



ASAHI BEVERAGES

2025 SUSTAINABILITY REPORT

LET THE GOOD SHINE THROUGH

AUSTRALIA AND NEW ZEALAND





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SCOPE OF REPORT

Our Sustainability Report (Report) has been prepared to provide a general overview of the activities of Asahi Holdings (Australia) Pty Ltd's (Asahi Beverages) performance with respect to material environment, social and governance topics for the Asahi financial reporting period 01 January 2024 – 31 December 2024 unless otherwise stated. The financial year is referred to as FY24 through the report.

Any reference to Asahi Beverages, 'we', 'our' or 'us' refers to the operations and performance of Asahi Holdings (Australia) Pty Ltd ACN 135 315 767 and its controlled entities. Asahi Beverages' operations cover Australia and New Zealand and Allpress Espresso operations in Japan and UK. Joint Ventures are not included in this report unless explicitly referenced.

Any reference to the Asahi Group refers to our Parent Company in Japan, Asahi Group Holdings, Ltd. This report does not cover the operations or sustainability performance of Asahi Group Holdings unless explicitly stated.

The report should be read in conjunction with Asahi Group Holding's 2025 Integrated Annual Report and 2025 Sustainability Report for the financial period 01 January 2024 – 31 December 2024, which provides a detailed overview of Asahi Group Holdings financial and sustainability performance across its global operations.

Details of the memberships, certifications, and ESG ratings that our global parent company hold are available in the Asahi Group Holdings 2025 Sustainability Report.

A MESSAGE FROM OUR CEO

Asahi Beverages is proud to share our 2025 Oceania Regional Sustainability Report

We know that no one can achieve significant change alone, that's why our action on sustainability is built on what we can do as a team – together, with our customers, partners and as an industry.

This report, along with our refreshed sustainability framework, outlines the steps we are taking towards achieving our multi-beverage ambition to be the first choice in beverages across Australia and New Zealand, responsibly and sustainably. It highlights our progress against the topics we see as fundamental to creating value and managing our impacts across three pillars: our people, our products, and the planet.

We produce and distribute more than 22,000 kHL of beverages annually, and recognise our impact on the environment and society, the risks of climate change to our operations, and our role in addressing these challenges. Strongly aligned to Asahi Group's global philosophy that places sustainability at the centre of its management, we continue to embed sustainability into our strategy, systems and processes across our value chain.

In 2024 we took the time to reflect and engage with key stakeholders to review our regional sustainability strategy. Their feedback provided valuable insights for our local advisory board and leadership team on what's important to our people, customers, suppliers, industry, and our communities; where we can make the greatest impact; and the strategic actions to prioritise in the near term. It highlighted the passion of our people to make a difference, and opportunities to strengthen our sustainability governance and accountability.

Two themes emerged – 1) the complexity and connectedness of sustainability issues for our business; and 2) the desire for Asahi to communicate a clear direction on sustainability in our region.

We've established an Executive Sustainability Committee and expanded our sustainability team, to guide the execution of our strategy, and prepare for incoming mandatory climate-related financial disclosures. We aim to connect our sustainability efforts to our strategic ambition, demonstrate leadership in our areas of influence, and transparently share our goals and progress.

Asahi is committed to doing the right thing for our business, consumers, communities and the environment, ensuring we manage material risks and opportunities, meet our expectations, and maintain trust and our social license to operate.

In FY25, our focus is set on ongoing engagement and collaboration with our supply chain partners, customers, and industry to deliver on our sustainability goals and set us up for future business success.



Amanda Sellers
Group CEO Asahi Beverages
July 2025

WHO WE ARE: OUR BUSINESS AND STRATEGY

Asahi Beverages is a leading multi-beverage company in Australia and New Zealand

Who we are

Part of Japan's Asahi Group Holdings family, we create, sell and manufacture some of the region's most beloved beverage brands. From local favourites to global icons, our portfolio offers something for every occasion. Our 4,200 team members work across more than 50 locations, including 18 manufacturing plants, and 33 distribution centres, all playing a part in delivering moments of celebration, connection and shared enjoyment. Our drinks are available in more than 46,000 customer outlets including pubs, venues, liquor, and grocery stores.

Our history

Our rich history and varied stories shape who we are today. Since Asahi's acquisition of Schweppes Australia in 2009, we've embraced innovation and creativity, welcoming the passionate people and iconic brands of Carlton & United Breweries (2020), premium coffee specialist Allpress Espresso (2021), producers of premium soft drinks and mixers StrangeLove (2022) and award-winning gin distillers Never Never (2024) to the family. Every day we're finding new ways to connect with our customers, consumers, people and communities. These iconic brands, along with many others, have come together to create the Asahi Beverages of today, uniting brands that bring enjoyment and connection to everyday moments.

18
MANUFACTURING
PLANTS

33
DISTRIBUTION
CENTRES

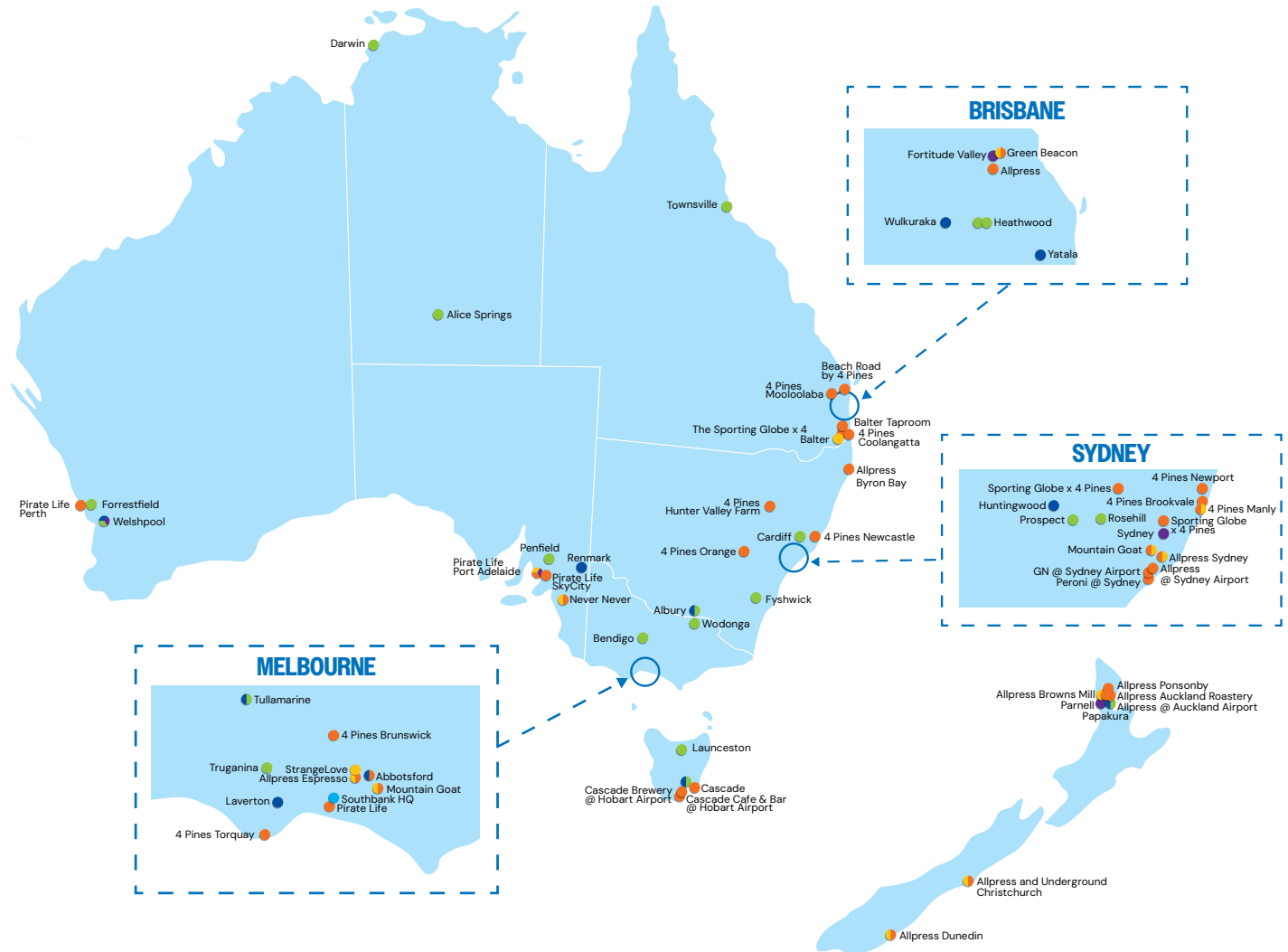
~\$1.1B
CORE OPERATING
PROFIT

~4.2k
EMPLOYEES



ASAHI BEVERAGES OCEANIA LOCATIONS

- Manufacturing
- Distribution Centre
- Partner Business Manufacturing
- State Commercial Office
- Hospitality Venues
- Regional HQ



1. Allpress also have operations and staff in the United Kingdom, Japan and Singapore

OUR JOURNEY TO DATE

Asahi Beverages has built a leading beverages portfolio in Oceania and is well positioned for future growth.



