

VITTEL®
is committed
to preserve
biodiversity

**TAKING ACTION
COLLECTIVELY**

Vittel®

Natural mineral water is one of nature's most precious resources. This vibrant, vital nature lies at the core of everything. VITTEL® is fully aware of this and knows it has a role to play. Every day, we are driven by our responsibility to preserve its richness, diversity and vitality.

TODAY, WITH MORE THAN ONE MILLION ANIMAL AND PLANT SPECIES IN DANGER OF EXTINCTION ON OUR PLANET, VITTEL® IS REAFFIRMING ITS COMMITMENT TO PRESERVING BIODIVERSITY, AND IN PARTICULAR, THE SO-CALLED "ORDINARY BIODIVERSITY", THE ONE WE COME UPON IN OUR DAILY LIVES, THE MOST PRESENT AND YET THE MOST THREATENED BY HUMAN ACTIVITY. AND THIS IS WHAT WE HAVE BEEN DOING FOR ALMOST 30 YEARS ALREADY.

Because we know what we owe to nature. Because we are convinced that a preserved nature is a nature full of vitality, richness and diversity. Because it is at the heart of the rich and abundant nature of the Vosges and its underground rocks, for thousands of years, that VITTEL® water has been drawing its naturality and its unique minerality. **The men and women of VITTEL® are reaffirming their commitment.**

30 YEARS OF COMMITMENT TO BIODIVERSITY

For nearly 30 years, **we have been building the Agrivair program in the heart of the Vosges**, in partnership with the National Research Institute for Agriculture, Food and the Environment. Its purpose? To preserve soil and natural areas to protect water resources. How? By bringing together farmers, municipalities, companies and citizens around powerful commitments, that reconcile human activity and environmental protection. Today, more than 10,000 hectares are under preservation on the territory of VITTEL®.

INRAE

This collective action is one of our greatest successes. **However, today, and because the preservation of biodiversity cannot be limited to the scale of a territory, VITTEL® has decided to speed things up: we are deploying our expertise beyond our territory, we are stepping up our actions on all our activities, and we are multiplying collaborations to bring new solutions and scale up.**

Preserving biodiversity is a global challenge, and we want to do our part, by using our voice and our know-how to serve nature and by participating to all the efforts underway.

TAKING ACTION IN 4 KEY AREAS OF ACTIVITY TO PRESERVE BIODIVERSITY



NATURAL ECOSYSTEMS

Preserving and developing natural habitats and ecosystems, at VITTEL® and beyond local territory, to respect and achieve the balance of biodiversity



WATER RESOURCES

Ensuring responsible and sustainable management of water resources to preserve the surrounding ecosystems



PLASTIC PACKAGING

Developing alternatives to plastic and investing in the circular economy to reduce our dependence on fossil fuels and sustainably managing our packaging's end-of-life



CARBON EMISSIONS

Achieving carbon neutrality to fight climate change and its devastating effects on biodiversity



FOSTERING COLLECTIVE ACTION

The key to success for AGRIVAIR has been and will remain the readiness of different people to work towards a common goal. Because we are convinced that solutions are invented and fundamental changes happen when people act together. To succeed, we need everyone: our employees, our local partners, our suppliers and customers and of course our consumers. Everyone is essential to create a collective chain that serves biodiversity.

The journey will be complex and challenging — we are aware of this. VITTEL® will thus draw on its values — innovation, solidarity and collective action — to take up the challenge and play its part in creating tomorrow's world.

The women and men of VITTEL®.

OUR APPROACH IN FAVOUR OF BIODIVERSITY

With this document, we wish to share the initiatives we have been carrying out for years, across all our activities and those which we will be developing or initiating in order to be in a continuous improvement approach.

We will enrich this document regularly, in particular by developing the road maps for each focus, as they are implemented.



1 PRESERVING AND DEVELOPING NATURAL ECOSYSTEMS

Preserving and developing natural habitats and ecosystems at VITTEL® — and even beyond, in the future — to respect and achieve the balance of biodiversity.

95 % of biodiversity is made up of species that we encounter in our daily lives. Referred to as “ordinary biodiversity”, it is the most present and yet the most threatened by human activities such as intensive agriculture, deforestation and urbanisation.

However, it is essential for the equilibrium of our ecosystem. For example, ladybugs help regulate the population of other insects — they can eat up to 50 aphids a day — and as pollinators, the bees play one of the most important role in nature; the distribution of pollen from flowering plants.

To respond to these threats, we are taking action both on VITTEL’s territory through the AGRIVAIR program, and beyond it, by sharing our expertise and supporting innovative initiatives around the world.



