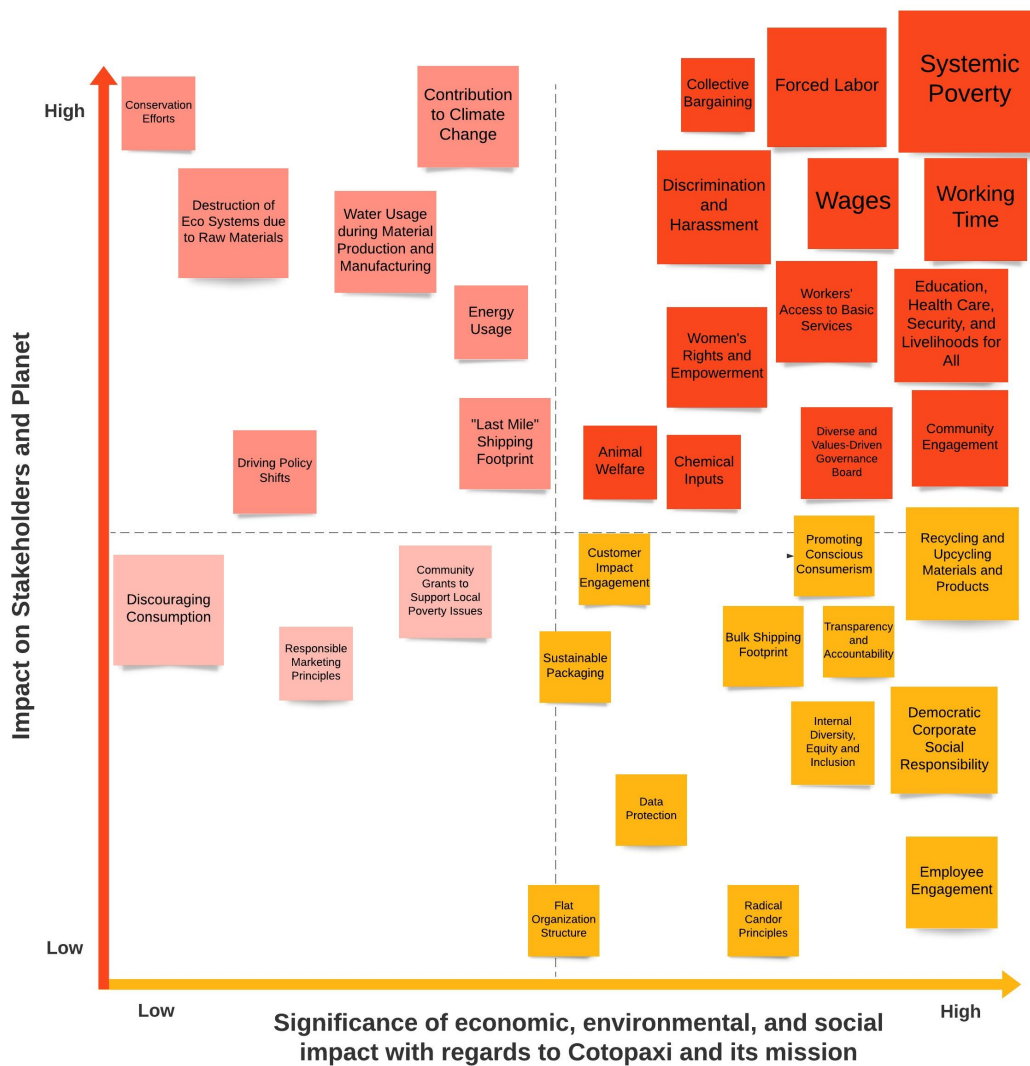


Cotopaxi's 2020 Materiality Topics

Overview:

