

---

**2020**

---

**Conscious  
Company  
Report**

---



# Contents

<b>Messages</b>	<b>03</b>	<b>6. Consumers and clients</b>	<b>73</b>
<b>2020 Milestones</b>	<b>10</b>	<b>7. Commitment to the planet</b>	<b>100</b>
<b>1. Our conscious brands</b>	<b>17</b>	<b>8. Conscious suppliers</b>	<b>127</b>
<b>2. The company</b>	<b>25</b>	<b>9. Philanthropy and social action</b>	<b>135</b>
<b>3. Our Conscious Company model</b>	<b>34</b>	<b>Appendices</b>	<b>152</b>
<b>4. Good Corporate Governance</b>	<b>42</b>	I. About this Report	153
<b>5. Empowered employees</b>	<b>57</b>	II. GRI index. Information traceability	159



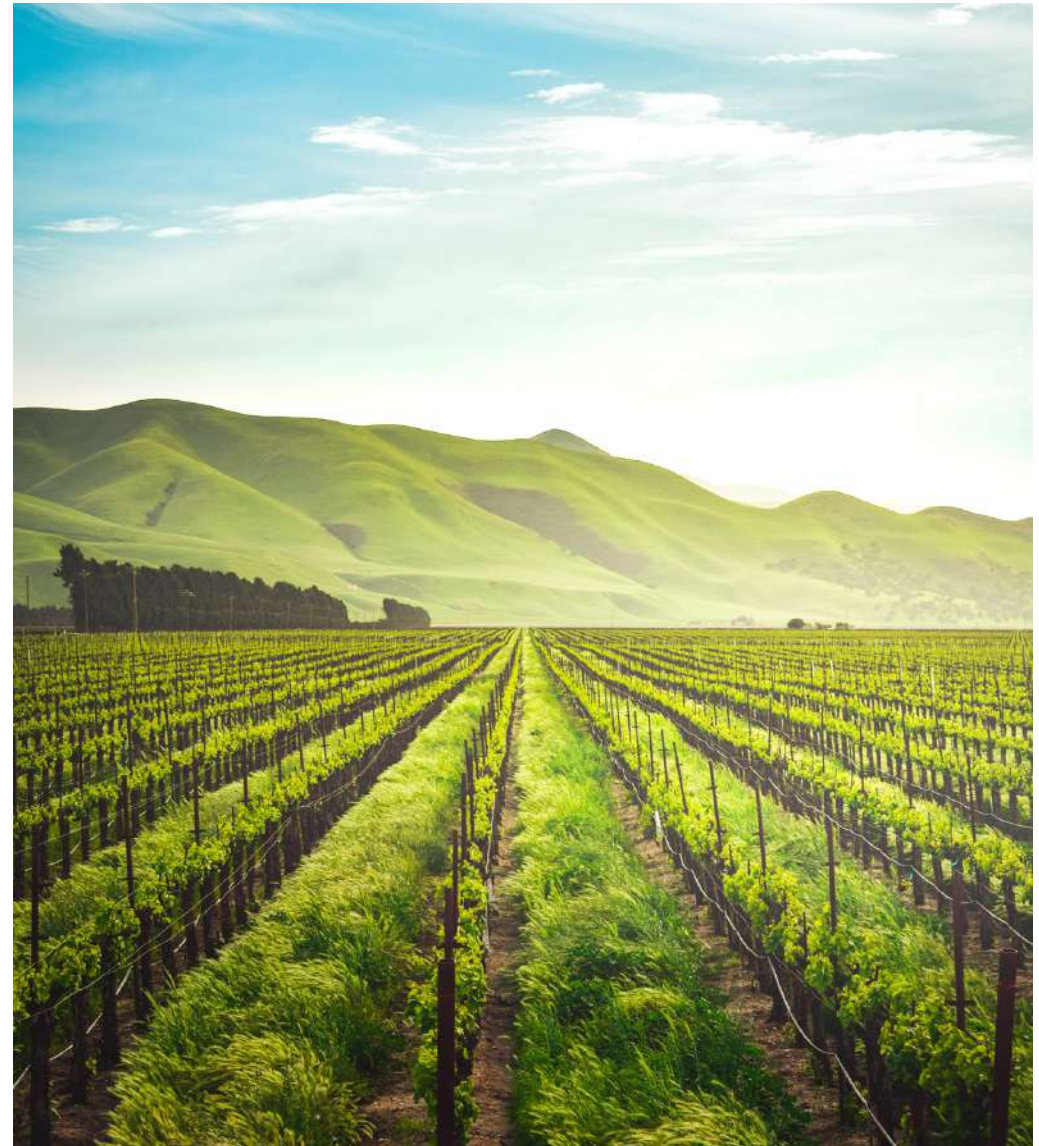
# We build our future legacy with the steps we take today

Even though 2020 was a year of major challenges worldwide, we here at Zamora Company have redoubled our conviction that we have the ability and responsibility to contribute to a **better, more just society**. With our **Conscious Company Plan**, we're supporting meeting the Sustainable Development Goals (2030 Agenda SDGs, United Nations).

For years, we've understood that our activity is linked to the natural and social environment that harbours us and makes our business possible, so environmental protection and socioeconomic development are the basic pillars of our purpose as a company.

Now more than ever, we're bringing all our efforts together to work towards a common goal: consolidating a **sustainable business model** that is our future legacy for society and the planet.

We're also committed to creating **shared value** in partnership with all of our stakeholders through sustainability. At the same time, we aren't forgetting our purpose: helping our consumers around the world savour every moment more because we are the most passionate creators of unique brands.



# Welcome from the President

**It is a pleasure to be able to share our company's first annual report, which has coincided with a year as complex as 2020 because of the pandemic.**



**José María de Santiago**  
President of Zamora Company

We will remember this year, 2020, as one of the most challenging and complex ones that we have had to face. Here, I want to **express our support and remember everyone** who has suffered the consequences of this pandemic and health crisis.

From the beginning, our highest priority regarding that situation was **to work for the protection and safety of all our employees**. We implemented remote work immediately, and from home, we were able to uphold our commitment to the business's continuity, people's safety, and **ensuring the continuation of employment**, temporarily applying readjustment measures during the 3 months of confinement. During that time, we guaranteed the base salary for all our employees, and these measures were reversed in the month of July.

Throughout this year, we wanted to

be **closer than ever to our clients and partners**, continuing to offer our products, thanks to technology and **digitisation**, without this situation affecting our service, staying agile and having a great capacity to adapt to the situation.

Our brands oversaw the creation of specific steps to contribute to **supporting the hospitality industry**, and from the company, we made the **appropriate donations** to support all the communities where we operate.

We're looking to the future with hope, upholding the **resilience of our business** and reinforcing our commitment to **generating shared value**.

I welcome you to our **first Conscious Company Report**, and through this reading, I invite you to discover our company and our brands and to learn about **our commitment to our Future Legacy**.

# Message from the CEO

## Our employees' response in 2020 has been truly remarkable.

The **executive team** has once again demonstrated its **leadership and competitiveness**, as well as its remarkable fast **adaptation** to the business's needs when faced with a situation like COVID-19. With an **agile proposal**, they presented us with the opportunities that the teams worked on. There were also those that the pandemic unfortunately offered us: we've **reviewed our business model** and turned towards a greater focus on **off-trade**, further developing our business in **e-commerce** and accelerating the entire **digital transformation** that we were already immersed in.

This unexpected situation has offered us the possibility of becoming a more flexible and efficient company at an operational level, but above all, it has strengthened **our resolve** to be a

**Conscious and Consistent Company** that keeps us **focused** on striving for **efficiency** and constant **operational excellence**.

