

[illegible]The Peroni logo, featuring the word "BIRRA" in small red capital letters above the word "PERONI" in large, bold red capital letters. Below "PERONI" is the year "1846" in a smaller red font. The entire logo is enclosed in a gold-colored shield-like border.

Dear reader,

with the 2024 Sustainable Development Report, drawn up on a voluntary basis, our aim is to share our Sustainable Development journey in the last year.

Witnessing a rapidly and profoundly changing external context, **we are firmly convinced that only through collaboration will we be able to give concrete shape to change and achieve tangible results with shared value.**

#TOGETHERWEMAKETHEDIFFERENCE

CLICK

to access the
**2024 Sustainable
Development Report**



Thanks to the passion **of the more than 900 people** who are part of it, Birra Peroni is one of the leading players in the country with brands that are symbols of Made in Italy globally.





Part of the Asahi Group, Birra Peroni produces and sells some of the **most loved and most popular** brands of alcoholic and non-alcoholic beers, including Peroni, Peroni Nastro Azzurro and Raffo. In 2024, our beers reached the continents of Europe, America, Asia and Oceania.

Building on its tradition, Birra Peroni continues today to generate value throughout the entire supply chain, aware that only by working together can we truly make a difference.





#TOGETHER

we make the difference

Birra Peroni is the expression of Italy and Italianness in the world: we believe in the power of connections, made of people, quality, commitment, and passion. Since 1846, we have contributed to the development of our country and to generating value with the entire supply chain.

More than **900 employees** as at 31 December 2024

About **6,5 million hectolitres of beer produced in 2024**
of which more than 2.5 for foreign markets

3 breweries in Bari, Rome and Padua (Birra Peroni)
1 malting plant in Pomezia (Saplo)

A Purpose and 4Ps to guide our actions
People, Planet, Portfolio and Profit



#PEOPLE

We are determined to be the **#PlaceToBEer**: the ideal space to welcome talent, to protect the well-being and health and safety of people, to offer them equal opportunities for growth and professional development, in the context of an Italian company part of an international group.

Birra Peroni recognised as Top Employer Italy

from the Top Employers Institute for the third consecutive year

2023 - 2024

+ 7% employees (headcount as of 31 December)

35% leadership positions covered by women

(headcount as of 31 December 2024, grade 17+
+4 p.p. compared to 2023)

Launched the new, global vision on **Safety & Well-being**:
Everyone safe and well to enjoy life. Everywhere, every day.



#PLANET

We aim to promote a **positive impact on the planet** in everything we do. We do this on a daily basis, starting with the mitigation of the environmental impacts of our plants with a focus on CO₂ emissions and water consumption together with valuable collaborations with actors along the value chain.

2023-2024

-7% CO₂ per hectolitre of beer produced at our breweries¹

Record water performance at 2.87 hl/hl²

-1.7% compared to 2023, through **innovation**

99% of waste produced sent for recovery (recycling or reuse)

Through **Campus Peroni: +750 Italian farmers** involved in digitalization and agronomic decision-making support programs

1 CO₂ Scope 1 + Scope 2 Market Based emissions recorded between 2023 and 2024 for the three production plants of Birra Peroni.

2 Water withdrawal per hectolitre of beer produced in our breweries.



#PORTFOLIO

We are committed to **fulfilling the promise of excellent taste** made to consumers through a wide selection of alcoholic and non-alcoholic brands. We are careful to ensure responsible commercial communication and to promote opportunities for sharing and dialogue in the territories in which we operate.

Increasingly premium product portfolio with **Raffo Ricetta Originale** and **Raffo Lavorazione Grezza** launched across Italy

Peroni and Peroni Nastro Azzurro recognised as Italian historical trademarks

Numerous collaborations, including **Global partnership of Peroni Nastro Azzurro 0.0% with Scuderia Ferrari HP**

Peroni for BeHer: our flagship brand supporting gender parity



+90% purchases from Italian suppliers



birraperoni.it

