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2024 Impact Report

INTENTIONAL BY DESIGN

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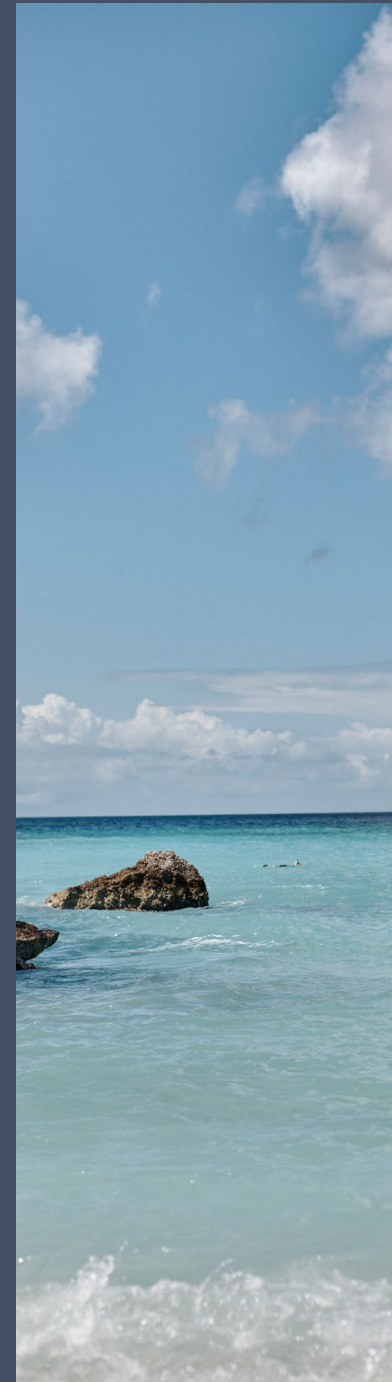
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A Message From Our CEO & President

OUR COMMITMENT TO RESPONSIBLE BUSINESS

At J.Jill, we are intentional by design. Our long history has honored our customers' myriad of dimensions, experiences and roles with clothing that moves with them through every moment of their day. We are a women-focused brand, and our positioning reflects and supports appreciation and respect for our customer. Our role is to help her experience joy and create impact, all with style that expresses her full self.

Motivated by our vision to live in a world where the totality of every woman is seen, valued and celebrated, our approach to environmental and social issues is a natural extension of who we are and what we stand for.

We continue to build upon our rich history of empowering women, prioritizing responsible environmental stewardship and uplifting the communities in which we operate. This report demonstrates our progress in these areas through the lens of three strategic pillars — *Empower More People*, *Support the Planet* and *Operate With Purpose*.

Our efforts to *Empower More People* have led us to cultivate and embolden strong female leadership, both in our workplace and in our communities. We are proud of our success in developing women leaders throughout our organization and that our workforce is predominantly made up of women, a reflection of the customers we serve. For more than two decades our J.Jill Compassion Fund has donated over \$24 million to support women and help them establish a better life for themselves, their children and their families. With the continuation of our Welcome Everybody

Campaign, we have worked to ensure that all women continue to feel welcomed into the J.Jill community—whether they are tenured customers or new to our brand. We have accomplished this by expanding the inclusiveness of our offerings, and leaning into the personalized store experience that our customers have come to love.

To *Support the Planet*, our aim is to make our business more responsible by setting goals and implementing practices supportive of these goals. This includes commitments to begin tracking Scope 1 and Scope 2 greenhouse gas (GHG) emissions during 2024, with a further aim of setting a GHG reduction goal by 2025. We also plan to reduce waste and increase sustainable fiber usage. These are not only the right actions to take, but also what our customers can expect of us.

Finally, we *Operate With Purpose*. This includes creating a culture of transparency and accountability across our business, and governance by an engaged Board of Directors. We follow responsible marketing practices and prioritize privacy and data security.

I am incredibly excited about the future of corporate responsibility at J.Jill and am pleased to share our progress with you in this inaugural Impact Report.



Claire Spofford, CEO and President





INTENTIONAL
BY DESIGN



About This Report

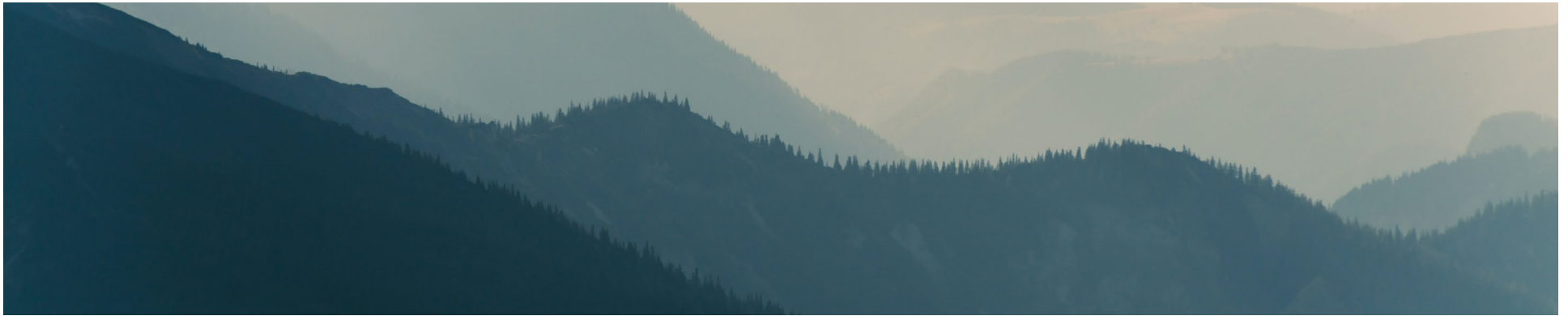
This is J.Jill’s first Impact Report, covering our Company’s environmental, social and governance (ESG) efforts relating to the issues of greatest importance to our stakeholders. It principally covers our fiscal year ending February 3, 2024, unless otherwise indicated. References to 2023 are to the calendar year. This report can be found online at www.jjill.com/corporate-responsibility. We sought to prepare this report with reference to the Global Reporting Initiative (GRI) Standards and the Apparel, Accessories & Footwear Industry Standards Version 2023-12 issued by the International Sustainability Standards Board (ISSB) of the International Financial Reporting Standards Foundation.

J.Jill is responsible for the preparation and integrity of this report. It was reviewed by subject matter experts who contributed content. It was also reviewed by our Corporate ESG Committee and our ESG Steering Committee, and approved by the Nominating, Governance and ESG committee of our Board of Directors (Board).

We did not seek or receive external assurance from third parties with respect to the information in this report, although in certain instances third parties assisted in the process of collecting, analyzing and calculating information presented in this report.

The information contained in this report and any related website disclosure are subject to the accuracy of our data collection and analysis methods, which are subject to future evolution and calibration. Such information is subject to additional uncertainties since there are limitations inherent in our data collection and analysis methods. While we consider information from external resources to be reliable, we do not assume responsibility for its accuracy. Additionally, all data, statistics and metrics included in this report and the related website disclosure are nonaudited, are not prepared in accordance with generally accepted accounting principles, are subject to the quality and comprehensiveness of the reporting received by us from internal and external sources, and may be based on assumptions believed to be reasonable at the time of preparation that may be subject to revision. Therefore, certain data, statistics and metrics included in this report and any related website disclosure may be approximate and/or estimated values. Please also note that the availability of data, statistics and metrics varies from section to section in this report and from the related website disclosure.

We welcome communication relating to our corporate responsibility efforts and the content of this report. To get in touch with us, please contact esg@jjill.com.



FORWARD-LOOKING STATEMENTS

This report contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are generally identified by the use of forward-looking terminology, including the terms “could,” “may,” “might,” “will,” “likely,” “anticipates,” “intends,” “plans,” “seeks,” “strives,” “believes,” “estimates,” “expects,” “continues,” “projects,” “goal,” “target” and “mission” or similar words or phrases. Forward-looking statements are based largely on our current expectations and assumptions and are subject to a number of risks and uncertainties that could cause actual results, performance or achievements, including, but not limited to, the achievement of our targets, goals, plans or commitments, to differ materially from historical results or those expressed or implied by such forward-looking statements. Because forward-looking statements relate to the future, by their nature, they are inherently subject to a number of risks, uncertainties, potentially inaccurate assumptions and changes in circumstances that are difficult to predict. As a result, our actual results may differ materially from those contemplated by the forward-looking statements. Important factors that could cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, regional, national or global political, economic, business, competitive, market and regulatory conditions, including risks regarding: (1) our ability to achieve the targets, goals and plans outlined in this report; (2) our ability to successfully expand and increase sales, including by opening new retail stores on a profitable basis, to maintain and enhance a strong brand image, and to optimize our omnichannel operations; (3) changes in consumer confidence, preference and spending, and our ability to adapt to such changes; (4) the competitive environment we operate in; (5) post-pandemic changes in consumer behavior and the timeline of overall economic recovery; (6) our level of indebtedness and

ability to work with lenders to pursue options to refinance; and (7) other factors that may be described in our filings with the Securities and Exchange Commission (the “SEC”), including the factors set forth under “Risk Factors” in our Annual Report on Form 10-K for the fiscal year ended February 3, 2024 and in our subsequent filings with the SEC. You are encouraged to read our filings with the SEC, available at www.sec.gov, for a discussion of these and other risks and uncertainties. We caution investors, potential investors and others not to place considerable reliance on the forward-looking statements in this report and in the oral statements made by our representatives. Any such forward-looking statement speaks only as of the date on which it is made. J.Jill undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

The targets, goals, plans and commitments in this report and any related website disclosure are aspirational; as such, no guarantees or promises are made that they will be met or successfully executed. We urge you to consider all of the risks, uncertainties and factors identified above or discussed in our reports filed with the SEC carefully in evaluating the forward-looking statements in this Impact Report and the related website disclosure. We cannot assure you that the results reflected or implied by any forward-looking statement will be realized or, even if substantially realized, that those results will have the forecasted or expected consequences and effects. The forward-looking statements are made as of the date this report and the related website disclosure were originally published, unless otherwise indicated. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.



