

# SUSTAINABILITY REPORT 2021



ΠΑΡΚΟ  
ΦΙΞ



**OLYMPIC**  
BREWERY SA  
Part of the Carlsberg Group

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## MESSAGE FROM CARLSBERG GROUP'S CEO

At Carlsberg, we are brewing for a better today and tomorrow.

We believe that our business performance and ESG performance go hand in hand. One cannot thrive without the other. We must make sure we conduct our business in a way that is sustainable for the long term, as well as optimising financial returns in the short term.

We're convinced that our commitment to sustainability has bolstered our resilience through another very difficult year.

Our robust financial performance also empowers us to take further bold action to counter accelerating global sustainability challenges.

COVID-19 is just one of the major crises the world faces. The extreme weather experienced in many regions in 2021 underlines the need for urgent action to tackle the climate emergency. The science is clear: we are at a pivotal moment and the next ten years will be crucial to protect the future of our planet.

No one can tackle this global challenge alone – we need businesses, governments and society to come together for a better tomorrow. Carlsberg was among the first ten companies – and the first brewer – to set science-based targets that align with the goal to limit global warming to 1.5oC, and I am delighted to see more and more companies joining the movement.

Ahead of COP26, I joined other CEOs in a call for policymakers to supercharge momentum towards net-zero economies with bold commitments, policies and actions. I welcome the commitments made in the Glasgow Climate Pact to keep the 1.5oC goal alive.

Consumers also have a critical role in a low-carbon future and it is encouraging that more people want to buy from brands with strong sustainability credentials. We are harnessing the power of our brands to encourage people to adopt more sustainable behaviors through the Planet Pledge and local campaigns to inspire consumers.

ZERO carbon footprint is one of four ambitions in the Together Towards ZERO sustainability programme that underpins our SAIL'22 company strategy, and we are working hard to do our part by cutting emissions from our breweries and our value chain. We have achieved a lot over the past six years. Brewery carbon emissions per hectoliter of beer are down by 40% since 2015, and we are making good progress in reducing beer-in-hand emissions.

We have also made great strides on ZERO water waste with a 21% reduction in water use per hectoliter of beer, and on ZERO irresponsible drinking with a further 114% growth in AFB volumes since 2015.

However, these successes are tempered by a setback in our previously good progress on creating a ZERO accidents

culture. This year, we endured an unacceptable rise in lost-time accidents and the terrible loss of two contractors' lives. We are making every effort to prevent further tragedies with a renewed campaign to enforce our Life Saving Rules and stamp out unsafe behaviors.

We remain steadfastly committed to upholding the principles of the UN Global Compact, and we have increased our focus on topics such as diversity, inclusion and ethical conduct with employees over the past year. To me, how we do things is just as important as the results we deliver. At the end of the day, it is about treating people with respect. And respect goes hand in hand with employee engagement, which remained strong this year, despite the challenges of the pandemic.

Employees will help us drive progress on sustainability from within, and it was a pleasure to include 138 colleagues as co-strategists in the development of SAIL'27 and our updated Together Towards ZERO programme.

The world around us is changing, and we will ensure that we change with it and stay relevant to our consumers and society at large. Our new strategy will drive business growth in the coming years and remain as ambitious as ever as we work towards, and even beyond, ZERO.

**Cees 't Hart**  
CEO, Carlsberg Group



## MESSAGE FROM OLYMPIC BREWERY'S MANAGING DIRECTOR

The second year of the pandemic brought even bigger changes in the way we live and operate, worldwide. In 2021, we were called to continue our best efforts in order to secure the safety of our people and assure business continuity, within a context of greater variation due to increased Covid-19 transmission. Hence, managing the pandemic crisis across levels continued being an everyday bet and at the same time an essential challenge for the best possible result.

With HORECA being closed during the first months of the year, we continued supporting our clients and associates, while being at the same time actively present in topics related to our category

and overall market. Moreover, with tourism performing relatively better versus 2020 but far behind pre-pandemic figures, we've managed to show excellent capabilities of flexibility, constantly monitoring, evaluating, and adjusting our strategic initiatives. Therefore, we managed, without complacency, to face & confront the consequences of the changes, which are estimated to have short-term impact.

And this great reaction is clearly an achievement of our people, who I would like to thank once again for their professionalism, agility, focus on target, understanding and empathy. Without our people we wouldn't be able to dispose

seamlessly our products to the market offering moments of joy to consumers, both in Greece and 39 countries all around the world.

Sustainability agenda, which was already a priority based on our Group's culture, came on top and we were totally prepared for the new era. We are really proud that the need for direct actions towards the environmental and social responsibility became common target of all parties involved throughout our operational chain. Because, at the end, we can transform our vision into action only if we connect our mission and collectively engage our employees, our partners and clients, our strategic associates, and consumers.

Thus, in Olympic Brewery, our strategy is strongly related with the sustainability strategy of Carlsberg Group, "Together Towards ZERO", with short-term milestone the year 2022 and long-term milestone 2030. In this context, we have set four main pillars of action, based on measurable targets, with programs and initiatives related with all aspects of our business operation which also constitute an important part of our investment plan.

**Zero Carbon Footprint:** Based on our effort to eliminate our environmental footprint, we have taken important steps over the last 6 years. Specifically, in both our plants, in Sindos and Ritsona, we have achieved 52% decrease of CO2 emissions, 35% decrease in electric energy consumption and 52% decrease in thermal energy consumption.

**Zero Water Waste:** Taking seriously into consideration the importance of water

as a good, since 2015 we have achieved reduction of 48% in water consumption during the production procedure in both our production sites.

**Zero Irresponsible Drinking:** With main concern consumers to enjoy our products always responsibly, we are committed to communicate the message of responsible drinking in 100% of our brands' packaging. Additionally, we continuously implement activations and synergies for information and awareness, while we actively promote the AFB category and relevant consumption occasions.

**Zero Accidents Culture:** With the Health & Safety of our people as constant priority, is quite hopeful that during the last 4 years we have managed 50% decrease of accidents and 42% decrease of rate of accidents in the workplace together with 38% increase of compliance in "Life Saving Rules".

