



Damm

20

dammcoperate.com

Annual Report

Letter from the executive chairman

2020: a year of challenges

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Letter from the Executive Chairman

102-14

Ladies and gentlemen,

Our company was founded in 1876, during the steam era, and on the threshold of the invention of electric light (1879). Over the course of 145 years, Damm has experienced dozens of ups and downs. Nonetheless, the year 2020, which we reflect on in the following pages, will stand out in our memory as one of the most unforeseeable and challenging in our history.

We can now once again speak of a *Damm spirit*, born out of the human, corporate and social efforts undertaken through perseverance over more than 14 decades. It is specifically this drive which has allowed us to give of our best and react with great flexibility and responsiveness to adverse episodes, in particular this unprecedented health crisis with its negative consequences for the global economy.

Although the pandemic has varied in its impacts on the group's different divisions, fortunately the integrated financial strength that the company already enjoyed has allowed us calmly to deal with the situation. This is to a great extent the result of the industrial investments made over recent years in the field of modernisation and efficiency, as well as the digital transformation projects previously embarked upon. Thanks to all of which we were able to generate very positive results: the consolidated revenues for the 2020 financial year amounted to 1,225 million euros, a drop of 11.5% compared with 2019, an equivalent percentage to be downturn in the Spanish economy overall, and with a positive EBIT and EBT of 34.8 and 44.2 million euros, respectively.

I am proud of the fact that, despite the adversities, in 2020 we were able to produce a total of 18.1 million hectolitres of beer, mineral water and soft drinks. A figure which consolidates our position as the second-largest beverage group on the Iberian peninsula, and the second-biggest brewer in Spain, with a market share of 27.8%

Covid-19 accelerated the consolidation of the digitalisation and transformation projects that the group had instigated prior to the pandemic, and in which we have invested 6.5 million euros. Tools such as Bar Manager, on which we had been working for three years, allowed food service professionals to manage their daily business in an agile and straightforward manner, serving as major allies in dealing with the process of partially or completely reopening businesses.

Particular mention should be made of the performance of the online Damm Shop, which saw the number of orders increase eight times over during those months with the greatest restrictions, with an upward sales trend. In parallel, initiatives focused on online training, such as Damm Academy and #DammTalks have made a significant contribution to progress in the digital culture of the group and its surrounding context.

During 2020 we reasserted our commitment to the environment by setting up the Sustainability Committee, responsible for overseeing the continuous improvement of our environmental indicators, and fulfilling

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the commitments entered into by the group in this field, as pioneers within our sector. As well as being the first brewer to eliminate plastic rings from our cans, we have also replaced shrink-wrap packaging with biodegradable cardboard.

Over the course of the year, we have undertaken maintenance and environmental support activities at Damm with a total budget of over 6 million euros. During the past decade we have made an overall reduction of as much as 45% in the energy consumed per hectolitre of beer brewed. Within the context of our commitment to the circular economy, the company has promoted a project for the generation of renewable energy from the beer returned by bars and restaurants closed during the pandemic.

I would at this point like to express my recognition of the hospitality sector, made up in the main of SMEs and sole traders, and which has in particular suffered the effects of the serious consequences of Covid-19. We therefore aim to offer them day-to-day support over the 12 months of the financial year, come up with initiatives such as the cost-free replacement of 3.5 million litres of beer and the development of individualised financial plans tailored to the needs of each client.

During 2020 the company continued to advance in its process of internationalisation. With the firm aim of remaining a flagship brand linked to the cuisine and lifestyle of the Mediterranean, we have opened

new markets in Turkey, Serbia, Armenia, Colombia, Cuba and on the African continent, which means that our brands retain a presence in more than 130 countries.

This social and health crisis provided an opportunity to highlight the social contribution made by the company, in the form of all the assistance delivered via the Damm Foundation. During 2020 we provided public and private institutions with access to our resources in order to care for people in a range of emergencies. Thanks to the coordination and effectiveness of the efforts made by our workers, we managed to provide water, dairy produce, food, sanitiser gel, respirators and furniture for healthcare centres and other organisations.

Damm has ever since 1876 offered society its decades of experience, and has adapted to social challenges in each historical period. We have therefore made every effort to handle the current uncertainty, and to guarantee the well-being of what really matters to us: people.

Demetrio Carceller Arce
Executive Chairman

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Business

18.1 M

**Hectoliters of packaged
beer, mineral water and
soft drinks**

12.4 M

**Pallets moved
by Alfil Logistics**

13.3 M

**Boxes delivered to
customers by Damm
Distribución Integral (DDI)**

€6.5 M

**Investment in R&D
and technological innovation**

(102-7)

€40.5 M

Net profit

€2,000 M

Total assets/liabilities

€0.16

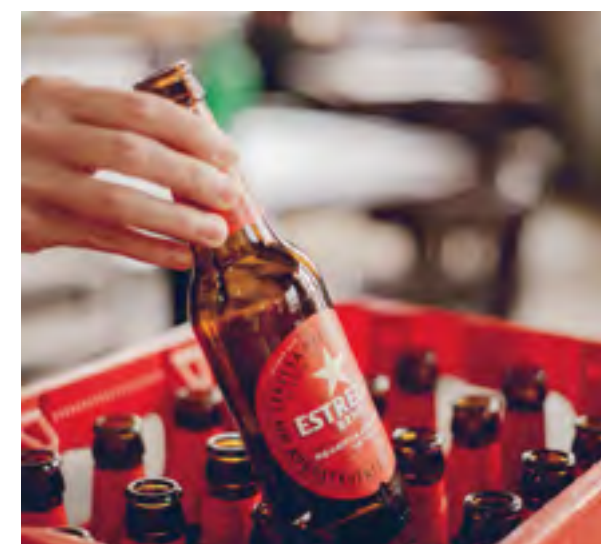
Earnings per share

€1,273 M

**Accumulated industrial
investments since 2008**

€1,002 M

Net worth



General

Significant rise of SA Damm in the ranking Merco Responsibility and Corporate Governance (from position 54 to 41).

Grupo Rodilla

Launch of e-commerce with a new image and customer-centric design which offers three options: eat here, collect or deliver.

Beers

Estrella Damm already produces all its packs of cans with 100 % biodegradable cardboard packaging.

Adherence to Aluminium Stewardship Initiative (ASI).

Presentation of the Estrella Damm Act III *Commitment* campaign.

Extension of vegan product certification from 2 to 10 beers (Estrella Damm, Estrella Damm Barcelona, Free Damm, Free Damm Limón, Free Damm Tostada, Complot, Malquerida and Inedit).

Logistics and distribution

Damm Distribución Integral
Launch of a home delivery service.

Pall-Ex Iberia
Opening of the new central hub in Madrid.

Obtainment of ISO 9001:2015 certification.

Alfil Logistics
Is 20 years old.

Creation of Alfilxpress, new last mile distribution service.

World Padel Tour

Launch of the online store for the World Padel Tour merchandising products.

Progress towards a hybrid face-to-face-digital model with which we have managed to get fans to interact and participate live: +43% of audience accumulated on YouTube; almost 86 million views and 17.8 million hours of viewing.

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People

4,707

**Total company workforce
(includes SA Damm and
subsidiary companies)**

**Estrella de Levante obtains the
"Gender Equality Distinction"
seal granted by the Region
of Murcia.**

Launch of a platform to convey
donations to social action
initiatives made by SA Damm and
Alfil Logistics collaborators.

4,627

**Workforce within the scope
of this report**

32% **Female
workforce**

68% **Male
workforce**

90% **Workforce on a
permanent contract**

Supplier companies

80%

**of our turnover in direct
material supplier companies
evaluated in sustainability
with the EcoVadis methodology**

Proximity shopping

89% **Damm**
Supplier companies
in Spain and Portugal

98% **Grupo Rodilla**
Supplier companies
in Spain

90% **Alfil Logistics**
Supplier companies
in Spain

Society

9,387

**visits to our factories, where
we have implemented
specific protocols to ensure
the health and safety of those
in attendance**

The Damm Foundation acquires
three hectares in the Barcelona
district of Sants-Montjuïc to
launch its sports city.

Donation by the Damm
Historical Archive to the
Filmoteca de Catalunya of
hundreds of films to be restored.

Environment

€6.1 M

**Investment in environmental
improvement measures**

100%

**Electric energy purchased in
all production and packaging
centres, as well as in Damm
warehouses, with a renewable
energy guarantee of origin**

We progressively removed the
plastic rings from all packs of
Damm beer cans and replaced
them with 100% biodegradable
and recyclable cardboard
(equivalent to reducing more than
260 tons of plastic per year in the
case of Estrella Damm).

We generate renewable energy
from beer replaced in bars and
restaurants. With this we have
avoided the emission of some
275 tons of carbon.

Font Salem (Salem) production
plant is heading towards
obtaining Zero Waste certification.

Water consumption

4.25 **Beer**
(hl/hl packaged)

1.93 **Water and soft drinks**
(hl/hl packaged)

0.0019
(hl/kg produced)

**Grupo Rodilla and
Hamburgesa Nostra**

Energy consumption

(electricity and thermal)

29.36 **Beer**
(kWh/hl packaged)

8.44 **Water and soft drinks**
(kWh/hl packaged)

0.4197
(kWh/kg produced)

**Grupo Rodilla and
Hamburgesa Nostra**

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We join the fight against Covid-19

Protecting Damm people

To safeguard the health of our co-workers we undertook the following initiatives at the internal level:

- Distribution of preventive resources to avoid infection by means of a digital guide, signage at workplaces or instructions on computer screensavers, alongside other platforms.
- Organisation of "bubble" workgroups; restriction of professional travel; adaptation of systems and equipment for remote working, and company meetings held by videoconference.
- Healthcare management protocols in the event of contact with positives or the emergence of symptoms.
- Handout of prevention kits (sanitiser gel and face masks) sent to co-workers' homes for them and their families to use.
- Temperature monitoring; availability of hand sanitiser gel and face masks; capacity restrictions in meetings rooms, canteens and changing rooms, and disinfection and continuous ventilation of communal areas.
- Additional uniforms handed out at Grupo Rodilla to ensure proper disinfection and frequent washing.

Processing of
1,617
Covid-19 virus detection tests.¹

Various teams at our
companies joined efforts at
the start of the pandemic
to purchase and distribute
PPE on a highly challenging
international market with
global tensions

1. Data as at 1 December 2020.



Driving internal communication

In 2020 internal communication took on a vital role given the need to provide co-workers with constant information during the Covid-19 pandemic, both about the health crisis itself and its implications for business operations, and how to prevent infection.

→ Constant communication with co-workers, conveying information about the development of the health situation and the measures adopted by the company.

→ Promotion of initiatives to foster team spirit during lockdown:

#DammTalks: this year, during the Covid-19 lockdown phase the staging of over ten editions of #DammTalks became particularly important, with a range of specialists both from the company and from outside sharing their know-how from home about digital transformation, sustainability and project success stories in webinar format. The initiative attracted an audience of over 2,000, along with 1,000 views after the event.



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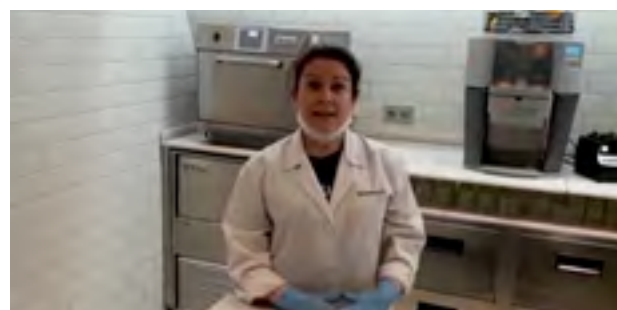
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Special edition of the internal magazine *+Damm* with a video starring people from the company thanking their colleagues for their efforts





Support for our customers

- We replaced over 3.5 million litres of beer to support the hospitality trade in reopening after the closure caused by lockdown.
- Damm launched its "Horeca Challenge" together with Mediapro and Familia Torres, using start-ups to promote the development of innovative solutions in the bar and restaurant business.
- Estrella de Levante published a support guide explaining the assistance available for hospitality sector clients.
- Cervezas Victoria offered a number of digital training seminars to its hospitality clients as part of a series organised together with Gastromarketing.
- The Bar Manager app created its "Operation Reopening" section with specific, up-to-date content as to the legislative, economic and health context, along with training and special agreements with start-ups in the sector, all with the aim of supporting the hospitality trade during the toughest months of the pandemic. The content published in 2020 generated more than 197,000 views.

Committed to supporting society

Initiatives by our various companies channelled through the Damm Foundation:

Distribution of healthcare material to carriers and care homes.

Distribution of respirators and flow dividers manufactured by the Barcelona Zona Franca Consortium using 3D printers free of charge to hospitals and ICUs, together with the Spanish mail service and the CARES Social Group.

Over twenty cold stores sent to the Red Cross, alongside the donation of

€5,000

by Damm co-workers on the initiative of the works council, and derived from an internal contributions fund.

Donation of alcohol

6,000

litres for the Hospital Clínic in Barcelona

Donation of food

+ 108,400

charitable sandwiches distributed by Rodilla

5,400

bottles of Laccao for social organisations in Majorca

200,000 litres of water-alcohol mixture derived from the process of producing alcohol-free beer, donated to manufacture 80,000 litres of 96° alcohol

Donation of water

544,800

bottles donated to hospitals and social organisations

8,000

torrijas for care homes in Madrid

25,000 kg

food delivered to Cáritas and Talavera de a Reina City Council, in cooperation with other companies

+ 28,800

bottles of Agama for social organisations in Majorca



Messages of support for people isolated by Covid-19 in cooperation with Corazones de Papel, and support by phone or by letter for elderly people with no family in cooperation with the Amigos de los Mayores Association.

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Our history began 145 years ago

In 1876 August Kuentzmann Damm, his wife Melanie and his cousin and master brewer Joseph Damm opened their first brewery in Barcelona. SA Damm was founded soon after, in 1910.

Today we are a leading multinational company in the food and beverage sector, with a presence in over 130 countries and operations in a range of sectors.

Our companies

(102-1, 102-10)

Our company is made up of SA Damm as the parent company and a network of companies involved in different areas of activity:

- Production and packaging of beer, water, soft drinks and dairy produce, and coffee roasting
- Logistics services and capillary distribution
- Restaurants
- Organisation and management of sports events



(102-2, 102-5)

Our companies

Beers	Water and other drinks	Dairy	Restaurants and coffees	Logistics and capillary distribution	Other
					Foundation

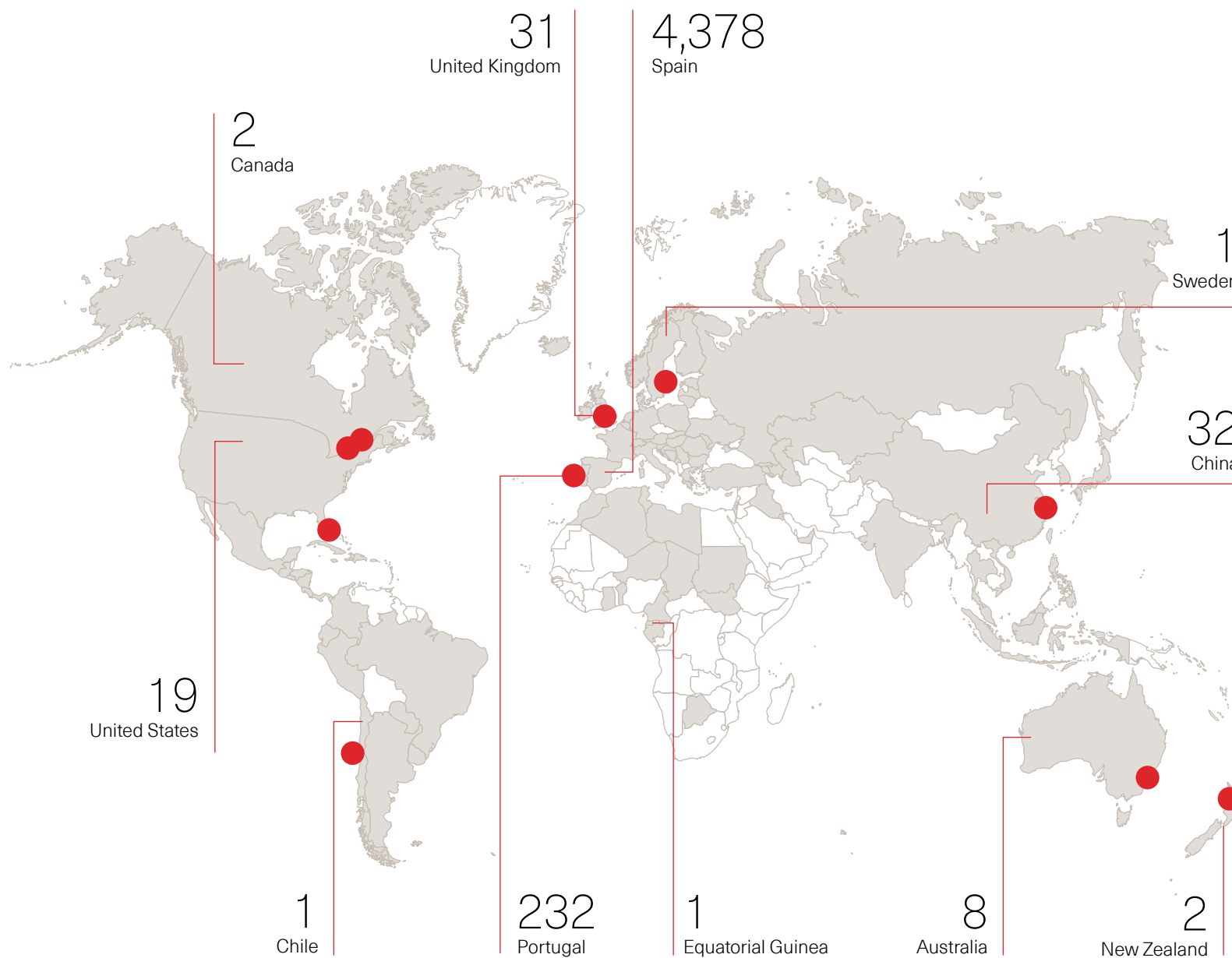
Damm in the world

(102-4, 102-6) (102-3, 102-4)

We continue our firm commitment to international growth in order to remain a flagship company linked to Mediterranean cuisine, sport, culture and lifestyle throughout the world.

**Present in over
130 countries**

4,707
total company staff
(including SA Damm
and subsidiaries)



● International bases:
 Australia: Damm Brewery Pty. Ltd. (Sydney)
 Canada: Brasserie Estrella Damm Quebec Inc. (Montreal)
 Estrella Damm Services Canada (Toronto)
 Chile: Damm Chile (Santiago de Chile)
 China: Estrella Damm Trading Co., Ltd. (Shanghai)

United States: Estrella Damm US Corp. (Miami)
 Rodilla US LLC (Miami)
 New Zealand: Branch in NZ (Auckland)
 Portugal: Font Salem Portugal, SA (Santarém)
 United Kingdom: Damm Brewery UK, Ltd. (London)
 Sweden: Damm Brewery Sweden AB (Stockholm)

**● Countries where
Damm exports beer
under its own brand**

16 breweries with capacity for over 25 million hectolitres

Castile-Leon

- 3 Rodilla
- 1 Jamaica Coffee Experience
- 4 Jamaica Service Station

Asturias

- 1 Jamaica Service Station

Galicia

- 3 Rodilla
- 1 Jamaica Coffee Experience
- 1 Jamaica Estación de Servicio

Cantabria

- 1 Rodilla

Madrid Region

- 5 Workplaces
Grupo Rodilla. Madrid
Pall-Ex Iberia.
San Fernando de Henares
SetPoint Events. Madrid.
Plataforma Continental
Madrid. Madrid.
- 1 Distribución
Directa Integral centre
- 2 Workshops
Artesanía de Alimentación.
Madrid.
The Hamburguesa
Nostra workshop. Madrid.
- 126 Rodilla
- 17 Hamburguesa Nostra
- 1 Vaca Nostra
- 9 Jamaica Coffee Experience
- 24 Jamaica Service Station

Extremadura

- 1 Jamaica Service Station

Andalusia

- 1 Brewery
Cervezas Victoria. Malaga.
- 4 Distribución
Directa Integral centres
- 3 Rodilla
- 1 Hamburguesa Nostra
- 2 Café de Indias Coffee Shop
- 30 Jamaica Service Station

Castile-La Mancha

- 1 Mineral water production plant
Fuente Liviana.
Huerta del Marquesado.
- 1 Distribución
Directa Integral centre
- 3 Rodilla
- 6 Jamaica Service Station

Aragon

- 2 Mineral water production plants
Aguas de San Martín
de Veri (Bisaurri and El Run -
Castejón de Sos).
- 2 Rodilla

Navarre

- 3 Jamaica Service Station

Basque Country

- 3 Distribución Directa
Integral centres
- 1 Rodilla
- 3 Jamaica Service
Station

Catalonia

- 2 Workplaces
SA Damm. Barcelona.
Corporación Económica Delta.
Barcelona.
- 1 Brewery
Compañía Cervecera Damm.
El Prat de Llobregat.
- 1 Malt house
La Moravia. Bell-lloc d'Urgell.
- 1 Logistics centre
Alfil Logistics. ZAL II.
El Prat de Llobregat.
- 4 Distribución
Directa Integral centres
- 1 Coffee roasting site
Cafès Garriga.
Barberà del Vallès.
- 5 Rodilla
- 2 Hamburguesa Nostra
- 4 Jamaica Coffee Experience
- 9 Jamaica Service Station

Head Office Barcelona

Balearic Islands

- 1 Milk and milkshake
plant
Agama. Palma.
- 3 Mineral water
production plants
Font Major. Escorca.
Font de Sa Senyora.
Deià.*
Aquaфона. Palma.*
- 2 Distribución Directa
Integral centres
- 1 Logistics centre
Alfil Logistics
- 1 Jamaica Service
Station

Valencia Region

- 2 Soft drink plants
and breweries
Font Salem
(Salem and El Puig)
- 4 Distribución
Directa Integral centres
- 2 Rodilla
- 1 Hamburguesa Nostra
- 4 Jamaica Coffee
Experience
- 6 Jamaica Service Station

Murcia Region

- 1 Brewery
Estrella de Levante Brewery. Espinardo.
- 1 Malt house
Espinardo.
- 4 Distribución Directa Integral centres
- 1 Rodilla

Canary Islands

- 3 Rodilla
- 3 Hamburguesa Nostra
- 1 Café de Indias Coffee Shop
- 3 Jamaica Coffee Experience
- 20 Jamaica Service Station

Portugal

- 1 Brewery
and soft drinks plant
Font Salem Portugal.
Santarém.

United States

- 3 Rodilla
Miami, Florida.

* Closed in 2020.

Brands and products

(102-2)

Damm Beers

Estrella Damm



Superior Taste Awards

Three stars

World Beer Championships

Silver medal

The International Beer Challenge

Silver medal

Great Taste Awards

One star

Brussels Beer Challenge

Bronze medal

We foster a culture of sustainability in our campaigns

Estrella Damm: Act III Commitment

In July 2020 we presented **Act III Commitment**, the new ad in the "*Mediterráneamente*" campaign continuing on from *Soul* and *Lovers* in raising social awareness as to the need to protect the Mediterranean Sea. This third act presents a powerful work of choreography performed by 24 modern dancers, representing how we can protect our planet by working together with a shared goal, because "Defending your way of life is a beautiful way to live".

In line with this philosophy, **we have replaced the plastic rings on Estrella Damm six-packs with 100% biodegradable cardboard carrying PEFC certification**, a milestone which has been a reality since 1 December 2020, with plastic having been completely eliminated from all packs. This is a pioneering project in the beer sector, resulting in a reduction of 260 tonnes of plastic per year. The campaign was viewed more than 30 million times.



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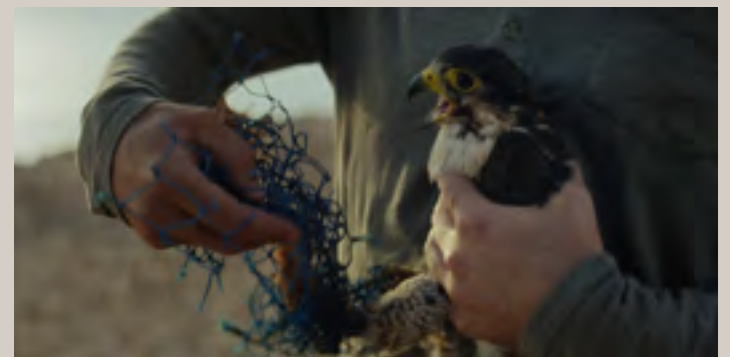
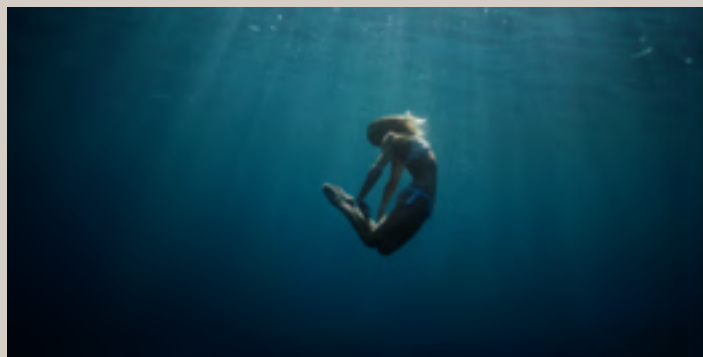
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**Estrella Damm is a
Mediterranean beer brewed
from 100% natural ingredients**



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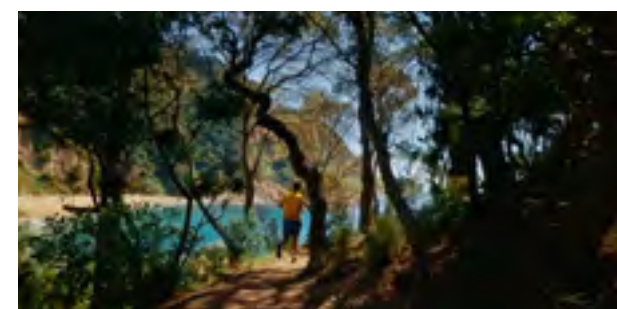
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Damm Lemon



Damm Lemon presents "Routine",
the new campaign starring actor Isak
Férriz: **"Whoever said you need to
escape from routine didn't get his
wording wrong, but his routines".**



Voll-Damm



Superior Taste Awards

Three stars

The International Beer Challenge

Silver medal

World Beer Championships

Gold medal

Great Taste Awards

Two stars



Complot



World Beer Championships
Gold medal

Superior Taste Awards
Three stars

The International Beer Challenge
Gold medal

Great Taste Awards
Two stars

World Beer Awards
Bronze medal

Complot IPA present at **Madrid Craft Week**, a craft fair promoting the activation of local hospitality and trade.



Inedit



Superior Taste Awards
Two stars

World Beer Championships
Gold medal

The International Beer Challenge
Silver medal

Great Taste Awards
One star

World Beer Awards Winner (Wheat Beer category: Belgian Style Witbier)

Restyling of various elements of the brand's packaging.

Launch of two **limited edition packs in China** to celebrate the Mid-Autumn Festival.



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Malquerida



Malquerida spotlights its creators, the Adrià brothers, in a digital campaign launched in October.

Malquerida pays homage to all those people for whom St Valentine's Day is no cause for celebration.

Bock Damm



New image for 2021.

Free Damm



Superior Taste Awards
Two stars

The International Beer Challenge
Bronze medal

Great Taste Awards
One star

Free Damm, the best alcohol-free beer in the UK according to Which?, the largest independent consumer organisation in the country, with 1.3 million members and supporters.

Free Damm Lemon



NEW
Free Damm Amber Lager



New Free Damm Amber Lager, 0.0% and with all the subtle hints of roasted malt



Daura



Superior Taste Awards
Two stars

World Beer Championships
Gold medal

The International Beer Challenge
Bronze medal

US Open Beer Championship
Gold medal

Daura launches a campaign in the United States and Canada to publicise the world's most accoladed gluten-free beer

Daura Märzen

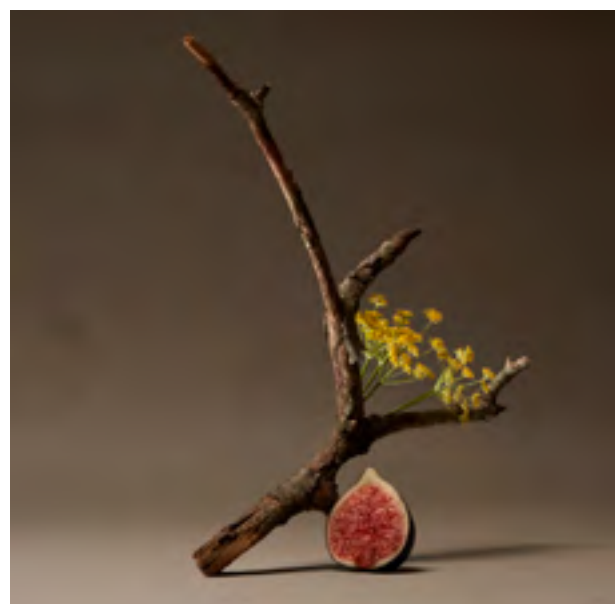


Great Taste Awards
One star

World Beer Awards Silver (Category: Speciality Beer: Gluten-Free)

US Open Beer Championship
Bronze medal

NEW Equilater



Launch of Equilater, the beer produced through molecular pairing by our master brewers with the help of François Chartier, sommelier and pioneering researcher in the field of molecular harmonies.

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A. K. Damm



Xibeca



Xibeca launches the new
litre format with a design
inspired by historical
labels, emphasising its
essence "to be shared".

NEW

Cerveza de Navidad (Christmas beer)
limited edition



Estrella de Levante



Estrella de Levante



Estrella de Levante 0.0



Punta Este



New
image.

Verna



NEW

Cerveza de Navidad (Christmas beer) limited edition



**Estrella de Levante launches
its Oak-aged Cerveza de
Navidad in a 33 cl a bottle as
a limited edition**

Victoria

Victoria



Victoria Sin



NEW
Victoria Trigo*



**Cervezas Victoria presents
Victoria Trigo, a new beer made
from barley malt and wheat malt,
100% natural ingredients, based
on traditional German recipes**

CERVEZAS VICTORIA

SABOR EXQUISITO

VICTORIA
MÁLAGA 1928

www.cervezavictoria.es
Victoria recomienda el consumo responsable. Alc. 4,8% Vol.

NEW
Victoria Pasos Largos



Victoria con Limón boasts a new image and name: Pasos Largos, Spain's last highwayman, provides both the name and the image.

