



Sustainability
& Responsibility

2023 - 2024

GOOD TIMES
FROM
A
GOOD PLACE.



Martell Mumm Perrier-Jouët
Pernod Ricard



CHAMPAGNE
PERRIER-JOUËT

Editorial

Born respectively in 1715, 1811, and 1827, our Maisons Martell, Perrier-Jouët, and Mumm are centuries old. They transcend the ages, crafting exceptional products. Our champagnes and cognacs are born from craftsmanship passed down through generations and unique terroirs that are now threatened by environmental disruptions. In this story that unites us, time is both our legacy and our judge. We understand that the choices we make today will have an impact for the years and decades to come. Our products, aged for up to ten or twenty years, will bear witness to our actions.

In light of this reality, we have been working for over a decade to evolve our practices and professions toward more virtuous models. As prestige Maisons, our role is also to inspire new narratives that make this transition desirable.

Our vision is optimistic and collective. Boldness, collaboration, and a spirit of sharing drive us forward on issues such as regenerative

viticulture, distillation, glass production, low-carbon maritime transport, as well as social and societal matters including the well-being of our employees and seasonal workers or promoting responsible consumption.

The challenges ahead of us are both critical and urgent. We must remain steadfast, even when faced with obstacles in the short term. All these initiatives have something in common: they are achieved through the strength of a team effort—partners, experts, the sector, and peers. On this journey, we can also rely on proactive, sincere, and dedicated teams, whether in Paris, Cognac, or Champagne.



César Giron

Chairman and CEO of Martell Mumm Perrier-Jouët.

Ambonnay vineyard

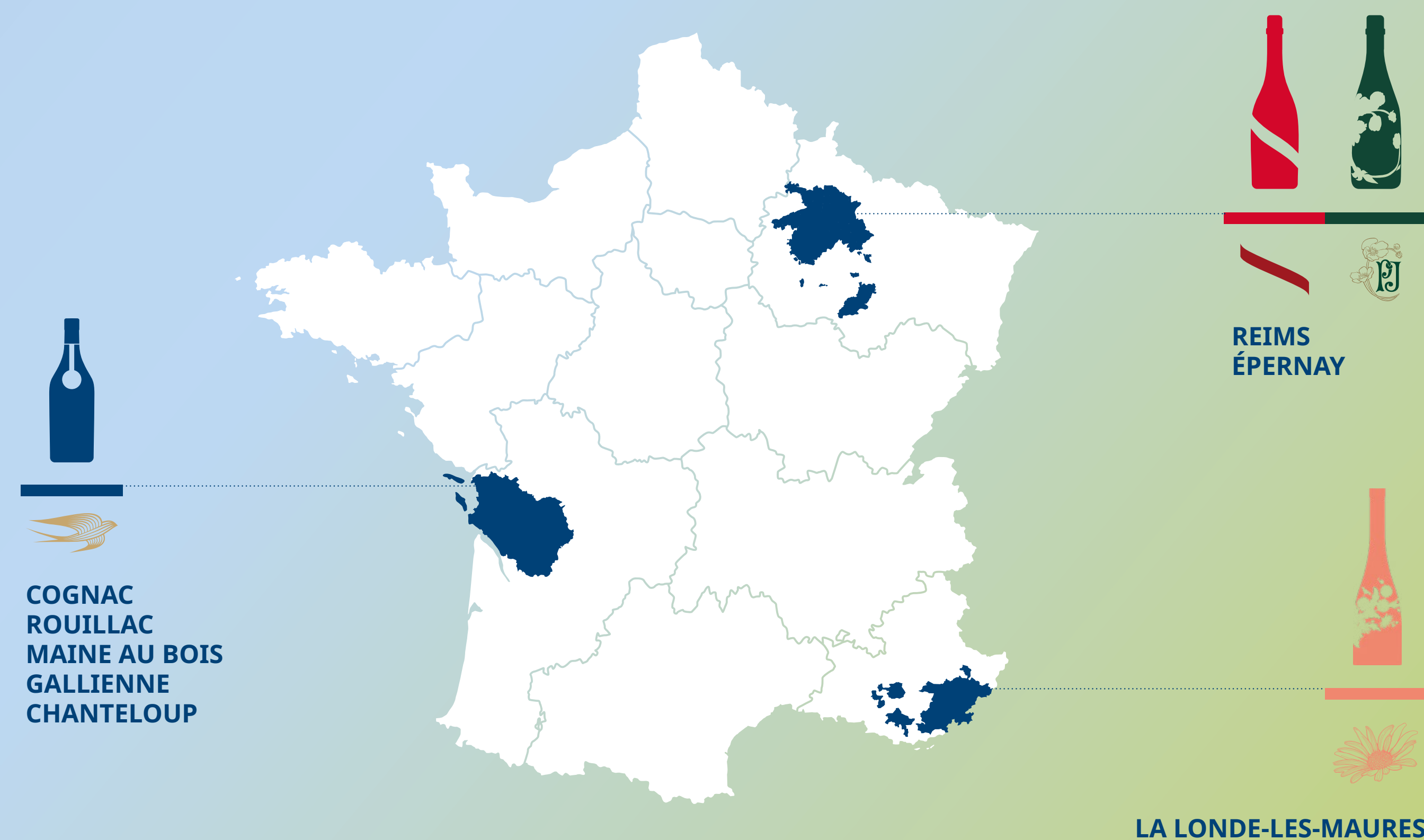


Contents

01	NURTURING TERROIR	06
02	CIRCULAR MAKING	16
03	VALUING PEOPLE	25
04	RESPONSIBLE HOSTING	33

Our activities

THREE EXCEPTIONAL TERROIRS



Our Maisons




128 COUNTRIES where our products are distributed

% OF VOLUME SOLD OUTSIDE FRANCE



846 EMPLOYEES ON PERMANENT CONTRACTS
Nov 2024

The data shown relate to fiscal year 2023/24, from July 1, 2023 to June 30, 2024.

 The convergence in March 2022 of Château Sainte Marguerite and Pernod Ricard – in particular our affiliate Martell Mumm Perrier-Jouët – still being very recent, these figures have not been included in this report.

Introduction



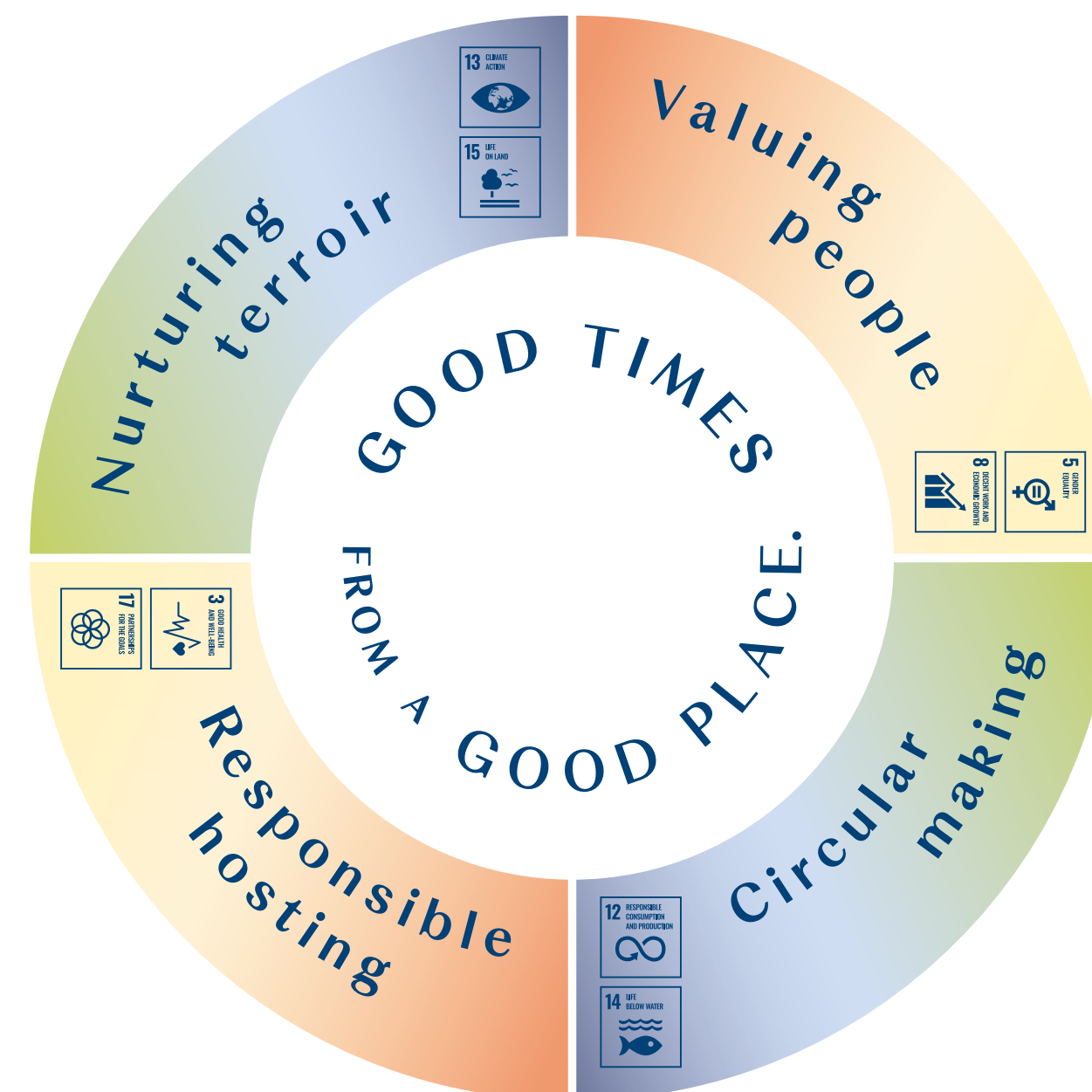
Mumm labelling line, Reims



2023 Champagne harvest

Translating our commitments into action

At Martell Mumm Perrier-Jouët, our approach is aligned with Pernod Ricard's "Good Times from a Good Place" social and environmental roadmap to 2030. We implement it through four strategic pillars that guide everything we do.



