



# FOR GOOD REPORT

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maurices

# the goods



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# letter from our CAO



For more than 90 years, maurices has been serving small towns across the U.S. and Canada. “Community” is a concept woven in our DNA and is best described by our core purpose: “Making a positive difference in the lives of women who are at the heart of our hometowns.”

Our ability to deliver on this purpose is rooted in our social responsibility commitments. We extend our deepest gratitude to our associates, customers, business partners and communities who play a crucial part of this journey. We are happy to share the continued progress we’ve made against our long-term commitments, which are embedded in our overall strategy.

During our last fiscal year, we advanced our existing core commitments across the following areas:

## ***Diversity, Equity, and Belonging***

Our associates, customers, and partners are at the heart of everything we do, and our strategy is designed to attract, retain, develop, reward, and support. Inclusion is essential to our culture, and we continue to take steps to embed inclusive principles and practices throughout our organization. First, we regularly measure engagement. We’ve launched several Associate Resource Groups and, our Diversity, Equity, and Belonging Advisory Board has been instrumental in identifying ideas and actions that can be shared and amplified across the organization.

## ***Giving Back***

Our commitment to community is reflected in our outreach, volunteerism, and philanthropic efforts. Our philanthropic strategy is focused on communities where we do business, as well as national charities such as I Support the Girls, Living Beyond Breast Cancer and SeekHer.

## ***Global Sourcing Transparency***

We remain committed to the highest ethical and compliance standards and design our governance structures to improve the way we serve our customers. We regularly review our environmental, social and governance risks.

We are focused on managing and measuring our total environmental footprint, including partnerships and efforts to reduce water consumption.

As we reflect on our achievements, we are aware that our journey is ever evolving. We recognize the importance of continuous improvement and are committed to raising the bar even higher. We will listen to feedback, learn from our experiences, and carve new initiatives that align with our core values and commitments.

Thank you for joining us on this journey toward a better tomorrow.

Sue Ross

A handwritten signature of Sue Ross in cursive script.





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## who we are

We deliver *feel good fashion* at prices that feel like a win. Style that always inspires with a fresh, on-trend twist. Covetable, relevant outfitting that makes her feel effortlessly feminine and authentically “her” for all of her real-life moments. Shopping with us feels like shopping with a friend (the kind with the best style advice). We pride ourselves on fun & friendly service, genuine connections and creating the best “me time” of her day.

Above all, we believe in putting people first and making a difference in the lives of women who are the heart of our hometowns.

we believe a great outfit can  
change a woman’s day.



# heart + soul map

## OUR GREATER PURPOSE

Making a positive difference in the lives of women who are the heart of our hometowns.



### OUR PROMISE

We inspire women to look and feel great by offering fashion that doesn't cost a fortune and a boutique style experience – quality, value and service – that leaves her feeling oh so special. Together, we celebrate our hometown spirit and the communities we love!



### OUR COMMITMENT

Be the trusted best friend in fashion for women.



### OUR VALUES

People first.  
Be kind, authentic, curious & agile.  
Work smart & have fun!



# transparency

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At maurices we believe good governance starts with transparency and is about empowering our associates to make good, decisions while controlling risks and managing the interests of our customers, associates, and stakeholders.

We have a comprehensive Code of Conduct which include includes, among other things:

- Laws & Regulations**
- Business Integrity**
- Bribery and Corruption**
- Conflicts of Interest**
- Forced Labor**
- Child Labor**
- Discrimination**
- Harassment**
- Wages and Benefits**
- Working Hours**
- Freedom of association**
- Unauthorized Sub-Contracting**
- Monitoring and Compliance**

Our Code of Conduct is influenced by various internationally agreed upon standards, including the eight fundamental ILO Conventions and Recommendations, and grounded in the UN Guiding Principles on Business and Human Rights. In line with the UN's Sustainable Development Goal 5, maurices is committed to working with its Suppliers to empower women workers, enabling them to thrive in the workplace and reach their full potential.



# supply chain



Located in Ashville, Ohio, the distribution center opened in March 2023.

The Groveport Distribution Center is a highly automated and robotic center, which maurices operates in collaboration with GEODIS, a global leader in distribution, fulfillment, transportation, and logistics management.

The distribution center is responsible for storing and shipping clothing and apparel products to maurices' customers. The facility sits at over 405,000 square feet and can hold over 5 million units in inventory.

The entire facility is centered around AutoStore Technology which is a pioneering goods to person automated storage and retrieval system, helping us get orders out the door faster.

