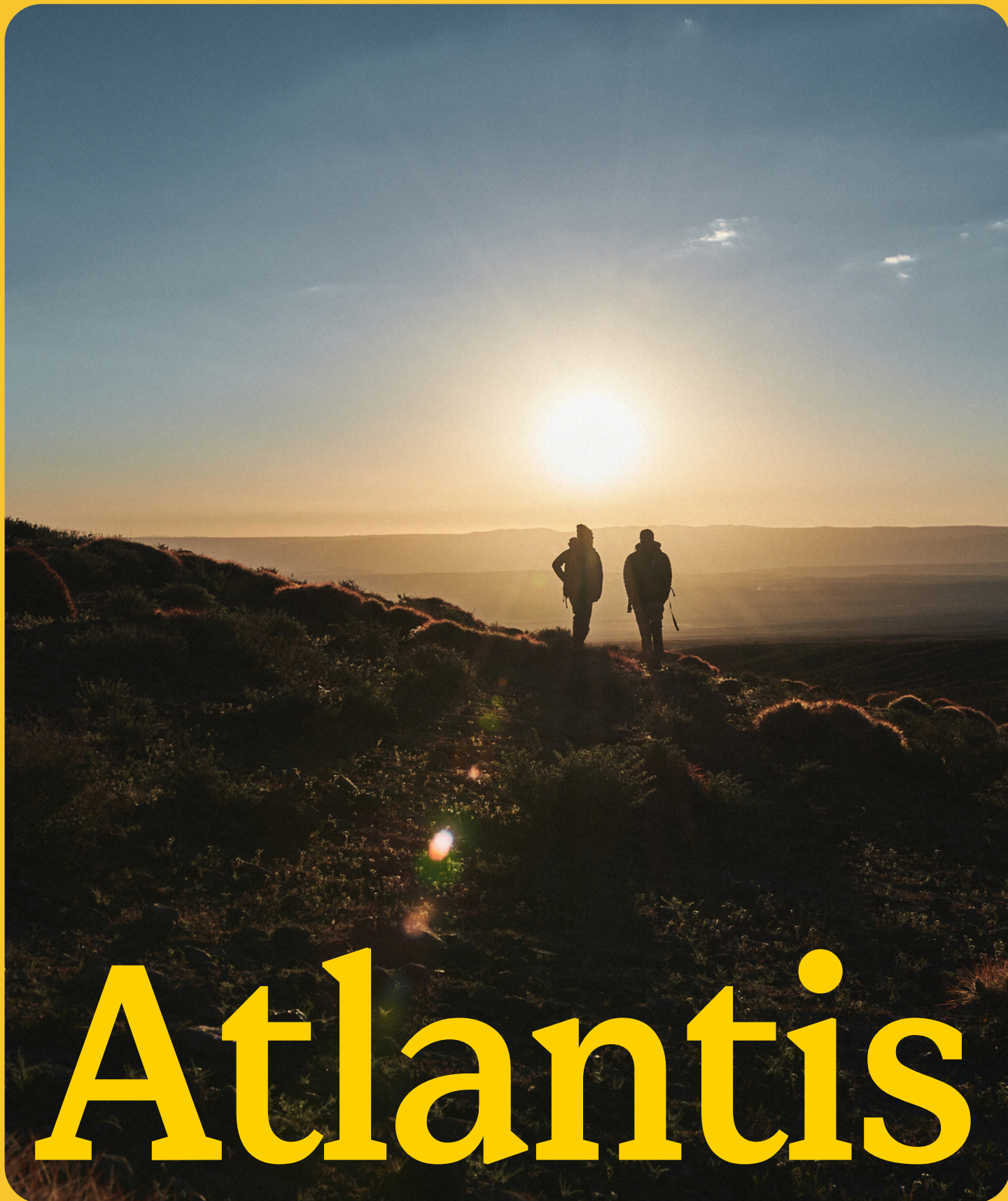


**MASTER ITALIA S.p.A.**  
**Benefit Company**



**Impact Report 2024**

## Impact Report 2024

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# Impact Report 2024

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## CEO's Letter

Dear stakeholders,

In January 2024, we chose to make explicit and binding a commitment that has guided our actions for years: to do responsible business, not only thinking about profit, but also thinking about the impact we generate on people, the environment, and the communities around us.

The transformation into a “Società Benefit” (Benefit Company) marks a new chapter for Master Italia. It is not a simple statutory change, but the formalization of a path built over time, with consistency, participation, and responsibility.

Becoming a Benefit Company was a conscious and strategic decision, but above all, a decision that reflects who we are. We felt the need to make sustainability a binding element of our governance and to integrate it into every process, decision, and relationship. For this reason, we renewed the Board of Directors, defined new common benefit purposes, actively engaged our employees, and officially established the Sustainability Committee in order to guide and control the transformation.

Now more than ever, we believe that sustainability and ethics must be the key points of our way of doing business. Not out of duty, but out of conviction. Because we want Master Italia to be a company capable of lasting over time, inspiring trust and able to innovate. And above all, capable of taking responsibility for its choices, starting with the most difficult ones.

Being a Benefit Company means committing every day to reduce our environmental impact, improve the quality of internal and external relationships, and generate a positive and shared change. It basically means no longer separating economic success from social and environmental impact.

With this first Impact Report, we want to share where we are today, but more importantly, where we are headed.

It is an invitation to transparency, collaboration and sharing. Because we are convinced that a responsible company does not grow alone, but together with its ecosystem. We believe that sustainability is not built alone but is multiplied through networks between businesses, customers, suppliers, institutions. Every time we choose to allocate our resources better, to support who is working in our same direction, we build an impact that goes beyond the company.

Thank you for being part of this journey.

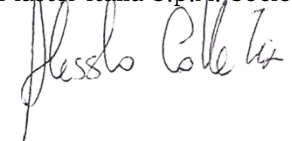
I end with a question to fellow entrepreneurs—the same one I ask myself every day, even in uncertain times, in markets that often challenge and surprise us, at times almost unrecognizable: what do we want our margins to be made of?

The honest answer will determine the credibility of tomorrow.

**Alessandro Colle Tiz**

President

Master Italia S.p.A. Società Benefit





## Letter from the Impact Manager

Dear Stakeholders,

These words are meant to share the journey that brought us here, more than the Report itself.

For the first time since I began working on sustainability at Master Italia, I clearly feel that ESG no longer lives only within the walls of the sustainability office—it now breathes through every area of the company. The most tangible proof of this is the formal establishment of a new Sustainability Committee that represents them all: a new starting point and a promise of continuous improvement.

Our two previous sustainability reports allowed us to look inward and measure our actions. But the approach of this Impact Report—and, more widely, the legal form of being a Benefit Company—takes us to another level: it pushes us to move beyond performance metrics and question the real impact of our actions.

Have we done a lot? Maybe. Or maybe not enough. But the main topic is no longer how much we've done—it's what our actions have actually generated: the impact of our commitments, our efforts, our investments, and even our shortcomings. The times we “didn't get there in time” matter just as much as the results achieved, because they also help us to understand where we need to act and how we can evolve.

We were pushed to reflect on the deeper why behind what we aim to do, measuring it across specific areas. This transition in awareness wasn't easy—but it was necessary. Understanding that being a Benefit Company gives us organization, priorities, and planning gives us also the courage to look forward in a context of rapid transformation and growing complexity, where staying anchored in the present often feels like the only option.

This journey has been made possible thanks to all the people who have supported us so far—even through moments of discussion and disagreement—that helped us understand one essential truth: without positive impact on multiple fronts, no company can truly endure.

Many companies today are facing a delicate and stimulating moment of transition. It's not only a generational change, but also a change of vision and management responsibility. It's the moment when a small company becomes a business and must decide how to do it. And it may be unprepared in many fronts—but it cannot allow to leave behind the vision.

We are—and remain, with responsibility—a for-profit company. But we are also deeply aware that doing business today cannot be limited to generating profit. To us, economic value only makes sense when supported by a broader vision. Pursuing profit with responsibility means choosing, every day, to generate it starting from conscious governance, with respect of the people, the environment, and the community we belong to.

As Impact Manager, together with the Sustainability Committee, we are committed to bring together the energy of our extraordinary team—and of the stakeholders who walk with us every day—toward an impact that is increasingly conscious, consistent, and improved.

**Elisa Pavan**

Impact Manager

with the Sustainability Committee  
Master Italia S.p.A. Società Benefit



## The Beginning of a New Chapter

Belonging to the textile sector—a key industry in paving the way toward a sustainability-driven economy—raises important questions about the environmental and social impact of its production processes.

**The sustainability revolution starts from the head,** and with this awareness, we chose to begin a **journey** that led us **to become a Benefit Company**, to increase the sense of responsibility not only within the company, but also among our stakeholders.

In January 2024, Master Italia S.p.A. became a Benefit Company, changing not only its business name—now **Master Italia S.p.A. – Società Benefit a Socio Unico**—**but also prospects and strategy, and integrating into its corporate purpose**, alongside its business mission, the goal of **improving its impact on people and the environment**.

