

CONSUMERS PILLAR

FROM BEGINNING TO END

2022



VIÑA CONCHA Y TORO
— FAMILY OF WINERIES —

The following report presents the progress of the 2022 Program.

"From Beginning to End", which seeks to generate a positive impact on Viña Concha y Toro's consumers. This program is implemented jointly with the holding's marketing and communications teams.

DRAFTED BY:

Sustainability Division

Viña Concha y Toro

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A high-angle, close-up photograph of a group of people at a wine tasting event. The focus is on their hands holding various wine glasses filled with red and white wine. The people are smiling and appear to be in a social, relaxed setting. The lighting is warm and intimate, highlighting the textures of the wine and the people's clothing.

INTRODUCTION

01

SUSTAINABLE PATH

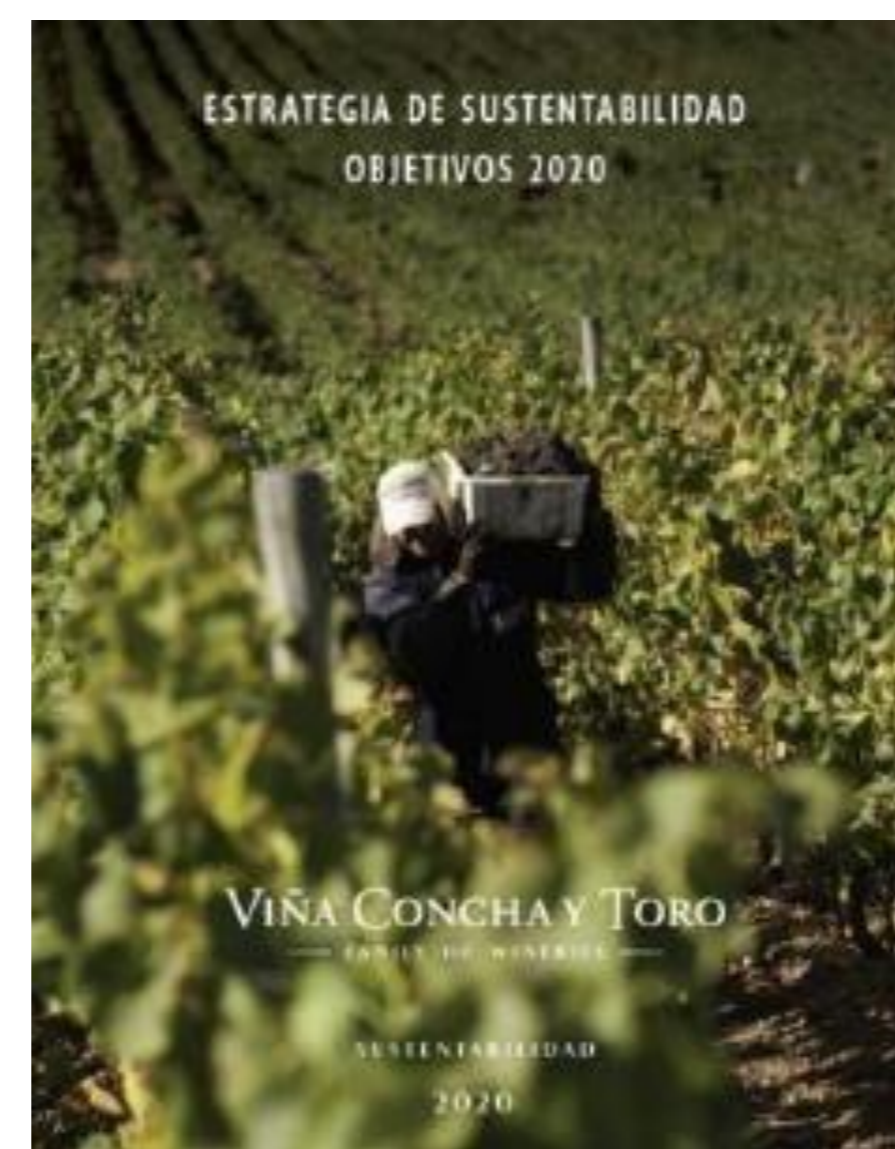
3 STAGES



[2012-2015]

FIRST CYCLE THE BEGINNING

During 2011, we began to develop the Sustainability Strategy, which was launched in 2012. 93% of the goals defined for 2015 were achieved.



[2016- 2020]

SECOND CYCLE CONTRIBUTION TO GLOBAL SUSTAINABILITY

In 2015, a new stage began with more ambitious goals for 2020 and incorporating the alignment with the United Nations **Sustainable Development Goals**. 95% of the goals set for 2015 were achieved.



[2021- 2025]

THIRD CYCLE UNCORK A BETTER FUTURE

With a view to 2025, we are incorporating the focus on generating positive impacts that certification as a **B Company** provides us with, and the strategy generates the "Uncork a Better Future".

