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From the desk of the Chief Executive

Dear Colleagues!

Since we are entering the last quarter of 2022, the third quarter of this year was hard-hitting for us as we witnessed the worst natural calamity in the shape of flooding. The climate change and heavy rains have tormented major areas of Pakistan, causing huge casualties and life loss; leaving millions of destroyed homes and damaged buildings, drownings, malnutrition as well as economic damages. Though the loss is irreparable, the hopes are high and rehabilitation is underway. In this hour of need, it was applaudable to see the family of US Group contributing to this righteous cause. I am thankful to respectable Board Members and employees of the US Group who made this possible to donate PKR 100 million to support the affectees. Insha Allah, we'll continue performing under our mission of doing well by giving back.

As we know that an organizational restructuring has taken place at US Group. A vital objective of this activity is recasting the business model of US Group to establish it as a sustainable and more effective organization to accommodate the changing priorities and growing business needs. With this, I would also like to congratulate all those who got appointed to senior roles with an opportunity to demonstrate their best leadership skills. For US Group, the success criteria of a sustainable organization is to act responsibly, growth & development of our people & their mindset, and look after our customers & suppliers as partners, and service of our community.

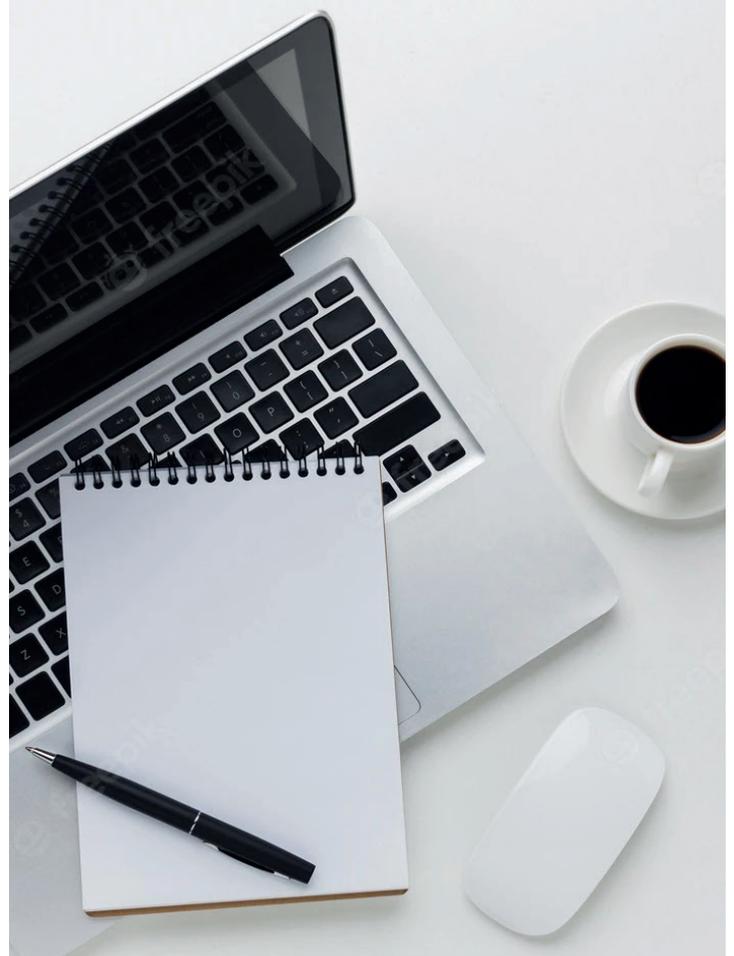
This time around, I am also looking forward to our next sustainability challenge 2025 where we will be taking steps to make US Group and all its business verticals, a part of **changing mindsets** and circular economy. In the second quarter, we had a meeting with the Global Reporting Initiative (GRI) on the subject of reporting human rights in accordance with the GRI standards and the organization's plan to transition as per the

revised Universal Standards 2021. This time, I am glad to share that we are an official partner of the Global Reporting Initiative (GRI) with an aim to foster and implement the Scope 3 emissions in our sustainability mantra. It means, our role as a responsible organization will be broader and we'll be more accountable in terms of quantifiable sustainability performance. Our aim to cultivate sustainable mindsets' is not limited to the textile industry but to promote and make it a part of the chain of our businesses and society.

Looking at the business trends, the continuous unstable situation of our markets has caused a setback to the socio-economy stability of our country and the businesses. There are hurdles, however, we are and have been working to contribute to the economy through strategic and systematic means which will make a way for us and help us accomplish business goals in a smooth way. Our target remains to perform better than our markets & competition.

I wish good luck to all business verticals for facing multiple business challenges. Keep on striving for the best and we'll definitely make it together and attain greater accomplishments and reach better milestones in the future. InshaAllah.

Regards,
Asif Malik



CORPORATE OFFICE

Organizational Restructuring

To ensure sustainable growth of US Group in a changing business environment, the Board of Directors of the Holding Company (Hold-Co) have made the following structural changes to bring in synergies across all businesses.