That is why this year **we joined the United Nations Global Compact** and reaffirmed our support for its Ten Principles in the areas of human rights, labor, environment and anti-corruption. In this report we also describe the actions carried out that make it possible to integrate these Ten Principles with our business strategy and culture.

In the coming years, we will continue working on our strategic plan, which drives the company in developing new products and in the commitment to new lines of business, as well as consolidating our portfolio in order to **continue offering consumer experiences at all times**.



**Emilio Restoy**  
CEO of Zamora  
Company

# Thanks from the Board

We're pleased to see how, in a year as complicated as 2020, all our **employees** have once again shown their **sense of responsibility and protection** for our stakeholders, something that clearly reflects the close-knit **culture** that we've always aimed to foster. At the time of writing the 2020 report, the year 2021, our company is celebrating its **75th anniversary**. We must thank everyone who is still with us, as well those who no longer are, so that we may work **together** to continue fostering our **Future Legacy** for generations to come.



**Esther Aguirre**  
Spokesperson for  
Zamora Company's  
Family Commission

# The Vision of a Conscious Company Manager

Our first annual report as a Conscious Company coincides with the year marked by COVID-19. The pandemic has left us with a health crisis, a latent economic and social crisis, and the pre-existing environmental crisis that we've been noticing more and more in recent years.

Therefore, now more than ever, we must join our efforts and responsibilities for our stakeholders from organisations in a more sustainable way in terms of ESG (environmental, social, and governance factors - a link between corporate sustainability criteria and investment decisions).

**The 2030 Agenda serves as a beacon that guides us and helps us all through ethical, transparent management based on good governance at all levels; these will be the pillars of the new, more conscious society.**

To make our work easier, we have the 17 SDGs. These are the objectives that we as conscious organisations and society must reach together.



**Marisa Almazán**  
Conscious Company Manager

# Testimonies in times of a pandemic

## 1. How have you dealt with work throughout 2020 against the backdrop of the global pandemic?

We quickly realised that Covid-19 would become a pandemic, and we went into survival mode with the aim of minimising losses, both for Zamora Company staff and for the business. For the company, this entailed a few things: continuing the sustainable business as much as possible, trying to be a good partner for our distributors and customers, yet not taking unnecessary risks. For our staff, this meant immediately anticipating savings measures to avoid more drastic measures in the long term, as well as supporting the team in this unprecedented time when we have to manage people and the business remotely.

**Victor ten Wolde**

Region Director Emerging Markets

2020 was a year that stopped our consumers' regular life for more than 9 months; they completely changed the way they were living, having fun, buying, drinking, and eating. The most dramatic change was the total loss of on-premise business in key markets.

With that, our main strategic pillar collapsed overnight. Therefore, our strategy changed to pursue consumers in the "New Way of Life" CONSUMPTION AT HOME through point-of-sale retailers and in digital formats, including in print, promotions, visibility, etc. This business grew 300% among key clients in Mexico.

On the other hand, in terms of protecting our territory and supporting store owners, workers helped to compensate for the significant loss. This action ensures our future return to reality, with key people who will remember the brands' loyalty.

**Mauricio De Tuya**

Regional Director Zamora America

## 2. What are the main lessons learned in 2020?

I believe that the team's maturity and clients' knowledge allowed us to collect on many products and to have hardly any withdrawals or outstanding payments in 2020 - a great success. It is striking that this maturity, which helped us collect and manage the wonderful supply, seemed like a weakness just a few months earlier because «our team wasn't up for the night shift» - how about that?

Another lesson I've learned is having seen that both my team and I have been able to face this difficult situation with courage and effort. We





really do work with incredible people. Covid-19 may have put us to the test, but I think we passed with flying colours!

**Carlos Gallego Labajo**  
Sales Manager, Zamora Company Spain

**Business:** «having more eggs in the basket» (distributing the portfolio and the route to market).

**Work:** making use of new technologies to make life easier (such as video calls, all kinds of apps, etc.).

**Staff:** people are social and emotional creatures. Whenever possible, we should be with our consumers, colleagues, and clients and talk to them passionately about our wonderful products.

**Rudy Stol**  
Regional Director, W&N Europe

### 3. What are the main tools that Zamora Company has provided you to face this context with your clients?

For the US team, and for me personally, the main tool they've given us was - as always - people to share our experience with and to offer advice on how to respond to this awful pandemic. The weekly conference calls from Thomas Clemens, our International Business Director, on SMT/Covid were a sort of comfort and inspiration to keep fighting. The little things, the tools to carry out our business, like hangouts, Zoom, social media, the ideas and

successes related to e-commerce... all this helped us stay sane and actually thrive with our flagship brand. It's hard to believe that we could manage to have a record year during a pandemic... but we did it in L43.

**William J. Corbett**  
CEO, Zamora Company USA

It was a really great thing that our digital transformation had already taken place before 2020. The company and the people have been very supportive of us, both on a business and personal level.

The virtual training and knowledge sharing sessions were a great idea and were well-executed.

The tools to plan different scenarios were very useful and effective.

**Ali Hariri**  
Regional Director, Germany & Switzerland



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 2020 Milestones Zamora Company, Conscious Company

# Conscious Company model and vision

In 2020, we reinforced our **Conscious Company** model, a responsible business model that we've been putting into practice for decades. Still, we wanted to consolidate and communicate it as the basis of our activity.

We have defined our **2020-2022 Conscious Company Strategic Plan** with three basic pillars of action:

- Empowered employees.
- Commitment to our consumers and to society.
- Commitment to the planet.

And three axes that crosscut the entire plan:

- Good governance.
- Transparency.
- Conscious leadership.

For each of our lines of action, we've identified the SDGs where we have the greatest capacity to generate a significant positive impact.



**Our Conscious Company Model**

## Relationship of the SDGs with the lines of action and the crosscutting levers of the 2020 milestones



Below, we show the main milestones reached in 2020 along the different axes of our Conscious Company model.



