

Jägermeister



SUSTAINABILITY



JÄGERMEISTER

SUSTAINABILITY AS A KEY ELEMENT OF OUR PURPOSE

We want to celebrate and enjoy the Best Nights – today and tomorrow. The three action areas within our sustainability strategy – Celebrate, Produce, Work – outline the clear pathway we are taking to become one of the most sustainable companies in the industry.

As a family business, we always consider how our decisions will affect the next generation and have a strong commitment to our employees, the environment and society. Curt Mast, the founder of Jägermeister, was already mindful of nature's precious resources. Natural ingredients play a defining role both in our products and our overall approach: we only take as much as nature can replenish. That principle applies to the 56 herbs, blossoms, roots and fruits that form the essence of our products. Without a healthy and safe environment, Jägermeister could not exist – and neither would the best nights. Not today, and not in the future.

As a global company driven by our values, we want our sustainability efforts to create a measurable impact. That is why we are constantly working to make our products and our processes even more sustainable along the entire value chain. We carefully assess the possible social and ecological consequences of all our business decisions. To solve problems, we make bold decisions and consistently forge new pathways. Together with all our employees, the founding family and our partners, we are laying the foundation for a responsible future at Jägermeister.



CELEBRATE

WE AT JÄGERMEISTER WANT TO MAKE SURE TOMORROW IS ALWAYS FOLLOWED BY ANOTHER NIGHT.

Jägermeister

#BESTCELEBRATION

Consumer happiness is our utmost priority. We are committed to engaging with our consumers to foster responsible consumption.

The world's resources are limited. We want our merchandise and point-of-sales tools to be sustainable, and strive to establish the principles of a circular economy.

Your ice-cold shot is made possible by our cooling devices. We aim to reduce the number of our models and make our portfolio as efficient and as circular as possible.



CELEBRATE

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COOLING

When it comes to our cooling devices, our credo is “less and better”. We have reduced our global (SE) portfolio of devices from ten models in 2020 to eight in 2022 to meet our target of a 25% reduction by 2025. We are gradually redesigning our devices with higher energy-efficiency and circular systems in mind. By offering local rental and repair solutions we are extending the average lifespan of our devices.

100%

of new employees in sales, marketing and communications have been trained on our **Marketing Code** to ensure that our sales, marketing, communication and advertising activities promote the responsible enjoyment of our products. **Find more information about our Marketing Code [here](#).**

MEISTERCODE

We stand by our aim to ensure the best nights without waste. Our MeisterCode is a guide to more sustainability in our Point of Sales (POS) assortment. It is based on the four pillars Recyclability, Saving Resources, Transport and Better Materials. By providing practical advice and specific examples, it will help us to reduce our Carbon footprint, our material usage, and to contribute to a circular economy. Since the implementation of the MeisterCode we launched (amongst others) reusable and 100%-recyclable shot cups and a series of wearables for festivals made from recycled materials and OEKO TEXT 100 certified.

#SAVETHENIGHT

Since initiating the #SAVETHENIGHT project in April 2020, Jägermeister has supported more than 1,500 creatives and 1,200 projects in over 60 countries. The aim of #SAVETHENIGHT is to make nightlife a better place worldwide – today and in the future. To this end, Jägermeister brings artists and nightlife fans together via the platform www.save-the-night.com.

PRODUCE

Jägermeister

JÄGERMEISTER STANDS FOR SUSTAINABILITY ALONG THE ENTIRE VALUE CHAIN – FROM OUR 56 BOTANICALS TO YOUR ICE-COLD SHOT.

#BESTPRODUCTION

The conscious use of resources is key. We strive to reduce waste and water usage in our production and make all our packaging recyclable or reusable.

There are no best nights in a hotter world: We are committed to reducing our carbon footprint to help limit global warming by 1.5 °C.

Strong supply chains enhance our resilience. We will ensure sustainable sourcing through supplier audits, certifications and biodiversity conservation projects.



PRODUCE

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TRANSPORT PACKAGING

Our new holistic procurement project aims to optimize and make our packaging more sustainable. From 2023 we will buy our cardboard boxes from four family-owned companies in Germany. By switching from solid to corrugated cardboard we will save almost half the resources needed to produce the boxes and reduce their weight considerably, without compromising on stability.

61%

of our **56 botanicals are certified as organic**. Mast-Jägermeister SE is a member of The Union for Ethical BioTrade (UEBT): We are committed to sourcing with respect for people and biodiversity. Therefore we have adopted a plan to ethically source our botanicals from more than 40 countries in Europe, Asia, Africa and the Americas.

LABELS & BOTTLE CAPS

Since 2022, we have been using 100% recycled paper for our bottle labels, thereby saving over 66% of carbon emissions and reducing water use by a factor of 3.5. All of our 500 million labels were produced and printed in Germany to keep transport distances short. Jägermeister is also leading the way worldwide to replace so-called NRC caps, which consist of aluminum as well as various plastic inserts and parts, to regular caps made of pure aluminum and a small plastic seal. This reduces the weight of each cap by nearly seven grams and increases the recyclability. We began replacing the caps in 11 markets (e.g. South Africa) in 2022 and will continue in 2023.

SOLAR SPICE DRYERS IN ZANZIBAR

We are supporting our supplier of cloves in Zanzibar with solar drying units. There, climate change is causing unpredictable weather patterns, in which the wet season may bring little rain, while the dry season may be too wet. The closed drying systems help local farmers ensure the cloves' quality and yield by protecting them from moisture, as well as from contamination or pests.

