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1. Our Story

A. Our History

2008 - Foundation and Local Impact

Ayacucho was created as a strong private brand, built on local support and a commitment to social impact. The brand is named after the Ayacucho region in Peru, where Solid International* had already established projects. To further strengthen their efforts in the region, A.S.Adventure founder Emiel Lathouwers partnered with his best friend, Solid International founder Luc Verelst, to create a brand that could drive meaningful change. Their journey began with a collection of travel bags, directly supporting communities in and around Ayacucho. This commitment to positive change remains at the heart of the brand today.

*Solid International, a private foundation, empowers disadvantaged people through opportunities, training, and socially responsible entrepreneurship for sustainable development.

2009-2012 - Ayacucho expands

The first official Ayacucho collection is introduced at A.S.Adventure in Belgium and Luxembourg. Expanding into the UK with Cotswold Outdoor introducing the sleeping bag range in 2009 and the clothing collection in 2012. In 2011, A.S.Adventure starts their first shop in France. Bever launches Ayacucho in their shops in the spring of 2012.

2010 - Ambassador Trips

Since 2010, multiple immersion trips to Peru have been organized to raise awareness of Ayacucho's mission and showcase Solid International International's achievements. During these trips, employees of Yonderland and customers not only witness the positive impact firsthand but also actively participate in local projects. This hands-on experience enables them to share the story and message more authentically within our market.



2015 - A.S.Adventure Group comes into the hands of PAI Partners

Lion Capital is selling A.S.Adventure Group to a new French investor: PAI Partners. Based on its market position, sustained growth and future-proof omnichannel strategy, PAI recognises its ample growth potential.

2018 - Solid International goes beyond Peru

Solid International expands its reach to create broader impact, initiating similar projects in India and Kenya.





2021 - A.S.Adventure Group to become Yonderland

In 2021, A.S.Adventure Group will change its name to Yonderland. As Europe's largest outdoor retail organisation, Yonderland aims to enable everyone to spend more time outdoors by offering a wide range of products and services. Informing, inspiring and helping people make their own memories are central to this. Don't stop, go Yonder!

Yonderland

2024 - Celebrating 15 years of Ayacucho

Ayacucho is continuously evolving and improving our operations. Now more than ever, we are committed to inspiring people to explore the outdoors. For over 15 years, in partnership with Solid International, we have made a meaningful impact. Learn more about how, with the continuous support of our Ayacucho customers, we have helped disadvantaged communities over the past 15 years here.

B. Our Mission

Essential Gear, Inspired by Purpose

In today's instagram-hungry world, the term, "the great outdoors", conjures up images of alpinists celebrating the summit of Mont Blanc, cycling up and over the alps, extreme treks through barren lands, or selfies overlooking deadly cliffs.

We believe you shouldn't have to risk life or limb to have fun in the outdoors. After all, to us, the great outdoors is that place just outside our front doors because that's the place where everyone's outdoor adventures begin. And it's always been our mission to help you take that first step on your journey. Whether it's your first hike through the dunes, a new, more technical mountain trail or the first camping trip with the little ones, we offer you the essential gear you need to be comfortable taking that first step.

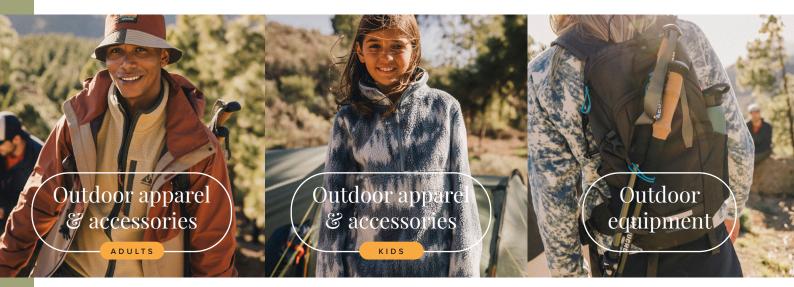
We are always looking to provide the right balance of technical capabilities without compromising on style. Since most people's purpose is to have everyday adventures, our clothing and gear has appropriate, or essential levels performance capabilities. All in the most sustainable manner possible and with responsibility for the environment around us.

Explore how sustainability is embedded into our mission <u>here</u>.



