

ASX Announcement

Endeavour Group commits to strengthening responsibility in first sustainability strategy

- Commits to partnering with industry, experts and government to invest in research, technology and innovation that promotes responsible sale, service and consumption, and minimises harm
- Sets path to develop first Reconciliation Action Plan and will establish first local community advisory panel
- Pledges to create a safe, diverse workplace including 40:40:20 diversity balance in senior leadership and board
- Commits to having 100% renewable electricity by 2030 and net zero emissions by 2050, and supports The Paris Agreement

Sydney: Monday, 18 October 2021 - Australia's leading retail drinks and hospitality business Endeavour Group has today launched its first sustainability strategy, *A positive imprint, made together*, in which the company has set a range of goals and commitments anchored to its purpose of 'Creating a more sociable future together'.

Endeavour Group CEO and MD Steve Donohue said: "While sustainability has always been central to how we operate, the launch of our first sustainability strategy as an independently listed business is a significant milestone in setting the course for the next phase of our journey."

"Our ambition is to leave a positive imprint on the communities we are part of, the people we connect with and the world we all share. We have worked closely with a range of diverse stakeholders to identify the areas where we can make the greatest impact."

Endeavour Group's Sustainability Strategy is built around three core principles - Responsibility & Community, People, and Planet and is underpinned by a series of goals and commitments that will guide our work over the coming years.

Under the Responsibility & Community principle, Endeavour Group pledges to amplify its recognised leadership in the responsible service of alcohol and conduct of gambling by partnering with health experts, regulators, government and industry to invest in research and projects that aim to reduce alcohol and gambling harm in the community.

"We acknowledge that with leadership comes responsibility, which is why we will continue to invest in new technologies and solutions that promote responsibility," Mr Donohue explained.

"An example of a research-led industry partnership is our recent collaboration with DrinkWise whose research found low-and non-alcoholic drinks options can help customers moderate their drinking. On the back of this research, we are now trialling dedicated zero, low and mid-strength sections in selected Dan Murphy's and BWS stores to see how we can best help customers who wish to reduce their alcohol consumption."

“We are also working with a leading global research firm to trial predictive algorithms to identify customers who may have a problem with gambling, to steer them towards harm minimisation programs,” he added.

As part of Endeavour Group’s commitment to partner and work with the community, the company will establish a Community Advisory Committee in Darwin next year. The Committee will consist of a local, expert panel that will explore initiatives that seek to reduce the harm from the misuse of alcohol or problem gambling in that community, and will direct the company’s investment into the causes that mean the most to that community.

“Although we have committed to our goals on a national and even global level, we acknowledge that our Sustainability Strategy also needs to be implemented at a local level because every community is unique. We’re committed to listening and engaging with local communities to find local solutions,” Mr Donohue said.

Under the People principle, Endeavour Group sets the path to begin work with Reconciliation Australia to develop its first Reconciliation Action Plan.

“We are at the beginning of our reconciliation journey, and as such we must first listen and learn from those with lived experience so we can create meaningful, clear and measurable reconciliation goals,” Mr Donohue said.

Endeavour Group employs more than 28,000 team members, and the People principle outlines a commitment to build a safe and culturally diverse team, including a 40:40:20 diversity balance in senior leadership and at Board level by 2030.

The third Principle, Planet, outlines the company’s commitment to reduce its environmental impact, including sourcing 100% renewable electricity by 2030 and having net zero emissions by 2050. The company supports The Paris Agreement and will develop its own climate change strategy to guide its activities to reduce its carbon emissions.

Endeavour Group also supports the United Nations Global Compact’s Ten Principles and the United Nations Sustainable Development Goals (UNSDGs).

“The launch of our Sustainability Strategy is just the beginning of our journey. We’re committed to listening and learning, sharing our progress and leaving a positive imprint on the communities we’re part of. We also know that it will be important to adapt and refine our approach along the way,” Mr Donohue said.

The release of this announcement was authorised by the Disclosure Committee

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**A positive imprint,
made together.**

Sustainability Strategy

A plan to lead with responsibility for our communities, people, and planet on the path to 2030.



Our sustainability ambition

A positive imprint, made together.

At Endeavour Group, our sustainability ambition is to leave a positive imprint on the communities we are part of, the people we connect with, and the world we all share.

As a leading retail drinks and hotels business, we recognise the importance of leadership in the responsible service of alcohol and gambling. Through this Sustainability Strategy, we commit to extending our responsibility beyond our own actions to unite others for positive change on the path to 2030.

We will continue to lead in responsibility. We will collaborate with experts, our industries and governments to improve communities. We will maintain a safe, empowering and inclusive workplace for all of our team and throughout our supply chains. And we will reduce our impact on the environment to contribute to a better world for all.

This strategy is a key part of how we are creating a more sociable future together.



Acknowledgement of Country

We acknowledge the Traditional Custodians of Country throughout Australia and recognise their continuing connection to land, waters and community.

We pay our respects to Elders past, present and emerging and commit to continued listening to and learning from First Nations voices.



A letter from our Chairman and CEO.



We are pleased to welcome you to Endeavour Group’s first Sustainability Strategy.

Sustainability is central to how we operate. This is something we have solidified in our sustainability principles, goals and commitments, which are linked to our values: that we are real, inclusive and responsible.

This strategy sets out our future commitments to the responsible service of alcohol and gambling, and investing to support communities. We will be advocates for responsible choices that support positive change in the communities we are part of and recognise our role as an industry leader.

But we know we can’t do it alone. That’s why we’re proactively working with partners, experts and community leaders to co-create tailored solutions.

For our team, we are committed to championing individuality, human and personal rights in order to maintain a safe, empowering and inclusive workplace.

Throughout our supply chains, and for our customers, we commit to actions that respect their human rights, and their personal rights to privacy and protection of their data.

Importantly, we will also reduce our impact on the planet. We recognise the critical role that all organisations must play in addressing the impacts of climate change.

We acknowledge the importance of transparency and accountability and commit to sharing our progress with key stakeholders, shareholders and the wider community.

Our brand symbol - the imprint - represents the positive mark we aspire to leave on each other and on the communities we serve, as individuals and as a team, and focuses all of us every day on the responsibilities we have.

The goals and commitments outlined in this document are just some of the ways we will endeavour for better on the path to 2030.

Thank you for your support so far, we hope you will join us on our journey to make a positive imprint on our communities, people and planet.

Peter R. Hearl
Chairman

Steve Donohue
Managing Director and CEO



Our approach

Sustainability is central to our purpose, values and ways of working, reflecting a culture of care for our communities, for each other, and for the environment.



