



We thank our entire community of newlyweds, customers, fans and followers for following us on this adventure. She looks so beautiful together!

# JEWELLERY *At Its Best*

Edenly is above all the sum of all those who contribute every day to making your visit to us an impeccable encounter and experience, based on quality, transparency, exchange and trust.

Energy and commitment carried by a scrupulous, generous and talented team, which has given a real spirit and dynamism to the brand.

The Edenly team, including Frédérique and Kirsten's workshops, logistics managed by Romain, Jeanne and Ümit's in-store teams and Delphine's online advisors, have been committed for 15 years to making jewellery accessible.

# THE CSR STRATEGY

Edenly's CSR strategy goes beyond simple customer satisfaction. It is based on a set of values and concrete actions that impact all aspects of our company. One of the pillars of our CSR strategy is to create more responsible jewellery. If you would like to know more about this, we invite you to discover this report which sets out our commitment in detail.

Also explore the concrete projects and innovative initiatives that define the vision of jewellery transcending company boundaries to have a positive impact on the world around it.

This year marks an important milestone in our CSR journey. During these 15 years, at Edenly, our company has traveled a remarkable path, moving from customer satisfaction to a commitment that goes beyond its own scope.



ETERNAL EDELWEISS N°1  
White gold Emerald & Diamond necklace

# SUMMARY

## EDENLY

### INTRODUCTION

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The Edenly team  
CSR strategy since 2015  
This year

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Revelation #1 & #2  
9 carat yellow gold ring Lab  
diamonds

# RETROSPECTIVE

## RSE

# 01

We would like to humbly invite you to browse this first retrospective section dedicated to Corporate Social Responsibility (CSR).

At the heart of this retrospective, three major themes which have shaped the history of Edenly as a committed jewellery house.



FRAICHEUR n°13 Toi & Moi bangle  
Yellow gold DIAMONDS

# RESPECT FOR THE CUSTOMER

OUR STARTING POINT

# 1A

From the outset, Edenly has been keen to place respect for the customer at the center of its commitment. Our lifelong quest has been to create exceptional shopping experiences, where your satisfaction and trust are at the forefront.

We have always listened to your needs, concerns and desires, and we have worked tirelessly to improve the quality of our products, the accessibility of our services, and strengthen transparency in our operations.



## Customer satisfaction

When we embarked on our CSR journey, we had a clear objective: to offer the best in jewellery, at competitive prices, without compromising on quality. Our commitment to fully satisfying our customers was the founding pillar of this approach.

This approach has been one of the main drivers of our growth, with over 40,000 satisfied customers each year. We have constantly worked to guarantee certified quality, attractive prices and a wide range of creations, so that every customer can find the perfect piece.

The respect we give to our customers is not limited to sales, it also extends to after-sales service with our returns policy. At Edenly, we are committed to never disappointing our customers, to listening to them online or in our Parisian boutique, and to ensuring that every precious moment, such as a wedding or a special event, is enhanced by jewellery of quality and impeccable service.

Respect for the customer is a fundamental pillar of our CSR strategy. Our commitment is that each person who chooses Edenly is fulfilled and satisfied, because we consider our customers to be valuable partners in our journey.

# GUARANTEES

*Edenly is committed to your satisfaction*



Best price guaranteed



30-day trial period



Free resizing



Free engraving



-20% off second piece



Certified jewellery



Free delivery



2-year warranty



*Certifications*



At Edenly, we attach great importance to the quality, authenticity and transparency of our jewellery. Each piece of Edenly jewellery comes with a certificate of authenticity carefully detailing the weight and quality of the diamonds and gemstones used in each piece. This approach aims to offer you complete certainty regarding the quality of our gold jewellery.

To reinforce this confidence, all our jewellery also has the customs mark, guaranteeing its gold grading, as well as the maker's mark to identify the manufacturer. We take it seriously to ensure that our jewellery is not only beautiful, but also meets the highest standards of quality.

The quality and provenance of our diamonds are of paramount importance to us. This is why we are proud to assure you that all our diamonds are certified under the Kimberley Process. Furthermore, our diamonds larger than 0.5 carat are GIA or IGI certified.

To go even further in transparency, we register each piece of jewellery with a unique identifier, allowing you to follow its entire history, from creation to your hand. Your security is also at the heart of our concerns, and this is why we use an RFID tag and a tamper-evident label to guarantee the integrity of your jewellery during its transport to you.

We understand that comfort is key when it comes to jewellery you wear every day. That's why all of our jewellery is designed to be hypoallergenic, so you can wear it with complete peace of mind.

In addition, we apply a 10 micron thick layer of rhodium to our gold jewellery, ensuring exceptional longevity and maximum shine so that your jewellery retains all its beauty over time.



OUR WORK HAS MEANING  
AND WE ARE PROUD OF THE  
COMMITMENTS WE MAKE.

*Karoline*

**98% satisfied customers**  
Our priority is to fully satisfy each  
Edenly customer

**60 days after delivery date**  
You can exchange, get a refund  
or request a resize up to 60 days  
after delivery, even for engraved  
jewellery and Atelier jewellery

**>10 quality tests**  
We set high standards for our  
gold and gemstone suppliers.  
Each of our jewellery undergoes  
dozens of quality tests before  
leaving our workshops.

**2 years warranty**  
Our jewellery is guaranteed for  
parts and labor, against defects

**Minus 20%**  
-20% on your 2nd cheapest  
piece of jewellery



**E Emily M**  
10 avis · 3 photos  
★★★★★ il y a 3 mois

Super site vous pouvez y aller les yeux fermés.  
La qualité est au rendez-vous, les échanges bons et la livraison  
rapide.  
Nous sommes ravis de nos alliances.  
Un grand MERCI 😊

**F Françoise B**  
Local Guide · 45 avis · 7 photos  
★★★★★ il y a un mois

Communication facile et très agréable avec le service  
des commandes, respect des demandes du client,  
beau bijoux, bel emballage et un bagueier en carton très  
pratique. (feuille cartonnée bien décorée et sur son  
pourtour, vous trouvez des trous avec les différentes  
mesures des doigts. Très pratique pour éviter les  
erreurs lors des commandes) 😊

**Kriss R**  
4 avis  
★★★★★ il y a 4 mois

Une boutique sérieuse à l'écoute des clients. Un service sav  
très performant avec un suivi client sans faille. Je recommande  
Edenly, pour la qualité de ses bijoux et leur garantie.

**MEASSON F**  
2 avis · 1 photo  
★★★★★ il y a 8 mois

Grand sérieux pour cette entreprise, le suivi est excellent et la  
qualité au rendez-vous !!  
Les bijoux sont magnifiques.

**Cedric P**  
Local Guide · 43 avis · 42 photos  
★★★★★ il y a 2 semaines

Bonjour,  
Je remercie toutes les équipes de la fabrication, aux  
vendeurs(es) pour leurs professionnalisme, des bijoux  
de très bonne qualités, ma conjointe est une fan, mon  
porte monnaie l'est un peu moins ....mais cela fait  
tellement plaisir d'offrir vos bijoux.  
Bravo à vous et à bientôt pour le prochain bijoux

# RESPECT FOR HUMANS

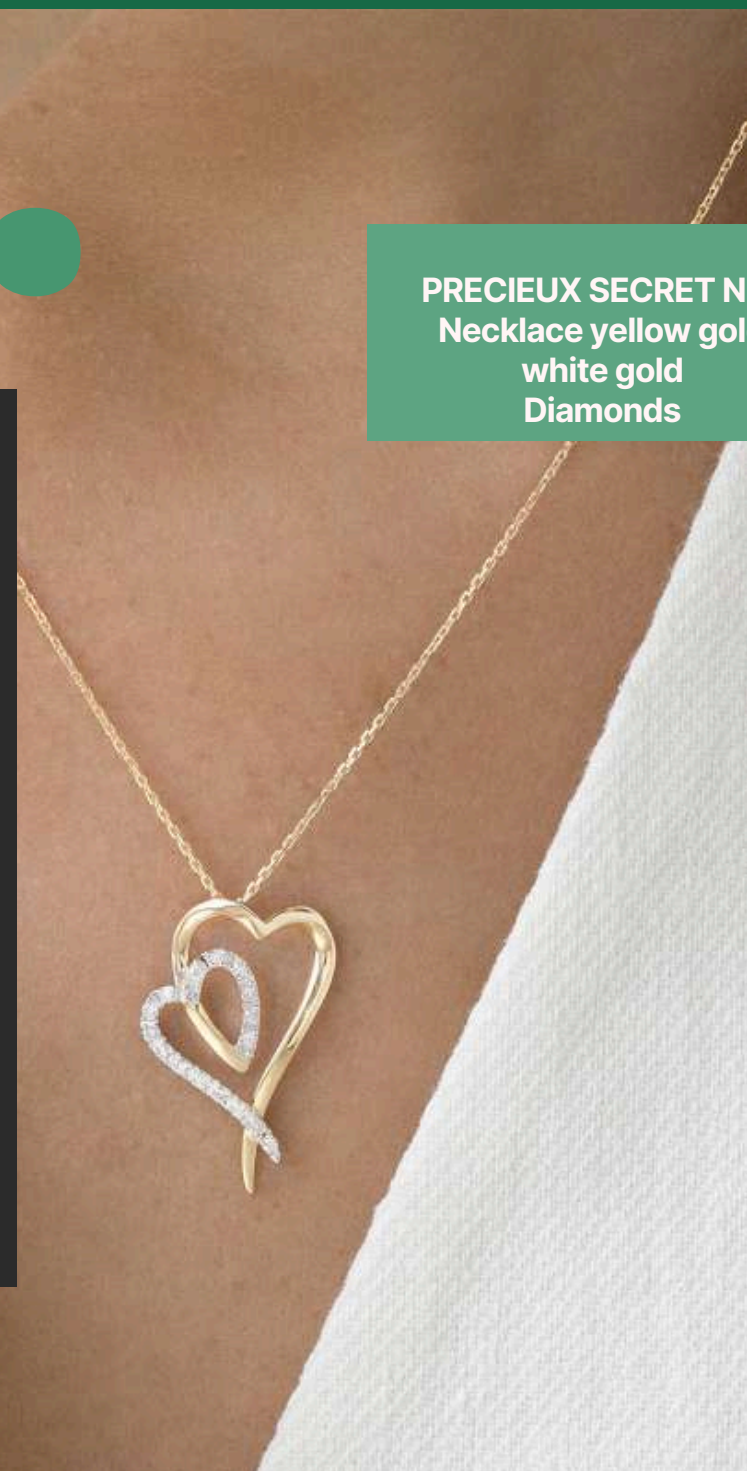
OUR COMMITMENT TO SOCIAL RESPONSIBILITY

# 1B.

One of the fundamental values that has always guided Edenly is respect for people, whether they are an integral part of our team or external partners.

