Descente Group Sustainability Report 2021





To bring the enjoyment of sports to all

# Introduction

The DESCENTE Group has prepared this Sustainability Report, which changed its name from CSR Report, and separate CSR website with the goal of giving our stakeholders an understanding of our approach to Sustainability and CSR related initiatives, which are intended to help us attain sustainable, synergistic growth along with society. The CSR website provides comprehensive information about our CSR activities in general, and is designed with searchability in mind. The DESCENTE Group Sustainability Report references ISO 26000 (the international standard on the social responsibility of organizations, as stipulated by the International Organization for Standardization) to report on matters deemed to be of high importance by the company, while also covering topics we would like a large audience to read on our approach, efforts and trials in relation to the Sustainable Development Goals (SDGs). We hope this text will help to further the interest and understanding of our stakeholders reading this report on the Sustainability and/or CSR carried out by the DESCENTE Group.

# Corporate Philosophy

The corporate philosophy provides the raison d'etre for DESCENTE and provides a vision for the Group's relationship with society

# To bring the enjoyment of sports to all

Sport is based on the idea of enjoyment through movement of the body and competing; it is through sports that DESCENTE contributes to life being lived - by everyone - to the full.

# **Sustainability Policy**

To fulfill the role expected by the society, and to encourage sustainable business growth, in FY 2021 the DESCENTE Group renamed its original CSR Policy and will now refer to it as the Sustainability Policy.

- 1. To contribute to the physical and emotional well-being of people by supporting sports and promoting healthy lifestyles.
- 2. To engage in activities that benefit the community economically, socially and environmentally.
- 3. In line with our Code of Ethics, to respect human rights worldwide, comply with all local, national and international laws and regulations, and act ethically and with high integrity.

# **Activity Outline**

- Doing Business in Good Faith
- Respect for Human Rights
- Our Relationship with our Employees
- One with the Environment
- Fair Business Practices
- Our Relationship with our Customers
- Our Relationship with Local Communities

#### DESCENTE's Contributions to the Sustainable Development Goals (SDGs)

Of the 17 targets set out in the SDGs, the DESCENTE Group has defined the following four targets to which it can make the greatest contribution.



Through products and services created by the DESCENTE Group, we offer the enjoyment of sports to all, contributing to an extension of healthy life expectancy.

P.15 Our Relationship with Local Communities



To practice sustainable manufacturing, the DESCENTE Group is strengthening supply chain management and moving forward with a shift to low-waste manufacturing.

➡P.6 Supply Chain Management

# 8 DECENT WORK AND ECONOMIC GROWTH

To promote decent work for all, we are striving to put in place an environment in which every employee can exercise their full potential and play an active part.

P.10 Our Relationship with our Employees



The DESCENTE Group has established its own Basic Environmental Philosophy and is working to reduce the environmental impact of its business activities as a countermeasure against climate change.

► P.4 Proactive Efforts for Environmental Initiatives

Our Relationship with Customers
Our Relationship with Local Communities
Identifying Material Issues
Special Topics
Performance Highlights

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Enhancing manufacturing capabilities under "D-Summit 2023", the new Mid-term Management Plan, while focusing on solving material issues.



Shuichi Koseki President,

DESCENTE, Ltd.

With the spread of the novel coronavirus (COVID-19), FY2020 was a year that had an enormous impact on people around the world, and I would like to take this opportunity to offer my sincere condolences to those who lost their lives in this pandemic. Putting the safety of our employees, suppliers and other stakeholders first, the DESCENTE Group has responded appropriately to requests from the government and other municipal bodies, as we engage in efforts to achieve a sustainable society and to realize our corporate philosophy. While it may be natural to take a negative view in the current environment, personally the past year has re-awakened me to the positive power inherent in sports. My hope is that, as quickly as possible, we are able to return to a time when everyone can feel secure in experiencing the enjoyment of sports.

# Identifying, and Working to Solve, Four Material Issues

Looking beyond the current COVID-19 pandemic, climate change, human rights and other social issues are no longer someone else's problem. As a corporate citizen, the DESCENTE Group is determined to protect an environment for enjoying sports by strengthening its efforts to achieve a sustainable society.

As the first step in that effort, we have identified four material issues in accordance with the Company's Sustainability Policy. Previously, in 2002 we formulated our own Basic Environmental Policy and have since worked to contribute to the environment. Those efforts to address social issues have continued, including with our participation in the United Nations Global Compact in 2015. Beginning in FY2021, we will focus on solving the material issues we have identified, starting with breaking away from overproduction in an effort to achieve business growth while at the same time resolving social issues.

# From Sportswear to "MoveWear"

The Company's manufacturing capabilities are a strength essential to solving our material issues and achieving

sustainability. Our unrivaled pattern technology and the highquality sportswear manufactured in our own factories have gained a strong reputation overseas as well as in Japan, and we are much loved by customers, particularly in South Korea and China, as a premium sports-apparel brand. We continue to create sportswear for top athletes, of course, but we are also utilizing the technology we have developed to date to define a new category of apparel, not limited to sports, which we call "MoveWear," the sportswear to "move the body and move the spirit." Under the MoveWear label, we will create clothing that feels great while you are "moving", and also excites you. And to ensure customers can fully recognize that value, we will be expanding our direct touchpoints with the customer through our directly managed stores and e-commerce site.

# Advancing "D-Summit 2023," the New Mid-term Management Plan

The global spread of COVID-19 in FY2020 dramatically altered the business environment and required companies to make bold changes in order to survive. At the DESCENTE Group, we sold off shares in and liquidated subsidiaries in the Americas, where losses had persisted, allowing us to complete our concentration of management resources in Asia (Japan, South Korea and China), as set out in "D-Summit 2021", the mid-term management plan announced in August 2019. In our business in Japan, we are also working quickly to transform our existing business structure, determining structural reform policies and shifting to the execution stage. In May 2021, we moved the end of "D-Summit 2021" forward by a year, and at the same time announced "D-Summit 2023", the new mid-term management plan covering the period through the fiscal year ending in March 2024. "D-Summit 2023" is focused on achieving an earnings structure well-balanced between Japan, South Korea and China, and on solving material issues based on our Sustainability Policy. Going forward, we will break through the past to deliver new value, and respond to the expectations of all of our stakeholders while continuing our efforts to achieve a sustainable society.

