



20
SUSTAINABILITY REPORT
2



Plzeňský Prazdroj



To the future!
2030

The Earth rotates on its axis in 23 hours, 56 minutes and 4 seconds. We can't make it accelerate, slow down or deviate from its axis, but otherwise humanity has a fundamental influence on the state of our planet. As our abilities, skills and production capacities grow, our consumption of raw materials, the frequency and density of transport and the production of packaging also grow. Our ability to work and produce more effectively is increasing, more efficiently and with more consideration for the environment and the people around us. This decade will be quite fundamental for the Earth's future. And we all have to get involved. In the following pages you will find specific steps showing how Plzeňský Prazdroj intends to contribute.

So that in 2030 we can drink a toast

TO THE FUTURE!



Plzeňský Prazdroj



20
SUSTAINABILITY REPORT
20



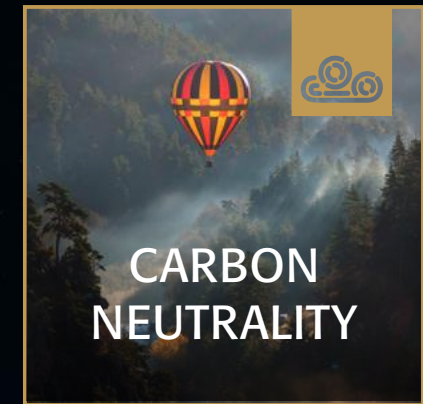
EDITORIAL



STRATEGY



COMPANY
PROFILE



CARBON
NEUTRALITY



WATER



INGREDIENTS



PACKAGING



WASTE



PEOPLE



RESPONSIBILITY



COMMUNITY



PANDEMIC

In 2020, we unveiled our ambitious new strategy Na budoucnost! 2030 (To the future! 2030), a strategy which builds on our previous activities in the field of sustainability. This year has not been easy in itself, but it has shown us how much we need society and people to be responsible and humble, and that we can also tackle threats if we act together and everyone gets involved.

Our new sustainable business strategy, in which we have set goals for the next ten years, also marks another major step forward for us. We devoted a lot of energy to its preparation, not only involving literally the whole company, but also our suppliers, partners and the professional public, and I am convinced that this is evident from the result.

Beer is and always has been a product which is close to nature and people. This is why our commitments, for example towards a fully circular approach to packaging or towards a further gradual reduction in water and energy consumption during the production of beer, aim to make our business fully carbon neutral. We take a holistic view of our business. Our responsibility does not end at the gates of our breweries, and this is why we are inviting our partners and consumers to join us on a common journey which is friendly to people and the planet.

We are transforming our corporate culture and becoming constantly more active in the field of diversity. We also feel strongly about our commitment to contribute towards responsible alcohol consumption, where we promote transparent rules of strict self-regulation which we adhere to across all of our brands and activities.

As soon as we presented the new strategy to the public, we had the opportunity to test in many respects the extent to which the principles of sustainability we have declared actually match how we as a company behave in everyday practice towards the public, our business partners and our employees. And we welcome any feedback, as it allows us to move forward.

The pandemic has affected all aspects of life around us, our business being no exception to this. But we are proud of how quickly and actively we were able to face up to the situation, and that not only did we not ease up in promoting our core values such as responsibility and sustainability, we actually intensified our efforts. For all this, I would like to thank both our wonderful employees and also the partners with whom we can further develop our sustainability strategy.


Pavlína Kalousová
Director of Communication and Corporate Relations

0

THIS IS EXACTLY WHAT
OUR WHOLE SUPPLY
CHAIN'S CARBON
FOOTPRINT WILL BE NO
LATER THAN IN 2050



To the future!

STRATEGY

In 2020, we markedly strengthened our ambitions in terms of sustainable development. In our new sustainability strategy, presented to the public in October, we emphasize even more how important it is to work with our partners and our ability to actively influence our environment, not only in the area next to our breweries. In addition to achieving carbon neutrality in production by 2030, we undertake to use solely renewable energy, use less plastics and work with what is recyclable. In addition, we intend to further deepen our position as a leader in saving water and to think of what influence our business has on our employees and society in general. All this is represented by our strategy's main motto – To the future!

“We are continuing a brewing tradition that has gone on for almost 180 years. We perceive sustainability as an opportunity to be economically successful and to maintain that tradition for future generations. We are not interested only in our own production and sales, but in the impact our activities will have on the landscape around us and the people inside the company. We want to be among the leaders when looking for new solutions and follow on even more on partnerships to support sustainable development.”

Pavčina Kalousová
Director of Communication and Corporate Relations
Plzeňský Prazdroj

CONTENTS

Plzeňský Prazdroj and Asahi

The undertakings we made are in accordance with the Asahi group's overall strategy.

Our priorities

The strategy is based on seven pillars, focused on the planet and the people around us.

Strategic goals

We clearly determined the ambitions about what we want to achieve in a specific time.



WE REALISE
THAT NATURAL RESOURCES SHOULD BE
PROTECTED AND HANDLED SENSITIVELY AND
RESPONSIBLY, SO THAT WE PRESERVE THEM FOR
FUTURE GENERATIONS.

PLZEŇSKÝ PRAZDROJ AND ASAHI

We closely coordinate Plzeňský Prazdroj's sustainable development strategy with Asahi, of which we are an important part.

1

Our sustainable development undertakings are fully in accordance with the sustainable development strategy of the Asahi Europe & International group adopted in 2020. As part of the Asahi group, since last year we have also been a member of the [RE100](#) global initiative focused on using electricity from renewable sources, and we also undertook to hit the [Science Based Targets](#) and not warm the planet by more than 1.5°C.



All our activities will lead primarily to a reduction in our carbon footprint. We have undertaken to reach carbon neutrality in two steps, by 2030 in production and by 2050 in the brewery's total balance, across the value chain. We are being helped by modern, energy-saving technology, and moving towards the purchase of energy solely from renewable sources and full circularity of packaging.



OUR PRIORITIES

In the production and distribution of our beer, we are constantly looking for ways to limit its impact on the environment as much as possible.

2

In our breweries, **we will attempt to achieve carbon neutrality and water savings, we will place a great emphasis on the circularity of packaging, purchases of ingredients from sustainable farming, waste reduction, equal opportunities and support for responsible consumption.** In all these areas, we want to achieve a marked shift, where each area of our strategy has its specifics and we will have to look for different solutions for it.

The sustainability of our business is an integral part of the corporate strategy. For the top management, including the Board of Directors, the area of a permanently sustainable development is among key priorities when setting the overall strategy of the company. Therefore, it is part of both long-term and everyday decisions and directors are responsible for it. Individual departments then have their representatives on the Sustainability Team. The Steering Committee, comprising members of the company's top management, supervises the strategy's consistency.

WATER

CO₂

CIRCULARITY OF PACKAGING

INGREDIENTS

WASTE

RESPONSIBILITY

DIVERSITY

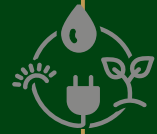
SDG GOALS
WE FOCUS ON
AT PLZEŇSKÝ
PRAZDROJ

3 GOOD HEALTH AND WELL-BEING	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION
15 LIFE ON LAND	17 PARTNERSHIPS FOR THE GOALS	

STRATEGIC GOALS

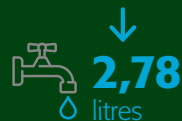
3

2025



CARBON NEUTRALITY

All electricity for our breweries will come from renewable resources.



2,78 litres

→ 1 litre



WATER

We will reduce average water consumption needed to produce 1 hl of beer to 2.78 hl.



↓ 30 %

WASTE

We will reduce the total volume of waste by 30%.



No waste from our breweries will end up in tips.



↓ 90%

RESPONSIBILITY

90% of our products will have a reduced sugar content or will be sugar free.

20%

A fifth of the drinks in our portfolio will be alcohol-free.

↑ 20%

We will increase our involvement in preventative programmes by 20%.

2030



30%

CARBON NEUTRALITY

Our breweries will be carbon neutral.

We will reduce our value chain's carbon footprint by 30%.



WATER

The water for our breweries will come only from sustainable sources.



CIRCULARITY OF PACKAGING

All packaging for our products will be re-usable or fully recyclable and made from a the majority of recycled material.



We will stop using single-use plastics made from virgin materials.



INGREDIENTS

All agricultural ingredients used for our beer will be from sustainable sources.

↑ 25%

RESPONSIBILITY

Soft drinks will comprise 25% of our portfolio.



50:50 DIVERSITY

We will achieve a balanced share of men and women in managerial positions.

2050



CARBON NEUTRALITY

Our carbon footprint will be zero across the whole value chain.



To the future!
2030

15



COMPANY PROFILE

25

THOUSAND

IS THE APPROXIMATE
NUMBER OF PUBS AND
RESTAURANTS WE SUPPLY
OUR BEER TO IN THE CZECH
REPUBLIC AND SLOVAKIA.



PRAZDROJ IN THE WORLD

With exports to **more than 50 countries** around the world, Plzeňský Prazdroj is a **leader among beer producers in the Czech Republic** and the largest exporter of Czech beer. In addition to large export markets in our neighbouring countries, we are markedly growing in many others, including the USA, Japan and Hungary.

CZECH REPUBLIC AND SLOVAKIA

In 2014, we became an integrated company, comprising Plzeňský Prazdroj and Plzeňský Prazdroj Slovakia. We jointly chose the best of our companies, so that they were better organised and had simpler processes. **Through this merger we created the leading brewer in Central Europe.** We have been part of the global Asahi group since 2017.



Our success is based on the **talent, enthusiasm and professionalism of our employees.** There are more than two thousand of them in the Czech Republic and Slovakia. We indirectly also employ another 20,000 people in supplier companies, agriculture and other industries.

We are developing beer culture. With our customers, whether they are restaurants or retail outlets, we are constantly monitoring the needs of consumers and working to further cultivate the environment and increase the quality of draught beer. We therefore contribute to the development of their business. We supply drinks in the **Czech Republic and Slovakia to approximately 25,000 pubs and restaurants.** We train thousands of pub managers and restaurateurs every year in the **Master Bartender** programme. For several years, we have been successfully developing concept pubs, where, together with top-quality

technology for tapped beer, we offer pub owners designs for their premises.

Last year we opened the new experimental **Proud minibrewery** in Plzeň in the building of a former electricity plant at the confluence of the Mže and Radbuza Rivers. In it we place an emphasis on quality, but we are not frightened to experiment.

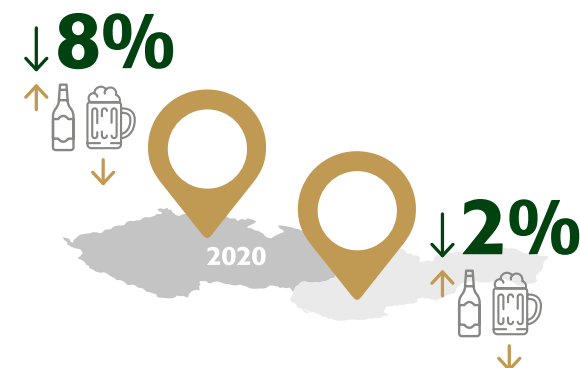


RESULTS IN 2020

Last year's long closure of restaurants and pubs brought Plzeňský Prazdroj in the **Czech Republic a fall in sales on the domestic market by 8 per cent, i.e., approximately 111 million beers, to 6.69 million hectolitres. Seven per cent more packaged beer than in the previous year was sold** in shops. The **highest growth was in bottled beer.** On the contrary, in other countries we managed a year-on-year increase by one per cent and sold over 4.5 million hectolitres of beer.

In **Slovakia** the corona-crisis halted the expectations of a record year, where we saw the **largest fall of 31%** in volumes due to closed pubs and restaurants. This fall put back not only the production of draught beer, but also beer culture, which our company had been building and developing in Slovakia for years. Although sales of beer volumes in shops rose, Plzeňský Prazdroj Slovakia sold 2% less beer in total volumes last year than in the previous year.

Sales volume



Paid in tax by Plzeňský Prazdroj

4.99 billion crowns
(of which CZK 2 bn in excise duty)



44.8 million euros
of which EUR 20.5 m in excise duty)

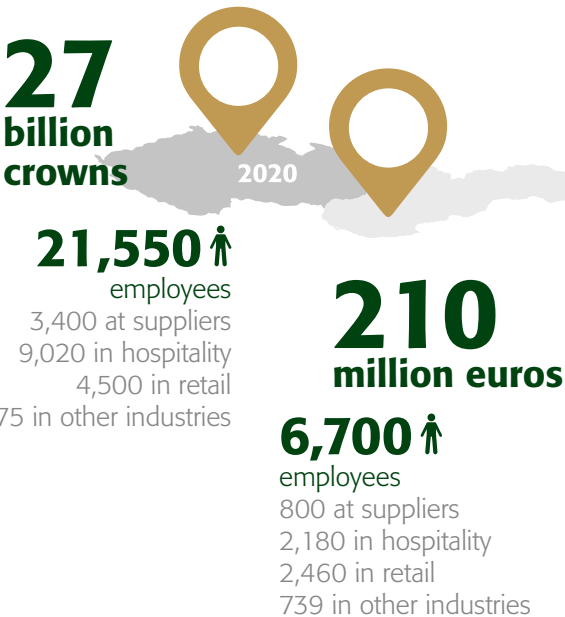
MACROECONOMIC IMPACTS

Macroeconomic studies have repeatedly confirmed the **positive impact of Plzeňský Prazdroj on the Czech and Slovak economies**. Our business is the engine of many other industries related to brewing.

A study by EY states that every crown spent by Plzeňský Prazdroj in the Czech Republic generates CZK 2.3 in the country's economy. In the case of Plzeňský Prazdroj Slovakia, EUR 1 spent by Plzeňský Prazdroj generates EUR 2.1 in the Slovak economy.

Plzeňský Prazdroj has a similar significant effect on employment in both countries. It indirectly supports almost 20,000 jobs in the Czech Republic and almost 6,000 in Slovakia.

Benefit for Economy



AWARDS FOR PRAZDROJ

In 2020, in the Byznys pro společnost **TOP Responsible Company** rankings we obtained the most important **Trendsetter award**, which we received for setting trends in the field of sustainability and coming up with new, inspiring ideas about corporate responsibility in the Czech Republic. Our Sustainability Report for 2019 won a similar, prestigious award.