# COMMITMENT TO THE PLANET

## OUR ACHIEVEMENTS IN 2020



### CREATING VALUE



Messages

2020 Milestones

Our conscious brands

The company

Our Conscious Company model

Good Corporate Governance

Empowered employees

Consumers and clients

Commitment to the planet

Conscious suppliers

Philanthropy and social action

Appendices



### CLIMATE ACTION



**WfCP**  
CERTIFIED

RAMON BILBAO  
AND MAR DE FRADES



**BREEAM**  
CERTIFIED

LICOR 43  
PLANT



**ISO**  
14001

LICOR 43 AND  
ZOCO PLANTS

WE'RE WORKING TO  
REDUCE OUR  
**703** t CO<sub>2</sub>eq  
SCOPE 1 & 2  
EMISSIONS

**39.4**  
g CO<sub>2</sub>eq /l  
BOTTLED OF

RELATIVE  
EMISSIONS

**27,949**  
kg CO<sub>2</sub>eq  
PREVENTED EMISSIONS

WITH OUR  
LOGISTICS MODEL

RENEWABLE  
ENERGY  
USED **60%**

**100%** AT BODEGA  
RAMON BILBAO

**R&D**

ADAPTING CROPS  
TO CLIMATE CHANGE



### BIODIVERSITY



WE'RE USING CROPS GROWN  
WITH ENVIRONMENTALLY  
-FRIENDLY PRODUCTION

SUSTAINABLE  
VITICULTURE PROGRAM



BIOLOGICAL CONTROL OF  
VEGETATION WITH ENDANGERED  
DOMESTIC ANIMALS

REPLACING CHEMICAL  
FERTILISERS WITH  
ORGANIC ONES



**R&D**

TO CARE FOR  
BIODIVERSITY



### CIRCULARITY

**+90%**

WASTE  
REUSED

99% USABLE  
WASTE

**2.2** t

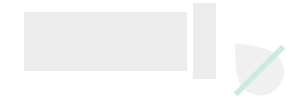
OF WASTE REDUCED  
WITH OUR SUSTAINABLE  
LOGISTICS MODEL



SUSTAINABLE  
INNOVATION PROJECTS  
FOR OUR PACKAGINGS

**-2%**

WATER  
USAGE vs. 2019



WE WORK TO ZERO  
RESIDUAL DISCHARGE



### CONSCIOUS PROVIDERS

**CHEP**

**23.8** m<sup>3</sup>

LESS WOOD USED WITH OUR  
SUSTAINABLE LOGISTICS



PURCHASING  
PROCEDURE WITH  
ENVIRONMENTAL  
CRITERIA

**66%**

OF TOTAL RAW  
MATERIALS FROM  
LOCAL PROVIDERS



CERTIFIED CARDBOARD  
IN PROMOTIONAL PACKS



WE TRAIN OUR  
WINEGROWERS IN PREVENTIVE  
TECHNIQUES

# EMPOWERED EMPLOYEES OUR ACHIEVEMENTS IN 2020



## CREATING VALUE



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



### PROFESSIONAL DEVELOPMENT

**+200**  
TRAINING  
STEPS



**54.34%**  
OF THOSE  
TRAININGS WERE  
**ONLINE**



**91%**  
ARE EXTERNAL  
TRAINING



**100%** OF  
EMPLOYEES  
EVALUATED



**40%** OF  
PERFORMANCE  
EVALUATIONS  
LINKED TO BONUSES



### OCCUPATIONAL HEALTH AND SAFETY

**507**  
EMPLOYEES



**85%** PERMANENT  
CONTRACTS

**98%**  
OF EMPLOYEES  
COVERED BY COLLECTIVE  
BARGAINING AGREEMENTS

**100%**  
FLEXIBLE WORK EMPLOYEES UNDER  
THE REMOTE WORKING AGREEMENTS

**0**  
RECORDS ON THE  
COMPLAINTS CHANNEL



EXCEPTIONAL  
**HEALTH AND  
SAFETY** MEASURES  
**+700** TEST DONE ON THE  
COVID PORTAL

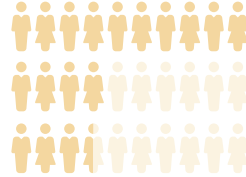


### DIVERSITY AND INCLUSION

**19**  
NATIONALITIES



AGE DISTRIBUTION ALL EMPLOYEES  
**30-50 YEARS 60%**  
**> 50 YEARS 21%**  
**< 30 YEARS 19%**



**35%**  
WOMEN  
ON STAFF



**16%**  
IN MANAGERIAL  
POSITIONS



**38%**  
IN INTERMEDIATE  
POSITIONS



### CONSCIOUS TEAM

**ETHICAL**  
CODE / AREA  
TRAINING IN  
COMPLIANCE



**100%**  
OF EMPLOYEES  
TRAINED ON SDGs

WORKING ON DEVELOPING  
THE CORPORATE  
VOLUNTEERING  
PROGRAM



EMPLOYEES ALIGNED WITH  
DYNAMISING  
SUSTAINABILITY



**100%**  
EMPLOYEES  
TRAINED IN  
FOOD HYGIENE



# CONSUMERS AND SOCIETY

## OUR ACHIEVEMENTS IN 2020



### CREATING VALUE



Messages

2020 Milestones

Our conscious brands

The company

Our Conscious Company model

Good Corporate Governance

Empowered employees

Consumers and clients

Commitment to the planet

Conscious suppliers

Philanthropy and social action

Appendices



### RESPONSIBLE CONSUMERS

#### SELF-REGULATION CODE



AS REGARDS PUBLICITY AND COMMERCIAL MESSAGES

EUROPEAN PROGRAM

#### WINE IN MODERATION

FEV FEDERACIÓN ESPAÑOLA DEL VINO



#### NOC-TURNS PROGRAMS MINORS: NOT A DROP



ESPIRITUOSOS ESPAÑA



#### PROMOTING ZERO CONSUMPTION AMONG AT-RISK POPULATIONS

ALCOHOL AND SOCIETY FOUNDATION



### SATISFIED CLIENTS AND CONSUMERS

MANAGEMENT SYSTEMS

#### FOR FOOD SAFETY AND QUALITY



ZERO COMPLAINTS ABOUT FOOD SAFETY

CERTIFICATES:



LICOR 43, ZOCO AND VILLA MASSA



ZOCO AND RAMON BILBAO



RAMON BILBAO

ONLY

2.62

COMPLAINTS PER MILLION LITRES (DEFECTIVE ITEMS)



#### CLUB VENTURIO



ONLINE SALES

#### SPANISH WINE ACADEMY

RAMON BILBAO



SATISFIED CLIENTS



### SUSTAINABLE INNOVATION

R+D+i

PRODUCTS OF INNOVATION

#### LICOR 43 HORCHATA

LACTOSE-FREE AND VEGAN



#### COCKTAIL 43 FRESCO

LOW ALCOHOL LEVEL



#### LOLEA Nº4 GARNACHA

ORGANIC VARIETY



#### VEGAN WINES

CERTIFIED

MAR DE FRADES



#### RAMON BILBAO INNOVATION AWARD



2020

Enofusión'20

#### SUSTAINABLE ENOTOURISM EXPERIENCES



### PHILANTHROPY AND SOCIAL ACTION

#### CORPORATE PHILANTHROPY PLAN AND DONATION POLICY



+400,000€

IN AID AGAINST THE COVID-19 CRISIS



SUPPORT FOR HOSPITALITY CAMPAIGNS #YOMESUMO, #BRINDANDO...