2009

Asahi purchases Schweppes Australia



2011

Independent Liquor (NZ)
Independent Distillers (Aus)



2011

P&N's Juice & Water
The Better Drinks Co



2014

Asahi Beverages established



2015

Mountain Goat



2017

Peroni



2017

Vodka O



2017

Treasury Wine Estate brands (NZ) distributed under licence



2020

Carlton & United Breweries



2021

Allpress Espresso



2022

StrangeLove



2024

Never Never

Our Vision and Strategy

Our vision is to bring enjoyment and connection to everyday moments in life. In realising our vision, we aspire to be the multi-beverage supplier of choice in Australian and New Zealand. To achieve this, we focus on three strategic pillars:

Consumer

Providing the optimal portfolio across brands that consumers love, to hold leading positions in key beverage categories.

Customer

Achieving market leading consumer reach and value proposition.

Organisation

Leveraging our scale and capability to make, sell and move our beverages efficiently, safely, responsibly and sustainably.

Our people and our processes support the execution of our strategy:

United We Shine

Our employee value proposition sets out who we are, what we stand for, and what it's like to work for Asahi. It is underpinned by our values and our behaviours.

The Asahi Way

Our Supply Chain Management and Operations Excellence System defines the way we work, drives continuous improvement and provides the discipline to deliver on our strategy.

Our Values and Behaviours

At the core of who we are is a set of values that form the heart of the Asahi Beverages culture:

Respect

Celebrating our differences because they unite us

Integrity

Doing what's right even when no one's watching

Courage

Daring to challenge and be curious

Accountability

Owning our responsibilities

Passion

Being obsessed with our brands and purpose

OUR APPROACH TO SUSTAINABILITY

Asahi Beverages has an ambitious sustainability agenda, aiming to manage risks, create opportunities, and make a positive impact for business and society. We recognise that no one can change the world alone. That's why our action on sustainability is built on what we can do as a team – together, with our customers, suppliers and partners, and industry. In Australia and New Zealand, our sustainability strategy focuses on three pillars:



PLANET

Creating solutions to reduce our environmental impact across our value chain



PEOPLE

Doing what's right by our people and our community



PRODUCT

Responsibly bringing connection and enjoyment to everyday moments with each and every beverage

This report outlines how we manage our material sustainability topics and details our performance and progress in the region.

Our Material Topics

Asahi Beverages' sustainability material topics and sustainability targets are governed through our global parent company, Asahi Group Holdings (AGH), which reviews the most material environment, social and governance issues affecting our global business annually.

In 2024, Asahi Beverages reviewed our approach to sustainability for the Australia and New Zealand region to align with global targets and address local priorities. The review comprised a comprehensive listening series with our Executive Leadership Team, Advisory Board and Senior Leaders, and an employee survey. We also considered the evolving regulatory landscape, our stakeholders and business priorities, Asahi Group Holdings material topics, and the material issues of selected peers and customers in our region.

The process confirmed that our five global sustainability themes – the environment, communities, responsible drinking, health, and human rights – are materially important to our Australian and New Zealand operations. Given the breadth of material topics and global targets, we have prioritised our goals with near-term targets for communication against the strategic pillars of planet, people and product.

Our 2030 near term targets and progress are summarised on page 14 and 15.

More detail on our material topics, our global commitment to the UN Sustainable Development Goals, and group wide disclosures aligned to the International Sustainability Standards Board reporting framework is provided in our global sustainability report.



OUR GOVERNANCE

Asahi Holdings (Australia) Pty Ltd, known as Asahi Beverages, is governed by an Advisory Board of Directors, supported by two committees: the Audit and Risk Committee and the Remuneration & Nomination Committee. Reflecting the importance of sustainability to our corporate strategy, the Advisory Board provides oversight of our environment, social and governance performance, including reviewing and endorsing our sustainability strategy, targets, and roadmaps. The Audit and Risk Committee governs the management of risks related to our sustainability commitments, and our climate-related risks and opportunities.

In 2024 we strengthened our governance by establishing an Executive Sustainability Committee, to oversee the execution of our sustainability strategy, monitor performance, ensure integration and alignment with our corporate strategy, and support preparations for mandatory climate related financial disclosures.

Business functions, with support from the sustainability team and working groups, are responsible for implementing sustainability initiatives. In 2024, we formed cross-functional groups to prepare for climate-related disclosures and develop our first Reconciliation Action Plan.

Progress against key sustainability metrics, highlights and emerging issues are reported quarterly to the Sustainability Committee, Advisory Board and the Asahi Group Holdings Executive Committee.

Our policies define our expectations for individuals within our organisation and for those we seek to conduct business with, recognising that not all policies are applicable to our business partners or suppliers. The policies include:

- Asahi Group Code of Conduct
- Supplier Code of Conduct
- Asahi Human Rights Policy
- Respect in the Workplace Policy
- Safety and Wellbeing Policy
- Environment Policy
- Whistle-blower Policy and Procedure



Relationship to Asahi Group Holdings

Our Global Sustainability Committee, chaired by the Group CEO of Asahi Group Holdings, sets our global sustainability strategy and targets aligned to our material risks and opportunities. Each regional headquarters develops three-to-five-year road maps and annual action plans that set out the key initiatives and investment required to achieve our global targets.

Our Sustainability Governance Framework

ASAHI HOLDINGS (AUSTRALIA) ADVISORY BOARD



EXECUTIVE SUSTAINABILITY COMMITTEE

Drive strategy development and execution, monitor performance



CORPORATE AFFAIRS & SUSTAINABILITY

Sustainability governance, reporting and communications



BUSINESS FUNCTIONS

Each sustainability priority carries Executive accountability



WORKING GROUPS

Lead and support key sustainability priorities



Up to date policies, systems, and training support our people and our business to deliver on Asahi's sustainability commitments

OUR PROGRESS

We've set an ambitious sustainability agenda and targets to guide our progress across our focus areas.

Pillar	Focus Area	Our 2030 Targets and Commitments	Unit of Measurement	2024 Performance
 Planet	Climate change	100% of our purchased electricity to be sourced from or matched with renewable sources by the end of 2025.	%	PPAs secured to achieve 100% of target in 2025
		Reduce Scope 1 & 2 CO ₂ emissions by 70% by the end of 2030 (compared to 2019 baseline).	%	Data under review ²
		Reduce Scope 3 CO ₂ emissions by 30% by the end of 2030 (compared to 2019 baseline).	%	Data under review: new global Scope 3 method
	Water Stewardship	Reduce water use at our key manufacturing sites ³ to 2.19 L/litre of beverages we produce by the end of 2030.	L / L	2.41 L/Litre
	Sustainable Packaging and Circularity	100% of our primary packaging will be recyclable, reusable, or compostable by the end of 2025 ⁴ . Primary packaging means bottles and cans, excluding cap and label.	%	98%
Towards achieving a 100% conversion to compostable, bio based or recycled materials for our PET Bottles by the end of 2030 (excluding cap and label).		%	65%	
		Towards zero waste to landfill by the end of 2030 at our manufacturing sites (excluding unavoidable residual waste).	%	3.4%

2. Asahi Beverages' base year emissions do not yet include emissions from Carlton & United Breweries, acquired in 2020, with CUB's Scope 1 and 2 emissions to be included in the 2019 base year in 2025.

3. Our key manufacturing sites are our 10 AU/NZ Supply Chain manufacturing sites and are listed in the Glossary of this report.

4. Metric tonnage of purchased plastics.

Pillar	Focus Area	Our 2030 Targets and Commitments	Unit of Measurement	2024 Performance
 People	Responsible sourcing	Implement human rights due diligence for 100% of Tier 1 direct suppliers (raw materials and packaging) ⁵ .	Number of suppliers	26
		Achieve less than 5.0 Total Reportable Injury Frequency Rate (TRIFR) by the end of 2030.	TRIFR	7.5
	Safe & Inclusive Workplaces	Achieve 85% sustainable engagement score by the end of 2030.	%	83
		Achieve 40% senior female leadership representation by the end of 2030 ⁶ .	% female leaders	36.5%
	Community Engagement	Launch our Reflect Reconciliation Action Plan.	N/A	In progress
 Product	Responsible Consumption	Increase our percentage sales volume of no, low and mid-strength alcohol beverages (NoLo) in support of our Asahi Group NoLo target of 20% by the end of 2030 ⁷ .	% sales volume	29.2%
	Product Health	Reduce sugar across our non-alcohol beverages portfolio in line with industry sugar reduction targets (Australian Beverages Council industry pledge is for a 20% reduction) from 2015 to the end of 2025 ⁸ .	% reduction	21.2%

5. Tier 1 program focused on existing suppliers of packaging and raw materials, as at 2025, with over \$100,000 USD spend. Risk-based due diligence process involves engaging with suppliers, utilising data-driven tools to identify and monitor risks, and conducting on-site audits where highest risks are recognised. We will work collaboratively with suppliers and stakeholders to ensure transparency, traceability, and continuous improvement in farming practices.

