



Sustainability Report

BERGENBIER S.A.

2024



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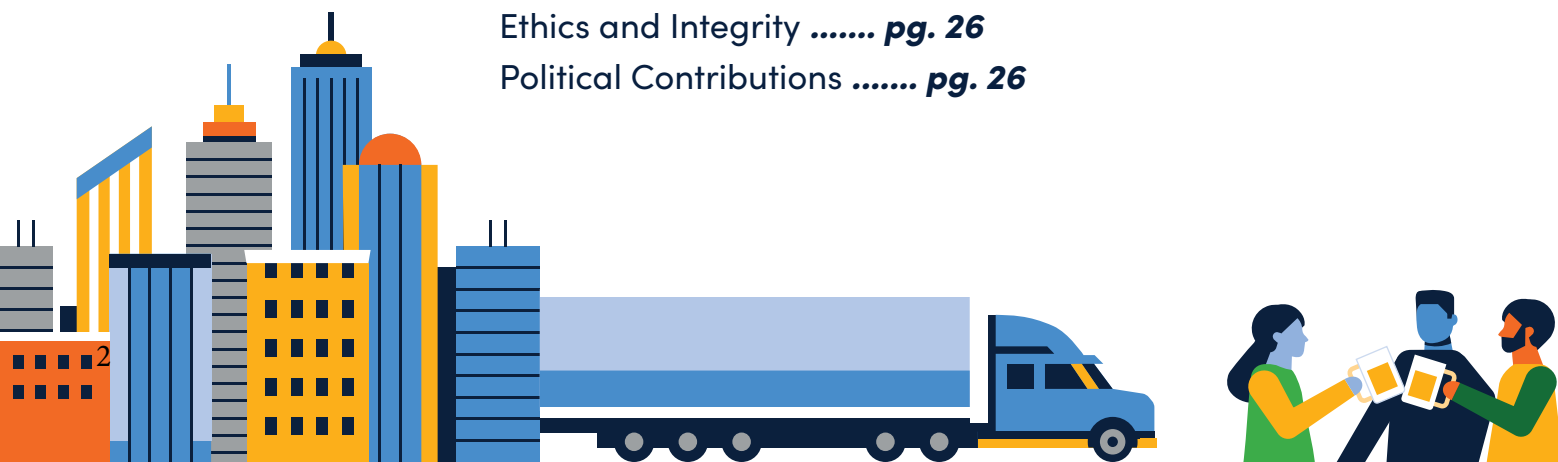
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ABOUT THIS REPORT

This is the sixth consecutive sustainability report published by Bergenbier S.A.

This edition includes non-financial information about Bergenbier S.A., part of the Molson Coors Beverage Company, that operates throughout Romania, in the Bergenbier Ploiești Brewery, the headquarters in Voluntari, Ilfov and local sales offices in each county of the country.

The data we are presenting refers to the year 2024, more precisely the period from January 1st to December 31st 2024.



Message from the General Manager



At Bergenbier S.A., we believe that every glass of beer comes with responsibility. Beyond our passion for quality and innovation, we take an active role in promoting responsible consumption, protecting the environment and developing products that meet the needs of a changing society.

Friendship is more than a slogan – it is our DNA. Under the famous “Friends know why”, this value is reflected in the way we treat our colleagues, partners and consumers. We build relationships based on transparency, respect and trust, offering those who choose our products the quality and security of a responsible brand, and one of our key commitments is to promote responsible consumption. We are investing in consumer education, in initiatives that promote moderation, we respond to growing demand, and constantly develop our portfolio of non-alcoholic beers, offering alternatives for those who want to enjoy the taste of authentic beer, but with zero alcohol.

At the same time, we are aware of our impact on the environment and are continuously working to minimize it. Every year we look at ways to reduce water, electricity and heat consumption in our Ploiești Brewery, and the packaging we use includes more and more recycled materials. These measures reflect our desire to build a more sustainable future without compromising our products' quality.

Another important step is our active involvement in the Deposit Return System, launched in 2023 with authorities, manufacturers and retailers. This large-scale project represents a major change for the Romanian beverage industry and we are proud to contribute to its success by helping consumers adopt more responsible recycling practices.

For us, sustainability is not just a goal but a long-term commitment. Whether we are talking about protecting the environment, promoting responsible consumption, or expanding alcohol-free options, we want to be a company that not only follows trends, but anticipates and shapes them.

Because a good beer is more than a drink, it's an experience to share, in a balanced and responsible way.

Sincerely

Mihai Voicu

General Manager of Bergenbier S.A.