The ecosystem is a dynamic whole where plants, fauna and their environment interact: positive action taken on one link of the chain benefits the others and to biodiversity as a whole.

ON THE TERRITORY OF VITTEL®

In 2010, VITTEL® was recognised as having the “best site management approach with respect to biodiversity” by ADEME and the Ministry of Ecology (Special Mention of the Enterprise & Environment Prize).



In 2013, AGRIVAIR earned the first BIODIVERSITY PROGRESS label, awarded in France in 2013 by Bureau Veritas, a specialised certification body.

For nearly 30 years in the heart of the Vosges, VITTEL® has been building the AGRIVAIR program, an alternative ecological model for preserving natural ecosystems, which was pioneering at the time and set up in partnership with the National Research Institute for Agriculture, Food and the Environment (INRAE).

Since its creation, the program has strived to defend against threats to biodiversity, by placing sustainable agriculture at the heart of its action, and by relying on trees and their major role in preserving ecosystems.

What is its key strength? Innovating thanks to the strength of the collective, by bringing together experts and researchers, farmers, municipalities, companies, associations and citizens, all driven by the desire to take concrete action to preserve biodiversity and protect the quality of the soil and water while sustaining the territory's economic vitality.

A 17% increase in bird species
and a 20% increase in abundance

Presence of rare species such as
the Great Grey Shrike, the Hoopoe
or the Large Copper (LPO Lorraine
study on 1500 hectares, 1995-
2005)



1

DEFENDING AGRICULTURE THAT RESPECTS THE ENVIRONMENT

The success of the AGRIVAIR program with VITTEL* demonstrates that modern and profitable agriculture can go along with biodiversity preservation.

The terms of reference developed with INRAE researchers and local stakeholders have enabled a radical change in the region's agricultural model since 1992, focusing in particular on:

- Achieving zero pesticide and reduced nitrate levels;
- Securing the presence of meadows, hedges and grassy strips in the heart of agricultural plots;
- Implementing alfalfa-based crop rotation.

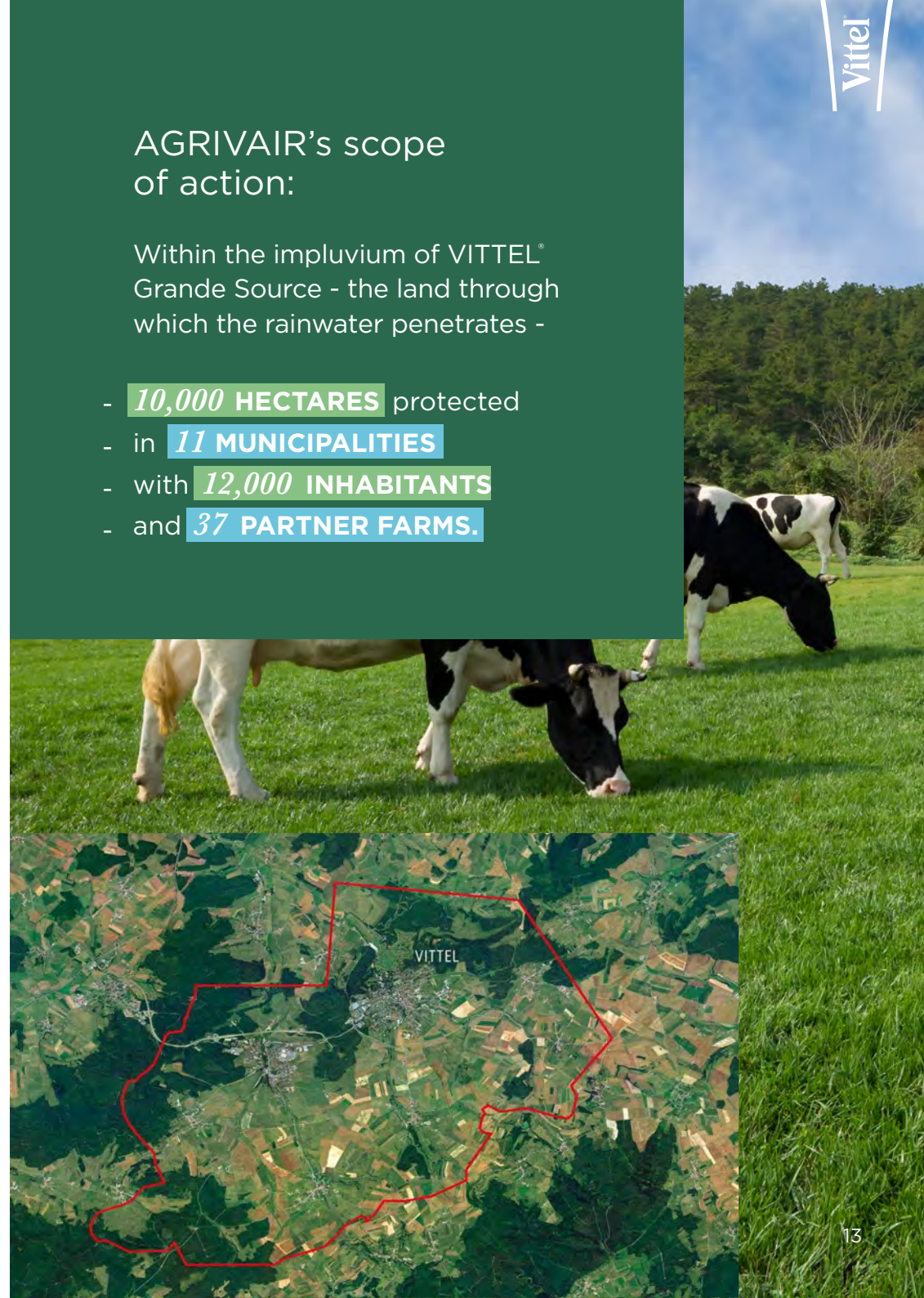
This success was made possible by the unprecedented partnership approach adopted by the AGRIVAIR teams with farmers: support, collaboration, dialogue, advice, financial support to help the agricultural transition, and logistical support throughout the transition process and beyond.