6. Senior female leadership refers to females employed at Hay Grade Level 21 and above.

7. No, low and mid-strength alcohol beverages include beer, cider and RTDs with an ABV of 3.5% or lower.

8. Compared to 2015 baseline. Sugar reduction measured in grams per 100ml.

STAKEHOLDER ENGAGEMENT

As a leading beverage company, we recognise that sustainable growth comes from active collaboration with our stakeholders. We are dedicated to maintaining strong relationships across our value chain to achieve our multi-beverage ambition. Through active dialogue and collaboration, we align our sustainability efforts with stakeholder expectations, industry standards and long-term business objectives.

We regularly engage with a diverse range of stakeholders including:



Stakeholder	Why we engage	How we engage
Consumers	Understanding consumer preferences to align sustainable practices and promote responsible consumption	Consumer insights, research, and surveys
Customers	Partnering with key customers to address material sustainability issues	Joint business planning, aligning on sustainability priorities
Employees	Integrating sustainable practices into daily operations	Workshops and training on sustainable practices
Suppliers & Partners	Supporting ethical sourcing and a resilient supply chain	Supplier partnerships, audits and sustainability workshops
Communities	Contributing positively to the social and environmental wellbeing of our regions	Local partnerships and volunteer programs
Industry and Regulatory Bodies	Adhering to laws and participating in policy dialogues to shape industry standards	Participation in government and industry working groups

Industry Participation

We work closely with industry partners by joining forums, governing industry councils, and associations across Australia and New Zealand. We're actively involved in several key industry groups, including:

Australia

- Brewers Association of Australia
- Australian Hotels Association
- Australian Beverages Council Limited
- Australian Food and Grocery Council
- Australian Packaging Covenant Organisation (APCO)
- The Drinks Association
- Alcohol Beverages Australia
- Clubs Australia

New Zealand

- New Zealand Alcohol Beverage Council
- Hospitality New Zealand
- Spirits New Zealand
- The Packaging Forum



PLANET

CREATING SOLUTIONS TO REDUCE OUR
ENVIRONMENTAL IMPACT ACROSS OUR VALUE CHAIN

In this section

Climate Change

Water Stewardship

Sustainable Packaging and Circularity



CLIMATE CHANGE

Climate change impacts the production of our beverages, including water resources, ingredient availability and the production process. We rely on natural resources to produce our beverages, and we're dedicated to taking action to reduce our operational and supply chain CO₂ emissions to ensure long-term resilience and deliver quality products into the future.

Our Approach

Our global parent company, Asahi Group Holdings, has set emissions reduction targets verified by the Science Based Targets initiative (SBTi) to reduce Scope 1, 2 and 3 CO₂ emissions across our value chain, supporting global climate goals to limit warming to 1.5°C, with reference to our 2019 baseline year emissions.

Globally, Asahi Group has committed to a 70% reduction in our Scope 1 and 2 CO₂ emissions and a 30% reduction in our Scope 3 CO₂ emissions by the end of 2030, compared to a baseline year of 2019. Given our emissions profile, to date our operations in Australia and New Zealand have focused on reducing our Scope 2 emissions. In 2024 we completed detailed analysis of our Scope 1 and 3 emissions reduction opportunities to build out our decarbonisation pathway.

Emission Category	Total ktCO ₂ -e Emissions	%
Total Scope 1	54,829	35.7%
Natural Gas	47,603	31.6%
Transport Fuels (incl. Diesel, Petrol & E10)	5,949	3.9%
Biogas	278	0.2%
Total Scope 2 (Electricity)	96,820	64.3%
Total Scope 1 & 2	150,649	100.0%

Scope 1 and 2 emissions include Asahi Beverages Australia and New Zealand operations, and Allpress operations in UK and Japan.

Historic Scope 1 and 2 ktCO ₂ e Emissions						
Scope	2019	2020	2021	2022	2023	2024
Scope 1	24	23	53	55	55	54
Scope 2	66	65	114	113	112	97
Scope 1 & 2	91	88	167	168	166	151

Asahi Beverages' 2019 base year emissions do not currently include Carlton & United Breweries, acquired in 2020. The first full year of CUB's CO₂ emissions are reported above in 2021.

Our Progress

Scope 1

Our Scope 1 emissions are mostly produced from natural gas combustion in manufacturing heating processes. We've completed an initial scoping exercise across six key activity pillars, that sets out a site-by-site decarbonisation activity matrix, identifying the actions required to decarbonise our operations. We also received government grants for large energy users, enabling electrification feasibility assessments at our Tullamarine, Laverton, and Huntingwood sites, that have informed our detailed decarbonisation roadmap.

Case Study

Tullamarine Feasibility Study

Asahi Beverages received a grant from the Victorian Government Department of Energy, Environment and Climate Action Large Energy User Electrification Support Program, aimed at driving electrification in industry, reducing energy use, emissions and costs, and building industry capability. The grant funded a feasibility assessment of Tullamarine's two-stage electrification plan.

Stage 1 focused on low-temperature systems up to 65C, covering HVAC heating and some hot water process heating >80C. A heat pump solution is expected to deliver significant energy cost savings, reduce gas demand by approximately 65% and cut Scope 1 emissions by approximately 1,000 tonnes of CO₂ per annum. Stage 2 aims for full electrification of high-temperature systems (pasteurization and clean-in-place).



Scope 2

We aim to reduce Scope 2 emissions by sourcing 100% of our purchased electricity from renewable or matched sources by the end of 2025. This will be achieved through Power Purchase Agreements (PPAs) in Australia and installing thousands of solar panels across our manufacturing sites.

In July 2024, we signed our third PPA to source and offset energy from New England Solar, one of the largest solar projects in NSW and the National Electricity Market. The relinquishment of Large-scale Generation Certificates in 2025 will help us meet our 100% renewable electricity target and reduce Scope 2 CO₂ emissions by approximately 97 kt CO₂-e annually.

Scope 3

Over the past year, we have taken significant steps to develop our Scope 3 emissions reduction pathway. Recognising that the majority of our carbon footprint lies outside our direct operations, we completed an extensive engagement program with key suppliers that identified more than 70 potential abatement opportunities across our value chain.

Using the insights gathered, Asahi has prioritised a short list of initiatives where together with our suppliers we can make the greatest impact. Areas of focus include packaging, refrigeration, and logistics, subject to ongoing supplier and customer engagement. An example of customer collaboration is our new direct delivery model with Coles Liquor, that sees the removal of a fleet of smaller trucks and consolidation of deliveries to Coles Liquor’s distribution centres. The initiative is expected to contribute to a broader reduction in carbon emissions by approximately 303t CO₂-e over 2025.

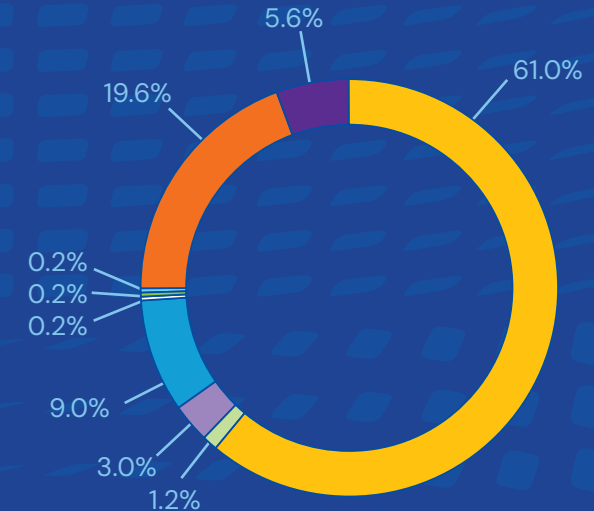
This marks an important step toward co-designing and embedding climate considerations into our broader procurement and supply chain strategy, to provide a pathway to achieve a 30% reduction in Scope 3 CO₂ emissions by the end of 2030 (compared to 2019 baseline).

Preparing for Mandatory Climate-Related Financial Disclosures

Asahi Beverages will report on climate related disclosures under the new Australian Sustainability Reporting Standards. As a Group 1 company, our first report will cover the financial year ending 31 December 2025.

