



Sustainability Report for the company [AMUI.de](https://www.amul.de) - 2024

1. Introduction

1.1 Foreword from the Management



As the founder and CEO of AMUI, it is a special honour for me, Denis Hüter, to lead a company that has embedded sustainability as a fundamental principle. My over 25 years of experience in the textile industry, shaped by intensive activities in China, Hong Kong and Turkey, has given me deep insights into all aspects of the textile industry.

What started as a company for the global import and development of collections for designers has evolved into an innovative pioneer for circular business models in various industries. This transformation was challenging, but essential. Today, we combine our international expertise with forward-looking approaches on the ground to make a measurable contribution to a more sustainable textile industry.

1.2 Overview of AMUI

Since its spin-off on 20 January 2020, AMUI has evolved from a fashion partner to a pioneer of the sustainable textile industry.

The name "AMUI" comes from the Maori language and means "together" - a symbol of our philosophy of unity and collaboration that we live in all our projects.

Through the use of digital technologies and innovative processes, we create customised solutions for the circular economy. Our holistic approach includes sustainable materials, optimised value chains and responsible production methods. Furthermore, we develop new business models and support companies in transforming themselves into a sustainable, value-oriented business.

As a competence centre for the sustainable textile industry, we share our expertise through training and practical workshops. This allows companies, designers and experts to actively contribute to building a more resource-efficient future.

1.3 Goals and Purpose of the Sustainability Report

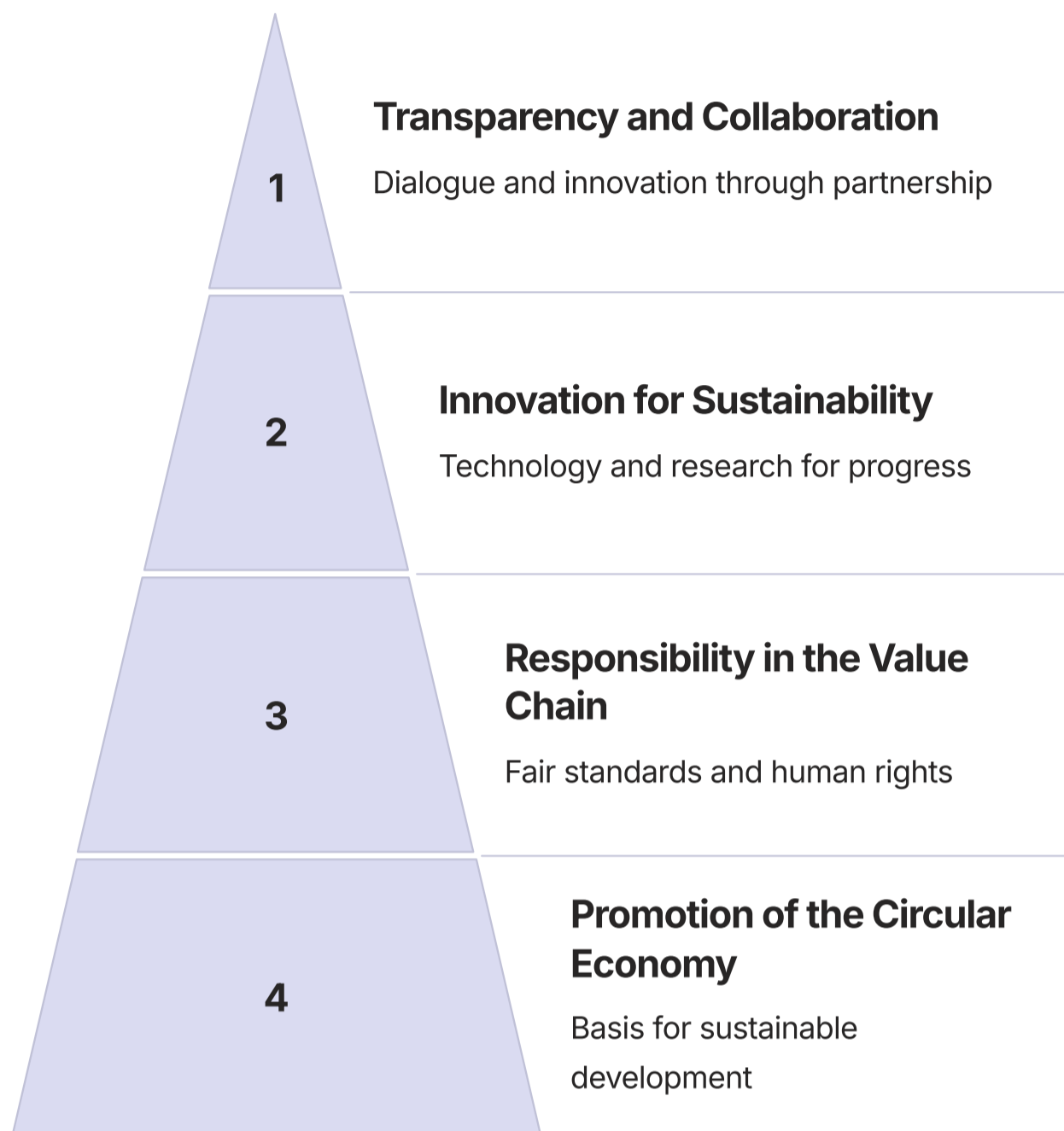
This sustainability report provides an overview of our strategic direction and practical measures. In line with the United Nations Sustainable Development Goals (SDGs), we document our contributions to a more sustainable economy and invite active dialogue.

