



YUNUS

Textiles for a **BETTER** life

YTEX

QUARTERLY
NEWSLETTER

JAN - MAR 2024 JOURNEY





READERS NOTE

Dear Valued Reader,

This year marked YTML's 25th anniversary, a testament to our legacy of world-class textile manufacturing and global customer satisfaction.

In January, Heimtex, an international textile exhibition in Frankfurt, Germany, revealed our latest designs and assortments including our Miss Print collections.

In March, New York Market Week, we opened doors to our expanded NY showroom. We also introduced exciting new product categories like curtains and design collections by Miss Print UK and got featured in Home Textiles Today Magazines for our Market Week presence.

During the quarter we received prestigious accolades for gender diversity, women's empowerment, community impact and DEI, showcasing our commitments and impactful partnerships.

Our dedication to sustainability is also evident in investments for a greener future, with industry-standard certifications and active participation in eco-conscious manufacturing practices.

Read more to discover this and a lot more from the latest highlights of YTML's Jan-Mar 2024 journey.

Happy Reading!



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VISION

Textiles for a **BETTER** life



MISSION

Sustainable Growth with
Integrity, Innovation & Inclusiveness



TRUST & RESPECT

Trust each other
and achieve together



CUSTOMER CENTRIC

Prioritize customer experience
(internal & external)



