of leathers, including black leather, green crackled leather, burgundy lizard, pink crocodile, and white shearling— a range illustrating Longchamp's extensive library of materials and our desire to give these exceptional materials a new lease on life.

"I was delighted to present my new collection, made predominantly with the leathers I was given. I thank Longchamp for their support, time, and kindness."
– Sarah Levy

SUPPORTING ARTISTS AND PROVIDING A CREATIVE PLATFORM

Creative partnerships have been an integral part of the Maison's history since 1948. Collaborating on collections with emerging designers and renowned artists alike, Longchamp has always been a champion of the avant-garde. Partnerships like these can also bolster visibility for up-and-coming artists, who receive support for exhibitions or have their work displayed and bought in Longchamp stores, making art accessible to all.

Exploring art and culture with Thandiwe Muriu

Longchamp has always been passionate about showcasing the talent of artists, like Thandiwe Muriu, and making their work accessible to as many people as possible. This partnership extends beyond acquiring art; it fosters lasting connections with an artist whose creations reflect the values of authenticity, craftsmanship, and inclusivity.

A self-taught photographer from Nairobi, Thandiwe Muriu began her career at just 17 years old. She gained prominence in 2020 by winning the "People's Choice Award for Emerging Photographer" at Photo London. Her unique style is a fusion of art and fashion, setting her apart with a striking visual signature. Her photographs are known for their dazzling color palettes and the use of Ankara fabric—or wax prints—as backdrops. Her models are dressed in matching textiles, creating a hypnotizing optical illusion.

Today, she is one of Kenya's few female photographers. Her work is being shown throughout 2025 at the Musée de l'Homme in Paris as part of the "WAX" exhibition, proudly sponsored by Longchamp. This is just another stepping stone in the Maison's partnership with Muriu, whose work has already featured in our collections and is on display in our Passy store and Parisian headquarters.

After using her *Memories of the Future* piece for the design of our 2024 greeting card, the artist was featured across Longchamp's social media, enriching the dialog with her artistic universe. Imbued with optimism and creativity, her work wholeheartedly reflects the values of Longchamp: audacity, energy, and freedom of expression.

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Through its support of this exhibition, Longchamp reaffirms its passion for art and artists who are pushing the boundaries of creation. This commitment can be traced right back to the Maison's roots, anchored in innovation and the exploration of aesthetic new frontiers.

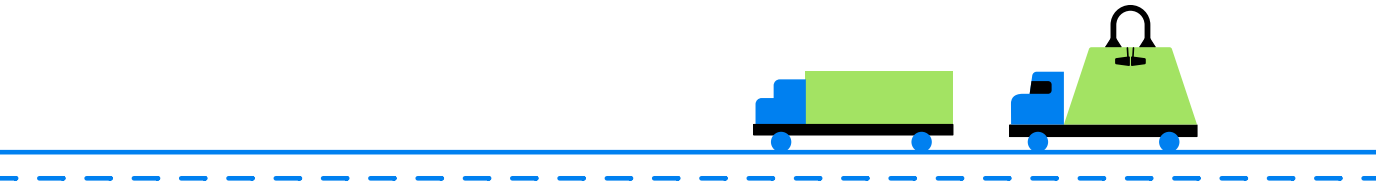
Longchamp reopens its Rome flagship with an Oscar Malessène exhibition

In October 2024, Longchamp celebrated the reopening of its renovated flagship store in Rome with an exclusive reception. Coinciding with the city's international film festival, the event highlighted the Maison's links to art and cinema through a collaboration with Oscar Malessène.

The French artist created a new piece for the occasion, *To Love with Rome (The Great Beauty)*. Cinema, alongside literature and jazz, is a huge source of inspiration for Oscar Malessène; the titles of his work often play on iconic movies. His abstract art is marked by rigorous geometry, bold use of color and striking optical effects. To Love with Rome (The Great Beauty) was part of *Scripto Sensu*, an exhibition presenting nine more of his creations in Longchamp's Roman boutique throughout Rome Film Fest—from October 16 to 27, 2024.

ACKNOWLEDGEMENTS AND CREDITS

Longchamp would like to thank everyone who contributed to the publication of this report, including those who shared their experiences and commitments alongside the Maison: Juliette Poupard, Hector Cassegrain, Adrien Cassegrain, Gaëlle Pernock, Marie Jegat, Abbi Man, Sophie Vulcain Rubens, Marine Dumas, Enis Istrefaj, Sophie Delafontaine, and Sarah Levy. Special thanks go to Bruno Bernard, the artistic director of this report, and Vincent Godeau, for the illustrations bringing it to life.



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