

# MEJURI



2024  
SUSTAINABILITY  
REPORT



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# OVERVIEW

# TEAM TALKS

**"We've always believed jewelry should be more than something you wear—it should reflect who you are, what you value and the moments that matter most to you."**

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## **A Conversation with Noura Sakkijha, Co-Founder & CEO**

**When you think back on Mejuri's journey, what is something you're especially proud of?**

NOURA: I'm very proud that we've stayed true to our purpose from day one. When I started Mejuri a decade ago, the goal was clear: to empower women to invest in themselves—not just through jewelry, but in every part of their lives. We see fine jewelry as a form of self-expression that marks your milestones, your values, and the beauty in everyday moments. It's not about waiting for a special occasion or someone else giving it to you—it's about choosing to celebrate yourself, every day.

**How does this ethos show up in the company's values?**

NOURA: From the beginning, our guiding value has been to do business the right way. And when done well, it creates new opportunities for people and the planet to thrive—both now and for generations to come. It's why we hold ourselves accountable to our commitments and work tirelessly to drive positive impacts in our communities and the world.

**How has Mejuri's commitment to positive impact and partnership progressed this past year?**

NOURA: Last year, we shared our most ambitious sustainability goals to date, including our 2030 Climate Positive commitment. Since then, we've made exciting progress in supporting ecosystems, improving traceability, and designing for circularity. I'm especially proud of the work we do with partners who share our (often big) visions. Our continued collaboration with Regeneration is a great example. Together, we're restoring habitats, turning waste into resources, improving supply chain transparency, and bringing innovations to life that have never been done before.

**And what philanthropy highlights are you excited about?**

NOURA: This year, we introduced the new Design Excellence Award, granting \$70,000 USD to art schools to support the next generation of jewelry designers. And we continue to invest in and uplift our supply chain partners. Through our partnership with Design Thinking Africa, we've helped three cohorts of 10 women

in Zambia gain precision gemstone cutting and polishing skills, and are excited to support its continued expansion. Giving people power over their choices is an integral value of our brand, and the Mejuri Empowerment Fund, which supports the education and skillset development of women and non-binary individuals, is something I hold particularly close to my heart.

**What are you focusing on in Mejuri's continued journey ahead?**

NOURA: As we reflect on the past year, we're clearly in a period of profound change. But in times of uncertainty, we focus on what we can control: staying true to our values, building a better future, and finding joy in the little things. When our customers wear their Salmon Gold™ Bold Texture Hoops or slide on their Puffy Charlotte ring, I hope they feel like they're celebrating themselves and feel good knowing that the jewelry they're wearing is helping create positive change in the world.

# ABOUT MEJURI

In many ways, our journey as a company is similar to that of the jewelry we create—a product of collaboration and constant evolution. While we've experienced rapid and exciting growth, our DNA hasn't changed one bit.



We exist to turn fine jewelry into an everyday occasion, empower women in the process, and champion change in our communities and beyond.

With a global team of 690 employees, 40+ stores, and one million customers and counting, we've built a community rooted in expression and empowerment. This requires constant evaluation and progress in how we design our jewelry, where we source our materials, and how we operate our business.

Each week, we release new products designed in-house, produced in limited quantities, and only manufacture more based on customer demand. This helps us make timely design choices that reflect your evolving taste while ensuring our production is intentional and

minimizes waste. Sustainability has always been a priority, and last year, one in eight customers chose sustainability as the reason for their purchase. Clearly, it's important to our community, too.

To wear Mejuri is to invest in yourself while investing in communities around the world and championing environmental stewardship. Together, we're reimagining a jewelry industry that provides opportunity for people and the planet for generations to come—and we're just getting started.

# EXECUTIVE SUMMARY

## Regeneration's Net New 2024 Salmon Gold™ Outcomes

**15.5** acres of terrestrial restoration and

**500** linear meters of stream restoration with Regeneration\*

## Roadmap on Nature

Completed our biodiversity and water impact assessment as part of our participation in the Watch & Jewellery Initiative 2030

IN SUPPORT OF

**WATCH &  
JEWELLERY**  
INITIATIVE 2030

## Traceability of Our Products

**100%** of our suppliers\*\* self-reported their traceability data.

### INCREASED THE TRACEABILITY OF OUR KEY MATERIALS, INCLUDING:

**100%** of Pearls are traced to the country of farming origin

**100%** 100% of Lab Diamonds are traced to the grower

**29%** of Natural Diamonds are traced to a Group of known Mine(s) or Mine of Origin. 65% of them are traced to the Country of Origin.

## Carbon Emissions Reduction

Our Science Based Targets were validated by SBTi. By 2030 Mejuri is committing to:

**66.5%** ↓ reduction in our absolute emissions in Scopes 1 & 2

**52%** ↓ reduction in our emissions intensity in Scope 3

Purchased

**1700**mWh of renewable energy credits and

**229**MTCO<sub>2</sub>e of offsets



\*Since Mejuri joined the project, a cumulative total of 33.5 acres of upland habitat and 1,650 linear meters of stream has been restored.

\*\*Based on total spend

# EXECUTIVE SUMMARY

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## Improving Our Circularity

**282oz**

of Salmon Gold™ derived through regenerative practices were made into one collection that included four products.

**2,584.82lbs**

of plastic waste have been diverted from landfills this year through our Poly Bag Recycling program.\*

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## Emboldened Community

Hosted **9 events** across **6 stores** attracting over **4,600 attendees**

Developed our **first supplier policy** focused on DEIB

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## Culture of Growth & Belonging

**81%** of employees self-report they feel Mejuri is an inclusive environment

**77%** of employees who self-report that they feel that they can influence the business

**78%** of our team identify as women

**15%** of employees received a promotion

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## Empowerment Fund

**\$1M+**

donated through bursaries, scholarships, and advocacy from the Empowerment Fund to date.

**126**

individuals

have received scholarships through the Empowerment Fund to date

**10**

women

were welcomed into the Design Thinking Africa program as the newest cohort.

**16**

students

studying jewelry design and craft received scholarships and bursaries through the Mejuri Design Excellence Award.



\*3,751.43 lbs of plastic waste have been diverted from landfill since the beginning of the Poly Bag Recycling program.

# OUR GUIDING VALUES

**No matter how much the world changes and challenges us, we stay true to our values.**

They're the core beliefs that guide our actions and reflect who we are and our reason for existing. We continue to refine them to ensure they are clear across our company and easy to act on. This helps us show up with authenticity and integrity in everything we do.

**FIND A WAY** - We seek simple, creative solutions and act fast

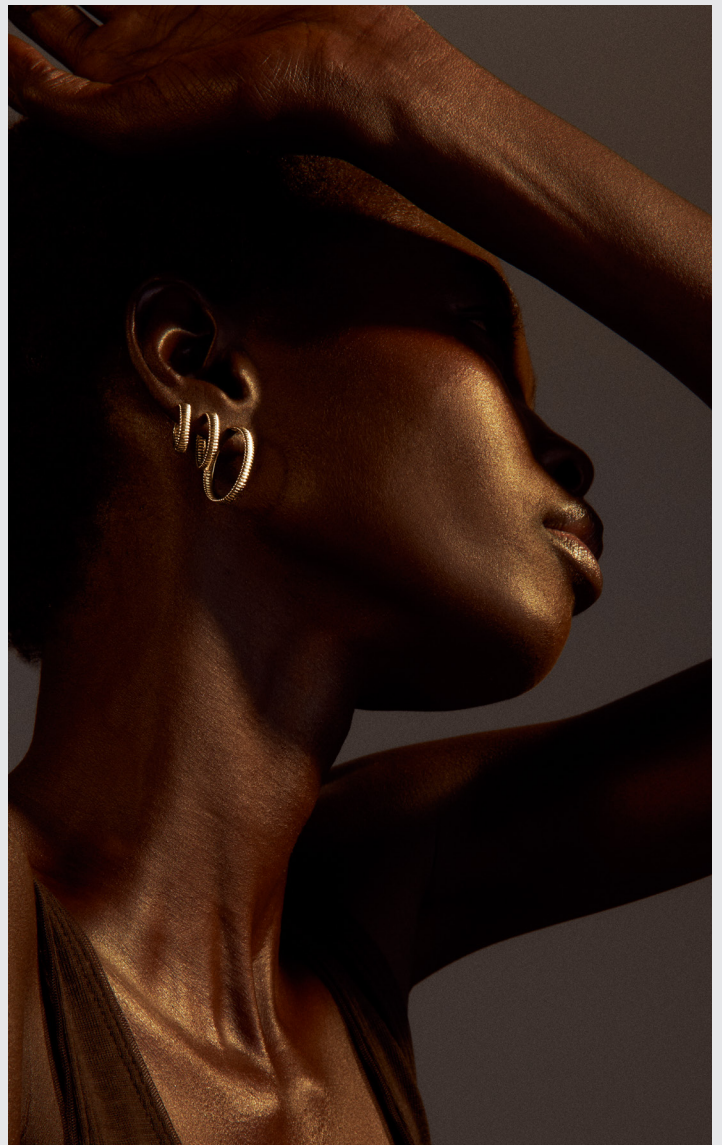
**DRIVE RESULTS** - We are clear on our goals and relentless in achieving them

**RAISE THE BAR** - We stay curious, share/seek feedback, and strive for excellence

**EMPOWERED OWNER** - We take initiative and treat the company like it's our own

**TEAM FIRST** - We value team success over personal ego

**CUSTOMER OBSESSED** - We get close to the customer and prioritize them in our decisions



# WHERE WE OPERATE

Where We Design, Create, and Connect



Since 2015, we've grown from an online-only business to 44 brick-and-mortar retail stores and two concessions in department stores around the globe. While our website gives customers around the world access to our designs, there's a magic to our in-store experience, where you can touch, play, and style every piece.

After successfully opening 11 new stores this year, we're thrilled to continue our growth with more openings next year, including new locations in Scottsdale, Atlanta, Portland, and Sacramento.

Each new store is an opportunity to connect with more customers and communities. The opening of our Sydney, Australia, store was a major milestone, officially expanding us to a third continent. This location also features a full-service piercing studio, allowing customers to get styled and pierced by expert piercers and have the proper aftercare to ensure their new piercing heals properly.

## Partnering with Holt Renfrew

This year, we expanded our retail presence by launching department store concessions at Holt Renfrew—our first-ever retail partnership. Holt Renfrew is a natural fit because of its thoughtful selection of high-quality brands and shared commitment to empowering self-expression and driving positive change. The partnership includes two special shop-in-shop boutiques at Holt Renfrew Vancouver and Holt Renfrew Toronto (50 Bloor Street).

All of our pieces are available on Holt Renfrew's website as part of their "[Holt's Sustainable Edit](#)," a curation of products designed with certified materials or low-impact materials and responsible production practices. We're proud to contribute to initiatives beyond our own business that support and empower consumers to make more sustainable choices.



## OUR OFFICES AND FULFILLMENT

Our offices and fulfillment locations are the heart of our operation and essential to our success. This year, we established fulfillment capabilities in Ohio and introduced ship-from-store services at our UK and Australia locations. Adding more fulfillment options and offering in-store shipping helps reduce transportation emissions and shorten the distance it takes for your new jewelry to reach your front door.

Sounds like a win-win if you ask us.

### CORPORATE HEADQUARTERS AND FULFILLMENT LOCATIONS:

- North York, Toronto (Fulfillment)
- Yorkville, Toronto (Office)
- SoHo, New York City (Office)
- Ohio (Fulfillment)

# OUR APPROACH TO SUSTAINABILITY

Our core belief is that luxury and sustainability go hand in hand. In fact, they represent the future of the jewelry industry. Thoughtfully crafted, high-quality jewelry can be more than an accessory; it can serve as a powerful expression of self and a catalyst for positive social and environmental change.



**PEOPLE:** We foster equity and respect and empower our colleagues, our suppliers and their employees, and the communities we work in.



**PLANET:** We're working toward biodiversity protection and climate-positive impact through how we design, where we source from, and how we operate.



**PRODUCT:** We continue to seek out suppliers aligned with our sustainability goals, using materials focused on circularity to create products for generations to come.



**PHILANTHROPY:** We're focused on removing barriers for women and underrepresented groups by supporting educational opportunities and using our platform to advocate for change.



# OUR APPROACH TO SUSTAINABILITY

## UN Global Compact and Sustainable Development Goals

Our dedication to creating lasting change within the fine jewelry industry and the communities we serve requires a strategic, multi-faceted, and collaborative approach. That's why it was important to share our long-term goals across four key impact areas this past year: people, planet, product, and philanthropy. To guide our progress, we've aligned our commitments with international best practices and global frameworks such as the United Nations (UN) Sustainable Development Goals (SDGs).

As a signatory of the [UN Global Compact](#), we have integrated the [United Nations Sustainable Development Goals \(SDGs\)](#) into our strategic framework and operational decision-making processes.

This commitment ensures that our business practices align with the principles of responsible business conduct and contribute to achieving the transformative change envisioned by the 2030 Agenda. We've selected seven SDGs that closely align with our values and are material to our business objectives, guiding our sustainability efforts and helping us meaningfully contribute to the broader global movement for change, especially within our industry.



While the SDGs provide a necessary framework, it's essential to tailor them to our specific context for maximum effectiveness. That's why we've committed to reporting biannually on our progress toward our 2030 commitments—so we can track our impact, refine our strategies, and ensure that we're staying aligned with the broader SDG agenda.