- 2 1/2 miles of conveyor systems
- Robotic picking arms are capable of picking 95% of maurices items
- Auto baggers help bag orders efficiently



eComm packing/shipping area



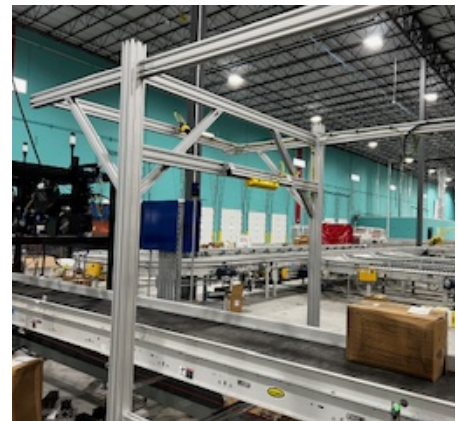
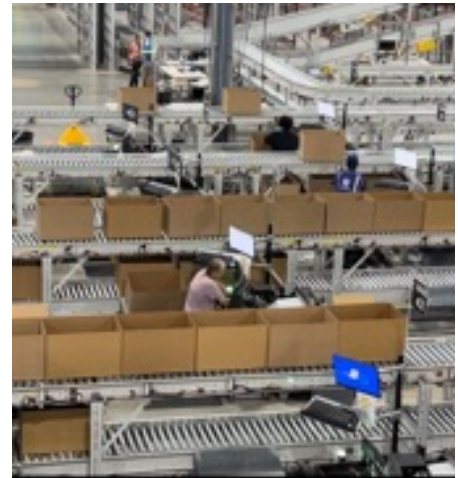
The top of the AutoStore grid with robots



## energy-friendly

The GDC was built with a CSR-focus to optimize operational efficiency and ensure environmental efficacy.

- The two (2) required transfer switches have been installed which are a prerequisite for future solar-panel operations.
- All of the interior lighting at the GDC is LED energy efficient and all of the lights have occupancy sensor timers to reduce energy consumption.
- Eight large industrial fans recirculate air to cool the working areas throughout the GDC to help reduce the demand/pull on AC during the hottest months of the year.
- All of the lift cranes use lithium-ion batteries that optimize recharging while simultaneously reducing power consumptions.
- All of the rechargeable hand-held power tools used by the GDC's Maintenance team use lithium-ion batteries.
- All of the outbound shipping cartons (to the stores) and poly-bags (eComm orders) are fully recyclable.
- The GDC has 2 very large industrial trash augers that optimize corrugated carton recycling at the GDC.
- The GDC works with a local waste management firm to recycle as much non-corrugate carton waste materials as possible, including all wooden pallets.



## environmental

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With a fleet of stores totaling 850+ being mindful of our environmental footprint is always top of mind.

We've replaced all our store lighting with LED bulbs. LED is a highly energy-efficient lighting technology.

Other ways we are saving energy include:

- More efficient HVAC units.
- When possible, enrolling in community solar programs.
- Installing E-Stats to help better control our HVAC equipment.

### REPREVE®

At maurices our commitment to responsible practices is woven into the fiber of our business.

We are proud of our eco-friendly jeans made with REPREVE®, a recycled fiber made from recycled water bottles. That means less water and energy used, and less waste for our planet.

**7** recycled bottles or more are in every pair of edgely jeans and many of m jeans® by maurices™. Plus jeans made with REPREVE® are super soft!



**We strive to make a positive impact at every stage of our supply chain.**

# diversity, equity, & belonging

Putting people first means working to create an inclusive environment where our associates and partners feel good bringing their authentic selves to work, and our customers feel good as they shop with us.

We are committed to embracing the uniqueness in each of us, including status and any other personal identity that defines who we are.

In 2021 we created our People First Promise which is in support of our values as an organization.



## PEOPLE FIRST PROMISE

At maurices, our value of People First recognizes that each of us bring unique backgrounds, interests, and perspectives that contribute to our amazing culture and success. Putting people first means working to create an inclusive environment for our associates and customers where everyone feels welcomes, valued, and respected. We are committed to embracing the uniqueness in each of us, including race, color, religion, sex (including sexual orientation, gender identity), national origin, age, mental and physical ability, military status, and genetic information.

I promise to:

### WELCOME

all who enter our doors

### ADVOCATE

for the wellbeing and best interests of our colleagues, customers, and community

### CELEBRATE

all the characteristics that make each other perfectly unique

### LISTEN

with intent and compassion

### EXTEND

unconditional kindness and empathy

### EDUCATE

myself and continuously expand my perspective





## women are the heart of our company

maurices is proud to have a woman majority on our Executive Team with 60% female-identified.