This avant-garde land management approach has made it possible to enrich plant biodiversity and safeguard a diverse fauna that is also valuable to farmers, such as bees to pollinate crops and fruit trees, earthworms to fertilise the soil, and pollinating or auxiliary insects to protect crops.

AGRIVAIR's scope of action:

Within the impluvium of VITTEL*
Grande Source - the land through
which the rainwater penetrates -

- **10,000 HECTARES** protected
- in **11 MUNICIPALITIES**
- with **12,000 INHABITANTS**
- and **37 PARTNER FARMS.**



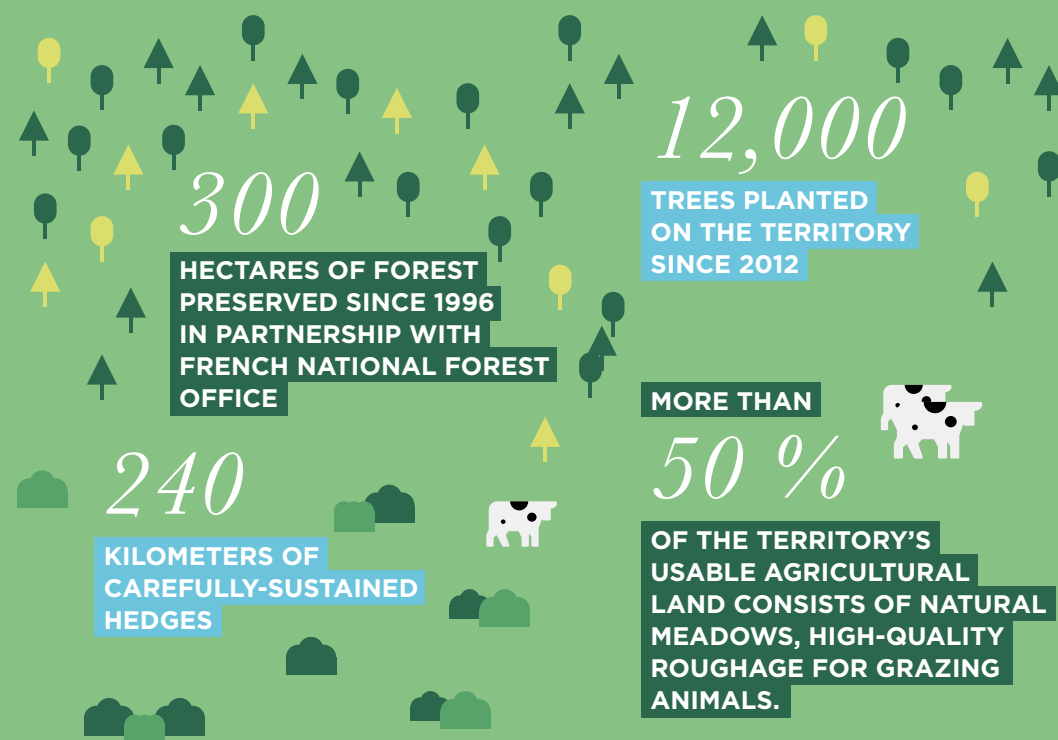
PROMOTING THE ROLE OF TREES, THE CORNERSTONE OF THE ECOSYSTEM

Trees are the best friends to water and climate. They are allies that enable us to create virtuous cycles for water, air and biodiversity and create living, fertile and productive soils. For this reason, it is at the heart of our action to preserve biodiversity and increase the filtering power of soils.