This significant decision reinforces the commitment of both the company and the Atlantis Headwear brand to lead change in the **sustainable** headwear market.

It is a choice that affirms the public benefit and transparency of decisions as pillars of the business model—a message of transformation and evolution that reflects the direction of our actions: from customers to suppliers, from team members to the local community, every stakeholder is part of a systemic and shared vision for building a **more ethical and responsible future**.

The path toward sustainability has been an integral part of our business since **2018**, making the transition to Benefit Company the natural evolution of a journey that began long time ago, built step by step, and that now takes shape in a moment of great pride and achievement, opening the door to a new chapter.

It was a thoughtful decision that required a **growing process** of awareness, which began in **2022**. To identify our common benefit goals, we launched **training sessions and workshops**—initially with the board and some senior figures, and later with a group of employees. The first need that came to light was to integrate corporate Governance with a **sustainability expert**. In May 2023, the composition of the Board of Directors was changed with the nomination of a member who brought the right expertise to continue the transformation and to integrate sustainability into company activities. In December **2023**, the **writing of the common benefit goals** to be included in the new corporate purpose was completed and, thanks to the involvement of all employees, **specific goals and actions for 2024** were planned. In January **2024**, Master Italia S.p.A. officially became a Benefit Company, integrating its corporate purpose with the common benefit goals—defined as the **pursuit of one or more positive effects, or the reduction of negative effects, on people, communities, territories and the environment, cultural and social assets and activities, institutions and associations, and other stakeholders**.

At the same time, Elisa Pavan was nominated **Impact Manager**. She is responsible, together with management, for ensuring that the company pursues its stated public benefit purpose, supporting the board in its analysis and assessments, coordinating the implementation of activities functional to the achievement of the goals, assisting with the control of specific targets, and preparing the annual report—while also promoting transparency about the impact that has been generated.

## The Benefit Corporation: A New Entrepreneurial Model

The Benefit Company represents a true legal status, recognized by the Italian legal system and ruled by Art. 1, paragraphs 376–382, of **Law no. 208** of December 28, 2015. It allows a company to pursue, alongside its profit-driven economic activity, an additional purpose related to the well-being of people, communities, territories, the environment, and cultural and social activities.

It is not a new legal form but rather an **evolution of traditional corporations**—a new model of business, a **new entrepreneurial approach** that charts a path toward a more sustainable future, aligned with the goals of the 2030 Agenda set by the United Nations Organization. It is a concrete opportunity to embrace a vision that aims to create value, while also serving the interests of all stakeholders

## Key Sustainability Milestones: 2014–2025

### 2014

First Code of Ethics  
Joined Sedex  
SA8000 Certification

### 2017

Joined UN Global Compact  
Oeko-Tex® Standard 100  
Certification

### 2018

Atlantis traceability labels  
Foundations of SDG  
strategy

### 2019

First Atlantis  
Sustainability Series

### 2020

First Sustainability  
Report

### 2021

First Supplier Code  
of Conduct  
Start of LCA study

### 2022

Became Textile Exchange  
Member

### 2023

Atlantis Product Sustainability Framework  
GOTS & GRS Certifications  
SBTi SMEs commitment  
Installation of photovoltaic system  
Board of Directors + 1 woman under 36  
with ESG expertise

### 2024

Became a Benefit Company  
Joined Ellen MacArthur Foundation  
Community  
Joined the Sustainability Group of  
Confindustria Veneto Est  
CF Atlantis tool certification  
New offices and renovations

### 2025

Atlantis 100% sustainable  
bluesign® SYSTEM PARTNER  
B-Corp certification (goal)

## Master Italia S.p.A.: A Story of Passion and Design

Master Italia S.p.A. was founded in the province of Venice in 1995, when Gianni Pasin—a visionary entrepreneur who came up with his insight through numerous international travels—decided to put his experience and passion into a clear vision, specializing in a single product: the baseball cap. In the mid-1990s, boosted by the growing demand for customized promotional products and merchandising items, he decided to create an Italian company destined to become a **leading player in the headwear sector**, leveraging international partnerships.

Through a path of development marked by commitment, integrity, and ethics—and thanks to the contribution of the second generation of Master Italia, led by Alessandro Colle Tiz—it has become a **benchmark in the design and supply of high quality hats**, driven by continuous innovation, international expansion, and a commitment to increase responsible production practices that respect both planet and people.

Enhancing synergies and acquired know-how, Master Italia has developed two main business divisions:

**Atlantis Headwear**, specialized in the production of collections under the Atlantis brand, which was founded almost simultaneously with the company itself and has seen a significant growth over the past ten years determined by several factors, first among them the brand's long-term focus on sustainability, completely aligned with the company's values.

**Custom Made**, specialized in supporting companies and brands of different sectors in the creation of custom headwear, offering a high value-added full-service approach—from concept and design to prototyping and delivery of the finished product—for fashion, sportswear, automotive, racing, and merchandising. This division actively collaborates with major sports and music events around the world.

These two business units contribute equally to company revenues, with Atlantis accounting for 55% of sales volume in 2024, and Custom Made contributing to the remaining 45%.

In 2024, Master Italia consolidated its growth journey, recording a significant increase in both orders received and revenue compared to the previous year.



The strength of the Atlantis brand, the ongoing focus on sustainability, the digitalization of processes, and the ability to understand market needs remain key drivers of the company's competitiveness.

Export continues to be a strategic pillar of the business model, with an increasingly strong presence even in the most competitive international markets, including the United States.

The launch of the 2024–2029 industrial plan marks the beginning of a new phase of development for Master Italia, focused on innovation, internationalization and ESG responsibility, in full alignment with its long-term benefit-driven vision.

This path of growth is the result of the company's extensive internal expertise, investment in digitalization, deep market knowledge, and ability to anticipate customer needs—integrating sustainability and innovation into every aspect of the business.



## Our Passion in Numbers

Our numbers tell the story of a constantly growing entrepreneurial project, where what truly matters are the people and their ability to bring a vision to life

30

years of know-how and experience

100

+ million hats delivered worldwide

1500

+ items in the collection

800

+ low environmental impact items

50

+ people, 61% of whom are women

1

Impact Report

2

Sustainability Reports

2

Codes, one of Ethics and one of Conduct

## Purpose, Vision, Mission e Values

### Purpose

We spread the culture of sustainability by creating mindswear—not just headwear.

Our commitment goes beyond merely producing accessories: our goal is to positively influence people's awareness and thinking around sustainability, aiming to drive a deep mindset shift among our stakeholders—starting with our own evolution as a company that actively contributes to the common good.

### Vision

Become the global point of reference in the headwear industry, recognized for our social and environmental responsibility, continuous innovation, and high-value service. We pursue a long-term business model, committed to enhancing human capital and leaving a lasting, positive impact on people and the environment.

### Mission

We develop headwear solutions with a full-service approach, designed to deliver an experience that satisfies and builds customer loyalty.

We believe in the power of the product we represent: the cap. Because what people wear should tell their story and become a statement of style, quality, innovation, and responsibility.

### Values



#### Respect

For People and the Planet. People and the planet are at the heart of everything we do. We are committed to generate positive social impact and reduce our environmental footprint, while promoting well-being and sustainability throughout the entire value chain.



#### Integrity

We act with transparency, ethics, and responsibility. Integrity guides every decision and relationship—both internal and external—and is the foundation of the trust we build every day.



#### Innovation

We look ahead with an open and curious mindset. Our constant pursuit of new solutions allows us to evolve, improve our processes and products, and proactively face the challenges of our industry with a responsible outlook.



#### Quality

We are committed to offer high-quality products for a lasting value, honoring the promise we made to our customers.

## Our Commitment

The common benefit purposes identified by Master Italia can be grouped into **6 macro-areas**, each contributing to the achievement of the **Sustainable Development Goals outlined in the 2030 Agenda**.

These purposes represent the expression of a **new evolved business paradigm**. They are formally embedded in the **company's bylaws**, which have been appropriately updated to reflect our commitment to go beyond traditional business objectives. Alongside economic activity, our aim is to generate **one or more positive effects**—or **reduce negative impacts**—for one or more categories such as people, communities, territories and the environment, cultural and social assets and activities, organizations, associations, and other stakeholders.