“ Since 2019, the 4 pillars of our CSR strategy have guided us in converting our 2030 and 2050 objectives into tangible action plans. We don't achieve this alone: sustainable innovation is always the fruit of collaboration and coalitions.

We can only make champagne in Champagne, and the same is true for cognac. Nurturing our terroirs, vineyards and their ecosystems is vital for our Maisons. Certifications, the deployment of regenerative practices and initiatives to support biodiversity are fundamental milestones that rely on our winegrower partners. Similarly, reviewing all steps of our value chain through the prism of sobriety (energy, water) and decarbonization is a shared priority. In 2024, decisive innovations have been brought to life thanks to partners such as TOWT, Verallia and Chalvignac. Additionally, when it comes to social and societal issues, the precious connections uniting us with our stakeholders are the key to our success. This is what we wanted to highlight in this progress report. ”



Sonia Le Masne
CSR Director
of Martell Mumm Perrier-Jouët

Part 1

Nurturing terroir

GOOD TIMES
FROM A GOOD PLACE.



OUR ACHIEVEMENTS



Cognac

OUR VINEYARD

450 HA*

Domaines Jean Martell

100%

our own vineyard under regenerative viticulture**

*100% viticulture with zero herbicide, zero CMR

** Different types of plant cover and bio-alternative trials

*** Groups of partners experimenting with regenerative viticulture practices

WINEGROWER PARTNERS

1,200

31%



partners' vineyards certified CEC (Cognac Environmental Certification)



200

partners trained in agroecology

40

pioneering partners
GROUP 30,000, BIOALTERNATIVES***



Champagne

OUR VINEYARD AS OF OCTOBER 2024

260 HA*

Vineyards Mumm Perrier-Jouët

22%



our own vineyards under regenerative viticulture



15% of Mumm vineyard area



43% of Perrier-Jouët vineyard area

10 YEARS

of partnership between Martell and the *Office National des Forêts*

8 YEARS

of commitment to varietal research

WINEGROWER PARTNERS

1,000

63%



partners' vineyards certified VDC (Sustainable Viticulture in Champagne)



200

partners trained in agroecology

10

pioneering partners
MON TERROIR VIVANT***

2 YEARS

of biodiversity partnership with the *Mission Coteaux, Maisons et Caves de Champagne* (UNESCO)



KEY MILESTONES FOR OUR OWN VINEYARDS IN COGNAC AND CHAMPAGNE

2014

INSTALLATION
OF BEEHIVES,
PLANTING HEDGES

2016



DOUBLE HVE/VDC
CERTIFICATION FOR THE
MUMM PERRIER-JOUËT
VINEYARDS



2018



DOUBLE HVE/CEC
CERTIFICATION
FOR THE DOMAINES
JEAN MARTELL



2020

WITHDRAWAL
OF HERBICIDE

LAUNCH OF SOIL
DIAGNOSTICS
IN BOTH AOCS

2024

PERNOD RICARD JOINS
THE INTERNATIONAL
BUSINESS COALITION
OP2B (ONE PLANET
BUSINESS FOR
BIODIVERSITY)

2023

VITIFORESTRY
PLANTING

OUR MAISONS JOIN
*POUR UNE AGRICULTURE
DU VIVANT**

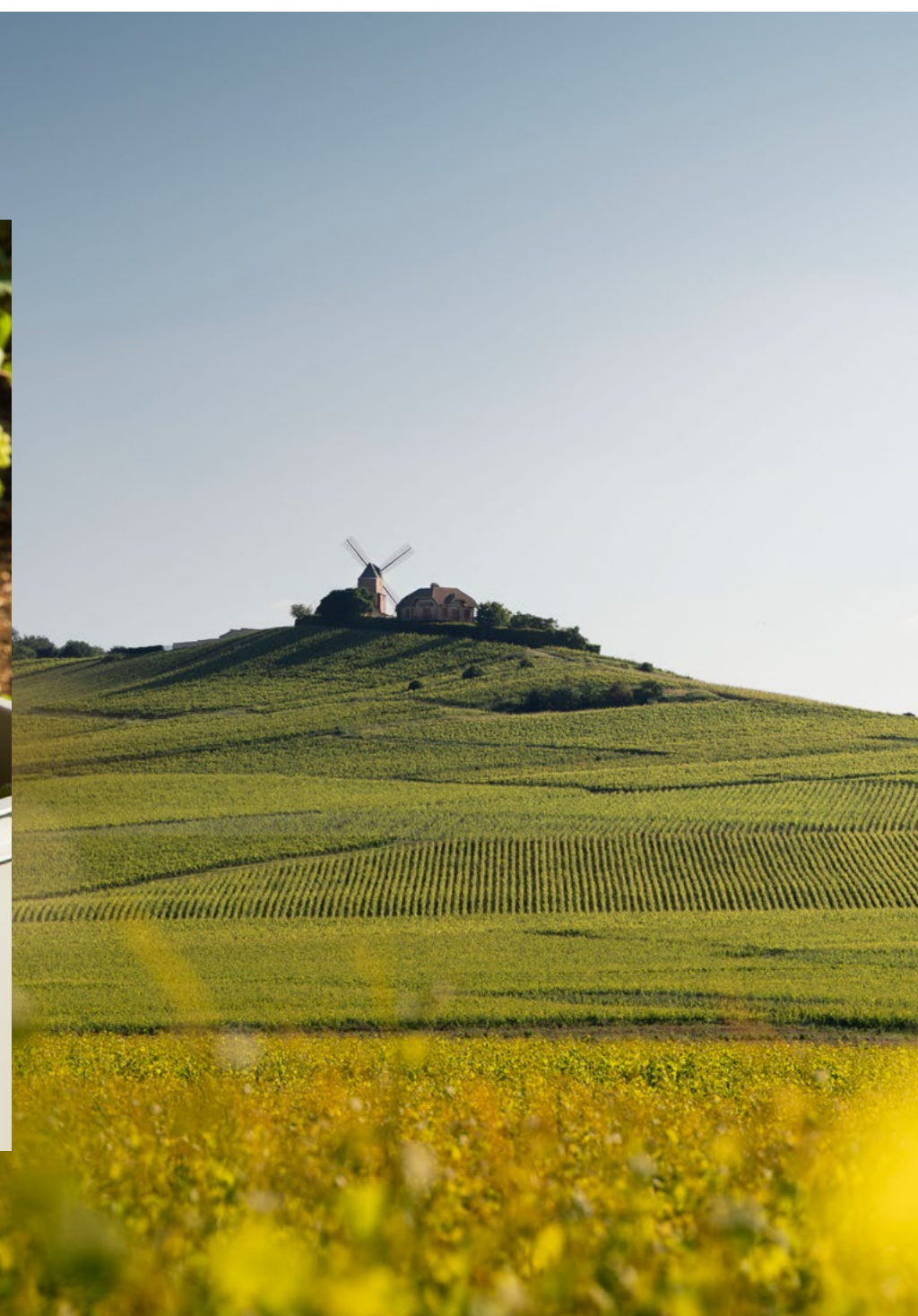
* Pour une Agriculture du Vivant is
a movement that started in 2018
to create the conditions for the
emergence of a new agricultural and
food model.

2021

DEPLOYMENT
OF REGENERATIVE
VITICULTURE
EXPERIMENTS



Our terroirs in the Champagne and Cognac AOCs are unique and precious, but also vulnerable



As we can observe more and more each year, **climate change has an impact on the vineyards**. Earlier harvest dates, heat waves, hydric stress or episodes of intense rain and increased disease pressure, episodes of hail or frost, all put grape quality and yields at risk.

Our terroirs in both Champagne and Cognac AOC are unique and precious, but also vulnerable. **Viticultural practices have a direct influence on the state of the vineyard in the short, medium and long term**. This is good news, because it is within our power, thanks to certain practices, to **regenerate**

Perrier-Jouët harvest
Champagne vineyards
Gallienne distillery

soils and revitalize ecosystems, making them more resilient, thanks to regenerative viticulture, which is the starting point of our approach and which we are deploying in our own vineyards. We are not doing it alone: we are moving forward hand in hand with our winegrowers and partners, supported by professionals who provide us with the necessary expertise.



“ The turning point is the realization that viticulture can have a positive impact on the environment, without compromising the quality of our exceptional products. More and more of us are convinced of this. At our estates, we are pushing the envelope, as demonstrated by the 8-hectare vitiforestry project, the only one of its kind in the region, which aims to study the influence this tree ecosystem could have on vines in 20 to 30 years' time, in a changing climate. We encourage our winegrower partners to go one step at a time. There are many possible ways of getting started, such as beginning with interrow cover cropping. ”



Julien Chadutaud
Technical and Operations Vineyard
Manager, Martell



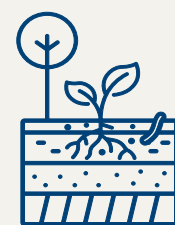
01

SOILS, VINES AND BIODIVERSITY: A SYSTEMIC APPROACH

In vineyards, everything is connected: the health of the vine depends on the quality of the soil. The vine integrates into the landscape, where functional biodiversity helps regulate the environment in ways beneficial to the vine. Regenerative viticulture aims to build on this ecosystem function. It is characterized by a holistic approach based on three key principles designed to make vineyards more resilient.



Sowing cover crops in Champagne, October 2023



1. Soil health

OBJECTIVE

Improve soil life and fertility, promote carbon sequestration.

HOW?

Soil analysis, followed by the planting of suitable cover crops including grasses (such as rye, which can produce large quantities of biomass), nitrogen-fixing varieties (legumes such as faba beans, clover, etc.) or melliferous varieties (mallow, birdsfoot trefoil, etc.).



2. Vine nutrition

OBJECTIVE

Encourage natural nutrition cycles and reinforce the vine's natural defenses.

HOW?

Use of biosolutions that stimulate the plant's defense reactions and provide essential elements for its proper metabolic development. These natural mechanisms and plant interactions help the vine to defend itself effectively against pathogens and other pests.



Beehives in Maison Belle Époque's garden, in Épernay



3. Preserving biodiversity

OBJECTIVE

Promote biodiversity in landscapes and improve ecosystem functionality, in particular by providing a home for symbiotic species with the vines.

HOW?