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Creating Our Impact Report

OUR CORPORATE RESPONSIBILITY JOURNEY

When we started working on J.Jill's first Impact Report, we quickly realized that the topics we were focusing on touched almost every area of our Company. We also recognized that even though this is our first Impact Report, departments across the Company have been working for years on many of the subjects you will find highlighted in these pages. That's because environmental, social and governance (ESG) issues — and the commitments they involve — have always been a part of J.Jill. Since we first opened as a specialty store in Great Barrington, Massachusetts, in 1959, we have continually looked for ways to responsibly run our business. We focus on staying true to our mantra: keep it simple and make it matter. The three pillars of our ESG strategy — *Empower More People*, *Support the Planet* and *Operate With Purpose* — support this vision and inform our work.

This vision provides direction to our business and relies on long-standing relationships with supplier partners who share our values. Our agents, factories and mills continue to focus on reducing the overall environmental impact of their operations, as well as creating or expanding programs that benefit working conditions, increase worker training and promote education.

As our industry increases investment in sustainability research, we see more opportunities to do better, from increasing our use of renewable resources to creating more responsible production processes. Our

mills work closely with their raw-material suppliers and textile designers to find more responsible ways to conduct their business. This includes seeking out more sustainable versions of our most beloved fabrics, reducing water consumption and using renewable energy sources.

We know that people are at the heart of our business and our brand. We work hard to provide products that our customers love and a positive work environment for our valued associates. We believe in operating our business responsibly and ethically with strong corporate governance principles and practices.

This Impact Report reflects progress toward our social, environmental, and governance commitments. This is more than a summary of our efforts; it's an important part of a journey that we will continue into the future, and we invite you to read on to learn more about where we are headed.

Kathleen Boland Stevens, *Senior Vice President, General Counsel, Secretary and ESG*

Doug Tepper, *Vice President, Sourcing, Quality Assurance, Compliance and ESG*



About J.Jill

J.Jill is a national lifestyle brand that provides apparel, footwear and accessories designed to help our customers move through a full life with ease. We erase the lines between casual and professional because we know it's not the outfit that makes the woman; it's the woman that makes the outfit.

WE BELIEVE

- In style that can meet the moment.
- That high-quality fabrics are the foundation of an enduring wardrobe.
- That every woman should be seen, valued and celebrated for her whole self.

Our brand represents an easy, thoughtful and inspired style that celebrates the totality of all women and designs its products with its core ethos in mind: keep it simple and make it matter. We call this designing with intentional ease. It means our pieces are made to seamlessly take you through every moment of your day. It also means our styles are timeless and use only the highest-quality fabrics and techniques for comfort and style, season after season.

Every woman deserves a style she can be herself in, and our expert stylists build wardrobes that work hard for our customers. J.Jill offers a high-touch customer experience with over 200 stores nationwide and a robust e-commerce platform.

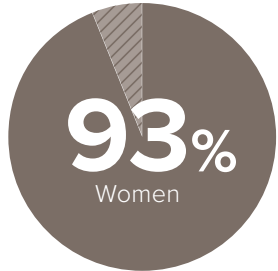


2023 Highlights

PEOPLE

Ranked
#9

on The Women’s Edge and Boston Globe Magazine’s list of Top 100 Women-Led Businesses in Massachusetts



of our associate population self-identifies as women as of the end of 2023

\$24M+

donated by The Compassion Fund for women in need across the U.S. in last 20 years

\$558k

in grants donated to 38 organizations in 32 markets in 2023

63,568

women served by Compassion Fund grants in 2023

40,427

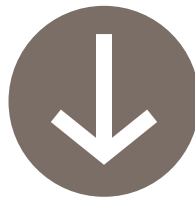
women from diverse backgrounds served by Compassion Fund grants in 2023



Approximately

3,000

units of clothing items collected and donated through our *Gently Worn* Program



Our reportable injury incidence rates continue to be below industry average

MATERIALS



Starting in the fall of 2024, we expect to convert one of our core yarn for The J.Jill Wearever Collection into yarn made with

**LENZING™
ECOVERO™
Viscose,**

a fiber that is derived from natural raw material wood and is sourced from controlled or certified wood sources

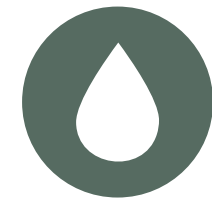
17%

of private brand products we procured and sourced in 2023 met our definition of sustainable, which is an increase over prior years ([see p. 23](#) for our definition of sustainability)

ENVIRONMENT

↓22%

Decreased electrical usage in our distribution center since 2018



**Reformulated
wash recipes**

in our production processes to reduce water and chemical consumption

24% → 5%

Reduced our reliance on air shipping of finished goods overseas from 24% in 2021 to 5% in 2023

Approach to ESG

J. Jill cares about intentionality and so do our customers. That’s why our designers work tirelessly to create high-quality, refined and casual apparel in styles that customers will call their favorite for years. That’s why we’ve continuously dedicated corporate resources to donate over \$24 million for women’s causes that matter to our customers. And that’s why we are thinking bigger about how we can bring intentionality to even more of what we do. Our work on ESG issues is a natural extension of the heart and soul of our brand, allowing us to do more to *Empower More People*, *Support the Planet* and *Operate With Purpose*. While we have worked on many of these issues for years, a general description of the process through which we developed our current strategy is below.

MATERIALITY

In 2022, we conducted a materiality assessment to organize and prioritize ESG topics and develop a baseline for our ongoing ESG strategy and inaugural Impact Report. Our process began with external inputs from benchmarked peer companies and surveys of customers and suppliers. We also reviewed investor frameworks, legislation and sector frameworks such as the Higg Index, Sustainable Apparel Coalition, the Ellen MacArthur Foundation and the Textile Exchange. We then

engaged with management and a member of our Board to develop the direction and scope of our ESG strategy within the context of J.Jill’s business and to get their feedback on key issues. In addition, we surveyed certain employees and our Board on various ESG topics.

Based on these inputs and feedback, we ranked selected ESG topics based on perceived importance to stakeholders and significance of impact. The outcome of these efforts can be seen in the list of topics below. We used these topics to inform and develop our ESG strategy and framework and to create goals in some of these areas.

For the purposes of the materiality assessment discussed in this report, our definition of materiality is aligned with the approach outlined in the GRI Universal Standards and is specific to our business priorities. The identification of issues that guide our ESG strategy, programs and disclosure is distinct from information that is material to investors or may be required to be disclosed pursuant to applicable Securities and Exchange Commission rules and regulations.


ESG TOPICS		
<p>SOCIAL</p> <ul style="list-style-type: none"> • Labor Practices/Human Rights • Diversity, Equity & Inclusion • Women’s Empowerment • Community Engagement 	<ul style="list-style-type: none"> • Employee Engagement • Employee Health, Safety & Well-Being • Product Quality & Safety 	<p>ENVIRONMENTAL</p> <ul style="list-style-type: none"> • Fiber Sourcing • Climate Change • Waste & Circularity • Chemicals Management • Water Stewardship
		<p>GOVERNANCE</p> <ul style="list-style-type: none"> • Marketing & Labeling • Privacy & Data Security • Business Ethics

ESG Framework/Pillars

To focus our efforts, our ESG strategic framework arranges our material topics into three pillars. These pillars, which are the organizing principles of this Impact Report, focus our efforts as we continue to address these important issues.


OUR ESG PILLARS

EMPOWER MORE PEOPLE




- Diversity, Equity & Inclusion
- Women’s Empowerment
- Community Engagement
- Human Rights & Ethical Labor Practices
- Employee Engagement, Health, Safety & Well-Being

SUPPORT THE PLANET



- Climate Change
- Waste & Circularity
- Chemicals Management
- Water Stewardship
- Fiber Sourcing

OPERATE WITH PURPOSE



- Marketing & Labeling
- Privacy & Data Security
- Business Ethics
- Product Quality & Safety



EMPOWER MORE PEOPLE

We want to live in a world where people feel seen, valued and celebrated. We aim to (i) promote an inclusive workplace culture that welcomes diverse representation of all individuals and (ii) provide our associates with tools and resources to help them, and their communities, thrive.

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Associate Engagement

We firmly believe that continuous improvement and honest communication help make our Company an even better place to work. We work to achieve this by providing multiple ways for associates to engage, communicate and deliver feedback. This includes our intranet, which serves as a central resource on topics like product and Human Resources updates, awards programs and more. We also strive to keep our associates connected and informed with quarterly “Buzz” meetings and frequent, companywide communications through J.Jill News. Additionally, during quarterly “Coffee With Claire” meetings, our associates can participate in informal small-group conversations with our CEO. For our retail employees, we offer retail leadership meetings, coffee chats and online communication and networking tools.

Understanding how we are doing helps us focus on our strengths and identify areas to improve. In 2022, we conducted an associate engagement survey, which reflected growth in both associate satisfaction by function and in the Company overall. The survey results also gave us valuable insights in certain areas of opportunity and enabled us to respond quickly to associate feedback. As a result, we conducted team-level meetings and engaged our associates and leaders in identifying those improvements that would be most beneficial and attainable. We are committed to continuing the practice of seeking feedback from our employees and using that feedback to try to find ways to improve our workplace processes and policies when appropriate.