Working in partnership with the ONF since 1996, AGRIVAIR manages 300 hectares of “irregular forest” on VITTEL’s territory. Thanks to the choice of species planted, the rigorous tree falling and the regeneration of native plants, the forest is growing more diverse and the ecosystems are stimulated. The soils are also of better quality, fostering the retention and filtration of rainwater as they travel several years all the way to the groundwater.

Furthermore, our agroforestry program has made it possible to plant nearly 12,000 trees in Vittel. Multiple pilot initiatives, carried out with partnering farms to deploy the practices, have been commended at the national level. In addition, 240 kilometers of hedges are maintained in line with a multi-year management plan, along the edges or in the open field, to strengthen biodiversity and provide shade for animals when grazing.



In December 2019, AGCE (Agricultural Grouping of Common Exploitation) les Orchidées, located in Suriauville, was awarded First Prize in the Grand Est Agroforestry General Competition for its comprehensive agroforestry management aimed at improving animal comfort and promoting biodiversity.

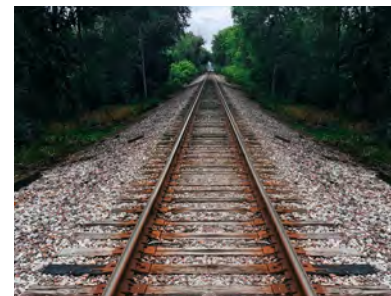
GAEC Le Pichet, located in Norroy came away with the special “Innovation” award, which recognised its self-sufficient, multifunctional farm with high added value for the territory, while respecting the heritage of old traditional orchards.



3

ADOPTING BEST ENVIRONMENTAL PRACTICES

Taking care of local ecosystems also means, to us, targeted and collaborative ecological initiatives around maintaining and developing facilities and spaces on the territory.



We have, in that regard, eliminated herbicides from the maintenance of local SNCF railway tracks by creating an innovative rail-road thermal weed control machine.

We have dispensed with the fertilisers previously used to maintain the VITTEL® golf course, replacing them with unique core-drilling-aeration-sandblasting techniques, which stimulate the life of the grass and better protect it from disease.



We have redesigned the parking spaces at the VITTEL® bottling plant by creating a multi-species hedge, nesting boxes and insect hotels, as well as an eco-grazing area for sheep.

Lastly, we have installed vulture perches on the VITTEL® racecourse to naturally combat voles, a pest that can cause a great deal of damage to the racing field, and created a refuge for bats, which are also natural predators to pests and parasites.



BEYOND VITTEL'S TERRITORY

Biodiversity loss is progressing at an unprecedented pace all over the world. In the face of such urgency, only collective responses will work. This is why we share our experience and support other stakeholders committed to protecting biodiversity, beyond our territory, in France and elsewhere in the world.

1

PASSING ON KNOWLEDGE THROUGH A “BEYOND- BORDERS” LABORATORY

The AGRIVAIR program by VITTEL® is a remarkable initiative, in the power of its collective commitment to the territory. Its operating principles, concrete outcomes and challenges are a source of inspiration for other territories.

To pass on our experience and continue to learn from others, we have turned our AGRIVAIR program into a “beyond borders” laboratory. AGRIVAIR regularly opens its doors to researchers, students in the context of research or study trips and decision-makers, both private and public, so that they can interact about this innovative territorial approach and the best practices that can be implemented in other territories.

2

FOSTERING THE SCALING UP OF INNOVATIVE SOLUTIONS OUTSIDE OUR TERRITORY, IN FRANCE OR BEYOND

In 2010, VITTEL® became involved with Pur Projet, a collective which fights climate change, in a vast reforestation and biodiversity conservation project in the Amazon.

At the end of 2012 and through the collaboration with VITTEL®, 1 million trees were planted in keeping with the principles of agroforestry, which combines agricultural and pasture farming with the forest, thus promoting the protection of the biodiversity of ecosystems and endangered plant and animal species in the Amazon.



Hundreds of other innovative biodiversity initiatives emerge around the world, but do not always come into being, for lack of funding or visibility.

In order to ensure the development of the most promising ones, VITTEL® launched in 2020 the “Act For Biodiversity” Challenge in association with Ashoka, an international NGO that identifies and supports social innovators.