Building on our commitment to rise above legal compliance with a range of voluntary measures intended to amplify responsibility and reduce harm, we will partner with experts to find solutions to unanswered questions.

As we champion individuality, human and personal rights across our business, we are committed to going above and beyond to empower our team members, protect personal data rights, and develop clear, measurable reconciliation goals.

We know that our approach to climate change today will impact the tomorrow we all share, which is why we're enhancing the circularity of our products, sustaining our natural resources, and reducing our carbon footprint for future generations.

This approach is an extension of Endeavour Group's existing work; the details of which can be found at:

endeavourgroup.com.au/sustainability



Our material issues

During early 2020, we commenced working with our shareholders, our team and wider community to conduct a materiality assessment to identify our key Environmental, Social and Governance (ESG) issues.

These ESG issues have been evaluated against our Group purpose – to create a more sociable future together – ensuring we stay focused on our key priorities and where we can make the greatest impact.

We will regularly review our most material issues to maintain strategies, commitments and initiatives that continue to reflect the most current expectations of Endeavour Group.

A global perspective

We know that our impact is greatest when it amplifies a global movement for change. This is why we have chosen to support and align with the United Nations Global Compact's Ten Principles and the United Nations (UN) Sustainable Development Goals (SDGs). The SDGs were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The Endeavour Group Sustainability Strategy will support the following SDGs, in a bid to play our part in the global effort.

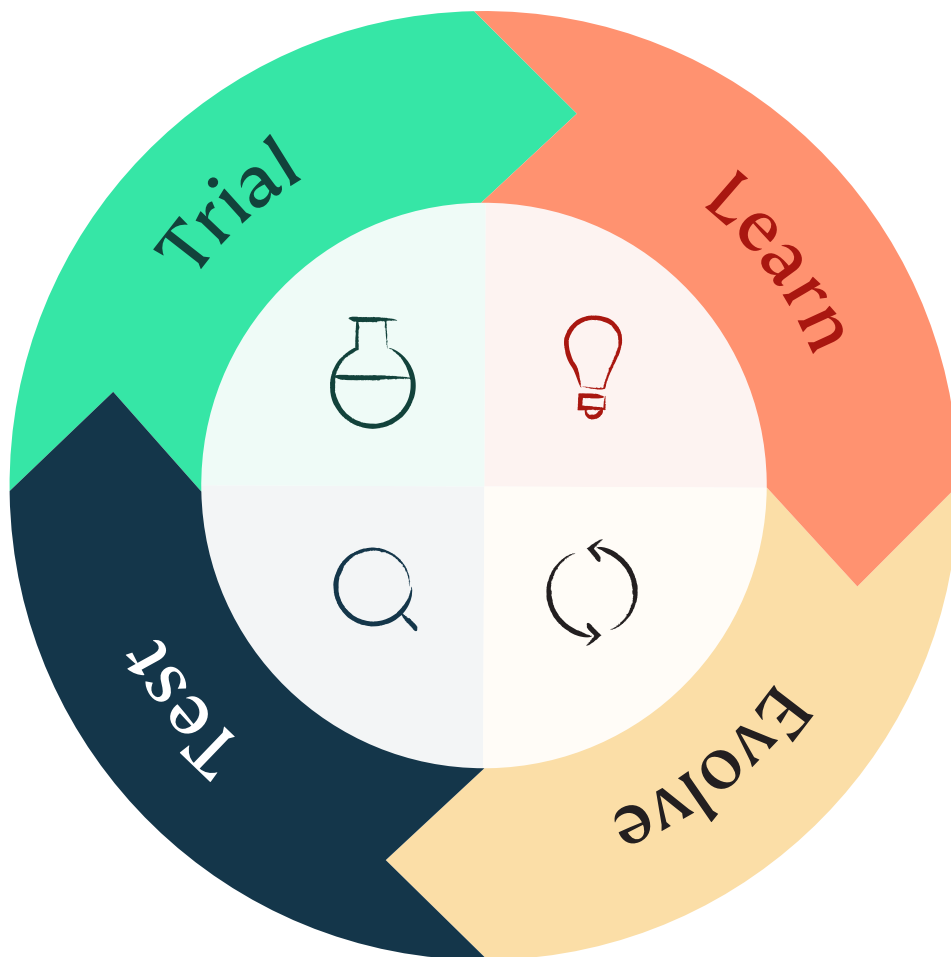




A culture of learning

Working with experts in the field to listen, learn, and strive for better, we will use our research, data and insights to improve outcomes and minimise harm. This test-and-learn mentality applies to our entire strategy. We will continually try new things, ask questions, and evolve our approach in response to the changing world around us.

As we walk together on the path to 2030, we will adapt and expand our commitments to meet the challenges and opportunities we face along the way.



Trial

Pilot initiatives, generate data-driven insights and monitor other markets.

Learn

Conduct ongoing research and leverage learnings from ours and others' initiatives, particularly in the responsible service of alcohol and gambling, to inform our approach.

Evolve

Evolve our strategy based on learnings. Over time, we expect to increase or clarify our commitments, as we better understand how to maximise our impact.

Test

Continue testing our approach with key stakeholders to incorporate their feedback.



Governance and reporting

In recognition of the importance of sustainability to our businesses, the Endeavour Group Board will have direct oversight of our Sustainability Strategy.

The Board will be responsible for approving this Strategy, its related policies, procedures and standards, and overseeing the progress of the strategy and management of related risks.

The People, Culture and Performance Committee and the Audit, Risk Management and Compliance Committee will support the Board in fulfilling its responsibility.

The CEO and Executive Leadership team will be responsible for managing the Strategy, commitments and risks, supported by the Risk and Sustainability teams who will assist business leaders to embed the strategy in our operations and report on our progress.

To further embed the importance of sustainability throughout Endeavour Group, a remuneration framework for eligible Endeavour Group team members and executives includes incentives to achieve the sustainability goals through a combination of Short Term Incentive (STI) and Long Term Incentives (LTI) measures.