The Association of In-house Lawyers of the Czech Republic, with the Confederation of Industry CR, recognised our lawyer **Petra Nádr** last year for her active part in the GDPR working group at the Office of the Government and in discussions on the forthcoming amendment to the Act on Significant Market Power.

We received five awards as a part of the **Lemur – Czech Public Relations Awards 2020**. The jury gave us first place for the communication campaign Velvet Lager for November's Brewmaster Election and For a Beer with a Star. Two first places and one third place were won by the Pilsner Urquell campaign: How to Make Barmen Actual Celebrities, which attracted attention at last year's Karlovy Vary Festival in the style of the famous scene from the film Vrchní, prchni! (Waiter, Scarper!)



BUSINESS ETHICS



In business we completely **comply with the principles and rules** stipulated by our integrated policy. It defines our attitudes to quality, the harmlessness of our products and feed materials, occupational safety and environmental protection.

We have introduced [Business Ethics Principles](#) that are binding not only on all employees, but also on external workers, contractors and consultants. We familiarise our suppliers with these principles.

COMMERCIAL COMMUNICATION CODE



We support the **principles for responsible marketing of alcoholic products**. We communicate and sell our products in a responsible manner. Advertising for beer and alcohol is generally one of the forms of promotion most regulated by the law, but we believe that a responsible producer has to go over the framework of the laws and have self-regulation principles. We therefore follow our **own Code of Commercial Communication**.

SUCCESSFULLY APPROVED ISO CERTIFICATES:

- Quality Management System (QMS)** ISO 9001:2016
- Environmental Management System (EMS)** ISO 14001:2015
- Occupational Health and Safety Management System (BOZP)** ISO 45001:2018
- Food Safety Management System** ISO 22000:2018 a FSSC 22000
- Energy Management System (EnMS)** ISO 50001:2018
- Feed Safety Standard** GMP+ B2

COOPERATION WITH STAKEHOLDERS

Our **philosophy is based on regular dialogue** with dozens of stakeholders. The complicated COVID-hit year of 2020 meant this dialogue went online. Despite this, we were able to carry on communication with stakeholders that are governments, associations, non-profit organisations, regional partners and education and research institutes in both countries and to promptly deal with the pandemic's negative impacts.

Through trade associations, we actively contribute **to improvements in agriculture, food and brewing in the Czech Republic, Slovakia and Europe**. In the Czech Republic we are members of the Association of Breweries and Malt Houses, Federation of Food and Drink Industries and Confederation of Industry. We are also active, for example, in the Council for Advertising and Business for Society. In Slovakia we discuss common topics in the Food Chamber of Slovakia and the Business Association SR. We are an active member of the Slovak Association of Beer and Malt Producers, the Council for Advertising, the Business Leader Forum and the Circular Slovakia initiative.



In the most-recent conversations with our stakeholders in 2018 to 2019, we identified areas that subsequently appear in our new sustainability strategy. They include, for example, the topic of water, its protection and a conceptual approach to dealing with a lack of it or the importance of supporting sustainable agriculture, mitigating climate change, work with communities and the circular economy in general. In Slovakia, the priority topics also included, for example, responsible alcohol consumption and the production and quality of ingredients.

PRAZDROJ ACED ITS RECERTIFICATION AUDITS IN THE CZECH REPUBLIC AND SLOVAKIA





40

THE PERCENTAGE BY
WHICH WE REDUCED ENERGY
CONSUMPTION IN ALL FOUR
BREWERIES IN THE CZECH
REPUBLIC AND SLOVAKIA IN THE
LAST DECADE WITHOUT REDUCING
THE QUALITY OF BEER.



Our breweries
will be
carbon-neutral
by 2030.

CARBON
NEUTRALITY

A fundamental change in our approach since last year has been the undertaking to achieve a zero-carbon footprint across the whole value chain – from the field to the glass. This also means the need to look beyond the gates of our breweries. Far more than ever before, we realise that we cannot achieve this change alone, but only thanks to cooperation with other partners.

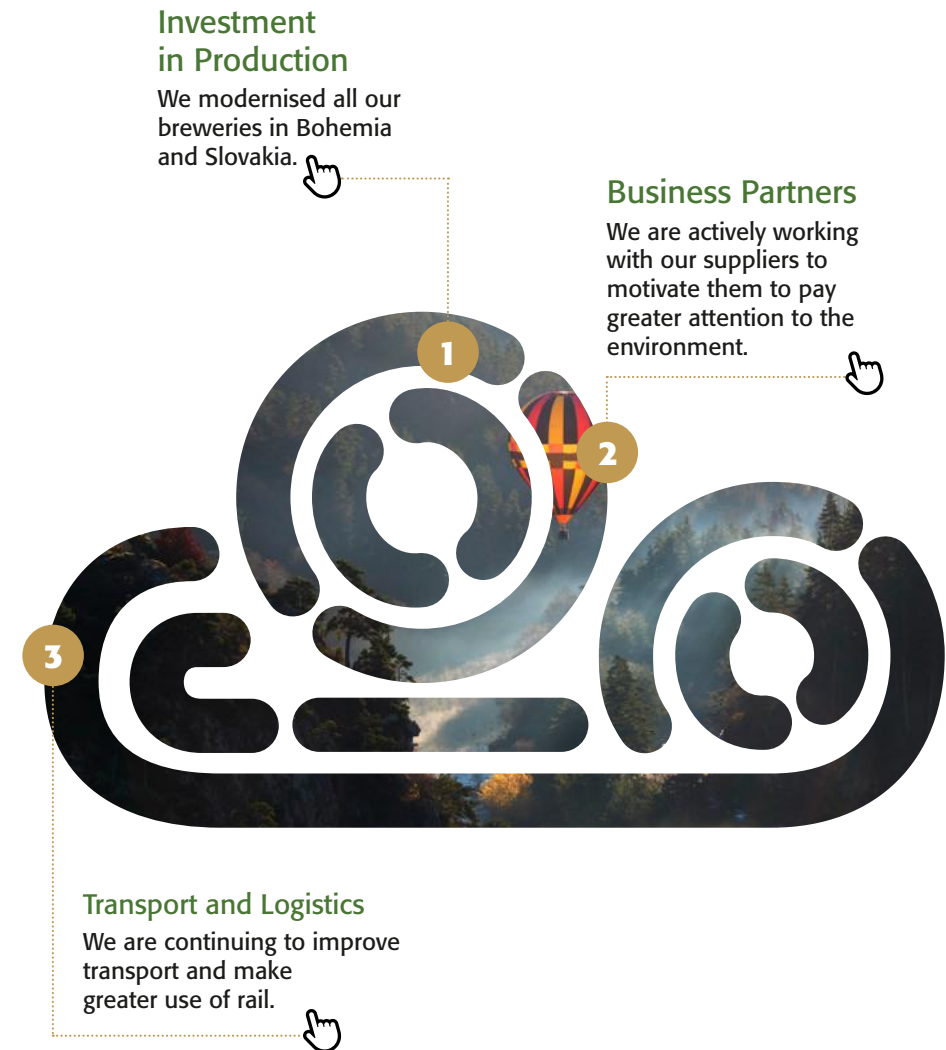
Together with other members of the Asahi Europe and International group, we took the first step, which was a wide-ranging project to measure our carbon emissions across the whole value chain.



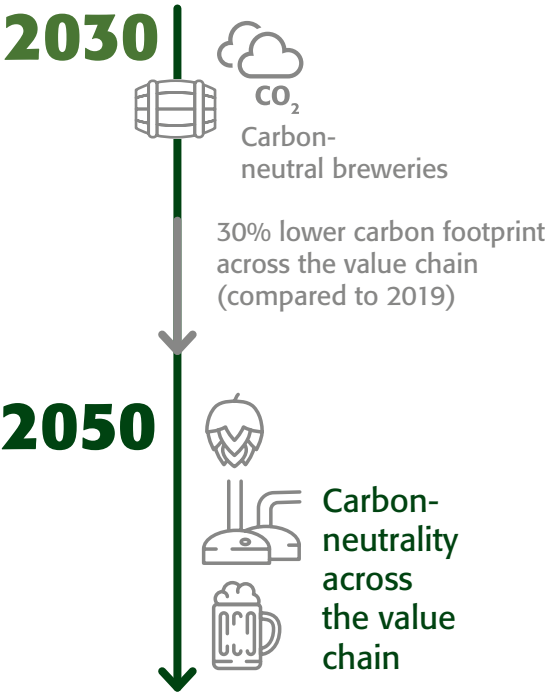
“We are following the huge work that was done in recent years, in particular in the reduction of energy and water consumption in breweries. We will look for other ways to be as environmentally-friendly as possible in our production, to use resources economically and to be prepared for climate change. We will go over to renewable energy sources and progressively focus on reductions in emissions across the whole chain.”

Pavel Šemík
Plzeňský Prazdroj Technical Director

CONTENTS



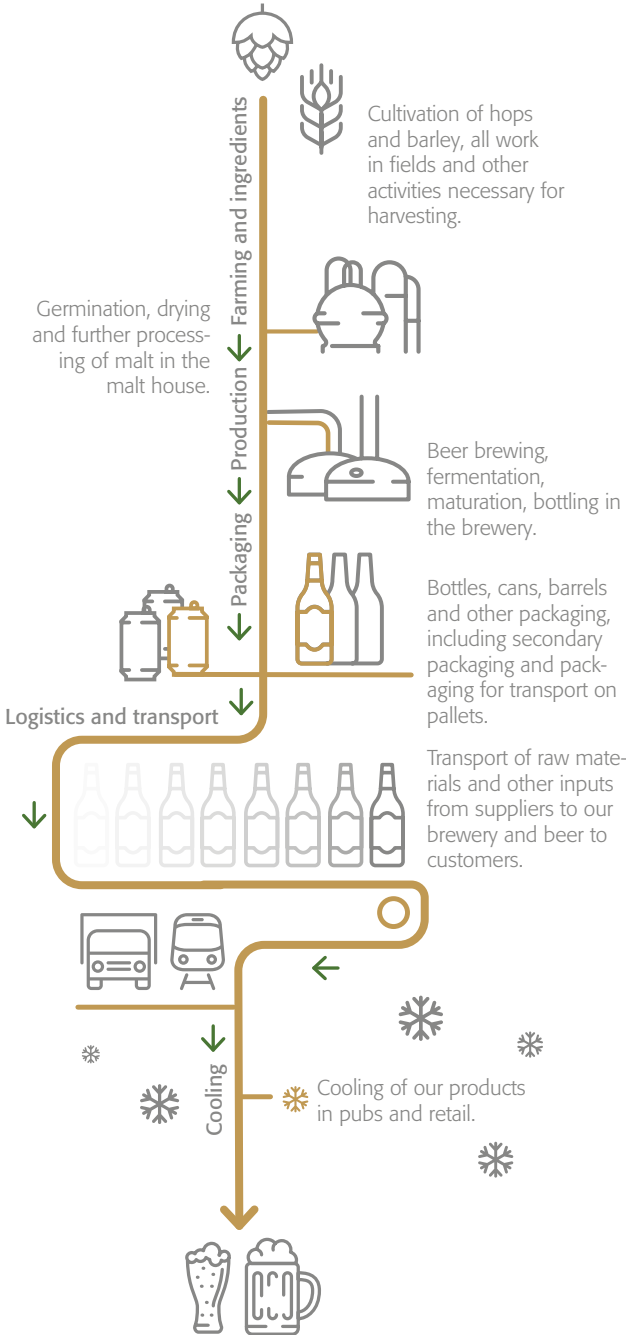
OUR GOALS



So that we can progressively reduce our carbon footprint across the whole value chain, in 2020 we focused on mapping our carbon footprint. The aim is to identify key areas on which we can focus in the next decade in order to make the biggest impact.



PRODUCTION OF EMISSIONS FROM SEED TO GLASS

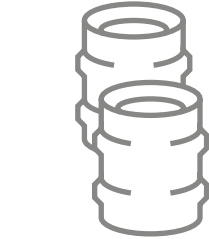
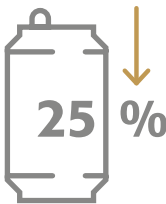


INVESTMENT IN PRODUCTION

Although it was a difficult year, we continued to invest in modernising our breweries.

1


In the Nošovice-based Radevast brewery we installed a new can line bringing further energy savings. Heat consumption by the can line in Nošovice is approx. **25% lower** than by the bottle line there. A new air compressor with a frequency modulator will bring additional savings.



In the Popovice brewery, as a part of water saving, we invested, for example, in optimising barrel washing and we altered the steam distribution system from the central boiler room, thanks to which the volume of condensed steam that returns from the brewery increased.

In the Šariš brewery, we bought a new barley sorter and green malt turner. This means an annual **saving of 40,374 kWh of energy and 7,094 kg of CO₂ emissions**. We work with the town wastewater treatment plant, which can make green energy for its own operations and the public network from biogas.





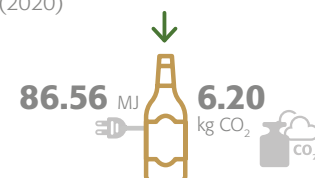
To meet our aim of being carbon-neutral by 2030,

A close-up photograph of a two-prong electrical plug. The plug is covered in a thick layer of bright green moss or lichen, giving it a natural, organic appearance. The two silver metal prongs are visible, extending from the bottom of the plug. A thin, green cord is attached to the top of the plug and extends upwards, curving out of the frame. The background is a plain, light-colored surface. In the top right corner, there is a solid brown circle, which is part of the page's design.

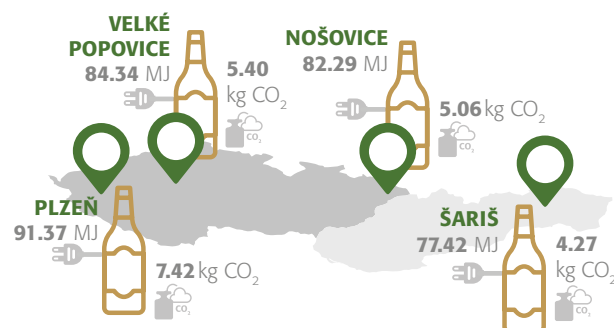
2

TOTAL CONSUMPTION PER 1 HL OF BEER:

ENERGY AND CARBON FOOTPRINT



CONSUMPTION IN EACH BREWERY



TRANSPORT AND LOGISTICS

We are continuing to improve
transport and make
greater use of rail.