For more than 10 years, Viña Concha y Toro has considered a strategic approach to sustainability management, guided by a vision of mobilization and impact.

Initially, **giving back in each bottle, what the land has given us**, thanking for the generosity of the fruits of the earth and our people, for allowing us to prosper. With each step we took, we looked for ways to give back.

Today, we want to go further and incorporate to this premise our commitment to **generate net positive impacts**. To leave a legacy in our journey and thus be able to contribute to an inclusive, equitable and regenerative future.

We want to contribute to building a better future for people and the planet. Therefore, we would like to invite you to join us in our Corporate Sustainability Strategy 2025 "**Uncork a Better Future**".

Because the future is forged today, with our daily efforts, with small steps towards greatness, with small efforts that will lead us to be a better company for the world.

FUNDAMENTAL STATEMENTS

The company seeks to consolidate its position as an international benchmark in sustainability, beyond the limits of our industry.

To this end, we must make progress on both environmental and social issues, generating virtuous alliances with our stakeholders, and

We stand out for our practices to combat climate change and contribute to the regeneration of our planet.

We hope to leave a legacy of net positive impact in every area of our relationship with our environment and to meet this challenge, the following elements of sustainable management have been defined.



CORPORATE SUSTAINABILITY MISSION

Generate net positive impact for our stakeholders and be a global reference in the regeneration of our planet.



CORPORATE SUSTAINABILITY VISION

To be leaders in the construction of a better future for people and the planet.



Uncork a Better Future is the name of our Corporate Sustainability Strategy 2025.



STRATEGIC MODEL SUMMARY

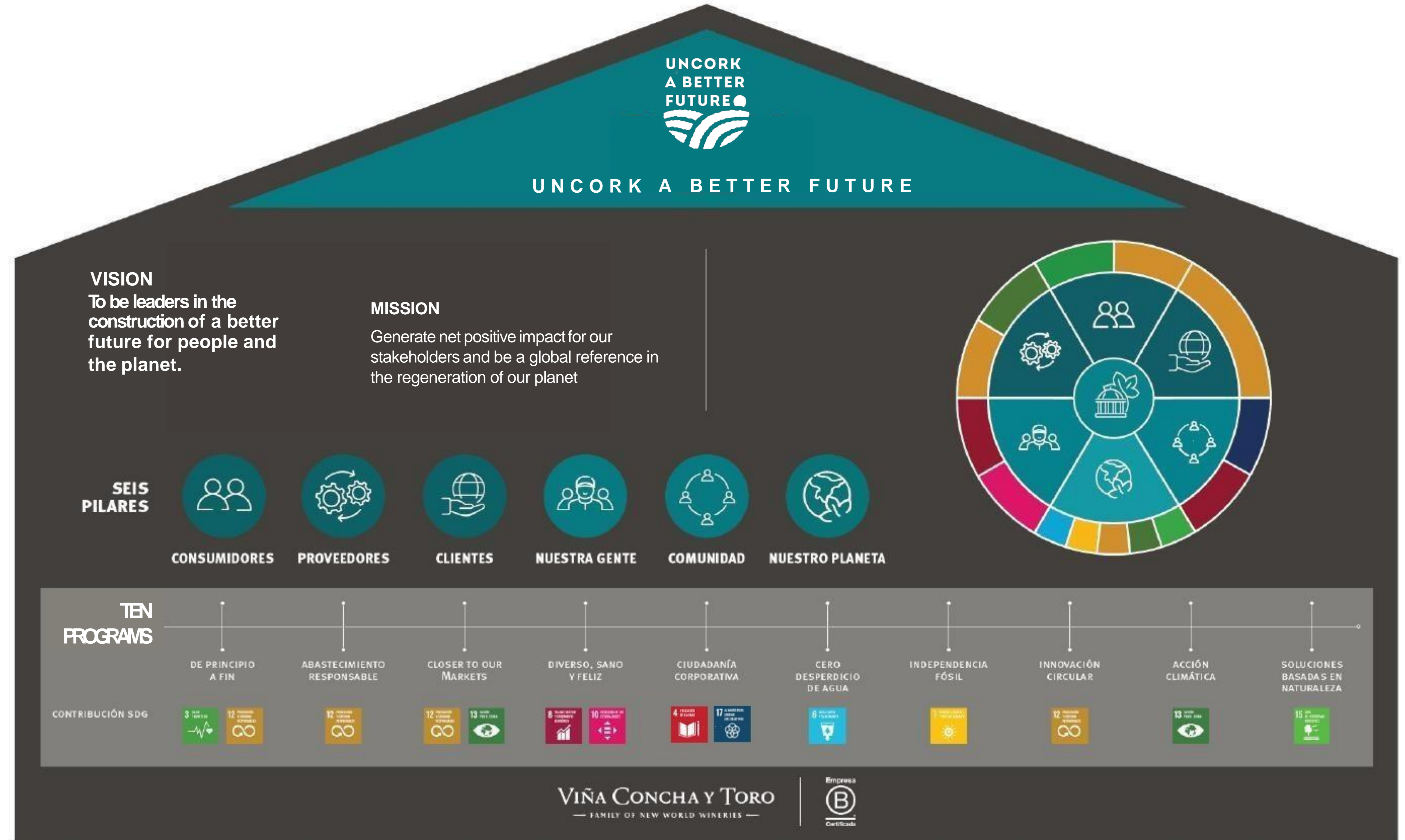
The way to put the sustainability vision and mission into practice is to focus on generating positive impacts on the main stakeholder groups, which is why the strategy is based on the company's main sustainability stakeholders.