COMPASSION

Be kind, smile and
support each other



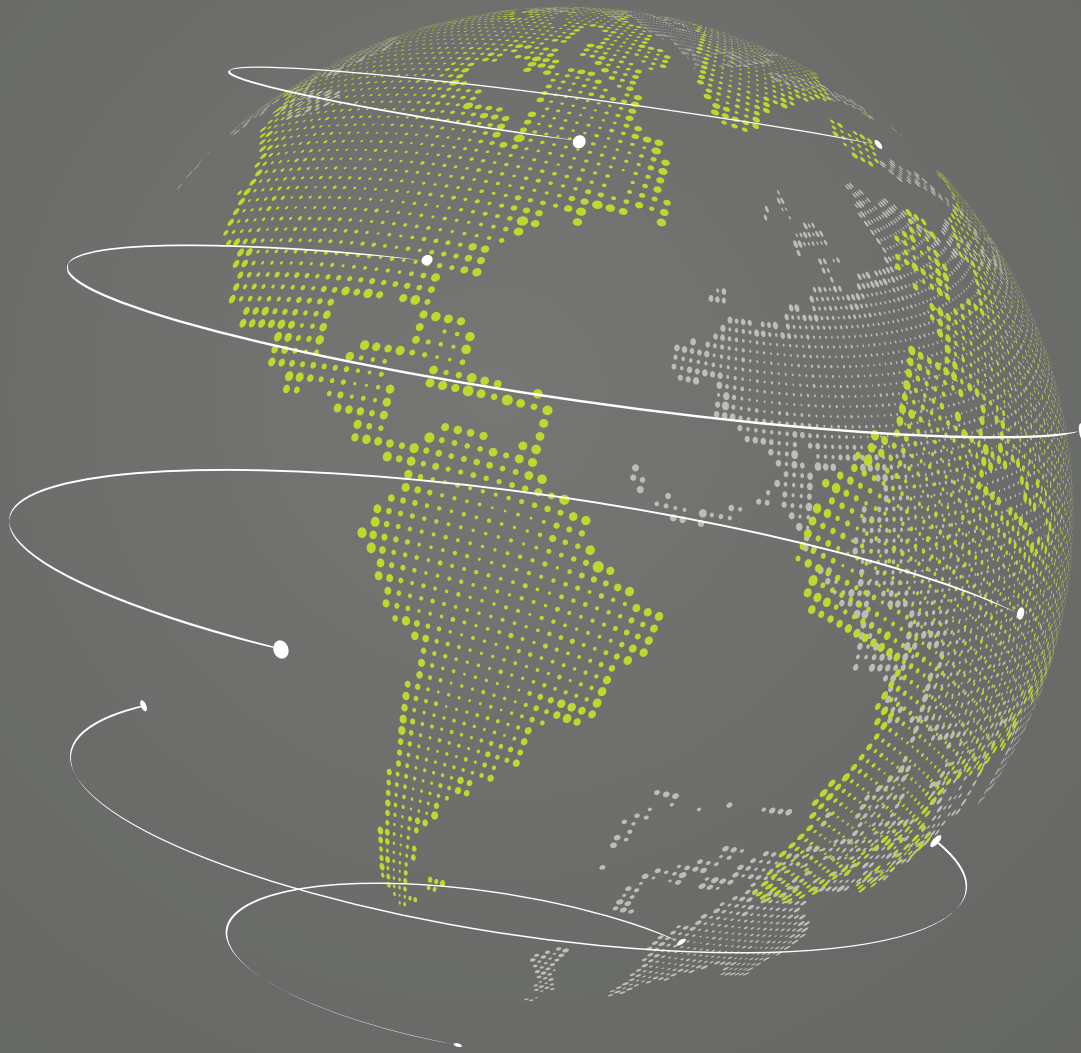
ETHICS

Do it rightly



TEAM WORK

Together we can discover
our true potential



**GLOBAL
PRESENCE
& EXPERTISE**

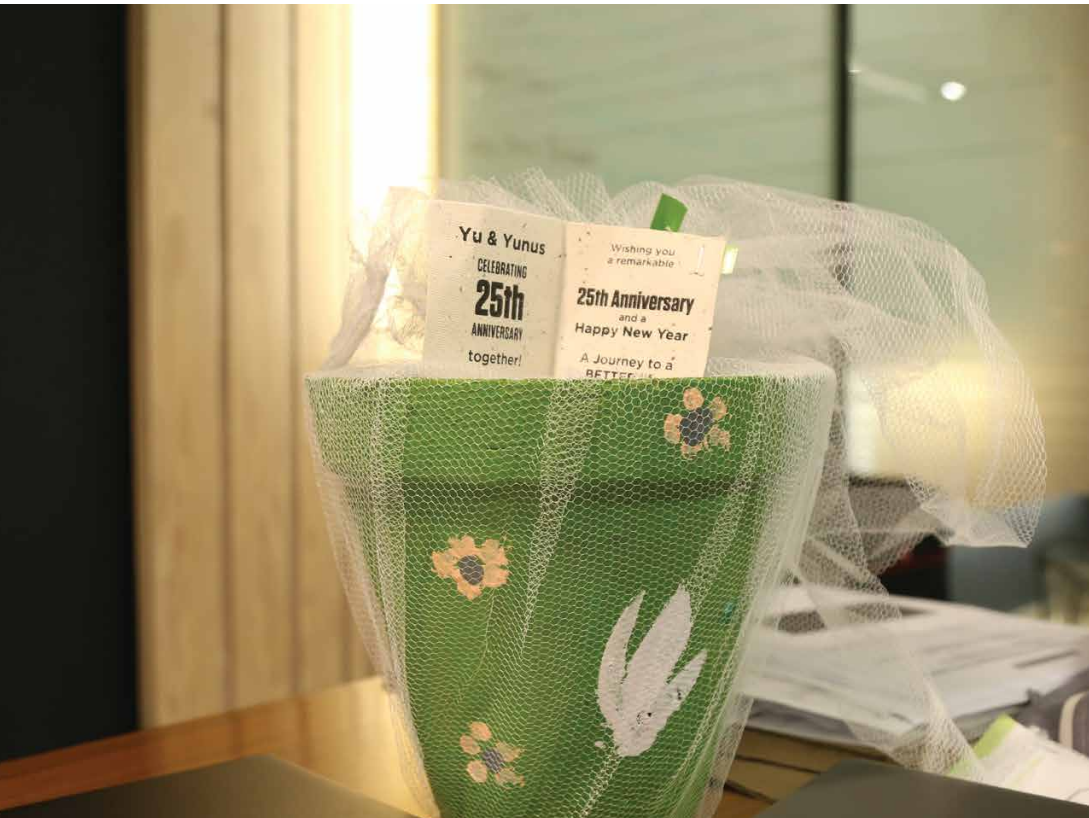


YUNUS

Textiles for a **BETTER** life

**WELCOMING NEW YEAR
WITH 25TH ANNIVERSARY
CELEBRATIONS**

This New Year
Sow the Seeds
to a **BETTER** life!



We welcomed this year initiating our 25 years Anniversary celebrations with the special flower pots distribution to our family at YTM. These pots had eco-friendly greeting cards with embedded seeds, symbolizing growth and sustainability.