3

415 tons



Thanks to our new, special tandem long trucks fitted with the latest technology, there was a reduction in CO₂ by almost **415 tons** a year.

New electric high-lift trucks in Nošovice save up to **250 tons** of CO₂ a year compared to the original gas models. Last year we purchased new vehicles for secondary distribution with the highest Euro6 version D standard. We again trained our drivers to leave the smallest carbon footprint.

WATER

0,7

THAT'S HOW MANY LITRES
OF WATER ARE NOW SAVED IN
THE PRODUCTION OF EVERY
HECTOLITRE OF BEER THANKS
TO THE MODERNISATION OF THE
ULTRAFILTRATION LINE IN PLZEŇ.



We will reduce
the average water
consumption for
beer production to
2.75 hl/hl.

Introducing one of the basic elements on Earth. The first life came from water and it also played a key role in the establishment of our breweries. It is no coincidence that they were constructed in places famous for the softness of their water or that offer excellent quality water in a nearby river. The quality of our water is also guarded by the strictest judges—trout that monitor it in the breweries.



“In addition to water economy projects that we are successfully implementing in the Radegast brewery and our Radegastovnas, there is a need for education and increasing people’s awareness of the economical use of water sources and water management. Everybody can fight droughts, because every drop helps.”

Marek Grabovský
Radegast Brand Manager

CONTENTS

Water over Gold

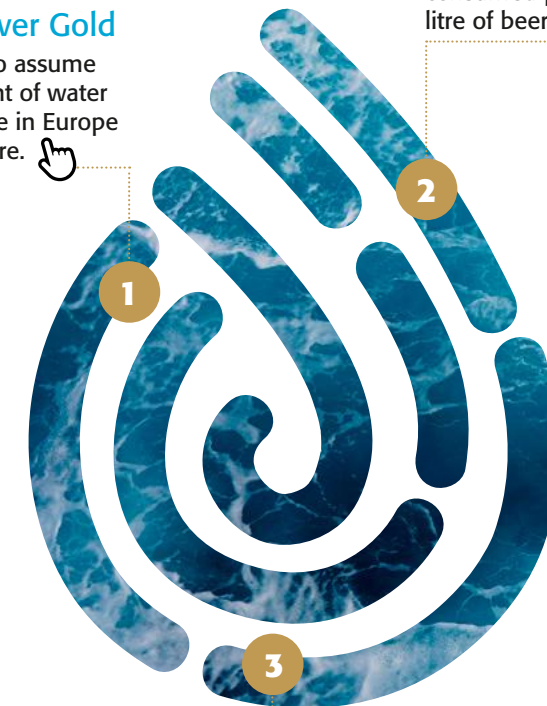
We have to assume the amount of water will decline in Europe in the future.

Our Approach

We are successfully reducing the quantity of water consumed per litre of beer.

Economic Measures

In Plzeň we modernised the ultrafiltration unit, in all our breweries we are optimising the process of washing barrels, tanks and filters.



TROUT WATER FROM THE RIVER MORÁVKA USED IN THE PRODUCTION OF RADEGAST IN NOŠOVICE FLOWS THROUGH AN AQUARIUM WITH A FEW TROUT IN THE BREWERY. IT IS ONE OF THE WAYS WE CHECK ITS QUALITY. WE CHECK THE PURITY OF THE WATER IN THE PLZEŇ BREWERY IN A SIMILAR MANNER.

WATER OVER GOLD

The lack of water is a problem discussed globally.

1

In the future, a lack of water could affect developed European countries more and more. At the current time, during the dry summer months some parts of Bohemia and Moravia have to deal with a marked drop in supplies. All this has to be taken into consideration when producing beer in our breweries.

YOU CAN DISPLAY A CURRENT MAP OF DROUGHTS [HERE](#)

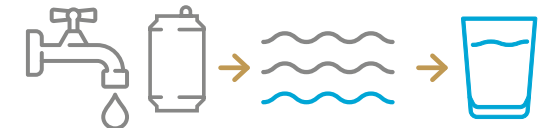


OUR APPROACH

We have been responding to global challenges for a while. In almost 15 years we have managed, thanks to regular investments in all four breweries in the Czech Republic and Slovakia, to reduce water consumption by more than a third.

2

Although every plant requires quite a different approach, we are gradually obtaining better and better water consumption results in all of them. **More than a year ago, we managed to achieve a wonderful ratio of 3 litres of water consumed per one litre of beer.** Even in 2020 we still consume the largest volume of water by ensuring high hygiene standards. In practice this means the necessary use of water to wash and rinse packaging, to which it is necessary to add other activities directly related to cleanliness and health.



The water used for rinsing new cans is only slightly dirty, so we re-use it as utility water. In Plzeň, **we also have technology enabling the transformation of slightly dirty water into drinking water**, which then serves us as service water.

We repeatedly proudly declare that Plzeňský Prazdroj uses water from its own sources for brewing beer, from historical wells in the municipality of Roudná, only a short way from the brewery.

We pay great attention to the sustainability of water sources in the Velké Popovice brewery, where we take water from 11 wells located no more than two kilometres from the brewery. Water is also a major topic in the Nošovice Radegast brewery, which takes water directly from the Beskydy Mountains and has easily the best ratio of 2.57 litres of water per litre of beer. The Šariš brewery takes water from deep wells in the Torusy area. A second source is our own wells, which partially supply the malthouse.



ECONOMIC MEASURES

2020 brought brand new challenges thanks to the coronavirus.

3

Despite necessary changes in operations, none of the investment intentions were abandoned. Despite the unpleasant impacts of the pandemic, for example, we implemented the planned modernisation of the **ultra-filtration unit in Plzeň**, in operation since 2014. It captures wastewater and turns it into quality drinking water usable, for example, for rinsing. Modernising the line led to a saving of 0.007 litres of water per litre of beer.



The ongoing process of **optimising the washing of barrels, tanks and filter systems** operated in a similar manner last year in most breweries. The technology allows us, for example, to distribute beer using vacuumless stainless steel beer tanks, from which beer is pumped into mobile tanks at a restaurant.

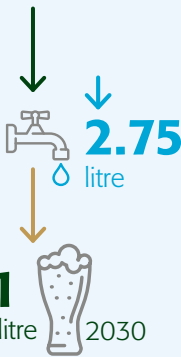
In the Slovak Šariš brewery, we recently **optimised the water treatment plant**, thanks to which water consumption fell by 0.07 litres of water per litre of beer. Heat energy that is released in beer production, specifically during wort boiling and when cooling hot hopped wort, is used to produce hot water.



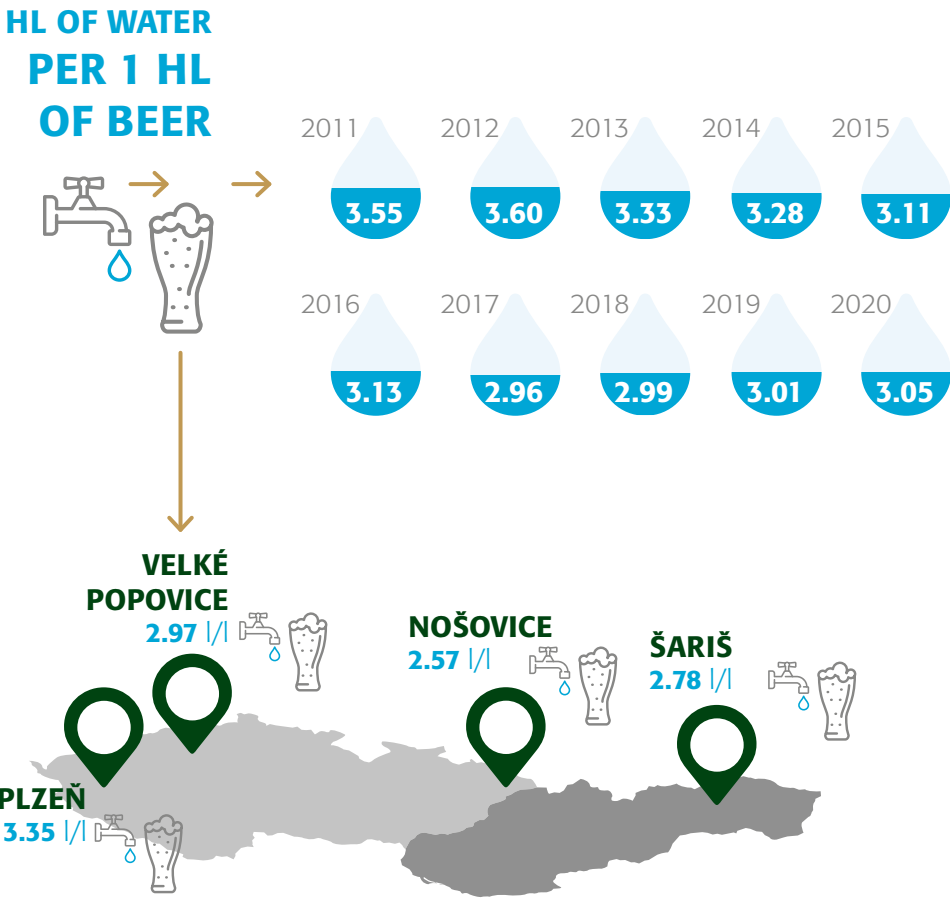
In the last 10 years, the **Šariš brewery** reduced water consumption from 4.21 to 2.78 litres per litre of beer and today it is **among the best in Europe**.

In the greater part of our breweries, however, it was not possible to achieve the aims set for 2020 in water consumption. The cause was a restriction on barrel lines, where water consumption is less than for other types of packaging, lasting several months.

Our aim is a further gradual reduction in water consumption so that in 2030 we reach a value of 2.75 litres of water per litre of beer.



WATER CONSUMPTION TRENDS (in breweries)



We will only buy ingredients from farmers that comply with sustainable agriculture principles.

INGREDIENTS

45

WEATHER STATIONS

WERE INSTALLED BY US
IN 2020 AT CZECH HOP
GARDENS AS ASSISTANCE
FOR GROWERS IN THE
FIGHT AGAINST DROUGHTS.



We brew our beers solely from natural, high-quality ingredients. Climate change means harder conditions for their cultivation, so it is completely key for us to, together with growers, ensure stable deliveries in the future. We only buy barley from the Czech Republic and Slovakia and process it in our own malt houses. Whenever possible, we buy directly from farmers based on long-term contracts ensuring a foreseeable

environment and fair conditions for both parties. We support hop growers in their fight against droughts, so growing in Žatec District is maintained for future generations.



“We have a high regard for the efforts that suppliers of barley and hops, the most important ingredients for beer production, make to prepare the soil, comply with correct procedures during the sowing and treatment of crops, both when they are growing and during harvesting the barley, as well as other care during their storage, up to deliveries to our malt houses and warehouses.”

Jan Enge
Plzeňský Prazdroj Brewmaster

CONTENTS

Barley

We purchased more than half of our annual consumption from domestic farmers.



Hops

Unique Czech hops dominate in all our breweries.



Water for Hops

A lack of water is a big threat for the future of hops.



BABYLON

IT WAS THE BABYLONIANS WHO CAME UP WITH THE IDEA OF ADDING WATER TO BEER. IT WAS NOT ONLY BECAUSE OF THE TASTE, BUT ALSO SO THAT THE BEER LASTED LONGER. UNTIL THEN, BEER WAS FLAVOURED WITH GINGER OR CORIANDER AND HAD TO CONTAIN MORE ALCOHOL, SO THAT IT DID NOT GO BAD FAST. HOPS ENABLED THE PRODUCTION OF WEAKER BEERS WITH GOOD SHELF LIVES.



BARLEY

We purchased 161,000 tons of malting barley in the Czech Republic and Slovakia in 2020.

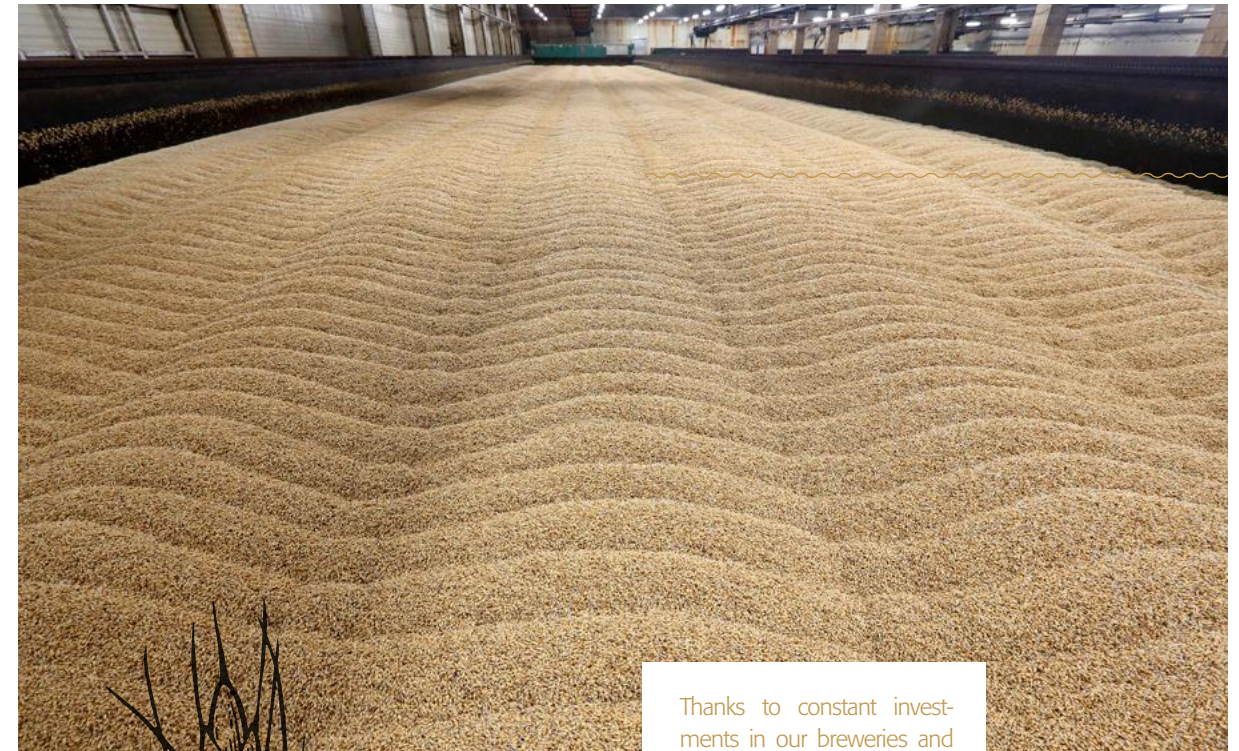
1



We were again the second-largest purchaser of barley in the Czech Republic and the largest purchaser of varieties approved for products with the PGI Czech Beer in 2020. We purchased 59 per cent directly from **domestic farmers**; as is traditional, we purchased other barley only through traders that were able to guarantee its origin. Domestic varieties were again dominant last year and enable a lower degree of fermentation, which gives Czech beer its typical fullness. The lower barley harvest due to the drought caused a fall in the purchase of this ingredient by 7,000 tons compared to 2019.