6 pillars

They represent the company's main stakeholders, whom we seek to positively impact through objectives defined for 2025.

10 programs

Programs in which efforts are focused to generate a positive impact, with goals established for the long term.



CONSUMERS PILLAR



02

PROGRAM FROM BEGINNING TO END



At Viña Concha y Toro, we support a sustainable and healthy lifestyle from beginning to end.

We seek to deliver a portfolio of wines and brands that accompany our consumers in their increasingly environmentally and socially conscious lifestyles.

The efforts of the company and its subsidiaries must be made visible to our consumers and, to this end, our main brands must become ambassadors.

We aspire for each of our brands to carry a message of sustainability to our consumers.

We encourage moderate and responsible wine consumption. We want our products to be recognized as responsible with society and the planet.

From Beginning to End, seeks to promote:

1. Responsible Consumption
2. Sustainability Attributes
3. Responsible Marketing

CORPORATE OBJECTIVE

To make our efforts and achievements in sustainability visible to our consumers, using our strategic brands as a channel. In addition, we want to deliver a message of responsible consumption of our products using responsible marketing as a tool.



TARGET 2025

100% of the company's strategic matrix brands, communicating sustainability attributes and promoting responsible consumption.

Base Year 2020:
25 brands in the strategic matrix
85% of the holding company's sales

Target 2025:
25
strategic brands
communicating
sustainability to
consumers



EXPECTED IMPACTS



01

RESPONSIBLE CONSUMPTION

To promote good consumer practices and reach more than 500 million global consumers with our responsible consumption message.

02

SUSTAINABILITY ATTRIBUTES

Promote sustainability among our consumers, making the sustainable attributes of our products visible in **100% of our brands in the strategic matrix.**

03

RESPONSIBLE MARKETING

Generate internal capabilities in **100% of our Marketing teams** to proactively prevent and avoid the occurrence of *greenwashing* practices.



FROM BEGINNING TO END

The From Beginning to End Program is composed of 3 central work axes.

Responsible Consumption, was born from the need to strengthen the prevention of the improper use of our products, promoting education for their consumption.

Sustainability Attributes is the way we want to inform our consumers about the company's sustainability efforts that accompany their lifestyle

Responsible Marketing is generated to ensure that the message delivered on each bottle is accurate and respects good practices in the dissemination of sustainability attributes.



HEALTH AND WELLNESS GOAL 3.5

Strengthen the prevention and treatment of substance abuse, including drug abuse and harmful use of alcohol.



RESPONSIBLE PRODUCTION AND CONSUMPTION GOAL 12.8

By 2030, ensure that people everywhere have information and knowledge relevant to sustainable development and lifestyles in harmony with nature.

IMPACT 2025
500 mill.
 people receiving responsible consumption message

IMPACT 2025
346.5 million.
 bottles displaying sustainability attributes

IMPACT 2025
100%
 of strategic brands displaying attributes of sustainability

ROAD MAP 2021-2022



20
21

- 01. Launching of Responsible Consumption Campaign.
- 02. Sustainability Attributes to highlight, B Corp. Implementation Plans developed

20
23

- 1. Responsible Consumption Campaign implemented at the consumer level.
- 2. To give visibility to the Uncork a Better Future campaign.
- 3. Elaboration of Responsible Marketing Policy and Greenwashing training for marketing teams.

20
25

- 01. Responsible Consumption Campaign consolidated in 4 levels.
- 02. Sustainability attributes deployed for all of the company's strategic brands.
- 03 Greenwashing training for marketing teams.

20
22

- 01. Responsible Consumption Campaign implemented at corporate and brand level.
- 02. Attributes implemented in at least 22 brands at product and social media level to reach end consumers.
- 03 Greenwashing training for marketing teams.

20
24

- 01. Responsible Consumption Campaign implemented at the late marketing level.
- 02. Attributes implemented in strategic brands at the product and social and trade network level.
- 03 Greenwashing training for marketing teams.



Goal 2025

100% of the company's strategic matrix brands, communicating sustainability attributes and promoting responsible consumption.