We’ve established a cross-functional ASRS Working Group to coordinate our climate disclosures. The Working Group includes Finance, Audit & Risk, Sustainability, Legal, and Procurement functions. In 2025 we will partner with external advisors to conduct a climate scenario analysis, assess climate change impacts across our value chain and identify material risks and opportunities associated with climate adaptation and transition to a decarbonised economy.

Asahi Beverages 2024 Scope 3 Emissions – 1,479 ktCO₂-e



Emissions by category

- (1) Purchased goods and services: **61.0%**
- (7) Employee commuting: **0.2%**
- (2) Capital goods: **1.2%**
- (9) Downstream transportation and distribution: **19.6%**
- (3) Fuel-and-energy related activities: **3.0%**
- (13) Downstream leased assets: **5.6%**
- (4) Upstream transportation and distribution: **9.0%**
- (5) Waste generated in operations: **0.2%**
- (6) Business travel: **0.2%**

WATER STEWARDSHIP

Water is vital to our products, and we have a responsibility to protect this critical resource. Our operations depend on water, using more than 4.2 million kL of water each year in our manufacturing processes and products. We focus on managing water responsibly and ensuring the sustainability of our water sources, aiming to reduce our water consumption to 2.19L/L water per beverage produced by the end of 2030.

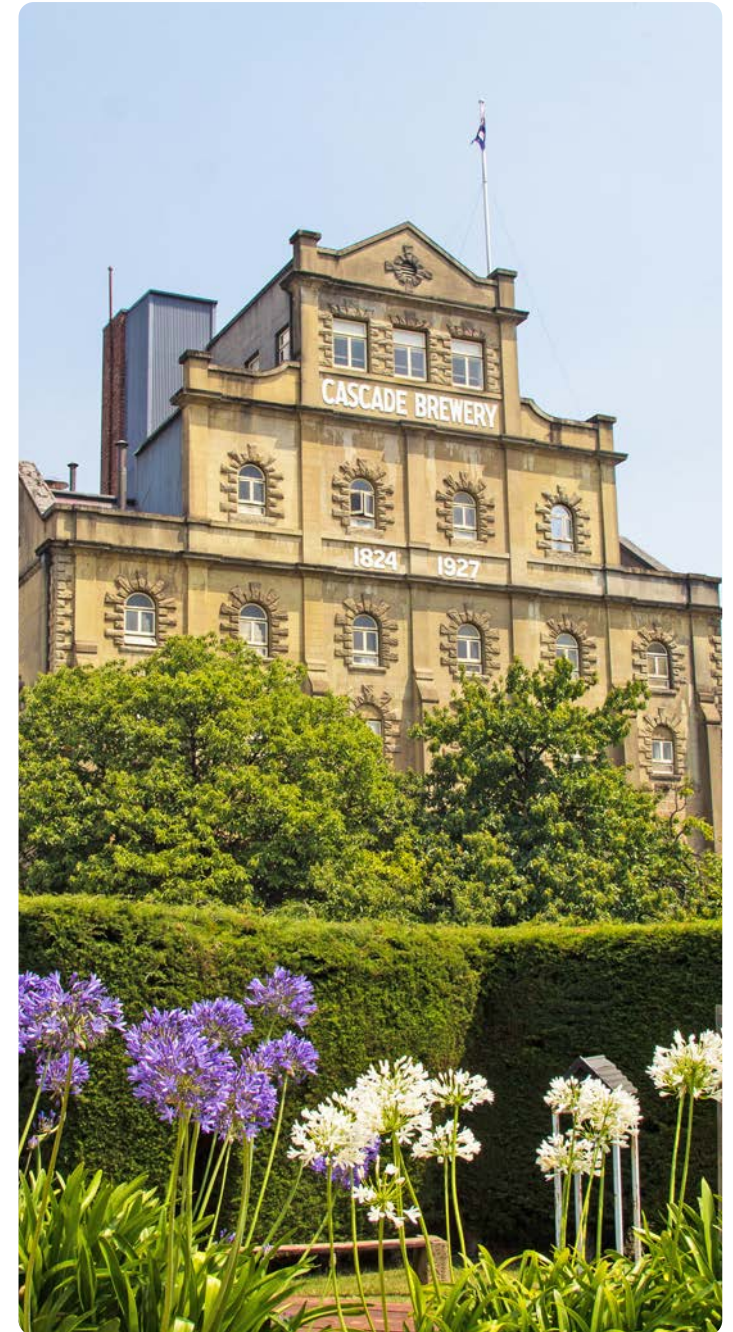
Our Approach

We source our water from a combination of ground, mains and recycled sources, depending on the site location. Most of our water is sourced from mains and groundwater sources. In addition, our Yatala site uses recycled water (excluding processes in contact with product).

We recognise the importance of managing water risk and ensuring sustainable use in our local catchments. In 2021, we began a four-year plan to assess environment and social risks associated with water supply, quality, and at our manufacturing sites in Australia and New Zealand (excluding our Allpress coffee business). We completed the final tranche of assessments in 2024, covering our craft brewery sites 4 Pines, Mountain Goat, Balter, Green Beacon and Pirate Life. Identified water risks, mitigation actions, and opportunities are integrated into each site's continuous improvement plans. Moving forward we will conduct water assessments on a five-yearly cycle.

Our Progress

In 2024 we reduced water consumption through improving clean in place (CIP) technology and processes across our glass and can production lines. Improvements included refining wash cycle timings, switching to a cold cleaning process to reduce energy use, and optimising our production sequencing to minimise CIP cycles.



SUSTAINABLE PACKAGING AND CIRCULARITY

We rely on primary and secondary packaging to protect and market our products. Reducing the amount of packaging we put into the market, increasing the recycled content in our packaging, and increasing recyclability can reduce our costs and help mitigate our environmental impacts. We're investing in more sustainable packaging solutions, partnering with industry and government on initiatives to divert waste and improve recycling rates, and supporting the development of Australia's circular economy.

Our Approach

Our sustainable packaging strategy focuses on the three Rs – reduce, reuse and recycle – with goals aligned to Australia's National Packaging Targets. We're a signatory to the Australian Packaging Covenant and submit an annual report and action plan to the Australian Packaging Covenant Organisation (ACPO). APCO's packaging sustainability guidelines inform our packaging design.

Asahi Beverages' packaging and procurement teams collaborate with suppliers and Asahi Group's Asahi Quality Innovation (AQI) team to develop and test more sustainable packaging solutions, including exploring new technologies to increase the recycled content and recyclability of our packaging materials.

Strategy	What this means	Our targets
Reduce	<ul style="list-style-type: none"> Promote weight reduction of containers ('lightweighting') and reduction in secondary plastics ('downgauging') to simplify packaging and reduce the amount of materials used. 	<ul style="list-style-type: none"> Implementation of packaging guidelines in re-branding existing and developing new products.
	<ul style="list-style-type: none"> Reduce or eliminate use of single-use plastics, including phase out problematic and unnecessary plastics. 	
Reuse	<ul style="list-style-type: none"> Increase the use of recycled content in our packaging, through effective resource recovery. 	<ul style="list-style-type: none"> Increase the recycled content of our glass bottles and aluminium cans, with a target on average majority (>50%) recycled content by the end of 2030.
	<ul style="list-style-type: none"> Reduce demand for virgin materials through reuse of recovered materials in our packaging. 	<ul style="list-style-type: none"> Aim to transition to 100% compostable, bio based or 100% recycled content for PET bottles by the end of 2030.
Recycle	<ul style="list-style-type: none"> Adopt recyclable materials to support resource recovery and reuse. 	<ul style="list-style-type: none"> 100% of our primary packaging will be recyclable, reusable or compostable by the end of 2025. Primary packaging refers to cans and bottles (excluding cap and label).
	<ul style="list-style-type: none"> Aim to simplify the sorting, separating, disposal and collection of each container through effective packaging labelling to improve recycling recovery rates and reduce landfill. 	
	<ul style="list-style-type: none"> Support and promote the establishment of recycling systems and a circular economy in cooperation with governments and industry associations. 	

Our Progress

Recyclability of Our Packaging

We have made significant progress to ensure our primary packaging (bottles and cans) is fully recyclable. By the end of 2024, 98% of the plastic bottles (excluding caps and labels) used for our water, carbonated soft drinks, energy drinks and juices, are recyclable.

Our two remaining product lines are in transition. Cottee's cordial bottles are scheduled to be recyclable by the end of 2025, while planning is underway for Mountain Dew carbonated soft drink bottles to be made recyclable, however the transition will not occur before the end of 2025. Asahi Beverages produces Mountain Dew under licence.

Recycled Content

We are committed to reducing the use of virgin PET plastic across our non-alcohol beverage portfolio. By the end of 2024, all our 450ml, 600ml, 1.1 and 1.25L water and carbonated soft drink bottles were made with 100% recycled plastic (excluding caps and labels).

We continue to partner with Circular Plastics Australia (PET) Joint Venture to improve the local supply of rPET for the Australian beverage industry, and transition more of our products into rPET.