At the same time, social responsibility is a business imperative. We are working everyday with passion and ethic, choosing to be optimistically realistic, evaluating the circumstances and responding effectively to the everyday challenges and chances.

"Brewing for a better today and tomorrow". This is our company's Purpose and together our steady compass to move forward with our view to the future and our target to ZERO.

**Dejan Beko**  
Managing Director,  
Olympic Brewery S.A.



**ΟΛΥΜΠΙΑΚΗ  
ΖΥΘΟΠΟΙΙΑ ΑΕ**  
Part of the Carlsberg Group

# TOGETHER TOWARDS ZERO

In Olympic Brewery, as we look to the future and target to ZERO, we remain true to a cohesive and comprehensive sustainable development plan for a better today and tomorrow.



**ZERO CARBON FOOTPRINT**  
With respect to the environment.



**ZERO WATER WASTE**  
During the production process of our products.



**ZERO IRRESPONSIBLE DRINKING**  
Through active promotion of responsible consumption.



**ZERO ACCIDENTS CULTURE**  
Adopting a holistic health and safety culture.

## ABOUT OLYMPIC BREWERY

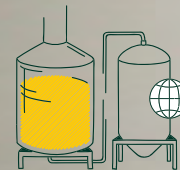
With steady pace, extroversion, innovation and, above all, our people, we represent a strong and reliable structure making a substantive contribution to the development of the brewing industry in Greece. Every single day, each one individually and at the same time all together, we serve our Purpose to “Brew for a better today and tomorrow”!

**2**  
production sites

**2,1 million**  
hectolitres annual production capacity

**>450**  
employees

**>1.000**  
wholesalers



**11**  
products produced in Greece

**>112.500**  
points of sales throughout Greece

Exports to **39** countries in **5** continents



# ZERO CARBON FOOTPRINT

The impacts of climate change affect our lives no matter where we are, while the predictions by experts for the near future are ominous. In Olympic Brewery, as an environmentally responsible company, we are committed to achieving a zero-carbon footprint over the coming years, having already taken significant steps towards this direction.

### 2030 TARGETS

**ZERO**  
CARBON EMISSIONS  
AT OUR BREWERIES

**30%**  
REDUCTION IN  
BEER-IN-HAND  
CARBON FOOTPRINT

### 2022 TARGETS

**50%**  
REDUCTION IN  
CARBON EMISSIONS  
AT OUR BREWERIES

**100%**  
ELECTRICITY  
FROM RENEWABLE  
SOURCES AT OUR  
BREWERIES

**ZERO**  
COAL AT OUR BREWERIES

**15%**  
REDUCTION IN BEER-IN-HAND  
CARBON FOOTPRINT

**100%**  
LOW CLIMATE  
IMPACT COOLING

### WHAT WE MEAN BY “ZERO CARBON FOOTPRINT”

#### Brewing emissions:

We aim to eliminate carbon emissions from our production sites by 2030. To help us drive progress towards this absolute target and improve production efficiency on the way, we aim to halve emissions per hectolitre (hl) of production between 2015 and 2022.

#### Beer-in-hand emissions:

We aim to reduce our value chain (beer-in-hand) emissions per hl of beer produced by 15% by 2022 and 30% by 2030 from our 2015 baseline. These reductions cover emissions from: growing and malting raw materials; brewing, packaging, distributing and chilling our products; and handling our packaging waste after use.

## FOCUSING ON OUR PRODUCTION SITES

Our breweries are the core of our activity. Olympic Brewery owns two production sites, located in the areas of Sindos, Thessaloniki and of Ritsona, Evia, with a total annual production capacity of 2.1 mil. hectolitres.

The entire production process is in line with completely environmentally friendly mechanisms, while adherence to the strictest product quality control and safety standards is a fixed priority for our company.

The ongoing upgrade of equipment at all our sites is essential for optimising energy consumption and annihilate our carbon footprint in the long term.

### Specifically, at our plant in Ritsona:

We streamlined the use of ventilation, achieving a reduction in energy consumption at the biological wastewater treatment plant by 0.25 kWh/hl, equivalent to 110,000 kWh.

We modernised the air compressor room and installed a new air-drying system that is 25% more efficient, resulting in an estimated reduction in electricity consumption of 75,000 kWh.

We upgraded the chiller room by adding a drive controller to the cooling tower fan motors. In 2021, through this initiative we reduced electricity consumption by 125,000 kWh.



We implemented a plan to optimise and regulate temperatures and steam pressure during the brewing process, resulting in a reduction in thermal energy consumption of 110,000 kWh.

Together, we adjusted the temperatures required at each stage of production as part of optimising bottle and can pasteurisation programmes, achieving a reduction in thermal energy consumption of 70,000 kWh.

### At the same time, at our plant in Sindos:

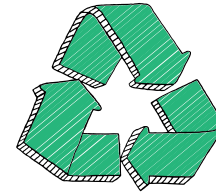
We modernised the boiler room, replaced the steam generator with a more energy-efficient model and added a flue gas economiser.

We installed the main brewmaxx platform at our brewery to enable automation and overall monitoring of all processes, aiming to maximise the system's energy efficiency and minimise loss.

We upgraded the ventilation system in biological treatment with a more effective diffusers, achieving a reduction in electricity consumption of 10%.

We completed the thermal insulation of all piping at the plant.

We improved clean-in-place (CIP) procedures in the brewing and processing (B&P) area and replaced the concentrate collection system to increase the rate of reuse during the evaporation process.



**EFFECTIVE  
WASTE MANAGEMENT  
& RECYCLING**

Each year, in Olympic Brewery we recycle significant amounts of materials generated by our production sites in Sindos and Ritsona.

In 2020 and 2021, a total of 2,389 tons of glass were recycled, along with 72 tons of metal and iron, and 1,678 tons of recyclable materials, such as paper, plastic and wood. Additionally, 28,825 tons of plant by-products were used for animal feed.