### The common benefit purposes of Master Italia S.p.A. – Società Benefit a Socio Unico (former Art. 2 of the company's statute)

#### Governance

CORPORATE PURPOSE  
COMPANY VALUES  
CONSERVATION OF CULTURE  
EMBEDDED SUSTAINABILITY  
TRANSPARENCY

#### Environment

CLIMATE CHANGE  
ENVIRONMENTAL PROTECTION

#### Product

CIRCULAR ECONOMY  
INNOVATION AND  
DIGITALIZATION  
R&D  
CONSCIOUS PURCHASING  
CHOICES

#### Supply Chain

HUMAN RIGHTS AND SAFETY  
SUPPLIERS  
CLIENTS

#### People

WELLBEING  
TRAINING  
INCLUSION  
RELATIONSHIPS

#### Community

CIVIL SOCIETY  
PARTNERSHIP  
VIRTUOUS NETWORKS

## The Common Benefit Purposes

### Governance

- F1** Strengthen and pursue the **company's purpose** through the paradigm of a civil economy, to encourage the common good of the community and the territory in which it operates.
- F2** Share and bring the **company's values** to life, in order to inspire people to express their potential for personal growth, organizational success, and the common good.
- F3** Develop a long-term vision to pass on to future generations the commitment to continuously integrate emerging sustainability topics with corporate values, so that this **culture is preserved**, protected, and becomes an integral part of the company's value.
- F4** Embed **sustainability** throughout the governance structure and into all levels of the organization.
- F5** Commit to communicate business decisions and choices with the highest **transparency**.

### Environment

- F1** Reduce our impact on **climate change** by focusing on proper waste management, CO<sub>2</sub> emissions reduction and energy efficiency.
- F2** Promote **environmental protection** projects to raise awareness about protecting local ecosystems and preserving biodiversity.

### Product

- F1** Develop high-quality products with consideration of their complete life cycle and the principles of **circular economy**, by using low-impact and durable materials.
- F2** Support continuous product innovation thanks to the **digitalization of** processes and **new technologies**, aiming for a holistic and, where it is possible, regenerative approach to ecosystems.
- F3** Pursue **research and development** activities that enable longer product use phases and the adoption of raw materials with lower environmental impact and social risks compared to conventional alternatives.
- F4** Provide consumers with information about products and the supply chain to help them being **more informed about their purchasing decisions**.



## The Common Benefit Purposes

### Supply Chain

F1

Protect **human rights** by ensuring **quality and safety in the workplace**.

F2

Monitor **suppliers** and actively contribute to raising awareness about environmental protection, labor rights, and anti-corruption practices.

F3

Meet **customer** expectations through various methods aimed to improve supply chain processes.

### People

F1

Prioritize **wellbeing**, work-life balance, workplace safety, and healthy working environments by promoting preventive health initiatives.

F2

Support **training programs** to encourage personal development among employees and coworkers, and to develop a culture of knowledge sharing.

F3

Promote **inclusion** regardless of age, gender, disability, race, ethnicity, religion, or other factors, in order to embrace diversity and equity.

F4

Strengthen interpersonal **relationships** to build mutual trust and encourage collaboration at all levels.

### Community

F1

Respond to local needs by actively supporting and promoting projects and initiatives that benefit **civil society**.

F2

Support **innovative educational initiatives** that involve suppliers, distributors, customers, schools, and institutions.

F3

Create a **virtuous network** to share best practices and knowledge that can help people understand the impact of their actions.

## Reading Guide to the Impact Report

Following the formal decision to pursue specific **common benefit purposes** as outlined in its bylaws, Master Italia identifies **specific goals each year**, **plans and controls** the actions needed to achieve them, and uses **appropriate indicators** to measure the effects generated.

This first **Impact Report** refers to the period **from January 1 to December 31, 2024**. It outlines the **specific objectives**, **actions** undertaken, and results achieved in pursuit of the company's common benefit purposes. It also provides an **assessment of the impact generated during 2024** and **presents the planned actions and targets for 2025** with respect to those purposes.

A data and information collection process has been implemented to measure the effects generated by the company's activities, structured around the **six macro-areas of common benefit**. These are aligned with internationally recognized frameworks, including the ESG criteria (Environmental, Social, and Governance), which define the non-financial disclosure of a business model, the Sustainable Development Goals (SDGs) of the 2030 Agenda—closely tied to ESG—and the Ten Principles of the United Nations Global Compact.

The **2030 Agenda for Sustainable Development**, adopted in September 2015 by the governments of 193 UN member countries, is a global action plan for people, planet, and prosperity. It includes **17 Sustainable Development Goals** and **169 associated targets**. The business sector plays a key role in achieving these goals, as it is a primary driver of economic development. Companies of all sizes and industries can contribute meaningfully through responsible business models, investment, innovation, technological development, and multi-stakeholder collaboration.

The **United Nations Global Compact** encourages companies worldwide to align their strategies and operations with universal principles in the areas of **human rights**, **labor**, **environment**, and **anti-corruption**, in order to support a more sustainable and inclusive global economy. Master Italia joined this strategic initiative in 2017.



WE SUPPORT



## Reading Guide to the Impact Report

Furthermore, for a Benefit Company, the use of the GRI Standards issued by the **Global Reporting Initiative (GRI)** provides a solid and comparable data framework for disclosing sustainability performance.

However, due to the evolution of European regulations and the publication of the European Sustainability Reporting Standards (ESRS) by the European Financial Reporting Advisory Group (EFRAG), it has become necessary to adopt the ESRS in order to ensure a consistent and unified sustainability communication approach.

The tables on the following pages present the indicators/KPIs used to measure the effects generated by the actions implemented with regard to the company's stakeholders. For each KPI, it is specified whether it follows an international standard or has been customized to reflect the characteristics of Master Italia, along with the relevant measurement method.

To assess the impact generated, the company also used the B Impact Assessment (BIA) external evaluation standard, as required under Italian Law no. 208/2015 for Benefit Company.

This report is annexed to the 2024 Financial Statements of Master Italia for filing with the Chamber of Commerce, as part of the documents comprising the Statutory Financial Report, and will subsequently be published on the company website in the section dedicated entirely to Sustainability.

### The 10 Principles of the UN Global Compact



#### HUMAN RIGHTS

- 1 Businesses should support and respect the protection of internationally proclaimed human rights;
- 2 make sure that they are not complicit - also indirectly - in human rights abuses.



#### LABOUR

- 3 Businesses should support the freedom of association and the effective recognition of the right to collective bargaining;
- 4 the elimination of all forms of forced and compulsory labour;
- 5 the effective abolition of child labour;
- 6 the elimination of discrimination in respect of employment and occupation.



#### ENVIRONMENT

- 7 Businesses should support a precautionary approach to environmental challenges;
- 8 undertake initiatives to promote greater environmental responsibility;
- 9 encourage the development and diffusion of environmentally friendly technologies.



#### ANTI-CORRUPTION

- 10 Businesses should work against corruption in all its forms, including extortion and bribery.

## The 2024 Impact Assessment

Governance  
ESG G



### Common Benefit Purposes

- F1** Strengthen and pursue the **company's purpose** through the paradigm of a civil economy, to encourage the common good of the community and the territory in which it operates.
- F2** Share and bring the **company's values** to life, in order to inspire people to express their potential for personal growth, organizational success, and the common good.
- F3** Develop a long-term vision to pass on to future generations the commitment to continuously integrate emerging sustainability topics with corporate values, so that this **culture is preserved**, protected, and becomes an integral part of the company's value.
- F4** Embed **sustainability** throughout the governance structure and into all levels of the organization.
- F5** Commit to communicate business decisions and choices with the highest **transparency**.

### Beneficiaries Stakeholder: Employees

COMMON BENEFIT PURPOSE	SPECIFIC OBJECTIVE	ACTION	INDICATOR	2024 TARGET	2024 RESULTS
F1	Company's purpose	Sharing of vision, mission, and values with employees	timeline	December	not achived
F3	Impact manager	Nomination of the Impact Manager	timeline	January	January
		Establishment of Sustainability Committee	timeline	December	December
F4	Transparency and responsibility	Drafting of Industrial Plan	timeline	December	December

Data source: Board of Directors



## The 2024 Impact Assessment

### Governance ESG G

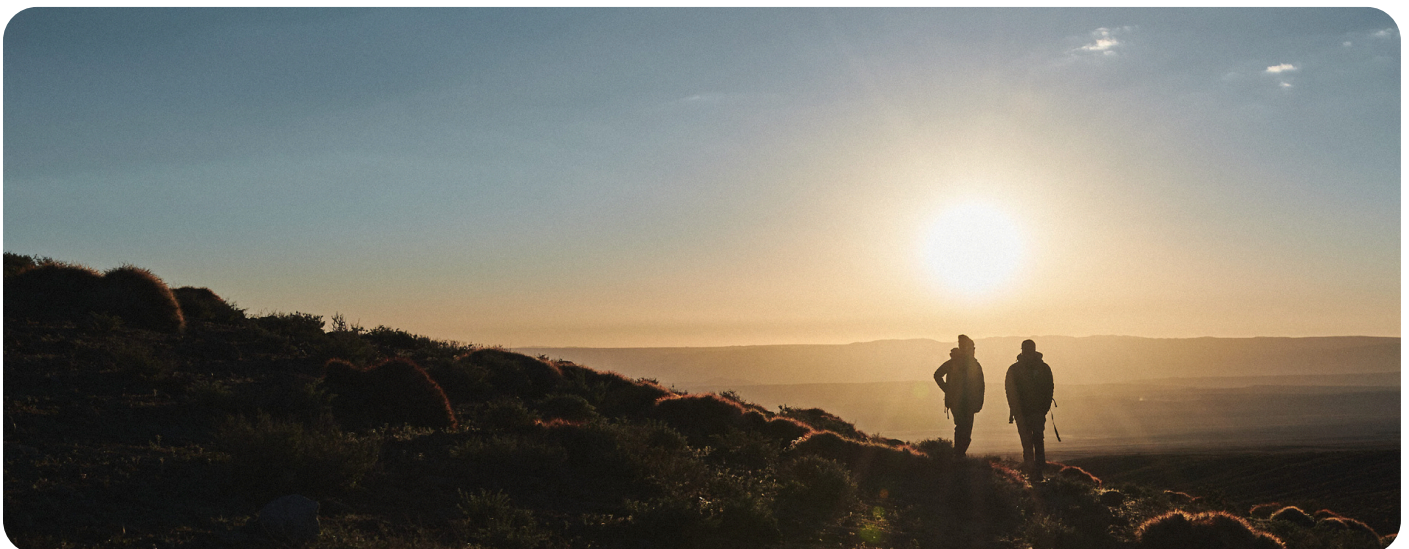


### Positive Effects / Impacts generated:

In pursuing its corporate purpose, Master Italia defined its vision, mission, and core values with the aim of sharing them with employees. Due to organizational reasons, this internal sharing could not take place in 2024, but it has been rescheduled for February 2025 during the presentation of the Strategic Plan.