Partnering with Industry

Asahi Beverages works in partnership with the beverages, waste and recycling industries to improve the circular economy for recycled bottles and cans in Australia. Through joint ventures, we collaborate with industry to administer several of Australia’s Container Deposit Schemes and have established two world-class plastic recycling facilities.

We’ve played a key role in establishing Container Deposit Schemes across Australia. In 2024, TasRecycle, a not-for-profit entity comprising Asahi Beverages, Coca-Cola Europacific Partners (CCEP) and Lion, was appointed Scheme Co-ordinator for Tasmania’s new Container Refund Scheme, Recycle Rewards which launched in May 2025.

Container Deposit Schemes allow Australians to earn a 10-cent refund for returning eligible drink containers. Asahi Beverages’ involvement in TasRecycle extends our experience from NSW, Victoria, and the ACT, helping to increase resource recovery, reduce litter, and support a circular economy.

Australia’s Container Deposit Schemes are a vital source of feedstock for Circular Plastics Australia (PET) plastic recycling facilities in Albury (NSW) and Altona North (VIC). Circular Plastics Australia (PET) is a joint venture between Asahi Beverages, Pact Group, Cleanaway Waste Management, and Coca-Cola Europacific Partners (CCEP), that provides a bottle-to-bottle solution to accelerate the

local plastic circular economy. These plants convert used beverage bottles into high-quality, food-grade resin, which is used to create new recycled PET bottles and food packaging. We continue to work with industry partners to advance circular economy solutions and improve sustainable packaging outcomes for our value chain and industry.

Case Study

100% Recycled Keg Cap

Keg caps are a small but essential part of our packaging that ensures we deliver great tasting beer to our pubs, clubs and events across Australia and New Zealand. They keep our beer fresh, protect our kegs from dirt, dust and other contaminants during transport and ensure our product arrives in perfect condition.

Acting on feedback from our customers, we completed trials of 100% recycled Keg Caps at our Yatala, Abbotsford, Laverton and Cascade Breweries. The new caps trials were a success, and as a result, we will commence transition of Asahi beers to a 100% recycled keg cap.



Case Study

Caps & Lids Recycling Scheme

In NZ, The Packaging Forum has launched a new Caps and Lids Recycling Scheme to prevent caps and lids being sent to landfill. Asahi Beverages NZ is proud to be a founding member of the new scheme, along with 11 other members. With one in 10 pieces of litter being a cap or lid, we're delighted this scheme provides a means for these materials to enjoy a second life as another product, rather than going to landfill. Kiwis can recycle their caps and lids through collection boxes, which are now available in a number of New World NZ, PAK'nSAVE and Four Square stores across Auckland, Tauranga and Christchurch, and we anticipate the number of drop-off locations will grow so that more New Zealanders can use the scheme.



Case Study

Spent Yeast used to make VEGEMITE

VEGEMITE, owned by the Bega Group, has been sourcing some of its core ingredient yeast from spent brewer's yeast supplied from Carlton & United Breweries since its creation in 1923. Since inception, VEGEMITE has been a circular product and has continued to source yeast from Australian breweries including Asahi's Abbotsford brewery for over 100 years. In 2024, Asahi diverted approximately 1,100 tonnes of spent yeast to produce this uniquely Australian product.

The Bega Group also has a longstanding partnership with Foodbank, providing a range of products to support a regular supply of everyday foods for Australians in need. In 2024, VEGEMITE contributed 436,000 additional jars to its annual Foodbank contribution and as a key supporter of this initiative, Asahi Beverages donated 8,000 kg of solid yeast for these special jars. It was a privilege to contribute to this long-standing relationship in support of the broader community.

Reducing Our Packaging Footprint

In 2024, we implemented several initiatives to reduce our packaging footprint. These included:

- Two lightweighting initiatives across our can lines. At our Yatala brewery, we reduced wastage by 0.35g gross weight (metal used in the manufacture of each per can), and we successfully achieved a 0.3g downgauge across certain Asahi products manufactured on our Huntingwood can lines.
- Ongoing investment to reduce the use of unnecessary plastics. We commenced stage 1 of our plans to exit beer products out of shrink wrap, and reduced the plastic used in the shrink sleeves on Pop Top and Lipton Ice Tea products from 50um to 40um.

Reducing Waste to Landfill

We are reducing the impact of our waste and investing in the circular economy by

- Partnering with our waste management provider and employees to improve the management of waste across our sites.
- Exploring opportunities to divert our waste streams to circular ventures.

In 2024, only 3.4% of waste at our manufacturing sites went to landfill, excluding unavoidable residual waste. Recyclable by-products from our brewing processes have an outsized impact on our target, with lower than forecast beer production resulting in less tonnage of recyclable materials.



PEOPLE

DOING WHAT'S RIGHT BY OUR PEOPLE AND
OUR COMMUNITY

In this section

Responsible Sourcing

Community Engagement

Safe & Inclusive Workplaces



RESPONSIBLE SOURCING

We recognise that where we source our raw ingredients from matters. That's why we build strong relationships with our suppliers to support sustainable agricultural practices and mitigate human rights risks across our supply chains. Asahi Beverages has developed robust human rights and sustainable agriculture policies to ensure we follow responsible sourcing practices across our global supply chains.

Our Approach

Modern Slavery & Human Rights

In 2024 a new global Asahi Global Procurement (AGPRO) office was established to streamline procurement and oversee the Asahi Group's strategic procurement initiatives, integrating global, regional, and local functions to manage human rights impacts.

The AGPRO Human Rights Strategy was launched in 2024, demonstrating the Asahi Group's commitment to reducing harm and positively impacting workers and communities in our supply chain. This strategy supports achieving our goal of implementing human rights due diligence for 100% of Tier 1 direct suppliers by the end of 2030, focusing on existing suppliers of packaging and raw materials with over \$100,000 USD spend (as at 2025)⁹.

The risk of Modern Slavery and human rights infringements in Asahi Beverages' supply chain is addressed under the Human Rights pillar of AGPRO's Responsible Procurement Program. The Program applies to Asahi Beverages in Australia and New Zealand and defines actions and mechanisms to carry out risk-based due diligence on global and regional supply chain members. In 2024 we commenced implementation of our human rights program

with our suppliers of raw materials and packaging and made further progress against our Allpress Modern Slavery three-year action plan.

Sustainable Agriculture

With most of our partner suppliers located in Australia (over 85%), sourcing high-quality raw ingredients including local hops, barley, malt and sugar is fundamental to our operations. As a region heavily relied upon both locally and globally for raw ingredients, we are committed to sourcing raw ingredients that are produced responsibly to try and minimise our impact upon natural resources, biodiversity and farming.

By collaborating with suppliers, we seek to influence sustainable farming practices and strengthen supply chain resilience. As we source more than 75,000 tonnes of barley annually from Australian farmers, our focus has been on elevating partnerships through our Barley Growers' Program. The program allows us to monitor agricultural processes, while giving growers the confidence and financial security to invest in new technology and make improvements in farming sustainability and efficiency.

Our focus is on creating long-term partnerships that support the growth, sustainability, and success of growers, and support both the industry and the communities we work closely with.



9. Risk-based due diligence process involves engaging with suppliers, utilising data-driven tools to identify and monitor risks, and conducting on-site audits where highest risks are recognised. We will work collaboratively with suppliers and stakeholders to ensure transparency, traceability, and continuous improvement in farming practices.

Our Achievements

Strengthening Our Responsible Procurement Policies

We have implemented new responsible procurement policies and a comprehensive supplier management process to strengthen our modern slavery approach within our supply chain. These global policies align with leading standards and unify our supplier requirements relating to human rights and responsible procurement.

Human rights due diligence is embedded in supplier operations through our Supplier Code of Conduct, Responsible Procurement Policy and Supplier Guidelines. Additionally, we've incorporated human rights and responsible procurement clauses into our supplier contracts to ensure consistent practices across our supply chain. Our governance and guidelines hold suppliers accountable for human rights due diligence, and our Whistleblower and

Speak Up Policies allow confidential reporting of concerns related to human rights in our operations or supply chain. A modern slavery working group meets quarterly to review our progress against our modern slavery commitments. In 2024, we completed our third Modern Slavery Statement outlining the actions taken by Asahi Beverages and its reporting entities to identify and mitigate modern slavery risks within our supply chain and operations.

Case Study

Modern Slavery Lived Experience Guest Speaker Event

In 2024, Asahi Beverages had the honour of welcoming Moe Turaga, a survivor and advocate against modern slavery to share his story. Moe's journey from Fiji to Australia took a harrowing turn when he unknowingly worked for two years without his salary reaching his family, demonstrating that modern slavery is an ongoing concern in Australia. Asahi Beverages is committed to respecting human rights, and Moe's insights emphasise how businesses like ours can better protect human rights across the supply chain. Inspired by Moe's story, we can make a significant difference in taking action to end modern slavery.