FOSTERING DEVELOPMENT & ADVANCEMENT

Our talented, creative and passionate associates are our greatest asset. We aim to support them in learning and growing professionally and personally so they feel fulfilled and engaged. All associates receive an annual performance rating, discuss their performance throughout the year with their managers and are encouraged to engage with a manager and/or the Human Resources staff through our open-door policy.

In partnership with their managers, associates create professional business and personal self-development goals. In addition, we offer leadership and professional development training sessions, support development through our continued education benefits and encourage participation in professional networking, webinars and industry conferences.

For exempt-level staff and management, their managers host annual talent sessions to review job performance and leadership potential and to create follow-up plans. In addition to these one-on-one development opportunities, we offer small-group lunch-and-learn training sessions, educational webinars and diversity, equity and inclusion (DE&I) training sessions.

For associates pursuing higher degrees and career development, our Tuition Reimbursement Program provides financial support for completing educational courses, seminars, conferences and certificate programs.



October 2023 WOW Performance Award winner Donna Barnes, Human Resource Information Systems Analyst

To celebrate the hard work of our associates who exceed expectations, we have several recognition programs based on a wide range of accomplishments for Retail, Distribution Center, Customer Contact Center and Corporate associates. One of our associate recognition programs is the WOW Performance Award for associates in our Tilton, New Hampshire, facility. The purpose of the award is to recognize and reward Tilton associates for outstanding performance and/or contributions in operating efficiencies or customer service. This award is an example of our commitment to quality and our values of people, products and processes; exceptional customer service; respect for every individual; and embracing change.

Associate Wellness

We make associate wellness a top priority. This includes efforts to provide a safe work environment, competitive pay and benefits, and work-life balance support. To support well-being, we also offer a variety of resources, programs and tools to try to meet the diverse needs of our associates and their families.

PUTTING SAFETY FIRST

Wellness starts with a safe work environment. Our safety programs include analyzing risks, training employees on safe work practices aligned to industry and Occupational Safety & Health Administration (OSHA) standards and collaborating with operational leadership to understand and adjust business practices identified for improvement. When appropriate, we use independent third-party firms to perform operational audits to understand ways we can improve upon, and further align with, industry safety standards and best practices.

Our cross-functional safety counsel conducts monthly safety meetings for various departments across the Company. In these meetings, we look at opportunities to improve and develop plans to put any required corrective action in place. We also discuss forward-thinking safety topics and provide appropriate training, resources and communication in these areas. We are proud to report that our reportable injury incidence rates continue to be below industry average.

We believe that safety is a team goal and encourage every associate to take personal responsibility to reduce the risk of injury. In retail stores, store managers and associates provide regular training and safety reminders. At our distribution center where associates employ forklifts, machinery and other equipment, we make safety part of our daily conversation through stretch programs, safety tips and ongoing training.

BENEFITS & WELLNESS PROGRAMS

We believe it is our responsibility to support the health of our associates as they move through different stages in their lives, and our benefits and wellness programs focus on the core pillars of total well-being: physical, mental, financial and social.

Highlights include:

Physical Health

We offer flexible benefits to associates working 30+ hours per week, including comprehensive medical, dental and vision plans; supplemental medical plans; and company-paid life and disability insurance.



Mental Health

Through our Employee Assistance Program (EAP), associates and household family members can access free, private and confidential mental health services. In addition, a variety of behavioral and talk therapy resources are available for employees enrolled in our medical plans with Cigna. We also provide Refresh Fridays, where eligible employees can leave early on certain days throughout the year without having to make up the time.

Financial Health

Our core benefits package includes a 401(k) plan with a matching contribution, Health Savings Account, Flexible Spending Account, transportation account and tuition reimbursement. J.Jill also established our Associate Compassion Fund to provide emergency financial assistance up to \$3,000 to any associate who experiences certain types of loss or hardship that place a significant financial burden on them or their immediate family.

Social Health

Our paid parental leave program, for regular full-time associates, gives additional flexibility and time to adjust to a new family situation, bond with a new child and balance professional and personal commitments. As part of the program, and in addition to short-term disability leave to eligible associates who have given birth to a child, J.Jill provides six weeks or up to 240 hours of paid parental leave to eligible associates for the birth or adoption of a child.

All of our associates (full and part time) are eligible for our EAP, which provides resources through which they can find support for mental health, child care, behavioral health and work life balance.

Diversity, Equity & Inclusion

At J.Jill, we strive to build a culture where every person — regardless of gender, identity, race, ethnicity, ability or background — feels like they belong. As we work to support an environment where our associates can thrive, we continue to further promote inclusivity and allyship within our J.Jill community.

Establishing a DE&I Task Force in 2020 was an important milestone for our Company in advancing this work. Comprising 20 associates across corporate, retail, distribution and the customer contact center, the DE&I Task Force engages associates in creating meaningful dialogue, generating ideas and working together to develop programs that foster the principles of DE&I. Several of these current programs are highlighted below.

CONVENING EMPLOYEE RESOURCE GROUPS

Employee Resource Groups (ERGs) help support our associates in creating opportunities to come together based on common identities, interests and backgrounds to create a safe and supportive network. J.Jill now has three ERGs:

Women Leaders seeks to create a network that empowers women and allies by offering increased opportunities for connection, networking and mentorship. Recently, this ERG has established mentorship and 360-degree feedback programs and has held panels for members to connect with senior leaders of our executive team and Board.

Community Connectors aims to inspire, educate and ignite associates to support our Compassion Fund ([see p. 19](#)) and to give back in other ways. Leveraging our Volunteer Time Off policy, this ERG has organized many opportunities for our associates to support their communities, such as volunteering their time with local organizations and donating clothing to women in need.

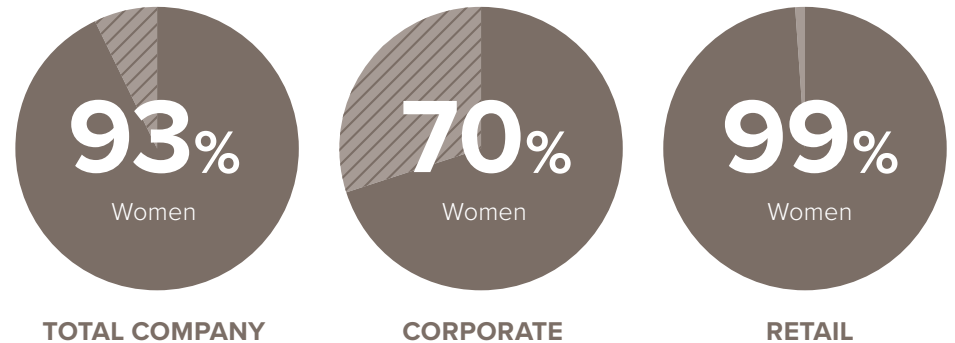
Working Parents creates an inclusive space for parents to inquire, share and receive information to help them thrive both at home and at work. For example, the group celebrates milestone moments in parents’ lives through programs like our New Parents Welcome Kit and offers resources to working parents by sharing information and hosting “What to Know” workshops.

ADVANCING WOMEN’S EMPOWERMENT

As a women-led organization, we are proud of the women representation across our Company. To continue the growth of our top women talent, we offer several unique opportunities. In 2023, the Women Leaders ERG piloted a mentorship program that pairs members of the ERG (women and their allies) with leaders from another part of the organization. This program has expanded from pilot stage to a group with 38 participants. The team is analyzing feedback with a plan to expand in 2024. In addition, women executives and Board members have participated in panel discussions with J.Jill associates offering opportunities to ask questions and for leaders to provide insights.

DIVERSITY DATA

As a women’s clothing retailer led by a female CEO, over 90% of our associates self-identify as women as of December 31, 2023.



FURTHERING AWARENESS & EDUCATION

To us, inclusivity means education, awareness — and celebration! An important aspect of our DE&I program is celebrating heritage months and cultural observances. In 2023, we celebrated nine different heritage holidays and expanded the holidays our Company observes to include Martin Luther King Jr. Day and Juneteenth as part of our regular holiday schedule. We recognize that many other holidays are meaningful to our diverse group of associates, and we provide additional personal days that can be used to observe the holiday of their choice.

We prioritize education and training, which we believe is key to thriving as culturally diverse teams. To that end, we offer several educational and training programs to associates at all levels of the organization:

Unconscious Bias Training Each year, all leaders are offered unconscious bias training.

DE&I Leadership Training This training is a requirement for all leaders, equipping them with tools to cultivate an environment where all people feel welcomed, valued, respected and heard.

Microlearning Sessions All associates are invited to attend microlearning sessions focused on a variety of topics like gender equity, supporting an LGBTQ+ workforce and mental health in the workplace.

GOAL:

100%

of associates offered unconscious bias training by 2025

INTERNSHIP PROGRAM BRINGS FRESH IDEAS

Welcoming people with diverse backgrounds and experiences only makes our Company stronger. Through ongoing relationships with colleges, diversity groups and other school partnerships we launched our internship program in 2022. This 10-week program provides an opportunity for our interns to work on a cross-functional project that gives meaningful education about our business. Our 2023 project focused on corporate responsibility and our interns developed and presented recommendations and business cases in the areas of design, packaging, distribution center activities and office sustainability initiatives.

