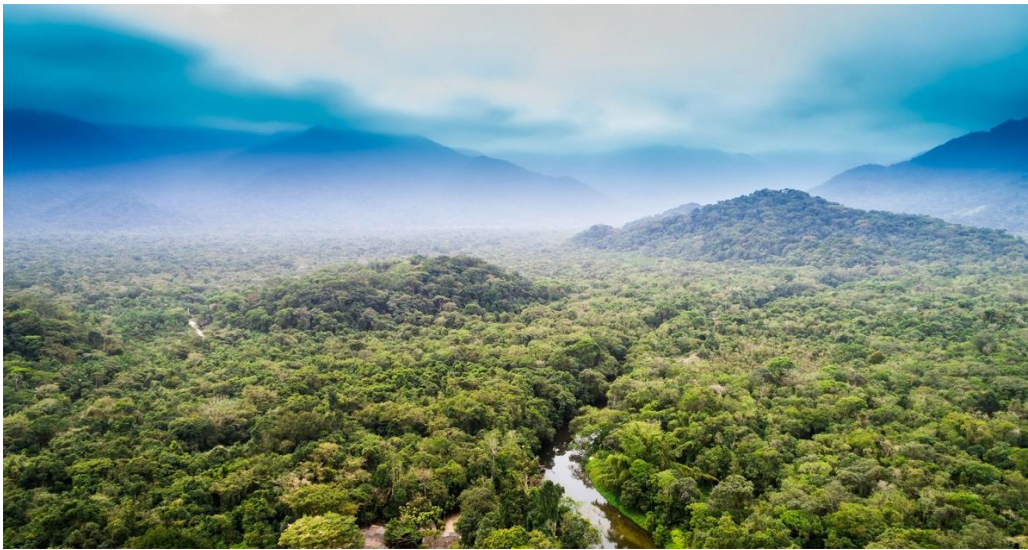


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PRESS RELEASE

ecoSPIRITS Releases Upgraded Impact Calculator for Enhanced Sustainability Reporting



Singapore 11 September 2024 – ecoSPIRITS has released an important upgrade to the way it tracks packaging waste and carbon emissions impact. The new ecoSPIRITS Impact Calculator builds on the original ecoSPIRITS Carbon Calculator, which was first released in October 2021, and developed in collaboration with Deloitte. The enhanced tool enables ecoSPIRITS and its customer partners to measure the positive impact of the ecoSPIRITS technology for their spirits supply chains. This upgrade project has been completed with Circul’R, a leading French circular economy consulting firm, in a study jointly funded by ecoSPIRITS and global spirits producer Pernod Ricard, for the benefit of everyone using ecoSPIRITS technologies around the world.

The ecoSPIRITS Carbon Calculator was originally based on a comparative life cycle emissions study performed by Deloitte Singapore in 2021, drawing on the GHG Protocol Initiative and using standard CO2e conversion factors. The study estimated emissions from packaging production, along with the material transport steps related to the movement of spirits from distillation to the consumer. Like the new ecoSPIRITS Impact Calculator, the ecoSPIRITS Carbon Calculator estimated the total carbon footprint reduction for any individual spirits brand based on a specific point of origin, point of consumption and supply chain connecting the two.

In early 2024, ecoSPIRITS and Pernod Ricard appointed French circular economy consulting firm Circul’R to conduct an independent validation of the original ecoSPIRITS Carbon Calculator and to assist with upgrades to align with rapidly evolving carbon accounting standards. Circul’R recommended a number of technical modifications to the carbon calculator to ensure it covered a wider range of possible supply chain scenarios. Among these new features is the ability to calculate

carbon emissions for the pre-fill transport step and end-of-life step for the tanker deliver of spirits to the ecoPLANT in bulk containers. The tool has also been adjusted to ensure the weight of the sea container is accurately factored into the carbon footprint calculations, and it is also now possible to include calculations for different types of vehicles across various transportation steps.

David Deka, Circularity Business Manager, Pernod Ricard, said: "At Pernod Ricard, we are strongly committed to reducing our environmental footprint at every stage of our value chain, and we believe the success of our strategy lies in our ability to measure impact. Contributing to the enhancement of the Impact Calculator, alongside ecoSPIRITS and Circul'R, allows us to better explain the environmental benefits of circular packaging solutions and further embark all our stakeholders to drive positive change across the spirits industry."

Quentin Predignac, Senior Manager, Circul'R, said: "Collaborating on the enhancement of the ecoSPIRITS carbon assessment tool has been a rewarding experience. We are delighted to have contributed to this impactful project and to have assisted Pernod Ricard and ecoSPIRITS in accurately measuring the environmental performance of the innovative ecoSPIRITS solution. We hop the tool will strengthen its role in driving meaningful progress towards reducing the carbon footprint in the spirits industry."

Dimeji Garber, Sustainability Manager, ecoSPIRITS, said: "The original ecoSPIRITS carbon assessment tool has undergone some important upgrades from its first to its second version, and we are grateful for the expert advice and validation provided by Circul'R. By addressing key issues related to the user interface, methodology and clarity, we can now provide a reliable and comprehensive assessment of the carbon footprint of spirits distribution, supporting better decision-making towards sustainability goals."

The waste calculator component of the ecoSPIRITS Impact Calculator takes into account the weight, material composition and average life cycle of both packaging options (traditional glass spirits bottles and reusable ecoTOTEs). The calculator also considers the in-outlet practice of refilling spirits bottles from ecoTOTEs for presentation to consumers. Overall, the ecoSPIRITS Impact Calculator can provide a validated accounting of both the CO₂e and packaging waste avoided through use of the ecoSPIRITS closed loop technology platform for individual spirits in specific supply chains in any part of the world.

The upgraded tool further validates the claim the use of the ecoSPIRITS system leads to an average of 95% less single use glass and cardboard waste and an average reduction of 60-90% in the carbon emissions footprint of premium spirits packaging and distribution. By using the revamped ecoSPIRITS Impact Calculator, it is possible to accurately and easily measure the sustainability impact for specific brands or cocktails, or over historical or predicted time periods.

As an example, in January 2024, Pernod Ricard and ecoSPIRITS launched a closed loop system for Havana Club rum in the brand's home nation of Cuba. Havana Club has activated a dedicated ecoPLANT at its home distillery in Cuba, while two Iberostar Group hotels – with a total of ten bars – became the first in Cuba to take spirits in closed loop packaging, with Havana Club rum in ecoTOTE format. This initiative anticipates concrete outcomes, including reduced bottle imports and glass waste, which will translate into an 88% reduction in the carbon emissions related to premium spirits packaging and distribution and a reduction of glass waste by 99%.

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#ecospirits #lowcarbon #lowwaste #nosingleuseglass**

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About Circul'R

Circul'R provides companies and territories with the means to effectively reduce their environmental impact by accompanying them on all the steps of their transition towards a circular economy. The Circul'R team now counts more than 30 people who accompany companies and territories in their transformation every day. This mission is carried out with the support of the network of more than 1000 solution providers and experts that make up the Circul'R ecosystem. For more information, please visit: <https://en.circul-r.com>

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand-building, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouet champagnes. Our mission is to ensure the long-term development of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive, and responsible culture of authentic convivialite. Pernod Ricard's consolidated sales amounted to €12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices. For more information, please visit: www.pernod-ricard.com

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 further 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. For more information, please visit: <https://ecospirits.global>

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