Under the “Act for Biodiversity Challenge”, more than 200 social entrepreneurs from around the world submitted their projects between January and June 2020 to address the main threats to global biodiversity: urbanisation, deforestation or intensive agriculture.

The winners will receive financial support and personalised guidance as a bonus, with access for some of them to an “accelerator” program lasting almost three months.

This program’s goal is to create a collaboration and a shared learning experience between social entrepreneurs and VITTEL® employees that aims at changing their projects of scale through a systemic approach, and the possibility to integrate a network of experts and other entrepreneurs driven by the same struggles. Finally, it offers them the opportunity to show their work to the general public in order to change mentalities on the relationships existing between people and nature.



3

SUPPORTING SUPPLY CHAINS THAT RESPECT BIODIVERSITY

VITTEL® natural mineral water, natural source of vitality for millennia, is springing from the lush natural environment of France's Vosges hills and their underground rocks, that imbues it with its naturality and unique minerality, and which we been so carefully protecting for nearly 30 years.

For our flavoured and fruity drinks – that are made with VITTEL® natural mineral water – we apply the same care and the same determination in order to offer products inspired by nature. This is why we pick, whenever possible, ingredients that come from quality land and farmed with respect for biodiversity.

We therefore support organic farming when sourcing cane sugar for all our flavoured and fruity drinks and for the infused fruits used in VITTEL® Organic infused fruit.



* Drinking water contributes to normal physical and cognitive functioning. Drink at least 2L of water a day from any safe source, as part of a healthy lifestyle and balanced diet.



2

SUSTAINABLY PRESERVING AND MANAGING WATER RESOURCES

Ensuring responsible and sustainable management of water resources to preserve the ecosystems around them.

Water is a precious good. Preserving it means ensuring the quality of the ecosystems around it and the quantity of water withdrawn to respect nature's equilibrium. VITTEL® has been engaged in the fight for water quality through its AGRIVAIR program for nearly 30 years and has been working for many years in consultation with all stakeholders in the region to optimise withdrawal.

1

OPTIMISING OUR CONSUMPTION IN OUR PLANT

VITTEL® has been scaling back the amount of water used for its bottling activities for years by optimising its industrial processes. Our bottling plant calls upon the latest technologies to monitor and optimise its water consumption, in partnership with the company Aquassay, and a project is under development for the recycling and reuse of the plants' operating water.

13% reduction in the quantity of water per litre bottled since 2010.



2

COLLABORATIVE WATER MANAGEMENT

VITTEL® works with all the territory's stakeholders to implement sustainable water resource management to take into account everyone's needs — the populations, industrial concerns, agriculture and thermal tourism — while anticipating the long-term challenges raised by the effects of climate change.

Our sustainable management objective, in terms of both quantity and quality, encompasses both groundwater and surface water in rivers and streams, and is aimed at preserving ecosystems and their biodiversity:

- We ensure the lasting future of the territory's natural water resources. By way of illustration, between 2010 and 2019, we reduced our groundwater withdrawals by 38% for VITTEL® Bonne Source, one of the two sources of VITTEL® natural mineral water, intended for export and which posts a negative natural refill rate. **Through a collective approach, VITTEL® together with all local stakeholders involved in this issue, committed to contribute to a return to the balance of the water table by 2027.**
- We carry out studies to determine the impact of water withdrawals on groundwater and the related natural environments, observing the effects of climate change.
- We also regularly monitor groundwater levels and analyse the quality of groundwater and surface water to preserve ecosystems and their biodiversity.
- We work, as well, to restore waterways and thus preserve their natural state as best possible. In 2019, VITTEL® set out on a project to restore vegetation along a 2km stretch of the local river Petit Vair, to improve the aquatic biodiversity and that of the adjacent environments.

To guide our continuous improvement process, we follow the requirements of the Alliance for Water Stewardship (AWS) international standard for sustainable water management and the Sustainable Development Goals defined by the United Nations.



3

SUSTAINABLY MANAGING OUR PACKAGING'S END-OF-LIFE BY INVESTING IN THE CIRCULAR ECONOMY

Developing alternatives to plastic and investing in the circular economy to reduce our dependence on fossil fuels and sustainably managing our packaging's end-of-life.

Everyone agrees that finding a plastic bottle in the outdoors is unacceptable. That includes us! Because, when properly sorted and collected, our 100% recyclable bottles can be recycled, which enables the manufacture of new bottles and thus limits the use of fossil fuels and the impact on biodiversity.