DESCENTE LTD.'s 9 brands, including the corporate brand "DESCENTE", offer high-performance sporting goods for a range of sports including baseball, football, swimming, and golf for everyone from top athletes to recreational and leisure enthusiasts.



As guidelines for environmental management, the DESCENTE Group has established both the "DESCENTE Basic Environmental Philosophy" and the "DESCENTE Environmental Policy". Corporate Planning is primarily in charge of implementing environmental preservation activities as we mitigate our environmental impact and environmental risks, while also taking ongoing, proactive actions to prevent their causes.

# **Basic Environmental Philosophy and Environmental Policy**

### DESCENTE Basic Environmental Philosophy

Recognizing that preserving the environment is a globally important issue, DESCENTE will engage in proactive, ongoing actions to take environmental preservation into consideration across all of our business activities.

#### DESCENTE Environmental Policy

Based on the DESCENTE Basic Environmental Philosophy, we have set forth the following items to promote environmental preservation activities, and to take proactive, ongoing actions to reduce and prevent impact and risk.

- 1. We will work to preserve the environment, complying with all related laws, regulation and treaties.
- 2. We will work to conserve resources and energy, recycle, and reduce waste across all fields of business.

3. We will work to accurately grasp the impact our business activities have on the environment, and will, to the extent technically and economically possible, establish objectives and goals toward which all of us will strive, regularly reviewing the results and working to continually improve and enhance our efforts.

- 4. We will develop and manufacture low environmental impact products.
- 5. We will conduct monitoring and work to maintain and improve our environmental management.
- 6. We will conduct environmental education, ensuring all employees understand these policies and work to raise awareness.
- 7. We will disclose our Basic Environmental Philosophy, Environmental Policy and the status of their implementation as required.

# Reducing CO<sub>2</sub> Emissions

Since FY2019, the Company has been collating figures on  $CO_2$  emissions from the use of gas and electricity, defined as SCOPE 1 (direct emissions) and SCOPE 2 (indirect emissions), from 12 domestic sites.

While our energy use in FY2020 varied depending on the site, and while the COVID-19 pandemic resulted in greater use of teleworking and fewer employees coming to the office, this was offset in part by rigorous steps to use air conditioning systems to improve air circulation and create a more comfortable environment. As a result, overall energy use declined only slightly. Meanwhile, solid progress in our shift to electricity derived from renewable energy brought a reduction in  $CO_2$  emissions from electricity, and preliminary figures show both our SCOPE 1 and SCOPE 2  $CO_2$  emissions fell by about 30 percent. We are currently working with SGS Japan Co., Inc. on verification to ensure the reliability of our published numbers and are conducting checks on specific figures.



Electric meter at the Saito Factory being checked by SGS Japan Co., Inc.



Uploading the meter readings via smartphone for remote inspection

# **Initiatives to Reduce Waste**

# **Collecting Clothing at Directly Managed Stores**



A collection box located in "DESCENTE BLANC", a DESCENTE brand directly managed store



An original branded collection box located in a directly managed Marmot brand store In the apparel industry in recent years, the enormous impact of mass production and mass disposal on the environment has come to be seen as a problem. In an effort to reduce the environmental impact of this waste, DESCENTE JAPAN Ltd. has begun working with "BRING", an initiative promoted by Japan Environmental Planning (JEPLAN), INC., to collect shirts, jackets, pants and other clothing, regardless of brand, from part of its directly managed "DESCENTE" and "Marmot" brand stores.

The collected clothing is reused as the raw material for textile goods and remade into new products. Refer to the URLs listed below for details on these respective initiatives.

# **DESCENTE** brand initiative

https://store.descente.co.jp/descente/news/548/

#### Marmot brand initiative

https://www.descente.co.jp/jp/press\_releases/post-44579/

# About JEPLAN and BRING Activities (https://bring.org/)

"BRING" is a project, implemented by JEPLAN in collaboration with a variety of companies and customers, to recycle textile products into resources for the good of the planet's future. Participating companies collect unneeded goods, and JEPLAN recycles the textiles into raw materials, fabric for automotive interiors and so on, while items that are still usable are donated or reused.

# Promoting the Shift to a Paperless Office



Since FY2020, the Company has been promoting efforts to shift to paperless operations, including introduction of an electronic contract system using "WAN-Sign" (by Wanbishi Archives CO., LTD.), moving our paper-based in-house workflow for applications to electronic forms, and the use of digital catalogs for exhibitions.

These efforts have resulted in a 60% reduction in the use of copiers compared to previous year, though the results were affected somewhat by restrictions on working in the office associated with the government's pandemic-related emergency declarations. Going forward, the Company will continue its efforts to shift to paperless operations and otherwise reduce waste.

To practice sustainable manufacturing, the DESCENTE Group endeavors through its products to attain quality, safety and its social responsibilities. The goal of the Company's supply chain management is to achieve each of these elements in cooperation with our suppliers.

# Quality

DESCENTE manages the functionality and quality required in sportswear based on the DESCENTE Quality Control Manual. While the quality standards comprising this manual are based on JIS standards\*, their effectiveness is enhanced by combining them with our own proprietary testing methods that take into account the way sportswear is actually used.

To ensure they remain responsive to newly developed technology and changes in how products are used, these standards are updated as appropriate utilizing the testing and measurement functions of the DESCENTE Innovation Studio Complex (DISC), the Company's R&D center. In addition, prior to entering actual production, data on the physical properties of each material and product is checked by suppliers, each brand marketing team and quality control team in an effort to avoid problems arising during actual production. When necessary, we also check whether the supplier's management systems and sewing factory production capacity are at a level that meets our quality standards, and work together with our suppliers to attain those quality standards.