PROMOTING ART AND CULTURE: SPONSORSHIPS

FASHION WEEK MADRID

MERCEDES BENZ

#MARDEFRADEAT-THEMOVIES

2020 SAN SEBASTIAN FESTIVAL

IWC MERCHANT AWARDS

RAMON BILBAO COLLABORATOR

COMMITMENT TO LOCAL COMMUNITIES

WE PROVIDE SUPPORT WITH SPONSORSHIP AND EVENTS

# CROSSCUTTING LEVERS OUR ACHIEVEMENTS IN 2020



## CREATING VALUE



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



### GOOD CORPORATE GOVERNANCE



**2021 ACHIEVEMENT  
PROCESS  
OF  
ADHERING TO THE**

UNITED NATIONS  
**GLOBAL COMPACT**



**ANTI-RISK POLICIES  
AND PROTOCOLS  
THAT MAY AFFECT  
OUR COMPANY**

**CREATION OF THE  
NOMINATIONS AND  
REMUNERATION COMMISSION  
AND THE AUDITS  
AND RISK COMMISSION**



TRAINING  
PLAN IN  
**CORPORATE  
VALUES**



AND ETHICAL MANAGEMENT  
OF OUR TEAM

**0**

**REPORTS  
IN CORRUPTION  
OR HUMAN RIGHTS**



### LEADERSHIP AS A CONSCIOUS COMPANY



**STRENGTHENING  
RELATIONSHIPS**  
WITH OUR  
SKATEHOLDERS

**MATERIALITY  
ANALYSIS**

IN COLLABORATION  
WITH OUR  
SKATEHOLDERS

CREATION OF OUR  
**FIRST  
ANNUAL  
CONSCIOUS  
COMPANY REPORT**

**2020 NFIR**

NON-FINANCIAL  
INFORMATION  
REPORT

INFORMATION ON THE  
**CONSCIOUS  
COMPANY  
WEBSITE**



### TRANSPARENCY AND DIALOGUE WITH STAKEHOLDERS

**PLAN FOR SHARING  
AND VALUING OUR  
COMMITMENTS**

AS A  
**CONSCIOUS COMPANY**

**PARTICIPATION IN  
FORUMS AND EVENTS**

TO DRIVE  
**SUSTAINABILITY** THROUGH  
SYNERGIES AND  
SHARED GROWTH

SUPPORT FOR  
**CULTURE**



BY PARTICIPATING IN THE PRODUCTION  
OF SPANISH FILM AND MUSIC FESTIVALS

**CORPORATE  
LEADERSHIP**



IN THE **COVID-19  
EMERGENCY**



Messages

2020  
Milestones

**Our  
conscious  
brands**

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 1

## Our conscious brands



## OUR PORTFOLIO: OUR DNA



Licor 43



Licor 43 RTD



Martin Miller' Gin



Mar de Frades



Ramon Bilbao

Zoco Berezko

El Afilador



Cruz de Alba

Lolea

Yellow Rose

Thunder Bitch

Villa Massa

# Attributes of conscious brands

Our **vision** is to become the most passionate creators of unique brands in our sector worldwide, fostering our family spirit and commitment to nature and society.

## The attributes of our Conscious and Innovative Brands

Our CORE brands must be:

1. CURRENT.
2. ACCESSIBLE.
3. HONEST.
4. SOSTAINABLE.
5. COMMITTED.



### Sustainability at the core of our activity:

Our actions must be an example  
of conscious leadership for a  
positive impact on people and  
on the planet.



“COVID-19 has made companies and all of society in general rethink the current model, where brands must play a more active role as a driver of change, updating our value proposition for the consumer. In this context, sustainability now takes on greater relevance and invites us to re-think how

we make our products, as well as the materials used in packs and packaging. This means that, at Zamora Company, we channel all the lessons from our market studies with clients and consumers, and we adapt our innovation at the service of the products they demand”.

**Julian Fernandez**

Global Marketing Spirits & Innovation Director



“Over the last decade, consumers with different values have emerged; they are buyers who identify with marketing with values, and we call them conscious consumers. They are consumers who choose brands with purpose, who research what brands do and how they do it. We must offer these individuals brands that are managed coherently and are acting out of transparency, offering them data and facts that illustrate what we say. Conscious brands’ values are conveyed from within the company, starting with employees and then with stakeholders to provide consumers

with reliability and certainty. It is a new way of marketing that’s even more aware of the new demands and which empowers the consumer”.

**Carmen Giné**

Global Wines Marketing Director

## ATTRIBUTES OF OUR CONSCIOUS AND INNOVATIVE BRANDS

### 1. CURRENT

- Helping savour each moment better.
- Ensuring the highest standards of food safety.
- Responding to the growing demand for more natural products (Yellow Rose, wines, Licor 43, Martin Millers Gin, Villa Massa).



Vegan wines.



Products with a lower  
alcohol content.



Lactose-free drinks and those  
that are suitable for celiacs.



Certifications in quality and  
food safety.



## ATTRIBUTES OF OUR CONSCIOUS AND INNOVATIVE BRANDS

### 2. ACCESIBLE

- Formats for different times and lifestyles.
- Traditional channels and online sales.
- Sharing experiences: wine tourism.
- Brands that talk the talk and walk the walk.



Club Venturio.  
Online sales channel.



Unique experiences in safe  
environments.



Licor 43 in a  
«ready to drink» format.

### 3. HONEST

- Encouraging responsible consumption.
- Rigorously reporting the product.
- Developing conscious advertising.



Participation in the European program  
«Wine in moderation» promoted by the FEV.



**“Menores  
ni una gota”**  
Prevención del consumo  
de alcohol en menores.

Collaboration with FEBE.



Responsible labelling on  
all our products.

## ATTRIBUTES OF OUR CONSCIOUS AND INNOVATIVE BRANDS

### 4. SUSTAINABLE

- Respectful of its surroundings throughout its value chain.
- Optimising its environmental footprint.
- Innovating for sustainable packaging.



BREEAM Licor 43 Plant Certificate: sustainable construction and design.



Wineries for Climate Protection Certificate.



Precision agriculture.



ISO 14001 Certificate.



## ATTRIBUTES OF OUR CONSCIOUS AND INNOVATIVE BRANDS

### 5. COMMITTED

- People at the heart of our decisions.
- Supporting our local communities.
- Promoting art and culture.
- Training for *trade*.
- Training for hospitality teams.
- Training for consumers.



Mar de Frades and Ramón Bilbao support the hospitality industry: «Toast at home today to toast at the bar tomorrow» + 40,000 bottles donated.



Bartender & Baristas Challenge.



San Sebastián Film Festival  
#MardeFradesdeCine.



Licor43 #MBFWMadrid.



Bodegas Ramón Bilbao supports the culture around Spanish wine #SpanishWineAcademy.

Our **Conscious Company Master Plan** sets guidelines and outlines the roadmap for Zamora Company brands to distinguish themselves by being **conscious, innovative brands**.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 2

## The Company

Messages

2020  
Milestones

Our  
conscious  
brands

The company

# Our history

A family business.  
Proud of our origins.

We're a family business. We're passionate about what we do and proud of how we do it. We're the masters of our own destiny, and we take responsibility for our decisions and our results. Creators and distributors of premium wines and spirits. We're of Spanish origin and currently one of the major companies in the sector worldwide, with a portfolio of more than 15 brands operating in more than 80 countries.



**It's important to know  
where we come from  
in order to know  
where we're going.**

**Juan Carlos Basallote Ureba**  
Managing Director Zamora Company Spain



**An entrepreneurial spirit, daring,  
and strong determination is what  
best defines our history.**

**Antonio Navarro**  
Liquors Operation Director



Appendices



## Three generations dedicated to creation

Today, the second and third generations of the Zamora Family inspire the company's personal and unmistakable seal on its Brands.



### OUR BEGINNING

Zamora Company's history is tied to that of Licor 43. In 1946, siblings Diego, Angel, and Josefina Zamora, along with Josefina's husband Emilio Restoy, began to make and market this «liqvor mirabilis,» following a formula from Roman times. Diego Zamora was the company's first president.

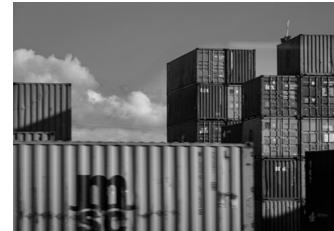
50's-60's



### INTERNATIONAL EXPANSION

Starting in the '70s, we began a diversification process in terms of both brands and distribution, expanding our marketing to Europe and America.

1999



### GROWING STRENGTH

Following our ambition and guided by our experience, the company continued to grow solidly in Spain as it established distribution agreements with major international brands.

2017



### NEW ACQUISITIONS

New brands rounded out the company's portfolio: El afilador, Yellow Rose, Lolea, Martin Miller's, and Villa Massa.

2019



### FOCUS ON SUSTAINABILITY AND CONSCIOUS BRANDS

We launched our Conscious Company model, which reflects our way of doing things and is faithful to the values that characterise our company.

1946

70's-90's

2000

2018

2020



### GROWTH IN SPAIN

In those early years, under the presidency of Diego Zamora, we boldly ran creative marketing campaigns that quickly helped build a solid image of Licor 43, leading it to significant growth and establishing it as a leading liquor in Spain.