# 2030 SUSTAINABILITY COMMITMENTS

It's all in the details.



In sharing our vision for positive impact and tracking progress on our commitments, we're driving change in our operations while inspiring suppliers and industry peers to join us. Setting meaningful goals is essential to ensuring transparency, accountability, and tangible progress. Here's an inside look at our commitments and how we're measuring them.



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## People

### AN EMBOLDENED COMMUNITY:

We will support Mejuri's growth by setting ambitious standards for our partners and suppliers in key areas and fostering positive social impact in local communities.

### A CULTURE OF BELONGING & GROWTH:

We will strive to create an authentic, connected community where every member influences our culture while emphasizing personal and professional development.

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## Planet

### CLIMATE POSITIVE:

We will take meaningful action guided by our roadmap to achieve our SBTs while also going beyond our targets to support biodiversity through restoration and conservation projects. Additionally, we will collaborate to drive industry-wide change toward climate positivity.

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## Product

### 100% TRACEABILITY OF PRECIOUS MATERIALS:

We will educate customers about the origins of their responsibly sourced products, from the precious materials we use to the location of craftsmanship.

### 100% CIRCULARITY:

We will design products and packaging with their entire lifecycle in mind, creating circular pathways such as repair, resale, and recycling.

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## Philanthropy

### EMPOWERMENT OF WOMEN &

### UNDERREPRESENTED COMMUNITIES:

We will support underrepresented people in our community, helping them to achieve their goals through education, upskilling, and advocacy, underpinned by collaborations, partnerships, scholarships, bursaries, and donations.

# UN GLOBAL COMPACT FORWARD FASTER

The targets set forward by the UN's 2030 Agenda for Sustainable Development require global collaboration, public commitments, and demonstrable action. And according to the UN, only 17% of the SDGs are on track for 2030. There's clearly some work to do, but we're up to the task.

To help guide companies on where they can make the biggest, fastest impact for 2030, the UN Global Compact launched [Forward Faster](#), a global platform for ambitious corporate action. Companies committed to the initiative will annually report on their progress to the Compact, with the first official year of reporting set for 2025.

This year, we committed to **Forward Faster** targets to raise the bar in our industry and accelerate our SDG commitment. Here's what we're focused on:

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## Gender Equality

When women are empowered and included, economies grow, communities thrive, and businesses flourish.

**TARGET 1:** Equal representation, participation, and leadership across all levels of management by 2030.

**TARGET 2:** Equal pay for work of equal value by 2030.

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## Climate Action

Taking climate action will help us ensure the longevity of our business so that we're best positioned to reduce our climate risks and contribute to a climate-positive future.

**TARGET 3:** Set corporate science-based net-zero emissions reduction targets through the Science Based Targets initiative, aligning action with a 1.5°C pathway with a goal of reaching net zero by 2050 at the latest.

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## Living Wage

Ensuring a living wage reduces inequalities and builds more resilient and just supply chains by 2030.

**TARGET 4:** Establish a joint action plan(s) with contractors, supply chain partners, and other key stakeholders to work towards

achieving living wages and/or living incomes with measurable and time-bound milestones. We're committed to supporting the future of an industry where all workers across the supply chain are fairly compensated, empowered, and able to thrive.



In taking the critical steps towards meeting these targets, we're proud to be among the initiative's pioneering companies. Our work for 2025 is to create our roadmap and establish interim targets on these aspirational goals to help ensure we and our external stakeholders are moving toward our targets. We hope sharing our learnings and reporting our progress will also encourage our peers to join in on these important efforts.

# CREATING ACCOUNTABILITY

We believe in walking the talk. And building a strong team of advisors, engaging in smart and close partnerships, and adhering to important industry standards are key to making that happen.

## Certifications and Partnerships

This year, we've continued our close collaboration with Positive Luxury, both receiving our Butterfly Mark Certification and being shortlisted for their Jewellery & Watches Business of the Year category for 2024 (which we were super excited about). We also continue to be proud members of the [Watch & Jewellery Initiative 2030](#) to enhance our sustainability strategy and help us partake in collective industry-wide efforts toward the SDGs.

Prioritizing certifications and international standards remains a key focus in helping us gauge our progress effectively and uphold the highest standards. Our continued prioritization of SCS-007 certified sustainable lab-grown diamonds allows us to minimize our environmental footprint while offering the highest quality product that prioritizes just and equitable sourcing and production.

Meanwhile, we submitted our reduction targets and plan to the [International Science Based Target Initiative](#) (SBTi), and as of February 2025, the SBTi has [approved](#) our near-term science-based emissions and reduction target. Joining this network provides the methods, tools, and resources necessary to achieve our 2030 science-based climate commitments.

## Our Advisors

Stakeholder collaboration is vital to keep ourselves accountable, develop innovative solutions, and unlock new opportunities across our value chain. We've formed a close team of advisors and industry partners to help us make meaningful, measurable strides towards our ambitious targets.

Feedback from our team, including our employees, customers, community members, industry peers, certifying bodies, and supply chain partners, brings diverse insights that inform our work on materiality, strategy, target setting, and reporting.

## Material Topics

We align on the key material issues to our business and impacts that shape our sustainability strategy, priorities, and forward-looking plan to stay on track.

### TOPICS INCLUDE:

- Business ethics and compliance
- Climate change
- Responsible sourcing
- Sustainable materials
- Conflict minerals
- Human rights and safety in our supply chain
- Diversity, equity, and inclusion
- Packaging
- Product quality and safety
- Responsible marketing
- Circular approach to business

We report to our board of directors at least twice a year to provide updates on our progress and hold ourselves accountable to our 2030 commitments.



PEOPLE

# TEAM TALKS

**“Seeking feedback from our employees is a critical part of how we support their professional development, build our employee experience, and scale a culture we’re proud of.”**

**In Conversation with:  
Kate Railton,  
Chief People Officer**

**Last year, you shared Mejuri’s commitment to nurturing internal talent and bringing its teams together to drive company progress. What are some exciting efforts from this past year to foster meaningful career growth for employees?**

KATE: This past year, we launched our first-ever high-potential program for our corporate team members! The two-year program is designed to support the growth and retention of future leaders—employees who have the drive, ability, and motivation to rise within Mejuri and cast a halo effect of impact within the organization.

**Employees’ feeling that they’re able to impact the organization seems to be an important priority for Mejuri. What are some other ways you’ve continued to foster an environment where team members feel valued, heard, and supported?**

KATE: We’re big believers in feedback and the power it has to grow our people and business—which is why instilling a palpable listening culture is so important to us. Seeking feedback from our employees is a critical part of how we support their professional development, build our employee experience, and scale a culture we’re proud of. Last year, we were also focused on embedding

communication and celebration routines to bring our teams together. This helped team members learn more about the amazing work occurring across departments and develop deeper cross-functional relationships, all while unlocking more fun at work!

**Another key cultural priority within the organization is championing Diversity, Equity, Inclusion, and Belonging (DEIB), and working with suppliers and vendors aligned with these commitments and practices. What strides has Mejuri taken to communicate these standards to its partners?**

KATE: In January, we finalized our supplier policy focused on DEIB and have begun socializing with our partners and gathering that information. These standards outline our expectations on the representation and inclusion of historically excluded communities. Our next focus will be building additional resources and training programs to help our partners navigate potential challenges in this area.

**Mejuri views giving back as a key way to drive social impact beyond its immediate business. How has the organization empowered team members to engage meaningfully with local communities?**

KATE: Our team came together around some really meaningful and energizing moments of community engagement last year, like when we gathered at our corporate and fulfillment center to supply educational materials and science kits to the Toronto Foundation for Students and the Boys & Girls Club of Harlem. This year, we plan to unlock more local opportunities for our team members to give back to the community through local efforts and a widened pool of recommended partners – we can’t wait!

# OUR 2030 PEOPLE COMMITMENTS

## An Emboldened Community

We will support Mejuri's growth by setting ambitious standards for our partners and suppliers in key areas and fostering positive social impact in local communities.

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### WHY IT MATTERS:

Operating in a globally connected industry presents us with the opportunity to extend our positive impacts beyond our immediate business. Mejuri's social impact initiatives and philanthropic goals are deeply interconnected. Together with our customers, we aim to champion causes and organizations that uplift women and underrepresented communities.



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### FOCUS AREA

1. We want to work with partners and vendors aligned with Mejuri's Diversity, Equity, Inclusion, and Belonging (DEIB) commitments and practices.

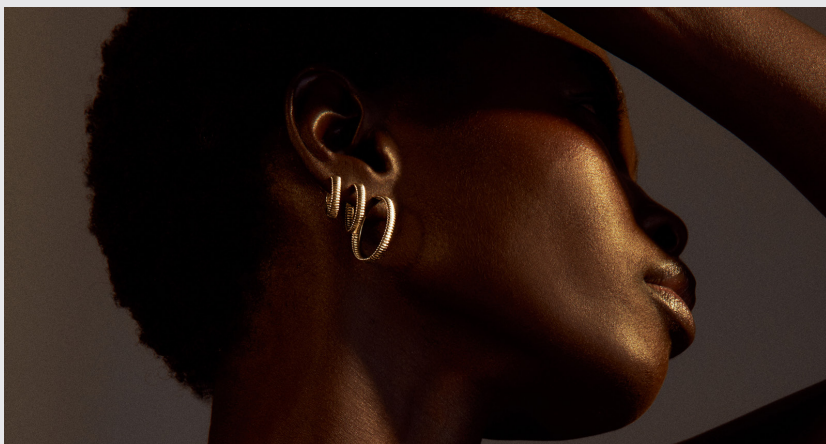
2. We want our stores, corporate offices, and fulfillment centers to engage and impact the communities where we operate meaningfully.

### METHODOLOGY

- % of key vendors and partners committed to Mejuri's DEIB expectations
- % of key vendors and partners demonstrate progress against DEIB targets

- # of Mejuri in-store events
- # of volunteer hours
- # of community members impacted by community philanthropy

# PEOPLE KPI SUMMARY



## A Culture of Belonging & Growth

We will strive to create an authentic, connected community, one in which every member influences our culture as a whole, all while emphasizing personal and professional development.

### WHY IT MATTERS:

Meaningful change starts with listening. We're committed to ensuring that every voice at Mejuri is heard and valued. By increasing engagement with our teams, we've learned not only how to better support them but also how to refine our overall approach to ensure clarity on their needs.

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### FOCUS AREA

1. We're committed to ensuring every team member at Mejuri understands our values and feels empowered to foster an inclusive culture.

2. We wish to increase & maintain the diversity of Mejuri's talent pipeline – creating partnerships to find and support talent from application to final hire.

3. We want employees to build meaningful connections internally across the business and grow in their skills and career pathways.

### METHODOLOGY

- % of employees who respond positively to engagement questions in surveys\*
- % of employees who self-report that they feel that Mejuri is an inclusive environment

- Candidate pipeline conversion across all job postings
- Candidate net promoters score
- Diversity metrics at the executive level (C-suite)
- Diversity metrics of all employees
- Diversity metrics of all leaders (VP and above)

- % of Employees who received a promotion in the previous year
- Annual retention metrics

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\*The measurement for the success of this goal was adjusted in 2024 to match changes in our feedback system.

# PEOPLE SUMMARY



Developed our

**first supplier  
policy**

focused on DEIB



Yorkdale Mall, Toronto, Canada

**96** hrs

of employee volunteering

**81%**

of employees self-report that they feel  
Mejuri is an inclusive environment

Hosted

**9** events

across

**6** stores

attracting over

**4600** attendees

Mejuri's flagship stores  
in New York City hosted  
an event from the

**"Inside Design"**

series created by  
the New Museum

Launched our

**High-Performance  
Program**



**15%**

of employees received a promotion  
this year

**78%**

of our team identifies  
as women

**315**

local children received chemistry  
and STEAM kits through the  
volunteer efforts of our employees  
during Give Back Week

# CULTIVATING A CULTURE OF INCLUSIVITY & BELONGING



For every team member to feel genuinely engaged in shaping our culture as a whole—it's important they feel they're in an inclusive environment where they're not just heard but listened to.

This year, with feedback from our team, we've been working hard to improve employee engagement and growth, strengthen our DEIB policy, and continue promoting gender equity practices. We're constantly looking to fine-tune what's been working well, such as our employee engagement survey, while also launching new initiatives to support employee development, such as our High Potentials Program. It's important to us that we're providing our employees with the resources and support to empower their personal and professional journeys.

Our listening culture is how we retain and attract the right talent, maintain our shared values, and foster a deeply inclusive and supportive employee experience. That's why we prioritize measuring and closely monitoring the responses in our engagement survey.

# EMPLOYEE ENGAGEMENT & FEEDBACK

Through creating opportunities to listen and engage with our team, we've gained valuable insights on how to better support our employees and meet their evolving needs. As part of this process, our People Operations team regularly conducts surveys with employees to assess strengths, identify areas of improvement, and build mutually supportive programs accordingly. Since introducing our employee survey, we've maintained an engagement score of 76 — an encouraging signal that these initiatives are working.

Moving forward, we plan to integrate survey response data into our quarterly talent reviews to help department and field leaders understand how team composition across performance, engagement, and growth ultimately connects to productivity and overall business success.