The STI is assessed individually on a team member’s performance against Endeavour Group’s Ways of Working,

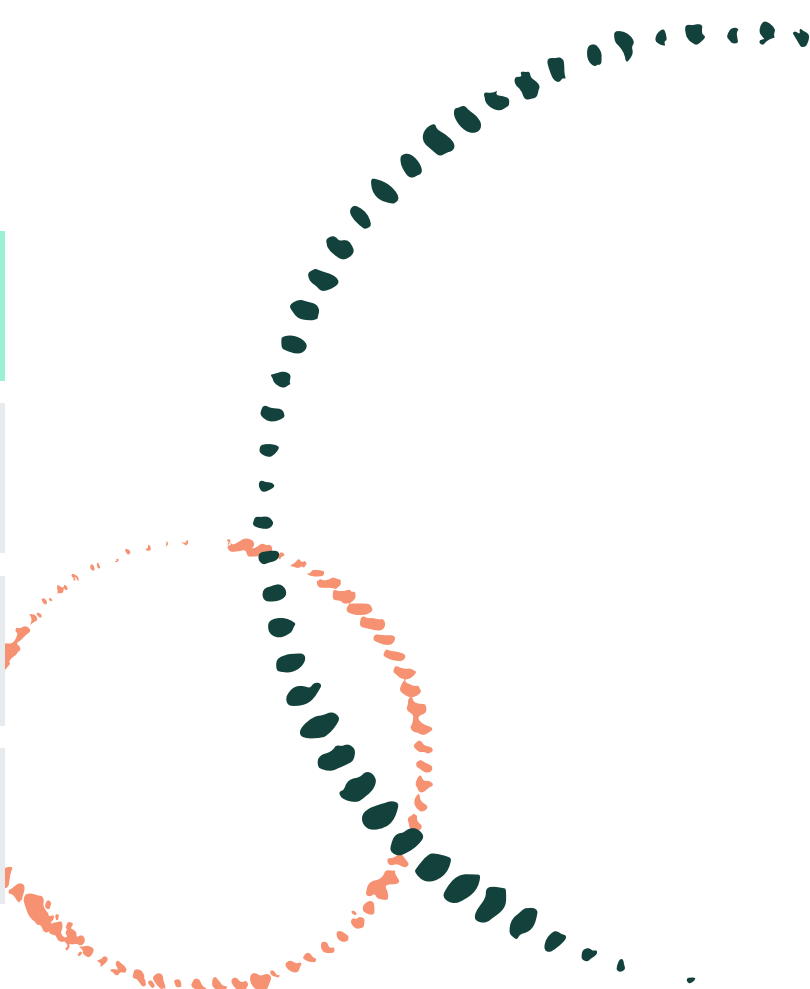
which includes how they have set up their teams for success and how sustainability goals have been delivered.

The LTI measure has a dedicated ‘Leading in Responsibility’ metric and will align executives to commit to implementing initiatives that enhance the responsible sale, service and consumption of alcohol and service of gambling and ensure management of compliance with regulatory requirements.

Each of the Endeavour Group businesses will be responsible for operationalising sustainability initiatives, and are supported by cross functional sustainability teams.

Further, Environmental, Social and Governance (ESG) impact analysis is now embedded into the property and license decision-making processes, particularly as they relate to any new developments or acquisitions.

As we work to achieve our goals, we are committed to being transparent by sharing our progress with key stakeholders, shareholders and the wider community. We will detail our progress against each goal and commitment annually through a Sustainability Report.



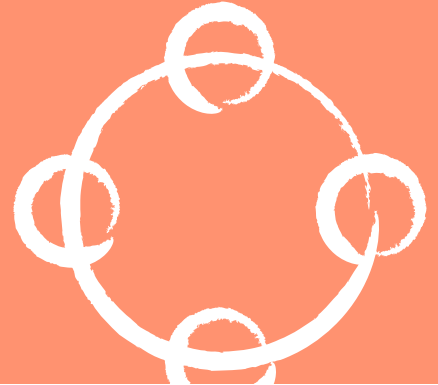


Our principles

SUSTAINABILITY PRINCIPLE 1

Responsibility and Community

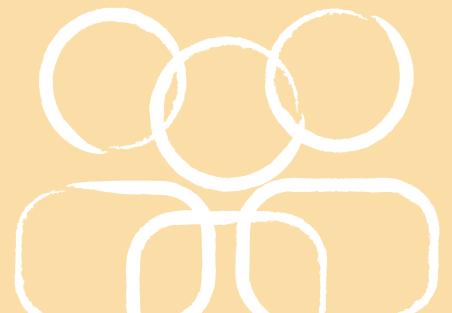
Advocating responsible choices and supporting positive change in our communities.



SUSTAINABILITY PRINCIPLE 2

People

Championing individuality, human, and personal rights.



SUSTAINABILITY PRINCIPLE 3

Planet

Reducing our impact on the planet.

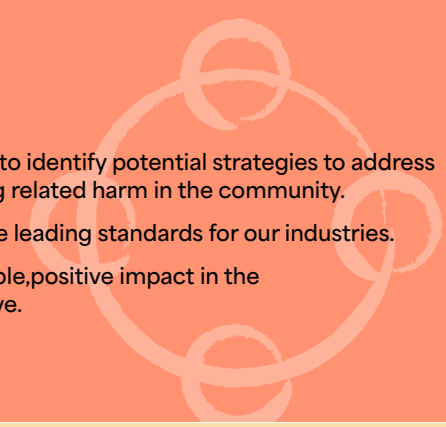




Our goals

Responsibility and Community

1. Demonstrate leadership in the responsible service of alcohol and gambling.
2. Enable customers to make informed decisions about our products and services to encourage responsible consumption.
3. Partner with experts to identify potential strategies to address alcohol and gambling related harm in the community.
4. Collaborate to pursue leading standards for our industries.
5. Generate a measurable, positive impact in the communities we serve.



People

6. Create a safe, inclusive workplace where our teams are trained and empowered.
7. Respect and promote human rights and ethics in our operations and supply chain.
8. Respect our customers' privacy and acknowledge the importance of robust privacy principles and practices.



Planet

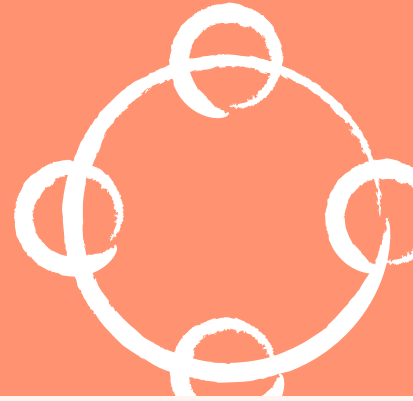
9. Demonstrate our commitment to addressing climate change and reducing our carbon footprint.
10. Adopt and maintain sustainable practices in our use of natural resources.
11. Enhance the circularity of our products and our industry.





OUR COMMITMENTS

Responsibility and Community



Goals

Demonstrate leadership in the responsible service of alcohol and gambling.

Enable customers to make informed decisions about our products and services to encourage responsible consumption.

Partner with experts to identify potential strategies to address alcohol and gambling related harm in the community.

Collaborate to pursue leading standards for our industries.

Generate a measurable, positive impact in the communities we serve.

