

PROGRAM REPORT

FROM BEGINNING TO END 2023



VIÑA CONCHA Y TORO

— FAMILY OF NEW WORLD WINERIES —



The following report presents the 2023 progress of the "From Beginning to End" program, which seeks to generate a positive impact on Viña Concha y Toro's consumers. This program is implemented jointly with the holding company's marketing and communications teams.

PREPARED BY:
Sustainability Division
Viña Concha y Toro

2024

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01

Introduction

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- 1.1 Uncork a Better Future
- 1.2 Fundamental Elements
- 1.3 Vision, Mission and Objective
- 1.4 Summary of the Strategic Model

INTRODUCTION

1.1 Uncork a Better Future[®]

Uncork a Better Future[®] is the name of Viña Concha y Toro's Corporate Sustainability Strategy 2025.

INSPIRATION

There is an immense world contained in each of our wines. There is passion, there is effort, there is dedication and care.

We are more than quality wines, we are here to transform every glass of wine and every encounter into a memorable experience.

We want to play a leading role in building a better future for people and the planet. That is why we work every day, knowing that the time for change is now, remembering at every step the healthiest ambition of all: to improve in everything we do to give back to the Earth more of what it has given us.

That is positive impact.



VIÑA CONCHA Y TORO
— FAMILY OF NEW WORLD WINERIES —

INTRODUCTION

1.2 Fundamental Elements

CORPORATE
PURPOSE

We exist to transform every glass of wine and every encounter into a **memorable experience**.



SUSTAINABILITY

From a sustainability perspective, a memorable experience is achieved when we can leave a **legacy of positive impact** for our stakeholders.



MEMORABLE EXPERIENCES FOR OUR CONSUMERS

Viña Concha y Toro's business strategy place the consumer at the center of its business strategy, so it is an important milestone for the year 2022 to have unveiled the company's purpose: "We exist to transform every glass of wine and every encounter around the world into a memorable experience".

This phrase summarizes what moves and gives meaning to all the members of Viña Concha y Toro, highlighting how the daily work is reflected in a greater objective.

A memorable experience can only be achieved with quality wines from their origin, with a suitable *terroir*, with excellent agricultural, winemaking and packaging work, but also with the construction of attractive, strong and global brands that are in tune with consumers, with an ambitious sustainability strategy, with innovation, with excellent support areas and, finally, with an efficient distribution capacity to reach in a timely manner to any corner of the world where you want to celebrate an encounter with the company's products.

During the year 2022, the company had an external consultancy and an internal multidisciplinary working group to discover and formulate the current corporate purpose.

INTRODUCTION

1.3 Vision, Mission and Objective

The company seeks to consolidate its position as an international benchmark in sustainability beyond the limits of its industry, standing out for its environmental and social practices that are consistent with its purpose.

Thus, the contribution of sustainability to the achievement of the company's purpose is generated when the company is able to leave a memorable experience to its stakeholders in the form of a concrete positive impact on them. This is why all the steps that the company undertakes annually are part of a

long-term planning, which is oriented to this objective and considers both internal activities and activities linked to stakeholders to achieve them.

The company has defined the following elements as the cornerstones of its sustainability management system. Under these elements are built the tactical and operational steps that shape the annual planning.



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



Sustainability's Contribution to Purpose

To achieve a memorable experience, **leaving a legacy of positive impact** on our stakeholders.

Vision

To be leaders in building a **better, resilient and regenerative future** for people and the planet.

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

Contribute to **improving the natural and social conditions** of our environment and stakeholders.

INTRODUCTION

1.4 Summary of the Strategic Model



VIÑA CONCHA Y TORO
— FAMILY OF NEW WORLD WINERIES —

LEAVING A LEGACY OF POSITIVE IMPACT ON OUR STAKEHOLDERS



Sustainability Governance

VISION

To be leaders in building a **better, resilient and regenerative** future for people and the planet.

MISSION

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

OBJECTIVE

Contribute to **improving the natural and social conditions** of our environment and stakeholders.



Consumers



Suppliers



Customers



Our People



Community



Our Planet

	Consumers	Suppliers	Customers	Our People	Community	Our Planet
IMPACT	To bring a message of sustainability and responsible consumption to our consumers.	Helping our suppliers to improve their ethical and environmental performance, with a special focus on climate change.	Generate a mutual exchange of best practices in sustainability with our main customers.	Improve the well-being and commitment of all the company's employees. To grow in diversity, equality and inclusion.	Contribute to the development of our communities through education, entrepreneurship and community empowerment.	To help regenerate our planet, making efficient use of resources and improving the conditions of our natural and productive ecosystems.
10 PROGRAMS AND GOALS	<p>PROGRAM From Beginning to End</p> <p>META 100% of strategic brands (28 brands 85% of annual sales)</p>	<p>PROGRAM Responsible Sourcing</p> <p>META 100% of the key suppliers committed to SBTi (30 packaging suppliers)</p>	<p>PROGRAM Closer to Our Markets</p> <p>META 100% of the main customers (30 customers 35% of annual sales)</p>	<p>PROGRAM Healthy, Diverse and Happy</p> <p>META 100% of workers with program benefits (3.4 thousand people)</p>	<p>PROGRAM Corporate Citizenship</p> <p>META 100% of communities with associated initiatives (32 communities)</p>	<p>PROGRAMS Zero Water Waste Fossil Independence Circular Innovation Climate Action Nature-Based Solutions</p> <p>GOALS 10% water reduction; 50% reduction of internal fossil energy; 10 upcyclings; 35% CO2 reduction; regenerative practices on all our sites.</p>
10 SDGS						