NEW
Victoria Marengo



Marengo, the new image of Victoria Negra, pays tribute to the "marengos" (fisherfolk or seafarers), a figure deeply rooted in the district of El Perchel where Victoria was founded.

* In 2021, Victoria Trigo will be renamed Victoria Malacati.

Other beers

Turia



Over 7 million page views and 2.5 views of the launch of the nationwide campaign.

Cerveza Turia joined with farmers from the Valencia region, who distributed their harvest to homes during lockdown, by giving out free bottles of beer with orders of fruit and veg and other local produce, to demonstrate its support for the agricultural community.

Turia launched "Temps de Clòtxina", an educational campaign paying tribute to Valencia's traditional mussel, alongside the guide *Cartography of the Clòtxina*. The campaign was a success, with no stock left of the first edition.



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Oro



Oro launched a national campaign with a particular presence in the province of Biscay.

Keler



World Beer Championships
Silver medal

World Beer Awards
Silver (category:
Lager: International
Lager)

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From July 2020 onwards, following the agreement reached with the Carlsberg Group, we have been distributing Carlsberg beer on the Spanish mainland and Balearic Islands. From 2021 onwards it will be brewed and bottled at our facilities, with distribution extending to the Canary Islands, Andorra and Gibraltar, along with the inclusion of exclusive distribution of Grimbergen beer from Belgium.



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Brooklyn



Tagus

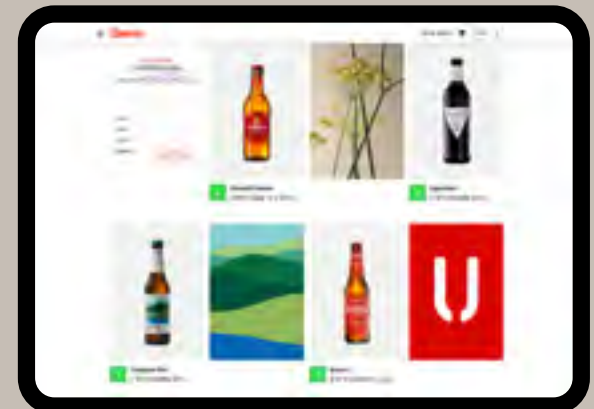


Schöfferhofer Grapefruit



The online product store: Damm Shop

It maintained its level of activity during lockdown in 2020, with over 1 million visits and 8,000 new registrations. The shop relies on distribution by Alfil Logistics and its new e-commerce service Alfipxpress, to guarantee stock levels and home delivery of orders in these exceptional circumstances.



Water and other drinks

Veri



Launch of the 100% recycled plastic (rPET) bottle in the Veri Trekking format.

Fuente Liviana



Pirinea



Font Major



Font Major used the slogan "Every island has its treasure" for a new campaign in Majorca, highlighting the value that it represents for the island. A water which emerges in the heart of the Tramuntana mountains, declared a UNESCO World Heritage Site, and is bottled alongside the spring itself.



Arizona



Sureo



Olde English



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Fever-Tree



Product varieties
Indian Tonic Water
Mediterranean TW
Elderflower TW
Aromatic TW
Refreshingly Light TW
Ginger Ale
Ginger Beer
Sicilian Lemonade
Madagascan Cola
Soda Water

Fever-Tree launches a digital campaign with its mixers (#MixingPlans) to help hospitality and food service trade clients increase sales, and so help overcome the months of closure caused by the Covid-19 crisis.



Dairy

Agama



Product varieties

- Agama whole milk UHT 1 l
- Agama semi-skimmed milk UHT 1 l
- Agama skimmed milk UHT 1 l
- Agama fresh whole milk UHT 1 l
- Agama fresh semi-skimmed milk UHT 1 l
- Agama special hospitality milk UHT 1 l
- Agama fresh whole milk carafe 10 l
- Agama whipping cream UHT 35% fat 1 l
- Agama pasteurized whipping cream 35% fat 5 l
- Agama butter 25 kg

Agama launched a campaign to support farms in Majorca under the slogan "Now more than ever, we consume milk from our farms"



Letona



Product varieties

- Groceries:
 - Letona fresh whole milk
 - Letona fresh semi-skimmed milk
 - Letona UHT whole milk
 - Letona UHT semi-skimmed milk
- Hospitality:
 - Letona UHT milk Grand Crème
 - Letona UHT special milk for hospitality
 - Letona UHT milk 0% fat g.



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Lacciao glass bottle 200 ml



In 2020 the minibrik and
PET 1 l bottle underwent
a restyling.

Lacciao 0% lactose free glass bottle 200 ml



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Cacaolat original



Cacaolat 0 %



Cacaolat suave



NEW Cacaolat lactose free



Cacaolat Noir



Cacaolat Mocca



Restaurants and coffees

Grupo Rodilla



RODILLA
DESDE 1939

Rodilla

Grupo Rodilla continues its expansion into new regions to underpin its market presence: mainly in the Basque Country, Cantabria, Asturias, Galicia, Navarre, Catalonia, the Valencia Region, Balearic and Canary Islands.

Jamaica Coffee Experience

JAMAICA
COFFEE-EXPERIENCE



Café de Indias



Hamburguesa Nostra

EN
HAMBURGUESA
NOSTRA



Vaca Nostra



Cafès Garriga



- Pure Arabica Selection
- Pure Arabica Intense Selection
- Decaffeinated Selection
- Natural Crème
- Natural Express Selection
- Natural Superior Selection
- Colombia Selection
- Water Decaffeinated

Logistics and capillary distribution

Distribución Directa Integral (DDI)



Distribución Directa Integral has launched a home delivery service with a selection of products from its extensive catalogue, as a service to help household consumption during the hospitality lockdown caused by the Covid-19 pandemic. The service began in Majorca before being expanded to other cities (Barcelona, Murcia, Valencia and Alicante).



Alfil Logistics



Alfilxpress, the Alfil Logistics last mile service, has consolidated its position with substantial growth and the addition of new clients. The service stands out for its traceability system, sustainability and the operational versatility of the vehicle fleet, comprising natural gas-powered vehicles for intermediate distances, and electric vehicles for shorter and inner city routes.



Pall-Ex Iberia



Pall-Ex Iberia opens its new central hub in San Fernando de Henares, Madrid, with over 12,000 m² and 94 loading bays, which will allow it to continue offering continuous improvements in the quality of its services, while also representing an opportunity to embark on new projects and continue growing. The first project to be launched will be the opening of a temperature-controlled distribution (TCD) network, planned for early 2021.

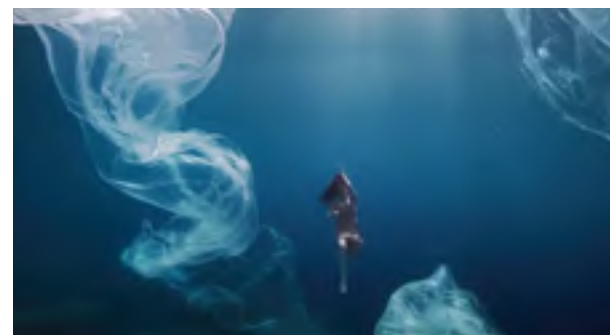
Other

SetPoint Events

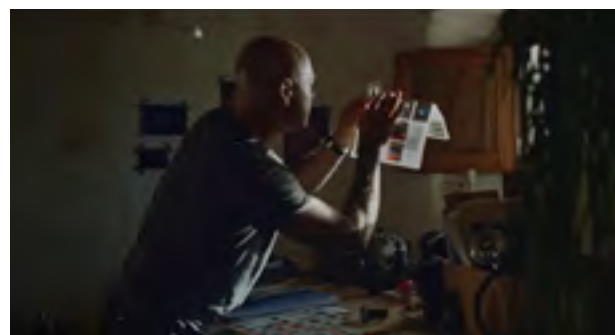
World Padel Tour unveils a new corporate identity to adapt to the sport's new era, shifting towards a more modern, gender-free, flexible vision aligned with the digital world, the principles reflecting the spirit of evolution that padel has seen as a sport over recent years. [Its e-commerce store was also opened in 2020.](#)



Recognition for our communication



**Act I
Soul (2019)**



**Act II
Lovers (2019)**

Act I *Soul* and Act II *Lovers*

Timó 2020 Awards

Timó d'Argent

TOP 5 Excellence Marketing Strategies Awards 2020

Top Positioning

Best Awards

Gold + Best Sustainability Grand Prize
Gold + Best Branded Content Grand Prize

Ramón del Corral Awards

External Industry Campaign
Corporate Social Responsibility Campaign

Internet Awards 2020

Award for Best Consumer Communication Campaign

23rd edition of the "Advertisements of the Year" for *Soul*

Winner of the Professional Jury, in the Television category

Fundacom Awards

Finalists in the External Industry Campaign and Corporate Social Responsibility Campaign

National Marketing Awards

First prize in the Social Marketing category

Advertising Control Awards

Soul and *Lovers*, second prize for the best TV ad 2019-2020

Damm, second prize for best advertiser company 2019-2020

National Creativity Awards 2020

Soul and *Lovers*: National Creativity Grand Prize from the Club de Creativos (CdeC)
Soul and *Lovers*: Gold in the Ideas section
Soul: 5 golds in the Craft section, in the Production Design, Art Direction, Photography Direction, Production and Sound and Music categories.

Eficacia Awards 2020

Soul and *Lovers*: Gold in the Social Relevance of a Brand category

Awards of the Association of Advertising Film Producers

Estrella Damm: First prize for best advertiser

Ocare Awards

Finalists in the Best CSR Campaign Focused on Civil Society category

ADG Laus Awards 2020

Soul: Gran Laus in the Advertising category, Best Audiovisual Ad Award

Act III Commitment (2020)

Impacte Awards 2020

Recognition of the project for its continued commitment to creating a more sustainable world: Act III *Commitment*

TOP 5 Excellence Marketing Strategies

TOP Social Relevance Award: Act III *Commitment*

National Marketing Award of the National Marketing Association

Jaume Alemany, Damm's Director of Marketing, Exports and Communication, for his professional career.



We continue innovating and creating

Innovation is present throughout our company, in our activities and even in the relationship with our stakeholders. It forms part of our values, and steers our daily business. In 2020, although some projects were delayed by Covid-19, we continued to innovate in a number of areas:

Beers

- Development and launch of new styles of beer based on new ingredients and types of yeast, which will take place in 2021.
- Launch of new products: Equilater (Imperial Stout) and Free Damm Amber Lager (alcohol-free amber beer).
- Improvements to existing products with new formulations.

Coffee

- Development of new coffees to be launched in 2021.
- Design of a new coffee capsule and a stirrer with compostable materials.*
- Transfer of the pilot coffee plant located at La Moravia to our Cafès Garriga plant in Barberà del Vallès, in order to fast-track research and development studies in the coffee area.

Dairy

- Replacement of the plastic drinking straw with a compostable version compatible with the packaging equipment at Agama.*
- Incorporation of a high percentage of recycled plastic in the composition of the shrink wrap used in product groupings.*

€6.5 M

invested in R&D and
technological innovation

Packaging and design

- Launch of a 100% recycled plastic (rPET) bottle for the Veri Trekking format and the 50 cl Font Major format.
- Incorporation of a high percentage of recycled plastic in the composition of the shrink wrap used to group cans or one-litre bottles.*
- A project began in 2019 to replace the plastic rings for holding Estrella Damm cans with a 100% biodegradable cardboard packaging system known as LatCub®. In 2020 the remaining brands produced and bottled at the El Prat de Llobregat Brewery implemented this system (Bock Damm, Damm Lemon, Daura, Free Damm, Inedit, Keler, Oro, Rosa Blanca, Turia, Voll-Damm and Xibeca).
- Design of new cardboard packaging to replace the decorated shrink wrap for groupings of 6 cans of Estrella Damm and Free Damm, and 12 cans of Estrella Damm, Free Damm, Keler, Turia, Voll-Damm and Xibeca.



* These initiatives serve to comply with Act 8/2019, of 19 February 2019, on waste and contaminated soil, of the Balearic Islands.



Success in the first remote machinery test at Damm

For the first time we conducted a factory acceptance test (FAT) for machinery at Damm remotely by videoconference, on a connection between Spain and Italy. For two days, a number of supplier companies and Damm departments and areas (Production, Safety, Maintenance, R&D, Industrial IT, etc.) worked remotely to test and verify a packaging machine for one of the packaging lines at the El Prat de Llobregat Brewery, which was required in order to implement the project to eliminate plastic rings from packs of cans.

The test, which represents one of the key moments in an engineering project, had always been performed in-person on the premises of the supplier company before installing the machine at our plants. The fact that we were able successfully to complete such a complex test in a virtual environment highlighted the capacity for technological adaptation and teamwork at the company, and allowed us to continue with such strategic projects as this against the backdrop of a health crisis.

Food quality and safety

(416-1)

All our production and operational processes follow the most important international quality and food safety standards. In this regard, we hold the following certification:

Food safety



IFS Global Markets Food at the El Prat de Llobregat Brewery. Work was performed in 2020 towards obtaining this certificate at the Estrella de Levante plant, with issuance expected in 2021.



International Food Standard (IFS), version 6.1, at the highest level at all the Font Salem and Hamburguesa Nostra plants (belonging to Grupo Rodilla).

Hazard Analysis and Critical Control Points (HACCP)

at all Damm food and beverages production centres. In 2020 at **Grupo Rodilla** we brought in this internal control system for additional hygiene measures required to prevent Covid-19 so as to ensure access to safe, quality foodstuffs. Among other measures, we extended to 100% of premises the presentation of cold sandwiches (main product) in cardboard packaging with a PLA window, thereby reducing the risk of possible contamination while in a display cabinet and in service.

In 2020 we extended our vegan certification from 2 to 10 beers

* News of 2020 in its categories.

(417-1)

Product certification



Certification under the European Licensing System (ELS)

Granted by the Federation of Associations of Coeliac-sufferers of Spain (FACE and CoELIAC UK). This authorises use of the symbol featuring an ear of wheat crossed out on our gluten-free products.

- Daura
- Daura Märzen
- Estrella Damm Non Alcoholic
- Free Damm
- Free Damm Lemon*
- Free Damm Amber Lager*



Halal Certification

Granted by the Islamic Institute for our alcohol-free products.

- Estrella Damm Non Alcoholic



Kosher Certificate

Granting recognition that the product is suitable for sale to Jewish consumers.

- Estrella Damm
- Daura
- Inedit
- Complot



Certification of beer suitable for vegans

- Daura
- Daura Märzen
- Estrella Damm*
- Estrella Damm Barcelona*
- Free Damm*

- Free Damm Lemon*
- Free Damm Amber Lager*
- Complot*
- Malquerida*
- Inedit*



Fairtrade Certificate

In accreditation that certain coffees, depending on their source, comply with fair trade criteria.

- Cafès Garriga



Certification for the production and sale of organic coffee

In accreditation of organic coffee production and sales.

- Cafès Garriga



Quality



We continue efforts to increase the number of our companies certified under ISO 9001:2015, the international standard for quality management systems published by the ISO (International Organization for Standardization). In 2020, the following companies held this certification:

The plan is that in 2021 Cafès Garriga will be certified under ISO 9001:2015 and that the six Agama farms and all their marketed dairy produce will hold the Welfair Certificate.



SA Damm
Compañía Cervecera Damm, SL
Damm Canarias, SL*



Estrella de Levante
Fábrica de Cerveza, SAU



Cervezas Victoria 1928, SL



Font Salem, SL



**Aguas de San Martín
de Veri, SA**



Gestión Fuente Liviana, SL



**Artesanía de Alimentación,
SL (Grupo Rodilla)**



Maltería La Moravia, SL



Alfil Logistics, SA



Pall-Ex Iberia, SL*

*Quality certificate obtained in 2020.

Socio-economic impact

Impact of Covid-19 and key economic figures

The health crisis caused by Covid-19 has become a global emergency, with an impact on the worldwide economy in 2020 and on economic forecasts for the coming financial years. Its effects have been far-reaching, leading to a substantial downturn in global GDP. The Spanish economy is specifically one of those most affected, with a drop in GDP of around 11% (the European average stands at around 5%).¹

Over the course of the year, and as the situation evolved, a number of sectors were left practically at a standstill because of restrictions and total or partial closures to contain the pandemic. This is the case of the hospitality trade, nightlife and sports events, all of which are closely tied to the consumption of our products. Covid-19 has therefore led to a radical change in habits connected with the consumption of some foodstuffs such as beer, which despite the increase in home consumption because of mobility restriction measures, has fallen drastically as a result of the closure of the hospitality sector and the near disappearance of tourism. According to estimates by the Brewers of Spain, the increase in beer sales via the home distribution channel stood at 19%, although this figure does not offset the downturn in hospitality trade beer consumption (-46%).

The impact on our company has therefore been reflected in a downturn in sales via the hospitality and export channels (similar lockdowns in countries such as the United Kingdom, the USA, France, Germany and Italy), as well as a substantial reduction in the levels of activity of restaurant and hospitality distribution businesses. Nonetheless, as we are considered an essential activity, Damm continued working in response to market needs.

Despite the difficulties of the context generated by the pandemic, we closed the 2020 financial year with an output of 18.1 million hectolitres of beer, mineral water and soft drinks, and consolidated revenues of 1,225 million euros, a downturn of just 11.5% compared with 2019. We also obtained positive EBIT and earnings before tax of 34.8 and 44.2 million euros, respectively.



1. INE, Spanish National Statistical Institute.

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These results, and our sound financial position, demonstrate that within a context of extraordinary disruption and difficulty, the company has managed to adapt to circumstances by responding through actions with the following focus:

1

Prioritise and guarantee the health and safety of our co-workers, clients and supplier firms in their relationship with the company.

2

Ensure the continuity of operations to continue delivering our products to market.

3

Protect the financial soundness of the company's balance sheet.

4

Adapt the level of spending and investment to the new circumstances, with huge efforts in the containment and redesign of priorities and projects.

5

Support our clients, distributor companies and hospitality establishments with initiatives such as the cost-free replacement of 3.5 million litres of beer.

6

Cooperate with a number of social initiatives, such as the handout of sanitiser solutions, the distribution of respirators and the donation of water, milk and food to healthcare

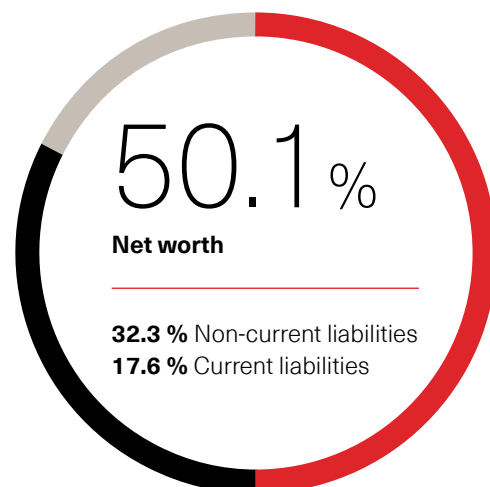
7

Reassert our commitment to sustainability.

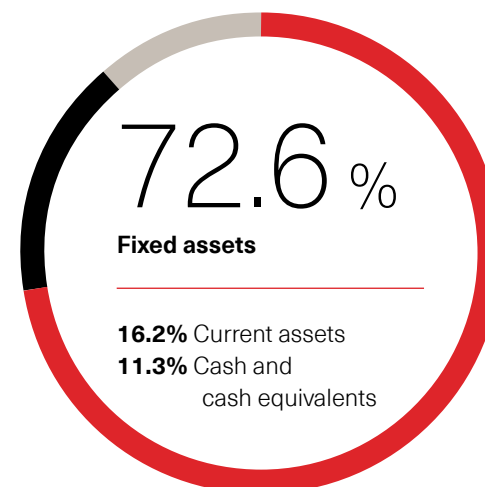
In millions of euros	2019	2020	Variation	Constant annual growth rate (Last 5 years) 2020 over 2015
Balance sheet figures				
Fixed assets	1,427	1,451	24	9.5%
Current assets	511	549	38	13.9%
Total assets/liabilities	1,938	2,000	62	10.6%
Net worth	985	1,002	17	8.3%
Financial liabilities	454	443	-11	9.8%
Other liabilities*	499	555	56	-9.8%
Income statement figures				
Operating income	1,385	1,225	-160	4.9%
EBIT (operating profit)	133	35	-98	-20.6%
Result attributable to the parent company	120	40	-80	-15.3%
Earnings per share (€/share)	0.47	0.16	-0.31	-15.9%
Other data and indicators				
Accumulated industrial investments (since 2008)	1,184	1,273	89	12.7%
Level of net debt	29.64 %	21.27 %	-8.4 %	3.8%
Number of shares (thousands)	270,083	270,083	0	0.0%
Number of shares in treasury stock (thousands)	12,385	8,810	-3,575	

* In 2020-2019 this includes the balance of *Lease liabilities under IFRS 16*.

LIABILITY STRUCTURE



ASSET STRUCTURE



We generate value for society

(201-1)

Our activity generates value added for all our stakeholders directly and indirectly, not only through the products and services we offer, but also through the economic value generated, which permeates throughout the social fabric: co-workers (job creation); supply companies (supply chain development), and society at large (tax contribution to public expenditure), in line with our commitments in the field of sustainable development and contributing to the progress of the communities where we operate.



Statement of value added in 2020

41.01 %	Operating costs
15.55%	Personnel expenses
1.09%	Financial expenses
0.35%	Corporation tax
30.15%	Other expenses
8.65%	Amortization
3.19%	Reserves

Good governance

Our values, our way of being

(102-16)

The essence of Damm as a company that aims to develop its operations sustainably and responsibly is translated into certain values which govern our actions and our strategy as an organisation in our daily business.

These are the **#LIVE Values**:

L I V E

→ **Loyalty**, because the people who work at Damm are dedicated to the culture, objectives and strategy of the company, respecting ethical and professional values.

→ **Innovation**, because at Damm we contribute and implement ideas, actions and processes that allow us to obtain effective solutions with the available resources. Because innovation is part of our raison d'etre.

→ **Customer Value**, because we make every effort to be close to our customers, and understand and respond to their needs. Because their satisfaction and loyalty is one of our priorities.

→ **Energy**, because we work actively under changing and challenging circumstances, we act with passion and confidence to meet challenges with perseverance. Because a positive attitude is what drives us to improve every day.



Ethics for good governance

(101-16)

Damm ensures regulatory compliance and the development of activities in accordance with current legislation and internal policies and procedures, to guarantee that the company operates with integrity. Our internal regulations include the company's commitment to applying ethical, responsible and excellent management, and responding to both the needs of our business model and those of the environment.

For better risk management in all of our activity areas, we have the Internal Audit Department, which is also expressly entrusted with carrying out control audits. The management of criminal nature risks has been specifically entrusted to the Compliance Committee.

The company reaffirmed its social and environmental commitment with the creation of a Sustainability Committee, which develops initiatives within the sustainable and responsible business model promoted by Damm in order to achieve a positive contribution to our environment in the short and long term. The Sustainability Committee is in charge of ensuring the continuous improvement of the social and environmental indicators for the achievement of the goals set in this matter.

The Sustainability and Compliance Committees, as well as the Internal Audit Department, report directly to the Audit, Sustainability and Control Commission, made up of members of the Board of Directors

(102-16)

Audit, Sustainability and Control Commission





(102-18)

The company is governed by the General Shareholders' Meeting, the Board of Directors and the Steering Committee.

Board of Directors of SA Damm

Executive Chairman

Mr. Demetrio Carceller Arce

Board Member and Secretary

Mr. Ramon Agenjo Bosch

Board Members

Mr. Ramon Armadàs Bosch, representing
Hardman-Ceres, SL

Mr. Raimundo Baroja, representing DISA
Corporación Petrolífera, S.A.

Mr. José Carceller Arce, representing DISA
Financiación SAU

Ms. María Carceller Arce, representing
Seegrund, BV

Dr. August Oetker

Dr. Ernst F. Schröder

Damm Steering Committee

Executive Chairman

Mr. Demetrio Carceller Arce

Managing Director

Mr. Jorge Villavecchia Barnach-Calbó

Director of Operations

Mr. Pedro Marín Giménez

Director of Marketing, Exports and Communication

Mr. Jaume Alemany Gas

Director of Corporate Finance

Mr. Àngel Guarch López

Commercial Director

Mr. Xavier Vila Vila

CEO of Rodilla

Ms. Maria Carceller Arce

Director of Operations

Mr. Ricardo Lechuga Cisneros

Managing Director of Font Salem

Mr. Antoni Folguera Ventura

Responsible commitment

In line with our values, we have spent over 20 years applying policies and initiatives connected with social responsibility. In 2019 we signed up to the United Nations Global Compact, committing ourselves to its 10 principles in the fields of human rights, employment, the environment and anti-corruption, and also work to contribute through our activities to the achievement of the 2030 Agenda Sustainable Development Goals (SDGs).



Relevant Sustainable Development Goals (SDGs) for Damm



The health and well-being of the workforce are a priority. Which is why we promote initiatives to encourage a safety culture and foster healthy lifestyles.



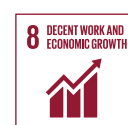
We strengthen and promote diversity and social inclusion, as well as equal opportunities, through active policies for our workforce and awareness-raising initiatives addressing the general public.



We encourage the efficient use of water resources over the course of our operations, monitoring and constantly improving consumption levels.



We encourage the efficient use of resources and energy and align our production with environmentally responsible parameters and the principles of the circular economy. We furthermore increase the sensitivity and awareness of stakeholders as to the responsible use of resources.



We aim for sustainable and secure economic growth by creating quality employment.



We integrate the fight against climate change within our supply chain and our production processes, with environmental management systems and initiatives to reduce our carbon footprint.



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In 2020 we set up the Sustainability Committee so as to lend further impetus to our commitments as a responsible and sustainable company

At Damm we believe that the integration of social responsibility criteria in our strategic vision is essential in order to help foster a sustainable and responsible business model, underpinning our positive contribution to society in the short and long term.



Communication with our stakeholders

(102-40)

The environmental impact of our activity affects a series of groups with a direct influence on our development: our stakeholders. They are a priority for Damm in our decision-making. We have therefore established channels for communication and dialogue allowing us to ascertain their perceptions and needs so as to be incorporated in our strategies and in our risk and opportunity analyses.



Stakeholders

- Co-workers
- Consumers
- Customers
- Distribution
- Shareholders
- Supplier companies
- Franchises (restaurants)
- Partners and external advisers
- Media
- Opinion formers
- Public and private institutions
- Third sector (foundations, charities and social bodies)
- Society at large

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Social media has for some time represented one of the most significant channels for communication with our stakeholders, in particular consumers, for whom we constantly generate content of value contributing to a positive experience and encouraging a conversation with our brands.

Such media platforms became particularly important throughout 2020 because of the pandemic and the health emergency situation which led to people being locked down at home. During this period we strove to reach out to our followers with special content via streaming events, such as our *Estrella Damm Agenda*, to make these difficult times a little more agreeable, and furthermore to continue demonstrating our support for culture, which this year has been heavily affected by the cancellation of many of the events with which we collaborate.

						Followers
Damm					109,328	109,328
Beer						
Estrella Damm	879,236	157,461	216,339	106,020		1,359,056
Voll-Damm	171,280	18,527	9,330	2,010		201,147
Free Damm	2,362	185	584	426		3,557
Inedit	27,982	5,865	4,808	21		38,676
Daura	53,549	18,382	3,308	2		73,405
Damm Lemon	8,512	120	186	967		9,791
Malquerida	2,940	449	2,221	26		5,636
Complot	749	349	1,054	49		2,201
Estrella de Levante	72,792	26,500	11,200	937		117,539
Keler	10,771	4,360	5,728			20,859
Gold	843	160	305			1,308
Calatrava	5,972	564	2,916			9,452
Victoria	36,755	16,713	14,621			68,089
Turia	53,196	17,600	12,900	54		83,750
Rosa Blanca	2,216	300	4,093			6,609
Xibeca	297	18	-	194		509
Shakes						
Laccao	6,448		2,797			9,245
Water						
Veri	2,105	69	419	560		3,153
Logistics						
Pall-Ex Iberia	504		185	31	1,570	2,290
Alfil Logistics					5,309	5,309
Distribución Directa Integral			185		2,400	2,585
Restaurants						
Grupo Rodilla	119,601		137,000		2,223	258,824
Hamburguesa Nostra	79,737		194,000			273,737
Jamaica Coffee Experience		2,708				2,708

Source: Data drawn from each of the social media platforms as at 31 December 2020.



Suppliers

(102-9)

We share the pathway towards sustainability with our whole supply chain, as this chain is fundamental in guaranteeing the development of our activities. We thereby multiply the impact of our actions and accelerate changes within the surrounding context.

We extend our values and best practices to our supply chain to promote efficiency and sustainability, at the same time as establishing more far-reaching collaboration between the different links in the chain to improve the value proposition we offer our clients.

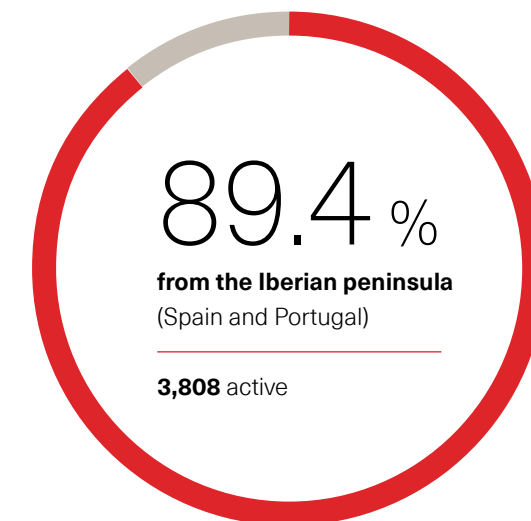
Collaboration with supplier companies likewise encourages innovation and ecodesign in our products. One clear example is the replacement of the plastic rings for all cans produced at the El Prat de Llobregat Brewery with a packaging system using 100% biodegradable and recyclable cardboard.

Meanwhile, the implementation of a sustainable purchasing strategy has allowed us to bring in an evaluation system applying environmental requirements; to encourage renewable energy and emissions control, and prioritise local supplier companies.



SUPPLIER COMPANIES 2020

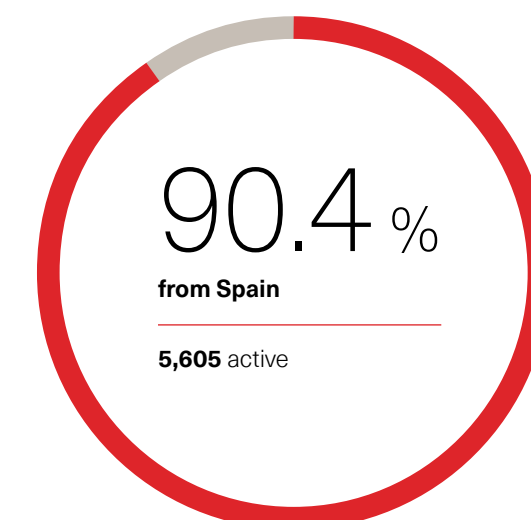
Damm (excluding Grupo Rodilla and Alfil Logistics)



Grupo Rodilla



Alfil Logistics



Responsible purchasing

We have a supplier approval system that establishes the requirements or standards of behaviour according to the type of service or product required: quality, service, logistics, technical, environmental, employment, financial, etc. Similarly, as a result of our joining the United Nations Global Compact, we have included compliance with the ten principles established by this initiative as a mandatory condition in orders and contracts with our supply chain.