We are firmly convinced that the success of a company cannot be dissociated from the well-being of its employees and its respectful relationships with all of its collaborators.

**PRECIEUX SECRET N°4**  
Necklace yellow gold  
white gold  
Diamonds



## Improving the Quality of Life of Employees

At Edenly, we constantly strive to improve the quality of life of our employees. We believe in participation, open communication and listening to everyone. We encourage our employees to express themselves freely, share their concerns and contribute to the continuous improvement of our work environment.

## Participation in Information and Results

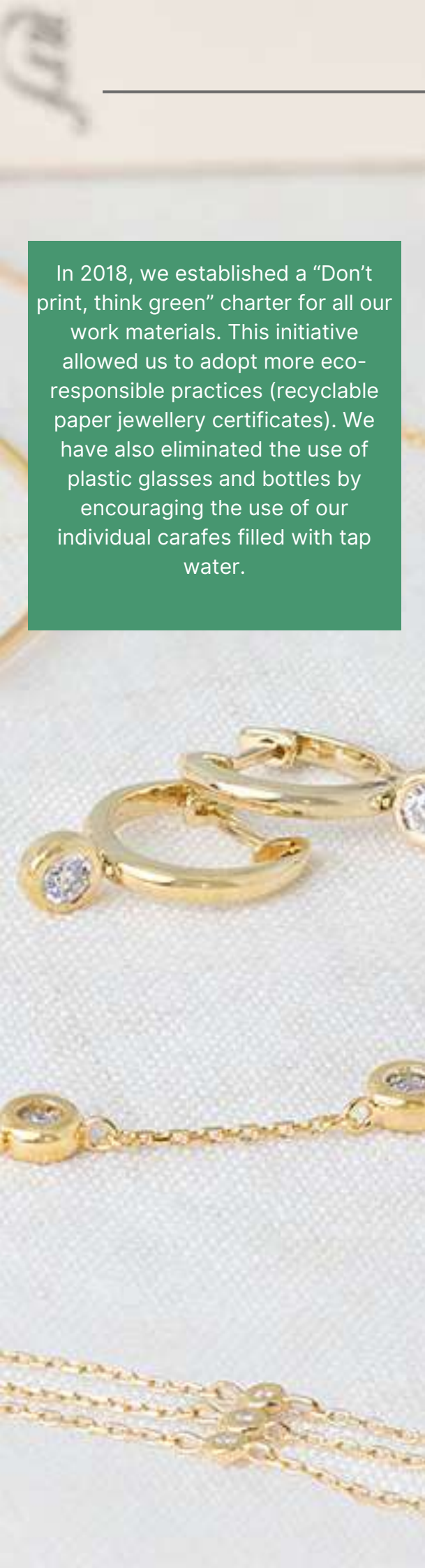
We believe in transparency and the involvement of our employees. This is why we encourage their participation in company information and results. Every member of the Edenly team plays a crucial role in our success, and we make sure they know that.

## Career Objective

We invest in the development of our employees, both financially and professionally. We offer career growth opportunities and are committed to supporting them in their professional development.



**INFINI N°16 Trilogy**  
Diamonds Yellow gold



In 2018, we established a “Don’t print, think green” charter for all our work materials. This initiative allowed us to adopt more eco-responsible practices (recyclable paper jewellery certificates). We have also eliminated the use of plastic glasses and bottles by encouraging the use of our individual carafes filled with tap water.

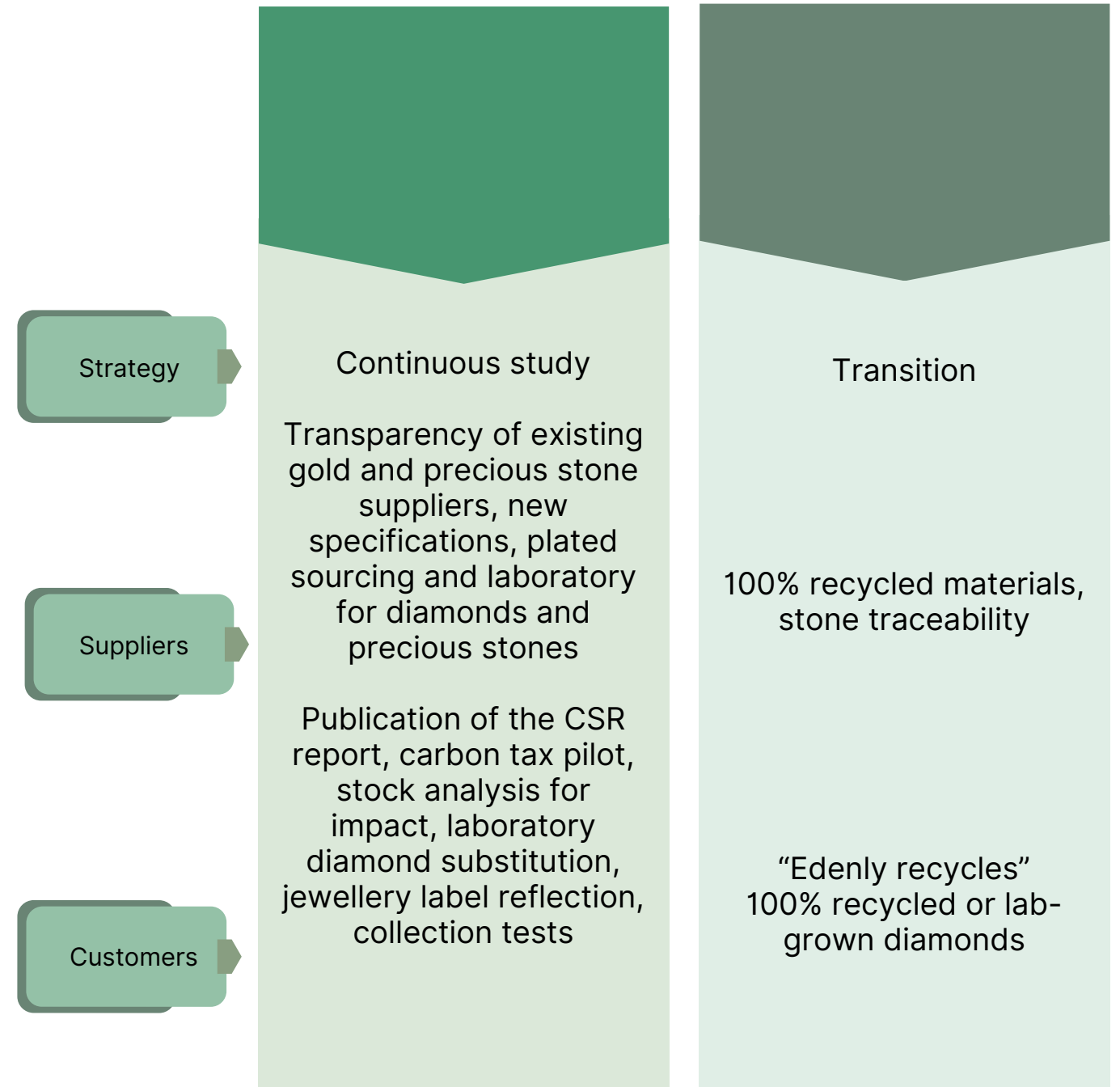
# INTERNAL MOBILIZATION

## FOR RESPONSIBLE JEWELLERY

Our team mobilized internally to respond to an essential challenge: to positively influence our industry and society as a whole. In this fourth phase of our CSR journey, we looked at the carbon footprint, environmental sensitivity, and our consumption.

As a jewellery producer and seller, we must do better, we must minimize our ecological footprint and set an example in our sector. With a spirit of creativity and sensitivity, our team undertook a brainstorming session to explore how we can evolve and become responsible actors beyond customer satisfaction. Our approach, tinged with respect and humility, aims to transform our industry for the good of the planet, individuals and our entire society.

We recently participated in a team brainstorming session, an experience that strengthened our cohesion while allowing us to plan our goals and strategy more effectively. This collaboration has been invaluable to us in moving towards our common goals with a renewed spirit and a clearer vision.





