

# Brewing a Better World 2020 Results



## Employees' safety and health are our priority

The year 2020 was marked by the beginning of a pandemic, lockdown and earthquakes which all created new and unexpected challenges in both our private and business lives. As the health and safety of employees is the highest priority for HEINEKEN Hrvatska, we have taken numerous steps and activities to, in addition to providing safe working conditions, strengthen the sense of trust and maintain the connection and team spirit within our company.

To keep our employees informed, we have been publishing a special COVID-19 newsletter throughout the year that covered a number of topics, such as national and company related news, health and safety, quality nutrition and exercise. We also shared important information on our internal social network, where we published infographics, safety tips and recommendations in order to empower our colleagues.

During the year, we have conducted several internal surveys on the impact of the pandemic on our employees. Thanks to their feedback, we have introduced actions such as "lunch break without a call" or the possibility of borrowing office equipment. We have also procured additional personal protection equipment and employees have been allowed to come to the office after they had registered.

We have launched "Online Academy" platform in order to enable the exchange of knowledge among colleagues under the new circumstances. Furthermore, we hung out on a "digital coffee break" or "online beer afterwork," with an aim to stay connected.

Unfortunately, the beginning of the spring lockdown coincided with a strong earthquake in Zagreb. We have provided financial support to employees who had reported damage to their homes and strengthened communication on safety. We have organized psychological counselling for all our employees, which they could access online or offline.

Through our "HEINEKEN Challenge" program we have continued to accumulate kilometres to win awards by walking, running, cycling, and during the "new normal" we have tried motivating employees to stay active in the winter months through collecting steps.

Finally, we gave credit and thanked all our employees for their efforts in the challenging 2020. They have received a beer as a gift and a specially designed thank you note. There was a video in which our employees shared messages of gratitude and encouragement. We ended the year in the holiday spirit with a special video greeting card in which we wished each other a better 2021.

# Brewing a Better HEINEKEN Hrvatska Achievements in 2020.



## Advocating Responsible Consumption



## FOR RESPONSIBLE YOUTH

With the support of TESA Psychological Centre, we have held lectures on quality communication with teenagers in **19** Croatian cities, and **1,006** parents of first grade students from 23 different high schools participated.

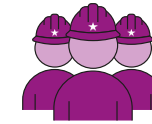


## ALWAYS A CHOICE

We give our customers a choice of Heineken 0.0 and Karlovačko 0.0, so they also have access to non-alcoholic variants of their favourite beers.



## Promoting Health and Safety



We recorded two minor accidents in the middle of 2020 - one in the brewery and another one in the Sales Sector. We conducted educational campaigns for our employees, so that they would not happen again.

## WE STAYED ON THE MOVE THROUGH THE "HEINEKEN CHALLENGE" PROGRAM

During the summer months, our employees collected

**18,545**

kilometres by running, cycling or walking, which is equal to the air distance from Zagreb to Tokyo and back.



## Sourcing Sustainability



## SUPPLIER CODE

Through "Supplier Code" we ensure that our cooperation is based on conducting business with integrity and fairness, respecting the rights and dignity of all people, putting health and safety first, and reducing the negative impact on the planet.



**100%**



of our suppliers have signed our "Supplier Code".



## Every drop: Protecting Water Resources



We use

**41%**

less water to produce one litre of beer compared to 2008.



## WE PROTECT THE KUPA RIVER

During 2020 we completed the **oil separator construction project**. In this way, we have significantly reduced the likelihood that oil would leak into the Kupa River in the event of a vehicle breakdown. The **project of transfer station construction** has also been completed, which prevents liquids from reaching the Kupa River if products or raw materials should be unintentionally discharged from the tank trucks.



## Growing with Communities



We donated

**370,000**

kuna to the Karlovac General Hospital, with which they procured a new ventilator, monitor and bronchoscope, as well as personal protection equipment such as face masks and gloves.

## WE HAVE BEEN SUPPORTING KAKVART FOR FIVE CONSECUTIVE YEARS

We are especially proud that, together with the City of Karlovac, we have been supporting the Kakvart project for **five years** in a row. It drives positive change within the local community through volunteer work of citizens. In 2020 citizens completed **4,010** volunteer hours in total and contributed to the realization of **32** socially beneficial projects.



## Drop the C: reducing CO<sub>2</sub> Emissions



Our CO<sub>2</sub> emissions from production decreased by

**52.7%**

compared to 2008. Unfortunately, in 2020 we recorded an increase in CO<sub>2</sub> emissions from production by 4.7%, compared to 2019, due to disruptions in the production process caused by the coronavirus pandemic.

**100%**

of electricity, which we use in the production and operations of the brewery, was obtained from renewable sources.



We reduced the amount of municipal waste per product unit by **46%** compared to 2019, and by **96%** compared to 2008.