

2026



Pernod Ricard No Deforestation Policy

GOOD TIMES
FROM A GOOD PLACE.





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Sustainability at Pernod Ricard



In line with its vision **Créateurs de convivialité**, Pernod Ricard brings people together across the globe to create moments of celebration that transcend cultures and generations.

Our heritage, grounded in Paul Ricard's vision, thrives thanks to our unwavering commitment to the well-being of our employees, our communities and the land we all share.

Good Times from a Good Place is the Sustainability & Responsibility strategy we launched in 2019 to ensure that we operate in a way that minimizes our impact on the environment, supports people throughout our value chain, and fosters a culture of balanced and convivial drinking.

We are building brands that will last for generations to come, from the soil of our terroirs to the very last sip.



Preserving nature for sustainable business

Our Sustainability & Responsibility roadmap, "Good Times from a Good Place," emphasizes sustainable sourcing and land regeneration to benefit climate, biodiversity, and communities.

As a global wine and spirits company, our business is deeply connected to nature and healthy ecosystems. We source over 100 ingredients from more than 60 countries, including key ingredients like wheat, barley, cane, beet, grapes, and agave, as well as flavoring ingredients such as coffee, coconut, star anise, juniper, orange, and gentian. We also use wood based materials for the maturation of our products (casks) and for our packaging.

Recognizing our dependency on agricultural raw materials and forest commodities, we understand the importance of preserving natural resources and biodiversity.

We are therefore committed to eliminating deforestation and land conversion across our primary commodities associated with deforestation risk.

While this objective was set with a 2025 milestone, implementation remains ongoing, and the Group continues to actively deploy all necessary measures to ensure full achievement as soon as possible.



Our commitment



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“The planet needs thriving forests and it’s important we protect them. Forests maintain biodiversity, improve water retention, protect soils, store carbon and provide livelihoods for millions of people globally, mainly threatened by the expansion of agriculture. **It is imperative we take action against deforestation to ensure we are future-fit and have a resilient, robust supply chain.”**

Maria Pia de Caro

EVP Operations and Sustainability

Pernod Ricard commitment to no deforestation

Pernod Ricard is fully committed to **no deforestation and no conversion of other natural ecosystems throughout its supply chain; 2025 stands as a defining milestone of this commitment, now in its implementation phase.**

This commitment ensures **that our deforestation linked commodities** have not caused or contributed to the loss of natural forests or natural ecosystems as of December 31st 2020.

Our **alignment with the Science Based Targets initiative (SBTi)** reinforces this pledge, demonstrating that our actions are both ambitious and scientifically grounded. Through SBTi, we take measurable steps to reduce GHG emissions, including efforts to combat deforestation.

Additionally, the **EU Deforestation Regulation (EUDR)** - entering into application on December 30, 2026 - **provides a strong framework** that supports our commitment. Its stringent due diligence and traceability requirements strengthen our ability to maintain supply chains free from deforestation.

Scope of the commitment

The definitions of deforestation and conversion are aligned with the **Accountability Framework Initiative** as recommended by SBTi (see glossary).

These definitions are globally applicable and can be contextualized to different regions and commodity production systems. This creates alignment between global-level commitments and localized methods for ecosystem identification and land-use change monitoring.

Materials concerned:

While most Pernod Ricard raw materials are not linked to deforestation risk, some primary commodities, terroirs and wood-based products may be exposed. Aligned with our commitments to EUDR and the Science Based Targets Initiative (SBTi) we prioritize commodities for which the risk of deforestation is material to ensure a sustainable supply chain.

Below is the list of current commodities at risk (EUDR &/or SBTi)*:

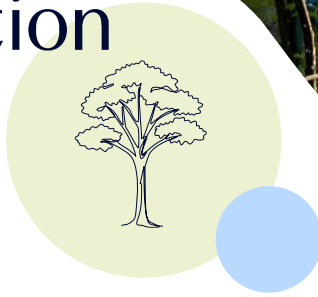
- Coffee
- Wood-based Products (packaging, shipping case, barrels...)
- Rubber & Leather (used in POS materials & giftboxes)
- Agave, (Agave, tequila & mezcal)
- Sugarcane

Implementation



Our implementation process follows three main steps:

- 01 Understanding & traceability of our key raw materials
- 02 Deforestation risk monitoring
- 03 Mitigation & remediation measures



Understanding & traceability



Upstream agricultural activities

As detailed in our **Terroir & Nature** policy, transparency in our agricultural supply chain is crucial for achieving positive impacts. We aim for comprehensive traceability providing a detailed understanding of each ingredient's journey.

