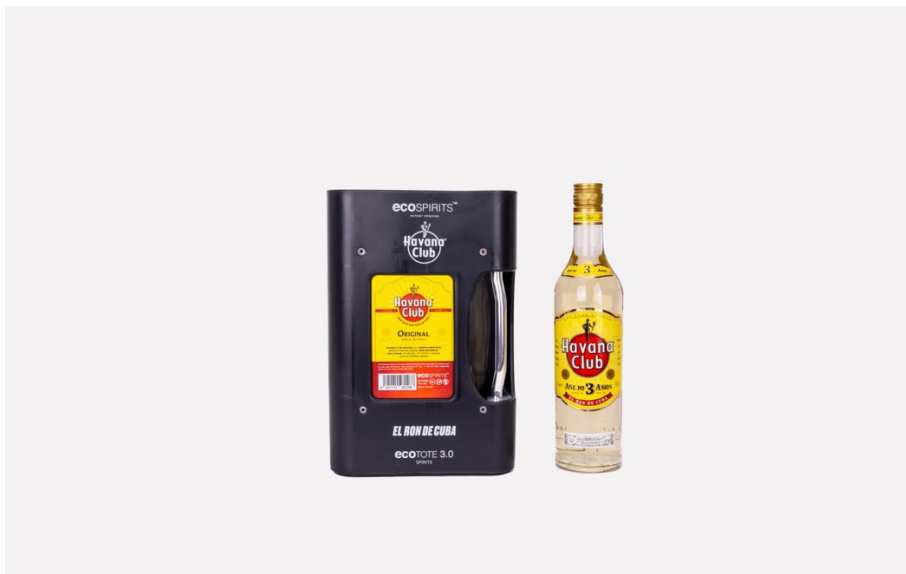


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PRESS RELEASE

Pernod Ricard and ecoSPIRITS Deepen Partnership for Circularity in Spirits, and Announce Cuba Launch



London 29 May 2024 – Pernod Ricard and ecoSPIRITS have announced a five-year global agreement to enable the distribution of Pernod Ricard’s spirits brands in ecoSPIRITS’ circular packaging technology to on-trade venues around the world. The collaboration builds on the success of a pilot project in Singapore in late 2022, featuring three of Pernod Ricard’s spirits brands. As part of this deepening partnership to promote circularity in the spirits industry, Pernod Ricard and ecoSPIRITS have also been investing in developing shared knowledge and capabilities in circular packaging operations and circular packaging impact accounting and reporting. Meanwhile, in January the two companies deployed a full ecoSPIRITS closed loop packaging system at the Havana Club distillery in San Jose de las Lajas, Cuba, to begin reducing single use glass packaging in the Cuban market.

As part of the original pilot project in Singapore, three of Pernod Ricard’s spirits brands – Beefeater London Dry gin, Havana Club rum and Absolut vodka – were successfully deployed in ecoTOTE format to bars

across Singapore, and dispensed in venues using co-branded SmartPour technology. These three spirits brands will now be introduced to new markets under the new global agreement, with additional Pernod Ricard brands to be added over time. Pernod Ricard's partnership with ecoSPIRITS is aligned with the producer's Sustainability & Responsibility roadmap, which includes a pillar of 'Circular Making', encouraging circularity by developing more sustainable packaging solutions.

The two companies also recently appointed leading French circular economy consulting firm, Circul'R, to conduct an independent validation and upgrade of the ecoSPIRITS Carbon Calculator. This work by Circul'R enables the tracking and reporting of the positive carbon emissions impact of the ecoSPIRITS technology, in line with rapidly evolving standards on carbon accounting and environmental claims.

The first local market under the new global agreement is already underway with the introduction of a closed loop system for Havana Club rum in the brand's home market of Cuba. The new system has been anchored by a dedicated ecoPLANT at Havana Club's distillery in San Jose de Las Lajas, Cuba. Leading Spanish hotel operator Iberostar Group was the launch partner for the Cuba market. Two of the group's luxury Varadero beach properties were the first in Cuba to take spirits in closed loop packaging.

Mia Pia De Caro, EVP Integrated Operations and S&R, Pernod Ricard, said: "This next step in our partnership with ecoSPIRITS reflects our belief in the transformative power of this solution to enhance operational efficiency and reduce not only our environmental footprint, but the impact of our industry at large. We are excited to continue working together to refine, scale and champion ecoSPIRITS as the future of wine and spirits distribution."

Paul Gabie, CEO, ecoSPIRITS, said: "Pernod Ricard and ecoSPIRITS have been working together for almost three years now to make circularity a reality in the spirits industry. This new global agreement builds on that journey, and our combined expertise, to bring circular packaging to more Pernod Ricard markets around the world. We are inspired by Pernod Ricard's commitment to Circular Making and look forward to working even more closely with their brands and market teams."

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#ecospirits #lowcarbon #lowwaste #nosingleuseglass**

In April 2024 Pernod Ricard's venture capital fund, Convivialite Ventures, invested in ecoSPIRITS as part of a €10 million Series A funding round.

For media enquiries, please contact Sonya Hook, Head of Communications at ecoSPIRITS, at sonya.hook@ecospirits.global

About ecoSPIRITS

ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste distribution technology for premium spirits and wine. Our patent-pending closed loop system nearly eliminates all packaging waste in the supply chain. By dramatically reducing packaging and transport, ecoSPIRITS provides a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 27 countries across Asia Pacific, Europe and the Americas. Nearly 3,000 leading bars, restaurants, hotels and retailers have adopted the technology, including Michelin-starred restaurants, World's 50 Best and Asia's 50 Best bars and iconic hotels. ecoSPIRITS is now rapidly building a global network of closed loop service, with coverage to grow in 2024. Together with our brand partners, importers, distributors, wholesalers, venues, and retailers, we are already making a difference. Each year, ecoSPIRITS and our partners are eliminating hundreds of tons of single use glass waste, planting tens of thousands of trees, and inspiring others to change.

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