02

Consumers Pillar

CONTENTS

2.1 From Beginning to End Program

CONSUMER PILLAR

From Beginning to End



The company seeks to make its brands ambassadors to deliver a message of sustainability and responsible consumption using responsible marketing as a tool.

Viña Concha y Toro promotes a sustainable and healthy lifestyle that encompasses all stages of production and consumption. The company strives to offer a portfolio of wines and brands that accompany consumers on their journey towards a more environmentally and socially conscious lifestyle.

A key aspect of Viña Concha y Toro's philosophy is to promote responsible consumption of its products. The company and its subsidiaries work hard to make their sustainability efforts visible and recognized by consumers.

To achieve this, it is essential that its main brands become true ambassadors of sustainability, applying international best practices and responsible marketing principles in their deployment.

The company is not only concerned about the quality of its products, but also about the impact they have on society and the planet. In this sense, Viña Concha y Toro's products are recognized as responsible and conscious options, aligned with the needs and expectations of modern consumers.

The "From Start to Finish" initiative reflects the company's commitment to these values. This initiative focuses on promoting three fundamental pillars:

- i. Responsible Consumption.
- ii. Sustainability Attributes.
- iii. Responsible Marketing.



GOAL 2025

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

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

INDICATOR

25 strategic brands communicating sustainability to consumers

FROM BEGINNING TO END PROGRAM

Program Components

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

01

RESPONSIBLE CONSUMPTION

The Responsible Consumption line of work arose from the need to strengthen the prevention of inappropriate consumption of the company's products and to educate consumers, promoting education for moderate consumption.

02

SUSTAINABLE ATTRIBUTES

Through the deployment of sustainability attributes in products, the company seeks to provide people around the world with information and knowledge relevant to sustainable development.

03

RESPONSIBLE MARKETING

This line of work was created to ensure that the message delivered on each bottle is reliable and respects good practices in the dissemination of sustainability attributes.



ODS 3
HEALTH AND WELLBEING

To promote good consumption practices and reach more than **500 million** global **consumers** with the message of responsible consumption, both in direct messages and through the company's products.



SDG 12
RESPONSIBLE PRODUCTION AND CONSUMPTION

Promote sustainability among consumers, displaying sustainability attributes of products through **346.5 million** **bottles of our strategic brands**, which reach at least the equivalent number of consumers.



SDG 12
RESPONSIBLE PRODUCTION AND CONSUMPTION

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



Contribution to the Sustainable Development Goals



HEALTH AND WELLBEING GOAL 3.5

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

CONTRIBUTION FROM VIÑA CONCHA Y TORO Indicator 3.5

- (i) Overall number of people reached with the message of responsible wine consumption.



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.

CONTRIBUTION FROM VIÑA CONCHA Y TORO Indicator 12.8

- (i) Overall number of people the company reaches by promoting sustainability in their purchasing decisions.
- (ii) Number of people linked to the marketing area that the company manages to train to avoid delivering erroneous sustainability messages.

FROM BEGINNING TO END PROGRAM Roadmap

GOAL 2025

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

Base Year 2020: 25 brands | 85% of sales



2021

The Corporate Strategic Brand Matrix consisted of 25 brands in 2021.

- 01. Launching of Responsible Consumption Campaign.
- 02. Sustainability attributes to be highlighted at the holding company level is **B Corp**. Development of implementation plans by brand.



2022

The Corporate Strategic Brand Matrix consisted of 22 brands in 2022.

- 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 Start of training "How to Avoid Greenwashing" to marketing teams, Concha y Toro level. In addition, 13 brand attribute documents were generated as Sustainable One Pager, Concha y Toro level.



CERTIFIED SUSTAINABLE WINE OF CALIFORNIA
BONTERRA ORGANIC ESTATES

2023

The Corporate Strategic Brand Matrix consisted of 28 brands in 2023.

- 01. Responsible Consumption Campaign implemented at the consumer level at the brand level in social networks.
- 02. Make the "Uncork a Better Future®" concept visible to consumers. The brand was registered in Chile, the USA and the UK.
- 03. Training "How to Avoid Greenwashing" to marketing and production teams of Sustainable One Pager, Concha y Toro level brands.
- 04. Elaboration of Corporate Policy on Responsible Marketing and training on "How to Avoid Greenwashing" for marketing teams in Chile.



