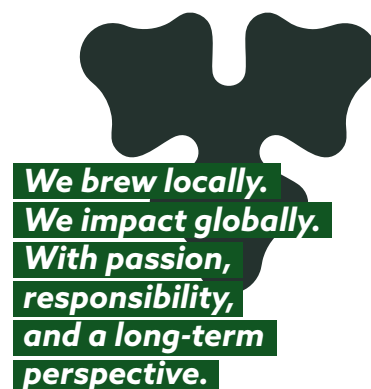


## WHO WE ARE

Poland is the third-largest beer producer in Europe. Carlsberg Polska ranks third among Polish beer producers. We brew beer responsibly in three breweries: Brzesko, Sierpc, and Szczecin – two of which have been operating since the mid-19th century.

In 2024, we employed 1,286 people and cooperated with over 10,600 suppliers. By exporting to 36 countries, we support the global presence of Polish beer. We are the leader of the growing alcohol-free beer segment, with 0.0% beers accounting for 23.1% of our total sales.

We are part of the Carlsberg Group – a global brewing company with a 175-year legacy, present in over 150 countries, and committed to an ambitious ESG strategy built on climate and social goals.



## OUR ESG STRATEGY

In 2024, we began implementing our global business strategy, Accelerate SAIL, which integrates ESG even more closely with business objectives.

The ESG strategy is built around six clearly defined ZERO targets:



**ZERO**  
water waste

**ZERO**  
carbon footprint

**ZERO**  
packaging waste

**ZERO**  
agricultural footprint

**ZERO**  
irresponsible alcohol  
consumption

**ZERO**  
accidents

**Our sustainable  
development strategy  
supports the UN's  
global goals and the  
European Union's  
climate commitments.**

The brewing industry is a significant part of the national economy. In 2023, our category generated over PLN 23 billion in GDP and supported 120,000 jobs in Poland. Carlsberg Polska alone contributed PLN 705 million to the state budget from excise taxes. Our breweries play a vital role in sup-

porting local communities, agriculture, and industry throughout the supply chain.

Thanks to local production, investment, and partnerships, we support the Polish economy and regional development.



## ZERO WATER WASTE

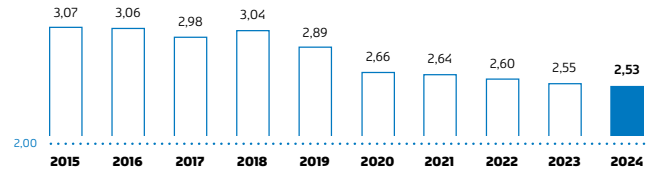
In 2024, we achieved a **record-low water consumption rate – only 2.53 hl per each hl of beer.**

This is the result of a long-term investment strategy and our teams' daily engagement in resource management. Through equipment upgrades, recovered process water, and precise monitoring, we reduced total intake by 1.6% and wastewater volume by 12%.

Carlsberg Polska was recognized for the second year in a row as the Carlsberg Group's regional leader in responsible water management.

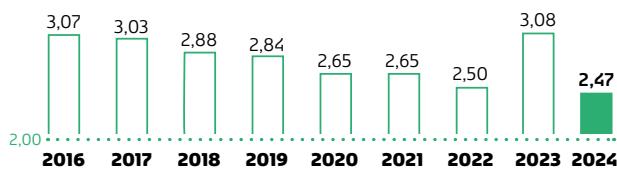
Employees actively contribute innovations via the Kaizen system – a continuous improvement program encouraging simple yet effective solutions.

Relative water consumption by Carlsberg Polska (hl of water/hl of beer)



## ZERO CARBON FOOTPRINT

CO<sub>2</sub> emission intensity in Carlsberg Polska breweries



In 2024, CO<sub>2</sub> emissions intensity at our breweries dropped to **a record low of 2.47 kg per hl of beer.**

All our breweries are powered by electricity from certified renewable sources.

