



Pernod Ricard
Créateurs de convivialité

Sustainability & Responsibility

26/05/2020 – Conference Call

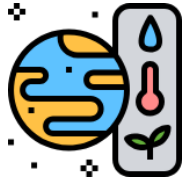
**A future-fit strategy with
strong progress 1 year on**

Agenda

- Reminder of our 2030 strategy
- Progress by pillar



Sustainability & Responsibility (S&R) Business Case



Addresses massive
environmental and social
shifts



Supports corporate
priorities



Matters to our
consumers



Builds a strong
corporate brand



Brings to life
our vision



Sparks innovation &
builds purposeful brands

Our 4 pillars

From grain to glass

Core areas we will focus on to deliver our vision

Driven by 2030 ambitious goals, with each commitment linked to:

- Consumer needs
- Material risks
- The United Nations 'Sustainable Development Goals' (SDGs)

We are **Passionate hosts & Respectful guests**



OUR 2030 GOALS

STRATEGY & ACTIONS



Equality & future leadership

Equal pay (2022)
Gender balanced top management (2030)
Employee future-fit training every 3 years (2030)



Shared knowledge & learning

Train 10,000 bartenders on the bar world of tomorrow (2030)

- ❖ Align H Rights policy with UNGP (2025)
- ❖ Engage all suppliers in procurement programme (2025)
- ❖ Targeting zero injuries (2025)
- ❖ Creative routes to break stereotypes (2023)



Regenerative agriculture

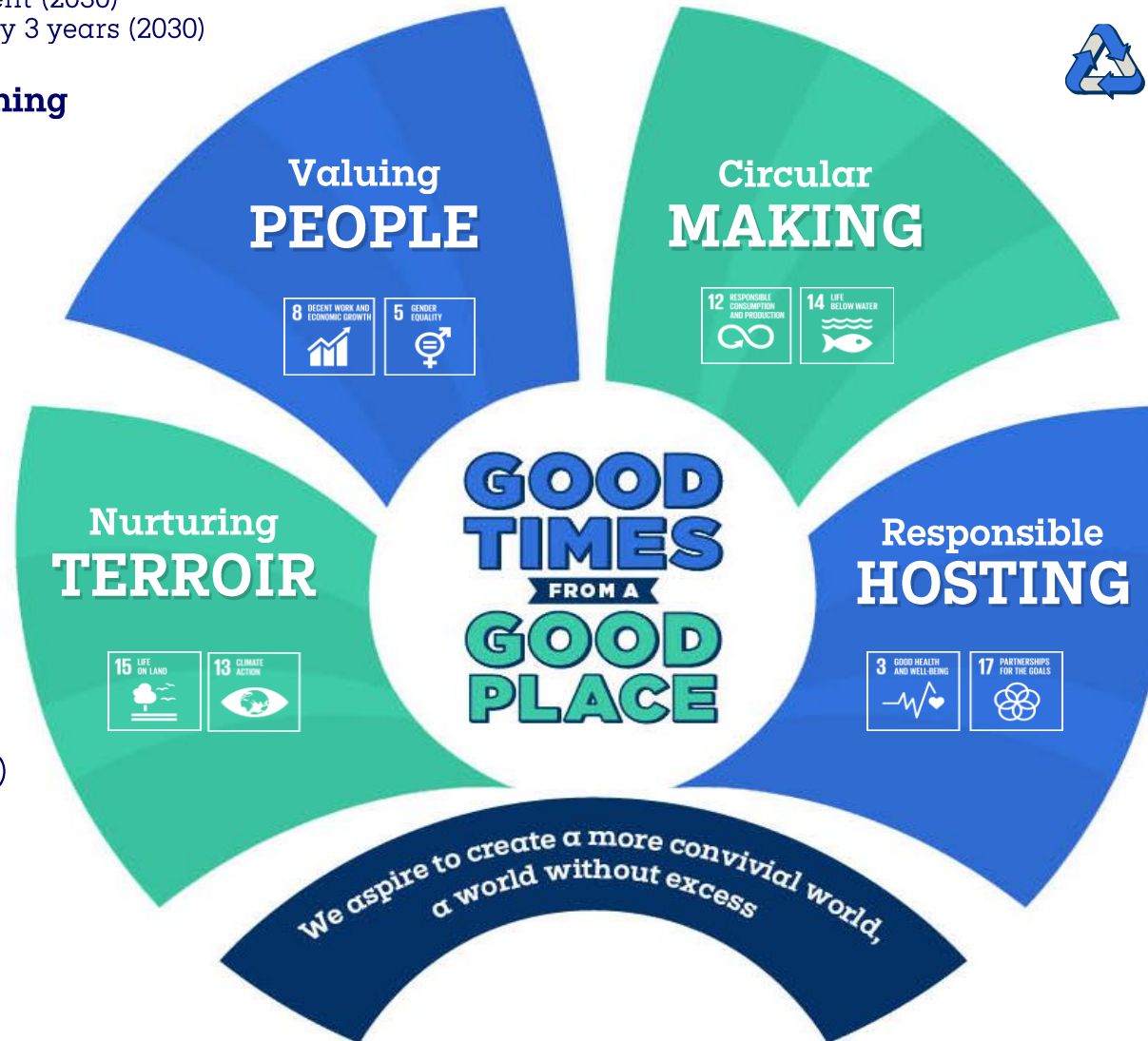
x8 pilots schemes (2025)
Partner with over 5,000 farmers (2030)