ANNUAL GOALS

	ACTIONS	GOAL	KPI	Expected progress	Actual Progress	% Annual Progress
2021	Launching of the Responsible Consumption Campaign "Beginning to End".	Launching Carried out	% Advance	100%	100%	100%
	Definition of the Brand/Attribute Matrix for 15 strategic brands and development of the Implementation Plan at 3 levels: Product Communication Trade. Attribute 2021: B Corporations.	15 brands with plans developed	# brands with developed plans	15	15	
2022	Implementation of Responsible Consumption Campaign at corporate and brand level.	100% implementation (Corporate and Brands)	# brands with implemented campaign / #strategic brands	100%	66%	89%
	Implementation of attributes through the Brand Plan, considering 3 levels	22 brands with implemented plans	# brands with implemented plans	22	22	
	Data communication - <i>One Pager</i> for all makes and models <i>greenwashing</i> training for marketing teams.	13 One Pager for strategic branding and team training	13 One Pager for strategic branding and team training	13	13	
2023	Implementation at consumer level. Give visibility to the <i>Uncork a Better Future</i> campaign	100% implementation (Trade)	# brands with campaign implemented in trade / #strategic brands selected	100%		
	Elaboration of Corporate Responsible Marketing Policy and <i>greenwashing</i> training for marketing teams.	28 brands with developed plans	# brands with developed plans	28		
2024	<i>Trade marketing</i> implementation.	100% implementation (Consumer)	# brands with campaign implemented in trade / # strategic brands	100%		
	Attributes implemented in strategic brands at product level and social and <i>trade</i> networks. <i>Greenwashing</i> training for marketing teams.	28 brands with implemented plans	# brands with plans implemented	28		
2025	Consolidated campaign operating at 4 levels: corporate, brand, <i>trade</i> and consumer.	100% implementation (Corp, Brand, Trade and Consumer)	# brands with campaign implemented at 4 levels / # strategic brands	100%		
	Sustainability attributes deployed for all of the company's strategic brands. <i>Greenwashing</i> training for marketing teams.	28 brands with plans implemented	# brands with plans implemented	28		

FROM BEGINNING TO END

3 KEY
ELEMENTS

03



GENERAL METHODOLOGY 2022

The "Beginning to End" program includes 3 key elements:



The promotion and awareness of **responsible** and moderate wine **consumption** is part of the company's responsibilities towards its consumers. Therefore, we seek to materialize this commitment not only through corporate messages, but also through brands and their different types of communication with customers. During 2021, the year in which the campaign was launched, the company's subsidiaries began to promote the responsible consumption of our products. During 2022, some of the strategic brands in the portfolio began to be added. We seek to advance 100% of the brands and for each of them to also transmit this message of responsibility through our bottles.

In the case of **sustainability attributes**, the focus of work is also centered on strategic brands

of the winery. This matrix of brands is renewed every year to maintain its validity and therefore progress is made in harmony with the respective marketing teams. During 2022, the company selected 22 strategic brands with which progress was made in incorporating certification as Company B on the labels. In addition, communication in digital media was reinforced with information provided to the respective teams by the sustainability team.

In addition, reinforcing the concepts of **responsible marketing** and in order to ensure that information is delivered correctly to consumers, during 2022 a training program was implemented for marketing areas containing recommendations on practices to avoid *greenwashing*.

Responsible Consumption

Incorporation of the 2-level message

CORPORATE

- Viña Concha y Toro (HOLDING)
- Subsidiary - Concha y Toro (CHI)
- Subsidiary - Cono Sur Vineyard (CHI)
- Subsidiary - Trivento Wineries and Vineyards
- Subsidiary - Bonterra Organic States (USA)
- Subsidiary - Viña Don Melchor (CHI)

BRANDS

- Don Melchor
- Marques de Casa Concha
- Gran Reserva
- Cono Sur Bicycle
- Cono Sur Organic
- Trivento Golden
- Trivento Reserve

Sustainable Attributes

Brand Selection

The 22 brands of the company's strategic matrix were selected, which cover 83% of the holding company's sales.

83%

Sales Volume in C9L

22

Strategic Brands for Viña Concha y Toro 2022

Responsible Marketing

Responsible Marketing Training

During 2022, 5 training sessions were held for the various marketing teams at Concha y Toro.

100%

Of marketing teams trained to avoid *greenwashing* practices

STRATEGIC BRAND MATRIX 2022



ELEMENT N°1

RESPONSIBLE CONSUMPTION

Responsible consumption is consumption by healthy adults that does not exceed the risk limits and does not affect their well-being or that of third parties.

Viña Concha y Toro promotes moderate wine consumption and this is reflected in its ongoing campaign to promote these practices.