About BERGENBIER S.A



For three decades, Bergenbier S.A. has been one of the largest beer producers in Romania. Our company was founded in 1994 and the most important brand in its portfolio, Bergenbier, was launched a year later. Since 2011, we are part of Molson Coors Beverages Company Central & Eastern Europe.

Bergenbier S.A. is one of the top three brewing companies in Romania, with a modern brewery in Ploiești and an efficient national distribution network. The principles that guide our every action are friendship and empathy, and with everything we do, we delight Romanian beer drinkers. This is why Bergenbier S.A. pays close attention to its impact on the community and the environment.

BRANDS



The Company's portfolio includes brands that cover all market segments.

In addition to the beers produced in Ploiești – Bergenbier, Caraiman, Fresh 0.0%, Staropramen, Stella Artois, Beck's, Noroc, Löwenbräu – the company imports and distributes exclusively the Belgian abbey beers Leffe and Hoegaarden, the American Miller Genuine Draft, the most loved Mexican beer, Corona, and the German unfiltered white beer Frazinskaner. In addition, the company's portfolio also includes non-alcoholic options of Bergenbier, Stella Artois and Staropramen.



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Memberships – Associations



ABRM – ROMANIAN BREWERS ASSOCIATION FOR THE ENVIRONMENT

In 2022, the most important players in the beer industry founded ABRM, an employers' organisation whose main purpose is to participate in the implementation of the Deposit Return System in Romania. ABRM also aims to meet the legal requirements for environmental protection applicable to economic operators operating in the brewing industry.

APBR – EMPLOYERS' ASSOCIATION OF BREWERS OF ROMANIA

APBR is an employers' organisation, founded in 2020 by the largest players in the Romanian beer industry, with the aim of promoting and representing the professional, technical and legal interests of its members.

ARMA – ROMANIAN ASSOCIATION FOR AUDIENCE MEASUREMENT



ARMA is a marketing and advertising industry organisation that defines how TV audience measurement is carried out in Romania. The data obtained with this service are unanimously accepted in the Romanian audiovisual market. The Romanian Association for Audience Measurement was founded in 2001 and has three categories of members: TV stations, advertising clients and advertising and media agencies. ARMA is a member of international audience measurement organisations (I-JIC, EMRO).

ROMANIAN BREWERS ASSOCIATION



The mission of the Romanian Brewers Association is to promote and develop a responsible and strong beer industry in Romania, to respect the consumers' interests and to promote the principles of fair competition. The Romania Brewers Association aims to ensure a healthy environment in this field of activity and to achieve an optimal image of beer both among consumers and authorities.

ROMANIAN ADVERTISING COUNCIL ASSOCIATION



The Romanian Advertising Council is a professional, non-governmental, non-profit and independent organization that aims to self-regulate advertising. The work of the Romanian Advertising Council is based on the Code of Advertising Practice, developed by its members. The Code represents a set of ethical rules to be respected by all those involved in advertising and in any form of commercial communication, in order to support the development of a decent and honest business environment in Romania by providing a guide of form and content for fair, honest and decent information towards the consumer and the industry.

ROMANIAN ASSOCIATION FOR PACKAGING AND ENVIRONMENT



ARAM aims to support the practical solutions needed to deal with the environmental impact of packaging in such a way that Romanian consumers continue to enjoy the widest possible range of products through the variety of packaging.

AMERICAN CHAMBER OF COMMERCE IN ROMANIA



The American Chamber of Commerce in Romania (AmCham Romania) is among the most representative associations of the Romanian business community, being recognized as a promoter of public-private dialogue on issues concerning the business environment, public policies with an impact on the economy, Romania's competitiveness or the dynamics of trade relations between the US and Romania.

FOREIGN INVESTORS COUNCIL



The Foreign Investors Council is an association of leading foreign investors in Romania. The key roles of the Foreign Investors Council are to contribute positively to the improvement of the Romanian legal framework for trade and tax matters, to promote sound business ethics and to project a good image of foreign investment and business in general.

IAA - INTERNATIONAL ADVERTISING ASSOCIATION



The International Advertising Association has grown from a tripartite organisation (advertisers, marketing agencies, media) into a unique strategic partnership that defends the common interests of all those involved in the branding process. The Association's mission is to promote the role and benefits of advertising as the lifeblood behind any healthy economy and the foundation of a diverse, independent and accessible media in an open society, to protect and promote freedom of commercial speech and consumer choice, and to encourage the practice and acceptance of advertising self-regulation.

EMPLOYERS' ORGANIZATION HORA



HORA Organization is the representative authority of the Romanian hospitality industry, which has the mission to support and promote the common interests and values of its members, nationally and internationally. Together with its 200 HORA members, the organization supports the sustainable development of the Romanian hospitality industry.

