



2024–2025 Impact Scorecard



Employees build and fill planter boxes during ACHIEVEability's 2025 Impact Day. URBN, as the event's presenting sponsor, engaged 250 employees to help beautify West Philadelphia.



LEAD WITH CREATIVITY...
TO MAKE AN IMPACT

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INTRODUCTION

Letter from our Executive Leadership

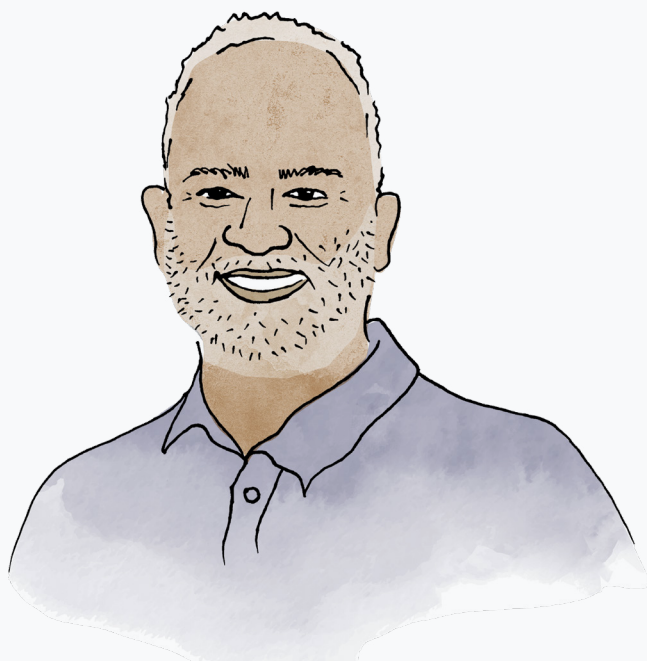
NEW INITIATIVES

COMMITMENT UPDATES

This scorecard covers information and data from September 1, 2024 through August 31, 2025. URBN releases Impact Reports on a biannual cadence and releases updates on key metrics annually.



Frank Conforti
Co-President & Chief Operating Officer, URBN



Gokul Krishnan
Chief Sourcing & GTC Officer, URBN

FROM OUR EXECUTIVE LEADERSHIP

We are pleased to release our **2025 Lead with Creativity... to Make an Impact Scorecard**.

This year, we harmonized efforts across all URBN brands and operational teams to bring a new level of cohesion to our commitments and set us up to tackle greater ambitions going forward.

Our work continues to be structured around six core ambitions, firmly anchored by two foundational pillars: **Respect our Planet** and **Respect our People**. Respect, as an inherent URBN core value, is the guiding principle behind every endeavor within our Impact sphere. We unequivocally recognize that genuine respect is the foundation of our success — respect for the environmental footprint of our operations, respect for our crucial supply chain partners, and the cultivation of an inclusive, respectful culture for every individual who contributes to URBN.

We take immense pride in outlining our achievements over the last year, and now turn our attention to the future. We are committed to refining our targets and forging innovative new initiatives that will maximize our positive influence on our industry and our vital stakeholders — our employees, our customers, and our investors.

Frank Conforti

Gokul Krishnan



opened four new locations creating more avenues to sell overstock and retired products from our family of brands



47% of own-brand products

meet responsible material standards

ANTHROIMPACT

Anthropologie introduced new Philadelphia-based and store-nominated regional nonprofit partners, aligned to our pillars of:

ARTS EDUCATION

WOMEN'S EMPOWERMENT

SUSTAINABILITY

Urban Outfitters gave new life to

over 90,000 garments

this year through

 URBAN RENEWAL

URBN outfitted three of our warehouses with LED lighting, leading to a

66% reduction

in annual energy usage



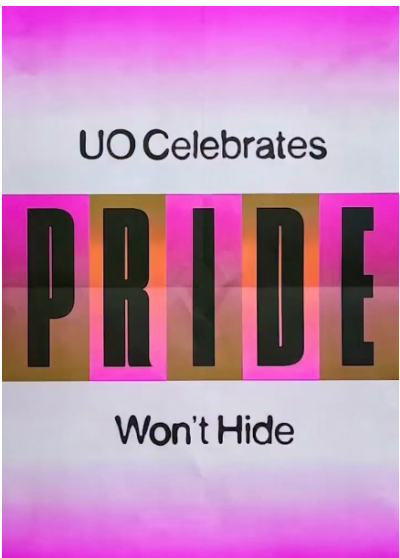
Free People's Skip A Bag Program kept

over 575,000

shopping bags out of circulation in 2024



Nuuly's Repairs Campaign highlighted how in-house garment repair extends the life of rental clothing