Traceability targets vary by terroir classification:

- **Hotspots terroirs:**
Minimum traceability at the terroir level.
- **Priority and other terroirs:**
Minimum traceability at the country level.

Traceability enhances supply chain transparency and integrity, supporting our ambition for positive impacts, and its methodology is detailed in the Terroir Reporting Protocol.

Upstream packaging & wood-based products

For wood-based materials, aligned with our **Global Packaging policy**, Pernod Ricard works to reduce the use of virgin resources & waste across our business and certify products according to a no deforestation standard (see mitigation section).

Additionally, in preparation for the EUDR, Pernod Ricard is collaborating with its suppliers to collect location & compliance data to ensure full traceability as required by the regulation. This information will be progressively collected for *relevant products as the regulation comes into force*. Suppliers of relevant products and commodities shall comply with the EUDR Baseline (and such other protocols as may be communicated from time to time to enhance traceability and compliance).

Risk monitoring

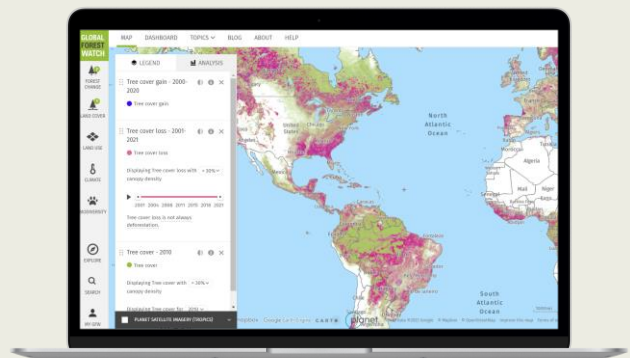
Materiality screening

For our agricultural commodities we conduct first a materiality analysis of the deforestation risk within the supply chain with our Terroir Risk Mapping tool. Based on this assessment, we prioritize commodities with higher risks and engage in a more bespoke analysis that can include:

Suppliers' engagement for additional data collection on traceability and local proof of no deforestation.

Leverage of remote sensing technologies and deforestation monitoring: by utilizing Global Forest Watch (WRI) we can access the quality data available on forests, providing information on forests conditions.

External stakeholders' engagement to conduct local due diligence and deforestation surveillance.



Mitigation & remediation measures



1. No deforestation certification

Building on risk monitoring results, **Pernod Ricard applies mitigation & remediation measures aligned with the identified risk level.** As a minimum requirement, commodities at risk are managed through certification standards and then based on the materiality further actions may be taken, including stronger supply chain engagement and sensitization programs.

In the absence of appropriate mitigation measures, **Pernod Ricard reserves the right to discontinue the relationship with the supplier.**

Key commodities at risk in EUDR & SBTi:



Coffee



Rainforest Alliance: The standard not only prohibits deforestation but also the destruction of all natural ecosystems, including wetlands and peatlands.

UEBT: The minimum requirement states that the current cultivation, wild collection or related activities must not have resulted in the conversion or deforestation of intact ecosystems.

FAIR trade: commits to no deforestation and no vegetation destruction in carbon storage ecosystems or protected areas. Moreover, a procedure must be in place to ensure organizations do not cause deforestation or degradation of vegetation.



Wood



FSC: The FSC standard has several strict requirements in place to ensure that certified forest management units maintain the cover, biodiversity and productivity of forests. FSC certification incorporates safeguarding measures to prevent deforestation in natural forests and plantations – particularly in protected areas.

PEFC: PEFC certification assure that one is buying sustainable material which does not contribute to deforestation.

Sustainable Forestry Initiative: SFI prohibits deforestation and forest degradation with 5 key requirements related to productivity, biological diversity, disturbances, carbon storage and protective functions. SFI is internationally endorsed by PEFC.



Agave

ARA: The Environmentally Responsible Agave (ARA) standard consists of the implementation of a protocol that, based on the tequila traceability system, assures consumers that the agave used for its production has not contributed to deforestation. Moreover, it guarantees that such agave was only planted on agriculturally assigned land thus contributing to improve its environmental footprint.



Sugarcane

ProTerra: The ProTerra Standard defines that areas of native vegetation cannot be cleared or converted into agricultural areas or used for industrial or other commercial purposes.

Bonsucro: According to Principle 4 of the Bonsucro certification, the operator ensures that no areas of natural ecosystems, internationally or nationally recognized as legally protected, have been converted to agriculture on or after 1st of January 2008.