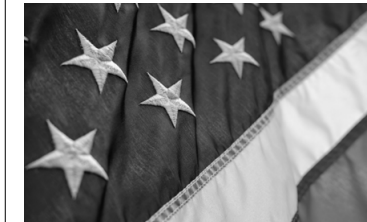
### COMMITMENT TO WINES

In 1999, under the presidency of Mr. Emilio Restoy, we diversified the product portfolio with the incorporation of Bodegas Ramón Bilbao, which continued with Mar de Frades and Cruz de Alba. Zamora Company's firm commitment to a unique way of understanding the world of wine.



### A SINGLE VISION

New name and corporate identity with the aim of unifying and integrating all internal organisations in a single company globally.



### NEW ROUTES TO MARKET

Following the commitment to expand our own route to market, the following were born and consolidated: Zamora Company USA, Zamora Company China, and Zamora Company France.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

# Market presence

The Zamora Company Group's registered office is based in Cartagena (Murcia) at Calle Silicio #10 in the industrial park «Polígono Industrial de los Camachos.»

The Group's main industrial facilities in Spain are located in Cartagena, Haro (La Rioja), Dicastillo (Navarra), Meis (Pontevedra), and Rueda (Valladolid).

Other distribution facilities and warehouses are primarily in Haro, Cartagena, Barcelona, Galicia, Navarra, Italy, the United States, France, and the United Kingdom.

Activity in more than 80 countries through an experienced international team consisting of over 500 people and an extensive portfolio of Premium brands.

Zamora Company owns internationally renowned brands like Licor 43, Bodegas Ramón Bilbao, Sangría Lolea, Limoncello Villa Massa, Martin Miller's Gin, Thunder Bitch, Mar de Frades, Pacharán Zoco, and Cruz de Alba. To these, we must add the distributed brands that make up the family company's product portfolio, such as Matusalem and Champagne Pommery.

## Three business lines



### Wine production

The wineries or wine producers are grouped under the sub-holding of Ramón Bilbao Vinos y Viñedos, S.L.



### Production of Spirits

The manufacturing activity and interests in liquor/spirits companies are grouped under DZ Licores, S.L.U.



### Distribution

Structured by markets, some of which are served by the group's own market routes, and through Zamora Company Global, S.L.U. for markets where there is no direct presence.

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# PRODUCTION UNITS

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Key figures

In 2020, a year shaped by the pandemic, the company achieved an EBITDA of €27 million, 3.8% lower than in 2019. Likewise, the group's turnover was **€172.2 million**, which meant a drop of -17.2% over the previous year, reflecting a decrease that was less than that of the sector in Spain, which is going through one of its worst periods with an average decline of 30%.



**Total net turnover: €172.2 M**

**61% National**

**20% Intra-community**

**19% Rest of the World**

**EBIDTA €27 M**



*“We’ve been able to redirect the loss of business to only 3.8% of EBITDA, which represents a clear success in management; we have achieved these savings through the reduction of expenses related to management and/or reduction of structures”*

**Emilio Restoy**

CEO of Zamora Company

### SOME DATA



8

Our own brands of spirits



3

Our own brands of wines

47.5%

International market

52.5%

Spanish market



10 PRODUCTION PLANTS IN 4 COUNTRIES



7 production plants in Spain



### Sales by business



55.8%

spirits



44.2%

wines

+170 Million drinks in

+80 countries

+4 Million litres of wine each year

+9 Million litres of spirits each year

507 employees

86% at national companies

14% at international companies

# Purpose, mission, and vision

**Savouring every moment better anywhere in the world, and with an extensive portfolio that covers all tastes and times.**

**Unique Brands:** The Group's goal is to create and develop unique brands that may be highly desirable on the markets and that are quite different from competitors. The Brands are the soul of Zamora Company. Not just any brand will do. Whether our own, internally developed, or acquired, they must always be differential.

**Passionate People:** The people who work at the Group are committed, proud, and very passionate about their work. A large international team with proven multidisciplinary talent that is totally focused on business development without ever forgetting about its great human values. Here, every person counts, and their commitment combines with the rest of the team's to always go a little further and show that this small family business is actually quite big.

**Mission:** Helping our consumers around the world savour every moment better with premium brands and unique personality.

**Vision:** To be the most passionate creators of unique brands in our sector on a worldwide level, fostering our family spirit and our commitment to nature and society.



***“Unique Brands,  
Passionate People”***





Messages

2020  
Milestones

Our  
conscious  
brands

The company

# Our values

We keep our founders' values alive, shaping the personality of the company and setting it apart from others.

Zamora Company is the result of the integration of the group's different organisations into a single company that's close-knit, proud of its founders, its roots, and those who have been part of it since its beginnings.

We uphold values that have been preserved through today, and that will continue to be the same ones that we will build our future on.

- **Commitment:** It is in all the company's operations, in our relationships with colleagues, shareholders, clients, consumers, and society. At Zamora Company, there is a commitment in making every decision and in the ethics behind every action. Our commitment and responsibility are behind the success and assurance of our relationship with the company's stakeholders and with the environmental and social actions we carry out.

- **Independence:** Everyone who belongs to the Group has control over their decisions and are responsible for the results achieved.



- **Innovation:** The Group's work is based on the premise that the future is invented every day. In this sense, innovation is a constant challenge that we approach without neglecting the highest quality and responsibility that are part of our actions, products, and their essence. As we understand it, it isn't innovation if it isn't sustainable.

We're passionate about what we do and proud of how we do it.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

**Our Conscious  
Company  
model**

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 3

## Our Conscious Company Model

Messages

2020  
Milestones

Our  
conscious  
brands

The company

**Our Conscious  
Company  
model**

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Company strategy

## Our strategic pillars establish us as a Conscious Company

### Route to market

Being as close to the consumer as possible.

### Brand development

Our brands as a key differentiating factor.

### Operational excellence

Processes defined by making proper use of data.

### People

Company culture based on the empowerment of people.

## Accelerators of our strategy

### Conscious Company

Our future legacy to society and the planet.

### Digital transformation

Intelligent use of technology by incorporating data culture.

### Product innovation

Stay ahead of consumer needs.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Our Conscious Company model

Connecting our business strategy with global priorities, maximising our contribution to the SDGs.

For decades, we've been developing a responsible business model, which has been reinforced in the 2020 fiscal year and is reflected in our current Conscious Company model.

For this reason, we've set forth the **20-22 Conscious Company Plan**, which has become the backbone of our company.

We are aware of the future legacy that we want to leave, and by being aware of what we are today, we will be able to toast to a sustainable future.

For each of our axes of action and the crosscutting levers we rely on, we have identified our main strategic lines, defining specific actions and milestones to be achieved; with these, we will continue to contribute to the United Nations **2030 Agenda**.

We have adhered to the **United Nations Global Compact**, making our commitment to the **10 principles** on human rights, labour, the environment, and anti-corruption public and visible in order to accelerate our contribution to sustainable development in this decade, one in which all organisations are urgently called to **action**.

**WE SUPPORT**



We've identified our greatest positive impact on the following SDGs



Throughout this first Conscious Company Report, we want to share what our roadmap is, where we're at, and what our objectives and our results are with our stakeholders out of transparency and honesty. We know we have a long way to go, but we are proud of our progress and the team of people who make it possible every day.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Dialogue with our stakeholders

Our goal: sharing value with all our stakeholders.

- Identifying expectations, anticipating their needs, and providing solutions,
- Through open, transparent, familiar dialogue,
- With our team and our brands as leaders in the company's commitment.

## OUR STAKEHOLDERS



### Family/ Shareholders

The long-term vision, with the ultimate goal of our legacy, fosters stability in management and generates trust among the other stakeholders. This is because the family business is a commitment to new generations, employment, the territory, sustainability, and society.