In Slovakia in the same period, we bought almost 25,000 tons of malting barley; 15,920 tons of barley directly from growers and 8,684 tons from traders. In a manner similar to the Czech Republic, where light Plzeň-type malt is produced only using traditional methods in two of our malt houses in Plzeň and Nošovice, in Slovakia the barley purchased was processed in the Šariš brewery malt house, where around 19,000 tons of malt are produced a year.

The select Bojos malt variety accounts for largest volume of purchases in the Czech Republic. It is followed by the Laudis 550 variety, which is also the most-cultivated variety in the Czech Republic. We will continue to test new malt varieties next year. At the malt house in Plzeň, they are the LG Ester variety, approved for Czech beer, at the malt house in Nošovice we are continuing to test the Spitfire variety and we will also try the LG Ester and LG Tosca varieties.



Thanks to constant investments in our breweries and malt houses that bring us fruit in the form of more efficient technology processes and an increase in the beer and malt production capacity, **we want to be a long-term partner and purchaser for malting barley.**

In 2008, the European Union registered the PGI Czech Beer, confirming the uniqueness of Czech arts. Our Gambrinus brand was one of the first to obtain this indication, in 2009. It was progressively joined by Pilsner Urquell, Velkopopovický Kozel and Radegast. Today, our brands are proud bearers of a designation guaranteeing a high standard of the production process and the quality of ingredients.



HOPS

Beer production in all four of our breweries in the Czech Republic and Slovakia is inherently linked to exceptional Czech hops.



We work with the best-known Czech varieties, such as Saaz Semi-early Red, Sladek, Premiant and Saaz Late. The exceptional taste properties of Czech hops are the result of quite unique soil and climate conditions in which traditional cultivation occurs. The balanced quality of the hops for the entire time from harvest to use in the brewery is ensured by fast storage immediately after the harvest in air-conditioned warehouses with a controlled atmosphere and reduced oxygen content and careful subsequent processing into the form of pellets packed in a protected inert atmosphere and stored at a low temperature.

*Sládek
Žatecký poloraný červenák
Žatecký pozdní
Premiant*



We also import some hop products into our breweries from other countries, to provide basic bitterness. These products are used at the start of wort boiling, where they provide the required bitterness, but they do not significantly contribute to the beer's subsequent aroma, whereas we add Bohemian and Moravian hops at later stages of wort boiling to provide a finer character to the bitterness and, in particular, the specific aroma. Some foreign hop products are also used for flavoured beers, special beers and other drinks for which foreign varieties are more suitable.



In 2020, we purchased 773 tons of hops for the production of beer in the Czech Republic and Slovakia. Of this, 555 tons were from domestic suppliers, which is 60 tons more than in 2019.

WATER FOR HOPS

Our partnership with Czech hop growers is based on long-term contracts, mutual understanding and deep respect.



This enables us to discuss the problems that hop growers have been having more and more recently. A lack of water is a big topic that could, in the future, negatively influence the volume and quality of hops purchased. We are therefore discussing various ways to effectively avoid the situation. We support, for example, the development of new variants of hops that are more adaptable to the new cultivation conditions.

After discussions in 2019 about climate change and the use of water sources in hop gardens, in 2020 we came up with the **Water for Hops** programme. Its aim was to find a solution to how, in the future, to ensure enough water for cultivating hops in the Žatec District.

Through complex questionnaires, we started to monitor how farmers comply with the principles of sustainable agriculture, so that together we can find a way to help them.

One of the ways that we could help farmers cultivate hops more sustainably, with lower water and pesticide consumption, is the better use of data and technology. Thanks to this, we initiated the **Smart Hop Garden** project. In the project's pilot stage, 45 weather stations were installed at selected hop gardens to measure temperature, humidity and other parameters during one vegetation period, to help farmers better assess the situation, forecast the weather and make better decisions. The weather stations did well especially when predicting Peronospora; growers were better able to predict the risk and protect the hops plants more effectively. Thanks to the data obtained, it was possible to spray less, reducing pesticide consumption.



PACKAGING

55

IS THE PERCENTAGE

BY WHICH WE REDUCED
THE AMOUNT OF SINGLE-
USE PLASTIC FROM VIRGIN
MATERIAL IN 2020.



All our packaging
materials will be
fully circular.

The year 2020 was an intense 12 months for us, during which we looked in great detail into ways of achieving full packaging circularity. We recognise that this is an area of huge importance to both consumers and our business, as packaging is absolutely critical to the environmental impact of our business. We aim to ensure that each type of packaging in our portfolio is refilled or is used as a raw

material for further packaging after use.



“The great advantage of aluminium is that it can be recycled virtually indefinitely, while its quality remains the same. Cans made from recycled aluminium have a significantly lower carbon footprint and use up to 95% less energy than cans made from ‘virgin’ material.

Martina Vajskebrová
Raw Material Manager
Plzeňský Prazdroj

CONTENTS

Plastic

We are ending the sale of beer PET bottles in stores and reducing plastic wherever possible or replacing it with recycled material.

Paper

Bottle labels for the Radegast, Kozel and Birell brands are now made only from recycled paper, with other brands soon to follow.

Aluminium

We are now using thinner sheet metal, replacing aluminium bottle neck labels with paper ones and increasing the content of recycled material in our aluminium.

Life cycle of packaging

We work with experts to analyse the current situation, which will help us make better decisions in the future.

BY 2030, ALL OF OUR PRODUCT PACKAGING WILL BE REUSABLE OR FULLY RECYCLABLE AND MADE FROM A MAJORITY OF RECYCLABLE MATERIALS.

PLASTIC

In 2020, we significantly focused on reducing our plastic footprint.

1

By moving away from PET bottles at Gambrinus, Radegast and Šariš, we have saved almost 1,000 tonnes of plastic. We also paid great attention to the thickness of the films used to hold beers together on pallets. In 2020, this has been reduced by up to a third, saving 78 tonnes of plastic per year.



We have also gone the way of further reducing plastic consumption in the case of Pilsner Urquell bottles, where we have decided to do away with plastic labels on bottles, saving around 58 tonnes a year.

We have started using 100% recycled plastic on multi-packs of cans in shops. This represents a saving of an additional 200 tonnes of plastic from primary raw material



We are also reducing the proportion of plastic bags in beer tanks; in the Czech Republic, we now use only bagless tanks, while in Slovakia the proportion of tanks with bags is 19%. These have been replaced by stainless steel containers for the distribution of unpasteurised beer to the pubs and restaurants, which allow beer to be transported together with other goods and thus fully utilise transport capacity during distribution.

PAPER

Our beer bottles can't do without labels, but there is a way to significantly save on paper.

2

We have introduced recycled paper for bottle labels for the majority of beers sold under the Radegast, Kozel and Birell brands. More brands will be added to this list in 2021. In 2020, we saved 271 tonnes of new paper in this way. In 2021, we will replace another 352 tonnes of paper with recycled paper - so by the end of the year, we should achieve a situation where an average of 73% of the paper used for labels is recycled paper.



73%

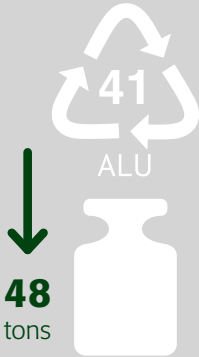
of paper used for labels will be made from recycled material by the end of 2021

ALUMINIUM

In 2020, partially thanks to the pandemic, we saw an increase in the popularity of beer in cans, which are light and in which the drink can be cooled rapidly.



Compared to 2019, there was an increase in the share of canned beer from 18% to 20% of total sales. We therefore also started to look for ways to reduce the environmental footprint for aluminium. In the case of the Pilsner Urquell brand, for example, we managed to save 48 tons of aluminium thanks to the removal of aluminium foil necks from bottles and their replacement with paper labels in 2021.

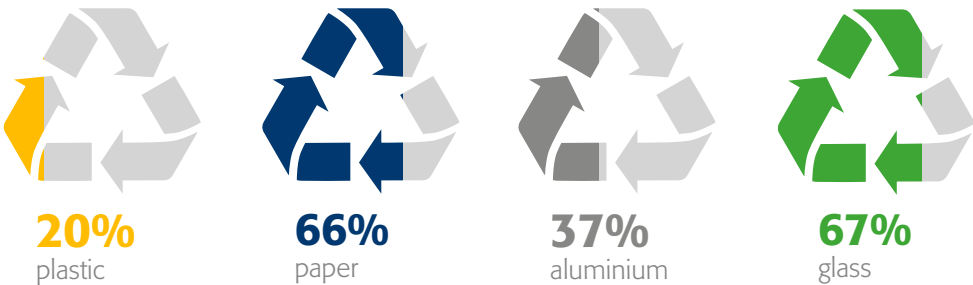


Together with the gradual reduction of the thickness of aluminium packaging, we are also increasingly focusing on the necessary increase in the ratio of recycled material in the aluminium from which our cans are made. At present, the content of recycled material is on average 40%, and we intend to increase this value further over time. We have high hopes for a system which would allow us to impose a deposit on cans as we do with glass bottles. The imposition of a deposit on cans is an extremely hot topic in Slovakia at the moment. In 2020, we participated very intensively in the preparation of a deposit return system there, which will be launched on 1 January 2022.



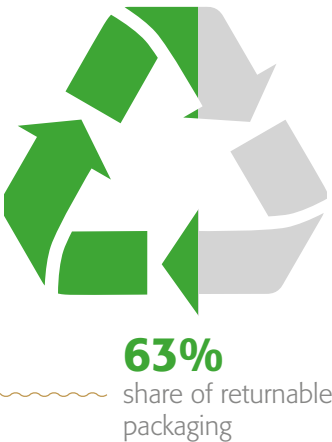
SHARE OF RECYCLED MATERIALS

(in individual packaging materials)



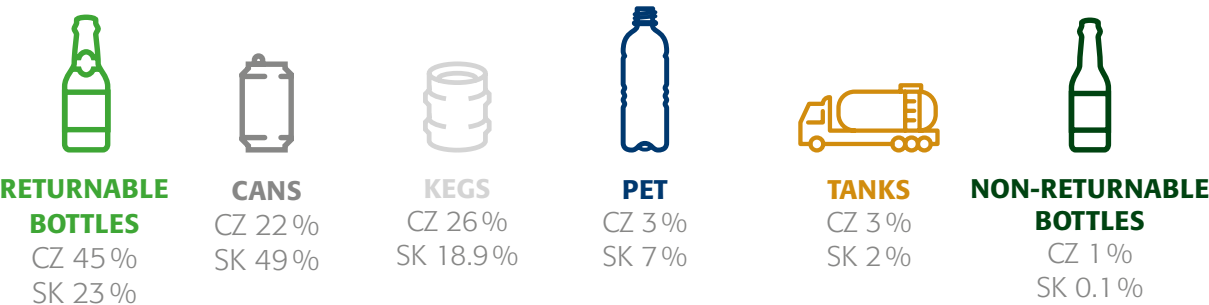
DESPITE THE IMPACT OF THE PANDEMIC, WE SOLD 6 OUT OF 10 BEERS IN RETURNABLE PACKAGING IN THE CZECH REPUBLIC AND SLOVAKIA IN 2020.

According to LCA studies, the most suitable packaging for retail is returnable glass bottles, which have the lowest carbon footprint and overall environmental impact.



STRUCTURE OF OUR PACKAGING AND THEIR SHARE

in overall domestic sales



ANALYSIS OF THE LIFE CYCLE OF PACKAGING

If we want to change things for the better, we first need to get to know and describe the current situation as well as possible.

4

In cooperation with the [LCA studio](#) and experts from the Faculty of Environmental Technology at the [University of Chemistry and Technology](#) in Prague, we performed a life cycle assessment of selected beverage containers and comparison of their environmental impact. LCA is an internationally used method recognised by the United Nations Environment Programme ([UNEP](#)). The LCA measurement was performed on the basis of ISO 14040 (ISO 14040 2006) and EN ISO 14044 (ISO 14044 2006).

RELATIVE ENVIRONMENTAL BURDEN OF PACKAGING

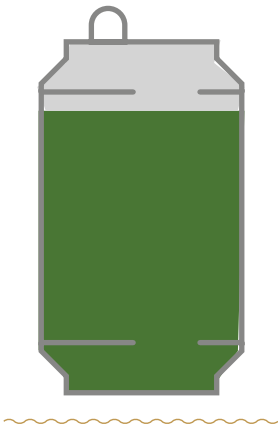
according to PEF 2.0 life cycle analysis



We are continuing to conduct life cycle analyses of packaging, the findings of which have a significant impact on our decisions about the development and use of packaging in our portfolio.