\*Japanese Industrial Standards (JIS) are national standards, measurement methods, etc. established in Japan for domestic industrial goods.

# Safety

Based on Product Safety Standards, each brand marketing team and quality control team conduct safety reviews to avoid the risk of major accidents, as well as quality checks to avoid other risks during product use, ensuring that products do not represent any danger to the customer.

In addition, the Company has established its own Restricted Substances List (RSL) to avoid risks to producers at the manufacturing stage and other risks during product use; this is managed and operated in cooperation with our suppliers. In 2019, the Company also joined AFIRM\*, allowing us to maintain the RSL based on the latest information.

\*The Apparel and Footwear International RSL Management Group, established in the U.S. in 2004, is a working group that promotes management, reduction and regulation of chemically regulated substances used in apparel and footwear products.



Quality Standard document



Quality Inspection

Each year, DESCENTE JAPAN, LTD. holds a Quality Incident Information Exhibit with the goal of improving quality and safety on our products. See pg. 14 for details regarding the 2020 event.

# **Social Responsibilities**

#### **DESCENTE Supplier CoC**

Based on the Code of Conduct of the World Federation of the Sporting Goods Industry (WFSGI), the DESCENTE Supplier Code of Conduct sets forth the following

#### 1. Legal Compliance

# 2. Working Conditions

Forced Labor
 Discrimination

②Discrimination
③Freedom of Association and Collective Bargaining
④Wages
③Hours of Work
⑥Rights and Breaks
⑦Child Labor
⑧Health and Safety

- (9) Harassment or Abuse
- 3. The Environment
- 4. Community Involvement
- 5. Company-specific Standards
- 6. Verification
- 7. Compliance



A remote audit being conducted in the Osaka office

To protect labor conditions for all those involved in manufacturing the Company's products, the DESCENTE Group has established the DESCENTE Supplier Code of Conduct (CoC), and has worked with its suppliers to ensure its compliance. Since 2020, we have been reevaluating how the CoC is operated, as shown below.

#### Understanding sewing factories in use

We will share with our suppliers information on sewing factories used each season.

# ► DESCENTE Supplier CoC(the "CoC") Pledge:

We ask all of our suppliers and sewing factories to submit a written pledge regarding compliance with the above CoC.

# Submission of Factory Self-Audit Sheets:

To verify specific compliance with the CoC, we go through our suppliers to have each sewing factory respond to questions on a Factory Self-Audit Sheet. We work with suppliers and sewing factories to improve any nonconforming items.

# Third-party Factory Audits

As needed, third-party audits based on global standards are conducted by SGS Japan Inc., and we work to make improvements after gaining an understanding of actual conditions based on these expert audits.

# Number of sewing factories used in manufacturing DESCENTE JAPAN Ltd. products in FY2020, by country

Japan	China (incl. Hong Kong / Taiwan)	South Korea
114	280	5
Vietnam	Indonesia	Thailand
78	17	10
Myanmar	Others	Total
9	10	523

# Initiatives to Achieve a Sustainable Supply Chain: DOWNPASS Certification

Beginning with the 2020 Fall/Winter season, we began using traceable down with "DOWNPASS" certification in our "Mizusawa Down" products, one of the DESCENTE brand's flagship items. Based on an animal protection program systematized by DOWNPASS e.V. (Germany), the DOWNPASS certification ensures that the down is ethically raised and collected, and that it maintains high quality standards.

While the standard requires strict control over every

process, from how the waterfowl are raised, to the down collection and cleaning process and introduction of the down to products in the factory, DESCENTE gained certification through cooperation across the entire supply chain—from suppliers of the material to the Mizusawa Factory, one of our own factory in Japan, where production takes place. Going forward, DESCENTE will continue to strengthen its supply chain management in order to practice sustainable manufacturing. To respond to the trust placed in us by our shareholders, DESCENTE complies with a Corporate Governance Code, works to achieve its Corporate Philosophy through its Founding Spirit, and has established the DESCENTE Group Code of Ethics, while building a structure for internal controls. By linking these various efforts, the Group aims toward the continual improvement of corporate value.

# **Corporate Governance**

"To bring the enjoyment of sports to all." In line with this corporate philosophy, and in accordance with the law and corporate ethics, we recognize that our social responsibility as a corporate citizen is to conduct an honest, fair and transparent business. We believe that evolving our systems and initiatives to be more responsive to changes in external conditions and to ensure the better functioning of our corporate governance is one of the most important management issues as we strive to continually improve corporate value. The Spirit of DESCENTE, our founding spirit, serves as our code of conduct for achieving this, and is being inculcated throughout our Group companies as a starting point for everything we do. At the same time, we have established the DESCENTE Group Code of Ethics, and continue to work to build a positive relationship with consumers and shareholders, as well as with suppliers, communities, employees and a variety of other stakeholders. In addition, we appoint two of the six members of our Board of Directors as Outside Directors from 2019. Under a more highly transparent management structure, in addition to the General Meeting of Shareholders, Board of Auditors, accounting auditors and other legal institutions, we will continue working to enhance corporate governance.



# **Risk Management**

The Risk Management Regulations and Risk Management Operating Rules have been written to prevent risk that could have a significant impact upon the company, minimize any damage or impact should such a situation occur, as well as to ensure business continuity and suitability. Accordingly, the Risk Committee identifies general risks and conducts an annual review of preventive measures and responses. Meanwhile, the director responsible monitors the state of implementation for measures against particularly critical risks deemed to require monitoring, and reports to the Board of Directors. There were 65 risks identified in FY2020, of which 10 were monitored. None led to serious incidents. In addition, risks at subsidiaries are identified in a similar manner on an annual basis, in an effort to strengthen risk management throughout the Group.