RDCC - ROMANIAN DIVERSITY CHAMBER OF COMMERCE



RDCC is a non-profit organization that promotes the principles of diversity and inclusion in the Romanian business community and supports the development of the Romanian economy through forums for activities that bring together a diverse group of stakeholders, including women, LGBTQ+, Roma, disabled people, as well as other disadvantaged groups and communities and business leaders.



Bergenbier S.A. Sustainability Strategy

The Bergenbier S.A. culture is primarily focused on the environment, the teams and the communities around us, which is why we take care to leave a positive footprint when we brew or consume a beer.

Our strategy is focused on three pillars, aligned with ESG objectives: **people**, **environment** and **responsible drinking**.



People

- We promote unique perspectives and experiences
- Constantly improving training and well-being programs
- Staying close to the communities around us



Environment:

- We make resource consumption more efficient
- Reducing carbon footprint and waste
- We reduce plastic and support increased recycling



Responsible drinking:

- Diversifying the portfolio of non-alcoholic products
- We implement awareness campaigns
- We carry out responsible marketing actions

People



The underlying principles of our Bergenbier S.A. culture are friendship and empathy towards colleagues, partners and consumers. We have five organisational values, aligned with Molson Coors globally, that guide our actions:



Putting
people first



We are brave
and bold in our
decisions



We take
responsibility



We learn day
by day



We celebrate
important
moments
together

Human Resources

Attracting and retaining the best people is essential for continued success. We support and provide growth and development opportunities for our people and have a constant dialogue, from which we use the feedback to improve the way we work and operate.

Bergenbier S.A. staff in 2024 worked in the following areas: the sales force, Ploiești Brewery and the headquarters.



610

employees



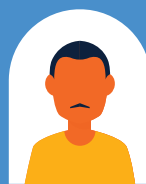
67

new hires



24

seasonal
employees



10

promotions



13

seasonal
workers



75

training sessions with
over 866 participants

The recruitment process is rigorous, objective, non-discriminatory and targets the individual professional and personal skills of the recruits to facilitate each person's journey towards fulfilling their career aspirations.

Bergenbier S.A. has a good employee retention rate - more than half of the company's employees have an average seniority in the organization of almost 8 years.

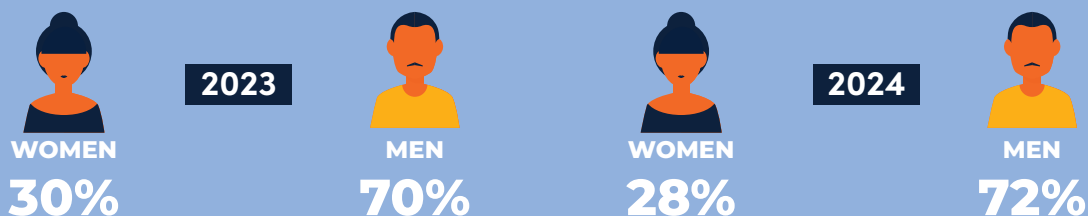
Years in service:



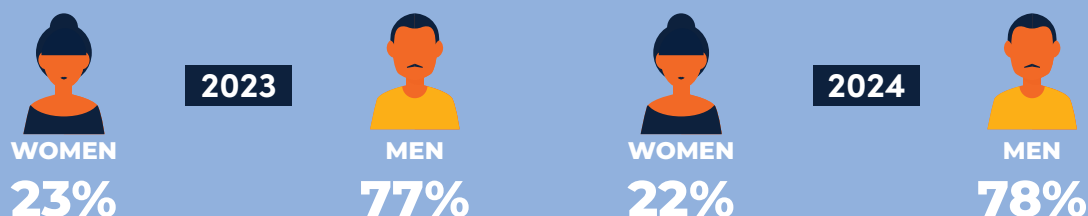
Better Together

This year we continued webinars with our employees on well-being and also offered development and recognition opportunities for all Bergenbier S.A. employees. Currently, we have the following figures:

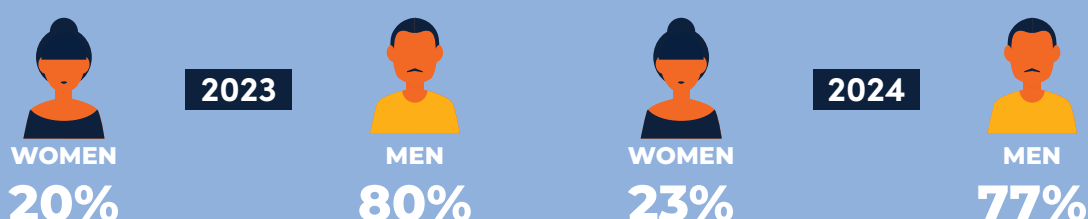
Percentage of employees



Ploiești Brewery



Sales Force



Professional Training

We constantly develop the professional work of our employees through internal and external training. We encourage continuous learning and help colleagues to develop their career within the company, through frequent meetings with the line manager and building flexible Personal Development Plans.