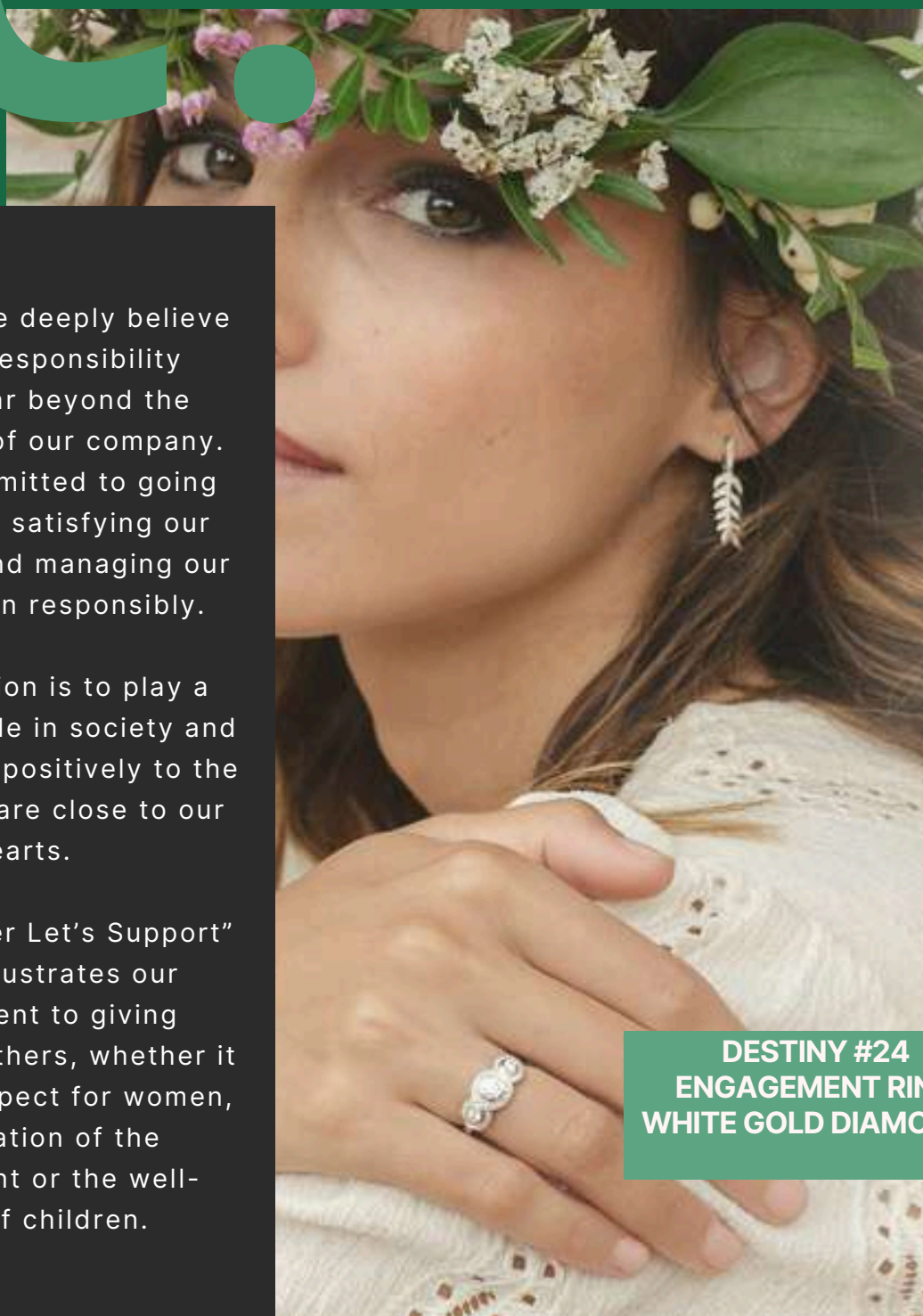
# EXCEED THE PERIMETER EDENLY

A JEWELER WITH A BIG HEART

At Edenly, we deeply believe that our responsibility extends far beyond the boundaries of our company. We are committed to going beyond just satisfying our customers and managing our supply chain responsibly.

Our aspiration is to play a significant role in society and to contribute positively to the causes that are close to our hearts.

The "Together Let's Support" project illustrates our commitment to giving meaning to others, whether it concerns respect for women, preservation of the environment or the well-being of children.



DESTINY #24  
ENGAGEMENT RING  
WHITE GOLD DIAMONDS

## TOGETHER WE ACHIEVED

Building on its success and its values of solidarity, Edenly supports, thanks to its customers, the major causes of Child Protection, Women's Freedom and Environmental Protection.

To support these great causes, you can promote Edenly, if you were fully satisfied with our services.



# SUPPORT Charity



At Edenly, we believe in corporate social responsibility. We are proud to contribute financially to these noble causes which work with determination to brighten our world, bring hope and improve the lives of many people through their altruistic actions and constant dedication.

## International Day Against Child Labor

We made a donation of €3,000 to the Partage association. The Partage association used the donation for its project in the state of Uttar Pradesh in India. Part of the money helped finance actions to improve the socio-economic level of the region. The other part was used for teaching.

<https://www.partage.org/>

## SOS Children's Villages

We provided assistance to women who, with their children, found themselves obliged to manage their daily lives in the absence of family support. The entire sum, a donation of €3,000, was allocated to the "Mother Centers" of SOSVE Germany, meeting and assistance spaces dedicated to single parents. Their action is no longer limited to villages. They extend their support to adolescents by offering leisure activities, shared accommodation and vocational training.

<https://www.sosve.org/>

**World Day Against Child Slavery and International Women's Day: 2 donations of €3,000 to the Girls not Brides association**

This contribution was allocated to the purchase of bicycles and maintenance products, thus allowing young girls in Nepal to go to school with ease.

<https://www.girlsnotbrides.org/>



## Evas Haltestelle, for homeless women

We directed our donation to Evas Haltestelle (the Eva Stop), an institution in Berlin that provides food, warmth, safety and support to homeless women. Recently, Evas Haltestelle had to leave its original location and move to new premises. Our donation therefore contributed to moving costs and the purchase of essential equipment.

<https://skf-berlin.de/offene-sozialarbeit/wohnungslose-frauen/evas-haltestelle/>

## Thai Freedom House

We are proud to announce that we have made a donation of 3,000 euros to the Thai Freedom House association. She strives to provide essential support to Burmese refugees through artistic and educational projects.

<http://thaifreedomhouse.org/>



**Evacuation of Eastern Ghouta: Donation of €3,000 to the Syria Charity association**

On the occasion of this day, Edenly has decided to send financial aid to children, victims of the war in Syria. The money was used to cover part of the running costs of the Mother-Child Hospital inaugurated by Syria Charity as well as their "Smile Center" project for orphaned children.

<https://sourysalavie.org/>



**Donation of €3,000 to the Children & Health association**

It is the only French association that devotes all of its resources to research against cancer and leukemia in children and adolescents.

<https://www.enfants-cancers-sante.fr/>



# SUPPORT

## Charity



### The little princes

We made a donation of more than €3,000 to the Petits Princes association. This gesture of generosity helped make the dream of a seven-year-old boy who suffers from a serious illness come true.

<https://www.petitsprinces.com/>



### The Ocean Clean Up, for Black Friday

On the occasion of Black Friday, we have decided not to offer additional discounts to those already in progress. We took advantage of this special consumer period to draw attention to something that is important to every member of the Edenly team - the environment. This is how we celebrated our "Green Weekend": For every 50 orders, we donated €1000 to "The Ocean Cleanup" association.

<https://theoceancleanup.com/>



### International Day of Living Together

On the occasion of International and Living Together Day, we wanted to support the Plastic Bank in their socio-environmental project. The money paid aims to remunerate poor people who contribute to the recycling of plastic in their environment and thus prevent ocean pollution.

<https://plasticbank.com/>



### World Day of Social Justice and International Day of Human Solidarity: 2 donations of €2,000 to the CASA association

To celebrate this very important day, we have decided to support the Centro de Apoio ao Sem Abrigo in Portugal whose work is admirable. The entire amount paid was used for their project

<https://casa-apoioaosemabrigo.org/>



### APIDAE, donation of 2500 CHF and sponsorship

After a year of sponsoring hives in France with Un Toit pour les Abeilles, we chose to continue our commitment, this time by supporting the Swiss association Apidae in Geneva. Apidae takes concrete action to protect pollinators locally. Our Edenly hive is now installed at the Chêne-Bourg apiary, and we look forward to tasting and sharing the harvested honey with our customers.

<https://www.apidae.ch/>



### A roof for the bees

We transformed our donation into sponsorship. For a year, we financed the installation, maintenance and harvesting of three certified organic hives installed by different beekeepers in France. Part of the honey will be shared with our best customers.

<https://www.untoitpourlesbees.fr/>



### We forest, donation of €7,000 to the association

NGreen Day! We donated €1000 for every 50 orders to an association working for the protection of the environment in honor of Green Day.

<https://www.weforest.org/en/>



### Trama di Terra, Onlus

We donated €3,000 to the Italian association Trama di Terra, which helps women in difficulty, both native and foreign.

<https://www.tramaditerre.it/>

# JEWELLERY *At Its Best*

# .02

We believe that jewellery is not just a passing item, but rather timeless pieces that have a place in your life for many years. Diamonds are eternal, gold can be recycled endlessly while retaining its nobility, and our jewellery is designed to accompany you throughout your life.

**THE EDENLY GUARANTEE**  
A service without limits



The Jungle Sacrée collection, in polished or brushed gold, draws its inspiration from captivating and luxuriant vegetation. From this profusion emerge delicate golden bamboo stems and subtle diamond



## Collection Sacred Jungle



# REVELATION, EMBODIMENT OF OUR COMMITMENT

# 2A.

*RÉVÉLATION IS AN ODE  
TO NATURE AND ITS  
BEAUTY INSPIRED BY  
THE PRECIOUS WORK  
OF BEES*

Through the allegory of the bee, a tireless but endangered social builder, Revelation is the symbol of our collective effort. A precious declaration of hope.

The Révélation collection is a significant step in our commitment to offering more responsible jewellery. All pieces are made from 100% recycled gold and lab-grown diamonds.

