

Damm

19

dammcorporate.com

Annual report



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Letter from the
Executive chairman
3

1
2019 at Damm
5

2
People
41

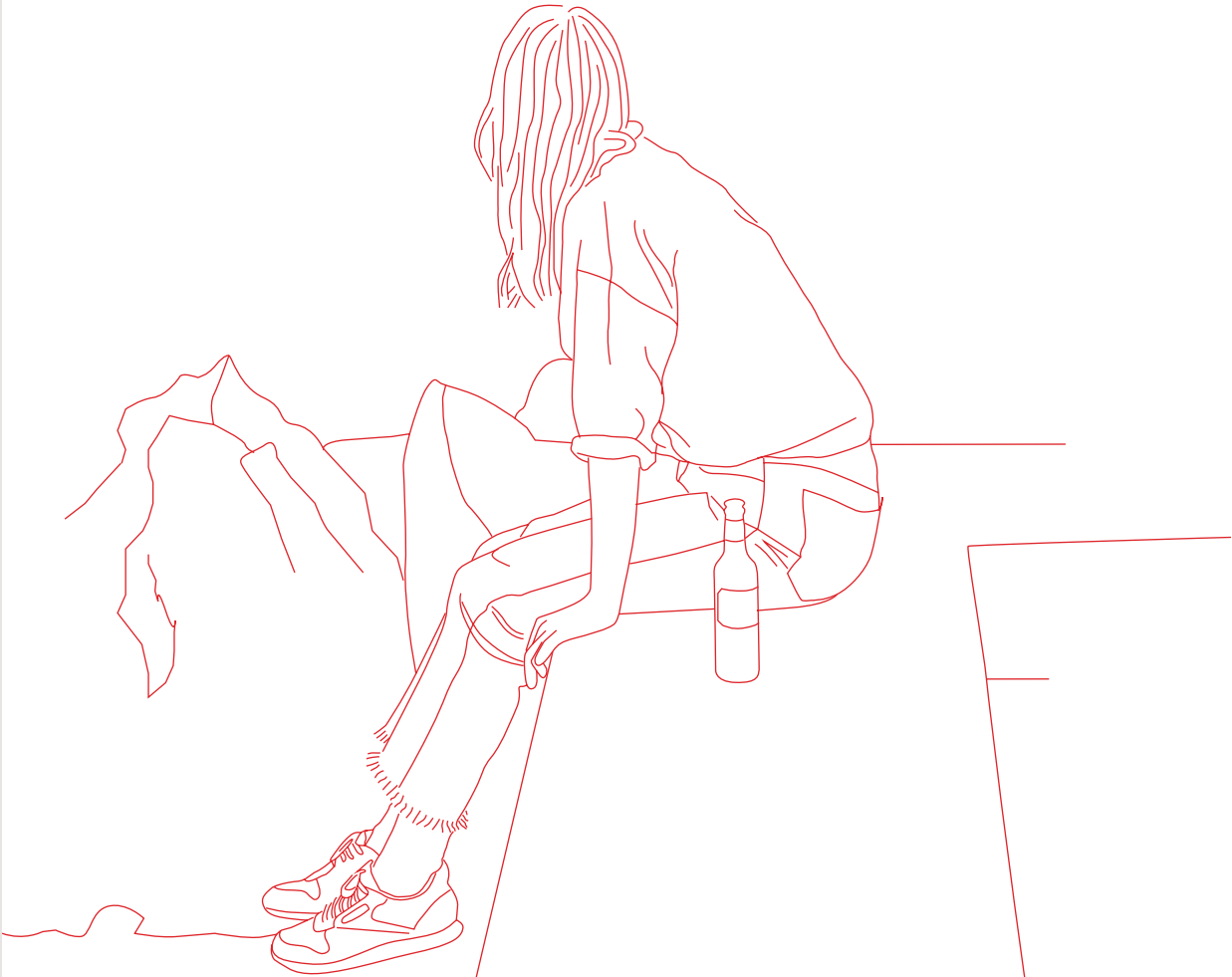
3
The environment
64

4
Society
88

5
About the report
114

6
GRI content index
117

7
Table of contents for
the Global Compact
130



Annual report

Letter from the Executive chairman

1

2019 at Damm

2

People

3

The environment

4

Society

5

About the report

6

GRI content index

7

Table of contents for the Global Compact

102-14

Ladies and gentlemen,

Allow me to remind you of the Latin adjective *mediterraneus*, which means “in the middle of the land”. Our ancestors used the word to name the sea in times when there were no maps of the world as we know them today and they did not know of the existence of oceans or continents.

Annual reports are a form of mapping: they give a substantial form to what has happened during 365 days. Before reporting here what 2019 has represented for Damm's business development, focussing on the priority issues for our stakeholders and giving an account of the action principles that we have carried out with effort and dedication, I would like to make a stop along the way.

I am writing this at a delicate time, amid an economic and social crisis due to the COVID-19 pandemic. Damm, which was founded in 1876, has been able to adapt to the vagaries of history over 144 years, coming through hard times, affirming its commitment to society and becoming established as a company.

In the current difficult circumstances, I am proud that Damm and the Damm Foundation should have placed used all its available resources and capacities to serve the general interest and help the most vulnerable groups of people. This same sense of responsibility has been an intrinsic part of the company and everything it does since its beginnings.

Returning to 2019, there are several landmarks to highlight during these 12 months. The consolidated revenues obtained in 2019 (1.385 billion euros) represent an increase of 9.6 % on the previous financial year, providing us with an excellent basis for consolidating our sustainable growth strategy with the highest ambitions. Preserving the planet is another aim, and at Damm we want to encourage new ways of living that are more environmentally friendly and respectful

of marine ecosystems. Aware of the extraordinary impact and social reach of our “Mediterráneamente” campaigns, after 10 years consecutive years of success we have decided to renew our message: to celebrate the Mediterranean we first have to care for it and protect it. So, during 2019 we have taken a new step forward in eliminating plastic from our packaging, replacing the plastic rings on Estrella Damm cans with 100 % biodegradable cardboard packaging.

Mapping means creating and drawing, and it is undoubtedly a way of broadening horizons. 2019 has brought the consolidation of our company’s internationalization strategy. Our brand notoriety has grown, to the point where more than 25 % of our total production goes abroad. We continue to open new markets in Africa, the Caribbean, Latvia, Azerbaijan and Iraq.

There have also been achievements in the restaurants sector. This year, Rodilla has celebrated its 80th anniversary and, to commemorate it, we have opened our first two restaurants in Miami. As well as being a learning experience, they are a bridgehead for steady growth in the American markets.

We are currently busy with a process of transformation largely based on the opportunities generated by digitization, which should help us build a group that is more solid, flexible and innovative, focusing on growth. In 2019 alone, we have invested 8 million euros in research, technological innovation and digital transformation, allowing us to continue to promote the more than 200 projects included in our innovation route map with an impact on the entire value chain, from digital sensors in barley fields to the development and implementation of the e-commerce channel. In the same way, 3D printing, artificial intelligence and blockchain form part of the everyday life of our factories as we aim to become a model for industry 4.0.

Annual report

Letter from the Executive chairman

1

2019 at Damm

2

People

3

The environment

4

Society

5

About the report

6

GRI content index

7

Table of contents for the Global Compact

Sustainability and social responsibility have formed part of the essence of Damm since the beginning. Under the slogan Transform Our World, we have signed the United Nations Global Compact and Agenda 2030 and we are fully committed to its 17 Sustainable Development Goals (SDG). Our emphasis is on the two where we can have most effect: responsible production and consumption (SDG 12) and decent work and economic growth (SDG 8).

Damm is firmly committed to a circular economic growth model based on reducing use of water, energy and other resources. Along these lines, we have implemented a plan to ensure our production processes are as efficient and environmentally friendly as possible. In the last decade, we have managed to reduce CO₂ emissions by 59 % and water consumption by 37 %. These achievements would not have been possible without the active involvement and awareness of all our workers, suppliers and customers.

With the support of technologies and digitization, in 2019 we have made progress in transforming production and working processes, even for a century-old company like Damm, where our team is currently 5,000-strong. Damm's success can only be explained through the firm commitment and talent of all these people. Over the years, we have introduced new virtual learning methods using the Damm Academy and we have implemented distance working formulas. We have also moved forwards in terms of equality of opportunity, an unbreakable rule for us.

As a result of this effort, we are pleased to have achieved efr certification for work-life balance and to have celebrated 20 years working with the CARES Social Group. This record is summarized by a significant figure: more than 100 people with disabilities or at risk of social exclusion are developing their careers at Damm.

To conclude, I would particularly like to mention the important work carried out by the Damm Foundation. For the past 18 years, this has sustained the company's sponsorship and charity initiatives and it is a clear sign of our commitment to society. In 2019, the organization has promoted almost 100 new social action projects.

2019 has undoubtedly been a year full of challenges which we have successfully overcome, and together this allows us to be ready for the future, laying the foundations for the growth of the next few years.

Jules Verne said: "Civilization never recedes; the law of necessity ever forces it onwards." As a result of this inexorable force, at Damm we want to contribute to social improvement and we are aware that, yesterday, today and tomorrow, people are what is really important.

Demetrio Carceller Arce
Executive chairman



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

1
2019
at Damm



Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

2019 at Damm

Damm signs the **United Nations Global Compact** and joins the **SERES Foundation**.

Rodilla, which celebrates its 80th anniversary, opens its **first establishments in the United States**.

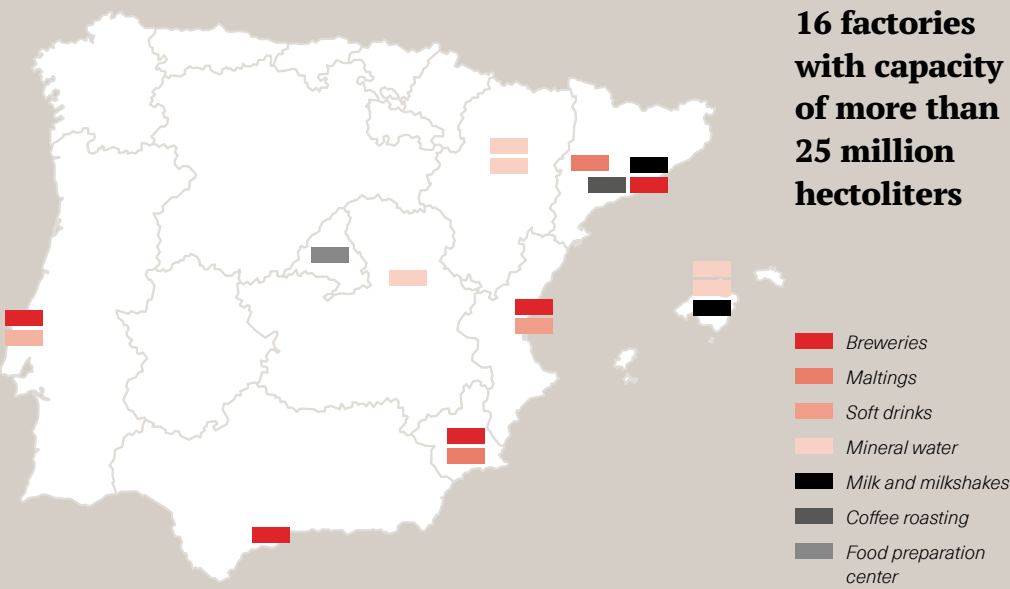
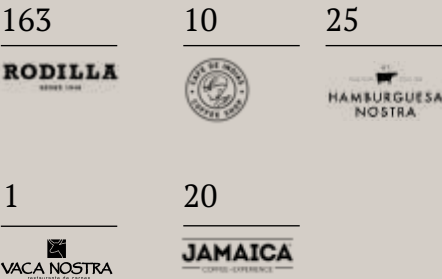
Estrella Damm wins the **Diamond Taste Award**.

Damm opens a **space devoted to innovation** at Barcelona Tech City: Estrella Damm Pier01.

Victoria improves the performance of the Malaga factory to increase its packaging capacity, as well as to facilitate the simultaneous processes and energy optimization.

Damm is **recognized by Merco** for its capacity to attract and retain talent.

Restaurants



13,373,962
pallets moved by Alfil Logistics

30.7 million
crates delivered to customers by DDI

€120 million
net profit

€1,938 million
total assets/liabilities

€985 million
net assets

€1,184 million
industrial investment accumulated since 2008

€0.47
earnings per share

With people

SA Damm receives **efr certification** in association with the Másfamilia Foundation and a family responsible company.

We celebrate 20 years of **working with the CARES Social Group** in creating and promoting employment opportunities for people with different capabilities or at risk of social exclusion.

Rodilla opens a new **restaurant in Madrid run by people with different capabilities**.

Estrella de Levante, the first brewery with an **occupational health and safety certificate in accordance with the ISO 45001 standard**.

4,899
total company staff
(including SA Damm and subsidiaries)

3,870
staff covered by this report

39 %
women on the staff

61 %
men on the staff

82 %
staff with permanent contracts

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

With the
environment

We promote the **calculation of the water footprint** at our factories.

Estrella Damm promotes a **Mediterranean beach cleaning campaign**.

Estrella de Levante implements a **solar power station for self-consumption**.

We begin tests to **eliminate plastic rings** at Estrella Damm.

Pall-Ex Iberia and SA Damm sign up to the **Lean & Green** initiative.

Estrella Damm launches the “Mediterráneamente” campaign to **recover biodiversity** in the Mediterranean.

Water consumption

4.33 hl/hl packaged
Beer

1.85 hl/hl packaged
Water and cold drinks

Energy consumption
(electrical and thermal)

101.99 MJ/hl packaged
Beer

30.39 MJ/hl packaged
Water and cold drinks

1.84 MJ/kg produced
Grupo Rodilla

With society

Alma (Soul) and Amantes (Lovers) form Estrella Damm's new “Mediterráneamente” campaign.

The first **Food Meets Science** event comes to the Estrella Damm Old Brewery.

Estrella Damm Gastronomy Congress in Moscow, Melbourne and Lisbon.

Pall-Ex Iberia launches the **Great Smile Challenge**.

40,129
visitors to the Estrella Damm, Estrella de Levante and Cervezas Victoria factories

145,917
visits at events at the Estrella Damm Old Brewery

With suppliers

We are reinforcing sustainability in our supply chain by promoting a new **sustainable purchasing strategy**.

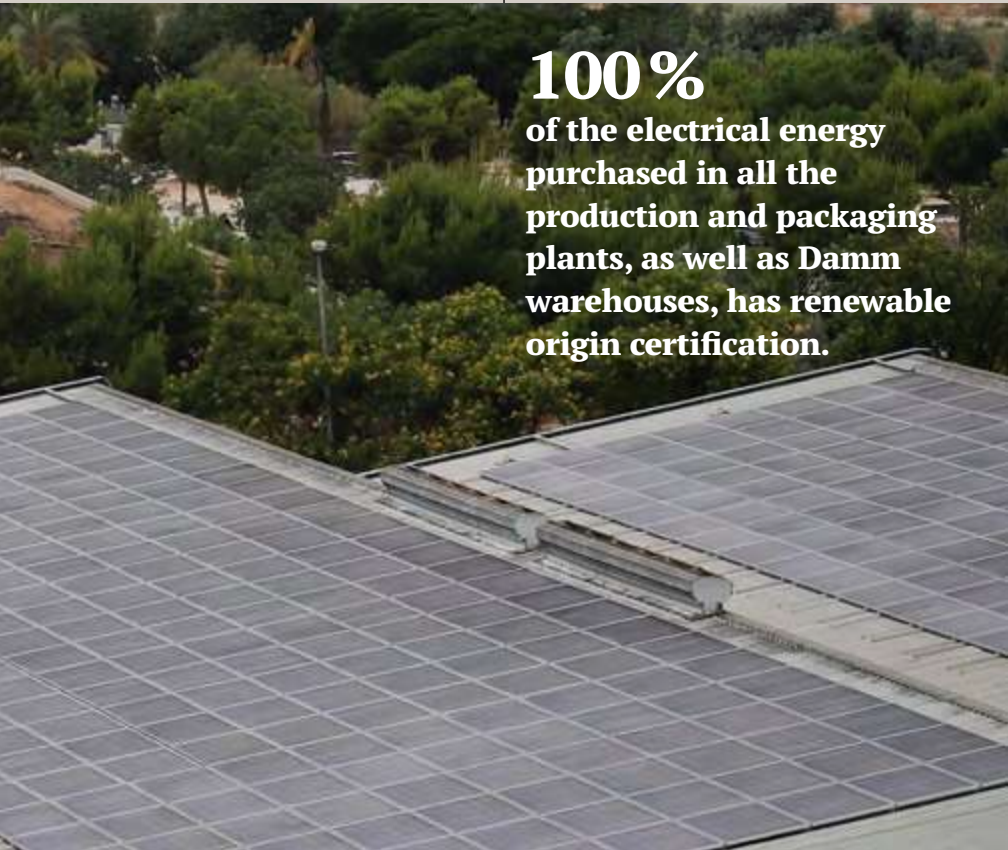
We are working with **Blipvert** in developing and installing can compactors exclusive to Damm, which we are placing in areas near to Mediterranean beaches.

We are promoting technological innovation to get **traceability information on the raw materials** used to produce our beers.

We are implementing an **analysis of varietal purity** for barley seeds. It takes less than five minutes using a scanner at the maltings.

4,579
active suppliers
(not including the Grupo Rodilla or Alfíl Logistics)

93.5 %
active suppliers
(not including the Grupo Rodilla or Alfíl Logistics)



100 %
of the electrical energy
purchased in all the
production and packaging
plants, as well as Damm
warehouses, has renewable
origin certification.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

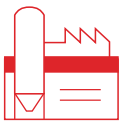
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

About Damm

Two men from Alsace, August Kuentzmann Damm and his cousin and master brewer Joseph Damm, opened their first brewery in Barcelona in 1876. SA Damm was founded in 1910, beginning the history of what today is a leading multinational company operating in different sectors of activity:



Manufacturing and packaging beer, water, soft drinks, dairy products and coffee roasting



Logistics services and capillary distribution



Restaurants



Organization and management of sport events

Damm’s activity is currently guided by the following strategic principles: innovation and differentiation, vertical integration at all stages of the value chain, internationalization, the people making up the company, digital transformation, and sustainable development and environmental protection in order to continue constant, profitable and, above all, sustainable growth.

Our companies

Beers	Water and other drinks	Dairy products	Restaurants and coffees	Logistics and capillary distribution	Others

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

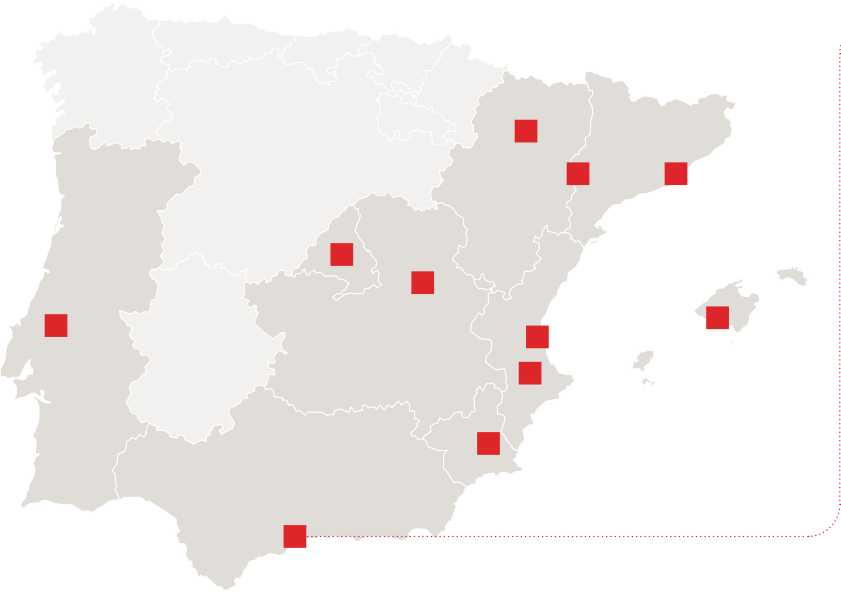
3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Victoria has expanded capacity at the Malaga production plant, with important innovations in the brewing process.

Spain

Catalonia
Sociedad Anónima Damm
Damm Distribución Integral
Corporación Económica Delta
Compañía Cervecera Damm (El Prat de Llobregat)
Cafès Garriga (Barberà del Vallès)
Alfil Logistics (El Prat de Llobregat)
La Moravia (Bell-lloc d’Urgell)

Madrid
Plataforma Continental Madrid
Grupo Rodilla
Pall-Ex Iberia
SetPoint Events, SA
Artesanía de la Alimentación
Hamburguesa Nostra

Murcia
Estrella de Levante (Espinardo)

Valencia
Font Salem (Salem)
Font Salem (El Puig)

Castile-La Mancha
Gestión Fuente Liviana (Huerta del Marquesado)

Andalusia
Cervezas Victoria

Aragon
Aguas de San Martín de Veri (Bisaurri)
Aguas de San Martín de Veri (El Run, Castejón de Sos)

Balearic Islands
Agama (Palma)
Font Major (Escorca)
Font de Sa Senyora (Deià)
Aquaфона (Palma)

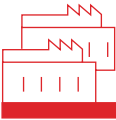
Portugal
Font Salem Portugal (Santarém, Portugal)

International

United States
Rodilla US LLC. 8950 SW 74TH CT, suite 1901, Miami (FL), 33156

United Kingdom
Damm Brewery UK, Ltd. 166 Piccadilly, London

China
Estrella Damm Trading Co, Ltd. Wuding Road, 969, Building 6, Room 601, Shanghai (China)



Pall-Ex Iberia expands its distribution network and opens a new logistics center at Sant Esteve Sesrovires in Barcelona.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

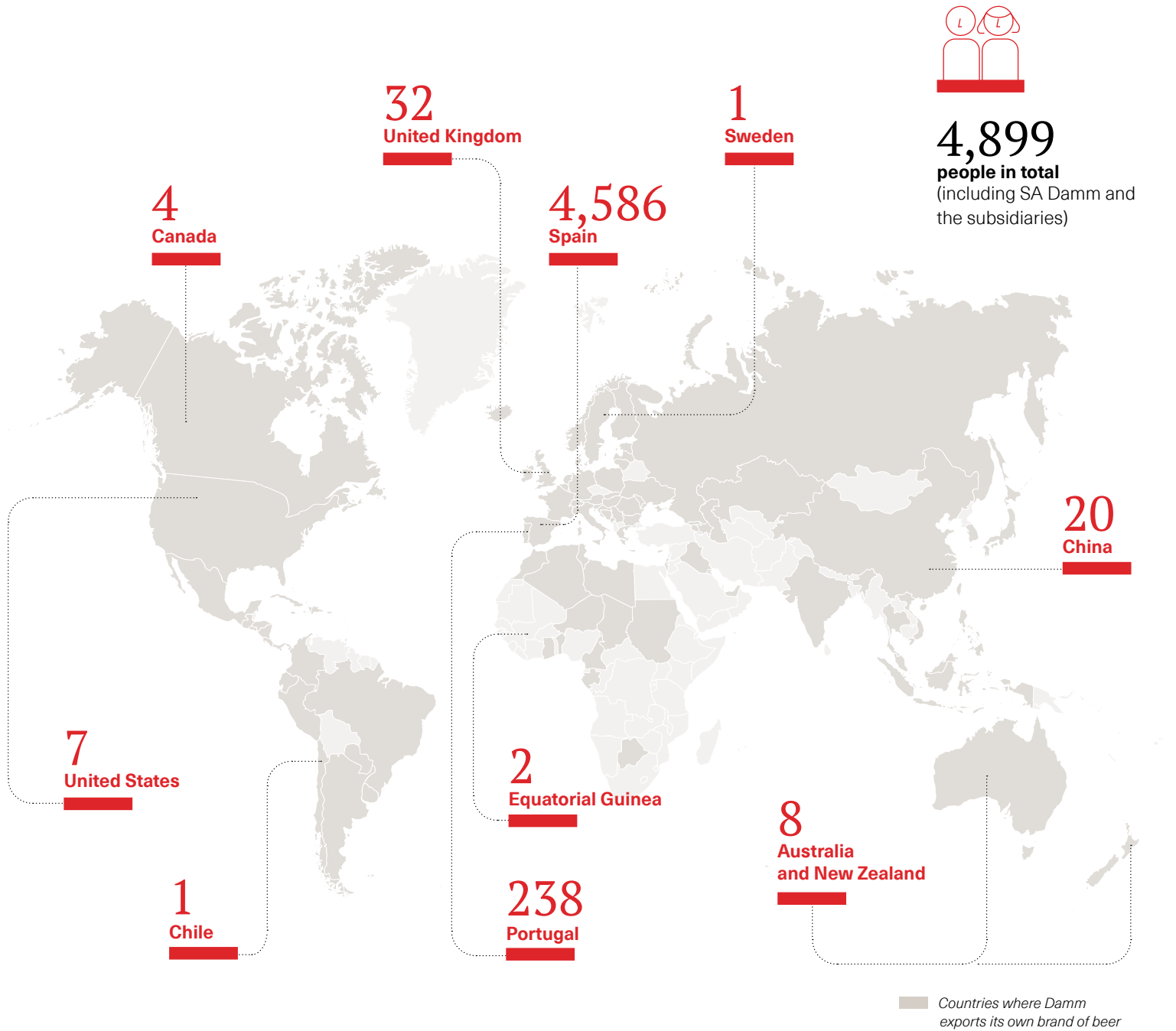
4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Damm in the world



(102-4, 102-6)

We are continuing to make progress with internationalization in the beer market. Our brands are now present in more than 120 countries. In 2019, we have opened up the following new markets in Africa: Algeria, Burkina Faso, Gambia, Mali, Nigeria and Tunisia. We have also entered the Caribbean (Trinidad and Tobago), Latvia, Azerbaijan, Iraq, the Maldives and Tajikistan.

Rodilla
With a presence in much of Spain, it is now internationalizing and has opened its first establishments outside the country, in Miami (United States). Internationalization has involved investment of 5.5 million euros for the company.

Alfil Logistics
It is creating the Forwarding department, a business unit responsible for international transport management for customers operating anywhere in the world.

Victoria
2019 has been the year of the launch of Victoria beer in the United Kingdom and Sweden.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella Damm wins
the Diamond Taste Award
for its exceptional flavor

Estrella Damm has been recognized with the Diamond Taste Award as part of the 2019 International Taste Awards evaluating and certifying the flavor of thousands of foods and drinks in almost 100 countries. The recognition received by Estrella Damm can only be achieved by obtaining three stars in the Superior Taste Award at least seven times in 10 years.

To assess the different products, the International Taste Awards has a jury consisting of about 200 chefs belonging to associations and with Michelin stars, and sommeliers. The products are analyzed and marked according to a strictly neutral methodology in blind tastings carried out individually by experts who do not know the origin or the brand of the product they are tasting and evaluating. The five analysis criteria are: the first impression of the product, its appearance, smell and taste and, in the case of drinks, the final sensation – the one that continues after it has been drunk.

The International Taste Awards, held in Brussels, are organized by the International Taste Institute, a leader in the evaluation and certification of flavor in consumer products.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Our products

(102-4, 102-6)

Damm Beers



- World Beer Championships
Gold medal
- Great Taste Awards
One star
- Superior Taste Awards
Three stars
- Superior Taste Awards
Diamond Taste Award
- The International Beer Challenge
Bronze medal

Estrella Damm



- World Beer Awards
World's best seasonal lager:
Oktoberfestbier/Märzen
- World Beer Championships
Gold medal
- Superior Taste Awards
Three stars
- Great Taste Awards
Two stars

Voll-Damm



Damm Lemon

The Diamond Taste Award is only achieved after obtaining three stars in the Superior Taste Awards at least seven times in 10 years.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Complot

Superior Taste Awards
Three stars
Great Taste Awards
Two stars
The International Beer Challenge
Gold medal
World Beer Championships
Silver medal

Complot can now be found in the hotels and restaurants channel in Spain in a new format – the 20-liter barrel.



Bock-Damm



Inedit

World Beer Awards
Best wheat beer (Belgian witbier style)
World Beer Championships
Gold medal
Superior Taste Awards
Two stars

Ferran Adrià and Damm’s beer celebrate 10 years.



Free Damm

World Beer Awards
Gold medal
US Open Beer Championship
Gold medal (United States)
Superior Taste Awards
Two stars



Malquerida



Free Damm Limón

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Daura

- Great Taste Awards
Two stars
- World Beer Awards
Silver medal
- US Open Beer Championship
Gold medal
(United States)
- Superior Taste Awards
Two stars
- International Beer Challenge
Bronze medal
- World Beer Championships
Gold medal



A.K. Damm



Xibeca



Daura Märzen

- Great Taste Awards
Two stars
- The International Beer
Challenge
Bronze medal



Keler

- World Beer Championships
Silver medal
- Great Taste Awards
One star
- World Beer Awards
Silver medal



Cerveza de Navidad
(Christmas beer)

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Other beers



Estrella de Levante



Estrella de Levante 0,0



Verna

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Victoria



Victoria Negra



Turia



Victoria Sin



Victoria Pasos Largos



Calatrava Pilsen



Punta Este



Calatrava Pure Malt

Victoria Pasos Largos is brewed with
a base of its lager beer and lemons
from the Mediterranean by the master
brewers of the Malaga production plant.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Oro



Rosa Blanca



Innis & Gunn



Pabst Blue Ribbon



Estrella del Sur



Skol



Brooklyn



Schöfferhofer
Grapefruit



Estrella del Sur Especial



Tagus



Radeberger

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Water and other drinks



Veri



Font Major



Fuente Liviana



Pirinea



Sureo



Rekorderlig



Fever-Tree



Arizona

Font Major was given a new image to develop its link with the local area and put across the brand’s differential values of proximity and consuming local products: Majorca and the Tramuntana mountain range.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Dairy products



Agama



Letona fresh
whole milk



Letona fresh
semi-skimmed milk



Letona UHT milk
0% mg



Letona UHT milk
Grand Crème



Letona UHT milk
special for hospitality



Lacciao



Lacciao 0%

The lactose-free version
of Lacciao original arrives.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Launch of Cacaolat
95 % Leche, reduced
in sugars, aimed
at the little ones
in the household.