We organise learning sessions specific to different departments of the company and offer constant access to the Online Learning Centre to all our employees. They can access in-house developed courses and learning resources anytime, anywhere and have unlimited access to LinkedIn Learning, Get Abstract, the Learn Every Day online resource platform and the free Bookster subscription.

In 2024 we held a total of 75 training sessions attended by 866 people. We have held internal and external courses for organisational skills development, such as: Welcome Day, Team Communication (Emergenetics), Career Development, Successful Conversations, Coaching, Inclusive Leadership, Employee Advocacy, Financial and Business Understanding, Conflict Management, Presentation Skills, Leadership, Management Skills, Negotiation, Finance for Non Finance. In addition to these, we have been running monthly sales skills training courses in the Sales Academy, especially for newcomers to the Company, but also for experienced ones, such as: Advanced Negotiation, Business & Commercial Immersion, Mutual Value Creation, Sales Steps, Visual Storytelling. In addition, in order to train technical skills in the Supply Chain, we have run courses for managers and operators, such as Electrical, HACCP Internal Auditor, ISO 22000, Environmental Auditor, Working in Explosive Environments (with certification), Hygiene Course (with certification).

Performance

Employee performance is evaluated at the end of the year based on company goals and cultural values.

Employee self-assessments and manager appraisals are calibrated across departments, maintaining an overall consistent method to support our performance. We outline the succession plan each year, identifying employees with potential for future roles as team leaders. The talent management planning process also examines the current performance and future potential of all management employees.



First Aid Courses

In 2024, we carried out an extensive first aid training campaign for employees and organized 20 interactive sessions dedicated to the staff in the office headquarters in Voluntari, in the Ploiești Brewery and in all areas of the country where Bergenbier S.A. has local distribution offices.

More than 350 employees received professional training for such situations, carried out by doctors and volunteers specialized in emergency medicine.



Communities

Cleaning action

The “Friends know how to be responsible” project is a volunteering campaign dedicated to employees, now in its third edition. In 2024, over 100 colleagues from Bucharest, Ploiești, Caraș-Severin, Arad, Hunedoara, Timiș, Mehedinți, Mureș and Giurgiu took part in cleaning actions in several regions of the country and managed to collect and selectively collect over 2 tons of waste.



Management – Employees Relationship

Bergembier S.A. has an organizational culture that is open to dialogue and we are just as sociable regardless of hierarchical level in the Company. Formal and informal meetings between managers and employees on various topics related to business coordination or personal development are organised on a constant basis.

Because transparency is a principle we follow in every area, at the end of each quarter, the management informs employees about the Company's activity and performance.

The relationship between management and employees is formalised in the Code of Business Conduct and the Internal Rules, and discussions with employee representatives take place constantly to ensure that colleagues are well informed.

Labour Policies

We comply with labour protection regulations and operate under the principle of equal treatment of all employees and employers. All employees shall benefit from working conditions appropriate to their work, social protection, health and safety at work, and respect for dignity and conscience, without any discrimination.

Labour relations are based on the principle of consensus and good faith.

Wellbeing

Our goal is to establish a workplace culture that embraces employee well-being. We promote a healthy lifestyle, offering our employees many health, entertainment and personal development benefits.

All employees have access to benefits such as medical plans, access to meal vouchers (as required by law), vouchers for entertainment, transport or can opt for contributions to their own private pension fund. In addition, they benefit from fruit breaks, life and health insurance and the Employee Assistance Programme (EAP), which is available from 2021.

Environment



We believe that by our actions to protect the resources available to us we contribute to a sustainable world. To support this approach, in 2019 we implemented the World Class Supply Chain 2.0 (WCSC 2.0) programme in the Bergenbier S.A. Ploiești Brewery, where we aimed to:

- 

Improve
autonomy
- 

Boost
performance
- 

Standardize ways
of working
- 

Apply good
practices

In the five years since we launched the WCSC 2.0 programme, we have seen significant progress in the areas we focus on in our sustainability strategy: **waste and packaging, resource consumption and CO2 emissions, and investments in sustainability.**