The contribution of planting these cards was a meaningful step towards a greener future. Each plant that sprouted from these cards represented a small but impactful move toward sustainability. We are grateful for everyone's dedication and support, which has helped us craft experiences that exceed expectations and contribute to our vision of Better Life.

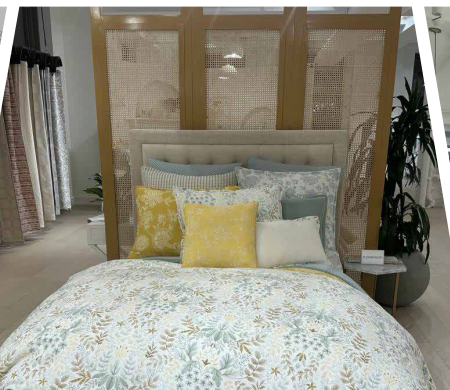


HEIMTEXTIL 2024

YTML participates at Heimtex regularly, the esteemed international textile trade exhibition held annually in Frankfurt, Germany. In January 2024, YTML made a presence at Heimtex with vibrant and spacious stalls, showcasing our textile expertise through the latest innovations and trendsetting designs that reflect our commitment to eco-conscious practices. Notably, at Heimtex, YTML unveiled an exclusive collaboration with Miss Print, a renowned British Textile Design Studio, secured through a licensing agreement, allowing us to showcase Pakistani craftsmanship with British creativity, promising a sophisticated and unique textile experience.

MARKET WEEK

YTML is a regular participant in the prestigious New York Home Fashions Market, a key platform for home textiles aimed at volume retailers. In March 2024, YTML showcased its expertise across various home textile categories, from bedding to curtains, introducing its latest lines of shower curtains and window treatments in an expanded and upgraded showroom. This event was met with great reviews, offering both existing and potential clients a chance to engage with our expert design and marketing teams, gaining insights into our capabilities and how YTML can serve as a strategic partner in the home textile industry. The spacious showroom, adorned with our newest designs and products, reflects the seamless collaboration of our global product development and design teams, synergizing efforts across Pakistan, the UK, and the USA.



MISSPRINT

Yunus made a strategic association with Miss Print, a distinguished British textile design studio founded in 2005 by the creative duo of Yvonne and Rebecca Drury. We secured an exclusive licensing agreement, enabling us to operate globally and penetrate the British market with a range of distinctive textile designs. This collaboration marks a significant step in our mission to expand our footprint in the UK, USA, and European markets. Miss Print, known for its distinctive British design aesthetic, will enhance our presence in the UK market and help create a seamless fusion of Pakistani craftsmanship and British creativity, offering customers a unique and sophisticated home textile experience.



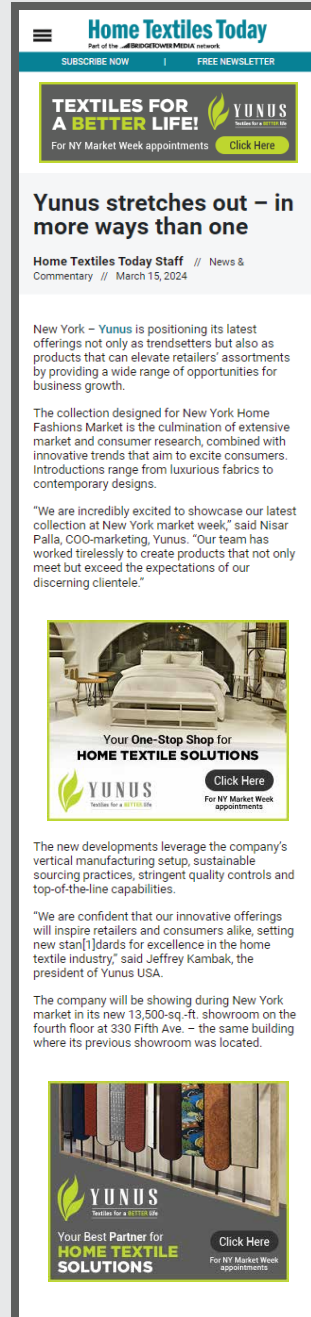
YUNUS USA NEW SHOWROOM

In a strategic move, YTML acquired a 13,500 sq. ft showroom, in midtown, Manhattan, NY, to cater to its expanding business operation. This acquisition will allow YTML to accommodate increase in personnel, display a wider assortment of products, and to introduce its entry into the shower curtain and window treatment businesses, a blend of US and Pakistani design expertise and months of meticulous market research. This move came at the wake of spring New York Home Fashions Market 2024.

