IMAGINE BETTER
Our mission is to make sustainability* so desirable it becomes normal

*By sustainability, we mean brand purpose, social and environmental responsibility, citizenship, meaningful brands and any and all efforts to change the world for the better.
A GUIDE TO PRODUCT TRANSPARENCY FOR SUSTAINABILITY, ETHICS AND HEALTH
 Consumers are most interested in transparency about the products they buy.

I am most interested in hearing about the sustainability impacts of the products I buy.

Source: CGF/Futerra expert survey, July 2018. Respondents: Corporate experts from 70+ companies in 26 countries.

Source: CGF/Futerra consumer research, October 2018. Respondents: 3,621 consumers in 7 countries.
Consumers are very satisfied or quite satisfied with product transparency on sustainability.

Products provide the right amount of information on sustainability.

Source: CGF/Futura expert survey, July 2018. Respondents: Corporate experts from 70+ companies in 26 countries.

Source: CGF/Futura consumer research, October 2018. Respondents: 3,621 consumers in 7 countries.
Are you honest?
Are brands honest?

Perception that brands are never honest, or not honest enough, about:

- How their factory workers are treated: Millennials (57%), Gen Z (83%)
- How environmentally-friendly their products are: Millennials (66%), Gen Z (82%)
- How healthy their products are: Millennials (62%), Gen Z (80%)
- How safe their products are: Millennials (55%), Gen Z (72%)

Source: Futerra consumer research, June 2019. Respondents: 615 consumers in US.
Are brands honest?

Perception that brands are never honest, or not honest enough, about:

- How their factory workers are treated
  - Millennials: 69%
  - Gen Z: 84%

- How environmentally-friendly their products are
  - Millennials: 66%
  - Gen Z: 79%

- How healthy their products are
  - Millennials: 60%
  - Gen Z: 75%

- How safe their products are
  - Millennials: 56%
  - Gen Z: 67%

Do you think brands have a responsibility to make positive change in the world.

Are you satisfied with the positive change brands are currently making in the world?

Which type of brands do you think are most honest?


USA
- Small business brands: 35%
- Familiar, household name brands: 65%

UK
- Small business brands: 52%
- Familiar, household name brands: 48%

India
- Small business brands: 19%
- Familiar, household name brands: 81%

South Africa
- Small business brands: 39%
- Familiar, household name brands: 61%

What you would do if you discovered a product was NOT honest?

If a product was NOT honest about a social, environmental, health or safety issue, would you be most likely to:

- Not buy it: 14% (Millennials), 18% (Gen Z)
- Choose an honest alternative: 41% (Millennials), 44% (Gen Z)
- Hold off buying and do more research: 21% (Millennials), 24% (Gen Z)
- Buy it, but get in touch with the company: 15% (Millennials), 6% (Gen Z)
- Buy it anyway: 10% (Millennials), 8% (Gen Z)

Please rank products based on how honest they are about social, environmental, health and safety issues

This data shows the % of each generation who choose to rank an industry as MOST honest.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Millennials</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby/Personal Care</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td>Food</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Phones &amp; Tech</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Household Cleaning</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Beauty &amp; Cosmetics</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Clothes &amp; Fashion</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

How much do you care, and how much do you think brands care, about honesty?

Percentage of people ranking 7 or above on a scale of 1 (care the least) to 10 (care the most).

**Millennials**
- How much do you care? 89%
- How much do brands care? 66%

**GenZ**
- How much do you care? 89%
- How much do brands care? 42%

What’s going on?
Millennials
The Honest Generation
Millennials drove brands to be purposeful, but Gen Z are demanding proof.

This generation were raised to question fake news, be suspicious of secrecy and hold sincerity as sacred.

They are the Honest Generation and they don’t expect brands to be perfect, but they do expect them to be truthful.
How do we reach this Honest Gen?
Transparent Pricing

We believe customers have the right to know what their products cost to make.

<table>
<thead>
<tr>
<th></th>
<th>Material</th>
<th>Yard</th>
<th>Labor</th>
<th>Duties</th>
<th>Transport</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$42.77</td>
<td>$610</td>
<td>$24.78</td>
<td>$12.55</td>
<td>$14.00</td>
</tr>
</tbody>
</table>

TRUE COST $100

$150 EVERLANE

$500 TRADITIONAL RETAIL
We trace it, so you can trust it... Thanks to DNA tracing technology, we can trace all our beef right back to every farm and every animal. And because we only work with farmers who share our high standards, respect for the environment and the food they produce, you know you’ll always enjoy responsibly reared, exceptional quality meat. Click on the map or pick a country and county from the list below and you’ll see how many beef farms we have in that region.

Select a country  Select a county

To find out more about one of our farmers, just click on a cow!

Global information

8,152 Total Farms
100% Farm Assured
100% M&S Select Farm Approved
Being honest, even about problems, increases trust

How would it affect your trust of a brand if they were honest about a current issue they have with a product, such as the impact on the environment or the way their factory workers are treated?

- Trust more: 49% (Gen Z), 45% (Millennials)
- Trust the same: 40% (Gen Z), 42% (Millennials)
- Trust less: 11% (Gen Z), 13% (Millennials)

The Honest Generation is here. Are you ready?