

# #TogetherForSustainability



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## **SHEIN and Lufthansa Cargo sign MoU to explore initiatives to promote more sustainable air transportation**

- **The MoU includes a program to scale up the use of sustainable aviation fuel on Lufthansa Cargo flights for SHEIN deliveries**
- **The MoU calls for concrete actions to be concluded within the next six months**

The global online fashion and lifestyle retailer, SHEIN, and the leading air cargo airline, Lufthansa Cargo, have signed a Memorandum of Understanding (MoU) to explore a range of initiatives to drive the adoption of sustainable solutions for air freight. In the MoU signed on August 19, 2025, the two

companies confirmed their intention to finalise the adoption of sustainable aviation fuel (SAF) offsetting solutions for SHEIN deliveries within the next six months, as well as a range of other initiatives to promote the transition to renewable and lower-carbon energy sources for air transport operations.

The initiative is aligned with SHEIN's commitment to addressing its carbon footprint from transportation. As part of this initiative, Lufthansa Cargo will provide high-quality "Proof of Sustainability" certificates for the used SAF quantities. These certificates are based on externally verified standards and document emission reductions, compared to conventional jet fuel, in a traceable manner.

### **SAF use and fleet efficiency measures and process quality form the basis of this collaboration**

"Lufthansa Cargo has extensive experience in driving the adoption of SAF and will provide SHEIN with opportunities to adopt lower-carbon air cargo options," said Ethan Shen, SHEIN's General Manager of Global Fulfillment. "Through this partnership, we aim to pilot and gradually expand the use of SAF where feasible, while continuing to explore additional ways to reduce the carbon footprint across our delivery network. While the use of SAF is one step towards reducing our transportation and distribution emissions, we recognize it as part of a broader decarbonization strategy that should also include optimizing logistics, fleet efficiency, and exploring other low-carbon solutions."

"Signing this memorandum with SHEIN represents Lufthansa Cargo's commitment to implementing high-performance logistics solutions responsibly and with operational excellence. It demonstrates the importance of concrete measures and reliable implementation in the international air freight business. Together with all stakeholders within the supply chain, we are driving the development of more sustainable global supply chains in line with our purpose: Enabling Global Business," said Ashwin Bhat, CEO of Lufthansa Cargo.

Additionally, the two signatories are exploring further areas of cooperation, such as knowledge exchanges and approaches to strengthen traceability and reporting of operational and environmental data. The MoU marks the beginning of a long-term collaboration between the two companies.

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## **SHEIN**

SHEIN is a global online fashion and lifestyle retailer, offering SHEIN branded apparel and products from a global network of vendors, all at affordable prices. SHEIN remains committed to making the beauty of fashion accessible to all, promoting its industry-leading, on-demand production methodology, for a smarter, future-ready industry. To learn more about SHEIN, visit [www.sheingroup.com](http://www.sheingroup.com).

## **Lufthansa Cargo**

Lufthansa Cargo is one of the world's leading cargo airlines and part of the Lufthansa Group, Europe's largest airline group. Through its five cargo hubs in Frankfurt, Munich, Brussels, Vienna and Rome, the airfreight specialist transports an average of 2,500 tons of freight per day. This is based on a strong and reliable airport-to-airport network that covers some 350 destinations in more than 100 countries. Lufthansa Cargo markets the cargo capacities of the passenger aircraft of Lufthansa Airlines, Austrian Airlines, Brussels Airlines, Discover Airlines, ITA Airways and SunExpress, as well as its own freighter fleet of 18 Boeing 777F and four Airbus A321F. In addition, some 300 trucks operate daily under a Lufthansa Cargo flight number. Together with its subsidiaries, Lufthansa Cargo offers customized, fast and efficient logistics solutions along the entire supply chain. In this way, the company fulfills its mission "Enabling Global Business" and connects markets and trading partners worldwide. Innovative technologies and investments in sustainability play a central role. In addition to a modern fleet and the use of sustainable aviation fuel (SAF), the focus is on continuous optimization of flight operations. In 2024, the company generated revenues of 3.26 billion euros and a transport performance of 8.5 billion freight tonne-kilometers. It currently employs approximately 4,200 people worldwide.

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