Case Study

Pure Grain Field Day

Barley is the heart and soul of our beer and 97% of our Australian-brand beer is made from Australian barley. Four years ago, we elevated our partnership with Victorian barley farmers to help us brew even better beers and we now have clear oversight of the barley growing process and the ability to trace grains back to the paddock. This not only ensures we use the best barley for beers such as VB, Great Northern and Carlton Draught, but our farming partners also gain confidence and financial security to invest in new technology and improve farming sustainability and efficiency.

Asahi Beverages collaborates with Aussie farmers to purchase the best barley, buying over 75,000 tonnes annually. As part of our ongoing commitment to sustainable agriculture members of Asahi's procurement team visited Boolah Farms in northern NSW for an event organised by Pure Grain Network, which manages part of our barley purchasing program. Pure Grain operates one of Australia's largest trial farms, dedicating 435ha to large scale commercial trials focused on agronomic and sustainability improvements.

The event attracted over 300 attendees, including industry members, farmers and agronomists. Participants toured trial sites and heard from an Asahi guest speaker about our work with farmers and the sustainability benefits. The event demonstrated the importance of sustainability within the agricultural supply chain and encouraged growers to find operational pathways to reduce emissions. Through our Barley Program we are supporting the brewing industry in creating improved sustainability outcomes for the agriculture sector.

97%

**OUR AUSTRALIAN-BRAND BEER IS
MADE FROM AUSTRALIAN BARLEY**



COMMUNITY ENGAGEMENT

We're proud of our long-standing connections within local communities. That's why we're upgrading our community partnerships and leveraging our scale and reach to deliver positive social impact

Community Partnerships

Asahi Beverages aims to strengthen our connections to communities by engaging in strategic partnerships that support employee volunteering, sustainability and disaster relief. We are committed to giving back to our communities through charitable donations, volunteering and stock donation contributions aligned to our global priority areas of food waste, disaster relief and sustainability. Our employees are empowered to support our community partnerships through our employee volunteer policy.

Over the past five years, we've partnered with The Smith Family for The Big Giveback Campaign to support the education of young Australians experiencing disadvantage. Each year during August, 10 cents from the sale of select non-alcohol drinks made by Asahi (including Cool Ridge, Solo, Schweppes and Pepsi Max) has gone towards supporting

students through The Smith Family's *Learning for Life* program. In 2024, \$311,500 was raised and donated to The Smith Family, bringing our cumulative total to over \$1.7 million to date.

In 2024, we also continued our support of Foodbank Victoria to address Australia's food waste problem. Foodbank Victoria collects surplus food from farmers, manufacturers, and retailers and redistributes the food to people in need, reducing the amount of food waste and the associated CO₂ emissions. Asahi Beverages team members in Victoria volunteered to pack the equivalent of 59,025 meals for Victorians in need.

Asahi Beverages NZ is proud to continue supporting Sustainable Coastlines through Phoenix Organics in 2024. Sustainable Coastlines helps protect our beaches by educating, inspiring, and engaging the

community in caring for coastlines and waterways. As one of Sustainable Coastlines' longest-standing partners, Phoenix Organics has provided refreshments for volunteers at beach clean-ups and other initiatives. Our staff have also taken part in these clean-ups as both a team and community activity.

Collectively in 2024, we contributed over \$1.3 million in financial and product donations to our community partners, charities and community groups.

In 2024 we reviewed our partnerships to reframe our approach to align with our strategic pillars and community needs. As a result, from 2025 we are delighted to have established two new partnerships with **Rural Aid** and **OzHarvest** and we're excited to have expanded our volunteering and contribution opportunities.



\$250K
LANDCARE



The Smith Family
Learn today, change tomorrow.

\$311.5K
THE SMITH FAMILY



\$250K
FIGHTMND



\$18.2K
SUSTAINABLE COASTLINES (NZ)

Case Study

4 Pines and Landcare Australia

Now in its second year, 4 Pines committed to planting 100 trees, shrubs or grasses for every try scored by the NRL's Manly Warringah Sea Eagles, up to 44,444 plants.

The initiative was born from the partnership between 4 Pines and the Sea Eagles, with 4 Pines being the official beer and naming rights partner of the Sea Eagles home ground, 4 Pines Park. Landcare Australia facilitates the tree planting, connecting two key 4 Pines partners.

The partnership promotes mateship, beer, and positive environmental impact at footy games.

4 PINES COMMITTED TO PLANTING

100 TREES FOR EVERY
TRY SCORED IN THE 2024 SEASON



Reconciliation Action Plan

As a leading beverages company in Australia and New Zealand with our regional headquarters in Australia, Asahi Beverages focuses on creating a positive impact, including on the land we operate on and the relationships it fosters.

We announced our intention to develop a Reconciliation Action Plan internally in 2023, and in 2024 we commenced our RAP project to demonstrate our commitment and steps being taken to promote and support the reconciliation movement. We also equipped our senior leadership team with tools and resources to support conversations with our employees about the purpose and our progress in developing our first RAP.

We are excited with our progress and are very proud to have launched our RAP in June 2025.



'Galang Meng', Jinibara language translation - 'Good Day', artwork was created in collaboration with First Nations artist Jennifer Kent.

SAFE & INCLUSIVE WORKPLACES

Our business is our people. We're building a culture that values diversity, helps our people shine, and ensures everyone is safe and well to enjoy life everywhere, every day.

In 2024, we refreshed our Employee Value Proposition (EVP), articulating our corporate brand as 'United We Shine', which celebrates the collective power of passionate people and iconic brands. Our new EVP defines what we stand for and how we show up and ignites our engagement strategy.

What our employees think matters to us and their feedback is instrumental to help us grow and become a better place to work. Our bi-annual engagement survey, and alternate year pulse surveys, provide employees the opportunity to give honest feedback in a confidential setting.

Our 2024 Global Engagement Survey engagement score was 83% which is consistent with our 2023 result and above our 2024 target of over 82%. Overall, our score remains 1% above both the Australian National and New Zealand National norms.¹⁰ Improvements were seen in operating efficiency and health and wellbeing.

While operating efficiency improved, it remains a key opportunity area alongside sustainable engagement. While our engagement score has slightly declined since 2023, it has remained relatively stable, reflecting a similar trend observed in the Australian market. Our functional and team results are shared across the business, and action plans are developed and implemented based on the feedback.

ENGAGEMENT

83%

OVERALL ENGAGEMENT SCORE



¹⁰. Engagement score calculated using the Watson Method, with benchmarking against Australian and New Zealand norms

Diversity, Equity and Inclusion

At Asahi Beverages, we believe everyone should have the chance to shine as their true, authentic self. Our differences make us stronger, more creative, and more successful. We celebrate diversity and champion inclusivity, both in the workplace and the wider community.

We focus on creating a safe and inclusive environment where everyone feels a sense of belonging and psychological safety, aligning with our company values and Diversity, Equity and Inclusion (DEI) strategy. Our DEI strategy is embedded across our business and supported through our DEI team, committee and our large volunteer-based network of employees collectively driving our DEI agenda.

In addition, we amplify our four Employee Resource Groups (ERGs) – Pride@Asahi, Women@Asahi, Multicultural@Asahi, and All Abilities@Asahi – which are employee-led collectives that foster a sense of community and connection for our employees. From March 2024 to March 2025, our ERG community groups membership increased by 82% (from 382 to 695 employees) reflecting how DEI is increasingly integrated into our culture.



Women@Asahi

Historically manufacturing has been a more predominantly male-oriented industry, and we acknowledge that we still have progress to make to increase female representation in our business. 36.5% of our senior leaders are female. As a meritocracy we work to improve female representation by increasing opportunities and ensuring we have policies that encourage these opportunities. We have implemented some great initiatives so far including:

- Hosting 12 listening sessions to connect women and increase networking opportunities in areas participation and employment could be increased.
- Organising the first in-person Women@Asahi Networking Event at our Melbourne Headquarters, with a panel of female industry leaders and over 100 employees in attendance.
- Launching the OneAsahi Gender Plan to create a culture of gender equity and increase female leadership representation.

AllAbilities@Asahi

In 2024, as part of our commitment to building an inclusive workplace, over 200 employees joined a session with Nas Campanella, the ABC's National Disability Affairs Reporter. Nas, who is blind and lives with a neurological condition, shared her powerful personal story of living with disability, including the challenges she has faced and the enablers that have helped her thrive in the workplace.

The session explored disability inclusion through a lens of lived experience, reinforcing the importance of accessible environments, inclusive communication, and leadership that makes space for difference. Nas also shared practical tips on how organisations like Asahi Beverages can continue to foster inclusive cultures. This event forms part of our broader DEI strategy—an ongoing commitment to ensuring all employees feel seen, supported, and that they belong.



