

**EMBEDDING  
SUSTAINABILITY  
AND  
TRANSFORMING  
BUSINESS MODELS**



**MADE STRONG**





**WE ARE THE #1 BOOT  
BRAND GLOBALLY**

# OUR HISTORY



1960

AirWair & The 1460  
Work Boot



70s - 80s

A symbol of  
Self- Expression



1993

Dr. Marten  
DTC Retail Launch



2002

A New Era:  
Manufacturing Overseas



2007

A Renaissance:  
Collabs & Originals



2021

IPO



2023

Ready for Evolution

**LEAVE THINGS BETTER  
THAN WE FOUND THEM**

# SUSTAINABILITY STRATEGY



**PLANET**

**CLIMATE  
OPERATIONS**



**PRODUCT**

**MATERIALS  
PACKAGING  
LIFECYCLE**



**PEOPLE**

**HUMAN RIGHTS  
DE&I  
COMMUNITY**

# SUSTAINABILITY STRATEGY



**PLANET**

**CLIMATE  
OPERATIONS**



**PRODUCT**

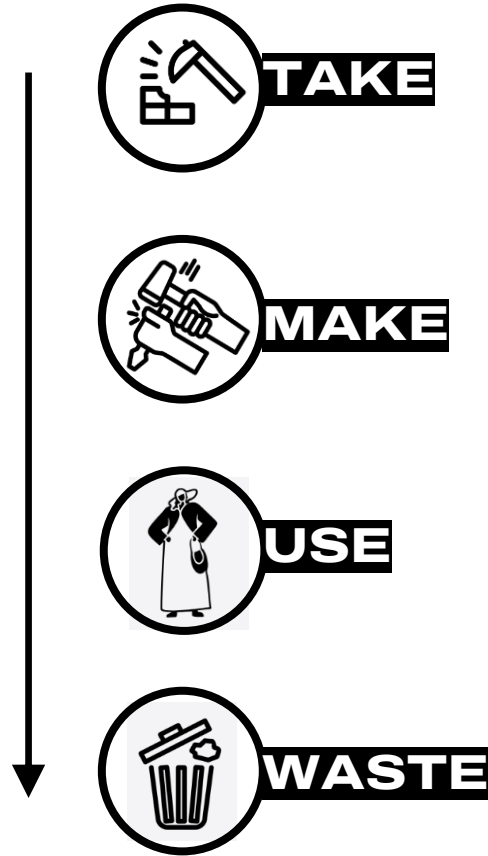
**MATERIALS  
PACKAGING  
LIFECYCLE**



**PEOPLE**

**HUMAN RIGHTS  
DE&I  
COMMUNITY**

# THE LINEAR ECONOMY



**In the past six years, the global population consumed more than 500 billion tonnes of materials—nearly as many materials as were consumed during the entire 20th century.**

