Carter's, Inc. Introduces 'Raise the Future™,' a Commitment to Inspire Generations Raising the Future

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'Raise the Future' underscores Carter's ESG efforts

ATLANTA--(BUSINESS WIRE)--Apr. 20, 2022-- **Carter's, Inc** . (NYSE: CRI), the largest branded marketer in North America of apparel exclusively for babies and young children, is announcing its ***Raise the Future***™ESG strategy, rooted in its purpose to inspire generations raising the future. As part of its strategy, Carter's is inviting families on its sustainability journey and is encouraging parents to be more sustainable as well. The Carter's family of brands is committed to a world where all families with young children can grow and thrive. *Raise the Future* is represented by meaningful consumer-facing initiatives across its brand portfolio.

"At Carter's, we are driven by our purpose to inspire generations raising the future and are steadfast in doing our part to create a better planet for this and future generations of kids," said Antonio Robinson, SVP, Corporate Social Responsibility at Carter's. " *Raise the Future* represents an important milestone for the Company and our purpose-led ESG strategy. We are committed to transparency at every step of our sustainability journey and are focused on increasing certified materials across brands, reducing environmental impacts of products, packaging, and operations, and ensuring that we are acting with integrity each step of the way. We invite parents to follow us on our journey as we strive to help families with young children live more sustainably."

The multi-faceted *Raise the Future* strategy features key Carter's initiatives and commitments to developing more sustainable products and creating a better world, including:

- ## Sustainability Labels and Tags

  To support families making sustainable choices, new labeling and tags will clearly identify the sustainable aspects of our products. These icons will appear at various consumer touchpoints across marketing channels. Product pages will note which products are OEKO-TEX® Certified, GOTS certified organic, partially made of recycled materials (Sherpa and Poly), and which are a part of the 'Heirloom Collection' spotlighting Carter's most durable, high-quality items and favorite timeless silhouettes.

- ## Little Planet

  Carter's is expanding its most organic and sustainable brand, *Little Planet*, as a result of growing customer demand and positive feedback. *Little Planet* is currently in more than 90 Carter's stores with planned expansion into 200 stores this year. The brand is expanding into Toddler sizing and is launching new categories, including bedding (crib sheets and wearable blankets), swimwear and shoes made with recycled materials. *Little Planet* uses recyclable cardboard hangers partially made from recycled content and is sold in 100% recyclable poly bags. Launching with the Spring 2022 collection will be new YKK stainless-steel snaps, replacing silver plated snaps.

- ## Social Impact

  Carter's Cares is a comprehensive program that focuses on helping children in need with an emphasis on literacy in early childhood education, with goals to improve the well-being of at least 10 million families, volunteer over 200,000 hours in local communities and invest more than $50 million toward early childhood education by 2030. In 2021, Carter's impacted two million lives, volunteered 17,000 hours and, together with consumers, invested $10 million including products, to support organizations focused on improving the lives of children.

- ## KIDCYCLE™

  Carter's KIDCYCLE™ program allows families to recycle well-loved clothing via partner TerraCycle. In 2021, the KIDCYCLE program received shipments totaling more than 8,300 pounds of materials that would have otherwise gone to landfills. This spring, Carter's will pilot KIDCYCLE in 46 stores.

For more information about *Raise the Future* please visit www.carters.com/raisethefuture.

About Carter's, Inc.

Carter's, Inc. is the largest branded marketer in North America of apparel exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through nearly 1,000 Company-operated stores in the United States, Canada, and Mexico and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. The Company's *Child of Mine* brand is available at Walmart, its *Just One You* brand is available at Target, and its *Simple Joys* brand is available on Amazon. The Company also owns Skip Hop, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

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