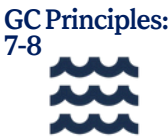
To better integrate sustainability into the company's structure, the **Sustainability Committee** was formally established. It consists of five employees who, together with the Impact Manager, support the Board of Directors in defining ESG-related guidelines, strategic directions, and initiatives.

The development of the Industrial Plan aims to define the company's medium- to long-term economic and financial strategy, in order to assess the necessary investments and actions to achieve the expected results—generating positive impacts on the community, employees, and the environment.



## The 2024 Impact Assessment

### Environment ESG E



### Common Benefit Purposes

F1

Reduce our impact on **climate change** by focusing on proper waste management, CO<sub>2</sub> emissions reduction and energy efficiency.

F2

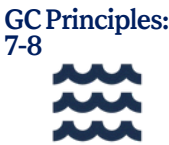
Promote **environmental protection** projects to raise awareness about protecting local ecosystems and preserving biodiversity.

### Beneficiary Stakeholder: Environment

COMMON BENEFIT OBJECTIVE	SPECIFIC OBJECTIVE	ACTION	INDICATOR	2024 TARGET	2024 RESULTS
F1	Waste management	Waste sorting in offices	n° of collection points	12	13
		Monitoring non-recyclable waste	ESRS E5-5	2.958	3.181
			kg of non-recyclable waste		
		Replacement of disposable batteries with rechargeable ones	% of batteries replaced	90%	96%

## The 2024 Impact Assessment

Environment  
ESG E



### Beneficiary Stakeholder: Environment

COMMON BENEFIT OBJECTIVE	SPECIFIC OBJECTIVE	ACTION	INDICATOR	2024 TARGET	2024 RESULTS
F1	Emissions	Monitoring CO <sub>2</sub> emissions within company boundaries – Scope 1 and 2 (SBTi targets)	ESRS E1-6 – tCO <sub>2</sub> eq (scope 1+2)	80 MB	128
				54 LB	138
			ESRS E1-6 tCo2eq (scope 1)	32	125
			ESRS E1-6 tCo2eq (scope 2)	48 MB	3
				22 LB	13
		Methodology update for Scope 3 monitoring	deadline	October	October
		Launch of purchasing policy for recycled toilet paper	deadline	December	November
		Replacement of tape with bio-circular tape	% CO <sub>2</sub> eq reduction	-20%	-24%

## The 2024 Impact Assessment

### Environment ESG E



### Beneficiary Stakeholder: Environment

COMMON BENEFIT OBJECTIVE	SPECIFIC OBJECTIVE	ACTION	INDICATOR	2024 TARGET	2024 RESULTS
F1	Renewable energy	Installation of photovoltaic panels	ESRS E1-5 – kWh	130.000	128.000
			% of renewable energy self-consumed	50%	51%
			Avoided tCO <sub>2</sub> eq	15,7 LB	14,1 LB
	Energy efficiency	Energy intensity (heated surface)	ESRS E1-5 – % change	-25%	-28%
			var% on heated area		
F2	Environmental protection	Internal and external projects	n°	1	3

Source of data: Internal data analysis, utility bills, Organization Carbon Footprint – Facility and Sustainability Office

### Positive Effects / Impacts generated:

To contribute to global climate goals, Master Italia has chosen to adopt the principles of the **Science-Based Targets initiative (SBTi)**—a partnership between CDP, the United Nations Global Compact, the World Resources Institute (WRI), and WWF. This initiative helps companies develop a science-based emissions reduction pathway aligned with the Paris Agreement.

Following a rigorous validation process, in December 2023 the SBTi approved Master Italia’s near-term science-based targets, which define its commitments for the next 5–10 years to reduce emissions by 2030, based on climate science. Alongside other SMEs participating to the initiative, Master Italia is committed to reduce its Scope 1 and Scope 2 greenhouse gas emissions by 42% by 2030, compared to 2021, and to measure and reduce Scope 3 emissions.



## The 2024 Impact Assessment

### Environment ESG E



Since environmental impact is shaped by the amount of resources used, energy consumed, and emissions generated throughout a product or process life cycle, several key actions have been launched to minimize negative effects and adopt more sustainable solutions.

In 2024, Master Italia's headquarters underwent significant **renovations** aimed at reducing energy impact and improving workplace comfort. In addition to the existing 124 kWp solar power plant (installed in 2023 on the rooftop, consisting of 310 modules of 400W), further energy efficiency measures were implemented to reduce Scope 2 emissions (electricity usage) and, in the future, **Scope 1** emissions (gas used for the heating).

The photovoltaic system is monitored through an online dashboard displaying real-time power generation, total energy produced, and avoided CO<sub>2</sub> emissions. In 2024, solar energy production reached 128,000 kWh, with 58,300 kWh directly self-consumed—covering 51% of the company energy needs. This avoided an estimated 14.11 t CO<sub>2</sub>eq (location-based), entirely attributable to **Scope 2** emissions, getting close to the 2024 target of 130,000 kWh despite technical issues with inverters.

Despite a 30% increase in heated floor area compared to 2021, **significant energy savings** were achieved: energy intensity per square meter dropped by 28% (from 64.40 to 46.47 kWh/m<sup>2</sup>), in line with project forecasts.

To improve **Scope 3 emissions** monitoring, a major methodological update was introduced: general emission factors previously based on literature were replaced by material-specific factors, calculated through Life Cycle Assessment (LCA) studies on actual materials used by Atlantis.

In 2024, Scope 3 accounted for 99% of Master Italia's total carbon footprint, confirming the significant role of indirect impacts from the value chain. Within Scope 3, Category 3.1 (Purchased goods and services) was the main contributor, with 9,935 tons of CO<sub>2</sub>eq, representing 79% of the company's total emissions—a reflection of the B2B model where production is completely outsourced.

Beyond structural improvements, **employees themselves proposed and initiated various projects** during 2024 Benefit Company planning workshops. While these generated limited direct CO<sub>2</sub> savings, they are essential for spreading a sustainability culture and actively engaging people.

Concrete examples include switching from virgin to recycled toilet paper, fully implemented at the end of the year, and replacing traditional packing tape with bio-based alternatives, resulting in an estimated 89 kg CO<sub>2</sub>eq reduction.

## The 2024 Impact Assessment

### Environment ESG E



Another impactful yet simple practice is improving waste sorting to ensure proper recycling or recovery. In 2024, the company introduced 13 new collection points in office areas, and the number of dry waste bin emptyings dropped from 14 (2023) to 4 (2024)—demonstrating a positive change in employee habits. This also showed the importance of only replacing the waste bin when full. Despite progress, the overall reduction in non-recyclable waste was not achieved due to challenges in the warehouse, where most non-recyclable waste comes from packaging, scraps, and non-sortable materials.

The 2025 target is to keep non-recyclable waste under control both in offices and in the warehouse, while ensuring operational hygiene and accommodating new storage space.

On hazardous waste, another employee-led initiative replaced disposable batteries with rechargeable ones, significantly reducing special hazardous waste volumes.

As part of **environmental protection projects**, employees also collected litter near the company perimeter during work hours. Most of the collected waste consisted of cigarette butts. Quantities are being monitored and will be reported in 2025.

In the end, Master Italia joined a reforestation project in Tanzania, planting 70 trees, which are expected to absorb 6,624 kg CO<sub>2</sub> over a 15-year period.

## The 2024 Impact Assessment

### Product ESG E



### Common Benefit Purposes

- F1** Develop high-quality products with consideration of their complete life cycle and the principles of **circular economy**, by using low-impact and durable materials.
- F2** Support continuous product innovation thanks to the **digitalization** of processes and new **technologies**, aiming for a holistic and, where it is possible, regenerative approach to ecosystems.
- F3** Pursue **research and development** activities that enable longer product use phases and the adoption of raw materials with lower environmental impact and social risks compared to conventional alternatives.
- F4** Provide consumers with information about products and the supply chain to help them being **more informed about their purchasing decisions**.