BIGGER & BETTER

YUNUS RECOGNIZED! MARKET WEEK DIGITAL CAMPAIGN

YTML ran a comprehensive digital marketing campaign on all social and communication channels, promoting market week participation. Our extensive marketing approach garnered international attention, as our stories were featured in Home Textiles Today, one of the most prestigious sources of information on textiles globally. Not, only that, our campaigns yielded substantial engagement on all social media platforms.



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TEXTILES FOR A BETTER LIFE! **YUNUS**
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Yunus stretches out – in more ways than one

Home Textiles Today Staff // News & Commentary // March 15, 2024

New York – Yunus is positioning its latest offerings not only as trendsetters but also as products that can elevate retailers' assortments by providing a wide range of opportunities for business growth.

The collection designed for New York Home Fashions Market is the culmination of extensive market and consumer research, combined with innovative trends that aim to excite consumers. Introductions range from luxurious fabrics to contemporary designs.

"We are incredibly excited to showcase our latest collection at New York market week," said Nisar Palla, COO-marketing, Yunus. "Our team has worked tirelessly to create products that not only meet but exceed the expectations of our discerning clientele."




Your One-Stop Shop for HOME TEXTILE SOLUTIONS
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For NY Market Week appointments

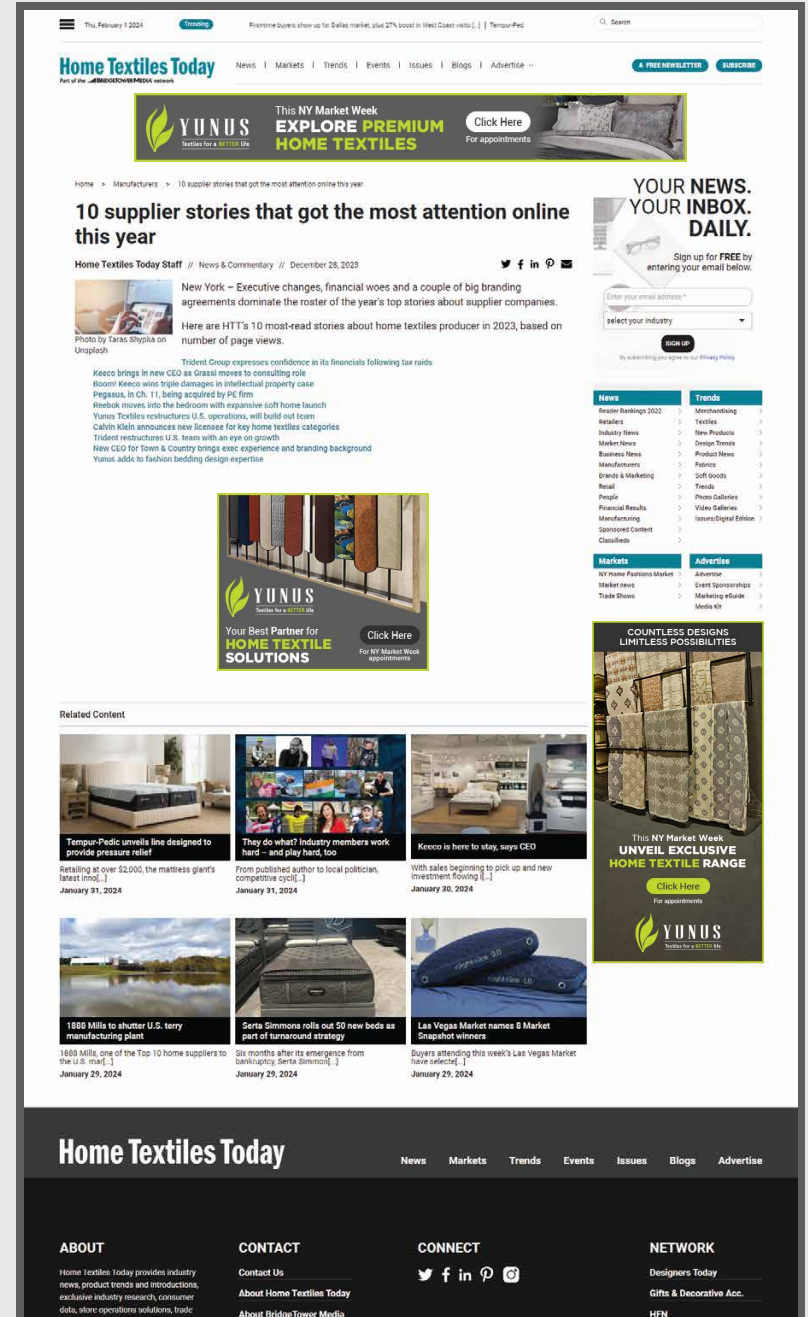
The new developments leverage the company's vertical manufacturing setup, sustainable sourcing practices, stringent quality controls and top-of-the-line capabilities.