2. Dialogue with Supply chain, raising awareness and promotion of sustainable land use practices



Deforestation is a complex issue, and it is essential to understand the needs and lifestyles of the communities involved. **We work closely with NGOs and experts who are in direct contact with farmers.** Local actions for farmers empowerment may focus on improving food or energy autonomy, farm profitability, and providing training, material investments, or premium payments.

We collaborate with and support these communities to achieve 'no deforestation and conversion' within their terroirs and to meet our standards by the target dates. **We expect our partners to maintain transparency and provide verified or certified information** in line with our objectives. To accomplish this, we foster strong collaborations and regularly measure progress against our goals.

3. Development of regenerative agriculture & agroforestry program

Pernod Ricard promotes regenerative agriculture as a holistic approach designed to deliver positive impacts on climate, ecosystems, biodiversity and community wellbeing. By combining agroecological practices at field, farm and landscape levels, this approach seeks to restore ecosystems and safeguard biodiversity. Acting at the terroir scale, we consider the landscape mosaic between croplands and natural habitats to help re-establish and protect essential ecological cycles. Nature regeneration initiatives further aim to rehabilitate degraded areas, preserve fragile ecosystem and recreate sanctuaries for wildlife.



4. Landscape collaborative action

At Pernod Ricard we strongly believe deforestation, nature and livelihoods crisis need to be addressed not only at individual level but also at landscape & global levels to reach a broader scale of impact through collaborative action. As such over the years we have engaged in different partnerships:



Science Based Target initiative (SBTi): significant transformation is required across public and private sectors to achieve a 1.5°C mitigation pathway. As leaders within the wines & spirits sectors, we are committed to reaching collectively this ambition.

One Planet Business for Biodiversity (OP2B): Since 2023 we joined One Planet Business for Biodiversity, an international business coalition on biodiversity with a specific focus on agriculture. One of the main objectives is to eliminate deforestation and enhance the management, restoration and protection of high value natural ecosystems.

Beverage Industry Environmental Roundtable (BIER): as a member of the beverage industry, we actively participate to the BIER network to share good practices and engage in collective nature action such as with the Charco Bendito Project.

Museum National d'Histoire Naturelle (MNHN): we partner with the MNHN to support a PhD research project on biodiversity within the context of a food and beverage company, in order to better understand the levers for integrating biodiversity positive actions across the company's terroirs and operations.