CHILEAN WINE SUSTAINABILITY CODE SHELL AND BULL



CHILEAN WINE SUSTAINABILITY CODE SOUTHERN CONE

2024

Training to avoid *greenwashing* for marketing, commercial and communications teams.

- 01. Responsible Consumption Campaign implemented at trade marketing level.
- 02. Attributes implemented in strategic brands at the product level and social and trade networks.
- 03 Training "How to Avoid Greenwashing" for marketing teams, commercial areas and communications areas, Chile.

2025

Uncork a Better Future®, communicated to end consumers on a global scale.

- 01. Responsible Consumption Campaign consolidated on 4 levels by the brands Subsidiary Companies | Product | Consumer Communication | Trade.
- 02. Sustainability attributes deployed for all of the company's strategic brands.
- 03 *Greenwashing* training for marketing, commercial and communications teams in Chile, the United States and Argentina.



CHILEAN WINE SUSTAINABILITY CODE VIÑA MAIPO

FROM BEGINNING TO END PROGRAM

Annual Goals

	ACTIONS	META	KPI	EXPECTED PROGRESS	REAL PROGRESS	% YEARLY PROGRESS
2021	• Launching of the Responsible Consumption campaign "From Start to Finish".	Launch Made	% Progress	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.	15 brands with plans developed	# brands with plans developed	15	15	
	• Attribute 2021 to highlight: B-Company Certification.					
2022	• Implementation of Responsible Consumption campaign (corporate and brands).	100% implementation (Corporate and Brands)	# brands with implemented campaign / #strategic brands	100%	66%	89%
	• Implementation of attributes through a branding plan (3 levels).	22 brands with plans implemented	# brands with plans Implemented	22	22	
	• Data communication - sustainable One Pager for all brands and greenwashing training to Marketing teams.	13 <i>One Pager</i> and team training	# One Pager and team training	13	13	
2023	• Implementation of Responsible Consumption at consumer level.	100% implementación	# brands with implemented campaign in consumer / #selected strategic brands	100%	89%	98%
	• To give visibility to the Uncork a Better Future campaign.	Campaign generated	% progress	100%	100%	
	• Greenwashing training for Marketing teams and One Pager Sustainable (13) developed for strategic brands.	100% teams trained	% people trained	100%	100%	
	• Elaboration of Corporate Responsible Marketing Policy.	28 brands with attributes	# marks displaying attributes	28	28	
2024	• Responsible Consumption Campaign implemented at trade marketing level.	100% implementación	# brands with implemented campaign in trade / #strategic brands	100%		
	• Attributes implemented in strategic brands at the product and social and trade network level.	28 brands with plans implemented	# brands with plans Implemented	28		
	• Training "How to Avoid Greenwashing" for marketing teams, commercial areas and communications areas, Chile.	5 teams trained	# teams trained	5		
2025	• Responsible Consumption Campaign consolidated on 4 levels by the brands (Corporate Product Communication Trade).	100% implementation (4 levels)	# brands with implemented campaign in 4 levels / #strategic brands	100%		
	• Sustainability attributes deployed for all of the company's strategic brands.	28 brands with implemented plans	# brands with plans Implemented	28		
	• Training "How to Avoid Greenwashing" for marketing, commercial and communications teams in Chile, the United States and Argentina.	9 teams trained	# teams trained	9		

FROM BEGINNING TO END PROGRAM

Impacts Achieved to 2023

Axes of Work	KPI	2021	2022	2023
RESPONSIBLE CONSUMPTION	# in millions of people by direct message on networks	3,9	1,8	1,8
	# in millions of people per message in bottle			332
SUSTAINABILITY ATTRIBUTES	#strategic brands of the company	25	22	28
	#company's strategic brands delivering sustainability messages	13	22	25
	# in millions of bottles deploying sustainability attributes	212 (17.6 mil. C9L)	304 (25.3 mill. C9L)	299 (24.9 mill. C9L)
	of total bottles corresponding to strategic brands that are communicating sustainability to consumers	60%	100%	100%
	of total bottles sold by the holding company communicating sustainability to consumers	52%	83%	87%
RESPONSIBLE MARKETING	# of people trained on "How to avoid <i>Greenwashing</i> ".	-	23	33
	% of total number of people in the Marketing teams	-	100%	100%
	One Pager's # of Sustainability for Strategic Brands	10	13	14



03

From Beginning to End Program

CONTENTS

- 3.1 Responsible Consumption
- 3.2 Sustainable Attributes
- 3.3 Responsible Marketing

FROM BEGINNING TO END PROGRAM

General Methodology

The methodology described below corresponds to the actions carried out during the year 2023 to advance the annual goals of each strategic axis of the consumer pillar.

RESPONSIBLE CONSUMPTION

Promoting and raising awareness about responsible and moderate wine consumption is part of the company's responsibilities towards its consumers. Therefore, the company seeks to materialize this commitment not only through corporate messages, but also through the brands and their different types of communication with customers. For the year 2023, progress was led by the company's strategic brands, which adhered to the corporate commitment and joined the communication of the responsible consumption message on their websites.