The PET (Polyethylene Terephthalate) plastic bottle, which is lightweight, durable, resistant, transparent and recyclable, forms an excellent protective barrier for the water it contains. Life cycle analyses also show that the use of PET bottles makes for better environmental performance, compared to aluminium and glass.

The average VITTEL® PET bottle sold in France in 2018 currently emits nearly 30% less greenhouse gas per liter than the returnable glass bottle. The estimated emissions of an aluminium can or lost glass format would be respectively 3 times and 5 times higher than the VITTEL® PET bottle, over its entire life cycle.

Life cycle analyses (studies assessing the overall impact of the product, from the raw materials that make up its packaging to the product's production, transport, consumption and end-of-life) carried out for VITTEL® by an independent certified body.



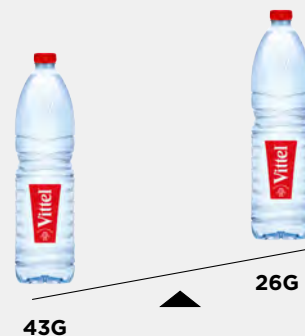
EVER MORE RECYCLED MATERIAL IN OUR PACKAGING

To cut back on the use of plastic, we are continuously reducing the weight of our bottles. We are also focusing our efforts on using more and more recycled material in our bottles and plastic films.

For recycled plastic to be incorporated into more of our products, it must be available in adequate quantities. In an effort to multiply supply sources, VITTEL® is thus drawing on the partnership initiated between the Nestlé Waters Group and the French start-up Carbios: it will develop a revolutionary new enzymatic process capable of reproducing a PET with the same properties as virgin PET, from other sources than bottles, such as fleece-type clothing or soft toys. This bio-recycling process will also make it possible to indefinitely recycle PET and thus increase its usable resource. The first tons are expected between 2023 and 2025.



LESS PLASTIC IN OUR BOTTLES



THE 1.5L VITTEL® BOTTLE HAS BECOME **40%** LIGHTER OVER THE LAST 25 YEARS.

AND LESS VIRGIN PLASTIC

RECYCLED PET IN OUR BOTTLES

TODAY, AN AVERAGE **40%** OF THE PLASTIC USED IN OUR VITTEL® & VITTEL® UP BOTTLES IS RECYCLED PLASTIC.

IN 2021, **100%** OF OUR VITTEL® & VITTEL® UP FORMATS WILL CONTAIN RPET (BETWEEN 35% AND 100%).



THREE FORMATS ALREADY CONTAIN **100%** RECYCLED PLASTIC.



AND RECYCLED MATERIAL (PE) IN THE PLASTIC FILMS IN OUR PACK

TODAY, **50%** OF THE PLASTIC USED IN THE PLASTIC FILMS OF VITTEL® RANGE, ON AVERAGE, IS RECYCLED MATERIAL (PE).

2

ENCOURAGING THE CIRCULAR ECONOMY

Why do we engage in the circular economy?

Whether they contain virgin or already recycled plastic, our bottles are all 100% recyclable, including the caps. When properly sorted and recycled, they can be used to manufacture new bottles, thus limiting the use of fossil fuels and CO₂ emissions. This is the circular economy in action, and we are fully committed to it.

Thanks to the circular economy, bottles are no longer waste, but become a full-fledged resource.

We are working with many partners to take up this collective challenge. We are a member of the New Plastics Economy, an initiative launched by the Ellen MacArthur Foundation and the United Nations, in favour of a circular economy for plastics. We also financially contribute to improve sorting, collecting and recycling in France through the eco-organisation CITEO and thanks to innovations such as the installation of automated machines to collect bottles in hypermarket car parks or shopping malls.



Raising awareness and educating consumers about sorting

Today, just over one in two bottles in France is sorted. This is why engaging our consumers in the end-of-life of products is key to ensuring their circularity.

We educate consumers so that sorting becomes a reflex, with all our packaging, for both adults and children, and in all our communications.

Lastly, we are working in partnership with the organisers of major international sporting events partnered by VITTEL®, such as the Paris Half-Marathon and Marathon and the Tour de France, to ultimately collect 100% of the plastic bottles handed out to athletes and raise awareness in the general public about good environmental practices.

Our objective is to collect as many plastic bottles as we produce for recycling by 2030 and already 90% by 2025.

We work with local governments and communities to promote sorting when recycling systems are in place, or to develop and implement appropriate PET collection in countries that do not have one yet, even though the main countries in which VITTEL® products are sold already show encouraging recycling rates (France 58%, Belgium 83%, Germany 92%, and Switzerland 89%).