Commitments

- Train 100% of team members in the principles of responsible service of alcohol and gambling.
- Implement effective programs and technologies to prevent the sale of alcohol to minors.
- Achieve 100% compliance with industry codes.
- Link 20% of Long Term Incentive Plan for senior leaders to 'Leading in Responsibility'.
- Conduct external audits and benchmarking of our responsible gambling program every 2 years.

- By 2025, reach 5 million people with campaigns on responsible consumption and harm minimisation (target per campaign).
- Increase awareness of voluntary pre-commitment through proactive campaigns and communication.
- Build knowledge of how to inform and influence responsible choices and embed learnings in our business.
- Employ innovative technology to identify and support customers who may have a problem with alcohol consumption or gambling.
- Maintain the largest range of low and zero alcohol alternatives.

- Invest in research and projects in partnership with health experts, regulators, government and industry that aim to reduce alcohol and gambling harm in the community.

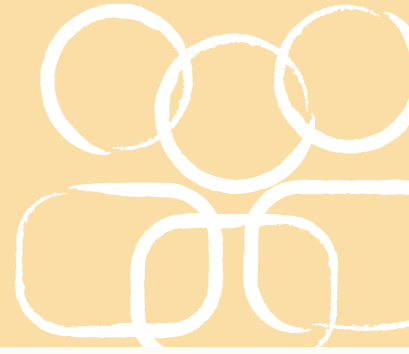
- Continue to invest and engage with industry representatives and associations to explore opportunities for improving community outcomes.

- Engage with local communities through a community investment strategy that increases both our financial and in-kind contribution to local issues.
- Increase our investment in national harm minimisation and prevention initiatives.



OUR COMMITMENTS

People



Goals

Create a safe, inclusive workplace where our teams are trained and empowered.

Respect and promote human rights and ethics in our operations and supply chain.

Respect our customers' privacy and acknowledge the importance of robust privacy principles and practices.

Commitments

- Scope, develop and embed a Group vision for reconciliation.
- Achieve Board and Senior leadership (levels 4-6) diversity balance of 40:40:20 and build a strong pipeline (level 3) of diverse leaders for the future.
- By 2025, achieve Bronze Tier employer status and by 2030 achieve Gold Tier employer status, in the Australian Workplace Equality Index (AWEI) for Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Inclusion Awards.
- Close the gender pay gap to achieve pay equity in like-for-like roles.
- Maintain workplaces that place safety first by working to eliminate serious incidents and continue to provide the best care and response support.
- Create a psychologically safe workplace, including being free from discrimination, harassment and bullying, and invest in our holistic wellbeing.

- Maintain an effective Endeavour Group Responsible Sourcing Program to ensure our products and services are ethically produced and sourced, and our supply chains are free of modern slavery, forced labour and child exploitation.
- Build strong, mutually beneficial relationships with our suppliers by fostering trust, being transparent and engaging with them fairly and equitably.

- Build and drive team awareness and capability around data privacy, data protection and cyber security, including mandatory group-wide training.
- Continually review our privacy and data processes, identify opportunities for improvement and implement changes.



OUR COMMITMENTS

Planet



Goals

Demonstrate our commitment to addressing climate change and reducing our carbon footprint.

Adopt and maintain sustainable practices in our use of natural resources.

Enhance the circularity of our products and our industry.

Commitments

- Develop a climate change strategy to guide us to actively reduce our environmental footprint and to assess and mitigate climate related impact on our business.
- By 2030, source 100% renewable electricity to power our business.
- By 2050, Endeavour Group will have net zero emissions.

- Understand our water usage and improve efficiency levels of water usage at all Endeavour sites.
- Conserve, enhance and create biodiversity areas in our vineyards and surrounding environments.
- Preserve the soil and enhance fertility for long-term productivity through sustainable land management practices in our vineyards.

- By 2025, ensure 100% of all Pinnacle Drinks own brand packaging is reusable, recyclable or compostable.
- By 2025, achieve an average 50% recycled content across all Pinnacle Drinks own brand packaging.
- By 2025, ensure all paper and pulp-based Pinnacle Drinks own brand packaging is FSC¹ or PEFC² certified, and has a minimum 60% recycled content.
- Reduce waste going to landfill in Retail and Hotels.

1. FSC - Forestry Stewardship Council

2. PEFC - Programme for the Endorsement of Forest Certification



SUSTAINABILITY PRINCIPLE 1

Responsibility and Community





RESPONSIBILITY AND COMMUNITY

Advocating responsible choices and supporting positive change in our communities.

A cornerstone of our long-term sustainability goals remains our commitment to maintaining our culture of industry leadership in the responsible service of alcohol and gambling.

We don't believe in resting on what we have already achieved. Instead, we're constantly looking for new ways to positively impact the communities we're part of, whether through innovative technology advancements or partnering with leading experts to find new ways forward.

Our national presence provides an opportunity to build strong community engagement, support local employment opportunities and foster respect for all people and cultures.

Through partnerships and investment, we will continue to connect with local communities and support providers to develop collaborative projects and plans that seek to contribute to thought leadership in harm minimisation and prevention, and embed learnings within our businesses.

The following goals and commitments outline how we will lead the way in responsibility, working with others to leave a positive imprint on the communities we are part of.



Goals

- Goal 1 Demonstrate leadership in the responsible service of alcohol and gambling.
- Goal 2 Enable customers to make informed decisions about our products and services to encourage responsible consumption.
- Goal 3 Partner with experts to identify potential strategies to address alcohol and gambling related harm in the community.
- Goal 4 Collaborate to pursue leading standards for our industries.
- Goal 5 Generate a measurable, positive impact in the communities we serve.

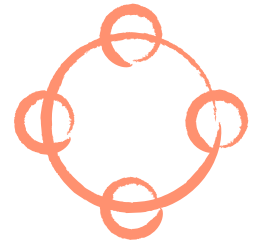
These goals support the following UN Sustainable Development Goals:





GOAL 1

Demonstrate leadership in the responsible service of alcohol and gambling.



As a leading operator of liquor retail and hotels in Australia, we hold ourselves to the highest standards of service and accountability by going beyond legal compliance with our range of voluntary programs and initiatives intended to reduce or prevent harm. But we are never complacent. With leadership comes responsibility, and we are constantly reviewing areas for improvement and seeking to increase the effectiveness of our programs.

A culture of responsibility is embedded in our purpose, creating a more sociable future together, and reinforced in our values, that we're real, we're inclusive and we're responsible. This is why we embed this culture from the start of every team member's journey with our own, curated responsible service of alcohol and gambling training, and continue to explore new technology to support harm minimisation initiatives. We will hold our leaders accountable to this culture by linking key performance indicators to sustainability commitments.

COMMITMENTS

Train 100% of team members in the principles of responsible service of alcohol and gambling.