C. Our Collection

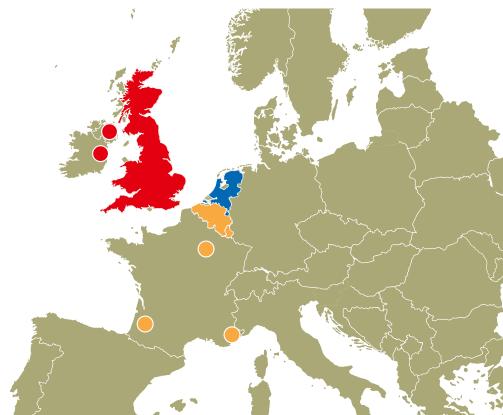
We know that every outdoor enthusiast has unique needs, and we're here to provide you with the essential gear for any adventure. Whether you're looking for everyday comfort or need higher-performance garments for more technical pursuits, we've got you covered. Our collections strike the perfect balance between casual outdoor activities and gear for those who demand a little more. Beyond clothing, we offer a variety of outdoor essentials that add comfort, style, and functionality, ensuring you're fully equipped for any adventure.



Where can you buy Ayacucho?

Ayacucho is the exclusive private brand of Yonderland, a European retail group specializing in outdoor gear, including A.S.Adventure, Bever, and Cotswold Outdoor. The brand is only available at these retailers. Yonderland operates over 190 stores across Belgium, Luxembourg, France, the UK, Ireland, and the Netherlands, with its headquarters in Antwerp, Belgium.





Essential gear for every outdoor occasion

Outdoor Lifestyle:

This collection blends everyday wear with a relaxed après outdoor feel, appealing to a young & lifestyle audience that values both fashion and comfort in their outdoor experiences.

- Outdoor Essentials:

Focused on essential hiking gear and positioned as the heart of the collection, this range is perfect for everyday outdoor activities. It is functional, active & comfortable.

- Mountain:

Specializing in technical hiking gear, this collection is all about sporty & dynamic pieces crafted for high-performance outdoor adventures.



2. Our Preferred Materials

Our gear is technical without having to compromise on style. We carefully select materials for comfort, performance, durability, and reliability, working closely with suppliers to meet high standards – giving you the confidence to tackle any outdoor adventure. Prioritizing sustainability, we use recycled, organic, and mono-materials to reduce waste and improve recyclability while ensuring animal welfare with certified wool and responsibly sourced or recycled down. Below is a list of our preferred materials and fibers.

Learn more about Ayacucho's commitment to sustainable materials here.





Polyester is a lightweight, strong, and quick-drying synthetic fibre, commonly used in our jackets and fleece. Polyester is favoured for outdoor clothing because it is strong, quick-drying, and resistant to wrinkles and abrasion. It also enhances moisture-wicking and fast-drying properties in socks.



Nylon is one of the strongest synthetic fibres, valued for its durability, toughness, lightweight nature and water resistance, making it ideal for outdoor gear like backpacks, jackets, and hats.



Wool is a natural, biodegradable fibre with excellent thermal properties. Merino wool is particularly soft, moisture-wicking, and odour-resistant, making it ideal for base layers and outdoor clothing.



Cotton is a soft, breathable natural fibre, perfect for casual outdoor wear. It is valued for its comfort against skin and protection from the sun. However, cotton absorbs moisture and dries slowly, making it unsuitable for active sports.



Down is a natural insulator, made from the soft undercoat of ducks, with an exceptional warmth-to-weight ratio, ideal for insulated jackets and sleeping bags.



Lenzing™ Modal is a silky-soft, breathable semi-synthetic fibre made from beechwood. It is biodegradable and produced with reduced water and energy consumption. Its moisture management and gentle feel make it ideal for base layers.

Lenzing $^{\text{\tiny{M}}}$ Modal is a protected trademark of Lenzing AG.



TENCEL™ Lyocell is a fibre made from wood pulp, primarily from eucalyptus trees. It is breathable, soft on the skin, and naturally antibacterial. When blended with cotton, it is ideal for T-shirts and dresses, offering moisture management and temperature regulation. The production process is closed-loop, minimising environmental impact.

TENCEL™ Lyocell is a protected trademark of Lenzing AG.



Bamboo viscose is a regenerated cellulose fibre derived from bamboo pulp, used in our T-shirts for light-weight comfort. It is soft, naturally breathable, anti-bacterial and moisture-wicking, making it comfortable in various climates. While bamboo is a fast-growing, water-efficient plant that requires no pesticides, the process of turning it into viscose can involve harmful chemicals. We acknowledge this challenge and are committed to responsible sourcing and production methods to minimise our environmental impact.



