

2020

# BUSINESS & SUSTAINABILITY

*From grape to glass with respect for people and the planet.*





**VISION**

We generate value and growth through a dynamic platform for entrepreneurship, sustainability and innovation.

*Emil Sallnäs, CEO*

**VIVA WINE GROUP IN BRIEF**

# Viva Wine Group

*Viva Wine Group is Sweden's leading wine group* with a prominent position in the Nordic region and strong growth in the European e-commerce market for wine. We develop, market and sell both our own brands and those of others in more than ten growing markets.

**OUR BUSINESS**

We are a collection of entrepreneur-operated companies with a love of food, beverages and bringing people together. We care about how our products are manufactured and are particularly proud of our efforts in sustainability. We offer affordable, quality wines from around the world for sale to consumers in Sweden, the Nordic countries, Europe, the United Kingdom, North America and China.

**OUR OFFERING**

We offer wines of all types and styles, from all conceivable origins. Our brands include everything from acclaimed consumer favorites to recognized prestige brands and our producers are among the best in the world, spanning from major wine groups to member-owned cooperatives and small family-run producers.

**OUR RESPONSIBILITY**

Sustainability is one of our foremost driving forces and success factors. We are pioneers and market leaders in organically and ethically certified wine. We co-distribute and we have shifted from road to rail transports within Europe. In addition, more than 70 percent of our sales in Sweden is of products in climate-smart packaging. We offset the remaining transport emissions and heavy packaging by investing in Solvatten. Even today, all of our transports are climate neutral. Not only do we care about our producers, we care about our consumers too, and, for this reason, we advocate responsible marketing and consumption of our products. We want our business to contribute to a sustainable planet, and to people's quality of life.



**SUSTAINABILITY SUMMARY REPORT 2020**

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SWEDEN

## Financial key figures

The year showed strong trends in sales, profitability and earnings.

READ MORE ON PAGE 6

## +49%

### EXPANSIVE EUROPEAN E-COMMERCE

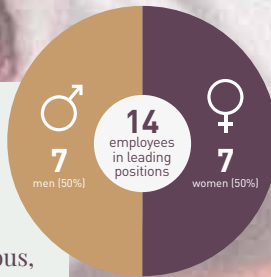
Our vision is to become one of Europe's leading online wine traders.

READ MORE ON PAGES 22-23

### EQUAL-OPPORTUNITY AND INCLUSIVE WORKPLACE

We bring together curious, dedicated, creative and knowledgeable people with a passion for beverages and enterprise.

READ MORE ON PAGES 34-35



### CLIMATE COMPENSATION AND SOCIAL PROJECTS

We are passionate about the capacity of individuals and entrepreneurs to change large systems. Solvatten is a solution that helps improve health and reduces climate impact.

READ MORE ON PAGES 44-45

### DRYCKESBRANSCHENS KLIMATINITIATIV

#### JOINT INITIATIVE

Leading players in the beverage industry are working together to reduce their impact on the climate.

READ MORE ON PAGE 42

### INCREASE IN ORGANIC AND ETHICAL

In 2020, we continued to increase our volume and proportion of organic and ethically certified wines. From 47.9 percent of the total volume in 2019 to 48.5 percent in 2020.

READ MORE ON PAGE 41

## ESG key figures

Improved climate efficiency, and continued reduced environmental impact.

READ MORE ON PAGE 8

## Remarkable year with strong growth & profit

Although the pandemic presented our business with tough challenges, our employees, producers, partners and customers demonstrated outstanding grit and agility.

READ MORE ON PAGE 11

### VALUE GENERATING BRANDS

We Love Brands! We love working with brands and are passionate about creating positive wine experiences for our customers.

READ MORE ON PAGES 16-17



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*This document presents an overview of Viva Wine Group operations and sustainability work. For more details, full financial information, GRI index and assurance assessment, please see Viva Wine Group Annual and Sustainability Report 2020, available in Swedish at [www.vivagroup.se/rapporter](http://www.vivagroup.se/rapporter)*



## Financial key figures

### SALES

In 2020, Viva Wine Group's total sales increased by 19.9 percent to 68 million liters. Consolidated net sales increased by 21.9 percent to SEK 2,845.2 million. Growth in net sales was driven by the Swedish and Nordic market segments, as well as by VIVA eCOM. In terms of sales, Sweden accounted for 81.6 percent of the total. The largest percentage increase was in VIVA eCOM, our company for e-commerce in Europe. In addition to these market segments, we also experienced sales increases in the UK, the US and China.

### PROFITABILITY AND RESULTS

In 2020, Viva Wine Group's EBITDA increased to SEK 302.6 million, which is 10.6 percent of net sales. Although the greatest profitability was achieved in the Swedish market, the highest growth was achieved in the Nordic market and in our European e-commerce operations in VIVA eCOM.

	2020	2019	2018
Sales, million liters	68.21	56.89	50.45
Sales, SEK millions	2845.2	2334.7	1989.5
Operating profit before depreciation, SEK million	302.6	173.5	144.3
Operating profit, SEK million	280.8	155.5	137.2
Profit for the year, SEK million	217.1	129.9	121.6
Equity/assets ratio	28%	20%	20%
Average number of employees	130	118	61

→ Sales increase of 21.9 percent!

### FINANCIAL KEY FIGURES



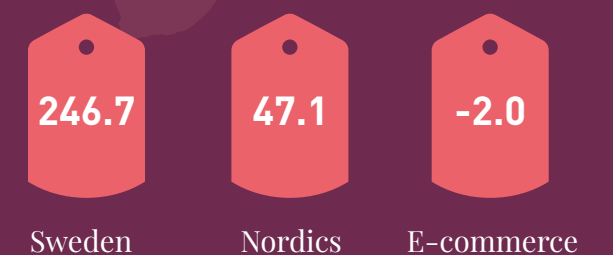
### SALES

In 2020, Viva Wine Group's total sales increased by 19.9 percent to 68 million liters. Consolidated net sales increased by 21.9 percent to SEK 2,845.2 million. Net sales growth was driven by the Swedish and Nordic market segments, as well as by Viva eCOM.

### Sales per market segment, SEK billion (2020)



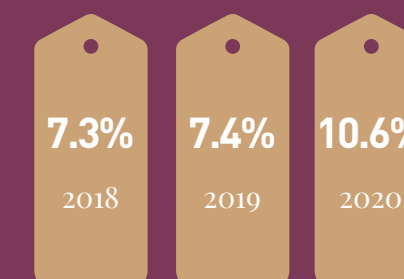
### EBITDA per market segment, SEK million (2020)



### Sales, SEK billion



### EBITDA divided by sales



### Equity/assets ratio



# ESG



## key figures

MARKET SEGMENT  
SWEDEN

	2020	2019	2018
Sales, million liters	56.37	48.36	45.26
Emissions, tonnes CO <sub>2</sub> eq., direct emissions from own operations (Scope 1)	38.48	32.32	45.52
Emissions, tonnes CO <sub>2</sub> eq., indirect emissions from own operations (Scope 2*)	5.38	5.36	4.34
Emissions, tonnes CO <sub>2</sub> eq., indirect own operations (Scope 2 **)	7.11	10.20	10.09
Emissions, tonnes CO <sub>2</sub> eq., indirect emissions, supply chain (Scope 3)	19,116	17,106	17,224
Emissions, kg CO <sub>2</sub> eq. per liter sold	0.34	0.35	0.38
Proportion climate-smart packaging	72%	70%	69%
Proportion eco/ethically certified volume	48.5%	47.2%	40.7%
Proportion of producers having confirmed Amfori BSCI Code of Conduct	100%	100%	100%
Personnel turnover	8.6%	3.5%	10.6%
Sick leave	2.18%	2.72%	2.96%

\* Market Based Approach / \*\* Location Based Approach



Climate impact per liter

2020  
**0.34**  
kg CO<sub>2</sub>/liter



Degree of recycling, glass

**93%**  
is made into new bottles

### SUSTAINABLE WORKPLACE

We are an expansive, innovation-driven and fast-paced company with ambitious targets in gender equality and diversity. Our employees are our most important resource and we believe that having colleagues with different backgrounds, interests and personalities contributes to an innovative and dynamic business. Our success has enabled us to recruit additional employees every year.

### SUSTAINABLE FARMING AND PRODUCTION

We consider decent working conditions in farming and production to be of utmost importance. We require compliance with Amfori BSCI's Code of Conduct from all of our producers and wineries. We maintain an ongoing dialogue and conduct regular audits and on-site visits to ensure sustainable production and continuous improvement.

### SUSTAINABLE TRANSPORT AND PACKAGING

We are aware that transport and packaging have a major environmental impact and we are constantly striving to develop climate-smart solutions and innovative projects. As members of the Swedish Beverage Industry's Climate Initiative, we have already shifted most of our European transports from road to rail and offer most of our wine in climate-smart packaging.

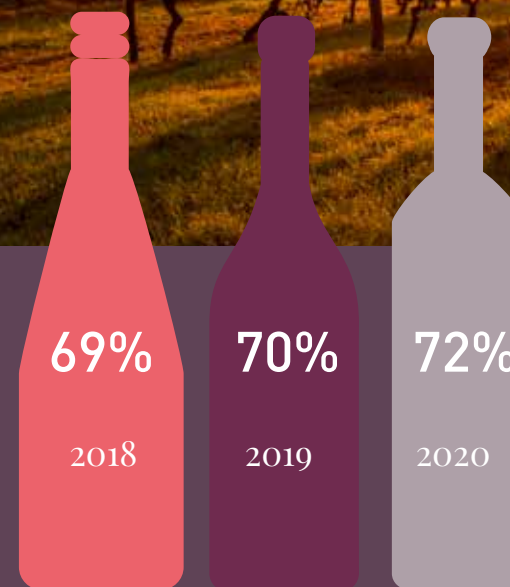
### SUSTAINABLE PRODUCT PORTFOLIO

We are pioneers and market leaders in organically and ethically certified wine. Organic farming and production benefit biodiversity, reduce the impact on groundwater and ensure that vineyard workers are not exposed to pesticides in their work. Ethically certified products ensure decent working conditions, fair trade practices for producers and contribute to important societal investments in vulnerable local communities.

### SUSTAINABLE CONSUMPTION

We advocate moderate and responsible marketing, sales and consumption. We are aware that inappropriate alcohol consumption can cause problems, for individuals, families, and society at large.

ESG KEY FIGURES →



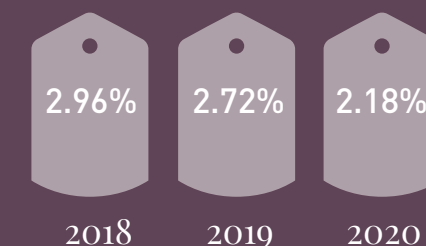
Proportion of volume in climate-smart packaging

Proportion of organic and/or ethically certified wine of total wine volume



**100%** Climate compensated transports

Total sick leave in relation to total hours worked





## VISION

We generate value and growth through a dynamic platform for entrepreneurship, sustainability and innovation.

*Emil Sallnäs, CEO*

## A MESSAGE FROM THE CEO

# Remarkable year with strong growth and profit

*For Viva Wine Group*, 2020 was a year unlike any other. The global pandemic changed everyone's everyday lives, exerted substantial pressure on the economy and posed tough challenges for our business.

*Emil Sallnäs*  
CEO Viva Wine Group



## AWESOME AGILITY

Under these difficult circumstances, our employees, suppliers and customers adjusted quickly, adapting our ways of working. Together we concluded 2020 with our strongest profit to date. Consolidated sales reached SEK 2.84 billion and EBITDA increased to SEK 302 million. At the same time, our market shares in the state retail monopolies in Sweden, Finland and Norway grew to record levels, showing that we are continuing to deliver growth well above the market average.

## ENTERING EUROPEAN E-COMMERCE

We have for several years eyed opportunities in international ecommerce in wine complementing our Nordic business. In Germany, our e-commerce company Wine-in-Black increased its sales by 49 percent to SEK 126 million over the year. In the autumn of 2020, Vinexus Group was acquired, joining Wine-in-Black to form VIVA eCOM GROUP with sales in Germany, Switzerland, Austria, France, Belgium, the Netherlands and Denmark.

## STABLE PROGRESS IN SUSTAINABILITY

Our sustainability performance continued to improve in 2020, and we are taking particular pride in our initiatives for a sustainable supply chain, a sustainable transport chain and a sustainable customer and consumer offering. The year 2020 is also the third year for which we are publishing a Sustainability Report – this year it being prepared in accordance with GRI, externally certified and integrated into the Annual Report. This reflects a delivery on our promise to achieve the most ambitious sustainability work in our industry.

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Our success in 2020 can be attributed to our employees, spread across seven countries and on three continents, who, alongside our producers and customers have contributed to a growing, agile and sustainable business. The Management Team and I are extremely grateful for all your contributions!

We are a collection of entrepreneur-operated companies with a love of food, beverages and bringing people together. We care about how our products are manufactured and are particularly proud of our efforts in sustainability. We offer affordable, quality wines from around the world for sale in Sweden, the Nordic countries, Europe, the UK, the US and China.

## This is Viva Wine Group

### WORLDWIDE PRESENCE

We feel a deep respect for the craftsmanship needed to produce wine and spirits and we work hard to continuously exceed our consumers' expectations. We therefore seek the same passion and commitment from our producers. We invest in our producers and build mutually beneficial partnerships for the longterm. Rather than chasing the lowest price, we look for the best quality at each price point!

### ATTRACTIVE OFFERING

We offer wine and spirits from all over the world and have one of the widest offerings in the market. Our brand range, including our own brands and those of others, includes several popular producers and wines with different origins and styles. We offer everything from table wines to high-quality prestige brands and are the market leader in organically produced and Fairtrade-labeled wines. Welcome to our world of wine!

### AFFORDABLE QUALITY

We offer brands of the highest quality from all corners of the globe. For us, quality at every stage of production is critical. From farming, to production and bottling. Whatever the price range, it should all be done with respect for people and the environment. We want you to enjoy your favorite drink with a clear conscience!

### SUSTAINABLE GROWTH

We focus on business development and growth by moving rapidly from idea to action. Our strong local roots, our holistic approach and our global reach give us a unique position in the market. For us working for sustainable development is part of our mission. Sustainability is crucial for our planet, for agriculture and for the future of our business. We are convinced that caring for people and the environment also benefits business, particularly in the long term!

