Future positive knitwear. Reconnecting consumer through technology.
Using supply chain technology to build a brand of tomorrow.
Creating innovative knitwear based on an integrated digital supply-chain solution that offers 100% visibility to customers and brands.

And creates fashion’s first naturally carbon-negative* supply chain.
The problem.

The fashion industry has a huge endemic problem: **VISIBILITY**

Transparency score of the 200 biggest global fashion brands*. Visibility of supply chain rated on a score of 0-100%.

- 20 brands score 0%
- Av. score is 23%
- Not a single brand scores above 80%
- Only 1 brand scores higher than 70%

*Source: Fashion Transparency Index 2021 - Fashion Revolution
The impact of problem.

**INCREASED IMPACT**

- +60% CO2 growth
  - Est. increase in CO2 emissions from fashion by 2030.

- 1.2bn Tons CO2
  - Est. annual emissions by the fashion industry.

**OPERATIONAL INEFFICIENCIES**

- 25% Garments unsold
  - Of garments remain unsold and <1% are recycled into new garments.

- 100bn+ Items of clothing
  - Annual clothes produced, leading to huge overstock issues and textile waste.

**LESS OVERSIGHT**

- 11% Supply chain visibility
  - Of brands have visibility back to raw material stage.

- 90% Consumers demand visibility
  - Millennial & Gen-Z consumers consider transparency a key purchasing consideration.

Sources: Business Insider, Ellen MacArthur Foundation, UK Parliament and McKinsey
Impact of conventional fashion supply chain.

- **RAW MATERIAL**
  - +10.5 kg CO2* per garment

- **SCOURING**
  - +2.4 kg CO2* per garment

- **SPINNING**
  - +6.3 kg CO2* per garment

- **MANUFACTURING**
  - +1.2 kg CO2* per garment

  Total impact per garment: c. +30 kg CO2*

  *Source: McKinsey: Breakdown annual greenhouse emissions of apparel brands
  Full footprint is made up of: transport, product use and end of life.

  LOW VISIBILITY WITH TRANSPARENCY DECREASING DOWN THE SUPPLY CHAIN

  11% Average visibility
Making the right decision at the raw material stage is critical. As this is where often the biggest impact lies.

Ultra-fine Merino wool is sourced from strictly vetted, ZQrx certified sheep stations in New Zealand — meaning they adopt the highest animal and biodiversity standards worldwide.

A progressive approach to land management ensures that natural carbon sequestration on farm exceeds total farm output.

LHS’s CO2-negative profile independently audited and verified by Toitu.
Innovation also at every other stage of manufacturing. And making it accessible to the customers via on-garment technology.

**RAW MATERIAL - NZ**
Wool sourced from the world’s first certified carbon-negative regenerative farms in New Zealand.

**SCOURING - IT**
Wool is scoured (cleaned) in Italy’s first B-Corp certified textile mill.

**SPINNING - IT**
Wool is spun using Eternity X-Care™ treatment to improve performance, whilst using no harmful chemicals.

**MANUFACTURING - PT**
Garments are manufactured in Portugal using Zero-Waste Wholegarment® technology running on solar power.

**NFC TECHNOLOGY**
Custom (removable) on-garment NFC chip gives customers full visibility of provenance and impact.

*On transport impact: All transport is by ocean freight and total transport impact is +0.82k CO2e per garment. Which is more than mitigated by positive sequestration at raw material stage (-9.85kg CO2e).
The Sheep Inc. supply chain: integrated digital supply chain with naturally negative CO2 impact.

RAW MATERIAL
-9.85 kg CO2
Per garment

SCOURING
<+0.1 kg CO2
Per garment

SPINNING
+0.4 kg CO2
Per garment

MANUFACTURING
0 kg CO2
Per garment

CERTIFIEDRAW TECHNOLOGY GIVES FULL TRANSPARENCY BACK TO THE SOURCE.

CertifiedRaw Technology: Proprietary technology by Sheep Inc. is integrated with suppliers for full oversight of supply chain partners, production progress and impact.

-6.34 kg CO2*
Impact per garment (Crewneck)

100% Visibility

*Final footprint includes packaging, use, transport and end of life. As audited by Carbon Footprint Ltd. aligned with Carbon Neutral protocol.
**CertifiedRaw Technology:** An integrated digital supply chain solution to achieve visibility for customers and brands.

**Benefits for Customers...**

...get full access to *key provenance data* through on-garment technology (NFC or QR)

- 100% supply chain visibility
- CO₂e impact analysis

**Benefits for Brands...**

...achieve live visibility into production runs and supply chain to optimise for efficiencies

- Advanced production management
- Advanced customer analytics

Sheep Inc. — Strictly Confidential
“Sheep Included”: we reconnect customers to the source.

We include a real sheep with every knit sold.

To remind us that every piece of clothing starts out life somewhere.

In our case, it starts with a sheep.
Instead of treating labelling as necessary evil. We see it as massive opportunity.

Our technology is a key strategic pillar for Sheep Inc.

The CertifiedRaw platform gives our operational team full visibility and allows them to make sound business decisions.

The NFC tag serves as branding element and is serves as a key content and communication hub for customers.

And we have only scratched the surface.
Thank Ewe.