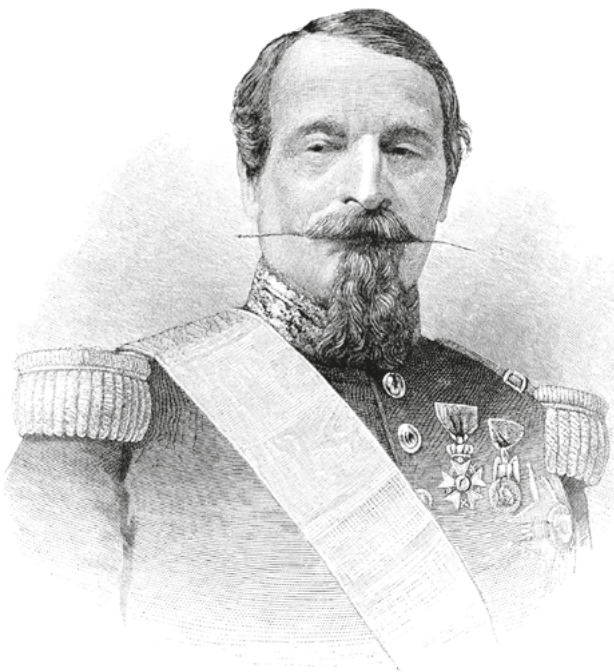
80%

Up to so much the carbon footprint can be lower if the can is made from recycled material instead of primary resource (depending on its share).



ALUMINIUM

IS ONE OF THE NEWEST COMMERCIAL METALS AND HAS ONLY BEEN IN USE FOR ABOUT 150 YEARS. COMPARE THIS TO COPPER, FOR EXAMPLE, WHICH HAS BEEN IN USE FOR OVER 9,000 YEARS. INITIALLY, ALUMINIUM WAS EVEN MORE EXPENSIVE THAN GOLD AND SILVER. EVEN NAPOLEON III HAD HIS DINNER SERVED ON ALUMINIUM PLATES.



WASTE

30

THIS IS THE PERCENTAGE
BY WHICH

WE WILL REDUCE WASTE
PRODUCTION BY 2025.



No waste
from our breweries
will end up in a landfill

In 2020, we continued to reduce the volume of waste which is produced. Compared to 2019, we managed to reduce this by 7% thanks to a number of projects implemented in the majority of our breweries. For example, in the brewery in Pilsen, we reduced the volume of waste from washing and cleaning raw materials by 94% and a similarly significant reduction of 88% was achieved here in the case of raw materials which are unsuitable for consumption or processing. In Nošovice, we reduced cold break and diatomaceous earth waste by more than half and in the Šariš brewery, for example, we reduced waste created by the cooling equipment by 87%. In terms of reducing landfill, our main



priority remains mixed packaging (labels) and mixed municipal waste.



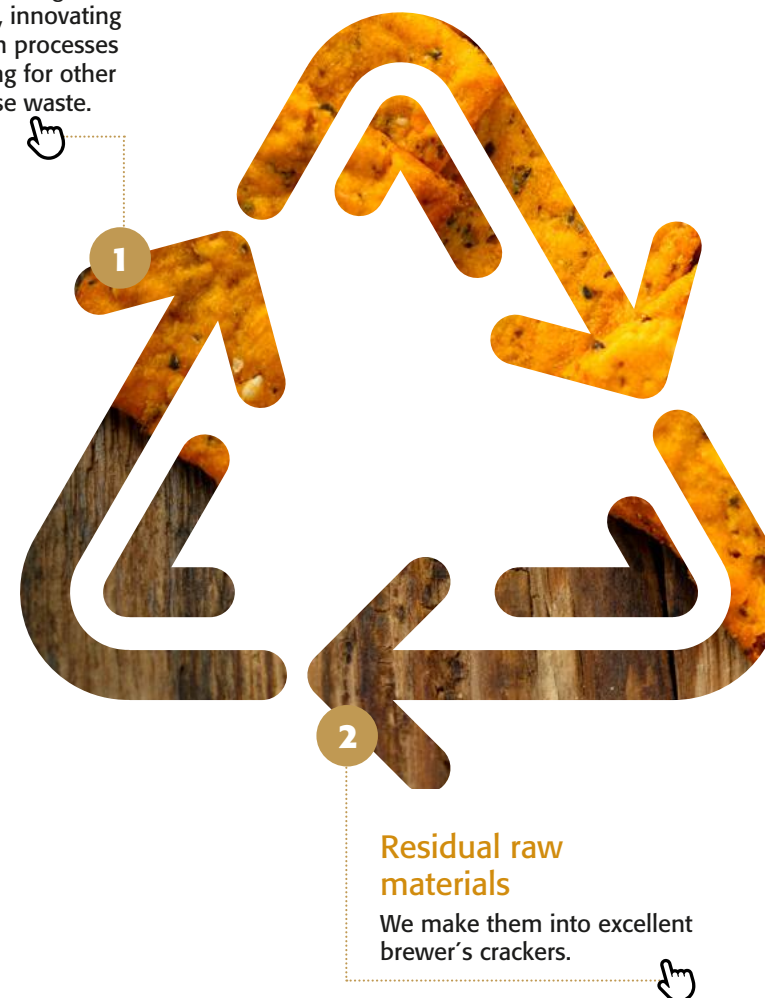
“I appreciate the courage of Plzeňský Prazdroj to pave the way for brewer’s crackers, something which is not common even on international markets. The case of crackers shows that companies both large and small can work together, that it is all about a human approach and commitment to try out new things.”

Jan Zeman
Executive Director of Biopekárna Zemanka

CONTENTS

Preventing the production of waste

We are reducing packaging, innovating production processes and looking for other ways to use waste.



Residual raw materials

We make them into excellent brewer’s crackers.

PREVENTING THE CREATION OF WASTE

During each of our activities, we try to evaluate its impact on waste production as much as possible.

1



We also pay attention to the **reduction of non-essential waste**, such as changes to labels associated with advertising campaigns, or ensuring a sustainable approach to various types of marketing packaging and promotional items.

As the largest part of landfill waste is made up of **bottle labels from the washing process**, we are trying to focus our attention on them. This is associated with the modifications made to our labels which we have already implemented or which are under consideration, striving to ensure that they are recyclable, compostable or otherwise processable after washing.

In 2020, we focused on preparations for the **transformation of our Pilsner Urquell bottle**, which was launched on to the market in the spring of 2021. The change consisted of replacing the original **aluminium foil** at the top of the bottle with a **new label** made from recyclable paper. This change will save us more than 100 tonnes of waste.



RESIDUAL RAW

The by-products from the production of malt and beer are 100% natural, offering us the possibility of their secondary use.

2

Spent grains, malting waste and yeast can be used as feed for livestock. In the case of spent grains, the surplus is sometimes also sometimes used to produce green energy. All of our customers who buy spent grains and malting waste (such as malt flower and dust) intended for use as feedstuff from us are certified under the GMP+ feed handling regime and are directly linked to farmers and agricultural cooperatives.



We are also trying to find uses for other waste. Sewage sludge can be used as a fertiliser for the soil and the waste diatomaceous earth used for filtering can be used in landscape reclamation. We then pay the maximum possible attention to all other waste during sorting.



Our customers are directly linked to farmers and cooperatives, with which they have dedicated contracts for regular deliveries of these products. Some of this waste also ends up with our direct suppliers of barley or hops, making the utilisation of these raw materials almost 100%.



SPENT GRAINS

SPENT GRAINS FROM THE BREWING PROCESS ARE NOT ONLY GOOD FOR LIVESTOCK, BUT ALSO VERY TASTY. ONCE COWS TASTE THEM, THEY DON'T WANT ANYTHING ELSE. SPENT GRAINS ARE HIGH IN PROTEIN, FIBRE AND CALCIUM.



Brewer's crackers

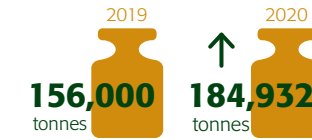
The residual material, which can be used as a fully-fledged foodstuff, is handled with great care in our breweries. As a residual raw material from malt used during the production of beer, spent grains have excellent nutritional properties. They are rich in protein and fibre and low in carbohydrates, but do contain a wide range of vitamins. They are constantly gaining in popularity as a raw material for the production of the very popular brewer's crackers. We produced our first crackers with Biopekárna Zemanka at the start of 2020. This was followed by microbiological tests and we then also had the top quality of the spent grains evaluated as a main feed-stock. The crackers went on sale in the summer of 2020 in three flavours.



MAIN METHODS OF DISPOSAL OF RESIDUAL MATERIALS

in breweries

BY-PRODUCTS:



WASTE:



BY-PRODUCTS (other than waste):

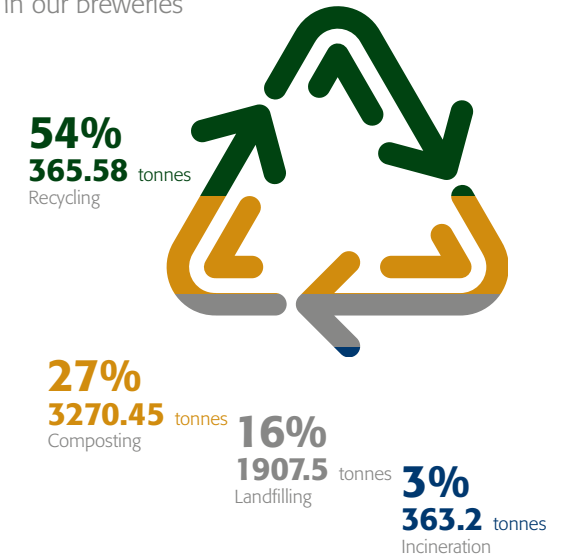


Beer spirit

During a year strongly influenced by the pandemic, we produced a limited-edition beer spirit in cooperation with the L'Or special drinks distillery. Beer from the Brewers' Choice programme was used to produce it, beer which could not be sold when the pubs were closed and which would otherwise have had to be disposed of. The beer spirit was available exclusively in the gift shop at the brewery in Pilsen.

METHOD OF WASTE DISPOSAL

in our breweries



More women
in top
managerial
positions.

PEOPLE

40

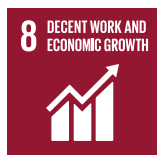
PERCENT

OF SENIOR MANAGERIAL
POSITIONS WILL BE
REPRESENTED BY
WOMEN IN 2023.



In 2020, Plzeňský Prazdroj employed 2,718 people in its breweries in the Czech Republic and Slovakia.

Including distribution centres and the head office in Prague and Bratislava, there were 2,154 people in the Czech Republic and 564 in Slovakia. We try to care for their human and professional development and create a pleasant working environment. In 2020, we particularly focused on safety in connection with the pandemic, support for mental health and the further boosting of our teams' diversity.



“Four people out of five would recommend Prazdroj as a great employer. The same number see their future in Prazdroj positively and are determined to do something extra for the company’s success. This is more than a year ago and with regard to the current situation it’s a great result. On the other hand, employees have the feeling that their options for development or career growth are smaller than a year ago. I think that this was greatly influenced by the current situation. That’s why we decided to change our approach to education. We are now offering more webinars and informing of new options for online education. I trust that everybody will find a method of education that suits them.”

Rob Kenney
Human Resources Director
at Plzeňský Prazdroj

CONTENTS

Diversity and Inclusion

We create the best working environment for all our employees.

Education

We try to develop the potential in each of us.

Safety

We ensure the working environment is safe.

Ethics

We strictly ensure that there is no unethical behaviour in our company.

Balance & Benefits

We attempt to achieve a work/life balance.

Volunteering

We support volunteer activities by all our colleagues.



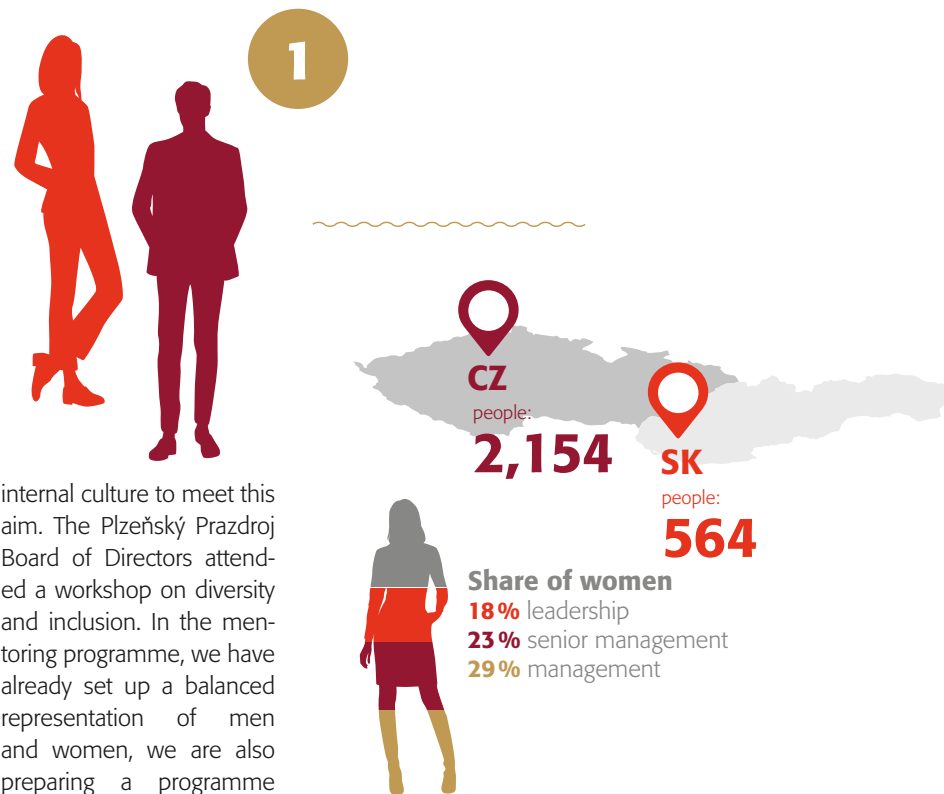
DIVERSITY AND INCLUSION

We respect human diversity and support women in managerial positions.

We are signatories and ambassadors of the [Czech Diversity Charter](#) and the [Slovak Diversity Charter](#). In the spirit of this, we try to create a culture of mutual respect, trust, empathy, education and inclusion. Many of our teams today have an international composition and they completely respect the diversity of cultures. As part of our sustainability strategy, we committed to having equal numbers of women and men in the top managerial positions by 2030. We are strengthening the

50 : 50

internal culture to meet this aim. The Plzeňský Prazdroj Board of Directors attended a workshop on diversity and inclusion. In the mentoring programme, we have already set up a balanced representation of men and women, we are also preparing a programme to develop talented young employees focused on supporting women in managerial positions. In 2020, women accounted for 18% of the leadership positions at Plzeňský Prazdroj, 23% of senior management and 29% of management.