For yet another year, we also applied several best practices from the Carlsberg Operational Manual which relate to means of operation (water and energy supply, etc.), the stages of brewing and processing (B&P) and the duration of the bottling process.

Thus, we continued collecting the carbon dioxide produced during the beer fermentation process to be reused

for production and bottling needs, with an average annual recovery of 1,900 tons of CO2.

It is also noteworthy that both our production sites have developed environmental management systems certified to the international ISO 14001:2015 standards, while only LED lamps are used in all our facilities.

**Waste management & Recycling:**

	2020	2021
<b>GLASS</b>	<b>1,315.2</b> TONS	<b>1,074</b> TONS
<b>METALS</b>	<b>26.4</b> TONS	<b>45.5</b> TONS
<b>OTHER RECYCLABLE MATERIALS (PAPER, PLASTIC, WOOD)</b>	<b>736</b> TONS	<b>942</b> TONS
<b>PLANT BY-PRODUCTS (GRAINS - USED FOR ANIMAL FEED)</b>	<b>12,325</b> TONS	<b>16,500</b> TONS





## REACHING THE SUPPLY CHAIN

To achieve a zero-carbon footprint, we re-evaluate annually each stage of our extremely demanding supply chain, reconfiguring and improving the process as a whole – from the production to the final delivery of our products.

Production is the first stage of the supply chain. Through the Sales & Operations Planning (S&OP) process, we successfully align forecast and scheduling procedures for all company departments. We strive to ensure production is in line with demand, both in terms of timing and location, with the ultimate goal be-

ing to minimise transport of our products and, by extension, our carbon footprint. One of the broader targets of our production scheduling is to reduce all energy losses and the related footprint resulting from processes such as over-production, transport and stock, and even potential defects, ultra-processing, movements and stand-by time. It is worth mentioning that in 2021, thanks to actions throughout the supply chain, kilometres per transported hectolitre between our facilities were down by 9%.

The next stage of the supply chain is storage. We keep on making energy improvements to the lighting of our



warehouses, both indoors and outdoors, by replacing all high-pressure lamps with LED lighting. It is estimated this measure will reduce the carbon footprint by up to 500 tons over the next five years.

Trucks and forklifts (FLT) are used for the transportation of end-products. Our fleet is continuously renewed with vehicles with state-of-the-art engine technology to emit the least pollutants possible. More specifically, their emissions are 70% lower on average than the current EU legal requirements, while also achieving 28% less fuel consumption. We also, collaborate with transport companies which share the same vision for a zero-carbon footprint, while we foster a culture of safe and economical driving amongst our employees and partners

by providing educational materials and extremely useful seminars. In 2021, the activities of all stakeholders in this area resulted in a 6% decrease in consumption by the forklift fleet and a 3.5% decrease in truck fleet consumption.

Finally, in relation to the distribution stage, we endeavour to carry out the process with the least amount of delivery runs possible, reducing emissions accordingly. We achieve this by using state-of-the-art routing software that optimises the load factor of our proprietary trucks or those of our partners, with the ultimate criterion being to minimise kilometres per hectolitre of distributed final product. In the same spirit, we seek to group orders per delivery and make deliveries on fixed dates.



## REACHING COLD DRINK EQUIPMENT

Decreasing our environmental footprint entails a comprehensive and ongoing effort that involves every stage and every aspect of our operation.

The fridges and draft beer coolers, which are essential equipment for our sales teams, have been incorporated into our modernisation programme as part of our sustainable development. To that end, we began, since 2017 to replace older equipment with state-of-the-art fridges, while we started to replace draft beer coolers in 2018.

This initiative is continuing steadily, with important results so far.

We purchased 1,104 new-technology fridges using environmentally friendly R290 refrigerant with low energy needs. So far, about 50% of our fleet has been upgraded, with savings of 556,416 kWh compared to the older, energy-hungry fridges. As part of the effort, we have also retired from the market 203 older fridges and recycled them, for an energy savings of 207,466 kWh.

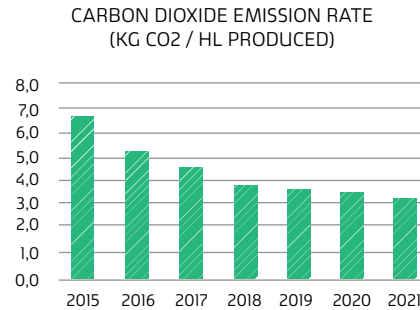
As for draft beer coolers, we are consistently replacing them with new, environmentally friendly units (in terms of refrigerant and energy requirements - similar to fridges), and purchased 300 new coolers for 2021, saving 86,680 kWh. At the same time, we retired and recycled 203 old coolers and saved 248,244 kWh.



# AT A GLANCE

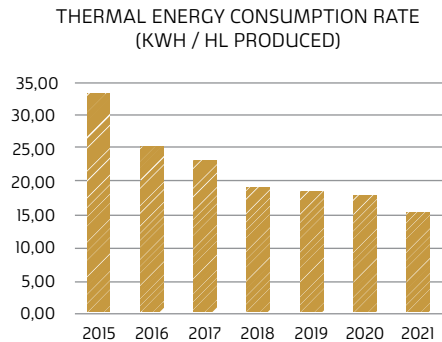
## CARBON DIOXIDE EMISSIONS

**52%**  
REDUCTION OF CO2 EMISSIONS AT OUR PRODUCTION SITES, FOR THE PERIOD 2015-2021



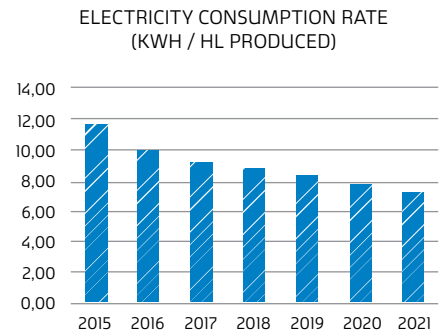
## THERMAL ENERGY CONSUMPTION

**52%**  
REDUCTION OF THERMAL ENERGY CONSUMPTION AT OUR PRODUCTION SITES, FOR THE PERIOD 2015-2021



## ELECTRICITY CONSUMPTION

**35%**  
REDUCTION OF ELECTRICITY CONSUMPTION AT OUR PRODUCTION SITES, FOR THE PERIOD 2015-2021



## BEER-IN-HAND

With a holistic and visionary approach, we are looking beyond the limits of brewing. Our key goal is to fully understand and reduce the environmental footprint of our products throughout the value chain: from the cultivation and processing

of raw materials, to brewing, packaging, transportation and cooling of products at their final point of consumption.