# Information Management

As to ensure proper management of information, DESCENTE had formulated Confidential Business Information Management Regulations and Confidential Business Information Management Standards. In addition, to ensure the protection of personal information and specific personal information we hold, DESCENTE has set forth those policies in its Personal Information Protection Regulations and Personal Information Protection Rules. Each year, we perform a company-wide inventory of personal information, which provides us with an understanding of the number and attributes of personal information files, who manages them and how they are stored. While there were no reports of the misuse of information in FY2020, there were 1 incident (1 person) in which customer information was lost; no confidential information was leaked. To prevent a recurrence, information management e-learning sessions were held. Also, e-learning training sessions focused on insider trading were held from January 2021 to February, in order to strengthen information management structure.

# Compliance

While the DESCENTE Group Code of Ethics sets forth our fundamental approach to our business activities, the DESCENTE Standards of Ethical Behavior have been established to provide a guideline for each of our employees in their work. To promote compliance with the Code and Standards, we strive to nurture a sound, dignified corporate culture. In addition, to respond to problems that may be difficult to resolve within the organization and to handle employee requests in Japan

for advice regarding unethical behavior by other employees, we have established an Ethics and Harassment Consultation Desk whose personnel include public health nurses for easier consultation, while outside the company we have engaged a legal office offering consultations. We have also established new outside, multilingual consultation desks for employees of overseas subsidiaries.

# **Compliance Training**



Compliance training in 2020 using e-learning

Each year, DESCENTE conducts compliance training for all employees, with the goal of creating a fair and equitable workplace by ensuring that each employee thinks about and gains proper knowledge of harassment, and that such awareness is reflected in their behavior. With the strengthening of measures against so-called power harassment, part of statutory revisions in June 2020, we conducted training focused on the issue of power harassment between August and September of that year. And, while this training is normally held in group sessions, in FY2020 it was implemented via e-learning in light of the COVID-19 pandemic.



We are engaged in a variety of initiatives to ensure the safety and maintain the health of our employees, including introducing a safety confirmation system for use during disasters and holding a walking event that uses a smartphone app. We are also working to create workplaces in which diverse personnel can play an active role, and on employee development toward that goal.

# Code of Conduct Based on the Founding SPIRIT OF DESCENTE



A rich imagination is the driving force of creativity in any age - honing the senses helps to develop the power to make the right everyday business decisions.

#### INTEGRITY

Give responsibility to those who can be trusted with it and reward sincerity with sincerity.



#### CHALLENGE

In times of change there are always opportunities, which must be taken. There are no failures - simply missteps on the road to success.

### HARMONY

In business, understanding the human psyche is fundamental. Harnessing their joint strength is paramount to success.

Our Code of Conduct, based on the founding SPIRIT OF DESCENTE, clarifies more specific guidelines for behavior that enable each employee of the DESCENTE Group to put our founding spirit into practice in their day-to-day work. As each individual employee embodies this founding spirit, they practice our corporate philosophy, "To bring the enjoyment of sports to all," which we believe leads to the realization of our management strategy and enhanced corporate value.

# **Confirming Employee Safety**



The DESCENTE Group uses the Secom Safety Confirmation System in Japan. The system automatically sends a safety confirmation email in

the event of an earthquake with a seismic intensity of 5-upper or more, and sends the email as needed in the event of an earthquake with a seismic intensity of 5-lower or less, typhoons, localized torrential rains or other natural disasters. Even overseas, the system can track information on riots and other events and confirm the safety of employees on assignment in other countries. We also hold regular safety confirmation drills, and the system makes early confirmation of safety, assists with necessary initial support, and sends an emergency email to all designated recipients.

# "Aru-Katu" Event Held Using a Health Promotion App



Walking in the fall with Osaka Castle in the background

For one month beginning on October 21, 2020, DESCENTE Ltd., DESCENTE JAPAN Ltd., the All DESCENTE Union and the DESCENTE Health Insurance Association together held "Aru-Katu", a walking event using the Kencom health promotion app, an initiative designed to help prevent lifestylerelated diseases.

The event was organized by

the DESCENTE Health Insurance

Association, with 1,469 employee members of the Association divided into 274 teams to compete for the number of steps walked.

Participants walked an average of 7,424 steps during the event. In a post-walk survey, 60.6% of participants said that

they felt they were walking more steps on a daily basis as a result of their participation, while 80% responded that they had continued walking even after the event. We will continue to engage in activities aimed at promoting the health of our employees.



# **Certification by Outside Organizations**

In addition to the previously mentioned "Aru-Katu" initiative, DESCENTE has been recognized for its efforts to support its employees' extracurricular club and sports activities, including under the 2021 Certified Health & Productivity Management Outstanding Organizations recognition program of the Ministry of Economy, Trade and Industry; as a Sports Yell Company by the Japan Sports Agency; and as a Tokyo Sports Promotion Company by the Tokyo Metropolitan Government.

Through these and other efforts to promote employee

health, DESCENTE will continue working to create workplaces that are healthy and rewarding for both body and mind.



# **Employee Development and Creating Workplaces in which Diverse Personnel can Play an Active Role**

# Our Employee with disability achieving an award for its outstanding performance

In October 2020, an employee of DESCENTE JAPAN Ltd. was recognized as an "Outstanding Long-time Disabled Employee" for fiscal 2020 with an award from the Osaka East Employment Development Association. This award certifies and recognizes disabled employees who have worked for the same company for 10 years or more, and who during that time have served in good standing as a model worker. This is the third DESCENTE JAPAN employee to be recognized under this program, following two awardees in 2019.

# Award Winner

Affiliation (at time of award): DESCENTE JAPAN Ltd. DTC Division (Osaka) Name: Hiroshi Hoio Date hired: September 1, 2008 Job description: Sales support operations, including data entry and updating



Award Ceremony: From left, Mr. Aburatani, Director, Hello Work Osaka East; Hiroshi Hojo; Mr. Hata, Chairman, Employment **Development Association** 

# 12th Annual Nationwide Sales Coordinator (SC) Role-Playing Tournament

Each year, DESCENTE JAPAN Ltd. holds its Nationwide SC Role-Playing Tournament with the goal of further improving sales coordinator (SC) skills and increasing customer satisfaction. In fiscal 2020, the tournament addressed the theme of "Customer Service that Connects: Offering Small, Moving Experiences Unique to In-person Customer Service." Considering the ongoing COVID-19 pandemic, the format for this year's preliminary and secondary rounds of judging was

changed to screening by video. A total of 32 SCs working in a variety of retail settings-including directly managed stores, department stores and specialty shops-were filmed in their own stores interacting with staff playing the role of customer; the videos were then reviewed by the judges. Three SCs with outstanding results were selected for awards, based on criteria including approachability, a ready smile, and the ability to quickly express empathy for the customer.

