

## OUR VALUES



Our corporate values guide our approach to corporate responsibility.



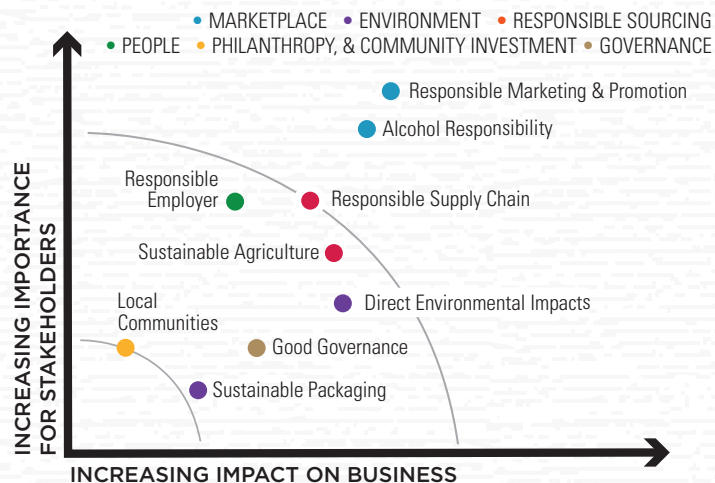
### Fifth Consecutive Year

Bacardi Limited has been named among the most reputable companies in the world in the annual **Global RepTrak® 100** released by Reputation Institute and published in *Forbes*.



- LARGEST PRIVATELY HELD SPIRITS COMPANY IN THE WORLD
- FOUNDED IN SANTIAGO DE CUBA ON FEBRUARY 4, 1862

## MATERIALITY MATRIX 2016



## CR APPROACH GUIDED BY

- UN Global Compact
- UN Sustainable Development Goals
- The Ethical Trading Initiative (ETI) Base Code
- The United Nations Universal Declaration of Human Rights
- The Fundamental Conventions of the International Labor Organization
- UN Convention on Biological Diversity
- World Health Org's Global Strategy to Reduce Harmful Use of Alcohol
- United Nations Framework Convention on Climate Change

# 5 CORPORATE RESPONSIBILITY PILLARS

Through stakeholder research and a materiality assessment, we have identified priority areas which have been grouped under five pillars. These broad themes are where our business impacts society and where we are focusing our Corporate Responsibility efforts.



### Alcohol Responsibility + Responsible Marketing

Signatory to Beer, Wine and Spirits Producers' **5 COMMITMENTS** to Reduce Harmful Drinking



**Global Marketing Principles** comprised of **9 core values** that govern all marketing practices and act as our **Company's internal marketing code**.



Reached over 1.1M underage individuals and 1.6M influencers through 45 Bacardi-supported education programs to prevent underage drinking.



In FY17, reduced greenhouse gas emissions intensity by 50% vs. FY06



11 manufacturing sites achieved Zero Waste to Landfill



100% of suppliers commit to **Bacardi Responsible Sourcing Standards**



100% of sugarcane-derived product suppliers for rum Bonsucro certified by end of CY17



36% of senior management roles are held by women – in support of our Women in Leadership program



Best-in-class Global Engagement Survey participation and two point increase (from FY15) in scores relating to satisfaction, pride, retention and advocacy!



18 accident-free sites and our second-best year in our Company Lost Time Accident rate, improving our performance by 18.5% over FY16



### PHILANTHROPY & COMMUNITY INVESTMENT

Annual CR Month encourages all Bacardi employees to volunteer with local charities



### CARING TOGETHER

Through BACARDI® and The Dean Collection's **NO COMMISSION** events, 100% of artwork sales go directly to the artist. To date, \$3 million back to more than 80 artists.