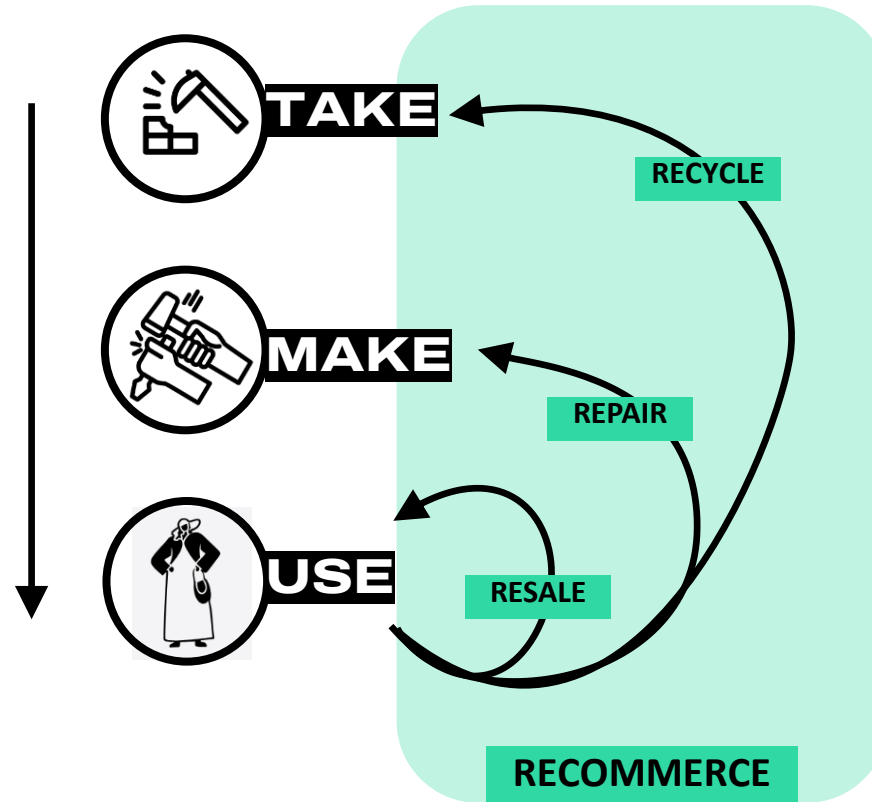
**Circularity Gap Report 2024**

Deloitte and Circle Economy Foundation





# TRANSITIONING TO A CIRCULAR ECONOMY





# OUR PRODUCT

**DURABLE**

**TIMELESS**

**VERSATILE**

# WHY RECOMMERCERCE

## SUSTAINABILITY



## CUSTOMER



## COMMERCIAL



**SUSTAINABILITY**



**MAXIMISING LIFE OF OUR PRODUCTS.**

**NET ZERO BY 2040.**

**MOVING TO A MORE CIRCULAR MODEL.**

**31%+ WEARERS  
PURCHASED  
SECONDHAND DMs.**

**2 IN 5 ITEMS  
SECONDHAND.**

**CUSTOMER**



**SECONDHAND  
CONSUMER WANTS  