Biodiversity

100% affiliates projects (2030)

- ❖ Terroir mapping & risk assessment (2020)
- ❖ 100% certification (2030)
- ❖ Sustainable agriculture (2030)



Water balance and carbon

100% water balanced in high-risk countries (2030)
50% carbon footprint (2030)



Packaging and waste

100% ban on single-use plastic POS (2025)
100% packaging recyclable, reusable, compostable or bio-based (2025)

- ❖ 100% renewable electricity (2025)
- ❖ x10 recycling projects countries lowest rates (2030)
- ❖ Pilot 5 R&D circular distribution projects
- ❖ Eco-design principles for all NPD (2022)
- ❖ 20% water use reduction (2030)



Alcohol misuse

Each affiliate should have at least 1 programme at scale in partnership and evaluated (2030)



Responsible Party

Expand Responsible Party globally to reach 1 million young adults (2030)

- ❖ Employee training (2020)
- ❖ Consumer centric information system (2021)
- ❖ IARD digital compliance (2025)

Strong scores from rating agencies



Ranked #3/39

Inclusion in Vigeo's 2 indices



Gold Recognition level

Among top 3% global companies



Climate: A



73% – Leader

5/181 Food & Beverage industry



AA (CCC to AAA)



Prime

Among 7.3% companies (of 178)



Global Compact
LEAD
PARTICIPANT

Only Wine & Spirits company
and only one of 36
companies worldwide

Nurturing TERROIR



We nurture every terroir and its biodiversity - responding to climate change to ensure quality ingredients now and for generations to come



Regenerative agriculture

- ❖ **Regenerative agriculture pilot schemes** within owned vineyards in 8 wine regions (2025)
- ❖ Partner with over **5,000 farmers** to share knowledge (2030)



Biodiversity

100% of affiliates to have a strategic biodiversity project addressing the most pressing local issues (2030)

Terroir mapping

100% of agricultural raw materials mapped and risk-assessed (2020)

Certification

100% certification of key raw materials* (2030)

Sustainable Agriculture

100% of key raw materials* covered by projects addressing pressing sustainability issues (2030)

CO2 from agriculture

CO₂ reduction as part of our scope 3 target (50% intensity reduction) (2030)

* Covers cereals and malted cereals, grapes and wines, agave, cane and beet products, and 5 key flavouring ingredients

Nurturing TERROIR: Martell progress



- Partnerships with 1,200 winegrowers - 92% engaged in sustainable winegrowing initiatives
- Sustainable viticulture initiatives, i.e. disease-resistant and climate change-adapted grape varieties
- Glyphosates banned in Martell owned vineyards since 2019
- Local biodiversity: planted hedges, crops between vines and tree planting in vineyards
- 100% *vinasse* generated by production converted into biogas
- Innovation – use of bio-controlled products that have a low or minimal impact on the environment

Valuing PEOPLE

We increase diversity and fairness for all our people and empower people across our supply chain.