Urban Outfitters grew its commitment to the LGBTQ+ community through partnerships with Active Minds, GLSEN, and The PHLUID Project



launched The Thrift Shop, a resale channel that offers retired inventory a new life after rental



ANTHROPOLOGIE

deepened Nest and YoungArts partnerships to empower makers, mentor artists, and amplify diverse creative voices



| Pillar | Category | Goal | Year | Status | Substantial Progress Notes |
|--------|-----------------------|--|------|----------|--|
| Planet | Invest in Circularity | Continue Investments in More Circular Business Models | | On Track | <p>Nuuly: In October 2024, Nuuly launched The Thrift Shop, which lets subscribers buy final sale Nuuly items that are shipped with their monthly Nuuly. The Thrift Shop provides an ecommerce option for retired Nuuly merchandise to maximize its post-rental lifespan.</p> <p>Reclectic: As of August 2025, Reclectic has expanded to six locations around the US dedicated to gently used and overstock merchandise from URBN brands. Built on this success, Reclectic will continue to expand through 2026 and beyond.</p> |
| Planet | Invest in Circularity | Pilot & Test Programs Rooted in Circularity | NS* | On Track | <p>Anthropologie: Anthropologie and Blue Jeans Go Green™ diverted 10,000 lbs of denim into insulation, reducing textile waste and landfill impact.</p> <p>Free People: Launched a recycled textile tote with Osomtex and mobilized 13 regions for Clean Up Week during Earth Month.</p> <p>Nuuly: Continued partnership with Rubi Labs to pilot an innovative cellulosic fabric made from captured CO2, and test its durability through rental wear, laundering, and repair.</p> <p>UO EU: Signed the Denim Deal and completed UO EU’s apparel durability study to advance recycled cotton and industry durability standards.</p> |
| Planet | Invest in Circularity | Extend the Life of URBN Garments through Recycling & Recirculating | NS | On Track | <p>Anthropologie: Donated nearly 7,500 products to nonprofits and disaster relief efforts.</p> <p>Free People: Sold nearly 60,000 units through the FP Vintage program since tracking began in 2021. In 2024, donated 35,000 units to nonprofits and disaster relief efforts.</p> <p>Nuuly: Investments in proper care and repair has extended the life of over 4.98M garments since launch.</p> <p>UO: Urban Renewal extended the life of 30,000+ sweaters and 11,000+ flannels through reuse and repair, gave 11,000+ pairs of denim a second chance, and created 76,000+ remnant pieces with upcycled deadstock fabric. Additionally, over 8,300 one-of-a-kind vintage edits and 23,000+ unique men’s vintage styles were recirculated.</p> |