ENGAGING CUSTOMERS THROUGH INCLUSIVITY

At J.Jill, we celebrate a world where the totality of every woman is seen, valued and celebrated. Our inclusive culture encompasses inclusive sizing for our customers. In 2022, we launched our Welcome Everybody Campaign to reimagine the shopping experience for all women, which entailed:

- Providing one size-integrated shopping destination for customers.
- Adding size 2X to all retail stores.
- Implementing consistent pricing across all sizes.
- Showcasing models and influencers across a range of sizes and body types.
- Offering a welcoming, fully size-inclusive message in store signage, catalogues, digital ads and direct mail.

We received positive feedback about the campaign from customers. They expressed that seeing representation of a variety of body types is important to them, and that consistent pricing across all sizes is fair.

WELCOME EVERYBODY

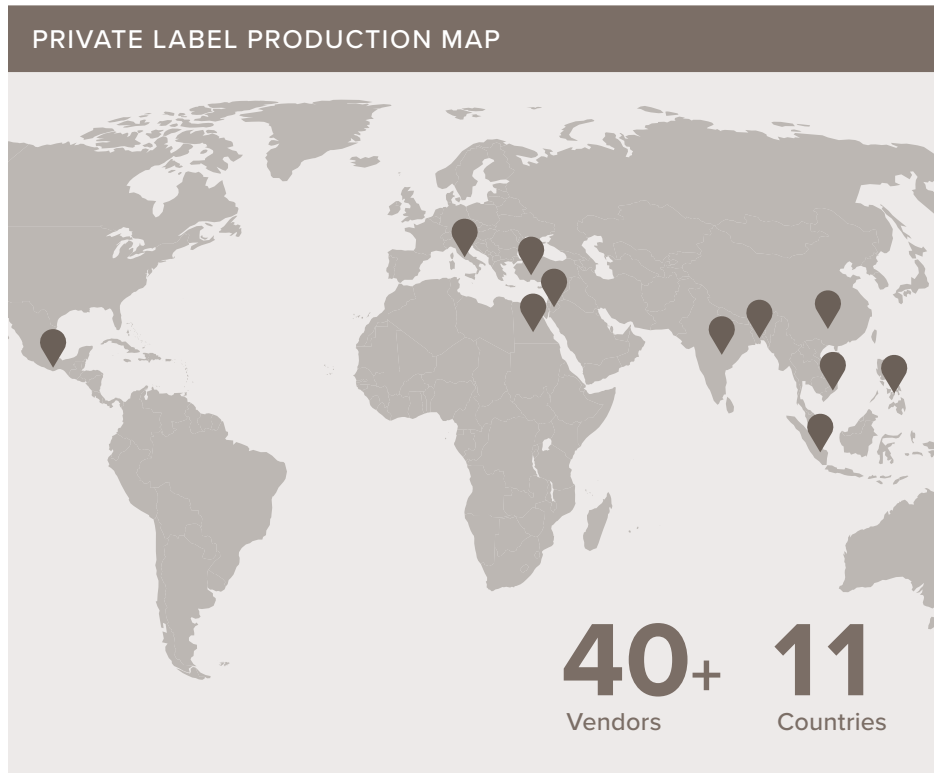
STYLE MADE SIMPLE
WITH ONE PRICE FOR ALL SIZES

XS-4X | Petite | Tall
Sizes up to 2X
now available in stores

J.Jill

Supply Chain

J.Jill designs our product lines in house and contracts with third parties to manufacture our finished goods. Our Company’s private label products are produced by over 40 vendors spanning 11 countries. The top three countries of production are India, Indonesia and Vietnam. Additionally, we source a small amount of third-party branded products.



UPHOLDING HUMAN RIGHTS IN THE SUPPLY CHAIN

We partner with suppliers who share our belief that human rights are of paramount importance to our industry.

Our expectations of suppliers are outlined within our Corporate Social Responsibility (CSR) Policy, which all vendors are required to acknowledge annually, confirming that our vendors share our human rights expectations with the factories that manufacture our products. Compliance includes but is not limited to operating ethically and transparently; refusing to employ child or forced labor and providing reasonable working hours, fair wages and a safe, nondiscriminatory working environment.

We require all vendors to certify that they will comply with applicable U.S. federal laws such as the Fair Labor Standards Act, the Foreign Corrupt Practices Act and the Conflict Minerals Rule. Additionally, our vendors are required to provide J.Jill with an annual CSR audit for each factory producing J.Jill private label products.

In 2023 we implemented new vendor requirements directed at increasing supply chain transparency relating to hiring practices for migrant workers and our prohibition on the use of any forced labor.

We take pride in conducting J.Jill business in accordance with our ethical standards and laws of the U.S. and the countries where our merchandise is made. The integrity of the production process is just as important as the quality of the products we sell. Below are our actions directed at addressing trafficking and slavery in our direct product supply chain:

- Product supply chain verification
- Independent, unannounced auditing
- Supplier certifications
- Maintenance of internal accountability standards and procedures
- Staff training on identifying and preventing slavery and human trafficking

For more information see <https://www.jjill.com/california-transparency-act>.

We take steps to monitor supplier social compliance. Our internal compliance team tracks and monitors domestic and overseas agents and suppliers of our private label products to require compliance with our standards and requirements. Our in-house team keeps in close contact with our global partners and participates in industry working groups.

Additionally, we engage with highly regarded, independent international monitoring firms to conduct unannounced facility visits and private worker interviews for certain factories that provide our private label products. For other factories that produce our private label products, we require third-party audits to assess compliance with our standards and requirements.

Going forward, we will continue to work with our agents and suppliers to learn more about individual programs directed at improving social compliance among our vendor population.

GOAL:

By 2025, working with each of our primary vendors to encourage participation in the Social & Labor Convergence Program assessment framework and/or Better Work, a partnership between the International Labour Organization and the International Finance Corporation



IN MID-2023 WE SURVEYED OUR TOP 20 J.JILL PRIVATE LABEL FACTORIES AND CONCLUDED FROM THEIR SELF-REPORTING THAT:

- The majority of the employees at such factories self-identify as women.
- Most of the factories surveyed provide programs/educational classes relating to the improvement of health and prevention of harassment.
- Most of the factories surveyed provide programs/educational classes promoting gender equality.
- A majority of the factories surveyed provide programs/educational classes promoting financial inclusion.
- Some of the factories provide in-house and/or financial assistance for child care.

Our Community

We are dedicated to empowering women, especially those in the communities in which we operate. Our vision to live in a world where the totality of every woman is seen, valued and celebrated is furthered through our Compassion Fund — and by supporting community-based organizations focused on self-sufficiency, education and wellness.

GOAL:

Partner with, or donate to, a nonprofit organization that supports women in one of our sourcing communities by 2025



GIVING BACK THROUGH THE COMPASSION FUND

Compassion connects us all. The J.Jill Compassion Fund exists because we believe that giving back also means paving a way forward. Over the last 20 years, the J.Jill Compassion Fund has provided over \$24 million in grants and in-kind donations to groups supporting women in need across the U.S.

Services provided by these organizations include:

- Job/career readiness and placement services
- Support for victims of domestic violence
- Financial literacy and empowerment
- Housing services
- Support to reduce the risk of loss of housing
- Education opportunities and scholarships
- Mental health services
- Substance abuse and recovery services
- Wraparound support services and case management
- Early childhood education

2023 COMPASSION FUND GIVING

\$558,000

in grants donated to 38 organizations in 32 markets

63,568

women served by Compassion Fund grants

40,427

women from diverse backgrounds served by Compassion Fund grants



ENGAGING THE COMMUNITY

Our associates are passionate about giving back to the communities where we live and work. We support this passion by creating opportunities for associates to devote working time and leverage company resources to make a positive impact.

For over 15 years, all full-time associates have been eligible to use one paid day per year to participate in volunteer activities. These hours can be used for events we schedule where our teams collaborate with various community groups, such as women’s shelters and community centers; to support women facing challenges such as personal financial instability or housing insecurity; or for other causes that are important to our associates.

One of our most popular programs is the annual *Gently Worn* clothing drive, where customers can donate clothing in return for a discount on purchases made at our retail store locations during the event. The donated clothing is then given to local nonprofit organizations in the store’s community. In addition to supporting local communities, these events also raise awareness of our Compassion Fund and other company volunteer-based activities. In 2023, we established our Community Connectors ERG to support our Compassion Fund and other volunteer-based service activities. (See p. 19 for details.)

2023 COMMUNITY IMPACT

450
volunteer hours across retail, corporate, distribution center and call center

Approximately
3,000
units of clothing items collected and donated through our *Gently Worn* Program

VOLUNTEER EVENTS



J.Jill leaders gathered to volunteer at Wellspring House, an organization in Gloucester, Massachusetts, that helps families and adults achieve stable housing, education and job training.



At Rosie’s Place in Boston, J.Jill volunteers help prepare food at this nonprofit that provides shelter, food and essential services for women in need in the area.



SUPPORT THE

PLANET

We strive to find ways to reduce our impact and respect and protect our planet by creating more responsible processes in the manner we conduct our business.