#### •Results of the 12th Annual Nationwide SC Role-Playing Tournament

Champion: Runner-up:

Koji Maeda - DESCENTE TOKYO/DESCENTE Mari Nagashima - Takashimaya Tamagawa/DESCENTE (Golf) Newcomer award: Mizuha Kikuchi - Munsingwear Clubhouse Ginza/Munsingwear



Shown with Norio Ogawa, President, DESCENTE JAPAN Ltd., are (from left): Koji Maeda, champion; runner-up Mari Nagashima; and Newcomer award winner Mizuha Kikuchi

# **Diversity Initiatives**

DESCENTE is focused on the participation of women in the workplace as the first step in promoting diversity.

Particularly in Japan, in FY2016 we set targets of at least 15 women in management positions<sup>\*1</sup> and at least 30 women in core management positions<sup>\*2</sup> by FY2019 (the year ending March 31, 2020), and have continued with efforts including an in-house newsletter, seminars, informal gatherings and a mentorship program. In 2019 and 2020, training was held for development of female management candidates, and

two women who underwent that training are now serving in management positions.

While we failed to attain our targets, as of March 2020 there were 10 women in management positions and 24 women in core management positions, with these numbers growing by 8 and 19, respectively, since the launch of this initiative.

We will continue moving forward to create workplaces in which diverse personnel can play an active role and with employee development.

# •Overview of FY2020 Female Management Candidate Development Training

Content: (1) How to work in management; (2) Knowledge required for managers (labor management, accounting); (3) Managing subordinates; (4) Developing your own leadership style

Format: Held online considering the impact of the COVID-19 pandemic Number of participants in FY 2020: 3 (of whom one is currently in a management position) Number participating in FY 2019: 10 (of whom one is currently in a management position)

\*1 Calculated based on a ratio of 15% of the number of managers as of 2015, when these targets were set. \*2 Management tier

# TOPIC

# Efforts to Prevent the Spread of the Novel Coronavirus

Once the novel coronavirus (COVID-19) first started spreading in Japan in February 2020, DESCENTE quickly established a BCP Officeand began rigorous efforts to prevent infections and implement countermeasures to prevent their spread.

Measures taken to prevent infections among employees included enforcement of rules for mask wearing, hand washing, hand sanitizing, and gurgling and cough etiquette. In addition to distributing stocks of masks, prohibiting domestic and overseas business trips, and utilizing the safety confirmation system, the BCP Secretariat worked to ensure employees complied with work-related systems such as staggered working hours and encouraging work-from-home policies. These functions of the BCP Secretariat have now been taken over by the Human Resources and General Affairs Department, which continues to advance these countermeasures. Note that with the government's state of emergency declaration, stores may also be closing temporarily or shortening their business hours as needed, part of our efforts to curb infections.

# Primary Countermeasures at Offices and Factories

We have set up acrylic partitions at each of our offices and factories, which are also enforcing guidelines on hand sanitizing, temperature checks, periodic ventilation and eating silently.



Reception desk at the Osaka office: Temperature checks conducted, with acrylic partitions and sanitizer in place



Mizusawa Factory (Oshu, Iwate Prefecture): Sanitizing upon entry, and records of temperature checks



Entrance to Tokyo office cafeteria: Sanitizing and silent eating enforced



Saito Factory (Saito, Miyazaki Prefecture): Number of available faucets reduced to prevent splashing

The source of the DESCENTE Group's competitiveness lies in our sportswear development capabilities. We listen to our customers, responding to their requests using technology and inventiveness to constantly develop premium products. To convey our brand's worldview to the customer, we have expanded our direct-toconsumer (DTC) business, and are working to create retail environments in which we can communicate directly with our customers.

# The Renewal of the Official DESCENTE STORE Online



To drive the expansion and strengthen the selling power of its e-commerce business, DESCENTE JAPAN Ltd. renewed its DESCENTE STORE Online, re-opening the site on November 26, 2020. The redesign made it

Top page of the redesigned **DESCENTE STORE Online** 

possible to offer shortened delivery times-as little as next-

day shipping from the time the customer orders-expands product information, including images of clothing being worn and suggestions for coordinating outfits, and improves search navigation to make it easier to find products.

We will continue implementing marketing that increases touch points leading directly to new customers and working to expand the business with a near-term goal of increasing e-commerce sales to 20% of domestic sales.

# **DESCENTE JAPAN Distributes ULLR MAG., its First Owned Media**





On June 18, 2020, DESCENTE JAPAN Ltd. launched ULLR MAG., its first attempt at an owned media, and began distributing articles.

ULLR MAG., is a lifestyle magazine designed to deepen communication with a wider range of customers as we work to expand our DTC business. It targets the existing needs of customers who are newly interested in sports and exercise, as well as customers who are seeking fulfillment through beauty and health and may have a potential interest in exercising their bodies. The magazine not only offers product introductions, but also distributes unique editorial articles that bring joy to both body and spirit.

# •About ULLR MAG.

In Scandinavian myth, "ULLR" represents the god of skiing, and is also considered a symbol of an abundant harvest. The name incorporates our desire to disseminate information of value that will allow everyone who enjoys sports and fashion to lead lives that are richer in both body and spirit.

