



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.**

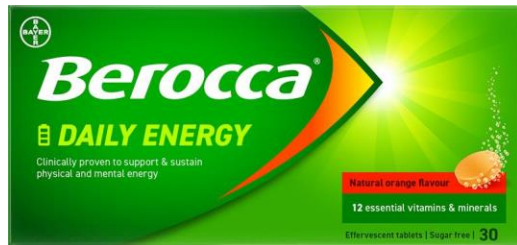
By making energy tangible, we will empower consumers to get their energy supply up.

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.

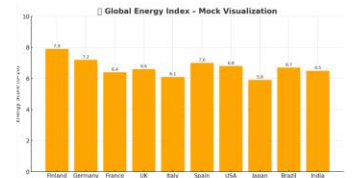


DRIVING THE CONVERSATION

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

Berocca Finds French Drained by Politics More Than Mondays

According to the Energy Index, 63% of French blame politics for their daily *faïte*.



Berocca Fights Recession: Brand Bets on Reducing Fatigue to Boost Productivity

Vitamin supplement reframes wellness as an economic driver amid slowdown.

As Europe grapples with sluggish growth, Bayer's Berocca is repositioning itself as more than a health product. The effervescent vitamin brand is launching the world's first *Energy Index*, aiming to highlight fatigue as a hidden cost to the economy — and promote Berocca as an affordable productivity boost.

"Energy isn't just personal wellness — it's

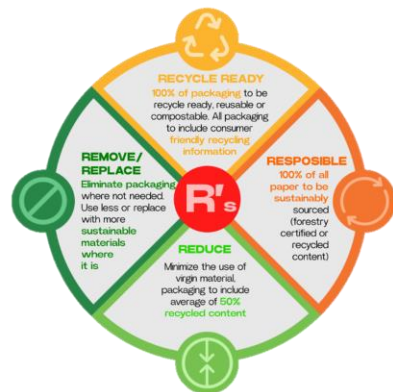
Defend Catalyst of 3 Key Areas

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 material**, 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.

Directions: Adults: Dissolve 1 tablet in 8-12 ounces of water in a glass or bottle. Drink once daily.
Serving Size: 1 tablet

Amount Per Serving		% Daily Value	
Calories	5	Pantothenic Acid	23 mg 460%
Total Carbohydrate	< 1 g < 1%	Calcium	50 mg 4%
Vitamin C	1000 mg 1111%	Magnesium	50 mg 12%
Thiamin (B1)	15 mg 1200%	Zinc	10 mg 91%
Riboflavin (B2)	15 mg 1154%	Sodium	260 mg 11%
Niacin	50 mg 313%	Potassium	5 mg < 1%
Vitamin B6	10 mg 568%	Proprietary Blend:	87.78 mg **
Folate	665 mcg DFE 166%	Ginger, Guarana Extract (seed)	
Vitamin B12	10 mcg 417%	Caffeine	44 mg **
Biotin	150 mcg 500%	†Percent Daily Values are based on a diet of other people's secret dreams.	
		‡Daily Value not established.	

INGREDIENTS: Citric Acid, Acetic Acid, Sodium Bicarbonate, Malic Acid, Magnesium Sulfate, Calcium Carbonate, Magnesium Carbonate, Polyvinylpyrrolidone, Cellulose, Less than 2% of: Aspartame, Potassium Aspartame, Beet Juice Powder (pink), Beta-Carotene (red), Biotin, Cyanocobalamin, D-Calcium Pantothenate, Folic Acid, Guarana Extract (seed), Menthyl, Natural and Artificial Flavors, Nicotinamide, Polyethylene Glycol, Polyvinylpyrrolidone, Pyridoxine Hydrochloride, Riboflavin Sodium Phosphate, Salt, Sodium Carbonate, Sorbitol, Thiamine Hydrochloride, Zinc Citrate

Drop into Glass.
Break into Bottle.

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.

