Berocca

Our Sustainability Principles

Our Champion & Defend Areas

In a world that celebrates hustle without well-being, we champion energy that ignites your best - and make living fully your norm, not the exception. Our mission?

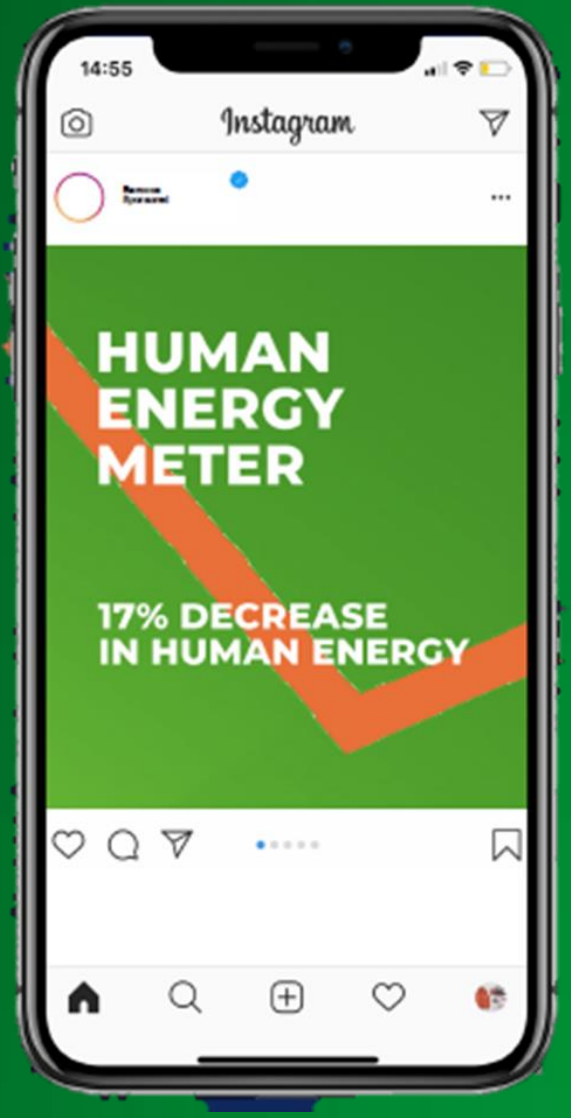
To unlock human energy so everyone can live their life fully.

We champion human energy by educating around Energy - measuring how energized (or drained) nations are - driving the conversation to reveal hidden truths and sharing the positive sources of energy.

More so, we will continue to work on mitigating our environmental impact through our defend areas.

CHAMPION AREA	DEFEND AREA
Unlocking Human Energy By educating, driving the conversation and sharing the positive sources of energy.	**Sustainable Packaging** **Clean Label** **Reducing Carbon**

Champion Unlocking Human Energy



We will keep track of the world's most important energy supply: Human Energy!

And provide more when we need it most.

Hectic work, demanding family life, world news, economical outlooks... Life has a way of draining all our energy.

But Berocca as a true energy expert brand is here to turn the power on! **We don't just sell Energy, we define it, we measure it.**

By making energy tangible, we will empower consumers to get their energy supply up.

Champion Unlocking Human Energy

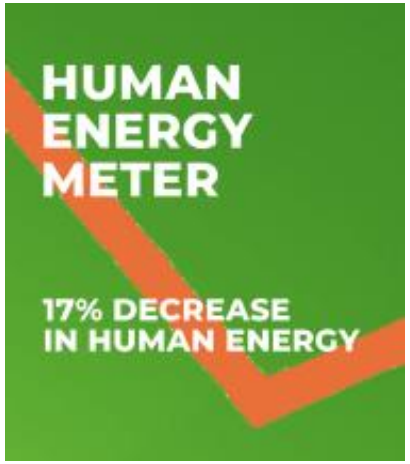
We can bring our purpose to life with 3 actions

OFFERING PRODUCTS & SERVICES

We will offer product igniting both mental and physical energy

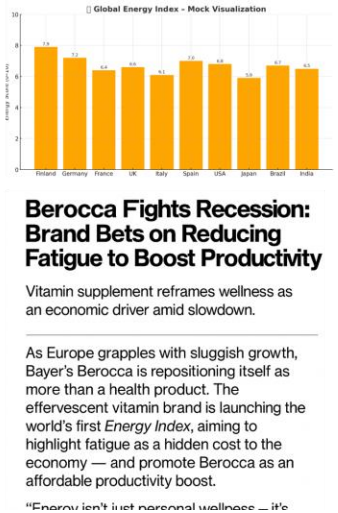
MEASURING TO OWN

We will build our own human Energy Meter to reveal how energized (or drained) nations are.



DRIVING THE CONVERSATION

We will create a recurrent conversation exposing local energy drainers and cultural truths about energy.



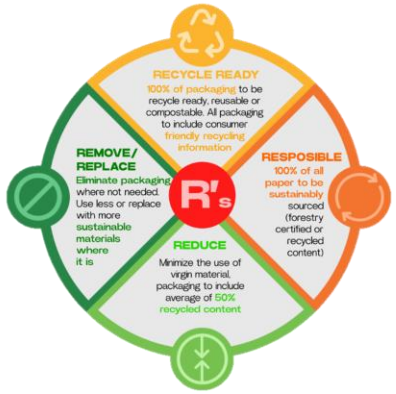
Defend Catalyst of 3 Key Areas

SUSTAINABLE PACKAGING

Given Berocca's diverse packaging portfolio, it is essential to evolve packaging materials by reducing excessive materials & sizes and increase recyclability.

Berocca will embark on a path ***to evolve in recyclability*** to:

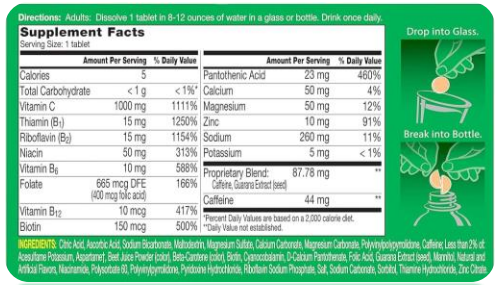
1 Reduce plastic usage in rigid tubes.
2 Reduce paper materia*l*, where elimination is not on the table.
3 Increase overall blister recyclability while eliminating usage of PVC.



CLEAN LABEL

It is crucial for Berocca to ***ensure that our portfolio adhere to clean label standards.***

Our approach will involve:
1 Ensuring Ingredient Transparency for Consumers: Conduct a comprehensive formulation assessment of the entire supply chain, addressing potential usage of additives, colorants and areas of improvement.
2 Standardizing Process*:* Work closely with our Product Development team to create a consistent plan for future product formulations in new nutritional areas.



REDUCING CARBON

Berocca is committed to reducing and, where reduction isn't feasible, compensating for carbon emissions in manufacturing and operations.

For this, we will:
- Ensure GHG Reduction in Line with BCH Scope 3: Conduct a comprehensive assessment of greenhouse gas (GHG) emissions throughout the entire supply chain, pinpointing emission hotspots and areas for improvement.