### STRONG LOCAL ROOTS

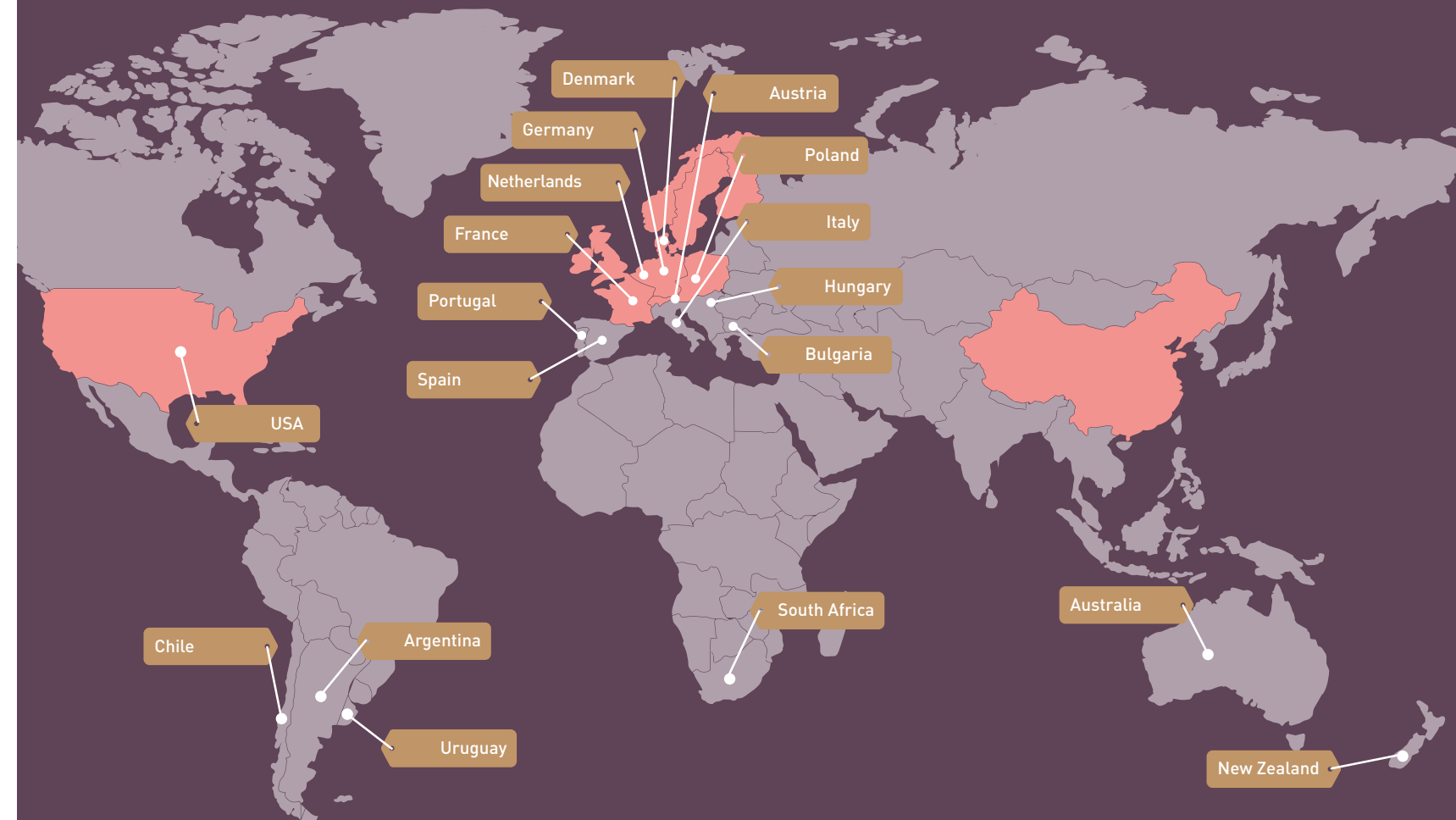
We have strong local roots in the Nordic region and are the largest supplier of wine to the Swedish market. In Sweden, we conduct our business through the companies Giertz Vinimport, Wine Team Global, Chris Wine & Spirits, Iconic Wines, Winemarket and Tryffelsvinet. In Finland, we conduct our business through Cisa Group, which has become Finland's second-largest wine importer. In Norway, we are represented by the Norwegian Beverage Group.

### INTERNATIONAL EXPANSION

We have initiated an international process of expansion with operations in the rest of Europe. This is mainly being achieved through VIVA eCOM, focusing on e-commerce and home delivery of wines in Germany, the Netherlands, Belgium, Denmark, Austria, Switzerland and France. We also conduct sales in the UK, the US and China.



*We are proud pioneers of the organic and the ethical!*



### VIVA WINE GROUP

## Guiding principles

#### PASSION AND RELIABILITY

We feel a deep respect for the craftsmanship needed to produce wine and spirits and we work hard to continuously exceed our consumers' expectations. We seek the same passion and commitment from our producers. We invest in our producers and build long-term, partnerships with extensive interaction. Rather than chasing the lowest price, we develop the best beverages together!

#### VALUES DRIVEN BUSINESS

All companies of the Viva Wine Group started out with limited resources, but had tremendous drive and considerable ambition. Our growth comes from focussing on business development and moving quickly from idea to action. While this agility allows opportunities

to be seized, ethics and responsibility is the compass guiding our decisions. We are particularly pleased when business opportunities evolve from the demand for sustainable solutions. We are proud pioneers of organic and ethical wine!

#### COMPETITION AND PARTNERSHIP

The Viva Wine Group companies are all independent and compete forcefully with one another in developing products and sales. At the same time, we partner with each other on logistics, HR and sustainability. This fosters innovation, while optimizing resources and achieving economies of scale. By keeping shipping and administration costs low, we are able to invest more in our products and offer consumers better options. More quality for the money!

#### INNOVATION AND TRADITION

Our brands encompass everything from award-winning consumer favorites to revered prestige brands. We sell both our own brands and brands from partner producers. We offer red, white, rosé and different types of sparkling wines. Our portfolio also includes spirits, liqueurs and brandy.

#### OWNER-OPERATED AND INCLUSIVE

All of the Viva Wine Group companies are owner-operated, with dedicated and involved partners who give their utmost for the business. We work in closely knitted teams and help each other out. Every employee is important and everyone's efforts make a difference. Our success is shared success!

• *Our sales markets*

• *The origins of our beverages*

We base the expansion of our operations around five areas of excellence. →

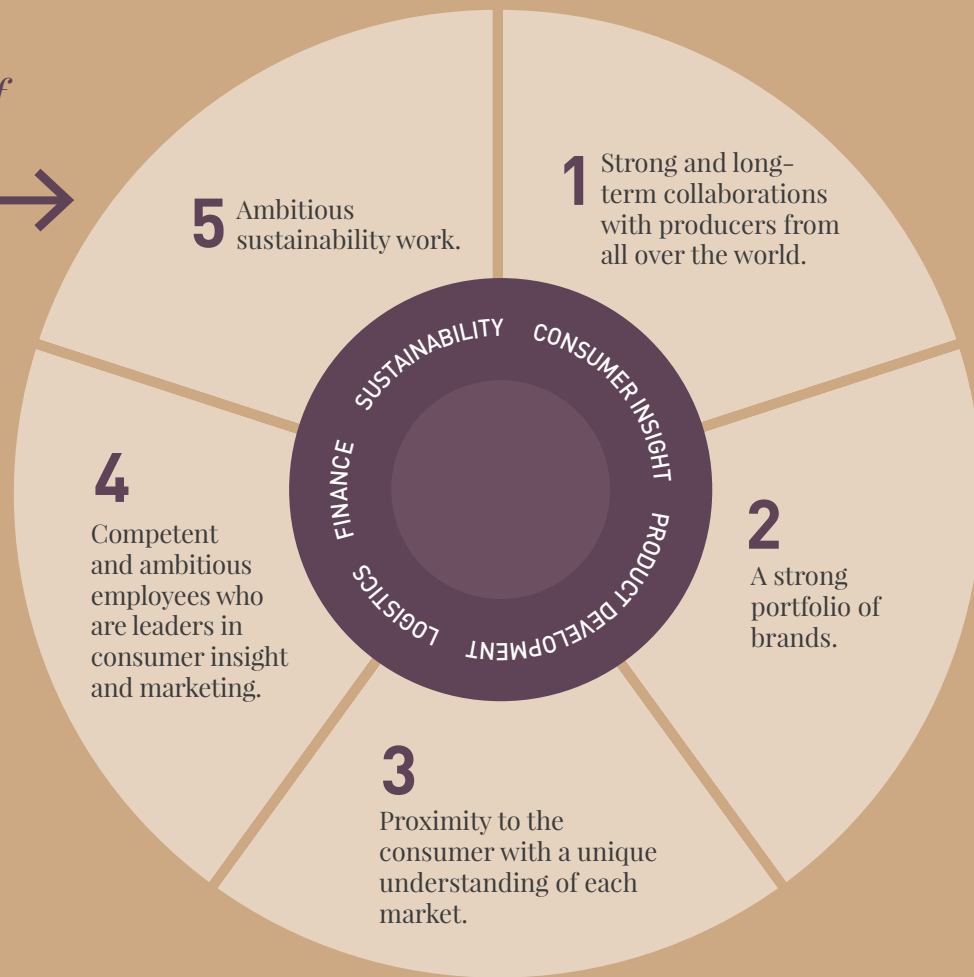
Economies of scale are achieved through our common platform for sustainability, consumer insight, product development, logistics and finance.



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We generate growth through a dynamic platform for enterprise, sustainability and innovation

EMIL SALLNÄS  
CEO Viva Wine Group



**VISION**

We generate value and growth through a dynamic platform for entrepreneurship, sustainability and innovation.

*Emil Sallnäs, CEO*

SUSTAINABILITY, ENTERPRISE AND AGILE LEADERSHIP

# Viva Wine Group strategy

Viva Wine Group is built on entrepreneurship. In 2020, we comprised some 20 entrepreneurs in seven different countries, conducting business as partners. Viva Wine Group provides a platform under which we collaboratively develop our sustainability work, share know-how and consumer insights. Together with local entrepreneurs, we generate value and growth through innovation and product development.

**GROWTH AND INNOVATION**

Viva Wine Group's growth derives from organic growth and acquisitions. Organic growth is achieved by

supporting the subsidiary with shared functions and systems improving efficiency in the areas of logistics and product supply. At the same time, the subsidiaries are granted the freedom to develop their offering in healthy competition with each other. We complement this with strategic acquisitions with the potential to strengthen the Group, accelerating value and growth.

**SUSTAINABILITY**

We are leaders in sustainability, addressing both environmental and social concerns. Sustainability has always been and integral part of our business, and serves as an engine

for our growth and value generation. Organic wines account for almost 40 percent of our sales in Sweden and we are the largest supplier of ethically certified wines in the Nordic market.

**AGILE LEADERSHIP**

For us, agile leadership entails a capacity to quickly perceive and adapt to changes in the world and in our markets. Our agile leadership is the catalyst in our growth journey. Through decentralized leadership, clear values and a collective business intelligence, we are one of the most dynamic players in our industry.





”  
We bring unique wine experiences to discerning wine lovers  
LOUISE BERGDAL  
CEO, Tryffelsvinet

## Brands create value

**We Love Brands!** We love working with brands and are passionate about creating wonderful wine experiences for our customers. Regardless of the origin of our brands and their place in our portfolio, we focus on each of them with equal passion.



We are proud to represent some of the best wine producers in the world and have also developed a number of popular proprietary brands. Consumer satisfaction and the desire to remain relevant to consumers regardless of the occasion is our principal driving force. Therefore we feel it is important to offer an attractive product range, with both depth and cutting edge appeal.

### A CHANGING WINE WORLD

The world of wine is booming and the number of origins and styles available to the consumer is greater today than ever before. For us diversity means excitement, but we are aware that for many consumers it also makes the sea

of choices difficult to navigate. This is where brands create consumer value. For us, brands entail an irreplaceable opportunity to communicate with the customer and to help the customer choose the right product regardless of opportunity and engagement.