SUSTAINABILITY ATTRIBUTES

In the case of sustainability attributes, the focus was on the company's strategic brands. There is a matrix of brands that is updated every year to maintain its validity and therefore progress is made in harmony with the respective marketing teams. During 2023, the company selected 28 strategic brands with whose teams progress was made in the incorporation of certification as a B Company, among other attributes, and in the dissemination of the internal campaign

"Uncork a Better Future" through internal presentations, "One Pager" documents and sustainability.vinacyt.com website.

RESPONSIBLE MARKETING

With regard to responsible marketing and in order to ensure that information is delivered correctly to consumers, we conducted the annual training: "How to Avoid Greenwashing". To this end, the marketing areas of the head office and subsidiaries were identified and a training day was held (in person or online) where sustainability communication recommendations were delivered to all executive teams.

On the other hand, this same year, the corporate document - "Responsible Marketing Policy" - was formulated and published, where the company's best practices and commitments in this area are reflected. This last document is publicly available on the website sustentabilidad.vinacyt.com.

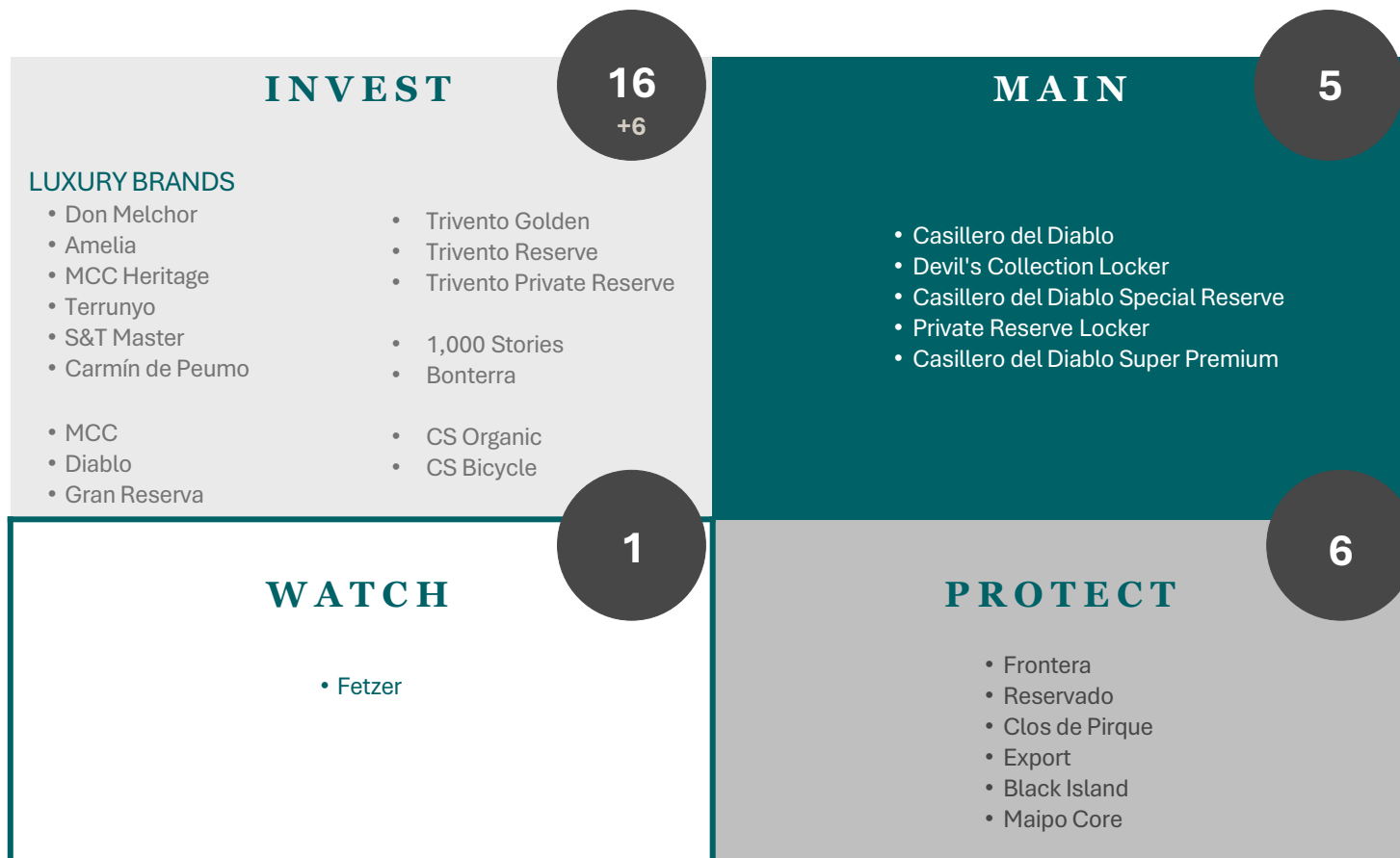
FROM BEGINNING TO END



FROM BEGINNING TO END PROGRAM

Brand Matrix 2023

28 STRATEGIC BRANDS 2023



3.1

Responsible
Consumption





1,3 million

websites visits with a Responsible Consumption message incorporated

+100 thousand

people reached with Responsible Consumption message through social networks

+400 thousand

people reached with Responsible Consumption message through branded websites

ELEMENT 1

Responsible Consumption

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

VISIBILITY OF THE RESPONSIBLE CONSUMPTION MESSAGE ON WEBSITES

Viña Concha y Toro and its subsidiaries promote the incorporation of the Responsible Drinking message in all websites in order to directly reach visitors with the responsible drinking message with a direct link to the corporate campaign <https://consumoresponsable.vinacyt.com/>. This achieves greater dissemination of the company's commitment to the promotion and education of good drinking.

During 2023, 25 of the strategic parent company's brands have deployed responsible consumption messages, either through their own websites or through their respective subsidiaries.

89%

Strategic matrix brands displaying responsible consumption message (25 out of 28 brands)

COMMUNICATING THE MESSAGE OF RESPONSIBLE CONSUMPTION IN THE S.R.S.

Communication is key for Viña Concha y Toro and its subsidiaries, which are concerned about reaching our consumers and customers with direct information. That is why social networks represent an important channel to publicize our efforts and commitments to sustainability and wellness.