### Beneficiaries Stakeholder: environment and customers

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 Results
F1	Process circularity	Measure CO <sub>2</sub> eq avoided by using recycled plastic visors instead of virgin plastic	tCo2eq	-331,9	-333,4
			% variation Co2eq	-20	-22
		Sustainable Atlantis products developed/purchased	n°	100	105
F4	Product information	carbon footprint tool	N° of assessments	100	105

## The 2024 Impact Assessment

Product  
ESG E



Beneficiaries Stakeholder: environment and customers

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 results
F3	Low-impact materials	Introduce new low-impact materials into the collection	N° of materials	1	1
	Safety and quality	Double-testing of sustainable fabrics	n° of tests	1	2
		Production inspections 2024 vs 2023	n° of inspections	170	223
			%	100	165
		Investment in compliance-test for used materials 2024/2023	%	50	53
F4	Transparent communication	Use of GOTS and GRS logos on Atlantis items made with recycled/organic materials	%	85	90

Data source: Internal data processing – Purchasing, Product, Sustainability, and Compliance Departments.

## The 2024 Impact Assessment

### Product ESG E



### Positive Effects / Impacts generated:

Since 2018, Master Italia has been developing its first products using low-impact materials while maintaining high standards of quality, comfort, and durability.

By the end of 2025, the company has committed to exclusively produce items made with low-impact materials for its Atlantis brand. To achieve this, Master Italia has formalized an internal framework for **designing sustainable products**—a guideline that outlines material selection criteria. This framework is based on life cycle analysis or independent scientific studies, credible environmental certifications, supply chain traceability, and respect for the people involved at every stage of the value chain.

In addition to these guiding criteria, the framework incorporates four sustainability principles—one mandatory (“Must-have”) and three recommended (“Add-on”):

- Use of preferred materials (such as organic cotton, recycled polyester, Poly lana®, recycled cotton, and recycled secondary components like visors, sweatbands, and closures);
- Production by suppliers with a positive environmental rating;
- Extension of product life-cycle;
- Offsetting of residual emissions.

Each sustainability principle was developed through in-depth internal and external analysis and is aligned with international best practices and recognized environmental and social standards.

Another important step to reduce product impact involved the introduction of **recycled visors** made from abandoned fishing nets and plastic bottles. This initiative, launched with ReTraze—an organization that works with small businesses, fishermen, and NGOs to recover and recycle nets into 100% recycled PE—resulted in an estimated saving of 333.42 tCO<sub>2</sub>eq, corresponding to a 22% reduction compared to the use of conventional visors.

To accurately assess the **environmental impacts of products throughout their life cycle**, Master Italia has been using the internal tool “CF Atlantis” since 2021. Based on the **Life Cycle Assessment (LCA) methodology** and certified under the “CF Systematic Approach” by an ACCREDIA-accredited third-party, the tool quantifies Carbon Footprint in accordance with UNI ISO 14040:2021, 14044:2021, and 14067:2018 standards, and incorporates product category rules from the EPD system.

In 2024, **105 products**—representing all Atlantis low-impact items—were analyzed using this tool. CF Atlantis not only calculates emissions at each stage of the life cycle (from raw material sourcing to logistics, production, and end-of-life) but also simulates design scenarios, compares materials, and identifies lower-impact alternatives, supporting the transition towards ecodesign.



## The 2024 Impact Assessment

### Product ESG E



### Positive Effects / Impacts generated:

The results that have been obtained from the CF Atlantis tool were communicated transparently: for each sustainable product in the 2025 catalog, the reduction in CO<sub>2</sub>eq compared to an equivalent product made with conventional materials was calculated and published in both print and online catalogs, based on specific LCA data integrated into our CFP system.

In 2024, the company added a new recycled polyester to its portfolio of **low-impact materials**—**originated from textile waste** (textile-to-textile—T2T) rather than plastic bottles and it was presented in one Atlantis 2025 collection item. This material, endorsed by Textile Exchange as a milestone in promoting circularity in the textile sector, enables the production of fiber with quality comparable to virgin fiber, while being recyclable multiple times. This closed-loop process chemically converts textile waste into new textile materials, reducing the use of virgin resources and preventing waste dispersion.

Product quality and safety remain foundational principles of Master Italia's sustainability framework, alongside the responsible selection of materials. In 2024, increased **quality testing** tied to the introduction of new materials and suppliers, evolving regulatory and commercial demands, heightened awareness of PFAS risks in certain textile categories, more strict controls for custom-made projects, and rising requests for compliance declarations from clients.

At the same time, double-check testing of certified materials continued, ensuring that laboratory results were aligned with declared standards.

Throughout the year, pre-shipment quality inspections at production sites increased by 165%, reinforcing supply chain controls and helping to prevent non-compliant products from entering the market at early stages of production.

**Transparency** remains a core value: 90% of Atlantis sustainable products in 2024 were accompanied by recognized certifications such as GOTS or GRS, confirming traceability and compliance of the used materials.



## The 2024 Impact Assessment

### Supply Chain ESG S



GC Principles:  
1-2-5-10



### Common Benefit Purposes

F1

Protect **human rights** by ensuring **quality** and **safety** in the workplace.

F2

Monitor **suppliers** and actively contribute to raising awareness about environmental protection, labor rights, and anti-corruption practices.

F3

Meet **customer** expectations through various methods aimed to improve supply chain processes.

### Beneficiaries Stakeholder: suppliers

Common Benefit Purpose	Specific objective	Action	Indicator	2024 TARGET	2024 results
F1	Transparency and traceability	Database with info on tier-2 suppliers for low-impact Atlantis items	% of suppliers included	80	99
		Sustainability certifications	n°	2	2
		Tier-1 suppliers of Atlantis items subjected to questionnaire (rating)	%	50	90
			Average score	2,5/5	2,7/5
F3	Customer satisfaction	Monitoring complaints received from consumers and/or end users	ESRS S4-3	<0,10%	0,07%
			% of goods subject to complaints on		

Data source: Internal data processing – Purchasing, Product, Sustainability, and Compliance Departments

## The 2024 Impact Assessment

### Supply Chain ESG S



GC Principles:  
1-2-5-10



### Positive Effects / Impacts Generated:

Master Italia relies on a network of manufacturers located in different geographical areas, selected based on the product type. Caps and accessories such as gloves or scarves mainly come from **suppliers** in the Far East, while sourcing for knitted hats is extended also to the European Union. For the finished product customization service—strategic for the Custom Made business unit and sponsorships—Master Italia works together with local embroidery and printing workshops. Products are purchased complete with packaging, but for this type of supply, the company also uses local sourcing, especially for shipping goods from its warehouse that cannot be shipped in their original packaging, such as samples.

Among its common benefit purposes, Master Italia includes the commitment to collaborate with suppliers who guarantee respect for human rights along the supply chain and environmentally responsible practices. To monitor ESG performance in detail, starting with first-tier suppliers (Tier 1)—of which the company has 100% knowledge and insight into their use of preferred materials (such as exclusively low-impact materials or holding specific certifications)—a **detailed and structured questionnaire** was developed with the support of a sustainability partner specialized in the textiles sector.

The questionnaire consists of 43 questions on environmental performance (E), 51 on social performance (S), and 30 on decision-making and governance strategies (G). Topics go from raw material choices to chemical use, certifications, treatment of workers, and sub-supplier monitoring, providing a rating focused on key issues in the fashion industry.

The rating system is also designed to collect certifications and third-party audit results relevant to ESG (such as BSCI audits, ISO14001, etc.) to accelerate and increase the reliability of questionnaire compilation by suppliers.

During the year, **90% of direct suppliers** involved in the Atlantis line filled out the ESG questionnaire for the first time, achieving an average score of 2.7 out of 5. This activity also responds to a Sustainability Principle in our Product Framework, which includes production by suppliers with a positive environmental rating as an Add-on goal. This principle acknowledges the crucial role of production processes and supplier choices in reducing the environmental impact of the final product.

At the same time, a database for mapping second-tier suppliers (Tier 2) was consolidated, covering almost all relevant materials for the Atlantis line. Conclusion of the mapping is planned to be completed gradually with the replacement of conventional products with lower-impact alternatives.

## The 2024 Impact Assessment

### Supply Chain ESG S



GC Principles:  
1-2-5-10



### Positive Effects / Impacts Generated:

Master Italia has also obtained two important certifications recognized as key international standards for sustainable garment and textile production.

**GOTS certification** for dealing of hats and beanies made from 100% organic cotton, according to the **Global Organic Textile Standard**. This certification, promoted by leading international organizations in organic agriculture, issues a third-party verified statement certifying the content of organic fibers in intermediate and finished products, traceability throughout the production process, restrictions on chemical use, and compliance with environmental and social criteria at every stage of the supply chain.