Of those who took the survey,

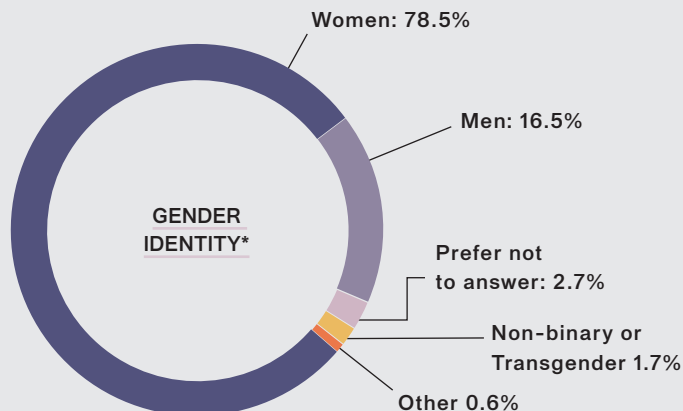
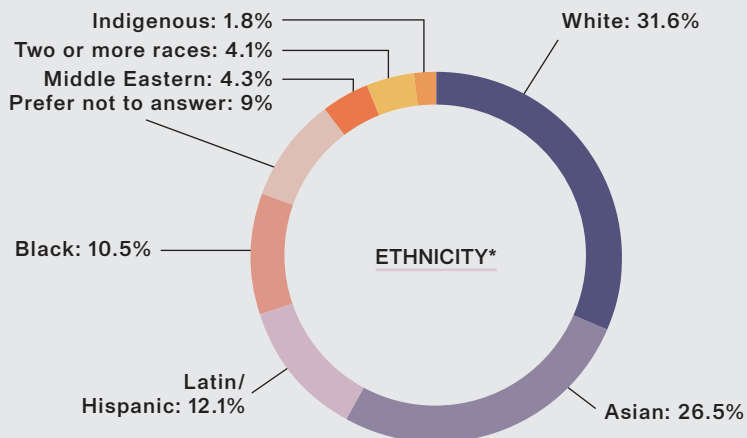
**81%** of employees report that they feel Mejuri is an inclusive environment.

# DIVERSITY OF OUR TEAM

At Mejuri, building a team of diverse voices and perspectives that reflect the communities in which we operate is non-negotiable.

It's the right thing to do, essential to our success, and necessary for creating the lasting impact we're striving for.

Our commitment to cultivating a diverse team and talent pipeline means working to implement the best measurement systems to collect the right data. These graphs offer a snapshot of employee gender and ethnicity based on self-reported data.



\*Statistics are based on Mejuri internal data from voluntary declarations

**7.5%**

of employees live with a disability

**11.9%**

of our workforce have taken on a caregiver role

## Ensuring a Diverse Talent Pipeline

This year, we prioritized increasing and maintaining the diversity of our pipeline. Looking forward, we're working on establishing partnerships to find and support talent throughout the hiring journey, from application to final hire, with an emphasis on reaching underrepresented groups.

Leveraging data from our survey, we set metrics to measure candidate pipeline conversion across all job postings and tracked candidate net promoter scores to evaluate the impact of our efforts. We're also preparing to resume collecting demographic data from applicants.

## POLICIES AND GUIDANCE

In addition to setting benchmarks, we're implementing the policies and guidance needed to support this goal—including reducing the potential for implicit bias, clearly communicating performance standards, and identifying additional support required for equity-seeking groups. All hiring managers currently use a scorecard system to minimize bias in our interview process, and we're in the process of researching the capabilities of existing software to continue advancing our efforts in bias mitigation.

# DIVERSITY OF PARTNERS & SUPPLIERS

We're excited to share that we finalized our Supplier DEIB program in January and are starting to collect data on progress from our suppliers.

Through the development of our Mejuri Supplier Diversity, Equity and Inclusion Program, we've established that qualified diverse suppliers must fall into at least one of the following categories: minority-owned, women-owned, veteran-owned, LGBTQIA+-owned businesses, and Small Business Administration (SBA) defined small businesses. For each group, we work closely to understand our supplier makeup, taking into account regional definitions and qualifications.

In the three months this program has been in effect, 78% of suppliers have acknowledged the Mejuri DEIB program, 28% reported having their own internal DEI programs, and 5% qualify as diverse suppliers.



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## Our Vision:

To integrate supplier diversity, equity, and inclusion in our procurement process and establish and maintain excellent supplier relationships with Diverse Suppliers in the communities we operate in.

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## Our Mission:

We aim to establish and implement a sustainable Supplier Diversity, Equity, and Inclusion program that creates value by:

1. Training and empowering department leaders to identify and engage Diverse Suppliers
2. Monitoring and measuring the Supplier Diversity, Equity, and Inclusion Program effectiveness
3. Participating in outreach programs/activities to support Diverse Suppliers

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## Supplier Selection

We apply the same criteria to selecting Diverse Suppliers as we do all suppliers, including Social and Environmental Accountability (SEA) Program compliance, quality, pricing, availability, and customer service.

Diverse businesses can obtain certification through a third-party process that verifies ownership and ensures accurate spend reporting. While certification doesn't guarantee a partnership, it increases consideration for potential business. In regions where certification is not available, we'll work with the supplier to establish eligibility.

# PAY EQUITY & BENEFITS



**As a women-led organization, with over 78% of our team identifying as women, we witness the power of women every day.**

Unfortunately, women continue to face barriers and systemic challenges with gender and pay equity in our industry and beyond.

We aim to champion our commitment to gender equity through fair pay and benefits that support our female employees in meaningful ways, such as partnering with a fertility clinic in Toronto to provide discounted reproductive healthcare to our team.

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## Equal Pay for Equal Work

In 2024, the People Operations team conducted an equal pay for equal work assessment, evaluating compensation across our global business to determine if there are unexplained pay gaps between women and men performing comparable work. The team gathered detailed employee data, including gender, salary, job responsibilities, tenure, age, and other relevant non-discriminatory factors.

They then analyzed pay differences while controlling for legitimate factors and excluding any discriminatory variables such as race or part-time status. There was no average disparity in pay based on gender, and this lack of gap led us to determine that our goal of equal pay for equal work continues to be successful.

The People Operations team will continue to assess any potential pay gap annually to ensure this remains consistent.

In addition to our internal assessment, we also perform annual market data analysis against our existing salary bands and ranges. We then updated our salary ranges using this data and quickly adjusted compensation in the following month for anyone who fell below their intended placement in their salary band, alongside planned merit increases.

# EMPLOYEE DEVELOPMENT & TRAINING

We want our employees to feel empowered to learn, grow, shape their careers, and influence our company culture.

To do so, we've focused on making improvements to our performance management program, supporting internal mobility, and nurturing meaningful development programs. We're taking the guesswork out of how to grow within the company by laying out clear expectations, providing support, and underscoring a philosophy of progress over perfection.

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## Performance Management Program

We've been working hard on our performance management program, establishing clear standards for performance and minimizing any potential impact of bias in these processes. Our calibration process ensures that all performance review ratings are reviewed by a leadership committee for consistency. Calibration occurs for 100% of corporate and FC roles and for Assistant Store Manager and up levels in retail. To measure our success, we track the number of scores requiring adjustment in the process.

We saw 50% fewer scores requiring adjustment compared to one year prior. We've also implemented a new People team structure where People Programs teams are dedicated to programmatic elements, and HR Business Partners are dedicated to hands-on support of teams.

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## Supporting Internal Mobility

We assess how well we're supporting our employees by tracking annual retention metrics and the percentage of those who received a promotion in the previous year.

We're proud to share that we've exceeded our mobility goal for this year with 1 in 5 employees receiving a promotion, moving laterally into a new discipline, or taking an opportunity to step into a temporary seasonal leadership role during peak season.

Our seasonal training and talent talks program at our fulfillment center was especially valuable in supporting mobility pathways. In the program, we invited cross-functional team members (previously in the fulfillment center themselves) to provide mentorship and career chats. Improving our seasonal onboarding program has also been instrumental in helping lower previous barriers that prevented some of our experienced team members from stepping into

The success of the seasonal onboarding program resulted in **95%** of our seasonal leadership roles being filled internally, compared with **73%** from last year.



## Our High-Potentials Program

We were also excited to launch the High-Potentials Program, an initiative designed to equip corporate team members with skills to accelerate their careers while empowering them to halo their impact across the organization. Participants in the two-year program are selected based on performance and their consistent demonstration of Mejuri's core values.

The focus in the first year is to help broaden our members' understanding of the critical aspects of our business, teaching them how to set meaningful goals, achieve them, and build productive mentorship relationships.

The focus in the second year is on nurturing the necessary skills to take on more ambitious goals and projects. Members will be paired with coaches, manage their

mentorship relationships, create actionable development plans, and access group learning sessions to unpack lessons with one another.

This program offers leadership training, coaching, and business insights, including visits to retail and fulfillment centers. After a successful first run, participants highlighted executive coaching as especially valuable, so we're expanding access in 2025. These experiences help participants grow as leaders, empowering them to support others and strengthen Mejuri's culture of leadership excellence.

## OUR DEVELOPMENT PROGRAMS

To foster an environment of meaningful career growth, Mejuri has launched and sustained several employee development programs, including:

- **THE INVESTMENT IN LEADERSHIP TRAINING PROGRAM** supports leaders in operations and fulfillment as part of a broader talent initiative, including a career ladder and clear manager expectations.
- **OUR ANNUAL LEADERSHIP SUMMIT AND MONTHLY SESSIONS** align leaders on company goals and values to cascade to teams. These events last year focused on leadership development and community building across stores.
- **STORE MANAGEMENT AND MENTORSHIP** ensure new team members succeed through tailored onboarding covering sales, product knowledge, and operations. The Training Store Manager program mentors newly promoted or externally hired managers, fostering further growth and development at Mejuri.
- **TEAM BUILDING "JUST DO IT (JDI) SQUAD"** brings together corporate team members to support fulfillment centers and stores during Black Friday, growing participation by 150% (from 20 to 50+ people), strengthening cross-functional relationships.
- **OUR SALES EXPERIENCE MODEL "STACK" LEADERSHIP PROGRAM** provides retail staff with product and sales experience knowledge and regular opportunities to demonstrate their knowledge to foster the best customer engagement experience in stores.

# ENGAGING OUR TEAM FOR GOOD

We're a global company with a community-first approach.

We want our stores, corporate offices, and fulfillment centers to actively engage with and positively impact the communities where we operate. To achieve this, we've prioritized hosting in-store events and creating meaningful volunteering opportunities that connect our team to the wider community.

This year, we hosted nine events across six stores, attracting over 4600 attendees, and launched our first corporate-wide volunteering during Give Back Week in September.

These events brought together team members from our corporate offices, fulfillment centers, and retail locations in New York and Toronto. During the week, our staff assembled educational resource kits, including chemistry and STEAM kits, along with handmade bookmarks.



## Teamwork by the Numbers

These supplies were donated to local nonprofits, [The Toronto Foundation for Student Success](#) (TFSS) in Toronto, Canada, and [The Girls and Boys Club of Harlem](#) in New York City, USA, to support inclusive and accessible learning for **315 children** in our communities. In total, our team dedicated **92 hours** to volunteer projects this year, demonstrating our ongoing commitment to giving back.

Through these efforts, we continue to strengthen our connection and positive impacts with the communities in which we operate, all while uniting our team members around our shared value of giving back. There's nothing that makes us happier.

\*Toronto HQ: 50 Bookmarks and 80 Chemistry sets

\*Toronto Fulfillment Center: 31 Chemistry sets and 31 STEAM kits -

\*US HQ NYC: 25 Bookmarks and 20 Chemistry sets

TORONTO HQ

**130**

BOOKMARKS &  
CHEMISTRY SETS<sup>4</sup>

TORONTO FC

**62**

CHEMISTRY SETS &  
STEAM KITS<sup>5</sup>

US HQ NYC

**45**

BOOKMARKS &  
CHEMISTRY SETS<sup>6</sup>



PHILANTHROPY

# TEAM TALKS

## In Conversation with: Noura Sakkijha, Co-Founder & CEO and Holly McHugh, VP of Sustainability & Social Impact

**HOLLY:** We had big dreams when we launched the Empowerment Fund five years ago. But, contributing over \$1 million USD to organizations and seeing the impact we've been able to achieve with our partners has exceeded all expectations. Reflecting on the programs we've supported, what does the Empowerment Fund mean to you?

**NOURA:** It's a great question, especially as we continue to dream up new possibilities for impact. The Empowerment Fund embodies what Mejuri stands for: empowering women to celebrate themselves while removing barriers to designing the lives they want. It's also something our team feels deeply connected to, making it even more special. This year, what stood out most to you about the Empowerment Fund's impact?

**HOLLY:** Our partnership with Design Thinking Africa is a cornerstone of our philanthropy, and seeing the program progress this year has been

a real highlight. The school is moving into the local vocational school, and program graduates are mentoring new cohorts and expanding their global opportunities, like applying for training abroad, which goes to show how women uplift communities when given the chance. It's proof of why partnerships like this matter.

**NOURA:** I couldn't agree more. I've also been inspired by our newer initiatives, like the Design Excellence Awards. As you know, the avenues for pursuing creative careers, especially in jewelry design, can often be difficult. So, in supporting the next generation of talent, it's rewarding to know our efforts are making a difference by removing barriers to entry while also contributing to progress in our industry.