3 revelation hives have been installed within the violet apiary. By purchasing a piece from the collection, you participate in the "Give flowers to the bees" program and sponsor 10m2 of flowers.

**Revelation Cuff Bracelet**  
 Inspired by the precious work of bees, this majestic cuff bracelet is made up of five rows of hollowed-out gold cells. 20 full cells adorn the piece and 3 cells set with 111 diamonds bring a touch of light and elegance to the whole.



DISCOVER OUR COLLECTION WITH GEOMETRIC SHAPES INSPIRED BY THE PRECIOUS WORK OF BEES. IN 100% RECYCLED GOLD AND LABORATORY DIAMONDS.

The magic of the precious work of bees in a symbol: the honeycomb of the hive. Adorned with gold, it transforms into a setting of light, like a wonder of nature reinterpreted by the hand of man. Its perfect geometric shape, full of richness and promise, reveals the poetry of nature and the perfection of art.



**REVELATION N°1**  
 bangle bracelet - 9 carat yellow gold - laboratory diamond



**REVELATION N°2**  
 ring - 9 carat yellow gold - laboratory diamond



**REVELATION NO. 1**  
 necklace - 9 carat yellow gold - laboratory diamond



**REVELATION N°2**  
 hoop earrings - 9 carat yellow gold - laboratory diamond

## REVELATION COLLECTION

### A BIG STEP TOWARDS MORE RESPONSIBLE JEWELLERY

We have introduced lab-grown diamonds into our product line. These diamonds are an ethical and responsible alternative to traditionally mined diamonds. They allow our customers to make an informed choice when it comes to jewellery.

The Révélation collection is a significant step in our commitment to offering more responsible jewellery. All pieces are made from 100% recycled gold and lab-grown diamonds, which are more environmentally friendly than mined diamonds.

We are associated with Un Toit Pour Les Abeilles, which aims to contribute to the protection of bees and the development of colonies. We sponsor three hives and participate in the "Give Flowers to the Bees" program to feed the foragers. By purchasing a piece from the collection, you participate in this initiative and sponsor 10m2 of planted flowers.



"THE WORKSHOP"  
N°190103  
18K WHITE GOLD RING 0.5  
CARAT CENTRAL LAB  
DIAMOND HALO DIAMOND  
DIAMOND SETTING

# FAQ

**Q:** Lab Diamonds: How Are They Created?

**A:** They are created using the technique of man who today knows how to reproduce the exact chemical equation by which natural diamonds are slowly formed. A diamond strain is thus placed in a capsule, then subjected to high pressure and high temperature for several weeks before obtaining a so-called laboratory rough diamond which will then be sent to be cut, then set on a piece of jewellery.

**Q:** Are lab-grown diamonds real diamonds?

**A:** Lab-grown diamonds have the same chemical composition as natural diamonds, making them chemically authentic. However, their origin differs considerably, having not formed naturally deep within the Earth over millions of years. Natural diamonds carry with them a history linked to the Earth and time, which gives them a unique emotional value.

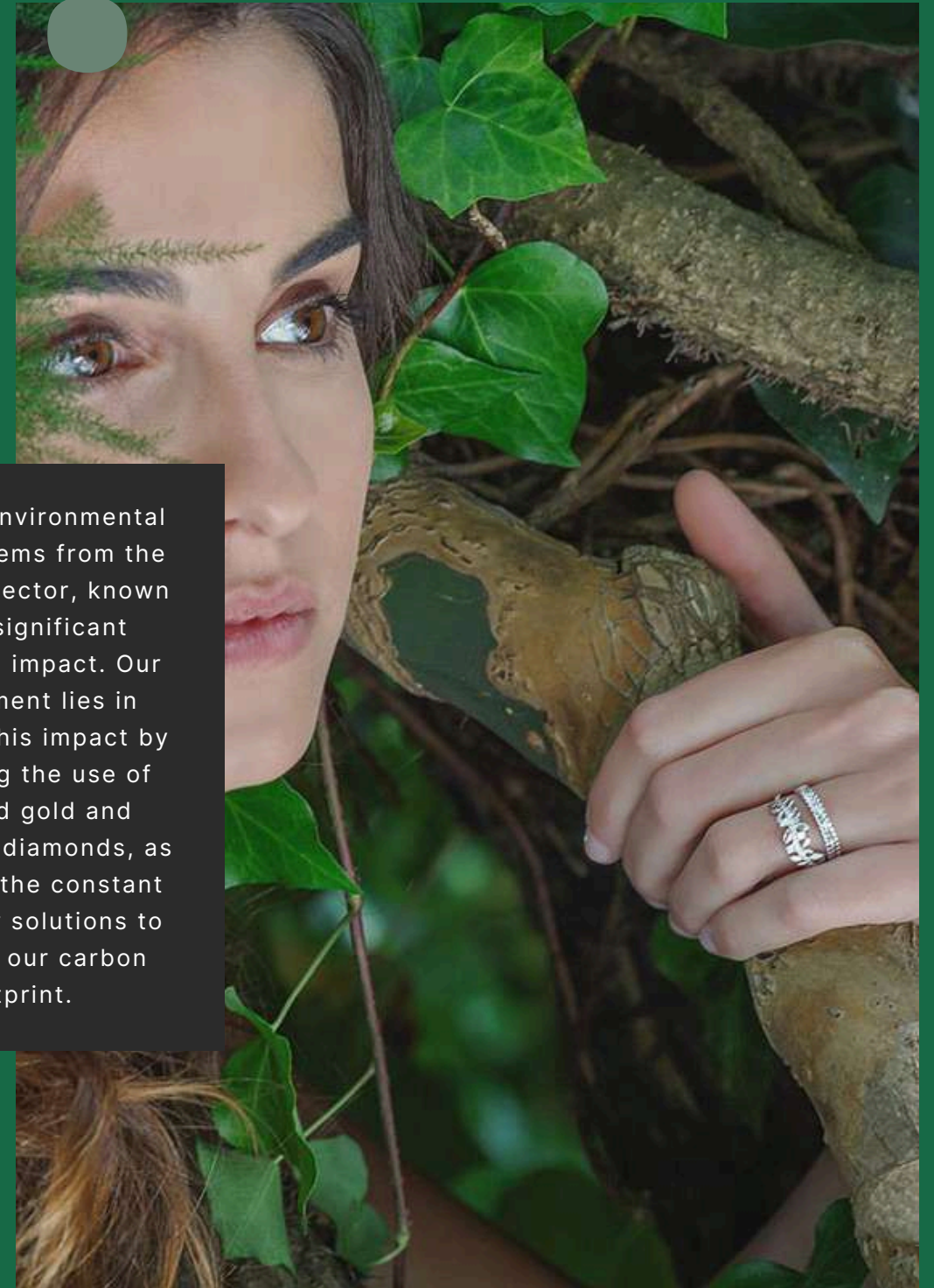




# 2B

## ENVIRONMENTAL PRIORITY

*DIAMONDS ARE  
FOREVER, GOLD CAN  
BE RECYCLED  
TO INFINITY WHILE  
RETAINING ITS  
NOBILITY*



Edenly's environmental priority stems from the jewellery sector, known for its significant ecological impact. Our commitment lies in reducing this impact by promoting the use of recycled gold and laboratory diamonds, as well as in the constant search for solutions to minimize our carbon footprint.



# BALANCE CARBON

## MEASURING OUR IMPACT

### *With Impact Labs*

The Carbon Assessment was carried out by Impact Labs, a consulting company specializing in the sustainable transformation of businesses.

It was carried out under the supervision and support of Edwin Suzor (CEO of Edenly) and Karoline Lönnig (Digital Marketing Manager), who was responsible for data collection and communication between Impact Labs and Edenly.

SAMI software, which simplifies data collection and visualization, was used to calculate our carbon footprint.

This process made it possible to precisely assess greenhouse gas emissions and to put in place an action plan to reduce our impact and compare this impact.

As Edenly is a jewellery company, most of its impact comes from the raw materials used. Diamond and gold are the two most used materials and their impact is very important. Jewellery manufacturing represents approximately 5% of the impact of raw materials.

Focus on GHG emissions from inputs

96% of orders are sent by truck, but since long-distance deliveries are made by plane, 9% of the kilometers are traveled by plane.

The materials Edenly uses for jewellery generate the majority of emissions, with diamonds being the largest.

#### SUPPLIERS

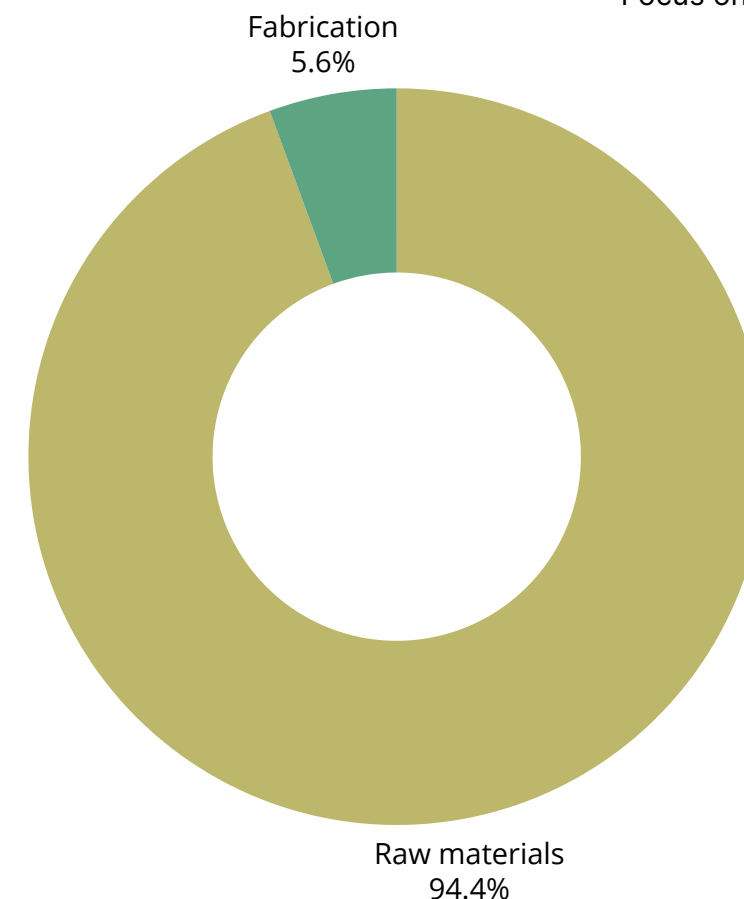
#### DISTRIBUTIONS

#### CARBON FOOTPRINT

#### EMISSIONS

Part of our Workshops and our suppliers of gold and precious stones are located in Asia, which has an improvable impact

Edenly's carbon footprint is approximately two thousand tonnes of CO2 equivalent, mainly due to the materials used for the jewellery.