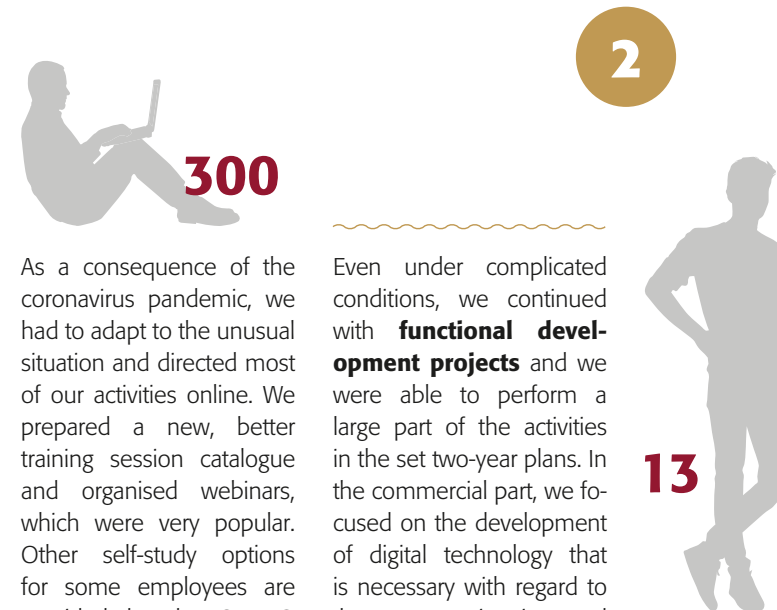


HOWEVER, WE DO NOT FOCUS ONLY ON MANAGERIAL POSITIONS, OUR AIM IS TO CREATE THE BEST ENVIRONMENT FOR ALL WORK POSITIONS.

The Human Resources Department has an action plan to meet this aim. For 2021, we are also preparing an internal directive to more clearly accent diversity.

EDUCATION

In 2020, we continued to support the development of our employees' functional skills and we also focused on their individual development.



As a consequence of the coronavirus pandemic, we had to adapt to the unusual situation and directed most of our activities online. We prepared a new, better training session catalogue and organised webinars, which were very popular. Other self-study options for some employees are provided by the SEDUO platform, on which they can attend **more than 300 inspiring, educational video courses**.

Even under complicated conditions, we continued with **functional development projects** and we were able to perform a large part of the activities in the set two-year plans. In the commercial part, we focused on the development of digital technology that is necessary with regard to the current situation and specific commercial skills. After the pandemic started, we did not stop developing our experts, we just continued online, where we also moved our annual Brewery and Malting Courses, Safety Camps and Yellow Belt training sessions. We did not forget employees in the production and the supply chain, for whom we organised an internet digital academy.

There was also dual education of a new generation of professionals for beer and malt production. The **Šariš brewery**, in cooperation with the Secondary Vocational School of Trade and Services in Prešov, opened a 3-year field for Biochemist – Beer and Malt Production, the only one of its kind in Slovakia, for the third time. The thirteen current students and all future ones have a classroom with the necessary equipment in the Šariš Brewery.

Last year at Prazdroj, we continued to support our employees' leadership skills, for example through **the Leadership Fundamentals, Leading Managers and Leading for the Future** programmes for various levels of managers. We also actively made use of the regional activities of the Asahi group in the field of people management.

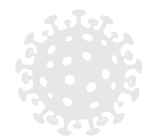


We are the only brewery in Europe that has active **barrel makers**. Eight of them work at Plzeňský Prazdroj and they are entered in the national List of Traditional Folk Culture Heritage of the Czech Republic. We are also trying to get our brewery barrel makers on the UNESCO world cultural heritage list.

SAFETY

During the pandemic, employee safety took on a completely new meaning. It was our top priority the whole time.

3



We coped with what happened last year thanks to the fact that we managed to immediately introduce **increased hygiene measures**. They included, for example, checks on temperature during entry, the provision of masks and respirators, availability of disinfectants, intensive disinfection of space, more frequent use of alternating work from home, and work from home everywhere it was possible.

We also took several technical measures to increase safety at the workplace. **Safety barriers were installed** at selected distribution centres, separating paths intended for the movement of pedestrians from handling space.

We paid great attention to **training** our drivers, thanks to which we are gradually reducing the number of accidents they have. We also performed several exercises, for example for a fire in a production building, a chemical leak or an ammonia leak.

Occupational health and safety actions are focused on **incidents in the form of an accident** with sick leave. There were 8, including 2 in production. One accident was registered at the Šariš brewery.

Despite the increased safety measures, in 2020 there was a fatal incident of an external worker at the Plzeň brewery. Further and stricter preventive measures were adopted to prevent similar events in the future.



BALANCE AND BENEFITS

In addition to transparent remuneration, we also provide a number of benefits with the aim of supporting the harmony of work and private life.

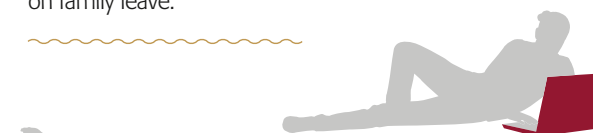


4



We launched the assistance programme **You Can Count on Us!**, to help employees and their families with personal problems and offer them support in unexpected life situations. A free assistance service is available non-stop and offers specialist advice in the fields of psychology, law, health and personal well-being. The **"uLékaře"** (at the Doctor) programme is also available to employees and through it they can contact a selected doctor online and he/she will advise them him/herself or will recommend an appropriate specialist. For those colleagues who

moved to working from home last year, we prepared a series of webinars about online and remote work, as well as about the ergonomics of working from home. We ensure social interaction through joint online exercises, an evening film or tastings with a brewmaster. All employees are then provided with useful advice by other webinars and training sessions with topics like How to Cope with Stress, Immunity, Mindfulness and Healthy Nutrition. It is worth mentioning the **Stay in Contact** programme, which serves to maintain contact with employees on family leave.



40

In the second half of 2020, all the aforementioned activities were placed under the **To Your Health** initiative, through which we to support the health and personal well-being of our employees. As part of this project, which 40% of Plzeňský Prazdroj employees have got involved in, we offer popular online exercise lessons twice a week. At our Portal we also created a special website where we gather all materials supporting mental health and a happy life.

Over the long term, we have been **providing our employees with a whole number of benefits**. They include, for example, a contribution to pension and life insurance, five weeks' holiday, the option of working from home and a contribution to health, sport, culture, recreation or transport with a value of up to tens of thousands of crowns a year. Employees can also make use of two days of paid leave for their own wedding, one day for a child's wedding and two days a year for volunteer activities. We help out parents with children through priority holiday planning in the summer months and a day of leave when a child starts school. Important benefits include, for example, a contribution to pre-school care for employees returning earlier to work from maternity or parental leave. Our range of benefits also includes special offers and discounts from partner companies.

75



BACK TO
CHAPTER
CONTENTS

ETHICS

Plzeňský Prazdroj and its top management very carefully monitor compliance with ethical rules in the Czech Republic and Slovakia.

5

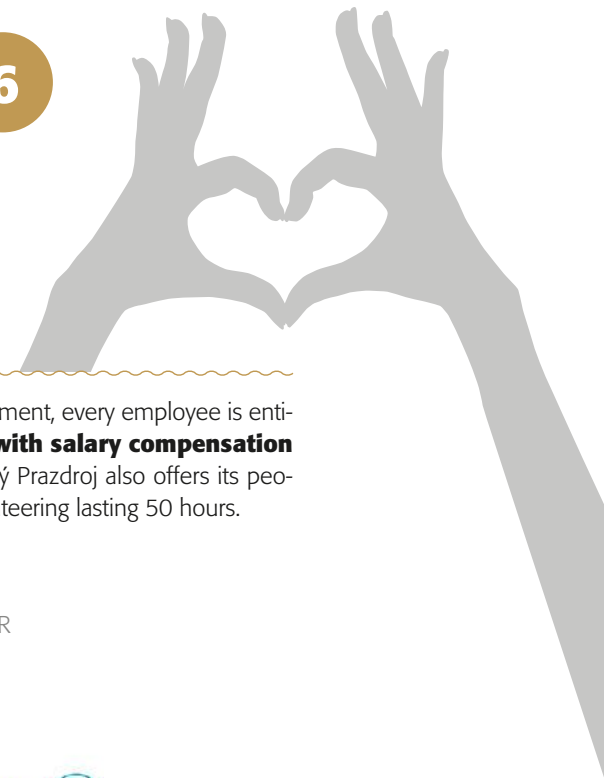


For these purposes a **Commission for Ethical Affairs** was established as the supreme body and its members are the Managing Director, Human Resources Director and Financial Director. The Team for Dealing with Unethical Behaviour investigates believed and actual cases of unethical behaviour and we always have an Ombudsman at Prazdroj for dealing with ethical matters. Those that cannot manage to effectively resolve ethics questions with their immediate superiors can contact them. Employees can make use of an external ethics line, the Whistleblowing Line, to report unethical conduct.

VOLUNTEERING

We are proud of our colleagues who help out where it is needed.

6



Based on the collective agreement, every employee is entitled to **two days of leave with salary compensation** for volunteer activity. Plzeňský Prazdroj also offers its people the option of expert volunteering lasting 50 hours.

WHERE, FOR INSTANCE, OUR VOLUNTEERS HELP:



90

PERCENT

OF OUR PRODUCTS WILL
HAVE A REDUCED SUGAR
CONTENT OR WILL BE
SUGAR-FREE BY 2025.



We will increase
the share of non-alcoholic
products in our range to 25%.

RESPONSIBILITY

We are attempting to ensure that beer becomes a natural choice for moderate and responsible consumers and we want to offer an alternative to those who prefer alcohol-free drinks. Last year we therefore expanded our portfolio of soft drinks to include 4 new Birell products.

In addition to preventative programmes, we bet primarily on self-regulation. In addition to compliance with Czech and European laws, international agreements and ethical codes, we also voluntarily apply our own rules, which are high above these regulations. Our internal rules are some of the strictest applied by alcohol producers. The undertaking for the responsible communication of our products is confirmed by active involvement in the multinational organisations Brewers of Europe, World Federation of Advertisers and International Alliance for Responsible Drinking.



“We want to continue to promote a healthy approach to alcohol, so we undertook to increase the number of people involved in programmes promoting responsible drinking by 20% by 2025. In 2019, we undertook to comply with the IARD obligation, so we will cooperate with our customers which are shops, retail chains and e-commerce outlets to try to shift standards for responsible sales of alcohol.”

Marie Kalná
Plzeňský Prazdroj
Alcohol Responsibility Specialist

CONTENTS

Commercial Communication

We have our own strict code that we comply with.



Preventing the Drinking and Sale of Alcohol to Children

We want to change the tolerant approach to drinking by young people.



Soft Drinks

We are expanding our range of soft drinks.



WE WILL INCREASE
INVOLVEMENT
IN PREVENTATIVE
PROGRAMMES
BY **20%**



COMMERCIAL COMMUNICATIONS

We approach marketing responsibly.

1

We have correctly-set self-regulation mechanisms that we check in an ongoing fashion. They work flexibly, so they enable us to rapidly respond to changing trends and checking them does not require any investments from public budgets. We comply with our [Commercial Communication Code](#), which contains a number of strict rules. All alcoholic products that are in our portfolio contain markings on their packaging promoting responsible behaviour and information about their ingredients and nutritional value.



COMMERCIAL COMMUNICATION CODE



DIGITAL GUIDING PRINCIPLES

Digital communication in Plzeňský Prazdroj is also governed by the national [Digital Guidelines](#), which contain, inter alia, important rules about the content of web-sites and social networks.

In 2020, we did not receive any complaints in the Czech Republic or Slovakia from the Council for Advertising, three sets of proceedings (submission of explanation) were conducted with us in the Czech Republic by the Council for Radio and Television Broadcasting. In one case an explanation was sufficient, one ended in a reprimand and we do not have the result of the third. No complaints were submitted in Slovakia in 2020. We take all proceedings seriously. In response to them we strengthened the emphasis on employee training.

100% OF COMMERCIAL COMMUNICATIONS MUST BE APPROVED BY OUR INTERNAL RESPONSIBILITY COMMISSION COMPRISING MEMBERS OF THE TOP MANAGEMENT AND EXTERNAL EXPERTS.

100%



99.5 %

OF OUR ADVERTS ON TELEVISION MET THE

75 : 25*

RULE IN 2020. IN PRINT, RADIO AND DIGITAL COMMUNICATIONS, ALL OUR ADS MET THIS RULE LAST YEAR WITHOUT EXCEPTION.



* The 75:25 rule means that at least 75% of the target group of the programme or a periodical our commercial was placed in, was represented by people older than 18 years of age



PREVENTION OF THE DRINKING AND SALE OF ALCOHOL TO MINORS

Through education, we want to change the public's tolerant approach to drinking by young people in the Czech Republic and Slovakia.

2

We therefore participate in several projects whose aim is to change the current state.

Respektuj 18
Although 2020 was not that friendly to festivals, at the Volnofest event arranged by Prague 14's townhall, we had a Respect 18 stand, in which people were very interested and many of them visited the [project website](#). In Slovakia, thanks to a promotional campaign, we reached over **half a million people**, and over 2000 got actively involved in the project online.

Nezlob se, prokaž se
The project, which we support together with the **Czech Association of Breweries and Malt Houses and the Association of Retail and Tourism**, tries to reach shop assistants and store owners, as well as their young customers. In recent years, thanks to it thorough checks on the age of shoppers have minimised sales of alcohol to minors.

Napivosrozumem.cz
We also promote sensible alcohol consumption through our website Na pivu s rozumem (For Beer, Sensibly), where the **"Alco calculator Promile INFO"** application is available. It calculates the current level of alcohol in the blood and also the time that the body will need to get rid of it. Last year the website was visited by 70,000 unique visitors in the Czech Republic and the application was downloaded by approximately 3,000 people. We have been working on the project with the Sananim organisation for eleven years.