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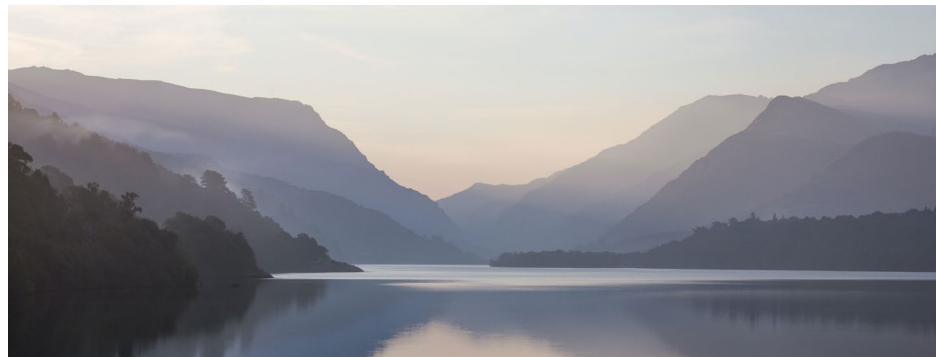
Climate Change

J.Jill understands the challenges created by climate change — for our business, our industry and our world. To do our part to mitigate some of these challenges, we are first taking important steps to better understand our impact. In 2023, we established a team to focus on measuring Scope 1 emissions (direct emissions from our owned or controlled sources) and Scope 2 emissions (indirect emissions from the generation of purchased energy). As part of the project, we worked with a specialist using the Greenhouse Gas (GHG) Protocol Corporate Standard to calculate Scope 1 and 2 emissions, which includes calculating gas and electric usage at our stores, distribution center and corporate headquarters. This inventory will serve as a foundation for developing company GHG emissions goals and a corresponding road map for achieving them.

To ensure we are monitoring any risks associated with climate change and GHG emissions, our Enterprise Risk Management (ERM) Program includes both climate change and ESG as topics. This includes a dedicated risk manager to review ESG risks. Commencing in 2024, quarterly updates relating to ESG risks will be provided to the Audit Committee of our Board by our head of ERM, along with the co-leads of the Company’s ESG program.

GOAL:

To conduct Scope 1 and 2 GHG inventory in 2024 and set a reduction goal by 2025



GREENING OUR OPERATIONS

For any global company, reducing energy use across sites and around the world is a complex and multidimensional undertaking. We continue to take on initiatives to understand, measure and decrease our energy use in our operations, including in our retail stores, offices and product shipping. For example, in our Tilton distribution center, we have converted to a new energy-control management system that has the ability to see when and where we are utilizing electricity and gas in real time, enabling us to more efficiently manage our operations. After a full year of operation, the system is expected to result in annual electric savings of 215,499 kWh and annual gas savings of 5,675 therms, which corresponds to approximately 70 metric tons of CO₂ emissions.

THE FOLLOWING ARE SOME OTHER OPERATIONS-RELATED ENERGY SAVINGS WE HAVE INITIATED IN RECENT YEARS:

- Since 2014, converted 92% of our retail stores to LED lighting.
- Reduced our reliance on air shipping of finished goods overseas from 24% in 2021 to 5% in 2023.
- Since 2022, decreased air shipments for e-commerce orders, with more than 96% shipped by ground and 4% by air; air shipments are typically only used for expedited shipping when requested by customers.
- Reduced electrical usage in our distribution center by 22% since 2018 by focusing on LED lighting upgrades and installing motion sensor lights.
- In 2019, replaced heating systems in our distribution center with modern high-efficiency units.

Fiber Sourcing

At the heart of our approach to design is our “fabric first” mantra. This includes an evolution toward fabrics and fibers that are natural, sustainable or recycled.

Definitions of “sustainable” can vary. When we talk about sustainable fibers, we mean fibers or materials that result in improved environmental and/or social sustainability outcomes and impacts, in comparison to conventional production. Examples of improved impacts include fibers that have a lower carbon footprint, use less water or create less waste. At J.Jill, we do not consider a fabric “sustainable” unless at least 35% of the fabric content is from fibers that meet our definition. In 2023, fabrics that met our definition of sustainability represented 17% of our total private label apparel purchases.

GOAL:

25%

of apparel made in part or fully from fibers that meet our definition of sustainable by the end of 2025

Fiber Definitions

Currently, we develop products using the nine materials seen below that meet our definition of sustainable fibers.

SUSTAINABLE FIBER	REPLACES	SUSTAINABLE FIBER ATTRIBUTES
LENZING TENCEL™ LYOCELL	Conventional Lyocell	Tencel™ Lyocell, Tencel™ Modal and Ecovero™ Viscose are all cellulosic fibers made from sustainably harvested wood pulp. Lenzing purchases from the Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification certified sustainably managed forests to prevent deforestation. The Lenzing fiber manufacturing process is closed loop and uses less water and energy than conventional man-made fibers. Chemical solvents are also captured and reused. Tencel™ Lyocell, Tencel™ Modal and Ecovero™ Viscose are also biodegradable.
LENZING TENCEL™ MODAL	Conventional Modal	
LENZING ECOVERO™ VISCOSE	Conventional Rayon and Viscose	
ORGANICALLY GROWN COTTON	Conventionally Grown Cotton	Organically grown cotton is grown without the use of synthetic pesticides or fertilizers. Organically grown cotton is also a non-genetically modified organism.
HEMP	Conventional Cotton or Flax	Hemp is an extremely durable fiber that requires less water than cotton for growing. Hemp requires little to no synthetic pesticides and fertilizers, making it a lower environmental impact crop.
RECYCLED COTTON	Virgin Cotton	Recycled cotton fiber utilizes pre- or post- consumer cotton waste thereby elongating the fiber and product life cycle before landfill.
RECYCLED POLYESTER	Virgin Polyester	Recycled polyester fiber utilizes pre- or post- consumer polyester waste thereby elongating the fiber and product life cycle before landfill.
RECYCLED CASHMERE	Virgin Cashmere	Recycled cashmere fiber utilizes pre- or post- consumer cashmere waste thereby elongating the fiber and product life cycle before landfill.
RESPONSIBLE DUCK DOWN	Conventional Duck Down	Responsible duck down ensures all animals are humanely raised and feathers are ethically harvested for use in duck down fill. This ensures no live plucking of feathers and no force-feeding of animals.

As the industry has expanded investments in sustainability research, our textile mill partners have provided an increasing number of fabric options for us to consider in our designs. In 2023, we issued a preferred fiber list to vendors and mills, highlighting our preferences to reduce the use of virgin synthetics and increase the use of sustainable fibers and fill in fabric development, with the intention of aligning our partners with our goal to increase the use of sustainable fibers.



INCREASING SUSTAINABLE FIBER USAGE

We are making steady progress. In addition to developing products using these nine materials where possible across our line offering, we have discontinued use of certain fibers that have been found to cause environmental harm or that raise animal welfare concerns. We continue to evaluate materials used in production in the hopes of finding more responsible and sustainable options, while also delivering the high-quality products our customers expect from us.

One of the most impactful shifts we have made has been to introduce and increase our use of products made with Lenzing fibers, which are derived from natural raw material wood and sourced from controlled or certified wood sources. The fibers produced by the Lenzing Group are certified as biodegradable and compostable.* In 2023, we increased our portfolio of more sustainable fibers to 17%, with these Lenzing fibers representing the majority of our sustainably sourced fabrics.

Starting in the fall of 2024, we will convert one of our most important and core yarns into yarn made with LENZING™ ECOVERO™ Viscose. LENZING™ ECOVERO™ Viscose is made with at least 50% less carbon emissions and water consumption compared to conventional viscose.** This conversion will increase our total sustainable fibers significantly and contribute to our goal of 25% of units made in part or fully from fibers that meet our definition of sustainable by the end of 2025. Steps we plan to implement include:

- Transitioning the base fabric of The J.Jill Wearever Collection from conventional rayon to LENZING™ ECOVERO™ Viscose in late 2024.
- Wherever possible, converting from virgin to recycled polyester made from sustainably sourced post-consumer plastic water bottles.
- Deepening our partnership with Lenzing to increase usage of Lenzing's TENCEL™ Lyocell, TENCEL™ Modal and LENZING™ ECOVERO™ Viscose where applicable.

* LENZING™ Lyocell and Modal standard fibers are certified by TÜV AUSTRIA as biodegradable in soil, freshwater and marine environments and compostable under home and industrial conditions.

** The results were calculated according to life cycle assessment standards (ISO 14040/44) and are made available via the Higg Materials Sustainability Index by the Sustainable Apparel Coalition (Version 3.7).

EVOLVING OUR USE OF COTTON

Currently, cotton makes up a significant part of our product offerings. More specifically, 60% of all our private label apparel purchases are made with fabrics where cotton represents at least 50% of the finished fabric. Conventional cotton is typically produced using genetically modified seeds and synthetic pesticides and herbicides to maximize crop yields. The Organic Trade Association reports that conventional cotton uses approximately 25% of the world’s insecticides and more than 10% of its pesticides to create about 20 million tons of cotton annually.

We have been evolving our cotton strategy to explore more sustainable options. For example, in our Pure Jill sub-brand we explore opportunities to use organically grown cotton, as well as hemp, instead of conventional cotton. Organically grown cotton is typically grown on farms that don’t use synthetic fertilizers, herbicides or pesticides, and that follow best practices to promote water quality, energy conservation, biodiversity and healthy soil. Production of hemp is less water intensive and uses fewer pesticides in cultivation as compared to conventional cotton.

In 2023, we focused on trying to find more responsible ways to use cotton, a fiber that constitutes the majority of our fabrics. We are working with our vendors to find fabric sources that promote more sustainable farming practices and policies and enhance well-being and economic development in the communities where we source these fibers. Also in 2023, we began exploring partnerships with organizations that promote more responsible cotton production globally. We are committed to increasing the percentage of more responsibly sourced cotton in our products while maintaining the quality that our customers expect of us.

FOCUSING ON ANIMAL WELFARE

We are continually evaluating ways to improve our animal welfare standards, including use of more responsibly produced down and nonmulesed wool. In 2024, we will develop an animal welfare policy and request that our top-tier vendors comply with that policy by 2025.