Equality and future leadership

- ❖ Equal pay across the business (2022)
- ❖ Gender balanced top management teams (2030)
- ❖ 100% future-fit training for all employees (at least every 3 yrs) (2030)



Shared knowledge and learning

Train 10,000 bartenders on the bar world of tomorrow (2030)

Human Rights

Align with UN Guiding Principles Human Rights (2025)

Responsible Procurement

Engage direct suppliers in our responsible procurement programme and address risks (2025)

Brand communications

Explore creative routes to break stereotypes for all strategic brands (2023)

Health & Safety

To be 'best in class' targeting zero injuries (2025)

Valuing PEOPLE: extensive support during Covid-19

Employees



- Building a Health & Safety culture at all sites
- Health care benefits for all employees across the Group including emergency treatment

Customers/Bartenders

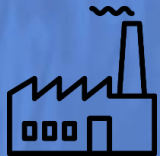


Strong support to hospitality sector (financial, training, free meals)



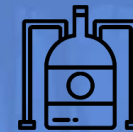
Free sustainability and responsibility hospitality/bartending e-learning on UN's EducateAll platform

Suppliers



Support provided to ecosystem of suppliers and maintenance of long-term buying contracts

Community



Over 3 million* litres of pure alcohol provided to external partners



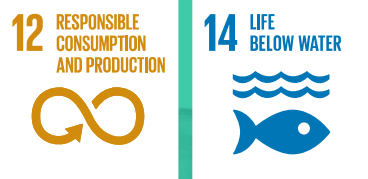
800K+ additional litres of hand sanitizers produced at over 10 facilities



500K+ surgical masks and other medical items donated globally

Circular MAKING

We minimise waste at every step by imagining, producing and distributing our products and experiences in ways that optimise and help preserve natural resources.



Water and carbon

- ❖ Achieve water balance in all high-risk watersheds & replenish 100% water consumption from production sites in these areas (2030)
- ❖ 50% reduction of overall intensity of carbon footprint in line with the Science-Based Targets (SBTs) (2030)

Packaging and waste

- ❖ Ban all promotional items made from single-use plastic (2025) and ensure 100% of our packaging will be recyclable, reusable, compostable or bio-based (2025)
- ❖ Pilot 5 R&D projects on circular ways of distributing (2030)

Energy & recycling

- 100% renewable electricity (2025)
- x10 projects to improve recycling in markets with lowest rates (2030)

Circular design

- 100% new products and packs to be compliant with the Group Sustainable Packaging Guidelines (2022)

Water use

- 20% water use reduction (2030)
- Explore innovative ways to reuse organic waste in circular aqua-farming with the Oceanographic Institute

Circular **MAKING**: significant progress in packaging & renewable electricity



Meeting consumer desire for less waste



- Eliminate single-use plastic point-of-sale items (POS)* by 2021 - accelerated from 2025
- High recycled glass content for Absolut and Jameson
- Weight reduction examples: Campo Viejo, Olmeca, Altos

Move towards renewable electricity



- Joined RE100
- 76% renewable electricity already achieved at production sites
- PR Winemakers Australia - first major winery in Australia to achieve 100% - over 10,000 solar panels
- Chivas Brothers, Irish Distillers, all French sites at 100%

*except tasting cups

Responsible HOSTING

We fight alcohol misuse in society by taking action on harmful drinking and engaging with our stakeholders for real change.



Fighting alcohol misuse

All affiliates to have at least one programme, at scale, in partnership and evaluated (2030)



Responsible Party

Expand Responsible Party globally to reach at least 1 million young adults (2030)

Employee engagement

Internal training for employees to ensure they act as ambassadors for responsible drinking and roll-out new internal training on harmful use of alcohol (2020)

Consumer information

Creation of a consumer centric information system with information about our products and how to enjoy them responsibly (2021)

Responsible marketing

Enhance compliance of IARD Digital Guiding Principles and exemplary internal governance on responsible marketing processes (2025)

Responsible HOSTING - focus on training and innovation

Employee ambassadors - New online training on alcohol and responsible drinking, with new Global Responsible Drinking Policy, mandatory for all employees



Responsible Marketing - updated training on Code for Commercial Communications, mandatory for Marketing, Communications, Legal, S&R and Public Affairs



Responsible Party – digital campaign during COVID-19



Innovative competition on Responsible Drinking



GOOD TIMES FROM A GOOD PLACE

- ✓ **Strong progress** in first year of implementation of new strategy
- ✓ Strengthening **business resilience**, mitigating risk and responding to consumer behaviour
- ✓ Empowering organisation to navigate through Covid-19 crisis while **supporting employees and business partners**
- ✓ A long-term strategy that is **right, relevant** and **ready** for the future

A wide-angle photograph of a vineyard. Rows of lush green grapevines stretch from the foreground into the distance, creating a strong sense of perspective. The vines are neatly trained and supported. In the background, a range of mountains is visible under a sky filled with large, white, fluffy clouds. The overall scene is bright and scenic.

Thank you