**GRS certification** for dealing of hats and beanies containing at least 20% pre- and post-consumer recycled material, according to the **Global Recycled Standard**—the leading voluntary international standard for recycled textiles promoted by the non-profit Textile Exchange. It issues a third-party verified statement guaranteeing the recycled material percentage and tracks it through every phase of the supply chain to the finished product. It also ensures that companies throughout the supply chain meet social, environmental, and chemical requirements.

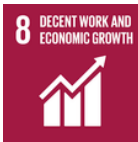
In the end, regarding **customer satisfaction**, Master Italia monitors the value of goods subject to complaints or disputes as a percentage of merchandise revenue. In 2024, it was 0.07%, below the internal maximum target of 0.1%, consistent with the ESRS S4-3 indicator.

Although formally related to sales, this indicator is directly connected to supply chain management: all production is entrusted to third-party suppliers, and quality monitoring allows Master Italia to ensure that final customer expectations are met. In this sense, customer satisfaction becomes an indicator of the effectiveness of supply chain processes, consistent with the Benefit Company purpose F3.



## The 2024 Impact Assessment

### People ESG S



### Common Benefit Purposes

- F1** Prioritize **wellbeing**, work-life balance, workplace safety, and healthy working environments by promoting preventive health initiatives.
- F2** Support **training programs** to encourage personal development among employees and coworkers, and to develop a culture of knowledge sharing.
- F3** Promote **inclusion** regardless of age, gender, disability, race, ethnicity, religion, or other factors, in order to embrace diversity and equity.
- F4** Strengthen interpersonal **relationships** to build mutual trust and encourage collaboration at all levels.

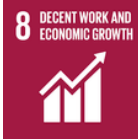
### Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 results
F1	Workplace safety	Delivery and training on handbook	Training hours	53	52
			% of employees trained	100	98
	Healthy workplaces	Installation of mechanical ventilation system (MVS)	% of office sqm	100	100
		Office floor renovation and expansion	% completion	100	100
		Maintenance of false ceilings	% of false ceilings	100	100



## The 2024 Impact Assessment

People  
ESG S



Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 results
F1	Health promotion	Talking Hats sessions on cancer prevention and breast cancer screening	% employee participation	70	92
		Purchase of defibrillator and training course	% employee participation	10	90
		Supply medical center package 2025	% of employees	100	96
	Work-life balance	Reduction of backlog vacation days	% variation	-5	-13
	Improve welfare	Extension of meal vouchers – evaluation	Start of voucher provider change	July	July
F2	Non-mandatory training	Professional and ESG-related courses	ESRS S1-13	40	43
			Average training hours per employee		
F3	Inclusion	Talking Hats sessions	Average participation %	80	82
		Reorganization of spaces	Disability accessibility %	100	100
F4	Internal communication	Sustainability digital bulletin board	Number of news items	12	17

Data source: Internal data processing – Human Resources Department

## The 2024 Impact Assessment

### People ESG S



GC Principles:  
4-6



### Positive Effects / Impacts Generated:

The office renovation **improved workplace wellbeing** in addition to **energy efficiency**, thanks to the installation of a mechanical ventilation system (MVS) and the sanitization of all false ceilings. A new, larger break room equipped with a kitchen and pantry was also created, fostering social interaction and enhancing the quality of breaks. The interventions included adapting spaces for accessibility for people with disabilities, fully achieving the goals that were established. The renovation project will continue in 2025 with further measures aimed at improving energy efficiency and optimizing space utilization for employees, balancing the company's operational needs with employees' expressed desires.

Master Italia has a strong connection to the territory where it operates and distinguishes itself as a dynamic and innovative company, taking care of people and capable of valuing proactivity and quality, also through the creation of new roles. This vision translates into a concrete commitment to its employees, recognized as the true driving force behind the company's success.

Master Italia invests in **workplace wellbeing** through a welfare system that includes support measures for parenting, work-life balance, formalized extracurricular activities established in the 2023 Company Regulations, and ongoing **training**, considered a key element for personal and professional growth.

In 2024, the company delivered approximately 2,263 hours of training, averaging 43 hours per employee. The 95% of the hours were dedicated to voluntary training on topics such as digitalization, management, sustainability, and marketing, while the remaining 5% concerned mandatory occupational health and safety training. Of these, about 13% related to safety and health, with 63% of those hours delivered as voluntary training, including a Basic Life Support – Defibrillation (BLSD) course following the company's purchase of a defibrillator, which is also registered and made available to the local community. This program enabled staff to gain skills to manage cardio-respiratory emergencies outside the workplace as well. Participation was high, with 90% of employees attending the defibrillator training.

To support **employee health promotion**, the company provided a health package at the Medical Center, including on-site blood tests, two preventive specialist visits of choice (including: breast ultrasound, mammography, gynecological exam, abdominal ultrasound, thyroid ultrasound, cardiological visit, moles mapping, eye exam, gastroenterology exam, ENT visit), and access to the Fidelity Card, which can also be used by cohabiting family members for discounted services. 96% of employees took advantage of this service.

Training hours do not include the "Talking Hats" activities, which are among the most significant initiatives to foster inclusion, listening, dialogue, and collaboration. These recurring meetings throughout the year, sometimes featuring external speakers, are necessary as moments of cultural and relational growth. Each session lasts about 1.5 hours and recorded an average participation of 82% in 2024, peaking at 92% for sessions dedicated to prevention and health, for an estimated total of approximately 270 hours.

## The 2024 Impact Assessment

### Community ESG S



### Common Benefit Purposes

- F1** Respond to local needs by actively supporting and promoting projects and initiatives that benefit **civil society**.
- F2** Support **innovative educational initiatives** that involve suppliers, distributors, customers, schools, and institutions.
- F3** Create a **virtuous network** to share best practices and knowledge that can help people understand the impact of their actions.

### Beneficiaries Stakeholder: community and territory

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 results
F1	Social initiatives – donations	Total monetary donations to non-profit organizations	% of donations on profit	0,5	0,8
		Support for cultural and nature association projects	n° of activities	15	18
			n° of students	350	514
		Support for Emporio Solidale project	n° of families	311	313
		Support for international projects	n°	1	1

## The 2024 Impact Assessment

Community  
ESG S



Beneficiaries Stakeholder: community and territory

Common Benefit Purpose	Specific Objective	Action	Indicator	2024 TARGET	2024 results
F1	Social initiatives – donations	promotion and prevention projects	n°	2	2
	Social initiatives – volunteering & socialization	Participation in solidarity events and volunteer activities	n°	2	2
F2	Educational initiatives	School-work internship programs	n° of students	2	5
F3	External partnerships	Collaboration with external organizations	n° of organizations	1	1
		Membership in Sustainability Group – Confindustria Veneto Est	Deadline	September	September

FData source: Internal data analysis – Sustainability and Human Resources Departments

## The 2024 Impact Assessment

### Community ESG S



### Positive Effects / Impacts Generated:

Several initiatives have been supported for the community, generating social, cultural, and environmental impacts.

The **Bosco dei Racconti** project, in established collaboration with Il Pendolino – ODV, involved 514 students from 29 classes across kindergartens, primary, and lower secondary schools in Eastern Veneto. The naturalistic itinerary and workshop activities offered students the opportunity to deepen their understanding of biodiversity, photosynthesis, and the role of trees. Questionnaires completed at the end confirmed the achievement of educational objectives, with a high level of satisfaction also expressed by teachers, who highlighted the quality of the experience, the competence of the guides, and the ability to engage students even in adverse weather conditions. The initiative's impact is twofold: it strengthens environmental awareness in young students and fosters the connection between the company, schools, and the local territory.

Within the link to local schools, five **high school students from San Donà di Piave** have completed internships at the company as part of the school-work internship program. Students engaged in real business activities alongside internal staff in various areas, including sustainability, which provided time, expertise, and support. This experience strengthened the bridge between school and the labor market, contributing to the development of soft skills and career orientation among young people, while consolidating Master Italia's role as an active player in local education.

The company participated in the **Emporio Solidale** project to support individuals and families facing socio-economic difficulties. Contributions in 2024, calculated as support for four families per employee, enabled continuous support for 313 families, overall about 915 people, including 502 from third countries or minorities, 298 children under 15 years old, 3 people with disabilities, and occasional homeless individuals.

Donations directly helped cover the primary needs of these vulnerable groups. Thanks to the involvement of the associative network and volunteers, the Emporio stands as a model of territorial solidarity based on equitable access to resources, dignity, and poverty alleviation. Every donation translates into multiplied impact through goods distribution, active listening, and personalized support.

The Rotary Plastic Ride **environmental volunteering initiative**, dedicated to collecting litter in city parks over weekends, saw 25% employee participation, raising awareness of the importance of the common good and a clean, shared environment. This initiative represents a significant moment of education and community collaboration, promoting respect for the environment and civic engagement.