We will ensure 100% of Endeavour Group team members are trained in the principles of responsible service of alcohol and gambling as part of their induction, even if they are not directly involved in customer service. All team members will then undertake refresher training annually.

If a team member is required to complete mandatory legal responsible service training, they will undertake advanced training specifically developed by Endeavour Group to go further than the legal mandatory training required for their roles and will complete this before they commence work.

Specifically our Responsible Service of Alcohol and Gambling (RSA/RSG) training programs will include:

- (a) Full RSA/RSG: Frontline retail and bar hotel staff will complete full RSA training, and gambling staff full RSG training, before they commence work.
- (b) Advanced RSG: Hotel managers and Responsible Gambling Hosts will complete advanced responsible gambling training within 3 months of commencing work in their role.
- (c) Team RSA/RSG Induction: All team members will complete new, tailored responsible service of alcohol and gambling training within 3 months of commencing work with Endeavour Group, as part of their induction training and will complete a refresher training every year.





COMMITMENTS CONT.

Implement effective programs and technologies to prevent the sale of alcohol to minors.

We demonstrate how seriously we take our responsibility to prevent minors from accessing alcohol through our many voluntary initiatives that go above legal compliance. This will include our programs such as ID 25 Mystery shops, campaigns on Don't Buy It For Them and the Schoolies program.

Achieve 100% compliance with industry codes.

Endeavour Group is a proud contributor and supporter of industry codes of practice, that lead to best practice and standards in the conduct of many elements of our business: from the online sale and delivery of alcohol, to alcohol advertising and standards for the service of gambling.

Our compliance with these codes is monitored and measured by the same dedicated compliance team responsible for our legal compliance, and we treat it with the same level of importance within the business. This is why we commit to zero breaches of industry codes that we have developed, or are a signatory to, including the Retail Drinks Online Code of Conduct, the Alcohol Beverages Advertising Code, and our own Responsible Gambling Charter.



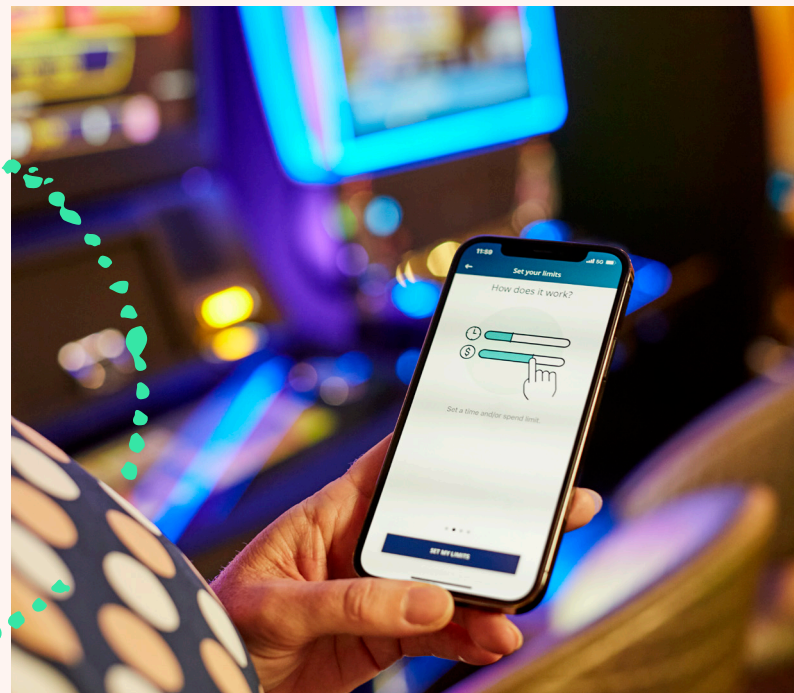
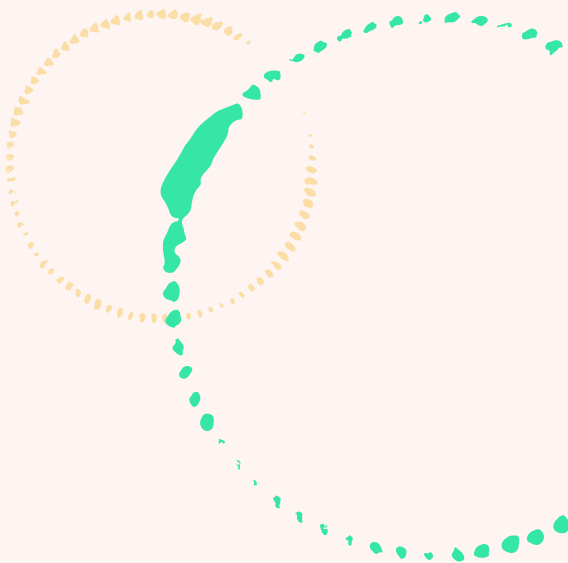
Link 20% of Long Term Incentive Plan for senior leaders to 'Leading in Responsibility'.

20% of our senior leaders' long term incentive will directly relate to the culture and focus of the organisation's leaders to "lead in responsibility". The Board will assess initiatives that enhance:

- (a) the responsible sale and service of alcohol
- (b) the responsible consumption of alcohol
- (c) the responsible service of gambling
- (d) the management of licence compliance and any regulatory transgressions

Conduct external audits and benchmarking of our responsible gambling program every 2 years.

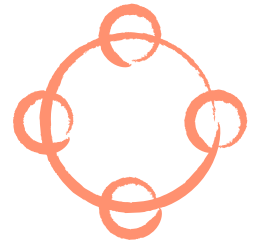
We seek advice and input from independent experts in best practice in the service of gambling to ensure we maintain our industry leading standards. This includes committing to external audits and benchmarking of our responsible gambling approach every two years. We will share our learnings from these audits and our implementation of recommendations.





GOAL 2

Enable customers to make informed decisions about our products and services to encourage responsible consumption.



Every day we make a serious commitment to inform our customers, giving them the knowledge to make responsible lifestyle choices. This includes not only a significant investment in responsible consumption campaigns, but also the importance of ensuring we have a diverse range of products and services that provide alternatives to customers wishing to moderate.

We are committed to utilising technology for advanced identification of behaviours that may indicate harmful consumption of our products or services, to allow us with the opportunity to conduct interventions and start a conversation around connecting people to relevant support.

COMMITMENTS

By 2025, reach 5 million people with campaigns on responsible consumption and harm minimisation (target per campaign).

Build knowledge of how to inform and influence responsible choices and embed learnings in our business.

We recognise and acknowledge there are significant barriers to making responsible choices for many people, and we will contribute to thought leadership on how to improve outcomes for those people through research and collaboration with experts.