The process is known internationally as “beer-in-hand” emissions.

FOR THE 2015-2019 PERIOD WE HAVE ACHIEVED A

**7,8%**

REDUCTION OF CARBON EMISSIONS (CO2 KG / HECTOLITRE PRODUCED)

OUR 2022 GOAL IS TO ACHIEVE A

**15%**

REDUCTION OF CARBON EMISSIONS, COMPARED TO THE BASE YEAR (2015)

## RATE OF POLLUTANT EMISSIONS, AT EVERY STAGE OF OUR PRODUCTS' LIFE CYCLE

### 2019

% of total emissions from raw materials to the glass



**24%**  
Cultivation of ingredients (e.g. barley) and their processing, including malting

**10%**  
Brewing and production of our products, including refrigerants

**46%**  
Production and use of all packaging materials

**11%**  
Inbound transport of raw materials and outbound distribution of our finished products from the production plants and our storage areas

**9%**  
Cooling of our products in endpoints of consumption, including refrigerants (domestic cooling is not included)



# ZERO WATER WASTE

Water is an extremely valuable natural resource and a key ingredient of our products, while other ingredients, such as grain and hops, need it to grow. Therefore, its conservation is a great responsibility as well as a necessity for us. To that end, we have set ambitious targets to eliminate water waste during the production process for every hectolitre of beer.

## 2030 TARGETS

# 50%

REDUCTION OF  
WATER CONSUMPTION  
IN OUR BREWERIES

## 2022 TARGETS

# 25%

REDUCTION OF  
WATER CONSUMPTION  
IN OUR BREWERIES

## NOT EVEN A DROP OF WATER WASTED

We consistently apply numerous processes at our production sites to limit as far as possible and to eliminate water waste. These efforts include, amongst other things, the collection and reuse of water, reducing its consumption by 5,000 m<sup>3</sup>.

In the past year, the system for label disposal in the bottle washer at Sindos brewery was upgraded, while the installation of caustic soda cleaning system is underway and expected to result in another 2% savings of water.

Meanwhile, the process of optimising the pasteurisation programmes on the bottling line is in progress, with temperature control at exit based on the dew point.

At Ritsona brewery, an investment was implemented for a new osmosis process, suitable for processing discharge water from other osmoses, resulting in a savings of 25,000 m<sup>3</sup> annually through recovery and reuse.

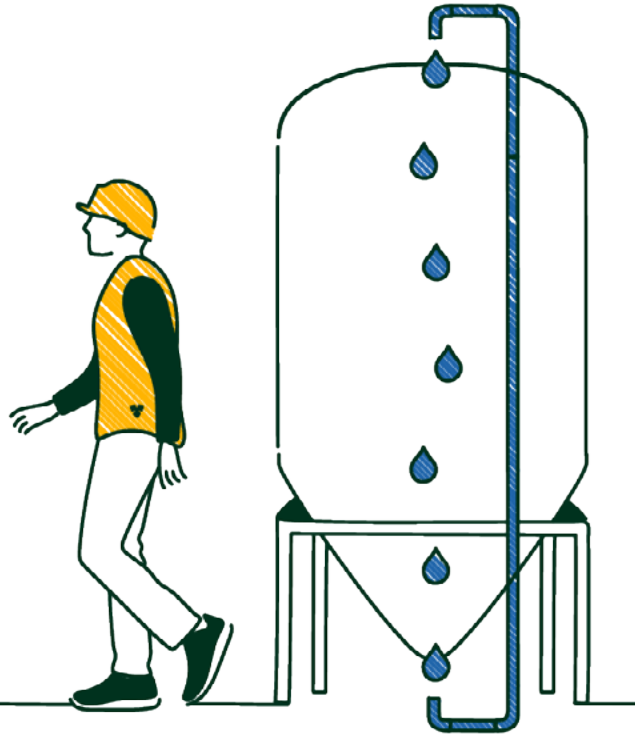
Additionally, a “Filler Rinser Bypass” process is now in use for the returnable glass bottles (RGB) washer, which is expected to help reduce water consumption by 1,500 m<sup>3</sup> annually.

At the same time, consumption is monitored continuously and analytically for each production process separately, which facilitates prompt intervention to resolve any leakage or consumption issues when these exceed acceptable limits. This practice helps reduce water consumption by 2,000 m<sup>3</sup> per year.

## A CONTINUOUS IMPROVEMENT PROCESS

The constant effort for improvement has traditionally been part of our company's DNA.

According to the plan we are following, in 2021 the water mapping process was completed at both our production sites to determine areas for improvement. Of special focus was the bottling line, which is key area for the reduction of water consumption.

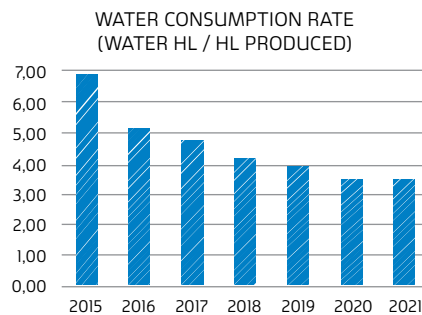


## AT A GLANCE

### WATER CONSUMPTION

**48%**

REDUCTION OF WATER CONSUMPTION DURING THE PRODUCTION PROCESS IN BOTH OUR PRODUCTION SITES, FOR THE PERIOD 2015-2021





# ZERO IRRESPONSIBLE DRINKING

Our products bring people closer and are synonymous to moments of joy and relaxation. However, irresponsible drinking, such as underage drinking or driving under the alcohol's influence, remains a global problem that must be addressed seriously and responsibly.