During 2023, Concha y Toro, Cono Sur, Trivento and Bonterra communicated the Responsible Drinking message on social networks such as LinkedIn and Instagram. In addition, some subsidiaries conducted specific campaigns to promote moderate alcohol consumption, such as the celebration of Wine Day or Fiestas Patrias.

100%

Subsidiaries and affiliates displaying responsible consumption message

ELEMENT 1

Responsible Consumption Deployment Websites and Social Media





3.2

Sustainability
Attributes

ELEMENT 2

Sustainable Attributes

Viña Concha y Toro has developed a broad portfolio of recognized brands with which it participates in all market segments in Chile, Argentina and the United States. Through them, it invites its consumers globally to uncork new memorable experiences.

SUSTAINABLE BRAND ATTRIBUTES

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 2023, the company continued its progress in implementing sustainability attributes for its wines, highlighting its current certifications related to environmental, social and healthy lifestyle attributes.

The company's 28 strategic brands are using the B Corp logo representing 87% of sales volume (C9L).

UNCORK A BETTER FUTURE

"Uncork a Better Future" was born as a campaign that allows a quick and immediate interpretation of the company's sustainable vision. It represents an invitation from the company to its different stakeholders, highlighting its main strengths.

The "Uncork A Better Future" concept is a call to action not only for the end consumer, but for the entire world. The concept refers to the wine industry, with a long-term view and as a positive invitation to generate actions that improve our world.

Our goal is for "Uncork a Better Future" to be recognized by consumers as an attribute that identifies sustainability and the actions that Viña Concha y Toro carries out.

87% of sales volume in C9L uses B Corp certification.



SUSTAINABILITY ATTRIBUTES

Certifications Available at Brand Level 2023

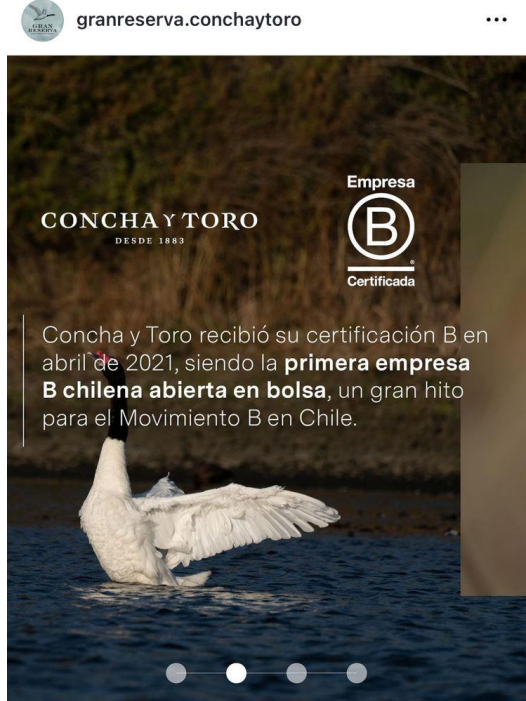
CORPORATE	<p>Empresa</p>  <p>Certificada</p>				
CONCHAY TORO	 <p>Green-e</p>				 <p>FSC www.fsc.org FSC® C154029</p> <p>The mark of responsible forestry</p>
VIÑA CONO SUR					
TRIVENTO WINERY					
BONTERRA ORGANIC ESTATES					

ATTRIBUTES DEPLOYMENT

Concha y Toro



755 Me gusta
 granreserva.conchaytoro 50 sem · Dentro de nuestro compromiso por elaborar vinos en armonía con la naturaleza, la conservación del agua es... más



63 Me gusta
 granreserva.conchaytoro 13 sem · ¿Has escuchado hablar de B Corp? ... más

ATTRIBUTES DEPLOYMENT

Cono Sur

Cono Sur ORGANIC WINE
CABERNET SAUVIGNON 47%/CARMENERE 32%/SYRAH 21%

Certified Corporation    

A wine symbolized by a bicycle that represents our commitment with the environment. In Cono Sur, our sustainable practices generate this organic wine, maintaining the natural balance in our vineyards. Crisp notes of red fruits, traces of tobacco and vanilla, smooth and tasty palate and juicy structure. Enjoy now or cellar for up to four years.