Increase awareness of voluntary pre-commitment through proactive campaigns and communication.

ALH leads the industry in terms of responsible gambling best practice as the only national operator to install voluntary pre-commitment on every gaming machine we operate in mainland Australia. On every machine, players can pre-set time or spend limits. We have built a voluntary pre-commitment (VPC) functionality into our loyalty program app, Monty's Rewards. The next stage is to increase utilisation, and we commit to proactive communications that both raise awareness, as well as educate, on the effectiveness of voluntary pre-commitment.

Employ innovative technology to identify and support customers who may have a problem with alcohol consumption or gambling.

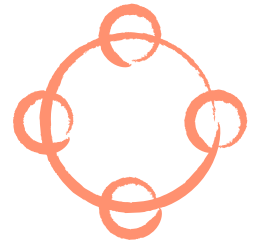
Endeavour Group has enhanced the effectiveness of gambling self-exclusion by implementing facial recognition technology in South Australia, and subject to regulatory approval, are committed to expanding this program nationally. We will further explore the way that technology and consumer insights can be used to identify those who may have a problem with alcohol consumption or gambling, to allow for staged and targeted interventions. We have commenced trials of this technology with Responsible Service of Alcohol in our Jimmy Brings business, and will seek to deliver a program in our gambling facilities.

Maintain the largest range of low and zero alcohol alternatives.



GOAL 3

Partner with experts to identify potential strategies to address alcohol and gambling related harm in the community.



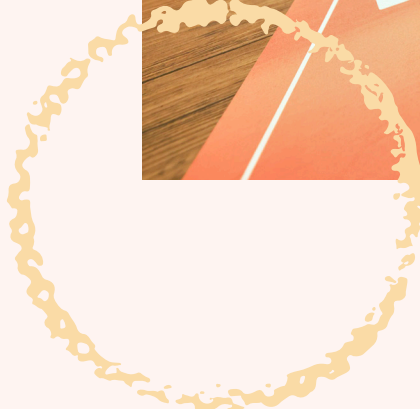
As a responsible leader in the drinks retailing, hotel and gambling sectors we are committed to a culture of constant learning, knowledge sharing and thought leadership.

We believe this is best achieved by partnering with health researchers, government regulators and community organisations, to establish strategies and action plans.

COMMITMENT

Invest in research and projects in partnership with health experts, regulators, government and industry that aim to reduce alcohol and gambling harm in the community.

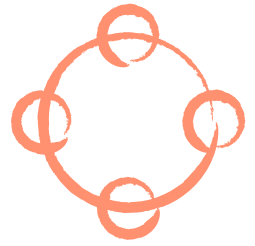
As part of this commitment we will launch a local community led Sustainability Strategy – a Community Advisory Committee (CAC) in Darwin comprised of a local expert based panel that explores initiatives that seek to reduce harm from the misuse of alcohol or problem gambling in that community, and direct the community investment of Endeavour Group into the matters that mean the most to that community. We will share the learnings from this innovative model for a community led sustainability plan with a view to determining its relevance in other locations.





GOAL 4

Collaborate to pursue leading standards for our industries.



As a leader in retail drinks and hotels, Endeavour Group understands the importance of participating in collaborative environments that create thought leadership in the responsible and sustainable operation of our industries, and to contributing resources to our representative industry organisations.

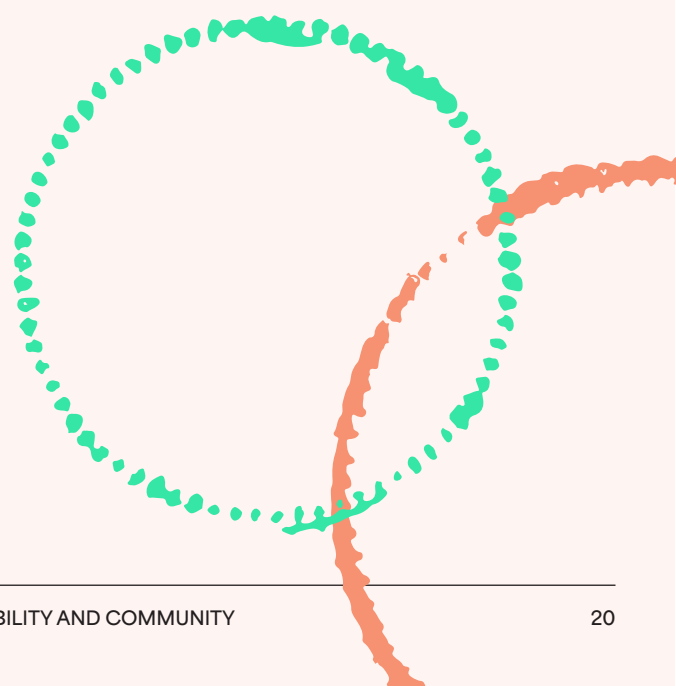
Endeavour Group senior management hold statutory appointments on a variety of government advisory boards and committees, and through these positions, work with cross-functional advisory groups to provide advice on minimising alcohol and gambling-related harm while encouraging a culture of responsible service of gambling, responsible consumption of alcohol and facilitating the development of diverse liquor, licensed hospitality and live music industries.

In addition, Endeavour Group is a member of, or engages collaboratively with, a number of industry associations and organisations that contribute to thought leadership and innovative programs for promoting responsible consumption and delivering initiatives for harm minimisation. We support their collaborative activities that build the reputation of our industries and improve the levels of responsibility and sustainability in Australia.

Since August 2021, Endeavour Group has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

COMMITMENTS

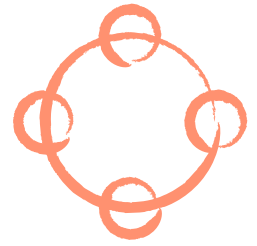
Continue to invest and engage with industry representatives and associations to explore opportunities for improving community outcomes.





GOAL 5

Generate a measurable, positive impact in the communities we serve.



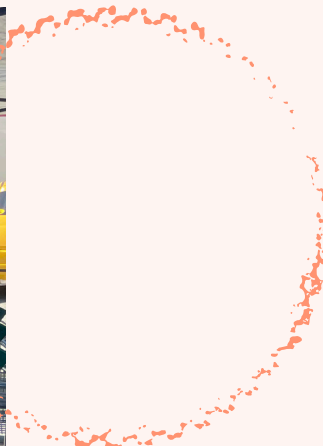
Our hotels and stores are the social hubs of thousands of communities across Australia. We think of ourselves as passionate local businesses, places that employ local people and contribute to the local economy. We will connect our teams, customers and communities by supporting local issues, groups and charities through a local community investment strategy that directs investment within each community to issues aligned with our sustainability ambitions.