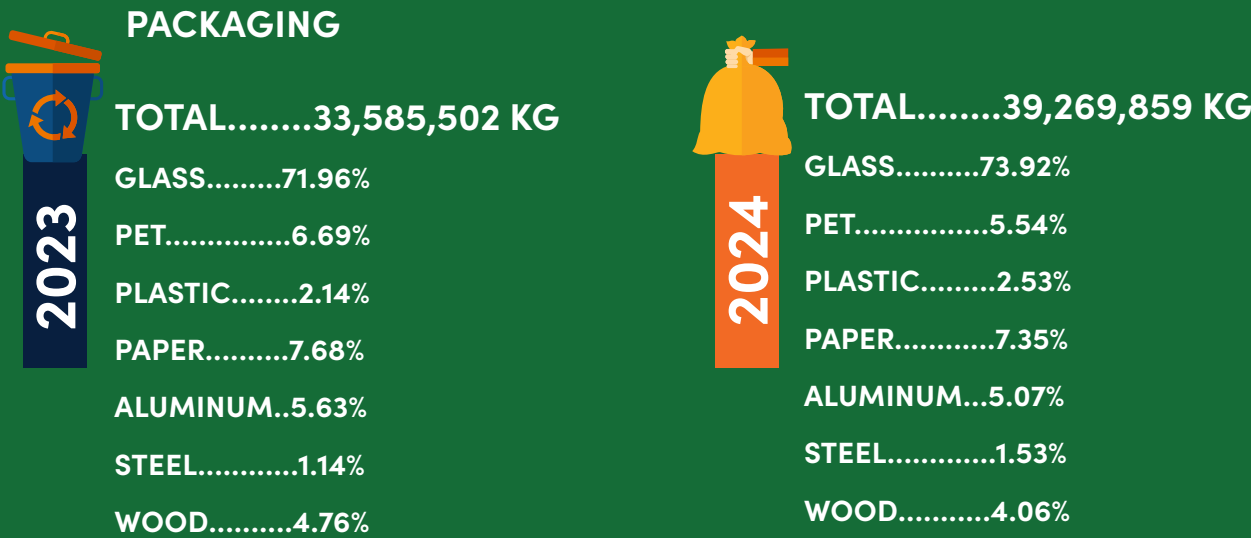


Waste and Packaging

The management, storage, recovery and disposal of waste was carried out in accordance with the legislation in force.

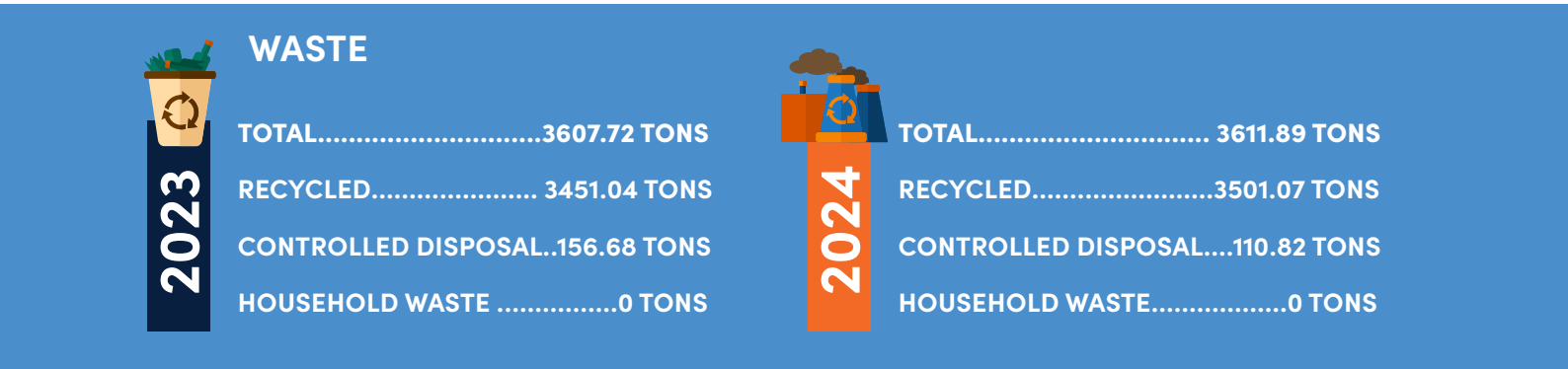
In accordance with Law 249/2015 on the management of packaging and packaging waste, Bergenbier S.A. has transferred part of the responsibility for meeting the recycling and recovery targets for packaging waste placed on the market to Organisations for the Implementation of Extended Producer Responsibility. For packaging placed on the market for which responsibility for meeting recycling/recovery targets has not been transferred, recovery and recycling targets have been met.