## The 2024 Impact Assessment

### Community ESG S



### Positive Effects / Impacts Generated:

At the international level, Master Italia strengthened its commitment to **reforestation and female empowerment** through a project in Tanzania promoted by zeroCO2. A total of 583 Maasai families took advantage from the project, which, beyond environmental benefits of planting trees, promotes women's agricultural training and income generation, supporting environmental and social resilience in the communities involved.

On health and wellbeing, the **WelfareCare – Prevenzione è Vita** initiative offered 33 mammograms and 44 ultrasounds in the local area for early breast cancer diagnosis among women aged 35 to 49. The project addresses a critical health need, reaching an age group often uncovered by the National Health Service.

Master Italia joined the national **Road to Social Change** program, promoted by UniCredit in collaboration with ISTUD Business School and other academic partners, aimed at sharing knowledge and activating virtuous networks. This initiative, intended to spread the culture of integral sustainability among Italian companies, provided the company with an opportunity to engage with different realities, strengthen internal awareness, and foster dialogue between industry, academic, and financial world. During the program, Master Italia analyzed its strengths and development areas, identifying new projects for medium-term investment. The experience had a dual impact: it strengthened the internal approach to sustainability as a strategic lever and brought the perspective of a manufacturing company committed to change into a national network of best practices.

Master Italia also joined the **Sustainability Group of Confindustria Veneto Est**, a network of about 80 companies in the territory. The initiative promotes the development of shared sustainability approaches and raises awareness within the local business fabric. Membership involved participation in an inter-company working group, which held its first meeting in 2024 at one of the participating companies. This involvement provides a concrete opportunity for dialogue on common strategic issues, including decarbonization, benefit corporations, ESG measurement, and circular economy.

For the local community, Master Italia sponsored the **Sport in Piazza** event, which animated the city of San Donà di Piave for four weeks with sports and solidarity activities for people of all ages. Key benefits included: health promotion, education on sports values, social inclusion, and support for the local economy and territorial associations.



## B Impact Assessment (BIA)

To comply with legal obligations (Law 208/2015, paragraphs 376 to 384) regarding impact reporting, Master Italia also used the third-party B Impact Assessment (BIA) standard, developed by the B Lab organization and recognized by law. The BIA is a comprehensive evaluation based on five impact areas: Governance, Workers, Community, Environment, and Customers. Master Italia achieved a score of 113.8 out of 200 for 2024.

Overall B Impact Score

MASTER ITALIA SPA -  
Atlantis Headwear

For Fiscal Year End Date: 31 Dec 2024



Governance	QUESTIONS ANSWERED 30/30	OVERALL SCORE 17.0
Workers	QUESTIONS ANSWERED 55/55	OVERALL SCORE 26.5
Community	QUESTIONS ANSWERED 62/62	OVERALL SCORE 19.8
Environment	QUESTIONS ANSWERED 82/82	OVERALL SCORE 46.5
Customers	QUESTIONS ANSWERED 12/12	OVERALL SCORE 3.7



## Goals to be achieved in 2025

For the year 2025, specific goals have been identified to contribute to the **common benefit purposes expressed in the corporate purpose, the Sustainable Development Goals (SDGs) of the 2030 Agenda, and the United Nations Global Compact Principles.**

Specific actions have been planned, each associated with targets that will be measured at the end of the year using appropriate indicators.

The specific objectives and actions are organized according to ESG criteria.



## Goals to be achieved in 2025

### Governance ESG G

#### The common benefit purposes

**F1**

Strengthen and pursue the **company's purpose** through the paradigm of a civil economy, to encourage the common good of the community and the territory in which it operates.

**F2**

Share and bring the **company's values** to life, in order to inspire people to express their potential for personal growth, organizational success, and the common good.

**F3**

Develop a long-term vision to pass on to future generations the commitment to continuously integrate emerging sustainability topics with corporate values, so that this **culture is preserved**, protected, and becomes an integral part of the company's value.

**F4**

**Embed sustainability** throughout the governance structure and into all levels of the organization.

**F5**

Commit to communicate business decisions and choices with the highest **transparency**.

#### Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Corporate purpose	Sharing vision, mission and company values with employees	deadline	February
	ESG Risks	Start risk analysis process	n° of workshop	2
F3	Sustainability integration	Expansion of Sustainability Committee	n° of members	2
		Presentation of Sustainability Committee to employees	deadline	April

## Goals to be achieved in 2025

### Governance ESG G

Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F3	Corporate policy	Purchase management	deadline	July
		Waste management	deadline	March
		Drafting guidelines for travel and business trips	deadline	December
		Drafting and presentation of sponsorship/donation	deadline	June
F4	Transparency and accountability	Presentation of Industrial Plan	% of employees	100%
		presentation of Impact Report	% of employees	100%
		Sustainability report	deadline	July
		B Corp certification	deadline	December
		Selection of provider for ESG rating	n° of providers analyzed	2



## Goals to be achieved in 2025

### Environment ESG E

#### The common benefit purposes

**F1**

Reduce our impact on **climate change** by focusing on proper waste management, CO<sub>2</sub> emissions reduction and energy efficiency.

**F2**

Promote **environmental protection** projects to raise awareness about protecting local ecosystems and preserving biodiversity.

#### Beneficiary Stakeholder: environment

Common Benefit Purpose	Specif Objective	Action	Indicator	2025 Target
F1	Waste management	Monitoring of non-recyclable waste	ESRS E5-5 Quantity of non-recyclable waste disposed	3.000
		Project for reducing non-recyclable waste and improving sorting	n°	2
		Project for reusing SAMPLES BOX packaging	deadline	July
	Emissions	Monitoring of CO <sub>2</sub> produced within company perimeter – Scope 1 and Scope 2 (SBTi target)	tCO <sub>2</sub> eq (Scope 1 + 2)	75 MB
				53 LB
			tCO <sub>2</sub> eq (Scope 1)	31

## Goals to be achieved in 2025

### Environment ESG E

Beneficiary Stakeholder: environment

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Emissions	Monitoring of CO <sub>2</sub> produced within company perimeter – Scope 1 and Scope 2 (SBTi target)	tCO <sub>2</sub> eq (Scope 2)	44 MB
				22 LB
		Monitoring CO <sub>2</sub> – Scope 3	ESRS E1-6	11.230
			tCo2eq (scope 3)	
		Replacement of toilet paper with recycled paper	% variation kg CO <sub>2</sub> eq	-10%
		Replacement of adhesive tape with bio-circular tape	% variation kg CO <sub>2</sub> eq	-24%
	Renewable energy	Installation of photovoltaic panels in warehouse	kWh	150.000
		Contract for 100% renewable energy purchase	deadline	June
	Energy efficiency	Renewable energy evaluation report on total demand	deadline	December
F2	Enviromental protection	Internal and external pojects	n°	2

## Goals to be achieved in 2025

### Product ESG E

#### The common benefit purposes

- F1** Develop high-quality products with consideration of their complete life cycle and the principles of **circular economy**, by using low-impact and durable materials.
- F2** Support continuous product innovation thanks to the **digitalization** of processes and new **technologies**, aiming for a holistic and, where it is possible, regenerative approach to ecosystems.
- F3** Pursue **research and development** activities that enable longer product use phases and the adoption of raw materials with lower environmental impact and social risks compared to conventional alternatives.
- F4** Provide consumers with information about products and the supply chain to help them being **more informed about their purchasing decisions**.

#### Beneficiaries Stakeholder: environment and customers

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Process circularity	Sustainable Atlantis products developed/purchased	n°	105
		New sustainable materials	n°	1
		Workshops on ecodesign topics	n° of employees	8
		Membership with consortium for textile waste management	deadline	September

## Goals to be achieved in 2025

**Product**  
**ESG E**

**Beneficiaries Stakeholder: environment and customers**

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F2	Process digitalization	Training for use of bill of materials tool	n° of people	4
		Launch project for data integration related to Transaction Certificates on Atlantis supplier technical sheet	deadline	July
		Evaluation of project with 3D technology	deadline	June
		Start working group for reporting on returned, obsolete, and defective headwear in warehouse	deadline	December
		Start project to improve Atlantis product traceability data with QR code label	deadline	November
		Information sharing between Atlantis and Custom Made teams via digital tools	n° of tools	2

## Goals to be achieved in 2025

**Product**  
**ESG E**

**Beneficiaries Stakeholder: environment and customers**

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F2	Process digitalization	Double testing for sustainable fabrics	n° of test	2
		Production inspections	n° of inspections	223
F3	Safety and quality	Increase warehouse quality/control	n° of inspections	80
			% variation	10%
		Launch QC inbound procedure for new warehouse	deadline	October
		Launch Product Safety Risk Assessment procedure	deadline	September
F4	Transparent communication for informed choices	Internal and external dissemination of carbon footprint tool	n° of initiatives	2
		Promote longer product life-cycle	n° of initiatives	1
		Raise awareness among clients major users of air transport	% communication open rate	30%

## Goals to be achieved in 2025

### Supply Chain ESG S

#### The common benefit purposes

F1

Protect **human rights** by ensuring **quality** and **safety in the workplace**.

F2

Monitor **suppliers** and actively contribute to raising awareness about environmental protection, labor rights, and anti-corruption practices.