We currently source types of duck down that are more humanely produced than conventional duck down. This includes standards that ban cruel practices such as live plucking and force-feeding, and that require that ducks and geese are cared for according to the Five Freedoms, as defined by the Farm Animal Welfare Committee. In addition, all of our cashmere is sourced from farms that have certified they adhere to the Five Freedoms and we only source nonmulesed wool, avoiding a process that is known to cause pain and injury to sheep.

GOAL:

Develop an animal welfare policy during 2024



THE FIVE FREEDOMS

- 1 Freedom from hunger and thirst
- 2 Freedom from discomfort
- 3 Freedom from pain, injury or disease
- 4 Freedom to express normal behavior
- 5 Freedom from fear and distress

Chemicals

J.Jill is committed to working toward reducing the use of hazardous chemicals and the risks of chemical discharge in our supply chain.

In making our products, we require our vendors to comply with applicable federal and state laws and regulations. We also require testing for chemicals such as phthalates, lead, cadmium, bisphenol A and formaldehyde. Our policies require that each product must pass testing that shows it meets regulations and that the product does not contain levels of chemicals that have been proven to cause health hazards.

Our Vendors are required to use 23 testing protocols that test for compliance with regulatory requirements, as well as the presence of harmful, restricted or banned chemicals as identified by applicable U.S. federal and state legislation. We rely on independent third-party labs to conduct the testing and certify compliance with current legislation.

As we continue to evolve our chemicals management approach, we are determined to increase transparency and effectiveness. By the end of 2024, we will implement a chemicals management strategy relating to the raw materials and manufacturing of our branded products. This goes beyond testing for the presence of harmful chemicals in the products themselves and requires vendor compliance with certain restricted substances lists (RSLs).

GOAL:

By the end of 2025, require our primary suppliers to adhere to our new chemicals management standards

FOCUSING ON SAFETY

J.Jill adheres to recognized global chemical programs and certifications to help our suppliers track and report on chemicals used to manufacture our products, and to prioritize the removal of harmful chemicals.

The following are some of the actions we are taking:

- We have initiated a plan to eliminate intentionally added PFAS from our private label products by 2024.

- By the end of 2024, we will require our vendors to adhere to certain restrictions on the use of chemicals, such as American Apparel & Footwear Association RSL and the Apparel and Footwear International RSL Management Group's testing risk matrix.
- By the end of 2025, we will require our suppliers to partner with an approved certifying and training authority to monitor their compliance with the Zero Discharge of Hazardous Chemicals (ZDHC) Manufacturing RSL chemical module, and to provide technical guidance on industry best practices.

Water Stewardship

The fashion industry uses an estimated 93 billion cubic meters of water each year, which represents 20% of global wastewater production. At J.Jill, we strive to look for ways to reduce water use and waste within our own company and the apparel industry as a whole.

We require our vendors to utilize recognized programs and certifications for wastewater management, such as the ZDHC Wastewater Guidelines. These aim to set a single, globally unified expectation for sampling, testing and reporting of industrial wastewater and sludge resulting from wet processing across the textile and leather industries.

In addition, we evaluate how we construct our products at the development stage to improve water efficiency. For example, we have taken steps to reduce water usage in our key contract laundry facilities. In 2023, J.Jill used Environmental Impact Measurement (EIM) software to measure water consumption during the clothing manufacturing process for each washed garment that we produce in Indonesia, Bangladesh and Egypt. Because water consumption for the wash process differs across our range of products, we determined a range of the amount of water used during the wash process for our garments to be between 16.43 and 35.50 liters (4.34 to 9.38 gallons) per garment.

With this information, we used the EIM to reformulate our wash recipes to replicate the aesthetic look of the wash while reducing water consumption and chemical usage in the production process. This new formula is expected to result in a reduction of water consumption per garment resulting in a range of 14.13 to 22.68 liters (3.73 to 6.13 gallons), a savings ranging from 2.30 to 12.32 liters (.61 to 3.25 gallons) per garment.

Waste & Circularity

We believe that one of the best ways to improve the sustainability of fashion is to design products for circularity. In our view, circularity relates to prioritizing low-impact, recycled and renewable materials; designing timeless products that can be worn for many years; and reusing or recycling products at their end of life wherever possible. For example, our *Gently Worn* Program encourages customers to bring lightly used clothes back to J.Jill stores for donation to community programs. (See p. 20 for more details.)

SAMPLES & SCRAPS

We have steadily decreased our overall number of prototype and presentation samples through intentional and purposeful product development practices. Simply put, this means that our initial designs have a higher chance of being adopted rather than wasted. Developing fewer styles to create a final style reduces the number of garment samples we use. Since 2020, we have decreased our development samples by 31% and increased our style adoption by 18.2%.

To achieve these reductions and increase efficiency, we developed a more transparent collaborative process that allows for upfront alignment of cross-functional teams. This early alignment reduces the number of options put into work and also reduces the *rework* that happens after presenting the product lines. This enables us to employ our theory of *Concept to Customer*: We align on our work at the front end, and the work finds its way to the customer with less rework.

When we have clothing samples from the previous season, we donate them to our charitable partner, Good360. Good360 is a global leader in product philanthropy and purposeful giving, partnering with some of the world's large corporations to source essential goods and distribute them throughout their network of diverse nonprofits. When they receive our sample garments, Good360 either donates them to organizations serving local communities or, if a garment is damaged, they will repair or use the materials where possible.

We also partner with FABSCRAP to reduce fabric scrap waste in our home office, helping to keep materials out of landfills through fabric recycling, downcycling or reuse. Since the beginning of our partnership with FABSCRAP in 2022, we have donated over 3,800 pounds of fabric scrap with over 97% of those donations being recycled, upcycled or reused.

One of the barriers to clothing recyclability is garment trims, which sometimes can prevent easy recycling. To try to address this issue, we recently created a task force to research sustainable trim development and will begin to implement these alternatives where feasible. This is a cross-departmental team that will share findings across product categories.





Romaine Seguin

Maria Martinez

OUR PARTNERSHIP WITH GOOD360

A Conversation With Romaine Seguin, CEO of Good360, and Maria Martinez, Chief Human Resources Officer of J.Jill and Member of the Board of Directors of Good360

Q: HOW DID YOUR PARTNERSHIP BEGIN?

Ms. Martinez: Beginning in 2015 J.Jill had unsold inventory that needed to be moved out of their distribution center to make room for new collections. Through preestablished relationships with Good360, our merchandising and distribution departments were able to arrange for the items to be donated. I have been involved with Good360 as a board member since 2016 and have seen firsthand the tremendous positive impact this organization has had.

Ms. Seguin: At that time, liquidation or disposal would be the more popular opportunities. J.Jill, however, saw an opportunity to not only help local communities with their product, but recognized the Good360 model would also help divert product from landfills. Since then, J.Jill has donated almost \$32M in goods to 44 states and throughout the world.

Q: TELL US A LITTLE BIT MORE ABOUT THE J.JILL/GOOD360 PARTNERSHIP

Ms. Martinez: Partnering with Good360 provides J.Jill with a sustainable and philanthropic option that serves the goals we have put in place for J.Jill. While we may have pursued it as a business priority, it has become a core part of our sustainable solutions practices.

Ms. Seguin: Good360’s mission is to close the need gap by providing quality goods to nonprofits who serve the people of their community. As responsible, sustainably minded partners like J.Jill have engaged us, we realized we serve a much higher purpose to keep a high volume of products out of landfills.

Q: CAN YOU TELL US MORE ABOUT THE DONATIONS?

Ms. Martinez: At J.Jill, we have a variety of products that may go unused that extend beyond clothing. We also furnish over 200 stores nationwide and furnish our offices. We donate furniture, rugs and home décor items like bowls and frames. One of the benefits of working with Good360 is that they have a vast operational network that ensures a variety of goods can be placed where they are most needed. This saves us time when looking for solutions, as Good360 can handle a wide range of goods.

Ms. Seguin: Every year J.Jill provides product that in most cases ships directly from a Good360 warehouse facility to a preidentified, vetted nonprofit. Because of the variety of goods provided, we place the goods where there is need, based on proprietary data we have. This saves time and money as well as helping ensure the goods will be used. All these factors contribute to a healthier, more sustainable environment.



INVENTORY

J.Jill has made inventory management a major focus. Buying the right amount of product minimizes excess inventory and decreases merchandise that requires liquidation. Since 2019, we have reduced overall merchandise inventory by more than 25%.

In addition, we make substantial efforts to sell undamaged, returned merchandise. Over 95% of returned items go back into our inventory after being inspected. When we are left with unsold items, we make efforts to sell those items to other retailers for resale.

GOALS:

Develop circular design principles and train relevant staff in 2025

Define sustainable packaging principles and begin incorporating sustainable attributes into branded and nonbranded packaging by 2025

PAPER WASTE

Over time, we have made significant efforts to reduce waste related to our mail catalog throughout its production process. This starts with the paper we purchase, which is certified by the Sustainable Forestry Initiative and is 100% recyclable. All of our paper is produced in mills that are ISO 14001 certified, and 85% of our catalog paper is produced in a mill that is located only 170 miles from the printing plant, which reduces shipping time and carbon emissions from transit.

To print our catalogs, we have intentionally partnered with an ecominded printer that is focused on reducing printed waste in its operations. This printer has programs in place to recycle metal waste, ink, nonhazardous waste and oil during catalog production.

In 2024, we are working on a transition to 100% recycled poly fiber on our woven garment labels. In addition, beginning this fall, all of our paper marketing collateral on garments, ranging from price tickets to hangtags, will transition to paper certified by FSC, an organization that promotes responsible management of the world's forest via timber certification programs.