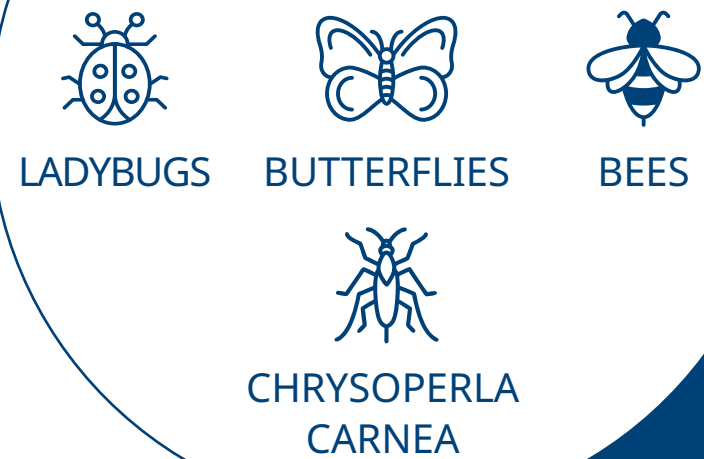
Biodiversity islands, nesting boxes for bats, beehives, low walls, and even vitiforestry parcels with different strata (trees, shrubs and herbaceous plants) within the vineyard plot. The expected long-term benefits are numerous: fertility, biodiversity, evapotranspiration, windbreak and anti-erosion effects, etc.



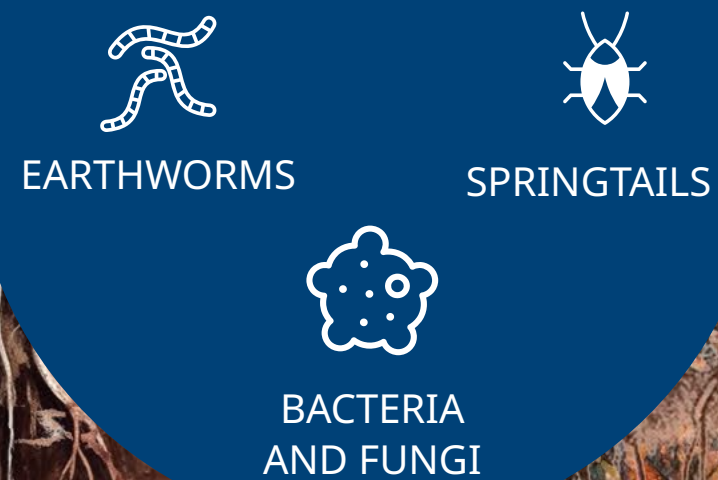
REGENERATIVE VITICULTURE

Multiple benefits anticipated

ANIMALS IN THE ECOSYSTEM



ORGANISMS LIVING UNDERGROUND



Trees and hedges

BIOCLIMATIC ROLE

Planted in vineyards, the trees or hedges create a climatic bubble that limits the effects of global warming by protecting vines and wildlife from the thermal stress of wind, and limiting evaporation.

Plant cover

CARBON SEQUESTRATION

After it has been planted, the vegetal cover is transformed into organic matter by earthworms and micro-organisms in the soil.

ENRICH BIODIVERSITY

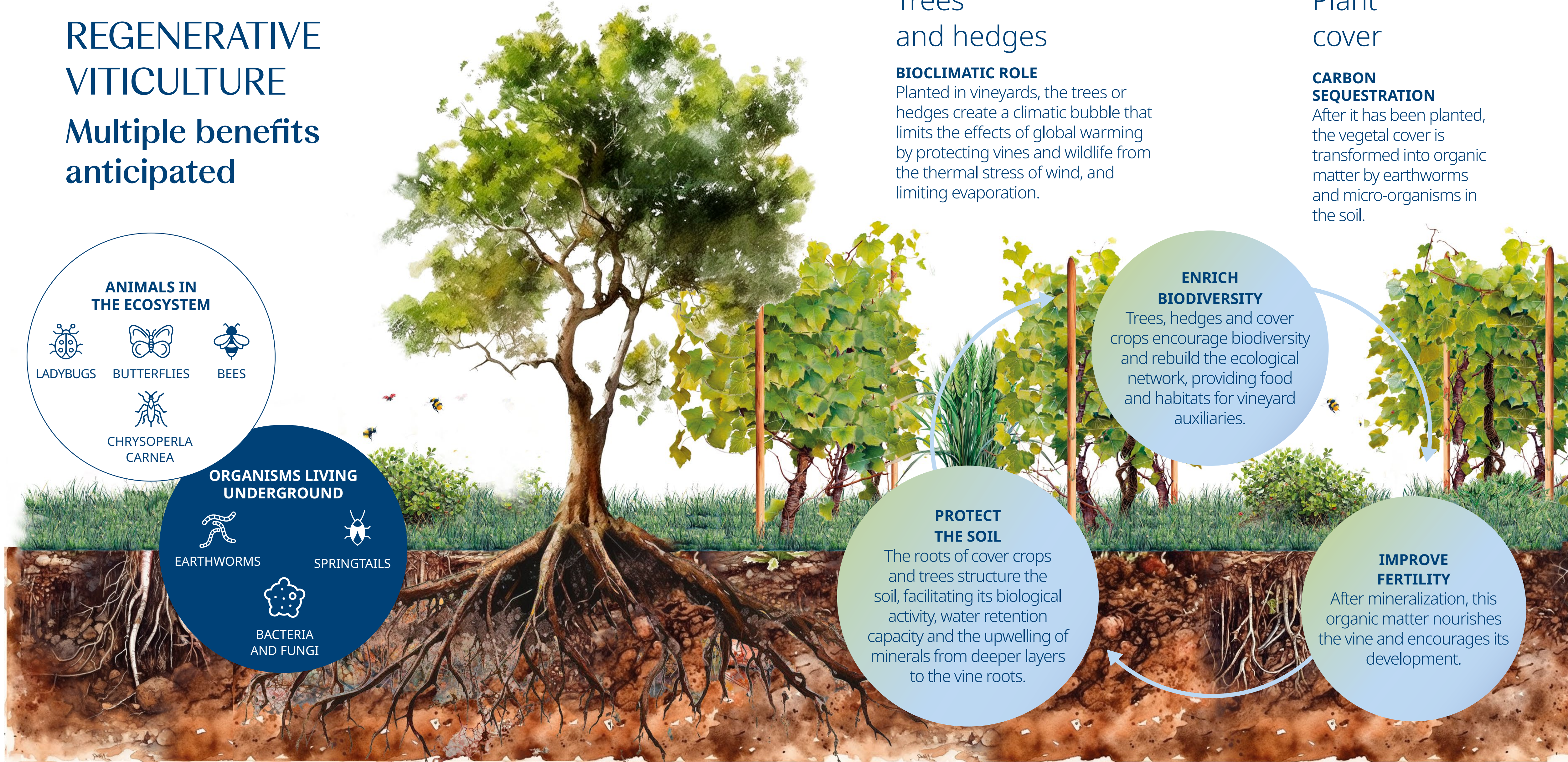
Trees, hedges and cover crops encourage biodiversity and rebuild the ecological network, providing food and habitats for vineyard auxiliaries.

PROTECT THE SOIL

The roots of cover crops and trees structure the soil, facilitating its biological activity, water retention capacity and the upwelling of minerals from deeper layers to the vine roots.

IMPROVE FERTILITY

After mineralization, this organic matter nourishes the vine and encourages its development.





02

OUR VINEYARDS: OPEN-AIR LABORATORIES

In 2020, our two own vineyards launched a regenerative viticulture experiment program.

With the help of experts, the program began with analyses that **revealed compacted and impoverished soils** (low levels of organic matter and soil life). A trial protocol was then set up, duplicated on different plots, and repeated over several years, enabling comparisons to be made with control plots on environmental indicators, yield and grape quality.

This experimental program enables us to test different inter-row cover crops under-row management methods and, similarly, bio-alternative treatments.

Since 2021, vineyard teams have been trained and organizational methods have evolved to integrate these new practices. There are no turnkey solutions - you must adapt to the local context and learn by doing. Sharing and communicating is part of the

► For a day, Champagne employees went to the vineyards for a participative planting in Mailly and Cramant. Accompanied by experts Biospheres and Reforest'Action, they planted two thousand trees and shrubs



process. As the wine-growing season progresses, our teams organize events, training courses and site visits to share results and key learnings with our winegrower partners.

“ In Champagne, interim results show an increased presence of earthworms in the test plots, and insect counts also show the presence of carabid beetles, syrphid flies, ladybugs and lacewings in the cover crops. These are markers of a healthy ecosystem. I salute the work of the vineyard teams, because the implementation of regenerative viticulture has involved new ways of working, and their commitment is gradually helping to overcome the technical and organizational challenges. Investment in additional equipment (VitiBot electric robots, tractors) and tools (seed drills) has been made to meet operational needs. We are working hand in hand with experts who have helped us a great deal in setting up the experimentation program, and are supporting us in monitoring impact measurement and training. ”

Experts by our side



Jessica Jazon-Schneider
Vineyard Transformation Manager,
Mumm and Perrier-Jouët



03

SUPPORTING OUR PARTNERS

We have been supporting our winegrower and winemaker partners in the certification of their vineyards for several years, and more recently in experimenting with regenerative viticulture practices.

© Winair
Visit to our test plots at Domaines Jean Martell with winegrower partners, April 2024



Certifications, the key to sustainable viticulture

The Champagne and Cognac AOC have developed certifications, *Viticulture Durable en Champagne (VDC)* and *Certification Environmental Cognac (CEC)* respectively, which address the following major areas: biodiversity, restrictive approach to treatments and soil quality, water quality and carbon. It is a common, shared framework that enables everyone to initiate a dynamic of continuous progress. For several years now, not only our Maisons but also the inter-professional organizations and our peers have been working towards this common goal: **100% of winegrowers certified between 2028 and 2030.**

Within the Supply teams of our Maisons, there are people specialized in certification support. In addition to financial support, this technical and administrative assistance is an integral part of the partnership.



