Carter's, Inc. Releases 2024 Raise the Future Impact Report

June 11, 2025

Recognized for Leadership in Sustainability, Carter's Advances Corporate Responsibility Efforts

ATLANTA--(BUSINESS WIRE)--Jun. 11, 2025-- Carter's, Inc. (NYSE: CRI), the leading company in North America focused exclusively on apparel for babies and young children, today announced the release of its fifth annual Raise the Future Impact Report, showcasing the Company's progress in 2024 against its corporate responsibility commitments.

Guided by its Raise the Future™ platform, Carter's is focused on helping all families with young children grow and thrive—while minimizing its environmental footprint and making meaningful investments in people and communities.

"In 2024, we continued to take meaningful steps to build more resilience in our business," said Antonio Robinson, Senior Vice President, General Counsel, Corporate Secretary, CSR, and Chief Compliance Officer. "From our product standards to our climate goals and community partnerships, our actions are anchored in transparency and impact. This report reflects our unwavering commitment to doing what's right for our business, its current stakeholders, and future generations."

2024 Raise the Future Impact Report Highlights

- ***Product: Safer, More Sustainable Apparel***
  - 99% of Carter's apparel products now meet the OEKO-TEX® STANDARD 100, verifying they are tested and free from thousands of harmful chemicals.
  - Carter's KIDCYCLE™ clothing takeback program relaunched (in 2025) in select stores to help customers responsibly recycle outgrown clothing.
- ***Planet: Reducing Our Footprint***
  - Over 60% of product packaging is now made from recycled content, reducing our virgin plastic use.
  - Named an EPA *Green Power Partner* for the second consecutive year, in recognition of our effort towards renewable energy development in the U.S.
- ***People: Investing in Families and Communities***
  - Nearly $35 million invested since 2021 through Carter's corporate philanthropy programs, supporting families and children nationwide.
  - Through our partnership with the Planet Water Foundation, sponsored three water filtration projects across India and Vietnam, enabling clean water access to more than 5,000 children and community members.

Global Recognition for Sustainability Excellence

In 2024, Carter's earned several sustainability awards, underscoring Carter's growing leadership in corporate responsibility and environmental stewardship, including:

- TIME's *World's Most Sustainable Companies*
- Newsweek's *America's Most Responsible Companies*
- USA Today's *America's Climate Leaders*
- EPA's *Green Power Partner*

"We are proud to be recognized by these and other respected organizations for our work," said Anu Piduru, Senior Director of Sustainability. "Our 2024 Impact Report is not only a reflection of our achievements along our sustainability journey—it's a call to action for the future we want to help build for all families."

Prepared in accordance with the SASB, TCFD, and GRI frameworks, the Raise the Future Impact Report details Carter's strategy, data, and progress across the Company's corporate responsibily priorities.

To view the full report, please visit: https://esg.carters.com.

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, among the more recognized and trusted brands in the marketplace. These brands are sold through over 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. Carter's also is the largest supplier of young children's apparel to the largest retailers in North America. Its brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. 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 *Little Planet*, a brand focused on organic fabrics and sustainable materials, and *Skip Hop*, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta. Additional information may be found at www.carters.com.

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Source: Carter's, Inc.