"We are confident that our innovative offerings will inspire retailers and consumers alike, setting new standards for excellence in the home textile industry," said Jeffrey Kambak, the president of Yunus USA.

The company will be showing during New York market in its new 13,500-sq.-ft. showroom on the fourth floor at 330 Fifth Ave. – the same building where its previous showroom was located.



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10 supplier stories that got the most attention online this year

Home Textiles Today Staff // News & Commentary // December 28, 2023

New York – Executive changes, financial woes and a couple of big branding agreements dominate the roster of the year's top stories about supplier companies. Here are HTT's 10 most-read stories about home textiles producer in 2023, based on number of page views.

- Kecco brings in new CEO as Grassi moves to consulting role
- Kecco wins triple damages in intellectual property case
- Pragas, in Ch. 11, being acquired by PE firm
- Reebok moves into the bedroom with expansive soft home launch
- Yunus Textiles restructures U.S. operations, will build out team
- Cablin Klein announces new license for key home textiles categories
- Trident restructures U.S. team with an eye on growth
- New CEO for Town & Country brings exec experience and branding background
- Yunus adds to fashion bedding design expertise



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For NY Market Week appointments

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- 1888 Mills to shutter U.S. terry manufacturing plant
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- Serta Simmons rolls out 50 new beds as part of turnaround strategy
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- Las Vegas Market names 8 Market Snapshot winners
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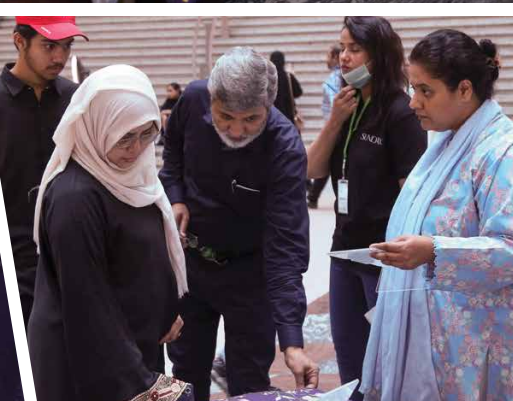


INNOVATION & EXPANSION

LAUNCH OF LOCAL BRAND “SUNDAY LINENS”

This quarter marked a significant move for YTML with the launch of our Premium home textile Brand “Sunday Linens” especially crafted for our local Pakistan market.

Sunday, was introduced in a grand Launch event held at the leading mall in Pakistan, owned and operated by the parent group company YBG. Sunday Linens will market world-class produce, carrying the signature of quality and craftsmanship that Yunus is known the world over, meticulously crafted, ensuring the highest quality materials and exquisite design that meets global standards.



SUNDAY.

www.sundaylinens.com

SUNDAY.  SUNDAY. *everyday* SUNDAY. *Mini* SUNDAY. *HOME*





EMPOWERING COMMUNITIES

OUR PEOPLE, OUR PLANET

PLANTING THE SEEDS TO A BETTER WORLD WITH CHILDREN

As a demonstration of our support for individuals with Down syndrome, particularly children, we organized a heartwarming tree-planting activity with the children of the Karachi Down Syndrome Project. The event included tree planting and painting sessions.



YUNUS AND CHILD WELFARE

During the quarter YTML had the honor of participating in the UNICEF Conference, collaborating for Child Welfare. We presented our commitment to making a positive impact on children's lives.

BOOKS FOR OUR FUTURE

We are dedicated to promoting education for children, and our flagship program Parha Likha Pakistan (Educated Pakistan) is among various programs that we have in place to support education. In the reporting quarter, we collected books from our employees and shared this wealth of knowledge with the children at Al Mustafa Orphanage. Our goal is to champion quality education for underprivileged children.



