

Quality and Food Safety Policy

At Asahi Beverages our priority is bringing enjoyment and connection to everyday moments in life and we can only achieve this by providing our customers and consumers products of the highest quality that are safe, legally compliant, and deliver on our great taste promise.

Our success relies on our iconic brands being the beverages of choice for our customers and consumers.

We will always act with integrity, protecting our customers and consumers, and in doing so safeguarding our brands and our business. Our brands are built from a foundation of craftsmanship, mastery and quality that has stood the test of time. From source to consumer, our quality culture mindset ensures we live our brands and their stories.

To be successful in living this policy, at all levels throughout the region we are committed to ensuring that our products, processes, procedures, and facilities meet the highest of quality and food safety standards. At Asahi Beverages, Quality is everybody's responsibility.

To fulfil our Quality and Food Safety promise, we are committed to:

Leading with a Quality Culture Mindset

- Passionately championing our brands and delivering quality products and service.
- Working together with our customers and suppliers, we build quality into our end-to-end processes and decision-making to improve the consumer experience.
- We listen to the feedback of our customers and consumers and strive to meet their expectations in our improvement plans.

People are at Our Core

- We are continuously educating and training ourselves, creating accountability and ownership for the understanding, monitoring, evaluation and control of quality and food safety in all that we do.
- We reward and acknowledge improvements and excellence in Quality and Food Safety in our mission to delight customers and consumers.

Compliance & Continuous Improvement

- We adhere to legal requirements, food safety protocols, products specification, and quality standards. These are communicated and understood by our employees and suppliers.
- We track and report our performance and audit our quality and food safety management systems. We encourage the sharing of knowledge between our people and facilities to continuously improve quality and food safety.

Amanda Sellers

Group Chief Executive Officer

Effective Date: 1st March 2026

passion ownership people-centricity togetherness