Cacaolat Original



Cacaolat 95 % Leche



Cacaolat 0 %



Cacaolat Veggie



Cacaolat Noir



Cacaolat Mocca

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Restaurants and coffees

RODILLA
DESDE 1939



Grupo Rodilla

JAMAICA
COFFEE-EXPERIENCE



Jamaica Coffee Experience



Café de Indias

HAMBURGUESA
NOSTRA



Hamburguesa Nostra



Cafès Garriga

A new image and more
information on the packaging
of every coffee reference.

Launch of the new intense
roast Pure Arabica Intense
coffee with a new blend
(Brazil and Honduras).

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Distribution

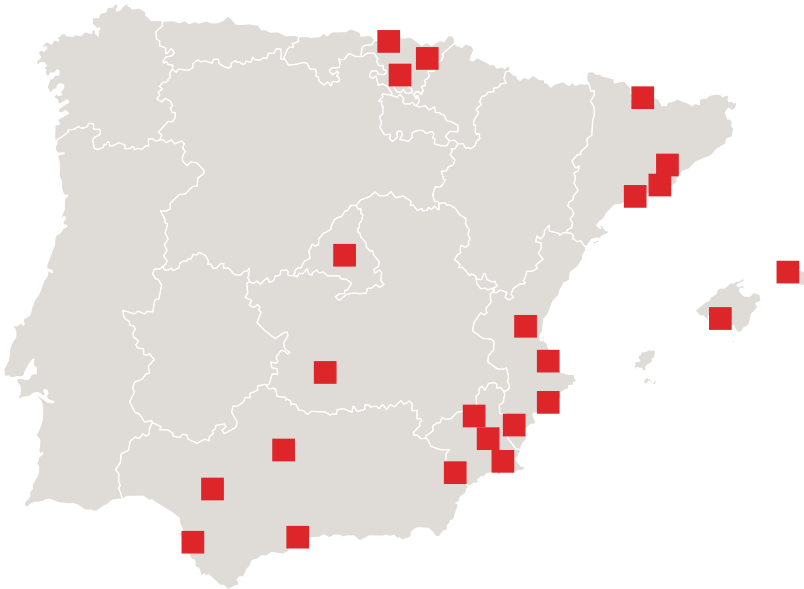


Damm Distribución Integral signs up to the AECOC’s “Súmate al cambio” (Join the Change) campaign, with the introduction of a hybrid fleet in big cities and the development of mobile sales and delivery apps to minimize paper costs.

Damm Distribución Integral

Damm Distribución Integral continues with the environmentalisation of its vehicle fleet with the incorporation of more than thirty Euro 6 trucks and vans and two new vehicles transformed to run on liquefied petroleum gas.

Damm Distribución Integral incorporates six new distributions and makes three area expansions.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Guarantee of food quality and safety

Damm's production and operational processes are governed by the main international regulations and standards concerning food quality and safety.

We have the following **food safety** certifications:



6.1

APPCC

IFS Global Markets Food

At the El Prat production plant. Certifying the Estrella de Levante with this standard is a target for 2020.

International Food Standard (IFS), version 6.1

The highest standards in all the Font Salem production plants and our Hamburguesa Nostra food preparation center (belonging to Grupo Rodilla).

Hazard Analysis and Critical Control Points (HACCP)

At all production plants for Damm food and drink products. Process audited annually by an external body within the scope of the IFS and ISO 9001.

(416-1, 417-1)

Damm has the following certification deriving from **product specifications**:



European Licensing System (ELS) certification

Authorizes the use of the crossed grain symbol on Damm's gluten-free products

Daura

Daura Märzen

Daura Shandy

Estrella Damm
Non-Alcoholic

Free Damm



Halal certification

Granted by the Halal Institute for the following Damm alcohol-free products.

Estrella Non-Alcoholic Malt Beverage 0.00 %

Free Damm Lemon Malt Beverage 0.00 %

Free Damm Date Malt Beverage

Free Damm Apple Malt Beverage

Free Damm Passion Fruit Malt Beverage

Free Damm Pomegranate Malt Beverage



Kosher certificate

Provides recognition as fit to be sold to Jewish people.

Estrella Damm

Daura Damm

Inedit Damm

Complot



Certification of beer suitable for vegan people

Daura Damm

Daura Märzen



Fairtrade certificate

Proves that certain coffees meet fair trade criteria, depending on their origin.

Cafès Garriga



Certification for the production and sale of organic coffee

Cafès Garriga

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

The companies certified with the ISO 9001:2015
standard for their quality management system are:



SA Damm, Compañía Cervecera Damm, SL
The scope of the certification has been expanded
in 2019 to include tankers and transportable tanks.



Estrella de Levante Fábrica de Cerveza, SA



Aguas de San Martín de Veri, SA



Fuente Liviana, SL



Font Salem, SL



Alfil Logistics, SA



Artesanía de la Alimentación, SL
(belonging to the Grupo)



Maltería La Moravia, SL



Cervezas Victoria 1928, SL

The Grupo Rodilla,
with food quality
and safety

The Grupo Rodilla's expansion project is being carried
out while ensuring food quality and safety through the
following actions:

- New quality management operating system based on
continuous improvement.
- Cooperation agreement with the Spanish Federation of
Associations of Celiacs (FACE) and work with suppliers to
design products suitable for the celiac population.
- Consolidation of the project to eliminate ingredients made
from palm fat or its derivatives.
- Implementation of measures to comply with the
agreement signed with the Spanish Food Safety and
Nutrition Agency (AECOSAN) to improve the composition
of food and drinks.
- Integration of Hamburguesa Nostra in the quality audit
plan and the microbiological analysis plans.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



We continue to develop solutions to reduce the impact of plastic use. The main project consists of replacing the plastic rings for holding Estrella Damm cans with a 100% biodegradable cardboard packaging system.

Innovation culture

Innovation is a constant feature of all our activity. It is a value that guides the way we do things, not only in terms of products and marketing actions but also the way we relate to our workers, customers – the Bar Manager app is a good example of this – and consumers.

In 2019, the Damm Beer Innovation Committee, led by the R+D department, has focused its efforts on discovering and categorizing the different styles and new trends in beer. Thanks to this work, the Beer Research Area has focused its activity on three types of R&D projects:



Styles

Development and launch of new styles of beer.



Formulations

New and better formulations of existing products.



Products

Launch of new products (developed in 2019 for launch in 2020): Victoria Pasos Largos*, Cerveza Madurada (beer matured with French oak shavings) and Free Damm Amber Lager. We have also worked with Turróns Vicens y Albert on developing Inedit Beer turrón (a type of nougat).

** Launched in 2019.*

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Damm opens its
own space devoted
to innovation
at Barcelona Tech City

In 2019, Damm has opened a new space at Pier01 in Barcelona Tech city, a leading venue for holding events focusing on digitization, innovation and technology. The Estrella Damm Pier01 space serves, in turn, as a meeting point for professionals in the industry who want to share ideas in an atmosphere promoting inspiration, co-creation and the development of innovative projects. This year we have organized the first Brewingup4tomorrow, a space for reflection and debate based on sustainability and innovation at Barcelona Tech City.

New system for
monitoring beer tanks
in real time

In 2019, we took part for the first time in HIP, the main trade fair for Horeca innovation held in Spain. There, we presented a tank control system for monitoring and measuring beer consumption in real time. With this solution, the owners of bars and restaurants with “beer drive” can monitor beer consumption online from any device.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

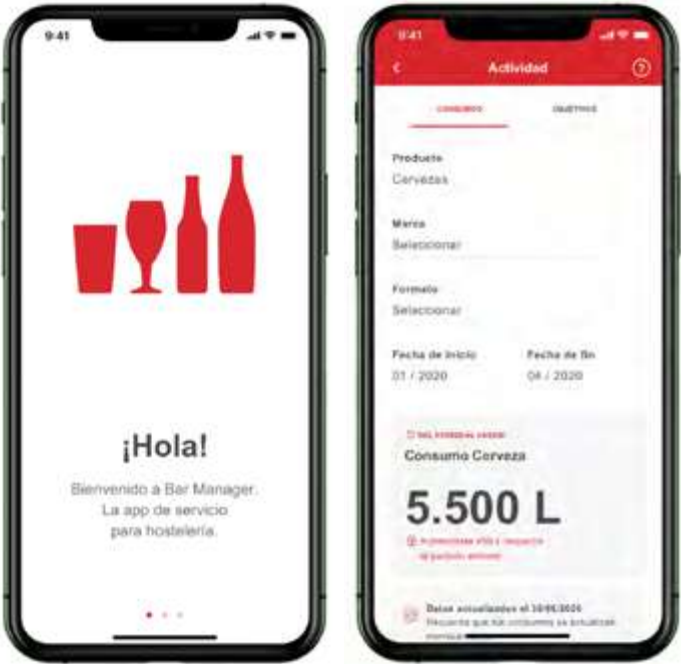
7
Table of contents for the Global Compact

Other projects completed in 2019 as a result of technological innovation and digitization:

B2B customers

Customer portal. Two-way communication channel with our customers which provides functions such as creating online orders or managing delivery notes.

Bar Manager. Launch of this app offering information and personalized services for restaurant professionals who are Damm customers.



CRM Export. Available in all countries for management relationships and information concerning all international customers.

Market intelligence

Zenit Intelligence. Development of advanced analytics and predictive models of our customers to improve our knowledge of the point of sale and increase sales, improve the customer experience, and improve margins and profitability in Damm’s business.

Digitization of visits (PoS management). Automating the capture of information of the establishments in the food channel with the aim to develop added-value actions.

Operations

Nacert visual Digital field book for obtaining information on the traceability of agricultural products and suppliers of the raw materials for producing its beers to guarantee their origin, food safety and sustainability

Innovation and technology in breweries

Augmented reality. Use of augmented reality at the Estrella Damm El Prat production plant to provide guidance with the change of format and remote technical assistance.

3D printer 3D printing to manufacture spare parts, prototypes of new products, etc.



€7.9 million
investment in research, development technological innovation and digital transformation

B2C consumer

Autopull Pilot project to test a beer self-service system offering customers an innovative, different experience. It obtains real-time and invoicing data direct from the end consumer.

Ticketing Tool to sell tickets for events.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

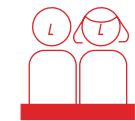
4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Awards
and recognitions



For our commitment
to people



Damm receives efr certification as a responsible family company.



Estrella de Levante receives the Floridablanca Award for the integration at work of people with disabilities.



For our commitment
to society



Company of the Year 2019 for Cervezas Victoria, awarded by the Amigos de Málaga Writers' Association.



Silver at the Best 19 Awards in the Best Branding category for Agama's dairy product branding.



Damm, gold award in the Business Transformation category at the SAP Quality Awards 2019.



Alfil Logistics certified with the Efficiency Network label.



For our campaigns



Aster Business Communication Award for Estrella Damm's Soul and Lovers campaigns.

Estrella Damm, gold award for brand construction at the 2019 Effectiveness Awards.

Award for Advertising Record of a Brand 2019 for Estrella Damm, presented by the Spanish Advertisers' Association's Effectiveness Award Jury Club.

estrelladamm.com



National Communication Award 2019 in the advertising category for Jaume Alemany, Damm's marketing, communication and export director.



For our commitment
to environment



AQ Award in the CSR best practice category for Estrella Damm's campaign to collect waste on Mediterranean beaches, awarded by AdQualis.

Estrella Damm, the first Spanish brand in the world listing drawn up by Brand Finance and one of the 30 highest valued Spanish brands in the BrandZ league table.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

The brewing
industry presents
its environmental
sustainability report

In 2019, the brewing industry presented its first environmental sustainability report, establishing five commitments with a compliance horizon of 2025:

- The packaging circle
- Energy efficiency
- Reducing the carbon footprint
- Using water more efficiently
- Innovation and environmental awareness-raising

The Brewers' Association represents all beer producers in Spain, an industry that currently provides 1.3 % of Spanish GNP and contributes to creating 344,000 jobs.

Demetrio Carceller Arce, executive chairman of Damm, is appointed chairman of Cerveceros de España (the Spanish brewers’ association).

Business discussions
in the Estrella Damm
Pier01 space at
Barcelona Tech City

Demetrio Carceller Arce, executive chairman of Damm, featured in the first in the series of Business Dialogues, a cycle of talks taking place periodically at the Estrella Damm Pier01 space as a forum for exchanging ideas, experience and synergies with the start-up ecosystem. Carceller Arce detailed some of the challenges experienced and lessons learned by Damm concerning digitization.

Alliances with industry
and local organizations



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Responsibility and values

#LIVE
our essence, our values

Our responsible way of seeing
business and promoting
sustainable development
corresponds to our firm
intention to create value based
on values.



L
Loyalty

Loyalty, because people working at Damm are involved in the company's culture, objectives and strategy, following ethical and professional values.

I
Innovation

Innovation, because at Damm we contribute and implement ideas, actions and processes allowing effective solutions with the available resources. Because innovation is part of the very reason we exist.

V
Customer Value

Customer Value, because we strive to stay close to our customers, getting to know them and responding to their needs. Because satisfying them and securing their loyalty is one of our priorities.

E
Energy

Energy, because we work actively in challenging, changing situations. We act with passion and confidence and persevere when facing challenges. Because a positive attitude is what drives us to improve every day.

Building the future based on dialogue with stakeholders

(102-40)
Dialogue with stakeholders is crucial as it helps us make the best decisions and identify and respond to new needs.

- Our team
Customers: consumers
Customers: businesses
Distributors
Shareholders
Media and influencers
Suppliers and contractors (businesses)
Partners and external advisors
Public and private institutions
Society
Franchisees

Customer-orientated dialogue and training

In 2019, 384 people from Damm have taken part in Damm Beer Ambassador training. This project focuses on the product, its history and the way it is made, as well as the current catalogue, pairing with food, beers in the world and point-of-sale service quality so that the team acquires greater knowledge of beer culture and Damm's products and brands.

A series of video tutorials has also been prepared for bars to raise awareness of the importance of the proper maintenance of barrel installations and glasses to optimize the quality of our beer at the point of sale. These training snippets have been offered via the Bar Manager app.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Consolidation in social networks

Social networks are the main communication channel with our consumers and we constantly generate valuable content, contributing to a good experience and promoting conversation with our brands.

	f				in		Followers
Damm						92,251	92,251
Beer							
Estrella Damm	867,330	161,106	185,000	94,300			1,307,736
Voll-Damm	171,845	18,703	9,115	240			199,903
Free Damm	2,336	50	265	424			3,075
Inedit	28,231	5,745	4,514	22			38,512
Daura	6,113	529	2,396				9,038
Damm Lemon	8,580	69		610			9,259
Malquerida	2,929	275	2,029				5,233
Xibeca	282	15	58	203			558
Complot	733	79	782	46			1,640
Estrella de Levante	72,500	26,400	9,700	150			108,750
Keler	10,407	4,415	5,566	755			21,143
Oro	795	118	249				1,162
Calatrava	5,970	520	2,850				9,340
Victoria	31,500	15,600	11,670				58,770
Turia	52,583	17,792	10,507	44			80,926
Rosa Blanca	1,367	193	2,026				3,586
Milkshakes							
Laccao	5,807		1,925			56	7,788
Water							
Veri	2,065	59	341	667			3,132
Logistics							
Pall-Ex Iberia	396				951		
Alfil Logistics					4,748		4,748
Restaurants							232,152
Grupo Rodilla	123,212	4,358	12,227		1,452		129,022
Hamburguesa Nostra	81,177		17,470		1,100		99,747
Jamaica Coffee Experience			2,700				2,700

Data extracted from each social network on 31 December 2019.



More than 2 million followers of our brands on social networks.



Alex & Julia, third most seen advert on YouTube in Europe.

cfdammm.cat/es



cervezavictoria.es/en



cervezaturia.es



In 2019, we have launched new websites for Cervezas Victoria, Cerveza Turia and Damm Football Club.

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

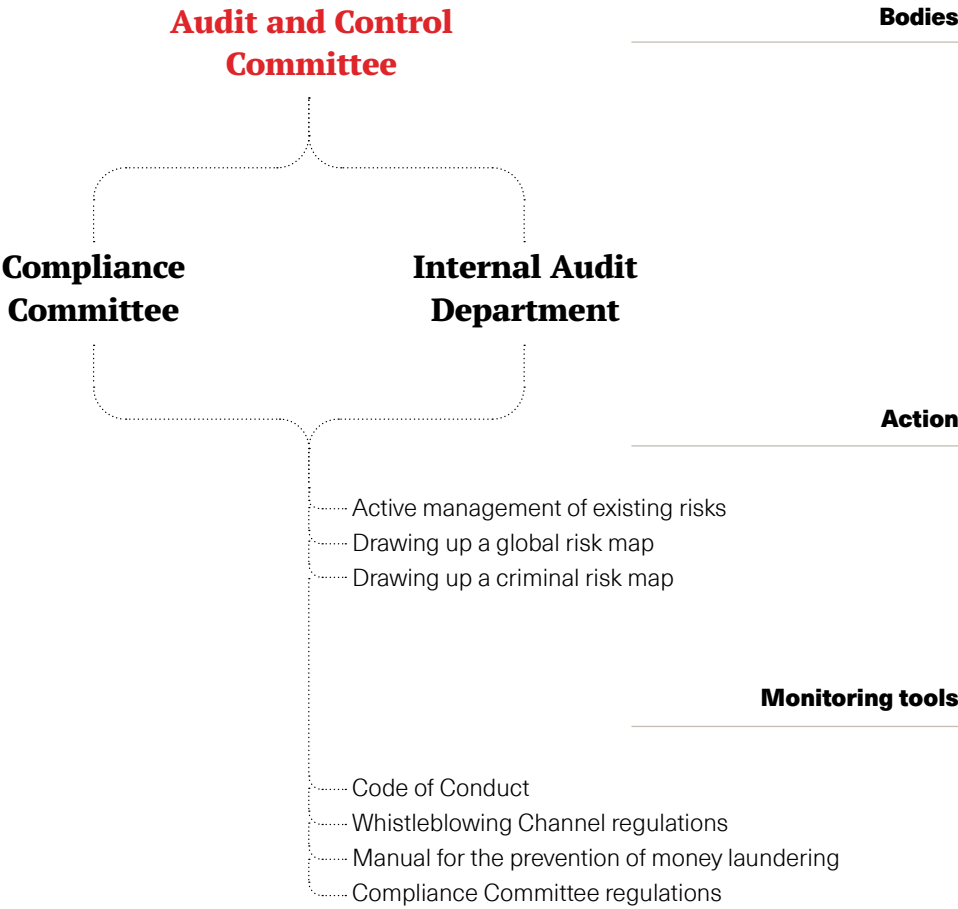
Ethics for good governance

Damm ensures that it complies with the regulations and that its activities are in accordance with the applicable laws and with internal policies and procedures to make sure the company operates with integrity.

Our policies include the company’s commitment to applying excellent, responsible, ethical management meeting both to the needs of our business model and those of the environment.

(205)

For better management of all kinds of risks, including criminal issues, we have the Internal Audit Department. Both the Compliance Committee and the Internal Audit Department report to the Control and Audit Committee, which consists of members of the Board of Directors. The way to proceed against risks associated with political corruption is included in the Code of Conduct and the Regulations governing the Whistleblowing Channel. Auditing is specifically the responsibility of the Internal Audit Department.



Damm has been recognized as one of the 35 companies with the best reputations in Spain, according to the latest Merco Empresas league table. It is also the company in the drinks sector that has gone up most positions compared to the previous report.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

In 2019, Font Salem España and Font Salem Portugal
have implemented their code of conduct and set up
a whistleblowing channel.

(102-18)

The General Shareholders' Meeting, the Board
of Directors and the Management Committee
carry out the governance of the company.

Board of Directors of SA Damm

Executive chairman

Mr. Demetrio Carceller Arce

Secretary (board member)

Mr. Ramon Agenjo Bosch

Directors

Mr. Ramón Armadàs Bosch,
representing Hardman-Ceres, SL

Mr. Raimundo Baroja,
representing Disa Corporación Petrolífera, SA

Mr. José Carceller Arce,
representing Disa Financiación, SAU

Mr. María Carceller Arce,
representing Seegrund, BV

Dr. August Oetker

Dr. Ernst F. Schroeder

Damm Management Committee

Executive chairman

Mr. Demetrio Carceller Arce

Managing director

Mr. Jorge Villavecchia Barnach-Calbó

Operations manager

Mr. Pedro Marín Giménez

Marketing, communications
and export manager

Mr. Jaume Alemany Gas

Corporate finance manager

Mr. Àngel Guarch López

Sales manager

Mr. Xavier Vila Vila

CEO of Rodilla

Ms. María Carceller Arce

Human resources manager

Mr. Ricardo Lechuga Cisneros

Managing director of Font Salem

Mr. Antoni Folguera Ventura



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Socially responsible

Damm has been implementing policies related to social responsibility for more than 20 years. In 2019, we have implemented Damm's Social Responsibility Master Plan as a working model to ensure the alignment, coherence and consistency of messages and actions in different areas of the company.

The challenges presented by the environment require companies to constantly transform and adapt. In this context, the integration of social responsibility criteria into the strategic vision is extremely important, promoting a sustainable business model with positive contributions to society in the short and long term.

In 2019, Damm joined the SERES Foundation to strengthen its commitment to society, took part in the Corporate Social Responsibility Week in Catalonia, and attended the presentation of the Corresponsables yearbook in Oviedo.

Damm signs the United Nations Global Compact

In 2019, we have increased our commitment to social responsibility to the highest international level. Firstly, we have signed the United Nations Global Compact to show our commitment to the institution's 10 principles. Meanwhile, we have expressed our desire to work for a more prosperous future for everyone via the Sustainable Development Goals. This is where we want to direct our effort, as we are convinced that Damm is also contributing to changing the world.

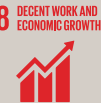
Relevant Sustainable Development Goals for Damm



We want to be leaders in health and well-being for our workers and consumers, encouraging a healthy lifestyle and promoting their well-being.



We are committed to gender equality and the reduction of all kinds of inequalities, inside and outside Damm.



We seek sustainable, secure economic growth, creating quality jobs.



We promote the efficient use of resources and energy and we carry out our production under environmentally responsible parameters. We also raise our customers' awareness of responsible consumption.



We are integrating the culture of the fight against climate change into the supply chain and our production processes, with environmental management systems and actions to reduce our footprint.



We believe in the power of alliances and the creation of shared value by joining in with initiatives, including the United Nations Global Compact, the Másfamilia Foundation (efr) and the SERES Foundation.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Positive socioeconomic impact

Main financial figures

Consolidated revenues for the 2019 financial year have reached 1,385 million euros, 9.6% up on 2018, in a context where the national economy was showing increasing symptoms of slowdown. These included the moderation of domestic private consumption and the slowing down of exports, partially compensated by the good international tourism figures recorded in 2019.

Despite this, in terms of sales and activity, Damm's businesses behaved positively in 2019 overall, with increased sales in all channels and markets where it operates.

The results the group is achieving in its internationalization process also contributed decisively to this growth. The group's brands and activities can currently be found in more than 120 countries. We experience considerable growth in volume and notoriety year after year, strengthened by the establishment of our own sales force in the United Kingdom, United States, Canada, China, Sweden, Chile and Australia, with a total of more than 250 employees working exclusively in international activities.

Production costs have increased in line with revenues. The increased cost of materials, particularly raw materials, is due to the higher price of barley and bought-in malt. This increase in the cost of materials has been compensated by replacing the combination of non-returnable products with lower-cost formats.

The increase in the prices of different kinds of energy have been partially compensated by the improvements in the energy efficiency ratios of the group's production plants. Similarly, logistics costs have grown due to greater dispersal and internationalization at the final destination, the increase in fuel prices and the storage costs deriving from greater production.



€1,385 million
consolidated revenues in 2019



250
workers dedicated exclusively
to international activities



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

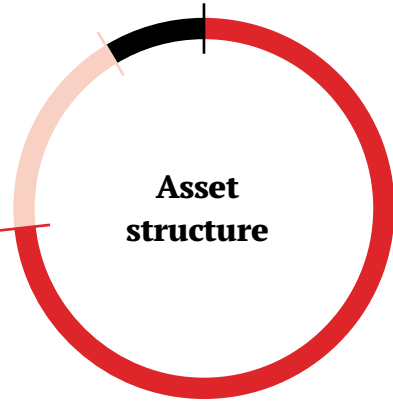
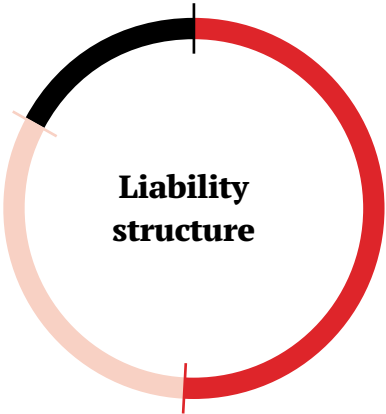
3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact



Meanwhile, general operating costs are above those for the previous financial year, highlighting the increase in the number of product dispensers, the increase in sales costs due to the increase in sales staff and marketing, trade marketing and sponsorship of events of considerable media reach, to strengthen the group’s determined commitment to the development of its brands in Spain and abroad.

The group’s staff including all businesses reached 4,899 people at the close of the 2019 financial year compared to 4,574 at the end of 2018.

	Constant annual growth rate (Last 5 financial years) 2014 to 2019			
Units in millions of euros	2019	2018	Change	

Balance sheet figures				
Fixed assets	1,427	1,217	210	9.6 %
Current assets	349	339	10	9.5 %
Cash and equivalents	162	193	-31	12.2 %
Total assets/liabilities	1,938	1,749	189	9.8 %
Net worth	985	888	97	15.1 %
Net financial liability (*)	292	289	3	32.7 %
Other liabilities (**)	499	379	120	-2.5 %

Income statement figures				
Operating income	1,385	1,264	121	8.7 %
EBIT (Operating profit)	133	127	6	7.4 %
Profit attributable to the parent company	120	113	7	8.7 %
Earnings per share (€/share)	0.47	0.45	0.02	10.1 %

Other data and indicators				
Accumulated industrial investments (since 2008)	1,184	1,061	123	12.1 %
Level of net debt	29.64 %	32.55 %	-2.9 %	15.3 %
Number of shares (thousands)	270,083	270,083	0	0.0 %

(*) Net financial debt (financial debt less cash).
(**) 2019 includes the balance of "Liabilities for leases under IFRS 16".

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Victoria expands the
Malaga production plant

In 2019, Victoria carried out the expansion of its Malaga production plant, opened in 2017, to extend the packaging area and strengthen its services with important innovations in its brewing processes. The project has also facilitated simultaneous processes and it continues the commitment to optimizing energy. Thanks to the expansion of the packaging area, the production plant can now package new and exclusive formats for the provinces of Malaga, Granada, Cordoba and Jaen.

Damm Distribución
Integral continues to grow

2019 was another year of strong growth for Damm Distribución Integral, which has incorporated six new distribution centers and extended some of the existing ones, with new sales areas. It represents almost 30 % of Damm's sales in the hotels and restaurants channel. This growth is translated into a turnover of more than 250 million euros, strengthening the company's position as it seeks leadership of the drinks market in Spain.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Value generation

Information on the creation and distribution of economic value basically indicates how an organisation has generated wealth for the stakeholders involved in its activity. In 2019 we have generated wealth worth 1,407 million euros, which have been distributed mainly among collaborators with the payment of salaries, supplier companies with the payment of services provided or goods purchased and the company with the contribution to public spending linked to the tax contribution.



(201-1)

Added value balance in 2019

8.64 % reserves	37.19 % operating costs	
7.46 % depreciation	14.53 % staff costs	
29.83 % other costs	0.59 % financial costs	1.76 % corporation tax

Graphic created based on the consolidated profit and loss account corresponding to the financial year closed on 31 December 2019 of SA Damm and the dependent companies.

At Damm, we are implementing an important strategic industrial plan, under which we have **invested more than 500 million euros in our production plants**. A total of more than 1 billion euros has been invested since 2008:

Damm

At the El Prat production plant, investments have been made to guarantee power supplies and services. We have sought the best technical improvements available in an effort to obtain energy savings.

Estrella de Levante

Various projects have been carried out at the Estrella de Levante production plant, including the remodeling of the returnable bottle packaging line, the opening of two new loading bays to improve logistics operations and new malt cleaning facilities.

Font Salem

Font Salem continues to grow and has made progress with the opening of a new production line at the Santarém production plant (Portugal) a year after the presentation of the Rumbo 2020 project, an industrial plan with investment of more than 40 million euros in the plant. For this investment, intended to introduce an innovative process into the drinks industry, Font Salem has signed a contract with the Portuguese Investment and Foreign Trade Agency.