Monitoring of compliance with these standards takes place by means of annual audits. To facilitate this whole process and maintain traceability, we have a portal for supplier companies.

At Grupo Rodilla, meanwhile, we also have a purchasing policy and supplier company evaluation procedure in place, in accordance with quality standard ISO 9001:2008.

At Alfil Logistics we are likewise developing a project for the approval of our supply chain, under which our suppliers give an undertaking, among other aspects, to respect the environmental criteria defined by the company, properly managing waste, atmospheric emissions and the ambient noise generated during their activities.



Sustainable purchasing strategy

In 2019 we implemented a sustainable purchasing strategy with the aim of identifying, adopting and accelerating environmental and social improvements throughout the supply chain. The evaluation of supplier companies is performed by means of the EcoVadis solution, which includes 21 social responsibility criteria in the fields of environment, employment, human rights, ethics and sustainable purchasing. By the end of 2020 we had already evaluated 150 companies with this methodology, accounting for 80% of our turnover in direct materials (packaged and raw materials), with highly positive results. The figures demonstrate a performance level in the sphere of sustainability well above the average for the EcoVadis database, which evaluates thousands of companies worldwide:

35%

of our evaluated supplier companies
consumed 100% renewable energy
in 2020.

72%

have action plans in place to
reduce energy consumption
and pollutant gas emissions.

33%

report their CO₂ emissions.

37%

have documented action
plans to reduce water
consumption.



Notable projects with suppliers

Promotion of the use of renewable energy in our supply chain, by offering them the option of signing an energy contract with DISA (one of our investee companies). By the end of the financial year we had 98 points of supply in place, with 8,924,000 kWh of energy supplied, representing more than 2,500 t of CO₂ not emitted.

Digital contracts in Signaturit. In 2020 we consolidated electronic signature for all supplier company contracts, and also for internal documents in purchasing management. This serves to eliminate the use of paper, printers and national and international couriers to send contracts, while also achieving considerable improvements in the speed with which any document can be signed.

100% natural, local ingredients

We are committed to sustainable agriculture and environmental development, while at the same time guaranteeing that 100% of our ingredients are natural, and most come from Mediterranean farmers, such as:

- **Rice** of Mediterranean origin or from the Seville region (River Guadalquivir).
- **Maize** from Huesca and Southern France. We ensure a local and GM-free supply of maize.
- **Hops** from regions where the crop has traditionally been grown, such as Leon, and other more recent additions such as Prades (Tarragona) and Caravaca (Murcia), to encourage local farming.
- **Barley and malt**. The barley we use to produce the malt for Damm beers mainly comes from the regions of Huesca, and also Lleida, Zaragoza, Navarre and La Rioja. The malt is produced at our La Moravia malthouse in Bell-lloc d'Urgell (Lleida). We have another malthouse in Espinardo, Murcia, in this case for Estrella de Levante beers, for which most of the barley comes from the Albacete region. We thereby continue to promote the growing of barley using irrigation, and have implemented a traceability system for the barley called "*Del Campo a la Mesa*" (from the field to the table).

We enjoy fluid and constant collaboration with our supplier companies. In 2020 this cooperation with the supply chain on the part of our purchasing team proved vital in guaranteeing supplies and the continuity of operations at our production sites. This highlights the outstanding network of the supplier companies we have in place, allowing us to continue to grow in the future.

Alliances for sustainability



(102-13)

At Damm we believe that collaboration between organisations is vital in order to address the challenges and opportunities we face in the field of sustainable development. We therefore belong to a number of associations aligned with our strategy and our values.



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New initiatives joined in 2020



Aluminium Stewardship Initiative. This is the most internationally recognised standard for the evaluation of the sustainability of companies throughout the aluminium life-cycle, from sourcing and production to usage and recycling.



Voluntare. International network to promote corporate volunteering in Europe and Latin America. A forum for organisations, companies and people to meet and collaborate.



Distribución Directa Integral (DDI) has joined **Fedishoreca (the Spanish Federation of Hospitality and Food Service Distribution Companies)**, the aim of which is to achieve the highest level of participation and representation of the hospitality and foodservice distribution sector in Spain.



Lean & Green. European initiative promoted in Spain by the AECOC (Spanish Association of Manufacturers and Distributors) to reduce the impact of logistics processes on greenhouse gas emissions. Damm and Pall-Ex Iberia subscribed in 2020, and have committed to a 20% reduction in their emissions in the field of logistics.



Forética. Flagship organisation in sustainability and corporate social responsibility. Its mission is to integrate social, environmental and good governance aspects within the strategy and management of companies and organisations. The collaboration between Forética and Damm as a member company began in 2020 with the aim of **working together on innovative solutions** in the environmental, social and good governance field, to achieve a more sustainable future and a positive contribution to the environment.



Alfil Logistics has also joined the association of **Companies for Sustainable Mobility**, an initiative arising as a meeting point for companies, institutions and public authorities committed to sustainable growth from the economic, social and environmental perspective.

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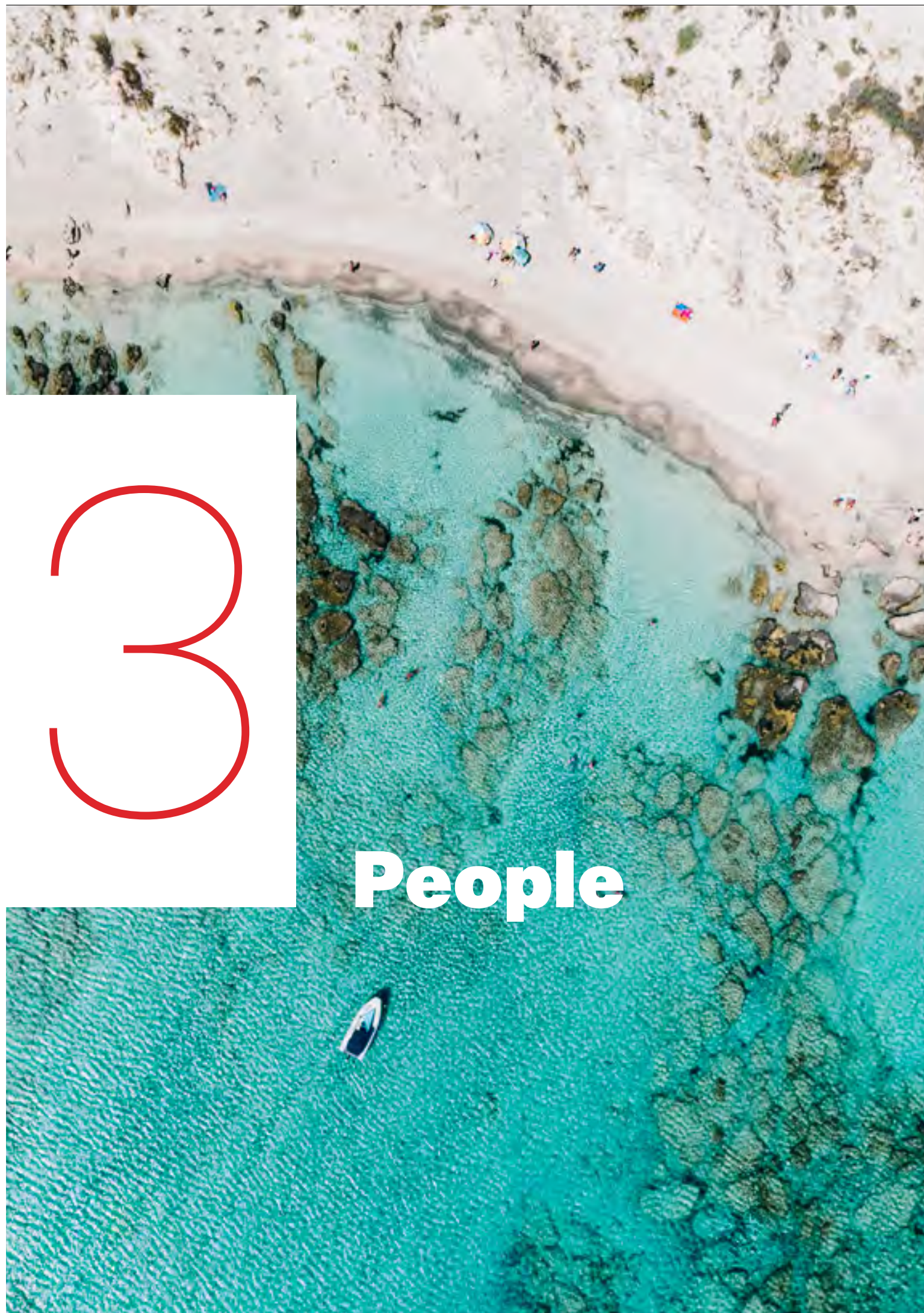
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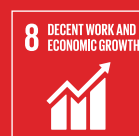


At Damm, we grow with our people

Damm's success can only be explained through the firm commitment and talent of our workforce. Those of us who work at Damm define how we act and how we take the company forward. And we do so through our #LIVE values (*Loyalty, Innovation, Customer Value and Energy*), providing a responsible approach to how we understand business and promote sustainable development.

To achieve this, we foster initiatives, policies and social benefits which promote the development and well-being of everyone, and that facilitate a climate of trust and a safe and healthy working environment.

Another essential aspect is the promotion of equality and diversity, to which end we have implemented a number of specific plans ensuring an egalitarian vision covering everyone at Damm, in particular for the 32% of our workforce who are women.



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People Damm

In 2020 people were particularly important at all Damm companies. In a highly challenging year because of the situation caused by the impact of Covid-19, our production plants, our restaurants and our logistics services remained operational in order to supply the market. To make this possible, our health and risk prevention services adopted all preventive measures needed to ensure that our co-workers could perform their activities with the utmost health and safety guarantees. Protective materials were supplied and various awareness-raising campaigns

conducted, representing considerable human and economic efforts. We also drew on the digital transformation to which we have been committed for some years now, the implementation of which has if anything been further accelerated by the context generated by the pandemic. This involved the intensive use of technology and remote working for those jobs where this was possible, and the strengthening of internal communication.

**We currently have a
workforce of 4,627 people,¹
and our aim is to be the
best company for all of
them to work at**



¹. Workforce within the scope of this report

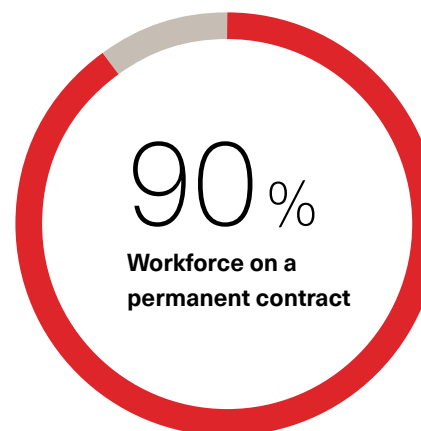
(102-7, 401-1)

WORKFORCE WITHIN THE SCOPE OF THE REPORT² 2020

4,627

Own personnel

2,410 Food and beverages
1,190 Logistics and distribution
997 Restaurants
30 Content management

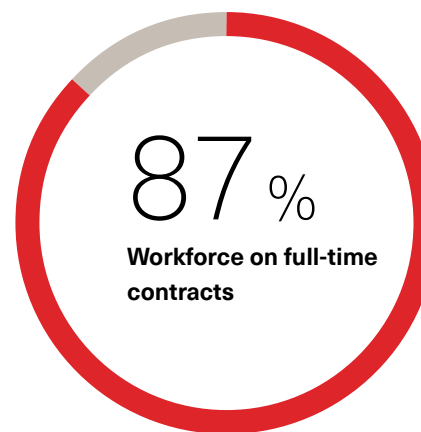


85% Food and beverages
96% Logistics and distribution
93% Restaurants
100% Content management

1,248

New hirings

442 Food and beverages
414 Logistics and distribution
391 Restaurants
1 Content management

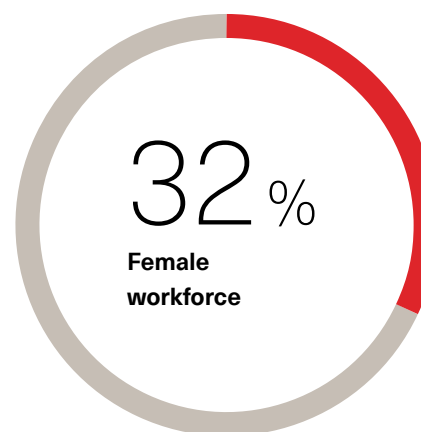


100% Food and beverages
98% Logistics and distribution
54% Restaurants
100% Content management

(102-41)

100%

Workforce covered by collective agreements³



24% Food and beverages
18% Logistics and distribution
69% Restaurants
23% Content management

2. The figures presented for 2020 include the following companies: Agama Manacor 249, SL; Aguas de San Martín de Veri, SA; Alada 1850, SL; Alfíl Logistics, SA; Artesanía de Alimentación, SL; Barnadis Logística 2000, SL; Bebidas Ugalde, SL; Bizkaiko Edari Komertzialak, SL; Cafès Garriga 1850, SL; Cafeteros desde 1933, SL; Cerbeleva, SL; Carbòniques Becdam, SL; Cervezas Calatrava, SL; Cervezas Victoria 1928, SL; Comercial Mallorquina de Begudes, SL; Comercial Plomer Distribucions, SL; Comercializadora Distribuidora Cervezas Nordeste, SL; Compañía Cervecera Damm, SL; Corporación Económica Delta, SA; Damm Atlántica, SA; Damm Canarias, SL; Damm Restauración, SL; Dayroveli, SL; Dismenorca, SL; Distrialmo, SL; Distribuidora de Begudes Movi, SL; Distribucions de Begudes de Marina Alta, SL; Distridamm, SL; El obrador de HN, SL; Envasadora Mallorquina de Begudes, SLU; Estrella de Levante Fábrica de Cerveza, SAU; Estrella del Sur Distribuciones Cerveceras, SL; Font Salem Portugal, SL; Font Salem, SL; Gasteiz Banaketa Integrala, SL; Gestión Fuente Liviana, SL; Hamburguesa Nostra, SL; Licavisa Moralzarzal, SL; Licavisa, SL; Maltería La Moravia, SL; Mascarell Comercial de Bebidas, SL; Minerva Global Services, SL; Nabrisa Distribuciones, SL; Nostra Restauración, SL; Pall-Ex Iberia, SL; Plataforma Continental, SL; Pumba Logística, SL; Representaciones Reunidas Ulbe, SL; Rodilla Sánchez, SL; Rumbosport, SL; Distribución Directa Integral, SL; SA Damm; SA Distribuidora Gaseosa; Setpoint Events, SA; Intercervecera, SL, and The Wine List, SL. One change with regard to 2019 is the inclusion of data for personnel employed at the distribution companies tied to Distribución Directa Integral.

3. Countries covered: Spain, Portugal, China and Chile. In the case of the United States, the percentage of staff covered is 7%, as they are mostly hired under the "At-will employment" formula, which means that the parties acknowledge and agree that their employment is for a non-specified duration and constitutes "at-will employment".

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WORKFORCE ACCORDING TO GENDER AND AGE GROUP 2020

- Food and beverages
- Logistics and transport
- Restaurants
- Content management

Men

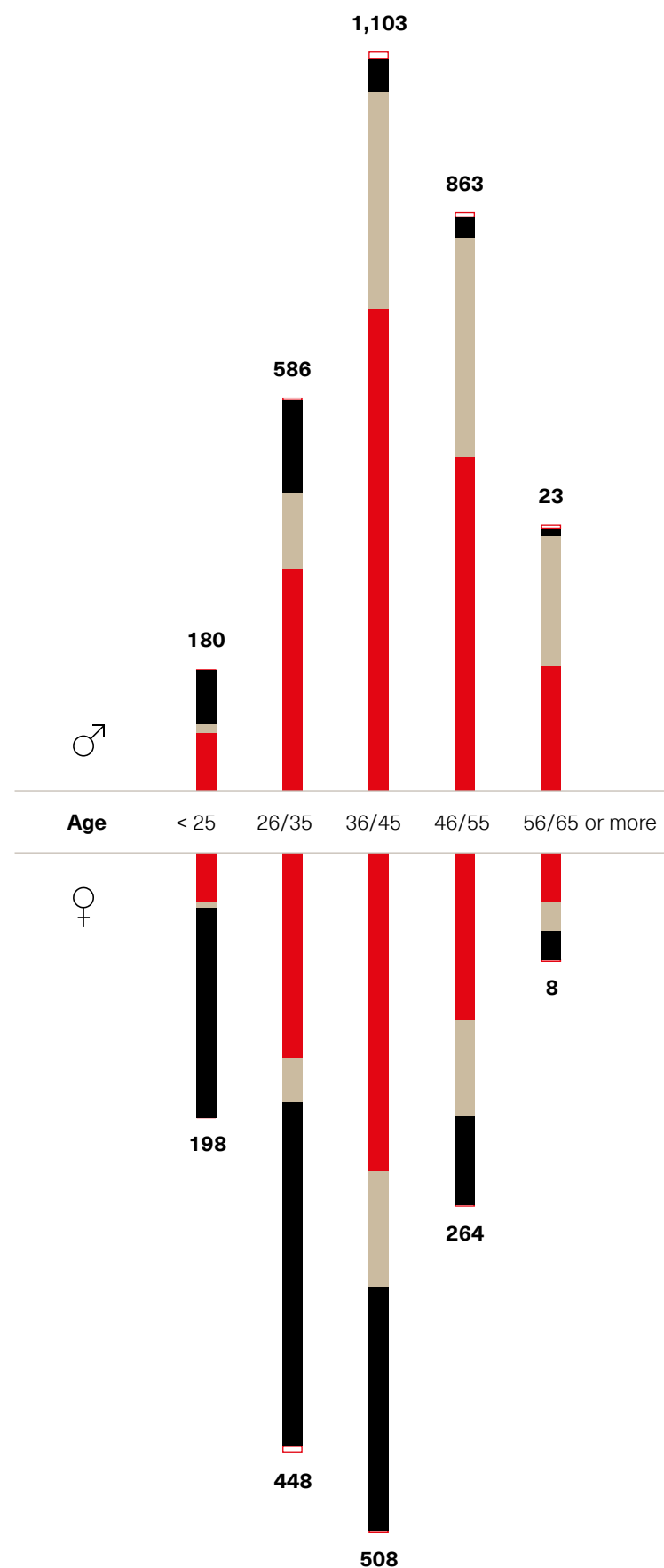
1,821 Food and beverages
973 Logistics and distribution
310 Restaurants
23 Content management

Women

589 Food and beverages
217 Logistics and distribution
686 Restaurants
7 Content management

(401-2)

Our staff receive grants and discounts to undertake training, for product contracts (Benefit Programme), promotional discounts in purchasing and acquiring services and products, and promotions linked to a number of the company's partnerships with other organisations. One new development in 2020 was the introduction of baby gift baskets for all staff who became parents in 2020.⁴ In total we handed out 69 baby gift baskets.



⁴. At all Damm companies, except for Grupo Rodilla.

Training, professional and personal development

Training people is a fundamental element both to maintain the high levels of skills required in their work and to foster long-term professional development, contributing to continuous improvements in our internal talent, and attracting and building the loyalty of our people.



Damm Academy is the company's training and learning platform, offering in-person and online training options for staff. In 2020 we continued to expand the offering of content and courses, and extended the reach to additional groups. This year it also served as a vital digital tool in addressing the situation caused by Covid-19: during the lockdown, Damm Academy was used to launch support programmes covering topics such as health, time management, remote working and networked team cooperation, involving more than 550 people. The in-person training that could not take place was similarly conducted in a virtual format via the platform.



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(404-2)

The Damm training model is based on four strands (corporate, digital, skills and business) developed through an in-person, digital or blended format. Below we detail the most notable training initiatives undertaken during 2020:

Corporate strand

Training activities that enable employees to delve further into Damm's culture, processes and scope of action:

- **Damm Beer Ambassador**
A theoretical/practical brewery training day, delivering specific knowledge about our beer portfolio. Only five in-person training initiatives could be conducted because of Covid-19. We nonetheless organised a range of webinars focusing on beer culture, in response to the need to extend and/or refresh knowledge at our different business units.

- **Training in the gender perspective and prevention of harassment**
The aim is to raise the gender awareness of the participants so as to avoid bullying conduct.

- **Training in English**
The aim is to ensure that staff have the required level of English language skills to perform their current or future jobs. In 2020 this was adapted to the circumstances of Covid-19.

Digital strand

Training activities with the aim of accompanying and facilitating the Damm's digital transformation process:

- **Training in Teams**
During lockdown, this training was given to a number of groups to explain how the platform and its different applications work.
- **Training in cybersecurity**
The aim is for everyone at Damm to be aware of cybersecurity, and to be ready to deal with potential risks.

Competence strand

Training activities that allow people to develop the necessary skills for the optimal performance of their functions:

- **Gamification to improve skills**
Training in negotiation, time management, personal productivity and leadership.
- **Training in soft skills**
To support individual development programmes.

Business strand

Training focused on the pursuit of excellence in all business processes, contributing value and improving results.

- **Training for the commercial team**
Training for commercial area managers and training in consultative sales through digital resources.
- **Training and negotiation techniques**
Using virtual methodology for commercial managers.
- **Cross-functional skills at Compañía Cervecería Damm**
Continuity of training plans.



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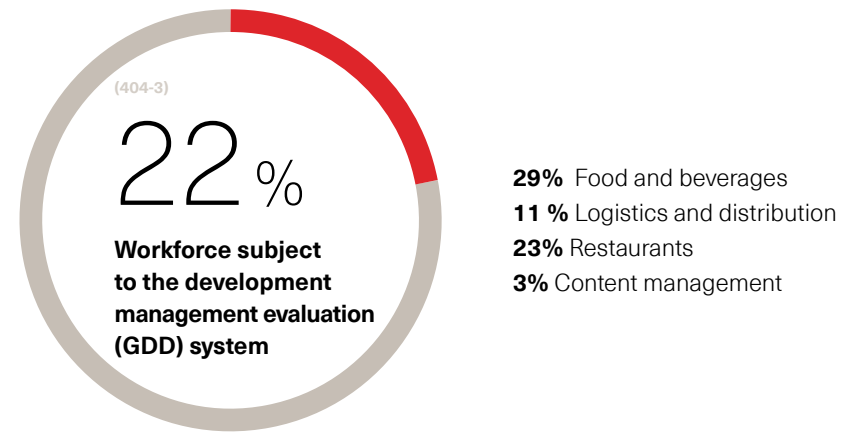
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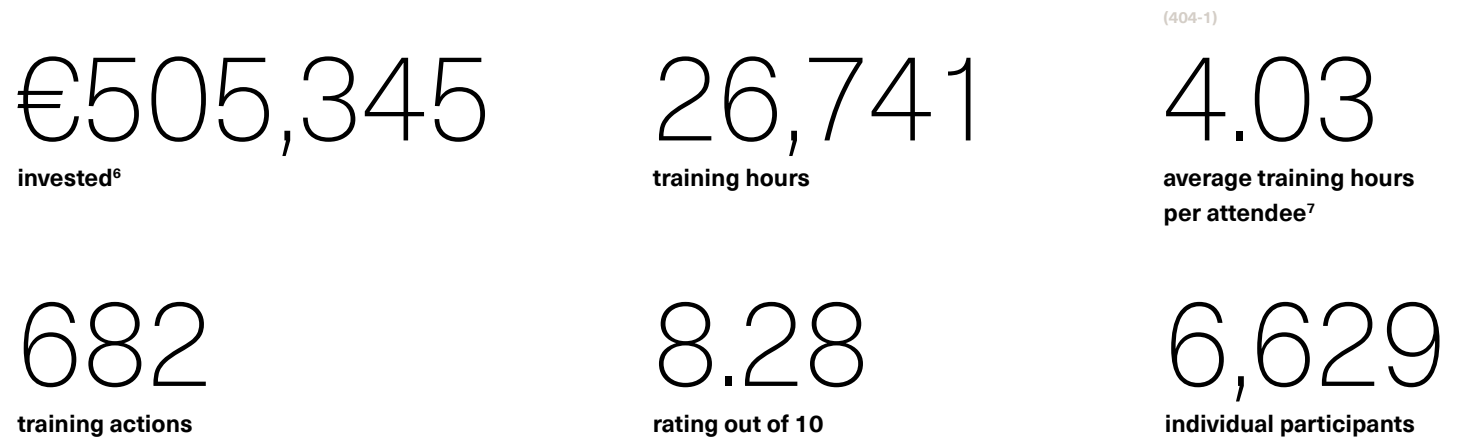
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At Grupo Rodilla, meanwhile, training was delivered in the legal areas (food manipulation and occupational risk prevention), as well as Covid-19 prevention. In the case of Grupo Rodilla Miami, aside from a specific course in Covid-19 prior to reopening, training was given in topics such as inclusive leadership.

PERFORMANCE ASSESSMENT



TRAINING AT DAMM⁵ 2020



TRAINING AT GRUPO RODILLA 2020



5. Not including Grupo Rodilla or Hamburguesa Nostra.
6. The figures do not include Distribución Directa Integral.
7. Not including Grupo Rodilla or Hamburguesa Nostra.

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Employer branding

We aim to attract and recruit the most committed talent, to which end we conduct a range of initiatives, some in partnership with educational organisations and public authorities. This year Covid-19 did not stop us, as we continued our commitment to this type of action and collaboration, which in this case essentially took place using virtual resources.

Actions taken in 2020

SA Damm

- Collaboration with universities such as IED, ESADE and UPC, as part of the company's open innovation programme, under which students on various degree courses contribute ideas connected with challenges raised by the company.
- Launch of recruitment project with interview video.
- Participation at various job fairs (this year in virtual format): JOBarcelona, JobMadrid, ETSEIB, UPD, IQS, ESADE and UPF.

Estrella de Levante

- Signature of a partnership agreement with Miguel Hernández University (Elche), with the University of Alicante, with the Chair of the University of Murcia and with Cartagena Technical University, in addition to a number of professional training institutions in the Murcia region, to offer placements to work experience and dual vocational training students.
- Twelve students completed work experience placements at Estrella de Levante.

Font Salem

- Collaboration with ICEX (Spanish Institute of Trade and Investment) and the Formación Empresa Foundation through two bursary programmes.
- Active collaboration as a member of EDEM (School of Enterprise, Business and Management), with strong roots in the Valencia Region, and attendance at its annual assembly.
- TNP (new project technician) programme, recruiting recently qualified people without experience on an internship contract.

Health and safety at work

(403-1)

Our commitment to people's safety is our priority, as set out in the Damm Occupational Health and Safety Policy, the main aim of which is to protect health in the workplace and fulfil preventive responsibilities at every level and in all processes at the organisation. To this end we promote comprehensive risk prevention in all safety areas, and each company has its own risk prevention plan in place. The occupational health and safety management system is based on the principles of the ISO 45001 international standard.

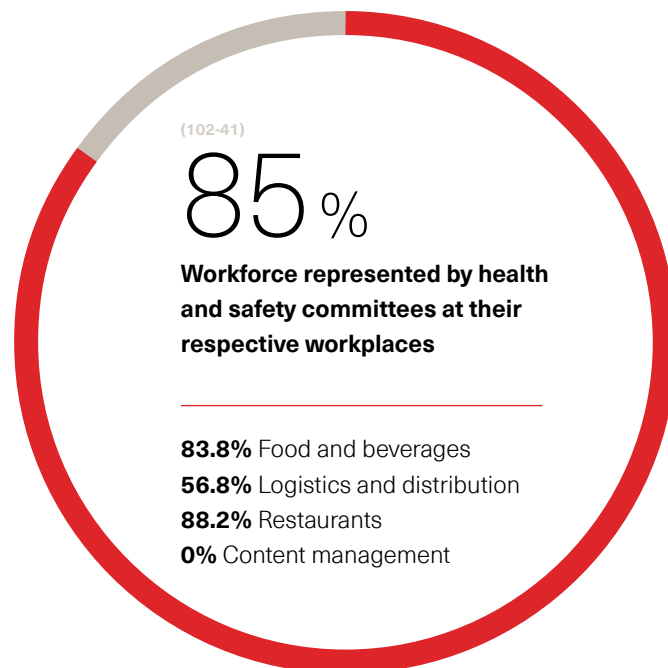
Estrella de Levante has been certified under this standard since 2019. Its system covers 170 co-workers (direct workforce) and approximately 60 contractors. The review and control audit was conducted in 2020 with a favourable outcome.



