



VALUES AND RESPONSIBILITY

What we stand for.
What guides us.



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DR. ANDREAS BROKEMPER
Chief Executive Officer CEO



EBERHARD BENZ
Member of the Executive Board



FRANK VAN FÜRDEN
Member of the Executive Board

DEAR READERS,

As a company representing many strong and prestigious brands, fulfilling the highest quality standards is just one of the many challenges that we set ourselves with conviction on a daily basis. In the same way, we also take a holistic approach to our role within society and towards our stakeholders. An international group with subsidiaries in countries around the globe requires a shared set of values that are consistently implemented everywhere and every day. Because as a crafter of alcoholic beverages and employer to more than 3,500 staff, we have an economic, environmental and social responsibility.

One of the ways in which we meet this responsibility is by offering our staff interesting assignments and career prospects in a successful family-owned business with an appreciative corporate culture.

By the same token, protecting our natural resources, using low impact production processes and reducing our ecological footprint are important components of our sustainability focus. As a producer of alcoholic beverages, we are aware that we have a particular responsibility, which is reflected in our clear position on enjoying in moderation and our involvement in numerous initiatives.

On the following pages, we present our internationally applicable corporate values and show how they guide our actions within our various business fields. Because if there's one thing we're certain of - it's that only if we continue to think and act in a value-driven and sustainable manner in the future will we be able to live up to our mission: to responsibly accompany life's big and small moments with a sparkle.

OUR WORLD OF VALUES

AT A GLANCE

Outstanding quality

Sustainable growth

Responsible enjoyment

Fair business relationships

Respecting human rights

Effective protection against
alcohol misuse

Protecting the environment,
climate and resources

A motivating work environment

Comprehensive compliance





HENKELL FREIXENET - CELEBRATE LIFE.

We create pure joie de vivre – and provide that touch of sparkle when our consumers celebrate life’s big and small moments. Henkell Freixenet is an international sparkling wine, wine and spirits group with headquarters in Wiesbaden, Germany. As the world’s leading sparkling wine producer, we offer sekt,

cava, prosecco, champagne and crémant from a single source – complemented by a select range of wines and spirits.

Our group subsidiaries are at home in over 30 countries – and our global icon brands are exported to more than 150 countries worldwide. Passion for our craft, the highest quality standards and experience going back to 1832 have in many countries earned us

the status of market leader in our various segments.

In everything we do, we are guided anew every day by our values – because our ambition is to be a reliable and lasting partner to our stakeholders worldwide.

WE ARE
PASSION
QUALITY
INNOVATION
RESPONSIBILITY
TRADITION
FUTURE
CRAFTSMANSHIP
TEAMWORK
JOIE DE VIVRE
ENJOYMENT



OUR CONSUMERS

WE CREATE JOIE DE VIVRE. AND PROMOTE ENJOYING RESPONSIBLY.

Our consumers are especially important to us and are therefore at the focus of all we do. We strive to continuously justify their trust in us by setting the highest quality standards and offering attractive products – but above all by providing genuine added value and adding the sparkle to life's big and small celebrations. Our entire mindset and actions are guided by their wishes and expectations, ensuring that our brands, products and processes meet changing consumer preferences. This also involves

recognising trends, continuously developing brand value and in the process helping to shape the market consistently with our position.

Our portfolio stands for enjoyment and joie de vivre. Nevertheless, we recognise that the misuse of alcoholic beverages poses health risks. We therefore see it as one of our most important tasks to actively support responsible and moderate enjoyment through an extensive and diverse range of measures.

OUR COMMITMENT TO ENJOYING RESPONSIBLY

1. Raising awareness among young people early on of the dangers of excessive alcohol consumption
2. Supporting our business partners in ensuring strict compliance with legal youth protection requirements relating to the sale of alcoholic beverages
3. Advocating alcohol abstinence in certain situations, such as at the workplace, in road traffic, while pregnant or breastfeeding and when on medication
4. Involving employees and management in various associations
5. Ensuring that our staff conduct themselves in an exemplary and responsible manner
6. Serving alcohol to people who are obviously intoxicated or under the legal minimum age is a no-go for us

PROMOTING INFORMATION AND EDUCATION CAMPAIGNS IN COLLABORATION WITH RELEVANT SOCIAL GROUPS AND GOVERNMENT AGENCIES, INCLUDING:



As a producer of high-quality branded consumer goods, communication and advertising naturally play a rather significant role in our business. Here, too, corporate values and responsibility guide our actions. Consumers' safety and health as well as

treating all people with respect are our top priorities at all times. We therefore adhere strictly to the following principles:

OUR DON'TS

Don't encourage or downplay harmful consumption of alcohol

Don't encourage children or young people to drink alcohol and don't depict children or young people consuming such beverages

Don't communicate in media with editorial content aimed mainly at children and young people

Don't depict top-level athletes drinking alcohol or encouraging others to do so

Don't make any link between alcohol consumption and driving a car or operating machinery

Don't make any association between alcohol and curing, mitigating or preventing diseases or any claim suggesting that alcoholic beverages have medicinal properties

Don't make any discriminatory statements and avoid any content that could offend the feelings or views of others

Don't communicate in any pornographic context or media linked to such content

Don't communicate in any political or religious context



OUR EMPLOYEES





WE OFFER GOOD CAREER PROSPECTS. AND A SAFE ENVIRONMENT IN WHICH PEOPLE CAN GROW.