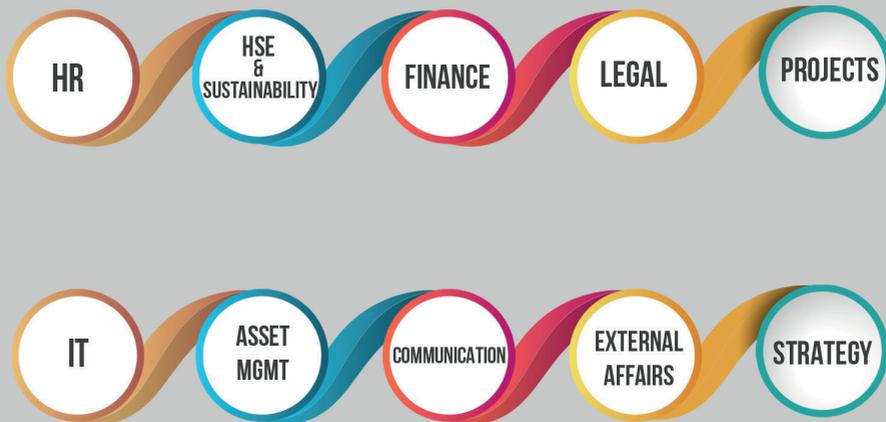
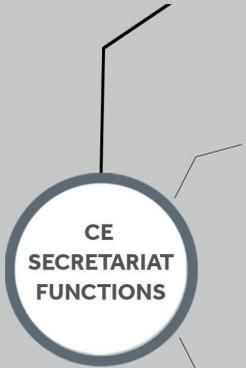
- Mr. Asif Malik is appointed as Chief Executive, US Group.
- Mr. Salman Hafeez Malik is appointed as Chief Executive Officer - Apparel Business with Managing Directors of sBU USA and sBU UK/EU reporting to him.
- Mr. Mian Saad Noor is appointed as Managing Director of sBU UK/EU.
- Mr. Irfan Nazir Ahmad is appointed as Chief Executive Officer - Fabric Business with Managing Director of US & Dynamo and Managing Director(s) of US Denim Mills and US Spinning (to be appointed later) will be reporting to him.
- Mr. Hafiz Mustanser is appointed as Chief Executive Officer, New Ventures with Managing Director(s) of Stylers International, Footwear Business, and Workwear Business reporting to him.
- Mr. Muhammad Zahid Zafar is appointed as Managing Director of Stylers International and will report to Mr. Hafiz Mustanser.
- Mr. Usman Mansoor is appointed as Director Business Development (acting Managing Director) for Logistics Business. As part of the strategic growth plan, a Chief Executive Officer of Logistics Business will be appointed in due course with Managing Director(s) of Fleet Management, Warehousing, Distribution, and Freight Forwarding reporting to him.

We wish them good luck and look forward to their continued dedication and hard work to meet new challenges and opportunities in the future.



ASIF MALIK
CHIEF EXECUTIVE

**BOARD OF DIRECTORS
HOLD CO**



APPAREL BUSINESS OP-CO	FABRIC BUSINESS OP-CO	NEW VENTURES OP-CO	LOGISTICS BUSINESS OP-CO
BOD APPAREL BUSINESS	BOD FABRIC BUSINESS	BOD FABRIC BUSINESS (US & DYNAMO)	BOD NEW VENTURES
SALMAN HAFEEZ MALIK CHIEF EXECUTIVE OFFICER	IRFAN NAZIR AHMAD CHIEF EXECUTIVE OFFICER	HAFIZ MUSTANSER AHMED CHIEF EXECUTIVE OFFICER	TBA CHIEF EXECUTIVE OFFICER
sBU USA IMRAN MALIK MD	US & DYNAMO AMIR ALAM QURESHI MD	STYLERS INTL. MUHAMMAD ZAHID ZAFAR MD	FLEET MGMT USMAN MANSOOR DIR. BD/ACTING MD
sBU UK/EU MIAN SAAD NOOR MD	US DENIM MILLS MD - TBA	FOOTWEAR MD - TBA	WAREHOUSING MD - TBA
	US SPINNING MD - TBA	WORKWEAR MD - TBA	DISTRIBUTION MD - TBA
			FREIGHT FORWARDING MD - TBA

Long Live Pakistan; Ta Qayamat Pakistan



Celebrating Independence Day is always a moment of pride and glory for every citizen. This year, US Group brought another patriotic campaign with a theme, "تا قیامت پاکستان", where we engaged our employees and gathered insights on how they will contribute to the prosperity of Pakistan. It was a delight to witness the devoted commitments of people with feelings of love and a sense of attachment to our beloved country. Long Live Pakistan, Ameen!

As our beloved country turns another year old, we decided to invite some very special guests at US Group to commemorate the 75th Independence Day of Pakistan. Meet these young brave hearts, who have beaten the odds in life at such a tender age by fighting Cancer. Our volunteers from US Group welcomed this resilient group from Shaukat Khanum Cancer Hospital & Research Centre.

Smiling heart – Warming smiles



Corporate turned desi for a breakfast

The Corporate Office of US Group embarked on a momentous morning by hosting a scrumptious breakfast for its employees with an interesting quiz based on Pakistan. The activity also had a formal dua for a prosperous Pakistan followed by the speech from Asif Malik (Chief Executive, US Group), Hafiz Mustanser (CEO, New Ventures), and Imran Malik (MD, sBU USA of Apparel Business).