BRILLIANT MINDS

YTML prioritizes employee wellbeing and gender equality through initiatives like 'Brilliant Minds,' tailored for the professional growth of female employees. Recent sessions in the reporting quarter focused on 'Power' and were enriched by insights from female leaders, aligning with our mission to empower women. Collaboration with the Champions of Change Coalition further strengthens this commitment.



WOMEN'S DAY CELEBRATIONS WOMEN LEADERSHIP CONFERENCE

YTML marked International Women's Day on March 8, 2024. To highlight our dedication to diversity and inclusion, we organized a special conference featuring guests from the Yunus Brothers Group, inspiring and supporting women at YTML. Additionally, we launched SHANA BASHANA 2.0, the Annual Gender Diversity Magazine, showcasing the company's commitment to women's empowerment across all departments.

A person is silhouetted against a bright sky, standing on the peak of a dark, rocky cliff. Their arms are raised in a gesture of triumph or inspiration. The background features a vibrant sunset over a body of water, with the sun low on the horizon, casting a golden glow across the sky and reflecting on the water's surface. The sky transitions from a deep blue at the top to a warm orange near the horizon. A green rounded rectangular box is positioned in the upper right quadrant, containing the text "INSPIRING PEOPLE" in white, bold, uppercase letters.

INSPIRING PEOPLE

URAAAN WORKERS DEVELOPMENT PROGRAM

In this quarter, we introduced a Worker's Development Program 'Udaan (The Flight)'. It is designed to be an ongoing initiative to empower and uplift all workers within the organization. It focuses on nurturing a strong sense of responsibility, boosting motivation, and prioritizing mental well-being, health, and hygiene practices among the workforce. To date, the program has successfully trained 849 workers.



MANAGERS AS LEADERS

People with leadership qualities are pivotal in the developing an organization, and to ensure our managers are equipped with the required mindset, we organized a training session entitled "Managers as Leaders", a transformative experience for senior management. The session was designed to explore various leadership styles and their practical applications through role-playing and team-building activities.

ENHANCING ALIGNMENT AND TRANSPARENCY WITH GOAL SETTING

In the reporting quarter, we held Employee goal-setting sessions to promote alignment with the company's Mission, Vision, and Values. These sessions, known as One Team One Goal (OTOG), focused on new hires and employees with pending goals. They aimed to create awareness about the importance of aligning individual goals with YTML's objectives, fostering a transparent and equitable Performance Management System.



THE SACRED JOURNEY - HAJJ

At YTML, employee development extends beyond professional skills to encompass overall well-being. In line with this holistic approach, YTML not only encourages but also actively supports employees in practicing their religious obligations. As part of this commitment, we facilitate employees' participation in the Hajj/ Pilgrimage through a transparent balloting system. This year, ten employees will be sponsored on this profound spiritual journey, covering all expenses.



RECOGNITION & ACCOLADES



YTML HONORED WITH DIAMOND AWARD FOR SHANA BASHANA (GENDER DIVERSITY PROGRAM)

YTML has been awarded with "The Diamond Award" - Top Category of Award, by the Employers Federation of Pakistan, for exceptional work on the 'Shana Ba Shana - Shoulder to Shoulder' project. A project dedicated to gender diversity and women empowerment. This recognition speaks volumes about our commitment to creating a more inclusive and equitable workplace.



RECOGNITION AT THE 13TH CSR SUMMIT AWARDS

YTML received recognition in three categories at the 13th CSR Summit Awards:

- Community Impact
- D&I Leadership
- Partnership of the Year

These awards highlight our commitment to positive change. We're grateful for the acknowledgment and look forward to advancing our social responsibility efforts.





SUSTAINABILITY INITIATIVES



MADE IN GREEN

XX.XXX.XXXX Institute

www.oeko-tex.com



Lenzing
Innovative by nature



ECO-CONSCIOUS MANUFACTURING

Made in Green promotes traceability of products and facilities and showcases greener and environmentally friendly products voicing our eco-conscious approach towards manufacturing.

In this quarter, we generated 13 labels, showcasing our commitment to sustainability.



WE ARE ALWAYS CERTIFIED

YTML achieved significant milestones in obtaining certifications across its value chain facilities during the reporting quarter, with zero non-conformity. These certifications include Standard 100 by Oeko-tex (Apparel), Step by Oeko-tex, ISO 14001:2015, and Lenzing Certification. These validations highlight our commitment to sustainability, environmental responsibility, and operational excellence, paving the way for enhanced brand credibility, stakeholder relationships, and sustainable business growth.