Agama

The Agama production plant has been equipped with new facilities and machines for packaging concentrated soft drink products in BiB.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



2
People

3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

People:
a key asset

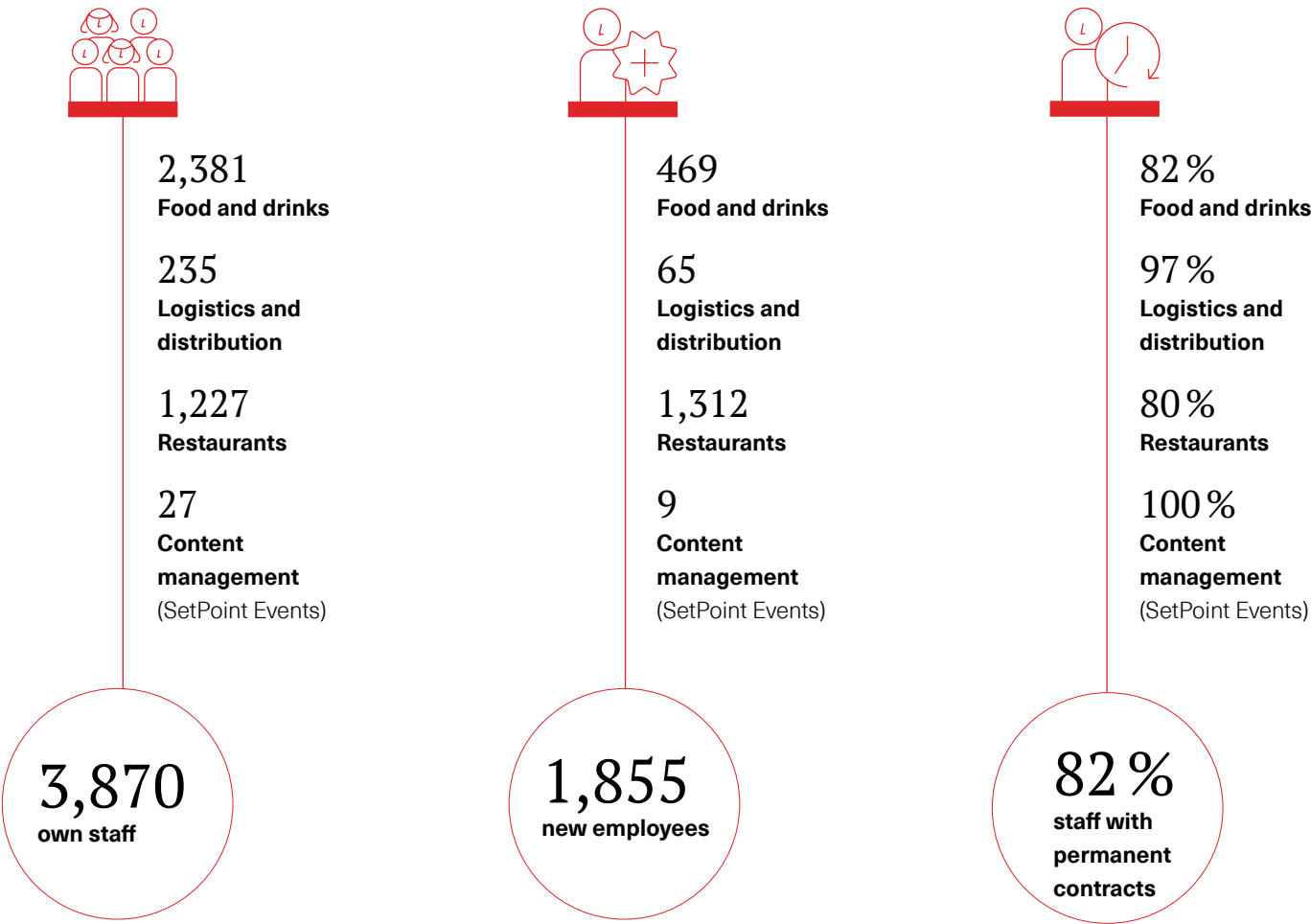
The people who make up Damm are a fundamental support for the development and growth of the company. At the end of 2019, our staff numbered 4,899. They are the driving force for ensuring Damm’s future in line with its corporate values. We encourage inclusion, promote equality and are committed to developing initiatives to strengthen well-being and professional growth.

4,899
total company staff
(including SA Damm and subsidiaries)

102-41
100 %
staff covered by agreements

102-7, 401-1

Staff covered by the report



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Let’s Damm Together:
a journey into digital
transformation

The second edition of Let's Damm Together was held in 2019, for the first time in a new format. The leading figures were Damm's workers – people taking part in the everyday life of the more than 200 digital transformation projects the company has carried out in the last three years. A total of six Let's Damm Together sessions were held in 2019, attended in person by about 150 people and with 250 visits via streaming.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

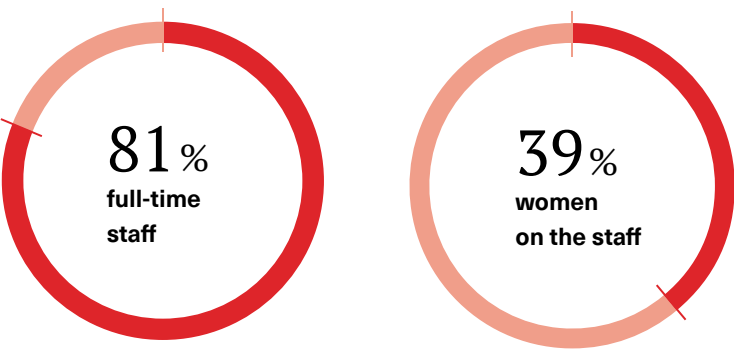
3
The environment

4
Society

5
About the report

6
GRI content index

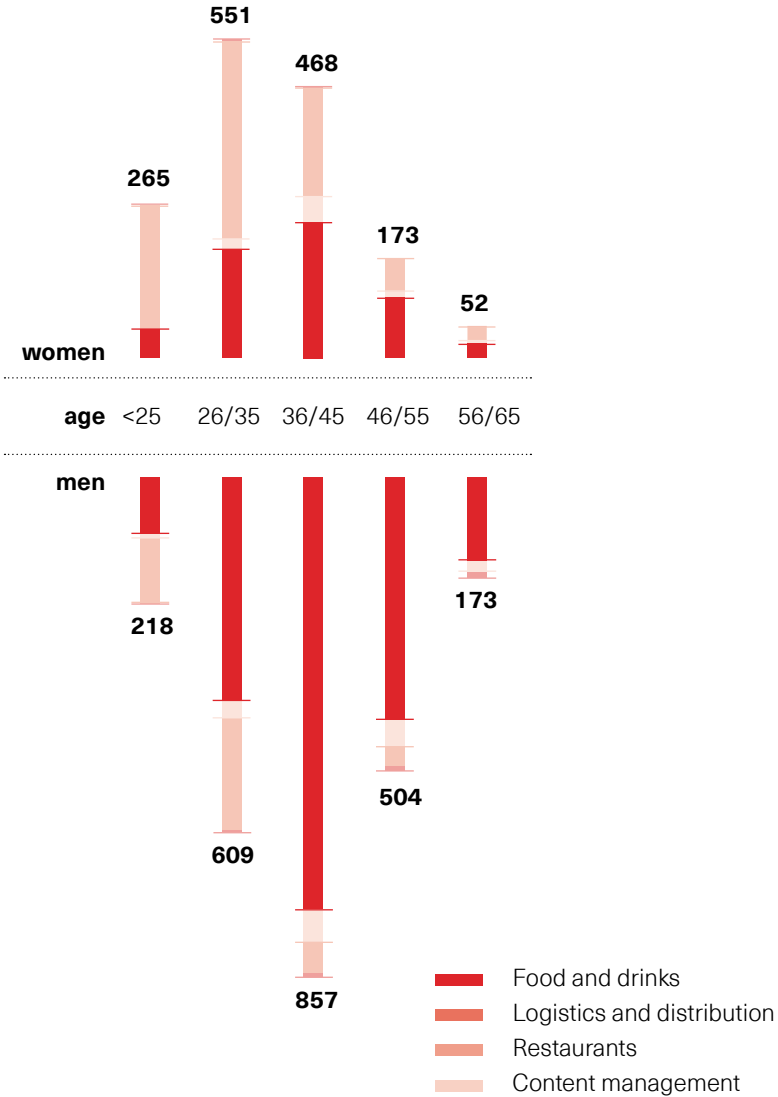
7
Table of contents
for the Global Compact



100%	Food and drinks	25%	Food and drinks
99%	Logistics and distribution	34%	Logistics and distribution
40%	Restaurants	67%	Restaurants
100%	Content management (SetPoint Events)	22%	Content management (SetPoint Events)

Staff by gender and age group

People are the essential core to ensure the digital transformation of the company. This overall impulse requires a balance between the highly dynamic, changing needs of the business and attracting the best talent and developing the people who make up Damm in line with their needs and expectations.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

With people with different capabilities
and at risk of social exclusion

(405-1)
Damm’s commitment to integrate people with different capabilities is a priority for the company. We **fully comply with the Social Integration of People with Different Capabilities Act**; we are working to achieve the 2 % for companies bound by the act and to exceed this value as far as possible. In 2019, alternative measures for the period 2019-2021 have been approved at SA Damm and Compañía Cervecera Damm, SL.

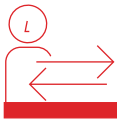
At Damm, as well as working with staff from the CARES Foundation, we cooperate with job websites specializing in people with different capabilities, like the one operated by the ONCE Foundation and DisJob. In addition, during the past year we have made a commitment to publishing job offers showing positive discrimination in favor of people with different capabilities.

As part of our commitment to the most vulnerable groups, Damm also contracts special employment centers and companies that provide jobs for groups at risk of social exclusion.

Estrella de Levante receives the Full Inclusion Award as part of the 23rd Laurel Awards, recognizing the organization for integrating people with different capabilities into working life.



917
thousands of euros on
services provided by special
employment centers
(33 indirect jobs)



31
workers with different
capabilities
(directly hired)



- CARES Social Group
- ONCE Foundation
- DisJob
- Down Syndrome Foundation
- SIFU GROUP
- ADFO
- Gaspar de Portolà Private Foundation



- ISOS Foundation
Job opportunities for young people under supervision
- Spanish Red Cross
Work experience for young people
- San Martín de Porres Foundation
Training and integration of people suffering social exclusion
- La Caixa Foundation (Barcelona Activa)
Hiring young people
- Madrid City Council
Recruiting and contracting young people without qualifications

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Damm celebrates
the 20th anniversary
of working with
the CARES Social Group

The Estrella Damm Old Brewery hosted the event commemorating the 20th anniversary of the first cooperation agreement between Damm and the CARES Social Group, a business project promoted by the Port of Barcelona and consisting of the CARES Foundation and the CODEC employment opportunities business. The collaboration has made it possible for more than 100 people with different capabilities, or at risk of social exclusion, to be currently developing their careers at Damm.

The CARES Social Group also works with Damm on other projects carrying out various tasks, including relabeling of products where the labels are not automatically produced in the factory, classifying bottles, truck transport, and managing PoS advertising material, among other activities. Since summer 2019 the foundation has also run the waste disposal facilities at the El Prat production plant.

Rodilla opens a new
restaurant run by people
with different capabilities

Rodilla and the A LA PAR Foundation have reached an agreement to create a unique space that is managed by the foundation under the franchise formula with the full support of the chain, which will provide all its experience. It is the first step in cooperation between the two organizations in their common aim to support people with different capabilities. 15 people work at the establishment in Calle Arturo Soria in Madrid.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

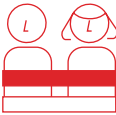
405

With equality of
opportunity and diversity

Diversity and equality of opportunity are structural tools in our people strategy. It is also the company’s responsibility to apply them fairly and correctly, adopting the necessary measures and using the appropriate mechanisms.

Equality plans were introduced by the Effective Equality Between Men and Women Act 3/2007. Compulsory for companies with more than 250 workers, they are extremely valuable in helping businesses make progress in terms of work-life balance.

The fundamental principles of Damm’s vision of egalitarian culture promoted by the Equality Plan are:



Equality

Effective equality between women and men in access to jobs and in the workplace.

Promotion of positive conduct to make equality effective.

Transparency in business culture and in the adaptation of decisions on the issues.

Promotion of awareness-raising and training actions concerning equality of treatment and opportunity.

SA Damm and Estrella de Levante have their respective equality committees.



Annual report

Letter from the
Executive chairman

1

2019 at Damm

2

People

3

The environment

4

Society

5

About the report

6

GRI content index

7

Table of contents
for the Global Compact

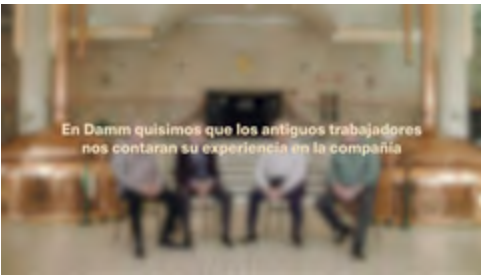
Main equality achievements in 2019

Implementation of the measures established in SA Damm’s 2nd Equality Plan – most importantly training against gender violence at Carrer Rosselló. Estrella de Levante also gave this type of training.

Renewal of the anti-harassment protocol at Alfil Logistics, SA, Compañía Cervecera Damm, SL, Gestión Fuente Liviana, SL and SA Damm.

Signing equality plans at the El Puig and Salem, of Font Salem, and Grupo Rodilla work centers. Compañía Cervecera Damm continues to work in its Equality Committee to renew the 1st Equality Plan.

Estrella de Levante signs up to the “Businesses for a Society Free of Gender Violence” initiative – another step towards obtaining the Equality Mark as a company committed to ensuring equality of opportunity for men and women.



Damm joins in with International Women’s Day through a video paying tribute to all the women who have formed part and continue to form part of the company, and with a series of training sessions about inclusive gender language.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

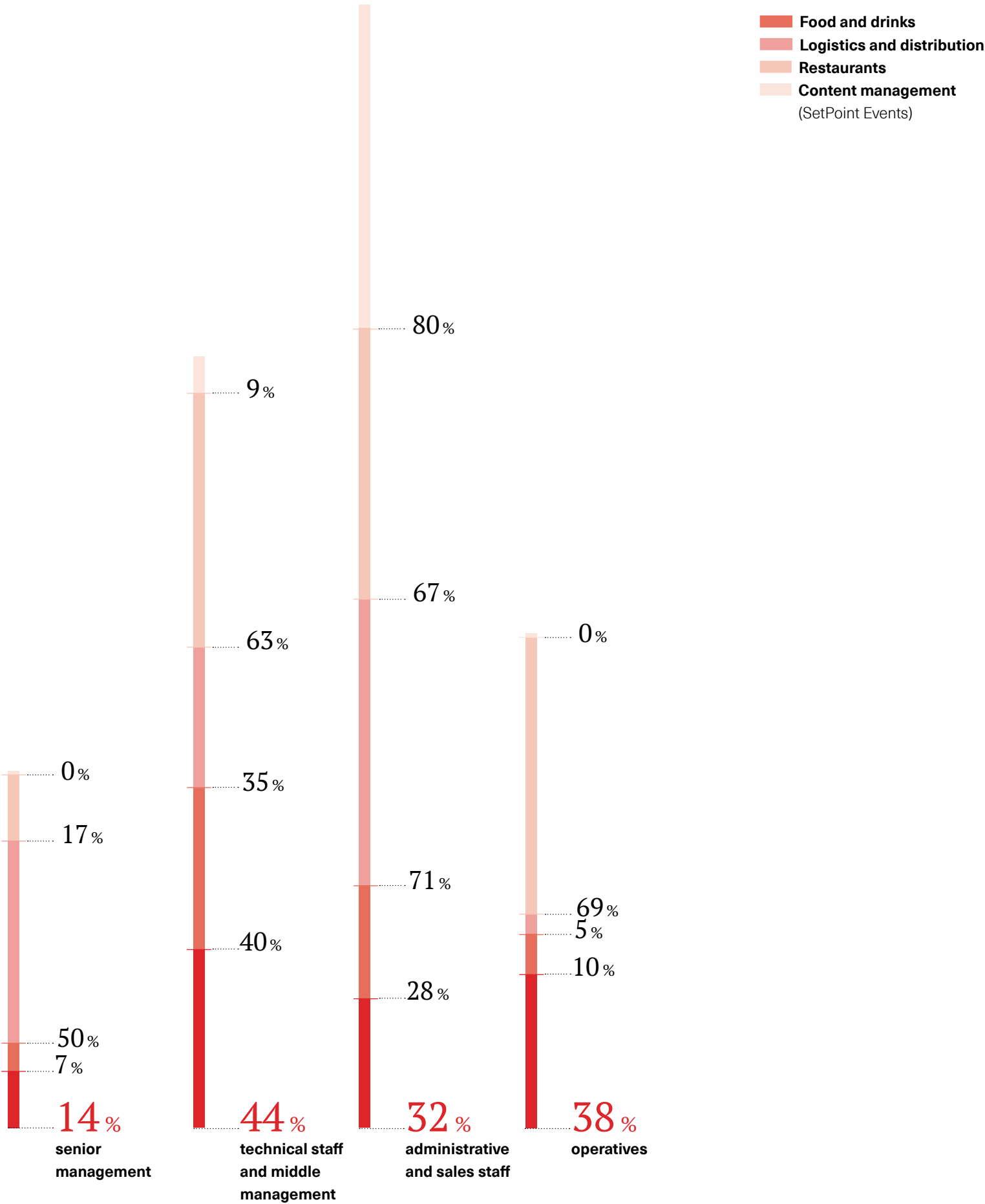
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

405-1

Women by job category



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

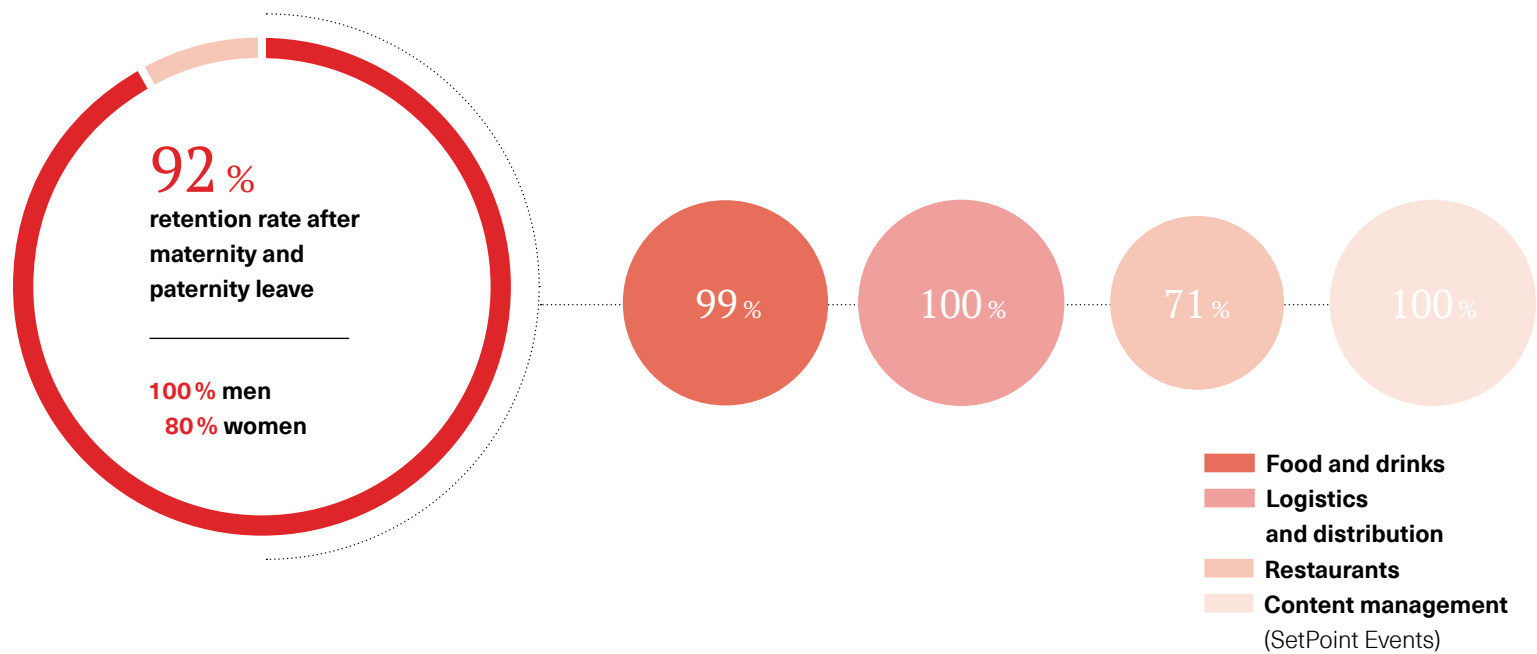
5
About the report

6
GRI content index

7
Table of contents for the Global Compact

401-3

Retention rate after maternity and paternity leave



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

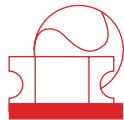
With people’s
well-being

We show our spirit as a family company in an unavoidable commitment so that our whole team can enjoy a work-life balance. We also want to contribute to people’s well-being with different advantages and benefits.



Social benefits

Including grants or discounts for training, access to service contracting (B enefit Program) and discounts on the purchase of products via iDamm (the company intranet). As new features, and as results of technological innovation and digitization, we highlight the launch of the Imbric app, under which workers can request corporate taxi or parking services without the need to deal with expenses forms, and the Amadeus travel management tool, which offers greater autonomy and makes it possible to streamline processes and reduce management costs. In 2019, the consumption workers at Grupo Rodilla’s establishments are allowed has been extended to the entire existing product range.



Leisure and sporting activities

We hold draws among workers for tickets to museums, theaters and concerts related to Damm sponsorship and the collaborations of the Damm Foundation. We also hold annual internal events, such as the Damm Padel Tournament and the Christmas dinner.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Damm

Damm te invita a Polo Music Festival

Damm sortea 15 entradas dobles para cada uno de los conciertos de Polo Music Festival, que tendr  lugar en el Real Club de Polo de Barcelona entre el 31 de mayo y el 10 de junio.
Puedes apuntarte hasta el pr ximo viernes 31 de mayo. Las personas ganadoras se comunicarn el lunes 3 de junio.

Damm et convida a Polo Music Festival

Damm sortea 15 entradas dobles per a cadascun dels concerts de Polo Music Festival, que tindr  lloc al Reial Club de Polo de Barcelona entre el 31 de maig i el 10 de juny.
Pots apuntar-te fins el proper 31 de maig. Les persones guanyadores es comunicaran el dilluns 3 de juny.

POLO MUSIC FESTIVAL

THE ORIGINAL ALAN PARSONS PROJECT BAND

MIGUEL POVEDA

DAVID BISBAL

ANA GUERRA

LUZ CASAL

JASON DERULO

Escanea el c digo QR para registrarte y escoger los conciertos que quieras.

Escaneja el codi QR per registrar-te i escull els concerts que vulguis.



The Estrella de Levante agreement, signed in 2019, includes aspects such as the right to digital disconnection. It also improves maternity leave and aid for people getting married, having babies, or who descendent with disabilities.



Work-life balance measures

Our work organization model includes the continuous implementation of work-life balance measures, such as flexible starting and finishing times in offices (in 2019 the Grupo Rodilla office staff has been increased), intensive shift hours and the possibility of swapping them in production plants, continuous working days in Grupo Rodilla establishments, and four hours annual paid leave to accompany close family members to go to the doctor. SA Damm's efr project has almost 40 work-life balance measures implemented.

In 2019 Damm from Home has begun – a pilot program making it possible for Talena’s team to work remotely.

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Pall-Ex Iberia and the Great Smile Challenge

This is a charity challenge consisting of generating the 380,400 kilometers of distance separating the Earth and the Moon in a maximum of four months. Anyone who wanted to take part could join the initiative and the kilometers generated were recorded in their sporting activity. After the challenge was completed, 2,000 euros was handed over to the Theodora Foundation to be used for 180 Smile Doctor visits to children in hospital in the more than 25 centers where they are present.



With corporate volunteering and solidarity

We promote the cohesion of the team by encouraging corporate volunteering activities and charity work. We make it easy for workers to participate in actions promoted inside the company for the Training and Employment Foundation, the SEUR Foundation, the Blood and Tissue Bank, the Solidarity Service Foundation, the Food Bank, Magic Line at Sant Joan de Déu Hospital, the Friends of Elderly People foundation, the Catalan Down's Syndrome Foundation and the Ana Bella Foundation, among others.

More than 40 people from the Damm team took part in volunteering at the Banco de los Alimentos (Food Bank), helping classify more than 67,000 kilos of food. The volunteering program also worked on the beach-cleaning campaign in the “Libera, unidos contra la basuraleza” (Libera, united against rubbish in natural surroundings) project promoted by SEO/Birdlife in alliance with Ecoembes.

Damm launched the “We Love Your Smile” campaign for World Happiness Day. It offered a gift, made in cooperation with the Osona Association of People with Physical Disabilities, to 1,400 workers at 10 work centers.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

With communication

Internal communication is essential to developing a corporate culture. We have many channels for communication and dialogue ensuring a constant relationship with the team of workers taking account of matters of interest for this group.

iDamm
Corporate intranet for internal communication and procedures, with information on all the content generated by the group's different companies.

Damm Info
Internal communication with corporate information, benefits and prize draws, issues affecting the workplace, new campaigns, etc.

In 2019, we have increased communication in factories through posters, and QR codes have been incorporated to offer access to digital content.

+Damm
The group's internal magazine, which went digital only in December 2019. For the first time, it is also available in Portuguese.

Asegúrate Damm
Monthly digital and printed newsletter from the El Prat production plant promoting commitment to the workplace risk prevention culture.

Estrella Diary
Monthly diary aimed at Estrella de Levante workers which summarizes all the brand's events of interest to them.



For World Water Day, Damm launched an internal awareness-raising campaign on the use of this resource.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

People undergoing development and training

With professional profiles

(404-2)

We continue to promote professional profiles and internal talent, generating opportunities for developing and improving skills and competences. An essential aspect for securing the loyalty of this talent is closely linked to training. The Damm Academy is our response to the expectations of our workers and their training needs, also promoting opportunities.

Mobility

This professional development program offers the chance to apply for internal selection processes to fill vacancies.

We have mechanisms to attract and retain talent and a performance evaluation system contributing to professional development.



- 29 %** Food and drinks
- 52 %** Logistics and distribution
- 15 %** Restaurants
- 100 %** Content management (SetPoint Events)

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



With employer branding

Damm's talent attraction process is increasingly based on digital tools and channels, in accordance with our business culture.



Participation in job and university
forums and fairs
(ESADE, ETSEIB, etc.).



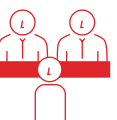
Content management of the Damm
corporate profile on LinkedIn as a reflection
of Damm's actions and life at the company.



Digital Welcome Pack
at the Grupo Rodilla.



Presence at JOBarcelona
and JOBMadrid.



Dual professional training programs at Estrella
de Levante, Alfil Logistics and the Grupo
Rodilla. The Grupo Rodilla has established an
agreement with an employment agency so
students on its job training programs can do
work placements at its facilities.



Incorporation of the ePreselec tool to attract
talent, making it possible to link to job offers
on the Rodilla and Hamburguesa Nostra
websites.

**The dual professional
training programs at Estrella
de Levante and Alfil Logistics
are initiatives valuing
the potential of new talent
and seeking to attract it
by offering opportunities to
students and recent graduates.**

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Training in line with objectives

(404-2)

Damm's training model – in person, online or combined – is based on four core principles: corporate, digital, competence-based and business. The most outstanding training initiatives carried out in 2019 and managed via the Damm Academy platform will be detailed below:



Corporate principle

In-depth training on Damm's culture, processes and area of access.

Damm Beer Ambassador
Theoretical/practical training day in a brewery with specific knowledge about our catalogue of beers. 384 participants on 21 courses.

Training in the protocol to prevent harassment
Sessions were held at different work centers. More than 60 people attended.

English program
The aim is to ensure that workers know the language to a high enough standard to do a current or future job.

In 2019, training plans have been implemented at 15 group companies.



Digital principle

Training to support and facilitate Damm's digital transformation.

Digital Skills program
Developed in cooperation with the ISDI digital business school. The main aim is to give workers the capability to define strategic and plans of action capable of providing value for consumers who are increasingly technologically aware. 89 participants on the three courses in 2019.

Training in Agile methodology
Given to the Marketing, Export and Human Resources teams to provide them with the basic knowledge of agile methodology, allow them to improve communication between different project members, and help them prioritize tasks every day.

Training in cybersecurity
Face-to-face workshops have been held, so that all the people making up Damm know about cybersecurity issues and are prepared for possible risks. More than 150 people attending and 274 online courses.



Competence principle

Training allowing workers to develop the skills they need to do the job as well as possible.

Gamification to improve competences
Training in negotiation, time management, personal productivity and leadership. 100 workers trained.

Advancing negotiation skills
Skills course for controlling complex negotiations professionally, ethically and competently.

Teamwork
60 workers from Veri and Agama have undergone teamwork training using experiential dynamics.

The training carried out at Rodilla in 2019 has been broad and diverse: 55 people have been trained as shift supervisors, as well as the new members of shop staff. For the opening of the Miami market, a specific training plan covering operational processes, new products, American culture, English and managing people was carried out in the state of Florida. Meanwhile, a cooperation agreement was reached with the A LA PAR Foundation to promote and publicize training activity and non-labor practices as part of La Caixa's Incorpora program. At Hamburguesa Nostra, specific training plans have been created for the kitchen and front-of-house jobs aimed at franchise teams opening new restaurants.



Business core

Training aimed at seeking excellence in all business processes, adding value and improving results.

Higher education and masters degrees in brewing
We continue to train our master brewers on the top masters courses on the market.

Sales team training
Training for sales managers and training in consultancy sales using digital resources. 59 workers trained.