3

RETHINKING THE PACKAGING OF TOMORROW

Innovation and the search for more environmentally-virtuous packaging are key to reducing our use of fossil fuels and reducing our impact on biodiversity. However, a new material that can be used on an industrial scale requires investment and development time. This is the path to which VITTEL® has committed, with the entire Nestlé Waters Group.

Among the most recent investments, in September 2019, Nestlé inaugurated the Institute of Packaging Sciences, which is responsible for designing innovative replacement materials and new packaging solutions.

Nestlé Waters was also a founding member of the NaturALL Bottle Alliance since 2016, in partnership with the California-based start-up Origin Materials, dedicated to developing bio-sourced packaging, i.e. packaging made of sustainable and renewable resources that do not compete with resources intended for food, human or animal production, such as used cardboard or sawdust. The first 65% bio-sourced bottles are expected to be on store shelves from 2023.

Lastly, Nestlé Waters has also formed a partnership with Danimer Scientific, a company specialising in the production of polymers, to design bio-plastic bottles, which are also biodegradable when not collected for recycling.



4

ACHIEVING CARBON NEUTRALITY

Achieving carbon neutrality to fight climate change and its devastating effects on biodiversity

Global warming is a major cause of biodiversity loss.

To help limit it and thus preserve natural environments, we are taking action on two levels:

- We act directly to reduce and limit greenhouse gas emissions resulting from our activities, throughout the life cycle of our products – in their design, production and transport. A 13% drop in greenhouse gas emissions per average liter of VITTEL® sold in 1.5L PET bottles between 2013 and 2018. *
- Our agroforestry and agroecology activities, on our territory and beyond, also enable better carbon absorption and storage in the soil.

**IN ADDITION TO INVESTING IN PROJECTS
TO REDUCE OR ABSORB CARBON,
WE WILL SEEK HIGH-QUALITY OFFSETS
TO ACHIEVE CARBON NEUTRALITY FOR
VITTEL® BY 2022.**



* Integrating the entire life cycle, from the production of packaging, to bottling in the factory, to transport to our customers and to the product's end of life — transport and customer use are excluded — over a global scope integrating production in France and transport in our 5 main countries France/Belgium/ Switzerland/Germany/Russia).

1

MORE VIRTUOUS PACKAGING

Right from the design stage, we have rethought our packaging to limit its carbon footprint. We are reducing the weight of our plastic bottles ("PET"), and thus the use of fossil fuels. We are also incorporating more and more recycled plastics ("rPET") into our bottles. A bottle made from 100% recycled material emits up to twice as much greenhouse gas as a virgin plastic bottle (excluding cap and label), during the plastic materials production phase.

Today, on average 40% of the plastic used in our VITTEL® bottles (nature & VITTEL® Up ranges) is recycled plastic. Three formats (70cL, 75cL and 2L) already contain 100% of rPET!

In 2021, with all VITTEL® and VITTEL® Up natural mineral water bottles containing recycled plastic (35% to 100% depending on the format of the plain range, and 50% for the VITTEL® Up range), **nearly 17,200 tons of CO₂ will be saved compared to the rates when using virgin plastic.**

2

LESS ENERGY-INTENSIVE PLANTS

During production, we closely track the power consumption of our bottling plant, in order to make it more virtuous in terms of greenhouse gas emissions. We have reduced our electricity consumption by 22% over a period of 5 years (2013-2018 - GEF Cubes report) and have since used 100% renewable electricity produced in France for the operation of the plant.

A drop of nearly 34% in greenhouse gas emissions per liter produced due to energy consumption at our VITTEL® plant between 2013 and 2018 (excluding green electricity purchases).

INNOVATIVE TRANSPORT METHODS

To transport our products, we are committed to choose the most environmentally-virtuous transport, optimize our logistics flows and show continuous innovation in the field.

Committed to the FRET 21 approach, we reduced our transport-related greenhouse gas emissions (France + Export) by nearly 9% between 2016 and 2018.

We give priority to rail transport. Half of VITTEL® natural mineral water is transported by rail in France, which represents 3 times more than the national average for goods transport (all types of freight combined: construction, consumer products, etc.). The use of rail transport generates an annual reduction in CO₂ of 8,000 tonnes compared to road transport.

When road transport is needed, for example to the warehouses of distributor customers, we plan the logistics flows to avoid empty runs and give preference to trucks that run on natural gas to limit carbon emissions. We are looking into options for opening a natural gas station near the VITTEL® plant to significantly develop the share of such trucks in our fleet.



This initiative aimed at optimizing carbon emissions from road travel by using trucks running on natural gas was awarded in 2019 by the Voluntary Commitments for the Environment (EVE) programme of the French Ministry of Ecological and Solidarity Transition and Ademe (French Environment and Energy Management Agency).



