

GC3 TECHNOLOGY SHOWCASE

7 May 2019



HISTORY OF REI

Shared values, not share value



IT ALL STARTED WITH AN ICE AXE

Recreational Equipment, Inc. (REI) traces its roots to the 1930s when Seattle mountaineer Lloyd Anderson began his search for an ice axe. He needed a reliable tool at a reasonable price but couldn't find one locally. Eventually he found a high-quality model in an Austrian alpine gear catalog for a mere \$3.50, shipping included. Word about his find quickly spread among Seattle's climbing community, which led Lloyd and his wife, Mary, to convene with 21 fellow climbers to establish an outdoor gear co-op in 1938.

The Andersons began dispensing gear and products from their home, and later from shelves Lloyd built in a service station near Seattle's Pike Place Market. In the early days, Mary repaired members' tents and recommended camp recipes, and Lloyd hand-tooled ice axe shafts in their basement. In the many decades since, REI has grown to become the nation's largest consumer co-op, a recognized leader in outdoor recreation and a caretaker of shared natural spaces.



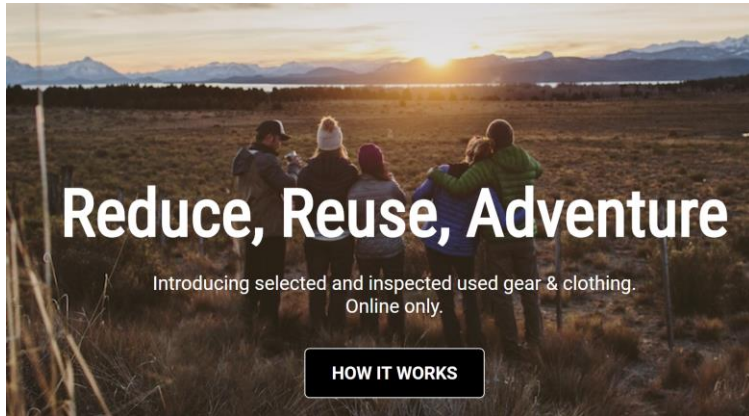
A co-op founded in 1938 by a group of 23 mountaineers seeking quality climbing equipment.

A *life* OUTDOORS IS A *life* WELL LIVED



MAKING IT EASIER TO EXPLORE

Used Gear & Rentals

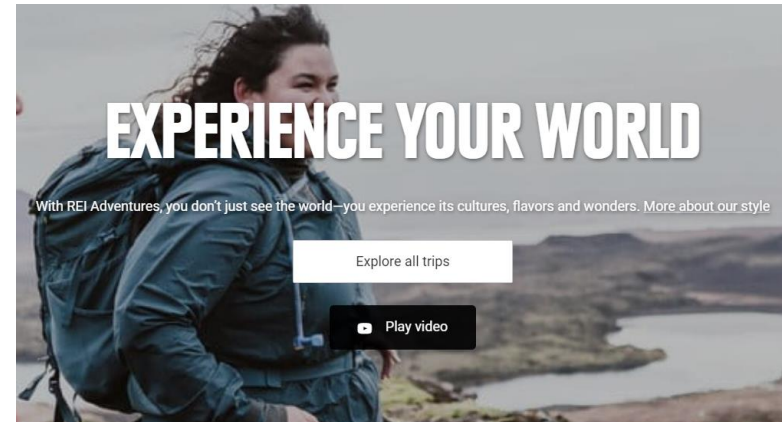


Reduce, Reuse, Adventure

Introducing selected and inspected used gear & clothing.
Online only.

[HOW IT WORKS](#)

REI Adventures



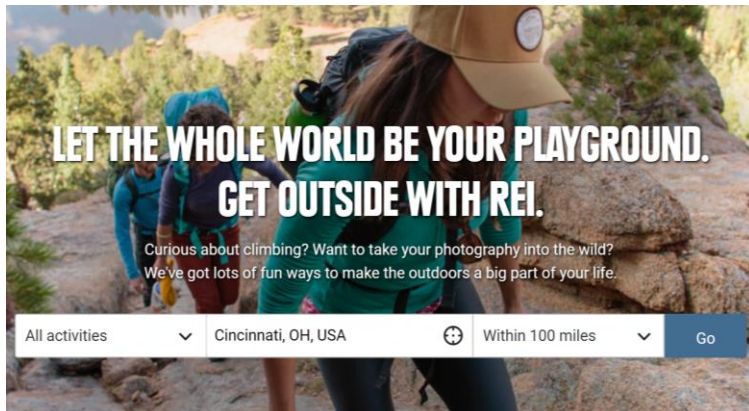
EXPERIENCE YOUR WORLD

With REI Adventures, you don't just see the world—you experience its cultures, flavors and wonders. More about our style

[Explore all trips](#)

[Play video](#)

Classes & Events




**LET THE WHOLE WORLD BE YOUR PLAYGROUND.
GET OUTSIDE WITH REI.**

Curious about climbing? Want to take your photography into the wild?
We've got lots of fun ways to make the outdoors a big part of your life.


All activities ▼ Cincinnati, OH, USA + Within 100 miles ▼ [Go](#)

Expert Advice



Care & Repair
Fabric Care Symbols

★★★★★ (139) Reviews



Skills
How to Train for Kayaking and SUP

★★★★★ (67) Reviews



Skills
Tips for Camping with Kids

★★★★★ (246) Reviews

2018 STEWARDSHIP REPORT

\$2.78B

in co-op sales during
2018

18+ million

members and growing
and 13,000+ employees

\$8.4M

invested in 431
non-profits

\$204M

distributed in member
dividends and REI credit
card rewards



REI Co-op invested in the future of the outdoors by giving back more than *70% of our profits in 2018*. As our community grows, we're able to get more people outdoors.



Green building

World's first LEED Platinum, Net Zero Energy distribution center

Product Sustainability

Created Sustainability Standards to drive adoption of lower impact materials, process and practices among 1400 brand partners



Renewable Energy

Operating 100% on renewable energy

PRODUCT SUSTAINABILITY STANDARDS: BRAND EXPECTATIONS



	<u>Topic</u>	<u>Applies to</u>
Fair & safe supply chains	✓ Manufacturing code of conduct	All
	✓ Restricted substances list	All
Chemicals Management	✗ Bisphenol A (BPA)	Water bottles, etc.
	✗ Prohibited flame retardant chemicals	Tents
	✗ Long chain PFAS chemicals	Apparel
	✗ Oxybenzone	Sunscreens
	✓ Animal welfare standards	Down & wool
Animal Welfare	✗ Animal fur or exotic leather	All
Environmental Management	✓ Higg Index Brand Module	Apparel & footwear

WHAT REI NEEDS

Low impact technologies that deliver high performance

Alternative bug sprays and sunscreens	➔	Personal protection
Solvent-free polyurethane coatings	➔	Abrasion resistance and fabric durability
Biocide free antimicrobials	➔	Odor control
PFC-free DWR (that works)	➔	Breathable water (dirt and oil) repellency
Rapid chemical screening	➔	Supply chain transparency
Microfiber shedding solutions	➔	Environmental pollutant reduction
Biodegradable, recyclable, regenerative inputs	➔	Closed loop supply chains
Self-healing materials	➔	Enhanced durability and repair

WHAT REI HAS TO OFFER

- An engaged community of 18 million members
- High performance fabric, product and field testing capabilities & expertise
- Collaboration channels with 150 supply chain and 1400 brand partners
- Robust focus on worker and consumer health and safety
- An accelerator for product level innovation - www.rei.com/innovator
- The mandate to fight for life outside!

Thank you!