Our staff are our most valuable asset: we owe our corporate success and the outstanding quality of our products to their dedicated commitment. Together, we pursue the goal to serve every tenth glass of sparkling wine in the world.

With our brands, we provide the special moment, the tingling sparkle to celebrate life. We want to create this same sparkle again and again in our work environment and in doing so continuously fire enthusiasm for Henkell Freixenet among all those who work for and with us. We therefore place great importance on creating an appreciative and transparent environment that keeps our teams motivated and innovative. It goes without saying that this also means offering our employees appropriate career prospects, supporting their professional and personal development and treating them absolutely equally.

To this end, we have espoused ten principles that characterise our interactions and our corporate culture. →

1. WE PUT OCCUPATIONAL HEALTH AND SAFETY FIRST

Actively protecting the health and safety of our staff is a central aspect of our responsibility and a primary management issue. Because only if we offer our employees and others who work for and with us a safe environment can they develop their full potential. Accordingly, our production sites in Wiesbaden-Biebrich and Mainz-Kastel, for example, have obtained certification in accordance with ISO 45001 for our occupational health and safety management system. Since our aim is to preempt potential hazards, we focus on awareness-raising, prevention and effective protective measures. Business operations are constantly optimised through inspections, audits, employee interviews and similar measures.

2. WE SEE DIVERSITY AS A STRENGTH

We benefit from the diversity of our staff. We therefore have regard for and respect their differences and treat all employees equally irrespective of their gender, age, disability, family circumstances, sexual orientation and identity, ethnic background, religion or beliefs. We motivate and support one another – we do not tolerate discrimination of any kind.

3. WE UPHOLD AND PROMOTE RIGHTS

We undertake to comply with and enforce existing legislation and collective agreements and work on a partnership basis with employee representatives. Fair work conditions are elementary for ensuring satisfied employees.

4. WE BELIEVE IN PROACTIVE HEALTH PROMOTION

Safeguarding the health and welfare of our staff is extremely important to us. We therefore create a healthy work environment and promote ergonomic workplace design based on the latest findings in health management.

5. WE RECONCILE THE NEEDS OF FAMILY LIFE AND A CAREER

We are responsive to the modern demands of working life and in dialogue with our staff develop individual, practicable and flexible solutions. These include various part-time models, extended parental leave and support with childcare or caring for family members.



6. WE VIEW TRAINING AS A RESPONSIBILITY

We nurture young talent by creating qualified, future-oriented traineeships and dual study options. Our trainees, students and interns receive in-depth training as well as comprehensive professional and personal support throughout their time with us. We see takeover opportunities for permanent employment as well as programmes to stay in touch as a chance for the future.

9. WE ACT IN ACCORDANCE WITH OUR CODE OF CONDUCT

Our staff have to get to grips with different legal and value systems around the world. Our compliance management system provides the guidelines for this. On a day-to-day level, additional internal codes of conduct give our employees valuable orientation.

7. WE BELIEVE IN LIFELONG LEARNING

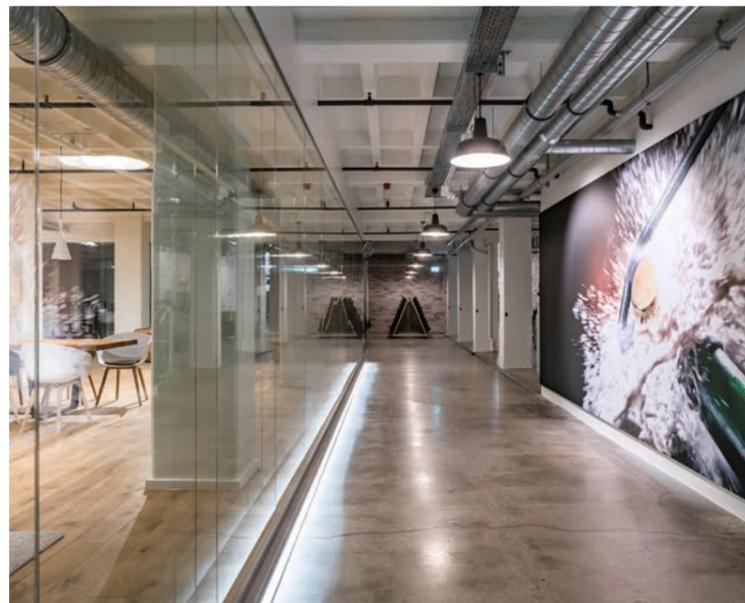
We support and promote our staff in their professional and personal development throughout their entire career path with us. At the same time, we encourage personal initiative and believe in curiosity as the driving force for new ideas, solutions and workflows.