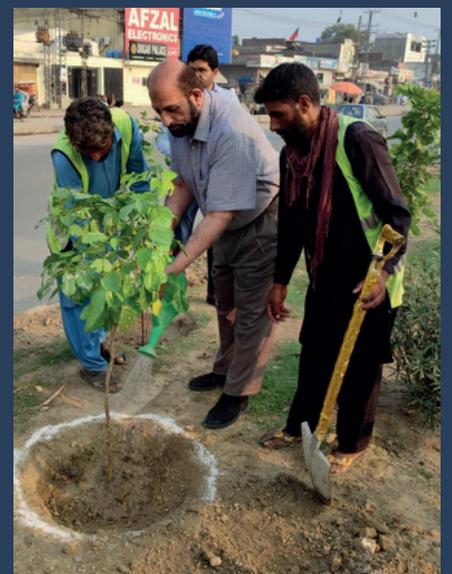
Save water; waste less

A productive training session at US Group was conducted by Asim Mahmood (Environment Consultant, Environmental Consultancy & Options) on "Water Consumption & Waste Handling" to conserve the Earth's natural resources.



US Group x PHA

The Apparel and Fabric Businesses' of US Group have donated 3000 saplings to Parks and Horticulture Authority (PHA) Lahore, which have been planted on the green belt of Gajju Mata - Kasur Road. Chaudhary Abdul Rehman (Director Administration, Industrial Relations, and Legal Affairs of US Group), Ameer Saeed (General Manager HR, sBU Denim Mills of Fabric Business), Rameez Khan (Manager EHS & Sustainability of US Group), and Abdul Haseeb (Assistant Manager EHS & Sustainability of US Group) along with PHA representatives participated in the inauguration drive of 'Tree Plantation Campaign' on Sep 26, 2022.



Be Exclusive; Be at Talent 2.0



We do well by giving back always! Whilst making fashion sustainable by changing mind-sets, we are on a quest to future proof our generations and youth. One such new initiative, for aspiring high potential students by our Corporate HR is "Talent 2.0". Under this flagship program, HR department of US Group selected a group of students from diverse universities across Lahore after a thorough and structured process and tests, by making "performance-based" recognition as its unique attribute. The trainees had a week-long induction process starting from site visit to meeting the senior leadership of US Group to find out the secret recipe of a successful career.



The "Talent 2.0" aims to be a game changer for these young enthusiasts in terms of learning, industry exposure, inclusive culture, and sustainable lifestyle, simultaneously for us as a company on a mission to transform textile industry in Pakistan.

We wish them good luck!

Sustainable mindset with distinction; GRI South Asia Official Charter Member

Yes, we are part of official signatory of GRI South Asia Charter! US Group has achieved this milestone after a comprehensive review of US Group's sustainability initiatives by the steering committee at GRI South Asia hub in order to live sustainably with nature.

Let's pledge to make our community a better and viable place for peace and prosperity for people & planet, now and in the future.

Cheers Sustainability Team, keep on accomplishing more!



Catch episode # 4 of the Fireside Chat

Presenting the fourth session of "Fireside Chat with Asif Malik" as the young lot of Talent 2.0 took back many life lessons and shared some insights on the issues faced by the Gen Z in a post covid world. Some of the hot discussion points were about qualitative work-life balance, solution-driven approach with honesty, and firm faith in Allah Almighty.

"Develop courage and curiosity to question & challenge to avoid mediocrity!" was the key takeaway for many of the young enthusiasts.

P.S. We know you wait for the book recommendation from this session. This time Asif Malik, Chief Executive, US Group recommended a book by Todd Henry, "Die Empty".



Training on Climate Change

Sustainability department held a session on September 28, 2022 on Climate Change and compliance focusing on ETP best practices. Chaudhry Abdul Rehman (Director Administration, Industrial Relations, and Legal Affairs) was the guest speaker and a standardized approach for all group companies was discussed in this regard.



Creating a safe and healthy workplace

A conducive work environment for all employees is always a priority at US Group. A training session on the Protection against Harassment of Women at the Workplace Act, 2010, was steered by Chaudhary Abdul Rehman (Director of Administration, Industrial Relations, and Legal Affairs) in Apparel & Fabric Businesses and Corporate Office of US Group. One of the primary objectives of this training was the emphasis on the purpose of the law to provide a protected work environment for females.



Penning the new Sustainability Goals

As we are heading towards the closure of our Sustainability Challenge 2022, team Sustainability gathered all key stakeholders across the company for a strategic workshop "Thinking Caps On 2025 - Sustainability Beyond Borders". The workshop took place at Apparel & Fabric Businesses of the US Group to identify challenges, opportunities, and to determine future sustainability targets while incorporating scope 3 emissions into them.

Good Luck Sustainability Team and continue making US Greener!



USGROUP



Worse comes to Worst! Nearly one-third of Pakistan is facing one of the biggest catastrophic floodings due to climate change. Thus, keeping up with our mission of doing well by giving back, we, at US Group, initiated a vigorous internal campaign to help and provide financial support to people who got affected by these unprecedented heavy rains.

As a result, all management employees of US Group including Apparel Business, Fabric Business, New Ventures, Logistics, and AJ Holdings contributed generously in this hour of need. By the grace of Allah Almighty, we have been able to donate Rs. 100 million. This amount will be handed over to the afflicted families and communities of Pakistan.