The BHive®

CHEMICAL MANAGEMENT TRANSPARENCY

The BHive is the leading chemical management platform that ensures chemical use and process transparency and gains brand and consumer trust in products. Our chemical inventory on the Bhive portal has achieved an impressive 90% score, demonstrating our commitment to excellence in environmental and safety standards which is in full compliance with industry standards to ensure product safety and environmental responsibility.

ACTIONS SPEAK LOUDER - OUR ENVIRONMENTAL COMPLIANCE

YTML achieved more than 80% score in the Wordly (Higg FEM 4.0) Self-Assessment across our value chain. This assessment evaluates environmental performance in apparel and home textiles, aiming for global standards alignment. Improved scores enhance business opportunities, customer satisfaction, and strategic environmental planning, highlighting our commitment to sustainability and social impact.

More than
80%
Score

worldly™

Higg Index

PROMOTING ENVIRONMENTAL COMPLIANCE

Environmental training across the value chain is essential to promote awareness and regulatory compliance. In the reporting quarter, we conducted 27 training sessions on various environmental training topics, covering Chemical Management, Environmental Aspects/ Impacts, and Sustainability absolutes. We have trained approx. 328 employees, totaling 810 minutes across the value chain.



COMPOSTING STEP TOWARDS MORE GREENER

In this quarter, we developed 100% organic fertilizers, through kitchen food waste. Recycling food and other organic waste into compost provides a range of environmental benefits, including improving soil health, reducing greenhouse gas emissions, recycling nutrients, and mitigating the impact of droughts. We utilize all final fertilizers in our facility for gardening/ plantation.

SUSTAINABILITY SYMPOSIUM

YTML actively engages in sustainability practices and industry leadership by participating in national and international symposiums and workshops. This quarter we participated in events like ICKT at the National Textile University, Capacity-building workshops with the Embassy of Denmark and SDPI, Sustainability Management training by the Employers Federation of Pakistan, National Conference on Climate Action, and Townhall meetings on Net Zero Participation.





COMPLIANCE

COLORS THAT SPEAK

DATACOLOR CERTIFICATION

In a significant stride towards quality assurance and compliance, it is a great privilege to share that Datacolor, a global leader in color management solutions, has certified YTM for the global assessment Program. The certification was granted after a rigorous evaluation process, signifying the exceptional quality of our laboratory. This certificate is an essential requirement for the majority of our customers.

00001274

datacolor



Datacolor Certify

GLOBAL ASSESSMENT PROGRAM

Yunus Textile Mills Ltd.

Successfully meets the assessment criteria for this program, by demonstrating a clear understanding of color management procedures and meeting all equipment and service requirements

Site: Plot # H - 23 / 1, Landhi Industrial Area, Karachi, Pakistan

Valid Period: January 17, 2024 - January 16, 2025

Basto Wong
Head of Assessments

January 17, 2024
Date

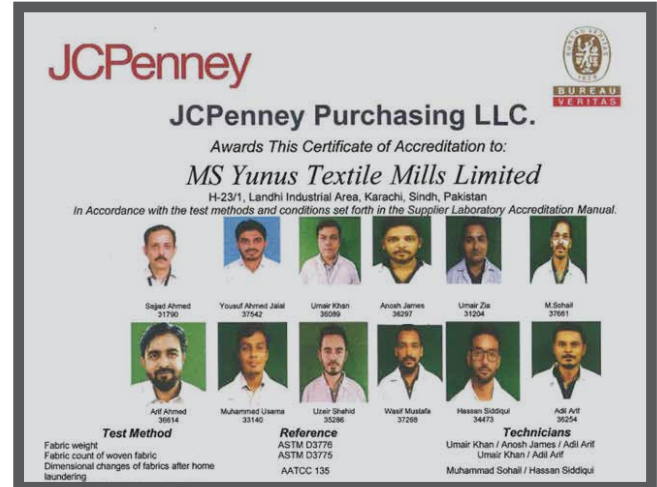


NATIFIC COLOR ACCREDITATION CERTIFICATE

YTM adopted digital color approval processes in collaboration with Natic's color accreditation program, facilitated by Target's influence. This initiative streamlined color matching through digital swatch submissions, real-time updates via Natic's database, and comprehensive audits ensuring standardized and efficient color management across departments.