In 2024 a total of 39,296,859 kilograms of packaging was placed on the market, of which:



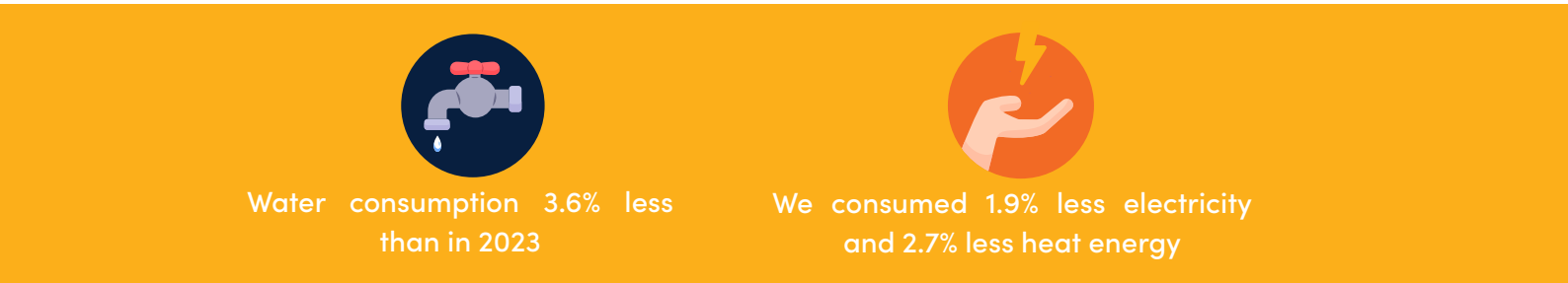
The entire quantity of trays used to pack Bergenbier and Caraiman canisters is made from 100% recycled cardboard.

In 2024, 3611.89 tons of waste were generated, of which 3501.07 tons were recycled and 110.82 tons were disposed of in a controlled manner. Since November 2019, we have not sent any household waste to landfill, with a 100% recovery rate (recycling or energy recovery).



Resource Consumption and CO2 Emissions

In the Ploiești Brewery and in the headquarters in Bucharest, Bergenbier S.A. purchases entirely renewable electricity. Through all our efforts for efficiency and to protect the resources we use, specific utility consumption was down in 2024 compared to last year:



Deposit Return System

Together with the Romanian beer industry, Bergenbier S.A. supports the implementation of the deposit return system for non-refillable beverage packaging.

To this end, the Romanian Brewers' Association, together with the soft drinks industry, has created the Alliance of Soft Drinks Producers, a private sector initiative whose main aim is to implement a viable system. Bergenbier S.A. is also the founder and financial guarantor of RetuRO, the company that manages the Deposit Return System.



Odors

Odors specific to brewing occur as a result of the brewing-fermentation process. Due to the nature of its activity, the Bergenbier Ploiești Brewery does not fall into the category of those generating strong unpleasant odors as a result of emissions from on-site installations.



Investments

In the Bergenbier Factory in Ploiești we had a total of 12 projects that can be allocated to sustainability initiatives, which represents 28% of the total amount of investments in 2024.



Safety at Work

No occupational safety event occurred during the year 2024 in the Bergenbier Ploiești Brewery.



Complaints

In 2024 there were no environmental complaints from the authorities, the community or other co-stakeholders.





Responsible Consumption



Bergenbier S.A. Commitment

In our actions we promote responsible drinking. Through education and safety programmes, we aim to inspire a responsible attitude among all our consumers. We are aligned with the global goals of the Molson Coors Beverage Company group and are committed to providing our consumers with options through which they can responsibly enjoy the products in our portfolio.

Promoting responsible alcohol consumption means for Bergenbier S.A. **providing nutritional information, responsible communication, expanding the portfolio of non-alcoholic products and consumer awareness campaigns.** In addition, all Bergenbier S.A. colleagues are informed about the Alcohol Responsibility Policy at the beginning of their employment.

Responsible Communication

We are committed to responsible advertising and marketing to adults, to people who are at least 18 years old. We self-regulate our marketing and advertising in order to ensure that our messages reach the audiences interested in and entitled to receive them.

In all commercial communications Bergenbier S.A. complies with The Commercial Communication Code developed by The Romanian Brewers Association" together with the Romanian brewing industry.

Non-Alcoholic Portfolio

Bergenbier S.A. is one of the large Romanian brewers that is constantly investing in expanding its portfolio of non-alcoholic products. We want to offer consumers responsible choices so they can safely enjoy the beer experience. At the moment we have non-alcoholic variants for the brands Bergenbier, Staropramen, Stella Artois, Fresh 0.0%, consisting of eight varieties of non-alcoholic beers.