**HOLLY:** Absolutely. I'm very proud of how seriously Mejuri takes our responsibility to help push our industry forward where we can. Take what we've been able to accomplish so far with Regeneration. It's a partnership that truly reflects the future of sustainable materials innovation, and it's exciting to see tangible results, like expanding community support with the addition of a new project site last year and integrating nature-positive, traceable, and responsibly sourced Salmon Gold™ into our products.

**NOURA:** It's a testament to the power of meaningful collaboration, which is necessary for forward progress. As a company, we're doing what we set out to do: driving real impact and inspiring brighter futures. And I'm excited for what's to come — the sky's the limit.

# OUR 2030 PHILANTHROPY COMMITMENT

## Empowerment of Women & Underrepresented Communities:

We will support underrepresented people in our community, helping them to achieve their goals through education, upskilling, and advocacy, underpinned by collaborations, partnerships, scholarships, bursaries, and donations.



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### WHY IT MATTERS

Mejuri has reinvented fine jewelry as an everyday luxury while championing positive impacts in our communities, the industry, and the world. Supporting women and underrepresented communities and helping them design the life they want is intrinsic to our values. By focusing on scholarships, bursaries, and grants, we can extend our impact through individuals who seek to contribute to transformative change in the jewelry industry and their communities.

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### FOCUS AREA

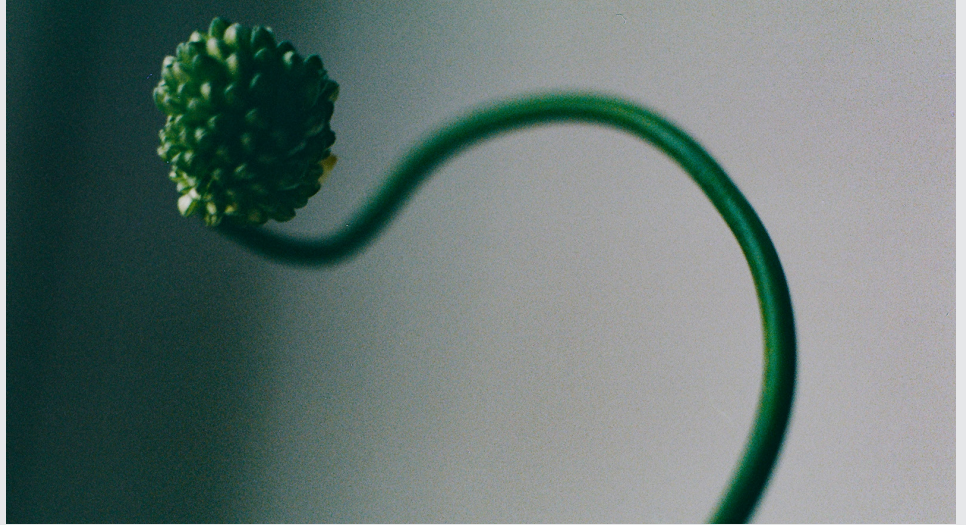
\$5M USD by 2030 to causes and organizations that positively impact women and underrepresented communities.

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### METHODOLOGY

- USD donated to causes and organizations that positively impact women and underrepresented communities
- # of women receiving scholarships, bursaries, or grants
- # of nonbinary people receiving scholarships, bursaries, or grants

# PHILANTHROPY SUMMARY



Over **\$1M** donated through bursaries, scholarships, and advocacy from the Empowerment Fund to date

In 2024, the Design Excellence Award was given to

**16** students at **7** schools

**126** individuals

supported through the Empowerment Fund to date

Launched the Mejuri **Design Excellence Award** to provide scholarships and bursaries to individuals studying jewelry design and craft



The Design Thinking Africa program welcomed its 3rd cohort of

**10** women

**29** African American students received scholarships through our partnership with UNCF



**24**

Indigenous students received scholarships through our partnership with Indspire

**15.5** acres

of terrestrial restoration and

**500** linear meters

of stream restoration with Regeneration\*

Mejuri's flagship stores in New York City hosted an event from the **"Inside Design"** series created by the New Museum to celebrate Design Thinking Africa.

**Regeneration**

Received gold from another restoration project for Salmon

Gold™ at **Moore Creek** with Regeneration

\*Since Mejuri joined the project, a cumulative total of 33.5 acres of upland habitat and 1,650 linear meters of stream has been restored.

# COMMITMENT TO SUPPORTING WOMEN AND UNDERSERVED COMMUNITIES



Our philanthropic goal of contributing \$5M USD by 2030 to organizations we care about is one we hold close to our hearts. That's why we've worked hard to develop the partnerships, methodology, and systems to keep us on track toward reaching our target.

Our philanthropy revolves around three focus areas: the Mejuri Empowerment Fund, purpose-driven products, and our corporate giving. We recognize that contributing to the greater good goes beyond monetary support. That's why we are committed to leveraging our influence and platform to champion transformative change in our society—this means meaningfully engaging with our partners and communities, learning how we can best collaborate, support, and use our platform to educate for change.

## New Museum Inside Design Series, Celebrating Mejuri x Design Thinking Africa

In May, we hosted an event at our Flatiron, New York City, store as part of the “Inside Design” series created by the New Museum. Isolde Brielmaier, Deputy Director of The New Museum, invited Noura and Patricia to lead a discussion on Mejuri’s partnership with DTA. Patricia showcased stunning gemstones that women in Zambia cut and polished thanks to scholarships funded by Mejuri.

# MEJURI EMPOWERMENT FUND

We believe everyone deserves to wear their values, achieve their fullest potential, and design the lives they want. However, not everyone has the resources and tools to do so—and we wanted to do something about that.

The Empowerment Fund is the living embodiment of our commitment to supporting women and underrepresented people in our communities. Through collaborations, partnerships, donations, scholarships, and bursaries, the Empowerment Fund exists to help talented individuals access critical education, upskilling, and advocacy to create lasting change in their lives, communities, and our industry.

Since its start in 2020, the Empowerment Fund has contributed over \$1M USD through bursaries, scholarships, and advocacy donations. We're prioritizing programs, partners, and initiatives that create and expand formal and informal educational and skill-building opportunities that remove barriers to advancement, helping individuals lead on their terms.

This year, we continued to support a range of organizations, including [United Negro College Fund \(UNCF\)](#), [Indspire](#), and [Design Thinking Africa](#). Through UNCF, Mejuri is investing in historically underrepresented students across the US by providing scholarships

and programming aimed at increasing the number of African American college graduates. In partnering with the charitable organization Indspire, we aim to empower Indigenous students by supporting scholarships for First Nations, Inuit, and Métis people across Canada with the goal of increasing graduation rates.



\$1M contributed since 2020



\$5M committed by 2030

This year, the Empowerment Fund awarded 63 individuals with scholarships.

# DESIGN THINKING AFRICA

“I can't say it enough. Thank you for your support. I never imagined in a million years that an idea that I had to improve the gem-cutting skills of women in Zambia would eventually be considered for training the whole country. What we are doing has never been done before. **The impact of Mejuri's Empowerment Fund's continued support is going beyond the wildest imagination of the goals that we originally set.**”

- Patricia Mweene

When we began our partnership with [Design Thinking Africa](#), which marked the beginning of the Empowerment Fund's philanthropic efforts in our supply chain, we were excited to support a mission so closely aligned with ours—one built on the belief that when women are empowered, they uplift themselves and entire communities. Since then, we've been blown away by the program's impact and are proud to continue our support.

Established in 2023 by Zambian-born Danish jewelry designer Patricia Mweene, Design Thinking Africa's training helps local women in Ndola increase their skills, ensuring the value-added process of polishing Zambian gemstones remains within the community and negating the need to outsource this expertise to other countries.

With Mejuri's support, Design Thinking Africa welcomed another cohort of ten talented women this year. And the impact of last year's program continues to be felt with two students from the 2023 cohort, Esnart and Beauty, staying on as teachers and mentors for the new cohort.



## My Journey: From Graduate of the Design Thinking for Extractive Communities Program to Trainee Goldsmith

“My name is Esnart Zulu, and I am honored to share how my journey with the Design Thinking for Extractive Communities pilot program has changed my life and opened doors to a new future.

The Design Thinking for Extractive Communities program taught me to view challenges as opportunities for growth. It provided me with hands-on training in gem cutting and polishing, where I developed technical expertise and learned the importance of precision and artistry. More importantly, it instilled in me a sense of purpose—to use my skills to create meaningful

value to my community and Zambia’s growing jewelry industry.

One day, I hope to mentor others and show them, as I’ve learned, that with the right tools, training, and mindset, they, too, can turn dreams into reality. Together, we are shaping not just jewelry, but brighter futures for ourselves and our communities.”

- Esnart Zulu

## Program Developments

After experiencing issues with security and theft, the program and its equipment have been relocated to the Technical & Vocational Teacher College (TVTC) in Luanshya. This move also gives students access to multiple disciplines, including on-campus Goldsmith Training, along with the Precision Gem Cutting classes.

The Design Thinking for communities program is working toward accreditation by the Technical

Education, Vocational, and Entrepreneurship Training Authority (TEVETA). TVTC is one of the TEVETA training institutions being upgraded through the EU and International Labour Organization’s (ILO) Skills Development for Increased Employability Programme (SDEP)—a four-year initiative aimed at strengthening Zambia’s vocational training system to better align with industry needs.

Design Thinking Africa has signed an MOU with Mukuni Development Trust (Livingstone) to transform traditional Mukuni crafts—wood carving and basket weaving—into contemporary jewelry. The partnership empowers women in Mukuni Village by preserving cultural heritage and creating sustainable jobs. With tree cutting banned and reforestation reduced due to climate change, this collaboration helps wood carvers shift to jewelry wax carving and share their skills with women in the gemstone polishing program.



# SUPPORTING THE NEXT GEN THROUGH THE DESIGN EXCELLENCE AWARD

The jewelry we wear comes from the minds and hands of highly skilled and creative individuals.

However, creative degrees and careers are often undervalued compared to other fields that tend to define conventional 'success.' Yet, throughout time, humans have turned to beautiful things like jewelry to celebrate our accomplishments and define our most precious moments. At Mejuri, we know the importance of appreciating and supporting the ongoing education and development of creatives because without them, we lose the beautiful art forms that enrich our lives.

We were proud to introduce the Design Excellence Award this year as an expansion of our commitment to empowering the next generation of talent. We're partnering with art schools in Canada, the US, and the UK to provide scholarships and bursaries to individuals studying jewelry design and craft. This year, we distributed a total of \$70,000 to seven schools, which are California College of the Arts, Central Saint Martins, George Brown College, Rhode Island School of Design, Savannah College of Art and Design, Ontario College of Art and Design University, and Vancouver Community College.

To make the program valuable beyond monetary support, we're engaging with awardees by providing portfolio reviews, guest lectures, events, and internship opportunities to enhance their development and deepen our connection to the arts community. Potential guest lectures from our team members include product development, brand development, and sustainability in jewelry.

In 2024, 16 students received scholarships.

"Mejuri's commitment to making a positive impact on our communities, the jewellery industry and beyond, make them a perfect partner for the BA Jewellery Design course, with our ongoing dedication to working responsibly and mindfully with materials and processes. The award provides the lucky recipient with the financial freedom to work towards their ultimate goal of creating a unique, carefully crafted and futures focused graduate collection, which will be showcased at our Final Showcase in June."

- Sally Collins, Course Leader for BA Jewellery Design at Central Saint Martins

"The introduction of the Mejuri Design Excellence Award has been inspirational and uplifting for our students. This year, the award has not only recognized outstanding talent but also provided significant financial support, enabling two recipients to focus more on their creative pursuits and less on financial constraints. The students who received the award have expressed immense gratitude and have been inspired to push the boundaries of their designs"

- Julie Anttil, Department Leader & Instructor, Jewellery Art and Design Vancouver Community College

# PRODUCTS WITH PURPOSE

Products that express your taste, champion your values, and act as tools that give back to our communities—now that’s what we call a triple threat.

Here are some joint initiatives we’ve undertaken this past year for products with purpose:

## Giving Tuesday

We committed \$5 USD from the first 6,000 orders sold, totaling a \$30,000 donation to expand our Design Excellence Award to expand the program to two additional schools.

## Jenna Lyons Collection

Since the launch of our Jenna Lyons collection in 2022, in support of International Women’s Day, we’ve continued to donate \$5 USD from the sale of each piece in the collection to the Mejuri Empowerment Fund.

## Mejuri Sweatshirt:

All proceeds from our members-only sweater, made in Canada from recycled cotton and polyester, go to [CARE’s SHE SOARS](#)—a program that helps young women make impactful investments in themselves and their futures. The program’s goal is to improve access to Adolescent Sexual and Reproductive Health and Rights in Kenya, Uganda, and Zambia, and support the realization of their rights through skill-building and advocacy.



# RESTORING LEGACY MINES & HABITATS WITH REGENERATION

We're tremendously proud to be a Founding Partner and the exclusive jewelry sector partner of Regeneration—an important partnership enabling us to meaningfully invest in regenerative practices, provide expertise, and address challenges that have plagued our industry and environment for years.