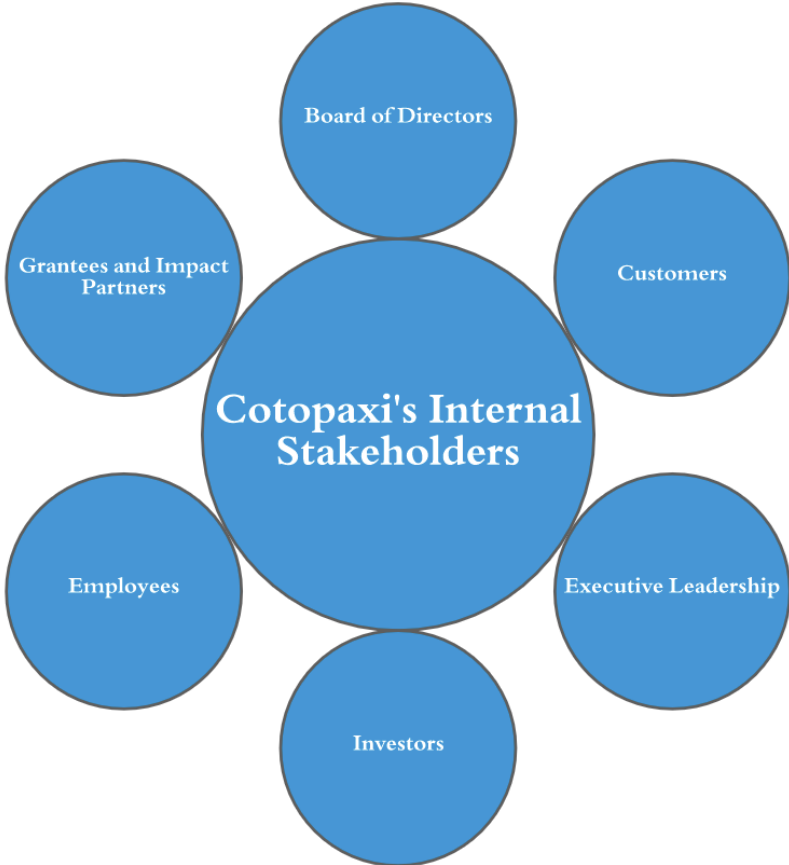
Corporate responsibility can focus on an infinite number of issues. Being strategic and advancing real change requires definition and assessment. Building on our salient risks—the risks our business poses to others—Cotopaxi undertook its first materiality exercise to determine the issues that matter most of us.

According to the Global Reporting Initiative, an issue is material if it has a significant impact upon our business or stated mission. Secondly, it is considered material if it is important to our stakeholders: employees, investors, suppliers, customers, and society leaders (citizens, NGOs, policy makers). Through our matrix, Cotopaxi determines the issues it will report on this year.



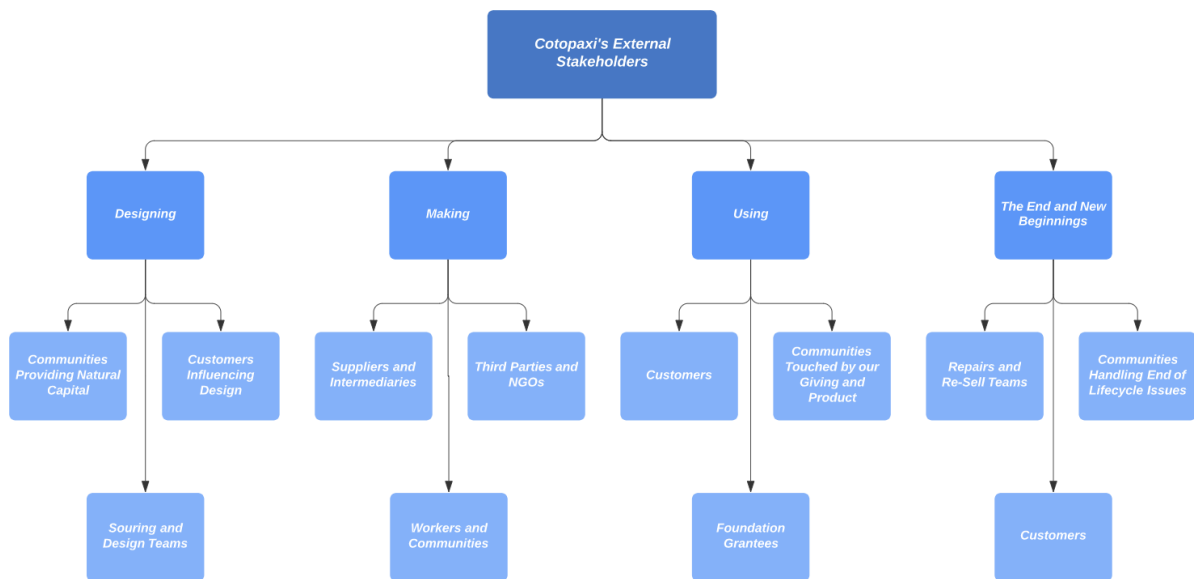
To determine our matrix, we first undertook a review of our internal and external stakeholders to ensure that we were considering all points of view with regards to material impacts. For the purpose of transparency, here are maps detailing Cotopaxi's stakeholder groups.

Internal Stakeholders



External Stakeholders

To ensure that our stakeholders were brought into our materiality assessment to the extent possible for our small brand, Cotopaxi carried out an extensive Anonymous Supplier Survey, reviewed customer feedback through reviews and solicited emails, and conducted several interviews with leading NGOs that look at sustainability issues (both social and environmental) in the textile and outdoor industries.



Findings:

Based on our first materiality assessment, our six leading topics are as follows:

1. Alleviating poverty
2. Effective giving by means of supplying education, health access, and livelihoods
3. Human rights and labor issues in the supply chain (right to collective bargaining, working time, forced labor, child labor, harassment and discrimination, human trafficking, and living wage)
4. Sustainable design (responsible, recycled, repurposed materials)
5. Values-driven governance
6. Community engagement and action