### TRENDS AND CONSUMER INSIGHT

Trends are constantly changing and, with them, consumer preferences. Following these trends and working actively to keep our brands relevant to our consumers represents an exciting challenge for us. We have extensive experience of working with consumer insight in several different markets. By closely following sales trends and direct consumer

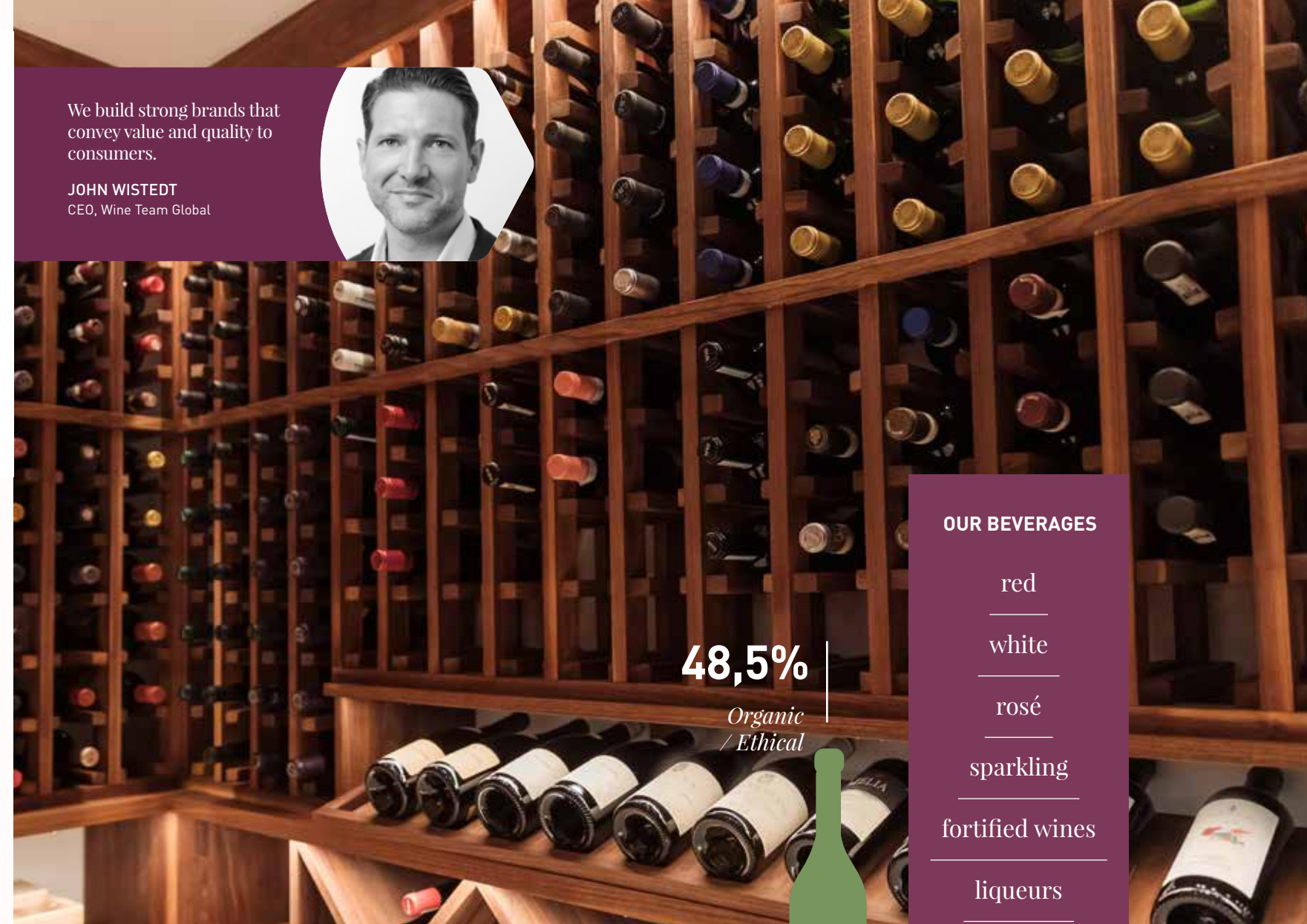
feedback via our social media platforms and consumer clubs, we obtain a unique picture of how consumers experience our brands and products.

### COOPERATION AND COMPETIVENESS

Our close cooperation with all of our fantastic producers, our knowledge of the market and our consumer insight provide us a competitive advantage. We have a proven track-record of continuously keeping our brands relevant to consumers. We spearhead new trends and seem to continuously surpass consumer expectations.

We build strong brands that convey value and quality to consumers.

JOHN WISTEDT  
CEO, Wine Team Global



48,5%  
Organic  
/ Ethical

### OUR BEVERAGES

- red
- white
- rosé
- sparkling
- fortified wines
- liqueurs
- brandy



## Creative environment for development

### INNOVATION AND INSPIRATION

Innovation has always been a central component in our business. Our decentralized corporate structure fosters a creative environment in which innovation permeates our work with product development. We respond quickly to new trends, while finding new ways to improve customer satisfaction. Our brands (proprietary or held by our partners) create an effective communications platform for combining innovation with trust mitigating customers' hesitance when trying new styles of wine.

### DIGITIZATION AND DATA

The rapid digitization of our society changes how we communicate with consumers. In our e-commerce business in particular, digitization demands that we always remain at the forefront in how to communicate, notably in social media. Our customer clubs and digital activations have strongly contributed to the success of our brands in recent years.

### CONSCIOUS CONSUMERS

Sustainability is integrated in everything we do, and we see that consumers

appreciate being able to make a sustainable choice by choosing our brands. Besides organic farming, we invest in climate-smart packaging and efficient transport, reduce water consumption and secure decent working and fair trade standards. All of this contributes to the strength and credibility of our brands. Our success is generated by demand from conscious consumers and long-term partnerships with our producers around the world. Together we shape the future!



Market share

24,5%

Growth

16,6%

Listings

904

MARKETS AND SEGMENTS

# Sweden

The Swedish market is our most important and largest market. Viva Wine Group is the leading supplier of wine with a market share of almost 25 percent and with around 11 % growth per year over the past three years.

In Sweden, we sell more than 50 million liters of wine annually and control the best-selling brands in the market in red, white and sparkling wines alike.

**IMPRESSIVE GROWTH**

The Swedish market for alcoholic beverages amounts to 570 million liters, including 320 million liters of beer, 225 million liters of wine, and 24 million liters of spirits. The past few decades have shown strong growth for wine, with Swedish consumers having reduced their consumption of vodka and aquavit in favor of wine, beer and dark spirits. Each year for the past ten years, Viva Wine Group and its Swedish companies have outgrown the market, capturing an increasing market share, while also surpassing and distancing itself from its competitors.

**STABLE MARKET**

The Swedish market for alcoholic beverages is highly regulated. Systembolaget is Sweden's government-owned alcohol retail monopoly holding the exclusive retail right to sell alcohol stronger than 3.5 percent by volume. The government retail monopoly was established to safeguard public health. As a state monopoly in the EU's internal market, Systembolaget may not discriminate against products and producers based on their origin. Equal treatment means only those products able to ensure the best quality and style within each price segment are awarded shelf space. Other products are made available to consumers via an order assortment, where products can be picked up at store after pre-order, or delivered to your home.

**VOLUMES AND VALUE**

In 2020, we had a total of 286 listings in the fixed assortment and 439 listings in the order assortment. In addition, we had 179 temporary listings, generally smaller volumes of premium products. In total, we sold 56.37 million liters in 2020, for a value of SEK 2.31 billion, an increase of 16.6 percent and 20.4 percent, respectively, compared with 2019.

**KEY FOCUS AREAS**

We invest in the development of sustainable brands and new quality products to be launched at Systembolaget and in restaurants. We continue to develop our digital presence and are raising our ambitions in terms of sustainability.

# VIVA WINE GROUP

**Giertz VINIMPORT**

The Group's largest importer, with wines from all over the world. Pioneer in organic and ethical wines, as well as being a leader in Italian Prosecco.



**WINE TEAM GLOBAL**

Sweden's largest importer of organic wines. Passionate developer of proprietary brands. Strong in wines from Italy, France and the US.



**CHRIS WINE & SPIRITS**

Experienced importer offering quality wines and well-known spirits brands to consumers and restaurants.



**ICONIC WINES**

Varied portfolio with focus on sustainable brands offered in climate smart packaging.



**WINEMARKET NORDIC**

Importer working for long-term sustainable solutions – from soil to table. Broad range from table wines to super-premium. Leading in wines from South Africa.



**TRYFFELSVINET**

Specialized in premium wines, mainly from the old world. Joined Viva Wine Group in 2020.



Viva Wine Group's share of Systembolaget total sales

24.5%

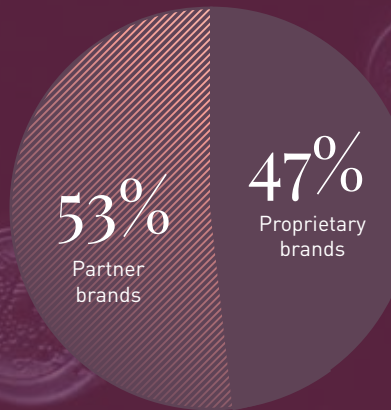


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We are pioneers in organic and ethical wines, and have built up a popular product portfolio.

FREDRIK ÅLANDER  
CEO, Giertz Vinimport

Viva Wine Group's split between proprietary and partner brands



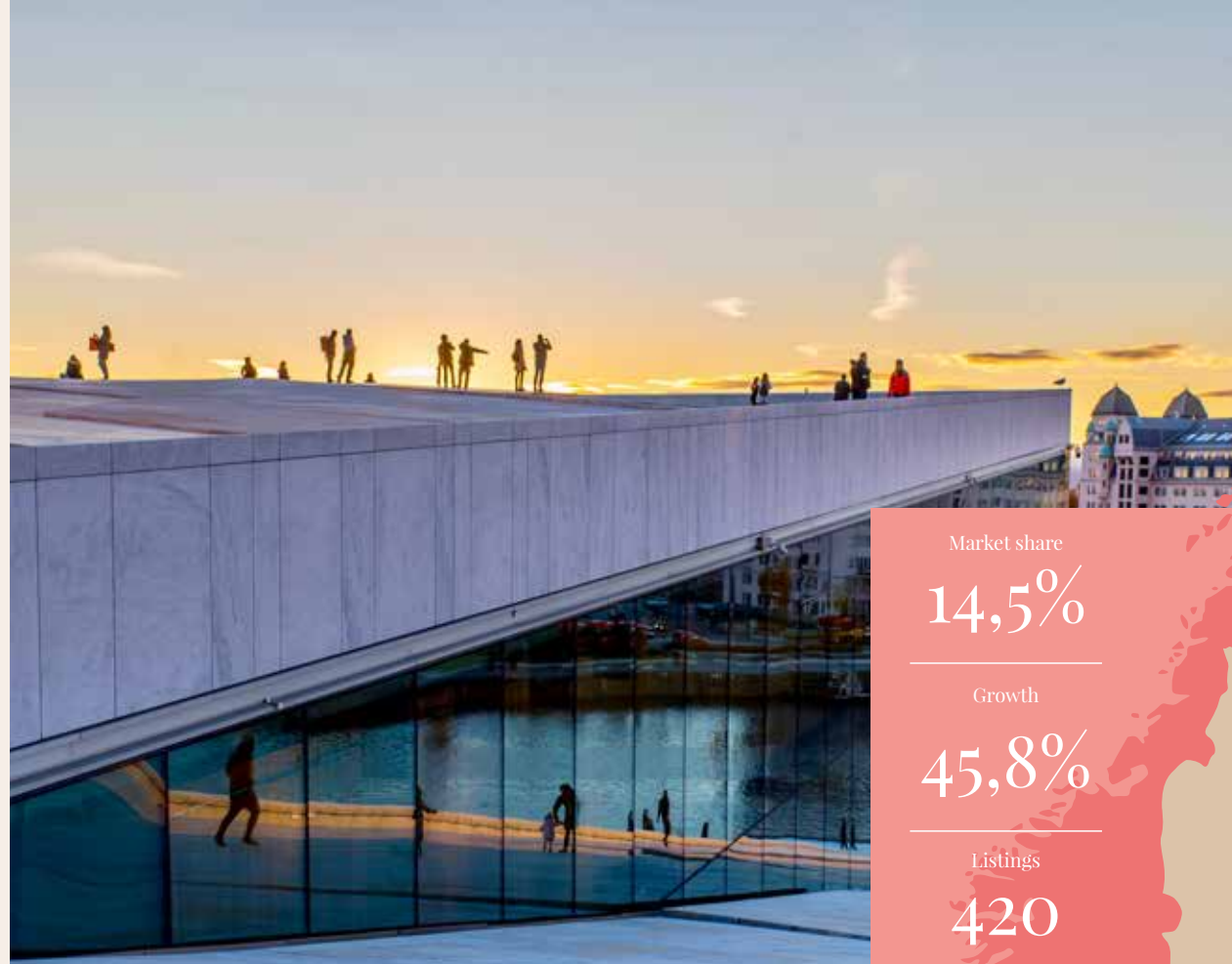
53%

Partner brands

47%

Proprietary brands

	2020	2019	2018
Sales, million liters	56.37	48.36	45.26
Sales, SEK millions	2,323.4	1,925.3	1,774.2
Operating profit before depreciation, SEK million	246.7	156.7	123.4
Average number of employees	67	56	50



Market share  
**14,5%**

Growth  
**45,8%**

Listings  
**420**

**MARKETS AND SEGMENTS**

# Nordics

The Nordic market (excluding Sweden) is our second largest market. In Finland, our business is conducted by Cisa Group, which is on the way to becoming Finland's largest wine importer. In Norway, we are represented by the Norwegian Beverage Group.

**MARKETS WITH POTENTIAL**

The Finnish and Norwegian markets for alcohol amount to 208 million liters, of which beer accounts for 9 million liters, wine for 157 million liters, and spirits for 29 million liters. The past few decades have shown strong and favorable growth for wine, with Finnish and Norwegian consumers having reduced their consumption of vodka and aquavit in favor of beer and wine.

**REGULATED & STABLE**

The Finnish and Norwegian markets for alcoholic beverages are regulated in similar way as the Swedish market. Alko and Vinmonopolet are the Finnish and Norwegian government-owned alcohol retail monopolies, holding exclusive rights to sell alcohol

stronger than 5.5 percent by volume to consumers in Finland and stronger than 4.7 percent in Norway.

**FINLAND**

The total volume of wine sold at Alko is about 93 million liters annually. Through our subsidiary, CISA Group, we have 195 listings in the fixed assortment and 225 listings in the order assortment. In addition, we had 4 temporary listings. In total, we sold 8.6 million liters in 2020, for a value of EUR 34 billion, an increase of 49 percent and 47 percent, respectively, compared with 2019. This meant that we held a market share of 14.5 percent.

**NORWAY**

The total volume sold at Vinmonopolet is about 115 million liters annually.

Through our associated company, Norwegian Beverage Group, we have 40 listings in the fixed assortment and 155 listings in the pre-order assortment. In addition, we had 47 temporary listings. In total, we sold 2.8 million liters in 2020, for a value of NOK 170 billion, an increase of 43 percent and 66 percent, respectively, compared with 2019.

**KEY FOCUS AREAS**

In the Finnish and Norwegian markets, we focus on innovation, developing brands and launching new quality products. In Finland, CISA Group accounts for almost half of the total sales generated from newly launched items in ALKO's pre-order assortment.

# VIVA WINE GROUP

**CISA**

**CISA GROUP**

Cisa Group is the fastest-growing importers of alcoholic beverages in Finland and is competing for first place among Finnish wine importers. Cisa Group owns one of Finland's largest wine and food clubs with more than two hundred thousand members.

**NORWEGIAN BEVERAGE GROUP**

**NORWEGIAN BEVERAGE GROUP**

Norwegian Beverage Group imports wine, beer and spirits from all over the world to Norway and conducts sales to Vinmonopolet, hotels and restaurants.

