

A man wearing a light blue long-sleeved shirt, dark pants, and a grey cap is seen from behind, pushing a small black tractor through a vineyard. The vineyard rows are filled with green grapevines, and the ground is covered with dry grass and leaves. The scene is bathed in warm, golden light, suggesting late afternoon or early morning.

Putting sustainability
at the heart of our business
and our brands



Pernod Ricard

Créateurs de convivialité



300+ brands
Present in **86** countries
100 production sites
19,000 employees





**SOCIAL & ENVIRONMENTAL
DISRUPTION**



**HYPER CONNECTIVITY,
TRANSPARENCY**



**BREAKDOWN OF TRUST IN
INSTITUTIONS**



**CONSUMER QUEST FOR
MEANINGFUL BRANDS**

A Sense of Purpose

“Society is demanding that companies, both public and private, serve a social purpose.

*To prosper over time, every company must not only deliver financial performance, but also show how it makes a **positive contribution to society.** “*

CEO Larry Fink

BLACKROCK®



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

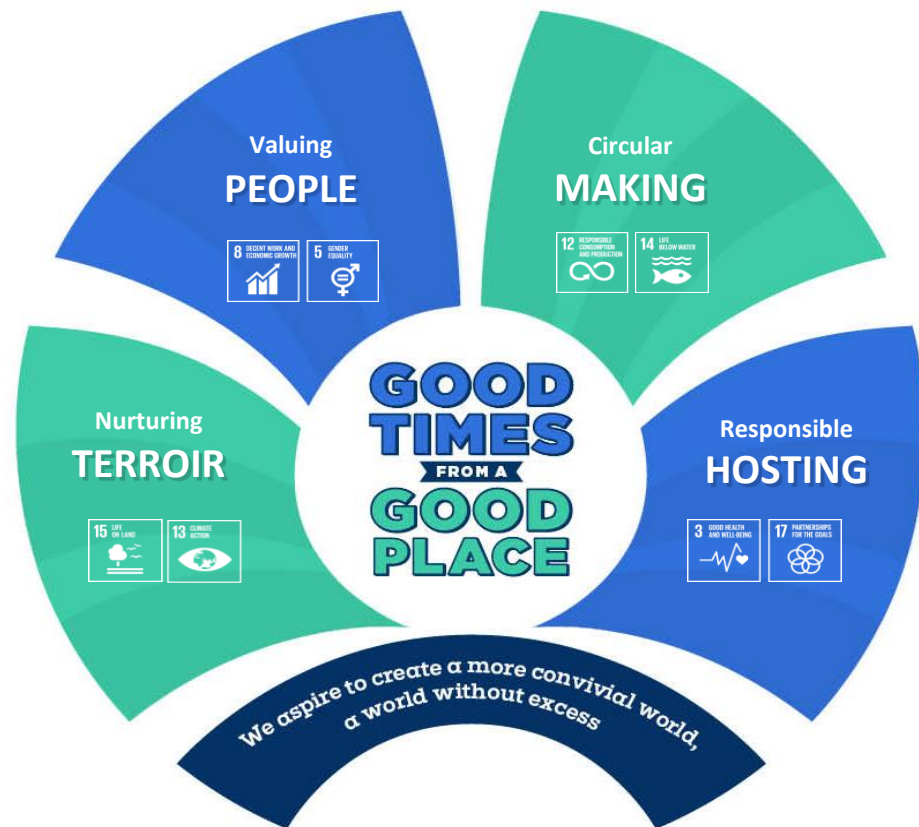


SUSTAINABLE DEVELOPMENT GOALS

Meeting Consumer Expectations ...