Responsible Consumption Projects

#LiveResponsibly

The Live Responsibly project was a campaign dedicated to responsible consumption and encouraging a balanced lifestyle. Through the voice of Petronela Rotar, a renowned psychotherapist in Romania, Bergenbier S.A. conveyed a message of responsibility in all areas of life, from responsible consumption, to work-life balance, to responsible social media consumption and responsible driving. Petronela Rotar participated as a guest on the podcast moderated by Mihai Morar, "Fain și Simplu", and wrote a large press article in Psychologies magazine on responsible living. The podcast episode has been viewed by 400,000 users and provoked almost 10,000 reactions on Youtube.



Nutrition Information

We pay particular attention to informing consumers to help them make informed choices. We publish the nutritional information of the beers we brew on the packaging and labels of our products and on our website www.bergenbiersa.ro.

The nutrition declaration includes the following information: energy value and amount of fat, saturated fatty acids, carbohydrates, sugars, protein and salt.

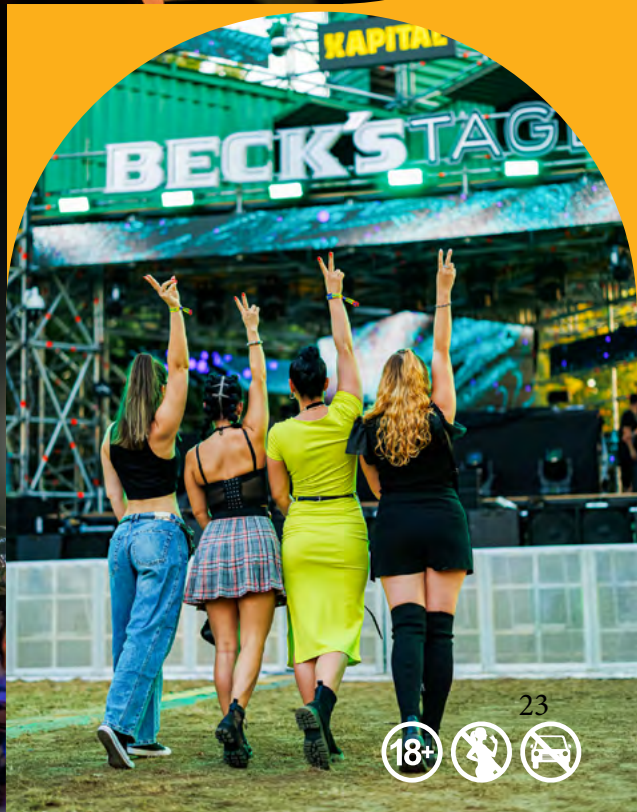


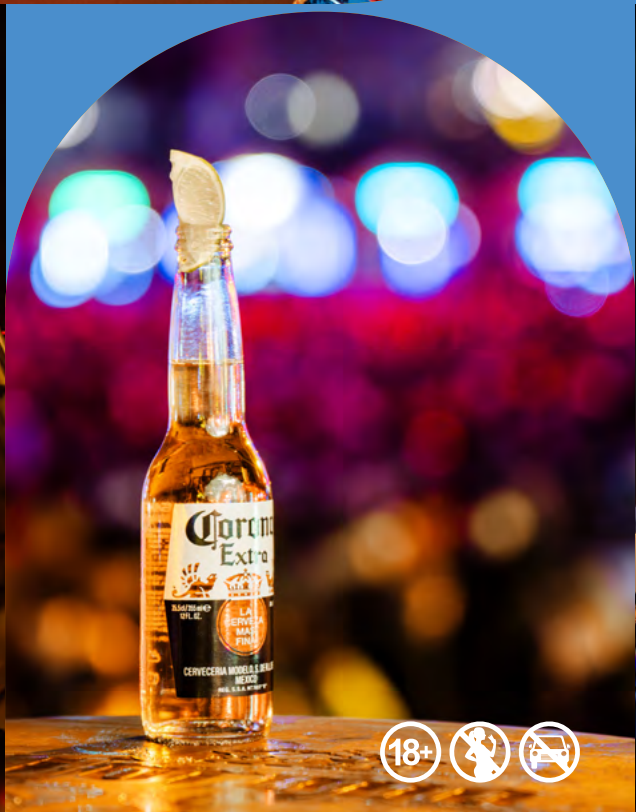
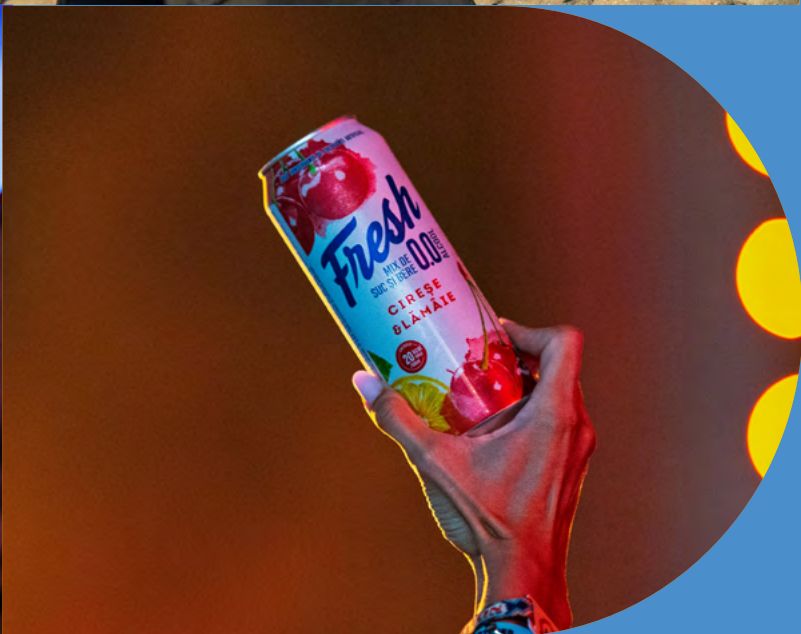
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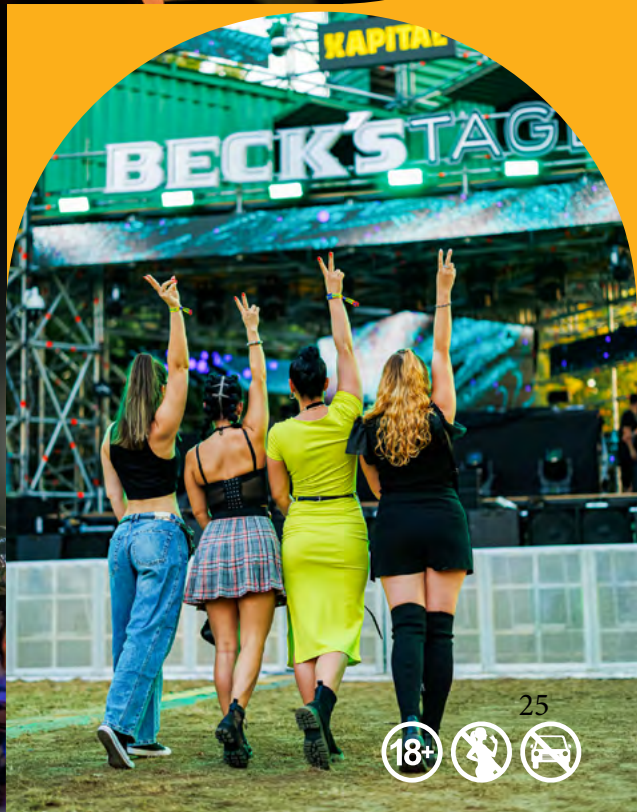
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Ethics



Anti-Corruption and Anti-Bribery

There is zero tolerance within the Molson Coors group and our Company with respect to bribery and corruption among employees or anyone acting on behalf of the Company. All our employees and partners with whom we work have adhered to our Policy on Preventing and Combating Bribery and Corruption and are trained to identify bribery and corruption. We help our business partners understand this approach