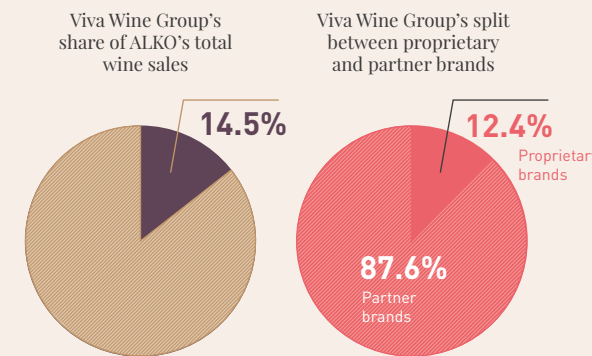


Our unique wine and food club, and our attractive product launches are the key to our success.

**RISTO SUOMIO**  
CEO, Cisa Group Oy

	2020	2019	2018
Sales, million liters	8.63	5.79	4.14
Sales, SEK millions	352.8	241.9	178.0
Operating profit before depreciation, SEK million	47.1	24.0	15.5
Average number of employees	12	11	11

The table and info-graphic on pages 20-21 show only the Finnish operations, as the operations in Norway were run through an associated company in 2020.





Our vision is to become one of Europe's leading online wine traders.

**CHRISTIAN FRICKE**  
CEO, Viva eCOM Group



MARKETS AND SEGMENTS

# E-commerce

**EXPANSIVE E-COMMERCE**

We have initiated a process of international expansion, focusing on e-commerce and home delivery of wines. In this endeavour, 2020 marked a milestone: Massive organic growth in our e-commerce company Wine in Black, the acquisition of 'Vinexus Group' and the formation of VIVA eCOM GROUP with operations in Germany, France, the Netherlands, Denmark, Austria and Switzerland.

**WINE IN BLACK**

Wine in Black was founded in Berlin in 2011 as an online premium wine shop. Wine in Black was financed by some of Europe's best-known venture capitalists, including Project A Ventures and Otto Group's e.ventures, and became the leading discovery platform for premium wines in five European markets. In early 2019, Viva Wine Group acquired 100 percent of the shares to further develop the company alongside Wine in Black's competent team.

**SATISFIED CONSUMERS**

Wine in Black's customers are curious, looking for inspiration and seeking opportunities to discover new wines. A global network of agents and suppliers help Wine in Black to present "a new wine" every day. The range varies from unique grape varieties vinified by young and promising winemakers to recognized, prestigious brands that wine enthusiasts have always dreamed of storing in their cellar.

**ACCELERATING GROWTH**

In 2020, Wine in Black showed strong growth, partly due to consumers'

accelerating transition to e-commerce as a result of the COVID-pandemic, partly due to launches of exciting new wines, competitive prices and unsurpassed service. In 2020, the number of first-time buyers rose by 84 percent compared with 2019. Based on its introduction of a new wine each day, and on sophisticated and data-driven CRM processes, Wine in Black secures more than 80 percent of its revenue from repeat customers. The increase in new customers will translate into an extended base of returning customers over the upcoming months and years.

**EUROPEAN ACQUISITIONS**

To further extend our footprint in the European e-commerce market Vinexus Group, based in Butzbach near Frankfurt, was acquired. With Vinexus and Shiraz & Co, Vinexus Group encompasses two additional B2C brands, as well as its own logistics center for the warehousing and distribution of proprietary and partner brands.

**VIVA eCOM GROUP**

VIVA eCOM GROUP's vision is to build one of the leading B2C and B2B digital wine retailers in Europe. The Group will provide cutting-edge digital technology, processes and sourcing functions to enhance the growth of several B2C brands, all of which have the potential to become market leaders in their specific segments. Over the upcoming years, VIVA eCOM Group foresees double-digit growth and will focus on the organic expansion of its brands, further margin enhancement and additional investment through acquisitions.



**MILESTONES**

Wine in Black, founded in  
**2008**  
Acquired by Viva Wine Group  
**2019**

Growth in e-commerce  
**49%**  
Increase in first-time buyers  
**84%**  
Proportion of repeat customers  
**80%**



”  
Good governance and control reduce risks and secure value throughout our journey of growth.

LINN GÄFVERT  
CFO, Viva Wine Group

Risk area	Risk factors	Significant risks	Risk management
<b>Strategic risks</b> Industry-specific risks that could represent obstacles to realizing our vision and achieving our targets set	Political and regulatory factors	Increased excise duties and changed rules for accessibility and marketing	Dialogue and industry partnerships through relevant industry associations
<b>Financial risks</b> Risks associated with interest rates, liquidity, credits and currencies	Macro-economic factors	Currency fluctuations	Currency hedging
<b>Operational risks</b> Risks related to efficient management of resources, such as internal processes, systems and employees	Organizational factors	Duplication of processes and inefficient control	Maintained local governance and enterprise within a Group-wide framework
<b>Compliance risks</b> Risk of financial and legal sanctions associated with regulatory compliance of the Company and industry peers	Legal factors	Trademark infringement	Trademark protection
<b>Product safety risks</b> Risks associated with farming, production and finished product	Quality factors	Product safety	Quality controls at producer, importer and bottling facilities

## Governance, guidelines and risks

Good governance, clear guidelines and a high level of risk awareness help strengthen and protect our expansive business.

### RISK MANAGEMENT

Viva Wine Group risk management aims to support the realization of the group strategy, continuity, risk identification and to risk mitigation. Viva Wine Group risk work is conducted in accordance with the COSO framework. The Group Risk Management Policy has been approved by the Board of Directors of Viva Wine Group.

### RISK POLICY

The Risk Management Policy details objectives, principles and responsibilities for Viva Wine Group's risk management and reporting.

Risks are managed by the relevant business areas and assessed annually by the Group Management Team. The results are followed up by the Board of Directors.

### RISK ASSESSMENT

We categorize risks into four general categories: strategic risks, operational risks, financial risks, and compliance risks. We also include a category labeled industry-specific risks: Product Safety Risks. On an annual basis the Management Team and Board of Directors assess these key risks and the measures to be taken with the aim of mitigating and reducing them. Risks are assessed based on the likelihood of their occurrence and the possible consequences thereof. The time period applied in this assessment is three to five years.

### SIGNIFICANT RISKS

Our most significant risks are associated with political, regulatory and macroeconomic factors. The market for alcoholic beverages, particularly in Sweden and the Nordic countries, is tightly regulated and taxed. Predictability and uniformity in regulations and taxation are a prerequisite for a well-functioning market. As with all international trade, there is also a currency risk. There are also significant seasonal variations in the consumption of alcoholic beverages that affect Viva Wine Group's net sales and cash flow during the year. Most revenue is generated in the second, third and fourth quarters. Between individual years, discrepancies can mainly arise between the first and second quarters depending on whether Easter falls in March (first quarter) or April (second quarter).



**VISION**

We generate value and growth through a dynamic platform for entrepreneurship, sustainability and innovation.

*Emil Sallnäs, CEO*



## CORPORATE GOVERNANCE

The Group's corporate governance builds on the resolutions taken by the shareholders at the Annual General Meeting, which are administrated by the Board of Directors, which, in turn, delegates operational responsibility to the CEO and Management Team.

## GROUP STRUCTURE

Viva Wine Group is the name of the Group and Viva Wine Group AB is the Parent Company. In Sweden, operations are conducted through Giertz Vinimport AB, Wine Team Global AB, Chris Wine & Spirits AB, Iconic Wines AB, Winemarket Nordic AB and Tryffelsvinet AB. In Finland, operations are conducted through Cisa Group OY and in Norway through Norwegian Beverage Group AS. Beyond the Nordic region, e-commerce is conducted through Viva eCOM, which owns Wine in Black, Vinexus and Winelogistix. Sales are also conducted in the UK through Larex AB, in the US through Vinimundi Wines Inc and in China through Viva Global China.

## BOARD OF DIRECTORS

The Board is responsible for the Group's governance and profit, as well as for securing appropriate management of the operations. The Board of Directors approves the Group's strategy, financial targets, budget, major investments and risk management. The Board of Directors is responsible for appointing and dismissing the Company's CEO. The composition of the Board reflects the objective of maintaining a skilled, competent, experienced and efficient Board of Directors. The Board of Directors comprises seven members, two women and five men. Four of its members are independent of the Company. These four are also independent of the Company's major shareholders.

### Anders Moberg

Position: Chairman of the Board

Elected: 2021

Born: 1950

Nationality: Swedish

Education: Commercial college

Other assignments: Chairman of the Board, Byggmax Group AB and ITAB AB. Board Member, Bergendahl Food AB, Bergendahl & Son AB, Zetadisplay AB Boconcept A/S, INGKA Foundation, IMAS Foundation, IKEA Foundation.

Previous assignments: Previously CEO of the IKEA Group, Deputy CEO of HomeDepot, CEO of Ahold and then CEO of the Majid AL Futtaim Group in Dubai.

Independent: Yes, in relation to shareholders, the Company and its management.



### Anne Thorstvedt Sjöberg

Position: Board Member, member of the Remuneration Committee

Elected: 2021

Born: 1965

Nationality: Swedish

Education: MBA, School of Business, Economics and Law at Gothenburg University

Other assignments: Global Vice President Marketing, Insights & Analytics, Electrolux. Board Member, Clas Ohlson.

Previous assignments: Leading international positions in marketing, consumer insight, strategy, and organizational development at Mondelez International, Kraft Foods, and Procter & Gamble.

Independent: Yes, in relation to shareholders, the Company and its management.



### Mikael Aru

Position: Board Member, member of the Remuneration Committee

Elected: 2021

Born: 1953

Nationality: Swedish

Education: BEc, Linköping University

Other assignments: Chairman of the Board of AB Axel Granlund. Board Member, Cloetta AB, AB Stenströms Skjortfabrik, Bröderna Börjesson Bil AB, Dr Per Håkansson's Foundation, and the Gorthon Foundation.

Previous assignments: CEO of Procordia Food in Sweden, as well as leading positions at Kraft Foods and Nestlé.

Independent: Yes, in relation to shareholders, the Company and its management.



### John Wistedt

Position: Board Member

Elected: 2018

Born: 1980

Nationality: Swedish

Education: MBA, Uppsala University and Masters in International Wine & Spirits, Burgundy Business School. Executive Education, Harvard Business School.

Other assignments: CEO, Wine Team Global AB. Deputy Member, SVL.

Independent: No, represents the majority shareholder, the Company and its management.



### Helen Fasth Gillstedt

Position: Board Member, chairman of the Audit Committee

Elected: 2021

Born: 1962

Nationality: Swedish

Education: MBA, Stockholm School of Economics, and studies at SU/Stockholm Resilience Center

Other assignments: Board Member, Storytel AB, Munters Group AB, PowerCell AB, Handelsbanken Fonder AB and their representative on nomination committees.

Previous assignments: Board Member, Samhall AB, Humana AB, AcadeMedia AB, Lindorff A/S, and Intrum AB

Independent: Yes, in relation to shareholders, the Company and its management.



### Emil Sallnäs

Position: Board Member

Elected: 2018

Born: 1971

Nationality: Swedish

Education: MBA, Uppsala University

Other assignments: CEO, Viva Wine Group, Chairman of the Board of SVL.

Independent: No, represents the majority shareholder, the Company and its management.



### Björn Wittmark

Position: Board Member

Elected: 2018

Born: 1953

Nationality: Swedish

Education: Bachelor of Applied Science, Canberra University, Australia

Other assignments: Director Business Development, Viva Wine Group.

Independent: No, represents the majority shareholder, the Company and its management.



## CEO and Management Team

The President and CEO are responsible for the Group's day-to-day management in line with the Board of Directors' instructions and set targets. The CEO also secures compliance with applicable laws and regulations. In addition to the CEO, the Management Team includes other senior executives who assist the CEO in the implementation of Group strategy and who take responsibility for the Group's business operations and operational management.

### Emil Sallnäs

Position: CEO Viva Wine Group

Born: 1971

Nationality: Swedish

Education: MBA, Uppsala University

Previous experience: CEO and Partner, Giertz Vinimport, leading roles at Drink Logistics Partners.



### Linn Gäfvert

Position: CFO, Viva Wine Group

Born: 1981

Nationality: Swedish

Education: MBA and studies in commercial law, Lund University

Previous experience: Head of Business Control, Viva Wine Group, Business Control Altia Group, auditor PWC.



### Björn Wittmark

Position: Director Business Development, Viva Wine Group

Born: 1953

Nationality: Swedish

Education: Bachelor of Applied Science, Canberra University, Australia

Previous experience: Director Business Development and Partner, Giertz Vinimport.



### Mikael Sundström

Position: Director Sustainability and Corporate Communications

Born: 1978

Nationality: Swedish

Education: MBA, Stockholm School of Economics.

International Business EM, Lyon.

Previous experience: Senior Manager CSR, Sustainability and Public Affairs Pernod Ricard Nordic, Senior Consultant Enact Sustainable Strategies.



### John Wistedt

Position: CEO, Winetteam Global

Born: 1980

Nationality: Swedish

Education: MBA, Uppsala University and Masters in International Wine & Spirits, Burgundy Business School. Executive Education, Harvard Business School.

Previous experience: Purchaser, Systembolaget.



## AUDITOR

The Company's auditor is an certified public accountant from auditing firm EY. Auditors are elected on an annual basis by the Annual General Meeting. The auditors are tasked with examining the consolidated accounts, the Parent Company's financial reports, and the administration of the operations.

## INTERNAL CONTROL

The Board of Directors and the CEO are responsible for organizing the internal control of Viva Wine Group. The Group's financial results are monitored by the Management Team and each daughter company safeguards the

effective control of its own operations. The financial reporting processes are overseen by the CFO of the Viva Wine Group and assessed by the Audit Committee. The Group's financial situation is monitored by the Board of Directors.

## GUIDELINES AND POLICIES

Viva Wine Group's guidelines and policy documents are summarized in "Viva Wine Group – Our Values". This includes our Code of Conduct, our approach to business ethics, anti-corruption, sustainability in the supply chain, responsible purchasing practices, business travel, product quality,

responsible drinking, diversity and gender equality. This overall document is supplemented with an expanded Equal Opportunities Policy and a separate Risk Policy, in which our risk management is described in greater detail. Guidelines on business ethics, anti-corruption, issues of labor law and the environment are also included in the Amfori BSCI Code of Conduct, to which we adhere, and implement in our supply chain. In the Swedish operations, we also adhere to SVL's ethical guidelines for the industry regarding sales and advertising of alcoholic beverages.