The report serves not only as a transparency tool, but also as a source of inspiration for other companies. We want to show how circular economy concepts can be successfully implemented and what concrete opportunities there are to transform the textile industry.

2. Strategy and Corporate Management with Regard to Sustainability

2.1 AMUI's Sustainability Strategy

The guiding principles of our sustainability strategy build on each other and form the foundation of our sustainable actions.



Each level of this strategy is supported by concrete measures and measurable goals. Through education and awareness-raising, we also promote a cultural change towards greater sustainability, both internally and externally.

2.2 Integration into the Corporate Strategy

Sustainability as a Mission

Anchoring in vision and alignment with UN SDGs

Sustainable Products

Design for Recycling and recyclable textiles

Green Value Creation

Digital tools and strict sustainability criteria

Measurable Control

Performance indicators and regular monitoring



2.4 Sustainability structures and monitoring at AMUI



External advisors and partners

Collaboration with experts to implement best practices and promote innovative solutions.



Monitoring and control

Use of key indicators and regular sustainability reports to continuously monitor our objectives.

3. Environmental Sustainability

Environmental protection and ecological responsibility are central elements of AMUI's activities. We are actively working to make our business processes and production workflows more sustainable and environmentally friendly. We focus on three key areas: climate protection, resource conservation, and water and soil protection.

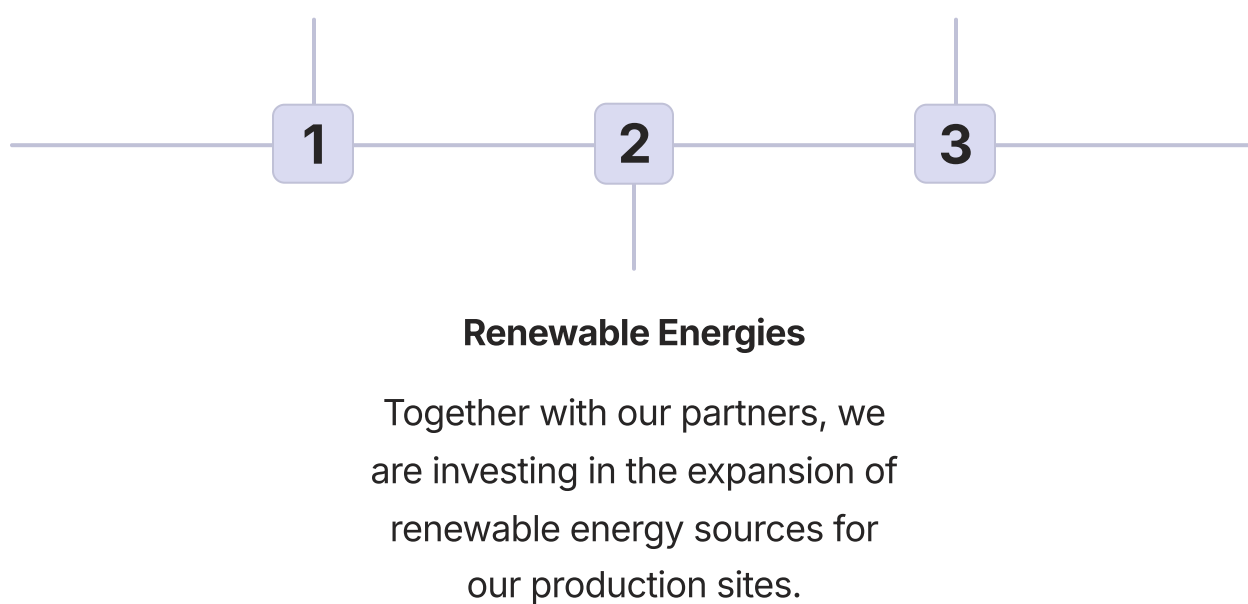
Climate Protection - Our Contribution to a Liveable Future

Emissions Accounting

We use materials predominantly from sustainable agriculture and actively participate in reforestation to further reduce our carbon footprint along the value chain.