### Employees

We want to be an organisation that people are proud to belong to and where they can grow and develop their talent, balancing their professional and personal life in a safe, healthy, inclusive environment of teamwork.



### Clients and consumers

We want our clients and consumers to perceive us as their allies, giving them confidence, quality services, unique products, and memorable experiences.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## OUR STAKEHOLDERS



### Suppliers

We want our suppliers to identify with our values, applying criteria that allow joint growth throughout our value chain.



### Business partners

We want our allies to move forward with us, basing our relationship on transparency and trust, and sharing common values and objectives that are mutually beneficial.



### Regulatory bodies

We want to offer public administrations confidence based on rigour and respect for regulatory frameworks, facilitating compliance with them and ensuring the safety of society as a whole.



### Corporate sector

We want to contribute to defending the sector's collective interests to institutions, enhancing the value of our products, and defining the strategic axes together to improve our competitiveness.



### Scientific, academic and cultural institutions

We want to support research and spreading knowledge about our sector. We want to contribute to maintaining the cultural and social legacy of our communities through the promotion of culture and art.



### Local communities and society

We want to play an active part in the fight against the major challenges of today, participating in social development and protecting the environment, collaborating with social entities, and helping to improve the well-being of our society, starting with the communities closest to us.

# Dialogue with our stakeholders



## Family / Shareholders

- Board of Directors Meetings.
- Family Council Assemblies.
- Informative sessions with internal communication.



## Employees

- Communication portal (corporate Intranet).
- Direct listening on a day-to-day basis.
- Departmental meetings.
- Climate surveys (GPTW).
- Ethical Area and Complaints Channel.
- Business Committees.
- Participatory sessions.



## Clients and consumers

- Relationship and direct service (Commercial Network).
- Surveys and interviews.
- New product launches.
- Sectoral events and conferences.
- Specific attention to incidents.
- Visits.
- Benchmarking Studies.
- Social Media.



## Local communities and society

- Relationship with social entities.
- Regular meetings with local entities.
- Training actions in responsible consumption
- Philanthropic actions towards specific groups.
- Service phone lines for citizens.



## Business partners

- Meetings.
- Events.
- Direct attention to requests for collaboration.



## Scientific, academic, and cultural institutions

- Attention and open listening to requests for collaboration.
- Bilateral meetings.
- Participation in cultural and artistic events.
- Sponsorships.



## Corporate sector

- Active participation in associations.
- Presidency of the FEV held by the CEO of Zamora Company.
- Meetings, workshops, and work sessions.
- Sector events and forums.



## Suppliers

- Relationship and direct attention (Purchasing Areas and operational areas).
- Evaluating results.



## Regulatory bodies

- Presence and active participation in associations.
- Specific meetings.
- Forums and events.
- Audit/inspection processes.

# Our material affairs

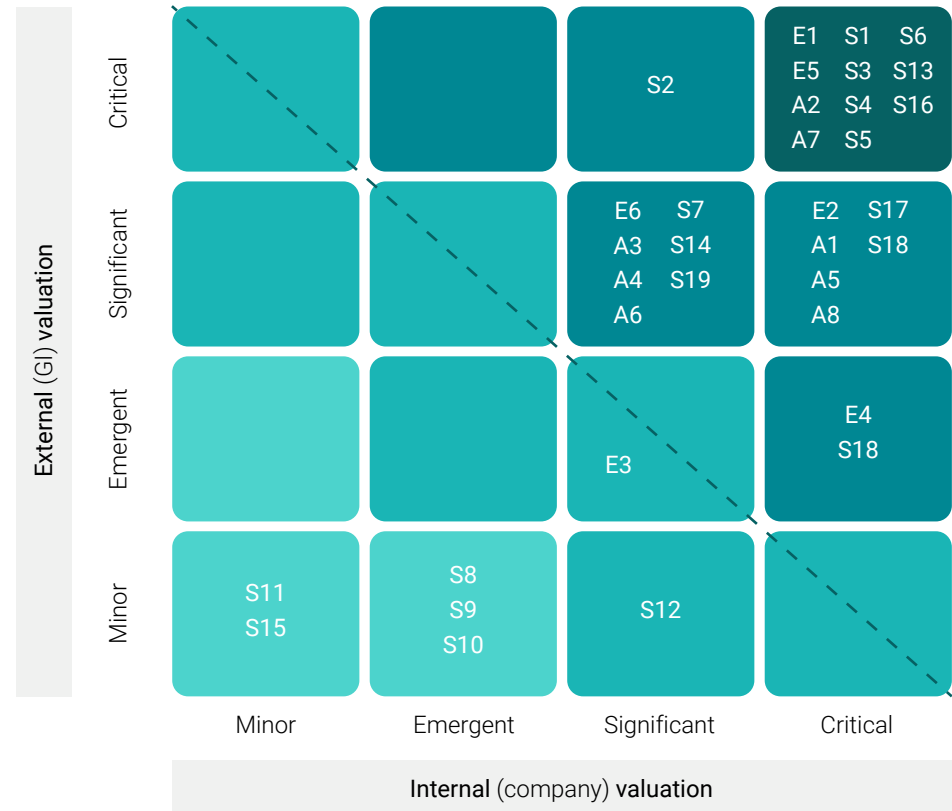
## Identifying priorities.

In 2020, we developed our first **materiality analysis** in order to have an objective list of value creation topics for our stakeholders, assessing the significance and priority for each of them.

We've evaluated each topic based on strategic criteria for the company and the opinions and expectations expressed by our Stakeholders. We've gathered this knowledge through direct communication with them with procedures for listening and dialog that are already implemented, or through periodic consultations with samples of certain groups, as well as through other sources of information like sectoral analyses and reports published by leading entities on the subject.

Based on this analysis, the issues have been classified into four types: **strategic, significant, emerging, and of less impact.**

## 2020 materiality matrix



- Issue of minor impact
- Emerging issue
- Significant issue
- Strategic issue



## Strategic topics:

### Economic aspect and governance (E):

- Economic performance (E1).
- Anti-corruption (E5).

### Environment (A):

- Energy consumption (A2).
- Regulatory compliance (A7).

### Social scope (S):

- Employment (S1).
- Occupational Health and Safety (S3).
- Training and professional development (S4).
- Diversity Management (S5) and non-discrimination (S6).
- Support for local communities (S13).
- Food safety (S16).

## Major topics:

### Economic aspect and governance (E):

- Market presence (E2).
- Acquisition practices (E4).
- Ethical competence (E6).

### Environment (A):

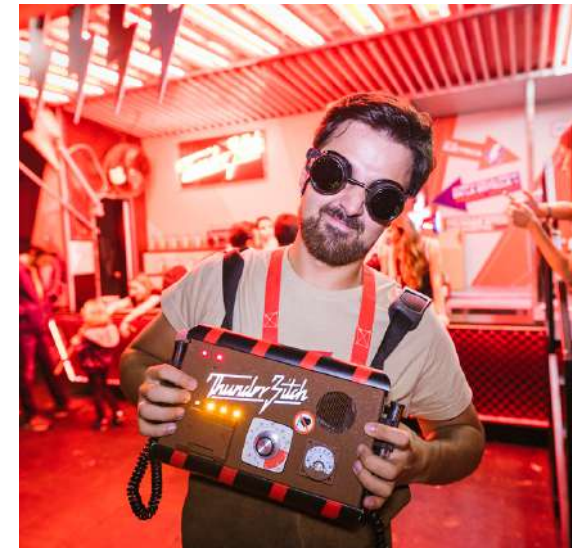
- Materials consumption (A1).
- Water consumption (A3).
- Biodiversity (A4).
- Emissions and climate change (A5).
- Effluents and waste (A6).
- Environmental assessment of suppliers (A8).

