

J.Jill Unveils 2024 Impact Report

Inaugural effort to report on J.Jill's three corporate responsibility pillars: Empower More People; Support the Planet; and Operate with Purpose

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QUINCY, Mass. – J.Jill, Inc. (NYSE:JILL), a premier omnichannel retailer and nationally recognized women's apparel brand, today published its 2024 Impact Report: [Intentional by Design](#). This report gives detail about J.Jill's rich history of empowering women, recent efforts to prioritize responsible environmental stewardship, and ways that J.Jill works to uplift the communities in which the Company operates.

"We are a women-focused brand, and our positioning reflects and supports appreciation and respect for our customer. Our role is to help her experience joy and create impact, all with style that expresses her full self," said J.Jill CEO and President Claire Spofford. "Motivated by our vision to live in a world where the totality of every woman is seen, valued, and celebrated, our approach to environmental and social issues is a natural extension of who we are and what we stand for."

The report provides information about the Company's corporate responsibility efforts which are organized into a framework of three pillars: *Empower More People, Support the Planet, and Operate with Purpose*:

Empower More People reflects J.Jill's strong leadership in supporting women, both in the workplace and its communities. Under this pillar, J.Jill champions the following achievements, among others:

- For more than two decades, the J.Jill Compassion Fund has provided more than \$24 million in grants and in-kind donations to support women and help them establish a better life for themselves, their children, and their families.
- In 2023, J.Jill ranked #9 on The Women's Edge and Boston Globe Magazine's list of Top 100 Women-Led Businesses in Massachusetts.
- The Welcome Everybody Campaign continues to support all women in feeling welcomed into the J.Jill community – whether they are tenured customers or new to the brand. The Company offers inclusive sizing for a variety of body types, consistent pricing, and welcoming, personalized store and online experiences.
- In 2023, the Women Leaders Employee Resource Group (ERG) piloted a mentorship program that pairs members of the ERG (including women and allies) with a leader from another part of the organization to support professional development. The program will be expanded in 2024.

Support the Planet illustrates how J.Jill is looking for ways to try and make its business more responsible by looking at opportunities in fiber sourcing, chemicals, waste & circularity and other topics. Highlights include:

- Working to include more fabrics that meet the Company's definition of "sustainable" (see page 23 of the Impact Report) within the Company's product assortment;

- Reducing the use of harmful chemicals including the elimination of intentionally added PFAS from private label products by the end of 2024;
- Focusing on the use recyclable paper in catalog and packaging; and
- Continuing annual *Gently Worn* clothing drive.

Operate with Purpose builds on the Company’s culture of transparency and accountability across the business—with a focus on marketing and labeling, privacy and data protection, business ethics, product quality and safety—and governance by an engaged Board of Directors.

J.Jill will continue to share progress over time across corporate responsibility topics.

About J.Jill, Inc.

J.Jill is a national lifestyle brand that provides apparel, footwear and accessories designed to help its customers move through a full life with ease. The brand represents an easy, thoughtful, and inspired style that celebrates the totality of all women and designs its products with its core brand ethos in mind: keep it simple and make it matter. J.Jill offers a high touch customer experience through over 200 stores nationwide and a robust ecommerce platform. J.Jill is headquartered outside Boston. For more information, please visit www.jjill.com, <https://www.jjill.com/corporate-responsibility>, or <https://investors.jjill.com/>. The information included on our websites is not incorporated by reference herein.

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