In 2020, Maisons Mumm and Perrier-Jouët created *Ma Collective MPJ*, an **original collective certification initiative, enabling knowledge and costs to be pooled.** These efforts have paid off: **in 2024, the certification rate reached 63%.**



César Giron, Laurent Boillot (former President of Hennessy), Jean-Phillippe Hecquet (President of Rémy Martin) in the film "Cognac: accelerating together for our terroir"



At the beginning of 2024, several cognac Maisons and the SMC (Syndicate of Cognac Maisons) joined forces to **reaffirm their ambition to achieve 100% certification by 2028.** A film was also shared on this occasion, giving a voice to every link in the cognac chain. They show their determination, while recognizing the multitude of concrete challenges that this transition represents in the field.

In recognition of this commitment, **Maison Martell pays a premium on purchases of wines and eaux-de-vie from certified partners.**

3 certifications, one common goal



The HVE (High Environmental Value), VDC (Sustainable Viticulture in Champagne) and CEC (Cognac Environmental Certification) certifications aim to improve viticultural practices.



Sowing plant cover crops in Champagne, October 2023

◀ Planting of the vitiforestry plot on the Domaines Jean Martell, March 2023

“Pioneering” partner groups

Groups of winegrower partners, *Mon Terroir Vivant*, *Fermes 30 000*, a *programme mixte alternatif et bioalternatif*, have been introduced in our two AOCs, Champagne and Cognac, to test regenerative viticulture practices on their plots. Getting started involves taking risks. **We help finance and set up these trials.** Our technical experts offer personalized support and assistance by lending equipment and monitoring indicators. These groups meet regularly to observe in the field technical itineraries and equipment, and draw on the strength of the collective to help each other make progress.

“ The link with Martell goes back several generations in my family. This partnership is based on human and technical collaboration, enriched by feedback from experiments carried out in their vineyards.

For Maison Martell, the aim was not simply to experiment on their own behalf, but to share their findings. I was lucky enough to be among the first to benefit from this information and to test it in my own vineyard.

While it is important for a Maison like Martell to try out new methods, it is even more important for us, as winegrowers, to adopt these innovations.

Once we have succeeded in adapting, mastering and developing them, it becomes essential to share them in turn. ”



Vincent Morandière
Cognac winegrower



Morning vineyard visit with winegrowers in Champagne

“ What I appreciate about the group *Mon Terroir Vivant* is both the collective dynamic and the support in measuring impact (biomass measurement, nitrogen, harvest samples analyses). Having data is the key to demonstrating to others that it works. I made a commitment to regenerative and organic farming several years ago, when *Mon Terroir Vivant* did not yet exist. It is a reassuring framework for those who are just starting out, it fosters transmission and learning from each other, and it reinforces the closeness between the winegrower and the champagne Maison. ”



Gaël Dupont
Champagne winegrower



04

COLLECTIVE ACTION AND INNOVATION IN PRODUCTION



©Margaux Senlis
Young vine plants in Cognac used for varietal research

Protecting biodiversity, adapting to climate change... The challenges are numerous, and require a collective response. This is why our Maisons work regularly with a wide range of players (inter-professional, public institutions, etc.) to establish collective solutions.

A varietal research program in Cognac to adapt vineyards to climate change

Since 2016, Maison Martell teams have been working on the development of disease-resistant (mildew, oidium) grape varieties adapted to climate change with a group of experts: the *Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement* (INRAE), the *Conservatoire du Vignoble Charentais*, the *Institut Français de la Vigne et du Vin* (IFV) and the *Bureau National Interprofessionnel de Cognac* (BNIC).

Of the 260 varieties initially developed, 20 have been selected and planted. They will be harvested and vinified to continue the selection process, with the aim of adding one, two or three of these new varieties to the catalog by 2030, for the benefit of the entire Cognac sector. They have shown very positive initial findings, particularly during the 2024 growing season, which was marked by heavy rains that favored the development of mildew.

Call for Biodiversity projects with the UNESCO Mission in Champagne



In 2023, Maison Perrier-Jouët, in partnership with *Mission Coteaux, Maisons et Caves de Champagne*, launched a call for biodiversity projects in the Ambonnay area. In 2024, this initiative was extended to the *Côte des Blancs*. The aim is to support the creation of a mosaic of habitats for biodiversity, encompassing the forest plateau, vineyards, the agricultural plain and constructed areas.

“ For the *Mission Coteaux, Maisons et Caves de Champagne*, this call for projects is a real opportunity to participate in concrete projects that contribute to the preservation of a UNESCO World Heritage site: restoration of forest edges, educational workshops for schoolchildren, etc. ”



Séverine Couvreur
Vice-President of the Mission Coteaux, Maisons et Caves de Champagne, UNESCO World Heritage Site



10 years of partnership between Martell and the *Office National des Forêts* (ONF)



Since its creation in the 18th century, Maison Martell has been intimately connected with wood, as its eaux-de-vie are aged in barrels made from fine-grained oak carefully selected from French forests. **Martell only works with PEFC** (Program for the Endorsement of Forest Certification) **suppliers**, and its supplier, Charlois, replants 1 tree for every barrel purchased.

Since 2014, alongside the ONF, **several programs have been carried out in 5 forests** (Braconne, Bercé, Tronçais, Cœur de Coubre, La Jonchère) **aimed at protecting and enhancing biodiversity**, welcoming and raising public awareness in the forest or creating a dialogue between nature and culture through artistic collaborations. The latest project, the *La Jonchère arboretum*, is an open-air laboratory for studying the adaptation of forests to climate change. Over 2 hectares, 2,500 trees of 40 to 50 different species will be planted to study their behavior.



Visit to the Jonchère forest, in celebration of the 10 years of partnership between Martell and the ONF

“ These ten years of patronage have given rise to a solid relationship of trust and numerous high-impact projects in French forests. In 10 years, the tree mortality rate has risen by 80%. What we are doing together today, testing new species and designing more resilient forests is long term, we will not see the fruits of until 10, 20 or 30 years from now. Maison Martell, with its 300-year history, fits perfectly into this dynamic of transmission. ”

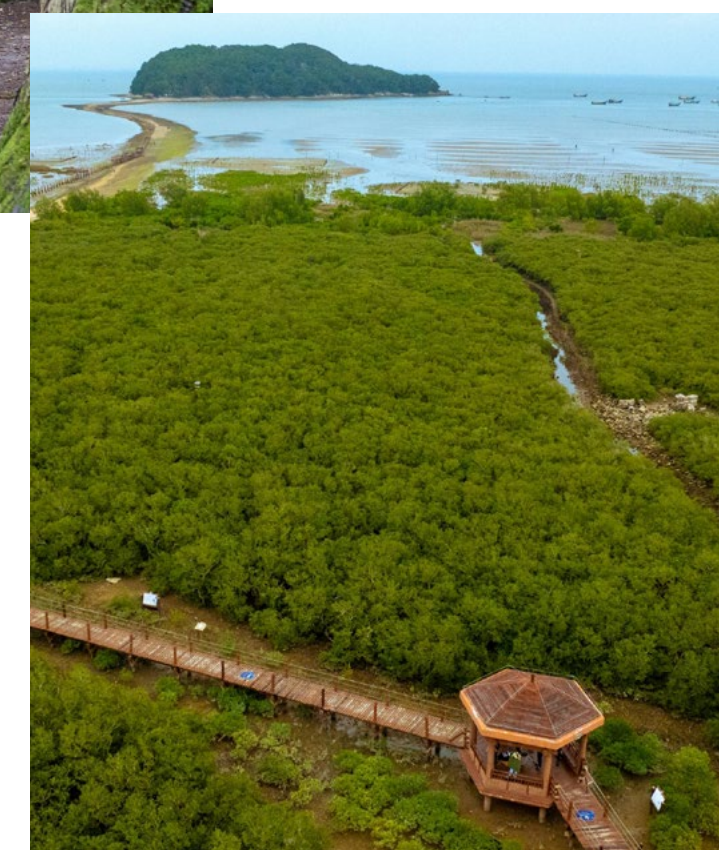


Frédérique Lecomte
Director of the *ONF-Agir pour la forêt* Fund

Mangrove planting program in China



In 2021, with Conservation International, Martell launched a program in China to safeguard mangrove forests and protect biodiversity, including swifts - the Maison's emblem. Since then, up to 9.4 hectares of mangroves have been restored with over 60,000 trees planted in the Wetland Mangrove National Park on Hailing Island in Guangdong province, and in the Tielugang Mangrove Reserve in Hainan province.



Tree planting in Hainan and Guangdong, China





FROM A GOOD PLACE.
TO GOOD TIMES.

Part 2

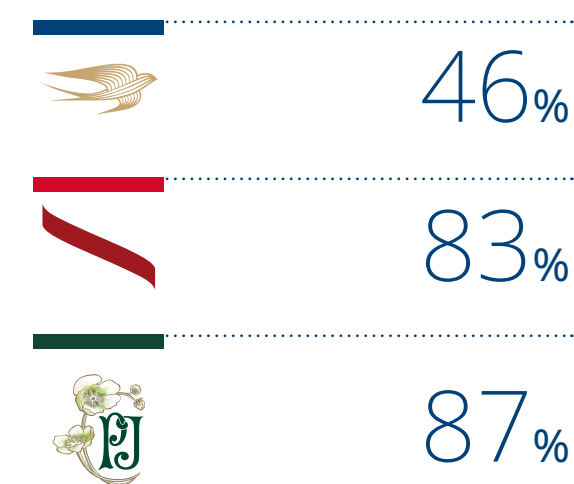
Circular Making

OUR ACHIEVEMENTS

100%
renewable electricity
at our Martell
Mumm Perrier-Jouët
sites

97%
of waste valorised

72% 
of our bottles shipped
without giftbox



100%
of our packaging
evaluated in the
ASKOR LCA* tool,
edited by EVEA,
as part of an eco-
design approach

97%
cardboard
or certified paper

* LCA: Life Cycle Assessment

-30%
reduction in GHG
transport-related
emissions between
2019 and 2024

0.01%
% of products
transported by air
freight in 2024



Climate change and the scarcity of resources are forcing us to **review all our activities** (upstream agriculture, manufacturing, packaging, transport) **to reduce our consumption of energy, water and materials** (sobriety), **increase energy efficiency and finally decarbonize**.