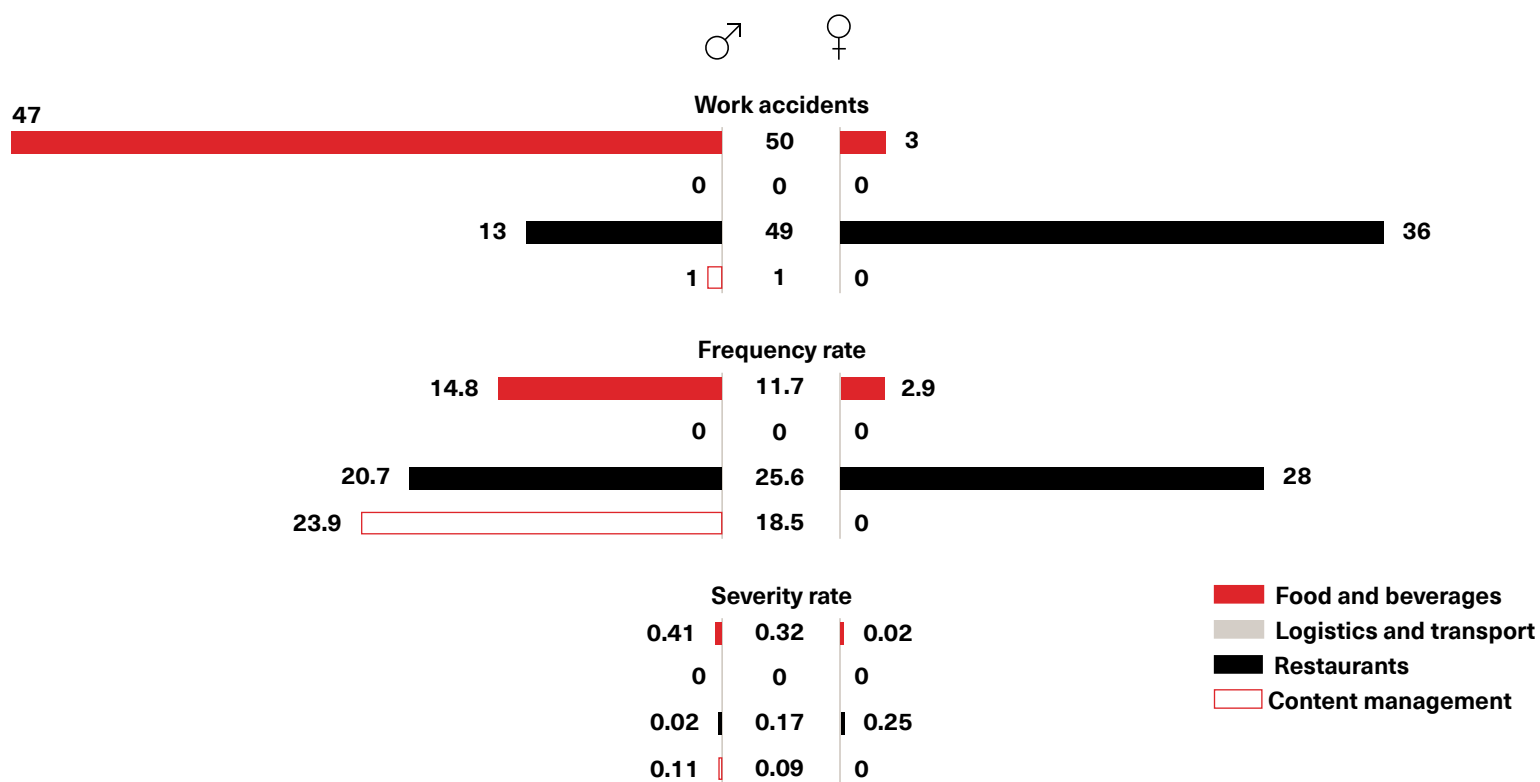
International collaboration to protect our team

Thanks to the internal collaboration of various areas, we were able to provide protective equipment in order to deal with the Covid-19 pandemic. The purchasing team of Damm (in particular involving our delegation in China), Rodilla and DISA, in collaboration with Alfil Logistics, managed the purchase and distribution of PPE on a highly challenging market with global tensions.

Meanwhile, our base in Shanghai sent face masks directly to our commercial teams in the United Kingdom, United States, Australia and New Zealand.



ACCIDENT STATISTICS 2020



Note: The companies included in each of the business activities are as follows: food and beverages (Compañía Cervecería Damm, SL; Estrella de Levante Fábrica de Cerveza, SAU; Font Salem, SL (El Puig and Salem); Aguas de San Martín de Veri, SA; Gestión Fuente Liviana, SL; Envasadora Mallorquina de Begudes, SLU; Agama Manacor 249, SL; Font Salem Portugal, SA; Cervezas Victoria 1928, SL; Cafés Garriga 1850, SL; Maltería La Moravia, SL; SA Damm; Damm Atlántica, SA; Damm Canarias, SL, and SA Distribuidora de Gaseosas), logistics and transport (Afil Logistics, SA; Pall-Ex Iberia, SL; Minerva Global Services, SL; Distribución Directa Integral, SL, and Pumba Logística, SL), restaurants (Rodilla Sánchez, SL, and Hamburguesa Nostra, SL) and content management (SetPoint Events, SA).

We encourage diversity

Equal opportunities and non-discrimination

(405)

Equal opportunities, diversity and non-discrimination are fundamental cornerstones of our culture and how we manage our teams of people, as reflected in our code of conduct and the equality plans of our different companies.

(406)

These codes of conduct promote respect for people, and compliance with human and labour rights. They likewise set out our commitment not to discriminate on

grounds of race, colour, nationality, social origin, age, gender, marital status, disability, sexual orientation, ideology, political beliefs, religion or any other personal, physical or social condition of our staff, alongside equal opportunities for all male and female employees. Everyone at Damm is required to report any type of harassment or discrimination of which they may learn, and to deal respectfully and cooperatively with all those within and outside the organisation.



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Strands of the Damm Equality Plan

Effective equality between
women and men in access to
employment and at work

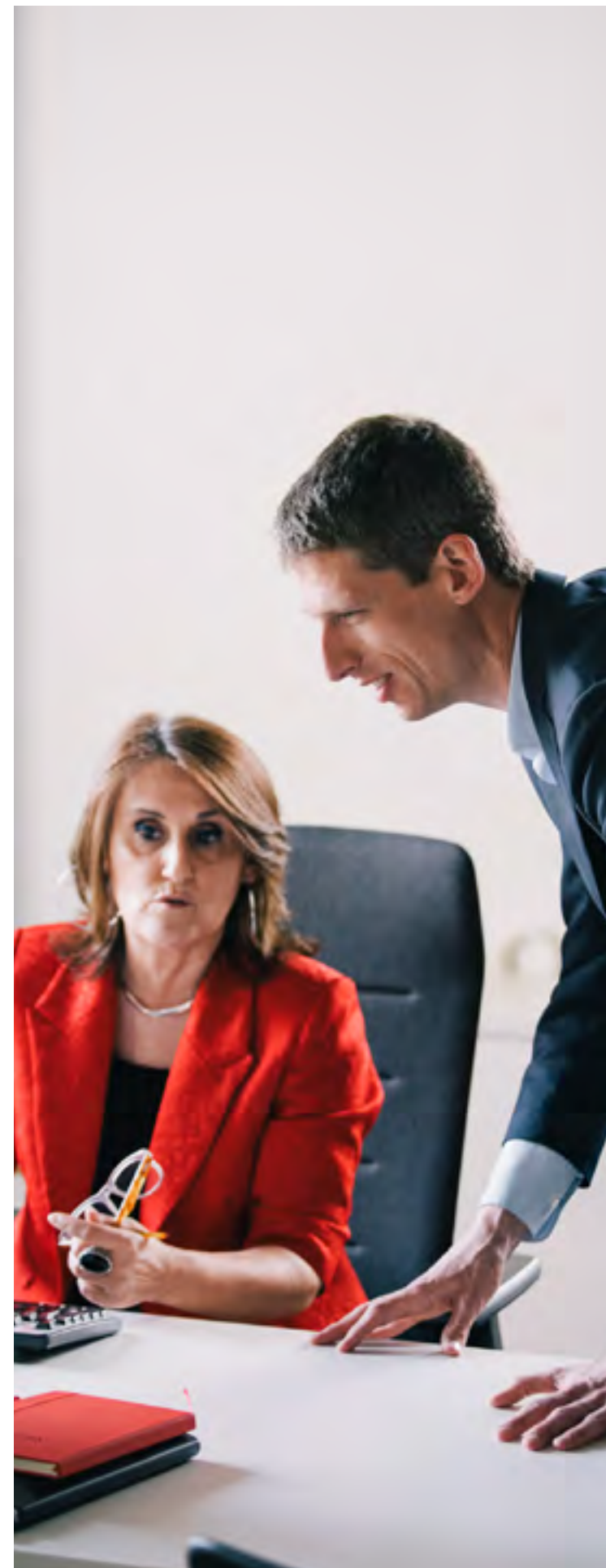
Promotion of positive conduct
to achieve effective equality

Transparency both in the
corporate culture and the
adaptation of decisions in
this sphere

Promotion of actions to raise
awareness, and training
in equal treatment and
opportunities

Participation of everyone
at the company to achieve
the shared goal

**We have Equality Committees in
place whose mandate consists,
among other aspects, promoting
new work-life balance measures**



Actions taken in favour of equality at SA Damm in 2020

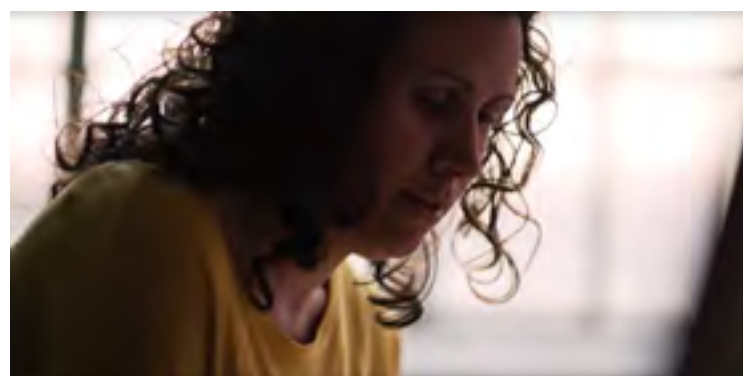
#DammTalksForEquality

First #DammTalksForEquality, a panel discussion staged at the Estrella Damm Old Brewery, with six leading women who, through their personal experiences, explained their difficulty in making their way in male-dominated environments.



The Woman I Admire

The Woman I Admire video, involving a number of co-workers from Damm, with the aim of raising the profile of the women they look up to.



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International Women's Day

To mark International Women's Day, the Estrella Damm Pier01 venue hosted the recording of a special edition of the Catalunya Ràdio programme Revolució 4.0, comprising a conversation among professionals from different spheres as to female talent in the digital sector, with a notable contribution from Laura Gil, Damm's Director of Digital Transformation.

Campaign against harassment and discrimination

Dissemination and training campaign at the El Prat de Llobregat Brewery addressing the harassment prevention protocol under the slogan "Zero tolerance towards situations of harassment and discrimination".

Day against gender violence and for equality

Involvement at the day promoted by the Sorli Foundation against gender violence and for equality.

SA Damm, Compañía Cervecera Damm, Fuente Liviana and Alfil Logistics renewed their anti-harassment protocol and worked to publicise this among staff by conducting information campaigns and training initiatives



In 2020 Estrella de Levante earned the "Equality Badge" designation

This badge, awarded by the Region of Murcia through the Department of Women, Equality, LGBTI and Social Policy, acknowledges the work and efforts of Estrella de Levante in the field of equal opportunities for women and men at the company.

In 2017 it launched its first equality plan, with specific measures to guarantee professional promotion, work-life balance and recognition of the merits and capabilities of men and women.

"It is an honour to receive this recognition, as it rewards the hard work and dedication of a company committed to guaranteeing the same opportunities to access employment, personal development and improved conditions,"
Pedro Marín, Managing Director of Estrella de Levante.

(405-1)

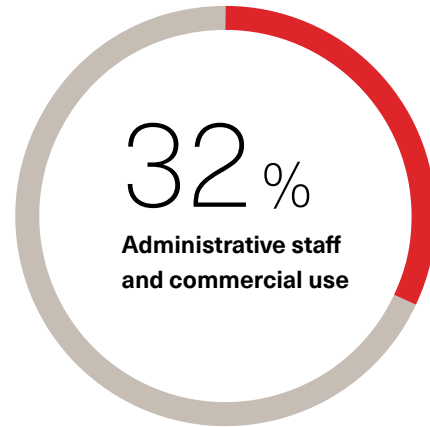
WOMEN ACCORDING TO JOB CATEGORY 2020



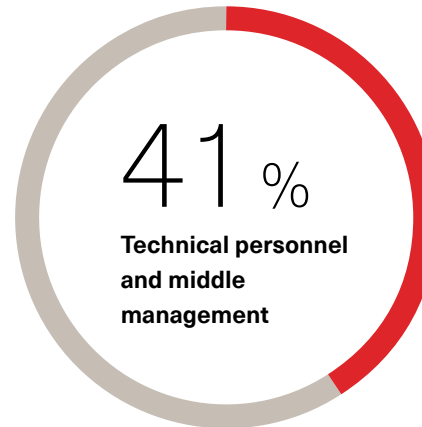
0% Food and beverages
50 % Logistics and distribution
0% Restaurants
0% Content management



10% Food and beverages
0 % Logistics and distribution
22% Restaurants
0% Content management



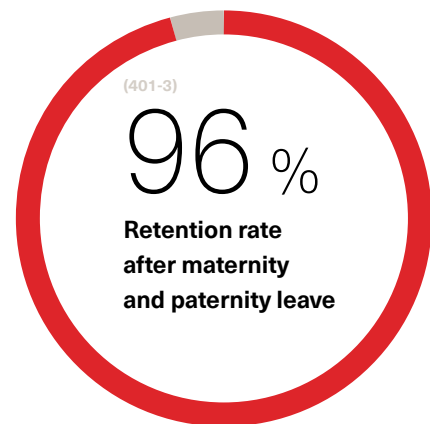
28% Food and beverages
36 % Logistics and distribution
77% Restaurants
75% Content management



40% Food and beverages
23 % Logistics and distribution
69% Restaurants
19% Content management



10% Food and beverages
1 % Logistics and distribution
69% Restaurants
0% Content management



97% Men
95% Women

98% Food and beverages
92 % Logistics and distribution
94% Restaurants
100% Content management

Differently abled people

(405-1)

Damm is committed to the social and occupational integration of differently abled people. During 2019 alternative measures were approved at SA Damm and Compañía Cervecera Damm for the period 2019-2021, and these therefore remain in place. In order to achieve the effective inclusion of this group we work with internal staff of the

CARES Social Group (comprising the CARES Foundation and CODEC), with AFEMAC, AIDEMAR and also with the specialist employment portals of the Once Foundation and Deixalles Foundation. During 2020 we likewise continued our commitment to publish job offers which positively discriminate in favour of differently abled people.

40

**co-workers who are differently
abled (direct recruitment)**

+30%

compared with 2019



€993,000

in services provided by
special employment centres

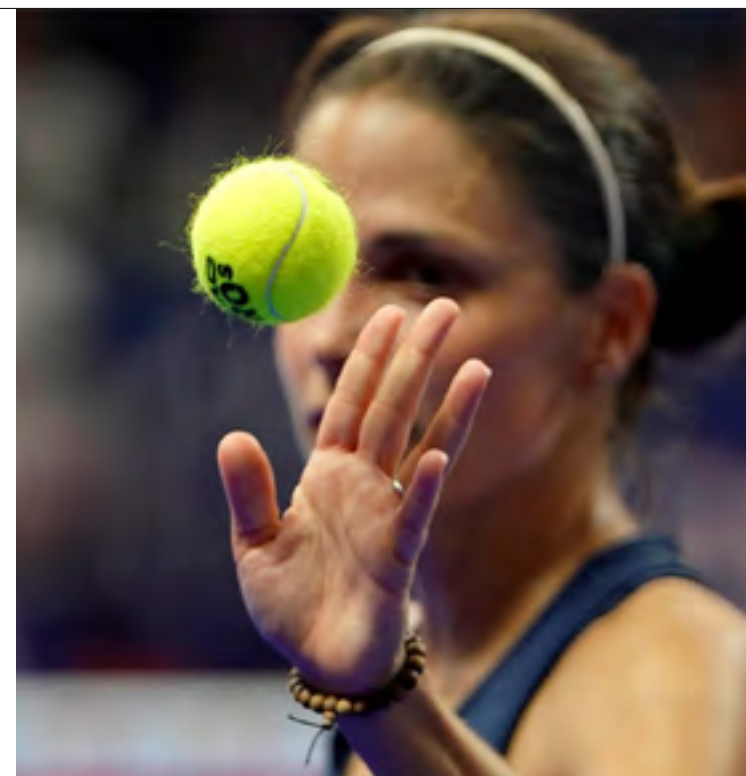
32

indirect jobs



At Grupo Rodilla we have partnership agreements in place with various foundations and associations in order to recruit people with disability directly. In 2020 we thus established agreements with two new foundations (Integra and Afañia) to prepare for recruitment processes once they could be resumed. We likewise collaborate with Eurofirms for detection and support in the recognition of any disability in people who already belong to the company.

The project began in 2019 together with the A LA PAR Foundation has also successfully being continued, for the occupational integration of people with learning disabilities, thanks to which the restaurant at Calle Arturo Soria 166 in Madrid is managed by 15 people from the Foundation (on a franchise basis), and after more than a year in operation has reported highly positive results.



World Padel Tour reasserts its social commitment with APADIS

World Padel Tour has reasserted its social commitment this season through a new agreement with APADIS, an association which promotes the social and occupational integration of people with learning disabilities. An agreement thanks to which members of the association will play a key role in the WPT merchandising line, specifically in the labelling of the garments and articles.



Support for groups at risk of exclusion

(413-1)

As part of our social commitment, we undertake various initiatives to contribute to the occupational inclusion of people belonging to groups at risk of social exclusion. As a consequence of the exceptional circumstances derived from the outbreak of Covid-19 and the subsequent health crisis, some of these initiatives have been interrupted, but we are committed to resuming them as soon as possible. Nonetheless, in 2020 at Grupo Rodilla we collaborated with the following organisations:



→ ISOS Foundation (Opción 3 programme), for the occupational inclusion of young people under their tutelage.



→ San Martín de Porres Foundation, for the training and integration of people suffering social exclusion.



→ Spanish Red Cross, providing work experience placements for young people.



→ Madrid City Council, through its Employment Agency, for the recruitment and hiring of young people without qualifications.



Direct communication

Internal communication allows us to create a shared space in which to offer content in a fluid, motivating, stimulating and effective manner so as to improve our daily operations at the company and make an active contribution towards sharing Damm's values and culture. We therefore promote communication which places people centre-stage, and which is transparent, accurate, horizontal and committed, segmented and tailored to the different channels and audiences in accordance with each communication need. To this end we have the following channels in place:

iDamm

Corporate intranet for internal communication and handling of procedures, with content about the different firms comprising the company.

Damm Info

Internal communiqués with corporate information, benefits and prize draws, impacts on the workplace, new campaigns, etc., customised by company (Alfil Info / Rodilla Info / Font Salem Info / Estrella de Levante Info / Pall-Ex Info).

+Damm

Internal magazine, which since 2019 has been entirely digital. Available in Spanish, Catalan, English and Portuguese.

Asegúrate Damm

Monthly, digital and printed newsletter from the El Prat de Llobregat Brewery, which promotes a culture of occupational risk prevention.



Corporate volunteering and social action

(413-1)

At Damm we promote volunteering and charitable contributions among our co-workers, through a range of programmes. Among other aspects, these initiatives are intended to assist vulnerable groups or those at risk of social exclusion, differently abled groups and the elderly, or to mitigate impacts on the environment.

In 2020 we signed up to the international Volunteering network for the promotion of corporate volunteering.

Damm adopts four different approaches in this sphere:

- **Social:** we provide support to vulnerable groups or those at risk of social exclusion.
- **Environmental:** we aim to reduce negative impacts and promote the conservation of our existing natural heritage.
- **Cultural:** we champion access to culture.
- **Sports:** we encourage the community dimension in the pursuit of sporting practice, by promoting team values, above all through the Damm Foundation.



Initiatives undertaken in 2020

Damm

Creation of a donations platform gathering together all charitable initiatives in which we participate or which we support

Magic Line

The Hospital Sant Joan de Déu organises a charity walk each year to benefit people in vulnerable situations. Damm once again this year supported the Magic Line, not only by taking part during the day, but also through a donation by our co-workers.

#TechBarcelonaxLaMarató

Support for Barcelona Tech City, an association to which we belong, and which staged a virtual charity marathon to raise donations for the TV3 La Marató telethon.

Pilot mentoring scheme

Pilot mentoring scheme with young people at risk of social exclusion, through online volunteering, with a highly positive result which will see the initiative continue in 2021.

41

**Blood donors
(Damm headquarters and
El Prat de Llobregat Brewery)**



Alfil Logistics

Inclusion is addition, addition is advancement

Through the new donations platform we have promoted charitable initiatives under the campaign “*Incluir es sumar, sumar es avanzar*”, collaborating with the Catalan Down’s Syndrome Association.



**Celebration of International
Day of Persons with
Disabilities under the slogan
"A day for everyone"**



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Customers

We constantly evolve to satisfy and accompany our clients

Satisfying the needs and expectations of our clients is the key driver of our activity and our innovative efforts, in terms of both new products and production processes, as well as all the services that we offer. As a result of the range of different business lines that we develop, we have different types of client, and so have set up different channels for active listening in order to maintain constant collaboration with all of them.

2020 was a highly challenging year for certain operational sectors, including the hospitality trade, which was among those most heavily affected by the total or partial closures ordered during the health emergency. We therefore developed a series of initiatives to show our full support for our clients in this sector and to help them at this difficult time: from the free replacement of produce to assist in reopening, to training to allow them to adapt to the new consumer context.



Supporting our clients

"Ever since the crisis began, we have been in permanent contact with our hospitality clients so as to convey our support and solidarity to them in this difficult situation, working with them to define support measures."

Jorge Villavecchia, Managing Director of Damm

Actions undertaken to support the hospitality trade in 2020



Damm replaced 3.5 million litres of beer to help its hospitality clients reopen

With the aim of assisting the hospitality trade to reopen and reactivate the sector after the closures decreed as a result of the pandemic during the first half of 2020, we replaced free of charge all the beer in stock in our hospitality clients' barrel installations when the Spanish Government ordered the closure in March. This involved replacing more than 3.5 million litres, the equivalent of 18 million glasses of beer. We likewise deployed an inspection and maintenance plan for barrel installations to ensure they were ready to reopen, and replace any that might have been affected during the period of inactivity.

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Estrella Damm launched the "De Tapes a Casa" initiative together with 20 establishments in Barcelona to support the hospitality sector, making this the city's first ever gastronomic route based on delivery and takeaway formats

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Damm, together with Mediapro and Familia Torres, launched the **"Horeca Challenge"** initiative to support the food service sector

This comprises a competition for start-ups to detect and develop innovative solutions to help boost the bar and restaurant business in the medium term. The winners receive co-funding for three pilot schemes in collaboration with bars and restaurants. The initiative attracted entries from over 200 start-ups.

Support by Damm for the new expert platform to assist the hospitality trade

With the aim of helping the sector resume operations after lockdown and to catalyse the reopening under the safest possible conditions, Hostelería de España, AECOC and FIAB, organisations representing the hospitality trade value chain, joined forces to create a platform to support the sector.

Jorge Villavecchia, Managing Director of Damm, is the leader of one of the four operational strands promoted by the platform: the Strategic Alliances group, focused on finalising long-term agreements with companies and organisations from other sectors, such as technology, finance and culture.



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Constant contact with our distributors in China

At Damm we were the first in the sector to undergo hotel quarantines so as to be able to visit our distributors in person, showing concern for their businesses and families. To support our distributors and to speed up their recovery, we strengthened our team in the country with 24 additional people.

In the food service channel we created activation initiatives connected with home order delivery. For example, a label indicating the temperature of the people involved in preparation and home delivery, which was mandatory in some regions.

The Damm China team distributed 4,000 face masks among our distribution companies and clients in the country, as a result of the shortage of medical materials at the start of the pandemic. In some cases in Wuhan these were the first they had had access to.



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Estrella de Levante published a support guide with the assistance available for hospitality sector clients

This is a guide setting out the available administrative support, distributed digitally among our hospitality clients, along with other organisations in the sector that have agreements in place with Estrella de Levante (Hostemur, Hostecar, Hostelor and Hosteáguilas). The guide, which is progressively updated, summarises all the administrative options open to companies in the sector to address the situation resulting from the state of emergency.



Cervezas Victoria replaces beer and offers digital training seminars for hospitality clients

To support them in such a changing context, we replaced 120,000 litres of beer for our restaurant businesses in Malaga. We also provided professionals with a series of free training seminars in collaboration with Gastromarketing, featuring highly practical contents: from measures to adopt at their establishments in this new context of health crisis and restrictions, down to tips to offer a good delivery and takeaway service, both from the perspective of the company offering the service and the online platforms managing it.



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Estrella Damm and Gastroevents promote #GastroNadal2020

The Estrella Damm Old Brewery was the venue for the first edition of #GastroNadal2020, an online event at which famous chefs from all round Catalonia cooked up the culinary offerings they had prepared for the Christmas festivities at their restaurants. Famed sommelier **Ferran Centelles** also suggested pairings of some of these creations with Damm beers.

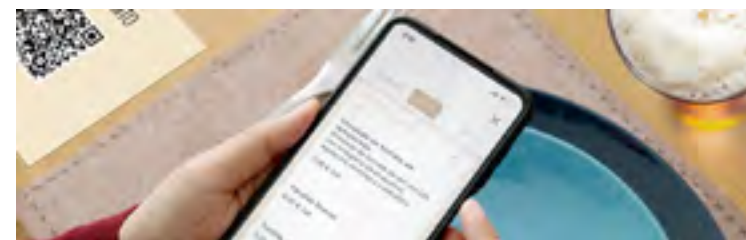
The initiative was staged under the aegis of the **#quenosapaguinelsfogons** campaign with the aim of supporting the hospitality sector, one of those suffering the severest consequences from the health crisis caused by Covid-19.

Bar Manager, alongside the hospitality trade

In our continued commitment to digital transformation, this time in combination with the aim of supporting the hospitality sector, over the course of the last year we redesigned Bar Manager, our mobile hospitality service application, in line with the needs of our clients in the sector.

The app allows them to manage their business in a convenient and straightforward way, along with access to an extensive range of services, such as consulting their consumption, preparing their own digital menu, access to training modules, current affairs information and exclusive benefits with start-ups in the sector, as well as direct communication with their commercial agent. As a result of the health and safety measures required in the hospitality trade, Damm also provided its clients with the free option to use the app to create a QR code placed on the tables of restaurant establishments, providing access to their digitalised menu and beer list. This system allows clients to monitor how many people enter their premises and at what times, as well as immediate updates to the menu.

During the health crisis resulting from Covid-19, and in particular at the outset, Bar Manager proved an ally in dealing with the process of reopening businesses following the closures ordered in the hospitality



sector. The app offers everything from up-to-date information on the applicable health regulations to training modules designed to optimise the management of our hospitality clients' businesses.

By the end of 2020 Bar Manager already had 25,000 people registered nationwide, with the content published generating over 197,000 views.

The 2021 we will be aiming to further increase the number of registrations and to expand the app itself, with the goal of constantly offering valuable content and a tailored service for our clients.



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Aside from all the initiatives mentioned above, we undertook other projects focused on our clients within the context of the organisation's digital transformation project:

→ **Portal for export clients:** this project provides an online channel allowing two-way communication between export client and administrative agent, delivering functionalities such as online order creation, delivery note administration and the self-service in his account.

→ **Digital visits (GPV):** this serves to automate the capture of information from the shelves of off-sales channel establishments, providing fast and reliable information to empower the manager of the point of sale in implementing value-added actions.

→ **Landing pages in off-sales:** in 2020 we launched modules allowing off-sales channel promotions to be implemented directly on the brand websites, creating synergies and reducing the time-to-market of promotions in the digital sphere.

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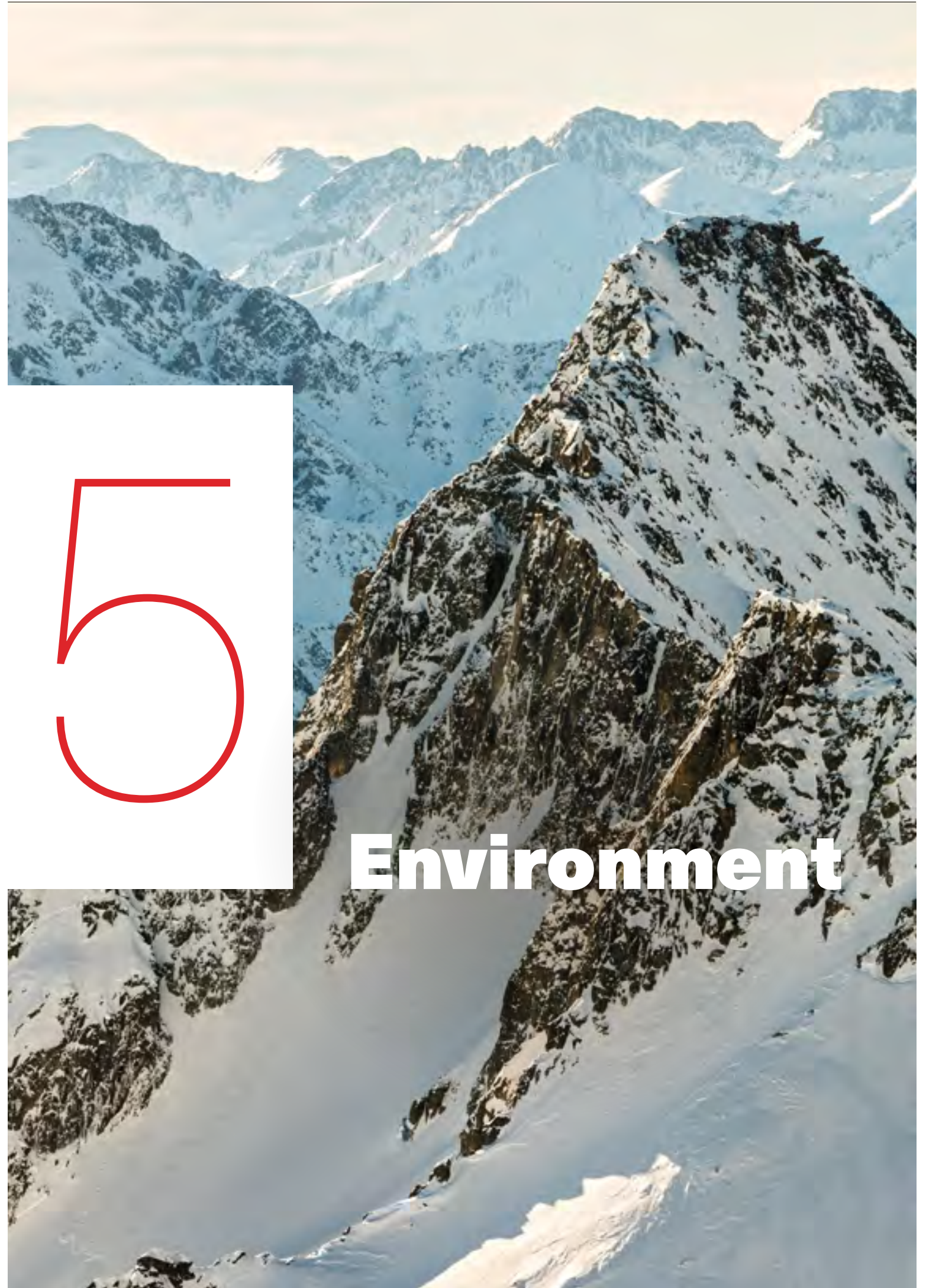
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Environment

Circularity is the basis of our way of doing and producing

The principles of the circular economy are the basis of our way of producing goods and providing services.

(102-11) (300)

Innovation and the circular production model are today the cornerstones ensuring our continued progress in minimising our environmental impact.

We have a global management system in place, allowing us to increase the sustainability of all company activities, while also involving our whole value chain.