CHILE
WINE OF CHILE - RED WINE

Typical values per 100ml:
 Energy 315kJ / 75kcal
 Per 125ml glass:
 Energy 394kJ / 94kcal.

PRODUCED AND BOTTLED IN CHILE BY VINA CONO SUR S.A. VUEVA TALAMAR 461, TORRE NORTE, PISO 5, SANTIAGO - CHILE.
 CEN-001 CERTIFICADO ORGANICO POR ECOCERT CHILE S.A. CUCURUY

IN EUROPE IMPORTED BY CONO SUR EUROPE, 113 24 STOOKHOLM, SWEDEN. IN UK IMPORTED BY CONOCH Y TORO UK LTD, OXFORDSHIRE ENGLAND OX33 1ER UK.

Read more about our Sustainability on our website www.conosur.com

7 804320 127538

www.conosur.com

Cono Sur
BICICLETA
 RESERVA

Antes Río
 WINDMARKER



Follow your Road

Certified Corporation  **SAUVIGNON BLANC** 20 22
 Chile

Empresa B 29 de abril de 2022

Cono Sur
 VINEYARDS & WINERY

¿CÓMO
 CONO SUR
 SE CERTIFICÓ
 EMPRESA B?

Empresa B

Certificada


NOTICIAS | CONTACTO EN ES PT JP


Cono Sur
 VINEYARDS & WINERY


VINOS Y ESPUMANTES PINOT NOIR ENOLOGÍA LA VIÑA VALLES Y BODEGAS SUSTENTABILIDAD TOURS & VISITAS


SUSTENTABILIDAD

BICICLETA
 We Choose The Sustainable Way

Certified Corporation  We meet our highest standards of environmental impact and corporate social responsibility.

Renewable Energy  83% of our vineyards are powered by solar panels.

Water usage  A 27% reduction in water used in the cellar during vinification since 2015.

Certified  A National Code of Sustainability of Wines of Chile.

Sauvignon Blanc: A crisp and intense Sauvignon Blanc with refreshing citrus aromas, white peaches, litchi and a palate of green apples balanced by a nice acidity. This is the perfect wine to serve chilled as an aperitif, with salads and light seafood or vegetarian dishes.

ATTRIBUTES DEPLOYMENT

Trivento



ATTRIBUTES DEPLOYMENT

Bonterra

OUR PLEDGE TO YOU
The Bonterra Organic Estates *Difference*

 <p>Certified B Corporation Certified™</p> <p>As a Certified B Corporation, we meet the most rigorous standards of social and</p> <p>READ MORE</p>	 <p>Regenerative Organic Certified™ Silver</p> <p>In 2021 we achieved Regenerative Organic Certified®, the leading</p> <p>READ MORE</p>	 <p>Climate Neutral Certified</p> <p>We are proud to be the world's first organically farmed Climate Neutral</p> <p>READ MORE</p>	 <p>TRUE Zero Waste Certified</p> <p>Bonterra is TRUE Zero Waste certified, diverting over 98% of all waste from landfill or</p> <p>READ MORE</p>
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JEFF CICHOCKI WWW.BONTERRA.COM






PRODUCED & BOTTLED BY BONTERRA ORGANIC ESTATES IN HOPLAND, MENDOCINO COUNTY, CA RED WINE
 WINERY AND GRAPES CERTIFIED ORGANIC BY CCOF ALC. 13.5% BY VOL. 750 ML

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

CONTAINS SULFITES 1A5¢ ME 15¢


 0 82896 00398 3

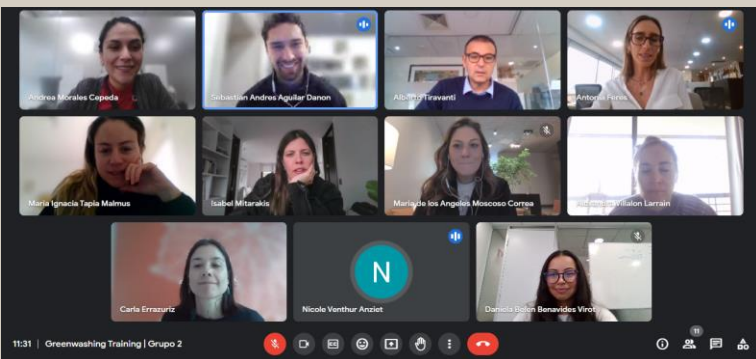


3.3

Responsible
Marketing

5

Training sessions for marketing teams in 2023



ELEMENT 3

Responsible Marketing

In order to reinforce within the marketing teams and commercial areas of the company the correct way to communicate to the consumer the sustainability attributes of the products and avoid falling into bad communication practices, a practical guide on how to avoid Greenwashing was developed.