PACKAGING

We have prioritized decreasing material use, increasing recycling and reusing materials at our distribution center in Tilton. For example, in 2010 our distribution center started sending products to stores in reused vendor corrugated cases, which resulted in the reuse of about 65% of our vendor cases, totaling 200,000 cases per year.

When products are returned, we work with our partner Trex® to recycle plastic bags from our customer returns processing and excess film in our distribution center. Trex®, a company that buys returned consumer bags from the majority of retail and grocery stores in the U.S., uses these materials to make composite decking from the recycled plastic products. Since 2020, we have recycled 219,000 pounds of scrap film and plastic polybags.

Another area of opportunity is reducing packaging for products shipping to our customers. Since 2022, we have worked to reduce the amount of plastic used in orders shipped in bags. Currently, J.Jill is actively partnering with our vendors to reduce the environmental impacts of packaging in retail stores and through our direct sales channels. Our shopping bags, gift boxes and gift card carriers are 100% recyclable. Our shopping bags are made of 100% post consumer paper and our boxes and gift card carriers are made of at least 85% post consumer paper. In 2023, we reduced the materials needed to produce our jewelry boxes and converted our garment bags from white plastic to a recycled polyethylene terephthalate fabric, which is made from recycled plastic such as water bottles.

We have made other important advances, such as:

- Working toward the process of using polybags made of at least 95% recycled material to ship all products.
- Reducing the size of our most frequently used shipping box from 19 to 16 inches in 2023; we also now require our shipping boxes to be made of at least 95% recycled material.
- Conveying, baling and palletizing cardboard that cannot be reused and cardboard from customer returns for pickup and recycling; since 2020, we have recycled 1,395 tons of this cardboard.

Product Quality

As a brand known for our quality products, we pride ourselves on our high standards and delight in ensuring that our products not only meet but exceed our customers' expectations.

To this end, we adhere to a rigorous quality and safety process. This includes a detailed risk analysis of any new product during the initial development stages, where our Quality Assurance and Product Development teams jointly analyze the product and work to anticipate potential risks, fully vetting the fabrics and styling before going into production.

We have testing protocols in place for each of the distinct types of products we sell: apparel, accessories, jewelry and footwear. All private label vendors are required to submit products for testing against the corresponding protocol and must have a passing result before they are allowed to ship the product.

We also conduct a live wear-test program for most new fabrics and yarns during the product development process. These tests allow us to evaluate the expected performance during wear beyond what laboratory testing can identify.

Our vendor factories also go through a rigorous quality process, which includes roving inspectors, in-line inspections and end-of-line inspections. When production is completed and the product is placed in sealed cartons, the factory will conduct a final random inspection to confirm that the inspected product meets expectations for quality. We also hold targeted random inspections in our distribution center when the product is received.





OPERATE WITH PURPOSE

We continue to be highly purposeful in how we conduct our business. We do so by fostering a culture of partnership, transparency, positivity and accountability.

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ESG Governance & Risk Management

Strong corporate governance principles and practices are critical to the operations of our Company and promote the long-term interests of our stockholders, associates, customers and stakeholders.

Our Board is responsible for setting and approving the overall strategy of the Company. Our Board comprises eight members, 62.5% of whom are independent as defined by the applicable New York Stock Exchange rules, 37.5% of whom self-identify as women and 12.5% of whom self-identify as Asian. Our Board Committees are Audit; Compensation; and Nominating, Governance and ESG. In 2023, our Board met nine times and the Nominating, Governance and ESG Committee met four times.

Responsibility for environmental, social and governance (ESG) issues begins with our Board as advised by our Nominating, Governance and ESG Committee. ESG strategy is managed by our ESG Steering Committee, which comprises executives including our Chief Executive Officer, Chief Financial Officer and Chief Human Resources Officer as well as subject matter experts from various areas of our Company. The ESG Steering Committee is charged with reviewing and making recommendations regarding the Company's significant strategies, activities and policies related to social and environmental issues.

Development of our ESG program and strategy is overseen and managed on a day-to-day basis by our Corporate ESG Committee, co-chaired by our Senior Vice President, General Counsel, Secretary and ESG and our Vice President of Sourcing, Quality Assurance, Compliance and ESG. The Corporate ESG Committee manages all ESG issues and communicates throughout our ESG governance structure. The Corporate ESG Committee also coordinates with subject matter experts and stakeholders throughout the Company. ESG strategic direction and decisions are reviewed and approved by the ESG Steering Committee.

ESG strategy implementation is executed by functional leads and teams of subject matter experts responsible for the relevant topics.

Our team maintains and monitors key risks, including risks due to climate change or other related ESG areas, through our Enterprise Risk Management (ERM) Program. Our ERM Program is a collaborative effort between key members of both our Leadership and Management teams, our Compliance teams, as well as members of our Board. We review risks based on materiality including, but not limited to, risks that impact our operations, our customers and associates, the environment and our overall financial performance.

In addressing ESG-related risks, we are dedicated to developing both short- and long-term strategies aimed at reducing our environmental impact and ensuring the resiliency of our operations. We also review the potential impacts of severe weather and other natural events with an aim to reduce or prevent negative outcomes where possible.

Additionally, our commitment extends to proactively addressing ESG obligations arising from an evolving regulatory landscape and aligning with the expectations of our key stakeholders and investors. By embracing these measures, we aim to mitigate risks and also foster sustainable practices to contribute positively to our Company's long-term success and the broader global community.

Business Ethics

Acting with integrity is a core value of our Company. We are committed to operating our business responsibly and ethically. All our associates at the Manager and above levels, and the members of our Board, acknowledge and agree to abide by our Code of Conduct and Ethics (Code) annually. In addition, we require all our vendors to comply with our Vendor Code of Conduct.

We maintain an anti-bribery and anti-corruption policy that is incorporated into the Code. We also have a whistleblower policy and a confidential 24-hour hotline for associates to raise any concerns they might have regarding our business. All reported concerns are investigated and addressed by our Human Resources and/or Legal departments. We are proud of our adherence to high standards and record of compliance with regulations concerning matters of business ethics.

Privacy & Data Security

We value and prioritize the protection of the information shared with us by our customers and our associates. Our privacy program monitors compliance with all applicable privacy laws and regulations as well as industry standards and emerging risks.

Our integrated cybersecurity team works closely with our privacy team and relevant subject matter experts across our Company to implement our data security program. This includes internal and external testing, monitoring and associate trainings, as well as physical, administrative and technical safeguards to protect against threats, all utilizing the principles of the National Institute of Standards and Technology (NIST) cybersecurity framework. We are focused on maintaining the integrity of our systems to protect customer, associate and vendor information from unauthorized access or use.

Because cybersecurity is a constantly evolving landscape, we strive to create a culture of awareness and risk mitigation focused on recognizing and addressing inherent and emerging privacy and data security risks. Our teams review risks quarterly with key members of management as well as our Audit Committee, and we provide annual security training to all associates. For more information about our privacy and data security practices, please see our [Privacy Policy](#).



Marketing & Labeling

As part of our culture of ethics and accountability, we are committed to responsible marketing practices and stand by the statements we make. Our marketing claims are reviewed for clarity and accuracy, and we have an interdisciplinary team from Sourcing, Marketing and Legal who discuss marketing claims and work to ensure that we are giving useful information to our customers.

We value transparency with our customers and work to provide accurate information so that customers can make informed decisions about their purchasing choices. When questions arise, our Customer Service group responds to customer inquiries by phone, email or chat to provide product information directly to our customers. Where applicable, we highlight sustainable attributes of our products for consumers who have an interest in more sustainable apparel options.

We are proud of our excellent track record of compliance with regulations and/or voluntary codes concerning product information and labeling.



APPENDICES

We sought to prepare this report with reference to the Global Reporting Initiative (GRI) Standards and the Apparel, Accessories & Footwear Industry Standards Version 2023-12 issued by the International Sustainability Standards Board (ISSB) of the International Financial Reporting Standards (IFRS) Foundation. The following indexes provide readers with references for where they can find information in this report and other public documents addressing GRI and Sustainability Accounting Standards Board (SASB) disclosures relevant to our business.

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GRI Content Index

This index was prepared with reference to the GRI Standards, including the updated GRI 1: Foundation 2021, GRI 2: General Disclosures 2021 and GRI 3: Material Topics 2021. All data is as of and for the fiscal year ending February 3, 2023, unless otherwise noted.