VALUE, QUALITY,  
SELECTION,  
CONVENIENCE,  
TRANSPARENCY.**

71% SECONDHAND BUYERS PURCHASE  
FROM BRANDS **THEY CAN'T AFFORD NEW.**

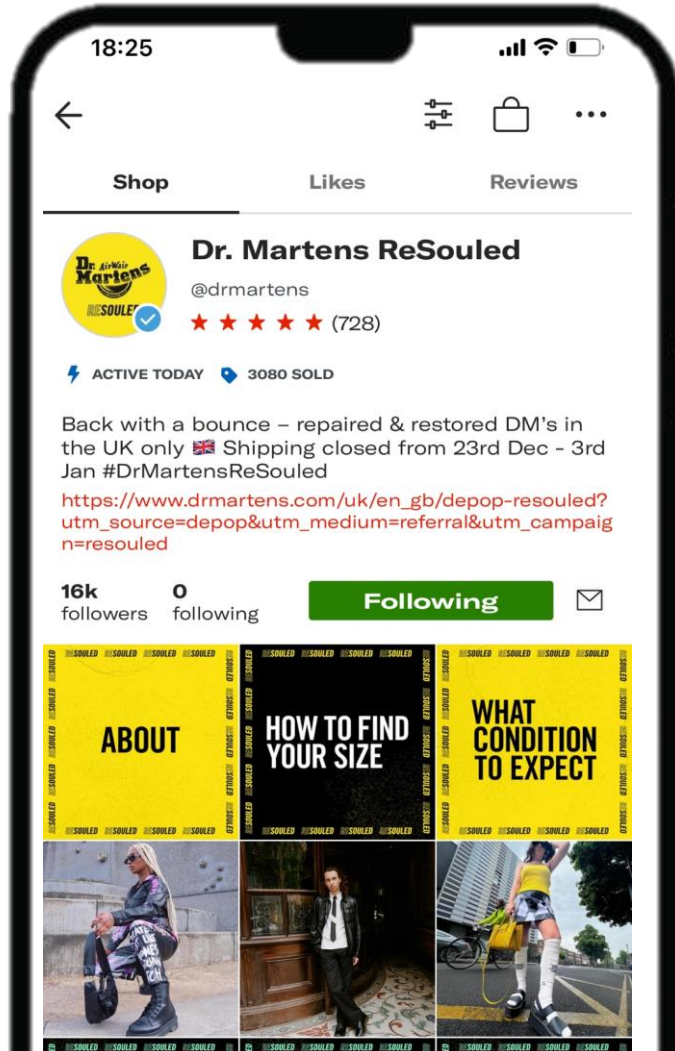
ALREADY BIGGER **THAN FAST FASHION.**

HALO EFFECT **ON MAINLINE.**

COMMERCIAL

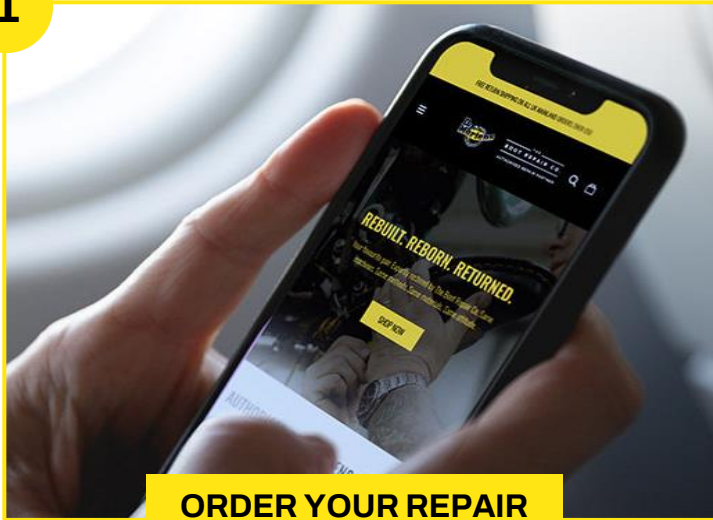


# 2022: RESALE PILOT



# 2023: DIRECT REPAIR

1



ORDER YOUR REPAIR

2



POST YOUR PAIR

3



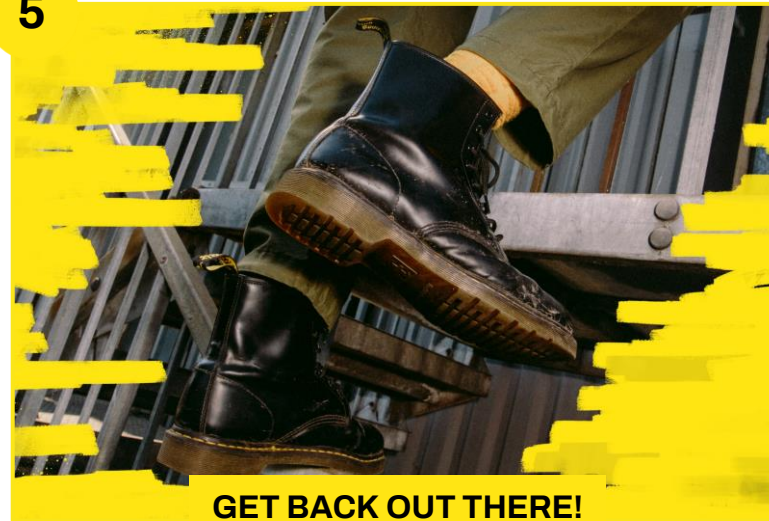
LET US DO OUR MAGIC

4



RETURNED TO YOU

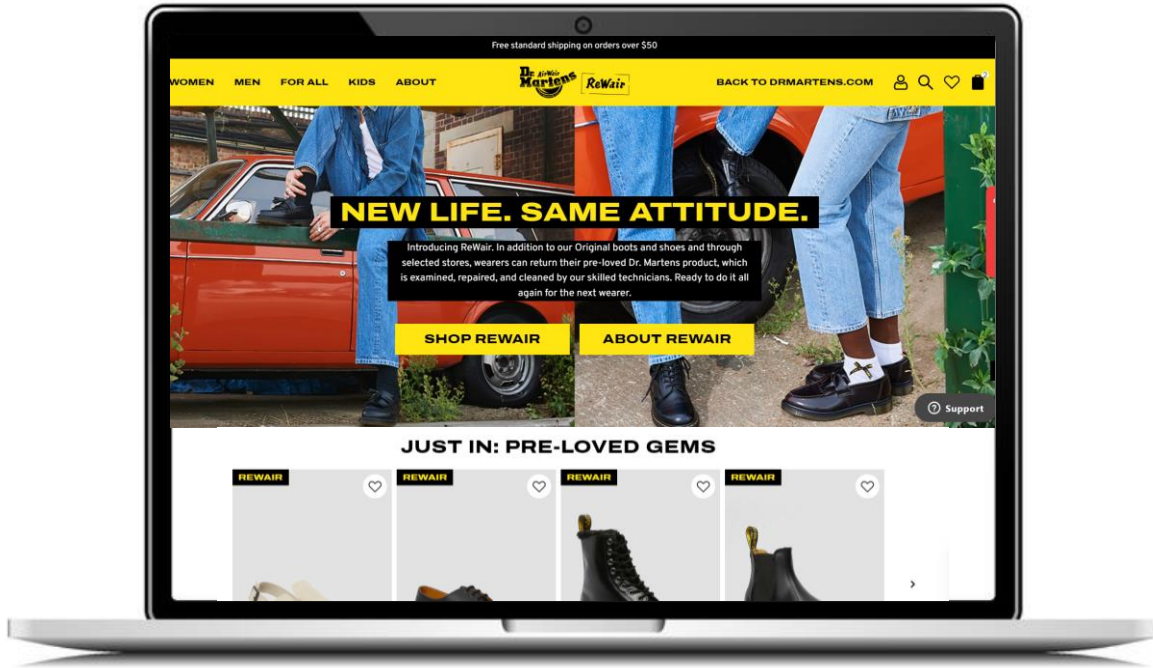
5



GET BACK OUT THERE!