Functional versatility at Compañía Cervecería Damm
Continuing training plans associated with functional versatility at the El Prat production plant.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

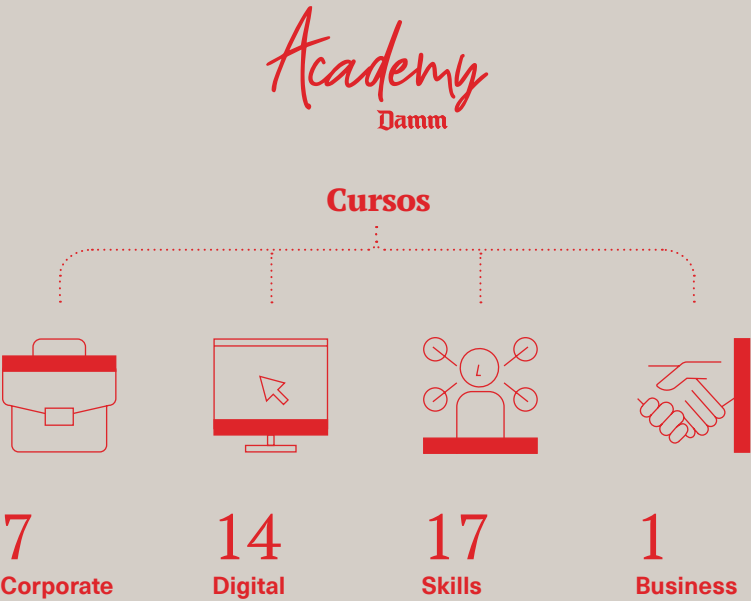
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Consolidation
of Damm Academy

2019 has been a year of consolidation at the Damm Academy, the online platform offering all Damm's training for personalized career development. The Damm Academy has incorporated new content, it has grown in terms of user numbers and it has increased its range of courses, structured in accordance with the strategic learning principles:



1.112
training sessions given

Training on health and safety, cybersecurity and the evacuation procedure at El Prat production plant have been most in demand.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

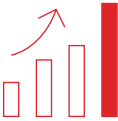
7
Table of contents
for the Global Compact

Estrella de Levante,
the University
of Murcia and
Cartagena
Polytechnic set up
a professorial chair
to work on RDI
and training

The aim of the professorial chair is to establish a structure for permanent cooperation between Estrella de Levante and the public universities in the region, including research activities, knowledge transfer, technical assistance, publicity and training concerning the environment, gastronomy, scientific tourism and innovation.



42,503
hours of training



8.32
average rating for the training received
(not including the Grupo Rodilla or Hamburguesa Nostra)



(404-1)
6.13
average number of hours
of training per worker
(not including the Grupo Rodilla or Hamburguesa Nostra)



€692,040
investment in training
(not including the Grupo Rodilla or Hamburguesa Nostra)



696
training actions
(not including the Grupo Rodilla or Hamburguesa Nostra)

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Health
and safety:
a priority

Damm's main aim concerning health and safety is to systematically reduce occupational accidents and to absorb preventive competences into all the company's areas and processes.

Damm encourages integrated prevention so that actions and preventive responsibilities are managed implicitly and autonomously in all areas. All companies have systemized the dynamic for risk diagnosis and continuous risk assessment, planning measures and monitoring actions.

Main actions in 2019

Compañía Cervecera Damm

Making preventive safety observations (PSOs), continuing *Asegúrate Damm* and Apren-D, implementing inspections in our own facilities and outside companies, and developing initiatives to be implemented soon, such as Promotor 2.0 (control tool for carrying out management using the figure of the promotor, created as part of the Tramuntana project begun in 2016 to reduce the accident rate).

Estrella de Levante

Implementing specific technical and organizational measures for monitoring noise and thermal stress, as well as for road safety and staff mobility.

SA Damm

Organization of an after-work event at the Estrella Damm Old Brewery on road safety, specially aimed at the sales team.

In its newsletter

***Asegúrate Damm*, El Prat production plant publishes the main recommendations on occupational safety in the factory.**

Grupo Rodilla

Psychosocial and climate risk assessment in restaurants, and awareness-raising campaigns to reduce accidents.

Alfil Logistics

Implementation of the SmartOSH tool for monitoring and giving notice of accidents, setting up the risk prevention suggestion and query box, and implementing the monitoring of the safe behavior of people working in the warehouse through daily checks.

Damm Distribución Integral

Pilot distribution project in Catalonia using an exoskeleton for warehouse operators to reduce strains.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella de Levante,
the first brewer to achieve
ISO 45001 standard
certification for health
and safety at work

Estrella de Levante continues with its achievements in occupational safety, obtaining certification for its occupational health and safety management system under the ISO 45001 standard, the first of its kind in the world.

Following their example, Alfil Logistics and Compañía Cervecera Damm have developed procedures and rules for the management system in accordance with this standard, and have completed the certification pre-audit.

Damm celebrates
Health Week

The Estrella Damm Old Brewery hosted Damm’s Health Week, with a series of activities to promote healthy habits among the workers making up the company. The three initiatives were a conference to publicize healthy eating, two pilates sessions and, finally, a workshop for preparing healthy packed meals.

Health Week forms part of the Health Plan Damm launched in 2018 to promote healthy habits among the company’s team.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

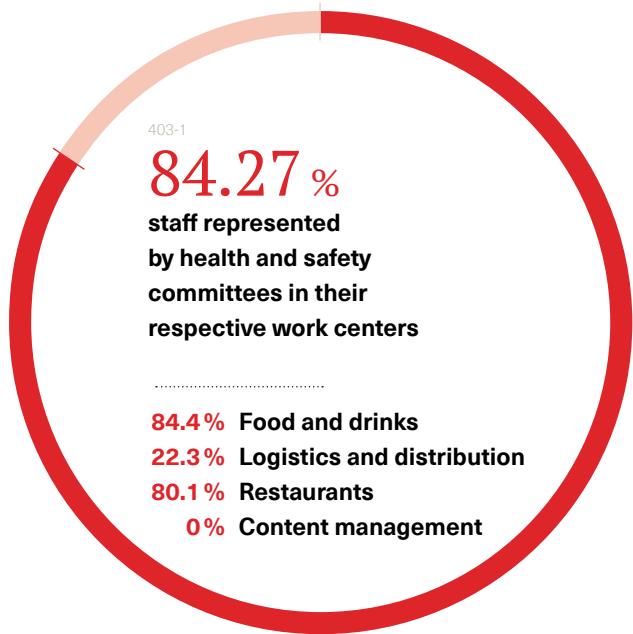
3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

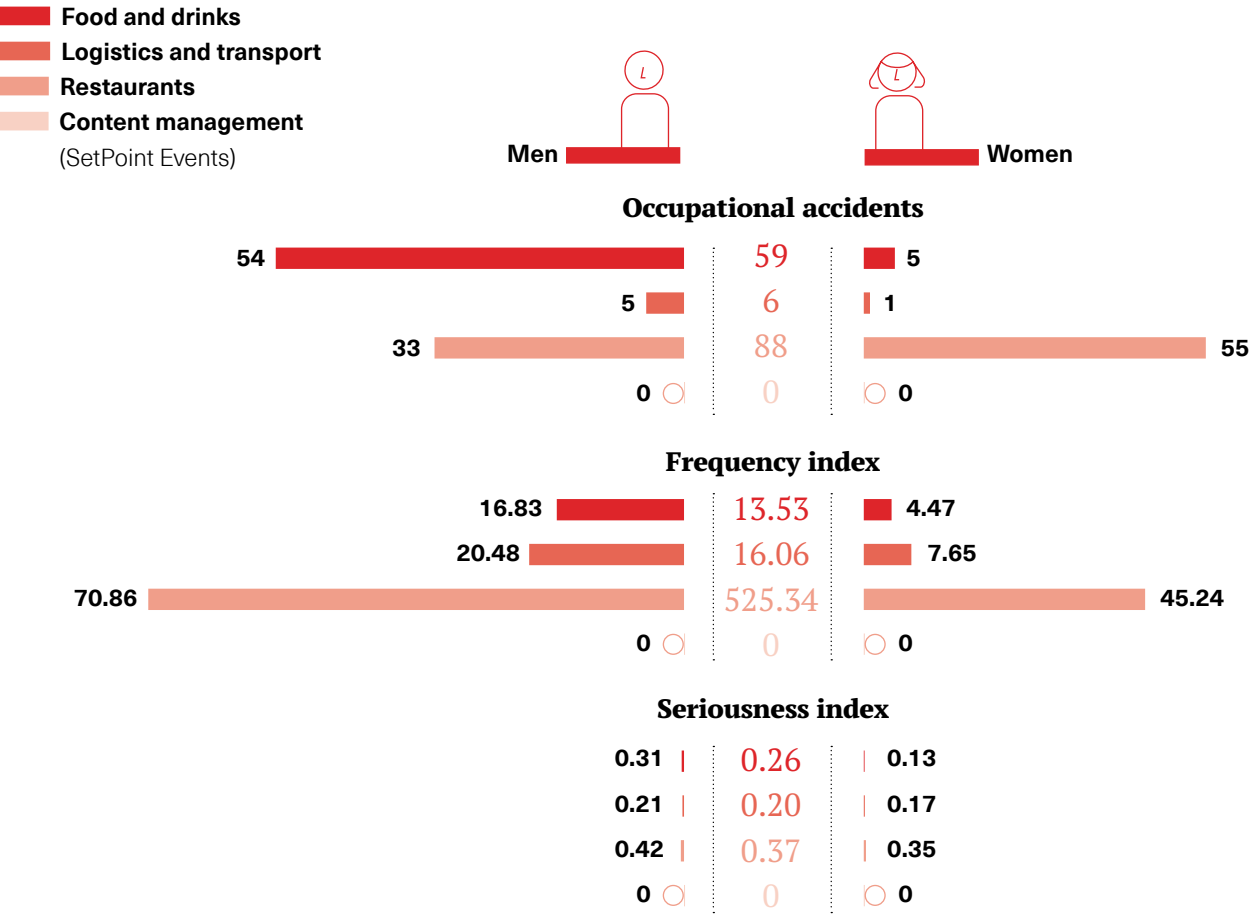


Alfil Logistics has carried out an ergonomics campaign through training actions at all centers and an information video.



(403-9)

Accident indicators



Note: The companies included, by business activity are: food and drinks (Compañía Cervecería Damm, Estrella de Levante, Font Salem (El Puig and Salem), Veri, Fuente Liviana, Embotelladora Mallorquina de Begudes, Agama, Font Salem Portugal (Santarém), Cervezas Victoria, Cafés Garriga, La Moravia, Fábrica de El Prat, SA Damm, Damm Atlántica, Damm Canarias, Sadiga and the Damm Foundation (included only in the figures for 2018); logistics and transport (Alfil Logistics, Pall-Ex Iberia, Minerva, DDI and Pumba); restaurants (Rodilla and Hamburguesa Nostra); and content management (SetPoint Events).

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



3

The environment



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Continuous improvement of environmental management

(102-11, 300)

Commitment to taking care of the environment has been an intrinsic element of Damm since it was founded. The commitment to environmental sustainability is based on implementing an overall management system, including ISO 14001 certification and incorporating additional tools, such as the water footprint and the calculation of the carbon footprint. Damm's Energy Optimization and Environment Department is promoting an ambitious plan to reduce the environmental footprint of production and packaging plants.

Core principles of Damm's environmental policy

Promoting sustainability in all the company's activities involving all our stakeholders.

Encouraging the use of local resources.

Minimizing environmental impact and preventing pollution throughout the life cycle of products and services.

Promoting actions aimed at reducing, reusing and recycling.

Supporting the acquisition of energy efficient goods and products.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



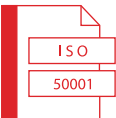
€5.8 million
invested in environmental improvement actions in 2019,
2 % more than in 2018

Environmental certifications



ISO 14001:2015
Compañía Cervecera Damm, SL
Estrella de Levante Fábrica de Cerveza, SA
Aguas de San Martín de Veri, SA
Fuente Liviana, SL
Font Salem, SL (El Puig and Salem centers)

An aim for 2020 is to certify
the following factories to this standard
Maltería La Moravia, SL, and
Cervezas Victoria 1928, SL



ISO 50001:2011
for energy management
Estrella de Levante Fábrica de Cerveza, SAU



Water Footprint Verification
Compliance Certificate
Estrella de Levante Fábrica de Cerveza, SAU



ISO 14064-1:2006
Carbon Footprint Verification
Estrella de Levante Fábrica de Cerveza, SAU
Alfil Logistics, SA



**Damm attends
the COP25 for
climate change and
at the International
Environmental
Sustainability
Congress.**

**Alfil Logistics took
part in the debate
on sustainability and
innovation at the
5th Business Logistics
Meeting.**

*Note: The environmental data presented in this
chapter corresponds to the following companies:
Compañía Cervecera Damm, SL; Estrella de
Levante Fábrica de Cerveza, SA; Aguas de San
Martín de Veri, SA; Fuente Liviana, SL; Font Salem,
SL, and Font Salem Portugal; Maltería La Moravia;
Alfil Logistics, and the Grupo Rodilla (including
Hamburguesa Nostra).*

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

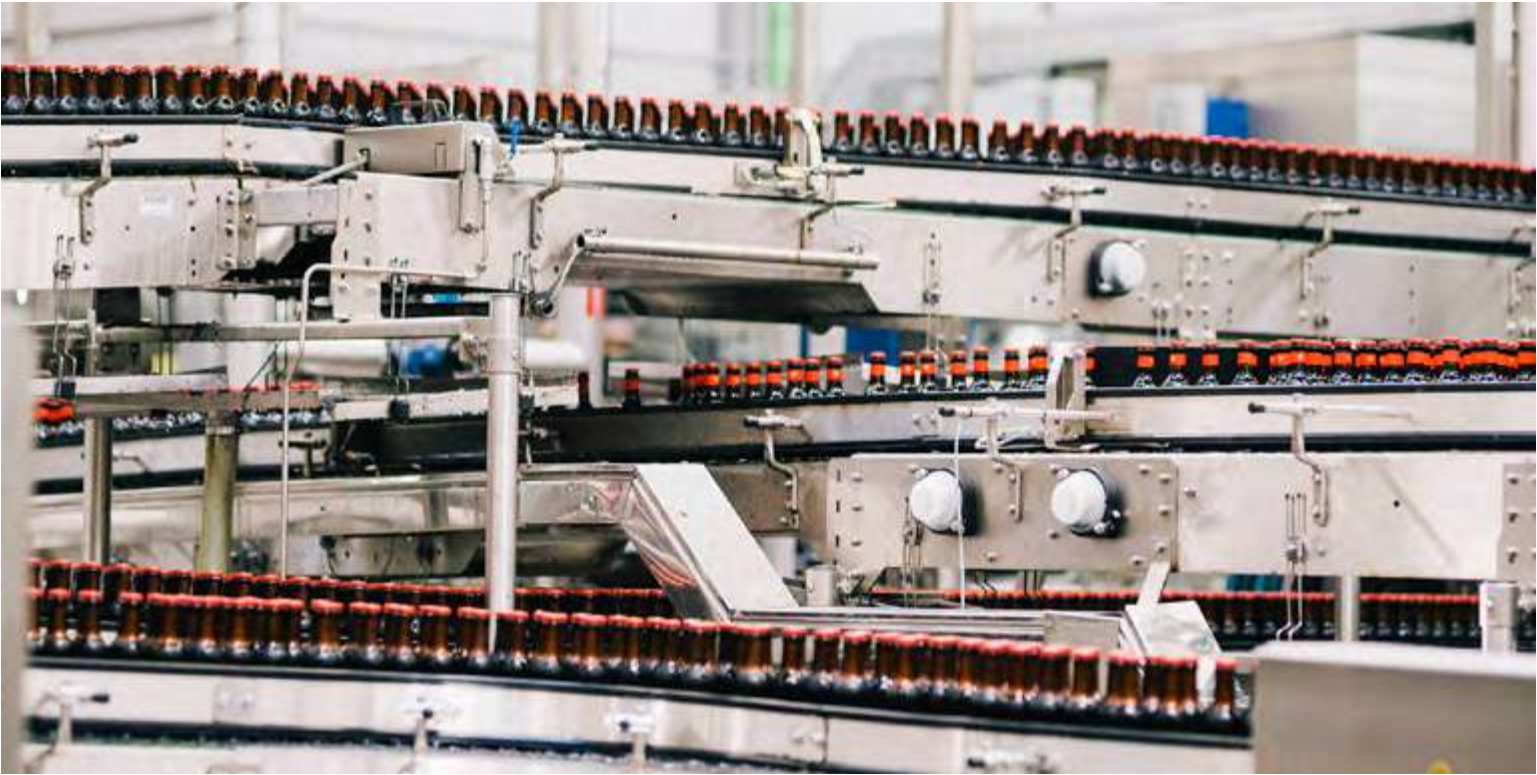
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Our sustainability initiatives

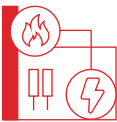
Our aim: for every product Damm puts on the market to generate the smallest possible environmental impact.



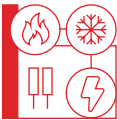
Energy: more efficient and of renewable origin

(302)
We are working to be energy efficient, reducing the consumption of natural resources and generating energy of renewable origin.

100% of the electrical energy purchased in all the production and packaging plants, as well as Damm warehouses, has renewable origin certification.



Cogeneration from biogas
Font Salem El Puig production plant
Generation from biogas
Estrella de Levante El Espinardo production plant



Trigeneration from biogas
Estrella Damm El Prat production plant



Photovoltaic solar
Estrella Damm El Prat and Estrella de Levante El Espinardo production plants and logistics platform in the Logistics Activities Area at Barcelona Port.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

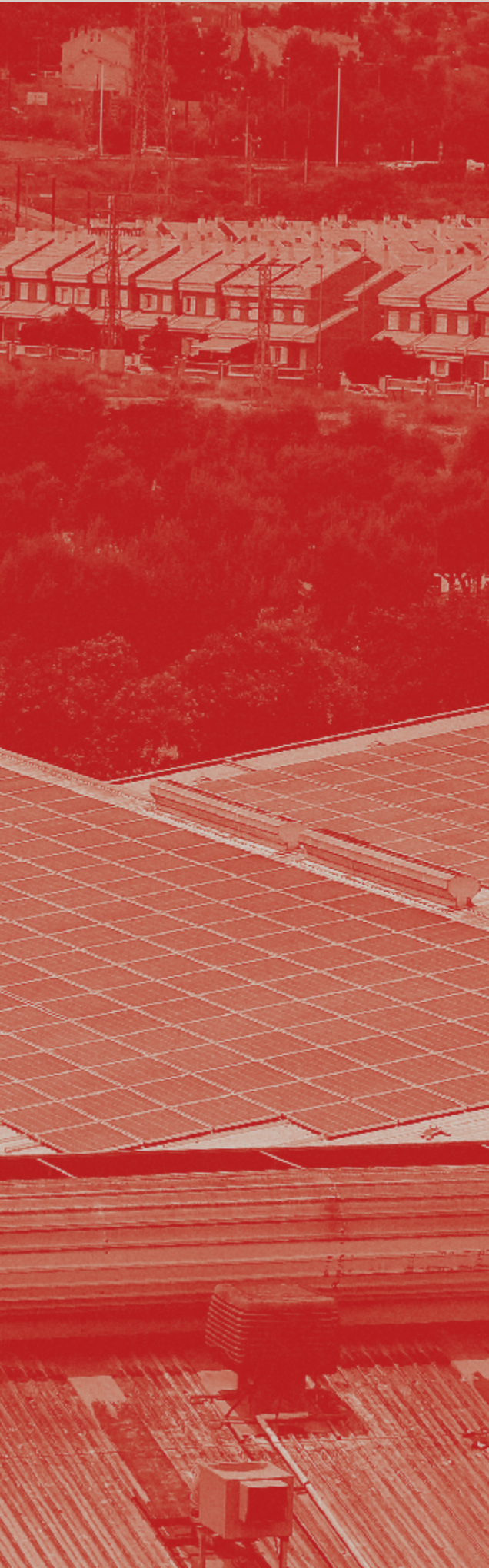
Estrella de Levante begins
operating a solar plant
for its own consumption

It is a pioneering self-consumption plant in the region, with rated power of 500 kWp. It is estimated that its production could reach around 749,800 kWh. Total control over the facility is maintained thanks to the different monitoring systems using mobile devices. This facility along with the one of biogas generation enables Estrella de Levante to have more than 650 kW for consumption on-site from renewable origin.

Estrella de Levante
joins the Beer
Thermostock project

The project began with the aim of developing a highly innovative system for storing latent heat. The expected benefits of this heat storage technology are:

- Reduction of fossil fuels in the brewing process.
- Increase storage capacity.
- Improved management of energy resources
- Easily reproducible process
- Reduction of the carbon footprint in the brewing process.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

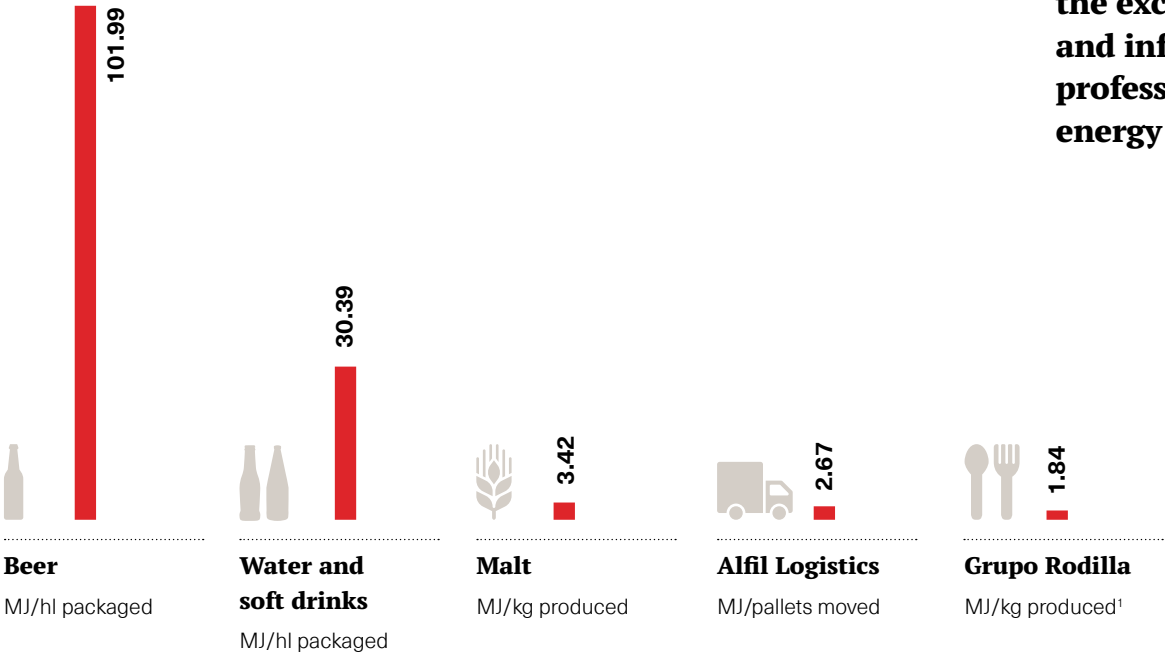
7
Table of contents
for the Global Compact



Main actions
in 2019

El Prat	Trigeneration 2,879 MWh of electrical energy and 888 MWh of thermal energy generated.	Estrella de Levante	Implementing a new washing machine, pasteurizer and filler that allow the optimization of thermal and electrical energy consumption in the returnable format. In addition, a new refrigeration unit with magnetic levitation motors has been installed in the malting plant, which increases performance of cold generation.	Grupo Rodilla	Installing LED lighting in all establishments.
	Implementing the second phase of installation of photovoltaic panels for consumption on-site at the logistics platform in the Logistics Activities Area at Barcelona Port.				Installation of a frequency converter in the air compressor at Bisaurri.
	Optimizing industrial cold generation facilities, allowing an 18% saving of electrical energy consumption.	Fuente Liviana	Installing of a frequency converter in the air compressor.	Alfil Logistics	Bringing more energy-efficient lithium-powered forklift trucks into service at the Torrent center in Valencia.
					Installation of LED lighting at the Alcantarilla Oeste center (Murcia).
			Control of turning off lights and air at the end of shifts.		
			Control and management of high-pressure air compressors depending on production.		
			Improved efficiency in glass production shifts.		

Energy consumption
2019



(102-13)

Damm is part of the Energy Managers Group, an initiative to encourage the exchange of experiences and information between professionals involved in energy and the environment.

1. The 2019 figures include Hamburguesa Nostra.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

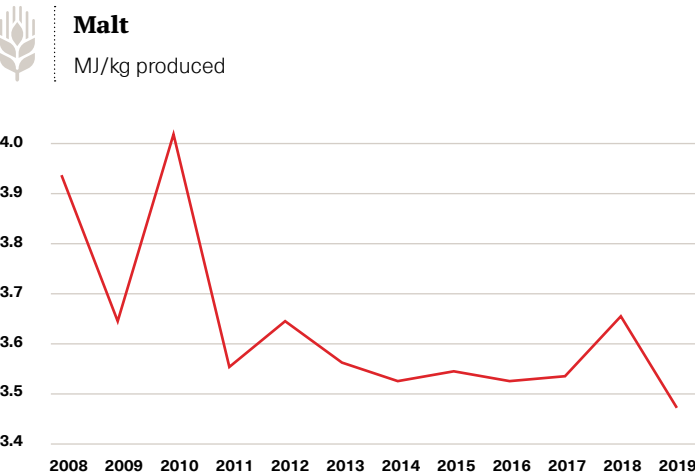
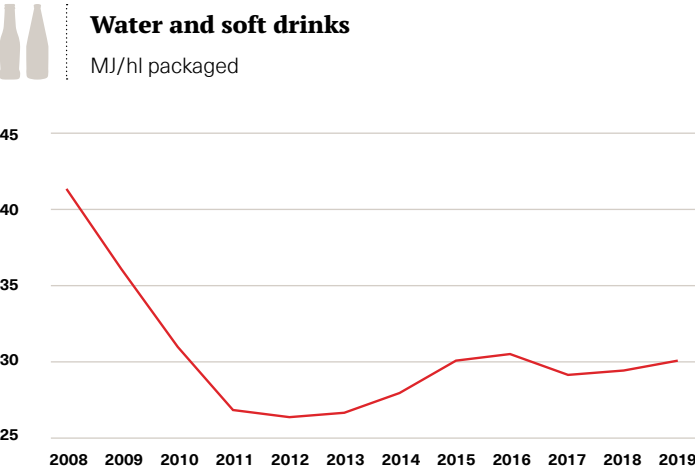
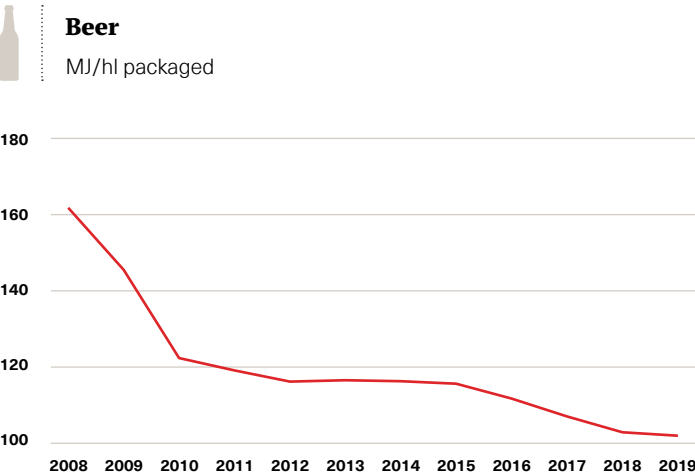
4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Energy consumption evolution
2008-2019



Compañía de Explotaciones Energéticas (CEE),
high efficiency cogeneration

At the end of the 90's, at Damm we bet on cogeneration technology to service to some of our factories. Cogeneration allows us to generate high-efficiency energy for our own consumption, since natural gas produces electricity and heat that are used in the same production centres. The on-site production of electricity also manages to minimise all losses from transport.

Compañía Explotaciones Energéticas is the company in charge of managing the operation of these cogeneration plants. It has a 10 MW turbine at the El Prat de Llobregat (Barcelona) production plant and two cogeneration engines that offer 5 MW of power at the La Moravia malt house in Bell-lloc (Lleida). Both cogeneration plants, which supply all the heat consumed at the El Prat production plant and the La Moravia malt house, participate in the emissions trading system and in 2019 verified 61,521 tons of CO₂ equivalent.

Between 2008 and 2010 we made a commitment to renewable energy, which involved the incorporation of a 1 MW trigeneration engine, which produces electricity, heat and cold from the biogas from wastewater treatment at the El Prat production plant. In addition, we installed 1,700 kW of photovoltaic panels on the roofs of our warehouses in the Logistics Activities Zone of the Port of Barcelona and on the warehouses of the El Prat production plant.

The activity of Compañía de Explotaciones Energéticas, SL, a company integrated in the group, is part of the National Energy Plan, which among its priorities, includes increasing the contribution of self-generators for the generation of electricity and, in particular, generation from renewable energy.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Water:
we calculate and reduce
the water footprint



The water footprint is a global indicator that measures the total volume of fresh water used, both directly and indirectly, to produce a product or service along its value chain. Its analysis facilitates better water management in the different processes.

Aware of the need to reduce the consumption of a resource as scarce as water, at Damm we decided to take the step of calculating our water footprint on a pilot basis at the Estrella de Levante production plant in Murcia and having this calculation certified in 2014 by Aenor. We were the first company in Europe to calculate and certify its water footprint. Our goal for 2020 is to replicate and extend the calculation in the rest of our factories.

95 % of the water footprint of beer comes from the use of water in the barley fields. Almost all of the farmers who supply it to Damm are close to our malting plants, which makes it easier for us to advise them how to optimise water use while maintaining maximum production and quality.

Similarly, in factories, thanks to the monitoring of consumption and the implementation of improvements, it has been possible to reduce water consumption by more than 40 % during the last decade.

Damm's production centres have a wastewater treatment system before they are discharged. Here, in addition to water purification, the minimisation of energy consumption comes to self-produce practically all the necessary energy.

(102-13)
As a member of the Community of Users of the Llobregat Delta, Damm promotes new mechanisms for saving and rationalizing the use of water and complies with the authorized limits for extracting groundwater.

Damm has various research and development projects under way to reduce the ratio of water consumption per hectoliter of product packaged.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Main actions
in 2019

El Prat	<p>Installation of water meters, which, with a computerized management system, make it possible to know the water consumption per unit produced.</p> <p>Participation in water recovery and reuse programs.</p>	Fuente Liviana	<p>Weekly planning of production from greatest to least water requirements.</p> <p>Supervision, control and monitoring of decalcifiers and water consumption in cooling towers and the steam boiler.</p>
SA Damm	<p>Promotion of programs to give advice to farmers to help them reduce water consumption for their crops.</p>	Agama	<p>Plan to reduce industrial water consumption, with a reduction of more than 20 % on 2018.</p>
Veri	<p>Adjusting water consumption in fillers.</p> <p>Optimizing rinsing in external cleaning.</p> <p>Using SCADA software to monitor and supervise consumption from wells.</p>		<p>Well probe to determine flow variations.</p>
Estrella de Levante	<p>Implementing a new washing machine, pasteurizer and filler that allow the optimization of water consumption in the returnable format. Improvements in the condensate recovery system.</p>		

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Damm promotes
programs to give advice
to farmers

The analysis of the water footprint allows Damm to achieve a more efficient management of water throughout its value chain. Practically all of the water footprint of the beer we produce in Damm comes from the cultivation of malting barley, which is grown in the lands of Huesca, Lleida, Albacete and Murcia.