We will engage our team through partnerships, volunteering and secondment opportunities to give back to communities with our time. At a national level, we will focus our investment on meaningful harm minimisation and prevention programs.

COMMITMENTS

Engage with local communities through a community investment strategy that increases both our financial and in-kind contribution to local issues.

Increase our investment in national harm minimisation and prevention initiatives.





SUSTAINABILITY PRINCIPLE 2

People





PEOPLE

Championing individuality, human, and personal rights.

We believe every team member should be able to bring their true self to work, and return home safely to their families at day's end.

We aim to not only empower our own people, but also work to eradicate modern slavery from our supply chain and uphold human rights for all workers.

These human rights extend to the personal rights we each hold over our data and information, and we acknowledge we have a duty to maintain cyber resilient and secure systems, procedures and processes to protect those rights.

Our commitment to individual, human and personal rights will be fundamental to Endeavour Group's first Reconciliation Action Plan. We are at the beginning of our reconciliation journey, and as such we must first listen and learn from those with lived experience. This process will enable us to channel our energy and support into meaningful, clear and measurable reconciliation goals.



Goals

- Goal 6 Create a safe, inclusive workplace where our teams are trained and empowered.
- Goal 7 Respect and promote human rights and ethics in our operations and supply chain.
- Goal 8 Respect our customers' privacy and acknowledge the importance of robust privacy principles and practices.

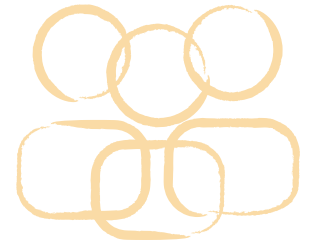
These goals support the following UN Sustainable Development Goals:





GOAL 6

Create a safe, inclusive workplace where our teams are trained and empowered.



As a major Australian employer, we acknowledge the importance of proactively building a safe and culturally diverse team. We need to listen to our First Nations People and understand how we can improve in the way we engage with them. We will create a diverse workplace by implementing

initiatives that will promote a culture of equality regardless of age, gender, religion, ethnicity, disability or sexual preferences and provide equal opportunities for all team members to develop and thrive in their careers.

COMMITMENTS

Scope, develop and embed a Group vision for reconciliation.

We are at the start of our reconciliation journey, and we recognise we need to listen, learn and understand how we can play our part to build relationships, respect and trust between Endeavour Group and Aboriginal and Torres Strait Islander peoples.

In F22, we will begin work with Reconciliation Australia to develop our first Reconciliation Action Plan, at the Reflect level. The listening and learning achieved through our first Reconciliation Action Plan, will shape the Group's understanding of its sphere of influence, and direct our vision for reconciliation that can be brought to life through future goals, plans and initiatives.

Achieve Board and Senior leadership (levels 4-6) diversity balance of 40:40:20 and build a strong pipeline (level 3) of diverse leaders for the future.

This is in line with the Workplace Gender Equality Agency recommendation for all ASX200 organisations to pledge to attain the 40:40:20 gender balance in executive leadership by 2030. In order to achieve and then maintain the 40:40:20 gender balance, Endeavour Group will develop a succession plan to identify and develop future leaders (level 3).





COMMITMENTS CONT.

By 2025, achieve Bronze Tier employer status and by 2030 achieve Gold Tier employer status, in the Australian Workplace Equality Index (AWEI) for Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Inclusion Awards.

Close the gender pay gap to achieve pay equity in like-for-like roles.

We commit to evaluation and monitoring of gender pay equity, as part of a broader framework of policies, procedures and standards to ensure equality in our team.

Maintain workplaces that place safety first by working to eliminate serious incidents and continue to provide the best care and response support.

We have always been committed to implementing the most effective solutions to enable us to manage our team's physical health and safety risks. One way we do this is through our dedicated safety team that continually looks at ways to innovate and improve the way we operate.

Create a psychologically safe workplace, including being free from discrimination, harassment and bullying, and invest in our team's holistic wellbeing.

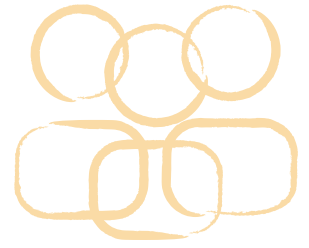
Safeguarding our team's physiological and mental safety and wellbeing is also an important part of our commitment to safe workplaces. All our team members, and their families, have access to our "I Am Here" program, which provides physical, mental, social, community and financial wellbeing support and resources. We will continue to build on this and other programs, to best support our team.





GOAL 7

Respect and promote human rights and ethics in our operations and supply chain.



We commit to being transparent and will publish our Modern Slavery Statement annually, with our first Statement to be published for the F22 period. We rely on the sustainability and integrity of our suppliers and we are focused on building open and transparent relationships based on trust. We will use tools such as the Voice of Supplier survey to assess our performance and to provide our suppliers with an opportunity to be open and provide feedback on our engagement with them. This will allow us to review our process and implement changes.

COMMITMENTS

Maintain an effective Endeavour Group Responsible Sourcing Program to ensure our products and services are ethically produced and sourced, and our supply chains are free of modern slavery, forced labour and child exploitation.

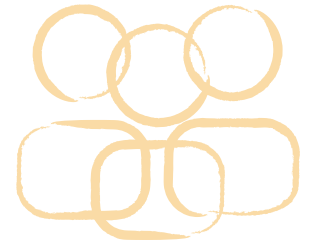
Build strong, mutually beneficial relationships with our suppliers by fostering trust, being transparent and engaging with them fairly and equitably.





GOAL 8

Respect our customers' privacy and acknowledge the importance of robust privacy principles and practices.