Our target: *reducing environmental impact and building stronger local communities*



A MESSAGE FROM THE SUSTAINABILITY DIRECTOR

# Sustainable business models create value!

*For us at Viva Wine Group*, it is obvious to work for sustainable development. Sustainability is crucial for our planet, agriculture and the future of our business. We are convinced that caring for people and the environment also benefits business, especially in the long run.

In 2020, the world was marked by the COVID-19 pandemic and its effects on individuals and societies. Human lives were lost, economies stagnated and living conditions changed. It is clear in all this that ecological, social and economic sustainability is more important than ever. This year only ten years remain until the world should have achieved Agenda 2030 and its 17 goals for a sustainable planet. Despite the situation in the outside world, Viva Wine Group has continued to do our part in ensuring the goals are met.

**SUSTAINABLE VISION**

Our goal is to be the most sustainable player in our industry and hope to inspire competitors and partners to follow our example. We achieve this with investments in a sustainable supply chain, a sustainable transport chain and a sustainable customer and consumer offering.

**SUSTAINABLE SUPPLY CHAIN**

At Viva Wine Group, we strive for the highest possible quality, at all levels. This applies to the contents of the bottle as well as the choice of packaging and transport. At our producers, we safeguard good working conditions and environmental considerations. We train, make demands and follow up. Constantly in dialogue and cooperation with local and global organizations.

**SUSTAINABLE TRANSPORTS**

Our transports are climate neutral. Most are transported by boat and

train, only in exceptional cases a truck is used. The climate impact that nevertheless arises is compensated by investments in "Solvatten", a world-leading water treatment solution for families in rural areas in developing countries. When using the Solvatten system, you do not have to cut down forest to produce wood that is used to boil and purify the water. The fact that the trees and the forest are protected in turn has a positive climate effect and reduces desertification.

**SUSTAINABLE OFFERING**

Our range spans many wine styles and origins. Our producers include both innovators and loyal traditionalists. We sell both conventional and organic drinks and are market leaders in organic and ethically certified wines. In addition, we require our producers to follow Amfori BSCI's guidelines for good working conditions in production and cultivation.

**SUSTAINABLE CONSUMPTION**

There were fears in 2020 that lockdowns would lead to increased alcohol problems. Sales also increased in the Nordic state sales monopolies. On the contrary, all surveys and reports that have been made have shown even or declining total consumption. The pandemic has not led to increased consumption, but reduced imports, smuggling and purchases from uncontrolled channels, which has protected vulnerable groups.



Our vision is to be the most sustainable company of our industry.

MIKAEL SUNDSTRÖM  
Director Sustainability

**SUSTAINABLE COOPERATION**

The pandemic hit our restaurant customers hard and during the most acute phase of the crisis, we helped with, among other things, support for lunch and take-away activities.

We promote responsible consumption of our products and unique meeting places for socializing. We want our business to contribute to a sustainable planet, and to people's quality of life!

**SUSTAINABLE SUCCESS**

Despite the challenges, our sustainability performance continued to improve in 2020. We succeeded in achieving and exceeding several important goals. Despite the already low climate impact, we succeeded to increase efficiency further. We reduced our emissions by a further 3% per liter in one year.



# Principles & framework

With this publication, Viva Wine Group presents an overview of the Company's integrated Annual and Sustainability report where the sustainability part is produced in accordance with GRI (Global Reporting Initiative) Standards at Core level.

## SUMMARY OF ANNUAL AND SUSTAINABILITY REPORT

This summary includes the business chapter and the sustainability chapter from Viva Wine Group's integrated Annual and Sustainability report 2020. The summary contains comprehensive and significant information on the economic, social and environmental impact of Viva Wine Group's operations between 1 January 2020 and 31 December 2020.

## SUSTAINABILITY

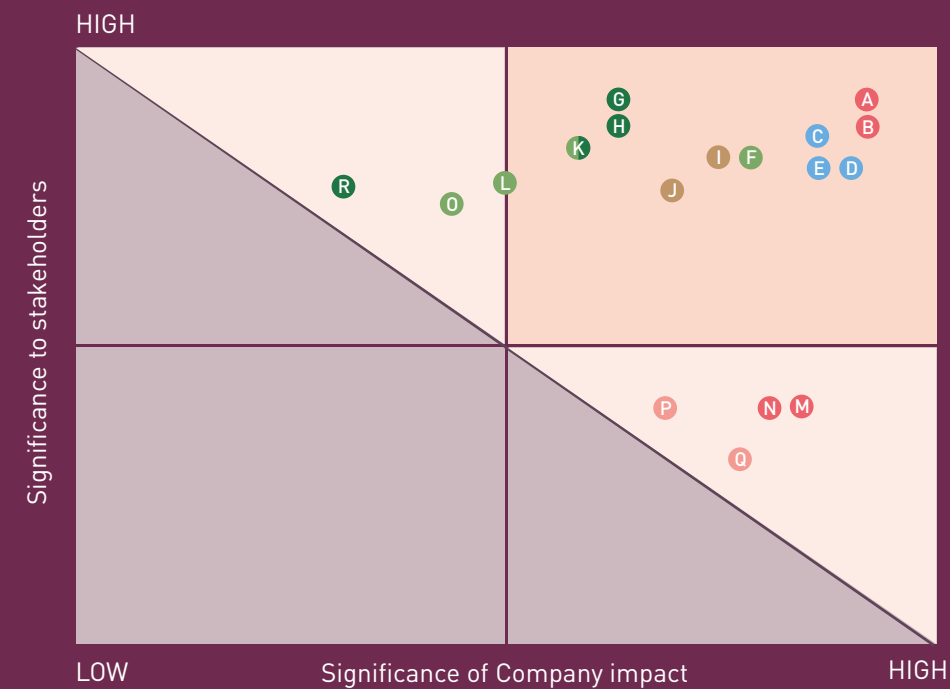
The sustainability part has been established in accordance with the core level for GRI Standards regarding content and quality. Sustainability data is limited to the Swedish operations and the products sold on the Swedish market.

## KEY PERFORMANCE INDICATORS

Financial key figures refer to the Group as a whole. For further details, complete financial information, GRI index and auditor's statements, please see Viva Wine Group's integrated annual and sustainability report 2020. The integrated Annual and Sustainability report is available on the company's website. In previous years, the Annual and Sustainability report has been published separately.



## MATERIALITY ANALYSIS →



- Sustainable workplace**
- C Employee well-being
  - D Gender equality & diversity
  - E Business ethics

- Sustainable production**
- G Decent working conditions
  - H Human rights
  - K Traceability
  - R Living wages

- Sustainable farming**
- F Organic and ethical certifications
  - K Traceable raw materials
  - L Biodiversity
  - O Water use

- Sustainable transports & packaging**
- I Climate efficient transports
  - J Climate efficient packaging

- Sustainable local communities**
- P Investments in schools and education
  - O Investments in water, sanitation and health

- Sustainable consumption**
- A Product safety
  - B Responsible marketing
  - M Labelling
  - N Low-alcohol / Alcohol-free products

## STAKEHOLDER DIALOGUE

The input of our stakeholders are key to our understanding, prioritization and approach to corporate responsibility. We want our actions to meet and preferably exceed our stakeholders' expectations, while taking into account what is within our control and what generates maximum business benefit. We regularly interact with key stakeholders. A comprehensive and systematic stakeholder dialogue and materiality analysis was conducted as part of the GRI adaptation of our Sustainability report 2020. The stakeholder dialogue was conducted by Enact Sustainable Strategies. The results of the stakeholder dialogue form the basis for the areas and topics covered in this summary report and our integrated Annual and Sustainability report.

## OUR KEY STAKEHOLDERS

We have divided our key stakeholders into ten main groups; Owners, Employees, Producers, Suppliers, Transporters, Customers, Consumers, Politicians, Decision Makers and Authorities, NGOs, Media. We have

a regular dialogue with all our key stakeholders, usually through meetings, workshops, trade fairs and events, surveys, audits and reporting.

## MATERIAL ISSUES

Based on our stakeholders' expectations and concerns, as well as our business' impact and level of control a number of areas and related topics have been identified as material. These areas and topics make out the core of our sustainability work, which we target, measure and report on. It is important to point out that the majority of our production and farming takes place in our supply chain, and is not under our direct control. However, as importer and key partner we have the opportunity to influence through our purchasing practices and implementation of our Code of Conduct.

Key sustainability areas:

- Sustainable workplace with a focus on well-being, gender equality and diversity.
- Sustainable production with a focus on working conditions and human rights.

- Sustainable farming with a focus on biodiversity, fertilizer use and water consumption.
- Sustainable transport and packaging with a focus on climate, packaging materials and recycling.
- Sustainable consumption with a focus on responsible marketing, labelling and responsible drinking.

## OTHER SUSTAINABILITY TOPICS

In structured dialogue with key stakeholders, certain topics have not been judged to be the most important. Nevertheless, in case we consider them to be of commercial importance and when we see potential to - at least indirectly - exert influence we have chosen to work and report on these topics as well.

We include a chapter on Sustainable local communities - focussing on our work with Fair Trade and social investments in vulnerable areas - as sustainable local communities are important for economic development and long-term successful viticulture.





“ We have taken many steps and already achieved several goals. We are now focussing on reaching the next level. Together we will become a role model for sustainable growth.

MIKAEL SUNDRÖM  
Director Sustainability

VALUE CHAIN

# Sustainable strategy

Developing drinks requires the knowledge and commitment of many in a complex value chain that encompasses everything from farming, production, transports, marketing and sales. Responsiveness and long-term relationships, sustainability and the desire to identify mutually beneficial solutions have proven to be our recipe for success.

KEY STAKEHOLDERS

Our most important stakeholders are our producers and the workers in the vineyards, our customers and consumers. The most important among our customers are the Nordic retail monopolies, particularly Systembolaget. Other important customers are wholesalers, hotels and restaurants. Organizations such as KRAV, Fair Trade and Fair for Life are also important as we invest in organic and ethical production.

DIALOGUE AND COOPERATION

We realize that we can't change everything on our own. It is only in partnerships with others we will achieve large-scale shifts, truly benefiting people and the environment. The Beverage Industry's Climate Initiative is one example of the momentum created when competing suppliers and customers decide to cooperate.

SIGNIFICANT IMPACT

Farming, bottling and shipping wine and spirits affects the environment. This involves water, biodiversity climate use and impact. The actual consumption of the products can also pose a risk. Consumed inappropriately, alcohol can cause medical and social problems, for both individuals and families, as well as for the society at large. We ensure to inform consumers of the risks and invest in projects that promote responsibility and moderation.

CONTINUOUS IMPROVEMENTS

Viva Wine Group companies are all operated with a strong entrepreneurial spirit, with actions speaking louder than words. The focus has been on launching projects and achieving results, rather than communicating success. In 2020, we began to see results of changes implemented previous year. We achieved a number of important goals, including the reduction of our climate impact. We assumed leadership in the Beverage Industry's Climate Initiative, where our logistics planning and packaging solutions secured an average climate impact per litre at 20% below the industry average. Despite already low carbon dioxide emissions, we managed to further increase efficiency in 2020. We reduced our emissions by another 3% per litre. Our ambition is to inspire the entire industry to achieve Agenda 2030. Ahead of time, if possible.

THE UN SUSTAINABLE DEVELOPMENT GOALS

At the 2015 UN Summit, 17 goals were identified, indicating the direction for the efforts of all Member States until 2030. Companies and organizations can also apply these goals in their operations. To successfully build a sustainable society together, these goals must be achieved. Although all of the goals are important, seven are particularly important for the Viva Wine Group's operations.

AREAS OF FOCUS AND PRIORITIES



FOCUS AREAS	PRIORITIES	RESULTS 2018	RESULTS 2019	RESULTS 2020	GOALS 2020	STATUS
Sustainable farming	Good working conditions					
	Producers in high-risk countries with approved Code of Conduct	100%	100%	100%	100%	✓
	Volume audited	39%	47%	50%	75%	(-)
Sustainable product range	Organic and ethical					
	Volume certified	41%	48%	49%	50%	(-)
Sustainable transports and packaging	Climate-smart transports and packaging					
	Climate impact CO2/litre sold	0,38 kg	0,35 kg	0,34 kg	0,35 kg	✓
	Climate-neutral transports	100%	100%	100%	100%	✓
	share of volume in Climate-smart packaging	69%	70%	72%	75%	(-)
Sustainable workplace	Gender equality					
	Share of women in leading positions	50%	50%	50%	50%	✓
Sustainable consumption	Responsible drinking	Warning text on ads	Warning text on ads	Warning text on ads	Warning text on ads	✓

TARGET 3: HEALTH

We develop and sell alcoholic beverages and want them to be consumed in a way that gives pleasure and well-being. We advocate moderation, partly through responsible marketing practices, partly by supporting projects promoting moderation.

Read more on pages 46-47

TARGET 5: GENDER EQUALITY

In Sweden, we strive to be an equal and diverse workplace in which all are given opportunities to reach their full potential. The gender distribution among senior positions shall be equal, reflecting the workforce as a whole.

Read more on pages 34-35

TARGET 6: CLEAN WATER

Growing grapes requires water. Water has become a scarcity in many parts of the world, which is why we encourage producers to implement smart irrigation systems. We are also investing in organic farming, reducing the use of pesticides that can contaminate the groundwater.

Read more on pages 40-41, 44-45

TARGET 8: DECENT WORKING CONDITIONS AND ECONOMIC GROWTH

Workers in vineyards and at wineries should all have good working conditions. For this reason, we are members of Amfori BSCI and visit our producers regularly. We feel strongly about ethical production certified by Fair Trade or Fair for Life. In this way, farmers are guaranteed a commission on their harvests, minimum prices and financial premiums for social projects.

Read more on pages 36-39

TARGET 12: SUSTAINABLE CONSUMPTION AND PRODUCTION

We foster organic and ethical farming and invest in climate-smart, recyclable packaging, thereby promoting the efficient use of natural resources.

Read more on pages 40-43

TARGET 13: COMBATTING CLIMATE CHANGE

Farming, transport and packaging all affect the climate. If we do not manage to curb global warming, it will become increasingly difficult to grow quality grapes. We strive to minimize our impact on the climate and have switched to rail for most of our transports. We also use climate-smart packaging. The remaining impact is offset by Solvatten.