PRODUCE

CO₂ REDUCTION IS OUR PRIORITY: WE MUST HELP LIMIT GLOBAL WARMING EVERY STEP OF THE WAY.

TARGET AND SCOPE

We are currently facing an average global warming of 1.2 °C and are already seeing the dramatic consequences of the climate crisis on people and the environment. We are committed to reducing our carbon footprint to help prevent global temperatures rising by 1.5 °C above pre-industrial levels. As part of our decarbonization roadmap, we have set ourselves the goal to reduce our total emissions by 25% by the end of 2026, and by 42% by the end of 2030. These targets are to be validated by the Science-based Targets Initiative in 2023. Our corporate carbon footprint is composed of Scope 1, 2 and 3 and calculated according to the Greenhouse Gas Protocol. Our calculations show that 98% of our emissions are in Scope 3 and thus in our supply chain.

97.4%

of our **electricity consumption** (7,850.18MWh)¹ currently comes from **renewable sources**. We aim to use 100% renewable energy in 2023.

¹The figure includes the total electricity consumption of the production sites, the headquarters and all global subsidiaries.

²Based on assumption that cooling devices will be used for 3 years, data on actual usage time and duration will be collected in perspective.

CORPORATE CARBON FOOTPRINT 2021

-  **Downstream distribution**
transportation of filled bottles, cooling devices and POS-/merchandise items
-  **Bottle production**
production of our glass bottles in the glass factories
-  **Services**
e.g. marketing services such as market research or video and photo productions
-  **Cooling device usage²**
cooling of our products in the outlets
-  **Alcohol production**
manufacturing process
-  **Sugar production**
manufacturing process
-  **Other emission categories**
e.g. closures, POS advertising material, office supplies, business trips, paper and cardboard packaging

WORK

Jägermeister

AT JÄGERMEISTER, WORK IS A UNIQUE EXPERIENCE: WE FOSTER A RESILIENT AND DIVERSE WORKPLACE, UNITED BY A PURPOSE.

#BESTWORKEXPERIENCE

Each individual is a central driver in achieving our sustainability goals. We are training 100% of our employees to embrace sustainability as our #NEWNORMAL.

It is our priority that our employees reach their full potential. That is why we are committed to empowering our employees in their individual development, health and resilience.

100% of our employees should feel welcome und comfortable bringing their whole self to work. We are striving for a fair, diverse and inclusive corporate culture.



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EMPLOYEE ENGAGEMENT

We believe that everyone, companywide, is responsible for sustainability. This starts at the top, where we have set sustainability targets for our executive board. We engage all employees in the topic, such as during our MEISTER Week on Sustainability in September 2022, in which we held keynote presentations, a sustainability breakfast and a recycling challenge. In honor of Annemarie Findel-Mast, we launched our first Jägermeister Volunteering Day in 2021, and in 2023 more than 380 employees worldwide participated.

STAFF TRAINING

In response to the increasing need for specific and on-demand learning content for our employees, we launched our digital training platform in 2022, the MeisterAcademy. The Academy offers a mix of classic e-learning, interactive gaming elements as well as personal seminars and workshops on topics such as E-Commerce or Trade Marketing. So far, 200 Jägermeister employees worldwide have taken part in training on the platform. We aim for each employee to take part in five days of business-related training per year by 2025.

DIVERSITY, EQUITY & INCLUSION

Jägermeister has set itself the goal that 100% of its employees perceive our corporate culture as inclusive. In September 2022, we conducted our first company-wide quantitative and qualitative survey on diversity and inclusion with 63% of all employees responding and giving us their feedback. In December 2022, our executive board agreed on the next steps necessary for reaching our goal.

46%

of all employees **are women**¹. One of our next steps on our journey to increase diversity: We ensure our recruiters and hiring managers participate in unconscious bias trainings to ensure non-discrimination in the hiring process.

¹The figure refers to the reporting date of 31.08.2022.

SPOTLIGHTS AROUND THE GLOBE



Jägermeister

USA: LESBIAN BAR PROJECT

As part of our #SAVETHENIGHT movement, we teamed up with the Lesbian Bar Project in 2020 to fight for the survival of Lesbian bars across the USA. A documentary film about the project sparked a fundraising campaign that raised over US\$ 200,000 for the cause. Following that, we launched the first lesbian bar experience in the metaverse.

GERMANY: TIPPING IS A MUST

A good tip is a sign of a customer's appreciation, but, as we found in our 2022 study, tips are given too rarely. Our national campaign aimed to raise awareness for the work of bar and service staff.

CZECH REPUBLIC: LOCAL TAP REPAIRS

In cooperation with a Czech service agency, we were able to repair 75% of tap machines locally when requested. We are also developing tutorials for the sustainable operation of the machines.

UK: SUPPORT FOR PRIDE EVENTS

Jägermeister was a proud sponsor of many events during London and Brighton Pride Month and provided support through our existing brand relationships with many LGBTQ+ venues in both cities.

SWEDEN: GREENHOUSE FESTIVAL BAR

The Jägermeister Greenhouse is a concept bar we tested at the 2022 Way Out West festival in Gothenburg (see cover photo). While customers sipped their drinks, 16 solar panels covered about 90% of the Greenhouse's energy needs.

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