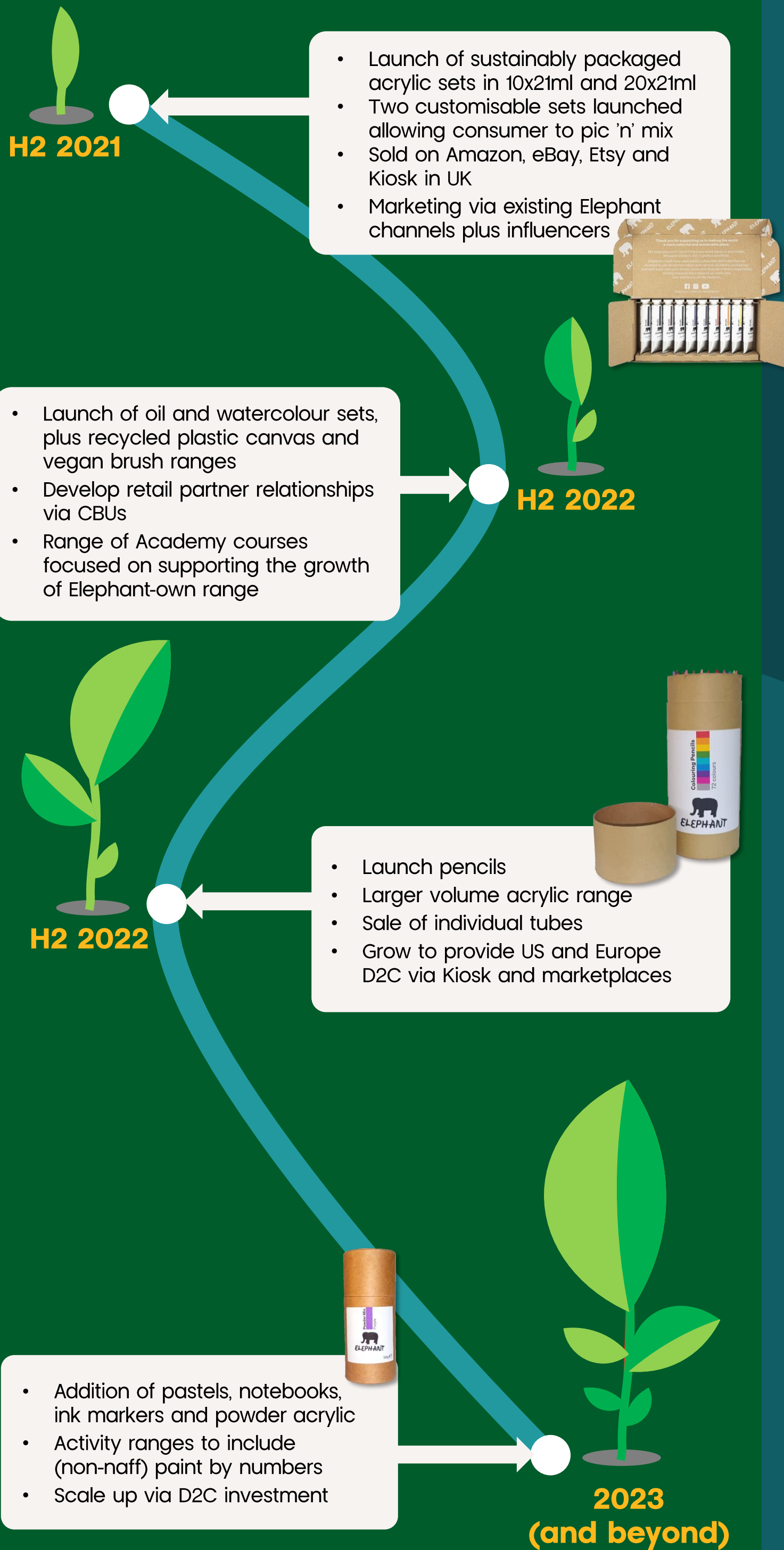
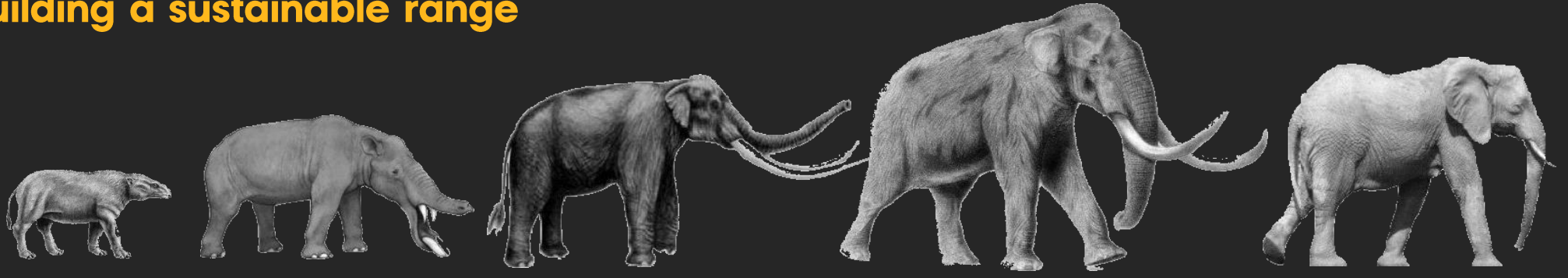


# The evolution of Elephant-own label

## Building a sustainable range



### Our mission

A range of 'better' art products positioned as a D2C competitor to Arteza as a mass-market range with a heavy (and genuine) focus on delivering high sustainability value (aka no enviro-bullshit) and continuous improvement.

### Sustainability manifesto

- Continuous improvement
- Openness on what's good - and what's not
- No price premium (we are not expecting consumers to pay more for sustainability)
- Optimised to minimise impact and waste

### Strategy

- Use existing formulations and components to simplify NPD process
- Test-and-learn approach with low upfront cost commitment and scaling up at appropriate point
- Initially focus on minimising waste by simplifying packaging, using recyclable materials, return for disposal scheme and allowing consumer customisation
- Invest in researching new and more sustainable formulations as a next step
- Take to market as a D2C play with limited exclusive retail deals featuring a low number of aligned partners
- Honest marketing. We won't pretend to be perfect but focus on how we are driving improvement and change