64%

Female-identified leaders across the company

92%

Female-identified associates

## associate resource groups (ARG)

A major component of Diversity, Equity, and Belonging was launching our ARGs. Ultimately, the goal of offering Associate Resource Groups was multifaceted. We set out to establish ARGs that accomplish at least one of the following:

- Foster a positive and inclusive environment for all maurices associates.
- Spread awareness and promote ally ship.
- Influence maurices culture and make a more equitable and welcoming workplace.
- Offer camaraderie and build relationships across the organization through shared hobbies & activities.
- Provide professional and personal development opportunities to associates.





## racial bias education

As a company, we embrace a diverse and equitable workforce where everyone belongs. The training is focused on reducing retail bias in our industry. We are proud to be rolling this training to our stores.

### Open to All®

maurices partnered with Open to All in 2022. Joining Open to All means we are making an explicit commitment to maintaining a welcoming and safe environment for people—including employees, visitors, customers, vendors, and clients—regardless of race, color, religion, sex (including sexual orientation and gender identity), national origin, age, mental and physical ability, military status and genetic information. Not only that, we've signed the pledge not to discriminate against any individuals or deny them goods or services based on any of these characteristics, and to provide all goods and services to everyone on the same terms.



## military spouse employment partnership

In 2022, maurices was accepted as a partner in the Department of Defense's Military Spouse Employment Program. By joining we are committed to recruiting, hiring, promoting, and retaining military spouses. This is a significant partnership for our field organization where over 500 of our locations are within 50 miles of a military installation.



MSEP is part of the Department of Defense's broader Spouse Education and Career Opportunities, or SECO, initiative, which seeks to strengthen the education and career opportunities of military spouses.

While military spouses are well educated and highly qualified for a range of careers, they face a 21% unemployment rate. Seventy-seven percent of these spouses want or need work, yet frequent relocation is often a barrier to finding and maintaining a rewarding career. As a business with over 900 store locations and select remote opportunities in our corporate locations, we are able to offer flexibility to meet the needs of these unique family circumstances. ([msepjobs.militaryonesource.mil](https://msepjobs.militaryonesource.mil))

75%

of military spouses who visit our  
career site complete an application

58

hires in calendar Q2  
(April-June) 2024

In March 2024, our Talent Acquisition team implemented new technology allowing for greater tracking of applicants sources. Since April 2024, we can tracked that 58 individuals were hired into roles through the MSEP program. We are also actively involved in national and virtual hiring events through MSEP, interacting with potential candidates on a quarterly basis while also tapping into the candidate database when staffing needs arise. Our partnership has also opened the door for our stores to connect locally with military installations for participation in local, on site career fairs.



# maurices for good

Our commitment to corporate social responsibility extends beyond our products and services; it is deeply rooted in the communities we serve. We take immense pride in giving back to the communities that support us.

That's why we partner with organizations that share our mission to create positive change at a more personal, local level. With your help, we've made a real difference in the lives of the amazing women in the hometowns we serve.



## Partnerships



### living beyond breast cancer

Living Beyond Breast Cancer supports a vision that no one should feel alone or uninformed when hearing the words "you have breast cancer." With maurices' help, LBBC has offered over **\$400,000** in financial assistance to help nearly **400** women and their families pay basic needs such as housing, utilities and transportation. (lbbc.org)



### i support the girls

I Support the Girls helps women experiencing homelessness, survivors of domestic violence and human trafficking. **122,544** gently worn bras, new socks and new underwear have been donated by maurices to women in need in our hometowns. (isupportthegirls.org)



### seekher foundation

2025 will mark the inaugural partnership with mental health organization, SeekHer Foundation. This partnership will kick off in May 2025. Seekher Foundation help bridge the gender gap of mental health through advocacy, research, and support for leaders who are helping women through critical transitions and vulnerable life moments along their womanhood journey. (seekher.org)



## The Bridge Fund

The Bridge Fund is an emergency assistance fund that is designed for associates and completely funded by associates. The program is used to assist associates who face an unforeseen hardship.



Since its inception in 2020 the program has helped over **100** maurices associates, giving back over **\$80,000**

\$14,782.48	17 GRANTS Issued for Care of a Family Member	
\$9,975.00	10 GRANTS Issued for Domestic Violence	
\$28,890.00	30 GRANTS Issued for Funeral Expenses	
\$13,969.62	18 GRANTS Issued for Natural Disaster	
\$8,598.51	10 GRANTS Issued for Home Catastrophe	
\$2,500.00	3 GRANTS Issued for Victim of a Crime	

## maurices helping families

Sometimes it's not an entire community, but one or two families impacted by a tragedy – for instance, their home burns down, or a tornado strikes.