### 2030 TARGETS

**ONGOING**  
PROMOTION  
OF RESPONSIBLE  
CONSUMPTION

### 2022 TARGETS

**100%**  
OF PACKAGING  
& COMMUNICATION  
CONTAINS MESSAGES ABOUT  
RESPONSIBLE DRINKING

**100%**  
AVAILABILITY OF  
ALCOHOL-FREE  
PRODUCTS

**ONGOING**  
COLLABORATION  
& SYNERGIES TO PROMOTE  
RESPONSIBLE DRINKING

### RESPONSIBLE CONSUMPTION MEANS TRUE ENJOYMENT

It's true that everyone can decide for themselves how, when and where they will consume our products. However, part of our mission is to highlight the importance of responsible drinking on any occasion, encouraging consumers to always enjoy our products responsibly and with moderation.

To that end, the resounding message for responsible consumption is prominent on all packaging and communication

materials of our alcoholic products, while we also abstain from advertising aimed to minors.

We also consciously strive to promote the alcohol-free beer (AFB) category on the Greek market, expanding at the same time its consumption occasions. We consistently implement multiple collaborations with our customers and partners through all channels, targeted synergies with organisations and public awareness campaigns with the key and consistent goal of promoting responsible drinking.



### EVERYTHING STARTS WITH US

Raising awareness about responsible drinking is an issue that concerns all of us directly. That is why we are continuing our targeted efforts to provide ongoing information on this topic.

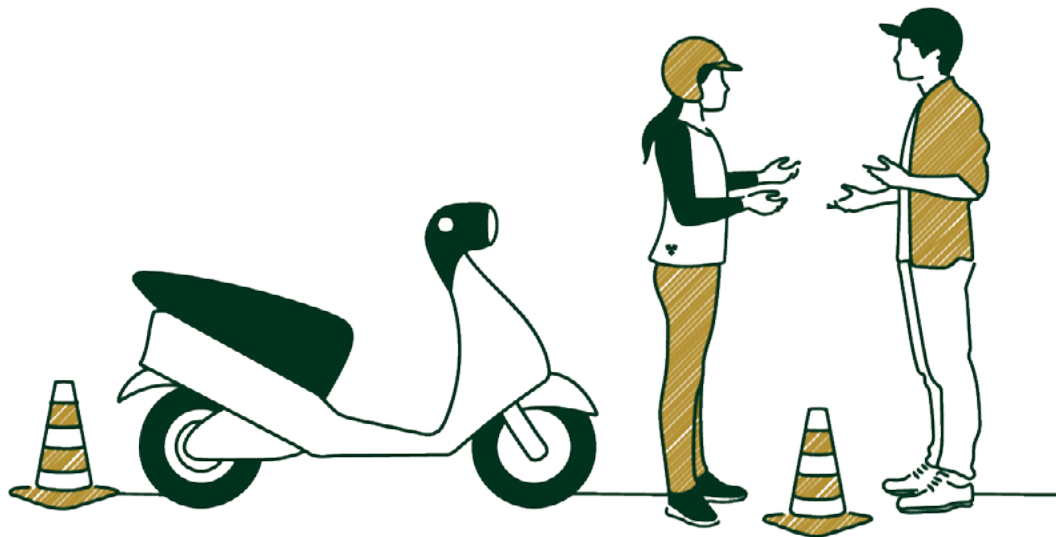
With zero irresponsible drinking as one of the key pillars of our sustainable development plan, in the past year we focused on initiatives aimed at company's employees, which combined responsible drinking with safe driving.

### INSTALLATION OF INTERLOCK SYSTEM IN OUR CORPORATE FLEET

Our main activation in that direction for 2021, was the installation of a breathalyser Interlock system in all our corpor-

ate fleet vehicles, in cooperation with authorised dealer Draeger Hellas. We are truly proud of implementing this initiative, as we are the first company, not just in our industry but in Greece as a whole, to take decisive and tangible action on the issue of safe driving and responsible drinking, starting with ourselves – our human resources.

In this way, a matter of collective responsibility is effectively addressed with a device that functions proactively and is permanently placed in the vehicle to prevent someone driving while being under the influence of alcohol. We are providing our people a useful tool that inherently promotes a philosophy of responsible drinking and automatically leads to safer driving.



Fully aware of the significance of the issue, we consciously invested in installing this device in hopes that everyone will appreciate its value and that it will become a best practice for our industry and beyond.

This further highlights our commitment to promoting responsible alcohol consumption by doing the right thing and taking the first step within our own company.

### TRAINING FOR EMPLOYEES USING COMPANY VEHICLES

As part of the initiative and our steady commitment to promote responsible drinking in all occasions, we held both theoretical and practical training sessions for all employees using a company vehicle. These sessions focused on how safe driving should be combined with responsible drinking and on behaviours to be avoided.

**100%** of our products' packaging bears responsible consumption labels.



# ZERO ACCIDENTS CULTURE



The Health & Safety of our people is a key and unwavering priority for us and we want to ensure everyone gets home safely every day.

### 2030 TARGETS

**0%**  
LOST-TIME  
ACCIDENTS

### 2022 TARGETS

**REDUCTION**  
OF ACCIDENTS RATE  
YEAR-ON-YEAR

#### HEALTH & SAFETY

We strongly believe that all accidents can be prevented. Therefore, we constantly strive to promote a Zero Accidents culture in the workplace and to encourage all employees to adopt it. Our goal is to provide our people with the tools and knowledge to identify unsafe behaviours and help their colleagues to adopt safer working practices too.

As one might expect, creating such a culture requires time and target-setting. Our five-year target, up to 2022, has been the gradual reduction of accidents every year, while our target by 2030 is to achieve zero accidents in the workplace.

#### WHAT WE MEAN BY ZERO ACCIDENTS

**Accidents:** We define these as lost-time accidents that result in an employee being unable to perform their full range of normal duties for at least one day, excluding the day of the accident. We are aiming for ZERO by 2030.