10. WE RESPECT HUMAN RIGHTS

We assume responsibility not only towards our own employees, but also towards people along the entire supply chain. Central to this is our unreserved commitment to the Universal Declaration of Human Rights, the UN human rights conventions and the ILO core labour standards. We also require our business partners to commit to these. We practise our human rights duty of care by means of a risk analysis along the supply chain, written agreements with our business partners, various monitoring instruments and, where necessary, corrective measures.

8. WE SUPPORT SOCIAL COMMITMENT

We make a positive contribution to the common good through numerous sponsorships, by hosting social events and actively encouraging staff to get involved, for example in volunteering days. We support our staff in any voluntary work they undertake, provided that it is compatible with their work and the business ethic of Henkel Freixenet.





OUR ENVIRONMENT

WE RESPECT THE NATURAL WORLD AND ITS RESOURCES. WHICH IS WHY WE CONTINUOUSLY STRIVE TO ADVANCE OUR DEVELOPMENT.

As a globally operating company that depends on nature for its raw materials, we are aware of our responsibility towards the environment and future generations – and have therefore made this a cornerstone of our corporate policy. It is our belief that we can only bring about change if we take a holistic approach to sustainability. For this reason, our sustainability officer has been supported since 2018 by a cross-departmental committee.

In addition to effective self-monitoring through external audits, inspections and employee interviews, we also ensure that our environmental protection requirements are met through controls along the supply chain. Our environmental management

system at the Wiesbaden-Biebrich and Mainz-Kastel sites is certified to DIN EN ISO 14001 and is supplemented by our energy management system with certification in accordance with DIN EN ISO 50001.

We want to start where we can bring about positive change from within, while at the same time taking on the challenges that are central to our sector. Against this background, our strategy within the environmental sustainability pillar focuses on three key areas. Here, we believe transparent communication is paramount and are open to dialogue – both internally and externally.

For further details please see our sustainability report.

LOOKING TO THE FUTURE



RESOURCES & RAW MATERIALS

We have made conserving natural resources a cornerstone of our corporate policy. We already implement a number of measures to further reduce our water consumption and are actively liaising with our waste management officer with the goal of minimising waste at our Wiesbaden-Biebrich and Mainz-Kastel sites. We are also aware that the environmental footprint of our products is influenced to a large extent by the choice of materials – which is why nearly all of our product packing is recyclable.



ENERGY & CLIMATE PROTECTION

With our energy, energy management and immission control officers as well as our energy monitoring team at the Wiesbaden-Biebrich and Mainz-Kastel sites, we have established fixed responsibilities and a framework for regular exchange to enable us to continuously measure and improve our environmental performance. In addition, we invest in energy efficiency measures every year.

As a manufacturing company, we depend on energy for our production processes. However, our aim is to become independent of fossil resources. At some of our sites, we have already installed photovoltaic systems and cogeneration plants, and in some cases we also use geothermal systems. While we strive at all times to minimise direct emissions at our sites, we are also aware that much of our environmental footprint is generated upstream. In order to sustainably reduce our emissions, we therefore need to tackle the challenge together with our suppliers.



BIODIVERSITY & HABITATS

As a crafter of sparkling wine, wine and spirits, we are dependent on natural raw materials – and hence on intact ecosystems. We consider biodiversity to be an important issue along our supply chain and will support our supply chain in developing sustainably over the coming years.



OUR BRANDS AND PRODUCTS

WE COMBINE TRADITION WITH FUTURE. WITH A FOCUS ON TOP QUALITY.

Our popular global icon sparkling wine, wine and spirits brands - some of which have been on the market for nearly 200 years - are the cornerstone of our success. Yet, here too, we look to the future - our innovations are oriented towards the needs of the market and our consumers, with emphasis on innovation, attractiveness and sustainability.

We live the highest standards of quality and craftsmanship. Close, long-standing relationships based on trust with our wine and alcohol suppliers allow us to exert influence right from the start - for example on the cultivation of the premium raw materials that are later refined to make our sparkling wine, wine and spirits.

However, the raw materials used are by no means the only factor that determines the outstanding quality and dependability of our products. The materials used, the product design, the wrapping and packaging materials and the process quality all play a role. To enable us to guarantee top quality, we rely at many of our locations on systems such as ISO 9001, the IFS Food Standard (IFS) or the HACCP concept. Audits performed by internal and external experts and recognised certifications help us to further refine and continuously improve our processes. These are underscored by numerous analyses carried out by us and by accredited laboratories. The quality of our products is also regularly confirmed with top rankings and awards in major competitions.



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READ MORE ABOUT HENKELL FREIXENET'S
SUSTAINABILITY ACTIVITIES IN OUR
SUSTAINABILITY REPORT.

ALSO VISIT OUR WEBSITE AT
HENKELL-FREIXENET.COM





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