The program allows stores to provide product and discounts to stores.



**64** individuals have been assisted  
January 2024-August 2024

**\$9,450** worth of product has been  
donated to those in need

## sample product donation

We make sure our sample products from vendors don't go to waste. We want our sample products to help the communities rather than ending up in a landfill- and we make sure of that!

**\$172,000** worth of sample products were donated  
to organizations in need in Duluth, MN  
and surrounding communities.





## Hometown Heart

Increasingly, our hometowns are impacted by natural disasters (floods, tornadoes, wildfires, etc.). This program provides store district leaders with a tool that they can deploy in an area store (or stores) that are recovering after a natural disaster strikes.

The giving is completed via a register round-up for a specified period with donations going to the American Red Cross.



**A new program designed to provide community support when a natural disaster impacts a community.**

# a better you, a better us

The heart of our success lies in our people. Our associates are not just employees; they are the foundation of our hometown spirit and driving force behind our commitment to excellence in women's fashion.

We understand that their well-being is integral to our mission, which is why we prioritize comprehensive benefits and wellness programs designed to support their personal and professional growth.

## benefits

- We offer a competitive benefits package to eligible associates, covering annual screenings, company HSA contribution for applicable plans, infertility coverage, gender affirming care, and ensuring that inclusivity is within our benefits strategy.
- Through our Employee Assistance Program we offer support to all associates and their family members. We have a comprehensive 5-session counseling model. Services are accessible in multiple modalities – mobile app, phone, text, webpage – and are customizable in self-guided activities, or by connecting with a professional for support. Supporting time away from work through our company's medical leave policy, as well as a generous Short Term Disability policy for eligible associates, and New Parent Time for birth/adoption/foster placement, encouraging time to bond.

- Offering opportunities for growth – tuition assistance program for eligible associates furthering their education, through job-related courses, or tuition toward a degree.

## wellness

The maurices Wellness Associate Resource Group has opportunities for associates to disconnect from work, connect with others, and check-in with themselves.

- On-site fitness classes, offered free to maurices associates in our corporate office
- Monthly chair massage appointments available in-office
- Meditation sessions occurring on a regular basis

## work-life balance

Promoting work-life balance – Summer Fridays, generous PTO, flexibility in schedules to accommodate the things that matter outside of work.



## we're proud

Although we know the strength of the Company, outside validation is always reaffirming. Some of our outside recognition includes:

- USA Today – America's Top Online Shops 2024
- USA Today – America's Top Retailers 2024
- Newsweek – America's Best Retailers 2024 (women's apparel category)
- Newsweek – America's Best Customer Service 2023
- Newsweek – America's Best Loyalty Programs 2023
- Newsweek – America's Greatest Workplaces for Diversity 2023
- Newsweek – America's Best Online Shops 2023

## development cohorts

In a virtual/hybrid workplace, learning in cohorts provides flexibility and social interactions within a learning community.

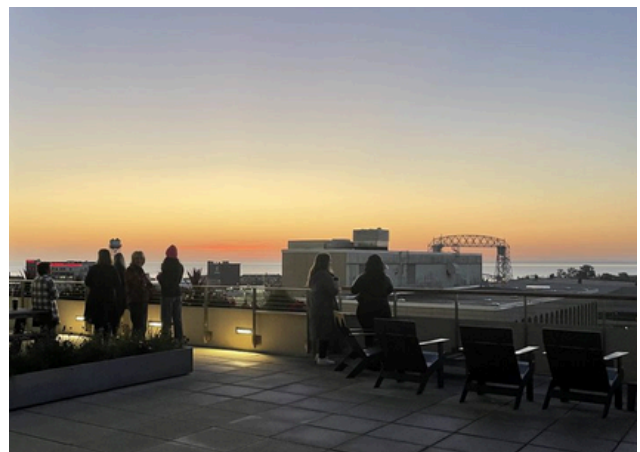
Unlike traditional classroom style learning, cohort development emphasize collective learning. Each member contributes to and benefits from the shared learning experience of the group.

## mindfulness

In an age where life seems to be accelerating, stress naturally seems to be increasing, and our attention can often be in multiple places at once, it's easy for us to be distracted. Mindfulness allows us to connect with the here and now. When we practice mindfulness, we learn how to slow down...to pause (even for just a moment) and experience the present moment "just as it is."

Mindful Living courses offered to all home office associates, with training + practices offered in 45 minutes or less.

- Mindfulness Fundamentals
- Meditation
- Mindful Meetings
- Mindful Communication
- Managing Stress
- Rejuvenate Yourself
- Work-Life Balance



life is only happening in the present moment.





maurices

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