

VIÑA CONCHA Y TORO'S COMMITMENT TO RESPONSIBLE CONSUMPTION



OUR COMMITMENT

At Viña Concha y Toro, we have characterized ourselves by incorporating sustainability in our corporate vision, combining the economic, environmental and social dimensions of the business in a balanced way. We work arduously to ensure that all activities or decisions related to the production, distribution, sale or consumption of our products is carried out in accordance with the principles and values that represent the Company, positively promoting the consumption of our products as part of a healthy lifestyle at all times.

The experience that we have acquired over more than a century of producing high quality wines has not only converted Viña Concha y Toro into a global wine industry player, but it has also provided us with sufficient experience to reach the profound conviction that promoting responsible consumption is an essential factor and necessary value to achieve global leadership, as well as being a key part of our commitment to society today and in the future.

With the aim of inspiring society, customers, employees and other stakeholders, we promote ideas, values, conduct and innovative initiatives with the firm intention of contributing positively to public wellbeing. This commitment makes us participants in the evolution of wine consumption as a form of enjoyment and celebration, and an essential part of a healthy lifestyle.

We are aware of the role that wine consumption plays in people's lives and in society, and for that reason the responsible consumption agenda forms part of Viña Concha y Toro's sustainability vision.

We are committed to promoting, creating and strengthening a healthy relationship with wine consumption, based on informed, responsible and moderate consumption that is restricted in cases that represent a risk to personal health or society.

We promote the active participation of all stakeholders. This commitment not only translates into accepting responsibility for creating, developing and supporting programs, but also working together with local public and private initiatives that help to foster education on responsible decisions regarding alcohol.

Our corporate principles of Responsible Consumption provide a framework for all initiatives on this issue, and express our conviction and intention to inspire society to establish new and better ways to engage in the consumption of wine and alcoholic beverages.



PRINCIPLES OF RESPONSIBLE CONSUMPTION

Our role and leadership within the category makes us participants in the evolution towards responsible consumption in all markets in which we operate, which we will achieve through comprehensive initiatives and partnerships all over the world.

These initiatives are aligned with Viña Concha y Toro's sustainability commitments, and their implementation will be reviewed annually.

Therefore, Viña Concha y Toro:

1

Supports, promotes and prioritizes moderate consumption of wine and alcoholic beverages, in line with international standards proposed by the World Health Organization (WHO).

2

Rejects and condemns the consumption of wine and alcoholic beverages among high-risk groups, such as minors, pregnant women and drivers.

3

Considers and communicates the responsible consumption and sale of wine and alcoholic beverages as a key component of its corporate and marketing codes.

4

Promotes wine consumption as part of a healthy lifestyle.



ACTIONS

We acknowledge that alone we cannot achieve the expected behavioral or cultural change and, for that reason, we are continuing to broaden our commitment to inspire all stakeholders (internal and external) to work together, to maintain an active role, ensuring responsible marketing of our products and effective self-regulation.

In order to materialize the 4 principles, Viña Concha y Toro will implement a range of specific actions:

1 SUPPORTING, PROMOTING AND PRIORITIZING MODERATE CONSUMPTION OF WINE AND ALCOHOLIC BEVERAGES.

- Develop, promote and distribute educational materials and programs to foster responsible consumption.
- Creation of new and innovative communication programs and activities, both internal and external.
- Promote and prioritize moderate consumption of all our products through accurate, certified information, provided in a direct and appropriate manner.
- Communicate the benefits derived from moderate wine consumption as part of a healthy lifestyle through a specialized digital platform.
- Promote the standard drink as a style of consumption, and moderate and responsible service of all our products.
- Establish partnerships with public and private organizations that are sensitive to this issue.

2 REJECTING AND CONDEMNING THE CONSUMPTION OF WINE AND ALCOHOLIC BEVERAGES AMONG HIGH-RISK GROUPS.

- Create new social programs to reduce the harmful effects of alcohol abuse.
- Include symbols or words on our labels to condemn:
 - Alcohol consumption when driving.
 - Alcohol consumption among minors.
 - Alcohol consumption among pregnant women.

3 CONSIDERING AND COMMUNICATING THE RESPONSIBLE CONSUMPTION AND SALE OF WINE AND ALCOHOLIC BEVERAGES AS A KEY COMPONENT OF VIÑA CONCHA Y TORO'S CORPORATE AND MARKETING CODES.

- Update and adapt the corporate codes (Marketing and Sales Code, Employment Contracts, Code of Conduct, Code of Ethics, Corporate Policies, etc.).
- Develop and implement self-regulation and promotion processes for our products (inclusion of this issue in Sales Committee).
- Provide the consumer with clear information on the progress in innovation of our products.
- Facilitate timely access for consumers to information on the risks of excessive alcohol consumption.
- Market and advertise our brands in a responsible way.

4 PROMOTING WINE CONSUMPTION AS PART OF A HEALTHY LIFESTYLE.

- Disseminate and apply the corporate principles of responsible consumption on a global level.
- Obtain the support of retailers to reduce excessive consumption of our products through the development of retail guiding principles and sales initiatives oriented towards responsible alcohol consumption.
- Carry out activations in consumption centers that communicate the message of responsible consumption.
- Develop consistent communication and education platforms across all markets that enables us to promote and prioritize the benefits of responsible wine consumption as part of a healthy lifestyle.
- Communicate the risks of excessive alcohol consumption in a clear and appropriate way.