At Damm we encourage the use of local resources; we implement measures to help us prevent pollution throughout the life-cycle of products and services; we promote reuse to minimise waste generation, and prioritise the acquisition of energy-efficient goods and products.

We can now guarantee that 100% of our containers are recyclable, more than 50% of beer containers are reusable. Thanks to our actions to reduce and mitigate our environmental footprint, we reduced our CO₂ emissions by nearly 60%, and have cut water consumption at all our production plants by almost 40% over the past decade.



Environmental management

(102-11)

At Damm we have a number of environmental management systems in place at our companies to identify, evaluate and minimise environmental impacts of our activity. These environmental aspects are periodically reviewed, and also include potential or emergency situations. The Environment Area of the company is driving an ambitious plan with the aim of reducing environmental impacts of production and packaging plants.

€6.1 M

**invested in maintenance
activities and environmental
improvement actions in 2018.**

Strands of our environmental policy

Promoting environmental sustainability in all activities	Using local resources	Reducing environmental impact and prevention of pollution in all products and services	Commitment to actions aimed at reducing, reusing and recycling	Acquiring energy efficient goods and products
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Note: The environmental data presented in this chapter corresponds to the following companies: Compañía Cervecería Damm, SL; Estrella de Levante Fábrica de Cerveza, SAU; Cervezas Victoria 1928, SL; Aguas de San Martín de Verí, SA; Gestión Fuente Liviana, SL; Font Salem, SL, and Font Salem Portugal, SA; Maltería La Moravia, SL; Alfíl Logistics, SA, and Grupo Rodilla (including Hamburguesa Nostra). As a new development in 2020, the figures also include the environmental data for the head office (Calle Rosselló 515, 08025 Barcelona).

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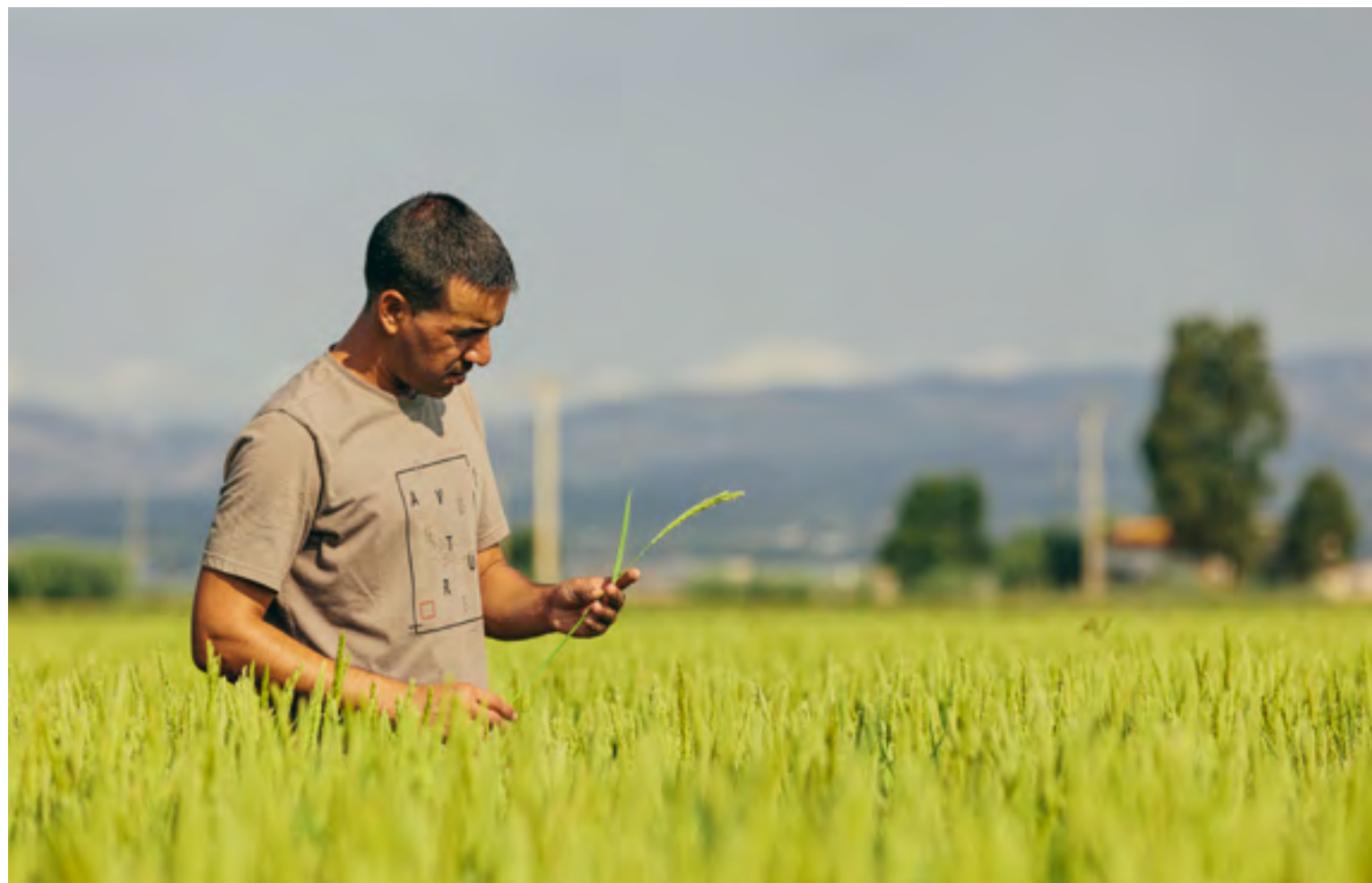
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ENVIRONMENTAL CERTIFICATIONS



ISO 14001:2015
Environmental management system
Compañía Cervecera Damm, SL
Estrella de Levante Fábrica de Cerveza, SAU
Font Salem, SL (El Puig and Salem plants),
Fuente Liviana, SL
Aguas de San Martín de Veri, SA
Maltería La Moravia, SL
(Certification obtained in 2020)



**Water Footprint Network Verification
compliance certificate**
Estrella de Levante Fábrica de Cerveza, SAU

ISO 14064-1:2006
Carbon footprint verification
Estrella de Levante Fábrica de Cerveza, SAU
Alfil Logistics, SA



ISO 50001 Energy management system
Estrella de Levante Fábrica de Cerveza, SAU



In 2020 we also worked towards obtaining carbon footprint and water footprint certificates at Compañía Cervecera Damm, SL, which will be granted in early 2021.

17
people

**trained in standard ISO 14001,
environmental legislation
and industrial regulations**

Circular Economy

(102-11)

As companies we play a fundamental role in the transition towards a circular economy. We are aware of this at Damm, and so are committed to a model based on resource recovery; the use of sustainable materials and renewable energy, and improved efficiency and efficacy in distribution production and waste management systems.

100%
of Damm packaging
is recyclable

over 50%
beer packaging that
is reusable

65%
in the case of
Estrella Damm

99%
of materials and raw
materials are recovered

Actions to encourage the circular economy in containers

Most containers of the Damm brands intended for the food service channel are returnable.

We have been installing can crushers along the Mediterranean coastline for the past 25 years. We have now installed a total of 349, some of which are active all year round.

We have in place a returnable container management system which accounts for a very significant proportion of our sales, in terms of both bottles and barrels. This system includes operations for the transportation of full returnable bottles and barrels from our production plants to the establishments which receive the goods. It likewise covers the reverse logistics for the subsequent return of the empty containers to the original production plant, where they undergo the corresponding treatment to be reused. The system allows containers to be used and reused, minimising their environmental footprint.

We collaborate with entities that manage the systems for selective collection and recovery of used containers and packaging waste (Ecoembes and Ecovidrio).



80.2%
Recycling rate of the containers managed by Ecoembes.

Source: Ecoembes 2019 integrated annual report.



76.8%
Recycling rate of glass containers managed by Ecovidrio.

Source: 2019 Ecovidrio sustainability report.



The cardboard boxes we use for beer packs are made from 100% recyclable cardboard, with FSC certification



Estrella Damm now produces all its cans with cardboard rings

Since 1 December 2020, **Estrella Damm has produced all its cans with cardboard packaging which is 100% recyclable and biodegradable**, made from 100% natural fibres sourced from sustainably and responsibly managed trees, with PEFC certification.

This marks the completion of the project which began in 2019 with the implementation of the new LatCub® can yoke format in which Damm has invested over 6 million euros, and which has completely eliminated plastic rings from Estrella Damm can packs.

A pioneering project in the beer sector which has served to reduce more than 260 tonnes of plastic per year (the equivalent of nearly 89 million plastic rings), and which Damm is progressively implementing across its other brands. So far, this initiative has been implemented for Bock Damm, Damm Lemon, Daura, Free Damm, Inedit, Keler, Oro, Rosa Blanca, Turia, Voll-Damm and Xibeca.

Raw materials and waste

(GRI 301)

At Damm we strive permanently to improve our industrial processes and to reduce the consumption of materials and raw materials, as part of our commitment to the circular economy. Our Beer Innovation Committees are, among other tasks, involved in improving these processes.

Actions to foster a circular economy in the use of raw materials and in manufacturing processes

The bagasse resulting from the grain boiling process during beer production is supplied to numerous farms as animal feed (mainly for cattle), thanks to its high protein content.

The final residue from the beer filtration process is used as a natural organic soil improver for crops.

The CO₂ from fermentation is recovered to be used again, which allows us to be self-sufficient in carbon dioxide.

We transform the organic matter in wastewater into energy that we use in the production process itself.

CONSUMPTION OF MATERIALS AND RAW MATERIALS 2020

Beer and soft drinks (kg/hl packaged)

15.75
Raw materials for beer
(malt, rice, maize, barley in process and hops)

8.94
Materials for beer and soft drinks
(glass, aluminium, steel, paper/cardboard and plastic)*

Water (kg/hl packaged)

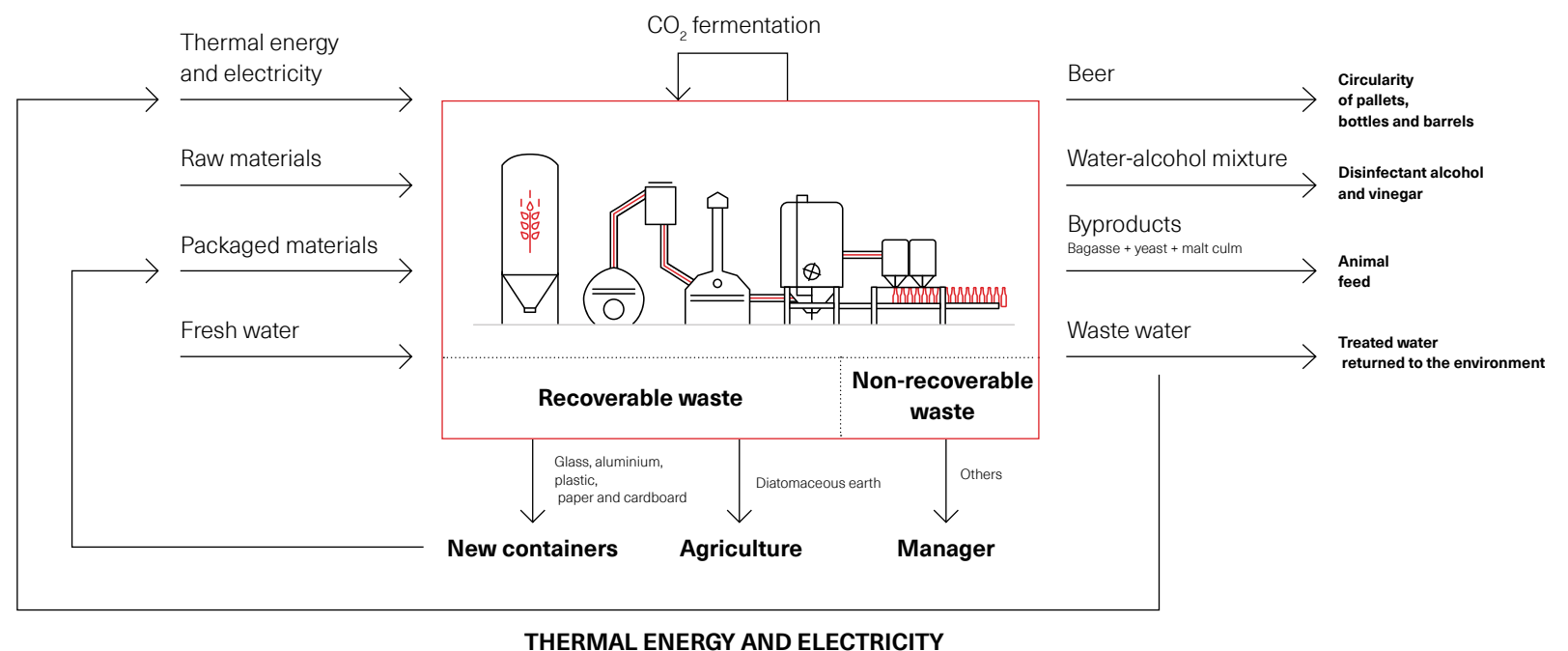
2.55
Plastics (PE and PET), paper/cardboard

Grupo Rodilla and Hamburguesa Nostra (kg/kg produced)

1.38
Raw materials

0.016
Materials

* The figures include: Compañía Cervecería Damm, SA; Estrella de Levante Fábrica de Cerveza, SAU; Cervezas Victoria 1928, SL, and Font Salem, SL (El Puig and Salem).



Waste

(GRI 306)

In line with our environmental policy and our circular economy processes, we make use of some of the waste generated in our activities:

- At the Estrella de Levante Brewery, the waste generated in the brewing of beer is recycled by developing models that generate renewable energies, such as biogas to replace other fossil fuels. A glass crusher has also been set up to allow rejected glass from the packaging lines to be reused.
- All our production plants recover and reuse the byproducts resulting from raw materials, which are used as animal feed (bagasse, yeast, malt culm, etc.).
- All the production plants have since 2020 had new waste management resources in place serving to improve segregation and management, and so increase the subsequent reuse rate.
- We have extended the recycling plan to our head offices, as well as the events that we sponsor or that we stage at the Estrella Damm Old Brewery. There are plans gradually to extend this to other production plants and workplaces, once the health situation resulting from Covid-19 so permits.
- Grupo Rodilla has maintained its collaboration with charitable canteens through the controlled donation of surplus produce which is still fit for consumption, as a charitable measure and to combat food waste. However, as a result of the measures introduced to combat Covid-19 there has been a reduction in the wastage of end products, and donations have therefore declined.
- Grupo Rodilla has reduced the printing ink used on catering service boxes, and during 2020 continued to adapt premises in line with the new selective organic matter collection system.



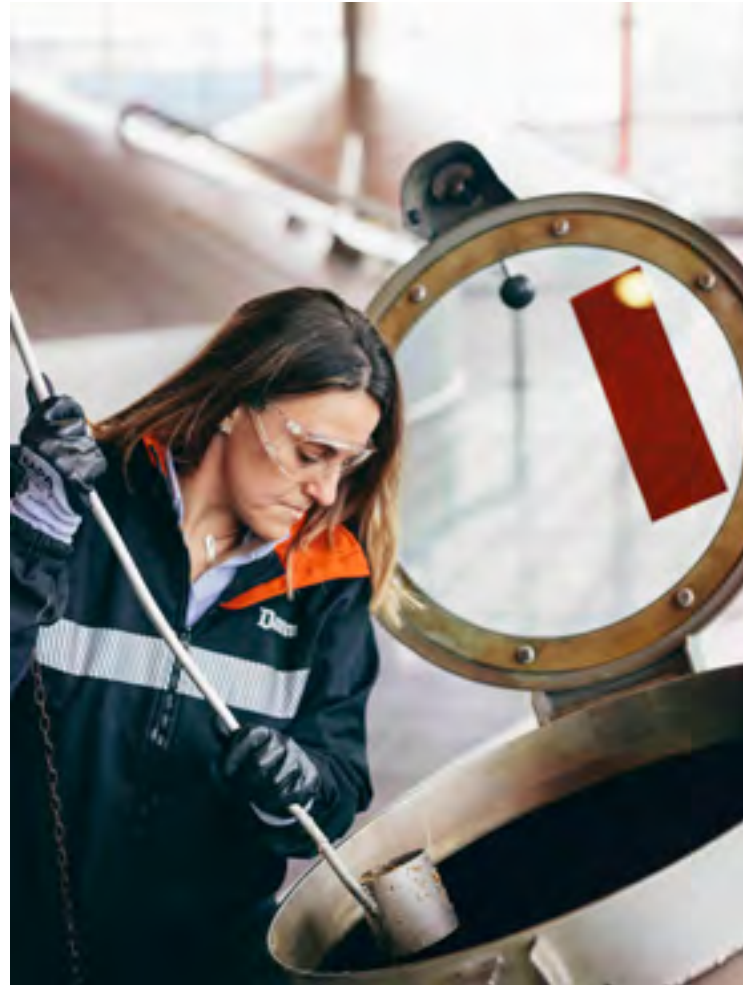
In 2020 SA Damm joined the Forética Circular Economy Action Group to promote the business transformation required to increase circularity

8. The certificates will be issued in 2021.

Progress in obtaining Zero Waste certification at the Font Salem production plant in Salem

The Font Salem production plant (Salem) performed audits in 2020 to obtain **Zero Waste Certification** for waste management⁸, with verification of more than 90% of the waste generated is reused. The aim for the future, in 2021, is to obtain this certification at all the company's other sites which already hold ISO 14001 certification (Compañía Cervecería Damm, Gestión Fuente Liviana, Aguas de San Martín de Veri, Maltería La Moravia, Font Salem (El Puig) and Estrella de Levante Fábrica de Cervezas).





Reuse of waste within the context of Covid-19

The pandemic has also had effects on regeneration and recovery of waste. We have implemented a number of initiatives at Damm with the aim of minimising waste:

- The process of producing alcohol-free beer gives rise to a water-alcohol mixture. During the early months of the pandemic the Estrella de Levante (Espinardo), Font Salem (El Puig) and Compañía Cervecería Damm (El Prat de Llobregat) breweries converted this waste into a resource to produce hand sanitiser gel for hospitals. **A total of 200,000 litres of water-alcohol mixture were donated, serving to produce 80,000 l of 96° alcohol.**
- To support our hospitality sector clients in reopening after lockdown, we collected those barrels of beer that had been partly used by establishments, replacing them with new barrels: this involved retrieving 3.5 million litres of beer, which were transformed into renewable energy at the El Prat de Llobregat and Espinardo breweries. **This served to generate nearly 670,000 kWh of electricity, reducing the carbon footprint by around 250,000 kg of CO₂.**

GENERATION OF WASTE 2020

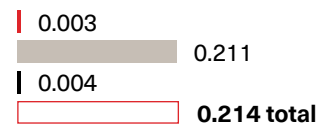
Beer (kg/hl packaged)



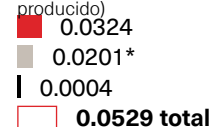
Soft drinks (Kg/hl packaged)



Water (Kg/hl packaged)



Grupo Rodilla and Hamburguesa Nostra (kg/kg producido)



■ **Non-recoverable waste**
■ **Recoverable waste**
■ **RPT**
 * (Cardboard)

Note:
 Beer includes Compañía Cervecería Damm, SL; Estrella de Levante Fábrica de Cerveza, SAU, and Cervezas Victoria 1928, SL.
 Soft drinks include Font Salem, SL, and Font Salem Portugal, SA.
 Water includes Aguas de San Martín de Veri, SA, and Gestión Fuente Liviana, SL.

Water footprint

GRI 303:

The water footprint is a global indicator that measures the total volume of fresh water used, both directly and indirectly, to produce a product or service along its value chain. Its analysis facilitates better water management in the different processes. Given our business operations, water is a fundamental raw material in the production of our goods. We have therefore implemented numerous actions to monitor, optimise and reduce water consumption in each and every one of the production processes, with the aim of reducing the ratio of water consumption per hectolitre of production output.

We are pioneers in this field in our industry, and have since 2019 calculated the hydrological and water footprint of all our production sites. In 2020 the El Prat de Llobregat Brewery underwent calculation and certification of its water footprint under the terms of ISO 14046, along with hydrological footprint calculation by the Water Footprint Network, in addition to the calculation which has been performed at Estrella de Levante since 2014.

We furthermore advise farmers in optimising the water use on their crops, since raw materials (barley) account for 96% of the hydrological footprint of beer.⁹



Actions and achievements to reduce our water footprint

El Prat de Llobregat Brewery

Implementation of a new project to improve water treatment, with a significant impact on energy savings, calculated at around 28%. Within the context of this project the oldest reverse osmosis plant was replaced with a new, larger capacity plant (from 900³/h to 200 m³/h), equipped with the best technology available.

Fuente Liviana production plant

14% reduction in water extracted over water packaged thanks to the optimisation of extraction and improvements in the pumping systems.

Cervezas Victoria Brewery

Reduction in waste generation of 5,000 t per year thanks to improvements in the design and installation of the treatment system (MBBR) used for general waste water.

Estrella de Levante

Implementation of a new well and refurbishment of one of the osmosis plants with membranes to improve performance and reduce energy consumption.

Grupo Rodilla

50% reduction in water consumption registered in 2020 compared to 2015 (a year with similar output) as a result of the improvements made in equipment cleaning and cleaning in place procedures with foam satellites which use much a much smaller volume of water and cleaning products.

Veri production plant

Monitoring and improvement of discharge parameters with scheduled preventive maintenance interventions, search for new alternatives to improve water treatment performance, and research into alternative technologies, such as electrocoagulation.

9. According to the water footprint calculation data for CC Damm and Estrella de Levante for 2019 (figures for 2020 not available by the date of publication).

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WATER CONSUMPTION 2020

Malt (hl/t produced) **68.89**



Beer (hl/hl packaged)

4.25



Water and soft drinks (hl/hl packaged)

1.93



Alfil Logistics (hl/pallets moved)

0.01



Grupo Rodilla (m³/kg produced)

0.0019



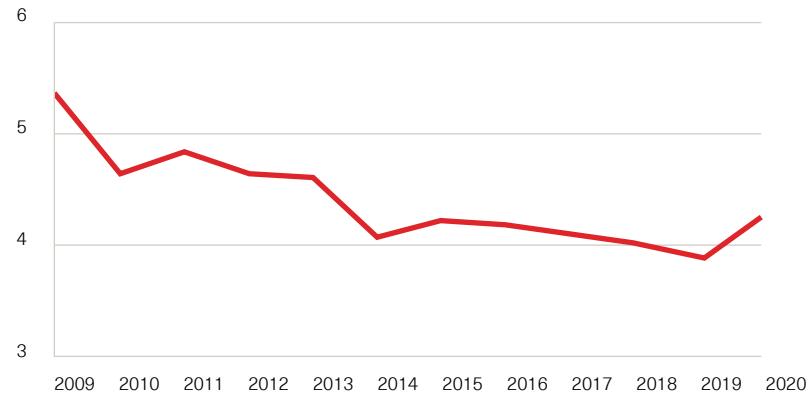
**Damm is a member of the Llobregat
Delta User Community, one of the
aims of which is to encourage users to
implement new mechanisms to save
water and rationalise usage.**

Note: The water consumed at headquarters (Calle Rosselló 515, 08025 Barcelona) amounted to 6,384 m³ in 2019 and to 4,971 m³ in 2020.

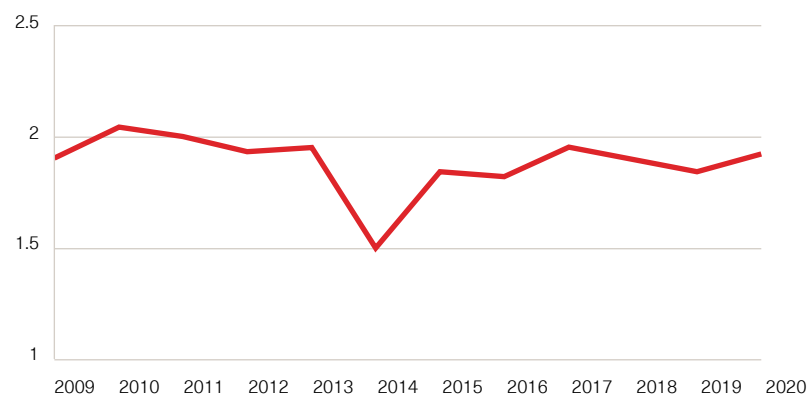


EVOLUTION OF WATER CONSUMPTION 2009-2020

Beer (hl/hl packaged)



Water and soft drinks (hl/hl bottled)



143,403 m³

of water recycled at the El Prat de Llobregat
and Estrella de Levante breweries in 2020

702 m³

of water reused from pasteurisation
treatment at Grupo Rodilla¹⁰

10. Not including Hamburguesa Nostra.



Fight against Climate change

(305-5)

In order to combat climate change, we promote a range of initiatives with the goal of minimising the carbon footprint generated by operations, thereby contributing towards fulfilment of the Paris Agreement to limit the global temperature rise to 1.5° C above preindustrial levels. Most of these actions focus on achieving greater energy efficiency by minimising consumption and increasing the use of renewable energies, as well as reducing the carbon footprint in our supply chain and in our products.

Efficient and renewable energy

(302)

At Damm we strive to be energy efficient, reducing consumption and generating energy from renewable sources through:

Generation
(Estrella de Levante treatment plant)

Co-generation
(El Prat de Llobregat Brewery,
Font Salem plant, El Puig)

Trigeneration
(El Prat de Llobregat Brewery)

Solar photovoltaic
(El Prat de Llobregat and Estrella de Levante breweries, logistics platform at the Port of Barcelona Logistics Activities Zone and the Font Salem production plant in Salem. Under construction: Font Salem production plant in El Puig, Fuente Liviana production plant and San Martín de Veri production plants)

(102-13)

We belong to the Energy Managers Group, an initiative intended to promote the exchange of experiences and information among professionals working in the fields of energy at the environment.



163,753^{MWh}

of energy generated by Compañía
de Explotaciones Energéticas (CEE)



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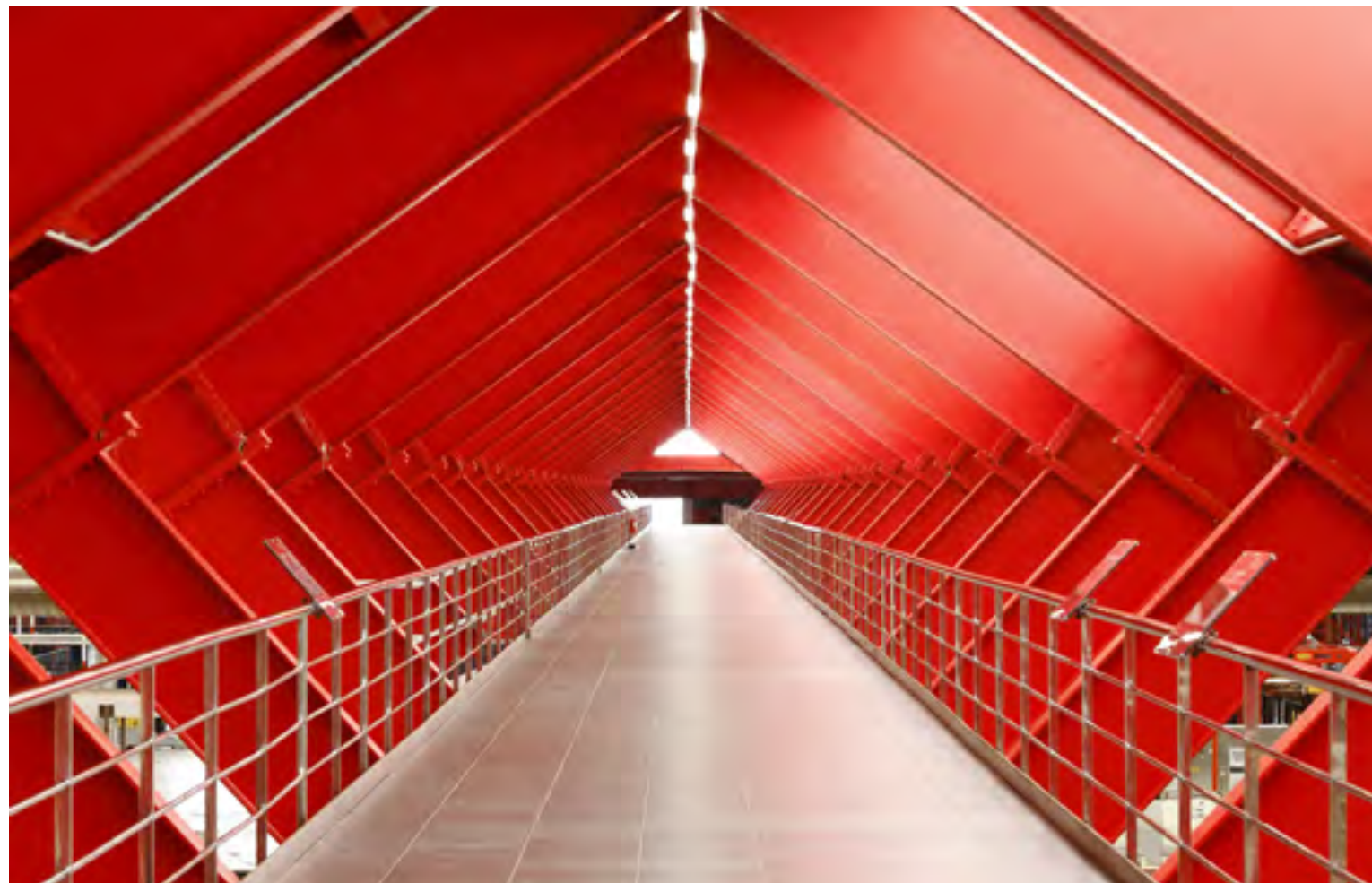
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100%

**of electrical energy purchased at all production
and packaging centres, as well as Damm warehouses,
with a renewable energy certificate of origin**

Energy efficiency initiatives

Estrella de Levante Brewery

Full operational start-up of the photovoltaic plant installed at the brewery itself. This is the first self-consumption plant of its kind in Murcia, with an installed power rating of 500 kWp. Output has reached almost 650,000 kWh/year.

It generates electrical energy for self-consumption using biogas produced during the treatment process.

Font Salem production plant (Salem)

The project to install photovoltaic panels has been completed, and is expected to generate 272,739 kWh.

Production plants of Fuente Liviana (Huerta del Marquesado), Veri (El Run and Bisaurri) and Font Salem (El Puig)

Start of the project to install photovoltaic panels.

Grupo Rodilla

LED lighting used at all establishments. Energy of renewable origin is consumed at our own establishments.

Alfil Logistics Alcantarilla Oeste centre (Murcia)

Introduction of forklifts with lithium batteries, which are more energy-efficient and have a longer lifespan.