Sulphur Creek, Yukon, Canada

## The Challenge:

Many old mines around the world operated in places before environmental laws surrounding closure processes were introduced. Without regulations and plans, hundreds of thousands of orphaned and abandoned minesites now exist around the world, and many of these sites are left untreated, often polluting sensitive watersheds and ecosystems and impacting native species.

Although these sites can have significant ecological damage, they also present a powerful opportunity for transformation. The waste left behind by past mining operations isn't just a problem to solve — it's also a resource that can be harnessed.

# RESTORING LEGACY MINES & HABITATS WITH REGENERATION

## Our Partnership:

Cue our groundbreaking partnership with [Regeneration](#)—a re-mining initiative from the non-profit RESOLVE, dedicated to rehabilitating these legacy mining sites, restoring surrounding natural environments, and turning waste into responsibly sourced minerals.

Through innovative and efficient mining techniques, Regeneration's mining partners extract valuable minerals from mine tailings, waste rock, and the surrounding water. This not only helps clean up past environmental damage but also provides essential minerals for the global energy transition, green tech, and sustainable brands. To further drive impact, revenue from the sale of these responsibly sourced materials will be reinvested to help fund habitat restoration and mine closure activities.

We've made a **\$1.5 million commitment** to Regeneration in 2023 to help scale their impactful work, and we're already Incorporating traceable Salmon Gold™ — sourced directly from Regeneration's re-mining efforts — into our jewelry. Our support helps re-mine legacy gold mine sites and restore fish habitats across Alaska and the Yukon Territory. And British Columbia is next. These are regions with globally significant habitats for salmon and other anadromous fish species. This gold stands out because it's 100% traceable and plays a crucial role in restoring habitats that both people and wildlife depend on.

**"There's power in partnership. Our Salmon Gold™ program reaches the most remote streams in Alaska and the Yukon. With partners like Mejuri, Apple, and Itaipreziosi we bring community and restoration value. The result is a unique piece of jewelry that we can all be proud of."**

**- Stephen D'Esposito  
Regeneration CEO**

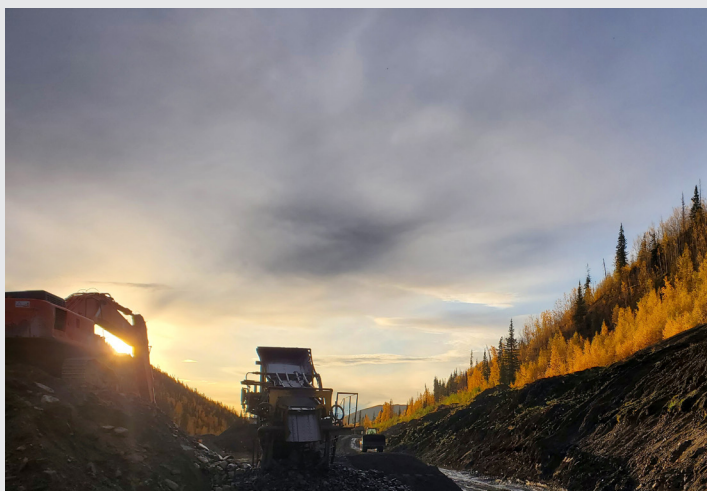


Falls Creek, Alaska, USA

Since Mejuri joined the project, a cumulative total of **33.5** acres of upland habitat and **1,650** linear meters of stream has been restored.

## 2024 Updates on Our Salmon Gold Restoration Projects with Regeneration

- **SULPHUR CREEK, YUKON, CANADA:** In 2024, we launched an exciting 1 kilometer stream restoration project, focusing on restoring the stream over the next two years. This effort aims to improve water flow and habitat for local salmon species and other wildlife that depend on riparian ecosystems, which is a transition zone between aquatic and dry, upland habitats.
- **UHLER CREEK, ALASKA, USA:** 10.5 Acres of terrestrial restoration was completed. Planning continues for a multi-year restoration project along Uhler Creek. The work will primarily support Arctic Grayling, but because the creek connects to the South Fork Fortymile River—a National Wild and Scenic River—its benefits will extend beyond the immediate area.
- **FALLS CREEK, ALASKA, USA:** Efforts to stabilize the creek's banks and maintain its improved condition included planting willow stakes, buried dormant willows, and slow-growing conifers. These restoration efforts support key salmon species, including Coho, Chinook, and Pink salmon.
- **MOORE CREEK, YUKON, CANADA:** Moore Creek is a tributary of the salmon-bearing Takotna River. Initial efforts have focused on proactive upland restoration activities at historically disturbed sites across a two-acre area of broad upland terrain.



Uhler Creek, Alaska, USA

**"Without Mejuri, Regeneration and the Salmon Gold™ program, we wouldn't be able to accomplish the restoration projects that we take on. We are a proud member of this project delivering a greener way of mining gold."**

**-Dean Race  
Uhler Creek, existing site**



Moore Creek, Yukon, Canada

**"We are excited to be partnering with Regeneration and Mejuri to produce Salmon Gold™ from our mine in remote Alaska. We take environmental stewardship very seriously, and through our relationship, we will see the land heal faster and habitat created sooner than with traditional reclamation practices."**

**-Mark Powell  
Moore Creek, new site for 2024**

# REAL TALK

## WHY DID WE PARTNER WITH REGENERATION?

Our partnership with Regeneration reflects our belief that real transformation requires innovation, collaboration, and bold leadership. Together, we go beyond box-ticking actions, ensuring accountability and driving meaningful impact. Regeneration helps us create a new supply chain for previously unavailable materials while diversifying our gold sourcing with 100% traceable, newly mined gold—restoring habitats in the process.

We're proud to inspire the industry to think creatively and push boundaries for greater positive impact.

# OUR COMMITMENTS IN PRACTICE

## Don't Ban Equality Billboard

As a company made up predominantly of women, women's health is deeply important to us.

For years, we've proudly partnered with Don't Ban Equality, a coalition of 1,000+ brands advocating for access to reproductive healthcare. This year, we participated in the coalition's Times Square billboard campaign (along with 20 other brands) to raise awareness of abortion rights and access to reproductive healthcare.

## MEJURI X WIE Suite Skill Building Event

This past year, we partnered with WIE Suite—a private membership community for women leaders that aims to help members strengthen their careers, leverage their personal brands, and access insight and expertise from their peers. As part of our partnership, we sponsored five fellowships for women in underrepresented groups to receive free access to the WIE Suite to help advance their careers and celebrate themselves along the way. The one-year fellowship includes a professional development masterclass series, peer coaching opportunities, curated industry salons, access to a private digital membership portal, communication with other members, and more.

To amplify our partnership, we invited 40 members of our community to a skills-building event at our NY Spring Street store to learn from WIE Suite's incredible network of mentors. Dee Poku, the community's founder, moderated the event, and featured Noura, our founder and CEO; Stacie Henderson, CMO of Tod's; and Jennifer Justice, founder of the Justice Department, who discussed and shared the importance of strong communication and negotiation skills.



From left to right: Dee Poku, Jennifer Justice, Stacie Henderson, Noura Sakkijha



PLANET

# TEAM TALKS

## In Conversation with Holly McHugh, VP of Sustainability & Social Impact

**Mejuri expressed a commitment to being climate-positive by 2030. Few companies have done the same, and it seems like achieving this goal will require a multi-pronged strategy across an entire business. What does being climate-positive actually entail?**

HOLLY: The cornerstone of our climate-positive strategy is mining restoration projects through our work with Regeneration. We don't want to just remove carbon from the atmosphere, we want to restore what has been damaged through decades of mining. This space is constantly evolving, with future innovations that could help achieve climate positivity. However, we're not waiting—we're committed to making an impact now.

**Emissions reduction is a crucial step in achieving net-zero. What progress and partnerships have most excited you over the past year?**

HOLLY: We have committed to targets that have been validated by SBTi to reduce our emissions in scopes 1 & 2 by 66.5% and emissions intensity in

scope 3 by 52%. Our internal teams have shown great enthusiasm for this work. They were eager to roll up their sleeves and find solutions together, embodying our commitment to being empowered owners and the belief that sustainability must be operationalized to deliver real results. It's also exciting to drive progress through collaboration, whether by helping our suppliers reduce emissions or working collectively with initiatives like the Watch & Jewellery Initiative.

**Beyond being a philanthropic pursuit, how does the Regeneration partnership factor into Mejuri's climate-positive strategy?**

HOLLY: It enables full traceability and helps build a new supply chain that supports local communities through ecological restoration and economic investment. At the heart of each project is collaboration with communities. As the program scales, Regeneration is proactively working with Indigenous communities to understand and meet their needs.

Regeneration also demonstrates the power of partnership—we couldn't do this without the founding members and mining partners who bring this work to life. As a young brand with big ideas, we're grateful to collaborate and turn them into reality together.

# OUR 2030 PLANET COMMITMENTS

## Emissions Reductions

We will use our GHG roadmap to reduce the impact of our operations while removing additional carbon through restoration and conservation projects in our suppliers' regions. Likewise, our nature roadmap will guide our efforts to address pollution and ecosystem degradation, which demand urgent action.

We're committed to collaborating across our industry to drive meaningful change and create pathways toward climate positivity.



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### WHY IT MATTERS:

The latest climate science shows the urgent need for rapid and swift action to halve global emissions by 2030. In light of the accelerating climate crisis, we believe it's vital to reduce our carbon emissions and implement projects that support biodiversity and regenerative practices. The interconnected and global nature of climate change and the environmental impacts of the jewelry industry mean that we can't do it alone — collaboration across industries is essential to reach climate-positive outcomes. This also means that the positive impacts we create can benefit areas far beyond our value chain.

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### FOCUS AREAS

1. We will commit to and achieve our science-based target by reducing emissions in our operations and value chain
2. We will create a positive biodiversity impact through our partnerships and products

### METHODOLOGY

- % reduction in emissions across Scope 1, 2, and 3
- % of renewable energy used in our buildings
- Greenhouse gas intensity of customer shipments
- % of suppliers demonstrating progress against environmental performance goals
- % of renewable energy used by suppliers
- We will map Mejuri's impacts on biodiversity and water across sourcing of key raw materials
- We will prioritize and develop action plans in areas where we have the most significant biodiversity impact

# PLANET SUMMARY

Completed our

**biodiversity and water  
impact assessment,  
and human rights  
impact assessment**



Hosted a

**series of trainings and workshops**

to educate our employees about greenhouse gas emissions and establish each department's roadmap for meeting our targets



Relied on majority

**Hydropower**

to power our operations

Participated in the UN Global Compact (Network Canada)

**Biodiversity  
Working Group**

Avoided

**875kg CO2**

emissions through our partnership with Fleetoptics

**25%** ↓

Reduction in our scope 3 emissions intensity since 2022

**3,751.43lbs**

of plastic waste have been diverted from landfills since we launched the Terracycle program in 2023

**SBTi validated our emissions  
reduction targets.**

By 2030, Mejuri is committing to:

**66.5%** ↓

Reduction in our scopes 1 and 2 absolute emissions

**52%** ↓

Reduction in our scope 3 emissions intensity

# OUR FOOTPRINT

We've been tracking our emissions since 2019, working hard to compile and understand what practices and areas of our business are most greenhouse gas-intensive.

To address some of our findings, we've completed our roadmap of reductions and operationalized that work across our business. Mejuri is still in a growth stage, and as our store count continues to rise, so do our Scope 1 & 2 emissions. Our next steps are focused on working with suppliers to reduce our Scope 3 emissions, where we've identified our greatest opportunity for impact. We've also been working closely with partners like Climate Positive Consulting to take the data from our emissions and turn it into actionable information.

And in 2024, we've turned that information into a clear roadmap to achieve our climate targets.

When we shared our ambitious 2030 climate commitments, we knew we needed to take bold, science-backed actions to reach them. That's why we set our sights on employing the guidance and partnership of the Science Based Targets Initiative (SBTi), an industry leader in helping companies validate their emissions reduction objectives. Last year, we took our first major step, developing and submitting our Science Based Targets (SBTs) and reduction plan to the SBTi.

## Mejuri is committed to:

- Reducing our absolute emissions in Scope 1 & 2 by 66.5%
- Reducing our emissions intensity in Scope 3 by 52%

We're excited to share that as of February 2025, the Science Based Targets Initiative has validated our near-term science-based emissions reduction target, and our targets were published on the [SBTi Target Dashboard](#). We're encouraged by our swift forward progress and are excited to continue providing updates as we advance on our roadmap.



Sulphur Creek, Yukon, Canada

# OUR FOOTPRINT

## Tracking Our Emissions

We continue to track our GHG emissions across our Direct (Scope 1), Indirect (Scope 2), and Other Indirect Emissions (Scope 3) to help us identify and understand our impact on the planet and guide our decisions. Our aim and commitment to transparency mean we're dedicated to continuing to share our total carbon footprint with our stakeholders.

Year-Over-Year Comparison – Mejuri's Total GHG Emissions\*

Metric Tonnes of CO<sub>2</sub>e

YEAR	SCOPE 1	SCOPE 2	SCOPE 3	TOTAL EMISSIONS
2021	73	54	14,589	14,716
2022	139	153	15,379**	15,670
2023	134	18*	17,738**	17,890
2024	208	33*	16,678	16,918

\*The Scope 2 value represents market-based emissions. Mejuri purchased Renewable Energy Credits to reduce those emissions in 2023 and after.

