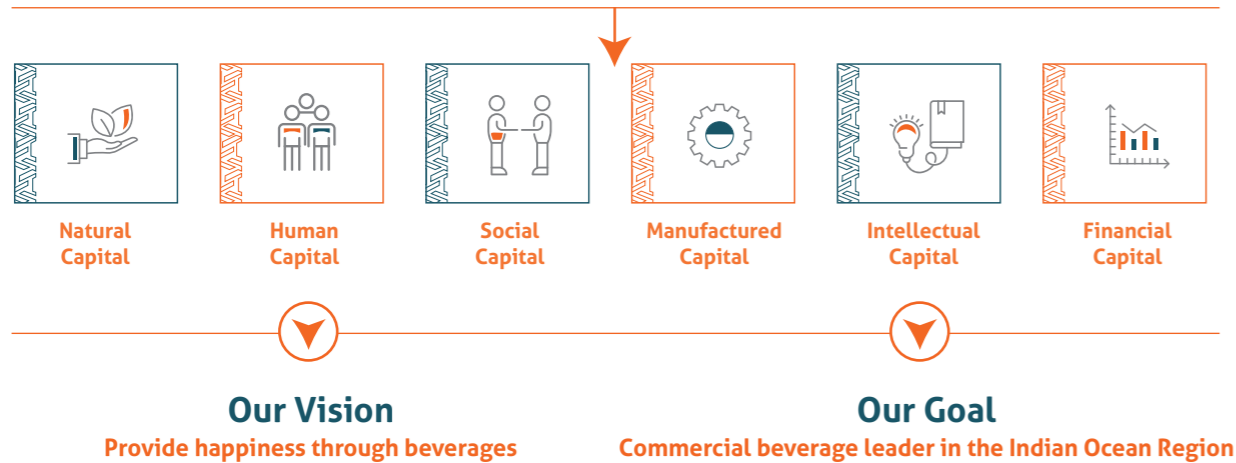


OUR STRATEGIC VISION

Our goal is to be the leading commercial beverage company in the Indian Ocean region, 'Providing happiness through beverages' with our unmatched portfolio of leading alcohol and non-alcohol brands.

The strategy is built on our commitment to world-class execution that ensures availability and affordability of our products in our chosen markets. We view world-class execution as not only excellent production and distribution, but also excellence in health and safety, resource use efficiency and waste management. We pride ourselves on our ability to create new and innovative products that meet the changing needs of consumers and customers, and develop these brands.

In line with our values, we are committed to responsible business practices, recognising that these are essential for long-term profitability and sustainability. We have identified five global aspirations from the United Nations Sustainable Development Goals (SDGs) (refer to page 16) that most closely align with our activities and goals as the areas where we can have the most impact.



Our Foundations

Achieve world-class execution through availability and affordability of our products locally and regionally

Build strong, valuable and meaningful brands

Build a sustainable and profitable business through our five chosen SDGs

Enablers

Our facilities (page 50), natural resources (page 66), team members (page 62) and processes

Our Portfolio



Barriers

Competition, social pressure and regulatory (page 34)

OUR SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals (SDGs) aim to ensure that growth and development address the many urgent social and environmental challenges facing the planet by creating a global collaboration to achieve peace and prosperity for people and the planet.

PhoenixBev identified five SDGs (3, 8, 9, 12 and 13) which are most relevant to the Group and its stakeholders, and where we can have the biggest impact. PhoenixEarth is the focal point for the Group's sustainable development initiatives and coordinates engagements with the SDGs within the organisation.

We are currently creating a formal sustainability strategy that supports the business strategy and is informed by the perspectives of the context in which we operate.