PRINCIPLES OF RESPONSIBLE CONSUMPTION

Our corporate principles of Responsible Consumption express our conviction and intention with which we inspire people to establish better ways of engaging with wine consumption. Viña Concha y Toro:

1. Adheres to, promotes and prioritizes a moderate consumption of wine and alcoholic beverages according to the international standards proposed by the World Health Organization (WHO).
 - a. Develops internal and external communication programs and materials in favor of responsible consumption.
 - b. Promotes and disseminates moderate consumption of all its products through truthful, certified information delivered in a direct and timely manner.
 - c. It informs about the benefits of moderate wine consumption as part of a healthy lifestyle.
2. Objects to and reproves the consumption of wine and alcoholic beverages in risk groups: minors, pregnant women, people who drive vehicles and people with health problems related to alcohol consumption.
3. Integrates and communicates the responsible consumption and sale of wines and alcoholic beverages as part of its corporate and marketing codes.
 - a. Updates and adapts the corporate and marketing codes.
 - b. Develops and implements processes for self-regulation and dissemination of its products.
 - c. Markets and advertises its brands in a responsible manner. Facilitates consumers' timely access to information on responsible consumption.
4. Establishes alliances with public and private organizations to promote responsible consumption.

+1.8 mill

visits to websites with a Responsible Consumption message incorporated

100%

Subsidiaries and affiliates displaying responsible consumption message

+120.000

people reached with Responsible Consumption message through social networks

31.000

people reached with Responsible Consumption message through branded websites

32%

Strategic matrix brands displaying responsible consumption message (7 of 22 brands)



ELEMENT N°2 SUSTAINABLE ATTRIBUTES

Viña Concha y Toro has developed a broad portfolio of recognized brands with which it participates in all market segments. Through them, it invites its consumers globally to live memorable experiences.

Investment in brand building and product innovation has characterized the company, work that has always been backed by the excellence of its wines, associated with compliance with strict quality and safety standards behind each product.

Viña Concha y Toro seeks to make available to its consumers wine brands that accompany their sustainable and healthy lifestyle. The company is aware of the importance of responding to the needs and values of consumers who seek products with a sustainable seal.

During 2022, the company continued its progress in implementing sustainability attributes for its wines, highlighting its current certifications related to environmental, social and healthy lifestyle attributes.



100%

Of the holding's strategic brands are displaying sustainability attributes (2022)

+ 40%

regarding the year 2021

303
millions of bottles
delivering sustainability
message

equivalent to:

25
million
CgL

13
CyT
brands

1
Viña Don Melchor
brand

3
BOE
brands

2
Trivento
brands

2
Cono Sur
brands

Viña Concha y Toro is a holding of vineyards, whose characteristics complement each other to generate a portfolio of wines and brands that satisfy different consumers with varied tastes.

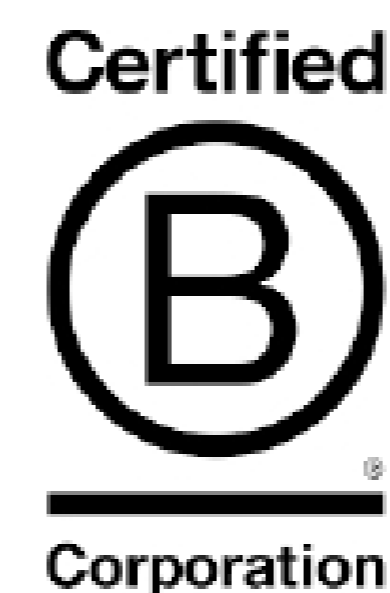
Even so, there are elements that each of the holding's wineries seeks to highlight, as there is a corporate commitment to advance in these matters. One of these elements is sustainability.

An independent third party certification, allows to communicate the commitment

the company's commitment to different issues. For this reason, the company is certified as a B company, as the only corporate and transversal certification of the company, present in all production origins.

In addition, it has certifications in the different subsidiaries, which are shown below.

VIÑA CONCHA Y TORO CORPORATIVE | HOLDING



ESG Certification.
Scope: Global.
Current use: Corporate indication of use in all brands.
Permitted use: All brands of the holding.

CONCHA Y TORO



Renewable energy certification
Scope: Global
Current use: Sunrise, Gran Reserva.
Permitted use: All brands.



Packaging recyclability certification
Scope: National (Chile)
Current use: No current use (Clos de Pirque + Export 2023).
Permitted use: All brands of the holding



Certification of sustainable management (vineyards, wineries, cross-cutting areas)
Scope: Global
Current use: Various S&T brands.
Permitted use: All trademarks C&T, Vineyard
Don Melchor and Viña Maipo



Forest Management Certification
Native
Scope: Global
Current use: Palo Alto (website).
Permitted use: All brands of the holding. Only on websites and digital platforms. Not suitable for product use.



Vegan Certification.
Scope: Global
Current Use: Gran Reserva, Marques de Casa Concha
Permitted use: All products certified for the period 2023.

VIÑA CONO SUR



Corporate Social Responsibility Certification
Scope: Global
Current use: Cono Sur certified vineyard.
Permitted use: Not suitable for use in product.