We focus our efforts on both direct and indirect emissions. These emissions linked to our value chain (scope 3) account for 94% of our emissions.

Innovation and a collective approach are the two keys to achieving Pernod Ricard's ambitious decarbonization objectives.

We are also working on value-growth strategies, to make the most of the grapes grown in our terroirs.



01

ALIGN WITH THE GROUP'S NET ZERO EMISSION TARGETS

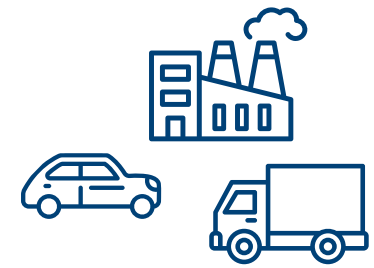
Pernod Ricard committed to a decarbonization trajectory validated by the Science Based Targets (SBTi)¹ initiative in May 2024, with emissions reduction targets for 2030 and 2050 aligned with a 1.5°C trajectory. Martell Mumm Perrier-Jouët's activities account for 3% of the Group's total emissions.

1. Reference organization, which recognizes that our objectives are in line with international targets to keep global warming below 1.5°C





SCOPE 1



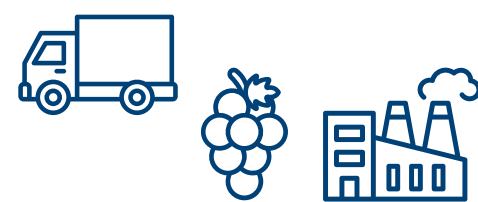
Direct emissions from own equipment

SCOPE 2



Indirect emissions linked to energy consumption

SCOPE 3

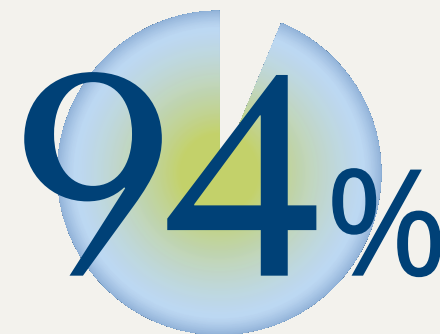


Indirect emissions upstream (suppliers) and downstream (distribution & customers)

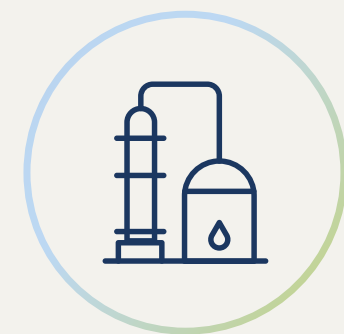
BREAKDOWN OF MMPJ GHG EMISSIONS

July 2023 to June 2024
GHG protocol

SCOPE 3



34% UPSTREAM AGRICULTURAL PURCHASES
Winegrowing activity (SBTI FLAG*)



22% DISTILLATION ACTIVITY PURCHASES
(SBTI Non-FLAG)



20% PACKAGING PURCHASES
(SBTI Non-FLAG)



7% SERVICE PURCHASES
(Non SBTI Non-FLAG)



5% TRANSPORT AND DISTRIBUTION
(SBTI Non-FLAG)

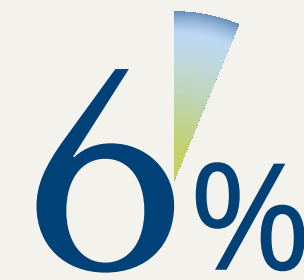


5% CAPITAL GOODS
(Non SBTI Non-FLAG)



3% OTHER**
(Non SBTI Non-FLAG)

SBTI SCOPES 1&2



REDUCTION TARGETS FOR THE PERNOD RICARD GROUP

2030 ABSOLUTE REDUCTION TARGETS

-54%

On SBTI scopes 1 and 2 (base 2022)

-25%

For non-FLAG SBTI scope 3 emissions

-30%

For SBTI Forest, Land and Agriculture (FLAG) scope 3 emissions

OBJECTIFS 2050

-90%

For scopes 1, 2 SBTI and 3 SBTI non-FLAG (distillation, packaging, transport)

-72%

For SBTI FLAG scope 3

*FLAG - Forest, Land and Agriculture: activities related to forestry, agriculture or land use. For Martell Mumm Perrier-Jouët, this covers upstream agriculture, i.e. farming practices, land-use change and soil carbon sequestration.

** Employee travel (home to work + work-related) + fuel and energy-related activities + waste treatment.



CO₂

ON THE ROAD TO DECARBONIZATION



Bakus electric robot in the Domaines Jean Martell plots

Reducing emissions in our vineyards

We are implementing many initiatives to **reduce our upstream winegrowing emissions.**

One of the main sources of emissions is the fuel used for agricultural vehicles, so **our Maisons have teamed up with the startup VitiBot and acquired two Bakus electric robots for each of our own vineyards.** These straddling robots help us **reduce our consumption of fossil fuels and remove weeds under the vine rows without the need for herbicides.** They also improve working conditions for vineyard workers and limit soil compaction.



In 2023, to take things a step further, **the Mumm Perrier-Jouët vineyard has decided to switch the rest of its vehicles to 100% HVO100, a synthetic biodiesel made from waste and vegetable oils, which reduces emissions by an average of 86% compared to conventional off-road fuel.**



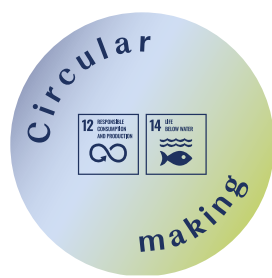
We are also constantly on the lookout for equipment at the cutting edge of innovation. In May 2024, following a launch in the United States, **Monarch Tractor chose Maison Martell to present its innovative,**

autonomous, 100% electric tractor. More energy-efficient, this new generation is equipped with radars and 360° cameras, enabling it to analyze the environment and collect data as it passes through the vineyards.

Some of the regenerative practices mentioned above also have a positive impact on the farm's carbon balance, for example when mineral fertilizers are replaced by organic fertilizers, preferably local ones, or when cover crop is planted to stock carbon in the soil.



Trials of the Monarch Tractor in the Domaines Jean Martell plots in Cognac



Sober and low-carbon distillation



The distillation of *eaux-de-vie* is one of our main sources of carbon emissions.



For nearly five years, Maison Martell, in collaboration with the Chalvignac group, has been **developing a distillation technology** designed to meet two main objectives:

- ▶ Achieving the decarbonization targets set for 2050
- ▶ Guaranteeing the quality of *eaux-de-vie*

This innovative still, which will be available to all the cognac sector, **is based on two principles:**

- ▶ Replacing fossil fuels with a low-carbon energy carrier
- ▶ The installation of an efficient energy recovery system.

“ Thanks to its bold, collaborative approach, Maison Martell has demonstrated that innovation in distillation can help meet environmental challenges. The last three years of trials have shown that we can achieve a reduction of over 85% in greenhouse gases, as well as a 50% reduction in energy requirements. ”



Vincent Hoarau
R&D Manager, Martell

A forthcoming change to the Cognac AOC specifications should facilitate innovation in distillation.

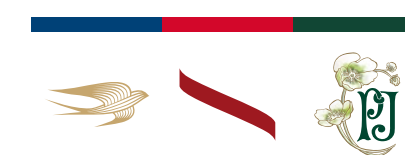
This important milestone will enable Maison Martell and other industry players to test, develop and deploy ambitious decarbonization solutions more rapidly.

As of 2019, 100% of the electricity consumed by our sites in Cognac and Champagne is of renewable origin

Supporting cleaner energy sources



At the same time, since 2021, Maison Martell has been investing in the "BIOGAZ" methanization sector for its distilleries via the acquisition of biomethane with Certificates of Guaranteed Origin (CGO), with priority given to methanization plants located in New Aquitaine and France. **By supporting a more virtuous energy sector locally, Martell hopes to enable local players to benefit from a higher proportion of green gas from biomethane.** This initiative contributes to the low-carbon transition policy with a circular logic.



Since 2019, 100% of the electricity consumed by our sites in Cognac and Champagne is of renewable origin.



Rethinking our packaging



Martell bottles from Verallia's 100% electric glass furnace in its Cognac site

Glass accounts for three quarters of our packaging footprint. The priority is therefore to make our bottles lighter and increase the ratio of recycled material.



From now on, 100% of our Mumm and Perrier-Jouët champagne bottles are celled in green bottles, made from recycled glass, and we have launched a test in 2024 on 10,000 bottles at 800g instead of 835g.



On the Martell side, the decision has also been taken to switch from extra flint to flint (including a portion of recycled glass) for our VS and VSOP cognac bottles from 2025, and weight reduction projects are underway for several products in the range.

We are piloting the reduction of giftboxes to reach the target of **20% maximum of bottles sold with giftbox by 2025**. They are now reserved for gifting and prestige ranges. From 2025, Martell VS and VSOP bottles will be sold without giftboxes. In 2024, **46% of our Martell cognacs were shipped without giftboxes, 83% for Mumm champagnes and 87% for Perrier-Jouët**.

Our packaging is systematically assessed and must progress through a life-cycle analysis tool (ASKOR, edited by EVEA), which objectively evaluates the eco-design of our packaging thanks to a multi-criteria vision. They must also meet Pernod Ricard's requirements: 100% recyclable, reusable or compostable by 2025, in compliance with regulations.

Finally, our glassmaking partners are working towards reducing the energy consumed by furnaces, and switching to electric or hybrid furnaces - following the example of our partner Verallia, which **inaugurated the world's first 100% electric glass furnace** in September 2024 at its Cognac site.



Ecodesign is the core of our business, driven by a strong motivation to limit our impact on the environment, while ensuring that it in no way reduces the desirability of our products. We work closely with our suppliers to develop responsible solutions, while mobilizing our teams through decision-making tools and training. At the same time, we are conducting long-term projects with centers of expertise, in order to rethink the future of packaging and provide ever more sustainable responses to environmental challenges. ”



Frederic Potier,
Development Director,
Martell Mumm Perrier-Jouët



The successful completion of this project illustrates the Verallia Group's determination to be a pioneer in the decarbonization of the glass industry. This technological innovation was made possible thanks to the availability of low-carbon energy close to the Cognac site, and to the collaboration with public and private, local and national players, including Maison Martell by our side on this ambitious project. ”



Pierre-Henri Desportes
Managing Director,
Verallia France



The decarbonization of transportation continues

We have already made great progress in reducing the emissions associated with transporting our goods to our markets. Since 2019, they have fallen by an average of 30% (-38% for Mumm Perrier-Jouët and -25% for Martell).