### Social scope (S):

- Relationships between workers and management (S2).
- Freedom of association and collective bargaining (S7).
- Social evaluation of suppliers (S14).
- Marketing and labelling (S17).
- Client privacy (S18).
- Socioeconomic compliance (S19).

## Emerging topics that are of less impact:

- Indirect economic impacts (E3).
- Child labour (S8).
- Forced or compulsory labour (S9).
- Safety practices (S10).
- Indigenous peoples' rights (S11).
- Evaluation of human rights in the value chain (S12).
- Public policy (S15).



Throughout this Conscious Company Report, we present relevant information on the material issues that arise from this analysis, providing the situation on the **management approach** for each issue as well as the results of the main **indicators**.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

**Good Corporate  
Governance**

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 4

## Good Corporate Governance

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Good Corporate Governance

Ethical, transparent management.



**We act responsibly  
before society  
through integral,  
honest, transparent  
management of  
the business.**

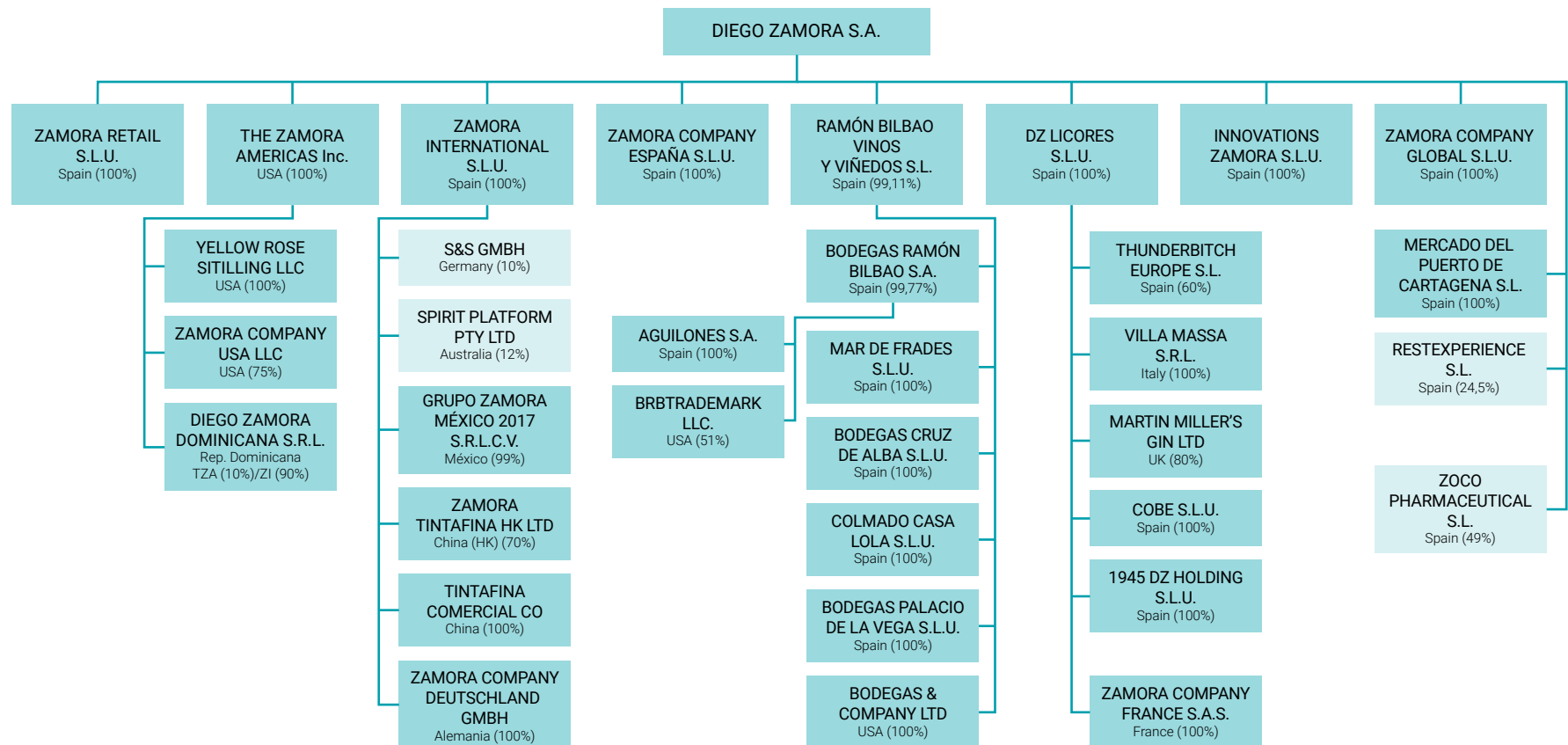


# Governing bodies

The main governing body of the Zamora Company Group is the **Board of Directors**.

Diego Zamora, S.A., is the sole administrator of all other companies 100% owned by the Group. As for investee companies with external partners, they have their respective Boards of Directors.

Governance structure and participation (%) of the parent company in the dependent companies:



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Zamora Company's Board of Directors is made up of a 2nd and 3rd generation family, an external director, two external consultants (non-directors), and the General Secretary (non-director).

The delegation of roles on the Board is carried out through the figure of the **Chief Executive Officer**. It has been strengthened with the **Compliance Committee** and two permanent committees: the **Nominations and Remuneration Commission and the Audit and Risk Commission**, which advise the Board in its work.

Operational and functional managements are defined depending on the CEO; they, in turn, make up the **Executive Committee**.

In addition to the corporate structure as a guarantee of Good Governance, the Group has a series of **Corporate Policies**, which are mentioned throughout this Annual Report and which constitute another of our **pillars of action** in each of the management areas. Among others, we highlight the following as particularly significant:

- Code of Ethics and Conduct.
- Criminal Risk Prevention Manual.
- Safety policy on and use of information systems.
- Digital certificate management protocol.
- General Gift Policy.
- Protocol for Managing Commercial Contracts.
- Suppliers' Manual.
- Conflict of Interest Policy.
- Grant Management Protocol.
- Donations Policy.
- Complaints Channel.
- Disciplinary System.
- Quality policy.



**BOARD OF DIRECTORS**

José M<sup>a</sup> de Santiago Restoy, Administration board President, Juan Ángel Zamora Pedreño, Administration board Vice-President, Emilio Restoy Cabrera, Counsellor and General Manager, Esther Aguirre Zamora, Counsellor and Administrative board Vice-secretary, Juan Ángel Zamora de Jódar, Counsellor, Ignacio Conesa Zamora, Counsellor, Arnaud Lodeizen, Independent Counsellor, Francisco José Bauza Moré, External Secretary (Lexpal attorneys).



**Pablo Juantegui**  
Chair of the  
Audit and Risk  
Commission (CAR)



**Eric Holzabacher**  
Chair of the  
Nominations and  
Remuneration  
Commission (CNR)

**EXTERNAL ADVISORS TO THE BOARD**

In addition to all the aforementioned, the governance body for family companies takes on special relevance among the good corporate governance practices for unlisted family companies.