ULLR MAG.: https://www.descente.co.jp/media/

# FY2020 Outstanding Stores Awarded with the Goal of Improving Customer Satisfaction

To further improve customer satisfaction, DESCENTE JAPAN Ltd. selects and awards outstanding stores, increasing the guality of in-store customer service. In addition to guantitative criteria such as individual store net sales and net sales per person, the 2020 awards also covered qualitative factors such as customer approach, store planning, execution and validation,

# •Excerpt from Message to Sales Staff from Norio Ogawa, Representative Director and President, DESCENTE JAPAN Ltd.

I know you all spent many anxious days with stores closed under the government's emergency declaration of April and May, 2020. Now that we have reopened for business, I would like you first to pay attention to your own health and safety, and work to prevent infections while providing the finest service possible to customers who choose to visit our stores under these conditions. Teamwork is important to providing customer service in a retail environment. Let us all come together as a team as we continue working to achieve growth for DESCENTE as a company and for the brands we offer.

and teamwork. They included 14 store awards, including for outstanding store, awards by distribution channel-including directly owned stores, department stores and others-as well as a "fighting spirit" award. One individual was also selected for the newcomer award.



DESCENTE TOKYO, winner of the Outstanding Store Award (Shibuya- Sports at the Shinjuku ku, Tokvo)



Shiori Hatakeyama of HALC branch of the Odakyu Department Store, winner of the Newcomer Award

# Fourth Quality Incident Information Exhibit Held via Video

~What Incidents Have to Teach Us~

DESCENTE JAPAN Ltd. held its fourth Quality Incident Information Exhibit for employees, materials manufacturers and suppliers from October 11 to December 2, 2020.

The exhibit is designed to offer lessons from quality incidents and further improve product quality, ensuring that we can deliver good, safe merchandise to our customers. Since 2017, the event has been held in an exhibition format, but this year was changed to a video distribution format in light of the COVID-19 pandemic. The exhibit highlights examples of quality incidents, as well as inquiries and suggestions from customers, which we share both internally and with our suppliers. The goal is to work in concert with our suppliers to prevent product design errors and incidents in production, and to think about the importance of quality control.

#### Video Distribution Schedule

Video of the Fourth Quality Incident Exhibit, divided into three parts, was made available internally and to suppliers as follows:

Part 1 (approx. 23 minutes): November 11-18 Part 2 (approx. 24 minutes): November 18-25 Part 3 (approx. 22 minutes): November 25-December 2

# Objective of the Fourth Quality Incident Information Exhibit and Selection of Examples

As with past exhibits, the objective is to learn about the latest quality incident information, leading to improved quality control and production management capabilities.

As materials, processes and fabrication methods grow increasingly advanced, knowledge of and technology for quality control needs to advance even further. To convey that message, examples were selected from a wide range of recent incidents, including those involving factors such as materials, sewing, processing and design.

# Response from Viewers

A total of 142 people (78 in-house and 64 outside the company) viewed the three video sessions. According to the results of a survey conducted after viewing, about 70% found



Title screens for the first and second video distribution sessions

the videos "very informative," while about 30% said they were "informative," meaning that all viewers found the videos useful, allowing us to successfully fulfill the goal of the event. Following are some of the examples that generated particular interest among viewers.

"Error in sewing specification resulting in loss of padding" "Print peeling"

- "Waist elastic slipping off"
- "Dye print color bleeding"
- "Examples of delamination in recent adhesive specifications" "Pilling of filament yarn raised fabric"
- Trends and Characteristics of This Year's Quality Incidents, and Future Preventive Measures

Sewing methods, such as adhesive sewing, have advanced, and there were examples in which conventional knowledge of design control and methods overlooked certain pitfalls. We will strive to improve quality control even further based on the examples of incidents offered in this year's exhibit. The Company conducts material control from the initial sample design stage to actual production, and also manages product safety from the sample stage, as we work to create products that consumers find highly satisfying.



By holding events and providing career education through sports, the DESCENTE Group provides physical and mental enrichment to the children and students of today who will lead us tomorrow, as well as for local community members, as we contribute to building healthy lifestyles. At the same time, we continue our efforts to collaborate with NPOs and support those in regions affected by disasters.

# Experiential Sports Programs Sports School for Healthy Kids FY2020 Activities



# To Bring the Enjoyment of Sports to All

This project is held in an effort to help children learn the fun of exercise by interacting with top athletes through sports. The Sports School for Healthy Kids was launched in 2007, and with ongoing support from the Japan Sports Agency of the Ministry of Education, Culture, Sports, Science and Technology, we have brought the fun of sports to about 40,000 children nationwide. Three types of programs are offered, including in-school visits, overnight camps and classroom-style events, with each provided as either a short-term, one-time instructional program or as a medium-term program held over multiple sessions in an effort to establish more ongoing activity. One of the formats is chosen as we confirm the intent of the event organizers.



# Short-term Instruction: Exercise Program Offered at the "B&G Foundation Wakasu Marine Sports Experience"

# Overview

Sponsored by: Blue Sea and Green Land Foundation Principal: Yukari Tada (former Japan Women's National Rugby Team member)

# When & Where

August 21-22, 2020 Wakasu Seaside Park Yacht Training Area (Koto-ku, Tokyo) Number of participants: Total of 52 (18 on August 21, 34 on August 22)

# General Comments

DESCENTE JAPAN Ltd. sponsored a marine sports experience held at the Wakasu Seaside Park Yacht Training Area as part of the Blue Sea and Green Land (B&G) Foundation's project to eliminate disparities in experience by offering children opportunities to experience nature, co-hosted with the Sports School for Healthy Kids.

As a measure to address the COVID-19 pandemic, children and staff from designated group homes for children were offered the chance to experience activities held during normal marine sports trial events—including canoeing, stand-up paddling, and a boat cruise around Tokyo Bay—with the addition of a warm-up and calisthenics program offered by the Sports School for Healthy kids, under the guidance of Principal Yukari Tada. Participants competed with their friends through skillful use of hoops, rugby balls and other tools, enjoying lots of exercise and experiencing a variety of sports during a summer vacation in which there were few opportunities to play outside.