At the Okocim Brewery, we launched a heat recovery system from chimney, reducing dependency on external energy sources.

This system cuts CO<sub>2</sub> emissions by 547,9 tons annually – equivalent to what almost a million trees absorb in a year. We are also investing in other heat recovery solutions, various optimizations and modernizations (e.g., pumps and compressors), and energy-efficient LED lighting to make production even more efficient and low-emission.

## ZERO AGRICULTURAL FOOTPRINT

In 2024, Carlsberg Polska continued to develop regenerative farming practices that improve soil quality, support biodiversity, and reduce chemical use.

Our flagship project "Piwo na Choince" ("Beer on the Tree") is a lager brewed at Bosman Brewery using regeneratively grown barley – with no plowing, crop rotation, cover cropping, and minimal chemical input.

In 2024, we produced **43,000 bottles of this beer** for employees and partners, promoting modern agriculture and production methods.



## ZERO ACCIDENTS

In 2024, Carlsberg Polska achieved a record-low accident rate – **just 4 incidents resulting in sick leave, 50% fewer than the previous year.**

It is the lowest in our company's history and the best across the Carlsberg Group's region.

A safe work environment is now a cornerstone of our organizational culture, and our preventive actions are delivering real results.

Employees participated in Safety Days, simulations, trainings, and daily Safety Walks inspections.



## ZERO PACKAGING WASTE

In 2024, **92% of our returnable bottles came back to Carlsberg Polska** breweries, each used on average more than 10 times. This result stems from years of close cooperation with retail partners. Over 30% of all our packaging consists of reusable bottles and kegs.

We are actively involved in developing a new national deposit return system and are a co-founder of the Polish Deposit System S.A. Launching the system is a major challenge requiring a nationwide logistics network and advanced IT system covering tens of thousands of stores. For Carlsberg Polska, it also means adapting 136 packaging formats to meet new requirements.

We are simultaneously investing in consumer education and supporting retailers in preparing for the upcoming changes.

**92% of our returnable bottles came back to Carlsberg Polska**

## ZERO IRRESPONSIBLE ALCOHOL CONSUMPTION

In 2024, we conducted **62,600 sobriety checks** at our brewery gates, **preventing 32 individuals from driving under the influence.** 100% of our company fleet is equipped with breathalyzers Alco-Stops. We ran a nationwide campaign, "Thinking Soberly" ("Trzeźwo Myślę"), supported by the Carlsberg brand, reaching 1.8 million people.

The alcohol-free beer segment continues to grow. In 2024, it represented 23.1% of Carlsberg Polska's total volume sales. We are outpacing the market in non-alcoholic beer growth. Last year, we launched 10 new products, including 2 non-alcoholic beers.

0.0% beers are now the foundation of our innovation strategy, meeting changing consumer preferences and actively shaping a new beer culture in Poland.

All our beer packaging features messages promoting responsible consumption



LED screens displaying the message „I Think Soberly” were visible in 7 cities across Poland.





## EMPLOYEES

In 2024, we continued projects engaging employees across generations – from Gen Z to experienced professionals – creating a workplace where everyone can grow.

Our “Brewed Duets” initiative paired Gen Z and 50+ employees to co-develop solutions for process efficiency.

**The project won a Golden Paperclip award – a prestigious marketing industry honor** – recognizing our culture of intergenerational collaboration as the foundation of a modern organization.

We also introduced new employee benefits such as birthday leave, wellness platforms, and psychological support to foster a growth-friendly, supportive atmosphere.



Winners of the first edition of the „Brewed Duets” project

## A RECORD-BREAKING YEAR FOR CARLSBERG POLSKA – RESPONSIBILITY, INNOVATION, AND GROWTH

Our environmental, social, and economic responsibility has become the cornerstone of the company’s future. We are proud of our achievements in 2024.

**We look forward to the future with optimism – because we know how to responsibly shape the Polish beer market of tomorrow.**

Full version of the **Carlsberg Polska ESG Report 2024**



  
Polska