

PRESS RELEASE

Dedagroup Stealth to Feature Millions of Higg Sustainability Data Points in New Technology Partnership Benefitting Global Fashion Brands

SAN FRANCISCO, CALIF. -- November 25, 2020 -- Sustainability technology company Higg Co and Dedagroup Stealth, the technology company behind more than 60% of Italy's best-known global fashion brands, today announced a new partnership to integrate Higg sustainability data into Dedagroup's supply chain management systems. The partnership takes advantage of Higg Co Application Programming Interfaces (APIs), enabling Higg sustainability data to flow across enterprises, injecting millions of sustainability data points about materials, products, and facilities directly into the development and delivery process for tens of thousands of products.

The integration enables apparel industry professionals to apply deep sustainability data into key sourcing, production, and finished goods decisions. It creates a seamless flow of data from the Higg platform to Dedagroup Stealth, informing users throughout the product development process. Clients of Dedagroup Stealth and Zedonk, a supply chain management software company dedicated to small brands acquired by Dedagroup earlier this year, now have the opportunity to review and visualize Higg sustainability data as they create and source new products, elevating the importance of environmental and social impacts in their decision making.

"Higg Co's integration with Dedagroup puts Stealth and Zedonk users in a leadership position by giving them real-time access to sustainability data," says Higg Co CEO Jason Kibbey. "Through our cutting-edge software platforms, this new partnership will make sustainability a core focus of the product creation process by putting rich Higg Index data directly into the hands of users and decision makers."

"Sustainability is more important than ever for Dedagroup Stealth customers. Through our new data integration partnership with Higg, we can provide leading brands with the insights they need to make more environmentally and socially sustainable products," says Dedagroup Stealth CEO Cosimo (Mimmo) Solida. "The integration offers our clients an opportunity to strategically prioritize supply chain sustainability performance, which is also gaining importance among their consumers."

Built on the Higg Index methodology, developed by the Sustainable Apparel Coalition's 250+ members to standardize social and environmental supply chain measurement across the industry, Higg tools offer brands, retailers, and manufacturers an end-to-end view of sustainability performance. The global focus on sustainability is widely expected to grow as consumers increasingly demand more information about where and how the products they purchase are made, seeking to buy products that align with their personal values and environmental and social concerns.

By establishing a link between the Higg and Dedagroup Stealth platforms, the new partners are bringing trusted tools and methodologies together and speeding decision making by putting best available data at decision makers' fingertips.

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About Higg Co

Higg Co is a technology company formed to deliver and support unified sustainability performance management tools for consumer goods industries, beginning with the apparel, footwear and textile sector. Higg Co offers a comprehensive supply chain measurement and improvement system and supports implementation of the Higg Index, with sustainability software that provides powerful insight into supply chain sustainability impact.. Higg Co offers the only end-to-end value chain sustainability performance framework available, enabling businesses to make meaningful improvements that protect the environment, people and communities. Higg Co is a Public Benefit LLC. www.higg.com

About Deadgroup Stealth

Dedagroup Stealth helps Fashion and Luxury companies to grow and develop their markets all over the world. Over the last 30 years, its expertise and attitude have won it an enviable stable of iconic clients. Employing over 400 IT specialists, with more than 40 projects around the world, it operates in the international market, aiming to become a world leader in supporting Fashion and Luxury Retail brands. Thanks to Stealth®, The Fashion Platform, Dedagroup Stealth offers omnichannel management solutions that give full control over the production, supply chain, and retail operations. Dedagroup Stealth is a Dedagroup company, one of the most crucial players in the "Made in Italy" Information Technology industry.

www.dedagroupstealth.com