Read more on pages 42-45

TARGET 15: ECOSYSTEMS AND BIODIVERSITY

Farming can both deplete and enhance biodiversity. We cherish wine being grown in ways that have as little impact as possible on ecosystems. We prefer to see farming that does not use chemical pesticides and that favours biodiversity. We are proud pioneers and industry leaders in organically certified wine.

Read more on pages 40-41

→ *A normal day at work*

Our purchasers maintain regular contacts with producers worldwide to be able to offer consumers the best quality at the best price – organic and ethical to the greatest extent possible.

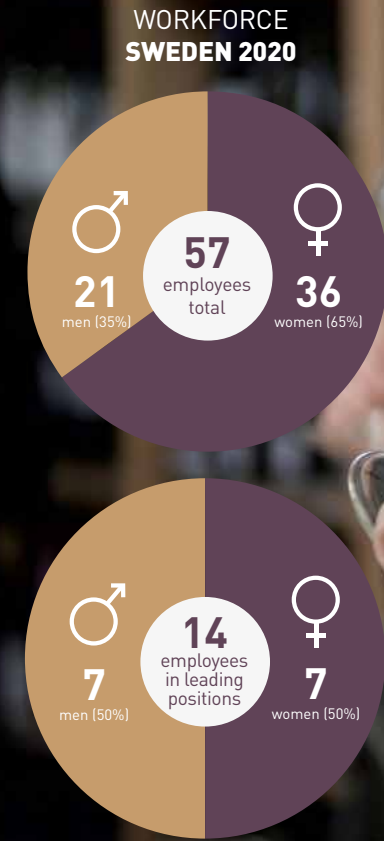
The logistics department helps ensure an efficient and reliable transport chain.

Our marketers develop brand-building events and powerful advertisements.

The finance department helps keep track of costs and ensures that all transactions are conducted correctly and smoothly.



# Equal and inclusive workplace



“An equal, fair and inclusive workplace is crucial for wellbeing and trust”  
**LOTTIE SÖDERBERG**  
HR Manager

What is your overall assessment of Viva Wine Group as an employer?  
**90%**  
good to very good

Alongside our producers, our employees are our most important asset.

We bring together curious, dedicated, creative and skilled people with a passion for beverages and entrepreneurship.

### MODEL LEADERSHIP

For us at Viva Wine Group, it is important that we all strive to be good role models. Accordingly, fair leadership guided by sound values shows the way for the operations. The objective is to stimulate growth and development, both in the organization and among the employees. Together, we create an open, agile and inclusive work climate.

### PURSUIT OF EXCELLENCE

We are keen to ensure that all employees develop and reach their full potential. Training is offered on an ongoing basis and internal mobility is encouraged. Our employees grow and develop with the company, and are offered opportunities to take on new roles with broader responsibilities.

### DIVERSITY IS AN ASSET

We recruit those best qualified and believe that having colleagues with different backgrounds, interests and personalities contributes to an innovative and dynamic business. We see internal and external differences as an asset and we are convinced that an equal and fair workplace benefits the individual and the organization alike. Our workforce is almost perfectly balanced in terms of gender. The same applies to those with management responsibilities or in other senior positions. In 2019, we followed up the previous year's gender equality training with employee surveys showing good results and continued improvements. We are proud to confirm strong employee satisfaction!

### EMPLOYEE INVESTMENT

We value our employees and benchmarks prove that we offer wages above average. In 2020, the total salary payment in Sweden reached SEK 72,5 million. In addition to basic salary, a bonus is paid, given good results and goals achieved. We also offer all Swedish employees a generous wellness allowance and voluntary health insurance. We regularly arrange mandatory training on alcohol in society and responsible drinking. Employees have a right to organize and negotiate salaries collectively. Although, in 2020, no employee was part of a collective agreement.

### BUSINESS ETHICS

To us, ethics and good business practise is fundamental, which is made

clear in our company values. At Viva Wine Group all employees shall strive to be role models and manifest good behaviour and ethical judgement in all business relationships with colleagues, suppliers, customers and other stakeholders

### ANTI-CORRUPTION

In compliance to the law and amfori BSCI, we do not accept corruption of any kind – neither bribes, extortion, abuse of power or likewise. Our employees may not give or receive bribes, or gifts that may be perceived as bribes. If an employee is hesitant of a gift or benefit, they should turn to their superior to decide.

We ensure that employees and partners are informed and follow

the guidelines in Systembolaget's policy for contacts between suppliers and employees of Systembolaget. The policy aims to give all suppliers of alcoholic beverages equal opportunities the establish themselves on the Swedish market. A rule of thumb for us is that all contacts with Systembolaget should go through their head office, and not with their store staff.

We also comply to SVL's ethical guidelines. In short, they aim to uphold fair competition practices as well as combat collusion.

*Environmental, health and safety work at our office ↓*

We always procure organic and, if possible, Fair Trade labeled supplies, including coffee, tea, fruit, milk and butter.

When purchasing office equipment, TCO Development-certified products with limited electricity consumption are prioritized.

We only buy renewable electricity and limit consumption by using sensor-controlled lamps.

We recycle paper, plastic, glass, metal and electronics.

Our office is cleaned by companies certified with the Nordic Swan Ecolabel

We offer all employees a generous wellness allowance.

We offer our staff a health test every second year and have well-functioning occupational health care.

For employees who are interested, there is an opportunity to attend a weekly yoga session.

All employees receive special training in alcohol and health in collaboration with Ljung & Sjöberg.

### FAIR PAY

Winery workers and vineyard farmers must have fair pay and appropriate employment contracts.



### FREEDOM OF ASSOCIATION

Everyone should be entitled to freedom of association and collective bargaining.



### LEGAL WORKING HOURS

Working hours must comply with legislation and international agreements. There must be opportunities for regular breaks.



Sustainable producers give us an opportunity to develop sustainable brands.

KRISTIN IDMYR  
CEO Iconic Wines

# Sustainable production

Producing quality wines requires a favourable climate, unique soil conditions and skilled winemakers. Grape farming remains largely a manual process, with harvesting involving long days of hard work at the vineyards. To get it done on time, more helping hands are often needed. Sometimes from neighbouring farms, sometimes from villages nearby. Harvesting grapes requires a gentle touch to avoid harming the ripe fruit or the vine itself.

### DECENT WORKING CONDITIONS

For us at Viva Wine Group, decent working conditions are a necessity, and we impose strict demands on our producers. All workers are entitled to reasonable working hours and appropriate pay. There may be no discrimination and employees' health and safety must be respected. All forms of forced or child labour are, of course, prohibited.

### AMFORI BSCI

Viva Wine Group have chosen to implement Amfori BSCI's Code of Conduct in the supply chain. Amfori BSCI's guidelines are based on the UN Declaration of Human Rights and the ILO Conventions. Implementation of Amfori BSCI started already in 2012 aligned with requirements of Systembolaget, Alko and Vinmonopolet. In our goal to further improve working

conditions in wine production, we decided to get involved in the Amfori Sustainable Wine Program in 2019. Together with a number of world-leading retailers, we are the only beverage supplier involved in this pilot project.

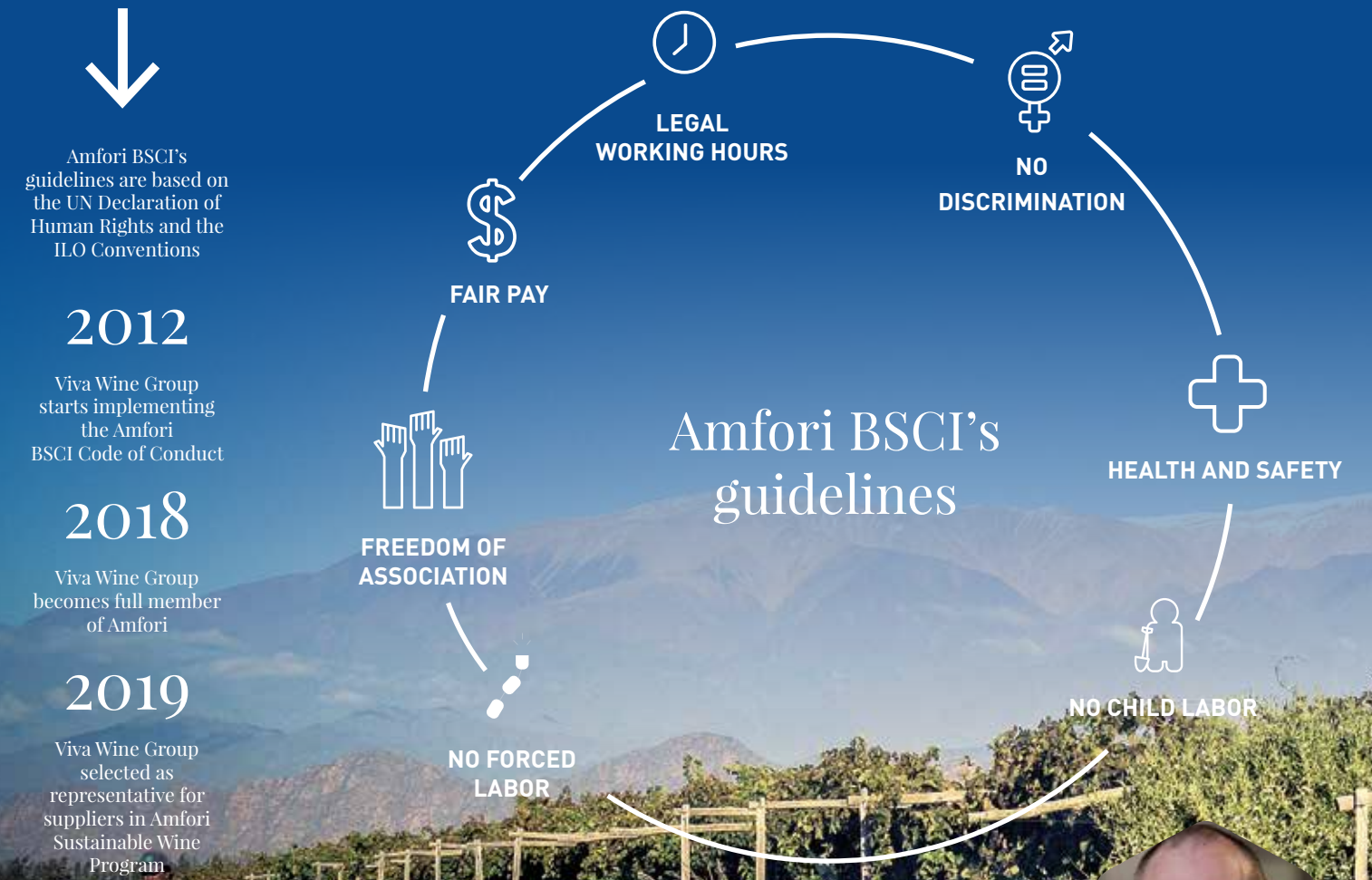
### AUDITING PRODUCERS

We regularly monitor our producers' sustainability efforts, focusing particularly on risk countries (Argentina, Bulgaria, Chile, Italy and South Africa), where controls are performed by independent audit firms. Each audit takes two to five days, during which the operations and the employees' working conditions are thoroughly scrutinized. Interviews are conducted without management participation and all procedures and tasks are evaluated. If there are any deviations, we help the producer develop action plans

and resolve the issues over the ensuing months. We then follow up on the results of this work with additional site visits. If a follow-up audit shows that the producer has not remedied the shortcomings, our cooperation with them could be terminated.

### ACTING ON SHORTCOMINGS

At Viva Wine Group, we favour transparency and act on all possible indications of misconduct. Whether or not these originate from employees, producers, agents, customers or other business partners. We primarily recommend speaking with someone in a position of responsibility or a union representative, but in cases where it is preferable to remain anonymous, we provide an independent whistleblowing tool in partnership with Lantero.



Picking up on signals of possible abuses at an early stage is a matter of urgency. From employees, producers and others, in cases where it is preferable to remain anonymous, we provide an external reporting channel in partnership with Lantero's whistleblower system.

Read more at lantero.se

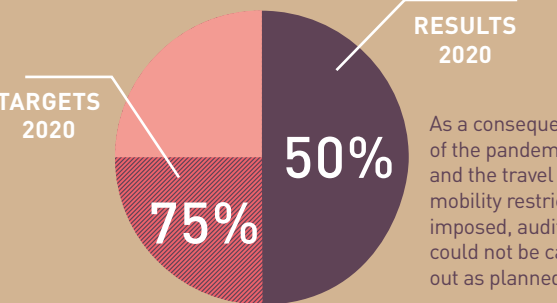
### PRODUCERS IN HIGH-RISK COUNTRIES\*

27  
Total number of producers 2020

100%  
Proportion having certified compliance with the Amfori BSCI Code of Conduct

### VOLUME, HIGH-RISK COUNTRY\*

Proportion of volume for which working conditions have been reviewed and approved by independent third parties



\*Argentina, Bulgaria, Chile, Italy and South Africa are considered high-risk countries. Specific challenges regarding working conditions may present themselves here, including issues of equal and fair treatment, health and safety, working hours and pay.



The producers implementation of Amfori BSCI helps secure that the vineyards practise good working conditions.

STAFFAN DAHLGREN  
CEO Winemarket Nordic



**Fairtrade & Fair for life**

Guarantees that farmers receive a premium improving their financial and social security.



Founded in  
**1940**

Families  
**500**

Fair Trade certification  
**2006**



**FAIRTRADE ARGENTINA**  
**La Riojana**

village of Tilimuqui, using funds from Sweden and the UK. Since opening, the school has grown from about 30 students to more than 600, and has become the most popular in the province of La Rioja. It is also one of the world's largest Fair Trade funded projects.

**CLIMATE BENEFITS**

We have also made investments to improve the water supply for the villagers of Tilimuqui and funded a survey of CO2 emissions from La Riojana's wine production. This survey provides the basis for our ongoing initiative to make the irrigation pumps more climate efficient.

**INITIATIVES IN SOUTH AFRICA**

In addition to our Fair Trade initiatives in Argentina, we also have Fair Trade certified production in South Africa in partnership with producers Kleine Zalze and Du Toitskloof.