JCP ACCREDITATION

Our Laboratory has achieved and maintained JCP accreditation through Bureau Veritas Consumer Products Services, showcasing its dedication to top-tier textile testing and analysis standards. This accreditation, earned after a thorough assessment, reflects the laboratory's exceptional proficiency and adherence to JCP's stringent criteria. It validates technical capabilities, and international best practices compliance, and instills trust among stakeholders, affirming the laboratory's ability to deliver precise and reliable testing across diverse parameters.



A WIN FOR ETHICAL COMMITMENT

YTML achieved a 90% score in its premium client Target's RS Audit. This score is crucial because it demonstrates our commitment to meeting Target's Standards of Vendor Engagement (SOVE) and responsible sourcing program. This accomplishment signifies our adherence to ethical business practices, including respect for human rights and environmental stewardship, which are fundamental principles for Target, the seventh-largest retailer in the United States.



YUNUS IS WRAP CERTIFIED

Yunus recently achieved a Gold Certificate from Worldwide Responsible Accredited Production (WRAP). Achieving Gold Certification Status from WRAP is regarded as a milestone for textile companies worldwide. WRAP, an independent American organization, aims to promote fair labor practices, safe working conditions, and environmental responsibility, enhancing credibility and trust with stakeholders, and building trust and attracting potential customers.

YUNUS WINS WALT DISNEY'S FAMA APPROVAL

YTML attained Facility and Merchandise Authorization (FAMA) approval from Walt Disney. This approval signifies a major milestone, granting access to Disney's renowned portfolio and expanding business horizons. Disney's emphasis on responsible sourcing aligns with YTML's commitment to ethical production practices. This exclusive certification authorizes YTML to manufacture and distribute merchandise featuring Disney's intellectual property, enhancing its reputation and facilitating entry into a broader market segment.



HUMAN RESPONSIBILITY RECOGNIZED

YTML achieved an HRP C-Level Rating from Decathlon, a French retailer and the world's largest sporting goods retailer. This rating holds significant importance for YTML due to Decathlon's standards on Social and ethical practices as it focuses on Human responsibility in Production. This rating reflects our commitment to our people's health and safety in manufacturing practices and enhances our reputation as a people-conscious supplier.

The Decathlon logo is displayed in white, bold, uppercase letters on a solid blue rectangular background.The Sainsbury's logo is displayed in orange, lowercase letters with a stylized 's', centered within an orange-bordered white box.

SAINSBURY ETHICAL STANDARD AUDIT

During this quarter, YTML received a 1-year approval in the annual compliance audit conducted by Sainsbury, a major UK supermarket chain. This audit, based on ethical standards, evaluates environmental, social, and governance (ESG) outcomes using the SEDEX platform. The approval shows YTML's compliance with Sainsbury's ethical requirements, vital for business relations, and showcasing dedication to ethical practices in the textile industry's supply chain.

NEXT CODE OF PRACTICE (COP) AUDIT

YTML achieved a CAT-3 rating in an unannounced annual audit by Next, a British high-street retailer. Next Code of Practice audit standard has 01-06 Categories, of which only CAT 01-03 are acceptable to become a supplier. Organizations are judged based on 3 key elements, Workers' safety and human rights, Employment and working conditions, and Infringement of workers' rights. Companies showing continuous improvement in sustainable practices attain CAT 01-03 based on NEXT's strict adherence protocol.

The Next logo is displayed in a black, lowercase, sans-serif font, centered within a black-bordered white box.



EFFECTIVE COLLABORATORS

Imran Ahmed Cheema

COO - Home Division

Jeff Kambak

President - Yunus USA

Batool Abid

Asst. Director - Marketing

Raazia Anum

Manager - Energy Conservation

Aaqil Jamal

Manager - Compliance

Rabbia Ahmed

Assistant Manager - Processing

Tayyaba Tanveer

Senior Executive - HCM

Noman Javed

Associate - T&OD

MEET THE YTEX TEAM



Ms. Sahrish Rehan
GM Marketing
Brand & Communication Dept.



Mr. Muhammad Ali Taj
Sr. Manager Marketing
Brand & Communication Dept.



Mr. Jawad Waqi
DM Marketing
Brand & Communication Dept.



YBG



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