

AT A GLANCE

PERNOD RICARD'S CSR ENGAGEMENT

A governance dedicated to CSR (Corporate Social Responsibility)

- Joint governance of Human Resources and CSR
- A CSR Advisory Committee
- A network of CSR leaders in 80 countries

A strong CSR philosophy "Everyone is responsible" - all employees and all stakeholders - embodied in Pernod Ricard's CSR engagement: "Responsib'ALL".

A vision, "Pernod Ricard contributes to a sustainable world through responsibility and conviviality" and a mission "to act and to be recognised as the leader of responsibility in the Alcohol industry", driving the Group's CSR engagement.

4 clear areas of engagement

- Empower our employees
- Promote responsible drinking
- Protect our planet
- Develop our communities and engage our partners

4 AREAS OF ENGAGEMENT

EMPOWER OUR EMPLOYEES

Employees, corner stone of Responsib'ALL, both as beneficiaries and as ambassadors of the Group's CSR engagement.



5 core actions

- Educate all employees in Pernod Ricard's CSR commitments
E-learning, a CSR-oriented brand employer platform...
- Engage our employees in CSR actions and empower them to bring innovative ideas and be actors in their local community, field of activity and daily job
Development of entrepreneurial spirit, employees' community volunteering...
- Promote diversity and relationships based on mutual trust and respect
Support female leadership, diversity in recruitment and employee awareness...
- Pay close attention to the well-being of our employees and support their development through first-class Human Resources practices
Close attention paid to new recruits integration, career development, well-being, social dialogue fostered...
- Expect our Leaders to lead by example
A Leadership Model formalised conveying CSR values

PROMOTE RESPONSIBLE DRINKING



5 historical priority actions

- Promote moderate drinking
- Avoid drink-driving
- Make young people aware of the risks linked to excessive or inappropriate alcohol consumption
- Dissuading pregnant women from drinking
- Making staff aware of their responsibilities

Enriched with the 5 ICAP Industry Commitments: reduce underage drinking, strengthen and expand marketing codes of practices, provide consumer information and responsible product innovation, reduce drinking and driving, enlist the support of retailers to reduce harmful drinking.

An engagement driven by:

- Transparency of information and ethical marketing practices
- Partnerships set up with relevant competent health and public authorities
- Information, prevention and research initiatives carried out to address at-risk populations (pregnant women, minors, young people...) and at-risk situations (binge-drinking, drink-driving...)

An annual day of employee mobilization dedicated to promote internally and externally responsible drinking: Responsib'ALL Day, first edition held in 2011.

PROTECT OUR PLANET



Commitment to environment renewed in 2013 through a new Environmental Policy based on accurate time-framed objectives.

5 core actions

- Promote sustainable agriculture and preserve biodiversity
Adoption of high standards of sustainable agriculture, involvement in biodiversity protection schemes...
- Conserve water resources
Water footprint monitored, working with the Life Cycle Assessment company Quantis...
- Reduce energy consumption and mitigate climate change
Optimization of transportation loading and routes, promotion of green energies, accurate monitoring of Green House Gases emissions...
- Promote sustainable product development and reduce the impact of waste
Recovering and recycling of organic by-products and of solid wastes, promotion of eco-design...
- Roll out efficient environmental management systems
95.7% of the production sites are ISO 14001, implementation of an integrated Quality, Safety and Environment management policy...

DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS



5 core actions

- Contribute to the development of our local communities
Enhancing economic development (developing skills, access to education, providing employment) and improving social and sanitary conditions (financial support, employee volunteering)
- Promote entrepreneurship, a way to create value and wealth
Encouraging younger generation to start a business, helping local business to set up and thrive
- Share the diversity of local cultures
Support for art and design, making culture accessible to more people, promotion of local cultural heritage
- Encourage our partners to respect sustainable development principles
Definition of a group-wide Responsible Purchasing Policy, involvement of suppliers through the Supplier CSR Commitment...
- Create value and share it with our business partners and shareholders
Transparency of information, sustainable attractive investment offered...

TOMORROW'S AMBITIONS DRIVING THE GROUP'S CSR ENGAGEMENT

Prioritizing a long-term vision

Promoting Brand Social Responsibility (BSR)

Demonstrating exemplary behaviour