# Sustainable communities

All of our producers have to comply with the Amfori BSCI Code of Conduct. Beyond ensuring decent working conditions in the wineries and vineyards, we focus on supporting farmers in socially vulnerable areas, primarily in Argentina, Bulgaria and South Africa. Our initiatives are conducted in partnership with Fair Trade and Fair for Life.

The La Riojana wine cooperative is located in the La Rioja province of north-western Argentina. Although the area is economically underdeveloped, it is considered one of Argentina's most interesting wine districts. The dry, sunny conditions provide naturally healthy grapes, ideal for organic farming.

**COOPERATIVE WITH HISTORY**

The cooperative was founded in 1940, and four generations of five hundred families have since then been involved in growing grapes for what has become the country's largest cooperative. Most are small-scale producers with less than 2-3 hectares of land per family.

**FINANCIAL SECURITY**

The Fair Trade certification of the Ecologica, Raza and Fair & Square wines

guarantees a minimum price for the wine farmers' grapes and guarantees the sale of their harvest every year. Access is also provided to loans, credits and technical support. Moreover, production failure insurance and a Fair Trade premium is offered for each kilogram of grapes sold. For every liter of Fair Trade branded wine bought by consumers, a certain amount is paid directly to the local community, often amounting to several tens of thousands Euros annually. The members of the cooperative decide themselves how to invest the money.

**SOCIAL SUSTAINABILITY**

Since its certification in 2006, La Riojana has conducted more than 30 projects funded through the Fair Trade premium. Since 2010 alone, our sales of La Riojana wines in Sweden have contributed with SEK 10 million. The largest project was the construction in 2010 of a technical agricultural high school in the small



1. Fair Trade-funded water reservoir, La Riojana.
2. Grape inspection, La Riojana.
3. Harvesting, Vinex Slavyantsi.
4. Dance performance, LEVA foundation-funded preschool.
5. Roma cultural day, Vinex Slavyantsi.
6. Morning assembly, LEVA foundation-funded pre-school



**FAIR FOR LIFE IN BULGARIA**  
**Vinex Slavyantsi**

Bulgaria's wine growing traditions stretch back thousands of years. Vinex Slavyantsi, which produces the Leva wines, is located in the eastern part of the Rose Valley, a region where wine has been grown and produced for centuries.

With its mild winters and cool summers, the region is well suited for wine growing. For the ethnic minorities in Bulgaria, however, social and economic conditions are very difficult, particularly for the Romani population. Many people of Romani background live in the area around Vinex Slavyantsi.

**LEVA PROMOTES INTEGRATION**

In 2008, together with representatives of the Roma population, Viva company Giertz and Vinex Slavyantsi initiated a foundation aimed at improving living conditions and opportunities in the area.

Since 2008, Giertz has contributed with 2 million SEK to the LEVA Foundation. The money has been used to support three pre-schools to provide grants to families so they can afford to send their children to pre-school, as well as providing support for students and scholarships for higher educations. We have also supported smaller-scale health projects, provided legal assistance for employees, provided folk costumes for a dance group and hosted sports activities and school outings during vacation periods.

**ETHICALLY CERTIFIED**

In 2014, Vinex Slavyantsi and the Leva Foundation were ethically certified by IMO under its internationally recognized "Fair for Life" system. This provides ethical certification for fair trade, which, in addition to decent working conditions and fair trade agreements, also requires high environmental standards in the vineyards.



Consumers choosing Fair Trade and Fair for Life are making a difference supporting wine farmers, their families and local communities.

**BJÖRN WITTMARK**  
Giertz Vinimport

Start  
**2008**

Foundation  
**Leva**

Fair for Life certification  
**2014**



We are proud to offer 18% quality wine with very low environmental impact.

**CAMILLA TAUBE**  
Vice President  
Wineteam Global



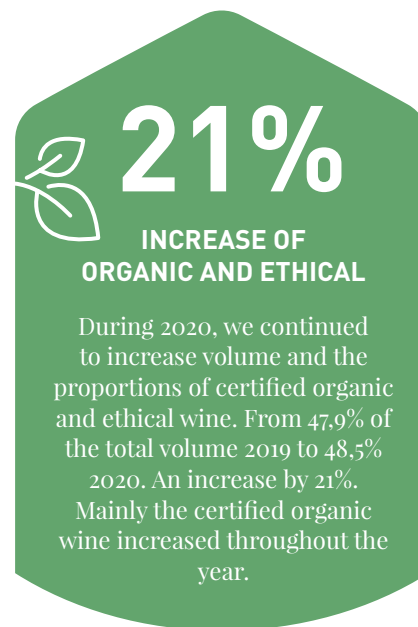
# Biodiversity Sustainable farming

People have grown and produced wine for thousands of years. The earliest wines would today be defined as organic since farming was done without chemical pesticides, herbicides and fertilizers. In fact, until the 1960s, almost all wine was organic, because it was only by then that farmers started using pesticides and herbicides on a more massive scale.

More than 150 organic articles!

## Organic

In organic farming, there are greater limitations on fertilizers and pesticides than in conventional farming. In recent years, demand for organic wines has increased steadily. Viva Wine Group has been a leader in this development.



Organic wine of total volume	Ethical wine of total volume	Certified wine* of total volume
37,7%	15,8%	48,5%
corresponds to	corresponds to	corresponds to
20,9 million liters	8,4 million liters	26,9 million liters

\*Some products are both organically and ethically produced



We are pleased that the Viva Wine Group is able to offer several KRAV-labeled wines. Sustainable wines without chemical pesticides, herbicides and fertilizers in respect of natural environments and ensuring workers favorable working conditions.

**ANITA FALKENEK**  
CEO KRAV Sweden

### BOOSTING BIODIVERSITY

Organic farming prohibits using chemical pesticides. Instead, weeds and pests are held at bay using sheep, bugs and other natural agents.



### CRAFTSMANSHIP

Organic production means less additives and sulphur being used in wine production.



### HEALTH AND SAFETY

Organic farming benefits biodiversity and the ban of chemical pesticides and herbicides also improves conditions for those working in the vineyard.

### INCREASED AWARENESS

In recent years, certifying wines as organic has become increasingly commonplace, with this largely being driven by conscious consumers, committed suppliers and producers. Today, Systembolaget's product range includes a large and growing proportion of organic wines. Viva Wine Group are among the first to offer organically certified wines to Swedish consumers and more than 35 percent of our total volume is certified organic. That makes us the market leader in organic wines in the Swedish and Nordic markets.

### ORGANIC FARMING AND WINE MAKING

For a wine to be labelled and sold as organic, both the growing of the grapes and the production of the wine itself must be organic. This entails the grapes being grown without artificial fertilizers, without chemical pesticides and herbicides. There are also strict limitations on additives used in the wine making process. The use of sulphur and copper is also limited. To be certified, the vineyard must have been operated organically for at least three consecutive years.

### EFFICIENT WATER USE

As do all crops, the vine need water to grow. Although, its roots go very deep and can thereby secure water supply without much precipitation. In fact, the vine should not be watered much at all. It deteriorates the quality of the wine. Watering is therefore strictly regulated and usually occur through smart drop water-systems that doesn't add more water than needed, plus lessens the risk of the water evaporating.

### SENSITIVE GRAPEVINES

Growing wine has always been a complicated craft as the vines are highly sensitive to infestation by mold and pests that affect the quality of the grapes and the wine. In conventional farming, chemical pesticides and herbicides can be used, simplifying operations since these products are effective and relatively inexpensive.

### BIODIVERSITY

Organic wine growers, on the other hand, combat pests and fungi with the help of beetles and biodegradable agents. Weeds are controlled through mechanical weeding, grazing, torching and manual digging. Using natural methods like these, organic

vineyards are home to a rich variety of plants. To enrich the soil, organic fertilizers are used, rather than chemically produced ones. This all benefits the plant and animal life on the farm, reduces the climate impact per liter produced and ensures that vineyard workers are not exposed to chemicals while at work.

### CERTIFICATION MAKES A DIFFERENCE

Farming organically is more labour intense and the harvest is often slightly smaller which can affect the price to the consumer. However, every bottle of organic wine sold has a significant impact on the conservation of biodiversity and reduces the amount of toxins in nature.

### NATURAL WINE

Natural wine has recently become a trendy concept in the world of wine. For producers of natural wine, the objective is to have as little impact on the production process as possible. There is not yet any internationally accepted definition or recognized certification, although, most producers of natural wine are eager to grow organically, preferably allowing the wine to ferment spontaneously and minimizing the use of sulphur. Accordingly, maintaining the same style from year to year can be difficult when producing natural wines. At the same time, it is part of the charm.

**100%** *Climate-neutral transport*

# Sustainable transports & packaging

For us, efficient and sustainable logistics are critical. We are aware that transports and packaging have a major environmental impact, why we are constantly striving to develop smart solutions with our partners.



” Thanks to smart partnerships, we have reduced our environmental impact and established highly efficient logistics.  
MARTINA NORDSTRÖM  
Logistics Director

## EFFICIENT LOGISTICS

Our logistics department continuously seek smart and efficient solutions, offering good reliability and minimal environmental impact. As far as possible, we co-distribute to ensure that shipments are as fully loaded as possible. Within Europe, we have also shifted all transports from road to rail. Through co-distribution and rail transport, we have radically reduced our emissions. Over greater distances our products are transported by sea. Certain products are transported in tanks, with the wine being bottled in Denmark. This reduces the weight of the transports significantly, resulting in a reduced climate impact.

## CLIMATE-NEUTRAL TRANSPORTS

We promise climate-neutral transports. This means our consumers can be confident knowing that regardless of where in the world their wine has been produced, there is no difference in terms of the impact on the climate. The remaining impact on the climate we offset by investing in Solvatten. We always invest to cover more than our actual emissions.

## WAREHOUSE WITH RAIL TERMINAL

Once our products have arrived in Sweden they are stored by our partner DLP in Jordbro. The warehouse has a rail terminal, allowing train cars with our products to roll right up to the doorstep. The cars are unloaded using electric forklifts and the wine is then placed on shelves to await onward transport to Systembolaget, wholesalers and restaurants.

## SMART PACKAGING

Alongside production and transport, packaging is the part of our business that causes the greatest impact on the climate. This is partly due to difference in packaging weight, and partly to the manufacturing process and the degree of recycling. We therefore take pride in prioritizing climate-smart packaging. Bag in box, cardboard cartons, lightweight glass and PET packaging solutions are all considered climate-efficient. Most of our volume products are already offered in such packaging. In the future, we aim to offer even more items in lightweight glass. Remaining impact on the climate will be offset through Solvatten.

## WORLD-LEADING RECYCLING

We assume an active producer responsibility for the recycling of our products through our financing and development of Swedish Glass Recycling (Svensk Glasåtervinning AB – SGÅ) and the Packaging and Newspaper Collection Service (Förpacknings- och tidningsinsamlingen – FTI). Sweden has the highest degree of recycling in the world, partly thanks to consumers' awareness and partly thanks to efficient collection systems and modern recycling facilities.

## CLIMATE INITIATIVES IN THE BEVERAGE INDUSTRY

In 2017, the first steps were taken towards a common framework for the beverage industry. The initiators were the Swedish retail alcohol monopoly Systembolaget, the Swedish Brewers Association and the Swedish Spirit and Wine Suppliers Association (SVL), where Viva Wine Group companies are leading members. In 2019, the first report was presented, which enabled comparisons with other actors in the industry. The report showed that our products' climate impact was 20% lower than those of our industry colleagues and competitors.

WITHIN EUROPE most transports are operated by **RAIL** rather than by road

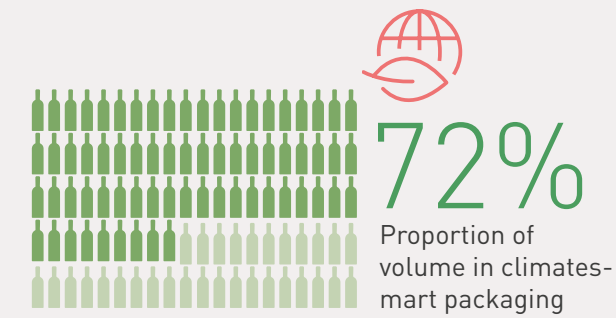


↓ **75%**

Over comparable routes within Europe, **RAIL** generates about 75 percent less impact on the climate than **ROAD TRANSPORT**

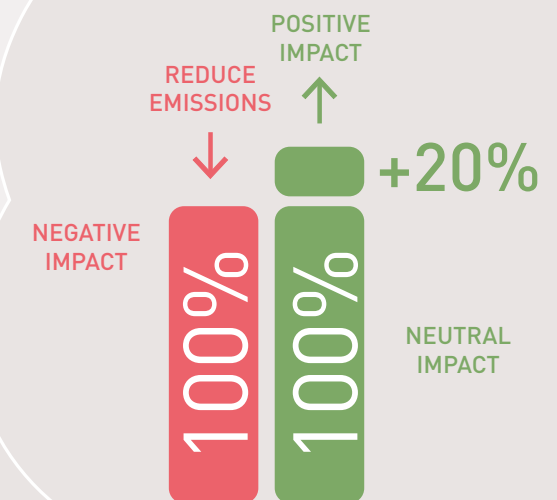


OUTSIDE EUROPE transport is conducted by sea



In accordance with Systembolaget's definition, climate-smart packaging includes bag in box, cardboard cartons, PET and lightweight glass.

## CARBON OFFSETTING



CO<sub>2</sub>  
EMISSIONS 2020

**0,12**  
kg CO<sub>2</sub>/liter

## CLIMATE IMPACT TRANSPORT

0,13  
2018  
0,12  
2019

## CLIMATE IMPACT PACKAGING

**0,22**  
kg CO<sub>2</sub>/liter

0,25  
2018  
0,23  
2019

Degree of recycling, glass



**93%**

is made into new bottles

93%

100%

## DRYCKESBRANSCHENS KLIMATINITIATIV



## INDUSTRY PARTNERSHIP

Leading players in the beverage industry are working together to reduce their impact on the climate.



## RECYCLING GLASS

93% of collected glass becomes new bottles!



## EFFICIENT LOGISTICS AND SMART WAREHOUSING

Together with Essinge Rail, we are optimizing beverages transports through Europe. Our partner DLP also combines its warehousing with a rail terminal. This allows rail cars to be brought directly into the warehouse.