Safety and Wellbeing

Providing a safe workplace is fundamental to what we do and preventing harm is critical to a successful and sustainable business. Through strong leadership, critical risk management and continuous improvement, we strive for a workplace where everyone is safe and well to enjoy life, everywhere, every day.

Our health and safety commitments are supported by a comprehensive safety, health and wellbeing management system, with some parts of our business holding ISO 45001:2018 Occupational Health and Safety management system certification. We conduct third-party audits of our management systems and in 2024 we achieved 91% audit completion rate against our assurance plan.

Measuring Our Progress

Our Safety Culture Index measures our overall safety culture and performance, combining key indicators such as leadership engagement, hazard identification and safety protocol compliance to provide a holistic view of workplace safety. Through tracking this index, we can proactively identify and manage opportunities for improvement. In 2024, our Safety Culture Index score increased by 4 points from 63.4 in 2022 to 67.4, reflecting the positive impact of strategic safety activities.

Case Study

Vision Launch and Stop for Safety Campaign

In 2024, the Asahi Safety and Wellbeing Vision was launched at the Global Senior Leaders Conference in Melbourne. Representatives from across Australia and New Zealand collaborated to define what safety and wellbeing means to us and formulate our vision. This extended to representatives from all regions collaborating to co-create a Global Asahi Safety and Wellbeing Vision that reflects our global community's views.

Stop for Safety Events were held across Australia and New Zealand during Q2 of 2024 to embed this vision across our business and prioritise safety. The events focused on employee safety and wellbeing both at work and in their personal lives. A total of 91% of all employees attended a safety event.



Increasing Incident Reporting Transparency

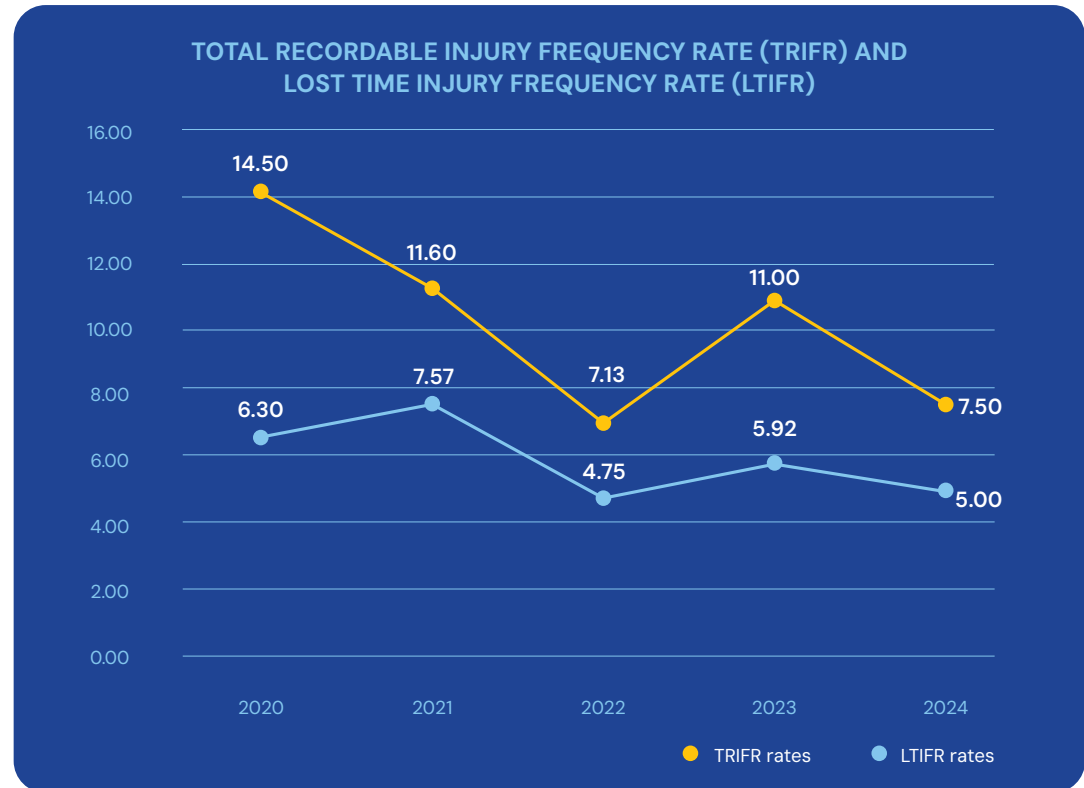
In recent years we reviewed our safety strategy to enhance our incident reporting standards and transparency. Our strategic focus on safety leadership has improved our incident and injury reporting accuracy leading to an increase in reported injuries in 2023. Since then, risk management and injury prevention measures have resulted in a downward trend in injury rates. In 2024 we achieved a 35% reduction in Total Recordable Injuries, ending the year with a TRIFR of 7.5, and we expect this downward trend to continue.

Embedding a Safety-First Leadership Culture

We empower our leaders with training and resources to drive safety engagement, encourage open communication and proactively address risks. By prioritising a safety-first mindset at all business levels, we are building a culture where safety is a shared responsibility. Since introducing our Safety Leadership Training in 2023, we have trained 645 leaders in 2023 and 322 leaders in 2024, surpassing our overall target of 300 trained leaders. We remain committed to improving safety performance throughout our business.

Supporting Our People

Workplace wellbeing goes beyond physical health to include mental and emotional wellbeing. We've developed a Wellbeing Plan to support our people in leading a safe and healthy life at work and beyond. Our wellbeing resources, available to all employees, include access to Employee Assistance Programs (EAP), ergonomic assessments, workplace flexibility policies, fitness and goal setting programs and community engagement activities.



PRODUCT

RESPONSIBLY BRINGING CONNECTION AND
ENJOYMENT TO EVERYDAY MOMENTS WITH EACH
AND EVERY BEVERAGE

In this section

Responsible Consumption

Product Health

Regulatory Compliance & Ethical Business Practices



RESPONSIBLE CONSUMPTION

We play an important role in creating a safe, responsible drinking culture by supporting consumer choice and collaborating with industry to create safer, responsible drinking practices.

Our Approach

As a company that manufactures, markets and sells alcohol beverages, we recognise the role we play in ensuring the responsible consumption of alcohol. Our approach is consistent with the Asahi Group Responsible Drinking Principles and includes:

- Promoting awareness of responsible drinking for our employees.
- Responsible marketing activities, including compliance with relevant regulations, standards and policies.
- Appropriate information disclosure through effective labelling of our products.
- Collaboration with industry stakeholders, particularly through our significant contributions to DrinkWise.
- Developing new zero and lower alcohol products to support consumers to moderate their drinking.

We are active participants in Asahi's Global Alcohol Policy Meeting, that meets every two months to discuss and share actions to promote responsible drinking across our regions.

Employee Awareness

Asahi Beverages ensures all staff are informed of our responsibility to promote responsible drinking from the start of their employment. All employees complete training in responsible drinking principles during onboarding and induction. In 2023, we delivered this training to all employees, with refreshed training provided as part of our ongoing compliance efforts.

Industry Collaboration through DrinkWise

We are proud to continue our significant contributions to independent not-for-profit organisation DrinkWise. Over the past twenty years DrinkWise has been at the forefront of developing alcohol education campaigns that seek to help Australians make safer and healthier decisions around alcohol in order to reduce alcohol-related harm. In 2023 our CEO Amanda Sellers was appointed to the DrinkWise Board of Directors.



Expanding Our Portfolio of No, Low and Mid-Strength Beers

As part of our efforts to create a responsible drinking culture, in 2024 the Asahi Group revised its global target for the global sales composition ratio of non-alcohol and low-alcohol beverages from 15% or more by 2025 to 20% or more by 2030.

Asahi Beverages is committed to developing new products to support consumers to moderate their drinking. Across our alcohol portfolio, we now offer numerous zero-alcohol beers, including for several of our major beer brands. In 2024 we launched Carlton Dry 3.5%, which became the number one new beer in Australia for the year.

For Australia and New Zealand combined, zero, low, and mid-strength alcohol products represented 29.2% of our total alcohol sales volume in 2024, contributing significantly to our global target.

29.2%

**TOTAL ALCOHOL SALES VOLUME
IN 2024 WERE ZERO, LOW AND MID
STRENGTH ALCOHOL.**

PRODUCT HEALTH

We understand consumers' interest in the health and nutrition content of our non-alcohol products. That's why we continue to provide choices of beverages for all occasions and are reducing the sugar across our beverage portfolio.

Our Approach

In June 2018, the major non-alcohol beverage producers (Asahi Beverages, Coca Cola Europacific Partners, Coca Cola Amatil, and PepsiCo) through the Australian Beverages Council, pledged to reduce the average grams of sugar (per 100mL) across their non-alcohol beverage portfolios by 20% from 2015 to 2025. The commitment applies to all categories of non-alcohol beverages represented by members of the Australian Beverages Council that are signatories to the Sugar Reduction Pledge.