Organic Certification
Scope: Global
Current use: Organic bicycle, Gran Reserva Organic.
Permitted use: Cono Sur organic products.



Vegan Certification
Scope: Global
Current use: Cono Sur specific products
Permitted use: Cono Sur specific products



Sustainable management certification
(vineyards, wineries, cross-cutting areas,
tourism)
Scope: Global
Current use: Various Cono Sur brands.
Permitted use: All Cono Sur Vineyard brands.



Carbon Neutral Certification (delivery)
Scope: Global.
Current use: Cono Sur trademarks.
Permitted use: All Cono Sur brands

BODEGA TRIVENTO



Vegan Society Vegan Certification
Scope: Global
Current use: Trivento Golden, Trivento Reserve.
Permitted use: Certified products of Bodega Trivento.



Sustainable production certification
Scope: Global
Current use: Some Trivento brands.
Permitted use: All Trivento brands.

BONTERRA ORGANIC ESTATES



**Regenerative
Organic
Certified™**

Organic Agriculture Certification and
Regenerative
Scope: Global
Current use: Bonterra
Permitted use: BOE organic products

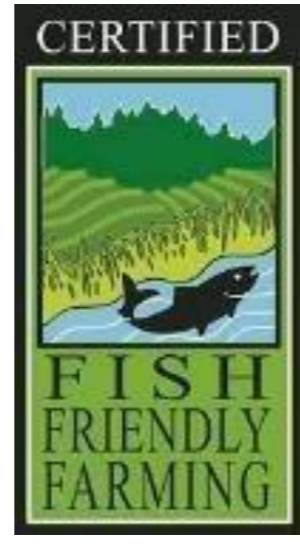


**CLIMATE
NEUTRAL
CERTIFIED**

GHG Emissions Management Certification
Scope: Global
Current use: Bonterra
Permitted use: BOE trademarks and/or products.



CCOF (California Certified Organic
Farmers) Organic Certification
Scope: Global
Current use: Bonterra
Permitted use: BOE organic products.



Fish habitat and water quality improvement
certification.
(California Certified Organic Farmers)
Scope: Global
Current use: BOE (not allowed in product).
Permitted use: BOE (not allowed in product).



Zero Waste Certification
Scope: Global
Current use: BOE (not allowed in product).
Permitted use: BOE (not allowed in product).

OTHER SUSTAINABILITY CERTIFICATIONS

				
ISO 14001:2015 Environmental Management Systems				
ISO 50001:2018 Environmental Energy Management Systems				
ISO 45001:2018 Health and Safety Management Systems Workplace Safety				

ELEMENT N° 3 RESPONSIBLE MARKETING

ONE PAGER | SUSTAINABILITY

During the year 2022, all Concha y Toro's strategic brands received an informative document with the attributes, indicators and individualized sustainability messages.

The "One Pager" document has detailed information on the following topics:

- Corporate Sustainability
- Climate Action
- Water Management
- Nature and Biodiversity
- Energy Management
- Circular Economy
- Carbon Footprint