F3

Meet **customer** expectations through various methods aimed to improve supply chain processes.

#### Beneficiaries Stakeholder: suppliers

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Workers' Human Rights	Identify calculation system to align minimum wages with living wages	deadline	December
	Transparency and traceability	Database with info on suppliers for low-impact Atlantis items	% of suppliers included	100%
		Sustainability certifications	n°	2
		Bluesign system program – start assessment	deadline	May



## Goals to be achieved in 2025

### Supply Chain ESG S

Beneficiaries Stakeholder: suppliers

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1		Atlantis suppliers subjected to questionnaire (rating)	%	90%
			Average score	2,7/5
		Evaluation of virtuous Atlantis suppliers for benchmark rating	n° of suppliers	4
		Setup of database for supply chain data collection	deadline	December
F2	Supplier training	Workshops to implement sustainability strategy	n° of suppliers involved	1
	Supplier audits	Distribution of questionnaire to visited suppliers	%	50%
F3	Customer satisfaction	Monitoring complaints received from consumers/end users	ESRS S4-3	<0,10%
			% of goods subject to complaints on revenue	
		Create a new customer satisfaction survey	deadline	October
		Create new database for product safety and quality	deadline	November

## Goals to be achieved in 2025

### People ESG S

#### The common benefit purposes

F1

Prioritize **wellbeing**, work-life balance, workplace safety, and healthy working environments by promoting preventive health initiatives.

F2

Support **training programs** to encourage personal development among employees and coworkers, and to develop a culture of knowledge sharing.

F3

Promote **inclusion** regardless of age, gender, disability, race, ethnicity, religion, or other factors, in order to embrace diversity and equity.

F4

Strengthen interpersonal **relationships** to build mutual trust and encourage collaboration at all levels.

#### Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific objective	Action	Indicator	2025 Target
F1	Workplace safety	Delivery and training on vademecum	% of employees trained	100%
	Health promotion	Plan “Talking Hats” sessions on nutrition education	deadline	December
		On-site blood tests	% participation	70%
		Specialist visits – Medical Center 2025	n° of visits	96
	Work-life balance	Reduction of backlog vacation days	% variation	-5%

## Goals to be achieved in 2025

### People ESG S

Beneficiaries Stakeholder: employees

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Improve welfare	Increase use and availability of meal vouchers	deadline	January
		High satisfaction with meal voucher usability	% high satisfaction	70%
		Inform employees about health prevention tools	% participation	60%
F2	Non-mandatory training	Professional and ESG-related courses	n°	15
			ESRS S1-13	43
			average n° of hours per employee	
F3	Inclusion	“Talking Hats” sessions	n°	5
			Average participation rate	85%
			% High satisfaction rate	80%
F4	Internal communication	team building	n°	1
		Feedback sessions between teams and frontline managers	n° of teams	4
		Sustainability digital bulletin board	n° of new items	24
			Number of interactions	240

## Goals to be achieved in 2025

### Community ESG S

#### The common benefit purposes

- F1** Respond to local needs by actively supporting and promoting projects and initiatives that benefit **civil society**.
- F2** Support **innovative educational initiatives** that involve suppliers, distributors, customers, schools, and institutions.
- F3** Create a **virtuous network** to share best practices and knowledge that can help people understand the impact of their actions.

#### Beneficiaries Stakeholder: community and territory

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Social initiatives – donations	Total monetary donations to non-profit organizations	% of donations on profit	0,95
		Support for cultural and nature association projects	n° of activities	18
			number of students	514
		Support to the Emporio Solidale project	n° of families	313
		Support for international projects	n°	1
		Support for health promotion and prevention projects	n° of initiatives	2
		Support for sustainability promotion projects	n°	2

## Goals to be achieved in 2025

### Community ESG S

Beneficiaries Stakeholder: community and territory

Common Benefit Purpose	Specific Objective	Action	Indicator	2025 Target
F1	Social initiatives – volunteering & socialization	Participation in solidarity events and volunteer activities	n°	2
		Solidarity team building participation	% participation	15%
			Hours dedicated	27
F2	Educational initiatives	School-work internship programs	n° of students	6
		University internships	n° of students	3
F3	External partnerships	Collaboration with external organizations	n° of organizations	1
		Meeting with the Sustainability Group – Confindustria Veneto Est	% attendance	80%
		Planning for participation in sustainability events and conferences	deadline	June
		Participation in ESG-related events and conferences	n°	5
			% of company areas involved	90%
			% of people involved	20%

## Conclusions

The year 2024 marked a **year of transition, consolidation, and growth** for Master Italia. Becoming a Benefit Company was not an endpoint, but the **beginning of a more ambitious journey**: combining solid economic performance with a positive, measurable, and transparent impact on people, the environment, and the community.

This first Impact Report testifies our concrete commitment to make sustainability a guiding principle integrated into all company activities. From formalizing our common benefit purposes to structuring the Sustainability Committee, from measuring emissions according to SBTi standards to experimenting with new low-impact materials, every action reflects one vision: building a business that creates shared and lasting value.

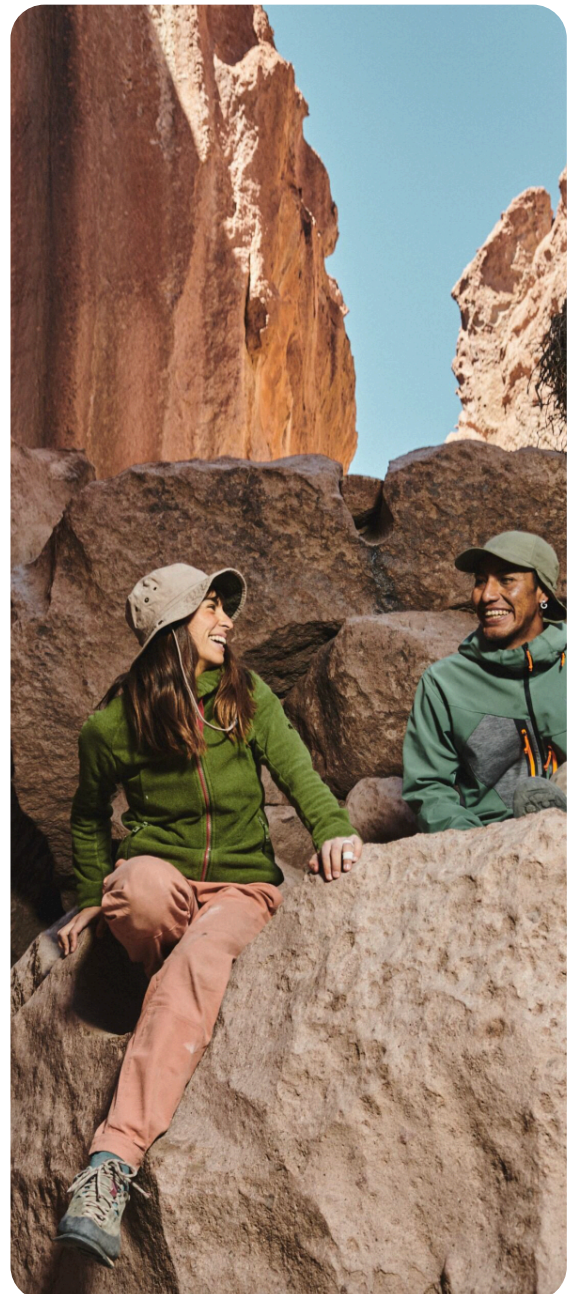
Our new Atlantis brand campaign, “**Hold your head up**,” perfectly embodies this approach: it is not just a motto, but a commitment to **operate with courage, transparency, quality, and responsibility**. It is an invitation to move forward with **pride**, head held high, even when the journey requires **complex changes and decisions that are not always immediate**.

The **results** achieved in 2024 are **significant** but **not without challenges**. Some environmental goals, such as reducing Scope 1 emissions, were partially compromised by extraordinary events, while controlling non-recyclable waste remains an ongoing challenge, especially in production areas. Acknowledging these areas for improvement does not reduce our efforts but strengthens our sense of responsibility and helps guide future strategies with greater awareness.

Looking forward to 2025, the roadmap is clear: strengthen sustainable **governance**, further improve supply chain traceability and engagement, expand internal and external awareness actions, and advance decarbonization efforts in line with SBTi commitments.

For Master Italia, sustainability is not a label but a **daily exercise of consistency** between values and actions. In a global context demanding ever more courageous and interconnected choices, we believe that only companies capable of integrating responsibility and innovation will be able to **face the challenges of the future**.

With this Impact Report, **we open an honest dialogue** with all our stakeholders. Because authentic, lasting, regenerative change cannot be built alone, but together. **Head held high.**





# Atlantis

This Impact Report, prepared pursuant to Law 208/2015, Article 1, paragraphs 376 to 384, and approved by the Board of Directors, was created by the people of Master Italia, particularly the Impact Manager, with the valuable support of the Sustainability Committee and the essential guidance of Studio Poser.

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