At Damm we have a direct contact with the farmers who cultivate it. We control the rainwater collected by the land where it grows, and the irrigation water used by them to complete the water needs of the plant. Additionally, we use a computer system for traceability and management of barley from its cultivation until it reaches the production plant. All these tools allow us to help farmers to reduce the cost of water and, consequently, their electricity consumption.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Recycled water

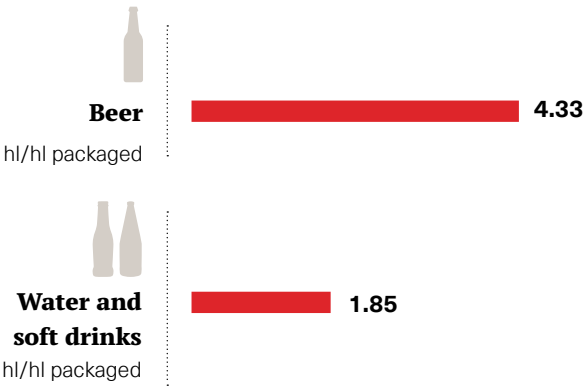


179,784 m³
recycled water for other purposes

At our plants we work so that, in those processes where it is possible, the water is recirculated and reused; for example, in clean bottle washing processes, water is reused in pasteurisers or in machine cooling circuits.

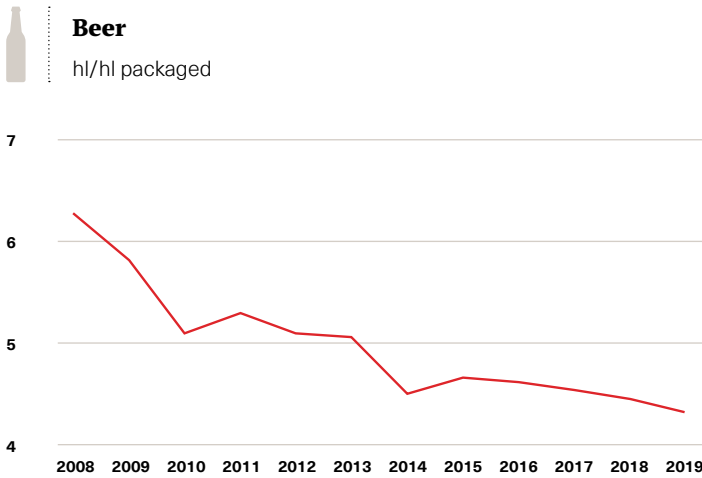
Water consumption

2019

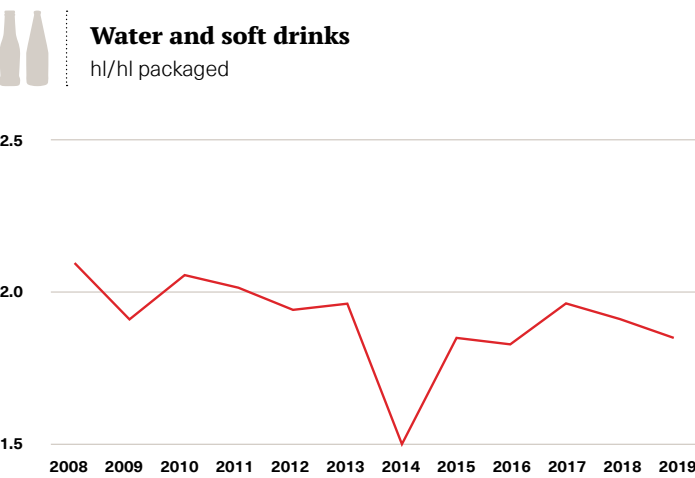


Water consumption evolution

2008-2019



(306-1)
Damm's production plants have a system for treating wastewater before discharging it. Our aim is to improve the recording systems, control parameters and wastewater treatment system.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Materials and raw materials:
reduction and reuse

We permanently improve industrial processes to reduce the consumption of raw materials and materials. The Beer Innovation Committee is responsible for this.



**Actions to reduce the consumption of raw materials
proposed by Cerveceros de España for 2018-2025
(Damm is a company associated with Cerveceros de España)**

Increasing the volume of beer sold in reusable packaging in the hotels and restaurants channel.

Reaching 75% of beer sales in reusable packaging in the hotels and restaurants channel.

Developing a standard reusable bottle for the whole industry for the 1/3 l format to make reuse easier.

Increasing the current level of recycling in line with European targets to prevent waste dumping and incorporate packaging waste into a new production cycle.

Achieving 80% recycling of single-use glass bottles and 90% for single-use metal cans.

Promoting ecodesigned packaging to reduce the use of materials, improving their recyclability and increasing the percentage of raw materials of recycled origin in their composition.

Reaching 80% of material of recycled origin in the composition of single-use glass bottles.



100 %

paper and cardboard used at
Estrella Damm with FSC and
PEFC certification

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

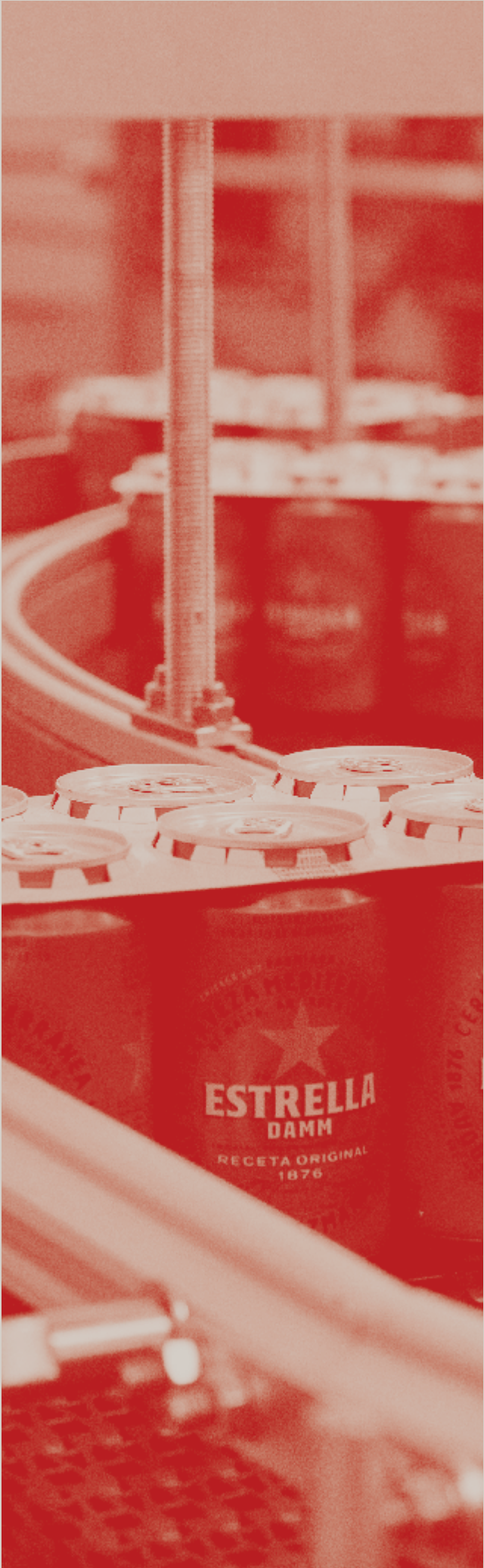
7
Table of contents
for the Global Compact

Estrella Damm is
eliminating plastic rings

In 2019, we have carried out a test with Estrella Damm culminating in the arrival of the first packs free of plastic rings in some supermarkets. The new format for grouping cans is manufactured with Alzamora's LatCub® making it possible to group cans with 100 % biodegradable cardboard packaging made with 100 % natural fibers from sustainably and responsibly managed trees with the FSC mark.

Rodilla Group:
recipes without palm
oil and use of more
sustainable materials

The Rodilla Group is committed to sustainable and environmental work and its clients in each of the processes. For this reason, it prepares all its recipes without palm oil, with the aim of continuing to offer healthy products that are always made with the best raw materials. In addition, it has started the process of replacing single-use plastic references with others made from recycled material or from a sustainable source.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Main actions
by Damm in 2019

Reducing plastic used in packaging.

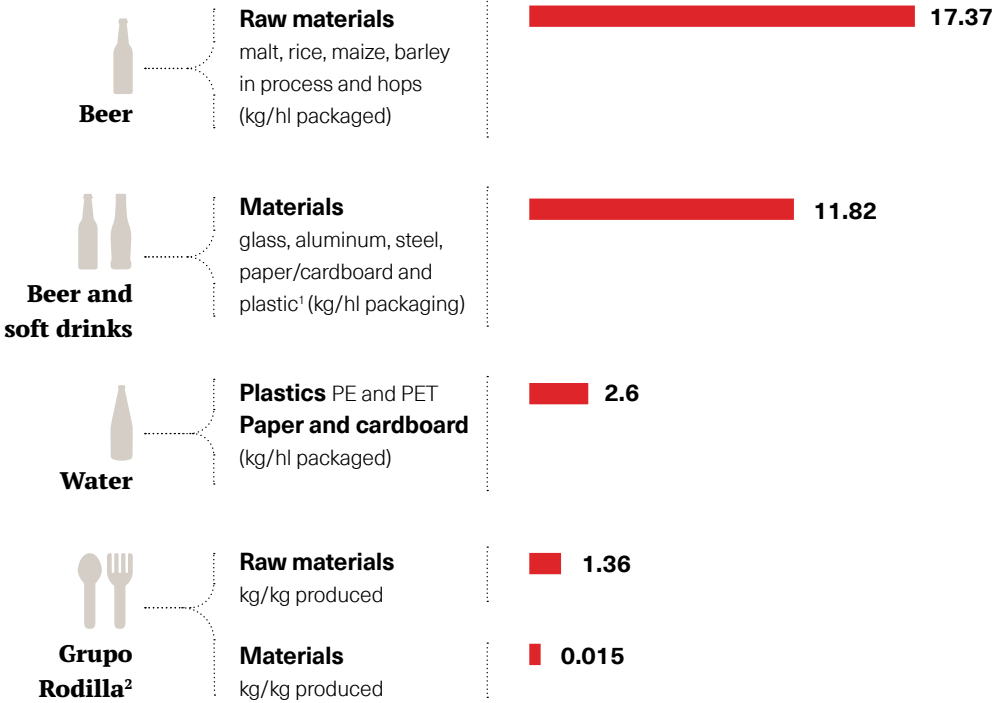
Approval of the cardboard rings
and the equipment for applying them
as an alternative for grouping cans.

Approval of the use of recycled
materials and projects to incorporate
r-EG disposable water bottles.
Font Major has incorporated 100 %
r-PET in the 0.5 liters format.

Installing a new washer on the
Estrella de Levante packaging line,
allowing a **saving of approximately
20 % in caustic soda** consumption.

(303-1)

Material and raw material consumption
2019



1. The figures include Compañía Cervecería Damm, SA Damm, Elesa and Font Salem (El Puig and Salem).
2. The 2019 figures include Hamburguesa Nostra.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Mobility:
cleaner, more sustainable

Damm has a Sustainable Mobility Committee intended to promote actions to improve the company’s mobility. We reduce the environmental impact of mobility by using cleaner, more efficient, sustainable transport.

More than 500 customers use the Beer Drive system, which registers growth of over 20 % per year and which reduces travel, consumption and CO₂ emissions by transporting beer tanks twenty times larger.



Main actions
by Damm in 2019

Consolidation of the Beer Drive distribution project, an electric truck that distributes beer directly from the Cervezas Victoria production plant in the city center, and incorporation in Granada and Cordoba. It was already being used in Malaga.

Renewal of more than 30 trucks and vans in the Damm Distribución Integral vehicle fleet to update it and incorporate **less polluting Euro 6 vehicles**. Two new vehicles converted to work with liquefied petroleum gas have been incorporated.

Introduction of **liquefied natural gas trucks** at Alfil Logistics for the Murcia and Barajas route.

Constant optimization of Alfil Logistics routes to make the most of the truck volumes. Supplier approval establishes the type of trucks available for the service, including Euro 5 and Euro 6 trucks.

Optimizing the transport routes from the Hamburguesa Nostra food preparation center, differentiating the center of Madrid from the outskirts.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

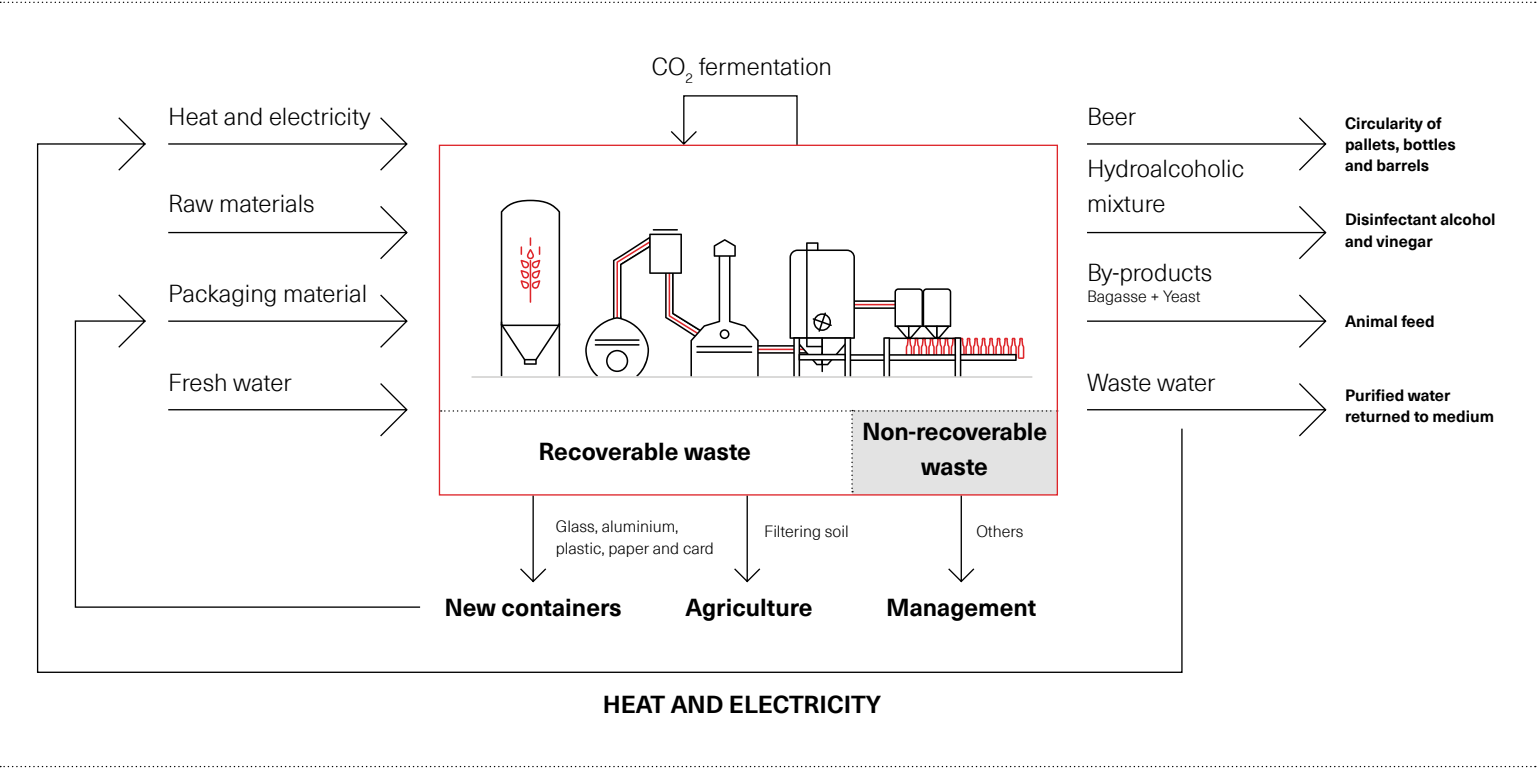
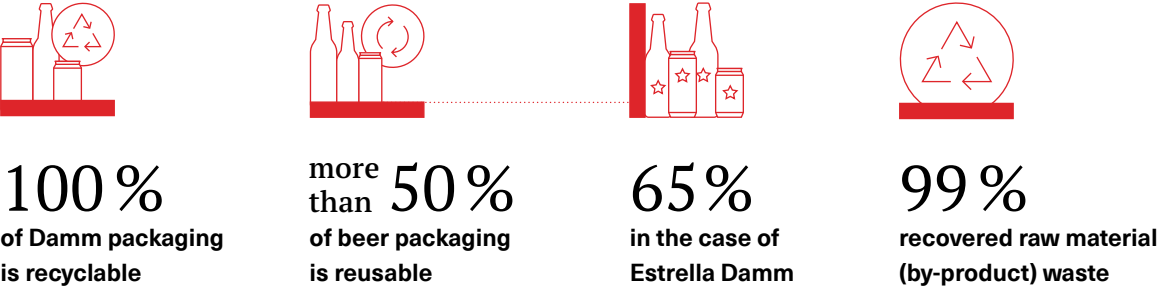
7
Table of contents
for the Global Compact

Focusing on circularity

We continue to make progress towards the circular economy with a model based on recovering resources, the supply of materials and improving the efficiency of production, distribution and waste management systems. (102-13) We work and collaborate with the management bodies for systems of selective collection and used packaging and packaging waste recovery (Ecoembes and Ecovidrio).

After more than 20 years, Damm is continuing to install more than 300 can compactors a year along the Mediterranean coast during the summer.

Circular packaging systems and the promotion of ecosustainable and efficient designs makes up one of the main strategic lines of action in the brewing industry in the sphere of environmental sustainability, with a compliance horizon of 2025. To achieve this, Damm has a returnable packaging system that includes the transport of returnable bottles and barrels from factories to establishments. We also take care of the inverse logistics: the subsequent return of the empty packaging to the production plant of origin, where it is treated so it can be reused. This practice makes it possible to use and reuse packaging to minimize its environmental footprint (fewer emissions and less resources) as well as eliminating disposable packaging.



At Damm we are committed to circularity from different areas. Thus, for example, in the cooking malted barley process, must and bagasse are obtained after filtration, which is what we call the resulting pulp and which is used for animal feed. The yeast extracted from the fermentation process itself has the same purpose. Glass or cans are part of the recycling process so that, once treated, they serve as raw

material to produce new bottles and cans. The pallets we use at Damm are reusable. The final residue from the beer filtration process is used as a natural organic amendment for crops. The CO₂ from fermentation is recovered to be used again, which allows us to be self-sufficient in carbon dioxide. We transform the organic matter in wastewater into energy that we use in the production process itself.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella de Levante recycles the waste generated from brewing beer following renewable energy generation models, such as biogas.

The aim of Damm's recycling plan is to provide continuity for all the waste-related initiatives in two respects: internal (measures for Damm's work centers) and external (measures for Estrella Damm Old Brewery events and cultural and sporting sponsorship).

Main actions by Damm in 2019

Total elimination of paper in the El Prat production plant thanks to the self-monitoring of the packaging lines using a computerized tool.

Reuse of various materials, including paper or cardboard from the offices, plastic from pallets, returnable crates, glass from the bottles, returnable barrels – especially from bars and restaurants; plastic packaging from auxiliary materials.

Reuse of spent grain and other byproducts from the beer reduction process as food for animals, largely cattle, because of its high protein content. Every year more than 190,000 tonnes of Damm spent grain goes to feed cows on many farms.

Installation of 257 recycling points at head office in Carrer Rosselló.

Installation of six full recycling points for events outside the Estrella Damm Old Brewery.

Adaptation of the Grupo Rodilla establishments to the **new organic matter selective collection system.**

Estrella de Levante and the Abraham Project are working together to reuse a big Verna advertising banner and turn it into items to be sold to raise money for good causes at the Christmas market.



80.2%
recycling rate for packaging
managed by Ecoembes
Source: Ecoembes 2019



79.3%
recycling rate for glass
managed by Ecoembes
Source: Ecovidrio 2019



Estrella de Levante installs 65 can compactors on the Region of Murcia and Alicante

The aim is to raise awareness of the importance of the environment through a project that promotes the labor integration of people with disabilities. 65 can compactors with the Estrella de Levante and Verna image are available to users as aluminum recycling points. 2,000 cans fit into each compactor and are easily compacted, which makes it possible to recycle 100 % of the aluminum without reducing its quality.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

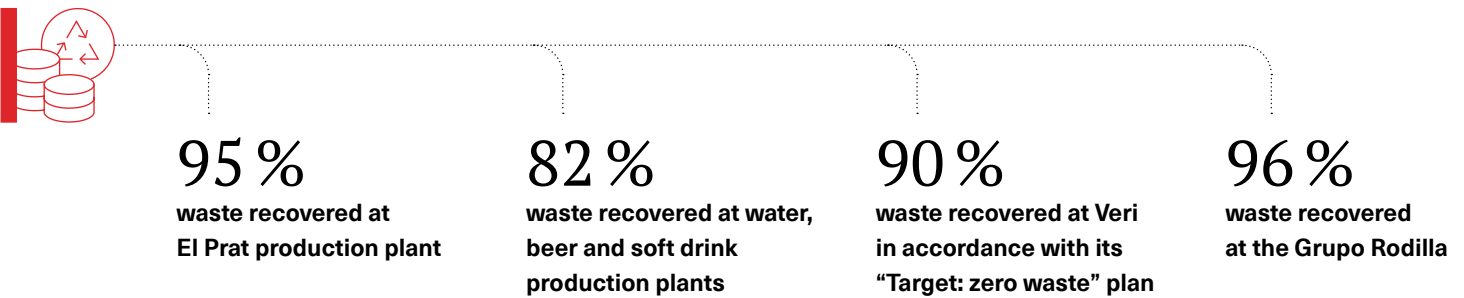
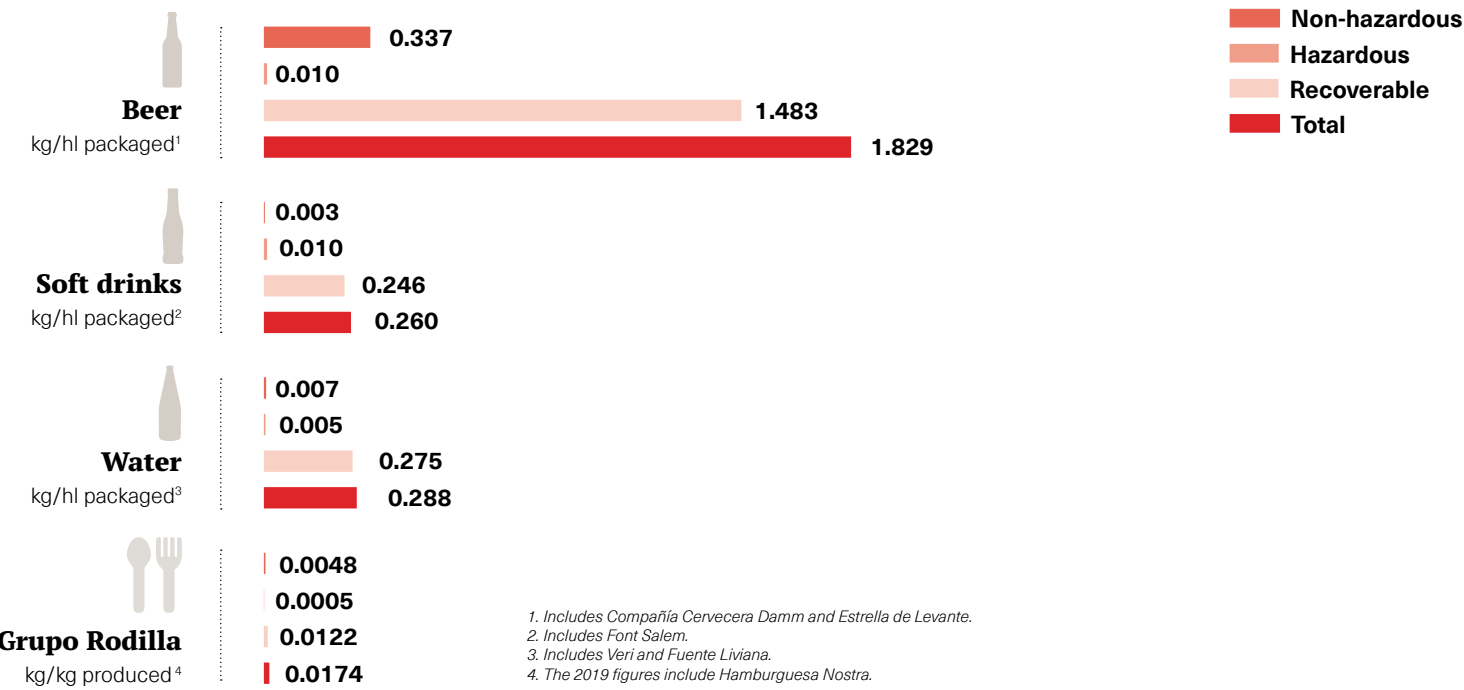
5
About the report

6
GRI content index

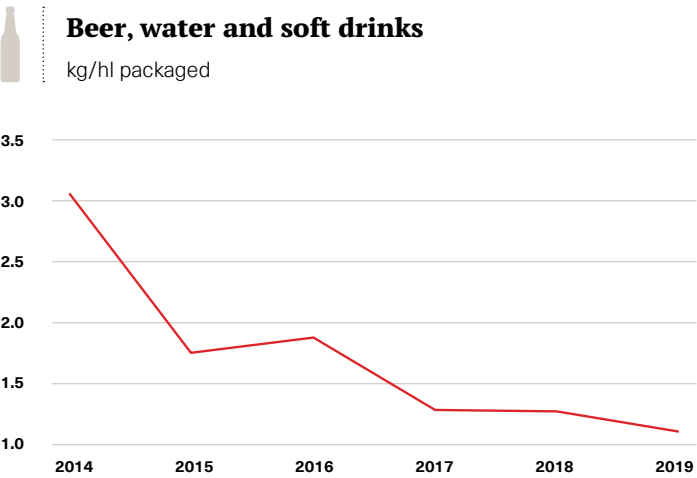
7
Table of contents for the Global Compact

(306-2)

Waste generation



Waste generation evolution
2014-2019



In order to minimize food waste, the Grupo Rodilla donates surplus products still fit for consumption to social canteens and applies measures in different areas to help stop products becoming damaged:

- Raw material format adjustment depending on the quantity of ingredients in each recipe.
- Establishment of expiry dates both for manufactured products and ingredients depending on the format and the most appropriate form of preservation.
- Use of the same product for different recipes.
- Checks on expiry dates and proper rotation.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Carbon footprint:
lower CO₂ emissions

(305-5)
We are aware of the importance of fighting climate change. For this reason we promote initiatives aimed and minimizing the carbon footprint of our activity. Commitment to energy efficiency and the use of renewable energies are the main ways of minimizing our carbon footprint.

Damm’s constant commitment to generating electricity from renewable sources from renewable sources is allowing the company to reduce its CO₂ by more than 2,600 tonnes a year in its production and packaging plants. In addition, the continuous efforts to improve efficiency in our factories and the use of electricity with green origin guarantee certification.

In the medium and long term, the measures to reduce greenhouse gas emissions include installing photovoltaic panels for self-consumption on the roofs at Damm, calculating the carbon footprint in all plants – expanding it with scope 3 emissions – and implementing the sustainable fleet strategy.

Estrella de Levante and Alfil Logistics have their carbon footprint calculation certified in accordance with the ISO 14064 standard.



Main actions
by Damm in 2019

El Prat

Expanding the facility to recover the CO₂ produced during the fermentation of the beer. The CO₂ is captured and treated for subsequent use in various manufacturing, packaging and storage processes at the power station. Thanks to this extension, together with some improvements in the process, purchasing of CO₂ from outside companies has been reduced by 80 %.

Estrella
de Levante

Signing up for the initiative “**Corporate social responsibility applied to climate change**”.

Entry in the **Carbon Footprint, Compensation and Carbon Dioxide Absorption Project Register** of the Ministry for the Ecological Transformation and the Population Challenge for scopes 1, 2 and 3 (scope 3 includes logistics activities, travel-to-work and paper consumption). It also has the Calculo mark. As a challenge for 2020, it is working to achieve the Reduzco label.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Pall-Ex Iberia and
SA Damm have signed
up for the Lean & Green
initiative

This international and inter-professional initiative is promoted by AECOC, with the aim of helping companies reduce their greenhouse gas emissions. The aim is to generate a network of leading companies in the sustainable logistics field to increase their capacity for saving and reducing their CO₂ emissions by at least 20 % in 5 years.

By signing up for this initiative, Pall-Ex Iberia and SA Damm pledge to achieve a high level of sustainability in the field of logistics by adopting measures to reduce their environmental and economic impact.

Based on signing up for this project, Alfil Logistics, which is part of the Lean & Green committee, has managed to reduce greenhouse gas emissions (GHG) by more than 20 % in the period 2014 to 2019 and it is currently working to achieve a 30 % reduction.

We are working with
CHEP to achieve more
sustainable logistics

Our collaboration with CHEP, a supply chain logistics solutions provider, allows us to reduce the environmental impact deriving from the use of pallets and transport.

We use CHEP pallets in Damm's food chain and export operations. They are made from wood from sustainable forests, 100 % certified by FSC and PEFC, they last up to ten times longer than disposable pallets and they can be repaired, reused and constantly shared. At the end of their life cycle, they are 100 % recycled. In 2019, by using CHEP Spain's pooling service, Damm has contributed to saving 1,356,938 dm³ of wood, reducing CO₂ emissions by 1,650 tonnes and reducing waste by 150 tonnes.