Omnipotent KOFFIE® blends recycled coffee grounds with synthetic fibres to enhance fabric performance. This innovative material provides odour control, UV protection, and quick-drying properties. We use Omnipotent KOFFIE® in our outdoor T-shirts, where its antibacterial and moisture-wicking features improve comfort and durability. By repurposing waste, it supports a circular economy while enhancing the performance of outdoor gear.



3. Our Responsibility

We are Purpose-driven...

We continually refine our sustainability goals by selecting materials thoughtfully, without compromising customer benefits and always considering the functional purpose. Beyond merely minimizing environmental impact, sustainability, for us, means challenging our business models and designing products that consistently deliver optimal performance over the long term.

... On multiple levels

Since day one we have been a purpose driven brand set up to consciously care for people and the planet. We have a moral obligation to do business in a manner that is socially responsible and as ecological and sustainable as possible.

We donate 1% of our revenue

to the support of vulnerable families around the world. Since we were founded in 2009, we have helped Solid International set up social enterprises and fund projects in Peru, Kenya, India. Together we hope to empower vulnerable populations by providing sustainable community development, intensive occupational support and training, providing other support to vulnerable groups and helping individuals rise out of poverty.

A. Product

At Ayacucho, we are committed to creating high-performance products while embracing sustainable practices. By prioritising recycled, organic, natural, and mono-materials where possible, we minimise waste and enhance recyclability. We continuously improve circularity in our designs and uphold animal welfare by using animal-friendly wool and responsibly sourced or recycled down. Our products are designed for durability and recyclability, extending their lifecycle and reducing their environmental impact.

1. Animal Welfare

Ayacucho recognises that protecting the environment goes hand in hand with safeguarding animal welfare. Ethical practices are at the core of our material sourcing and production processes, as outlined in our Code of Conduct. We believe that enjoying the outdoors should never come at the expense of animal well-being, and we make every choice with this principle in mind.



No Use of Fur

We are firmly against the use of fur in our products. The fur industry is known for inhumane practices, including confinement and painful killing methods. By rejecting fur, we help protect wildlife from cruelty and exploitation.



Use of Responsible Wool

We are dedicated to using only responsibly sourced wool, ensuring high standards of animal welfare and sustainable land management. This means sheep are treated with care, unnecessary suffering is prevented, and farmers prioritise both animal well-being and environmentally responsible methods.



We are Responsible Wool Standard (RWS) certified, ControlUnion CB-CUC- 1241771. Only the products which carry the RWS label and claim are certified. RWS certifies and tracks wool from the source to final product.



Use of Responsible & Recycled Down

Conventional production of down often involves cruel practices such as live plucking and force-feeding. To ensure ethical sourcing, we only use responsibly sourced down, where strict animal welfare standards are in place, and recycled down, which repurposes existing materials to reduce waste and environmental impact.



We are Responsible Down Standard (RDS) certified, ControlUnion CB-CUC- 1241771. Only the products which carry the RDS label and claim are certified. RDS certifies and tracks wool from the source to final product.



2. Sustainable & Innovative Materials

At Ayacucho, we believe that outdoor gear should perform exceptionally without harming the planet. By using eco-friendly materials and innovative technologies, we reduce our environmental footprint while ensuring durability, comfort, and high performance.





Use of Recycled Materials

Recycling reduces reliance on virgin resources and minimises waste. We primarily use recycled polyester (rPET) from post-consumer plastic bottles and recycled nylon from pre-consumer discarded materials, helping to lower our environmental impact without compromising durability.

We acknowledge the challenges of using recycled fibres, such as microfibre shedding, and are working on investigating these effects. While we aspire to textile-to-textile recycling, we recognise this remains a work in progress.



We are Global Recycled Standard (GRS) certified, ControlUnion CB-CUC- 1241771. Only the products which carry the GRS label and claim are certified. GRS certifies and tracks polyester or polyamide (nylon) from the source to final product.



Use of Organic & Recycled cotton

Organic cotton is grown without synthetic pesticides or fertilisers, preserving soil health and using significantly less water than conventional cotton. We are working towards sourcing all our cotton organically to reduce our impact on ecosystems and support healthier working conditions for farmers. Recycled cotton is also used to further reduces waste by repurposing discarded fibres, minimising the need for new raw materials.



We are Organic Cotton Standard (OCS) certified, ControlUnion CB-CUC- 1241771. Only the products which carry the OCS label and claim are certified. OCS certifies and tracks cotton from the source to final product.