[www](#)

Promileinfo.sk
We have a similar website with the Promile INFO calculator, useful for drivers, in Slovakia. In 2020 we reached more than 442,000 people through digital communication and more than 81,000 people got actively involved.



[www](#)



[www](#)

OUR OBLIGATION TO PREVENT YOUNG PEOPLE FROM DRINKING



Actions to accelerate reductions in underage drinking

We, the members of the International Alliance for Responsible Drinking, today announce a new set of clear and direct actions aimed at accelerating efforts toward eliminating underage drinking.

These steps are an initial response to the challenges made to our sector in the 2018 United Nations Political Declaration on noncommunicable diseases. We want to raise standards across our sector and will continue to use our regular and productive dialogue with the World Health Organization to better understand what more we can do - including building on government regulation to establish co-regulatory frameworks - to further reduce the harmful use of alcohol.

We oppose any consumption of alcohol by minors. Our beer, wine, and spirits should only be consumed by adults of legal drinking age who choose to drink, and we do not produce or market alcohol products that have primary appeal to minors. We fully support regulation to set legal purchase and drinking ages. We have been working with communities to reduce underage drinking for many years, and we proactively support enforcement of regulation according to national and cultural context.

Underage drinking is declining in many countries worldwide. However, this trend is not universal, and it is critical that we do more. Today, we are accelerating action and call on all parts of society to act.

We call on other producers to join us. We call on retailers to work with us to do more to prevent minors from buying alcohol. And, we call on parents and other adults to support us by not buying or sharing alcohol with minors, even if they do this with good intentions. Together, we must ensure everyone enforces the message that underage drinking is socially unacceptable.

OUR ACTIONS

1. We will introduce a clear age-restriction symbol or equivalent words on all of our alcohol brand products - including alcohol-free extensions of alcohol brands - sending a clear message to all communities that our beer, wine, and spirits should not be bought or consumed by minors. We will start to roll this out immediately, where legally permissible, with compliance across all markets by 2024.
2. We do not want minors to drink alcohol. We do not, and will not, market alcohol-free extensions of alcohol brands to minors.
3. The digital sphere is the arena where our consumers increasingly want to engage with us. We will do more to build on the progress we have made, working with leading digital platforms, to implement rigorous online safeguards in our ongoing efforts to prevent minors from seeing or interacting with our brands online. Safeguards will be in place for at least 95% of our online alcohol marketing by 2024, with an objective to reach complete compliance at the earliest opportunity.
4. We will invite retailers, wholesalers, and distributors to intensify their work with us to determine how best-practice initiatives relating to age verification can be implemented globally, while taking account of local differences.
5. Recognizing the growing role of online retail, we will specifically invite online retailers, postal services, and delivery companies to join us in developing global standards for the online sale and delivery of alcohol, where such sales are legal.



READ HERE



1. By 2024, we will introduce, on all our alcoholic products, a clear **symbol or phrase stating that the products are not suitable for young people**.
2. We will **not target marketing communications** for our non-alcoholic product variants derived from alcoholic brands at young people or children.
3. We are strengthening the current **measures preventing** young people getting to our content in a **digital environment**.
4. We call on retailers, wholesalers and distributors to work with us on implementing the most effective ways for **verifying the age of consumers**.
5. We call on retailers from e-shops and delivery services to join us in the **development of global standards for the online sales** of alcohol.



44%
THE SHARE OF YOUNG PEOPLE
THAT HAD EXPERIENCE
IN EXCESSIVE ALCOHOL
CONSUMPTION IN THE LAST
MONTH FELL BY THIS MUCH
(FROM 21% TO 12%).

Source: European Alcohol Study & Alcohol
a joint project (2019)

SOFT DRINKS

We are bringing our consumers
a wider range and healthier products.

3

87



We are expanding the portfolio of flavoured soft drinks produced from pure natural ingredients that represent an alternative to commonly accessible sweet non-alcoholic (beverages/drinks) to adult consumers. They have a lower sugar content and are free of artificial additives and preservatives. In 2020, we enriched the Birell beer-based product range with four new products (lemonade from Birell, cola from Birell, elderberry from Birell and ice tea from Birell). Cola from Birell was launched in Slovakia in 2019.

TRAINING

We regularly train and educate our employees, co-operating agencies, business partners who run pubs, retail representatives and other stakeholders. Every Plzeňský Prazdroj employee undergoes training focused on the responsible consumption of alcohol, called the Alcohol Alphabet or Alcohol IQ.

Approximately 800 people underwent it in 2020.

Responsible behaviour is now anchored in contracts with some partners and we would like to expand this activity to additional places.

We want to be
a good neighbour
in the places where we
do business

COMMUNITY

41

IS THE NUMBER
OF PROJECTS

WE SUPPORTED IN 2020
VIA GRANT PROGRAMMES IN
THE CZECH REPUBLIC AND
SLOVAKIA. WE DISTRIBUTED
A TOTAL OF 5 MILLION
CROWNS IN THE AREAS
AROUND OUR BREWERIES
IN THE CZECH REPUBLIC
AND EUR 32,000 IN THE
VELKÝ ŠARIŠ REGION.



Our breweries can be found in three locations in the Czech Republic and one location in Slovakia. In all of these locations, we actively support community life and the upholding of local traditions. However, when working with communities, we also keep in mind the current global environmental issues which directly affect them. This is why, for example, we also focus on the planting of trees and water conservation. Last year, we supported several projects aimed at retaining water in the landscape.



“I see the cooperation in the Prazdroj lidem (Prazdroj for the People) grant programme as being of great benefit and at the same time a very nice thing to do. I am pleased that it was possible to implement the projects despite the difficult situation, this being testament to the fact that they are well planned and prepared by the organisations in question. We recently had the opportunity to talk with the beneficiaries in online meetings about the projects themselves and also to share ideas with each other on how to broaden the focus of the individual programme calls. It was clear from their responses that there is a great deal of interest in the programme.

Alena Šváchová
Head of NROS Programmes,
Grant Programme Administrator
Plzeňský Prazdroj

CONTENTS

Community grant programmes

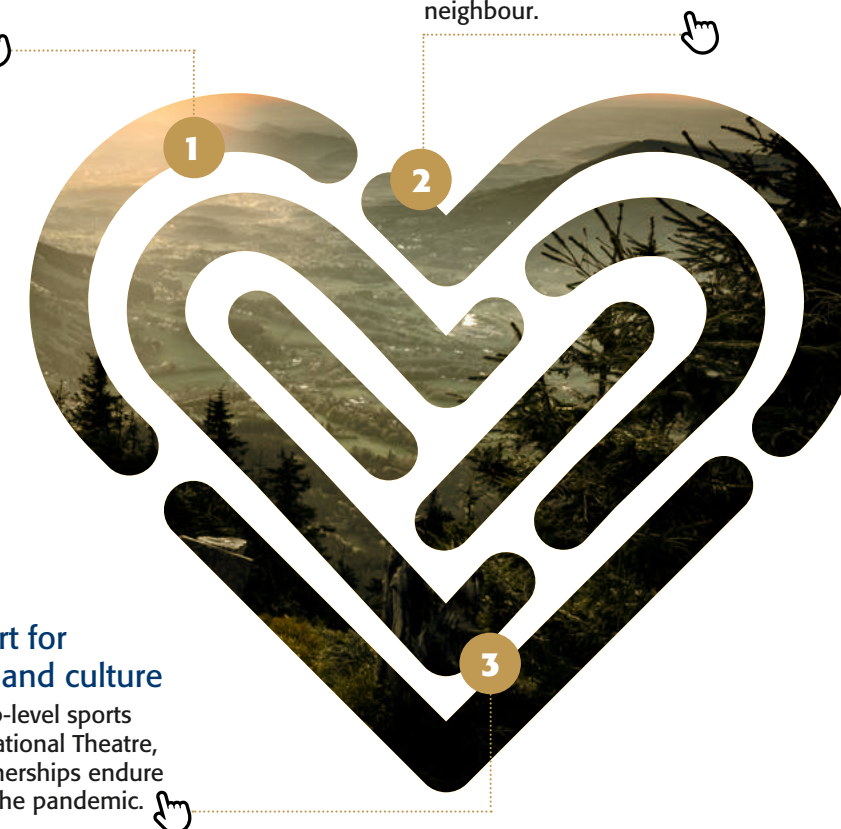
Each year, we distribute several million crowns to support community life in the areas around our breweries.

Development of cooperation with cities and regions

We maintain close relationships with the cities and regions in which we operate and strive to be a good neighbour.

Support for sports and culture

From top-level sports to the National Theatre, our partnerships endure despite the pandemic.



COMMUNITY GRANT PROGRAMMES

2020 was a year which was affected significantly in all respects by the coronavirus pandemic. Our grant programmes also reacted to this.

1



A gradual effort to restart life in the country was also projected into these programmes last year. Our local activities became part of the **Nastartujme Česko** (Let's Kick-Start the Czech Republic) initiative, and we actively participated in support for the renewal of social life and the Czech economy. It was obvious that communities, local associations and initiatives focused on beneficial activities in their immediate surroundings would play a key role in the return to normal life after the pandemic. We therefore decided to support organisations that had interesting ideas on how to get community life going again and engage people

in neighbourhood activities. We increased our grant support by one million last year, allowing us to support even more high-quality projects than in previous years.

Kozel lidem (Kozel for the People)

The aim of the programme is to improve the lives of people who live in the area around the Velké Popovice brewery. With our grant programme, we are building on the tradition of Baron Ringhoffer, a man who cared for the region and developed local activities. Last year, local non-profit organisations and associations were again able to apply. They submitted dozens of projects to the programme, from which a committee consisting of representatives of Velkopopovický Kozel and representatives of the region was able to select a record number of 11 projects thanks to the budget increase, projects which we supported to the tune of CZK 700,000.

Radegast lidem (Radegast for the People)

The Radegast brewery is located at the foot of the Beskid Mountains, a landscape offering a wealth of natural riches which its inhabitants swear by. This is why we have been contributing to the sustainable development of the Beskid Mountains, protection of the environment, in particular water resources, and development of local traditions for nineteen years now. This support also includes our activities in the field of sustainable tourism, such as the reconstruction of the characteristic local architecture. In 2020, we contributed CZK 1,650,000 through our call for proposals to restart community life in the region and found 8 such projects which are able to get local communities involved in activities relating to sustainable development of the Beskids.

Prazdroj lidem (Prazdroj for the People)

Our Prazdroj lidem grant programme revitalises public space, contributes to the development and improvement of the quality of life of people living in Pilsen and the overall renewal of social life in the city. The programme supports community, cultural, educational and environmental public benefit activities which build on and further develop local traditions, provide innovation, inspiration and new initiatives, support ecological activities and lead to the removal of barriers. Last year, we supported 11 projects with a total of CZK 2,650,000.

Šariš lidem (Šariš for the People)

In 2020, the total amount was increased to 32,000 euros, which we distributed among 11 projects. The decision on which projects would be supported was made by the regional grant committee. This time, we also supported projects helping to restore community life suppressed by anti-pandemic measures and to promote sustainability and environmental protection in places used for active recreation by the people who live in the region.

Our Šariš brand supports the preservation of traditions, which is why in 2020, it introduced a limited edition can inspired by the beauty of Slovak folklore, especially folk dance.



Corporate philanthropy and 2%

The decision on the redistribution of the income tax assignment is the responsibility of the Corporate Affairs team in cooperation with the Tax Department. The highest level of support in Slovakia is traditionally directed towards the Velký Šariš Community Foundation, the Prima civic association, with which we implement the Rešpektuj 18! (Respect 18!) project, and organisations dedicated to the prevention, diagnosis and treatment of foetal alcohol syndrome. In 2020, we also supported the Pontis Foundation, IPčko, OZ Viac and the Institute of Circular Economy (INCIEN). Our grant programme Šariš lidem (Šariš for the People) is implemented using funds not stemming from the tax assignment.



DEVELOPMENT OF COOPERATION WITH CITIES AND REGIONS

In 2020, we further reinforced our conceptual cooperation with the cities and regions where our breweries operate.

2

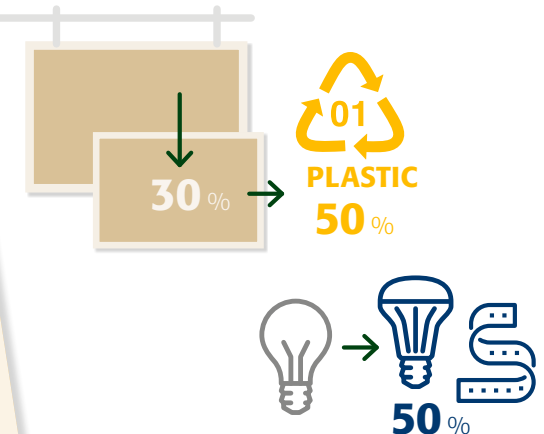
For example, the first ever Declaration of Mutual Cooperation with Velké Popovice was signed. This agreement focused on the development of the municipality and infrastructure, environmental protection, promotion of community traditions and cooperation during emergencies. This new activity builds on the good experience we have with the Declaration of Mutual Cooperation with the Moravian-Silesian Region, which was already signed in 2018. We have also prepared a new Declaration with the municipality of Petřkov, which is next to our brewery in Velké Popovice and which is scheduled to be signed in the spring of 2021.



Fresh outlet

Last year, we began to actively fight against excessive visual pollution, i.e., aggressive advertising that does not fit into our surroundings and which disturbs people in Czech towns and villages.

Through our project, we decided to fundamentally change the presentation of our brands in the public space. **This change will lead to clearer signage, better customer orientation and navigation to our businesses.** Fresh outlet also has another important effect, which is to reduce plastic and energy consumption. We have for example reduced the size of our outdoor plastic banners by 30% and, overall, the production of new plastic will be reduced by half thanks to the new signage. Restaurant operators will save up to 50% of their annual energy consumption by using fewer lights and switching to a more environmentally friendly type of lighting.