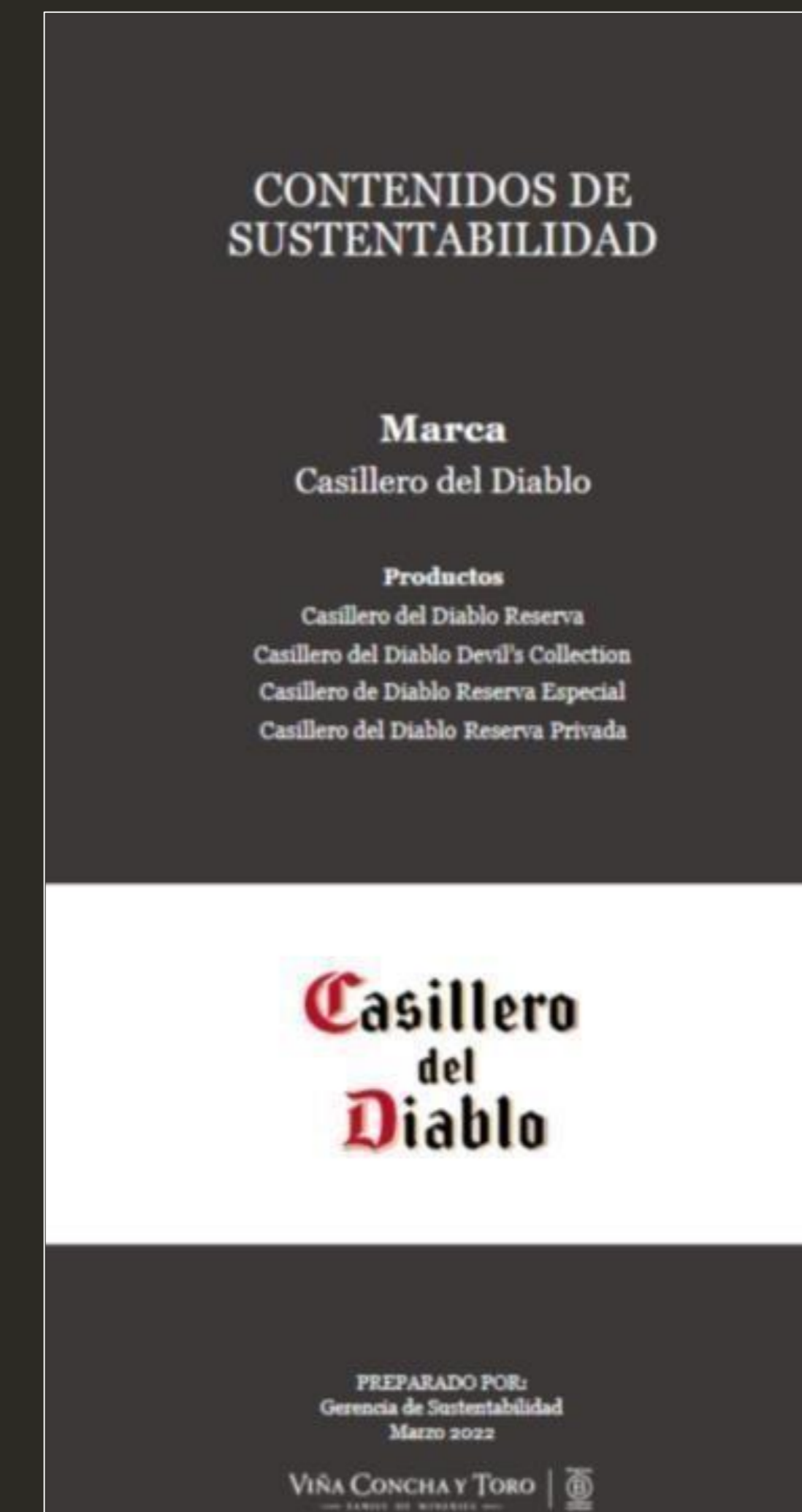
This document will be updated to 2022 and will be delivered annually to all CyT strategic brands.

"HOW TO AVOID GREENWASHING" TRAINING

With the aim of reinforcing within the company's marketing teams and commercial areas the correct way to communicate the sustainability attributes of products to the consumer and avoid falling into bad communication practices or "greenwashing", in 2018 the Sustainability Communication "Toolkit" was developed.

This document is an internal support guide so that the communication of Viña Concha y Toro's sustainability attributes is aligned with best practices, both national and international, and thus support the decision-making process of our consumers, avoiding reputational risks.

During 2022, training on "How to Avoid Greenwashing" was conducted for all Marketing teams (Chile). This training will continue to be conducted on an annual basis.