For example, VITTEL® has put into operation the first dual-mode hybrid locomotive in circulation in Europe (EURODUAL) in partnership with VFLI (a subsidiary of SNCF) to transport its products between its factory and its logistics platform in Arles (600km), reducing CO₂ and greenhouse gas emissions by 80% on each journey.





5 ENGAGING WITH AS MANY PEOPLE AS POSSIBLE

Engaging with all our employees, the local communities in and around VITTEL®, our customers our consumers, our partners and our suppliers in a value chain that serves biodiversity, by raising awareness and inviting them to take action individually and collectively, in the face of this urgent situation.

None of our actions would be in place if we were alone to run them. That is why, for nearly 30 years now, we have been working alongside all the stakeholders, involved and driven, like us, by the desire to take action to preserve biodiversity.

They include many researchers, scientists, associations, farmers, or social entrepreneurs at the local and international levels. — Not to mention our employees and our consumers, whose action day after day is vital to the success of our collective action.



1

COLLECTIVE AND TRANSPARENT GOVERNANCE

In order to guarantee and amplify the positive impact of our actions, we continue to work in an increasingly concerted manner, with transparency as a guiding value. To steer our approach to biodiversity, we have chosen to set up both internal and external collective governance:

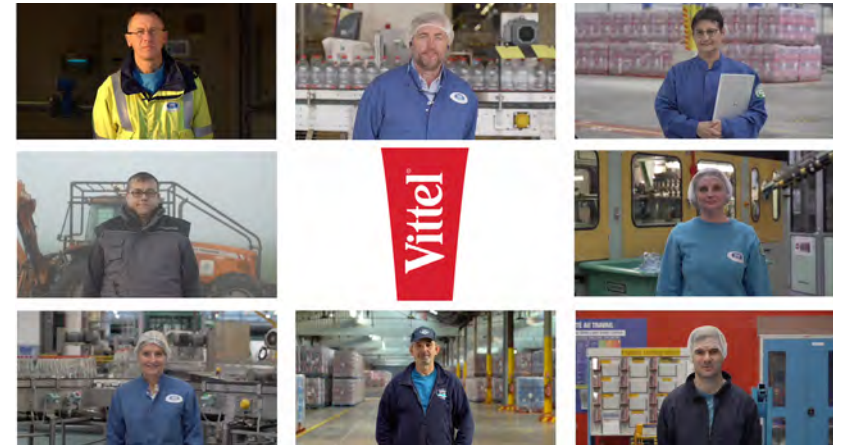
- We call upon external experts, researchers and associations to provide a critical perspective on our strategy and action plans.
- Internally, we have set up a Biodiversity Board, responsible for building and implementing actions, composed of experienced and committed representatives from all the Company's Departments.



2

ENGAGING WITH OUR INTERNAL EMPLOYEES

Our VITTEL® employees are our most prominent “Biodiversity Ambassadors”. For many years now, they have been mobilized to carry out the company’s actions in favour of the territory, as illustrated by the spontaneously-formed employee collective at the VITTEL® plant, created in 2015, which continuously comes out with new actions in favour of local biodiversity. These twenty employees, engaged and passionate, acted on their own initiative to redesign the car park at the VITTEL® bottling site, which is now home to a multi-species hedge, nesting boxes and insect hotels, as well as an eco-grazing land for sheep.



Also, as part of VITTEL®’s partnership with Ashoka, we are encouraging employees to take part in the selection panel for the most innovative biodiversity conservation projects submitted by social entrepreneurs and to reward one of them with a special “Employee Award”.

INFORMING AND RAISING AWARENESS AMONG OUR CONSUMERS

Because VITTEL® is part of the daily lives of its consumers and because we have, in this regard, a close relationship with them, we have the opportunity to change their way of consuming and contribute to a collective awareness of the urgent need to act to preserve biodiversity.

This is why we wanted to shine the spotlight on the quality of VITTEL® natural mineral water, its natural origin, as well as the brand commitment in favor of biodiversity preservation in all our communications: starting with our packaging to raise awareness as broadly as possible, particularly amongst children and their families but also on our website and through the brand new VITTEL® communication campaign for summer 2020 on TV, social media and in the press.



**NATURAL SOURCE
OF VITALITY**



***At Vittel, water has always been a natural source of vitality.
That's why, for nearly 30 years, we've helped protect the water spring and biodiversity.***

Drinking water contributes to the normal physical and cognitive function. Drink at least 2L of water a day from all sources as part of healthy lifestyle and a balanced diet.