Governance

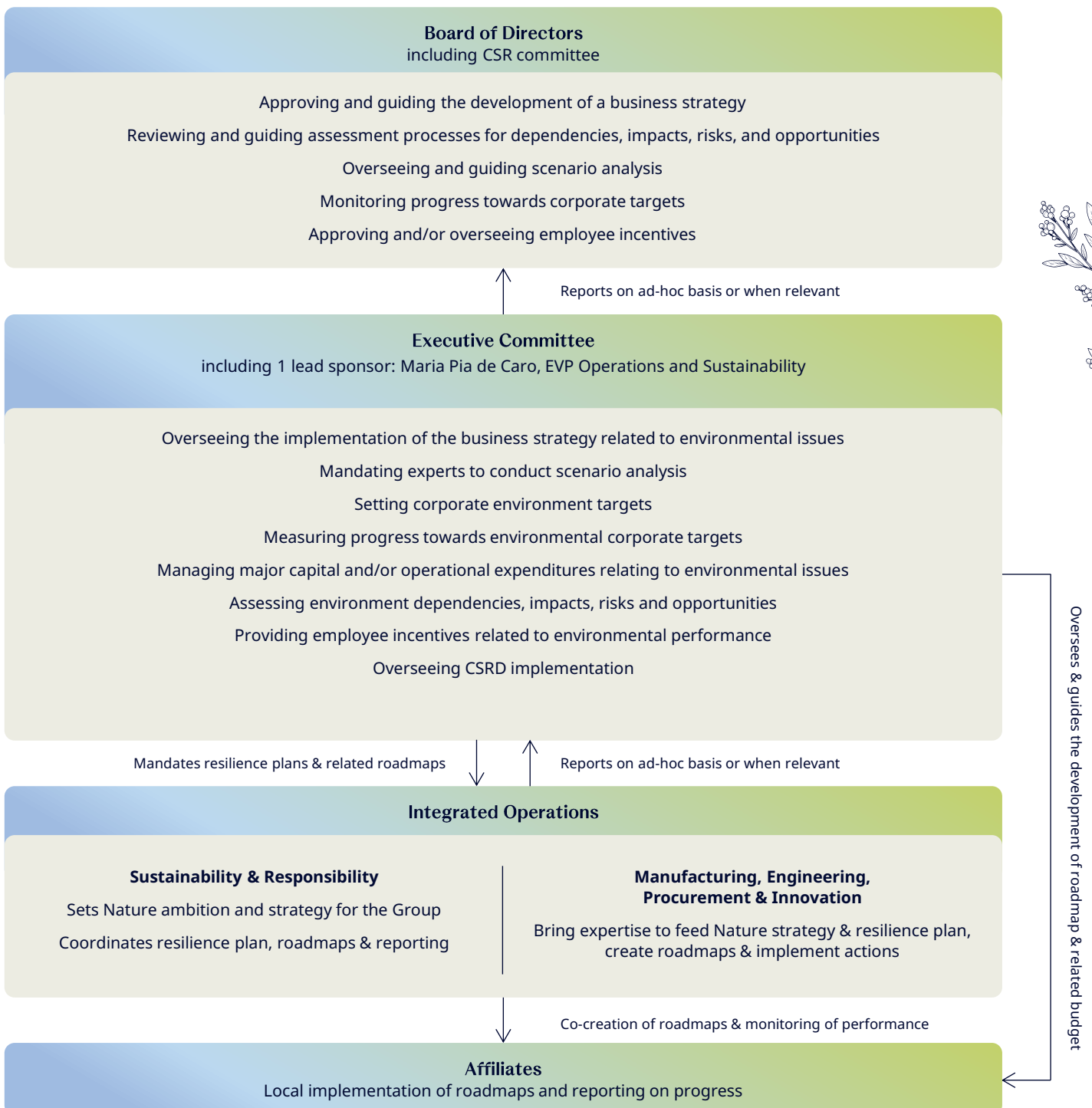


The Global Sustainability & Responsibility team is responsible for defining, and monitoring the implementation of the Group's no deforestation policy.

Procurement teams are responsible for integrating no-deforestation requirements into supplier selection & contract management.

The Sustainability & Responsibility team also works closely with other departments to oversee the implementation of no deforestation policy, develop relevant policies and procedures, and define metrics, including scope and calculation methodologies.

This policy is approved at the highest level by the Executive Vice President (EVP) of Integrated Operations and Sustainability.



Dissemination & enforcement



The Sustainability & Responsibility team at headquarters oversees the implementation of the No Deforestation policy in collaboration with the affiliates' Vice Presidents of Operations to ensure compliance and progress.

Roles and responsibilities

For direct operations, Ops leaders and their teams, supported by local Sustainability & Responsibility (S&R) teams, lead implementation activities.

For upstream activities, teams from Terroir and Procurement along with S&R implement actions at global and local levels.

Communication and support

Multiple channels are used to disseminate the policy, tools and processes:

- An internal resource library (My Portal).
- Technical webinars organised regularly throughout the year.
- Live sessions between HQ experts' and local teams to provide tailored guidance.

Engagement with external partners

Strategic suppliers are engaged through regular meetings to share the terroir & nature Strategy and align on action plans. Relevant materials are shared openly to encourage collaboration and transparency.

Where relevant, evidence of compliance with the No Deforestation Policy will be required as part of a supplier's response to Pernod Ricard tender exercises.

From December 30, 2026, new and renewed contracts are expected to include a commitment to adhere to our No Deforestation Policy (either direct or via Pernod Ricard Supplier Standards). Supplementary additional contract terms, policies and other protocols may be applied to individual category / product contracts on a case-by-case basis.

Alert mechanism

Speak Up is a confidential whistleblowing channel for employees and stakeholders to report concerns about ethics, internal policies and legal misconduct, including issues related to climate policy and the integrity of its implementation.

In addition, the Speak Up channel may be used to receive and manage substantiated concerns. In such cases the identity of the reporting person will be protected, and concerns will be handled in accordance with applicable regulatory requirements.





Deforestation*

Loss of natural forest as a result of: (i) conversion to agriculture or other non-forest land use; (ii) conversion to a tree plantation; or (iii) severe and sustained degradation.

Conversion

Loss of a natural ecosystem as a result of its replacement with agriculture or another land use, or due to a profound and sustained change in a natural ecosystem's species composition, structure, or function.