Climate Compensation

We offset unavoidable emissions through investments in climate protection projects. Detailed information and transparency on this can be found further down in the report.



Renewable Energies

Together with our partners, we are investing in the expansion of renewable energy sources for our production sites.

Resource Conservation - From Waste to Raw Material

Our goal is to optimise material use, avoid waste and promote recycling.

To this end, we rely on:

Sustainable Materials

We prefer recycled fibres and environmentally friendly raw materials.

Waste Avoidance

Through optimised processes, we reduce cutting waste and residual materials.

Recycling Initiatives

Material residues are reused or recycled.

Water and Soil Protection - Responsible Use of Natural Resources

As a textile company, the protection of water and soil is a particular challenge that we are addressing:

Water-Reduced Production

By recycling fibres, we contribute to reducing water consumption.

Sustainable Agriculture

We support our suppliers in introducing environmentally friendly methods and use materials from sustainable sources.





5. Economic Sustainability

Economic sustainability is the foundation for long-term success

At AMUI, we see economic progress as inextricably linked to our responsibility towards the environment and society. Our goal is to align these aspects and operate in a sustainable manner.

Resource-efficient processes

We are constantly optimising our processes to save costs and resources - without compromising product quality.

Investments in sustainability

A significant portion of our funds goes into sustainable technologies, materials and partnerships that contribute to a circular economy.

Long-term stability

Through responsible management, we minimise risks and design our business models to be permanently viable.

Responsible supply chain

Our responsibility does not end at the borders of our company. Fair working conditions and environmentally friendly production throughout the entire value chain are therefore a central concern for us.

Selection of suppliers

We only work with partners who share our values and adhere to strict sustainability standards.

Audits and collaboration

Regular audits and open dialogue ensure that these standards are continuously maintained.

Promoting sustainability

We support our partners in making their processes more sustainable.



6. Goals and Outlook

Sustainability is a key element for AMUI. In 2024, we have achieved decisive steps that have advanced our transformation. At the same time, we look to the future with ambition - with clear strategic goals and an invitation to our partners to work together towards a sustainable and circular economy.

6.1 Key steps achieved in 2024

The year 2024 was a turning point for AMUI. We have managed to successfully complete the transformation process and develop into a consulting firm specialised in the circular economy in the textile industry. In doing so, we have realigned our core competencies and now offer companies comprehensive support for sustainable and circular solutions. This not only demonstrates our innovative power, but also our determination to help shape a sustainable future.

6.2 Strategic Goals for the Future

Our vision goes beyond the textile industry: We want to bring sustainable approaches to other areas and build long-term partnerships.

6.3 Sport Hubs - The first circular economy-oriented sports network

With the SportHubs, we are creating a platform that will revolutionise sustainability in sport. The aim is to integrate the entire value chain of the sports industry - from production to use to recycling - into a circular system. Further information can be found in the link:



 SportHubs

SportHubs - SportHubs

Das erste kreislauffähige Sportnetzwerk Gemeinsam für Nachhaltigkeit im Sport Google Play Das erste kreislauffähige Sportnetzwerk Gemeinsam für Nachhaltigkeit im Sport...

6.4 Planning of the Bonn Open 2.0 - ATP Challenger

With the planning and support of the Bonn Open 2.0, we want to establish sustainable standards in the organisation of sporting events. This tournament is to become a flagship project for sustainable sport and the Bonn region once again. Further information can be found here:

 www.bonn-open.de

Die Tickets für das Bonn Open sind jetzt über den Online-Shop des Veranstalters erhältlich.

Invitation to Dialogue

The name AMUI stands for collaboration and unites people and organisations committed to a sustainable economy. Inspired by the Maori language, in which Amui means "together", we would like to call for an open exchange and close cooperation.

We are convinced that sustainable and circular solutions can only be developed and implemented together. Therefore, we invite our partners, customers and interested parties to engage in dialogue with us. Together we can drive the transition to a sustainable economy and find innovative ways to shape the future.

Our Goal

Bridge for Change

AMUI sees itself as a catalyst for innovation and collaboration. Together with our partners, we want to explore new paths to make our world more sustainable.

Together for the Future

We look forward to sharing visions and implementing concrete measures that make a positive contribution to people and the environment.

Thank you for your interest!

Denis Hüter