**Accident rate:** The rate of lost-time accidents at the workplace per 1,000 employees or subcontractors. This is calculated as the number of lost-time accidents multiplied by 1,000 and divided by the number of full-time employees.



Following the “Life Saving Rules”, which are also an integral part of our revised onboarding training programme for new employees, is key to achieving the targets of our Health & Safety Policy. Our main goal is to prevent accidents with potential to cause serious injury. As part of the same effort, communication is ongoing through training and interior signage throughout our facilities. The “Dos & Don’ts” online internal campaign computers, with an emphasis in Commercial Division employees, that run a total of 5 times in 2021, is an example of our initiatives in this area.

Another extremely useful practice, as demonstrated by experience, is the formation of teams made up of staff from all departments and divisions who

hold regularly scheduled monthly meetings, serving as the company’s Health & Safety “ambassadors”.

First aid teams consisting of employee volunteers from all functions and divisions have also been formed. Their members are trained by the Red Cross and receive relevant certificate, allowing them to use their skills in emergency drills simulating real-life conditions in all our facilities throughout Greece.

At the same time, through the monthly briefing on accidents that have occurred in our Group worldwide, we focus our people’s attention on potential risks at work with the aim of preventing future accidents. We have, also, created an online system for recording reports and



**STEADY**  
REDUCTION  
OF ACCIDENTS RATE  
IN THE WORKPLACE

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**38%**  
INCREASE IN RATE  
OF COMPLIANCE WITH  
LIFE SAVING RULES,  
IN FOUR-YEAR PERIOD



observations related to “near-misses”, according to the Carlsberg Group’s specifications, whereby unsafe behaviours and conditions are thoroughly investigated.

Emphasis is also given in safe driving. In 2021, we implemented 2 online driving training sessions (“Alert Driving”) for employees using a company vehicle; these are scheduled to be repeated in 2022, while theoretical and practical safe-driving trainings were also held for drivers of company trucks.

We also held practical safe-driving sessions, simulating real-world conditions, for 25% of our employees using company vehicles, further solidifying a safe driving culture at the company. To date, this training programme has been

conducted for 50% of employees with a company vehicle, and our target is to achieve a 75% rate by the end of 2022.

Another initiative we are particularly proud of is the installation of breathalysers (interlock tool) in all vehicles of our corporate fleet. This targeted action that combines health & safety with responsible drinking aimed to further reinforce a zero accidents culture.

The practices and procedures we have put in place, in combination with their scope of application in all our facilities throughout Greece, led to our receiving a “Gold” distinction in the “Health & Safety Culture” category, in 2021 Health & Safety Awards.



### HEALTH & SAFETY FOR OUR SALES TEAMS

The nature of the work for our Sales team members, who travel daily to multiple locations throughout Greece, requires special preventive measures and specific means of prevention

together with information for employees in the Sales Division.

An in-depth briefing is held monthly for employees on issues of Health & Safety, focusing their attention on potential on-the-job risks to

prevent potential accidents in the future.

Similarly, the distribution of informational material on the Health & Safety Policy and the Life Saving Rules to all Commercial Division employees serves as a reminder of key issues and increases knowledge, along with online discussions to exchange views and resolve any questions.

### HEALTH & SAFETY IN THE PRODUCTION AND SUPPLY CHAIN

Securing a safe working environment is our constant priority for the entire range of our operations; the area of production and the different parts of the supply chain are no exception.

The Ritsona brewery was incorporated into Carlsberg's Integrated Management System (IMS), which means both our breweries are now certified to the strict international standards ISO 14001:2015, ISO 45001:2018 and ISO 9001:2015 of our Group's affiliate company, Carlsberg Supply Company AG.

The review of our production site in Sindos conducted by DNV, Carlsberg's certifying body, was completed successfully for all management systems included in the IMS without identifying

any significant areas of non-compliance. This review process relies on the stringent specifications set by the certifying bodies. The independent assessment by the Group's Health & Safety Division was also successfully completed and involved standards for permit issuance, labour, temporary work and access to a restricted area.

Lastly, striving to substantively foster and instil a sense of safety, we created a new training programme which functions as a reminder of how we can lodge effective safety reports to prevent potential accidents in the workplace. Indicative example is our in-house campaign with the message "Don't walk past". The aim of this initiative is to encourage specific and useful observations relative to safety. This campaign was also successfully implemented through targeted training sessions for Production employees, safety walks and information provided on fatal and serious accidents at Group facilities.

By incorporating Health & Safety guidelines at all our facilities, based on observations, findings and risks on a local level in Greece, we achieved even greater improvement in safety measure in the workplace and minimised potential risks. This fills us with a sense of satisfaction and prompts us to continue in the same direction.

## PREVENTIVE MEASURES IN RESPONSE TO COVID-19 PANDEMIC

In a constantly changing environment, such as the one created by the Covid-19 pandemic, adaptability and flexibility, together with methodical and diligent management by Olympic Brewery, that was proved to be successful, resulted in a safe framework, in which to safely continue our activities, with all required protective measures in place.

Along with full compliance to State's guidelines and recommendations, we also implemented significant additional measures which are updated regularly based on the status of the epidemic in Greece, both as a whole and in each area in particular.

The application of strict protective measures continued through 2021 in all our facilities throughout Greece, from the production sites and distribution centres to offices. These measures applied not only during the arrival of employees but also during their stay at workplace, setting very specific rules. Measures also covered the period of their absence and include diligent cleaning and disinfection of common-use areas. Strict control and protective measures are also applied to external partners and contractors relative to their access to our facilities, while intensive protective measures are applied to Sales teams, with constant availability of protective equipment, such as antiseptics, masks, gloves, etc.