# Carbon offsetting and social projects

We offset our carbon emissions from the transport chain, as well as the climate impact from glass packaging. Our investments are made in collaboration with recognized organizations to reduce the global climate impact and generate social benefits locally.

SOLVATTEN 2017-2020	
Units	Calculated tonnes CO <sub>2</sub>
5,896	42,037
Trees saved	m <sup>3</sup> clean water
37,085	247,455



Collage of images – use of Solvatten in Tharaka and Bura, Kenya.



“Once distribution of Solvatten started, the cholera infections in our area disappeared.”  
GRACE, 56 ÅR



- SOLVATTEN®**
- Purifies and heats water in 2-6 hours
  - Provides about 6000 liters per year
  - An indicator shows when the water is clean
  - Can be used several times a day
  - Is easy to use and not heavy to carry
  - No need for batteries, spare parts or chemicals
  - Has long-lasting quality, 7-10 years

## INNOVATIVE WATER PURIFICATION SOLUTION

### Solvatten

Solvatten is an innovative water purification solution that helps improve health, increase equality and reduce the impact on the climate. This award winning invention has been developed by a Swedish family business and is used in several villages in Kenya in collaboration with International Aid Services.

The Solvatten unit is filled with water from nearby water sources. When placed in the sun, a process is activated that purifies the water from harmful bacteria and micro-organisms, making it safe

to drink. At the same time, the water is heated, simplifying cooking, washing and personal hygiene. This reduces the need for fuel in the form of wood and pellets. Reducing the need for firewood avoids cutting trees that bind the soil, preventing desertification and binding carbon dioxide, thus benefiting the climate. A single Solvatten unit has been shown to provide environmental and health benefits for at least seven years. Since commencing our collaboration in 2017, our investment in Solvatten has, to date, entailed confirmed climate compensation corresponding to 1,266 tonnes of carbon dioxide. In 2020, an

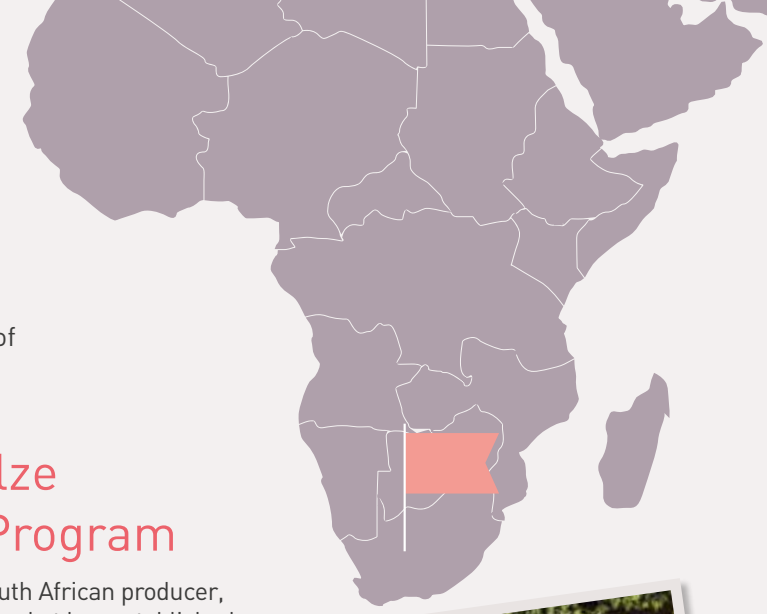
additional 1,488 units will be distributed to compensate for our climate impact from transport and heavy packaging in 2019. The investment will offset for a total of 29,931 tonnes of carbon dioxide. Over the upcoming years, we plan to invest in thousands more units, leading potentially, by 2030, to climate benefits from offsetting close to 100,000 tonnes of carbon dioxide, while producing 600,000 liters of clean water, saving 900,000 trees and improving the health of 80,000 people. In addition to compensation through investment in Solvatten, investments in solar panels are also planned at our producers' facilities.

## PRODUCER INITIATIVES

In addition to the Solvatten carbon-offsetting and health projects, some Viva Wine companies develop climate initiatives directly with producers. In recent years, investments have been made in the installation of solar panels, solar-powered water pumps and composting machines. The purpose of the investments is twofold: firstly, to reduce the carbon footprint of the producer, secondly to help the producer become less dependent on purchased energy and electricity. In the longer term there are ambitions to produce a net surplus that can be sold back to the electricity grid.

## CREATE POSITIVE ROLE MODELS, PROMOTE EDUCATION AND ENTREPRENEURSHIP

Viva Wine Group is a collection of entrepreneurial companies that are passionate about the capacity of individuals and communities to change large systems. In South Africa, there are significant socioeconomic challenges, which is why we engage in a number of ways.



## Kleine Zalze Training Program

Together with its South African producer, Kleine Zalze, Winemarket has established a training fund aimed at financing higher education for the vineyard workers and their families. Each year, three or four people are given the opportunity to pursue a university program or equivalent. The objective is to provide role models in the local community, while granting the wine industry access to more highly educated employees. The power of people's dreams is amazing. The scholarship allows us to help workers to reach their full potential while also becoming inspiring role models for others.

KOBUS BASSON, CEO Kleine Zalze



*Thanks to the scholarship, more people gain the opportunity to pursue higher education regardless of their background, finances and family situation.*

## Pebbles Project

The Pebbles Project is an organization founded by two sisters and focuses on vulnerable children of parents working in South African vineyards. Pebbles improves the children's situation by giving them access to elementary school, meals, health care and meaningful leisure activities.

*For us, it is important to be able to contribute to the community in which we operate. We have chosen to support Pebbles, because its projects help children over the long term, contributing to both their well-being and personal development.*

CAMILLA TAUBE, Deputy CEO Wineteam

## Supporting restaurateurs

In Sweden, we support the local community through employee and client engagement. During the COVID-19 pandemic in 2020, we teamed up with restaurant costumers and financed lunches and dinners that were donated to hospital intensive care staff, making their lives a bit easier while paying respect to their vital work.

STAFFAN DAHLGREN  
CEO Winemarket

## Care for Creeks

Care for Creeks is a project led by The Anglers Association of Sweden aiming to re-establish trout in smaller streams in Gästrikland, Sweden. The Anglers Association and their partners restore streams and plant trout to re-build the trout population.

*We are proud to contribute to nature restoration and good fish management through the brand Catch & Release. For every bottle sold, one SEK is donated to the project, which helps finance the reestablishment of a healthy and thriving trout population.*

STEFAN PETERSON  
Partner Chris Wine & Spirits



# Responsible consumption

At Viva, we care not only about how our products are produced, but also how they are consumed. Alcoholic beverages are part of our food culture and, for many, part of a balanced life style.

We are, however, aware that inappropriate alcohol consumption can cause problems, for individuals, relatives and society in general. For this reason, we advocate moderate and responsible consumption.

## THE NORDIC RETAIL MONOPOLIES

There is a strong support in Sweden, Finland and Norway to protect public health, why retail sales of alcohol are conducted through the state-owned companies Systembolaget, Alko and Vinmonopolet. The Viva Wine Group's companies support the Nordic model with controlled sales and equal treatment of origins. This is beneficial both from a public health perspective, but also from a supplier perspective, since the same rules apply to all players in the market. We also perceive substantial benefits for consumers. The Nordic monopolies

guarantee a product range with a width and depth that is, in many ways, unparalleled in the world.

## SWEDISH ALCOHOL SUPPLIERS' SCRUTINEER (AGM)

There are numerous restrictions on marketing and communications regarding alcohol in Sweden. Although the Viva Wine Group's companies carefully comply with the law, they have also taken the initiative in developing an ethical code within the trade association SVL, and establishing the Swedish Alcohol Suppliers' Scrutineer (AGM). The



“  
SVL has been hugely important for the promotion of responsible drinking.  
PATRIK STARE  
CEO Chris Wine & Spirits



AGM has become the alcohol industry's self-regulation mechanism, assisting with education and support, but also intervening against companies that violate laws and ethical guidelines. Anyone can report advertising to the AGM, which investigates, scrutinizes and makes decisions on the matter.

## DRINKWISE.SE

The Drinkwise.se website seeks to be a thought-provoking platform for information, debate and reflection on attitudes regarding alcohol and how alcohol should be consumed

responsibly. Through this initiative, we and other companies in the industry seek to disseminate information, generate dialogue and work towards a more responsible approach to alcohol.

## TALK ABOUT ALCOHOL

The educational initiative "Talk About Alcohol" was initiated with the aim of delaying young people's alcohol debut. The initiative was launched in 2006 by companies within SVL and, since 2010, it has been run in collaboration with Sveriges Bryggerier (the Swedish Brewers Association). Talk About

Alcohol's method builds on discourse-based teaching, focusing on teaching young people to resist social pressure, increase their self-esteem and understand their own responsibilities. All materials are free of charge and adapted for use in schools. Talk About Alcohol's method has been evaluated in a three-year scientific study conducted by Karolinska Institute, with the results showing that pupils who completed the program drank in a less risky manner than comparable pupils who did not participate in the program.



Free of charge, customized materials for schools.

We promote responsible consumption



## Talk about alcohol – education for schools

Focusing on teaching young people to resist social pressure, increase their self-esteem and understand their own responsibilities.

Read more at [prataomalkohol.se](http://prataomalkohol.se)

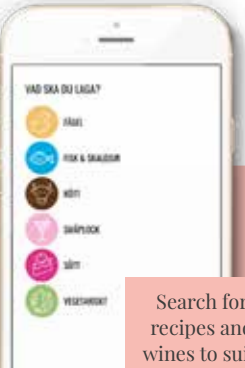


## DRINKWISE

What does personally sustainable alcohol consumption entail? How much alcohol is OK to drink? And in what contexts?

With many questions being asked regarding alcohol consumption, we seek to disseminate information and stimulate a dialogue, which we achieve through the Drinkwise initiative.

Read more at [drinkwise.se](http://drinkwise.se)



## VIVA! Wine & Food

We write about food and wine every week. Read more at [vivavinomat.se](http://vivavinomat.se)

Search for recipes and wines to suit!







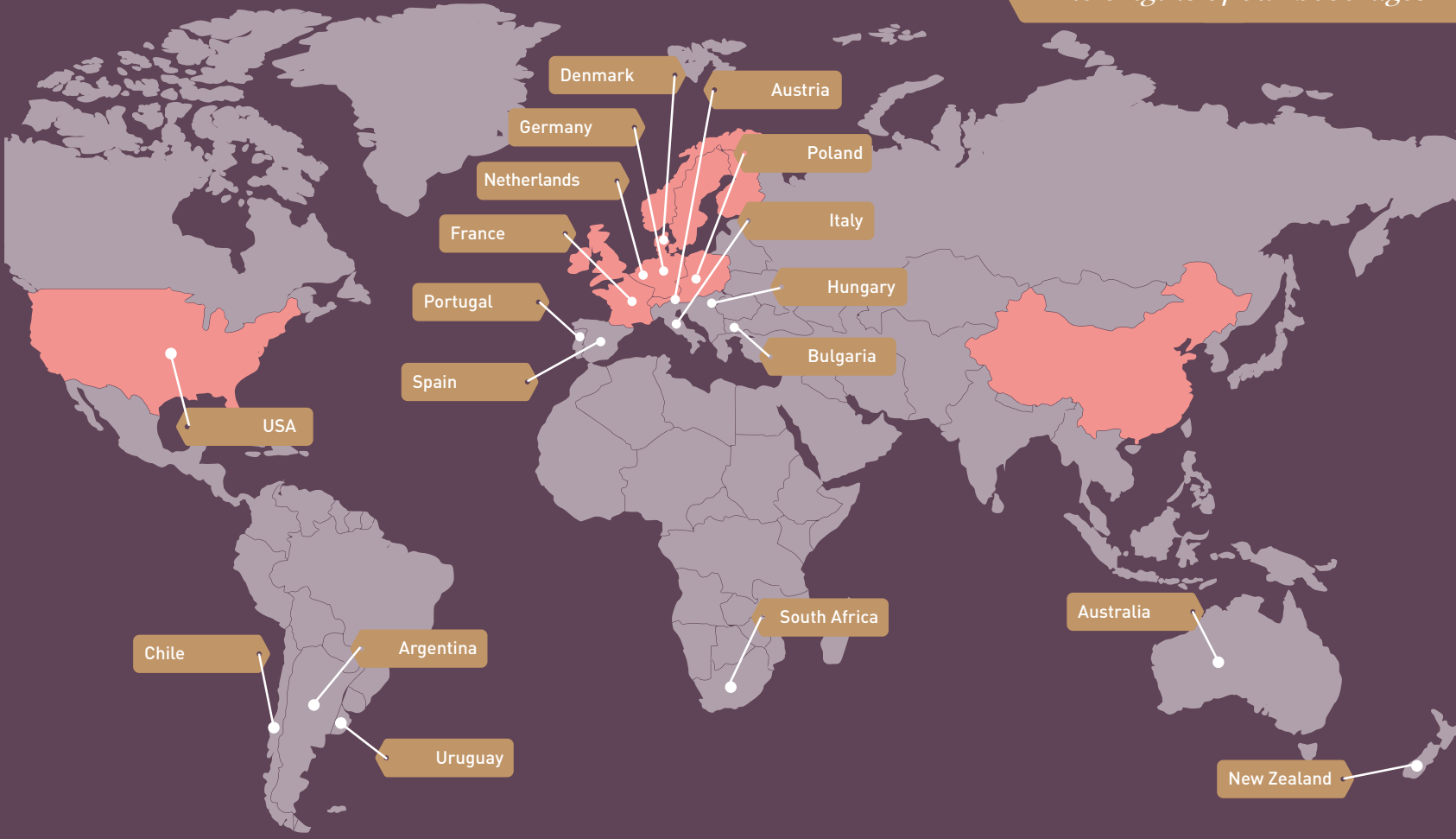
## VISION

We generate value and growth through a dynamic platform for entrepreneurship, sustainability and innovation.

*Emil Sallnäs, CEO*

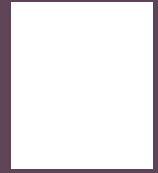
• *Our sales markets*

• *The origins of our beverages*



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carbon-offset  
paper