



U.S. Cotton Trust Protocol Welcomes American Eagle Outfitters, Inc. as a Member

MEMPHIS, TENN (January 26, 2023) - The U.S. Cotton Trust Protocol (“Trust Protocol”) is pleased to announce the membership of American Eagle Outfitters, Inc. (“AEO”). AEO is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products through its American Eagle, Aerie, OFFL/NE by Aerie, Todd Snyder and Unsubscribed brands.

Trust Protocol membership will support AEO in its continued efforts to provide greater transparency, communication and standardized reporting of its ESG progress. Underpinned by a focus on optimism, AEO’s Building a Better World ESG strategy is centered on three key areas: planet (environment), people (social) and practices (governance). Notably, the company has set specific goals to achieve carbon neutrality in its owned and operated locations and significantly reduce water use, among other sustainability initiatives.

“AEO is excited to partner with the Trust Protocol as we work to move our sustainability practices forward, preserve our planet and meet the ambitious targets we have set on our journey to build a better world,” said Mark Rose, SVP, Production and Sourcing, AEO. “The Trust Protocol will help provide AEO the opportunity to further verify our responsible sourcing practices and demonstrate the incredible progress we’re making toward meeting our environmental targets.”

The Trust Protocol is the only sustainable cotton system that provides quantifiable, verifiable goals and measurement and drives continuous improvement in six key sustainability metrics – land use, soil carbon, water management, soil loss, greenhouse gas emissions, and energy efficiency. The Trust Protocol integrates these sustainability metrics from Field to Market’s Fieldprint® Platform, enabling enrolled growers to measure the environmental impacts of their operation and identify opportunities for continuous improvement.

“The demand for verified data to credibly demonstrate progress on sustainability targets is representative of a clear need across the retail industry: the Trust Protocol is uniquely positioned to meet that need and is setting a new standard in sustainable cotton production where full transparency is a reality,” said Dr. Gary Adams, President of the U.S. Cotton Trust Protocol. “We look forward to working with AEO to demonstrate tangible and continuous improvement across the six key sustainability metrics we track.”

The Trust Protocol is aligned with the [UN Sustainable Development Goals](#), recognized by [Textile Exchange](#) and Forum for the Future, and part of the [Sustainable Apparel Coalition](#), Cotton 2025 Sustainable Cotton Challenge, Cotton 2040, and Cotton Up initiatives. It has also been recognized and published in the [ITC Standards Map](#), recognized as a standard for sustainable cotton by the [Partnership for Sustainable Textiles](#), and confirmed as an [ISEAL Community Member](#).

To learn more about The Trust Protocol, visit TrustUSCotton.org.

ABOUT THE U.S. COTTON TRUST PROTOCOL

Launched in 2020, the U.S. Cotton Trust Protocol was designed to set a new standard in more sustainably grown cotton, ensuring that it contributes to the protection and preservation of the planet, using the most sustainable and responsible techniques. It is the only farm-level, science-based program that provides quantifiable, verifiable goals and measurement in six key sustainability metrics as well as article-level supply chain transparency.

The Trust Protocol is overseen by a multi-stakeholder Board of Directors comprised of representatives from brands and retailers, civil society and independent sustainability experts as well as the cotton-growing industry, including growers, ginners, merchants, wholesalers and cooperatives, mills and cottonseed handlers.

ABOUT AEO

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle® and Aerie® brands. Our purpose is to show the world that there's REAL power in the optimism of youth. The company operates stores in the United States, Canada, Mexico, Hong Kong and Japan, and ships to 81 countries worldwide through its websites. American Eagle and Aerie merchandise also is available at more than 260 international locations operated by licensees in 26 countries. In 2022, AEO released its first annual Building a Better World report, which outlines two decades of ESG achievements through the company's Planet, People and Practices initiatives. For more information, please visit www.aeo-inc.com.

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