



Corporate Statement on Forest Fibre

Preamble

La Maison Simons, a Canadian fashion leader, recognizes the importance and the urgency of protecting the environment around us, including the world's forest ecosystems, species and climate. Given the continued growth in global demand for rayon, forests are under threat from being sourced for dissolving pulp.

Conservation of Ancient and Endangered Forests and Ecosystems

Simons encourages the protection of ancient and endangered forests, including the boreal forest, temperate rainforest and tropical rainforest, in the production of cellulose-based textiles (including but not limited to rayon, viscose, lyocell and modal). Therefore, we are committed to using reasonable efforts to influence our fabric supply chain to protect these remaining special places.

The collective aim is to ensure that the supply chain is free of wood sourced from endangered and ancient forests by 2017.

As such, Simons will:

- Stress our suppliers and employees our commitment to sustainable and responsible textile production that does not increase pressure on forests or demand for forest fibres.
- Work to identify the original source of our supply in dissolving pulp, with the aim to being able to avoid fabric made from dissolving pulp that comes from ancient and endangered forests, is logged illegallyⁱ, come from tree plantations established after 1994 through the conversion or simplification of natural forests; or from areas being logged in contravention of indigenous peoples' rights. Sourcing from FSC certified plantationsⁱⁱ is acceptable.
- Put in place gradual targets to replace the proportion of fabric made from unacceptable sources of dissolving pulp (see criteria above) with existing and new eco-fabricsⁱⁱⁱ and FSC certified products, with the end goal of eliminating the use of fabric made from ancient and endangered forests.
- Work with Canopy to identify opportunities to encourage collaborative and visionary solutions in key forest areas, such as coastal temperate rainforests including the Great Bear Rainforest^{iv}, Canada's boreal, and the tropical rainforests of Indonesia.
- Apply reasonable effort to encourage suppliers' commitment toward the conservation of ancient and endangered forests.

Shift to More Environmentally and Socially Beneficial Alternative Fabrics

In addition to Simons' own environmental commitments, which include taking a painstaking care to design trendsetting garments that are produced using the most eco-friendly methods, Simons will work with Canopy as well as innovative companies and suppliers to steadily shift to existing eco-fabrics, and encourage the development and adoption of fibre sources that reduce environmental and social impacts, including, where possible, support for the research and development of fabrics from alternative fibre sources, such recycled fibres and agricultural residues.^v

Forest Certification

Simons supports responsible forest management practices that protect biodiversity and ecosystem integrity to provide long-term social and economic benefits to communities and build a climate of operational and supply certainty. Simons recommends that fabric sourced from forests are from responsibly managed forests certified to the Forest Stewardship Council (FSC) certification system, and where FSC certified plantations^{vi} are part of the solution and will work to progressively

increase the proportion of FSC certified fibers and fabrics within its global supply, as it becomes available on the market.

Public disclosure

It is recognized that La Maison Simons and not-for-profit organization Canopy will jointly agree on timing opportunities and means of communication prior to disclosing this commitment publicly, with the understanding that La Maison Simons has a desire to make tangible progress^{vii} before disclosing this corporate statement.

ⁱ Legal forest management is management that complies with all applicable international, national, and local laws, including environmental, forestry, and civil rights laws and treaties.

ⁱⁱ Plantations are areas planted predominately with non-native trees or other commercial plants. Forests comprised of native species can also be managed as plantations, including via single species plantings on sites that would normally support multiple species, exclusion of other species via herbicide applications, short logging rotations that preclude the development of forest composition and structure, and/or other practices. Plantations prior to 1994 are often FSC certified.

ⁱⁱⁱ Preferred eco-fabrics include fabric derived from organic cotton, recycled fabrics, hemp, agricultural residues such as flax, and dissolving pulp from bamboo and eucalyptus plantations that are FSC certified.

^{iv} The 2006 Great Bear Rainforest Agreements signed between environmentalists, logging companies, First Nations and the British Columbia Government includes the creation of a new land management regime called Ecosystem-Based Management that includes more than 4.9 million acres (2 million hectares) protected from logging and new lighter touch logging regulations applied outside of protected areas. Efforts are underway to fully implement the agreement by 2014.

^v Agricultural residues are residues/by-products left over from food production or other processes and using them maximizes the life cycle of the fibre. Depending on how they are harvested, fibres may include flax, bagasse, and hemp.

^{vi} Plantations are areas planted predominately with non-native trees or other commercial plants. Forests comprised of native species can also be managed as plantations, including via single species plantings on sites that would normally support multiple species, exclusion of other species, short logging rotations that preclude the development of forest composition and structure, and/or other practices. Plantations established prior to 1994 are often FSC certified.

^{vii} Where tangible progress is defined as 80% of Simons' viscose staple fibre producers have been identified and engaged with a request not to supply fibre from ancient and endangered forests.