\*\*Scope 3 was updated from the 2023 sustainability report from 17,314 for 2023 and 15,407 for 2022 MTCO<sub>2</sub>e due to improved GHG accounting methodology.

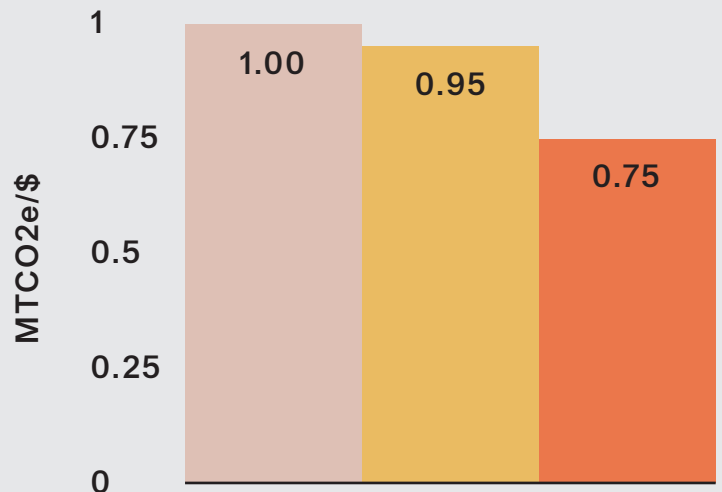
## The Complexities of Scope 3 Explained:

While Scope 1 and Scope 2 emissions are relatively straightforward to measure and manage, Scope 3 emissions present unique complexities and are often significantly larger than the sum of Scope 1 and 2 emissions.

Scope 3 emissions encompass a wide range of indirect emissions that occur upstream and downstream of a company's operations. These emissions can be significantly influenced by factors beyond a company's immediate control, such as supplier practices, transportation, consumer behavior, and more. Since the jewelry industry is inextricably linked to global networks and supply chains, gathering reliable data on Scope 3 emissions can present significant challenges.

To track our progress in reducing greenhouse gas emissions relative to business growth, we measure carbon intensity—defined as total emissions per unit of economic output. This chart illustrates how efficiently we are decoupling emissions from growth over time.

## Carbon Intensity YOY Index



# REAL TALK

WHAT ARE SCIENCE-BASED TARGETS,  
AND WHY ARE THEY IMPORTANT FOR  
COMPANIES TO SET?

Science-based targets help give companies an actionable path to reduce their greenhouse gas (GHG) emissions in line with limiting global warming to 1.5°C. They help define how much and quickly a business must reduce its emissions per the Paris Agreement goals. Setting targets is an important way companies play their role in contributing to global climate goals, managing their climate risks, providing industry leadership, and staying ahead in the transition to a sustainable, low-carbon economy.

# BUILDING OUR GHG ROADMAP



Once we committed to our climate target, the next step was building a strong plan to achieve it. Setting ourselves up for success meant forming the right partnerships for guidance and accountability, performing our due diligence, and cultivating employee buy-in.

As part of this company-wide objective, our internal team came together to share experiences and pinpoint the best actions for our reduction targets.

We held workshops with departments linked to the highest areas of potential impact, including product supply, product development, retail expansion and operations, fulfillment center and logistics, and marketing teams. This included various training and workshops

designed to increase awareness and education about Mejuri's greenhouse gas emissions, including how each department's activities fit into the overall picture. A key outcome of these workshops was confirmation that many of our traceability programs and vendor engagement efforts are essential to achieving our climate goals.

With this in mind, we commissioned [Business for Social Responsibility \(BSR\)](#) to conduct a peer scan, assessing the types of actions that similar brands in our supply chain have implemented to meet their science-based targets. The findings serve as valuable points of reference and inspiration, underscoring that transparency and peer sharing can be a powerful way to accelerate industry-wide progress.

# REAL TALK

## WHAT ARE GHG ROADMAPS, AND WHY ARE THEY IMPORTANT?

GHG roadmaps provide clear, actionable plans that help companies achieve their emissions reduction targets, build trust with stakeholders, and track progress and substantiate their commitments to sustainability. We've shared our ambitious targets because we're serious about achieving them. GHG roadmaps can be a critical tool in doing so, but they need to be specific and based on accurate data and realistic projections. When executed well, strong GHG roadmaps ensure that progress is measurable, encourage innovation, and position businesses as leaders in the transition to a low-carbon economy.

# REDUCING OUR EMISSIONS

We're taking action to reduce emissions in our direct operations and across our value chain, including prioritizing low-carbon materials, advancing on our GHG emissions reduction roadmap, and working with suppliers to encourage renewable energy power.

Once we have reduced emissions wherever possible, we use Renewable Energy Credits (RECs) and traditional offsets to address our carbon footprint. As is common in the industry, we will continue to take a proactive approach by purchasing RECs at the start of the year, guided by our historical and forecasted emissions data.

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## RECs:

The RECs we buy don't power our operations directly. Instead, these credits allow the procurement of renewable energy in areas where it's needed but less available. We value RECs since they represent a tangible contribution to reducing reliance on fossil fuels and promoting cleaner energy alternatives.

around validity. However, not all offsets are created equally, and some can be a valuable source of emission reduction in the near term as we implement our GHG roadmap. This is why we continue to seek and support verified, high-quality offset projects that create demonstrable impact in areas tied to our business.

RECs address electricity emissions. We then use offsets to mitigate the remainder of the impact from our GHG footprint. Offsets can be a controversial topic across all industries, often due to concerns

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## Offsets:

We're happy to continue utilizing our trusted partner, [Native](#), a Public Benefit Corporation (PBC) specializing in carbon offset projects. Last year, our contributions supported regenerative farming practices in Brazil's pastureland, and this year, we supported the central Mozambique safe water

programme, which rehabilitates, installs, and maintains borehole water infrastructure to provide communities with safe, clean drinking water.



# EXPANDING OUR PARTNERSHIP WITH FLEET OPTICS

In the last year, we've expanded our partnership with Fleet Optics, a transportation solutions company using EV technology to deliver packages quickly and with as few emissions as possible. Since our last report, we've covered some noteworthy ground together:

Delivered 5,412 packages via ebikes, a 2.5x increase since last year and avoided 875kg CO2e total emissions.

In 2025, Fleet Optics is replacing electric bikes with electric vehicles, allowing for greater capacity and further opportunities to curb emissions and reach customers at a greater scale. We have already:

Delivered 11,755 packages via EVs, and avoided 2,217kg CO2e total emissions.

**Now that's a fleet we're excited to be on.**



# DEVELOPING OUR NATURE STRATEGY AND ROADMAP

As a global business sourcing materials from nature, protecting biodiversity is vital to Mejuri's future. Beyond necessity, it reflects our deep respect for the ecosystems that sustain us all.

Our goal isn't just to minimize impact but to contribute to positive biodiversity outcomes. As with all of our goals, that starts with understanding our greatest areas of influence and impact. In early 2024, we joined the [UN Global Compact Network Canada Biodiversity Working Group](#) to explore best practices for corporate biodiversity action. The working group helped give us the foundational knowledge to develop our first nature roadmap.



Sulphur Creek, Yukon, Canada

## Developing Our Focus Areas

We deepened our understanding of our impact on nature by conducting a biodiversity assessment to map dependencies, Key Biodiversity Areas (KBAs), and environmental pressures across our value chain in alignment with our Climate Positive 2030 goals. Using global frameworks, we've identified risks and opportunities to drive meaningful change.

Using our findings, we've developed a few key areas of focus:



**WATER-USE WITHIN OUR DIRECT OPERATIONS:** We're collecting our water use data from 2024 to establish a baseline, which will inform our reduction and efficiency targets.



**POLLUTION MITIGATION IN MANUFACTURING:** Suppliers must maintain an Environmental Management System (EMS) to reduce and mitigate air, water, and soil pollution.



**INDUSTRY LEADERSHIP:** Beyond our own operations, we remain committed to driving systemic change in the jewelry industry. We're proud to showcase our work with Regeneration and the Salmon Gold™ initiative as a model for ecosystem rehabilitation in the jewelry industry.

# DEVELOPING OUR NATURE STRATEGY AND ROADMAP



Sulphur Creek, Yukon, Canada

## Biodiversity Impact: Next Steps

Assessing our biodiversity impacts isn't a 'one and done' measure. In January 2025, we completed our biodiversity, water, and human rights assessments as part of our participation in the Watch and Jewelry Initiative 2030 (WJI) — helping us continue mapping our most significant impacts and examining our key activities and geographies to identify potential further actions. We then used these findings to develop our Nature Roadmap in alignment with the [WJI's Nature Action Playbook](#). Our roadmap addresses 20 key questions posed by the playbook, which directly translate into the questions that we will answer in our disclosure to WJI, demonstrating our progress and meeting our one-year membership commitment requirement.

Our next step is establishing nature-related targets through the [Science Based Targets Network \(SBTN\)](#) or committing to the [Taskforce on Nature-related Financial Disclosures \(TNFD\)](#) framework, or possibly both. This depends on where our expansion plans take us, what regulations we will be required to report under, and what is material to our business. Evaluating the best course of action is the next step.

This work supports our dedication to creating a positive biodiversity impact through our partnerships and products, one of our key focus areas as part of our Climate Positive by 2030 commitment.



PRODUCT

# TEAM TALKS

**In Conversation with:  
Andy Hart, Chief Supply  
Chain Officer**

**What's Mejuri's philosophy when it comes to product?**

ANDY: Our product philosophy is rooted in innovation—in our design, materials, quality, and our way of working. Our efforts to always be evolving require us to be intentional in who we work with and how we make our products. Constantly innovating and improving on the materials we use is what allows us to make sustainable, quality products we're proud of.

**The commitment to creating products that also have a positive impact on both people and the planet has been one of Mejuri's core product values from the start. How has the company demonstrated leadership in product traceability?**

ANDY: We're very selective in where we source our materials, and the evidence that they come from sources that align with our expectations. Certifications are a key way we do that—take our net zero, 100% traceable lab grown diamonds, each of which carries the SCS-007 Certificate of Sustainability from SCS Global Services. This is the first comprehensive, multi-stakeholder sustainability standard developed for the diamond sector. One of our

proudest leadership milestones was also becoming a founding member of Regeneration, enabling us to secure the first commercial quantity of 100% traceable, carbon-positive Salmon Gold™. In 2024, we transformed this material into a special product collection. Our commitment to responsible materials is essential to achieving our 2030 Sustainability Goals.

**One of Mejuri's primary 2030 sustainability goals is designing products and packaging for 100% circularity. What steps towards this goal are you all taking?**

ANDY: Meeting this goal takes a holistic approach—we're in the process of redesigning our packaging to meet this goal and constantly innovating materials to ensure we're always improving. Our focus is on creating products that are built to last while ensuring we have end-of-life options for each one, which is central to our circularity goal. This year, we aim to get our repair program up and running, which will signify the next phase of this journey.

**What products are you most excited about this year?**

ANDY: There's a lot in store that I'm very excited about! We're really looking forward to our next Salmon Gold™ collection launching in the summer, which is larger and includes more styles and types of products.

We accomplished so much last year in our traceability journey. This work requires relationship building with our suppliers, which really takes time. Our team has been able to move our suppliers along a continuum of traceability that we are very proud of. Our customers love expressing their individuality through Mejuri pieces, and we're proud to blend that design spirit with sustainable innovation. We believe these new products will help them do just that.

# OUR 2030 PRODUCT COMMITMENTS

## 100% Circularity

We will design products and packaging with their entire lifecycle in mind, creating circular pathways such as repair, resale, and recycling.

### WHY IT MATTERS:

Circular design principles are crucial for any sustainable business to implement to preserve resources. Circularity is closely tied to our Climate Positive goal as well. We consider circularity across all parts of our business, focusing on product design, packaging, and all other operations. We're designing with our products' full lifecycle in mind and prioritizing circularity principles of reduction, reuse, repurposing, and recycling.



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### FOCUS AREAS

1. We want to ensure that all products Mejuri produces will have an end-of-life offering available to customers.

2. We want to prioritize materials that can be reused, recycled, or regenerated.

3. We want to reduce and redirect waste produced at Mejuri offices, stores, and warehouses.

### METHODOLOGY

- # of units repaired via Mejuri repair programs
- Prioritization of materials that can be reused, recycled, or regenerated
- # of products made with recycled content
- % of packaging materials that are biodegradable or commonly recyclable

- % of products derived through regenerative practices
- % of products made with recycled content
- % of materials derived through regenerative practices
- % of packaging materials that are biodegradable or commonly recyclable

- Weight (in tons) of waste diverted from landfill
- Year-over-year Reduction in waste

# PRODUCT KPI SUMMARY

## 100% Traceability of Precious Materials

We will educate customers about the origins of their responsibly sourced products, from the precious materials we use to the location of craftsmanship.



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### WHY IT MATTERS:

All of Mejuri's jewelry pieces have a maker's mark, allowing us to trace where they are made and in which factory. However, this doesn't fully encapsulate our commitments to traceability. We are going beyond the factory level to identify the origin of the raw materials in our cherished products.

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### FOCUS AREAS

Ensuring our precious materials have the highest levels of traceability, including Mejuri's diamonds (natural and

lab-grown), colored gemstones, pearls, and precious metals.