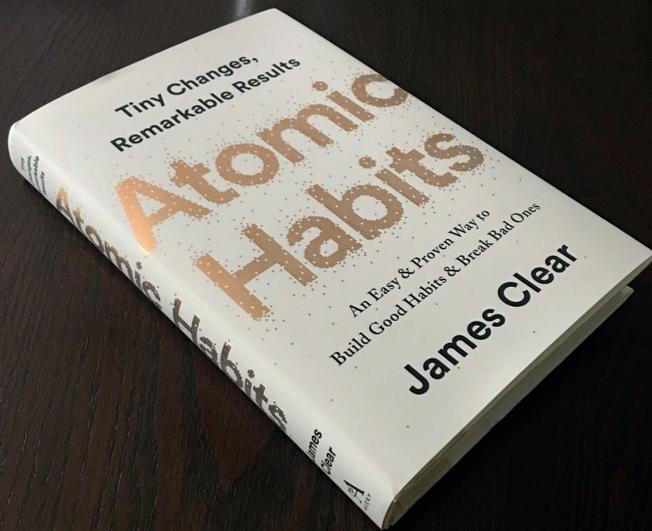
In order to make this donation safe and transparent, the collected funds were vowed to be donated to Akhuwat Foundation. The management of US Group welcomed Dr. Muhammad Amjad Saqib of Akhuwat Foundation who enlightened us with his knowledge and exhibited the humanitarian spirit of Akhuwat Foundation.



The attendees were briefed on the condition of the flood affectees, the initiatives taken to ensure transparency and the ideology of helping people stand on their own feet.

Thank you, US Group for donating big-heartedly to support the flood victims.

A Book Review



If you want to change the old habits that make you slow, lousy, and gradually bring a big pause to your growth then Atomic Habits is the recommended book. One of the best-sellers of 2022, the author James Clear talks about human behavioral psychology and shares the strategies to abandon our bad habits which take us into the comfort zone when we don't want to change ourselves. Atomic Habits provides a framework for improving every day by highlighting small and easy-to-do practices. What makes it interesting is the difference between good and bad habits, and focusing on changing small habits will bring a drastic change in our lives with some amazing results in the long run.

For those who believe in change and growth; Atomic Habits is a must-have book in your library!

Refreshing the design; Renovation of Head Office Basement

by **Haroon Ahmed Malik**,
General Manager of Sourcing & Contracts



A clean, bright workplace with smart use of space has a great impact on creativity, collaboration, and productivity. The basement floor of the Head Office of US Group is in use by the Corporate Finance, Internal Audit, and Legal department personnel. The existing layout was quite an old, gloomy, and congested place to work. So we were given the mandate to refurbish the complete floor to make an exciting workspace with every person being able to have an outside view.



After numerous iterations, a contemporary and minimalist design was finalized. It was a significant project and required a ground-up rework. The existing structure was completely dismantled along with the electrical, networking, and telephone systems. Interestingly, we ended up discarding hundreds of kilos of redundant wiring. The telephone exchange was also updated and a new digital operator console was installed at the reception of Head Office.

As the work progressed, new challenges surfaced. As a result, it took longer than planned, but the final look and feel of the renovated floor was admired and acknowledged by everyone. The space cannot only accommodate more people than before, but also has three new features: a meeting room, a common sitting area, and a strong room for cash. The new workspace is bright, airy, fresh, and way more comfortable.

L O G I S T I C S

LEEDS

Our drivers; our invaluable asset

Fleet Management has never been this exciting before! In order to boost healthy competition, employee recognition, and to provide unparalleled logistics experience, LEEDS Logistics has started DRIVER OF THE MONTH program for the star performing drivers. Not only this, the star performers will be awarded cash prize with recognition certificate. Surely, LEEDS knows well how to engage its employees by giving respect and ownership as its core values.

LEEDS[®]
REDEFINING LOGISTICS

DRIVER OF THE MONTH
JULY-2022



EHSAN ULLAH KHAN
Driver

LEEDS[®]
REDEFINING LOGISTICS

DRIVER OF THE MONTH
AUGUST-2022



MUHAMMAD AZAM
Driver



APPAREL BUSINESS

**SBU
USA**

Celebrating the 75 Years of Sovereign Pakistan!

sBU USA of Apparel Business celebrated the Independence Day of Pakistan with zeal and zest. The HR department organized a cake cutting ceremony in which Imran Malik (MD, sBU USA of Apparel Business) shared his views on the importance of a Sovereign land with a wish of a healthy and wealthy Pakistan forever.



Rehman Munir (General Manager, Administration) and the administration department made special arrangements by organizing a flag hoisting ceremony on August 14, 2022. A formal parade by the guards to show solidarity with our beloved homeland was the moment of the day. Imran Malik (MD, sBU USA of Apparel Business) hoisted the flag followed by a cake cutting ceremony.

Making workplace life safer; Accident Investigation Training



sBU USA of Apparel Business organized a training session on “Accident Investigation” under the mentorship of Ibrahim Arif, a reputed HSE Trainer, followed by distribution of certificates. The purpose of the training was to demonstrate practical approach of investigating workplace accidents and preventions from potential injury to an employee or property damage.