HOMO SAPIENS

OVER THE COURSE OF HISTORY, OVER 100 BILLION MEMBERS OF THE SPECIES HOMO SAPIENS HAVE PROBABLY LIVED ON THIS PLANET. AS AT 1 JULY 2020, THERE WERE 7.7 BILLION PEOPLE LIVING ON EARTH. BY 2050, IT IS ESTIMATED THAT THERE WILL BE BETWEEN 9.5 AND 10.5 BILLION PEOPLE LIVING ON EARTH.

Our new approach also falls in line with the current policy of many Czech cities which have decided to regulate advertising in the public space. **We consult cities with regard to our plans, participate in public debate and work directly with some city halls**, such as the one in Pilsen, to develop manuals for advertising in the public space.



SUPPORT FOR SPORTS AND CULTURE

Even in a year that was not very favourable for sport and culture due to the coronavirus, we continued our conceptual support, which still plays an important role among the sponsoring activities of Plzeňský Prazdroj.

3

We have been a partner of the **Czech Olympic Committee** for almost 20 years now, thanks to which we have been able to support top Czech athletes over the long term. In 2020, Plzeňský Prazdroj was again the main partner of the **Czech National Ice Hockey Team** and the main partner of the **Czech Ice Hockey Extraliga** as well as the **Slovak Ice Hockey Association**. We also

continue to support **golf**.

We are a long-term partner of the football teams FC Viktoria Plzeň and FC Baník. Through the Gambrinus [Kopeme za fotbal](#) (Kicking For Football) programme aimed at amateur clubs, we have also dedicated ourselves to nationwide support of **amateur football**, an activity which brings together and revitalises the rural community.

Despite the difficult situation, in cooperation with **RunCzech**, we also managed to hold the 1st Brewery Run with Birell, which took the runners through part of our brewery in Pilsen during the summer.

Our long-term support is also directed towards the cultural sector where, among others, we support **the National Theatre in Prague, the Karlovy Vary International Film Festival and the Colours of Ostrava Festival**.

We help people living with a disability and their families

We have been supporting the **Centrum Paraple** organisation for 9 years now. It is a centre which helps people with spinal cord injuries. Over this time, our charitable activities have raised almost CZK 13 million. The funds raised are used by Centrum Paraple to pay the salaries of assistants who help its clients to practice the necessary skills, as well as being used to purchase sports and rehabilitation equipment. The traditional charity event Pilsner Urquell pro Centrum Paraple (Pilsner Urquell for Centrum Paraple), which is held in December, raised CZK 3,559,734 in 2020.

We have been supporting the efforts of people with disabilities to live an active life for 7 years now with the Birell **Nezastavitelní** (Birell Unstoppable) project, which was established in the Czech Republic in 2014. In 2020, we decided to take the next step and transform the project from donation of medical aids to a format offering experiences. In Slovakia, we came up with a pioneering project and, in cooperation with our partner, the civic association Platforma rodin dětí se zdravotním znevýhodněním (Platform for Families of Children with Disabilities), we launched the web platform Birell **Nezastavitelní** (Birell Unstoppable) (www.nezastavitelni.sk) supporting the inclusion of people with disabilities. The essence of the platform is to connect people without disabilities with people who do have disabilities and together create conditions in which everyone can play sports without discrimination. The top disabled athletes Heřman Wolf and Jirka Ježek were helping us to develop the project.



We helped
kick-start
the economy

PANDEMIC

400

THOUSAND IS THE
NUMBER OF CANS OF

NON-ALCOHOLIC BEER WE
DISTRIBUTED TO FRONTLINE
WORKERS IN THE CZECH
REPUBLIC AND SLOVAKIA
DURING THE PANDEMIC.



From the very first spring phase of the pandemic crisis in 2020, we directed our attention towards protecting our employees, rescuing the food and beverage industry and supporting frontline workers in the wider communities throughout the regions.

We also became one of the driving forces behind the Nastartujme Česko! (Let's Kick-Start the Czech Republic!) initiative, the aim of which was to ensure the recovery of the Czech economy and a return to normal life for all of society. We came up with a similar initiative in Slovakia under the name Roztočme Slovensko (Let's Kick-Start Slovakia!). Here, we invested four million euros into the revival of the country and also urged others to get involved in getting the economy started again. In the regions where Prazdroj operates, we tried to support consumers, suppliers and our own employees via various initiatives.

“We helped out in the area in which we do business and which we understand – pubs and restaurants. We also helped local communities in the regions where our breweries are located. But we didn't forget about our employees either. Although our turnover dropped due to the crisis, we decided not to lay any workers off or even to reduce their wages.”

Ivan Tučník
Manager for Social Responsibility
Plzeňský Prazdroj



CONTENTS

Front line and senior citizens

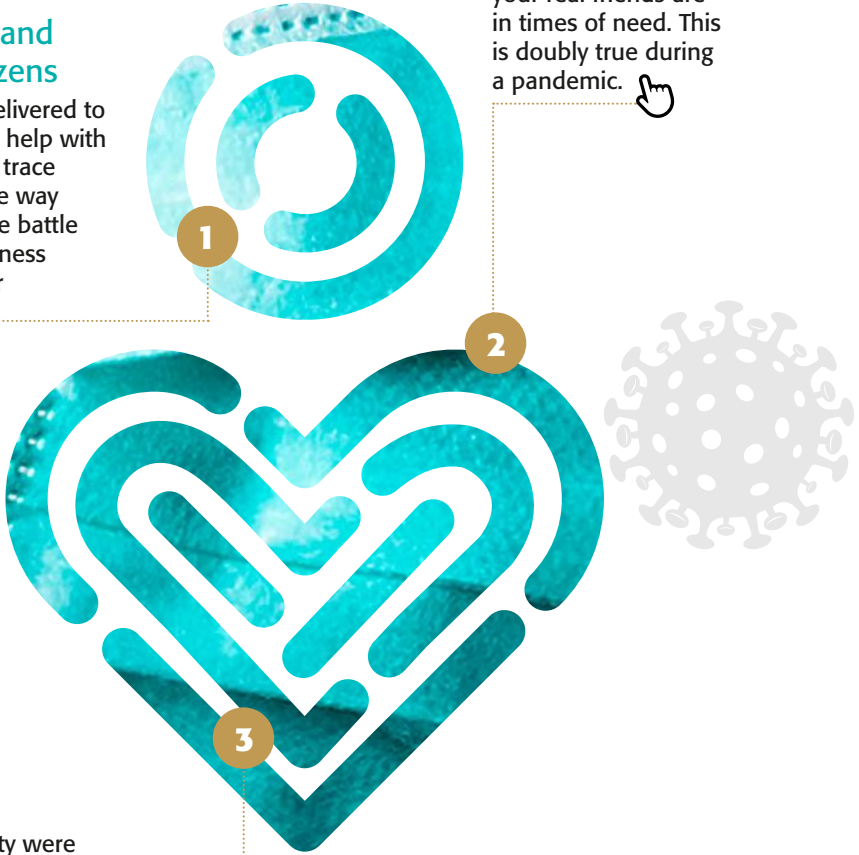
From Birell delivered to hospitals and help with the track and trace system, all the way through to the battle against loneliness among senior citizens.

Our customers

You find out who your real friends are in times of need. This is doubly true during a pandemic.

Employees

Health and safety were the most important things for us during the pandemic, including the mental wellbeing of our people.



FRONT LINE AND SENIOR CITIZENS

We concentrated our help in places where it was truly needed, from frontline workers all the way through to lonely senior citizens.

104

BIRELL THOUGHT OF PEOPLE ON THE FRONT LINE

1



As our only non-alcoholic product, the Birell brand was able to participate directly in the provision of food and beverages to help the overworked people on the front line. Right at the start of the spring phase of the coronavirus pandemic, we handed out more than 65,000 cans of Birell to rescue workers, journalists, sales assistants, volunteers and others. We also reacted actively to the second wave, when above all hospital employees and other people working on the front line were overloaded with work. We delivered tens of thousands more cans of Birell to them in hospitals and public health authorities. In total, we distributed more than 220,000 cans of Birell throughout the Czech Republic.

We distributed over 180,000 cans of Birell in Slovakia, intended mainly for healthcare workers in hospitals with patients who had contracted the coronavirus. Apart from hospitals, we also supplied Birell to the Slovak Red Cross, rescue workers, firefighters, police and NGOs, for example. More non-alcoholic beer also went to the "Pošli tašku" (Send A Bag) project in Bratislava, where volunteers delivered shopping to senior citizens and people in need.

WE HELPED OUT WITH TRACK AND TRACE

We began cooperating with the Ministry of Health of the Czech Republic last autumn. Two dozen volunteers from the ranks of employees at the Plzeňský Prazdroj brewery who were prevented from doing their jobs by the pandemic and who also happen to have experience with telephone calls helped out tracking and tracing contacts reported as having tested positive.



WHO DID WE HELP?

105

TOGETHER IN THE BATTLE AGAINST LONELINESS

We actively helped lonely senior citizens in the run-up to Christmas. We sent a special Christmas present to selected day care centres and retirement homes consisting of Birell and warm socks which grannies working together with the non-profit organisation Elpida knitted. We donated a total of CZK 250,000 to the Ponožky od babiček (Socks From Grannies) project.

At the close of the year, we also prepared the new Společně proti osamělosti (Together Against Loneliness) project in the Czech Republic and Slovakia, supporting non-profit organisations which help senior citizens, healthcare workers and other vulnerable groups to cope with the impact of the pandemic and the resulting preventive measures which were imposed. Our employees decided which non-profit organisations we would help and the level of financial contribution that would be provided to them.



CZECH REPUBLIC CZK 2 MILLION



SLOVAKIA EUR 30,000



#KtoPomozeSlovensku

OUR CUSTOMERS

You find out who your real friends are in times of need

2

Throughout the entire year, we were in regular contact with our customers, i.e., restaurant and pub operators in the Czech Republic and Slovakia, and we tried to help them as much as we could. We exchanged all the **stale beer from untapped barrels for fresh beer** at our expense, mediated **advice** on how to obtain funds from state aid programs, postponed all of our invoices until after the pandemic, and started reimbursing **credit notes**. We also arranged free cancellations of beer deliveries for restaurant and pub operators and we cancelled **minimum orders for deliveries**. We began actively helping with the **preservation of businesses** which closed and did not operate a serving hatch while the government measures were in place.

We invested more than **half a billion** crowns in the Czech Republic and over **EUR 4 million** in Slovakia to support catering businesses during the pandemic.



In the case of businesses which remained open, we supported the **operation of serving hatches** and supplied free 0.3 l bottles of Excelent and Birell beer to businesses so that publicans could give them away with meals and therefore attract more customers. We **provided disinfectant and protective products** to businesses at a time when they were hard to come by. We offered instruction and advice on how to sanitise and preserve tapping equipment and how to prepare for customers after the crisis. Together with the Czech Beer and Malt Association and the Slovak Beer and Malt Association, we prepared **information and motivational campaigns** for publicans and their customers.

Our aim was to help partners from the food and beverage industry to overcome a period of uncertainty in which they were not supported by the government.



EMPLOYEES

Health and safety were the most important things for us during the pandemic, including the mental wellbeing of our people.

3

PROTECTION AND SAFETY

We followed the recommendations of the Ministries of Health in the Czech Republic and in Slovakia throughout the entire pandemic. We followed them and regularly notified all employees of any changes, in particular on the employee portal and by e-mail. All employees who had to continue to actually go in to work or visit customers were provided disinfectants, **sufficient protective equipment and the necessary information.**



We created a **workable process for dealing with any cases of infection among employees.** During the first wave, we determined and tested procedures on how to respond if one of our employees became ill. We limited social contact in the workplace and contact with external workers, and we also adjusted shift rotations. Work carried out by external workers was postponed where possible. We strictly advised all employees who could work from home to take advantage of this possibility. Those who had to come in to work were tested on site in all of our breweries in the Czech Republic and Slovakia.

We arranged **voluntary antigen testing** for the employees in our breweries even before the government decision came into force.



WE HELPED EACH OTHER

We launched the **JobExchange** project, to allow people who could not fully carry out their work because of the preventive measures to help the overloaded teams. Employees from the Craft & Heritage Department helped out in the logistics warehouses in Pilsen.

Maximum and continuous **attention was paid to the mental health of our people** who had access to the Můžeš s námi počítat (You Can Count on Us) and uLékaře assistance programmes during 2020. As part of the Na zdraví! (Cheers!) programme, we again provided them vitamin packs to boost their immune system and dozens of online webinars on physical and mental health, healthy eating and lifestyle.

For more details about all our programmes, see the **PEOPLE** chapter.



15. PLZEŇSKÝ PRAZDROJ SUSTAINABILITY REPORT

We feel that it is important for the public to get to know all the important aspects of our business. We have been publishing a sustainability report every year since 2006. Our aim is to share our experience and, above all, to achieve maximum transparency. We also want to increase the general awareness of sustainable business and new trends in the field.

This report presents our new sustainable development strategy called To the Future! 2030 and provides a summary of the progress we have achieved in Plzeňský Prazdroj in the Czech Republic and Slovakia in the period from 1 January to 31 December 2020 in relation to the set aims.

Our sustainability strategy covers all the strategic areas of our activities from the viewpoint of their environmental, social and economic impacts. We identify with the Sustainable Development Goals (SDGs) that were adopted at the UN Summit in September 2015 and we work with them in an ongoing fashion when creating our long-term corporate strategy.

The source of non-financial data for the current period is a new internal reporting system that aggregates data about sustainable development on an annual basis. The system enables the comprehensive monitoring of trends in all defined areas of our business in accordance with the key pillars of the sustainability strategy. All the data have to be approved by the directors of the various sections that are part of Plzeňský Prazdroj's top management.

CONTACT

**Let us know your opinion
about our sustainability activities.**

Milica Danková

Sustainable Development Manager

milica.dankova@asahibeer.sk



20 ZPRÁVA O UDRŽITELNOSTI 20

Text:

Ivan Tučník, Tomáš Pavlík, Milica Danková

Photographs and illustrations:

Plzeňský Prazdroj archive

Shutterstock

Published by:

Plzeňský Prazdroj,

Ovocný trh 8, 110 00 Prague, Czech Republic

www.prazdroj.cz

Graphic design and printing:

Boomerang Communication s.r.o.

© Plzeňský Prazdroj

July 2021



BACK TO CONTENTS OF
THE SUSTAINABILITY REPORT

www.prazdroj.cz