In a context where **50% of our transport-related emissions come from sea freight**, we wanted to find a breakthrough solution. So, in 2020, **we approached TransOceanic Wind Transport (TOWT)**, a young company from Brittany, in France, working on an **innovative solution for sailing cargo transport**.

On September 3, 2024, **Anemos arrived in New York harbor**. This sailing cargo ship, the largest in the world and the most efficient in its category, **carried a shipment of 85% Martell Mumm Perrier-Jouët products, i.e. around 400,000 bottles**. With a **decarbonization rate of around 90%**, TOWT will henceforth be our preferred means of transport on this route.

“ We are delighted to see this bold project come to fruition. Well done to TOWT for demonstrating that decarbonization is possible through innovation. This partnership illustrates our ambition on these sustainability issues, our willingness to work together and to be a forerunner in encouraging major changes in the industry. ”



Loic Morvan
Supply Chain and Procurement
Director, Martell Mumm
Perrier-Jouët

“ I salute the confidence that César Giron has shown in the TOWT project from the outset. Thanks to his visionary spirit, he made Martell Mumm Perrier-Jouët the first shipper to join us. There is real satisfaction in seeing these terroir products benefit from low-carbon shipping. It is a step in the right direction. ”



Guillaume Le Grand
Co-founder and President of TOWT



► © TOWT, Ronan Gladu
The sailing cargo ship Anemos during its first transatlantic crossing and on arrival in New York harbor, September 2024

We are also pursuing our efforts on other fronts, favoring multimodal transport: **development of river and rail transport between Reims and Le Havre**, rail freight for 90% of champagne shipments to our distributor in Bordeaux and Marseille, and for 50% of shipments to Italy. Our transports between Cognac and Le Havre rely on a mix of rail and biofuel solutions in over 80% of cases.

The policy aiming to reach 0 air freight obviously remains in force. Since 2022, air freight has only been used in exceptional circumstances, authorized by our CEO and not exceeding 0.05%. **In 2024, air freight represented 0.01% of our Maisons' shipments.**



03

RESOURCE MANAGEMENT: WATER AND WASTE

Water


In a context where droughts are now a parameter we must consider, **we have set an ambitious target of reducing water consumption by 20% compared to 2018 in our Martell distilleries.**


This commitment is in line with the efforts already undertaken on our two AOCs, notably through **measures to reduce water consumption** (hunt for wastage and leaks, reorganization of activities according to drought episodes, etc.) and the **development of the low-carbon distillation process**, which is also water-efficient (-40% water consumption observed in pilot tests).

 In 2024, Martell initiated a major study to map its water consumption in detail at four principle sites and identify further levers for reduction.



Enhancing the repurposing of our waste

 In the early 70s, Martell played a key role in the creation of **REVICO** (*Revalorisation des Vins et Cognac*), an initiative aimed at adding value to the **by-products of cognac production**, by transforming vinification and distillation residues into value-added products, such as tartaric acid (commonly used in the food industry), biogas through methanization, and purified water ultimately discharged into the Charente river for lack of reuse at present.

 In Champagne, **all the by-products of the wine-making process** (e.g. lees, sediment, disgorgement deposits...) **are reused** in

“ Whether energy or water, our approach starts with sobriety (by challenging our uses), then efficiency (by improving our practices or facilities), then come projects to replace our fossil fuels and the search for innovation (low-carbon technology, for example). ”



Frédéric Bastit
Energy & Strategic Industrial Projects Manager, Martell

various ways at a local level, **in the cosmetics industry** (essential oils) **or the food industry** (edible oils), **or to produce compost and nutrients**, with our partner, Goyard.

Some waste is also used as plant compost in the vineyards, as part of the regenerative viticulture trials. Finally, all the vine stumps left over from the uprooting work are also recovered locally in the vineyard, so that this by-product can be recycled (champagne box, insulation, etc.).

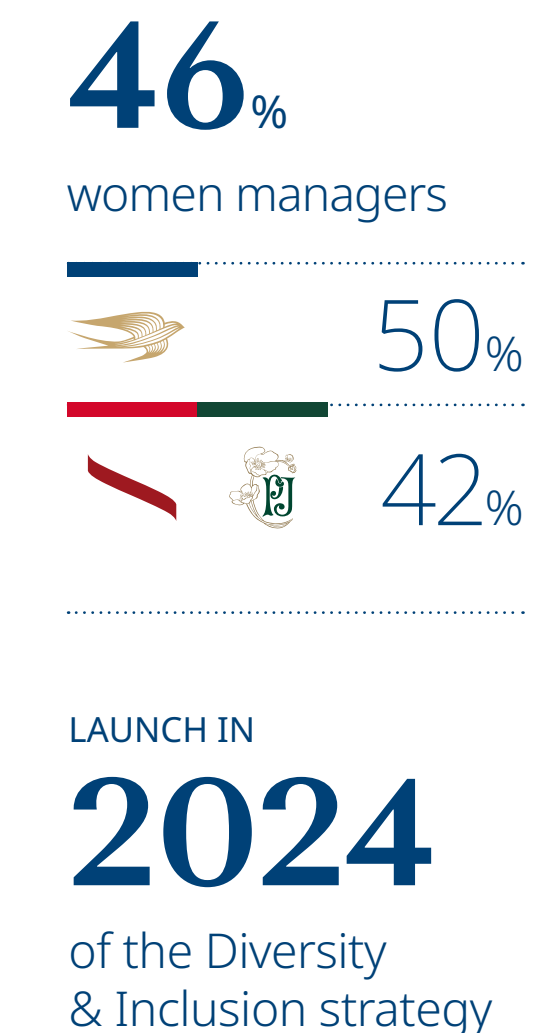


GOOD TIMES
FROM A GOOD PLACE.

Part 3

Valuing people

OUR ACHIEVEMENTS





People have always been, and always will be, at the heart of everything we do, and form the basis of our collective spirit as "Créateurs de Convivialité". This starts with setting an example in terms of the well-being and safety of our employees, but also by enabling everyone to flourish with confidence in an inclusive working environment.

Locally, we are committed to training future generations in our professions, guaranteeing the long-term future of our Maisons and local employment.



01 SUSTAINABLE ACTION FOR SAFETY, BETTER LIVING AND WORKING TOGETHER



▲ Visit from Maria Pia De Caro, Executive Vice President of Integrated Operations and S&R, (right) and Carole Smets, Pernod Ricard Health & Safety Director, (left) during the 2023 Champagne harvest

◀ Installation of safety signage in Reims, December 2023

In our offices, vineyards, distilleries and on our production lines, our safety objective is zero lost-time accidents. To achieve this, we continue to implement a safety culture in which everyone has a role to play.

Reducing risk in our businesses

Our winegrowing sector is particularly exposed to risk, with accident frequency and severity rates above the agricultural sector average.

For several years now, we have been working to create an even stronger safety culture:

- Pernod Ricard's LIFE initiative, which focuses on the safety of high-risk activities, implements protection and prevention measures, procedures and warnings to ensure maximum safety;
- Applications for immediate notification of dangerous situations;
- Safety visits where managers meet with teams to discuss progress and better understand the bottlenecks they encounter in terms of workplace safety;
- Face-to-face and online training modules;
- The roll-out of the "Be the One" prevention campaign encourages us to be proactive in all risk situations.

“ Within our teams, we strive to anticipate major risks as effectively as possible and to develop a safety culture on a daily basis, by placing mutual support at the heart of our approach. This dynamic stems directly from our vision of conviviality: in an ecosystem where each employee is responsible for their own safety, that of their colleagues, but also that of our external partners: it is shared vigilance. ”



Amy Michon
Quality, Health, Safety and Environment Manager, Martell

“ In December 2024, our teams in Champagne celebrated a year without a lost-time accident. This is the result of a demanding day-to-day team effort. Anticipating, analyzing and controlling risks is the key to guaranteeing the health and safety of all our employees and contractors. Several projects have been completed this year, such as consignment for all machine work, or the obligation to have double-railed tanks, and many others. ”



Pierre-François Klein
Safety & Environment Manager, Mumm Perrier-Jouët & Vineyards



Improving working conditions in the Champagne vineyards

Every year, during the grape harvest, champagne production provides employment for a hundred thousand seasonal workers who come to work in the vineyards. We have the immense responsibility of recruiting and retaining these teams, and **guaranteeing the safety conditions required for a physical activity that we know to be demanding.**



For the harvest, Mumm and Perrier-Jouët recruit 100% of their seasonal workers on fixed-term contracts. The "Hordon" working group has worked with the harvest team leaders to optimize working conditions for our 650 harvesters. This means we can guarantee decent wages², accommodation (90% of our workers are housed in our own accommodation and the rest in hotels) and working conditions. **We do our utmost to ensure that working conditions are as comfortable and safe as possible**, with flexible working hours during hot spells, distribution of chilled water, caps and hats for each seasonal worker, health checks for grape-pickers and pressers over 60 years of age, etc.



The conviviality that brings our Maisons to life is also part of the harvest. By bringing our teams close to the pickers, during a food truck evening or by offering them preferential rates, we share our values with the seasonal workers.

The 2023 harvest revealed unacceptable events within the AOC. Faced with this situation, **the Comité Champagne mobilized and launched the "Ensemble pour les vendanges en Champagne" action plan.** Julien Bacrot, Technical Supply Manager, Vignobles Mumm et Perrier-Jouët, joined the working group set up by the interprofession and took part in discussions on health and safety, service provision, accommodation and recruitment. These talks have led to the **creation of several tools to help Champagne growers and winegrowers manage their harvests:** a reference guide to seasonal employment in Champagne, the "VitiArgos" digital transparency platform, service contract templates, etc.