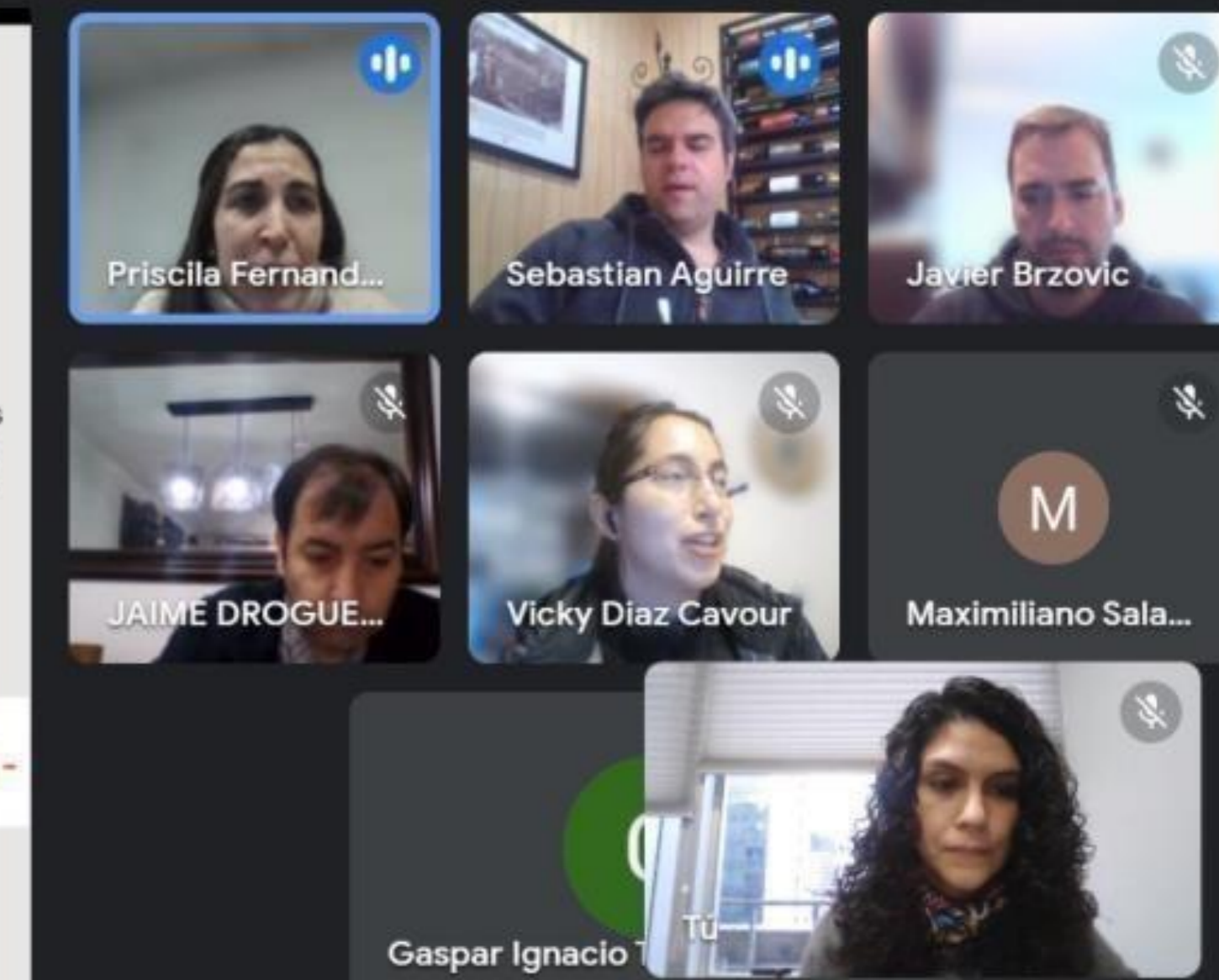


15

Documents prepared for Concha y Toro's 13 strategic brands and 2 additional brands in 2022

100%

Concha y Toro Marketing teams trained in practices to avoid Greenwashing in 2022



2022

RESULTS

04



2022 RESULTS



Program From
Beginning to End
2022

During 2022, communication at the Responsible Consumption level was also carried to the company's brands, which have gradually incorporated the message on their websites and social media communications, reaching 7 out of a total of 22 strategic brands (32%). At the corporate level, 100% of the subsidiaries used this message, so the progress of this element reached 66% for the period.

Likewise, in 2022, 100% of the strategic brands (22) in the company's portfolio disseminated sustainability attributes through different mechanisms. Some brands continued to make progress in incorporating the B-company logo on the label.

Sustainability material was developed and made available to the brands, with individual messages and indicators, through a sustainability **One Pager**.

Finally, 100% of the marketing teams in Chile were trained on how to avoid *greenwashing*, and this training will continue on an annual basis.

89%



Wine Compass by Trivento
Innovative and sustainable communication tool to reach your consumers around the world.

CONCLUSIONS

In the area of Responsible Consumption, the role of internal and external communication is key to continue advancing and positively impacting our consumers, employees and stakeholders in general. The biggest challenge today is the holding's brands, which will also be gradually incorporated as spokespersons for this message of responsibility of Viña Concha y Toro and subsidiaries. During 2023 and 2024, visibility will begin to be given to this issue at the consumer and trade marketing level in the main markets.

In terms of the deployment of sustainability attributes of the holding company's brands, during 2022 we deepened the communication of the certification as a B Company, which reaches 100% of the strategic brands.

From 2023, the "Uncork a Future" concept will begin to gain visibility at the consumer level. Better" with the purpose of inviting consumers to know more about

depth of the company's sustainability initiatives. This is expected to be achieved through the implementation of the sustainability mini-site, which is planned to be launched during the second half of 2023.

During 2022, the delivery of individualized documents with sustainability information for brands was successfully completed, an initiative that will be carried out annually during the five-year period. It is expected that this will increase communication on sustainability at the consumer level.

In addition, 100% of the marketing teams in Chile were trained. During 2023, this initiative will be expanded to the 3 origins and will be part of the Responsible Marketing Policy expected to be launched during the year, as part of the winery's ongoing improvement processes.



2023 GOALS

F R O M BEGINNING TO END PROGRAM

1. Responsible Consumption Campaign implemented at consumer level, increasing visibility through brands.
2. Start giving visibility to Uncork a Better Future.
 - Selection of top brands
 - Development of Brand Diffusion Plans
 - Deepen with attributes (CHILE).
3. Elaboration of Responsible Marketing Policy
 - Greenwashing training for marketing teams.
 - Development of Sustainability One Pager for brands





UNCORK
A BETTER
FUTURE

VIÑA CONCHA Y TORO

— FAMILY OF NEW WORLD WINERIES —



CONSUMER PROGRAM | FROM BEGINNING TO END