

CHARLES & KEITH

PRESS RELEASE

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CHARLESKEITH.COM launches impact programme to stop ocean plastic in collaboration with Plastic Bank

SINGAPORE, 12 September 2022 – This World Clean Up Day, CHARLES & KEITH extends its conscious journey as Ocean Stewards in partnership with Plastic Bank, launching an impact programme for its ecommerce site.

From 17 September 2022 through to end 2024, every sales transaction on CHARLESKEITH.COM will see the brand prevent 5 plastic bottles from entering the ocean.

Beyond considering the well-being of the planet, this programme reinforces CHARLES & KEITH's commitment to empowering women by partnering dedicated Plastic Bank collection centres in Indonesia and the Philippines – the second and third largest ocean plastic polluters in the world respectively. These centres, located within 50 kilometers of ocean-bound waterways in Indonesia (Tabanan, Bali) and the Philippines (Manila and Cavite), support women collection members by providing access to life improving benefits such as groceries, cooking fuel, accident and medical insurance.

"One of our core values is 'We Drive Purpose', where we aim to foster social and environmental responsibility through actions to support progress for a better world. We're excited to launch this impact programme that we really believe exemplifies this value - where every single purchase on our website does some social good," said Kelvin Wong, Head of Sustainability at CHARLES & KEITH. "By 2024, we would have ensured a minimum of 10 million plastic bottles are prevented from polluting the world's oceans in collaboration with Plastic Bank, a small but meaningful step towards us making deliberate environmental and social impacts as a brand."

Plastic Bank®, a social enterprise revolutionizing the global circular supply chain for recycled ocean-bound plastic. The material collected in Plastic Bank's closed-loop recycling ecosystems is reborn as Social Plastic® - an ethically recovered plastic that protects our oceans and helps address poverty by transferring its value to those who help collect it. Once processed, Social Plastic can be reintroduced into the global manufacturing supply chain for the creation of new products and packaging materials.

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By reducing its plastic footprint, empowering vulnerable communities, and driving purpose within the brand, CHARLES & KEITH hopes to inspire change on a bigger scale as it continues its journey towards a better and more sustainable future.

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Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: PublicRelations@charleskeith.com

About CHARLES & KEITH

CHARLES & KEITH is the go-to fashion label for stylish urbanites, recognized for its curated collections of relevant designs. Founded in 1996 by entrepreneurs Charles Wong and Keith Wong with the purpose to spark joy and confidence in progressive women by providing footwear designs that are versatile and appeal to on-trend sensibilities, the brand has evolved to offer a full-fledged line of footwear, bags, eyewear, accessories and costume jewelry.

Anchored by its four brand values – Experimental, Desirable, Curated and Modern – CHARLES & KEITH aims to celebrate and inspire women every day. With over 600 brick-and-mortar stores in its global network, CHARLESKEITH.COM extends the brand's reach through the United States of America, Asia Pacific and Europe.

About Plastic Bank

Plastic Bank empowers Ocean Stewards to stop ocean plastic. Our ethical collection communities exchange plastic for life-improving benefits. Exchanges are recorded through a blockchain-secured platform that enables traceable collection, secures income, and verifies reporting. Collected material is processed into Social Plastic feedstock for reuse in products and packaging.

PlasticBank®, Social Plastic® and Alchemy™ are trademarks of The Plastic Bank Recycling Corporation.