HOW TO AVOID GREENWASHING" GUIDE

This practical guide is based on the document developed by the United Nations Environment Programme (UNEP): "Guidance for the provision of information related to product sustainability" (2017) and the "Guidance Guide for Sustainable Communication" issued by Red Pacto Global Chile (2022). Both publications provide information on the 10 principles to guide and improve the sustainability communications of companies' products.

In addition, this document and the training on How to Avoid Greenwashing are an internal support 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.

The training sessions consisted of online and face-to-face meetings where Viña Concha y Toro's marketing executives were able to receive content on this topic, in addition to the delivery of the practical guide in their e-mails.

In 2024, this training will be extended to the commercial area teams of each subsidiary (in addition to the marketing teams) as a preventive action in order to strengthen the knowledge of employees in this area and to avoid as much as possible falling into Greenwashing practices.

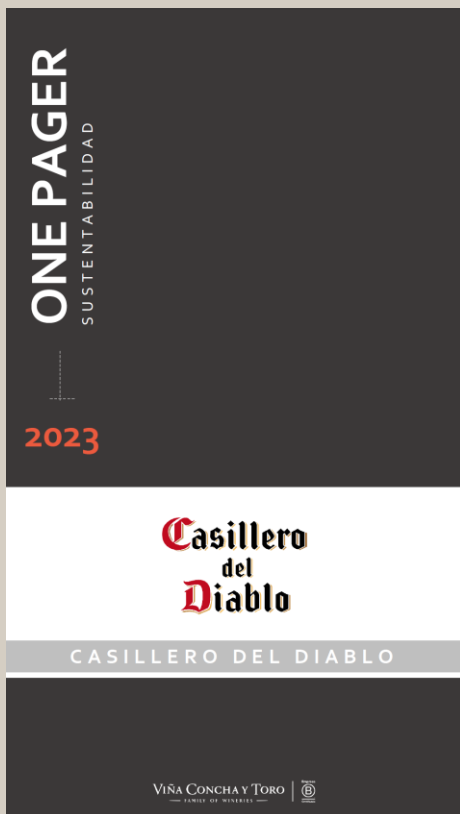
The practical guide "How to Avoid Greenwashing" is publicly available on the website: sustentabilidad.vinacyt.cl

100%

From marketing teams trained to avoid *greenwashing* practices.
(CHILE, ARGENTINA, USA)

15

Sustainability One Pagers elaborated for strategic brands



ELEMENT 3

Responsible Marketing

In order to facilitate the communication of sustainability attributes for Concha y Toro's brands, a document was prepared with individualized indicators for each brand.



These documents are prepared by the sustainability area and delivered to the Global Marketing Management, so that it has individualized and verified information for each of the strategic brands.

During 2023, information was provided on quantitative indicators, but also content was provided to communicate more concretely the concept of "Uncork a Better Future®".

Specific content was provided for the topics of Water, Biodiversity and Carbon.

1

Launch of Responsible Marketing Policy 2023

ELEMENT 3

Responsible Marketing

In order to reinforce within the company's marketing teams and commercial areas the good and responsible marketing practices of the company, the Responsible Marketing Policy was drawn up in 2023.

CORPORATE RESPONSIBLE MARKETING POLICY

A responsible marketing policy is essential to ensure the long-term sustainability of the company and to respond to the increasing demands of a society aware of its impact on the planet.

During 2023, the Marketing Policy was prepared and approved at the corporate level and applies to Viña Concha y Toro and its subsidiaries. It was also published in the company's internal document management system and on the website.

This document is a way of expressing the company's commitment to the correct use of advertising and fair competition, in addition to describing the good practices that the company already carries out in terms of responsible marketing.

The corporate policy was developed collaboratively between the company's sustainability management and the marketing managers of the parent company and subsidiaries, so that it was reviewed in detail at both the technical and

administrative levels.

CORPORATE RESPONSIBLE MARKETING POLICY GUIDELINES

- Commitments to ethical marketing and advertising practices
- Delivery of clear and accurate information
- Responsible marketing and merchandising practices
- Prevention and mitigation of negative social impacts
- Internal monitoring and follow-up
- Continuous Improvement

VIÑA CONCHA Y TORO FAMILY OF WINERIES	POLÍTICA DE MARKETING RESPONSABLE	
Gerencia de Sustentabilidad	PO-GS-04	Pág. 1 de 4

1 OBJETIVO

Viña Concha y Toro S.A., con el propósito de definir y difundir su posición respecto a las prácticas de marketing responsable, ha elaborado la presente política. Esta política tiene por objetivo establecer el marco general respecto de las actividades de marketing y su contexto de responsabilidades pertinentes y definiciones para responder a los desafíos establecidos por la compañía.