## ENVIRONMENTAL ACTIONS

01

### Control consumption

- Lights off in unused rooms
- Reduction of plastic packaging
- Minimal use of raw materials in jewellery design
- Promotion of laboratory diamonds to limit the extraction of natural diamonds

02

### Reduce emissions

- Parcel consolidation for customers
- Deleting unnecessary emails
- Limitation of travel
- Calculation of the carbon footprint with help
  - from a consulting firm (SAM Y)
- Using the Impact Labs service to offset emissions

03

### Recover waste

- Replacement of plastic boxes with wooden and cardboard boxes
- Reduction of box packaging
- Removal of boxes in favor of gift bags
- Elimination of paper invoices and sorting of papers

04

### Responsible design

- Use of lightweight materials in jewellery design
- Clean production process for gold smelting
- Use of laboratory diamonds and recycled gold since 2021
- Installation of a repair workshop to limit the return of products - Projects aimed at strengthening the repair service and offering second-hand jewellery

## RAISE AWARENESS AMONG THE TEAM

### A GROWING ENVIRONMENTAL COMMITMENT

## *The climate fresco*

The Edenly team recently underwent exceptional training at the Climate Fresque. This educational initiative opened our eyes to the crucial issues related to climate change. Through this experience, we have gained a deeper understanding of the environmental challenges facing our planet, as well as the actions we can take to reduce our impact on the environment.

The Climate Fresco allowed us to explore various aspects of climate change, including the causes, consequences and possible solutions. This training reinforced our commitment to sustainability and environmental responsibility, and inspired us to continue working towards a greener, more planet-friendly future.

As a company, we recognize our responsibility towards the environment and society, and Climate Fresco training is part of our approach to better understand these issues and act in a more ethical and responsible manner. We are proud that our team is committed to this approach and that we can contribute, on our scale, to the preservation of our planet for future generations.



**LA FRESQUE  
DU CL!MAT**  
Vous avez toutes les cartes en main

# Identification *of actions* impact reduction

01

## Money

Encourage the production and sale of silver jewellery rather than gold. For what? Silver has an emission factor approximately 100 times lower than gold.

02

## Lab diamonds

Promote laboratory diamond production using renewable energy instead of mining.

03

## Recycling

Use recycled gold and silver instead of mining them. Recycling gold and silver emits 99% less carbon compared to mining.

04

## Reuse and repair

Reuse customers' old jewellery and promote the repair of defective pieces.

05

## Sustainable packaging

Use certified sustainable packaging (FSC and PEFC) with materials with a low carbon footprint.

06

## Transportati on

Promote the transport of products by boat and truck instead of by plane. The emission factor of the boat is 15 times lower than that of the plane.

07

## Renewable energies

Switch to office buildings powered by renewable energy.

08

## Homemade carbon tax

Include a "house carbon tax" in the price of the jewellery to promote jewellery with a low carbon footprint

09

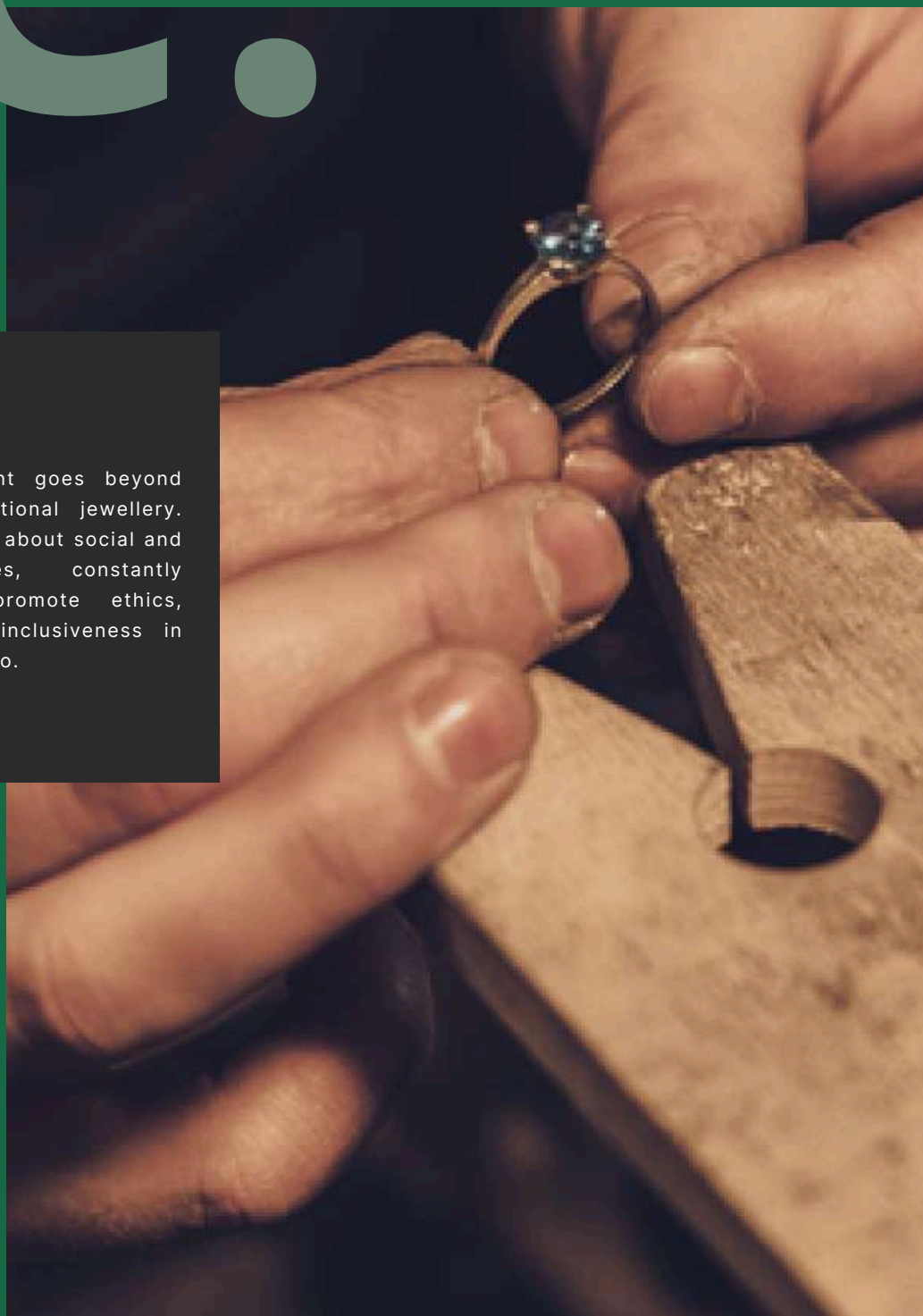
## Compensation project

Offer customers the opportunity to contribute to a compensation project, for example a reforestation project.

# 2C.

## OTHER CONSTRUCTION SITES

Our commitment goes beyond creating exceptional jewellery. We care deeply about social and human issues, constantly seeking to promote ethics, diversity and inclusiveness in everything we do.



”

*AFTER THE VERB "TO  
LOVE", THE VERB "TO  
HELP" IS THE MOST  
BEAUTIFUL VERB IN  
THE WORLD*

*- BARONNE BERTHA VON SUTH*

# PARTNERSHIP WITH THE LITTLE PRINCES



Since 1987, the Les Petits Princes association has fulfilled the dreams of children and adolescents suffering from serious illnesses.

We supported the Little Princes for the first time in 2018. We were so touched by their work that we decided to make it a long-term “partnership”.

We had the privilege of meeting Matthieu and a large part of the Little Princes team in Paris during an “immersion day”. This confirmed our choice and we try to support the Little Princes beyond “simple” financial support.

The entire Edenly team enthusiastically participated in the Heroes' Run to raise more funds and we are one of the sponsors of their annual raffle.

For Christmas, we offered a bracelet from the “Edenly Yours” collection to each of the volunteers to thank them for their incredible work.

We created our “Together Support” program in 2017 to bring together all our charitable actions.

We are honored to support the “Petits Princes” association in their goal of bringing a smile to sick children and adolescents.

Additionally, given that preserving nature is at the heart of our identity, we are also committed to supporting reforestation and bee protection associations.