### METHODOLOGY

- % of natural diamonds purchased that are traced to a group of known mines
- % of lab-grown diamonds purchased that are traced to grower
- % of precious colored gemstones purchased that are traced to the region within the country of mining origin

- % of pearls purchased that are traced to the country of farming origin
- % of precious metals purchased that are traced to the mine of origin or the recycler

# PRODUCT SUMMARY



Launched the  
**first capsule  
collection**  
using 100%  
Salmon Gold™

**94%**

of gold is from recycled sources

**94.75%**

of silver is from  
recycled sources



**100%**  
of Lab Grown  
Diamonds are  
SCS-certified  
& Net Zero

**100%**

of our suppliers, based on total  
spend, are self-reporting their  
traceability data

**1 in 8**

purchases in 2024 was driven by a  
consumer's desire to choose a more  
sustainable option

## Increased the Traceability of our key materials, including:

**100%**

of Pearls traced to the country of  
farming origin

**100%**

of Lab Diamonds are traced to  
the grower

**282<sub>oz</sub>**

of gold derived through regenerative  
practices were made into one  
collection that included four products

**2,584.82<sub>lbs</sub>**

of plastic waste have been diverted  
from landfills in 2024

**65%**

of Natural Diamonds are traced  
to their Country of Origin, an  
improvement on traceability of 10%  
from the 1st half of 2024

**29%**

of Natural Diamonds are traced  
to a Group of known Mine(s) or  
Mine of Origin

# RESPONSIBLE SOURCING

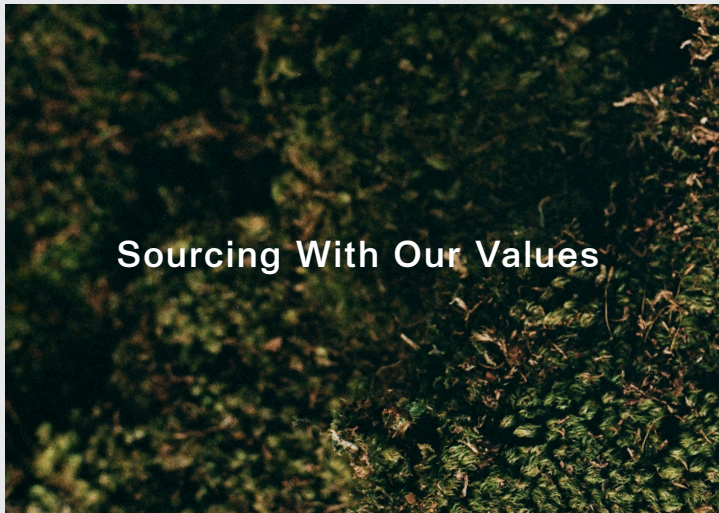
**In an industry with complex, often opaque supply chains, sourcing responsibly requires asking questions and seeking answers about every step of a material's journey.**

Our responsible sourcing strategy stems from being clear on our social and environmental values, which helps inform our decisions on who we work with, where we work, what materials we choose, and how they're handled. It's important to us that our partners share our values and that our relationships with them are built on transparency, integrity, and trust.

We use resources such as our supplier code of conduct and Supplier Code Guidance, which is the foundation of our Social & Environmental Accountability Program, to help support partners throughout our supply chain in upholding responsible practices. Communicating our [supplier code of conduct](#) helps ensure adherence to fair labor practices, safe working conditions, and transparent communication.

Our Social & Environmental Accountability Program (SEA) also works to establish and monitor that any supplier interested in working with Mejuri must meet our expectations in four key areas before becoming a supply chain partner: human rights, fair and safe labor practices, environmental protection, and ethical business conduct.

We believe that the highest levels of accountability and transparency are the future of modern luxury, and working with partners who share this vision is essential in helping to drive sustainable, meaningful change across our industry.



**Sourcing With Our Values**

**We don't compromise...**

We believe that the highest levels of accountability and transparency are the future of modern luxury, and working with partners who share this vision is essential in helping to drive sustainable, meaningful change across our industry.

# SUPPLIER MAP

The jewelry industry is a global story — a mosaic of people, places, and systems. It's what makes it beautiful, but also what can contribute to opacity challenges. This often makes it difficult for customers to find out who supplied the materials for their jewelry and where they came from. We view these challenges through a lens of opportunity. We aim to illuminate these stories, connecting the points of our jewelry's journey so that when you buy and wear one of our pieces, you feel good knowing how it got to you.



# SOURCING OUR PRECIOUS MATERIALS

**At Mejuri, we see all materials as  
intrinsically unique and full of potential.**

We use a combination of newly mined, lab grown, and recycled materials, which allow us to innovate while maintaining our high-quality social, environmental, and product standards. Different materials have varied challenges and considerations, which is why we take a balanced approach to sourcing that prioritizes respect for the people within our industry, our customers, and the planet. It's the right thing to do and will help us create quality products that we can feel proud of long-term.



# DIAMONDS

Diamonds are some of the most prized gemstones on earth—but they’re not always well understood. Especially when it comes to lab grown versus newly mined diamonds and their differences in their sustainability considerations.

## What is SCS Sustainability Rated Diamonds certification?

The SCS-007 Certification Standard for Sustainability Rated Diamonds is the first comprehensive, multi-stakeholder standard developed for the diamond sector. This third party certification ensures all certified lab grown diamonds meet ethical and environmental standards that establish high benchmarks of performance and transparency. The standard encompasses five pillars of achievement, including verified origin traceability, twelve principles of ethical stewardship, sustainable production practices, a net zero carbon footprint, and sustainability investments. Using carbon neutral SCS-certified diamonds is also valuable as part of our emissions reduction efforts.

## Lab grown diamonds:

Lab grown diamonds offer the same high-quality sparkle and durability but often at more reasonable prices and can provide 100% traceability. However, it’s important to remember that not all lab grown diamonds are created equally. Some production processes can actually be quite greenhouse gas intensive, which is why we’re proud to exclusively carry SCS Certified Sustainability Rated lab grown diamonds from SCS Global Services — a certification that ensures net-zero production.



**Offering 100% traceable and net-zero lab-grown diamonds is an important step towards our traceability and climate 2030 commitments.**

## Diamonds:

We’re committed to taking a balanced approach to sourcing that encompasses the complexities and varied impacts of diamonds and their supply chains. With this in mind, we continue to source brilliant, newly mined diamonds and are ensuring measures are in place to continue supporting mining communities in a responsible way. Our natural diamonds adhere to the [Kimberley Process](#) standards, an international system that combats the trade of conflict diamonds. We also require our suppliers to follow

the [OECD Due Diligence 5-Step framework](#), identifying the country of mining origin for all diamonds used in Mejuri jewelry.

Our goal is to continue pushing our industry to improve the traceability of diamonds while welcoming new options that maximize our customers’ budget and style preferences.

## OECD Due Diligence 5-Step framework



# REAL TALK

## WHAT ARE MELEE DIAMONDS, AND WHAT MAKES THEM SO CHALLENGING TO TRACE?

Melee diamonds are small stones under 0.2 carats and are often challenging to trace due to how they move through the supply chain. Their high volumes and lower value result in a more complex supply chain because melee diamonds are traded, polished, and sold in batches that are mixed when they are sorted with others of the same size, color, and clarity. Melee diamond traders are just beginning to offer more traceability information as this part of the supply chain evolves. We're deeply committed to continuing our traceability journey with our suppliers.

# GOLD

There's a lot to love about gold. Besides being beautiful, it's durable, versatile, and accompanies us throughout a lifetime of precious moments.

However, it's important to note that recycled gold poses its own challenges, especially when it comes to traceability.

Since the material comes from both pre-consumer scrap and post-consumer sources, information about its origin isn't always available. This can complicate emission measurements and mask potential issues related to its production and extraction. We believe it's important that the industry adopt common definitions of pre- and post-consumer metals that align with commonly used definitions of the word recycled to ensure metals entering this less-regulated portion of the industry are better scrutinized. To address this, we're committed to fostering greater cross-industry collaboration, which is necessary to improve the traceability of recycled gold.

With this in mind, we rigorously source our newly mined gold — adhering to international standards and certifications set by organizations like the [Responsible Jewellery Council \(RJC\)](#), [London Bullion Market Association \(LBMA\)](#), and the [Responsible Minerals Initiative \(RMI\)](#) — to help ensure our gold is sourced from mines that measure themselves against the strongest standards in the world.



**As part of our balanced sourcing approach, we continue to source a percentage of newly mined gold and are dedicated to supporting communities around the world that depend on gold mining for a living.**



**As part of our commitment to circularity, we've made it a point to prioritize recycled gold. It's the same quality as newly mined and just as durable, and we're proud to have sourced 94% recycled gold in our products this year.**

# REAL TALK

## RECYCLED GOLD SOUNDS GREAT, BUT WHY IS IT SO DIFFICULT TO DEFINE?

Defining recycled gold is tricky. Standards across the industry — like RJC, SCS, and LBMA — all define it differently, making it hard to know what “recycled” really means. Unlike recycled paper or plastic, recycled metals don't have a common definition that people understand. We believe it should be common sense - recycled gold should follow the same clear, consistent language used for other commodity materials. Right now, the term can cover everything from post-consumer items to factory scraps, which creates confusion and opens the door to greenwashing. To build trust and transparency, the gold industry needs to align on one clear definition — one that's easy to understand and in line with other recycled commodities.

# SALMON GOLD™

Selecting a Mejuri piece made from Salmon Gold™ means wearing gold that's driving true environmental restoration impact, unlike anything done before—and that's something to be really excited about.

Before you ask, no, it's not made from salmon. Salmon Gold™ is gold, but it is fully traceable, works to restore biodiversity, and supports regenerative mining. Last year, in partnership with Regeneration, we secured the first commercial quantity of Salmon Gold™ —a revolutionary partnership that re-mines legacy and abandoned mine sites while restoring fish habitats across Alaska, the Yukon Territory, and British Columbia.

Regeneration's approach involves using modern, efficient mining practices to extract valuable metals and minerals from mine tailings, waste rock, and water surrounding these sites. This helps clean and restore the environment while providing sustainable minerals that can be used in products. Traditionally, connecting a company's biodiversity and environmental initiatives with its supply chain doesn't happen so directly. We're challenging that norm through our investment in Regeneration and sourcing Salmon Gold™, enabling us to not only directly repair the environmental impacts of past mining—but also help drive industry transformation forward towards alternatives that benefit ecosystems.

Our partner in the Salmon Gold™ program, [ITALPREZIOSI](#), who completes the small-batch refining of salmon gold, is one of the leading operators in refining precious metals due to their cutting-edge refining techniques and strict ethical standards. In 2024, Italtrepreziosi became the world's first—and currently only—refinery to achieve B Corp certification, reinforcing its commitment to sustainability. A woman-founded and led company in a male-dominated sector, it is guided



The integration of Salmon Gold™ in our products helps us achieve greater traceability and transparency, advancing us towards our goals of being Climate Positive and achieving 100% Traceability by 2030.

by Ivana Ciabatti, recognized among the 100 most sustainable women by Women in Mining (WIM).

For our upcoming Salmon Gold™ collection, Italtrepreziosi was the refining partner that ensured the gold from Uhler Creek, Sulphur Creek, and Moore Creek was both fully traceable and met our quality standards.

Our upcoming Salmon Gold™ collection has expanded to include more styles, allowing us to offer our customers new designs while increasing our restoration efforts. We look forward to sharing stories of these habitat projects as they progress!

# STERLING SILVER

Renowned for its durability, resilience, and purity—there's a lot to treasure about our 925 Sterling Silver.

925 Silver, the industry standard for an alloy made of 92.5% pure silver, is a lightweight precious metal that's highly durable and designed for everyday wear.

Recycled silver is used in many industries aside from jewelry, most commonly across tech, automotive, and aerospace. Since these sectors hold greater influence over global silver procurement volumes compared to the jewelry industry, we're committed to cross-industry collaboration to enhance its definition and regulatory framework.



Of the silver we use in our products 94.75% is from recycled sources as part of our commitment to our circularity goal.



# PEARLS

Precious and unique—pearls are the only gem material formed and found within a living creature. And unlike other gemstones, they require no cutting or faceting before use. We exclusively source our precious freshwater pearls from China, making them 100% traceable to their country of origin. Pearls also experience the broader industry challenges around traceability and lack of established standards as other materials, so we're focused on working with our suppliers to better understand the impact of our pearls at the farm level. As part of our ongoing collaborations with Watch & Jewellery Initiative 2030 and Positive Luxury, we're also continuing to examine our supply chain's effect on water resources.