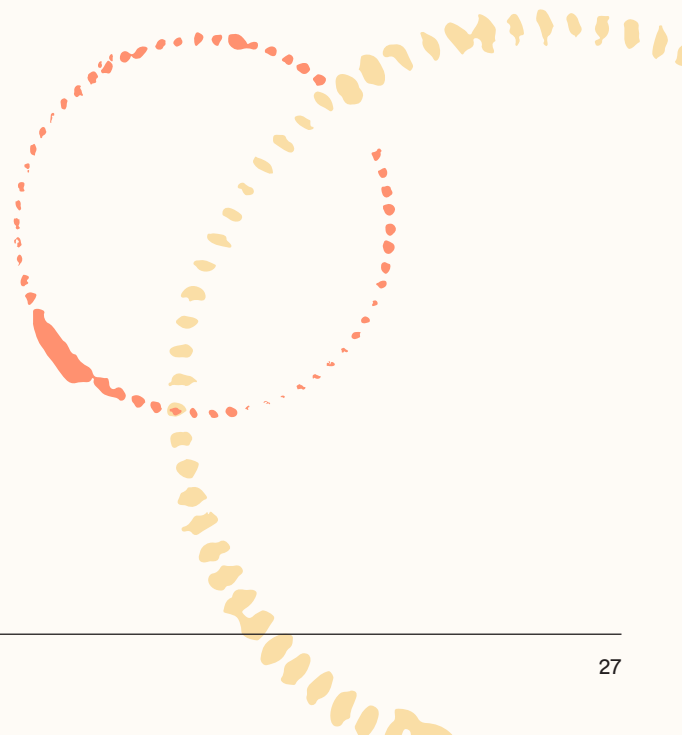


The exponential growth in digital information services and e-commerce has made data privacy and cyber security a critical issue for us and our customers. Endeavour Group has a Chief Information Officer and a Chief Information Security Officer, as well as a newly-established Data Governance and Privacy team. This dedicated team will continuously work to monitor existing and emerging privacy risks, increase our capabilities around data privacy and security through training, and establish data protection protocols to resist cyberattacks, corruption or theft.

COMMITMENTS

Build and drive team awareness and capability around data privacy, data protection and cyber security, including mandatory group-wide training.

Continually review our privacy and data processes, identify opportunities for improvement and implement changes.





SUSTAINABILITY PRINCIPLE 3

Planet





PLANET

Reducing our impact on the planet.

We only have one planet, and we believe it is critical we all play our part in its future. Endeavour Group is committed to taking action to ensure a sustainable world for future generations.

We will actively work to reduce our environmental footprint through greater innovation, energy efficiency, and waste reduction initiatives.

Recognising the real impacts of climate change, Endeavour Group supports the Paris Agreement and will work to implement initiatives that will help limit global warming to 1.5 degree Celsius, compared to pre-industrial levels. We also support the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) and will align our disclosures against this framework.



Chapel Hill, South Australia.

Goals

- Goal 9 Demonstrate our commitment to addressing climate change and reducing our carbon footprint.
- Goal 10 Adopt and maintain sustainable practices in our use of natural resources.
- Goal 11 Enhance the circularity of our products and our industry.

These goals support the following UN Sustainable Development Goals:





GOAL 9

Demonstrate our commitment to addressing climate change and reducing our carbon footprint.



Endeavour Group recognises the impact that climate change has on our business. We understand we have our part to play to reduce our carbon emissions and build climate resilience through our operations.

The climate change strategy will provide guidance on how we will work towards reducing our carbon footprint and mitigate climate change impact on our business, and provide the framework for development of new climate related initiatives and commitments.

COMMITMENTS

Develop a climate change strategy to guide us to actively reduce our environmental footprint and to assess and mitigate climate related impact on our business.

By 2030, source 100% renewable electricity to power our business.

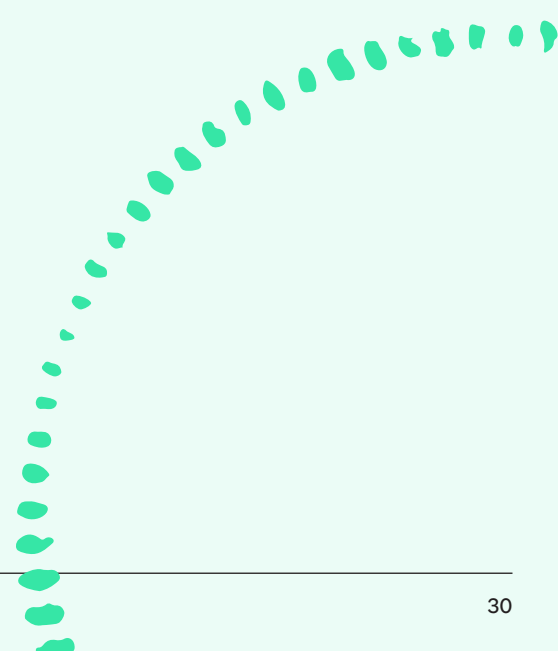
With electricity being our largest contributor to our greenhouse gas emissions, we will assess what is the most appropriate renewable electricity source to use in our operations.

By 2050, Endeavour Group will have net zero emissions.

This commitment refers to our Scope 1 and Scope 2 emissions.



Dorrien Estate, South Australia.





GOAL 10

Adopt and maintain sustainable practices in our use of natural resources.



As an owner and manager of vineyards and wineries in Australia and New Zealand, Endeavour Group has a responsibility to protect the local environment.

We will work with our industries to continuously improve how we use our natural resources. This means adopting sustainable viticulture and winemaking practices that save water, protect soils and improve biodiversity.

COMMITMENTS

Understand our water usage and improve efficiency levels of water usage at all Endeavour Group sites.

Conserve, enhance and create biodiversity areas in our vineyards and surrounding environments.

Preserve the soil and enhance fertility for long-term productivity through sustainable land management practices in our vineyards.



Chapel Hill, South Australia.



GOAL 11

Enhance the circularity of our products and our industry.



Endeavour Group believes in the power of the circular economy as a path to a more sustainable future. We will continue to build upon our progress in this area by working with partners to find innovative recyclability and reusability solutions.

We have adopted the relevant Australian National Packaging Targets as we look to improve the packaging of our products. As we make progress on these targets, our focus will shift to working with the broader industry to set new standards throughout our supply chain.

Our waste reduction in Retail and Hotels will be achieved by first measuring our total waste to landfill, before developing initiatives and actions to both minimise waste creation and divert it from landfill.

COMMITMENTS

By 2025, ensure 100% of all Pinnacle Drinks own brand packaging is reusable, recyclable or compostable.

By 2025, achieve an average 50% recycled content across all Pinnacle Drinks own brand packaging.

By 2025, ensure all paper and pulp-based Pinnacle Drinks own brand packaging is FSC¹ or PEFC² certified, and has a minimum 60% recycled content.

Reduce waste going to landfill in Retail and Hotels.



1. FSC - Forestry Stewardship Council

2. PEFC - Programme for the Endorsement of Forest Certification



Together we are stronger.

The spirit of our strategy is to work together to leave a lasting positive imprint on communities, people and the planet we all share.

We invite everyone to join us on the journey, from suppliers who are driven to create innovative solutions in packaging, to health experts who want to collaborate on improving outcomes for people.

Togetherness also means being open to feedback on our strategy and progress, so we welcome you to reach out at sustainability@edg.com.au

Thank you for your part in Endeavour Group's Sustainability Strategy so far, and we look forward to sharing more on the path to 2030.





A positive imprint, made together.

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