



GUESS TO PLANT THOUSANDS OF TREES IN GLOBAL FOREST INITIATIVE

2022 marks the launch of GUESS Eco's "Be(leaf) in Change" global forest project, a tree-planting initiative in collaboration with Treedom, debuting during the month of Earth Day.

Founded in Florence, Italy, under the pledge "Let's Green the Planet", the Treedom tree-planting scheme works closely with farmers in Italy, Africa and South America, helping to bring long-term social, financial and environmental support to the local communities where they are grown. With almost 3-million trees planted since its inception in 2010, the eco-promoting platform also works with various corporate partners on recycling and carbon-neutral loyalty programmes, providing new, dynamic and tangible ways for companies to support environmental issues through customer and stakeholder engagement.

As part of this scheme, and in support of the lifestyle brand's continued commitment to sustainability and safeguarding the planet, GUESS has initially committed to planting 5000 trees, with plans to increase this number through a long-term campaign aimed at both customers and employees.

In the brand's up-coming in-store and online promo, customers who purchase two products from the GUESS Eco collection will receive a special code that they can use to claim their very own tree on Treedom's website. Once they have activated their Treedom profile, the user will then be able to receive ongoing updates on the project, including the species and health of their tree and the people who take care of it. All of the trees will be signposted by the GUESS logo, and customers will also have the opportunity to choose the species and location of the tree they want to adopt.

Federico Garcea, Co-founder and CEO, Treedom said, *"We all have a duty to take care of the world we call home. So, it is fundamental that businesses lead by example, demonstrating positive moves towards an eco-friendly future. This is why we are so delighted to be collaborating with fashion powerhouse, GUESS. GUESS Eco's new tree-planting initiative with us at Treedom will have a truly positive impact on the environment, and 5000 trees is just the start. By including GUESS Eco customer participation in this activation too, we are really working together to green the planet, proving that sustainability is the new stylish."*

"We're really excited about this new campaign. Not only is the Treedom project perfectly aligned with GUESS' own commitment to nurturing and protecting the world around us, but it is also the perfect opportunity to raise awareness of environmental issues among our customers, while doing something



really positive both for the planet and the communities where the trees are planted.” stated Chief Creative officer of GUESS?, Paul Marciano.

The GUESS Be(leaf) in Change promotion will be launched this April, between 11th and 30th, in 348 stores across Europe, as well as in the brand’s online store.

About GUESS?, Inc.

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of October 30, 2021, the Company directly operated 1,052 retail stores in the Americas, Europe and Asia. The Company’s partners and distributors operated 558 additional retail stores worldwide. As of October 30, 2021, the Company and its partners and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit www.guess.eu.

About Treedom

Treedom.net is the first platform in the world that allows you to grow a tree from a distance and follow the story of the project online.

Since Treedom’s foundation in 2010, more than 3 million trees have been grown across Africa, South America and also Europe. All trees are grown directly by local farmers, bringing environmental, social and financial benefits to their communities. In 2014, Treedom became a certified B Corporation, part of the global network of companies that stand out for high environmental and social performance.

Every tree on Treedom is geolocated, photographed and has its own online page on treedom.net. The trees can be kept or virtually gifted to others. Thanks to these features, Treedom is uniquely engaging and its trees represent a great investment for users and companies who want to take action for the climate.