We also participate in CHEP's Collaborative Transport program to promote more sustainable transport models supported by intelligent, transparent communication technologies, guaranteeing confidentiality at all times. In 2019, at Damm, as an official sustainable member of CHEP's Collaborative Transport, we have avoided 6,437 kilometers of truck journeys and the generation of 5 tonnes of CO₂ emissions.



Estrella de Levante, SAU; Font Salem, SL (El Puig) and Font Salem Portugal, SA (Santarém), are involved in the carbon market, which means they have to notify and verify their emissions.

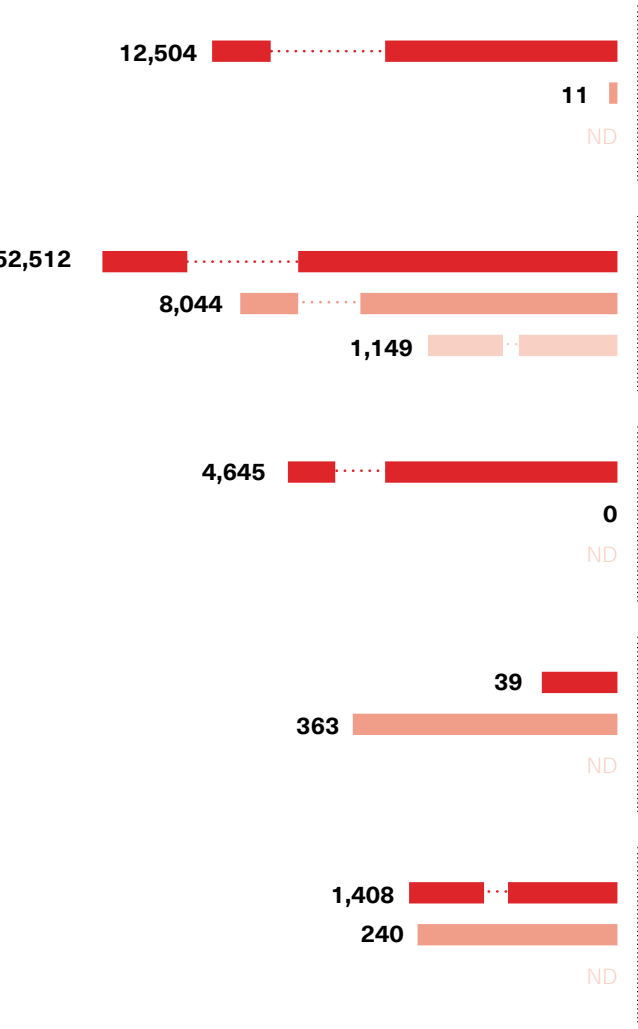
25,551 tCO₂eq

verified in 2019
by Estrella de Levante, SAU; Font Salem, SL (El Puig)
and Font Salem Portugal, SA (Santarém)

(305-1, 305-2, 305-3)

Carbon footprint calculation
(tCO₂eq)

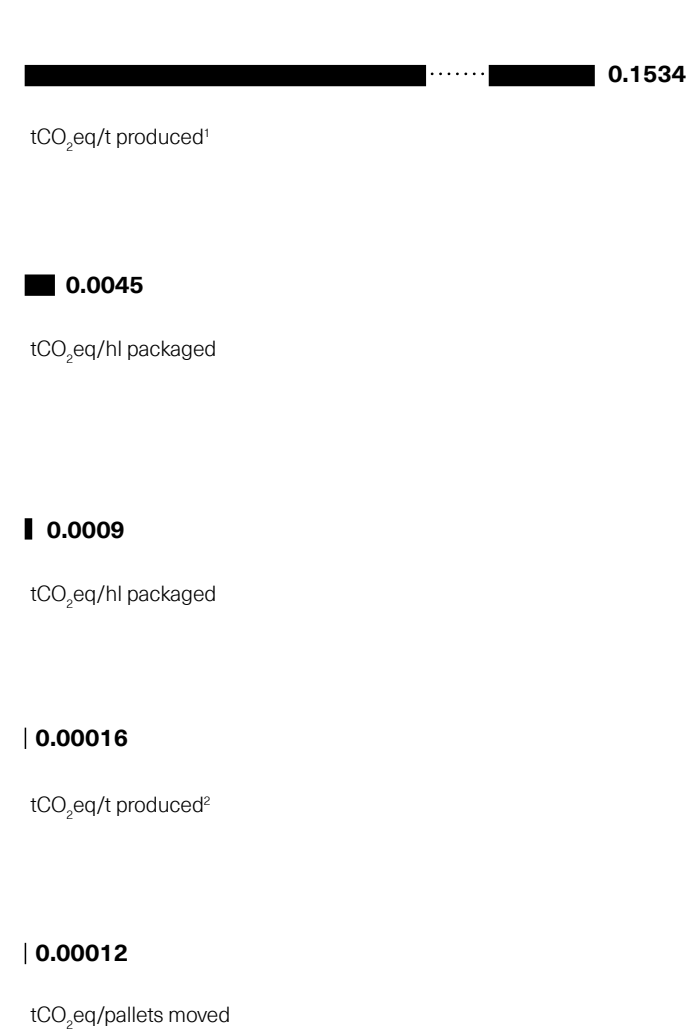
2019



(305-4)

Intensity of GHG emissions
(scopes 1 and 2)

2019



Scope 1: Direct emissions produced by the burning of fuels by the organisation.
Scope 2: Indirect emissions generated by the electricity consumed and purchased by the organisation.
Scope 3: Indirect emissions that are produced by the organisation's activity but that are owned and controlled by an agent outside the organisation (for example, emissions derived from waste management, water consumption, transport and distribution of products, among others).

1. In all malt, beer and water plants, most of the electricity comes from renewable energy free of CO₂ (guarantee of origin), except for the Font Salem plant (Santarém, Portugal).
2. Data for 2019 is not available. The 2018 figures include the consumption of fuel associated with logistics transport, fuel consumption associated with staff journeys to work, and paper consumption.
3. Includes only La Moravia. The Murcia maltings is included in Estrella de Levante.
4. The 2019 figures include Hamburguesa Nostra.
5. Alfíl Logistics' emissions are part of the scope 3 emissions for beer, water and soft drinks.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Biodiversity:
we take care and raise awareness

(304-1)

The protection of biodiversity is also part of our environmental commitment so we carry out various initiatives to promote conservation and raise environmental awareness.

The Fuente Liviana production plant is in a zone for protecting birds against collision and electrocution on high-voltage power lines and also a Special Protection Area (SPA) for birds. The two Aguas de Veri plants are in the area of application of the bearded vulture recovery plan (*Gypaetus barbatus*). At the El Prat production plant, the protection of biodiversity has to be applied in relation to the declaration of Audouin's gull as a species in danger of extinction.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella Damm
launches Lovers
to recover biodiversity
in the Mediterranean

Estrella Damm's "Mediterráneamente" campaign has been transformed to raise society's awareness of the need to protect the Mediterranean Sea. Act II of the Lovers campaign has provided visibility for different projects seeking to protect Mediterranean flora and fauna and to alleviate the effects of pollution, over-fishing and sea transport:

Posidonia Maps

Mobile app from Manu San Félix that shows boats whether they are above a Posidonia bed so they can avoid anchoring on top of it.

Save The Med

Conservation project for marine ecosystems and their habitats using research, education and teamwork.

Ghost Fishing Costa Brava

Initiative to carry out group expeditions to remove abandoned fishing nets from the sea bed.

Tursiops Association

Organization devoted to the conservation and protection of cetaceans, particularly focusing on the Western Mediterranean.

Wildlife Sense

Organization for the study and conservation of sea turtles based on the island of Cephalonia, Greece.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella Damm
promotes a
beach cleaning
campaign

At the hands of SEO/BirdLife, Estrella Damm implemented an itinerant campaign to collect rubbish in natural surroundings on some of the busiest beaches in Catalonia (Barcelona, Sitges, Castelldefels and Caldes d’Estrac) during September 2019. The action, covering various beaches on the Mediterranean coast, was supported by the “Libera, unidos contra la basurala” project, promoted by SEO/BirdLife in alliance with Ecoembes. One of the highlights was the volunteering action to clean Barcelona’s beaches carried out with the participation of Damm workers.

Estrella de Levante also took part in the #libera project to remove rubbish from natural environments at El Rafal de la Marina de Cope in the Calnegre-Águilas Regional Park.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

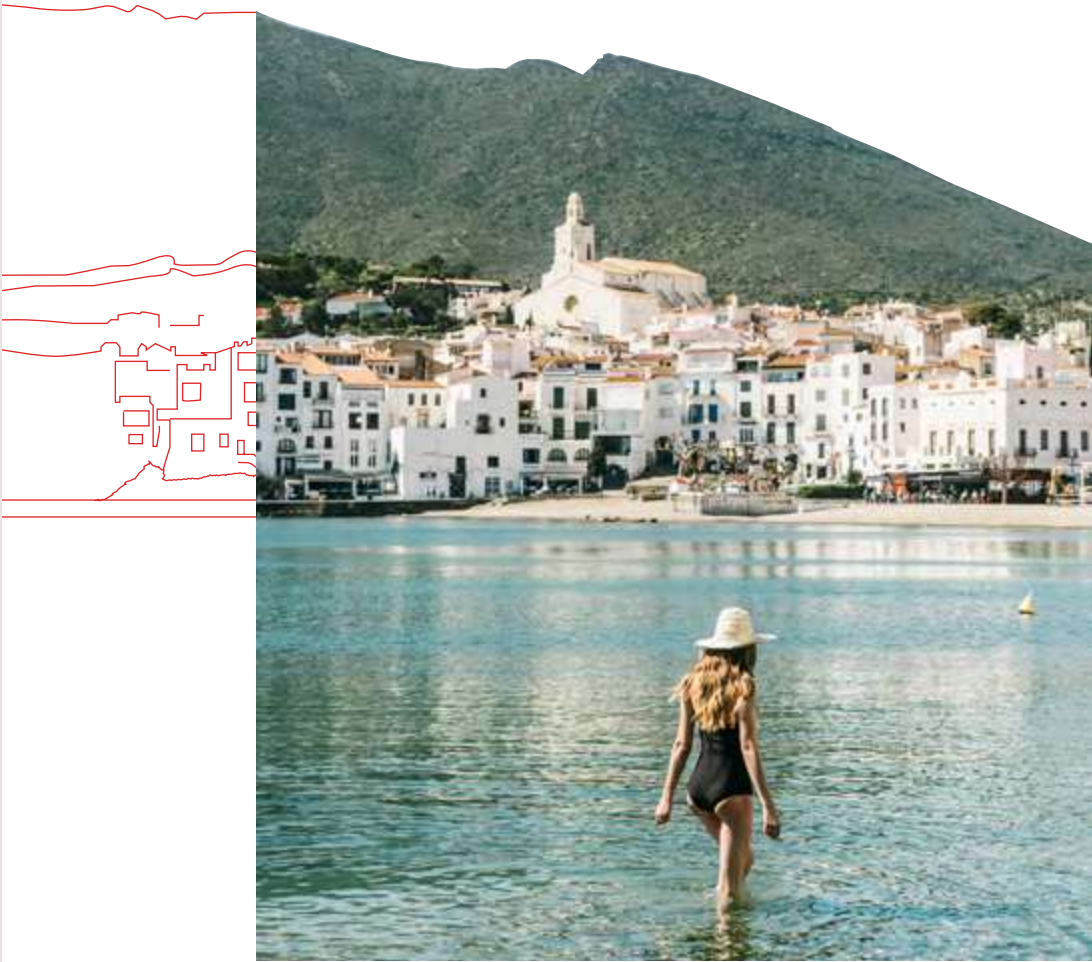
3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



4
Society



Annual report

Letter from the
Executive chairman

1

2019 at Damm

2

People

3

The environment

4

Society

5

About the report

6

GRI content index

7

Table of contents
for the Global Compact

Being natural means being responsible

The Mediterranean lifestyle that has featured in Estrella Damm's communication for more than a decade can only be preserved if living responsibly. So the brand has moved towards sustainability in its communication.

Advertisements that leave a mark

Act I Soul

“If we want to maintain the way we live, shouldn't we protect what makes it possible?” With this leitmotiv, Estrella Damm launched the first part of its new “Mediterráneamente” campaign with the aim of raising society's awareness of the need to protect one of our greatest assets: the Mediterranean Sea. The ecological emergency to which the Mediterranean is exposed and our capacity to reverse the situation were the themes running through Estrella Damm's new advert, entitled *Soul*.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



***Soul and Lovers*, the new
spots of Estrella Damm’s
“Mediterráneamente” campaign,
focusing on protecting the sea.**



Act II Lovers

The second part of the campaign turns the spotlight on the work carried out by divers, marine biology teams, research teams, charities and publicity teams who devote their lives to reversing this situation and protecting our most valuable asset: the Mediterranean and the biodiversity forming part of its waters.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Free Damm

Free Damm Opina
Free Damm presented *Opina* (Give Your Opinion), the new 0.0 campaign directed by film-maker David Vergés and starring actor Julio Manrique. The advertisement takes us to a break in filming, where

Manrique invites viewers to try Damm Non-Alcoholic beer and freely give their opinions. The actor Pere Arquillué, who is the voice off in the piece, closes the advertisement. *Opina* highlights Free Damm's new formula and its young, fresh, modern image.

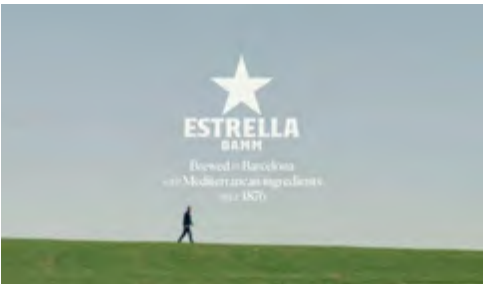


Estrella Damm

Estrella Damm’s multimedia *Cyrano* campaign, filmed in Minorca, was launched very successfully in Portugal on television and digital media, including its website and social networks.



Estrella Damm launched a digital advertising campaign in the United Kingdom on the authenticity and origin of the beer and a campaign abroad with the slogan “Brewed in Barcelona”.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

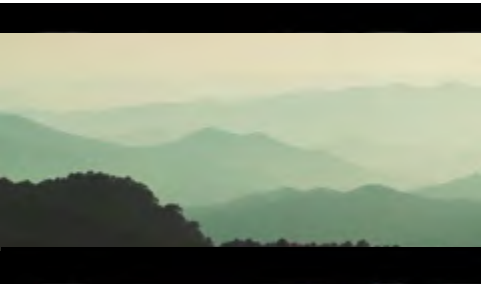
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Complot

Complot launched a campaign on the harvesting of Nugget hops in Prades to put across the local origin of this ingredient so important for Damm IPA.



Promotion of responsible alcohol consumption

(102-12)
Damm is a member of the Spanish brewers' association Cerveceros de España, which has drawn up the Brewers' Advertising Self-Regulation Code for commercial communication about beer:



Brewers' Self-Regulation Advertising Code

They will be legal, honest and truthful, in accordance with the principles of fair competition and good commercial practice.

They will be made with a sense of social responsibility based on the principles of good faith and equity between the parties involved.

Under no circumstances will they go beyond the boundaries of ethics, dignity or human integrity.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella Damm Old Brewery, a leading cultural venue

The brewery began operating in 1905 and today, although it no longer produces beer, it has become established as a leading cultural venue in the city of Barcelona, hosting concerts and music festivals all year round, as well as culinary, sporting and charity events.



145,917
visitors



259
events

- 41 % Talks
- 23 % Concerts
- 32 % Press conferences
- 4 % Large-format events

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

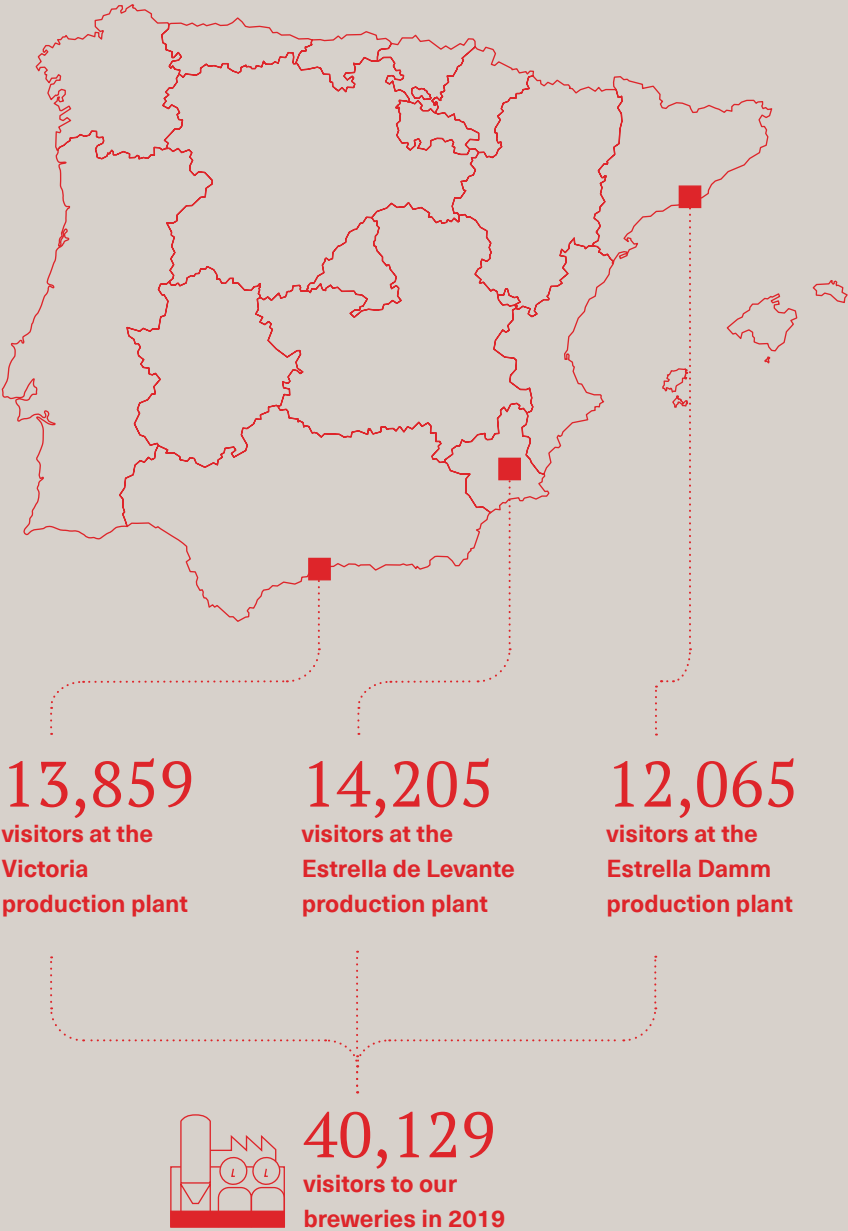
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

To find out the secret
of Damm beers

(413-1)
People who want to find out about the process of brewing Damm's different beers can visit the Estrella de Levante, Cervezas Victoria and Estrella Damm El Prat production plants.



In 2020 a project is planned renew the tours at the Estrella de Levante production plant. The aim is to implement new technologies, enrich visits with sensory interactions and experiences, and to adapt and unify the route under museum principles.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

The first Food
Meets Science
comes to the
Old Brewery

In September, the Old Brewery hosted the Food Meets Science event, the first symposium bringing together science and cookery with the best-known professionals from each sector. This multidisciplinary event, organized by The Best Chef and sponsored by Estrella Damm, brought together more than 220 people who enjoyed presentations by top chefs, such as Joan Roca and Vladimir Mukhin, as well as leading scientists.



Sport events

- [Golden Boot 2018-2019 for the Futbol Club Barcelona](#)
player Leo Messi
- 5th Panenka Awards Gala
- 8th Stars of Catalan Football Gala

Charity events

- [3rd Catalan Football Foundation Solidarity Awards](#)
- Nasco Feeding Minds solidarity festival
- Integrated Health Consortium Day

Cultural events

- Sant Jordi Musical
- La Mercè Festival 2019
- [Open-air cinema](#)
- 2nd Human Towers Day
- Spring-Summer 2020 fashion show by Miriam Ponsa

Gastronomic events

- [Van Van Latino](#)
- The Great Ametller Origen & Estrella Damm Calçotada
- Barcelona Restaurant Awards 2019

Other events

- [8th NETCOM \(Dircom Catalonia\)](#)
- 2nd Welcome Summer (Dircom Catalonia)

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Involvement with society

(413)
**Our sponsorship and collaborations
reinforce the link with society and with
the consumers and consumer.**



Support for culture

We have supported many and varied activities in 2019,
including:

- Estrella Damm on Bogatell beach and as part
of the La Mercè festival in Barcelona
- 10th Cruïlla Festival
- Sónar
- Cap Roig Festival
- White Summer Festival
- Elektronic Brunch
- Portaferrada Festival
- Vida Festival in Vilanova i la Geltrú
- Cervezas Victoria Acoustic Cycle 2019
- Estrella de Levante WARM UP Festival
- Symphony Orchestra of Murcia Region
- Weekend Beach Festival
- Keler Pintxo Zinema



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Agama and Laccao participated in various events held in Mallorca with the collaboration of local workshops.

- Costitx en Flor
- Fira de ses Vaques de Campos
- Fira Dolça
- Alaró Christmas Market
- Van Van Market
- Tinta Il·lustre
- Rata Market Inca

Laccao participated in the Costitx en Flor fair with an urban garden workshop where boys and girls learned to reuse containers to plant vegetables.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

At Fira de ses Vaques
de Campos, Agama and
Laccao organised a craft
workshop for boys and
girls where they built cows
from recycled packaging.



One more year Laccao
participated in Fira Dolça
with a workshop on sweets
made from their products.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Estrella Damm
Gastronomy Congress
in Moscow, Lisbon
and Melbourne

The event returned to the city of Melbourne for the second time in its history, presented by the well-known chef Joan Roca. The chef of El Celler de Can Roca, together with Vladimir Mukhin, also featured at the first Estrella Damm Gastronomy Congress held in Moscow, Russia. Meanwhile, Ferran Adrià was the guest of honor at the same event held in Lisbon, together with the best contemporary chefs creating Portuguese and international cuisine.

Estrella Damm's links with gastronomy take the form of a constant commitment to the best ideas to promote restaurants with quality culinary activities, often featuring well-known chefs.

Inedit Gastronomic
Experience in Singapore

In June, the Inedit Gastronomic Experience was held in Singapore with the participation of the acclaimed chefs Joan Roca and Justin Quek. The event took place at the FOC Sentosa restaurant owned by the Spanish chef Nandu Jubany in the presence of customers from China, Hong Kong, Vietnam, South Korea, Singapore and Japan.



Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Support for gastronomy

We create ever closer links with the sector, promoting local and international cuisine with the best chefs in the world.

Events in Spain

- Gastromarketing
- Encuentro de los Mares
- Van Van Market
- 6th edition of Tast a la Rambla
- Barcelona Gastronomic Forum
- Mercat de Mercats
- 3rd edition of Festival de l'Horta Turia
- Noche Estrella Damm
- en los Mercados
- Malquerida & Food
- Turia Gastro-Urbana
- 13th edition of Andorra a Taula
- Ganxet Pintxo
- De Tapas con Rosa Blanca

- Madrid Craft Week
- La Nit del Passeig de Gràcia
- Tapapiés
- Keler Bokata Astea
- Málaga de Tapeo
- Vespres Inedit's
- Ruta Oro Bilbao
- 7th edition of De Tapas con Turia
- Keler Pintxo Week
- La Ruta del Bigoti
- Sitges Tapa a Tapa
- 7th edition of Ruta del Bacalao
- 2nd edition of Paseo de Gourmets

International events

- Asia
- The World's 50 Best Restaurants (Marina Bay Sands - Singapore)
- Asia's 50 Best Restaurants (Macao - China)

- America
- Latin America's 50 Best Restaurants Awards (Buenos Aires - Argentina)
- 5th Miami Chef's Choice (Miami - United States)

- Europe
- Top 50 Gastropubs (York - England)
- National Restaurant Awards (London - England)
- 13th and 14th Tapas Routes (Lisboa, Porto, Braga, Faro, Aveiro, Évora, Viseu, Caldas da Rainha and Castelo Branco - Portugal)
- 1st Chef's Choice (Limasol - Cyprus)
- First Sonar Festival (Athens - Greece)



Daura was present at events like Barcelona Gluten Free and Gluten Free Experience Madrid.

Estrella de Levante once again organized Comersaciones, a culinary communication event with leading figures from the industry.

↑ Renowned chef Nandu Jubany shows how to pair his dishes with Damm beers.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Support for sport

Damm's link with sport also goes back to the company's origins. Historically, we have worked with leading clubs and we are present at all kinds of sporting events.

Tennis

- Mutua Madrid Open
- Barcelona Open Banc Sabadell
- Conde de Godó Trophy

Football

- Futbol Club Barcelona
- Girona Futbol Club
- Real Club Deportivo Espanyol
- Real Club Deportivo Mallorca
- Real Sociedad de Fútbol

Other disciplines

- Estrella Damm Mediterranean Ladies Open
- Madrid Horse Week
- Estrella Damm Andalusia Masters
- Spanish Padel Series



Veri has been included as a new sponsor for Futbol Club Barcelona for the next three seasons, making it the club's official water.



Estrella Damm, Premium Partner of Girona Futbol Club, launched a new communication campaign to show the brand's pride in being a sponsor of the red-and-whites.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

#1 Tanto Más,
padel and sustainability

In 2019, the #1 TantoMás special test was organised within the framework of the Estrella Damm Padel Circuit. In it, a sustainable use of padel balls was promoted and, as a challenge, circuit fans were asked to recycle balls to soundproof as many classrooms as possible for students with hearing sensitivity. The ball recycling initiative managed to collect more than 2,500 padel balls.

This action was intended for long-term impact. First, it allowed to instil a change in habits in the players, promoting the recycling, reuse and repair of balls. Second, it was an opportunity to create social networks between organisations, between training centres and padel clubs, adding the Hearing Impairment Team of the Community of Madrid.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



World Padel Tour 2019,
more international than ever

The professional World Padel Tour circuit, sponsored by Estrella Damm, completed a new season of success in 2019 through its 24 events, 10 countries, 3 continents and almost 2,600 official matches held between Challenger, Open, Wopen, Master and Final Master category tournaments.

Throughout the season, it had more than 278,000 attendees, which represents an increase of 32 % on centre court compared to last season. The Estrella Damm Master Final 2019, the last event of the year, reaffirmed the success of the competition, consolidating the Circuit as a highly professionalised project, capable of competing with any other sporting discipline in terms of quality and organisation.

Streaming the World Padel Tour maintained its growth during the 2019 season. From the quarterfinals, all the matches were also broadcast via the official World Padel Tour channel. This transmission plays a fundamental role as its own channel. The success of monitoring the World Padel Tour circuit via the internet is unquestionable, with remarkable growth, especially in the viewing of live matches (+54 % compared to 2018).

As a result of the ambition to continue growing, in 2019 World Padel Tour presented a new brand with its own identity. It is a clear commitment to adapt the Circuit to its natural broadcasting environment, the online medium. The new, simplified, current and dynamic brand has been welcomed by fans and collaborators.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

Damm Foundation, our social action

(413-1)

The Damm Foundation is involved in developing the country by promoting sporting, social and cultural initiatives and providing structure and publicizing Damm's sponsorship and charity activities. Every year, it works on more than 50 projects in these areas, investing more than 4 million euros.



fundaciiodamm.cat/es

**Full information
about the Damm
Foundation's
activities and its
activities report
can be found
on its website.**

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Sport

This is the Damm Foundation's main area of action and in this way, we make our small contribution to training of hundreds of young sportspeople. Through clubs and work with sporting institutions and organizations we promote the practice of sport and training in sporting values.

In 2019, our teams have achieved several sporting successes. The women's Club de Fútbol Damm has been proclaimed first division champion in Spain and champion of Catalonia. The Damm Padel Club has been proclaimed the 35th Padel Champion of Spain for top-level teams in both male and female sections.



Society

For the Damm Foundation it is very important to promote and support actions allowing our society to develop and grow by transmitting knowledge, training and solidarity. Our work with different organizations throughout Spain corresponds to our desire to form part of the network of associations in our country.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact



Culture

The Damm Foundation promotes culture in its broadest sense because we believe it is essential for the social and personal growth of society and for providing new excitement and interest. Museums, concert halls, theaters, children’s seasons, photographic exhibitions and film are among the areas that receive our support. The most important collaboration begun in 2019 was with the Carmen Thyssen Museum in Malaga.

The Damm Foundation invited more than 100 Damm workers to enjoy the “Scheherazade and Korngold” concert given by the Barcelona and National Symphony Orchestra of Catalonia and the Taiwanese violinist Ray Chen.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

The Casal dels Infants
collects 30,000 euros
at its charity concert

For the second consecutive year, the Damm Foundation has worked on the “Voices for the Equality of Opportunity for Young People” concert to collect money for the Casal dels Infants. The concert took place in January 2019 in Barcelona, with performances by Love of Lesbian, Els Catarres, Joan Dausà and Elefantes.

A total of almost 30,000 euros was collected for projects by the association, which supports more than 1,700 young people in vulnerable situations, taking part in Casal dels Infants through leisure services and community actions, as well as training and ensuring social inclusion and employment opportunities.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

More charity
collaborations

Grupo Rodilla

Rodilla works with the **Tengo Hogar foundation** providing food products for the organization's events, offering a guided tour of its food preparation center and sending a sandwich and drink pack on the birthdays of children belonging to the foundation.

For World Multiple Sclerosis Day, Rodilla, with the cooperation of the Spanish Multiple Sclerosis Association and the Madrid Against Multiple Sclerosis Foundation, joined in with the **#EMpatizacafé** campaign. The Rodilla restaurant in Génova street in Madrid invited people to put themselves in the shoes of multiple sclerosis patients.