Levi’s freshman training program



sBU USA of Apparel Business conducted a Levi’s freshman training program which is designed for a period of one year comprising of 24 full-day sessions to be conducted twice a month. So far, 18 sessions have been conducted, in which the participants acquired some useful insights on fabric manufacturing process, product development, and complete apparel production.

Accomplishing Gender Diversity Target

A big shout out to the Cutting department team of US 2, sBU USA of Apparel Business; you have nailed 20% female employees' target!

Cutting department has become the first department in US Group to successfully achieve gender diversity Target of 2022 in the month of August. The dedicated team has made it possible by hiring 20% female employees in the department. A formal ceremony was arranged to appreciate efforts of the team as well as becoming a motivation for others. Cheers to the team who made it possible!



Non-Fungible Denim

The R&D of sBU USA of Apparel Business has developed a new upcycled product as a part of zero-waste initiative. Non-Fungible Denim, aka NFDs, is a paradigm of quintessential novelty. These upcycled denim jeans are inspired from block chain technology and the distinctive interconnection of traits, make them the centerpiece of authenticity. Here, the unique elements of leftover products have been used to give new life to the garments making them durable, unique, and irreplaceable. NFDs are also generally one of a kind or at least one of a minimal run, with less burden on the planet.



Skill Development Center

Unit 5, sBU USA of Apparel Business has developed Skill Development Centre (SDC) with capacity of 35 persons & 20 machines. This center will provide support to both new and existing operators on multiple levels of skill enhancement such as introduction to machine, machine oiling/threading, fabric shapes, paper sew exercises, stamina build up, and trainings of quality checker and final checker.



Innovative fashion lines

To meet the customer requirements, Unit 5, sBU USA of Apparel Business has developed its new fashion line. This first fashion line has 90 machines with a target capacity of 1000 pieces per day. Let's be more creative and innovative!



Ambulance service system

Employee safety is our biggest responsibility! The recently launched ambulance service system by sBU USA of Apparel Business provides all the essential medical equipment to commute employees to hospital with major injuries within time.

Zero emission day

A session on "Zero Emission Day" was carried by compliance team of sBU USA of Apparel Business to raise awareness on the importance of reducing GHG emissions from our environment. This awareness campaign included activities such as presentation, worksheets, poster story competition, and recycle round-up visual game to develop understanding of zero emissions.



Dengue Alert



Wear full sleeves to protect yourself from mosquito attack



Use insect repellent



Dispose off waste properly



Avoid leaving stagnant water in or around your home



Keep your house airy, tidy, and clean



Meet the Nova - Noreen Azeem

Noreen Azeem – a 46 years old single mother, who is also looking after her 4 kids. She used to earn living as a domestic tailor. In an unfortunate event, she lost one of her eyes to an acid accident. sBU USA of Apparel Business hired her as a Helper in Trimming section through collaboration with Smile Again – NGO for the inclusion of neglected community in our workforce. And to contribute to financial independence, social standing, and a respectable living standard for her kids. Bravo sBU USA of Apparel Business for taking this initiative of empowering the neglected community.

We warmly welcome Noreen in US Family for value addition with great motivation.



“

Working at US Group has provided me a sense of security to elevate my social standing in society. I can safely assert that US Group encourages diversity, inclusion, and provides a safe working environment for all.

”

Sustainable investments for a healthy environment

Checkout the sustainable investments made by sBU USA of Apparel Business for a healthy environment:

› ECO FRIENDLY DRYERS



sBU USA of Apparel Business has replaced 5x new eco-friendly dryers with the existing inefficient dryers. The exceptional steam consumption of these sustainable dryers is 300-330 kg/hr. as compared to 600 kg/hr. in comparison to old dryers. Moreover, these dryers are capable of energy saving up to 40-50% with the potential of reuse of 66% of hot exhaust air.

› REPLACEMENT OF OLD GAS ENGINE



Unit 2, sBU USA of Apparel Business has added a new gas engine of 1.1MW, MTU-L64 in utilities while replacing the old generator. The new gas engine is more efficient in saving 16% natural gas and 55% lube oil. Another interesting feature is its gas leakage alarm system & blow-by reuse by separator system that makes it sustainable and eco-friendly.

NEW VENTURES

WORKWEAR

We are work-ready!

After receiving a tremendous response from the Techtextil Show and other exhibitions, the US Workwear has been officially inaugurated. The Senior Management of US Group launched the Workwear startup. US Workwear range offers the most sustainable manufacturing techniques and diverse style range, known for longevity, durable quality, and craftsmanship.



Workwear by US Group - Our first order got shipped!

There you go! The Workwear team celebrated its first order booking from a Swedish brand of 6,600 pieces. The shipping of the order was done in the month of September. Congrats Workwear team on your first dispatch!



sBU DENIM

QA Lab completed Levi's Certification Program

Congrats to sBU Denim Mills of Fabric Business Quality Analysis (QA) Lab on achieving Levi's lab certificate. The QA Lab has been successful in fulfilling the criterion required for completion of Levi's Certification Program and hence, received this certificate.

Kudos, keep on achieving more!

LEVI STRAUSS & CO.



Awards

Laboratory Certification

to

US Denim Mills (PVT) Ltd.

