



Transparency Highlights 2024

icebreaker
Move to natural

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What’s coming in 2025?

Hello and welcome.

Transparency isn’t a nice-to-have, instead it’s literally woven into the fabric of our brand. As we reflect on our journey towards a more natural way of living, we are proud to share the highlights and progress we’ve made this year.

I’m particularly proud that we’ve reached more than 97% plastic-free fibres in our products in 2024, and we’ll get close to 99% next year. That’s progress worth celebrating.

At the heart of what we do is a deep care for our materials and how we source them. We understand that the path from farm to finished product (or, sheep-to-shirt-and sock) matters. That’s why we work closely with trusted partners and adhere to rigorous industry standards, ensuring our supply chain reflects our values. When I visit the stations where we source our wool and meet the 500+ growers committed to regenerative agriculture, I’m reminded of why we do what we do. We’re actively working toward having all our wool sourced from stations adhering to ZQRX standards, with nearly 80% of our suppliers currently in compliance.

The pages that follow detail some of our meaningful achievements in 2024, from product innovations to partnerships with grower communities. We believe that transparency builds trust, the foundation of meaningful change.

Thank you for joining us to prove that performance, respect for nature and environmental responsibility can go hand in hand.

Thanks for being part of our move to natural.

Jan Van Mossevelde,
Global Brand President, icebreaker



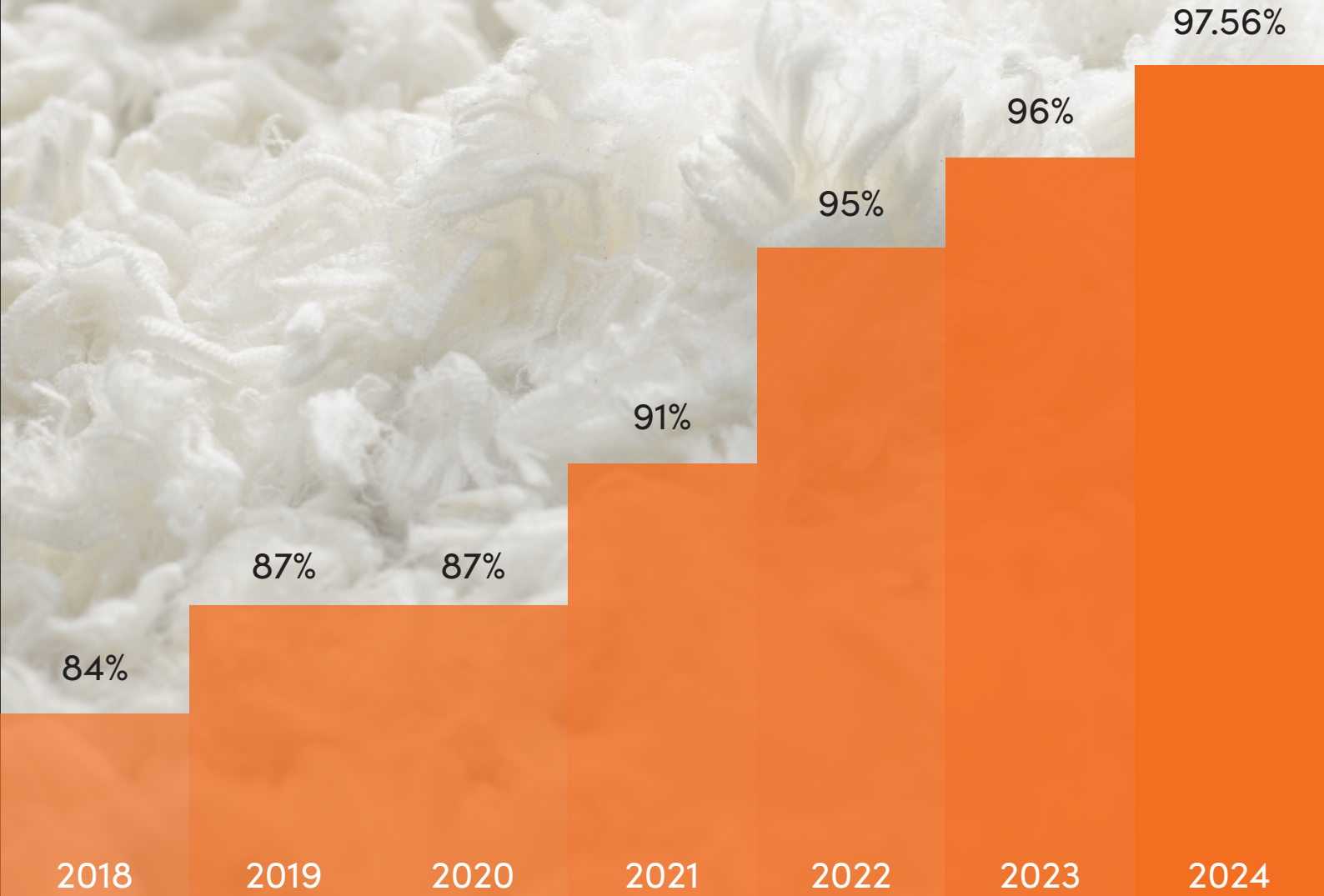
Our journey to 100% plastic-free

We began our plastic-free journey in 2018, with 84% of our fibre composition plastic-free.

By 2024, we reached 97.56%.

97.56%

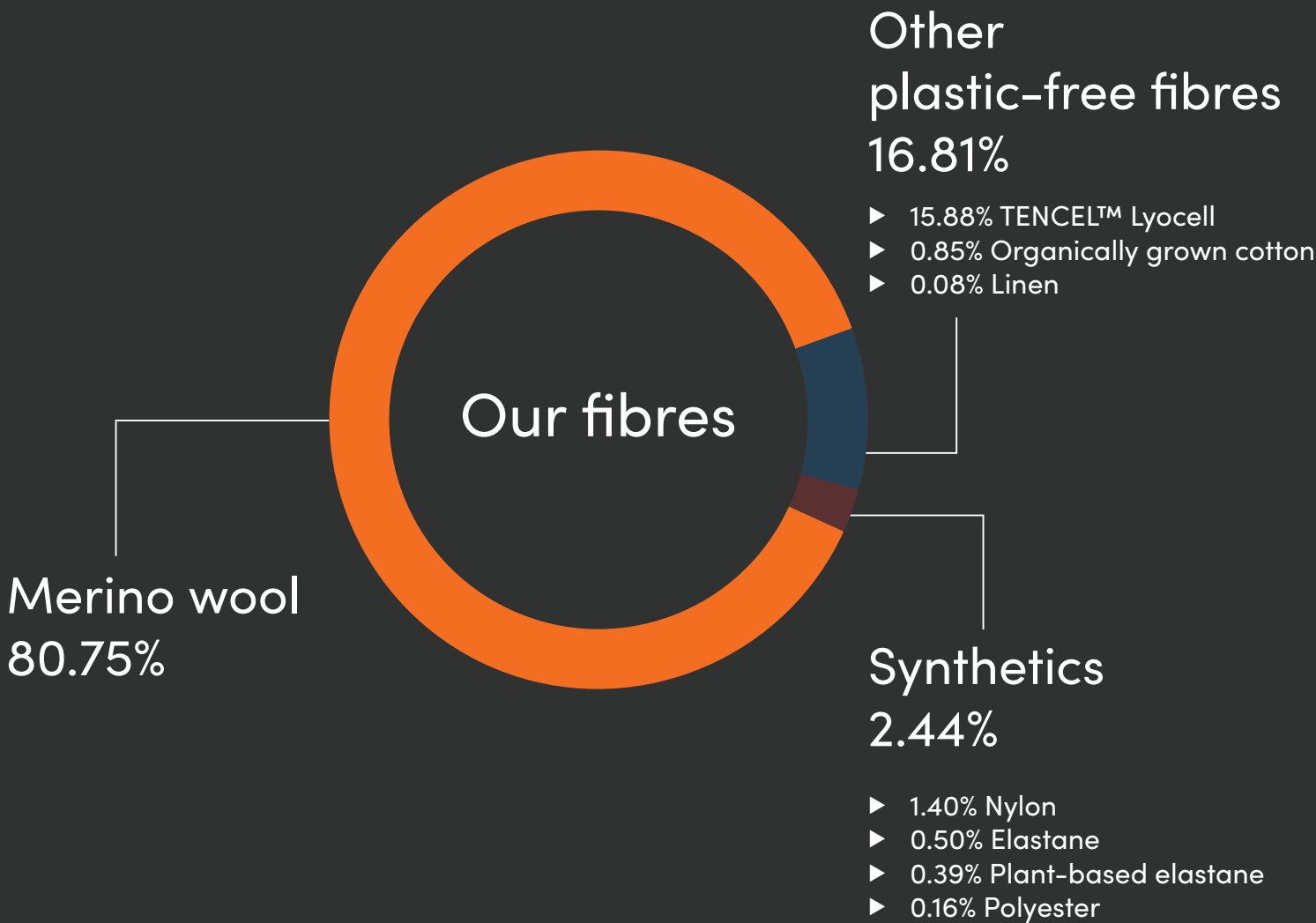
of our total fibre usage is plastic-free.