*Not Specified

| Pillar | Category | Goal | Year | Status | Substantial Progress Notes |
|--------|--------------------------|---|------|----------|---|
| Planet | Invest in Circularity | Increase Circular Education Initiatives | NS | On Track | <p>Free People: Engaged all Home Office new hires in circularity focused volunteer training, in partnership with Fabscrap in textile waste and Philabundance in food waste diversion, completing over 140 training hours.</p> <p>UO EU: To launch first circular design guide as a tool for all product teams with a focus on longevity, recyclability, design inputs and waste.</p> |
| Planet | Utilize Better Materials | 70% of direct-sourced fabrics will be Bluesign* certified or from Zero Discharge of Hazardous Chemicals* (ZDHC) complaint mills | 2025 | | <p>URBN: As of July 2025, 60% of our direct-sourced fabrics are from ZDHC Compliant mills, or have a BlueSign certification.</p> |
| Planet | Utilize Better Materials | Join the US Cotton Trust Protocol and the Better Cotton Initiative | 2022 | Achieved | |
| Planet | Utilize Better Materials | 60% of URBN total direct-sourced raw materials will be sourced more responsibly | 2027 | On Track | <p>URBN: As of July 2025, 40% of direct-sourced raw materials are sourced responsibly. 57% of direct-sourced apparel products are made from mono fibers, An additional 24% of direct-sourced apparel products are dual fiber, making 81% of all direct-sourced apparel easy to recycle, upcycle, repurpose, and reuse.</p> <p>Free People: Care FP product assortment continues to expand, specifically with successes in material innovation in Free-est responsible fiber mix, and through FP denim collection utilizing recycled and cellulose fibers</p> <p>UO EU: 72% responsible fiber mix (in tons) in EU exclusive product.</p> |
| Planet | Utilize Better Materials | 100% of direct-sourced cotton will be sourced responsibly | 2027 | On Track | <p>URBN: As of July 2025, 60% of direct-sourced cotton is sourced responsibly through organic, recycled, and US cotton, or through Better Cotton credits.</p> <p>Anthropologie: Expanded their regenerative journey with Kiss the Ground and Regenagri® cotton. In 2025, Anthro launched new capsules, workshops, and campaigns to deepen awareness and impact.</p> <p>Free People: Along with its sister brands, FP is actively engaging its cotton supply chain to begin using traceable US cotton, through its partnership with the US Cotton Trust Protocol. Further, FP # selling denim style, the Good Luck Barrel jean, is made with a minimum of 40% responsible cotton.</p> <p>UO EU: Achieved 100% responsible cotton sourcing on EU exclusive product in FY25 through recycled cotton, organic cotton and Better Cotton mass balance system.</p> |

| Pillar | Category | Goal | Year | Status | Substantial Progress Notes |
|--------|--------------------------|--|------|-------------|---|
| Planet | Utilize Better Materials | 50% of viscose will be sourced responsibly | 2027 | On Track | URBN: As of July 2025, 30% of direct-sourced cellulosic fibers are sourced responsibly through recycled or responsibly-harvested virgin fibers. Free People: FP supports this goal by using responsible viscose certified through Lenzing and Birla. |
| Planet | Reduce Waste | 100% of direct-to-consumer flat mailer bags for manual bagging will be made from 100% PCW material | 2022 | Achieved | |
| Planet | Reduce Waste | 100% of direct-to-consumer flat mailer bags for auto-bagging will be made from 50% PCW material | 2022 | Achieved | |
| Planet | Reduce Waste | 100% of direct-to-consumer bubble flat mailer bags will be made from 50% PCW material | 2022 | Achieved | |
| Planet | Reduce Waste | Launch 100% Post Consumer Waste* (PCW) shopping bags at UO | 2022 | Achieved | |
| Planet | Reduce Waste | URBN EU will use 100% PCW recycled and recyclable inbound polybags | 2023 | Achieved | |
| Planet | Reduce Waste | URBN NA will use 50% PCW recycled and recyclable inbound polybags | 2024 | Achieved | |
| Planet | Reduce Waste | 100% recyclable paper gift cards at Urban Outfitters and Free People | NS | Achieved | |
| Planet | Reduce Waste | Develop a global recycled solution for swifttags | NS | In Progress | |