2 ALCANCE

El alcance de esta política es aplicable a todas las áreas de Viña Concha y Toro S.A. y sus filiales.

3 DEFINICIONES

Marketing: Marketing es la ciencia y el arte de explorar, crear y entregar valor para satisfacer las necesidades de un mercado objetivo. El marketing identifica necesidades y deseos no realizados. Define, mide y cuantifica el tamaño del mercado identificado y el lucro potencial (Philip Kotler, 1967).

Greenwashing: Concepto que se aplica cuando los consumidores pueden ser engañados y las empresas pueden dar una impresión falsa de sus impactos o beneficios ambientales. Práctica conocida como lavado verde (Comisión Europea, 2023).

Afirmaciones exageradas: Exageración de los beneficios/atributos ambientales y/o sociales del producto/servicio o su uso. Los ejemplos de esta práctica pueden incluir destacar una mejora marginal como una ganancia importante, usar estadísticas de manera engañosa, afirmar sin la justificación adecuada que el producto/servicio se extiende a todo el desempeño de sustentabilidad de la empresa, grupo o industria, haciendo referencia a términos como "respetuoso con el medio ambiente", "ecológicamente seguro", "verde", "sustentable", "carbon friendly" etc. (Dow Jones, 2023).

Impactos sociales: Cambios en los aspectos del bienestar experimentados por las personas causados por la organización a través de sus decisiones y acciones en sus propias operaciones y a través de sus cadenas de suministro y de valor y sus relaciones empresariales. Los impactos pueden ser positivos o negativos, intencionados o no, directos o indirectos. (Programa de las Naciones Unidas para el Desarrollo, PNUD, 2023).

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Management Progress 2023

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MANAGEMENT PROGRESS 2023

Results 2023

At Viña Concha y Toro, the communication of our actions in Responsible Consumption and Marketing is a fundamental task. "From Beginning to End" program seeks to generate strategies so that these concepts are captured by the final consumer.

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. During 2023, it was not possible for all the brands in the strategic matrix to incorporate this concept in their communications on their websites and social networks. The biggest challenge is the Luxury Brands, which will gradually be incorporated as spokespersons for this message of responsibility of Viña Concha y Toro and subsidiaries.

During the year 2023, the communication of the company's commitment to Responsible Consumption at the strategic brand level was incorporated into its websites and social media platforms, reaching 100% incorporation of the message and its link to the corporate campaign.

Likewise, in 2023, 82% of the strategic brands 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. The decrease in the indicator with respect to 2022 is

due to the fact that a group of brands that are in an initial or immature phase of sustainability dissemination in the product was incorporated into the strategic matrix.

In addition, as every year, the One Pager sustainability material was updated, a document that provides specific sustainability information for each of the brands, including individual and corporate messages and indicators. This resource provides brands with a clear and concise tool to communicate their sustainability efforts and achievements, generating a mechanism to avoid errors in the delivery of information to the consumer.

Finally, 100% of the Marketing teams in Chile were trained on how to avoid greenwashing, and this training will continue on an annual basis, together with the publication of the Corporate Marketing Policy (available on the website).

MANAGEMENT PROGRESS 2023

Conclusions

Viña Concha y Toro has made progress in communicating sustainability and responsible consumption messages.

During 2023, most of the holding company's brands communicate Responsible Consumption and give visibility to this issue through websites and social media. Progress remains to be made at the consumer and trade level in the main markets, which is expected to be implemented during 2024.

During 2023, although we were able to consolidate the "Uncork a Better Future" campaign, we must deepen the way to give visibility at the consumer level to the "Uncork a Better Future" concept in order to invite consumers to learn about the key concepts of sustainability. In addition, the implementation of the sustainability mini-site was achieved, which is planned to be launched during the second half of 2024.

During 2023, the delivery of updated documents with sustainability information for brands was again carried out, an initiative that will be carried out annually. It is expected that this will increase communication on sustainability at the consumer level.

Likewise, during 2023, 100% of the marketing teams were trained, including the 3 origins, and the Responsible Marketing Policy was disseminated.



MANAGEMENT PROGRESS 2023

Goals 2024

The progress of the Program “From Beginning to End” in 2023 was 98%.

In order to increase the dissemination and impact of Viña Concha y Toro's commitment to responsible wine consumption, initiatives will be carried out at corporate and brand level, focusing on the visualization of the end consumer. At least one campaign will be carried out at trade level (VCT).

With the advancement of the incorporation of sustainable attributes on our product labels and the launch of our "Uncork a Better Future" strategy, we seek to broaden the spectrum of communication of the company's sustainability efforts and achievements. Strategic brands will produce at least 2 publications per year.

By 2024, training will be scheduled for the marketing and commercial teams of Viña Concha y Toro and subsidiaries.





VIÑA CONCHA Y TORO
— FAMILY OF NEW WORLD WINERIES —

PROGRAM REPORT

FROM BEGINNING TO END 2023