“Through this action plan, the Comité Champagne is committed to responding to the challenges facing our industry. We are proud to make our contribution to this initiative, and remain committed to guaranteeing grape-pickers dignified and respectful working conditions throughout the Champagne AOC, in line with the actions already implemented by our Maisons Mumm and Perrier-Jouët.”



Julien Bacrot
Technical Supply Manager,
Vignobles Mumm et Perrier-Jouët

2. Wage conditions include guaranteed minimum wages, additional bonuses: volume, loyalty, transport



02

ENSURE WELL-BEING AND INCLUSION WITHIN OUR TEAMS

It is essential to encourage and maintain an inclusive working environment that reflects the society in which we live and operate.

Just as our champagnes and cognacs are based on the art of blending, our teams are enriched by the singularity of their talents to form the best collectives. Our aim is to foster an environment where everyone is not only accepted but appreciated for who they are, and can give their best to strengthen the team as a whole.



"It's just a joke! Just kidding! Just kidding! Don't you have a sense of humor? Come on, lighten up!"

Humorous illustration created to raise awareness of the dubious humor of jokes, which can affect well-being at work

Ensuring the well-being of our teams at work

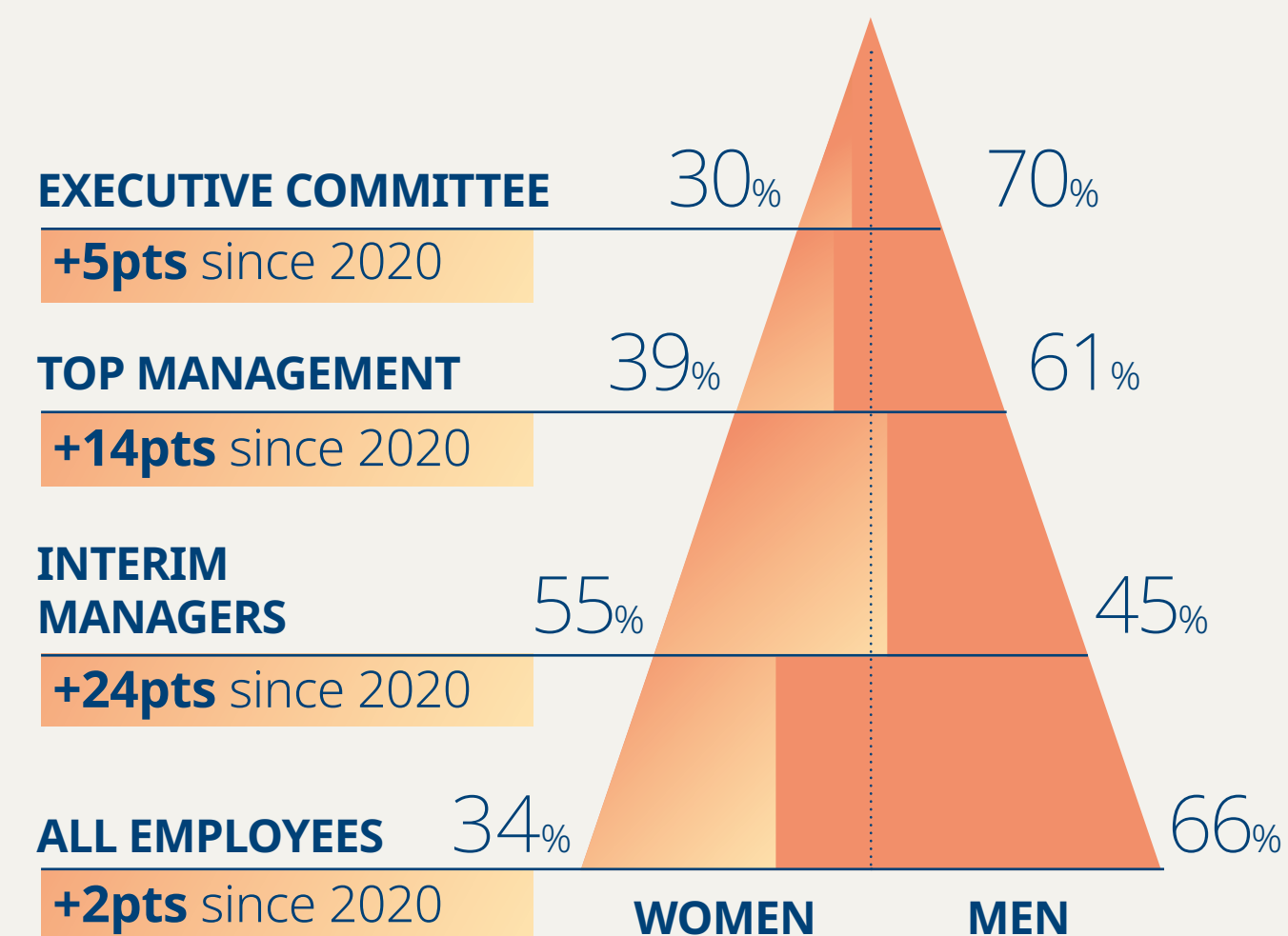
Within the Human Resources team, we have two people, one in Cognac and one in Champagne, dedicated to the health and well-being of our employees in the workplace. They provide support, advice and guidance to employees facing professional and individual difficulties (work/life balance, access to support platforms, distribution of a booklet on living well together and illustrations on ordinary sexism and discrimination).

Ensuring gender equity

Our priority is to ensure greater representation of women in executive and management positions. For example, in 2024, 55% of MMPJ middle managers were women, a figure up 24 points vs 2020. This parity has already been achieved in some categories.

Ensuring equity also means supporting our teams at every stage of their lives, by giving the **second parent the possibility of two months' leave (twice as long as the legal period in France).**

Growth in the number of women at Martell Mumm Perrier-Joüet since 2020



“ To step up our actions, in January 2024 we joined the #StOpE initiative to combat ordinary sexism in the workplace. In September 2024 a multi-company hackathon, bringing together 35 young people aged 18 to 30, was organized to come up with concrete solutions on the theme of "Sexism at work and Youth". This initiative complements an e-learning program against ordinary sexism, freely available to our teams. ”



Céline Toullier
 Senior HR Business Partner,
 Martell



Raising awareness at all levels

We want to **broaden our vision of Diversity and Inclusion (D&I) topics and have initiated a strategy that goes beyond gender equity.** To launch this dynamic, a dedicated day brought together the MMPJ Executive Committee and their N-1s in June 2024. **Trésor Gauthier Makunda, multi-medal-winning Paralympic athlete,** shared keys to creating an environment where singularity is not just accepted but valued. The afternoon was used to define priority D&I topics for each site.

To ensure that this inclusive culture is carried through to all levels, **training has been given to managers in how to conduct fair, equitable and inclusive recruitment processes.**

Finally, each employee can assess his or her own inclusion behaviors using a 100% anonymous "Me & Youtoo" test.



Intervention by Trésor Gauthier Makunda at the managers' meeting in June 2024

Include all individuals

Some Martell Mumm Perrier-Jouët employees actively **participate in the PR-ide group,** which was spontaneously formed in Paris within Pernod Ricard, and **organizes themed conferences, awareness-raising events and celebrations of LGBTQIA+ culture.**

We are also implementing the Group's commitments on the subject: from respecting the customary first name for employees in transition, to implementing a policy of co-parenting.

In 2024, Martell Mumm Perrier-Jouët **signed l'Autre Cercle's LGBTQ+ Commitment Charter to gain recognition for our ambition and to draw inspiration from other signatories.** Through this charter, we reiterate that at Martell Mumm Perrier-Jouët, equal rights and treatment for our teams are guaranteed, whatever their diversity, gender identity, romantic or sexual orientation.

A number of measures have also been put in place to **support employees recognized as disabled workers:** assistance to facilitate administrative procedures, technical and/or organizational adjustments, training to maintain employability. To promote a better understanding of disability within our teams, **awareness-raising sessions are organized,** as at Martell, where a training day was



Signing of l'Autre Cercle's LGBTQ+ Commitment Charter in July 2024

offered to employees working with the company's deaf or hearing-impaired workers to learn the basics of French sign language and thus communicate better together.

At Martell Mumm Perrier-Jouët, we guarantee equal rights and treatment for our teams, whatever their diversity, romantic orientation, sexual orientation or gender identity.



MMPJ diversity and inclusion workshop at managers' meeting, June 2024



▲ Climate fresk workshop at the Rencontres Maisons Mumm Perrier-Jouët, November 2023



Cognac employees picking up litter at Responsib'All Day 2024

03 COMMITTED TOGETHER: INVOLVING EVERY EMPLOYEE IN THE TRANSFORMATION OF OUR MAISONS

Everyone has a role to play in shaking things up and contributing to our CSR roadmap:

- ▶ At the last Rencontres Maisons in November 2023, **we trained almost 1,000 people** over two days, thanks to a one-man show with youtuber Nicolas Meyrieux, a conference by Axa Climate or the Climate Fresk and "Inventons nos vies bas carbone" workshops.
- ▶ In 2023 and 2024, **more than sixty employees took part in a more advance training course** to help them understand planetary boundaries, take ownership of Martell Mumm Perrier-Jouët's sustainability & responsibility ambitions and make a concrete impact in their day-to-day work.

- ▶ During **Responsib'All Day 2024**, all our employees put their work on hold for a day to devote themselves to the Circular Action pillar: **visit to the waste sorting and processing center, waste collection on the banks of the Charente river, anti-wasteful cooking workshop**, etc.
- ▶ **The Catalyseurs community**, which was set up 3 years ago, brings together committed employees from different geographical locations and lines of business, who carry out local projects such as a **participative vegetable garden in Reims in 2024**, and the introduction of vegetarian dishes in the cafeteria. They can also push certain issues to the management.



04

STRENGTHENING OUR LOCAL IMPACT IN THE AREAS WHERE WE OPERATE

Promoting the transmission of expertise and access to employment



For nearly 6 years, Maison Martell has been preparing tomorrow's **generation of winegrowers through the ETHNOS program, a 15-month apprenticeship program in the vineyard professions.** Operated in partnership with the *Maison Familiale Rurale de Triac-Lautrait*, the ETHNOS Vineyard Workers program is aimed at motivated adults who will eventually be able to join a Cognac AOC farm. Martell provides support in recruiting candidates, putting them in touch with partner winegrowers and hosting training courses on its sites.