We also took action to ensure even greater protection of personnel, including:

- Leasing additional vehicles (buses) to transport employees to and from the production sites in order to reduce the number of passengers per vehicle as much as possible
- Conduction of regular preventive Covid-19 testing at all our facilities and on a weekly basis at the production sites
- Specific handling and individualised solutions for employees in vulnerable groups

- Application of working-from-home status for all employees in departments with the ability to work remotely

The company's crisis management team is continuing its work and meets on a weekly basis to review the course of the pandemic in Greece, the State's updates and guidelines and our Group's actions and recommendations to contain the spread of the virus. Naturally, at the centre of these efforts is the standing priority for our employees' health and safety and the aim to ensure their care in a practical manner.



# 100% RESPONSIBLE BUSINESS

## FOOD SAFETY MANAGEMENT SYSTEM CERTIFICATION

Both our production sites, in Sindos and Ritsona, have been certified with the FSSC 22000 food safety management system.

Our efforts to promptly identify potential quality-related issues in our products at all stages of the production process is ongoing and unceasing to ensure any problems are identified and excluded from the warehousing and distribution stages. In case of any deviation from specifications, even a minimal one, we investigate the cause of each issue to avoid it being repeated in the future.

The opinion of our consumers and customers carries the greatest weight, that is why an integrated public feedback management system has been instituted, based on the Consumers' Call Line standards. All our quality indicators related to issues raised by consumers or customers are within our targets and at very low levels, while there has been no instance of withdrawal or recall of our products from the market in recent years.

## CUSTOMER-ORIENTED PHILOSOPHY

With a substantive customer-oriented approach and endeavour to provide excellent service to our partners, we constantly invest in improving the services we offer to our customers.

Aiming to consistent improvement of services and providing solutions that offer an immediate and practical response to their daily needs, we created a new, separate Customer Service Department to enhance the level of service and save time at all stages of communication.

Olympic Brewery's new Customer Service Department is available to customers daily, offering enhanced service and resolve several issues related to their association with our company promptly and efficiently. At the same time, it serves as a point of contact for the Draught Club, the online customer reward platform.

It is truly encouraging for us that the level of overall customer satisfaction with the Customer Service Department came to 4.32, with 5 being the top rating, based on the findings of the 2021 Customer Satisfaction Survey. Our team answered more than 15,000 calls, with an average wait time of 6 seconds and a response call rate of 98.3%.

# CORPORATE SOCIAL RESPONSIBILITY AND CONTRIBUTION TO SOCIETY

## FIX PARK: A GREEN LUNG IN THE HEART OF ATHENS

In 2021, we turned the historical FIX Park, in Patissia area, over to the residents and visitors of Athens, having completed a detailed design and intensive regeneration project, in cooperation with the City of Athens through the Athens Partnership and the "Adopt your city" programme.

Patissia is an area closely tied to the history of beer in Greece, as it was where one of the first breweries and ice manufacturers was established in the early 20th century, and to our historic beer brand FIX Hellas. So, there we developed a modern, sustainable urban park aiming to serve as an ideal

destination all year round. At 7,500 m<sup>2</sup>, FIX Park is a valuable green space in one of the most densely built but vibrant districts in the capital city. The key aim of the regeneration was to convert the park into a gathering and recreational area for all ages, upgrading the quality of life and offering a new outlet in the routine of the city's inhabitants.

The regeneration was undertaken in accordance with the latest trends in landscape architecture and environmental design. Based on the design prepared by the Ecoscapes landscape architecture firm, in cooperation with the City of Athens Division of Green Area and Urban Fauna,





more than 4,500 hardy Mediterranean plants of diverse species with low water needs were planted under existing trees to create a midstory foliage tier. The park has been developed in five discrete thematic zones, through which visitors can wander and become more aware of topics related to nature and the environment. In the centre, a garden dedicated to the senses was created and consists of plants of different colours and leaf and flower textures. These are of particular botanical interest and compose a landscape that changes along with the seasons. The south section features a garden devoted to biodiversity which consists of evergreen Mediterranean shrubs and aquatic plants arranged

around a fountain. The western section includes plane trees, highlighted with newly planted perennial herbaceous species and shrubs, while in the eastern section, the lawn has been restored to accommodate outdoor activities.

As part of the park's regeneration, the paths were also restored and urban equipment was replaced, while the 27 park's benches constitute a permanent outdoor exhibition, as they were designed by students of the AKTO Graphs & Design college under the tutelage of experienced artists. This effort was part of a broader cooperation Olympic Brewery maintains with the educational institution.





Remaining true to our purpose, to brew for a better today and tomorrow, we strongly support initiatives for the common good, focusing on actual needs and the next day's perspective.

#### **TARGETED SUPPORT WHEREVER NEEDED**

We continue with all our means to provide care and support to those who are in greatest need, contributing to the work of the social grocery stores and organisations

which provide social assistance to vulnerable groups throughout Greece.

Meanwhile, we actively supported the important social work of associations, such as Smile of the Child, Make a Wish Greece, Together for Children, Ark of the World, AgaliaZo-Group of Volunteers Against Cancer, Praksis and the Good Samaritan Association for Abused Women and Children. We also held 3 blood donations in Attica and Thessaloniki with the active participation of our employees.

# OUR PEOPLE ARE OUR STRENGTH

GOOD FRIENDS,  
GOOD FOOD,  
good times

## OUR EMPLOYEES ALWAYS AT THE CENTRE

A key source of inspiration and the driving force behind our every activity is our personnel. Each employee, from his position and role, “brews” in his own way on a daily basis, allowing us to produce and distribute our well-loved products, to grow, to break new ground and to build a strong presence in our market. It is exactly that effort and unique quality of each and every individual that ultimately brings our corporate purpose to life: “Brewing for a better today and tomorrow”.

That is why we endeavour not only to safeguard current conditions but also to continually create new opportunities that combine a modern and pleasant work environment with the wellbeing of our people, in both professional and personal level.

## HEALTH & SAFETY A CONSTANT PRIORITY

The health & safety of our employees has always been and always will be our key priority. Following a comprehensive plan of action in this area, we implement several initiatives so that our people can feel safe in their workplace, no matter where they are based, and move safely to, during and from their work.