31st, Defence/Phase IV Road, Lahore 53700, Pakistan

In Accordance with the test methods and conditions set forth in the LEVI STRAUSS & Co. Laboratory Certification Guide.

TEST METHOD

LS&Co. 21
 ISO 6330/ISO 5077 (Modified), Appendix 12
 ISO 6330/ISO 5077 (Modified)
 AATCC 8
 BS EN ISO 105 X12
 ISO 105 E04
 ISO 105 E01
 BS EN ISO 12947-2
 BS EN ISO 12945-1
 LS&Co. 2
 ASTM D1424 (Modified)
 ASTM D5034 (Modified)
 ASTM D3107 (Modified)
 ASTM D3107 (Modified)
 ASTM D4032
 LS&Co. 51
 ISO 3071

Signed on behalf of:
 Levi Strauss & Co.

REFERENCE

Fabric Weight
 Dimensional Stability to Laundering
 Colorfastness to Home Laundering
 Colorfastness to Crocking
 Colorfastness to Rubbing
 Colorfastness to Perspiration
 Colorfastness to Water
 Abrasion Martindale
 Pilling
 Skew Movement
 Tear Strength
 Tensile Strength
 Elongation
 Stretch and Growth
 Stiffness
 Formaldehyde (Qualitative)
 pH

BVCPS

Levi's Yoo

Bunny

Date of Issue: August 12, 2022

Expiration Date: August 11, 2023



Long Live Pakistan!

Happy Birthday Pakistan from sBU Denim Mills of Fabric Business! The HR department of sBU Denim Mills of Fabric Business organized the birthday of Pakistan with full fervor. A formal ceremony was held in which the children from the local community were invited. The little guests enjoyed this patriotic festivity of Independence Day with some fun activities, followed by cake cutting and flag hoisting ceremony.



Unleashing the best in you!

› Capacity Building Training

The HR department of sBU Denim Mills of Fabric Business organized couple of trainings on “Communications and Presentation Skills” under the training need and assessment program. Lubna Taimoor, (Senior Manager, Talent Acquisition and Development) from Corporate HR facilitated by organizing these trainings for both management and OG cadre employees to foster in-house skills .



Aamna Qayyum
AM Compliance



“

This training has equipped me with effective communications skills both verbal and written. Moreover, it has helped me to incorporate all I have learnt into the diverse circumstances I am facing at all times. Last but not least, I have gained lots of tangible and professional communication tools to help achieve outstanding results.

”

› Making finance for non-finance professionals

sBU Denim Mills of Fabric Business organized a financial training “Finance for Non-financial Professionals” to equip marketing managers understand the basics of financial management. This activity was conducted by Farrukh Ali and Ibrahim (General Manager, Finance) to a bunch of twenty-five employees.

Finance To Non Finance Professionals



› Effective Business Writing Skills Workshop

Let's learn to write clearly, concisely, and effectively! Lubna Taimoor (Senior Manager, Talent Acquisition and Development) of Corporate HR organized a one-day workshop on “effective business writing skills” for the employees of sBU Denim Mills of Fabric Business. The participants learnt the significance of writing skills as an important form of communication for business growth.



› Accident Investigation Training

A group of twenty people attended Accident Investigation Training Workshop for the employees of sBU Denim Mills of Fabric Business. The Corporate HR managed to arrange this workshop, conducted by Arif Ibrahim, with a focus on reducing injury rate under employee health, safety and well-being as well as identification of the root cause of accidents.



Bon Voyage Saad Khan

Saad Khan, Manager of Administration, sBU Denim Mills of Fabric Business, was bid a farewell by the Senior Leadership along with HR & Administration team. Saad Khan joined sBU Denim Mills of Fabric Business on November 01, 2019. Saad Khan is going abroad for further studies. We wish him best of luck for future endeavors.



sBU Denim Mills x ILO (International Labor Organization) and WWF (World Wildlife Fund)

A three-member delegation from ILO and WWF made an industrious visit to sBU Denim Mills of Fabric Business. Both sides shared their roles and services offered to the textile sector. The team also made a mill visit to understand manufacturing of denim fabric. This meeting also gave an opportunity to explore new avenues and future denim challenges.



Circular fashion in limelight at Kingpins, New York

Welcome to the world of denim at Kingpins to discover the best denim collections across the globe! The dynamic teams of Apparel and Fabric Businesses' of US Group attended the two-day Kingpins, New York on July, 20-21, 2022 at booth 10, Blue Area and showcased Denim Reload Collection. The exchange of dialogue on various sustainable denim innovations and techniques with denim enthusiasts brought the perfect end to the exhibition.

Let's pledge to support circular fashion with more eco-friendly trends and sustainable lifestyles for a greener future.



Meet and Greet

The Marketing team of sBU Denim Mills of Fabric Business explored the potential Canadian and USA markets. Moeen Akram (Director Sales and Marketing, sBU Denim Mills of Fabric Business) visited the teams of some of the classic brands to strategize partnerships and business horizons.



Welcome Fabrizio Maggi & Ebru Ozayidn: the global team members of Invista (The Lycra Company) who were on their first ever visit to Pakistan. It was ecstatic to see the team visiting sBU Denim Mills of Fabric Business which included general discussion regarding current trends and requirements of customers.



sBU Denim Mills of Fabric Business conducted a meeting with Big Star in Poland in September 2022. This productive first meeting has opened new business ventures to promote sustainable denim fashion.