Asahi Beverages has adopted several measures to make progress toward the Pledge target, including:

- Introducing additional low- and no-sugar varieties into the market
- Reformulating existing products
- Encouraging sales through promoting and marketing low- and no-sugar varieties
- Trialling smaller pack sizes.

Our Progress

Asahi Beverages has made significant progress in meeting the pledge commitments. Our low and no-sugar carbonated soft drinks sales volumes increased compared to 2023, highlighting continued consumer preference for no and low sugar alternatives.

We have achieved the industry's 20% reduction target, with a 21.2% decrease in sugar from 2015 to 2024. We are now working towards the industry stretch target of a 25% reduction. A further reduction in grams of sugar sold per 100ml is expected in 2025, driven by a higher mix of zero sugar products sold, and planned reformulations of some full-sugar beverages.

On another measure, our total reduction of grams of sugar sold across our non-alcohol beverage portfolio has reduced from 36,600 tonnes to 24,900 tonnes from 2015 to 2024. That's a reduction of more than 31%.

FROM 2015 TO 2024

21.2%

REDUCTION IN G/100ML SUGAR



REGULATORY COMPLIANCE & ETHICAL BUSINESS PRACTICES

We are proud to stand behind our high-quality portfolio of beverages. Responsible production, marketing and labelling help maintain trust in our brands, ensuring we deliver on our great taste promise to our customers and consumers.

Our Approach

Labelling, Marketing and Advertising

Asahi Beverages is a signatory to the Advertising Standards Authority in New Zealand and the Alcohol Beverages Advertising Code (ABAC) in Australia which governs how alcohol can be promoted and marketed. We aim for 100% compliance with both voluntary and regulatory codes, including the Australian Association of National Advertisers Code.

Our Sales and Marketing Compliance Committee (SMCC) provides governance and ensures controls are in place to support compliance. Co-chaired by our Legal and Corporate Affairs Functions, the SMCC reviews marketing concepts, campaigns and packaging assets. In 2024, the Committee considered over 1,500 matters, referring 115 to ABAC for pre-vetting consideration. We are proud of our track record of compliance to this quasi-regulatory code, with our business receiving only 12 complaints in 2024, all of which were dismissed by the ABAC Panel.

We also follow the International Alliance for Responsible Drinking (IARD) digital marketing guidelines. In 2024, we conducted an internal audit of our New Zealand brand websites, confirming our compliance with the IARD guidelines.

Product Quality and Safety

As a manufacturer of many different beverage products, it is important to ensure that our products are safe to consume, and that they meet regulatory and our own quality standards. We aim to have no quality incidents that result in a product recall.¹¹ On rare occasions incidents do occur and we have an effective incident management process, overseen by our Incident Management Coordinator, to help ensure we have the processes in place to address risks and minimise impacts on people, the environment and our business.

Ethical Business Practices

We're committed to living our values – respect, integrity, courage, accountability and passion. Good governance, ethical business practices and transparent communication are at the heart of what we do.

Asahi Holdings Australia has a formally constituted Advisory Board, with two sub-committees: an Audit and Risk Committee and Remuneration & Nominations Committee. The Board is accountable for our Environment, Social and Governance (ESG) strategy and performance.

Asahi Beverages has embedded robust governance framework practices and risk management processes across its operations, underpinned by effective cultural leadership. All employees of Asahi Beverages are required to understand and comply with the ethics and compliance policies that define how we behave and how we conduct business in accordance with the Asahi Way. To support our legal and regulatory obligations, our employees are required to complete a program of annual mandatory compliance training. These modules cover important topics, such as our Code of Conduct and Respect in the Workplace.

To further support our employees and suppliers, in 2024, we transferred to a new global whistleblowing system, Speak Up. This secure channel enables all Asahi team members worldwide to report illegal, corrupt or unethical conduct within our business. It's part of our commitment to transparency, integrity and safeguarding our organisation and its stakeholders.

11. A quality incident resulting in a product recall is defined as the number of product recalls made public through a newspaper announcement or on our website, on the grounds of a violation of the related regulations and voluntary rules specified in GRI Standards 416-2 and 417-2.



HIGHLIGHTING OUR BUSINESSES

Asahi Beverages has acquired several craft businesses, which continue to make an important contribution to the success and the growth of our business. Each of these businesses play a role in advancing our sustainability goals, minimising our environmental impacts and delivering benefits for the community. We are proud to showcase the impactful work some of these businesses have delivered to support our sustainability objectives



Allpress Espresso

Allpress Espresso is a premium coffee roaster operating across Australia, New Zealand, the United Kingdom, Japan and Singapore, supplying high-quality coffee to over 2,000 independent cafés worldwide. With fourteen business-owned hospitality venues and six roasteries across four countries, Allpress is a leader in speciality coffee.

Responsible Sourcing

Allpress works closely with coffee-growing communities to support responsible procurement practices, establishing long-term relationships with sourcing partners at origin. Notably, Allpress has engaged with Kongo Coffee in Papua New Guinea, an indigenous owned exporter. By sourcing our coffee beans from similar origin communities, Allpress supports the livelihoods of farmers and their communities.

Modern Slavery

Allpress is focused on responsible sourcing and human rights in its supply chain practices, with due diligence processes in place to identify and mitigate modern slavery risks. In 2024, Allpress commenced the second phase of its 3-year action plan to address human rights and modern slavery risks across its business and supply chain.

Sustainable Partnerships

Allpress partners with Reground in Victoria and Seed the Ground in Queensland to divert coffee waste from landfill. Reground collects grounds and chaff for home and community gardens, while Seed the Ground uses grounds in composting. Allpress fully subsidises collection costs for several participating wholesale customers, with the program diverting over 25 tonnes of waste from landfill since 2023. Allpress is also a participant in Planet Ark's Podcycle trial, collecting over 7,000 coffee capsules across Melbourne and Sydney.

Supporting Inclusive Employment

Allpress partners with Scarf in Australia and Hotel School and Well Grounded in the UK to provide hospitality training, mentoring and work experience support and empower unemployed individuals to find sustainable careers in the sector. This collaboration provides trainees with real-world experience, building skills and confidence, and creating employment pathways in the hospitality industry.



4 Pines

4 Pines Brewing Co has grown from a small Manly microbrewery to a brand known for quality, award winning beer. While the business has evolved and grown since its acquisition by CUB in 2017, 4 Pines remains dedicated to brewing great beer and driving positive change with a strong focus on people, the planet and community.

Restoring Landscapes with Landcare Australia

Through partnering with Landcare Australia, 4 Pines is committed to planting 44,444 trees, shrubs and groundcover species every year until 2025. This initiative enhances biodiversity, improves habitat connectivity and supports endangered species across Australia. With Landcare Australia's expertise and vast network of Landcare community volunteers, each planting is carefully selected and nurtured to create a lasting regenerative impact.

Good Beer That Gives Back

As part of the Good Beer That Gives Back, 4 Pines partners with like-minded brands to create limited-edition brews that support sustainability initiatives. As a 1% for the Planet member, 1% of net revenue from all beer sales are donated to not-for-profit organisations focused on environmental initiatives.

Giving Spent Grains a Second Life

4 Pines repurposes spent grain from its Brookvale brewery by supplying it to a farmer on the NSW Mid North Coast as cattle feed. This initiative reduces landfill waste, lowers the brewery's carbon footprint and supports local agriculture. By turning brewing byproducts into a valuable resource, 4 Pines is closing the loop on waste and contributing to a more sustainable food system.





GLOSSARY

Term	Definition
Asahi Group Holdings, Ltd or Asahi Group Holdings or AGH	Refers to the parent company of Asahi Beverages
Asahi Beverages	Refers to the operations of Asahi Holdings (Australia) Pty Ltd and its controlled entities, covering Australia and New Zealand
Large-scale Generation Certificates	Refers to tradable certificates created for eligible large-scale renewable energy power stations, for every 1 megawatt-hour (MWh) of renewable electricity generated. These can be sold, which supports the generation of renewable energy from these sources
Key manufacturing sites	Refers to the 10 largest manufacturing sites across the Asahi Beverages network: Abbotsford (VIC), Albury (NSW), Cascade (TAS), Huntingwood, Laverton (VIC), Papakura (NZ), Tullamarine (VIC), Welshpool (WA), Wulkuraka (QLD), Yatala (QLD).
Manufacturing sites	Refers to all manufacturing sites in the Asahi Beverages network
Power Purchase Agreement	Refers to a long-term contract where electricity is sourced from or matched with renewable energy sources
rPET (Recycled Polyethylene Terephthalate)	Refers to a sustainable plastic made from recycled PET materials, such as used bottles and containers, used in packaging