In addition to strict safety measures in place and consistently applied across the board in all our facilities throughout the country and additional measures we instituted due to the pandemic, we also conduct regular practical and theoretical training sessions, online trainings and webinars and detailed presentations on Health and Safety in workplace. With a total of 21 training sessions held in 2021 and 286 participations, our concern is to be as practical and meaningful as possible and to provide information and tools that foster a zero accidents culture at work.

## TRAINING, DEVELOPMENT AND MERITOCRACY

We make every effort to provide our people the opportunity to unfold, to cultivate and to explore their skills and make the most of their talents and abilities so they can advance to new positions and roles. It is a particularly dynamic process that is constantly evolving and integrally linked to the growth and development of our people in combination with bolstering our footprint in our market segment.

By making the most of appropriate tools together with clear, transparent and merit-based procedures, we intentionally invest in our human resources; the





resulting “success stories” are as varied as the individuals. In 2021, we created a modern, integrated onboarding programme for new hires, for which we earned distinction in HR Awards 2021. We also enriched the digital learning tools used by employees; of particular interest is our digital library, digital tours of our facilities and digital visits to the market.

**DIVERSITY & INCLUSION**

In Olympic Brewery, we seek to create and maintain a work environment that embraces diversity and promotes inclusion, ensuring that people working at our company feel completely free to express their true selves.


With Diversity & Inclusion as a key pillar in our strategy, in 2021 we signed the

“Diversity Charter” aimed to further promoting and diffusing diversity in our corporate culture. At the same time, we emphasize in the rate of women’s participation at all hierarchical levels of the organisation, increasing that rate by 24% over the last two years. We are particularly proud of the fact that women represent 50% of the company’s management team.


**FOCUS ON THE WELLBEING OF OUR PEOPLE**

In a constantly changing world, where, amongst other things, even the most short-term planning can easily be upended, the importance of the human factor and balance between work and personal life and between physical and mental health have become even more evident.

To achieve this we have established four main action pillars that frame our plan regarding Diversity & Inclusion for the coming years:




**Representation**  
We seek to increase diversity, particularly in management positions. A balance between the number of men and women in positions of responsibility lays the foundation for diversity.



**Equal opportunities for all**  
We wish to ensure equal access to opportunities, based on transparency, trust and impartiality. We show zero tolerance for discriminatory behaviour and we work towards eliminating any form of harassment.



**Inclusive culture**  
We adopt a culture of inclusion, starting from the company’s management team. Our aim is for everyone to feel comfortable to show their true self at work.



**Business priority**  
Promoting diversity and inclusion is not limited to the Human Resources Department. It is a business priority which is taken seriously into account by all our executives in their daily decisions.

In the past year, in this area, we established wherever possible the option of working from home two days a week, regardless of pandemic-related measures, and in accordance with the needs expressed by our personnel. At the same time, we maintained a 24-hour psychological support call-line for our people and their family members, and also took action internally to create a

“bridge” for returning to normal working conditions, such as “wellness breakfasts” and “nutrition weeks”.

Moreover, we launched a new initiative that offers an integrated wellness & wellbeing programme for employees and their families, the participation in which is flexible depending on their time and areas of interest.



# CODE OF ETHICS & CONDUCT

**Our company is committed to operating responsibly and with integrity while promoting ethical behaviour in every area.**

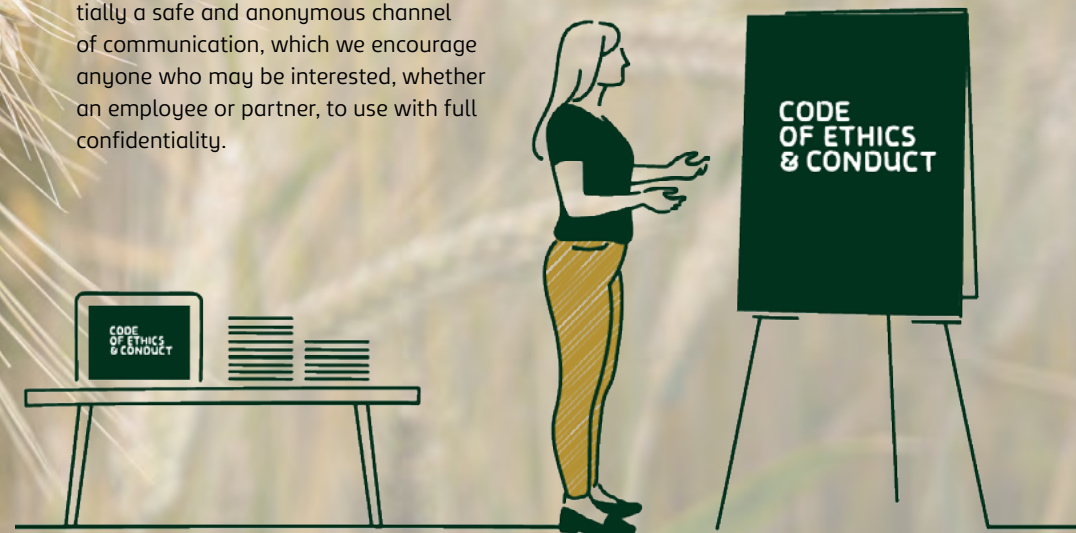
A key tool in this endeavour is the Code of Ethics and Conduct, which describes and details our expectations to ensure that our employees have a clear understanding of our principles and values. In 2021, a new e-learning programme on the Code of Ethics and Conduct was made available to personnel, which focuses on areas of compliance and was successfully carried out from all our employees.

## **SPEAK UP**

With the aim of reporting and then eliminating behaviours which may be violating the Code of Ethics and Conduct, our rules and/or our values, we created the “Speak Up” procedure. This is essentially a safe and anonymous channel of communication, which we encourage anyone who may be interested, whether an employee or partner, to use with full confidentiality.

## **GENERAL DATA PROTECTION REGULATION (GDPR)**

Based on the stringent framework of specifications and procedures we follow to protect personal data, we include a special introductory section on GDPR in our induction programme for new employees. In this area, several training programmes were implemented in 2021 relative to data protection, such as the in-depth training on the process of entering into data processing agreements with partners and service providers.





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