Créateurs de convivialité



Nurturing Terroir



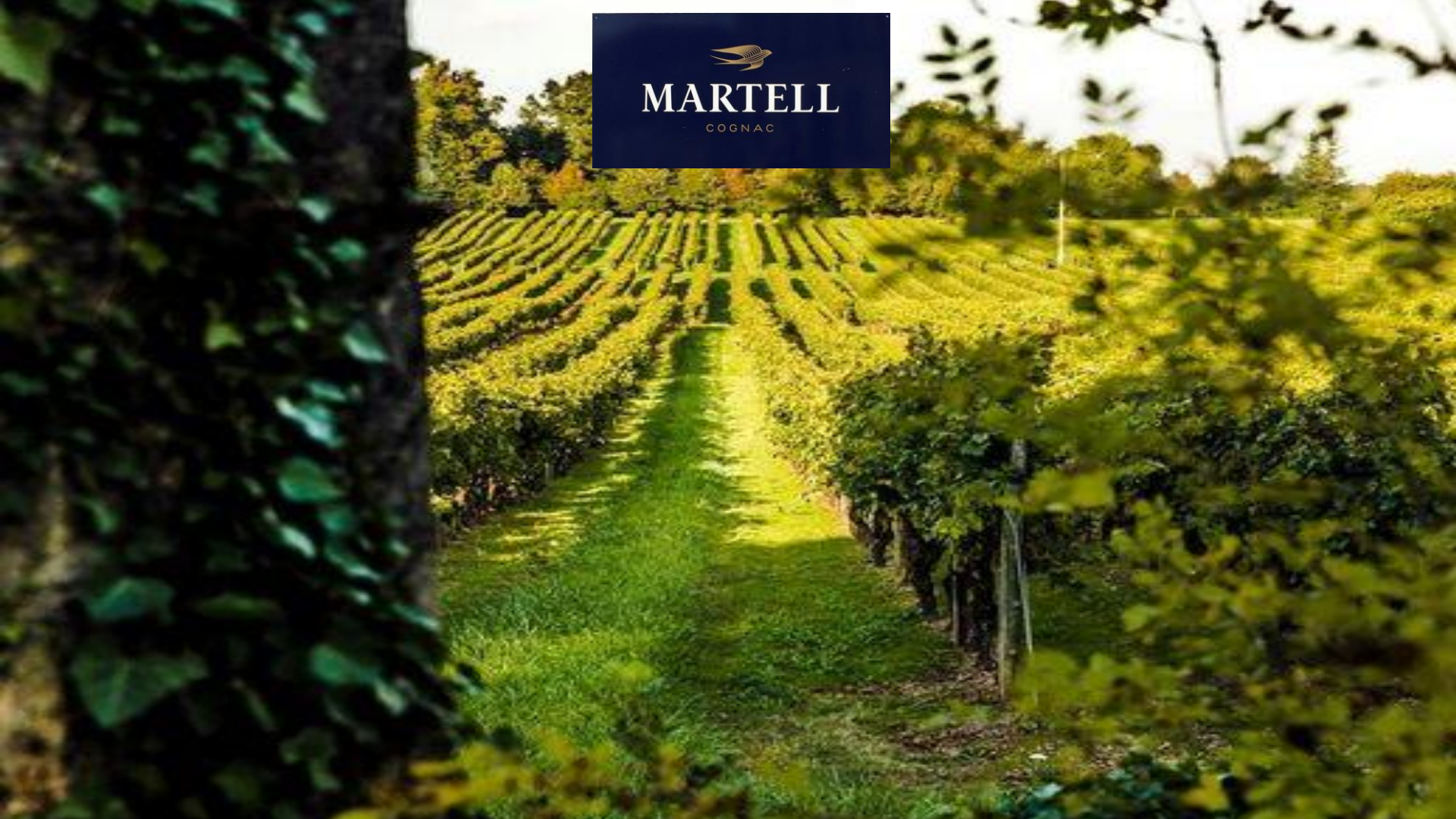
Our products take their character from the land where they were grown.

We nurture every terroir and its biodiversity and respond to the challenges of climate change to ensure quality ingredients now and for generations to come.



MARTELL

COGNAC





BRANCOTT
ESTATE™



Valuing People

Convivialité is about sharing warmth, care and respect for people everywhere.

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





Kahlúa



An aerial night view of a city, likely Los Angeles, with a large white 'CHIVAS VENTURE' logo overlaid. The logo features the word 'CHIVAS' in a serif font, a large stylized 'V' with three parallel lines, and the word 'VENTURE' in a sans-serif font. The background shows a cityscape with lights and a road winding through a hillside.

CHIVAS VENTURE



We share a world of finite resources, under huge pressure.

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



PLANET EARTH'S
FAVORITE VODKA

GOOD TASTE WON'T LET
THE WORLD GO TO WASTE
ABSOLUT.COM/PLANETEARTH

ABSOLUT.[®]

**NOT NEW.
NOT IMPROVED.
TASTE,
THAT'S WHY.**



Responsible Hosting

Our products bring people together and serve a valuable role in society.

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





#ResponsibleSsexy

#BustTheHangover

I ♥ rp
responsible party

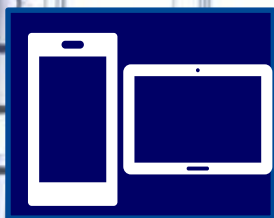
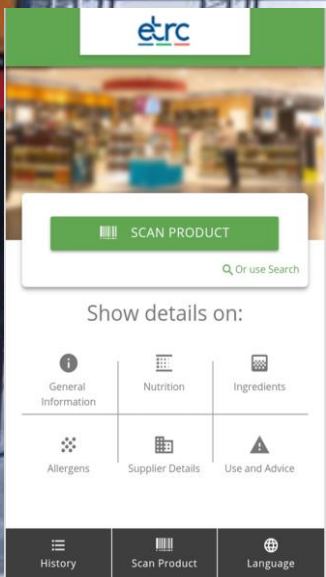
rp
responsible party

ETRC pilot project

Creation of a digital platform for information
to consumers in duty free and travel retail



Self-regulatory Code of Conduct
for the Sale of Alcohol Products



Responsible Retail training programme

OUR 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)



Regenerative agriculture

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



Biodiversity

100% affiliates projects (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)
Pilot 5 R&D circular distribution projects



Alcohol misuse

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



Responsible Party

100% affiliates at least one alcohol misuse programme (2030)



Opportunity for Travel Retail

Use SDGs as framework to help identify industry actions

Harness sustainability as a powerful tool in addressing consumer concerns in relation to natural and human resources that retail products and supply chains depend on

Seize the opportunity to share brand social/environmental actions and stories

Explore/innovate to reduce and improve environmental impact

*Thread of sustainability runs through current retail trends
... and is set to accelerate*

“We bring good times
from a good place.”