Cervezas Victoria

Victoria sponsors the **EI Foundation**, whose aim is to improve society, beginning with Malaga. The outstanding event was Soles de Malaga, to collect money entirely intended for social purposes.



Estrella de Levante

Estrella de Levante donated the beer for the charity dinner **Murcia Region Dona 100 % DANA**, organized by the chef Pablo González and other chefs from the Murcia region. The money collected went entirely to the Red Cross in the Murcia region to help the victims of the floods in September.

Estrella de Levante is recognized by the Red Cross as a **collaborating company during the floods in the Murcia region**.

Charity cheque from Estrella de Levante for money collected at the event for the 40th anniversary of the Tránsito Tajo-Segura in Elche, via a charity bar. The cheque was presented to the Association of Relatives of People with Alzheimer's Disease in Elche.

Fuente Liviana

Fuente Liviana provides water for different **organizations and activities**, such as the mass runs organized by the Cuenca Provincial Council, the Red Cross charity race and the Association of Blood Donors charity race.



Agama

Donation of dairy products by Agama to the Home Balears Project center. The organization works with problems caused by addiction by researching and developing prevention and therapy programs.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

The Estrella Damm Old Brewery and the production
plants of Estrella Damm in El Prat, Estrella
de Levante in Murcia and Victoria in Malaga were
lit up in different colors.

World Autism Awareness-Raising Day

Blue to support people who suffer from autism for World Autism
Awareness Raising Day.



World AIDS Day

Red to join in with World AIDS Day.



World Breast Cancer Day

Pink to commemorate World Breast Cancer Day.



Estrella de
Levante served
its Christmas
beer for charity
purposes

The Christmas beer is a limited-edition
product made by Estrella de Levante’s
master brewers every year. In 2019,
Christmas beer could be tasted for charity
at the Glorieta de España Christmas Market
in Murcia.

The amount collected from the tasting of
this original, different beer was given to
the Pupaclown Foundation, an association
of clowns going back more than 20 years
which works at the Virgen de la Arrixaca
Hospital in Murcia.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

We share values with our suppliers

(102-9)

Our sustainable purchasing begins with responsible management of raw material supplies. Quality and food safety are basic requirements we build into our cooperation with suppliers so our customers and consumers can enjoy the best products.

Our value chain involves a direct impact on sustainability, so we share our best practices with our suppliers and extend our values to them. Damm has a supplier approval and monitoring system. We carry out physical audits with suppliers to check compliance with quality and employment standards and requirements. We have a Supplier Portal to make the approval process easier and keep the data of already approved suppliers.



4,579
active suppliers
(not including the Grupo Rodilla
or Alfil Logistics)



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

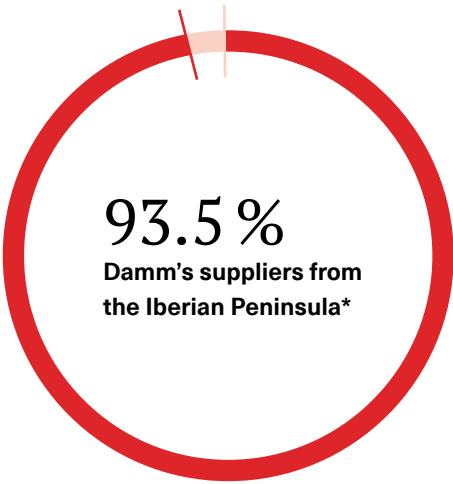


**Damm helps
stimulate the local
economy in the
primary sector
in Prades with
the harvest of
Mediterranean hops.**

Responsible, local purchasing

Sustainable purchasing is linked to the supply of various raw materials, such as barley, hops and rice, mostly from local suppliers. This reduces the environmental impact and contributes to the efficiency of the supply chain and the economic and social development of the local area.

We work with local farmers and we are aware of their importance as the first link in the production chain. The measures range from supervising work in the fields (sowing, seed selection) to minimizing water consumption by the crops or replacing chemical fertilizers with organic ones.



* Not including the Grupo Rodilla or Alfil Logistics..

Sustainable purchasing strategy

In 2019, Damm began the project to implement a sustainable purchasing strategy in order to identify, adopt and accelerate environmental and social improvements throughout the supply chain in partnership with suppliers. Supplier evaluation follows the EcoVadis methodology, including 21 social responsibility criteria (environmental, labor, human rights, ethics and sustainable purchasing).

The aims of this project are:

- To evaluate 80 % of A and B category suppliers and critical suppliers by 2021.
- To promote renewable energy and have 50 % consumption with renewable electricity suppliers by 2023.
- To encourage and provide information on carbon footprint measurement so that 80 % of A-category suppliers carry out this process.
- To encourage water footprint measurement.

100 % natural, locally sourced ingredients

We are committed to sustainable agriculture and the development of the environment while guaranteeing that 100% of our ingredients are natural and most of them come from Mediterranean farmers, such as:



Rice
Of Mediterranean origin or from the Seville area (Guadalquivir). We use a by-product, rice hulls.



Maize
From Huesca. We ensure local, non-transgenic maize supplies.



Hops
From León and Prades (Tarragona).



Barley and malt
The malt for Damm beers is produced at Bell-lloc d'Urgell and the barley mostly comes from Huesca and also from Lleida, Zaragoza, Navarra and La Rioja. At Espinardo, we have our own maltings for Estrella de Levante beers. The barley mainly comes from the Albacete area. We continue to promote the growing of barley on irrigated land and we have a barley traceability system called *from the field to the table*.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

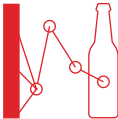
As Damm has signed the United Nations Global Compact, we have incorporated compliance with the 10 principles of the Compact into orders and contracts with suppliers.

In 2019 we published the Damm Purchasing Policy, which includes basic principles such as publicity, competition, transparency, confidentiality, equality and non-discrimination.

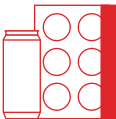
Supplier cooperation projects in 2019



Varietal purity analysis of barley seeds in less than five minutes using a scanner at the maltings. Thanks to this improvement, trucks that do not comply with the established minimum barley purity can be rejected.



Implementation of technological innovation in order to discover the **traceability of the raw material** for beer production in order to guarantee its origin, food safety and traceability.



Latcub, a project in which we made use of a supplier's R+D to develop 100 % biodegradable cardboard packaging to replace plastic rings on Estrella Damm cans, with the internal cooperation of several Damm departments.



Cooperation with **Blipvert** for the system – exclusive to Damm and pioneering in the world – to collect cans on the Mediterranean coast. In 2019, the circle has been closed for the first time selling the cans recovered to the aluminum recycler so they can then be used for other aluminum-based materials, such as Damm cans!



Continuing the Prades project Cooperation in the hop harvest – a product that stimulates the local economy in the primary sector and forms part of the recipe for Complot, Damm's first Mediterranean IPA beer.



Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

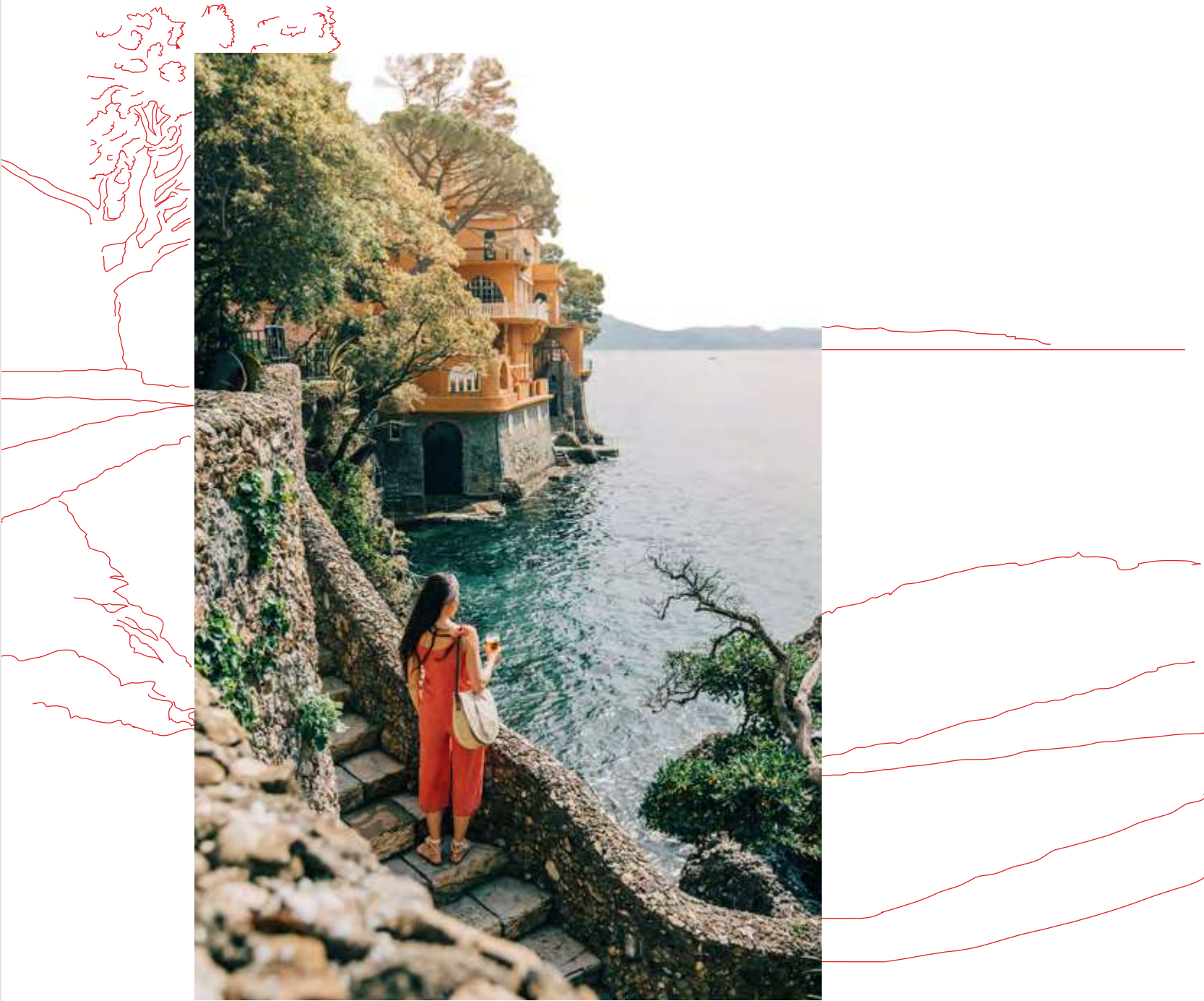
5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

5

About
the report



Period covered

(102-50)
2019 (1 January to 31 December)

Scope

(102-45)
The information covers all companies in which Damm has control and management capacity: SA Damm; Compañía Cervecera Damm, SL; Estrella de Levante; Fábrica de Cerveza, SA; Maltería La Moravia, SL; Damm Atlántica, SA; Damm Canarias, SL; Aguas de San Martín de Veri, SA; Gestión Fuente Liviana, SL; Envasadora Mallorquina de Begudes, SLU; Pall-Ex Iberia, SL; Alfil Logistics, SA; Sadiga, SA; Cafès Garriga 1850, SL; Corporación Económica Delta, SA; Plataforma Continental, SL; Cervezas Victoria, SL; SetPoint Events, SA; Pumba Logística, SL; Font Salem, SL; Font Salem Portugal, SA; Damm Distribución Integral, SL; Rodilla Sánchez, SL; Hamburguesa Nostra, SL (included only in the 2019 figures); Minerva Global Services, SL; Agama Manacor 249, SL; and the Damm Foundation (included only in the 2018 figures).

Reference standards

(102-54)
This report has been drawn up in accordance with GRI standards in accordance with the essential compliance option. The United Nations Sustainable Development Goals have also been taken into account.

Contact

(102-53)
rsc@damm.es
comunicacion@damm.es

Relevant issues for
sustainability performance

(102-46)
During 2019, Damm has carried out a materiality analysis and revision process to identify sustainability priorities and impacts. This has involved more than 200 participants, both from the company and from its most important stakeholder groups.

The process of identifying the most important issues for Damm (internal relevance) and its stakeholders (external relevance) has been carried out in accordance with the AA100SES (2015) standard. It was carried out over a nine-month period.

The analysis of internal relevance has been carried out with the participation of the Damm management team, through face-to-face interviews, and with other workers via online and face-to-face interviews.

External relevance has considered the sustainability trends identified based on the analysis of reference documents and reports from more than 25 international bodies and the specialist press (World Economic Forum, World Business Council For Sustainable Development, Global Reporting Initiative (GRI), *Financial Times*, *The Economist*, *Forbes*, *Harvard Business Review*, BCG, etc.); trends in the food and drinks industry (Cerveceros de España, FoodDrink Europe, Agrofood, Ecoembes, Ecovidrio, etc.), the results of a benchmarking study of eight leading companies in the sector; and the results of surveys and focus groups with stakeholders (suppliers, customers, charities, associations, the public and the media). The qualitative assessment (interviews and focus groups) has made it possible to look in depth at the expectations and interests of the most important stakeholders, as well as assessing material issues more robustly.

The issues assessed are presented in the form of four goals so they can be better understood by stakeholders. In this form, they also provide a better response to current sustainability trends. These principles incorporate the key elements of analysis and they are in line with Damm's strategic corporate social responsibility and sustainability priorities: people, the environment, society and governance. In total, 47 potentially material issues have been identified in the four principles.

The results of the analysis are presented in the following matrix, depending on their internal and external importance and possible impact on the business. Because of the robustness of process, the high level of participation and the diversification of analysis tools, the materiality matrix is considered to be a good reflection of Damm's strategic sustainability priorities. Other aspects, such as social commitment, although not an outstanding material factor, are also considered relevant, as social action is an integral part of the business and is an essential component of the company's value proposal.

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

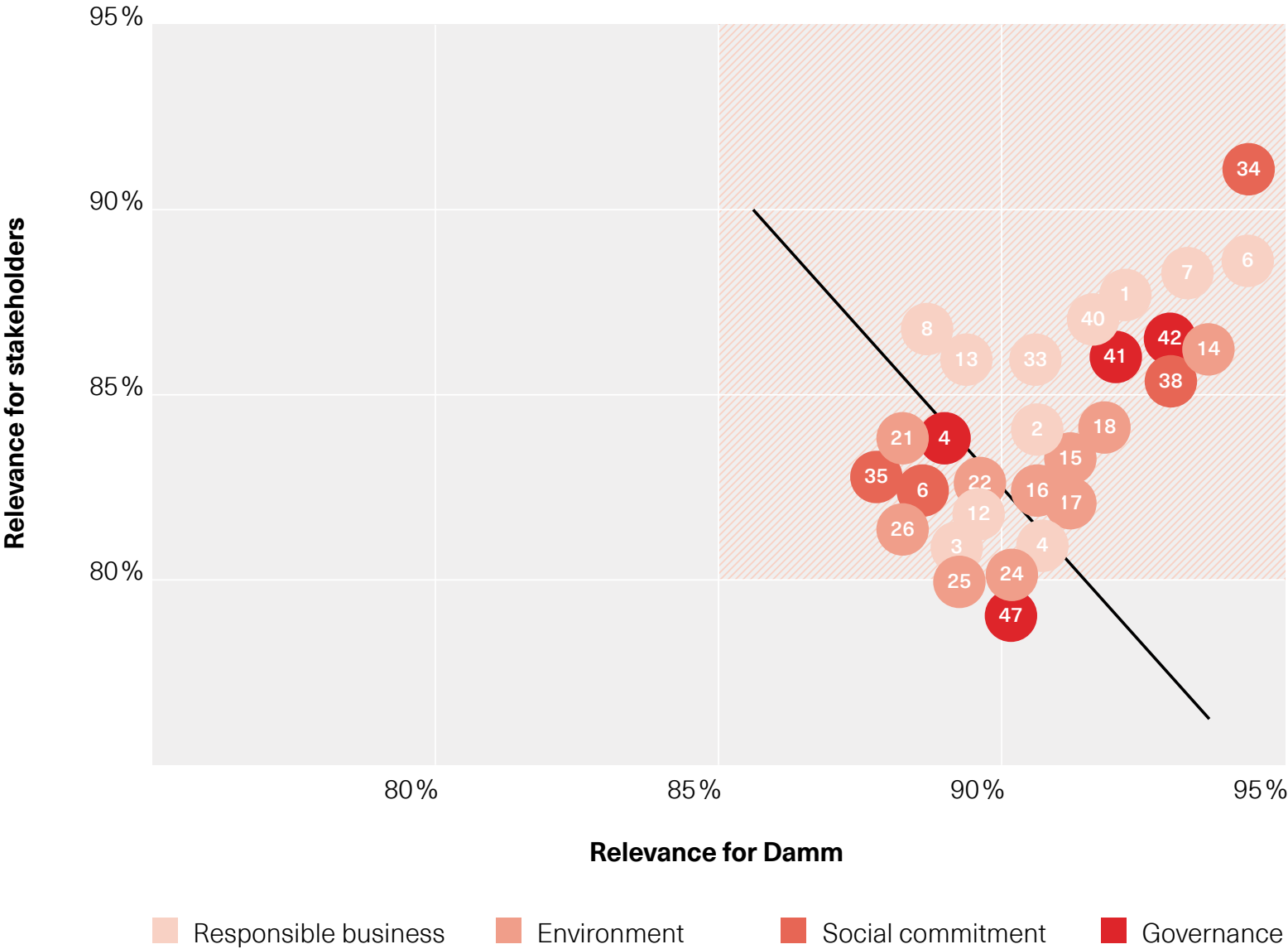
5
About the report

6
GRI content index

7
Table of contents for the Global Compact

Materiality matrix

(102-47)



Material issues

- 34 Customer and consumer health and safety
- 6 Integration and diversity
- 7 Gender equality
- 42 Integrity and ethics
- 14 Minimizing our environmental impact and continuous improvement
- 1 Guaranteed stability and job security
- 38 Responsible communication
- 40 Guaranteed economic performance and solvency
- 41 Good governance and transparency

- 18 Sustainable management of water consumption and use
- 2 Guarantee and encouragement of good health and welfare practices
- 15 Efficiency and optimization of resource consumption
- 33 Responsible marketing and labeling
- 17 Adaptation to climate change and risk analysis
- 13 Complaints mechanisms and channels
- 16 Action against climate change
- 8 Sustainable culture

Issues of great interest

- 44 Promotion of and compliance with human rights
- 21 Promotion of relationships with local suppliers
- 22 Sustainability as a supplier selection criterion
- 12 Career opportunities and development
- 4 Measures to attract and retain talent
- 35-36 Promotion of responsible, sustainable consumption
- 24 Circular economy
- 25 Circular packaging system
- 26 Ecodesign
- 3 Work-life balance policies
- 47 Risk management and anticipation

Annual report

Letter from the
Executive chairman

1

2019 at Damm

2

People

3

The environment

4

Society

5

About the report

6

GRI content index

7

Table of contents
for the Global Compact

6

GRI
content index

(102-55)

The following table shows the general and individual disclosures index of the organisation Global Reporting Initiative (GRI) according to GRI Standards for option 'In accordance' - core.

Foundation and general disclosures

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

	2017					2018					2019				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
Staff by workday type and gender (as at 31 December)															
% full-time	81 %	96 %	100 %	39 %	100 %	81 %	97 %	100 %	39 %	100 %	81 %	100 %	99 %	40 %	100 %
Full-time	2.675	2.103	208	342	22	2.884	2.283	215	365	21	3.153	2.376	232	518	27
Men	1.865	1.599	138	109	19	1.994	1.704	150	123	17	2.150	1.778	153	198	21
Women	810	504	70	233	3	890	579	65	242	4	1.003	598	79	320	6
Part-time	628	88	0	540	0	655	76	0	579	0	717	5	3	709	0
Men	204	66	0	138	0	208	67	0	141	0	211	1	3	207	0
Women	424	22	0	402	0	447	9	0	438	0	506	4	0	502	0

	2017					2018					2019				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
Staff by gender and age group (as at 31 December)															
Men	2.069	1.665	138	247	19	2.201	1.771	149	264	17	2.361	1.779	156	405	21
< 25 years	170	86	3	81	0	193	97	4	92	0	218	97	4	116	1
26-35 years	596	452	37	103	4	580	435	30	113	2	609	384	29	192	4
36-45 years	745	647	55	35	8	809	712	59	31	7	857	741	56	53	7
46-55 years	412	351	34	21	6	453	383	41	22	7	504	414	48	34	8
56-65 years	146	129	9	7	1	166	144	15	6	1	173	143	19	10	1
Women	1.234	526	70	635	3	1.338	588	66	680	4	1.509	602	79	822	6
< 25 years	185	31	0	154	0	270	52	0	218	0	265	50	1	213	1
26-35 years	467	175	21	268	3	468	182	14	268	4	551	188	18	341	4
36-45 years	421	224	39	158	0	416	242	39	135	0	468	235	45	187	1
46-55 years	130	80	8	42	0	145	92	10	43	0	173	105	10	58	0
56-65 years	31	16	2	13	0	39	20	3	16	0	52	24	5	23	0

	2017					2018					2019				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
Women by job															
December)	3	1	1	1	0	2	1	0	1	0	3	1	1	1	0
	510	264	53	191	2	504	295	45	161	3	610	362	59	187	2
Senior management	172	133	14	24	1	209	171	18	19	1	177	142	17	14	4
Technical staff and middle managers	549	128	2	419	0	622	121	2	499	0	719	97	2	620	0
Administrative and commercial staff															
Labourer															

102-9 Supply chain	110-113
102-10 Significant changes to the organisation and its supply chain	9-10, 21-22, 26, 39
102-11 Precautionary Principle or approach	25, 65-87
102-12 External initiatives	26, 36, 92
102-13 Membership of associations	29, 35, 36, 66, 69, 71, 75, 79
STRATEGY	
102-14 Statement from senior decision-maker	3-4
ETHICS AND INTEGRITY	
102-16 Values, principles, standards, and norms of behaviour	30, 33

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

GOVERNANCE			
102-18 Governance structure	34		
STAKEHOLDER ENGAGEMENT			
102-40 List of stakeholder groups	30		
102-41 Collective bargaining agreements	42 100% of workers in Spain and Portugal are covered by the collective bargaining.		
102-42 Identifying and selecting stakeholders	Damm has identified its stakeholders based on criteria such as: dependence (who depends on the activities, products or services or those on whom it depends to continue their activities), liability (whether commercial, legal, operational, social, etc.), proximity (those who are within the surrounding area) and influence (can have an impact on strategy or business).		
102-43 Enfoque para la participación de los grupos de interés		Principales canales de comunicación y diálogo	Principales temas identificados
102-44 Temas y preocupaciones clave mencionados	Collaborators	Internal magazine and publications, intranet, company committees and legal representation, corporate social network, corporate e-mail and website, periodic internal meeting, internal events, climate survey, iDamm, Todos Damm, Damm Info e-mails and Internal Damm Communiqué, internal communication newsletters (Asegúrate Damm, Noticias Estrella, technological channel).	General information (operational and corporate), work climate, organisational changes, internal employment offers, benefits, schedules, company spots and videos, presentations to the media, transport, health and safety, suggestions, complaints, enquiries, etc.
	Customers-Consumers	Telephone service for enquiries and questions about products, radio communication, printed and internet press and social networks, mobile applications (apps), press releases, corporate website and customer service e-mail, digital and physical mailings, advertising campaigns.	Food safety, product variety, innovation, promotions and offers, events and sponsorship, price, quality.
	Customers-Businesses	Magazines and commercial catalogues, involvement in business and sector institutions, presence in sector trade fairs, commercial team, digital and physical mailings, satisfaction survey system, complaint system, press releases.	Food and delivery safety (in the case of logistics companies), degree of service and product satisfaction, innovation, promotions and offers, events and sponsorship, price, quality.
	Distributors (only beer and water)	Magazines and commercial catalogues, involvement in business and sector institutions, presence in sector trade fairs, commercial team, digital and physical mailings, incident and complaint system.	Food safety, degree of service and product satisfaction, innovation, promotions and offers, events and sponsorship.
	Shareholders	General shareholders meeting (annual), personalised service phone lines, e-mail (accionistas@damm.es), shareholder information section on the website (www.damm.es), annual corporate governance report, annual board of directors' remuneration report, annual accounts report and annual report.	Profitability and benefits, decision-making as regards objectives set, transparency and accountability, good corporate governance, competitiveness, competitive conditions, perception and reputation.
	Suppliers, contracted companies and partners/ external advisers (only logistics)	Corporate website and e-mail, field days, supplier approval system, supplier website, direct communication and in-person meetings.	Hiring processes (standardisation) and fulfilment of contractual obligations, scope of corporate responsibility commitment, food safety.
	Public and private institutions	Development of partnerships with government administrations (central, autonomous and local).	Compliance with applicable legislation, transparency and accountability, good management of production plants and their impacts, involvement in the local community, collaboration for the development of joint projects.
	Society	Membership in community associations and groups, factory visits, involvement in events, sponsorship collaboration with NGOs, Fundación Damm, corporate website, Fundación Damm report.	Partnerships with local institutions or others through sponsorship initiatives (cultural, sport, and social initiatives) and Fundación Damm sponsorship initiatives (social, sport and cultural initiatives), good neighbourliness, respect for the environment and natural surroundings, improvement of the local setting and community.
	Franchisees (only restaurants)	Corporate website and e-mail, digital and physical mailings, direct communication and in-person meetings.	Food safety, degree of satisfaction, innovation, promotions and offers, events and sponsorship, price, quality.
	Media and <i>influencers</i>	Corporate website and e-mail, press office, digital and physical mailings, direct communication and in-person meetings.	General corporate information, partnerships with local institutions or others through sponsorship initiatives (cultural, sport, and social initiatives) and Fundación Damm sponsorship initiatives (social, sport and cultural initiatives), events, respect for the environment and natural surroundings, improvement of the local setting and community.

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

REPORTING PRACTICES	
102-45 Entities included in the consolidated financial statements	115
102-46 Defining report content and topic Boundaries	115
102-47 List of material topics	116
102-48 Restatements of information	There were no restatements of the information provided in previous reports.
102-49 Changes in reporting	Materiality has been updated. As a result, some material topics have changed although the coverage remains the same. In the 2018 edition of the report the material topics were: regulatory compliance on the provision and use of products, emissions, customer health and safety and food safety; quality and customer service; healthy and affordable food; accessibility and quality of service; workplace health and safety; compliance with environmental regulations; biodiversity; compliance with socioeconomic regulations; labelling of products and services; training, education and road safety; transportation, intermodality, route planning and traffic congestion; sustainable cultivation and quality of raw materials; non-discrimination; energy; water; anti-corruption; innovation; promoting responsible alcohol consumption; working standards; good governance and business ethics; employment; materials and packaging; local communities; economic performance; and supply. The material topics of this edition of the report are: consumer and customer health and safety; integration and diversity; gender equality; integrity and ethics; minimizing environmental impact and continued improvement; guaranteeing local stability and security; responsible communication; guaranteeing performance and economic solvency; good governance and transparency; sustainable management of the consumption and use of water; ensuring and promoting best practice in health and welfare; efficiency and optimization of resource consumption; responsible marketing and labelling; adaptation to climate change and risk analysis; existence of claiming mechanisms and channels; action against climate change; and sustainability culture.
102-50 Reporting period	115
102-51 Date of most recent report	115
102-52 Reporting cycle	Annually
102-53 Contact point for questions regarding the report	115
102-54 Claims of reporting in accordance with the GRI Standards	115
102-55 GRI content index	118-129
102-56 External assurance	This report has not been submitted for external assurance.