| Pillar | Category | Goal | Year | Status | Substantial Progress Notes |
|--------|-------------------------|--|------|----------|--|
| Planet | Reduce Waste | Increase utilization of 3D visualization software | NS | On Track | |
| Planet | Reduce Waste | Create recycling opportunities to reduce waste to landfill | NS | On Track | <p>URBN: As of August 2025, recycled or reused over 52,000 lbs of pre-consumer material waste through partnership with FabScrap. The equivalent of over 5,750 trees planted.</p> <p>URBN EU: As of February 2023, 54% of EU stores were zero waste to landfill. The DC recycled 850 tons of cardboard, 13 tons of plastic and 58 tons of paper.</p> <p>Anthropologie: Their partnership with WM has streamlined recycling across stores—cutting transport distances by 50% and diverting 70,000+ pounds of plastic waste from landfills into new products.</p> |
| Planet | Increase Cleaner Energy | Set science-based targets and release commitments on carbon footprint management | 2025 | On Track | URBN has assembled a cross-functional team to support data collection for emissions sources across scopes 1, 2 and 3. We have begun calculation of global scope 1 and 2 emissions under our operational control. By end of year, we plan to finalize scope 1 and 2 measurement and begin the supplier engagement phase of scope 3 data collection. |
| People | Cultivate Community | Foster a Respectful, Inclusive Culture | NS | On Track | <p>URBN: As of August 2025, over 1,000 Home Office employees have been engaged through ten Employee Resource Group events.</p> <p>Anthropologie: Celebrated the talents of diverse creatives and amplified their voices with events during Black History Month and Pride Month, highlighting key nonprofit partners to all Home Office employees.</p> <p>Free People: Led inclusivity expansive trainings for all Home Office employees, including: 4 part LGBTQ+ Fundamentals training with the Mazzone Center, and Indigenous Craft Empowerment training with Mercado Global.</p> |

| PILLAR | CATEGORY | GOAL | YEAR | STATUS | SUBSTANTIAL PROGRESS NOTES |
|--------|-----------------------------------|---|------|----------|---|
| People | Cultivate Community | Build a Talented & United Workforce | NS | On Track | <p>URBN: Launched an on-demand Disability Fundamentals training for employees. The course supports inclusive leadership and deepens understanding of disability inclusion in the workplace.</p> <p>Anthropologie: Introduced employee engagement opportunities to connect our community with our impact initiatives. Employees are actively volunteering at Philadelphia nonprofits and contributed over \$600,000 to nonprofit partners.</p> <p>Free People: In 2025, Free People launched FP25 to unite its community through movement, mentorship, and giving—activating 1,900+ volunteer hours, walking 250M+ steps, 10+ tons of trash cleanup, and creative community support.</p> <p>Nuuly: Nuuly Day is an annual celebration of all things Nuuly—this year featuring Skillshare Sessions at Home Office, from garment repair and flower arranging to pilates and cloudwatching.</p> |
| People | Cultivate Community | Nurture Long-Term Connections with our External Community | 2027 | On Track | <p>URBN: Was the Presenting Sponsor of ACHIEVEability’s Impact Day for the second year in a row. 250 Home Office volunteers painted 75 home porches, planted 95 flower boxes, weeded and cleaned up 8 city blocks. In addition, URBN contributed financially and provided supplies and skilled labor.</p> <p>Anthropologie: Expanded philanthropic model to deepen local connections, launching new partnerships with The Wardrobe, Mural Arts, FarmerJawn, Surfrider, Southern Black Girls and Women’s Consortium, Mid-Atlantic Arts, and Arts Midwest.</p> <p>Free People: Deepened values-driven partnerships—supporting Girls Inc., the National Park Foundation, and Feeding America—while launching the Creative Spirit Fund with the Sundance Institute and continuing advocacy with Best Friends Animal Society.</p> <p>Nuuly: Partnered with KC Current and United Way to donate nearly 100 dresses to Boys & Girls Clubs of Kansas City, and contributed 900 garments to Philadelphia nonprofit The Wardrobe.</p> |
| People | Improve Supply Chain Transparency | Implement our Supplier Risk Scoring program | 2023 | Achieved | <p>We have completed the development of the Supplier Risk Scoring Program and will continue to share this information with our internal teams.</p> |

| PILLAR | CATEGORY | GOAL | YEAR | STATUS | SUBSTANTIAL PROGRESS NOTES |
|--------|-----------------------------------|---|------|----------|---|
| People | Improve Supply Chain Transparency | Deliver responsible sourcing training to our suppliers on an annual basis | 2023 | Achieved | Delivered training to key product vendors and developed plan to deliver training on an annual basis. |
| People | Improve Supply Chain Transparency | Complete mapping Tier 1 and map Tier 2 of our Ownbrand apparel supply chain | 2025 | On Track | Based on our analysis of previous supply chain mapping results, we adapted and improved our approach to trace Ownbrand products back to the raw materials, allowing us to more effectively map our supply chain beyond Tier 1. We continue to conduct product level traceability exercises to map our supply chain. |