*We don't see  
GOOD  
that with  
THE  
Heart*



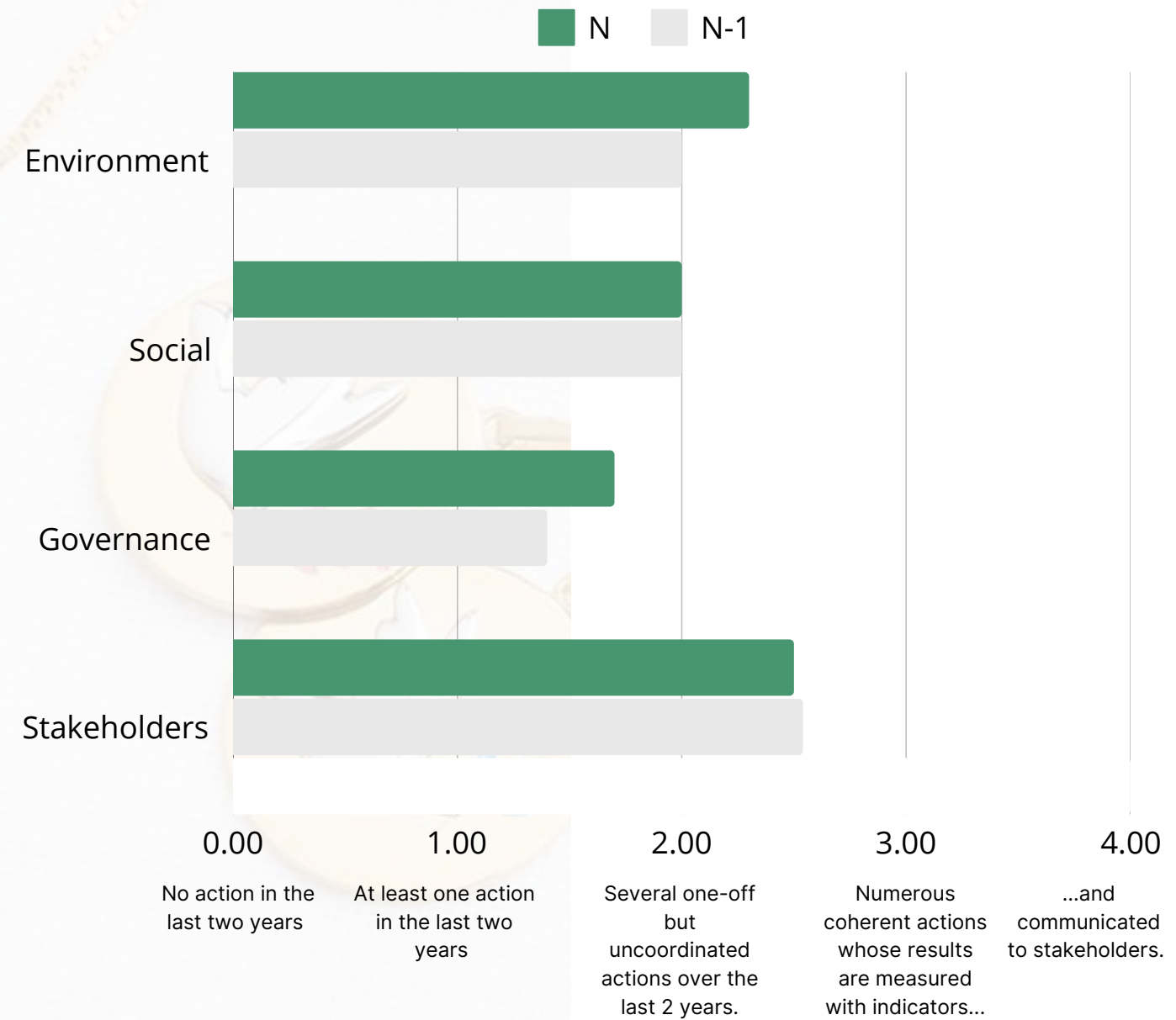
# DIAGNOSTIC ESO

## EDENLY IS ATTENTIVE TO THE INTERESTS OF ITS STAKEHOLDERS

We maintain a limited number of new suppliers of gold and precious stones while ensuring that they monitor their respect for fundamental rights. Although these controls are not yet formalized, we regularly undertake visits to our workshops and to our suppliers to ensure their compliance with ethical standards.

We are committed to strictly complying with GDPR (General Data Protection Regulation) regulations in order to guarantee the confidentiality and security of our customers' data.

We firmly believe that these commitments reinforce our responsibility to our customers and our community, and we strive to maintain these practices to ensure customer satisfaction and trust.



# JEWELLERY *Natural*

# 03

As we move forward on our corporate social responsibility journey, we are entering an exciting new stage. In this period, our objective is clear: to make jewellery an expression of total sustainability.

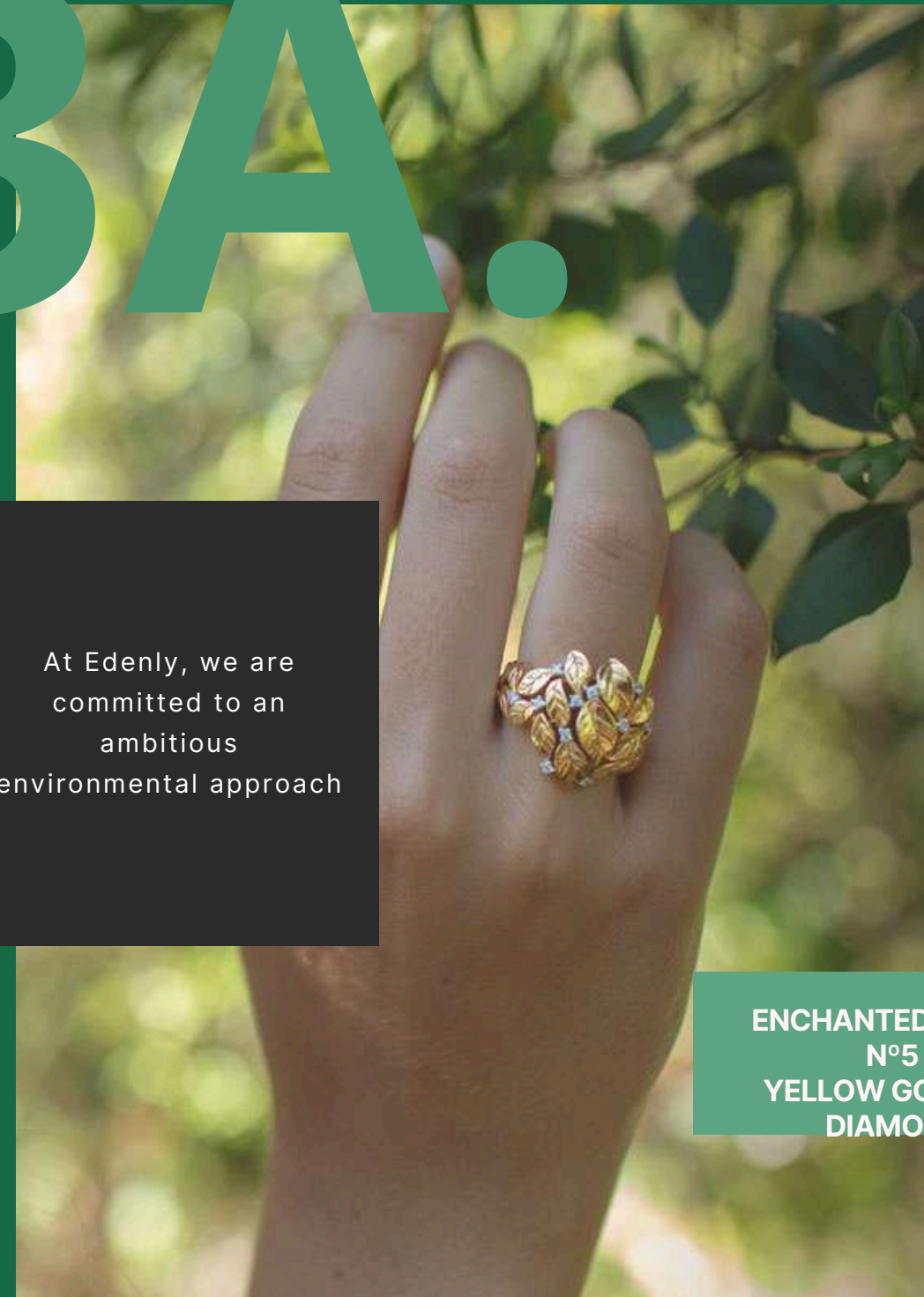


ECLOSION N°10 White gold ring DIAMONDS

# ENVIRONMENTAL PROJECTS

# 3A.

At Edenly, we are committed to an ambitious environmental approach



ENCHANTED GARDEN N°5 B YELLOW GOLD RING DIAMONDS



# 100% RECYCLED GOLD

## A RESPONSIBLE ALTERNATIVE

During the seminar with Impacts Labs, we defined our ambitious sustainable development objectives, which reflect our commitment to CSR.

We aim to move to 100% recycled gold, and lab-grade diamonds.

These objectives will be achieved through a series of concrete actions that we have put in place.

At the same time, we will continue our discussions with our gold suppliers to obtain more precise information on the recycling rate of the gold used, with supporting certificates.

DESTINÉE N°8 White gold ring  
Blue topaz and diamonds



# OUR GOALS

01

## 100% recycled gold suppliers

We will work exclusively with suppliers certified as 100% recycled gold, and we will encourage our current partners to follow this path. If necessary, we will consider specific fonts or caps on purchases.

02

## Lab Diamond Suppliers

We will seek out eco-friendly suppliers of lab-grown diamonds, and will even consider purchasing or establishing our own manufacturing facility.

03

## "Edenly Recycle"

We will set up a gold and diamond collection system through "Edenly Recycle", where we will refurbish, melt down and sell second-hand gold jewellery. We will also reduce our stock through melting, re-sizing and the recovery of diamonds and scrap.