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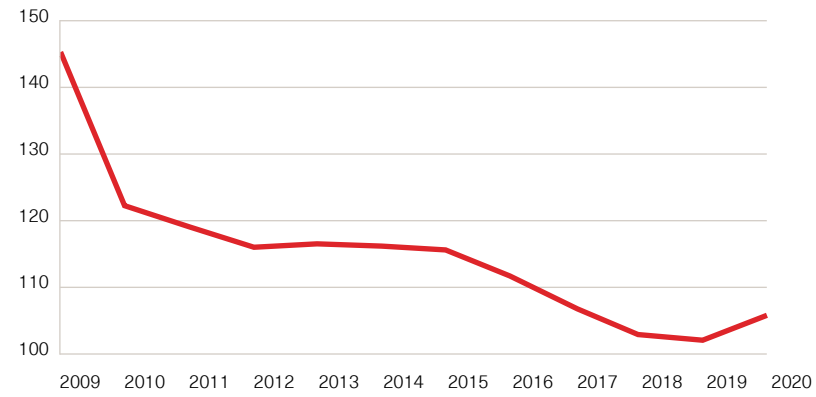
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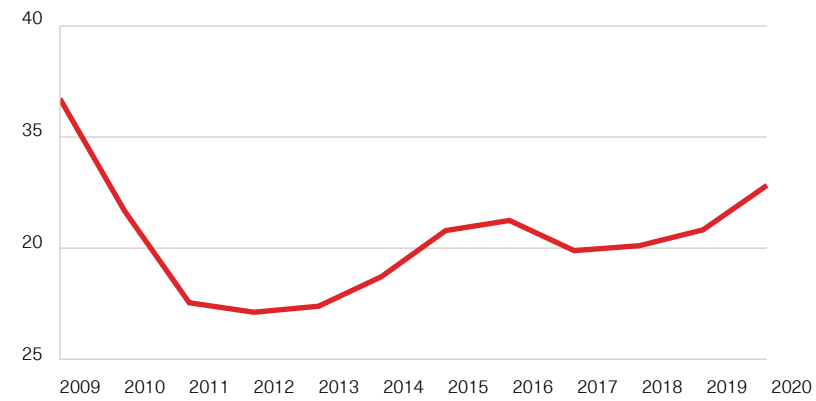
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EVOLUTION OF ENERGY CONSUMPTION 2009-2020

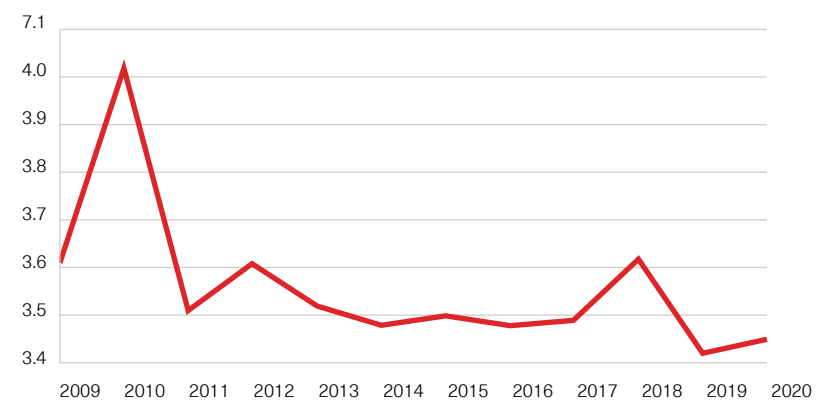
Beer (MJ/hl packaged)



Water and soft drinks (MJ/hl packaged)



Malt (MJ/kg produced)



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**Over ten years
Damm has reduced
the energy
consumed per
hectolitre of beer
production by 45%**

The company has spent over 10 years working to monitor and optimise energy consumption in its production operations, to ensure that each product released to market generates the lowest environmental impact possible. This has involved investing in efficient sources of generation or those based on renewable energy, such as co-generation, tri-generation using biogas, or photovoltaic solar energy. These efforts have resulted in a 45% reduction in the energy used to produce each hectolitre of beer over the past ten years. Such initiatives are aligned with Damm's environmental commitments, and reassert its commitment to sustainability and to combating climate change, by promoting energy-efficiency measures and reduced consumption of natural resources in line with SDG 12 (Responsible production and consumption) and 13 (Climate action) under the 2030 Agenda.

Sustainable and low-carbon mobility

At Damm we have a Sustainable Mobility Committee, the purpose of which is to promote actions to improve company mobility.

In 2020 we drew up a mobility plan for staff travelling to the offices on Rosselló street, thereby fulfilling the requirements of the Autonomous Government of Catalonia's Action Plan to Improve Air Quality by 2020. The main aim of the plan is to reduce the environmental impact associated with staff travel. With a view to 2021, the intention is to draw up the mobility plan for the El Prat de Llobregat Brewery.

The mobility projects already begun have likewise successfully been continued, with the aim of progressing towards a sustainable, efficient and low-emissions mobility and distribution model. This includes the Beer Drive distribution project, an electric truck distributing beer directly from the Cervezas Victoria Brewery in Malaga to retailers in a number of Andalusian city centres (Malaga, Granada and Cordoba).



In 2020, Alfil Logistics joined the Association of Companies for Sustainable Mobility with the aim of maintaining its lead in committing to more sustainable mobility and to continue contributing to the 2030 Agenda and sustainable growth from the economic, social and environmental perspectives.



Carbon footprint

(305-5)

It is essential to minimise the organisation's carbon footprint in order to combat climate change. Our commitment to energy efficiency and the use of renewable energies is one of the main channels to achieve this, although we are already working on expanding the scope of our carbon footprint calculation as a preliminary to reducing this throughout our value chain.

In 2019, calculation of the carbon footprint was extended to scope 3 at all production sites, thereby including consumption of raw materials and packaging materials, the logistics associated with the finished product, waste generation and the logistics associated with waste management. In 2020 the carbon footprint of Compañía Cervecera Damm was verified by including these criteria.

As for actions to continue reducing our carbon footprint, Distribución Directa Integral continues to invest in the renewal of its fleet, bringing in more sustainable vehicles and committing to purchase electrical energy of certified renewable origin.

Alfil Logistics sends those clients that so request a report informing them of the carbon footprint generated through the services provided

Estrella de Levante, meanwhile, has a self-consumption solar facility in place with an installed power rating of almost 500 kWp. The company has furthermore signed up to the "Corporate Social Responsibility Applied to Climate Change" initiative; is included on the Carbon Footprint, Offsetting and Carbon Dioxide Capture Projects Register of the Ministry for Ecological Transition; is involved in the Demographic Challenge for scopes 1, 2 and 3 (scope 3 includes logistical activities, travel by staff to the workplace, and paper consumption), and holds the "Calculo" designation in accreditation that it has performed its carbon footprint calculation.

CERTIFICATIONS

Compañía Cervecera Damm certified its carbon footprint during 2020 in accordance with standard ISO 14064:2006.¹¹

Estrella de Levante and Alfil Logistics have certified their carbon footprint calculation in accordance with standard ISO 14064:2006.

¹¹ The certificates will be issued in 2021.



Damm receives the Lean & Green Star following a 20% reduction in its emissions of CO₂

Damm has received the first Lean & Green Star handed out by AECOC (the Spanish Association of Manufacturers and Distributors), certifying that the action plan that Damm presented in June 2020 after it signed up to this Europe-wide initiative was successfully completed by achieving a reduction of 20% in CO₂ emissions, the requirement to receive this accolade. The reduction was made possible by activating an action plan focused on energy efficiency, transformation of the vehicle fleet, shared transport and internal training in best practices.

"At Damm we work to achieve a more efficient and sustainable supply chain, with actions that respect the environment and can be maintained over time, such as energy reduction and a commitment to a vehicle fleet powered by increasingly sustainable forms of energy".

Juan Antonio López Abadía, Director of Energy Optimisation and Environment at Damm.

The project was assigned a budget of over one million euros.

Pall-Ex Iberia and Alfil Logistics have also signed up to this initiative. In the latter case, it is expected to earn its second Star in 2021.



Partnership with CHEP focused on the circular economy and sustainable logistics

We have continued our collaboration with CHEP, a provider of logistics solutions for the supply chain, in order to reduce the environmental impact caused by pallets and transportation. At Damm we use CHEP pallets in our food and export channel logistics operations. These pallets have the following characteristics: wood from sustainable forests, 100% FSC and PEFC certified, up to 10 times more durable than disposable pallets, they are constantly repaired, reused and shared and, at the end of their life cycle, they are 100% recycled.

In 2020, by using the CHEP Spain pooling services, Damm managed to save 1,335,266 dm³ of timber, reduce CO₂ emissions by 1,688 tonnes, and cut waste by 149 tonnes.¹²

We have also been involved in the CHEP Collaborative Transport Solutions program since 2015, together with Alfil Logistics. The programme, designed to optimise truck routes and minimise empty trips, serves to reduce the carbon footprint. This is possible thanks to the solution promoting more sustainable transport models, based on smart and transparent communication technologies, while guaranteeing confidentiality at all times. In 2020, as an official sustainable member of CHEP Collaborative Transport, we avoided 4,759 km of truck routes, and the generation of 4 tonnes of CO₂ emissions.

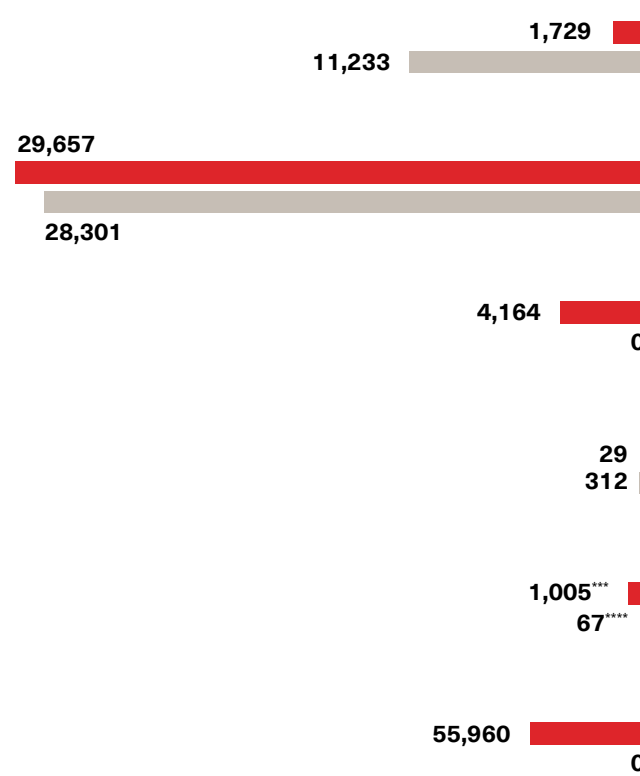
12. Calculations based on an independent life-cycle analysis (LCA) study of a CHEP pallet compared with a basic equivalent. The CHEP LCA is based on standard ISO 14044 and is peer-reviewed. 100% of CHEP wood is certified by the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC).



CARBON FOOTPRINT (t CO₂ eq.)

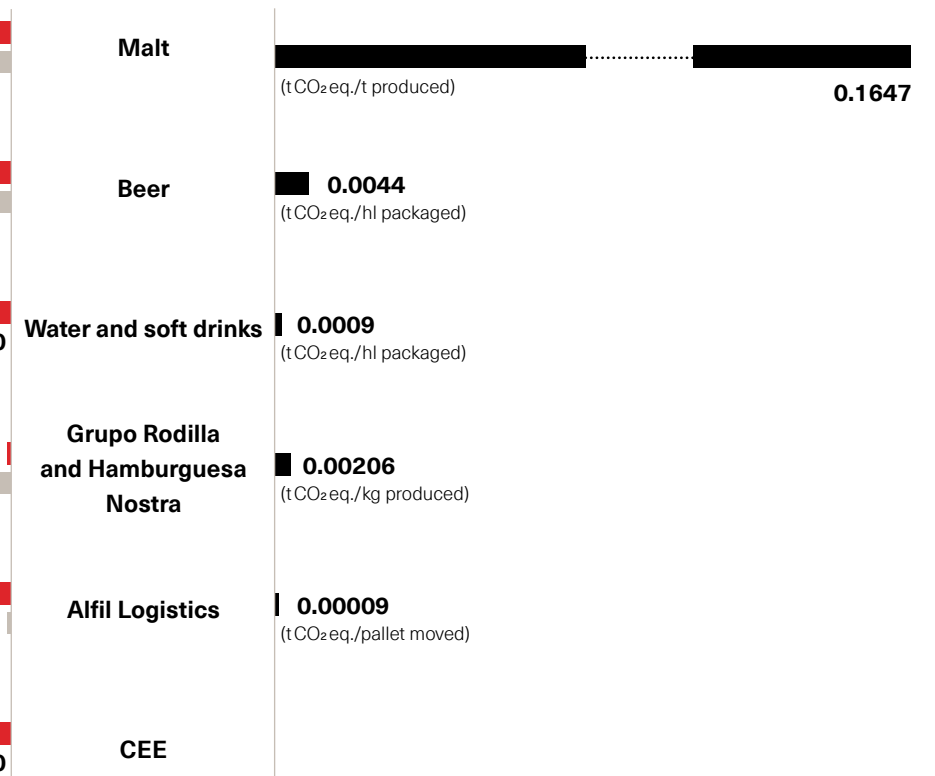
2020

- Direct greenhouse gas emissions*
- Indirect emissions of greenhouse gases from imported electricity**



INTENSITY OF GREENHOUSE GAS EMISSIONS 2020

- Direct and indirect emissions from imported electricity



* Includes emissions derived from stationary combustion, mobile combustion, emissions connected with the production process (water treatment plant), fugitive emissions and emissions through land use, changes of land use and woodland.

** Indirect emissions include emissions through consumption of imported electricity and emissions through consumption of imported energy via a physical network.

*** Including emissions derived from the consumption of CNG, LPG and coolant gases (estimated) in cold stores.

**** Including emissions derived from consumption of electricity and coolant gases (estimated).

Note: The thermal energy consumed by La Moravia and Compañía Cervecería Damm is supplied by Compañía de Explotaciones Energética.

Protection of biodiversity

(304-1)

Our environmental commitment as a company likewise includes the protection of the planet's biodiversity, in particular in the areas where we operate:

- The El Prat de Llobregat Brewery (Barcelona) lies within the protection zone for Audouin's gull (*Larus audouinii*), a species declared in danger of extinction.
- The Aguas de San Martín de Veri production plants (Huesca) are located within the birdlife high voltage power line electrocution and collision protection zone, as well as the scope of application of the Bearded Vulture Recovery Plan (*Gypaetus barbatus*).¹³
- Our Fuente Liviana production plant (Cuenca) is located within the birdlife high voltage power line electrocution and collision protection zone¹⁴ and a birdlife Special Protection Area (SPA).
- Our Font Major production plant (Majorca) is located within the Tramuntana mountains, declared a UNESCO World Heritage Site in the natural world category, and is therefore subject to the local PORN (Natural Resource Regulations Plan). The area is home to the Majorcan midwife toad (*Alytes mulethensys*). The Gorg Blau watercourse is home to some 50% of the population. This is an endemic species listed as in danger of extinction on the Spanish Endangered Species Catalogue approved by Royal Decree 139/2011, with a recovery plan in place in the Balearic Islands, and is a species of priority Community importance under Annex II of the EU Habitats Directive. As for fauna, the production plant is required to adopt measures to respect the habitat of Community importance comprising oak groves (*Quercus ilex* and *Quercus rotundifolia*).

13. Decree 184/1994, of 31 August 1994, of the General Authority of Aragon, establishing the protection regime for the bearded vulture and approving the Recovery Plan.
14. Royal Decree 1432/2008, of 29 August 2008, establishing measures to protect birdlife against collision and electrocution against high voltage powerlines.



Environmental awareness-raising



Aside from all the initiatives that we undertake to minimise the environmental impact of our activities, raising environmental awareness among society at large is another of our commitments as a company.

Our Estrella Damm "Mediterráneamente" advertising campaigns with the TV ads *Soul* and *Lovers* or the most recent, *Act III Commitment*, emphasised this aim of raising awareness as to the vital importance of preserving and conserving our natural resources, in particular the Mediterranean sea. Off screen they reach out into a number of different partnerships and the distribution of information about environmental protection in the [Estrella Damm guide to promote the preservation of the unique nature and culture of the Mediterranean.](#)

We also undertake internal awareness-raising activities, such as celebrating World Recycling Day, promoting the recycling of plastic bottle caps in collaboration with the Seur Foundation, or as a new development in 2020, the celebration of World Environment Day with a #DammTalks event about the environmental initiatives undertaken by our company.

An infographic titled "Día Mundial del Reciclaje" (World Recycling Day) with the Damm logo. It features a recycling symbol and text in Spanish: "Con motivo del Día Mundial del Reciclaje, el 17 de marzo, se aconseja las recomendaciones del Ministerio de Sanidad sobre cómo reciclar correctamente durante el confinamiento." Below are four icons with instructions: 1. Recycle paper (cartons, newspapers, etc.) in a green bin. 2. Recycle plastic (bottles, caps) in a blue bin. 3. Recycle glass (bottles, jars) in a green bin. 4. Recycle organic waste (food scraps) in a brown bin. A QR code is at the bottom right.

An infographic titled "RECICLA LOS TAPONES DE PLÁSTICO PARA UNA NUEVA VIDA" (Recycle plastic bottle caps for a new life) with the Damm logo. It features a heart made of colorful bottle caps and text in Spanish: "¿QUIERES CONTRIBUIR A DAR ACCESO A TRATAMIENTOS MÉDICOS Y ORTOPÉDICOS A NIÑOS Y NIÑAS QUE SUFREN GRAVES ENFERMEDADES?" Below are statistics: "HASTA LA FECHA FUNDACIÓN SEUR HA CONSEGUIDO: 6.542 TONELADAS RECICLADAS, +171 NIÑOS Y NIÑAS AYUDADOS, -8.198 TONELADAS DE EMISIONES DE CO2, CERCA DE 1.200.000€ ENTREGADOS." A QR code is at the bottom left.

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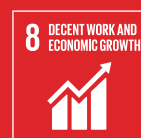
We engage with society because we are part of it

We are part of society and share its challenges, aspirations and needs. We have the opportunity and responsibility to act in support of society, because the well-being of those around us also affects our own.

We fulfil this commitment by sponsoring social interests through the Damm Foundation, and by raising awareness and promoting a culture of sustainability within society.

This link to the general public may be seen in particular at the Estrella Damm Old Brewery, one of Barcelona's flagship cultural venues, which plays host to all manner of events, concerts and festivals.

In what was a difficult year because of the health crisis, our social engagement went a step further, and all our companies made efforts to try to alleviate the effects of the crisis.



Damm Foundation

(413-1)

Our Foundation offers dedicated support for vulnerable groups, and helps to extend the cultural, sporting and social fabric of our surroundings, by collaborating with over a hundred initiatives by different organisations

There can be no doubt that the greatest exponent of our commitment to society is the Damm Foundation, and the efforts we make through it

74

**organisations involved in
Damm Foundation collaborations**

€3.27 M

**dedicated to sporting, cultural
and social projects, and actions
to combat Covid-19**



Notable initiatives in 2020

Sport

By promoting sport, with our football and padel clubs, and with the collaboration of sporting institutions and organisations, we encourage sporting pursuit and the values of teamwork. We also in this regard support the training of hundreds of young athletes in Catalonia and Spain.



The CF Damm women's team held a pre-season training camp for the first time since it was founded seven seasons ago, putting it on an equal footing with the two male first teams. Club President Ramon Agenjo visited the Cerdanya Campus to welcome the players and the technical staff.

In line with our commitment to sport, the Damm Foundation has acquired three hectares in the district of Sants-Montjuïc in Barcelona to launch our own sports city, the main user of which will be CF Damm, and which will incorporate water and energy efficiency criteria



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Culture

Culture serves as an essential backbone for social and personal growth. Our support for the world of culture is extensive and diverse: museums, concert halls, theatres, photography exhibitions, cinema and children's performances, etc. We also share this support for culture with our co-workers, inviting them to attend concerts accompanied by their families and friends. In 2020, 45 people were able to enjoy the concert given by the OBC (the Barcelona Symphonic and Catalan National Orchestra) at L'Auditori.

Key patronage projects include the donation made by the Damm Historical Archive to the Film Library of Catalonia, with hundreds of films which will be restored and stored in the archive in Terrassa.

We also wished to lend our support to the cultural sector during these hugely challenging times through the campaign "*If culture moves you, it's time to make your move*", inviting the public to share the reasons why they see culture as essential.



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Society

At Damm we firmly believe in promoting and supporting those actions that enable the development and growth of our society through the transmission of knowledge, training, altruism and solidarity. Our collaboration with different entities in Catalonia and Spain corresponds to our desire to be part of the associative fabric of our country.

This year, because of the exceptional circumstances we have been through, we have focused on lending support to deal with the Covid-19 pandemic. The detailed information as to the initiatives undertaken can be consulted in the Foundation's yearly report.

**The Damm Foundation
website provides further
information about all
the activities staged
during 2020**



Sponsorship and partnerships

(413-1)

At Damm we have always shown our dedication to society and the regions where we have a presence, through an extensive programme of collaborations and sponsorships connected with sport, culture and cuisine, underpinning our ties to our consumers and to society at large, while at the same time helping us to showcase our values.

In 2020 many of the sponsorships and collaborations we have traditionally operated were affected by Covid-19, with the cancellation of numerous musical, cultural and sporting events, although wherever possible we have adapted and used digital platforms in order to lend continuity. In those cases where events could be staged in person, the preventive protocols established by the health authorities have at all times been applied.



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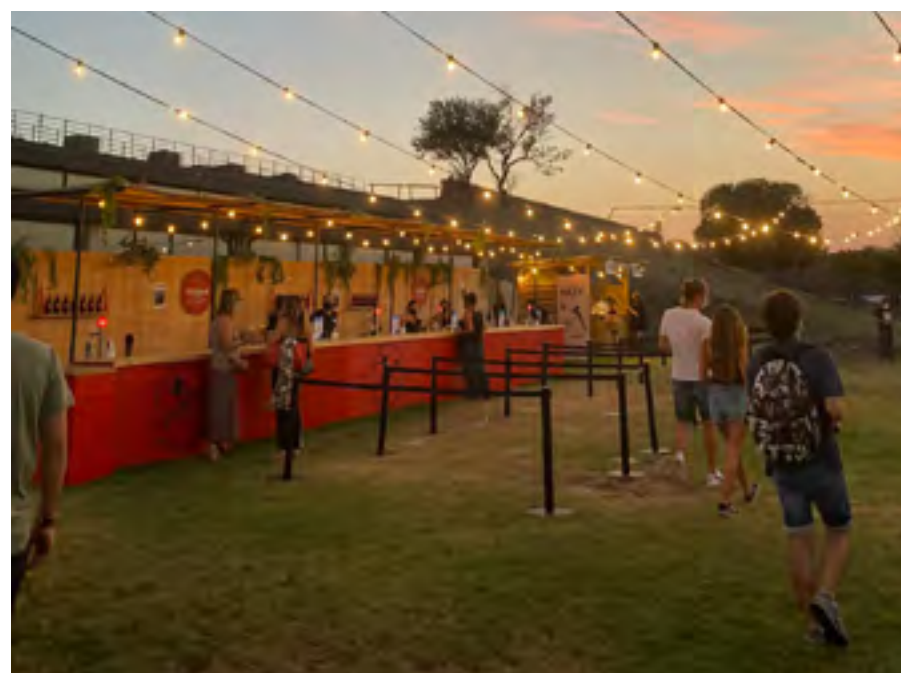
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We promote cultural and artistic events held in those regions where we have a presence.

- Cruïlla XXS
- MLF Summer
- Porta Ferrada Festival
- Grec Festival
- Les Nits d'Acústica
- Sons del Món Festival
- Itaca Festival
- Som de Mar Festival
- FHG FORUM
- La Mercè Festival
- Sant Jordi Musical
(100% online event)



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Estrella Damm Old Brewery participates in Barcelona's La Mercè Festival

Barcelona's La Mercè Festival continued with an extensive programme of activities throughout the city, although they all required prior registration to attend the venues. At the Estrella Damm Old Brewery we organised two days of concerts, with a total audience capacity of 140 people, who are able to enjoy the concerts seated in blocks of tables and seats for two.

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Gastronomy

We support national and international ideas, culinary tapas routes and events featuring the world's leading chefs.

National events

- #GastroNadal2020
- De Tapes a Casa
- 9th edition of GastroMarketing

International events

- Estrella Damm Culinary Journey (Miami)



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Sport

We have ties to leading clubs and a presence at all manner of international sporting events.

Football

- Fútbol Club Barcelona
- Real Club Deportivo Espanyol
- Real Sociedad de Fútbol
- Real Club Deportivo Mallorca
- Girona Fútbol Club
- Club Deportivo Castellón
- Centre d'Esports Sabadell Futbol Club
- Unión Deportiva Almería

Padel

- World Padel Tour
- National Padel series

Tennis

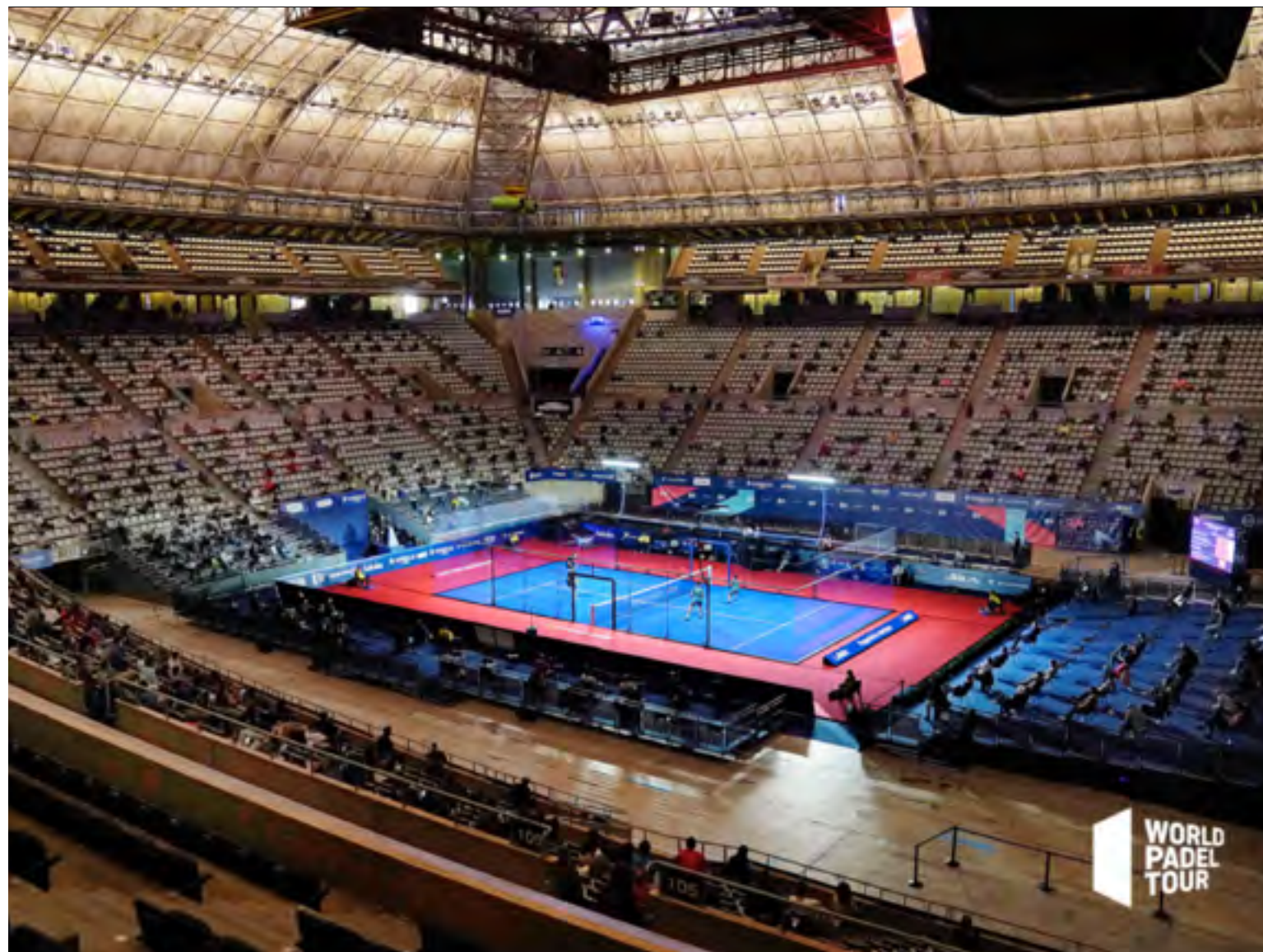
- Mutua Madrid Open
- Barcelona Open Banc Sabadell - Conde de Godó Trophy

Golf

- Estrella Damm Andalucía Masters
- Estrella Damm Mediterranean Ladies Open

Horseriding

- Madrid Horse Week



World Padel Tour returns with spectators in attendance at the Estrella Damm Barcelona Master, the eighth fixture on the circuit

Following the inaugural tournament in Marbella and the return to the courts in Madrid after the shutdown forced by the pandemic, World Padel Tour was back with the eighth fixture on the circuit and the second Master of the season: the Estrella Damm Barcelona Master was held at the Palau Sant Jordi from 13 to 18 October. This was the first event staged since the national lockdown, and also the first professional sporting fixture to have spectators in the grandstands (1,000 people), proving a huge success. All of which was made possible by the scrupulous compliance with all the health measures and safety protocols imposed.

The presentation was attended by two of the world's leading sportspeople in this discipline, Fernando Belasteguín and Ariana Sánchez, accompanied by Ramon Agenjo, President of World Padel Tour, who was full of praise for the work performed by the circuit during such a difficult year: "Damm is a company committed to culture and sport, and Estrella Damm shows absolute dedication to World Padel Tour". He likewise highlighted the importance of the safety measures taken, "since our number one concern is people's safety, and we have adopted all the health measures that the authorities asked of us, and more".

Our sites

(413-1)

Those wishing to learn for themselves how our beers are produced can visit the breweries of Compañía Cervecería Damm (El Prat de Llobregat), Estrella de Levante (Espinardo) and Cervezas Victoria (Malaga). Meanwhile, the Estrella Damm Old Brewery offers a tour around the different rooms, explaining the role played by each of them when the brewery was in operation.

The outbreak of the pandemic had a significant impact on the organisation of this type of guided tour. When visits were possible, they were all conducted in accordance with the health protocols established in the regulations in force to ensure the health and safety of visitors (temperature taken before entering the premises, access with face mask, hand sanitiser dispenser points set up in the rooms, signage to maintain safe distance between

people, limited capacity, documents handed out indicating the safety measures, enhanced cleaning and disinfection work, etc.).

