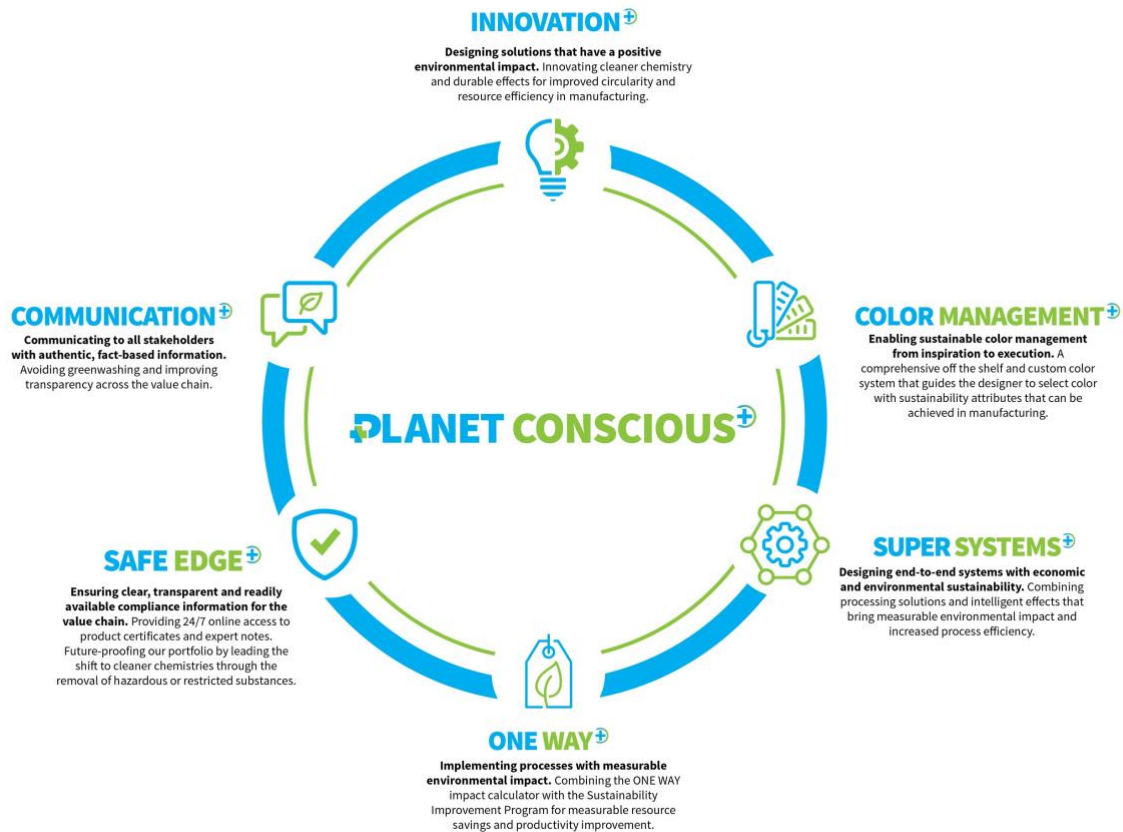


Archroma's "PLANET CONSCIOUS+" Vision: Pioneering a Greener Tomorrow for the Textile Industry



As global environmental challenges intensify, Archroma, a leader in sustainable chemical solutions, has unveiled its new vision—"PLANET CONSCIOUS+"—a bold initiative designed to propel the textile and apparel industry towards a more sustainable future.

Mark Garrett, Group CEO of Archroma, emphasizes, "We have long been committed to leading the way in sustainability, but the challenges we face demand more. 'PLANET CONSCIOUS+' is our renewed pledge to innovation, accountability, and driving transformative change."

The initiative is built on six pillars, four of which have already been rolled out. **SUPER SYSTEMS+** introduces cutting-edge systems that reduce environmental impact, while **SAFE EDGE+** focuses on safe chemistries and compliance. **ONE WAY+** integrates

Archroma's revolutionary online tools to optimize resource usage, and **COLOR MANAGEMENT+** ensures consistent, environmentally-conscious color reproduction.

Two new pillars, **INNOVATION+** and **COMMUNICATION+**, were introduced to highlight Archroma's commitment to advancing cleaner chemistry and providing transparent, data-driven sustainability communication. Paul Cowell, VP of Innovation, emphasizes, "Innovation without transparency won't bring about the real, meaningful change our industry needs. We are determined to create solutions that are not just groundbreaking but also measurable in their environmental impact."

With "PLANET CONSCIOUS+", Archroma aims to redefine how brands and mills operate, equipping them to meet the growing demand for sustainability while driving innovation and maintaining trust across the value chain.