Principal Tada instructs the children in the spirit of rugby: "Sorry! Don't Mind!" and the "Compassionate Pass"



Crawling through a tunnel of hoops during calisthenics



Children trying out stand-up paddling

# Medium-term Instruction: Visits to Elementary and Middle Schools in Sendai City, and Streaming of Calisthenic Program Videos

#### Overview

Sponsored by: Sendai City Board of Education

Principal: Hikaru Tanaka (Member of the Atlanta Olympics Japan National Gymnastics Team)

# When & Where

December 3, 2020	A.M.: Sendai, Ashinokuchi Elementary School P.M.: Sendai, Kuriu Elementary School		
December 4	A.M.: Sendai, Minami Yoshinari Secondary School P.M.: Sendai. Nankoudai Elementary School		
Number of participants: Total of 352 over two days of visits to four schools			
Video streaming: Made available to a total of 52,348 students at 120 schools in Sendai, including all municipal elementary and special needs schools (elementary division)			

# General Comments



Mr. Tanaka demonstrating mat exercises at Ashinokuchi Elementary School

Working with the Sendai City Athlete Utilization Program conducted by the Sendai City Board of Education, DESCENTE JAPAN Ltd. held in-person gymnastics classes at elementary and middle schools in Sendai as part of its Sports School for Healthy Kids program. As a new initiative for this year's in-school visits, video streaming of the gymnastics program was also made available to all municipal elementary and special needs schools in Sendai.

With the impact of the COVID-19 pandemic in 2020, children have had fewer opportunities to exercise. To improve their physical strength, we enlisted former Olympian and director of the Women's Gymnastics Strengthening Division of the Japan Gymnastics Association, Hikaru Tanaka, to hold in-person classes. To provide even more children with the opportunity to exercise, we also worked with Mr. Tanaka to create an exercise video incorporating a variety of basic gymnastics moves that can help develop a sense of balance and jumping ability, exercises

the children can do in class at school or at home. The video was distributed through the Sendai City Board of Education to all municipal elementary and special needs schools in Sendai. Going forward, we will use both in-person visits and video streaming to provide even more children with the opportunity to experience sports, part of our ongoing effort to contribute to society by teaching children the enjoyment of sports.



Participants line up at Nankoudai Elementary School



The Sendai City Board of Education's "Teacher Hikaru Program Sendai" website, which offers access to videos of all six programs



Children exercising in class as they watch the video

# **Remote Classes Held using ICT**



1st Remote class held at Nakawarashina Municipal Elementary School in Shizuoka City (Nov 26, 2020)

# Theme is "Thinking about New Sportswear"

Working in cooperation with Shizuoka University and with "Professionals for All Schools", a venture company started out of the university's Faculty of Education, since FY2018 DESCENTE has been working to provide remote classes utilizing information and communication technology (ICT), with the goal of expanding the sporting population and eliminating educational disparities in schools in rural areas and on remote islands.

In FY2020, we held remote classes at six schools on the theme of "Thinking about New Sportswear," a problem-solving course. Elementary schools were connected to our office via a videoconferencing system, and staff in charge of product planning for the DESCENTE brand explained some of the key points in manufacturing sportswear. The children later presented sportswear based on

their own ideas for functionality and design. This activity, which we have conducted since FY2018, has been included as a case study in the "Sport in Life" project promoted by the Japan Sports Agency.

Based on our sustainability policy, and to lead to more viable, effective actions, we have used the following process to identify priority material (key) issues. These material issues will be reflected in our management strategy with the aim of solving issues within the DESCENTE Group.

# **Identification Process**



# The Four Material Issues Identified



Special Topics

# Material issues Directly Tied to Manufacturing (1) Reduce (2) Create

Of the four material issues identified this fiscal year, (1) Reduce and (2) Create are the two that are directly tied to the DESCENTE GROUP's strength in manufacturing, and are the two that we will focus most on solving. Some of the main initiatives in that effort are as shown below.

# Material Issue

# The challenge of creating sustainable things and systems: "Reduce"

- Moving away from overproduction
  - Rigorously Reduce (one of the 3Rs of reduce, reuse and recycle)

# Launch of "RE:DESCENTE"



Under the DESCENTE Basic Environmental Philosophy and the DESCENTE Environmental Policy, DESCENTE JAPAN Ltd. is taking on the challenge

Key visuals for RE:DESCENTE

of sustainable manufacturing. As part of that effort, we have launched RE:DESCENTE, an effort to promote sustainability in the DESCENTE brand from the perspective of the 3Rs.

The 3Rs are an important element in promoting environmental preservation and sustainability. RE:DESCENTE is built around two product categories: RE:DESCENTE SEED ("SEED") from the perspective of "reduce," and RE:DESCENTE BIRTH ("BIRTH") from the perspective of "recycle."

SEED is a series of products using biodegradable materials that break down and return to nature. These include not only proprietary materials using natural fiber Japanese paper as a raw material, but also the use of biodegradable secondary materials such as adhesives used in buttons, adhesive sewing and other applications, all while offering the functionality of sportswear. The use of biodegradable materials reduces environmental impact at the time of disposal. BIRTH, meanwhile, is a product that uses recycled polyester obtained from recycling of collected clothing. This initiative aims to curb the use of new synthetic fibers derived from fossil fuels.

These RE:DESCENTE products will be sold through the directly managed DESCENTE BLANC brand store and through the DESCENTE STORE Online, our official online store. Successive sales launches are also planned for South Korea and China. DESCENTE will embody the challenge of sustainable manufacturing by working to develop products that are a combination of eco-friendly and high-performance components, and by engaging in environmental preservation activities.

Note that our directly managed DESCENTE BLANC brand stores in Japan will collect all brand products we handle, as we strive to reduce any environmental impact those products may have after the customer has used them (Please refer to Pg. 5).