As every year, the Estrella Damm Old Brewery and the El Prat de Llobregat Brewery commemorated a number of charitable causes by lighting up the buildings in token of support, solidarity and recognition.

- World Breast Cancer Day
- World AIDS Day
- World Autism Awareness Day

In 2020 a total of 9,387 people visited our breweries

(GRI 413)

**VISITS TO DAMM
BREWERIES IN 2020**

3,798

**Compañía Cervecería Damm
(El Prat de Llobregat)**

3,200

Cervezas Victoria (Malaga)

2,389

Estrella de Levante (Espinardo)



Estrella Damm Old Brewery

(203-1, 413-1)

The Estrella Damm Old Brewery remains a landmark venue in the city of Barcelona, playing host to numerous events linked to culture, charities, cuisine, sports, innovation and other fields. One new development this year, despite the restrictions derived from the pandemic, was the start of guided tours, a project on which work has taken place over several years.

As a result of the health crisis we drew up a number of preventive protocols which allowed the activity to continue through partially in-person events, aligned at all times with the health regulations in force. We likewise made use of technology to broadcast events by streaming (concerts, speeches, press conferences, etc.) and so allow more people to enjoy them in virtual format.



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Key events staged in 2020

Sports

- Marathon
- Panenka Awards
- Kilian Jornet presentation
- FCF Charity Awards

Cultural

- La Mercè
- Art Battle
- Catalunya Cultura Foundation
- Blogos de Oro
- Mutek

Gastronomic

- GastroNadal 2020
- La Gran Calçotada
- Presentation of the new Equilater beer
- Cook by Sagardi
- MON.cat cheese tasting
- Cod Route

Charitable

- SERES
- Visual Women
- Carulla Foundation

Others

- IQS Tech Fest

89
events organised with
12,697
attendees in 2020

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The Estrella Damm Agenda and #UnaEstrellaACasa make it to Instagram

Since February the **Estrella Damm Agenda** has also been available on Instagram ([@AgendaEstrellaDammCat](#)) with content regarding the top cultural recommendations for theatre, concerts, music festivals and exhibitions. The posts are accompanied by Instagram Stories and videos on Instagram TV, with previously unpublished content revealing a few secrets and what the audience don't see during a concert performance. This initiative has also been extended to the Estrella Damm Agenda in Majorca ([@AgendaEstrellaDammMallorca](#)).

During lockdown, as part of our support for culture, **we launched the #UnaEstrellaACasa competition** to showcase upcoming musical talent on the Catalan scene. Over 700 singers and bands took part, with the contest being won by the group Selva Nua, who will have the chance to record at a professional studio and perform a concert at the Estrella Damm Old Factory in Barcelona.



Cervezas Victoria Brewery

Our Cervezas Victoria Brewery covers more than 3,700 m2 of modern facilities with a brewery and bottling area at their heart, home to the machinery connected with the production process (*brassage* or boiling, fermentation and ageing) and the bottling of the beer. Visits were affected this year, but in order to conduct the tours on as normal a basis as possible we adopted a series of measures, at all times in line with health recommendations, adapting the premises with a constant focus on the health and safety of our visitors.

Key events staged in 2020

Sporting

- Association of Sports
- Journalists gathering

Cultural

- EA Malaga press conference
- CEM Event (Malaga Business Confederation)
- Malaga Marketing Club Events
- Ojeando Festival presentation
- Season of streamed acoustic concerts
- Malaga Association of Journalists gathering
- Stand-up comedy

Gastronomic

- Gastromarketing days (in-person and online)
- Delantal Awards
- Presentation of the book *De Rincón, el boquerón*

18

events held with

1,526

attendees in 2020

Estrella de Levante Brewery

Covid-19 inevitably affected our usual current programme of events, sponsorships and partnerships. We nonetheless staged some 300 activities, some online and others in person, maintaining the relevant health measures at all times in the latter case.

Key events staged in 2020

Sporting

- Murcia Marathon
- Titan Desert Almería 2020
- Estrella de Levante CN Campoamor regatta
- Zarandona Charity Race
- Cycling Tour of Murcia

34

events held with

2,804

attendees in 2020



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Cultural

- Generación Estrella Award
- Malecón Nights
- We Are Murcia
- Cartagena Carnival 2020
- Molina de Segura Theatre Festival
- Frecuencia RM concerts (online)
- Cartagena Jazz
- Estudio Abierto Estrella de Levante
- Rendibú Arts Festival 2020

Gastronomic

- Presentation of Murcia as Spanish City of Gastronomy 2020
- Madrid Fusion, Tastings at Fitur 2020
- 1st Tapa of the Year Competition
- Saborarte Cieza Fair 2020
- Agústicos Music Dinners and GastroLorca Revolution Gastronomy
- SER Challenges for Hospitality gatherings
- Comersaciones 2020
- Take Away Archena tapas route
- LV Gastronomy Awards

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Charitable

- Charitable jumble sale for Pupa Clown
- Assido charity race
- 2020 Women's Race
- "Tonne of charity" food bank campaign
- Camino de la Cruz Foundation Food Bank cheque
- Cerveza de Navidad jumble sale initiative

Other

- San Antón pilgrimage (Elche)
- Los Importantes 2020 Awards Ceremony
- Moros y Cristianos visit in Murcia
- Elite Women event in Murcia
- Presentation of can crushers in summer 2020, Círculo de Economía business talk

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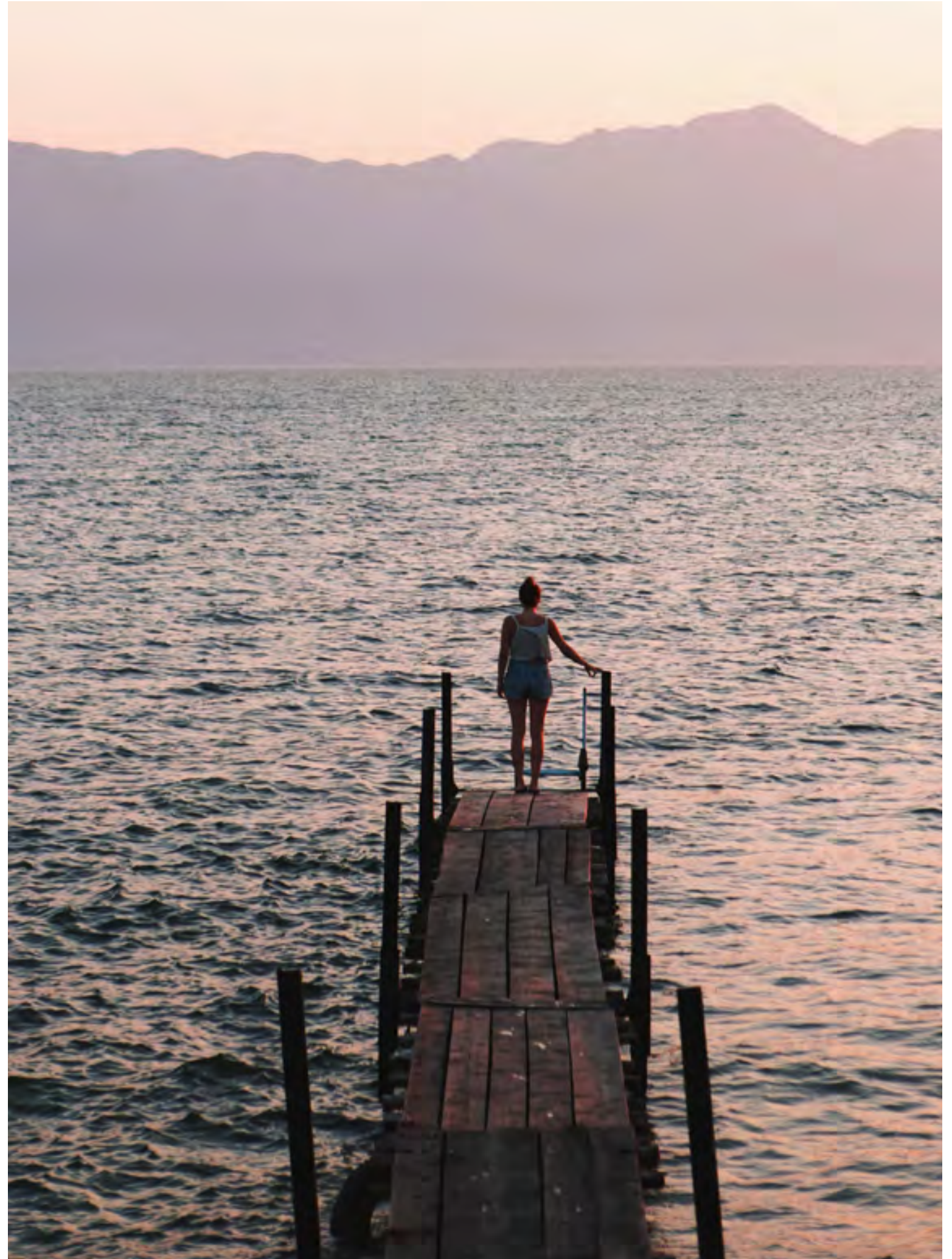
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Technical data and materiality matrix

Period reviewed

(102-50)

2020 (from 1 January to 31 December)

Scope

(102-45)

This information covers all the companies controlled and managed by Damm:

Agama Manacor 249, SL; Aguas de San Martín de Veri, SA; Alada 1850, SL; Alfil Logistics, SA; Artesanía de Alimentación, SL; Barnadis Logística 2000, SL; Bebidas Ugalde, SL; Bizkaiko Edari Komertzialak, SL; Cafès Garriga 1850, SL; Cafeteros desde 1933, SL; Cerbeleva, SL; Carbòniques Becdamm, SL; Cervezas Calatrava, SL; Cervezas Victoria 1928, SL; Comercial Mallorquina de Begudes, SL; Comercial Plomer Distribucions, SL; Comercializadora Distribuidora Cervezas Nordeste, SL; Compañía Cervecera Damm, SL; Corporación Económica Delta, SA; Damm Atlántica, SA; Damm Canarias, SL; Damm Restauración, SL; Dayroveli, SL; Dismenorca, SL; Distrialmo, SL; Distribuidora de Begudes Movi, SL; Distribucions de Begudes de Marina Alta, SL; Distridamm, SL; El obrador de HN, SL; Envasadora Mallorquina de Begudes, SLU; Estrella de Levante Fábrica de Cerveza, SAU; Estrella del Sur Distribuciones Cerveceras, SL; Font Salem Portugal, SL; Font Salem, SL; Gasteiz Banaketa Integrala, SL; Gestión Fuente Liviana, SL; Hamburguesa Nostra, SL; Licavisa Moralzazal, SL; Licavisa, SL; Maltería La Moravia, SL; Mascarell Comercial de Bebidas, SL; Minerva Global Services, SL; Nabrisa Distribuciones, SL; Nostra Restauración, SL; Pall-Ex Iberia, SL; Plataforma Continental, SL; Pumba Logistica, SL; Representaciones Reunidas Ulbe, SL; Rodilla Sánchez, SL; Rumbosport, SL; Distribución Directa Integral, SL; SA Damm; SA Distribuidora Gaseosa; SetPoint Events, SA; Intercervecera, SL, and The Wine List, SL.

One change with regard to 2019 is the inclusion of data for personnel employed at the distribution companies tied to Distribución Directa Integral.

Reference standards

(102-54)

This report was prepared in accordance with the GRI standards: Essential option Consideration was also given to the principles of the Global Compact and Sustainable Development Goals of the United Nations.

Contact point

(102-53)

comunicacion@damm.es



Relevant issues for sustainability performance

(102-46)

In 2019 Damm undertook a process of materiality analysis and review to identify sustainability priorities and impacts, involving more than two hundred participants, both from the company and from its key stakeholders.

The process of identifying major topics for Damm (internal relevance) and for its stakeholders (external relevance) was conducted in accordance with standard AA100SES (2015) over a period of nine months.

The analysis of **internal relevance** was undertaken with the participation of the executive team at Damm, through face-to-face interviews, along with other co-workers, by means of online and face-to-face surveys.

External relevance took into account the sustainability trends identified on the basis of an analysis of key documents and reports from over 25 international bodies and the specialist press (World Economic Forum, World Business Council For Sustainable Development, Global Reporting Initiative (GRI), Financial Times, The Economist, Forbes, Harvard Business Review, BCG, etc.), trends in the food and beverages sector (Cerveceros de España, FooDrink Europe, Agrofood, Ecoembes, Ecodrio, etc.), the results of the benchmarking study of eight leading or flagship companies in the sector, and the results of the surveys and focus groups with stakeholders (supplier companies, clients, charities,

associations, public authorities and the media). Qualitative evaluation (interviews and focus groups) allowed a more in-depth exploration of the expectations and interests of the most significant stakeholders, along with a more robust evaluation of material topics.

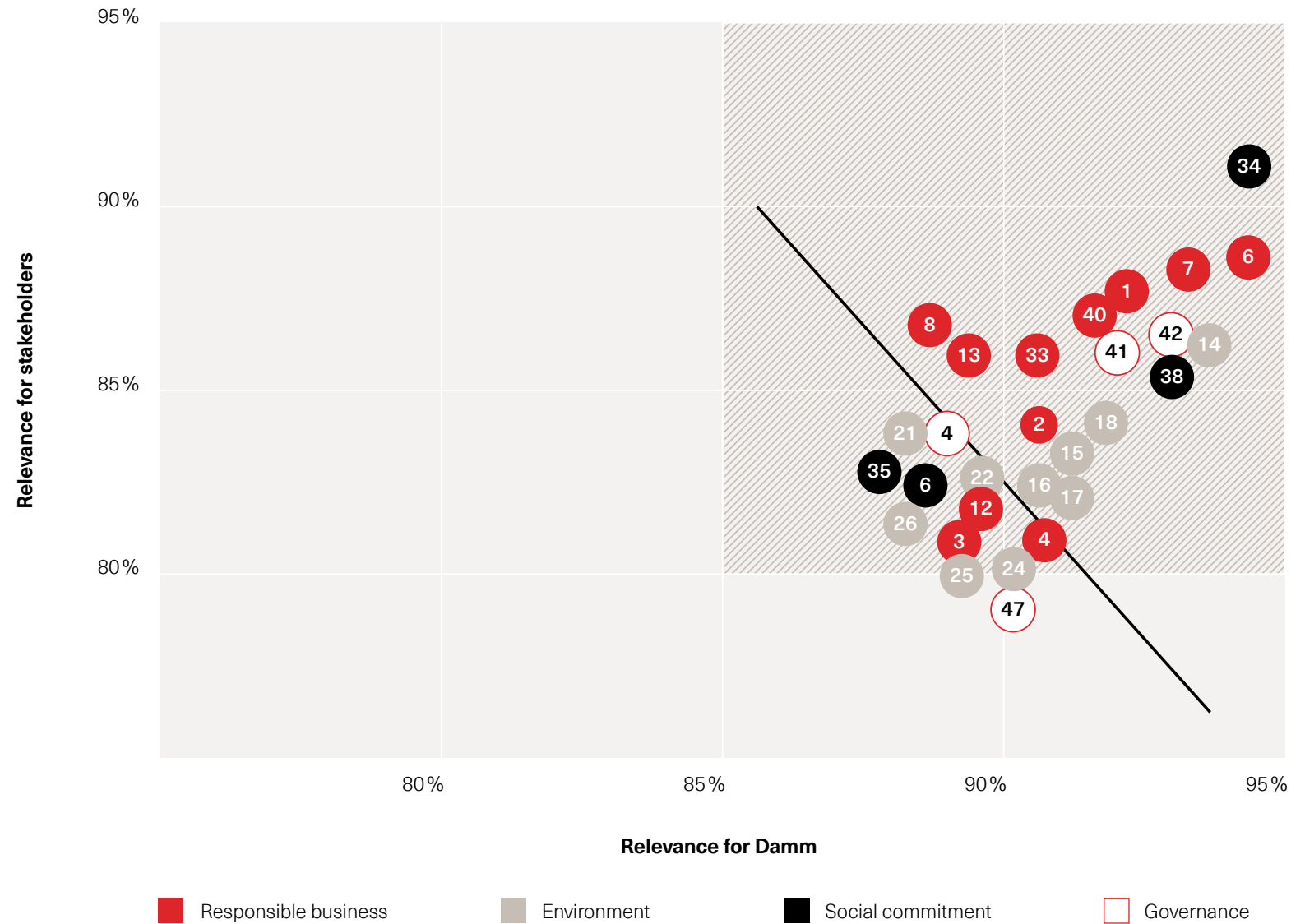
The topics evaluated are presented under four objectives for ease of comprehension on the part of stakeholders, and in order better to respond to current sustainability trends. These strands incorporate key analytical elements and are aligned with Damm's strategic corporate social responsibility and sustainability priorities: people, environment, society and governance. In total, 47 potentially material topics were identified across the four strands.

The results of the analysis are presented in the following matrix in accordance with their internal and external relevance, and their potential impact on the business. Given the robustness of the process employed, the high degree of participation and the diversification of analytical tools, the materiality matrix is believed to offer an optimal reflection of Damm's strategic sustainability priorities. Aspects such as social commitment, although they are not notably material, are also seen as relevant, since social action is very much integrated within the business, and is an essential component of the company's value proposition.



(102-47)

Materiality matrix



Material Aspects

- 34** Health and safety of consumers and customers
- 6** Integration and diversity
- 7** Gender equality
- 42** Integrity and ethics
- 14** Minimise environmental impact and continuously improve
- 1** Guarantee stable and safe employment
- 38** Responsible advertising
- 40** Ensure performance and economic solvency
- 41** Good governance and transparency

Matters of high interest

- 18** Sustainable management of water consumption and use
- 2** Ensure and foster good practices for health and well-being
- 15** Efficient and optimised consumption of resources
- 33** Responsible marketing and labelling
- 17** Adaptation to climate change and risk analysis
- 13** Existence of mechanisms and channels for grievances
- 16** Act against climate change
- 8** Sustainable culture
- 44** Promotion and compliance of human rights
- 21** Foster relationships with local suppliers
- 22** Sustainability as a criterion for selection of new suppliers
- 12** Opportunities and professional development
- 4** Talent attraction and retention measures
- 35-36** Promotion of responsible and sustainable consumption
- 24** Circular economy
- 25** Circular packaging
- 26** Ecodesign
- 3** Work-life balance policies
- 47** Management and anticipation of risk

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GRI Standard disclosure Page or direct answer

GRI 101 FOUNDATION (2016)

101 Principles -

GRI 102 GENERAL DISCLOSURES (2016)

ORGANIZATION PROFILE

102-1 Name of the organisation	13
102-2 Activities, brands, products and services	13, 16-35
102-3 Location of headquarters	15
102-4 Location of operations	14-15
102-5 Ownership and legal form	13, 135
102-6 Markets served	14 Drinks (beers, waters and soft drinks) and food (dairy products and coffee) Customers According to the distribution channel: large hospitality accounts (organized restaurant chains and communities), traditional hospitality (distribution companies), large food accounts (hypermarkets and national and regional supermarkets, cash and wholesalers) and online sales (private person who buy your products through Damm Shop). According to the retail client: food for consumption outside the establishment and hospitality for consumption in the establishment itself: independent (most establishments in Spain) and organized (customers of the large hospitality accounts channel). Consumers Final consumers of the products. Restoration Franchises Natural or legal person who obtains the right to commercialize and exploit the brand. Consumers Final consumers of the products in the establishments. Logistics and capillary distribution services Customers Companies from different sectors and other logistics operators. Organization of events Customers Companies or organizations that wish to organize competitions and sports or cultural events of any kind.

102-7 Scale of the organization 3-4, 43, 60

102-8 Information on employees and other workers	60			
Staff as at 31 December		2018	2019	2020
Internal staff	Beverages and food	2,359	2,381	2,410
	Logistics and transport	215	235	1,190
	Restaurants	944	1,227	997
	Content management ¹	21	27	30
	Damm	3,539	3,870	4,627

Staff by hire type and gender (as at 31 December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹
% open-ended	81%	80%	97%	80%	10%	82%	82%	97%	80%	100%	90%	85%	96%	93%	100%
Open-ended	2,867	1,885	208	753	21	3,191	1,950	229	985	27	4,156	2,050	1,144	932	30
Men	1,784	1,417	144	206	17	1,942	1,457	154	310	21	2,774	1,534	933	284	23
Women	1,083	468	64	547	4	1,249	493	75	675	6	1,382	516	211	648	7
Temporary	672	474	7	191	0	679	431	6	242	0	471	360	46	65	0
Men	418	354	6	58	0	419	322	2	95	0	354	287	40	27	0
Women	254	120	1	133	0	260	109	4	147	0	117	73	6	38	0

¹ For the 2018 and 2019 fiscal years, the data includes only SetPoints Events. For 2020, Rumbo Sport is also included.

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Staff by workday type and gender (as at 31 December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹
% full-time	81 %	97 %	100 %	39 %	100 %	81 %	100 %	99 %	40 %	100 %	87 %	100 %	98 %	45 %	100 %
Full-time	2,884	2,283	215	365	21	3,153	2,376	232	518	27	4,042	2,406	1,161	445	27
Men	1,994	1,704	150	123	17	2,150	1,778	153	198	21	2,975	1,819	961	172	21
Women	890	579	65	242	4	1,003	598	79	320	6	1,067	587	200	273	6
Part-time	655	76	0	579	0	717	5	3	709	0	585	4	29	552	0
Men	208	67	0	141	0	211	1	3	207	0	153	2	12	139	0
Women	447	9	0	438	0	506	4	0	502	0	432	2	17	413	0

Staff by gender and age group (as at 31 December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹
Men	2,201	1,771	149	264	17	2,361	1,779	156	405	21	3,128	1,821	364	311	23
< 25 years	193	97	4	92	0	218	97	4	116	1	181	85	23	81	1
26-35 years	580	435	30	113	2	609	384	29	192	4	586	331	56	139	3
36-45 years	809	712	59	31	7	857	741	56	53	7	103	720	134	50	9
46-55 years	453	383	41	22	7	504	414	48	34	8	863	498	94	30	6
56-65 years or more	166	144	15	6	1	173	143	19	10	1	395	184	57	11	4
Women	1,338	588	66	680	4	1,509	602	79	822	6	1,499	589	50	686	7
< 25 years	270	52	0	218	0	265	50	1	213	1	198	37	3	157	0
26-35 years	468	182	14	268	4	551	188	18	341	4	448	153	18	258	4
36-45 years	416	242	39	135	0	468	235	45	187	1	508	238	12	183	1
46-55 years	145	92	10	43	0	173	105	10	58	0	264	125	15	66	1
56-65 years or more	39	20	3	16	0	52	24	5	23	0	81	36	2	22	1

Women by job category (as at 31 December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ²	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and transport	Restaurants	Content management ¹
Board and senior management	2	1	0	1	0	3	1	1	1	0	1	0	1	0	0
Senior management	-	-	-	-	-	0	0	0	0	0	5	3	0	2	0
Technical staff and middle managers	504	295	45	161	3	610	362	59	187	2	592	339	70	178	2
Administrative and commercial staff	209	171	18	19	1	177	142	17	14	4	304	150	141	10	4
supporting staff	622	121	2	499	0	719	97	2	620	0	598	97	5	496	0

102-9 Supply chain	52-54
102-10 Significant changes to the organisation and its supply chain	3-4, 52-54
102-11 Precautionary Principle or approach	92-96
102-12 External initiatives	48, 55-56, 98, 109 Damm is associated with Cerveceros de España, which has drawn up the Beer Self-Regulation Advertising Code for commercial communications about beer: Cerveceros Advertising Self-Regulation Code
102-13 Membership of associations	55-56, 101
STRATEGY	
102-14 Statement from senior decision-maker	1-2

² For the 2018 and 2019 fiscal years, the data includes only SetPoints Events. For 2020, Rumbo Sport is also included.



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ETHICS AND INTEGRITY

102-16 Values, principles, standards, and norms of behaviour	45-46
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GOVERNANCE

102-18 Governance structure	47
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STAKEHOLDER ENGAGEMENT

102-40 List of stakeholder groups	50
-----------------------------------	----

102-41 Collective bargaining agreements	100% of the workforce in Spain and Portugal is covered by a collective agreement.
---	---

102-42 Identifying and selecting stakeholders	Damm has identified its stakeholders based on criteria such as: dependence (who depends on the activities, products or services or those on whom it depends to continue their activities), liability (whether commercial, legal, operational, social, etc.), proximity (those who are within the surrounding area) and influence (can have an impact on strategy or business).
---	--

102-43 Approach to stakeholder engagement	Employees	Main communication channels and dialogue	Main topics identified
102-44 Key topics and concerns raised	Employees	Internal magazine and publications, intranet, company committees and legal representation, corporate social network, corporate e-mail and website, periodic internal meeting, internal events, climate survey, iDamm,+Damm, Damm Info e-mails and Internal Damm Communiqué, internal communication newsletters (Asegúrate Damm, Noticias Estrella, technological channel).	General information (operational and corporate), work climate, organisational changes, internal employment offers, benefits, schedules, company spots and videos, presentations to the media, transport, health and safety, suggestions, complaints, enquiries, etc.
	Customers-Consumers	Telephone service for enquiries and questions about products, radio communication, printed and internet press and social networks, mobile applications (apps), press releases, corporate website and customer service e-mail, digital and physical mailings, advertising campaigns.	Food safety, product variety, innovation, promotions and offers, events and sponsorship, price, quality.
	Customers-Businesses	Magazines and commercial catalogues, involvement in business and sector institutions, presence in sector trade fairs, commercial team, digital and physical mailings, satisfaction survey system, complaint system, press releases.	Food and delivery safety (in the case of logistics companies), degree of service and product satisfaction, innovation, promotions and offers, events and sponsorship, price, quality.
	Distributors (only beer and water)	Magazines and commercial catalogues, involvement in business and sector institutions, presence in sector trade fairs, commercial team, digital and physical mailings, incident and complaint system.	Food safety, degree of service and product satisfaction, innovation, promotions and offers, events and sponsorship.
	Shareholders	General shareholders meeting (annual), personalised service phone lines, e-mail (accionistas@damm.es), shareholder information section on the website (www.damm.es), annual corporate governance report, annual board of directors' remuneration report, annual accounts report and annual report.	Profitability and benefits, decision-making as regards objectives set, transparency and accountability, good corporate governance, competitiveness, competitive conditions, perception and reputation.
	Suppliers, contracted companies and partners/ external advisers (only logistics)	Corporate website and e-mail, field days, supplier approval system, supplier website, direct communication and in-person meetings.	Hiring processes (standardisation) and fulfilment of contractual obligations, scope of corporate responsibility commitment, food safety.
	Public and private institutions	Development of partnerships with government administrations (central, autonomous and local).	Compliance with applicable legislation, transparency and accountability, good management of factories and their impacts, involvement in the local community, collaboration for the development of joint projects.
	Society	Membership in community associations and groups, factory visits, involvement in events, sponsorship collaboration with NGOs, Fundación Damm, corporate website, Fundación Damm report.	Partnerships with local institutions or others through sponsorship initiatives (cultural, sport, and social initiatives) and Fundación Damm sponsorship initiatives (social, sport and cultural initiatives), good neighbourliness, respect for the environment and natural surroundings, improvement of the local setting and community.
	Franchisees (only restaurants)	Corporate website and e-mail, digital and physical mailings, direct communication and in-person meetings.	Food safety, degree of satisfaction, innovation, promotions and offers, events and sponsorship, price, quality.
	Media and influencers	Corporate website and e-mail, press office, digital and physical mailings, direct communication and in-person meetings.	General corporate information, partnerships with local institutions or others through sponsorship initiatives (cultural, sport, and social initiatives) and Fundación Damm sponsorship initiatives (social, sport and cultural initiatives), events, respect for the environment and natural surroundings, improvement of the local setting and community.

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REPORTING PRACTICES

102-45 Entities included in the consolidated financial statements	135
102-46 Defining report content and topic Boundaries	136
102-47 List of material topics	137
102-48 Restatements of information	There were no restatements of the information provided in previous reports.
102-49 Changes in reporting	There have been no substantial changes in reporting. In those cases in which there has been a change in the scope of the information, it is detailed at the foot of the page or table.
102-50 Reporting period	135
102-51 Date of most recent report	2019
102-52 Reporting cycle	Annually
102-53 Contact point for questions regarding the report	135
102-54 Claims of reporting in accordance with the GRI Standards	135
102-55 GRI content index	139
102-56 External assurance	This report has not been submitted for external assurance.

Material Topics

GRI Standards disclosures

Page or direct answer

ECONOMIC TOPICS

GRI 103: MANAGEMENT APPROACH 2016 LINKED TO GRI 201: ECONOMIC PERFORMANCE, GRI 205: ANTI-CORRUPTION

103-1 Explanation of the material topic and its Boundary	Material topic	Boundary ¹	Involvement ²
	GRI 201: Economic Performance	Within and outside of the organisation (beer, water, logistics and restaurant business)	Direct and indirect
	GRI 205: Anti-corruption	Within and outside of the organisation (beer, water, logistics and restaurant business)	Direct and indirect

(1) Indicate where the impact is produced: within the organisation, outside of the organisation, within and outside of the organisation.

(2) Indicate the organisation's involvement with the impacts: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).

103-2 The management approach and its components

42-46

103-3 Evaluation of the management approach

42-46

GRI 201: ECONOMIC PERFORMANCE (2016)

201-1 Direct economic value generated and distributed

44

201-2 Financial implications and other risks and opportunities due to climate change

Damm periodically monitors the reports published by the IPCC and the future climate change scenarios published by the State Meteorological Agency (AEMET). The main risks identified are related to the supply of barley and its price, as well as the water supply due to drought.

GRI 205: ANTI-CORRUPTION (2016)

205-3 Confirmed incidents of corruption and actions taken

In 2020, no confirmed cases of corruption were recorded in the companies that make up Damm.

ENVIRONMENTAL TOPICS

GRI 103: MANAGEMENT APPROACH 2016 LINKED TO GRI 301: MATERIALS, GRI 302: ENERGY, GRI 303: WATER AND EFFLUENTS, GRI 305: EMISSIONS, GRI 306: EFFLUENTS AND WASTE, GRI 307: ENVIRONMENTAL COMPLIANCE, MINIMIZE ENVIRONMENTAL IMPACT AND CONTINUOUS IMPROVEMENT, CLIMATE CHANGE ADAPTATION AND RISK ANALYSIS AND ACT AGAINST CLIMATE CHANGE

103-1 Explanation of the material topic and its boundary	Material topic	Boundary ¹	Involvement ²
	GRI 301: Materials	Within and outside of the organisation	Direct
	GRI 302: Energy	Within the organisation	Direct
	GRI 303: Water	Within and outside of the organisation	Direct and indirect
	GRI 305: Emissions	Within and outside of the organisation	Direct
	GRI 306: Effluents and waste	Within and outside of the organisation	Direct and indirect
	GRI 307: Environmental compliance	Within and outside of the organisation	Direct
	Minimize environmental impact and continuous improvement,	Within and outside of the organisation	Direct and indirect
	Climate change adaptation and risk analysis	Within and outside of the organisation	Direct and indirect
	Act against climate change	Within and outside of the organisation	Direct and indirect

(1) Indicate where the impact is produced: within the organisation, outside of the organisation, within and outside of the organisation.