# 2024: RESALE ROLL OUT



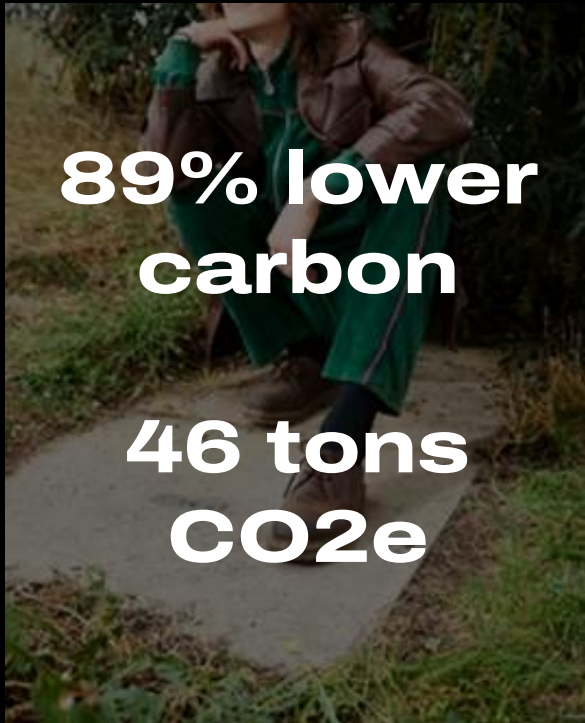
**REPAIR.DRMARTENS.COM**



**TRADE-IN TRIAL**

# HOW'S IT GOING?

## SUSTAINABILITY



**89% lower  
carbon**

**46 tons  
CO2e**

## WEARERS



**Hell yeah!** 

**New to  
brand**



## COMMERCIAL



**15k+ items**

**Sales and  
EBITDA well  
above  
forecast**

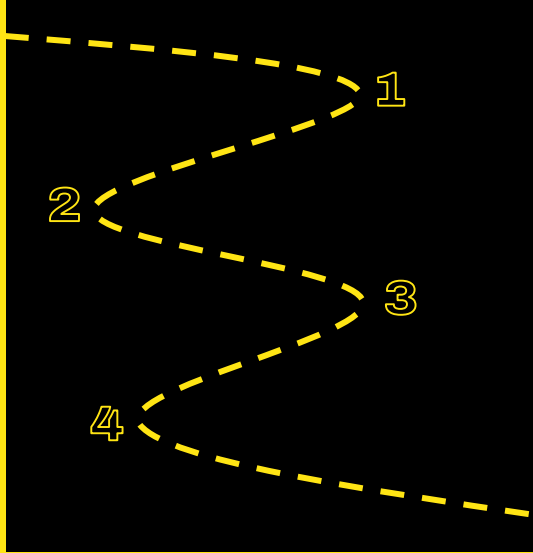
# HOW WE EMBEDDED RECOMMERCE

1