Use of SaXcell™ LYOCELL

SaXcell™ is a pioneering fibre made from recycled textile waste, giving discarded fabrics a second life while reducing landfill waste. This innovative material supports a circular fashion economy by regenerating used textiles into high-quality fibres without compromising durability or performance. We use SaXcell™ in combination with organic and recycled cotton in our comfortable T-shirts.



Use of FUZETM Odour Control

FUZE™ is an innovative odour control technology that does not rely on harmful chemicals or heavy metals.

By preventing the buildup of bacteria that cause odour, it extends freshness between washes, reducing water and energy consumption while enhancing product longevity.



Use of Hemp

Hemp is a natural fibre requiring minimal water and no pesticides while offering exceptional durability and breathability. It is naturally resistant to UV rays and mould, making it ideal for outdoor apparel. However, pure hemp fabric can be stiff, so it is often blended with other fibres, such as cotton, to improve softness. This blending process makes recycling more complex, but we are working to optimise the use of hemp in our collections.



Use of Eco Quick Dry

Eco Quick Dry is a plant-based treatment designed to enhance the moisture-wicking and quick-drying properties of fabrics. It improves comfort and performance, particularly in outdoor conditions where staying dry is essential. By allowing fabrics to dry faster, this treatment also reduces energy-intensive drying processes.



Use of Anti-mosquito Repellent by GreenFirst®

GreenFirst® is a biodegradable, plant-based mosquito repellent that provides effective protection without harmful chemicals. This technology ensures safety for both the environment and human health. We use this in our anti-mosquito travel collection and the treatment is effective up to 10-15 washes.



Use of PFC Free DWR

Traditional durable water-repellent (DWR) treatments often contain perfluorocarbons (PFCs), which persist in the environment and can be harmful to both ecosystems and human health. We almost exclusively use PFC-free DWR, including Teflon EcoElite™ and BIONIC-FINISH® ECO.

3. Management of Chemicals and Harmful substances

At Ayacucho, we prioritise the responsible management of chemicals to protect both people and the planet. By following strict guidelines from our Safety & Performance Manual, we ensure product safety.



Eliminating PFAS by 2027

We are committed to eliminating PFAS (per- and polyfluoroalkyl substances) from our products. These "forever chemicals" are commonly used for water repellency but persist in the environment and have been linked to serious health risks, including cancer and hormone disruption. To achieve our goal, we are working closely with suppliers to implement strict testing protocols. We aim to keep any potential PFAS content below the EU limit of 50 ppm and minimise unintentional traces caused by environmental contamination or manufacturing processes.



Strict Standards for Harmful Substances

We require all our suppliers to meet strict standards regarding harmful substances such as heavy metals and formaldehyde. This protects workers, consumers, and the environment. All Ayacucho products must comply with EU and UK REACH regulations, which restrict hazardous chemicals to ensure the highest level of safety of our products.



4. Built to Last

At Ayacucho, we are committed to extending the lifespan of our products as part of our dedication to sustainability. By focusing on durability, extended warranties, care & repair, and rental services, we ensure that our outdoor gear lasts longer, reducing waste and minimising the need for replacements.



Durable Products

Durability is at the heart of sustainable design. We actively collaborate with suppliers to select the best materials and implement superior production techniques and craftsmanship, ensuring our products are made to last. Our Safety & Performance Manual serves as a key tool to maintain strict standards, helping us create gear that can withstand demanding outdoor conditions.



Extended Warranty

Our extended warranty reflects our confidence in the durability and craftsmanship of Ayacucho products. By offering longer coverage, we encourage repairs over replacements, reducing waste and supporting sustainable consumption. Proper care of your gear also helps protect the environment. If you experience an issue with your Ayacucho product, please contact your retailer for support (A.S.Adventure/Bever/Cotswold Outdoor).



Care & Repair - Repair instead of Replace

Regular care and repair can significantly extend the life of outdoor gear. We collaborate with our retail partners A.S.Adventure, Bever, and Cotswold Outdoor, who offer care & repair services. By incorporating repair patches into our garments and offering surplus production parts at retailers' care & repair centres, we help customers maintain their gear in top condition. Discover the care & repair services of our retailer partners (A.S.Adventure/

Bever/Cotswold Outdoor).



Maximising Use through Rental

Ayacucho products are available for rental through our retail partners. Renting allows multiple users to enjoy each item, reducing demand for new products. This circular approach promotes sustainability while making high-quality outdoor gear more accessible (A.S.Adventure/Bever).