Graduation of the ETHNOS Winegrower 2024 class, April 2024

In January 2023, the Maison launched the ETHNOS *Eaux-de-vie* truck drivers program. This new, bespoke training program includes a six-month internship with one of Maison Martell's partner transporters, with the possibility of recruitment at the end of the course. A total of 40 people have already obtained their CQP (professional qualification contract).

“ It is interesting to observe the diversity of our trainees' profiles: we have both 30-year-olds and 50-year-olds, men and women, people who know the winegrowing business, and others who are changing professional directions... These are all profiles which, once their training has been validated, will contribute to perpetuating the vineyard professions and passing on this expertise. ”



Coralie Musseau
Winegrowing Events and Partnerships Manager, Martell



GOOD TIMES
FROM A GOOD PLACE.

Part 4

Responsible hosting

OUR ACHIEVEMENTS

Martell, Mumm and Perrier-Jouët* Brand Homes are certified "Responsible Host"

GOAL ACHIEVED:
100% OF OUR BRAND HOMES
CERTIFIED BY 2025

100%

of Martell Mumm Perrier-Jouët bottles display information on the risks associated with excessive alcohol consumption

100%

of our employees trained in responsible alcohol consumption

* Indigo by Martell, Martell and Mumm tours, Cellier Belle Epoque



3

Martell commercials to raise awareness of responsible alcohol consumption



As cognac and champagne Maisons, our duty is to combine conviviality with responsibility. As per Pernod Ricard's strategy, **we are aligning ourselves with the World Health Organization's commitment to reduce harmful alcohol consumption worldwide by 20% by 2030.**



01

BE THE VOICE OF RESPONSIBLE CONVIVIALITY: RAISING AWARENESS TO REDUCE ALCOHOL ABUSE

There can be no conviviality in excess. Alcohol abuse is harmful, and our Maisons are committed to working with the various players in the sector, civil society, public authorities and local communities to raise awareness of the need for responsible alcohol consumption.



Our public reception areas must be exemplary

Our approach to responsible consumption is fully expressed in our Brand Homes, which follow the Responsible Host internal certification process.



Our employees are the first ambassadors of this responsible drinking policy, which also applies to our in-house events, where we systematically offer alcohol-free drinks (mocktails, juice or water) and spread the right awareness-raising messages.

“ The Responsible Host internal certification, awarded to our venues after a mystery visitor, ensures employee training, reminders of key messages about at-risk populations, transparent information about alcohol units in each cocktail, the presence of no or low-alcohol alternatives, water and food during tastings. ”



Sophie Gosset
General Public Activities Manager, Mumm and Perrier-Jouët





Informing consumers



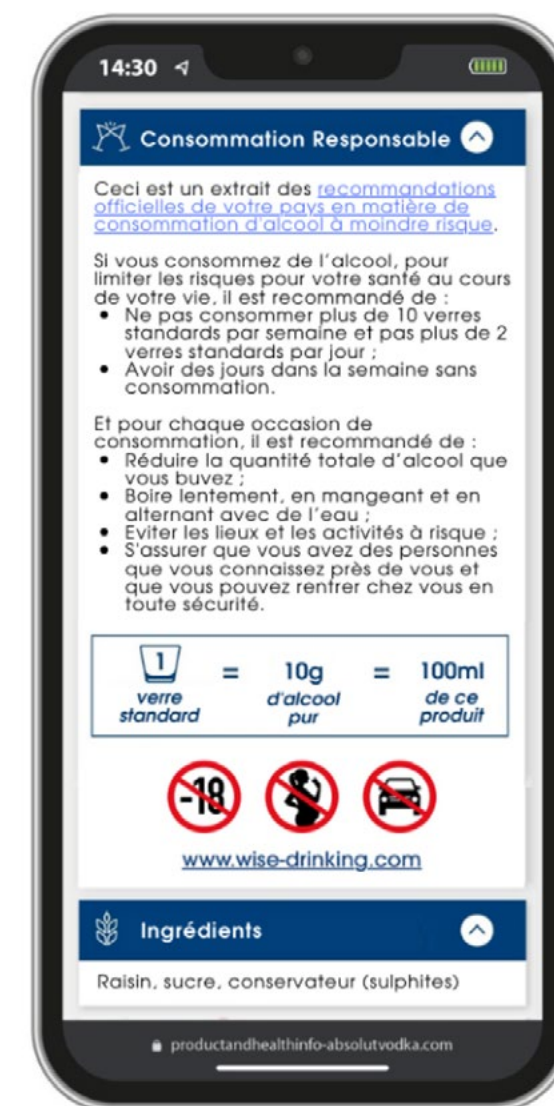
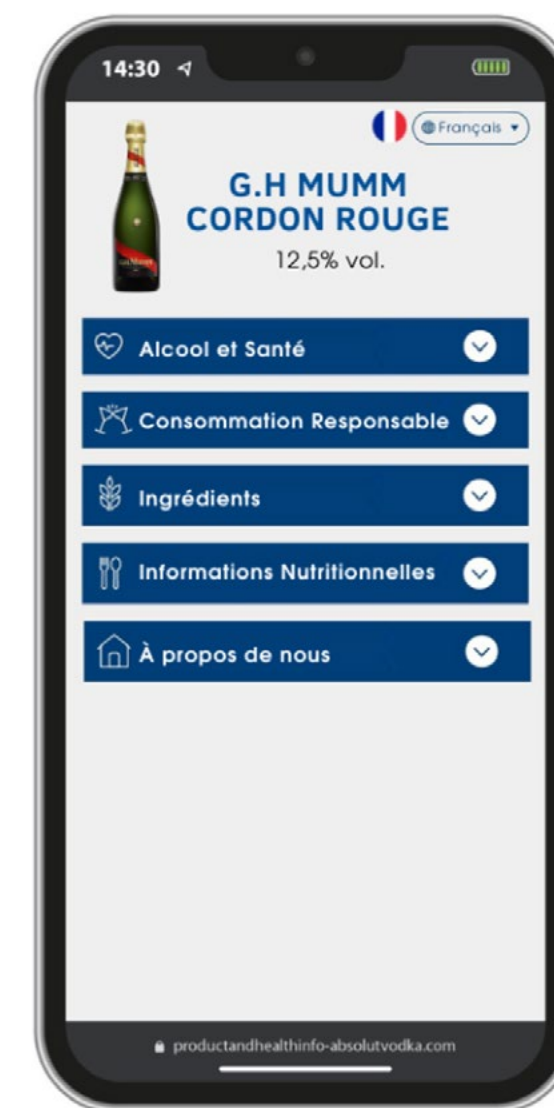
Raising consumer awareness also means **giving them access to quality information about alcohol consumption**. In addition to the three pictograms already displayed on packaging (pregnant women, drivers and minors), a **QR code is present on all our bottles to provide consumers with fully transparent information on alcohol content, ingredients and calories, potential health risks and how to consume responsibly.**

Since 2024, 100% of our Martell Mumm Perrier-Jouët products will feature this display.

“ Our brands are among the first in the industry to provide, via this QR code, all the necessary information on the risks associated with excessive consumption but also on best practices for consuming our products, enabling our customers to make an informed and responsible choice. ”



Alexandre Imbert
Legal and Public Affairs Manager,
Martell Mumm Perrier-Jouët



For the past 3 years, Martell has gone one step further, donating 1 euro per alcoholic beverage sold at L'Indigo by Martell to an association. After a partnership with *The Association Routière de Nouvelle-Aquitaine* (New Aquitaine Road Safety), it is now *SAF France* (Fetal Alcohol Syndrome) which benefits from this aid to support preventive and informative actions aimed at families and women before and during pregnancy. In 2022, Martell rolled out its "Even a little is already too much" local media campaign, followed in 2023 by a digital campaign to remind minors, pregnant women and drivers not to drink at all.



02

USING COMMUNICATION AND MARKETING TO SUPPORT OUR RESPONSIBLE APPROACH



Excerpt from the Martell video "Drink Responsibly", with Tony Leung

Train our teams

Our employees are the first and foremost ambassadors for responsible alcohol consumption. Their involvement requires a better understanding of the issues at stake, thanks to various training modules:

- ▶ The MOOC "Understanding alcohol and the principles of responsible drinking" teaches the fundamentals of responsible drinking. It is compulsory from the moment you join our Group;
- ▶ A specific "Responsible Selling and Consumption" module for sales staff and our brand ambassadors;
- ▶ In compliance with the IARD (International Alliance for Responsible Drinking) Digital Guiding Principles, 100% of our digital marketing teams are trained via a dedicated e-learning;
- ▶ Specific training courses have also been developed for marketing teams and other departments (communications, packaging development, etc.) to deploy our rules and best practices on responsible communication, eco-design of packaging and events.

Raising awareness through our campaigns

We see our advertising campaigns as levers for raising awareness of responsible alcohol consumption.

— Aware of the power of influence of its muses, Maison Martell has already supported responsible consumption messages in advertising campaigns with substantial media budgets.

“ Martell muses are influential with our consumers in our respective markets. As a player in responsible consumption, it is vital to use these voices to raise awareness among our audience of the absolute necessity of consuming Martell products responsibly. These campaigns, launched notably in Asia with Eddie Peng and Tony Leung have a real impact and resonate well with our consumers. ”



Frédéric Gardelle
Global Creative Content Director,
Martell

GOOD TIMES
FROM A GOOD PLACE.

Conclusion

“ Our Maisons have historically been able to implement avant-garde initiatives to preserve our terroirs and limit our impact: sustainable viticulture, regenerative viticulture, low-carbon distillation, transition of our modes of transport, etc. This commitment would not be possible without the winegrowers, winemakers, partners and employees working together in a collective effort. ”



Philippe Neusch
VP Cognac

“ We are proud of how far we have come, but very aware of the challenges and obstacles ahead. It is with determination, humility and optimism that we continue and stay the course, to live up to this heritage and project our cognac and champagne Maisons into the future. ”



François-Xavier Morizot
VP Champagne



Martell Mumm Perrier-Jouët
Pernod Ricard