Congratulations sBU Denim Mills of Fabric Business for officially being recognised in the supplier portfolio of JcPenny! It took nearly a year of continuous efforts and follow-ups to be in mill Metrix of JcPenny. JcPenny Mill's Week was also conducted with sBU Denim Mills of Fabric Business in August 10, 2022 where they selected some fabric options with recycled materials for their 90's Straight, Authentic, Boot Fit, Skinny Fit, and Slouchy Boot Cut.



US Denim Mills at C&A Mills' Week

The Marketing team sBU Denim Mills of Fabric Business attended the C&A AW-23 mills week on September 5, 2022. The participants appreciated the collection, specifically the fabrics developed by using Rapid Clean technology. The fruitful discussion on new developments to expand business possibilities was the highlight of the day.



Some sustainable initiatives at sBU Denim Mills

➤ Expanding the solar potential

sBU Denim Mills of Fabric Business has achieved another milestone by adding to its current solar power plant capacity of 1206.35KW by 705.655 KW. This plant is operating and is currently contributing to gross reduction in greenhouse gas emissions by 515 TOC per year.



➤ Installation of Boiler Water RO Plant

RO plant for boiler feed water is installed at sBU Denim Mills of Fabric Business and is in operation to conserve energy with a reduction of GHG emissions by 66 TOC per year.

Shout-out to the Utility Mechanical, Electrical, Civil and Projects team who made it operational and effective within a period of less than two years.



sBU Denim Mills of Fabric Business surely knows how to strive for a sustainable future in the most

Finding Happiness

by
Ayesha Ijaz Sheikh,
Senior Manager, HR and Diversity



I always find nepotism, toxicity and competition interlinked, like multiple knots in one rope, so recipients of these social ailments end up suffering a great deal within. I believe none of the above mentioned ascends overnight but there is always caution in the wind. It always paves perpetual footprints from past to the future. We opt to ignore the signs, prioritizing tangible things in life. It won't be wrong to say that periodical self-reflection and timeouts are a hallmark of self-awareness. There is no perfect recipe of happiness for anyone. Most of us only program life for success, a competitive edge on others, in a way that we forget to learn how to handle failures in life. When we are prepared to be competitive in life. As an instinct, we train ourselves to achieve everything that comes our way. Competition mostly paves the way for financial stability, career progression, and corporate reputability. Antagonism can never be a source of happiness and contentment. It does not prepare us how to be satisfied, gratified and blessed, that are equally imperative factors to keep our sanity intact. Some of us grow up under a performance pressure starting from securing good grades and being at best behavior followed by many cycles designed for triumphs, making rejection or failure as unacceptable or end of the world. But as we know smooth seas never make a skilled sailor. The decision rests with us that it's okay to be ordinary in an extraordinary way, don't park personal aspirations and longings for another day.

We have been going through this pandemic and everyday introduces us to the random stories of depressed people and their suicides. If you dig those tales down, one thing is very common, most of them had pretty tough journeys towards success, and they ignored those warnings reaching their threshold, so the collapse was inevitable. Every one of them tried to replace failures' compartments with another victory,

another triumph. They prepared themselves for wins not for defeat. So sometimes go easy on yourself and enjoy being an average person. It's good to excel in one field and it is pretty fine to be an average in another area. It's pretty fine to tone down your ego to accept the rejection for the benefits in the longer run. We need to stop proving worthiness our entire life, stop being perfect in an imperfect world. The bottom line is to do our best from the core of our heart with tenacity and resilience. Life does not offer us one season, so we should be wary of the weather shift and try to prepare for it. A friend once said compartmentalization is the key, how we sustain emotionally in our worst times, how we see positivity into negativity, how we lift ourselves up after an unpleasant incident and strive again. Though it takes a lot of mindful practice. We have to have assigned compartments for everything in life from success to failure, sorrow to happiness and grievances to blessings. Such segregation can help to find a balanced approach towards life. We are always prescribed strength as per the intensity of the sickness. Same goes for life. I got a chance to listen to a speaker the other day, who talked about whatever we love in life most is our master. Whether it is our spouse, friend, success, money, kids or anything we are obsessed for.

So why not let the Almighty control it, let HIM be our MASTER. We choose the wrong way to love the relations & things and get trapped to be exploited by those options. The course of action from the day one was unhealthy. Life is not supposed to revolve around only success and competition all the way, filling us with toxicity in the end. Lack of compartmentalization and obsessive approach even for legitimate things will leave us abandoned. Our aspiration for success will dominate us and drive crazy to run after victory at any cost. After all, victory is what makes us happy and filled from inside!



APPAREL BUSINESS

SBU UK/EU

sBU UK/EU of Apparel Business wished Pakistan a very Happy Independence Day! May our country keep on progressing by beating all the odds. Ameen

Happy Birthday Pakistan



Visit to road construction project

The Senior Management of US Group visited the under-construction road project at Kalamkar. The construction of this road will facilitate both the employees and local community.