Second Life & End of Life Management

Even at the end of their lifespan, Ayacucho products still hold value. Proper disposal is essential to minimise environmental impact. We encourage customers to return their used items to our partners, A.S.Adventure, Bever, and Cotswold Outdoor, who offer recycling and repurposing services. Learn more about second life programs of our retail partners (A.S.Adventure/Bever/Cotswold Outdoor).

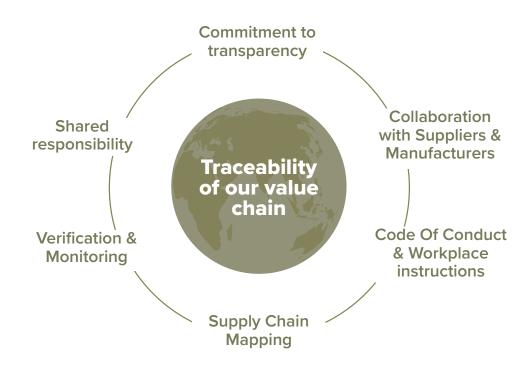
5. Circularity

At Ayacucho, we integrate circularity into our design by prioritising recyclability, durability and responsible material choices. While we still rely heavily on synthetic materials, we aim to use natural alternatives whenever possible, as they are renewable and biodegradable. Besides, we are working on mono-material designs, which simplify recycling and support a circular economy. Due to long-term partnerships with our suppliers, we work closely with them to explore innovative materials and methods. Incorporating circularity into our design philosophy is an ongoing challenge, but overcoming it is essential to our journey towards a more circular future with sustainable and long-lasting products.



6. Traceability of our Value Chain

At Ayacucho, we prioritise transparency and traceability across our value chain to ensure social and environmental responsibility in every product. This is a shared effort with our suppliers and manufacturers, working together to uphold ethical practices from raw materials to retail. Our Code of Conduct sets clear expectations for all suppliers, requiring detailed supply chain mapping. This transparency helps us verify product integrity and ensure our sustainability claims are accurate. Challenges remain, but we are committed to continuously improving ethical sourcing and sustainability across our operations.



7. Our Internal Sustainability Standard

Yonderland, where Ayacucho is part of, has developed an internal standard to assess the environmental, social, and animal welfare impact of our products. This rating system helps us track progress and push for continuous improvement, both within our own operations and among our suppliers. While this standard is not publicly communicated anymore, it guides our sustainability efforts and ensures our products meet high ethical and environmental benchmarks. By holding ourselves and our suppliers accountable, we strive to make responsible choices at every stage of production.



B. Planet

As part of Yonderland, Ayacucho is fully aligned with its ambitious climate strategy and commitment to tackling climate change. Yonderland follows the Paris Agreement and has set Science-Based Targets (SBTi) to reduce its Scope 1, 2, and 3 emissions. A key goal is to limit global warming to 1.5°C above pre-industrial levels through concrete reduction plans.

A crucial focus for Ayacucho is meeting the Scope 3 / Value Chain target of Yonderland. As one of Yonderland's leading brands, Ayacucho has greater control over design, material choices, and production processes, allowing us to drive the sustainability efforts. Our role is essential in achieving Yonderland's commitment: ensuring 74.6% of suppliers (by emissions) set their own reduction targets in line with the Paris Agreement.

To reduce our impact, we prioritise sustainable materials, require factories to uphold environmental policies, and collaborate with suppliers. We also assess environmental impact on an ad-hoc basis when making design decisions, ensuring that sustainability is factored into our collections. While we have made progress, there is still much to do. The following figure outlines our current efforts and future goals in partnership with our suppliers.



Read Yonderland's latest sustainability report, detailing its reduction targets and ambitions, here



Production in Europe versus Asia

Ayacucho aims to increase production in Europe to reduce transport emissions, support local economies, and ensure high labour and environmental standards. However, most of our garments are still made in Asia due to specialised expertise, origin of the fabrics, efficient supply chains, and advanced production techniques, especially for technical outdoor gear.

We are working to expand production in Romania and Portugal, but higher labour costs in Europe require balancing affordability with sustainability. Shifting production would raise prices, limiting our ability to invest in sustainable materials and community projects. Instead of switching, we focus on long-term partnerships with trusted suppliers to maintain quality and minimise our negative impact. Wherever possible, we explore ways to bring production closer to our key markets.

C. People

At Ayacucho, we firmly believe that the well-being of people is fundamental to our success and ethical responsibility. We understand that our people – whether they are employees, suppliers, or vulnerable communities – are central to our mission. By upholding high standards of ethical practice and supporting global initiatives, we strive to make a positive impact on the world.

