

Overall water consumption (VS 2015) Increased efficiency thanks

to weekly controls

The amount of water we

use to produce 1 hl of beer

Water checks

per year We carry out one check per week



1st

Italian agri-food company to develop a climate change adaptation plan (Life IRIS Project)

100%

Renewable energy Supply agreement signed in December 2016

Our beers

Carlsberg Italia 2016 overview



Carlsberg Italia S.p.A

The colors in the map show the territorial organisation of Carlsberg Ho.Re.Ca Srl

first company of the brewing industry certified with EPD (Environmental Product Declaration)

of draught beer sold in recyclable

PET kegs



46%

Near Miss reports

increase (VS 2015)

259

Number of employees

36 Beers in portfolio

1,3 Mio hls of beer

+2,4%

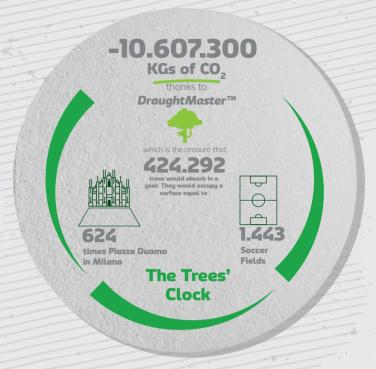
Gross global added



Safety audits

"Near Miss" notices +46% vs 2015: more safety in the brewery

New procedures



Responsible Drinking



activities carried out by Carlsberg Italia during the Global Beer Responsibility Day

We have involved our employees at HQ offices in Lainate and the visitors on the Open Day at our brewery



people reached by Carlsberg Group through responsible drinking communication campaigns

consumers have been involved during sports events, such as UEFA 2016 and music festivals



THE COURAGE... to give our numbers!



arlsberg 2016



consuption*

Speaking occasions

about sustainabilitu

KGs of CO, not released in

2,500

drinking activities, carried out by our employees,

Responsible Business

98% +140%

Open-end contracts

Visitors' opinion during Open Days:

72%

Italia 's bond with

66% Recognize that Carlsberg Italia territory's identity



25 Winning through innovation and 26 24 sustainability You didn't turn off the turn off the turn office's left the office's left the did you? toilets, did you? +2,4% beer 2 responsible drinking production Number 10 is the key to interpret In 2016 Carlsberg Italia reported its 2 responsible arinking activities carried auring activities erg Italia Auring the Global Beer this Sustainability Report. first positive result after many Networking is negative years, showing thus that Our 10 Luppoli is the most "special" our strategy beer we launched in 2016. beer quality, innovation and Responsibility Day to compete More than 10,000 is the number of sustainability together create value. on the market CO₂ tons not released in the Water, bon, Energy & Carbon, Health & Safety, Health & Drinking: Responsible Drinking for Responsible Drinking for Sustainable Sustainable 90 to 29 \$ atmosphere thanks to the I am proud of the journey we DraughtMaster™ system. started and of what we can show and tell every year thanks to the 10 are the years passed since I 4 Open Days at our started managing Carlsberg Italia, commitment of our people, our brewery: part of the earnings of the shop a company which at that time was partners and all those with whom 23 undergoing economic and financial we work and think together **VS** difficulties. I did not know this I would like to thank everybody were donated to MCOs chosen by our and let's see you in 2017, a year of sector, but here I found passionate 3,5 HIS Red Tag introduced to people who wanted to redeem great innovation. Water to produce themselves, despite the problems. Enjoy your reading! employees highlight possible **36 KGs 131 KGs** And, together, we committed 31 Alberto Frausin ourselves to change the future of dangers CEO, Carlsberg Italia Send your idea of PET the company. of our draught beer info@carlsberg.it = 3 PET Sold in recyclable 32 Did you text with PET Kegs The full Sustainability Report 2016 can be 90 to 10 the smartphone downloaded on www.carlsberaitalia.it Specking occasions on while driving? The game "translating" Carlsberg Italia's Sustainability Report has been created by **33** aNeLab, the journalism training lab of 6 Carlsberg Foundation Giornalisti Nell'Erba., with the training lab 22 2,500 people involved in responsible 259 Employees drinking activities SZKO CO 98% Carlsberg Group 9 SNe Lob not released in the in open-end contracts +46% Near Miss report: the atmosphere thanks 10 "Brewing for a to DraughtMaster to DraughtMaster -18% 34 Do Aon know the - awareness better today Overall water 17 Sustainability and tomorrow" this is our mission consumption #SUSTAINABLEHORECA 3 Development the concept of sustainable 21 Did you quink & drives THE WHEEK OF SUR PRESENTED OF DRINK OR DRIVE! Goals? omic or sale presented Ecomondo Exibition Our main brands: Our main brands: Birrificio Angelo poretti, Carlsberg, Tuborg, Carlsbergen, Jacobsen, Grimbergen, Jacobsen, LIFE IRIS: 36 the project that 20 72% of visitors 1st agro-food recognize the bond studies the impacts of climate change on prewing company 424,000 trees Cauzperd traja with climate -20% adaptation plan 19 and its territory Would absorb the specific water 1 consumption Monta ansoling CO5 DraughtMaster™ 18 8 12 37 100% renewable energy +29% safety audits 11 17 water checks 52 You don't close THE THE Finish the top water per year when you wash Annen Ann Marzu office after lunch, 6 do hons In 2016 Carlsberg Italia 15 Sustainability - The game reported a positive result after many negative years Take a coin and BEER QUALITY, 13 14 throw it on the INNOVATION AND To "play with sustainability" in order not to **SUSTAINABILITY**ARE AN INVESTMENT NOT A COST That's why "Sustainability - The game" was DraughtMaster™ fear it and to better understand how we are created: then choose a marker, throw a coin on "dice" affected by it but also can affect it. While the *DraughtMaster*TM dice and... have fun **YOU ARE** with ResponsiBEERitu2016! waiting for the lunch break we can have fun THE WINNER! and, at the same time, easily understand Cheers! Drink together with sustainability's numbers and behaviors. all the other players...responsibly!