Merino wool is at the heart of everything we do.

We're careful about the fibres we choose, moving away from petrochemical plastics and continually exploring lower-impact alternatives that tread more lightly on nature.

Some of these aren't fully available yet or come with trade-offs in quality or performance, but we're committed to finding better solutions.



80%
of our product range
is plastic-free*



*excluding trims and decoration



Product progress

► New, 100% plastic-free mid layers *

In 2024, we introduced two new lightweight mid layers, the 200 RealFleece™ Descender and 400 RealFleece™ Descender. The best part? They're made entirely without plastic fibres.

Our 200 RealFleece™ Descender was even innovative enough to win an **ISPO award**.

► New, 100% plastic-free tees *

Our Speed Tee ^[3] combines merino wool with TENCEL™ Lyocell for breathability, keeping you cool during intense, warm-weather sessions.

We were excited to launch the Ace tee ^[4] — our first **100% merino wool tee designed for high intensity activities**. Thanks to an innovative OTW® Omega Twist Spinning Technology, it is designed to deliver on moisture management, durability, and elevated freedom of movement.

*excluding trims and decoration



[1] 200 RealFleece™ Descender



[2]
400 RealFleece™
Descender



[3]
Speed tee



[4]
Ace tee

The land

In 2024 we continued to support ZQRX, an initiative created by The New Zealand Merino Company to move towards more ethical wool production.

This regenerative agriculture programme takes a holistic approach to improving wool production. We believe in helping the wool industry improve farming practices and treat animals well, treat workers with respect and minimise impact on the environment to preserve farms for the future.

79.98%
of our wool was sourced from
ZQRX farms in 2023-2024.

500+
merino growers have signed up
to the ZQRX programme.

The flock

Our commitment to animal welfare remains a key priority.

100%
of our merino wool is sourced
from RWS certified farms.

93%
of our merino wool
is ZQ certified.



Empowering change

In 2024, the icebreaker community helped to select a New Zealand grower-led project focused on regenerative grazing practices.

We launched our first impact vote initiative with The New Zealand Merino Company, giving our community a voice in our journey. Thanks to their support, we're sponsoring a regenerative grazing project across our merino stations with a USD 30,000 donation.

The project

- ▶ We're partnering with Agronomics to support growers with monitoring, implementing and customising regenerative farming practices on their farms.
- ▶ Multi-species pasture mixes will be tested alongside current land management methods to compare results.
- ▶ To encourage learning and collaboration, participating growers will be connected to share insights and observations.

icebreaker invested
USD 30,000
in grower-led soil
health initiatives.



What melts up there, matters down here.

We teamed up with Protect Our Winters to help preserve the wild places we love from the effects of climate change and to raise awareness of the critical issue of melting glaciers and the impact downstream.

icebreaker and the VF Foundation, the private grantmaking organization funded by VF Corporation, donated €222,000 to fund a white paper and a documentary following hydrologist Juliette Becquet's research across three diverse regions.

Documentary premiered at:

- ▶ COP29 in Baku, Azerbaijan
- ▶ The Economist Sustainability Week in London, England
- ▶ EU Parliament in Brussels, Belgium



What's coming in 2025?

So, what's next?

- ▶ In spring / summer 2025, we're incredibly proud that we'll reach 98.7% plastic-free fabric across our range.
- ▶ We're launching design award-winning, petrochemical-free products like Featherlight, Oasis+ Suit, and RealFleece™, Classic Pile.

What's coming in 2025?



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► Scan for our full transparency story