

Responsible Consumption Policy

DELEGAT

Policy owner	Delegat Group Limited
Date of Publication:	25 March 2024
Applicability	Delegat Group and its subsidiaries
Related Policy	WHS Drug and Alcohol Policy

PURPOSE OF THIS POLICY

As one of the world's leading global Super Premium wine companies, Delegat upholds a high standard of social responsibility while promoting our brands and products. Our Super Premium brands are regarded as category benchmarks, sought out by aspirational wine lovers looking to experience the leading wines from the world's most recognised wine regions. We encourage safe and responsible consumption of our products, to be enjoyed in moderation.

Our employees serve as ambassadors for responsible consumption. Delegat Group Limited is committed to promoting moderate consumption and responsible decision-making regarding alcohol for both our employees and consumers.

PROMOTING MODERATE CONSUMPTION

Delegat produces, advertises, and promotes our products in a responsible manner that does not encourage inappropriate and excessive drinking. Our focus is exclusively on making Super Premium wines and brands which are priced and promoted at a premium position within their respective categories. We target aspirational wine lovers looking to experience Super Premium wines and we will not promote excessive or irresponsible consumption.

Those who are underage, pregnant, or have been advised not to drink by health care professionals should refrain from drinking alcohol. Our marketing and advertising practices are tailored exclusively for consumers legally permitted to purchase or consume alcohol in the markets where our wines are sold. For those who are driving, there should be strict adherence to local road safety laws and regulations, including the prescribed blood alcohol content (BAC) limits.

For those who choose to drink, we encourage responsible consumption and the adherence to official drinking guidelines and recommendations related to alcohol consumption within their respective localities. Our wine labels provide information on the number of standard drinks, the percentage of alcohol content and any appropriate industry or government 'health' messages, whether voluntary or legally required.

We are committed to marketing our products and brands in a way that demonstrates high standards of social responsibility. Delegat's advertising and promotion will never endorse excessive or irresponsible consumption, nor undermine the prevention or reduction of alcohol-related harm. All our marketing and communication activities strictly adhere to any statutory regulations, codes, and legislations governing alcohol advertising in the markets in which we operate.

EMPLOYEE AWARENESS

All employees are expected to be ambassadors for responsible consumption. Being an ambassador for responsible consumption entails setting a positive example by enjoying alcohol in a responsible manner and encouraging others to do the same.

Delegat requires all employees and contractors to abide by the WHS Drug and Alcohol Policy applicable to their respective location. When attending company or business-related events where alcohol is served, employees are expected to always drink responsibly and be mindful of the impact of alcohol on behavior. While managers have a key role to play in setting the tone of an event and are responsible for managing the use and availability of alcohol on their sites, all employees must take personal responsibility for their own behaviour and actions with regard to the consumption of alcohol at Delegat functions and events. All Delegat hosted functions will follow to responsible service guidelines.

Delegat will support its people to make responsible choices regarding alcohol through providing access to education and training. All employees can access practical, evidence-based resources, information, and tools relevant to their country to educate them further on alcohol and help them make informed decisions.