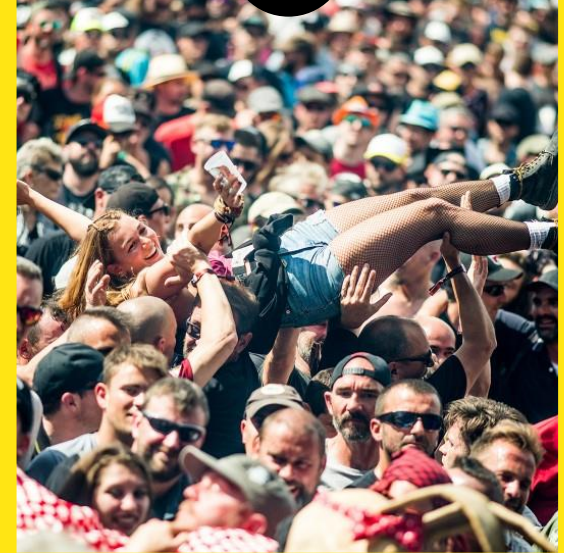
**UNDERSTOOD THE  
CONTEXT**

2



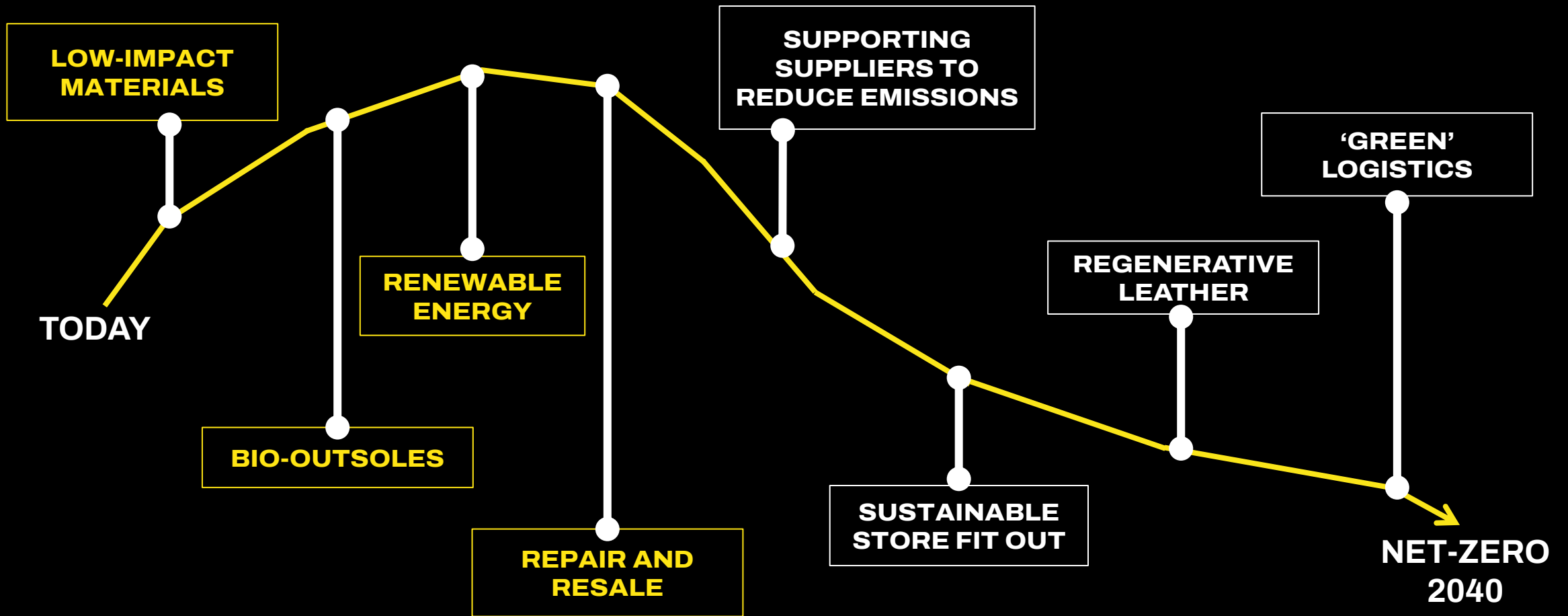
**BROUGHT EVERYONE ON  
THE JOURNEY**

3



**REGIONAL OWNERSHIP  
AND SUCCESS**

# THIS IS JUST ONE OF MANY WAYS WE ARE ACHIEVING NET ZERO BY 2040



*This graph is an indication of carbon reduction initiatives, it is not an exact representation of our roadmap.*

**WHAT QUESTIONS  
DO YOU HAVE?**



**MADE STRONG**