Material Topics

ECONOMIC TOPICS

GRI 103: MANAGEMENT APPROACH 2016
LINKED TO GRI 201: ECONOMIC PERFORMANCE, GRI 205: ANTI-CORRUPTION

103-1 Explanation of the material topic and its Boundary	Material topic	Boundary ¹	Involvement ²
	GRI 201: Economic Performance	Within and outside of the organisation (beer, water, logistics and restaurant business)	Direct and indirect
	GRI 205: Anti-corruption	Within and outside of the organisation (beer, water, logistics and restaurant business)	Direct and indirect
<i>(1) Indicate where the impact is produced: within the organisation, outside of the organisation, within and outside of the organisation. (2) Indicate the organisation's involvement with the impacts: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).</i>			
103-2 The management approach and its components	33, 37-40		
103-3 Evaluation of the management approach	33, 37-40		

GRI 201: ECONOMIC PERFORMANCE 2016

201-1 Direct economic value generated and distributed	40
---	----

GRI 205: ANTI-CORRUPTION 2016

205-3 Confirmed incidents of corruption and actions taken	In 2019, no confirmed cases of corruption were recorded in the companies that make up Damm.
---	---

ENVIRONMENTAL TOPICS

GRI 103: MANAGEMENT APPROACH 2016
LINKED TO GRI 301: MATERIALS, GRI 302: ENERGY, GRI 303: WATER AND EFFLUENTS, GRI 305: EMISSIONS, GRI 306: EFFLUENTS AND WASTE, GRI 307: ENVIRONMENTAL COMPLIANCE, MINIMIZE ENVIRONMENTAL IMPACT AND CONTINUOUS IMPROVEMENT, CLIMATE CHANGE ADAPTATION AND RISK ANALYSIS AND ACT AGAINST CLIMATE CHANGE

103-1 Explanation of the material topic and its boundary	Material topic	Boundary ¹	Involvement ²
	GRI 301: Materials	Within and outside of the organisation	Direct
	GRI 302: Energy	Within the organisation	Direct
	GRI 303: Water	Within and outside of the organisation	Direct and indirect
	GRI 305: Emissions	Within and outside of the organisation	Direct
	GRI 306: Effluents and waste	Within and outside of the organisation	Direct and indirect
	GRI 307: Environmental compliance	Within and outside of the organisation	Direct
	Minimize environmental impact and continuous improvement,	Within and outside of the organisation	Direct and indirect
	Climate change adaptation and risk analysis	Within and outside of the organisation	Direct and indirect
	Act against climate change	Within and outside of the organisation	Direct and indirect
<i>(1) Indicate where the impact is produced: within the organisation, outside of the organisation, within and outside of the organisation. (2) Indicate the organisation's involvement with the impacts: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).</i>			
103-2 The management approach and its components	25, 65-87, 112-113		
103-3 Evaluation of the management approach	25, 65-87, 112-113		

GRI 301: MATERIALS 2016

301-1 Materials employed by weight or volume	77, 79		2017	2018	2019
	Materials and raw materials used (t)				
	Beer (Kg/hl packaged)	Raw materials (malt, rice, maize, barely in process and hops)	16,31	16,40	17,37
	Beer and soft drinks (Kg/hl packaged)	Materials (glass, aluminium, Steel, paper/ cardboard and plastic)	26,04	12,44	11,82
	Water (Kg/hl packaged)	Plastics (PE y PET), paper and cardboard		2,69	2,60
	Grupo Rodilla (Kg/kg produced)	Raw materials	1,53	1,47	1,36
		Materials	0,0127	0,0127	0,0153

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

GRI 302: ENERGY 2016				
302-3 Energy intensity	69-70			
302-4 Reduction of energy consumption	67-70, 78-79			
GRI 303: WATER AND EFFLUENTS 2018				
303-1 Interactions with water as a shared resource	71			
303-2 Management of water discharge-related impacts	71-74, 79			
303-3 Water withdrawal	74			
	Water consumption (hl)	2017	2018	2019
	Beer production plants	53.375.028	55.304.939	58.377.629
	Water and soft drinks production plants	10.954.760	9.826.939	9.417.894
GRI 305: EMISSIONS 2016				
305-4 GHG emissions intensity	84			
	GHG emissions intensity (scope 1 and 2)		2019	2018
	Malt (t CO ₂ eq./t produced) ¹		0,1534	0,1410
	Beer (t CO ₂ eq./hl packaged)		0,0045	0,0049
	Water and soft drinks (t CO ₂ eq./hl packaged)		0,0009	0,0012
	Grupo Rodilla (t CO ₂ eq./kg produced) ²		0,00016	0,00018
	Alfil Logistics (t CO ₂ eq./moved pallet)		0,00012	0,00015
	(1) Only includes La Moravia; the mal house of Murcia is included in Estrella de Levante. (2) The data of 2019 includes Hamburguesa Nostra.			
305-5 Reduction of GHG emissions	67, 78, 82-83 Management of aspects that impact climate change is done via the environmental management systems implemented in the companies and has the objective of optimising resource consumption, both in terms of materials as well as water and energy, while extending this commitment to the suppliers. In order to appropriately monitor the atmospheric emissions parameters, there is a computer system that enables the continuous monitoring thereof, in addition to the analysis and recording thereof pursuant to the relevant integrated environmental authorisation.			
305-7 Nitrogen oxides (NO _x), sulfur oxides (SO _x), and other significant air emissions	Other emissions into the atmosphere (NO ₂) (g/hl packaged)	2017	2018	2019
	El Prat	6,16	5,73	6,05
	Estrella de Levante	5,89	6,31	4,13
	El Puig	4,35	4,41	4,21
	Salem	1,37	1,41	1,55
	Fuente Liviana	0,46	0,51	0,44
	Veri	0,44	0,30	0,07

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

GRI 306: EFFLUENTS AND WASTE 2016

306-2 Waste by type and disposal method	81				
	Waste generation (t)		Non-hazardous waste	Hazardous waste	Reusable waste
	2019		Beer	4.517	128
			Soft drinks	9	29
			Water	17	12
			Total	4.542	161
	2018		Beer	4.428	118
			Soft drinks	37	30
			Water	78	6
			Total	4.543	154
				22.234	26.932
	Note: Beer includes Brewing Company Damm and Estrella de Levante. Soft drinks include Font Salem. Water includes Veri and Fuente Liviana.				

GRI 307: ENVIRONMENTAL COMPLIANCE 2016

307-1 Non-compliance with environmental laws and regulations	Damm's operations are carried out within the current legal framework, including applicable environmental legislation. The existing systems are constantly reviewed with the goal of adapting quickly and effectively to the regulations and changes thereof. In 2019, none of the companies that make up Damm were fined as the result of non-compliance with environmental legislation and regulations.
MINIMIZE ENVIRONMENTAL IMPACT AND CONTINUOUS IMPROVEMENT	65-87
CLIMATE CHANGE ADAPTATION AND RISK ANALYSIS	66-68, 78, 82-83
ACT AGAINST CLIMATE CHANGE	66-68, 78, 82-83

SOCIAL TOPICS

GRI 103: MANAGEMENT APPROACH 2016
LINKED TO GRI 401: EMPLOYMENT, GRI 403: OCCUPATIONAL HEALTH AND SAFETY. GRI 405: DIVERSITY AND EQUAL OPPORTUNITY, GRI 406: NON-DISCRIMINATION, GRI 413: LOCAL COMMUNITIES, GRI 416: CUSTOMER HEALTH AND SAFETY, GRI 417: MARKETING AND LABELLING, GRI 419: SOCIOECONOMIC COMPLIANCE, EXISTENCE OF CLAIMING MECHANISMS AND CHANNELS AND SUSTAINABLE CULTURE

103-1 Explanation of the material topic and its Boundary	Material topic	Boundary¹	Involvement²
	GRI 401: Employment	Within and outside of the organisation	Direct
	GRI 403: Occupational Health and Safety	Within the organisation	Direct
	GRI 405: Diversity and Equal opportunity	Within the organisation	Direct
	GRI 406: Non-discrimination	Within the organisation	Direct
	GRI 413: Local Communities	Within and outside of the organisation	Direct and indirect
	GRI 416: Customer Health and safety	Within and outside of the organisation	Direct and indirect
	GRI 417: Marketing and Labelling	Within and outside of the organisation	Direct and indirect
	GRI 419: Socioeconomic Compliance	Within and outside of the organisation	Direct
	Existence of Claiming mechanisms and channels	Within and outside of the organisation	Direct and indirect
	Sustainable Culture	Within and outside of the organisation	Direct and indirect
	(1) Indicate where the impact occurs: within the organisation, outside of the organisation or within and outside of the organisation.		
	(2) Indicate the organisation's involvement with the impact: direct (the organisation has directly caused the impact) or indirect (the organisation is linked to the impact through its business relationships).		

103-2 The management approach and its components	23-24, 26-27, 35-36, 42-63, 86-87, 89-109, 113
103-3 Evaluation of the management approach	23-24, 26-27, 35-36, 42-63, 86-87, 89-109, 113

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

GRI 401: EMPLOYMENT 2016

401-1 New employee hires and employee turnover	42	2017					2018					2019				
	New employee hires by gender and age group (as at 31 December)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
Man	626	396	31	195	4	769	499	21	246	3	817	332	45	434	6	
< 25 years	193	78	3	112	0	213	46	1	166	0	267	73	6	187	1	
26-35 years	237	160	9	67	1	227	152	8	66	1	303	123	14	164	2	
36-45 years	139	110	14	12	3	183	166	7	9	1	132	102	12	17	1	
46-55 years	42	33	5	4	0	105	96	4	4	1	42	29	9	3	1	
56-65 years	15	15	0	0	0	41	39	1	1	0	73	5	4	63	1	
Women	654	171	15	466	2	946	288	8	650	0	1.038	137	20	878	3	
< 25 years	249	40	1	208	0	411	30	0	381	0	437	29	0	408	0	
26-35 years	293	70	6	216	1	313	93	3	217	0	391	68	6	315	2	
36-45 years	78	38	7	32	1	168	125	3	40	0	113	30	13	69	1	
46-55 years	34	23	1	10	0	46	33	1	12	0	41	10	1	30	0	
56-65 years	0	0	0	0	0	8	7	1	0	0	56	0	0	56	0	
Total	1.280	567	46	661	6	1.715	787	29	896	3	1.855	469	65	1.312	9	
New employee hires index	39%	26%	22%	75%	27%	48%	33%	13%	95%	14%	48%	20%	28%	107%	33%	
Employee turnover by gender and age group (as at 31 December)	2017					2018					2019					
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	
Man	205	108	9	86	2	247	115	11	118	3	269	70	12	187	0	
< 25 years	59	16	2	41	0	100	25	0	75	0	71	8	1	62	0	
26-35 years	92	51	3	38	0	82	43	0	37	2	132	36	9	87	0	
36-45 years	41	31	2	6	2	49	35	10	3	1	36	24	2	10	0	
46-55 years	12	9	2	1	0	11	9	1	1	0	1	1	0	0	0	
56-65 years	1	1	0	0	0	5	3	0	2	0	29	1	0	28	0	
Women	247	39	1	206	1	332	27	5	300	0	471	39	6	423	3	
< 25 years	86	7	0	79	0	176	5	0	171	0	208	8	1	199	0	
26-35 years	135	23	1	111	0	123	15	2	106	0	186	20	1	163	2	
36-45 years	22	8	0	13	1	27	6	3	18	0	33	8	1	23	1	
46-55 years	4	1	0	3	0	6	1	0	5	0	16	3	3	10	0	
56-65 years	0	0	0	0	0	0	0	0	0	0	28	0	0	28	0	
Total	452	147	10	292	3	579	142	16	418	3	740	109	18	610	3	
Employee voluntary turnover rate	13,7%	6,7%	4,8%	33,1%	13,6%	16,4%	6,0%	7,4%	44,3%	14,3%	19,1%	4,6%	7,7%	49,7%	11,1%	

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

401-3 Parental leave	51															
		2017					2018					2019				
	Retention rate	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
	Number of individuals that have taken parental leave	134	87	13	33	1	163	110	10	42	1	188	124	11	48	5
	Men	73	63	5	4	1	92	76	6	9	1	112	90	7	11	4
	Women	61	24	8	29	0	71	34	4	33	0	76	34	4	37	1
	Of the above individuals, the number of people that returned to the same job post following leave	132	87	13	31	2	156	104	10	41	2	181	246	11	42	10
	Men	72	63	5	3	1	86	70	6	9	1	112	90	7	10	4
	Women	60	24	8	28	0	70	34	4	32	0	69	32	4	32	1
	Of the above individuals, the number of people that, after returning to their job post, were still with the company after 12 months	121	85	13	22	1	153	106	10	36	1	173	123	11	34	5
	Men	71	62	5	3	1	89	74	6	8	1	112	91	7	10	4
	Women	50	23	8	19	0	64	32	4	28	0	61	32	4	24	1
	Retention rate	90%	98%	100%	67%	100%	94%	96%	100%	86%	100%	92%	99%	100%	71%	100%
	Men	97%	98%	100%	75%	100%	97%	97%	100%	89%	100%	100%	99%	100%	91%	100%
	Women	82%	96%	100%	66%	-	90%	94%	100%	85%	-	80%	94%	100%	65%	100%

GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2018

403-1 Occupational health and safety management system	<p>Our commitment to the safety of our collaborators is included in Damm's Policy on Occupational Health and Safety. The main objective of this policy is the systematic reduction of workplace accidents and the application of preventive measures on all levels of the organization and in all its processes. To this end, Damm promotes and develops comprehensive prevention to ensure that preventive action and responsibility are managed autonomously and implicitly in all areas.</p> <p>Each company has its own prevention plan outlining an organizational model for the management and application of Damm's Policy on Occupational Health and Safety. These plans define the procedures, instructions and management practices for the prevention of occupational risks, establishing the specific objectives needed for each company to work towards full homogenization and convergence in best practice and standards. In addition, alongside this prevention plan, an annual program for preventive action is established in keeping with legal obligations to provide protection from dangers and reduce occupational risks. Each company's preventive service is responsible for developing and providing the support that management needs to apply the prevention plan, and companies always have an external health monitoring service that regularly checks employee status and aptitude.</p> <p>Our system for managing occupational health and safety is organized in keeping with the ISO 45001 international standard. In the 2019 fiscal year, Estrella de Levante obtained an occupational health and safety certification in keeping with ISO 45001, making it the first brewery to do so (beforehand, the company was certified using the OHSAS 19001 standard). Following its example, Alfil Logistics and Compañía Cervecería Damm developed procedures and rules for a management system that meet this standard, and completed a pre-audit for certification.</p> <p>Font Salem has a management system that applies the standards put forth by Spain's National Institute on Occupational Safety and Hygiene (Instituto Nacional de Seguridad e Higiene en el Trabajo, or INSST) in order to integrate risk prevention into the production process using the corresponding prevention plan before a preventive organizational chart is defined.</p>
--	---

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

403-2 Hazard identification, risk assessment, and incident investigation	<p>Damm has established a system for the ongoing diagnosis and evaluation of risks, where measures are planned and actions taken are reviewed. The preventive services have a contractual obligation to apply this system. The evaluation system is determined by the company's Health and Safety Committee, and only measures recognized using objective criteria and established deadlines are accepted.</p> <p>To guarantee the quality of these processes, including the skills of the individuals that carry them out, those responsible for the prevention of occupational risks are assigned a series of objectives. These objectives undergo internal monitoring by the management of the corporate area and the company's health and safety committees. In addition, external monitoring processes are conducted in centres with systems for managing occupational health and safety, and an ongoing training plan in the professional skills of its technicians is maintained.</p> <p>Using the evaluations of each identified risk, one or multiple quantitative or qualitative actions are established to reduce or control that risk. In the case of Font Salem, the prevention department carries out evaluations on the efficiency of the preventive system and its integration in the productive process. Damm provides its collaborators with different communication channels for reporting dangers or occupational hazards. Font Salem has a Safety and Hygiene Committee that processes suggestions for improvement received from the labour risk prevention suggestion box or through direct means of communication such as email.</p> <p>Employees that are sensitive to potential hazards (injuries, ailments, etc.) must inform health vigilance services of their situation. In general, these services will carry out an objective evaluation of the individual's aptitude in keeping with the demands and risks of the position. The prevention service will then present a report to the organization, indicating aspects and restrictions that must be taken into account when organizing the individual's professional assignments. Furthermore, regarding serious and imminent risks, both the preventive policy and the law allow for work to be interrupted unilaterally. Once again, the prevention service will determine whether or not this work is feasible and/or establish preventive measures. In any case, hierarchical channels or communication channels of the preventive service can be used to inform the organization.</p> <p>The processes for investigating occupational incidents, evaluating risks and determining corrective actions are initiated with the notification of dangers and incidents and, if necessary, accidents (these are accessible, transparent, and open to the entire organization). Periodically (monthly, at least), accident rates are published, with a report on the most relevant cases. This is a permanent item on the meeting agenda of the health and safety committees. At Font Salem, notifications of the accidents are received by the Prevention Department, which initiates the necessary investigations together with the external prevention service. Periodically (monthly, at least) accident rates are published, with a report on the most relevant cases. Proposed measures to prevent them from happening again must be included.</p>
403-3 Occupational health services	<p>To guarantee the quality of occupational health services, these have regularly updated information to help adapt the revision protocols to identified risks. Whenever necessary, locations are visited to gain first-hand knowledge of the workplace and its requirements.</p>
403-4 Worker participation, consultation, and communication on occupational health and safety	<p>Risk evaluations are carried out by physically visiting the location, always with the presence and participation of the prevention delegates. Collaborators are also consulted. All employees (internal, eventual or external) have a specific communication channel available for preventing occupational risks, such as a suggestion box. Forms of presenting written suggestions will vary, with different levels of openness and management in different departments. The author of the suggestion may be identified to offer a better response. In certain centres, the most interesting and/or relevant suggestions may be ranked and rewarded. At Font Salem, a Hygiene and Safety Committee exists to process suggestions for improvement. A suggestion box for Occupational Risk Prevention and other means of direct communication such as email are also available.</p> <p>Workplace accidents are monitored and combatted using different means. At Grupo Rodilla, an exhaustive method has been established for analysing causes and controlling corrective actions, with a greater focus on individual awareness (for store employees, etc.). Meanwhile, manufacturers (beverage companies) focus more on intermediate management structures.</p> <p>Health and safety issues addressed in formal agreements with unions are listed below, using percentages to specify degrees: CC Damm (10% personal protection equipment, 15% joint business/collaborator health and safety committees, 20% participation of workers' representatives in inspections, audits, and investigations into health and safety accidents, 10% training in health and safety, 15% claiming mechanisms, 5% right to refuse unsafe jobs, and 25% regular inspections) and Font Salem (10% training programs, 10% action protocols, 30% machines and equipment, 20% roadways, internal circulation and pedestrian walkways, 20% facility safety, and 10% individual protection equipment and protection elements). At Grupo Rodilla, there is daily contact with occupational risk prevention delegates, as two of the delegates from one of the companies are part of the Human Resources Department. In addition, they hold meetings each trimester with the Health and Safety Committee, as well as extraordinary meetings to address specific topics such as psychosocial studies.</p>
403-5 Worker training on occupational health and safety	<p>61</p> <p>Newly incorporated staff or staff assigned to a new position will be trained in risks, instructions and preventive measures specific to their position. In the 2019 fiscal year, the following occupational risk prevention training activities were organized (among others):</p> <ul style="list-style-type: none">SA Damm and Damm Atlántica. Three theoretical/practical training activities on road safety, introducing the road safety program and framework that will be developed in the coming years.Compañía Cervecera Damm. Has organized a total of 698 hours of training, including training for newly incorporated staff, refresher courses and specific courses. A total of 268 collaborators (253 men and 15 women) were trained. In addition to training activities, over 100 talks were organized with 947 collaborators in attendance.Alfil Logistics. 510 hours of training were offered on job titles, road safety, PVR, warehouse safety, Segway use, fire and emergency prevention, and forklifts.Font Salem. Training has been provided on specific positions (2 hours per session), consequences of thermal stress in the facility (20 individuals), ADR training (20 individuals) and training in the application of the LOTO system (82 individuals).Estrella de Levante. In addition to initial specific training for newly-incorporated staff, other training activities have been developed (basic, first aid, new work teams, etc.) with a total of 236 attendees and 4,370 hours of training. Finally, an activity was organized with management and maintenance on specific work permits (security and unified process).Agama. Four 14-hour training activities were completed with 44 individuals.Emabe. Three 11-hour training activities were completed with 47 individuals.Veri. Four 16-hour training activities were completed with 67 individuals.Fuente Liviana. Three 10-hour training activities were completed with 28 individuals. <p>Grupo Rodilla. Training for management was updated on a national level on matters such as managing prevention, fire and emergency and use of the digital platform available at each workplace.</p>

Annual report

Letter from the Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents for the Global Compact

403-6 Promotion of worker health	62 In the 2018 fiscal year, Damm launched the Plan Saludable ("Healthy Plan") to encourage healthy habits in collaborators. In the framework of this program and Damm's role as a Family-Friendly Company, in the 2019 fiscal year Damm launched its Health Week, where a series of activities were held at the Old Estrella Damm Factory to encourage healthy habits among everyone who makes up the company. Alfil Logistics launched a campaign encouraging stretching before and after work with an informative video on appropriate stretches and training activities for each of its centres. Damm's collective agreements include measures to facilitate access by collaborators to medical and health services not related to work. These include officially accepted permits such as paid leave, unpaid leave, hourly remuneration, opportunities for changing shifts and other authorizations that can even be processed internally (by department).
403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Regarding the prevention or mitigation of negative impacts on workplace health and safety directly connected to the organization's commercial relationships, once risks have been identified they will be presented to Management. Management will then work to resolve them, providing investment or improvements to facilities or teams by working directly with the departments involved (quality, production, purchasing, etc.). Regarding chemical products, substances or raw materials, a study will be organized to determine possible substitute substances or safety improvements that may reduce risks. In the case of working teams, safety conditions will be evaluated to adapt them to current legislation.
403-8 Workers covered by an occupational health and safety management system	63 In the 2019 fiscal year, 84.27 % of staff were represented by health and safety committees in their respective working centres (84.4 % Food and Beverage, 22.3 % Logistics and Transportation, 80.1 % Catering and 0.0 % Content Management). The responsibilities of these committees are determined by law (art. L31/1995). They organize four meetings a year, although the frequency of contact is greater for supervising projects and ongoing work (approximately once a month).
403-9 Work-related injuries	63

GRI 405: DIVERSITY AND EQUAL OPPORTUNITY

405-1 Diversity of governance bodies and employees

Women by job category (as at 31 December)	2017					2018					2019				
	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)	Damm	Beverages and food	Logistics and transport	Restaurants	Content management (SetPoint Events)
Senior management	16%	10%	50%	17%	0%	11%	10%	0%	17%	0%	14%	7%	50%	17%	0%
Technical staff and middle managers	44%	39%	31%	68%	10%	44%	39%	31%	67%	16%	44%	40%	35%	63%	9%
Administrative and commercial staff	34%	29%	78%	80%	100%	35%	32%	67%	83%	100%	32%	28%	71%	67%	80%
Labourer	34%	12%	11%	74%	-	35%	11%	5%	74%	-	38%	10%	5%	69%	0%
Own staff with functional diversity by job category										2017	2018		2019		
Senior management										0	0		0		
Technical staff and middle managers										5	5		5		
Administrative and commercial staff										0	0		9		
Labourer										10	14		17		
Total										15	19		31		

GRI 406: NON-DISCRIMINATION 2016

406-1 Incidents of discrimination and corrective actions taken	In 2018 and 2019 Damm has no registered incidents of discrimination.
--	--

GRI 413: LOCAL COMMUNITIES 2016

413-1 Operations with local community engagement, impact assessments, and development programs	46, 54, 57-60, 71, 73, 80, 86-87, 89-109, 11-113
--	--

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

GRI 416: CUSTOMER HEALTH AND SAFETY 2016

416-1 Assessment of the health and safety impacts of the product and service categories	23-24, 76 Food quality and safety standards at Damm are very strict and applied at all phases of the production process, from product concept development to the purchase of raw materials, manufacture, and consumption. To this effect, resources are invested in the implementation of procedures, standards and certifications that ensure strict compliance with legal requirements for health and safety. Grupo Rodilla has an internal laboratory for microbiological and physiochemical analysis in which specifications of raw materials are verified and the products manufactured and workplace hygiene are analysed. The quality management system is complemented by another based on Hazard Analysis and Critical Control Points (HACCP) which has been implemented both in the factory as well as in all its stores. Furthermore, all the establishments under the Rodilla banner undergo a monthly audit by operations supervisors and a bi-monthly food quality and safety audit. The Artesanía de la Alimentación factory implemented an annual plan for internal audits as well as a monthly assessment of production processes. In the beverage, food and restaurants companies, in order to promote improvements, the health and safety impact of all products throughout their life cycle is assessed by taking into account the following phases: product concept development, research and development, certification, manufacture, marketing and promotion initiatives, storage, distribution, product consumption, and elimination, reuse or recycling.
---	--

GRI 417: MARKETING AND LABELLING 2016

417-1 Requirements for product and service information and labelling	From product packaging to the respective brand websites, customer service and through social networks, among others, Damm provides information about the characteristics of its products (nutritional components, whether they contain gluten, etc.) in strict compliance with legislation on the labelling of the various products sold. In addition to legal compliance, Damm is a member of the Brewers Committee of Spain. Damm has procedures for the development of new references and for the review of legal texts in the approval of the image and labelling. All information about products and services can be consulted at www.dammcorporate.com and on the respective websites of the companies/brands. Grupo Rodilla products provide information about product safety instructions and product end-of-life management.
--	--

GRI 419: SOCIOECONOMIC COMPLIANCE 2016

419-1 Non-compliance with laws and regulations in the social and economic area	In 2018 and 2019 any Damm company has received fines as a result of non-compliance with legislation and regulations in these areas.
EXISTENCE OF CLAIMING MECHANISMS AND CHANNELS	For Damm it is an important aspect to know and adapt to the needs of a changing market and to share as much information as possible with it. One of these information sources are the different inputs that it receives either from queries, suggestions or complaints. With the aim of optimizing this communication, has a complaints system adapted to the different types of customers, such as big accounts, distributors or consumers. Each of them has differentiated communication mechanisms adapted to their needs to satisfy their usual requirements and channels. Based on these inputs, and for the follow-up and resolution of each one, the different areas involved are coordinated to manage the collection of the sample if necessary, identification of the cause that is reason the queries and the final communication to the claimant. This system enables to evaluate the main reasons why each client shows their concern and to optimize the company's processes to be able to give an optimum response to their requirements. The adaptation and improvement in communications is evidenced in the continuous increase in inputs received through the different channels and where consultations, suggestions and claims themselves are included. Throughout 2019 financial year, a response has been given to all the inputs received, considering 98 % already closed and the rest in the process of being closed, by implementing improvement actions in the processes derived from this communication. Alfíl Logistics Customer Support Department concentrates the management of all customer complaints at the operational level. In 2019, 1,710 claims were received for the management of services on 60 clients, which represents 0.45 % of the total shipments made.

SUSTAINABLE CULTURE

35-36, 89-90

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

6
GRI content index

7
Table of contents
for the Global Compact

7

Table of contents
for the Global
Compact

Annual report

Letter from the
Executive chairman

1
2019 at Damm

2
People

3
The environment

4
Society

5
About the report

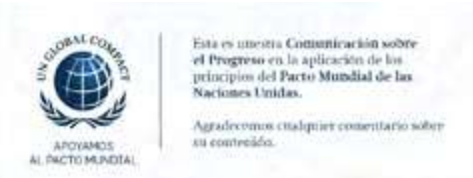
6
GRI content index

7
Table of contents
for the Global Compact

Principles of
the United Nations
Global Compact

Pages or direct response

Principle 1: Businesses must support and respect the protection of internationally recognized fundamental human rights within their sphere of influence	The prevention of risks of violating human rights is included in Damm's system for preventing penal risks. The company applies the principles of honesty and respect for human rights included in its Code of Conduct and, as a result, the relationships between all company collaborators and suppliers must ensure fair, polite and respectful treatment. Specifically, the Code of Conduct refers to human rights and employment in keeping with the principles of the International Labour Organization, as well as the principles of a recently certified family-friendly company. These principles are respected wherever Damm conducts its activities, and apply to subsidiary companies, companies where Damm holds a majority share, and companies where Damm has direct or indirect effective control. The Whistle-Blower Channel is used to address any issues related to the Code of Conduct and, in general, the Model of Regulatory Compliance, as well as for reporting or denouncing any infractions or risks regarding what is regulated in the Code or in the Model of Regulatory Compliance as a whole. The Whistle-Blower Channel permits access, resolution or the issuing of complaints regarding these issues. In the 2018 and 2019 fiscal years, Damm registered no complaints regarding human rights violations.	GRI 406, GRI 407, GRI 408, GRI 409, GRI 410, GRI 411, GRI 412, GRI 414, GRI 413
Principle 2: Companies must ensure that their companies are not accomplice in the violation of human rights		GRI 406, GRI 407, GRI 408, GRI 409, GRI 410, GRI 411, GRI 412, GRI 414
Principle 3: Businesses must support freedom of association and the effective recognition of the collective bargaining right	The Code of Conduct refers to human rights and employment in keeping with the principles of the International Labour Organization. The legal representatives of collaborators both on a union and unitary level are and have been a key partner in achieving Damm's business objectives. The dialogue is carried out by the Department of Human Resources in an accessible, fluid and ongoing manner, with the permanent goal of ensuring credibility and good faith. As a result of this positive relationship, many of the businesses in the group have their own collective agreement.	102-41 102-41 GRI 402, GRI 407
Principle 4: Businesses should support the elimination of all forms of forced or coerced labour	The Code of Conduct refers to the elimination of forced or compulsory labour.	GRI 409
Principle 5: Businesses should support the elimination of child labour	The Code of Conduct refers to the elimination of child labour.	GRI 408
Principle 6: Businesses should support the abolition of discrimination practices in employment and occupation	Regarding discrimination, article 9 of Damm's Code of Conduct promotes respect for individuals. To this end, Damm promotes and defends compliance with human rights and workers' rights, and commits to the application of current regulations and best practice regarding health and safety in the workplace. It respects the principles of the United Nations' Universal Declaration of Human Rights and the declarations of the International Labour Organization, and is committed to fighting discrimination based on race, colour, nationality, social origin, age, sex, marital status, disability, sexual orientation, ideology, political opinion, religion or any other personal, physical or social conditions of its collaborators. It is also committed to providing equal opportunity for all. In addition, Damm forbids and rejects any form of violence, of physical, sexual, psychological, moral or other forms of abuse, the abuse of authority in the workplace and any other intimidatory or offensive behaviours that violate the personal rights of its collaborators. All collaborators must avoid any form of discrimination (prejudice, assault, mobbing) and guarantee respectful, collaborative treatment. In the 2018 and 2019 fiscal years, no cases of discrimination were registered in Damm companies.	102-8 GRI 401, GRI 402, GRI 403, GRI 404, GRI 405, GRI 414, GRI 103, GRI 406
Principle 7: Companies must maintain a preventive approach that favours the environment	25, 65-87, 112-113	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 8: Businesses should encourage initiatives that promote greater environmental responsibility	25, 65-87, 89-90, 112-113	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 9: Businesses should promote the development and diffusion of environmentally friendly technologies	25, 65-87, 112-113	GRI 301, GRI 302, GRI 303, GRI 304, GRI 305, GRI 306, GRI 307, GRI 308
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery	33 Damm has a system for preventing penal risks that includes the following tools: the Code of Conduct, the Governing Regulations for the Whistle-Blower Channel, the Compliance Committee and the Regulations of the Compliance Committee. In addition, for improved management of risks in all their manifestations including penal risks, Damm has an Internal Audit Department. Both the Compliance Committee and the Internal Audit Department depend on the Audit and Control Commission, which is made up of members of the Board of Directors. The Audit and Control Commission assigns the Compliance Committee and the Internal Audit Department with the task of actively managing existing risks and elaborating an overall map of risks and an overall map of penal risks. The means of dealing with risks connected to political corruption is defined in the Code of Conduct and the Governing Regulations for the Whistle-Blower Channel. Conducting audits is the specific role of the Internal Audit Department. In the 2018 and 2019 fiscal years, no cases of corruption were registered in Damm companies.	GRI 205, GRI 415



GRI standards

Damm