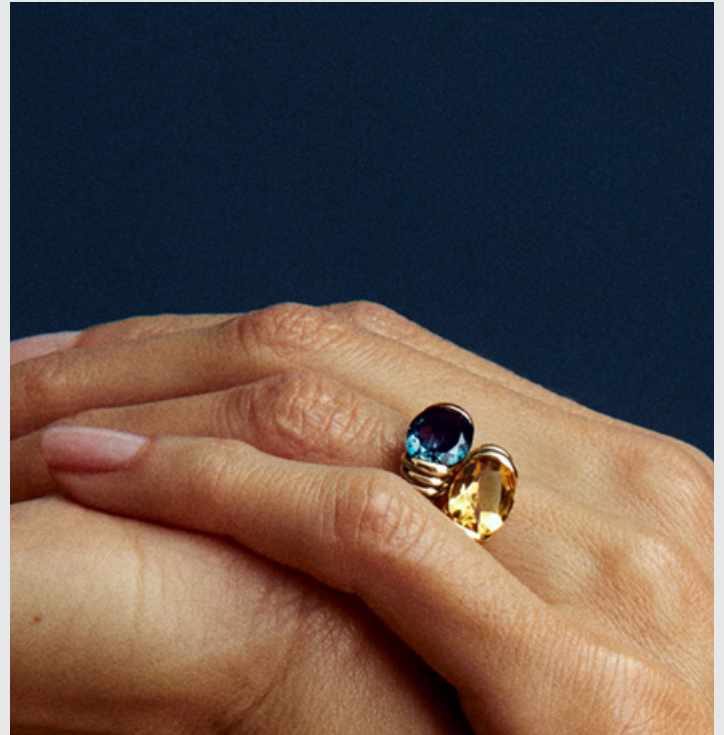
100% traceable to country of farming origin

# GEMSTONES

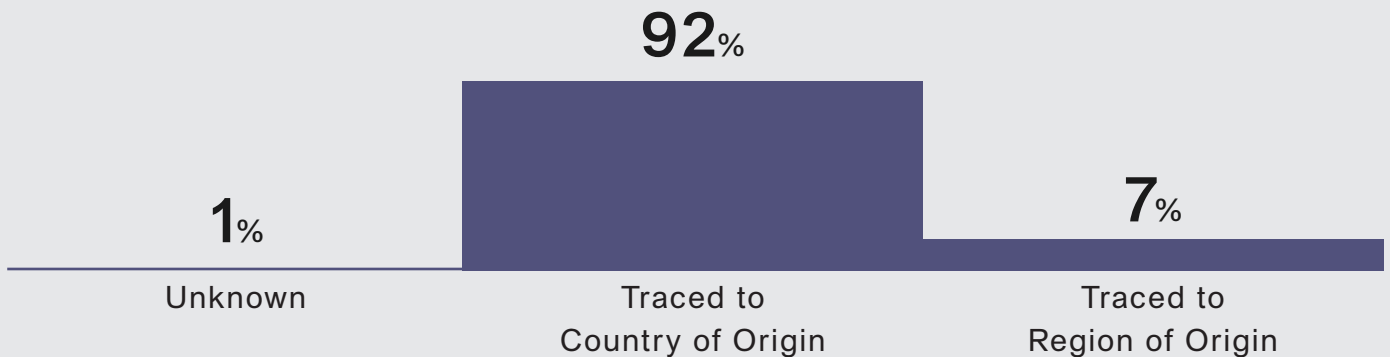
While the gemstone industry is an important source of income for millions of people around the world, the lack of established standards and systems that ensure traceable trade can present a range of challenges we can't ignore. This is why we're committed to enhancing our gemstone traceability by collaborating directly with polishers in sourcing communities, such as through initiatives like Design Thinking Africa.



Currently, 92% of our colored gemstones are traceable to their country of origin, and 7% are traceable to their region of origin — and we're working to keep progressing towards our 100% traceability commitment. We're also actively engaging with our suppliers to drive systemic solutions that improve traceability, accountability, and labor practices across the supply chain.



Colored Gemstones Traceability:



# REAL TALK

## WHAT ARE THE CHALLENGES WITH COLOURED GEMSTONE TRACEABILITY?

Colored gemstone mining is divided into large-scale, small-scale, and artisanal mining operations and is sourced from nearly 50 countries around the world. These minerals can pass through many hands along their journey from mine to consumer.

The supply chains are often fragmented and sometimes unregulated, which makes traceability and verification of responsible sourcing and manufacturing practices challenging. Unlike diamonds, gemstones are not as expensive, so traceability is not always as important to the traders and sellers and sometimes other industry buyers.

With the majority of colored gemstones coming from artisanal and small-scale mines, equating to at least 20 million people who depend on mining for their livelihood, the importance of collaborative, industry-wide steps towards greater traceability is vital.

# LONGEVITY & CIRCULARITY

**We want our pieces to carry our customers through all their life's moments—big, small, and everything in between.**

To do this, we make decisions focused on longevity and circularity at every step of our process.

This begins by selecting quality, durable materials that will withstand our customers' everyday use. In both our material and design choices, we prioritize circularity principles of reduction, reuse, repurposing, and recycling. We want our customers to feel empowered to join in our circularity efforts, so we're working hard to ensure all our products will have an end-of-life offering available to them. We're also continually developing and expanding our waste reduction efforts. In 2021, we introduced a reduced packaging option to customers at checkout, which we're now making the default packaging.

Where your jewelry comes from and how it's made are only part of its story. How it gets to you and remains with you is another. We're committed to delivering products responsibly and designing them for the long haul, not the landfill.



# RECYCLING THE "UNRECYCLABLE"

## The TerraCycle process

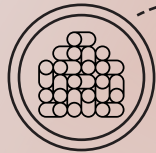


Once at TerraCycle, the materials sorted by plastic types

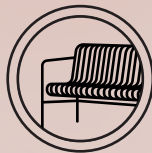
Densified



Formed into pellets



These pellets are the building blocks for creating new, recycled plastic products such as recycled lumber for decking, picnic tables and park benches



Many common packaging types used to protect jewelry products in shipping and storage aren't often recyclable, contributing to a big industry-wide waste problem. The three most common packaging materials we receive in our fulfillment centers are:

- **POLY BAGS:** These bags are used to deliver jewelry to our Fulfillment centers while keeping them protected. Existing solutions for poly bags, including compostable alternatives, don't fully solve the problem since they can't be disposed of through municipal waste systems
- **PALLET WRAPPING/FILM:** Products we receive in pallets are often wrapped in cellophane
- **BUBBLE WRAP:** Often used to protect products during shipping

While all serve a practical purpose, the waste they generate does not. That's why in 2023, we launched our Poly Bag Recycling Program in partnership with TerraCycle, a leader in recycling the 'unrecyclable.' Since the launch of our program in 2023, we've successfully recycled a total of 3,751.43 lbs of plastic film, with 2,584.82 lbs of that amount recycled in this year alone. This year, we expanded our partnership to include both pallet film and poly bags, doubling the amount of material being recycled. We're excited to purchase a trash compactor that pops bubble wrap, allowing it to be included in our TerraCycle recycling process!

# REPAIRING PROGRAM

When we say our customers should be able to wear and love their Mejuri pieces for a lifetime, we truly mean it.

That's why we're excited to launch our Repair Program this year (2025), an effort that both upholds our commitment to quality while reinforcing our dedication to circularity. The program is currently undergoing testing with plans to collaborate with locations in North America (the U.S., Canada, and Mexico) where customers can send products needing repair. If an item can't be fixed, it'll either be recycled or replaced based on the item's

warranty terms. This initiative helps ensure we're providing our customers support and dependability they can count on while also prolonging the lifespan of each product in line with our circularity goals.

# IMPLEMENTING OUR SOCIAL & ENVIRONMENTAL ACCOUNTABILITY PROGRAM

Our Social and Environmental Accountability (SEA) Program and Supplier Code of Conduct are the roots that ground our responsible sourcing practices. We introduced our SEA Program in 2023 to define our expectations of our supply chain regarding human rights, fair and safe labor practices, environmental protection, and responsible business conduct. The program aims to build on conventional audits by posing more nuanced, modern questions to ensure suppliers align with international best practices and standards, along with our social and environmental expectations. There are two core documents we provide to suppliers that are central to this process: the [Supplier Code of Conduct](#) and the [Supplier Code of Conduct Guidance](#).

Our Supplier Code of Conduct contains requirements across 23 topic areas — including labor practices, environmental management, and product traceability — that all suppliers and their subcontractors must adhere to. This code draws from a range

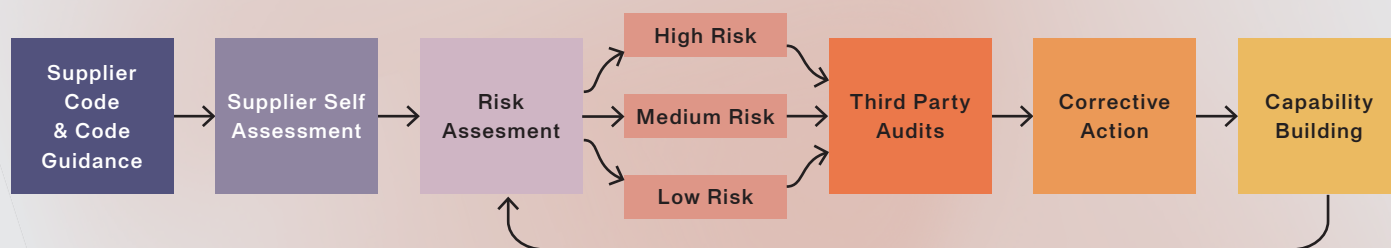
of industry and internationally accepted principles and standards.

Our Supplier Code of Conduct Guidance is a detailed guidance document that clarifies our human rights, labor, environmental, and health and safety expectations. As an expansion of the Code of Conduct, it aims to help suppliers clearly understand and implement our requirements.

These documents aren't just suggestions. In our firm commitment to holding our suppliers accountable, the Supplier Code and Guidance are the foundation on which we build our assessments of conformance for suppliers, through a combination of desktop and onsite compliance. This year, we expanded our efforts, auditing suppliers accounting for 57% of annual spend. Since our SEA Program began, 100% of our annual spend is attributed to suppliers that have undergone an independent third-party site audit against our SEA Program requirements within the past year.

Adhering to and honoring our values of human rights, fair and safe labor practices, environmental protection, and responsible business conduct doesn't start and end with us. As part of a larger ecosystem for change, it's important to us that any supplier who wants to work with us needs to meet our expectations across these impact areas before they can be called a trusted supplier. Through the SEA Program, we can continually evaluate our supplier approach and practices to ensure they align with our requirements for responsible business.

## Social & Environmental Accountability Program





**GOVERNANCE**

# CERTIFICATIONS & MEMBERSHIPS

Close collaboration with industry-leading organizations and certification bodies provides invaluable feedback, accountability, and guidance to improve our actions and maximize our impact.



**BSR** BSR:

BSR is a group of committed professionals who specialize in sustainable business practices. They work with the world's leading companies to create a just and sustainable world. This year, we commissioned BSR to conduct a peer scan, providing essential insights for our emissions reduction roadmap. We will continue to leverage our membership with BSR to expand our knowledge of corporate sustainability practices and collaborate with other companies to amplify our impact.



## Positive Luxury:

In 2023, we received the Butterfly Mark certification, an internationally recognized trust mark for luxury brands that meet the highest standards of verified ESG performance. This year, we continued our collaboration with Positive Luxury and were shortlisted for their Jewellery & Watches Business of the Year category for 2024. To help ensure our programs and performance meet the requirements of external frameworks, we will be regularly measured against Positive Luxury's established and ever-evolving ESG+ framework.

IN SUPPORT OF

**WATCH &  
JEWELLERY**  
INITIATIVE 2030

## Watch & Jewellery Initiative 2030:

We are a member of the Watch & Jewellery Initiative 2030, established by Kering and Cartier, delegated by Richemont, which aims to drive positive change in the industry by focusing on multi stakeholder collaboration across climate resilience, resource preservation, and inclusiveness in alignment with the 10 principles of the UN Global Compact and SDGs. It provides a platform for collaboration among industry players and stakeholders to achieve impactful sector-wide impact, promoting a resilient future for the planet and its inhabitants. This year, we completed our biodiversity, water, and human rights assessments as required by the WJI 2030— helping identify and guide our actions for positive biodiversity impact.

# UNITED NATIONS GLOBAL COMPACT & WOMEN'S EMPOWERMENT

**WE SUPPORT**



## UN Global Compact

In 2022, Mejuri became a signatory to the UN Global Compact corporate responsibility initiative and its principles in human rights, labor, the environment, and anti-corruption. We are active participants in Network Canada and completed a case study on maternity leave with the UN Global Compact Network Canada team in 2023. This year, we set four targets as part of the compact's Forward Faster initiative, a global platform for ambitious corporate action.

In support of

**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

Established by UN Women and the  
UN Global Compact Office

## In Support of Women's Empowerment Principles

Since 2023, Mejuri has been a signatory of the UN Women's Empowerment Principles, which offer guidance to businesses on promoting gender equality and women's empowerment in the workplace, marketplace, and community. You can see our progress through the annual reporting on the Women's Empowerment Principles [here](#).

# A LOVE LETTER

# FROM US

We'd like to take this opportunity to thank our partners for their invaluable insights, collaboration, and expertise; our suppliers for their commitment and partnership; and our customers for their trust, loyalty, and support. You're an integral part of our ever-evolving story—and we're grateful for the opportunity to provide the small tokens that celebrate yours.

Our world continues to change, but one thing is certain—the upcoming years ahead of 2030 are critical for all of us. At Mejuri, we're committed to doing our part across our communities, supply chain, and industry, taking bold action toward a resilient future for all. And we'll continue to learn, share, lead, and provide updates along the way.

Mejuri and the impact we're aiming for exists, flourishes, and grows because of all of you. We're proud of our progress together and couldn't be more excited for the journey ahead.

# TO YOU