# Initiative to Create Long-lasting Products: Mizusawa Down Customization Service to be Offered in Limited Numbers

DESCENTE JAPAN Ltd. offered a MADE TO MEASURE service in which customers could customize their Mizusawa Down jackets—the DESCENTE brand's leading high-performance domestic down jacket—to their tastes. The service was offered at two directly managed stores, DESCENTE BLANC Daikanyama and DESCENTE BLANC Fukuoka, limited to 70 jackets at each store.

This MADE TO MEASURE service featured the classic Mountaineer model, the top-of-the-line Mizusawa Down jacket. Customers could go to the website to choose their preferred combination of outer and inner fabric colors and use an Al-based app to measure their size. In the stores, customers could try on size samples and consult with store staff to make final adjustments to width, length and sleeve length. The final result was a unique jacket created for each individual customer.

DESCENTE is also developing customized ordering for brands other than DESCENTE. By using customization to

produce and provide only those products most suited to the customer, we deliver products that customers can use for a long time.



Material Issue (2)

# **Creating New Value: Create**

 Inheritance of safety and security, and utilization of owned assets · Creating new value through innovation

# Launch of the ARENA BISHAMON COLLECTION, a Global Design



In December 2020, DESCENTE JAPAN Ltd. launched the ARENA BISHAMON COLLECTION from the ARENA brand, incorporating a global design for the 2021 season.

The design incorporates the visage of Bishamonten, known as the god of battle and victory, along with a basic shape combining three hexagons, arranged in a regular pattern, echoing the auspicious tortoise shell pattern seen on Bishamonten's armor. This is not only an auspicious design, but a powerful one incorporating the desire to "inspire the inner fighter," and as a global design it will be adopted in the swimwear worn by contracted athletes overseas.

DESCENTE is working to further name recognition for ARENA as a global swimwear brand. At the same time, we will not only provide technical and performance support through our development and design capabilities, but will offer the kinds of products that will enhance the motivation of swimmers.

ARENA contracted athletes: From right, Ryosuke Irie(Japan); Adam Peaty (England); Katinka Hosszú (Hungary)

# **DESCENTE** Product Archives Exhibited at the Museum of Contemporary Art Tokyo

DESCENTE has archived and maintains a portion of the apparel it has developed to date, along with related materials. From that collection, we recently exhibited the uniforms and competitive athletic wear worn by athletes and other members of the delegation at the 2002 Winter Olympics in Salt Lake City (exhibition was held November 14, 2020-February 14, 2021). They were displayed as part of a major retrospective exhibit of the work of Eiko Ishioka, the deceased international art director and designer.

The display included the "Cocoon" apparel worn by athletes prior to competition to help them concentrate and relax, as

well as the "Muscle" speed skating suit developed by applying rectification effect theory, as well as other apparel integrating what were at the time cutting-edge technical development capabilities with Ms. Ishioka's designs. This exhibit successfully allowed even those with no interest in sportswear to learn about the appeal of our products.

Going forward, we will utilize our archives and other assets we own to expand recognition in unprecedented ways, and with a focus on developing high-quality apparel using our technical capabilities, work to provide new value.



Apparel from the archives on exhibit at the Museum of Contemporary Art Tokyo



# DESCENTE LTD

Founded	February 1935			
Incorporated	February 1958			
President	Shuichi Koseki			
Capital	¥3.8 billion			
Turnover	¥ 96.8 billion (FY ended March 2021, consolidated)			
Employees	Consolidated 3,148 / Non-consolidated 34 (As of March 31, 2021)			
Business	Manufacture and sales of sportswear and related articles			
Tokyo Office	1-4-8 Mejiro, Toshima-ku, Tokyo 171-8580 TEL. +81-3-5979-6006			
Osaka Office	1-11-3 Dogashiba, Tennoji-ku, Osaka 543-8921 TEL. +81-6-6774-0365			
Directors and Auditors				

# **Directors and Auditors**

President and Representative Director: Shuichi Koseki Director and Senior Managing Executive Officer: Kim Hoon-Do Akira Tsuchihashi Director and Managing Executive Officer: Director and Managing Executive Officer: Norio Ogawa Outside Director: Tomonori Azuma\* Outside Director: Seiji Sato\* Corporate Auditor: Mikio Nakaiima Outside Auditor: Koichi Yoshioka\* Akira Matsumoto\* Outside Auditor:

\*Independent directors / auditors based on the rules of the Tokyo Stock Exchange, Inc.

# Commercial Subsidiary Companies

DESCENTE Group (As of March 2021)

**DESCENTE JAPAN LTD. (Tokyo)** Manufacture and sales of sportswear and related articles

DESCENTE APPAREL LTD. (Osaka) Manufacture of sportswear and related articles

BEIJING DESCENTE CO., LTD. (Beijing, China) Manufacture of sportswear and related articles

SHANGHAI DESCENTE COMMERCIAL CO., LTD. (Shanghai, China) Sales of sportswear and related articles

HONG KONG DESCENTE TRADING, LTD. (Hong-Kong, China) Sales of sportswear and related articles

**DESCENTE KOREA LTD. (Seoul, Korea)** Sales of sportswear and related articles

DESCENTE GLOBAL RETAIL LTD. (Seoul, Korea) Sales of sportswear and related articles

# Affiliated Companies Accounted for under the Equity Method

LE COQ SPORTIF (NINGBO) CO., LTD. (Ningbo, China) Sales of sportswear and related articles

DESCENTE (CHINA) CO., LTD. (Shanghai, China) Sales of sportswear and related articles

ARENA (SHANGHAI) INDUSTRIAL CO., LTD. (Shanghai, China) Sales of sportswear and related articles

ARENA KOREA LTD. (Seoul, Korea) Sales of sportswear and related articles



# **Corporate Symbol Mark**

DESCENTE is the French term for downhill skiing. The logo represents the three basic skiing techniques of schussing, traversing and sliding. It embodies our quest to be the best in all we do and our focus on the future.



This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

For inquiries regarding this report:

DESCENTE LTD. Business Planning TEL: 81-3-5979-6111 / FAX: 81-3-5979-6106

> DESCENTE CSR website: http://www.descente.co.jp/en/csr/