Refreshing Code of Ethics with H&M

Our customer is our pride! sBU UK/EU of Apparel Business had arranged a comprehensive awareness session as a prerequisite of our prestigious customer H&M. Majid Haye (General Manager Marketing) hosted this training with all the HODs to explain the importance of business transparency, zero tolerance against corruption & bribery, and conflict of interest. The idea behind this internal training session was to give awareness about the transparency and fair play during the conduction of business.



Dry Process – Air Hanger Dryer System

To promote sustainable denim fashion, the washing department, sBU UK/EU of Apparel Business has upgraded its dry process through Air Hanger Dryer System. It has capacity to dry 36,000 garments per day. Being a sustainable denim fashion business, this system will also help to reduce air consumption by 30%.

Housekeeping Champions



Making cleanliness a responsibility of all! A new initiative taken by the Compliance & Administration team, sBU UK/EU of Apparel Business is making Housekeeping Champions. Ibrahim Arif, a renowned Trainer, organized the introductory session to make people responsible for the maintenance of each assigned area. Good luck Champions!

Making finance a child's play

In continuation of our learning initiative, sBU UK/EU of Apparel Business conducted 05 training sessions on the online financial course "Finance is a child's play" to train other 93 employees from different departments. The objective of the session was to help employees understand the financial concepts. Majid Hayee Khan (General Manager Marketing) has been recognized for completing the course first and for training 68 other employees.



Female common room

Our people are our priority at US Group! The Before Wash department of sBU UK/EU of Apparel Business has engineered a "Ladies Common room" for its staff, promoting the culture of holistic wellbeing of employees.



Uplifting the community welfare; Visit to LITE

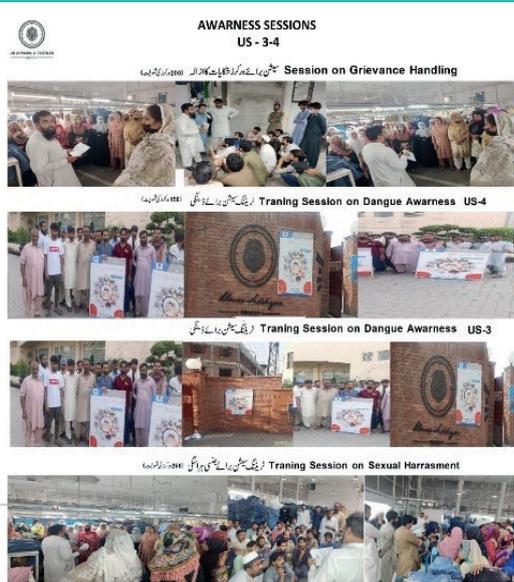


The Leadership Team of sBU UK/EU of Apparel Business made a visit to the Lahore Institute of Technical Education (LITE) to attend its annual passing-out ceremony.

Fulfilling the corporate social responsibility of doing well by giving back, US Group is a major contributor to the development of the Lahore Institute of Technical Education (LITE), which is helping the local people of the community to develop skillsets and enable them to earn livelihood in a respectful manner.

Training on grievance handling

In order to raise awareness on strategies to handle the grievance at the workplace, the IR team of sBU UK/EU of Apparel Business conducted a number of sessions on grievance management. This endeavor took place in all units and enlightened 1600 employees in total with around 1000 employees in Unit 3/4 and 600 in Unit 1-R at sBU UK/EU of Apparel Business.



Renovation of entrance gates

For the safety of employees, the administration department of sBU UK/EU of Apparel Business has renovated the gate entries of the site. The purpose of such renovation is to the make entrance of the workplace safer and protected.



Scaling up sustainable consumption

Sustainability is a mindset that makes us responsible towards society as well. The R&D team of sBU UK/EU of Apparel Business has taken some green initiatives to uplift sustainable consumption in society. Let's take a look:

Upcycled Metro Bags

The team has upcycled leftover off-cuts and produced grocery bags. They secured an order of 11,500 upcycled bags from a local customer.



Distribution of upcycled school bags

Another initiative is the making of sustainable school bags by upcycling the waste. Kashif Chaudhary (General Manager R&D, sBU UK/EU of Apparel Business) visited Worker Welfare School and distributed these 100 upcycled denim school bags to implement the idea of using waste for the betterment of the society.



Seeing the employees thinking, working, and contributing sustainably is applaudable.

New canteens at Unit 1-R

In order to boost employee productivity, the management of Unit 1-R of sBU UK/EU of Apparel Business has established two very well-equipped canteens for its employees. The first canteen has a capacity to entertain 120 and the other can cater to 100 employees at one time.



Prayer areas at Unit 1-R

sBU UK/EU of Apparel Business has established two prayer areas at Unit 1-R for its staff which has the capacity for 130 persons to offer prayer simultaneously.



Did you know that Rubik's cube and US Group share the same year of birth?

Rubik's cube, also known as Magic's cube, is a 3-D combination puzzle. The cube was released internationally in 1980 and became one of the most recognized icons in popular culture. It won the 1980 German Game of the Year special award for Best Puzzle.

Over the years, this game proves to be a beneficial exercise for brain. It helps in developing thinking abilities, builds patience, and assists in increasing the speed & memory power of brain.

DID YOU KNOW...

The discovery of the Rubik's cube and US. Apparel were in the same year! The Rubik's Cube is one of the most noticeable items invented in 1974 by Hungarian professor of architecture and sculptor Erno Rubik.



Interesting facts about US Group