DISCLOSURE	LOCATION OR RESPONSE
GRI 2: General Disclosures 2021	
2-1 Organizational details	FY 2023 10-K, pp. 4–9
2-2 Entities included in the organization’s sustainability reporting	About This Report
2-3 Reporting period, frequency and contact point	About This Report
2-4 Restatements of information	<i>Not applicable. This is J.Jill’s first Impact Report.</i>
2-5 External assurance	About This Report
2-6 Activities, value chain and other business relationships	FY 2023 10-K, pp. 4–9
2-7 Employees	Diversity, Equity & Inclusion FY 2023 10-K, pp. 8–9
2-8 Workers who are not employees	FY 2023 10-K, pp. 8–9
2-9 Governance structure and composition	ESG Governance & Risk Management
2-10 Nomination and selection of the highest governance body	Corporate Governance Guidelines 2023 Proxy, pp. 12–13, 50
2-11 Chair of the highest governance body	2023 Proxy, p. 15
2-12 Role of the highest governance body in overseeing the management of impacts	ESG Governance & Risk Management

2-13 Delegation of responsibility for managing impacts	ESG Governance & Risk Management
2-14 Role of the highest governance body in sustainability reporting	About This Report
2-15 Conflicts of interest	Business Ethics Code of Conduct and Ethics
2-16 Communication of critical concerns	Contact the Board 2023 Proxy, p. 16
2-17 Collective knowledge of the highest governance body	2023 Proxy, pp. 8–12
2-18 Evaluation of the performance of the highest governance body	2023 Proxy, pp. 14, 37–39
2-19 Remuneration policies	Compensation Committee Charter
2-20 Process to determine remuneration	2023 Proxy, pp. 17–20
2-21 Annual total compensation ratio	<i>J.Jill does not report this information.</i>
2-22 Statement on sustainable development strategy	A Message From Our CEO & President Creating Our Impact Report
2-23 Policy commitments	Supply Chain > Upholding Human Rights in the Supply Chain Business Ethics Governance Documents Corporate Responsibility
2-24 Embedding policy commitments	Approach to ESG
2-25 Processes to remediate negative impacts	<i>J.Jill does not report this information.</i>
2-26 Mechanisms for seeking advice and raising concerns	Business Ethics
2-27 Compliance with laws and regulations	Business Ethics Marketing & Labeling
2-28 Membership associations	<i>J.Jill does not report this information.</i>

2-29 Approach to stakeholder engagement	Associate Engagement <u>Investor Relations</u>
2-30 Collective bargaining agreements	<u>FY 2023 10-K, pp. 8–9</u>
GRI 3: Material Topics 2021	
3-1 Process to determine material topics	Approach to ESG > Materiality
3-2 List of material topics	<p>Social</p> <ul style="list-style-type: none"> • Labor Practices/Human Rights • Diversity, Equity & Inclusion • Women’s Empowerment • Community Engagement • Employee Engagement • Employee Health, Safety & Well-Being • Product Quality and Safety <p>Environmental</p> <ul style="list-style-type: none"> • Fiber Sourcing • Climate Change • Waste & Circularity • Chemicals Management • Water Stewardship <p>Governance</p> <ul style="list-style-type: none"> • Marketing & Labeling • Privacy & Data Security • Business Ethics
3-3 Management of material topics	<p>Approach to ESG</p> <p>Associate Engagement</p> <p>Associate Wellness</p> <p>Diversity, Equity & Inclusion</p> <p>Supply Chain</p> <p>Our Community</p> <p>Climate Change</p> <p>Fiber Sourcing</p> <p>Chemicals</p>

GRI 201: Economic Performance 2016	
201-1 Direct economic value generated and distributed	<u>FY 2023 10-K, pp. 8–9</u>
201-2 Financial implications and other risks and opportunities due to climate change	Climate Change <u>FY 2023 10-K, pp. 18, 27</u>
201-3 Defined benefit plan obligations and other retirement plans	Associate Wellness > Benefits & Wellness Programs
GRI 205: Anti-Corruption 2016	
205-1 Operations assessed for risks related to corruption	Business Ethics
205-2 Communication and training about anti-corruption policies and procedures	Business Ethics
205-3 Confirmed incidents of corruption and actions taken	Business Ethics
GRI 206: Anti-Competitive Behavior 2016	
206-1 Legal actions for anti-competitive behavior, anti-trust and monopoly practices	<i>There were no legal actions during the reporting period.</i>
GRI 301: Materials 2016	
301-1 Materials used by weight or volume	Fiber Sourcing Chemicals Waste & Circularity
301-2 Recycled input materials used	Waste & Circularity
301-3 Reclaimed products and their packaging materials	Waste & Circularity
GRI 302: Energy 2016	
302-4 Reduction of energy consumption	Climate Change > Greening Our Operations

GRI 303: Water and Effluents 2018

303-1 Interactions with water as a shared resource	Water Stewardship
303-2 Management of water discharge-related impacts	Water Stewardship
303-4 Water discharge	Chemicals Water Stewardship

GRI 306: Waste 2020

306-1 Waste generation and significant waste-related impacts	Waste & Circularity
306-2 Management of significant waste-related impacts	Waste & Circularity
306-4 Waste diverted from disposal	Waste & Circularity

GRI 308: Supplier Environmental Assessment 2016

308-1 New suppliers that were screened using environmental criteria	
308-2 Negative environmental impacts in the supply chain and actions taken	Climate Change Fiber Sourcing Chemicals Water Stewardship Waste & Circularity

GRI 401: Employment 2016

401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Associate Wellness > Benefits & Wellness Programs
401-3 Parental leave	Associate Wellness > Benefits & Wellness Programs

GRI 403: Occupational Health and Safety 2018

403-1 Occupational health and safety management system	Associate Wellness > Putting Safety First
403-2 Hazard identification, risk assessment and incident investigation	Associate Wellness > Putting Safety First
403-3 Occupational health services	Associate Wellness > Putting Safety First
403-4 Worker participation, consultation and communication on occupational health and safety	Associate Wellness > Putting Safety First
403-5 Worker training on occupational health and safety	Associate Wellness > Putting Safety First
403-6 Promotion of worker health	Associate Wellness > Putting Safety First

GRI 404: Training and Education 2016

404-2 Programs for upgrading employee skills and transition assistance programs	Associate Engagement > Fostering Development & Advancement
404-3 Percentage of employees receiving regular performance and career development reviews	Associate Engagement > Fostering Development & Advancement

GRI 405: Diversity and Equal Opportunity 2016

405-1 Diversity of governance bodies and employees	Diversity, Equity & Inclusion ESG Governance & Risk Management
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GRI 408: Child Labor 2016

408-1 Operations and suppliers at significant risk for incidents of child labor	Supply Chain
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GRI 409: Forced or Compulsory Labor 2016

409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Supply Chain
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GRI 413: Local Communities 2016	
413-1 Operations with local community engagement, impact assessments and development programs	Our Community
GRI 414: Supplier Social Assessment 2016	
414-1 New suppliers that were screened using social criteria	Supply Chain
414-2 Negative social impacts in the supply chain and actions taken	Supply Chain Climate Change Fiber Sourcing Chemicals Water Stewardship Waste & Circularity
GRI 416: Customer Health and Safety 2016	
416-1 Assessment of the health and safety impacts of product and service categories	Product Quality
416-2 Incidents of noncompliance concerning the health and safety impacts of products and services	<i>There were no incidents of noncompliance concerning the health and safety impacts of products and services during the reporting period.</i>

GRI 417: Marketing and Labeling 2016	
417-1 Requirements for product and service information and labeling	Marketing & Labeling
417-2 Incidents of noncompliance concerning product and service information and labeling	<i>There were no incidents of noncompliance concerning the health and safety impacts of products and services during the reporting period.</i>
417-3 Incidents of noncompliance concerning marketing communications	<i>There were no incidents of noncompliance concerning the health and safety impacts of products and services during the reporting period.</i>
GRI 418: Customer Privacy 2016	
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	<i>There were no incidents of noncompliance concerning the health and safety impacts of products and services during the reporting period.</i>

SASB Index

This index was prepared with reference to the Apparel, Accessories & Footwear Industry Standards Version 2023-12 issued by the ISSB of the IFRS Foundation. Unless otherwise noted, data and descriptions apply to our entire company. We do not yet disclose all metrics included in the standard, but we will continue to evaluate their relevance to our business. All data is as of and for the fiscal year ending February 3, 2023, unless otherwise noted.

DISCLOSURE	METRIC	CATEGORY	CODE	LOCATION OR RESPONSE
Management of Chemicals in Product	Discussion of processes to maintain compliance with restricted substances regulations	Discussion and Analysis	CG-AA-250a.1	Chemicals
	Discussion of processes to assess and manage risks or hazards associated with chemicals in products			
Environmental Impacts in the Supply Chain	Percentage of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 in compliance with wastewater discharge permits or contractual agreements	Quantitative	CG-AA-430a.1	Water Stewardship
	Percentage of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 that have completed the Sustainable Apparel Coalition's Higg Facility Environmental Module assessment or an equivalent environmental data assessment	Quantitative	CG-AA-430a.2	<i>J.Jill does not report this information.</i>

Labor Conditions in the Supply Chain	Percentage of (1) Tier 1 supplier facilities and (2) supplier facilities beyond Tier 1 that have been audited to a labor code of conduct, (3) percentage of total audits conducted by a third-party auditor	Quantitative	CG-AA-430b.1	Supply Chain > Upholding Human Rights in the Supply Chain
	(1) Priority nonconformance rate and (2) associated corrective action rate for suppliers' labor code of conduct audits	Quantitative	CG-AA-430b.2	<i>J.Jill does not report this information.</i>
	Description of the greatest (1) labor and (2) environmental, health and safety risks in the supply chain	Discussion and Analysis	CG-AA-430b.3	Associate Wellness > Putting Safety First Supply Chain Climate Change Fiber Sourcing Chemicals Water Stewardship Privacy & Data Security FY 2023 10-K, pp. 23–24, 27–28
Raw Materials Sourcing	(1) List of priority raw materials; for each priority raw material: (2) environmental or social factor(s) most likely to threaten sourcing, (3) discussion on business risks or opportunities associated with environmental or social factors and (4) management strategy for addressing business risks and opportunities	Discussion and Analysis	CG-AA-440a.3	Fiber Sourcing Water Stewardship
	(1) Amount of priority raw materials purchased, by material, and (2) amount of each priority raw material that is certified to a third-party environmental or social standard, by standard	Quantitative	CG-AA-440a.4	Fiber Sourcing
Activity Metric	Number of (1) Tier 1 suppliers and (2) suppliers beyond Tier 1	Quantitative	CG-AA-000.A	Tier 1: The number of Tier 1 branded apparel cut and sew factories is 79 Tier 2: We are continuing to evaluate methodologies for determining or estimating total Tier 2 suppliers. For additional information on our supply chain, see page 17 .

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