through clear compliance procedures and standard contractual clauses on bribery and corruption. We also conduct audits – both internal and external – to monitor compliance. To this end, we carry out due diligence for each third party with whom we intend to enter into business partnerships (above EUR 50,000 and for contracts considered to be of medium/high risk such as: agency contracts, sponsorship contracts, distribution contracts, contracts with public authorities, etc.). We regularly conduct employee training to remind and emphasize the importance of compliance with anti-corruption and anti-bribery rules.

Gifts received by employees are reported and pre-approved through an online Gift and Entertainment Register in accordance with Company policies.

Ethics and Compliance Helpline

All Company employees have 24/24 access to the Ethics and Compliance Helpline. The Helpline is managed by a third-party provider and allows employees to submit complaints with complete confidence and/or anonymity. We ensure that our employees can access the Helpline in both English and Romanian. All concerns raised by our colleagues are addressed by the Company's Ethics Officers and resolved as a matter of priority.

Ethics and Integrity

We believe we have a duty to our employees, communities, suppliers, customers and consumers to always do business fairly. We are guided by our Code of Business Conduct, which is also respected by our partners. We apply specific procedures for training, communication, monitoring and auditing of all business ethics issues.

We ask from the outset of collaborations to disclose any potential conflicts of interest where their personal interests may conflict with those of the Company.

Political Contributions

Bergembier S.A. does not make political contributions.



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