Terroir

Our products take their character from the land where they were grown. The term "terroir" refers to a specific area where we source our agricultural raw materials. The land or region contributes to the unique characteristics of each of our products. It's an area where re-establishing natural balances can help to address impacts and dependencies.

A terroir is also unique because of the know-how of the people and the communities who work and live there.

All these components give our ingredients their unique flavors.

Point-of-sale material (POS)

Pernod Ricard's point-of-sale material refers to the branded items and promotional tools used at retail locations to market and display their products. These materials can include things like branded signage and displays, promotional stands or shelves, menus and drink cards, coasters, bar mats, glassware, event kits and sampling tools. These items are designed to enhance product visibility and influence consumer purchasing decisions at the point of sale.

** For the Purpose of EUDR the definitions in Article 2 EUDR apply.*



Appendix – EUDR Baseline

The EU Deforestation Regulation (EUDR 2023/1115) provides a strong legal framework that supports Pernod Ricard’s commitments under the No-Deforestation Policy.

The **Pernod Ricard EUDR Baseline** outlines essential obligations and behaviors that Pernod Ricard requires its suppliers to adhere to, with a view to adhering to that framework and supporting Pernod Ricard’s No-Deforestation goals.

The EUDR Baseline requirements apply to the supply / intended supply to any Pernod Ricard affiliate of any relevant commodity and/or relevant product - as listed at Annex 1 of EUDR (“**EUDR Product**”), on entry to or exit from the EU, European Free Trade Association and the UK.

For the avoidance of doubt, these requirements apply in addition to other policies, contracts, codes, commitments and protocols (including the EUDR Supplier Protocol which shall include enhanced detail regarding our deforestation-free requirements, and which suppliers will also be obliged to adhere to)



1 – Compliant Goods	Suppliers shall ensure that any EUDR Product is (a) deforestation free within the meaning of EUDR, (b) produced in accordance with the relevant legislation of the country of production, and (c) covered by a due diligence statement. Suppliers may only supply EUDR Product(s) to Pernod Ricard if its risk assessment concludes nil or negligible risk of non-compliance with EUDR – substantiated by a due diligence statement, where applicable.
2 – Appropriate Processes	Suppliers must have in place appropriate processes and systems (a) to support their own direct EUDR obligations (if any), and (b) to support Pernod Ricard’s compliance activities. This includes, without limitation, appropriate mechanisms and procedures for supplier and data management, segregation of materials that are non-deforestation-free or from unknown origin, and due diligence (collection of information, risk assessment and risk mitigation).
3 – Information Sharing	Suppliers must provide on demand any information, data and/or documentation relating to deforestation, compliance with the EUDR and/or the EUDR Baseline as Pernod Ricard may request. This may include, but is not limited to, geolocation data of all plots of land used for production and/or sourcing of products. To streamline the identification and resolution of any deforestation risk in the supply chain, suppliers must also be able to procure such information, data and/or documentation on demand, from their own supply chain partners.
4 – Cooperation	Suppliers shall cooperate with Pernod Ricard in completion of any due diligence and/or audit exercises – helping our business to ensure supply chains are monitored and verified to ensure deforestation is not occurring and to address and rectify situations where any risk of deforestation may be present.
5 – Verification and Notification	Pernod Ricard reserves the right to perform checks and audits to verify supplier compliance, including in relation to the No-Deforestation Policy, EUDR and/or the EUDR Baseline. Suppliers must notify Pernod Ricard as soon as practicable of any actual or suspected non-compliance.
6 – Breach	In addition to any rights and/or remedies which Pernod Ricard may have under a contractual agreement, non-compliance with the EUDR Baseline (or any other obligations addressing the same or similar subject matter arising from any other policies, contracts, codes, commitments and other protocols, may lead to remedial action. This may include, where appropriate and depending on the severity of breach and all other relevant factors, contract termination.

The EUDR Baseline is effective as of December 30, 2026 and may be reviewed from time to time to align with any changes to the applicable laws and/ or Pernod Ricard policy and process updates.



Thank you!

If any questions, please contact Pernod Ricard Sustainability & Responsibility team at:

sustainability_responsibility@pernod-ricard.com



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**Speak
up**

If you see any breach to this policy, you can report it using the Pernod Ricard Speak Up line:

<https://speakup.pernod-ricard.com>

The Pernod Ricard Speak Up line is our global whistleblowing platform, managed by an independent third party. Open to all Pernod Ricard stakeholders, it provides a secure and confidential way to report any irregularity or suspected misconduct in good faith. This system is available 24/7 online or by phone, in several languages.