



25 November 2024

PRODUCT POLICY

Olvi Group

PURPOSE AND SCOPE

The purpose of this policy is to reduce and manage the risks associated with products within Ovi Group's business operations. Furthermore, the policy ensures that all material impacts and opportunities of products are managed in an appropriate way. Megatrends, stakeholders' expectations and the company's strategy are reflected in the objectives. This policy complements the Group's Code of Conduct and other related Group policies. The policy applies to the management and employees in all Olvi Group companies.

COMMITMENTS

One of our priorities is to guarantee product safety. Most of the Group's breweries have certified product safety systems that help us develop product safety. We aim that all main production plants will have implemented product safety systems by the end of 2025. In smaller Group's companies, product safety is supported with alike guidance's and procedures.

OBJECTIVES

For the products, our objectives are the following:

Product safety

We offer a wide range of high-quality and safe products, the development of which is guided by the changing needs of customers and consumers. Proactive, innovative and needs-based product development plays a key role in the development of the product portfolio. We develop the safety and quality of our products and invest in ensuring product safety culture and sustainable development both in our own operations and throughout the value chain. We organise product safety and quality trainings to promote product safety culture and ensure competence. In this way, we aim to prevent and detect deviations in all processes that affect the safety, quality, authenticity and legality of products. We measure the development of our product safety culture by conducting a regular product safety culture survey for our personnel.

During product development, we examine the health and environmental impacts of the product, its raw materials and packaging supplies, as well as compliance with legislation and regulatory requirements. We also define the product specification. Our products must also fulfil our commitments to third parties.

Accountability

Protecting nature and its diversity is important to us, and we expect our partners to commit to that. We increase the share of materials grown and manufactured according to sustainable development principles, in all aspects of it. We aim to increase the role of circular economy in the manufacturing processes of our products and the use of recycled materials in raw materials and packaging supplies. The materials we use must be recyclable. We actively cooperate with local organisations to develop recycling systems for beverage packaging

Risk management

Product safety risk management is carried out by means of the HACCP system and self monitoring. To guarantee product quality and product safety, we purchase raw materials and packaging supplies from approved suppliers. We ensure the quality and authenticity of all incoming materials. Factory hygiene rules and ensuring product safety apply to everyone involved in the production chain. The quality of production is based on written procedures and work instructions and agreed process-specific norms and goals. Product quality and conformity to product specification are ensured by organoleptic, chemical and microbiological analyses. The realisation of product quality, product safety culture and sustainable development is monitored regularly in management, production, quality assurance and product development meetings.

Sustainable product concepts

We determine the sustainability of the product in accordance with the sustainability criteria we have set. Sustainability criteria focus on the development of product portfolio, product information and materials used. In addition to general environmental sustainability, the criteria take into account circular economy through used materials, and recycling of packaging. For social responsibility, the criteria focus on ensuring working conditions and human rights as well as supporting consumers' health, such as the content composition and consumer information.

We offer alcohol-free and low-sugar or sugar-free alternatives alongside alcoholic and sugar containing products and develop our product portfolio towards healthier options. Products are always labelled with at minimum legal consumer information, such as allergens, to guarantee consumer health and safety. With the help of package markings, each product can also be traced from the raw material all the way to the store.

Product advertising and communication

We want to promote the moderate and responsible use of our products, both alcohol and sugar products as well as fortified products, and communicate this to consumers through the product and related product communications. We do not take political, religious, social, ethnic, sexist, racist, or otherwise discriminatory position with our products. Also, the products should not offend anyone. Comprehensive consumer information means information on the product's packaging and website, providing consumers with information about the contents of the product and helping them make purchasing decisions. Due to the limited size of the packages, more information about each product is found on the company's website. With information on package and other communication, we encourage customers to recycle our packaging materials. We offer consumers various channels to give feedback on our products. This feedback is taken into account when developing operations. In addition, consumers have the possibility to express any concerns related to ethical non-compliance via our Whistleblowing channel.