1. Factory Staff

Our commitment to the factory staff is embedded in our Code of Conduct and Workplace Instructions, ensuring that every aspect of our operations supports fair, respectful, and inclusive practices:





Collaborating with BSCI approved factories

All our suppliers must be member of the Business Social Compliance Initiative (BSCI), ensuring they meet social standards such as fair labour practices, safe working conditions, and respect for workers' rights. BSCI also supports continuous improvement by providing training to factory staff. This commitment to ethical sourcing and responsible production is an essential part of Ayacucho's supply chain integrity.

2. Community Support

Since our founding in 2009, Ayacucho has committed 1% of its revenue to supporting vulnerable communities worldwide. Through our partnership with Solid International, we fund social enterprises and development projects in Peru, Kenya, and India, focusing on sustainable development, job training, and community support. These initiatives empower people by providing education, employment opportunities, and essential resources, helping them build independent and sustainable futures.

As Ayacucho celebrated its 15th anniversary in 2024, we reflect on our long-standing commitment to community building. Our collaboration with Solid International has created lasting impact, made possible by the continued support of our customers. Explore the key projects we have helped realise over the past 15 years:



Peru: Supporting Teenage Parents: In Ayacucho, Solid International helps teenage parents by providing home-based guidance, encouraging young mothers to return to school, and operating a shelter for victims of violence. The programme also promotes sexual education in a region where it is often taboo.

- Since 2010: 1,535 teenage mothers received personal guidance.
- Impact: 67% started using contraception, 96% avoided a second pregnancy, and 55% returned to school.
- Shelter Support: 345 minors, including 56 teenage mothers, found refuge.
- Prevention & Education: 10,005 young people and 417 teachers trained in sexual education.

Peru: Empowering Women Through Knitting: A knitting workshop in Ayacucho provides over 180 women with fair employment and financial independence while offering childcare, adult education, and personal development training.

- Since 2010: 250 women from vulnerable backgrounds have been employed.
- · Education: 54 women resumed studies; 11 will complete secondary school in 2024.
- Social Impact: 41 women reported domestic violence and received support; 5 were diagnosed and treated for cervical cancer.
- Financial Growth: 80% now have savings, and 16 have become group leaders.

Peru: Rural Development

- Solid International's Familias Saludables project improves rural living conditions by introducing simple, sustainable technologies. The Montefino farm trains young people and promotes organic farming.
- Healthier Homes: 80% of 2,032 families installed eco-friendly solutions, like smokeless stoves and solar water heaters.
- Improved Hygiene & Nutrition: 92% adopted healthier habits.
- Montefino Farm: Produces 190,000 litres of milk and 16,528 kg of cheese annually, attracts 8,000 visitors a year, and operates five retail locations.

India: Financial Independence for Women: A craft workshop in Ranchi trains women in traditional craftsmanship, giving them an alternative to insecure labour and subsistence farming.

- Since 2016: 40 women per year have found stable employment.
- Growth: 9 have advanced to leadership roles.
- Childcare: 15 children are cared for annually in the on-site daycare.

Kenya: Supporting Female Artisans: Solid International partners with Hadithi Crafts in Tsavo, creating economic opportunities for 1,900 women through handmade goods.

- Since 2014: Hadithi has grown to 65 artisan groups with 10 full-time staff.
- Women's Health: 2,380 women received health training in 2023.
- Impact of Ayacucho's Donations: Investments in training, infrastructure, and financial literacy to help women build sustainable businesses.

Solid International's SDG impact

The Sustainable Development Goals (SDGs), launched by the United Nations in 2015, are a global call to action to end poverty, protect the planet, and promote peace and prosperity by 2030. These 17 interconnected goals address major global challenges, including poverty, inequality, education, health, and environmental sustainability. Through our partnership with Solid International, Ayacucho actively contributes to these goals by supporting community projects in Peru, Kenya, and India. Here's how Solid International's initiatives align with key SDGs:



Fair employment and personal empowerment to break the cycle of poverty.



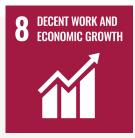
Creating awareness on health topics, connecting people to health services and attentive listening to each personal story.



Development of social, personal and technical skills in every project.



Creating opportunities for girls and women at risk of social exclusion, prevention of and support in case of gender related violence.



Creating fair working conditions, to enable long term social impact & entrepreneurial training for youngsters.



Keeping our footprint as low as possible and trainig sustainble farming techniques.



In alliance with the public sectorn civil society and private companies.