(2) Indicate the organisation's involvement with the impacts: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).

103-2 The management approach and its components

92-112

103-3 Evaluation of the management approach

92-112

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GRI 301: MATERIALS (2016)

301-1 Materials employed by weight or volume	97		2018	2019	2020
	Materials and raw materials used (t)				
	Beer factories (Kg/hl packaged)	Raw materials (malt, rice, maize, barely in process and hops)	16,40	17,37	15,75
	Beer and soft drinks factories (Kg/hl packaged)	Materials (glass, aluminium, Steel, paper/ cardboard and plastic)	12,44	12,44	11,40
	Water factories (Kg/hl packaged)	Plastics (PE y PET), paper and cardboard	2,69	2,60	3,28
	Grupo Rodilla (kg/kg produced)(1)	Raw materials	1,47	1,36	1,38
		Materials	0,012	0,015	0,016
	(1) Includes Hamburguesa Nostra				

GRI 302: ENERGY (2016)

302-3 Energy intensity	105		2018	2019	2020
	Energy consumption				
	Beer factories (kWh/hl packaged)	Electric power	9.87	9.41	9.82
		Thermal energy	18.75	18.16	19.55
	Water and soft drinks factories (kWh/hl packaged)	Electric power	5.03	4.97	4.59
		Thermal energy	4.18	4.41	3.84
	Malt houses (kWh/t produced)	Electric power	158.83	153.07	152.13
		Thermal energy	845.58	796.86	807.52
	Alfil Logistics (kWh/moved pallets)	Electric power	0.47	0.37	0.41
		Thermal energy	0.47	0.37	0.40
	Grupo Rodilla (kWh/kg produced) Hamburguesa Nostra included.	Electric power	340	440	370
		Thermal energy	0.10	0.07	0.05

302-4 Reduction of energy consumption

GRI 303: WATER AND EFFLUENTS (2018)

303-1 Interactions with water as a shared resource	100				
303-2 Management of water discharge-related impacts	100				
303-3 Water withdrawal	102		2018	2019	2020
	Water consumption (hl)				
	Headquarters (Roselló Street)		-	-	49,141
	Beer factories		55,304,939	58,377,629	56,211,888
	Water and soft drinks factories		9,826,939	9,417,894	9,396,343
	Malt houses		6,130,872	5,903,584	5,421,143
	Alfil Logistics		91,020	130,709	106,801
	Grupo Rodilla		53,420	60,840	39,366

GRI 305: EMISSIONS (2016)

305-4 GHG emissions intensity	110		2018	2019	2020
	GHG emissions intensity (scope 1 and 2)				
	Malt (t CO ₂ eq./t produced)		0.141	0.1534	0.1652
	Beer (t CO ₂ eq./hl packaged)		0.0049	0.0045	0.0044
	Water and soft drinks (t CO ₂ eq./hl packaged)		0.0012	0.0009	0.0009
	Grupo Rodilla (t CO ₂ eq./kg produced)		0.00018	0.00020	0.00016
	Alfil Logistics (t CO ₂ eq./moved pallet)		0.00015	0.00012	0.00009

305-5 Reduction of GHG emissions

104, 106-109

Management of aspects that impact climate change is done via the environmental management systems implemented in the companies and has the objective of optimising resource consumption, both in terms of materials as well as water and energy, while extending this commitment to the suppliers. In order to appropriately monitor the atmospheric emissions parameters, there is a computer system that enables the continuous monitoring thereof, in addition to the analysis and recording thereof pursuant to the relevant integrated environmental authorisation.

305-7 Nitrogen oxides (NOX), sulfur oxides (SOX), and other significant air emissions	Other emissions into the atmosphere (NO2) (g/hl of product packaged)		2018	2019	2020
	Compañía Cervecería Damm (El Prat de Llobregat)		5.73	6.05	6.34
	Estrella de Levante (Espinardo)		6.31	4.13	4.45
	Font Salem (El Puig)		4.41	4.21	4.56
	Font Salem (Salem)		1.41	1.55	1.50
	Gestión Fuente Liviana (Huerta del Marquesado)		0.51	0.44	0.33
	Aguas de Veri (Bisaurri and El Run)		0.30	0.07	0.31

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GRI 306: EFFLUENTS AND WASTE (2016)

306-2 Waste by type and disposal method	99				
	Waste generation (t)	Non-hazardous waste	Hazardous waste	Reusable waste	Total
	Beer	2,661	158	24,154	26,815
	Soft drinks	84	34	838	923
	Water	6	8	401	416
	Total	2,751	200	24,938	27,889
2019	Beer	4,517	128	19,897	24,542
	Soft drinks	9	29	694	733
	Water	17	12	639	668
	Total	4,542	161	19,482	24,185
2018	Beer	4,428	118	20,924	25,470
	Soft drinks	37	30	826	894
	Water	78	6	484	568
	Total	4,543	154	22,234	26,932
	Waste generation (kg/hl product packaged of beer, soft drinks and water)				
		2019	2020		
	Non-hazardous waste	0.0005	0.0004		
	Hazardous waste	0.0045	0.0324		
	Reusable waste (cardboard)	0.0201	0.0201		
	Total	0.0251	0.0529		

GRI 307: ENVIRONMENTAL COMPLIANCE (2016)

307-1 Non-compliance with environmental laws and regulations
Damm's operations are carried out within the current legal framework, including applicable environmental legislation. The existing systems are constantly reviewed with the goal of adapting quickly and effectively to the regulations and changes thereof. In 2020, none of the companies that make up Damm were fined as the result of non-compliance with environmental legislation and regulations.

(NO GRI) MINIMIZE ENVIRONMENTAL IMPACT AND CONTINUOUS IMPROVEMENT

92-112

(NO GRI) CLIMATE CHANGE ADAPTATION AND RISK ANALYSIS

104, 106-109

SOCIAL TOPICS

GRI 103: MANAGEMENT APPROACH 2016

LINKED TO GRI 401: EMPLOYMENT, GRI 403: OCCUPATIONAL HEALTH AND SAFETY, GRI 405: DIVERSITY AND EQUAL OPPORTUNITY, GRI 406: NON-DISCRIMINATION, GRI 413: LOCAL COMMUNITIES, GRI 416: CUSTOMER HEALTH AND SAFETY, GRI 417: MARKETING AND LABELLING, GRI 419: SOCIOECONOMIC COMPLIANCE, EXISTENCE OF CLAIMING MECHANISMS AND CHANNELS AND SUSTAINABLE CULTURE

103-1 Explanation of the material topic and its Boundary	Material topic	Boundary¹	Involvement²
	GRI 401: Employment	Within and outside of the organisation	Direct
	GRI 403: Occupational Health and Safety	Within the organisation	Direct
	GRI 405: Diversity and Equal opportunity	Within the organisation	Direct
	GRI 406: Non-discrimination	Within the organisation	Direct
	GRI 413: Local Communities	Within and outside of the organisation	Direct and indirect
	GRI 416: Customer Health and safety	Within and outside of the organisation	Direct and indirect
	GRI 417: Marketing and Labelling	Within and outside of the organisation	Direct and indirect
	GRI 419: Socioeconomic Compliance	Within and outside of the organisation	Direct
	Existence of Claiming mechanisms and channels	Within and outside of the organisation	Direct and indirect
	Sustainable Culture	Within and outside of the organisation	Direct and indirect

(1) Indicate where the impact occurs: within the organisation, outside of the organisation or within and outside of the organisation.

(2) Indicate the organisation's involvement with the impact: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).

103-2 The management approach and its components
6-10, 40-41, 58-90, 114-132

103-3 Evaluation of the management approach
6-10, 40-41, 58-90, 114-132

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GRI 401: EMPLOYMENT (2016)

401-1 New employee hires
and employee turnover

New employee hires and employee turnover (as at 31 de December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹
	Men	769	499	21	246	3	817	332	45	434	6	850	337	364	149
< 25 years	213	46	1	166	0	267	73	6	187	1	133	54	23	56	0
26-35 years	227	152	8	66	1	303	123	14	164	2	252	122	56	74	0
36-45 years	183	166	7	9	1	132	102	12	17	1	238	89	134	15	0
46-55 years	105	96	4	4	1	42	29	9	3	1	150	52	94	4	0
56-65 years or more	41	39	1	1	0	73	5	4	63	1	77	20	57	0	0
Women	946	288	8	650	0	1,038	137	20	878	3	398	105	50	242	1
< 25 years	411	30	0	381	0	437	29	0	408	0	101	16	3	82	0
26-35 years	313	93	3	217	0	391	68	6	315	2	188	43	18	127	0
36-45 years	168	125	3	40	0	113	30	13	69	1	60	23	12	25	0
46-55 years	46	33	1	12	0	41	10	1	30	0	44	23	15	6	0
56-65 years or more	8	7	1	0	0	56	0	0	56	0	5	0	2	2	1
Total	1,715	787	29	896	3	1,855	469	65	1,312	9	1,284	442	414	391	1
New employees hires index	48 %	33 %	13 %	95 %	14 %	48 %	20 %	28 %	107 %	33 %	27 %	18 %	35 %	39 %	3 %

Employee turnover by gender and age group (as at 31 December)	2018					2019					2020				
	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹	Damm	Beverages and food	Logistics and distribution	Restaurants	Content management ¹
	Man	247	115	11	118	3	269	70	12	187	0	850	61	28	89
< 25 years	100	25	0	75	0	71	8	1	62	0	133	5	1	34	0
26-35 years	82	43	0	37	2	132	36	9	87	0	252	21	11	43	0
36-45 years	49	35	10	3	1	36	24	2	10	0	238	22	8	10	0
46-55 years	11	9	1	1	0	1	1	0	0	0	150	10	8	1	0
56-65 years or more	5	3	0	2	0	29	1	0	28	0	77	3	0	1	0
Women	332	27	5	300	0	471	39	6	423	3	398	29	9	135	0
< 25 years	176	5	0	171	0	208	8	1	199	0	101	4	0	49	0
26-35 years	123	15	2	106	0	186	20	1	163	2	188	16	6	67	0
36-45 years	27	6	3	18	0	33	8	1	23	1	60	6	2	14	0
46-55 years	6	1	0	5	0	16	3	3	10	0	44	3	1	4	0
56-65 years or more	0	0	0	0	0	28	0	0	28	0	5	0	0	1	0
Total	579	142	16	418	3	740	109	18	610	3	1,248	90	37	224	0
Employee turnover rate	16.4%	6.0%	7.4%	44.3%	14.3%	19.1%	4.6%	7.7%	49.7%	11.1%	27%	3.7%	3.1%	22.5%	0

¹ For the 2018 and 2019 fiscal years, the data includes only SetPoints Events. For 2020, Rumbo Sport is also included.



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401-3 Parental leave	73	2018					2019					2020				
		Damm	Food and drinks	Logistics and distribution	Restaurants	Content management ¹	Damm	Food and drinks	Logistics and distribution	Restaurants	Content management ¹	Damm	Food and drinks	Logistics and distribution	Restaurants	Content management ¹
Retention rate																
Number of individuals that have taken parental leave		163	110	10	42	1	188	124	11	48	5	189	116	37	34	2
Men		92	76	6	9	1	112	90	7	11	4	130	88	27	12	2
Women		71	34	4	33	0	76	34	4	37	1	59	28	10	21	0
Of the above individuals, the number of people that returned to the same job post following leave		156	104	10	41	2	181	246	11	42	10	189	116	37	34	4
Men		86	70	6	9	1	112	90	7	10	4	130	88	27	13	2
Women		70	34	4	32	0	69	32	4	32	1	59	28	10	21	0
Of the above individuals, the number of people that, after returning to their job post, were still with the company after 12 months		153	106	10	36	1	173	123	11	34	5	182	114	34	32	2
Men		89	74	6	8	1	112	91	7	10	4	126	86	25	13	2
Women		64	32	4	28	0	61	32	4	24	1	56	28	9	19	0
Retention rate		94 %	96 %	100 %	86 %	100 %	92 %	99 %	100 %	71 %	100 %	96 %	98 %	92 %	94 %	100 %
Men		97 %	97 %	100 %	89 %	100 %	100 %	99 %	100 %	91 %	100 %	97 %	100 %	100 %	100 %	100 %
Women		90 %	94 %	100 %	85 %	-	80 %	94 %	100 %	65 %	100 %	95 %	100 %	90 %	90 %	-

GRI 403: OCCUPATIONAL HEALTH AND SAFETY (2018)

403-1 Occupational health and safety management system	Our commitment to the safety of our collaborators is included in Damm's Policy on Occupational Health and Safety. The main objective of this policy is the systematic reduction of workplace accidents and the application of preventive measures on all levels of the organization and in all its processes. To this end, Damm promotes and develops comprehensive prevention to ensure that preventive action and responsibility are managed autonomously and implicitly in all areas.
403-2 Hazard identification, risk assessment, and incident investigation	66
403-3 Occupational health services	To guarantee the quality of occupational health services, these have regularly updated information to help adapt the revision protocols to identified risks. Whenever necessary, locations are visited to gain first-hand knowledge of the workplace and its requirements.
403-4 Worker participation, consultation, and communication on occupational health and safety	<p>Risk evaluations are carried out by physically visiting the location, always with the presence and participation of the prevention delegates. Collaborators are also consulted. All employees (internal, eventual or external) have a specific communication channel available for preventing occupational risks, such as a suggestion box. Forms of presenting written suggestions will vary, with different levels of openness and management in different departments. The author of the suggestion may be identified to offer a better response. In certain centres, the most interesting and/or relevant suggestions may be ranked and rewarded. At Font Salem, a Hygiene and Safety Committee exists to process suggestions for improvement. A suggestion box for Occupational Risk Prevention and other means of direct communication such as email are also available.</p> <p>Workplace accidents are monitored and combatted using different means. At Grupo Rodilla, an exhaustive method has been established for analysing causes and controlling corrective actions, with a greater focus on individual awareness (for store employees, etc.). Meanwhile, manufacturers (beverage companies) focus more on intermediate management structures.</p> <p>Health and safety issues addressed in formal agreements with unions are listed below, using percentages to specify degrees: CC Damm (10% personal protection equipment, 15% joint business/collaborator health and safety committees, 20% participation of workers' representatives in inspections, audits, and investigations into health and safety accidents, 10% training in health and safety, 15% claiming mechanisms, 5% right to refuse unsafe jobs, and 25% regular inspections) and Font Salem (10% training programs, 10% action protocols, 30% machines and equipment, 20% roadways, internal circulation and pedestrian walkways, 20% facility safety, and 10% individual protection equipment and protection elements). At Grupo Rodilla, there is daily contact with occupational risk prevention delegates, as two of the delegates from one of the companies are part of the Human Resources Department. In addition, they hold meetings each trimester with the Health and Safety Committee, as well as extraordinary meetings to address specific topics such as psychosocial studies.</p>

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403-5 Worker training on occupational health and safety	Newly incorporated staff or staff assigned to a new position will be trained in risks, instructions and preventive measures specific to their position. The training plan is proposed to the businesses taking into consideration the diversity of activities in each area. On this, training activities are prioritized and assigned with the appropriate periodicity so that it is continued throughout the employee's working life, focusing on the activities and inherent aspects of the position: risks, instructions and general preventive measures or specific. In general, security and prevention measures are incorporated into the learning processes related to new processes, machines, services, etc. so that an integrated and direct training is carried out by the manufacturing companies or specialists, the corresponding extremes being supervised by the prevention service.
403-6 Promotion of worker health	Damm's collective agreements include measures to facilitate access by collaborators to medical and health services not related to work. These include officially accepted permits such as paid leave, unpaid leave, hourly remuneration, opportunities for changing shifts and other authorizations that can even be processed internally (by department). It also provides to Talenta groups options for contracting personalized or mutual medical policies for care which are economically advantageous.
403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Regarding the prevention or mitigation of negative impacts on workplace health and safety directly connected to the organization's commercial relationships, once risks have been identified they will be presented to Management. Management will then work to resolve them, providing investment or improvements to facilities or teams by working directly with the departments involved (quality, production, purchasing, etc.). Regarding chemical products, substances or raw materials, a study will be organized to determine possible substitute substances or safety improvements that may reduce risks. In the case of working teams, safety conditions will be evaluated to adapt them to current legislation.
403-8 Workers covered by an occupational health and safety management system	In the 2020 fiscal year, 85.0% of staff were represented by health and safety committees in their respective working centres (843.8% Food and Beverage, 56.8% Logistics and Transportation, 88.2% Catering and 0.0% Content Management). The responsibilities of these committees are determined by law (art. L31/1995). They organize four meetings a year, although the frequency of contact is greater for supervising projects and ongoing work (approximately once a month).
403-9 Work-related injuries	In fiscal year 2020 and 201,043.23 hours in fiscal year 2019 Damm's total number of absenteeism hours is 442,078.50. (No data are available for Intercervecera, SL)

404: TRAINING AND EDUCATION (2016)

404-1 Average hours of training per year per employee	64
404-2 Programs for upgrading employee skills and transition assistance programs	63
404-3 Percentage of employees receiving regular performance and career development reviews	64

GRI 405 DIVERSITY AND EQUAL OPPORTUNITY (2016)

405-1 Diversity of governance bodies and employees	73-74		2018					2019					2020				
	Women by job category (as at 31 December)		Damm	Drinks and food	Logistics and transport	Restaurants	Content management ¹	Damm	Drinks and food	Logistics and transport	Restaurants	Content management ¹	Damm	Drinks and food	Logistics and transport	Restaurants	Content management ¹
Board and senior management		11 %	10 %	0 %	17 %	0 %	14 %	7 %	50 %	17 %	0 %	10%	0 %	50 %	0 %	0 %	
Senior management												10%	10 %	0 %	22 %	0 %	
Technical staff and middle managers		44 %	39 %	31 %	67 %	16 %	44 %	40 %	35 %	63 %	9 %	41%	40 %	23 %	69 %	19 %	
Administrative and commercial staff		35 %	32 %	67 %	83 %	100 %	32 %	28 %	71 %	67 %	80 %	32%	28 %	36 %	77 %	75 %	
Labourer		35 %	11 %	5 %	74 %	-	38 %	10 %	5 %	69 %	0 %	27%	10 %	1 %	69 %	0 %	
Own staff with functional diversity by job category			2018					2019					2020				
Board and senior management			0					0					0				
Senior management			-					--									
Technical staff and middle managers			5					5					5				
Administrative and commercial staff			0					9					12				
Labourer			14					17					23				
Total			19					31					40				

¹ For the 2018 and 2019 fiscal years, the data includes only SetPoints Events. For 2020, Rumbo Sport is also included.



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GRI 406: NON-DISCRIMINATION (2016)

406-1 Incidents of discrimination and corrective actions taken	In 2019 and 2020 Damm has no registered incidents of discrimination.
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GRI 413: LOCAL COMMUNITIES (2016)

413-1 Operations with local community engagement, impact assessments, and development programs	6-10, 54, 56, 74-76, 78-79, 83-88, 112, 115-132
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GRI 416: CUSTOMER HEALTH AND SAFETY (2016)

416-1 Assessment of the health and safety impacts of the product and service categories	40-41 The quality and food safety standards in Damm are very important, and are applied in all phases of the production process, from the development of the product concept, the purchase of raw material, the manufacturing phase to consumption. To do this, it invests resources for the implementation of procedures, standards and certifications that ensure strict compliance with legal criteria for health and safety. Grupo Rodilla has its own laboratory for microbiological and physicochemical analysis, in which the specifications of the raw materials are checked, and the manufactured products and hygienic working conditions are analyzed. The quality management system is complemented by another based on Hazard Analysis and Critical Control Points (HACCP) that it has implemented both in the factory and in all its stores. In addition, all of the Rodilla establishments are subject to a monthly audit by operations supervisors, and a bimonthly quality and food safety audit. The Artesanía de la Alimentación factory has an annual internal audit plan in place, as well as a monthly verification of the production processes. In beverage, food and restaurant companies, the health and safety impact of all products is evaluated throughout their entire life cycle to promote improvements, considering the following phases: product concept development, research and development, certification, manufacturing, marketing and promotion actions, storage, distribution, product consumption and disposal, reuse or recycling.
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GRI 417: MARKETING AND LABELLING (2016)

417-1 Requirements for product and service information and labelling	From product packaging to the respective brand websites, customer service and through social networks, among others, Damm provides information about the characteristics of its products (nutritional components, whether they contain gluten, etc.) in strict compliance with legislation on the labelling of the various products sold. In addition to legal compliance, Damm is a member of the Brewers Committee of Spain. Damm has procedures for the development of new references and for the review of legal texts in the approval of the image and labelling. All information about products and services can be consulted at www.damm.es and on the respective websites of the companies/brands. Grupo Rodilla products provide information about product safety instructions and product end-of-life management.
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GRI 419: SOCIOECONOMIC COMPLIANCE (2016)

419-1 Non-compliance with laws and regulations in the social and economic area	In 2019 and 2020 any Damm company has received fines as a result of non-compliance with legislation and regulations in these areas.
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Existence of claiming
mechanisms and channels

In 2020, a change has been implemented in the introduction of the web contact data for claims that allows the streamlining of the process and, therefore, a better response to the consumer.

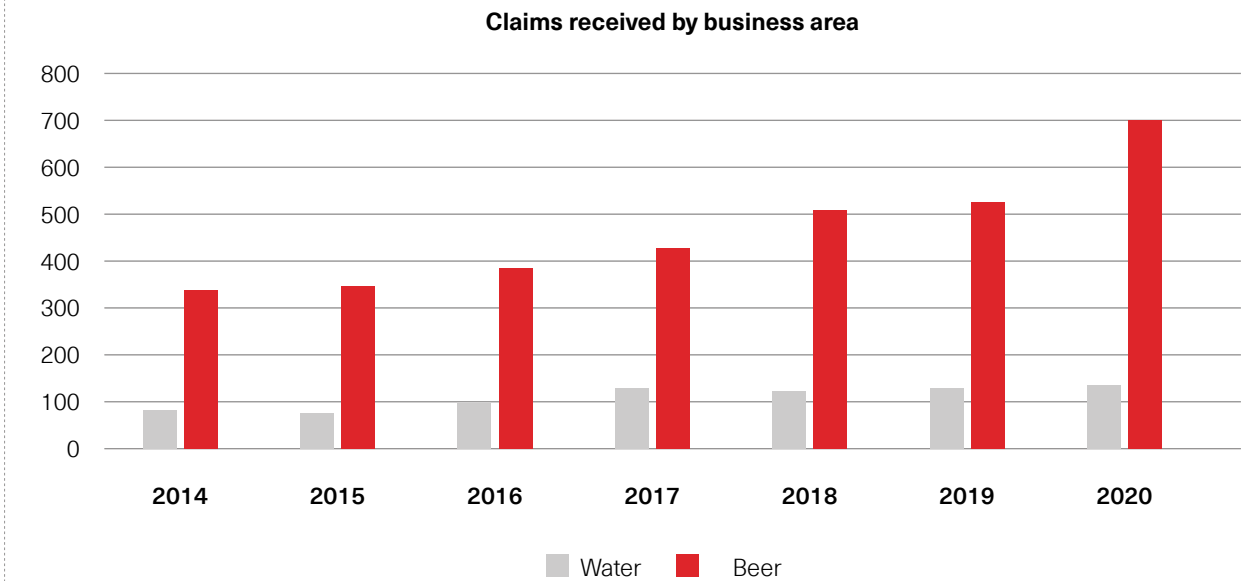
In the beer, water, coffee, dairy and imported soft drinks divisions, a detailed data analysis is carried out and the improvement inputs are determined by reference and / or by process. Improvement actions are proposed to reduce incidents for each of the causes and the corresponding monitoring is carried out through the evolution of the number of incidents due to each of these causes, market audits or coordination with the sales force.

In 2020, the increase in complaints received mainly in the beer business stands out. In this, a greater predisposition of the client to maintain fluid communication with the company is detected by improving communication channels with the market. In addition, there is an increase not only in incidents, but also in inquiries and even congratulations.

The most active channels during 2020 (large food accounts, import companies and consumers) are those with the highest percentage increase in these communications.

The agile communication with the different types of clients, already consolidated in previous years, has allowed Damm to adapt almost immediately to the new situations generated in the market in the face of the pandemic situation that has occurred in the different markets, both national and international. These actions include carrying out information and training activities in many of the markets where Damm is present. These trainings have included sessions that detail the characteristics of our range of products, their production process, the raw materials used or even pairing training and quality of service at the point of sale, all clearly focusing on promoting the knowledge of our product and our company and in improving the experience of consumers at the point of sale. These webinars have had more than 1,000 people attending.

The year-on-year evolution of claims in the beer and water business is shown below:



For its part, the Rodilla Group has maintained and reinforced its consumer studies, with the main objective of increasing customer satisfaction (in a year like this, with such a drastic drop in traffic, it is essential to improve satisfaction ratios current customer). Similarly, work has continued with a system for collecting and managing customer complaints through social networks (75% of complaints received in this way), telephone, mail and email. Currently, a total of 0.04% of claims is maintained (3,313 incidents in 2020) based on annual clients (8,281,208). By type of incident, 51.28% was due to the management of orders in electronic commerce (total of 1,699 incidents), 5.12% to incidents in the store and 4.61% to product issues.

It is worth highlighting the project carried out together with Damm's Digital Transformation team, in which a new tool for monitoring consumer complaints (Service Cloud) has been developed with the aim of improving response times and corrective reporting to managers area and shops.

Regarding claims made by Pall-Ex customers, these are due to network service failures. Of the total shipments made from January to October (273,103), 558 complaints have been registered, which constitutes 0.20% of the total.

The Alfíl Logistics Customer Support Department concentrates the management of all customer complaints in the operational field. From January to November, a total of 1,804 complaints were received from 63 different clients, which represents 0.59% of the total shipments.

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Principles of the United Nations Global Compact

Pages or direct response

GRI standards

Principle 1: Businesses must support and respect the protection of internationally recognized fundamental human rights within their sphere of influence	The prevention of risks of violating human rights is included in Damm's system for preventing penal risks. The company applies the principles of honesty and respect for human rights included in its Code of Conduct and, as a result, the relationships between all company collaborators and suppliers must ensure fair, polite and respectful treatment. Specifically, the Code of Conduct refers to human rights and employment in keeping with the principles of the International Labour Organization, as well as the principles of a recently certified family-friendly company. These principles are respected wherever Damm conducts its activities, and apply to subsidiary companies, companies where Damm holds a majority share, and companies where Damm has direct or indirect effective control.	GRI 406, GRI 407, GRI 408, GRI 409, GRI 410, GRI 411, GRI 412, GRI 414, GRI 413
Principle 2: Companies must ensure that their companies are not accomplice in the violation of human rights	The Whistle-Blower Channel is used to address any issues related to the Code of Conduct and, in general, the Model of Regulatory Compliance, as well as for reporting or denouncing any infractions or risks regarding what is regulated in the Code or in the Model of Regulatory Compliance as a whole. The Whistle-Blower Channel permits access, resolution or the issuing of complaints regarding these issues. In the 2019 and 2020 fiscal years, Damm registered no complaints regarding human rights violations.	GRI 406, GRI 407, GRI 408, GRI 409, GRI 410, GRI 411, GRI 412, GRI 414
Principle 3: Businesses must support freedom of association and the effective recognition of the collective bargaining right	The Code of Conduct refers to human rights and employment in keeping with the principles of the International Labour Organization. The legal representatives of collaborators both on a union and unitary level are and have been a key partner in achieving Damm's business objectives. The dialogue is carried out by the Department of Human Resources in an accessible, fluid and ongoing manner, with the permanent goal of ensuring credibility and good faith. As a result of this positive relationship, many of the businesses in the group have their own collective agreement.	102-41 GRI 402, GRI 407
Principle 4: Businesses should support the elimination of all forms of forced or coerced labour	The Code of Conduct refers to the elimination of forced or compulsory labour.	GRI 409
Principle 5: Businesses should support the elimination of child labour	The Code of Conduct refers to the elimination of child labour.	GRI 408
Principle 6: Businesses should support the abolition of discrimination practices in employment and occupation	Regarding discrimination, article 9 of Damm's Code of Conduct promotes respect for individuals. To this end, Damm promotes and defends compliance with human rights and workers' rights, and commits to the application of current regulations and best practice regarding health and safety in the workplace. It respects the principles of the United Nations' Universal Declaration of Human Rights and the declarations of the International Labour Organization, and is committed to fighting discrimination based on race, colour, nationality, social origin, age, sex, marital status, disability, sexual orientation, ideology, political opinion, religion or any other personal, physical or social conditions of its collaborators. It is also committed to providing equal opportunity for all. In addition, Damm forbids and rejects any form of violence, of physical, sexual, psychological, moral or other forms of abuse, the abuse of authority in the workplace and any other intimidatory or offensive behaviours that violate the personal rights of its collaborators. All collaborators must avoid any form of discrimination (prejudice, assault, mobbing) and guarantee respectful, collaborative treatment. In the 2019 and 2020 fiscal years, no cases of discrimination were registered in Damm companies.	102-8 GRI 401, GRI 402, GRI 403, GRI 404, GRI 405, GRI 414, GRI 103, GRI 406
Principle 7: Companies must maintain a preventive approach that favours the environment	92-112	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 8: Businesses should encourage initiatives that promote greater environmental responsibility	92-112	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 9: Businesses should promote the development and diffusion of environmentally friendly technologies	92-112	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery	Damm has a system for preventing penal risks that includes the following tools: the Code of Conduct, the Governing Regulations for the Whistle-Blower Channel, the Compliance Committee and the Regulations of the Compliance Committee. In addition, for improved management of risks in all their manifestations including penal risks, Damm has an Internal Audit Department. Both the Compliance Committee and the Internal Audit Department depend on the Audit and Control Commission, which is made up of members of the Board of Directors. The Audit and Control Commission assigns the Compliance Committee and the Internal Audit Department with the task of actively managing existing risks and elaborating an overall map of risks and an overall map of penal risks. The means of dealing with risks connected to political corruption is defined in the Code of Conduct and the Governing Regulations for the Whistle-Blower Channel. Conducting audits is the specific role of the Internal Audit Department. In the 2019 and 2020 fiscal years, no cases of corruption were registered in Damm companies.	GRI 205, GRI 415



Damm