04

## Collections exclusively in 100% recycled gold

We will design our new collections exclusively in 100% recycled gold and laboratory diamonds, as is the case for the Révélation collection. We are also considering silver collections, especially for gifts.

05

## "Carbon emission note"

We will highlight jewellery with the lowest carbon footprint on our site thanks to a "Carbon Emission Note" which will display the CO2 emissions for each piece of jewellery. Each Edenly piece of jewellery will also be accompanied by a traceability sheet, specifying the proportion of recycled gold, the proportion of recycled diamonds, laboratory diamonds and natural diamonds.





AT EVERY MOMENT,  
WE ARE GUIDED BY A  
SINGLE MISSION: TO DO  
BETTER.

*Edwin Sugar*

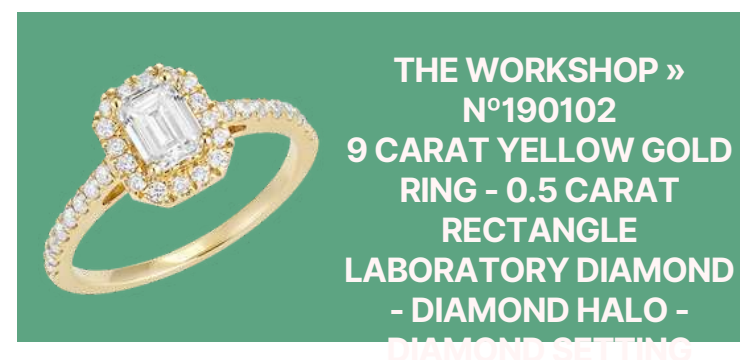
## THE LABORATORY DIAMOND

### A BRIGHT FUTURE

We have recently added lab-grown diamonds to our product range, providing an ethical and responsible alternative to traditionally mined diamonds. This decision allows our customers to make informed choices when it comes to jewellery.

However, it is important to note that the production of lab-grown diamonds requires a large amount of energy, with consumption varying from 300 to 1000 kWh per carat of diamond depending on the methodology used. Associated carbon emissions also vary significantly depending on the energy source used, ranging from 15 gCO<sub>2</sub>e/kWh for wind electricity to over 600 gCO<sub>2</sub>e/kWh for coal.

As part of our objectives, we will request an environmental impact analysis from our suppliers of laboratory diamonds. Additionally, we will consistently offer lab-grown diamonds as an alternative to our older jewellery, reinforcing our commitment to more sustainable choices.



THE WORKSHOP »  
N°190102  
9 CARAT YELLOW GOLD  
RING - 0.5 CARAT  
RECTANGLE  
LABORATORY DIAMOND  
- DIAMOND HALO -  
DIAMOND SETTING

## REPAIR AT EDENLY

THE ART OF BRINGING JEWELLERY BACK TO LIFE

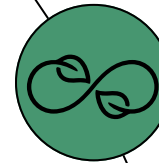
*At Edenly, we have a clear ambition*

We aim to do better. We attach great importance to your long-term satisfaction. This is why we offer you a wide range of services, such as refurbishing, repairing and transforming your gold jewellery, even if it does not originate in Edenly.

Indeed, our commitment to sustainability is not limited to the creation of new jewellery, but also extends to the preservation and enhancement of your existing precious pieces. We are here to meet all your needs and offer you tailor-made solutions so that your jewellery continues to shine brilliantly over time.

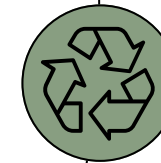
ECLOSION N°3  
COLLIER OR BLANC OR  
ROSE  
DIAMANT

## CIRCULAR ECONOMY



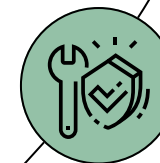
### Sustainability

Dozens of quality tests carried out on each of our jewellery to ensure quality and longevity.



### Recycled materials

We use 75% recycled gold with a target of 100%



### Repair

We take care of the repair of your gold jewellery from other jewellery stores.

## SECOND HAND JEWELLERY

### THE ART OF BRINGING JEWELLERY BACK TO LIFE

We are enthusiastic about revealing to you a project that is particularly close to our hearts: the creation of a new collection of so-called “second-hand” jewellery. As part of our commitment to sustainability, we want to give a second life to jewellery that our customers no longer wear or no longer wish to keep. These jewels will be carefully recovered, restored, and reconditioned to restore their shine.

Our goal is to provide an environmentally friendly option for those looking to acquire quality jewellery at a great price, while helping to reduce the demand for new resources. We believe in the timeless beauty of jewellery, and this project reflects our commitment to creating a positive impact on the jewellery industry while providing our customers with a responsible way to consume.

Gold is one of the jewellery industry's most iconic raw materials, but its traditional production has significant environmental consequences. That's why, at Edenly, we're committed to rethinking how we use gold.

Saturn Destiny  
Collections  
Flower of Salt

## FLUIDIFICATION AND TRACEABILITY OF GOLD

### OUR COMMITMENT TO SUSTAINABILITY

The traceability of gold is a crucial issue in our quest for more responsible manufacturing. Yet it is a complex challenge.

Indeed, obtaining reliable information from our suppliers on the exact percentages of recycled gold is difficult.

Although we have made efforts to obtain this data, some suppliers have not yet responded to our requests, which makes the task complex.

Despite these difficulties, we remain determined to improve the traceability of our materials. Our goal is to create jewellery made entirely from recycled gold in order to reduce our environmental footprint.



## THE QUEST FOR FLUIDIFICATION / SOURCING

The fluidification of gold occupies a central place in our approach. Our goal is to increase the use of recycled gold in our jewellery, sourced from existing sources to reduce our reliance on fresh gold mining. We work closely with our suppliers to obtain accurate information on gold recycling and obtain traceability certificates.

Our investment in gold fluidization aims to create a future where the beauty of jewellery coexists harmoniously with CSR. It's a constant commitment despite the challenges encountered along the way. We firmly believe in the need for traceability and fluidization of gold for environmentally friendly production.

This approach is part of a broader perspective of responsible jewellery. Our goal is to offer ethical and sustainable jewellery while preserving the timeless beauty of jewellery, through our transparent collaboration with sustainable material suppliers.

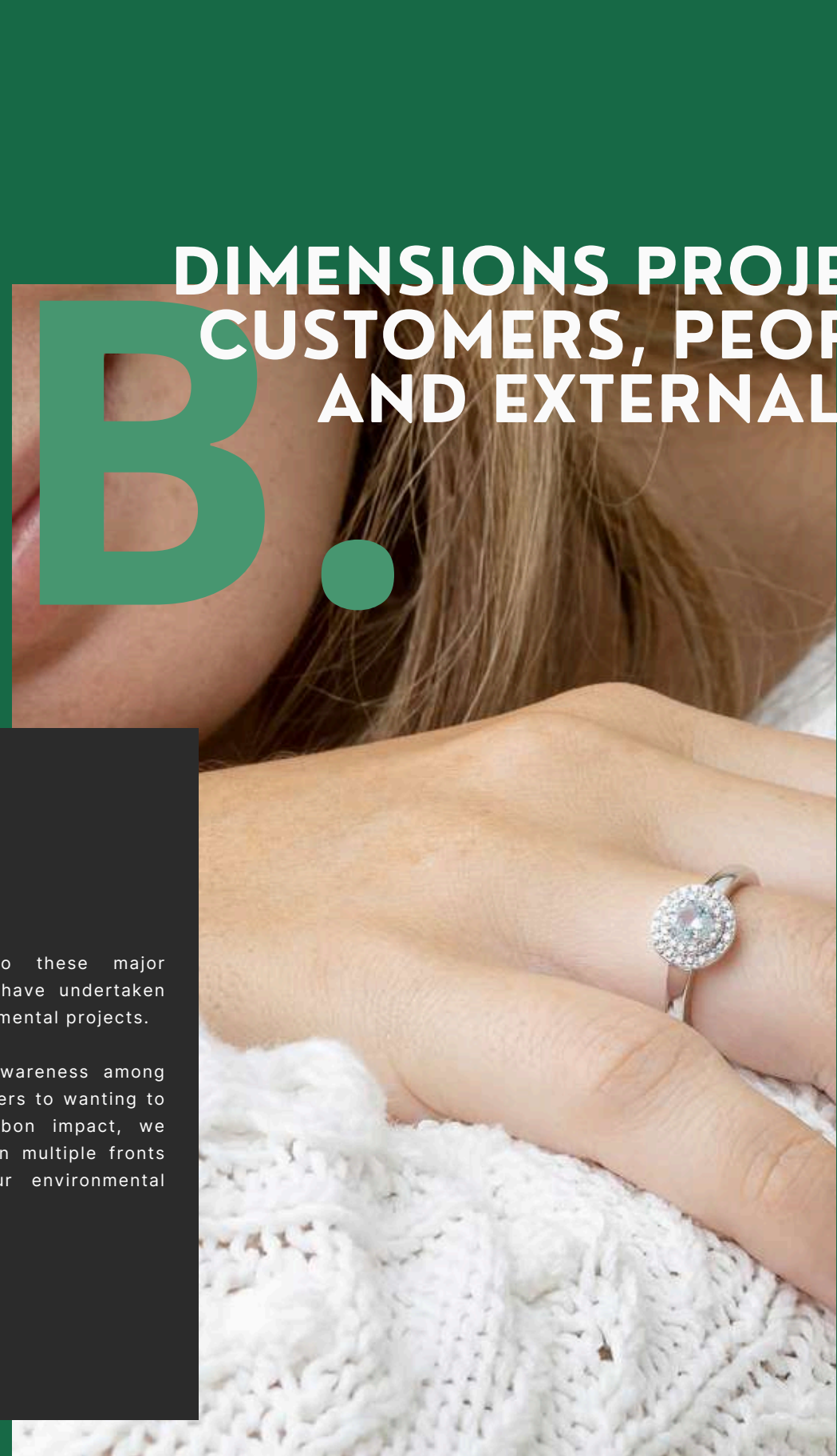
Freshness No. 17  
White gold Diamond earrings

## DIMENSIONS PROJECTS CUSTOMERS, PEOPLE, AND EXTERNAL

# 3B.

In addition to these major initiatives, we have undertaken various environmental projects.

From raising awareness among our manufacturers to wanting to offset our carbon impact, we have worked on multiple fronts to improve our environmental impact.





FOR MORE THAN 15 YEARS,  
WE HAVE CREATED  
HUNDREDS OF THOUSANDS  
OF GOLD JEWELLERY IN OUR  
WORKSHOPS.  
THE EXPERTISE OF OUR  
ARTISAN JEWELERS IS THE  
GUARANTEE OF THE QUALITY  
OF THE EDENLY  
COLLECTIONS.

*Leslie*

## LOCAL WORKSHOPS

### ENCOURAGE PROXIMITY

We aim to encourage proximity in our operations, by highlighting the importance of local workshops and local jewellery manufacturing.

Indeed, we believe that this can help strengthen communities and support the local economy. We aim to work with talented artisans to create unique, high-quality pieces that reflect the beauty and authenticity of each region.

At Edenly, we have two workshops located in the Paris region in France and in Hamburg in Germany, which are there to meet all your jewellery needs. Whether you need cleaning, repair, sizing adjustment, refinishing or setting a stone, our passionate artisan jewellers will take care of it all.



## EUROPEAN EXPANSION

### EXPANDING OUR INFLUENCE

We aim to expand our influence in Europe, with the opening of a store in Hamburg and the creation of subsidiaries in each European country. This expansion strategy aims to strengthen Edenly's presence in the European market.

We are aware that each country has its cultural particularities and jewellery preferences, which is why we want to work with local designers to create unique collections adapted to each market.

We are convinced that this approach will allow us to better meet the needs of our European customers and consolidate our position in the jewellery sector.

IMAGINARY WALK N°3  
YELLOW GOLD NECKLACE



## MEASUREMENT AND TRACEABILITY OF MATERIALS

### OUR COMMITMENT TO TRANSPARENCY

We would like to highlight our continued commitment to sustainability. One of our key next steps is to deepen our discussions with our gold suppliers. This approach aims to obtain more precise information regarding the recycling rate of the gold that we use in the manufacture of our jewellery. We firmly believe in the traceability of the materials we use, which is why we seek to obtain official certificates which attest to the recycled nature of the gold we use.

This initiative is of particular importance as it reinforces our commitment to a more responsible supply chain. Gold recycling certificates will allow us to provide our customers with accurate and verifiable information on the origin of the gold used in their Edenly jewellery. We are confident that this transparency will strengthen the trust of our customers and strengthen our approach to sustainability.

Ultimately, our goal is to ensure that every piece of Edenly jewellery embodies our commitment to ethical and sustainable practices. We hope that these discussions with our suppliers will result in indisputable traceability of the recycled gold we use, which will help to make our jewellery true symbols of ethical and environmental excellence.



## IMPACT OF LABORATORY DIAMOND SUPPLIERS

### ANALYSIS OF THE ENVIRONMENTAL IMPACT OF DIAMONDS

We are committed to maintaining a high level of environmental responsibility in each of our choices. This is why we are determined to undertake a thorough analysis of the environmental impact of our lab-grown diamond suppliers. This initiative aims to assess the carbon footprint associated with these diamonds and identify sustainable practices within the supply chain.

The goal of this analysis is to ensure that the lab-grown diamonds we use meet the highest standards for sustainability. We seek to understand the entire life cycle of these diamonds, from their production to their arrival in our jewellery, including their transport. This assessment will allow us to identify areas where improvements are needed and work with our suppliers to implement more environmentally friendly practices.

We are aware of the importance of this approach for our entire supply chain and for our customers, who expect from us a responsible approach to the use of laboratory diamonds. Our commitment to in-depth impact analysis demonstrates our desire to continue to raise our environmental standards and contribute to a more sustainable jewellery industry.

# Measure *the carbone footprint* targeted advertising

## TRANSPARENCY IN ADVERTISING

**MEASURING THE CARBON  
IMPACT OF TARGETED  
ADVERTISING IS AN  
IMPORTANT STEP IN THE  
CONTEXT OF  
ENVIRONMENTAL  
RESPONSIBILITY AND  
SUSTAINABILITY.**

We place great importance on transparency in all our operations, including in the area of online advertising. This is why we decided to undertake a process aimed at measuring the carbon impact of our targeted online advertising. This initiative will lead us to request detailed information from our main advertising providers, including Google, Criteo and Facebook.

Our goal is to better understand the carbon footprint associated with our online advertising activities. This encompasses not only ad serving, but also the entire process, including data servers, data centers and supporting infrastructure. By obtaining this information, we will be able to identify areas where improvements can be made to reduce our environmental impact.

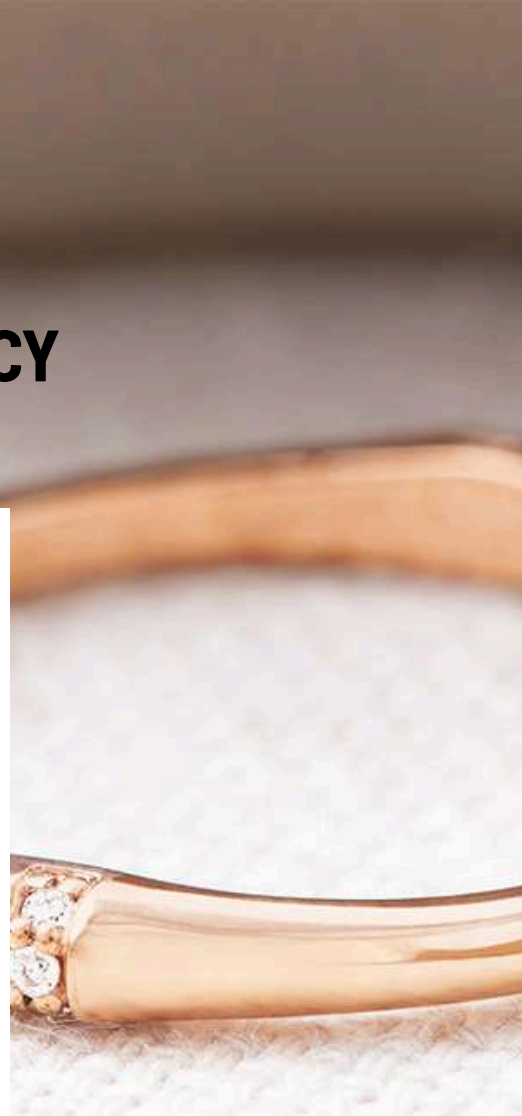
We see this approach as an essential step towards more sustainable online advertising. By better understanding our carbon footprint, we will be able to make informed decisions to reduce our impact on the environment while continuing to reach our target audience effectively. This transparency reinforces our commitment to a more responsible approach to online advertising and reflects our commitment to sustainability.

# STRENGTHEN SOCIAL POLICY

## ENGAGEMENT SOCIAL

At Edenly, our commitment to the environment and social responsibility is at the heart of our identity. We are determined to go even further in our efforts to create a positive impact on the world around us. This is why we have identified several crucial actions that we plan to implement in the near future.

These actions aim to improve the measurement of our environmental impact, strengthen our social policy, and maintain total transparency in our operations.



SACRED JUNGLE N°4  
WEDDING RING ROSE GOLD  
DIAMONDS

We want to develop a training plan to strengthen their skills and reduce the use of precarious contracts by investing in the development of our current staff.

We will establish a diversity charter to promote inclusiveness and equal opportunities for all employees, regardless of their origin, gender, sexual orientation or disability.

### Employee Consultation

### Training plan

### Opening of Capital

### Diversity Charter

We recognize the importance of giving our employees a voice. This is why we are going to conduct a survey among our staff to collect their feedback and their needs in terms of social policy.

This initiative aims to create a stronger sense of belonging and reward the commitment of our employees by offering them the opportunity to become shareholders of Edenly.



13

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FILM NEGATIVE

FILM NEGATIVE

FILM NEGATIVE



## CONCLUSION

We recognize that the transition to fully responsible offering is a process that will take time and require considerable effort.

We fully recognize our responsibility, both environmental and social. This is why we are committed to continuing our efforts to offer responsible alternatives at every stage of our activity.

It is true that the jewellery industry relies on practices that are not always exemplary from an environmental perspective. However, over the past year we have undertaken a significant transformation. We have carried out a carbon assessment, made each of our employees aware of these crucial issues, and developed a list of projects aimed at reducing our environmental impact, whether in terms of gold, diamonds, online advertising, or operations. of our sites.

We aspire for our customers to be able to say: "Buying at Edenly is better than anywhere else." Not just from a customer perspective, but from an environmental perspective. In any case, the best option is not to buy, but if someone feels this need, we want to be the destination where that person can find jewellery with minimal impact on the planet.

# JEWELLERY

*Better... Naturally*

We recognize that we are not perfect, but our commitment to a more sustainable and ethical future remains unwavering. At Edenly, we are convinced that every little gesture counts and that together we can make a difference for our planet and future generations. We invite you to join us in this adventure towards a better world.

ENCHANTED GARDEN N°6  
MEN'S WEDDING RING  
YELLOW GOLD

ENCHANTED GARDEN N°2  
WOMEN'S WEDDING RING  
YELLOW GOLD WHITE GOLD