In this regard, Zamora Company has its own **Family Protocol** that ensures the preservation of family culture and values and which regulates family/company relations as a **guarantee of proper governance**.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

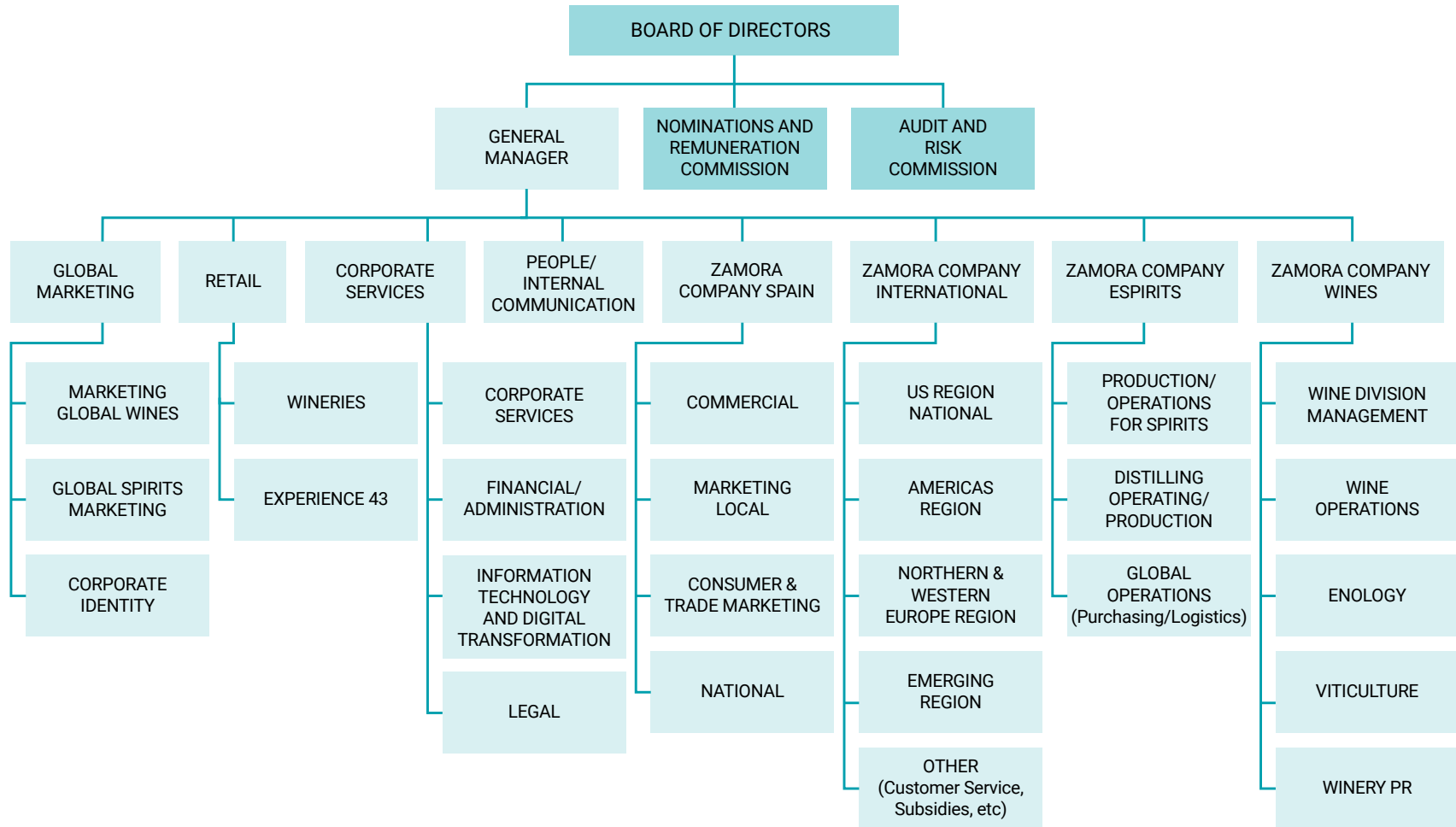
Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Risk Management and Compliance System

Crosscutting, systematic risk management with participation from all areas of the company.

The Zamora Company Group has a **Risk Management and Compliance System** that provides criteria and policies to identify, evaluate, and manage the most significant risks that could impact the achievement of the Group's objectives.

This model ensures that the main risks that could affect the company's strategy and objectives are identified, analysed, and evaluated based on homogeneous criteria. Currently, the necessary measures are being implemented so that these risks are managed and controlled in a systematic, crosscutting way with participation from all areas of the Group.

In addition to the analysis and monitoring of criminal risks, the company is defining a complete map of business risks, where the risks related to the following categories are specifically considered:

- Criminal Risks.
- Ethical Risks.
- Fraud Risks.
- Money Laundering Risks.



“Our goal is to maintain an environment of trust, transparency, and accountability, which is needed to foster financial stability and business integrity”

Alberto Miranda Vallín  
Legal Manager

- Tax-Related Risks.
- Commercial Risks.
- Competition Risks.
- Other risks related to regulatory non-compliance.

There is a formally appointed **Compliance Committee**, which consists of the **Compliance Officer** and the Finance, Human Resources, IT, and Legal areas, as well as support from specialised lawyers as external advisers.

The Compliance Committee oversees the application of Zamora Company's **Code of Ethics and Conduct** within the organisation, as well as encouraging actions aimed at minimising and preventing any acts that are against the Law or the principles and values of the Group from being committed; it is also the supervisory body for carrying out Compliance within Zamora Company.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

**Good Corporate  
Governance**

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Its roles can be summarised as follows:

- Identifying possible new risks.
- Identifying controls, proof of evidence, and monitoring.
- Dissemination/awareness of the issue.

All this with the following objectives:

- Preventing risks at the company.
- Detecting criminal behaviour at the organisation.
- Carrying out the functions of prevention, detection, and reaction.

Critical aspects have been reviewed throughout the 2020 financial year. These included analysis of international compliance, contract structure, development of policies in different areas of the company, supervision and approval of data protection policies, the study and resolution of complaints received, and creation of an internal training portal.

The Group has additional protocols as specific measures to **prevent corruption**, including:

- System of levels of **authorisation for expenses** and for control and monitoring of the expense budget assigned to commercials.
- Rigorous and procedural **selection processes for staff**.
- Zamora Company's employees are required to avoid any kind of interference or influence from clients, suppliers, or third parties that could disrupt their **professional impartiality and objectivity**.
- Employees are **prohibited from making cash payments** in the course of business or contractual relationships with clients, suppliers, or third





Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



parties, and the Finance Department is solely responsible for carrying out payment of invoices.

- In any type of **commercial transaction**, the collaborators, agents, associates, suppliers, administrators, or partners of the investee companies or third-party companies hired by Zamora Company, including applicants, will always be informed about the legal consequences of corruption between individuals in such operations in accordance with the established rules and controls.
- Employees are expressly required to **report** any indication of a crime of which they may have knowledge in carrying out their work responsibilities through the established channels.
- Compulsory attendance at the **training** given on the prevention of criminal risks.

In January 2020, specific compliance training was carried out for the sales force at the area's annual convention, which 88 employees attended. The content included an explanation of the risks of corruption, disclosing of secrets, crime against personal privacy, the risk of fraud, and crime against industrial property. The training also went over the tools available at the company to combat these, particularly emphasising the gift policy and the code of ethics.

During the month of November 2020, training was also given on contracts, the protocol to follow for signing, drafting, supervising, and respect for all the clauses included therein by using a platform managed by the Legal area.

El Comité de Cumplimiento está ya inmerso en el proyecto formativo del año 2021.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Likewise, in every case where there may be additional local legal requirements, the company develops specific response protocols. An example of this is the North American subsidiary where the Yellow Rose brand is developed. There are specific policies and measures to control and mitigate the risk of committing this sort of crime.

Through all these prevention mechanisms, there is **zero tolerance for bribery, corruption, and money laundering**, and supervision over workers, suppliers, and other third parties involved in carrying out the Group's business ensures they comply in an ethical manner.

# Code of Ethics and Conduct

The principles that govern our actions.

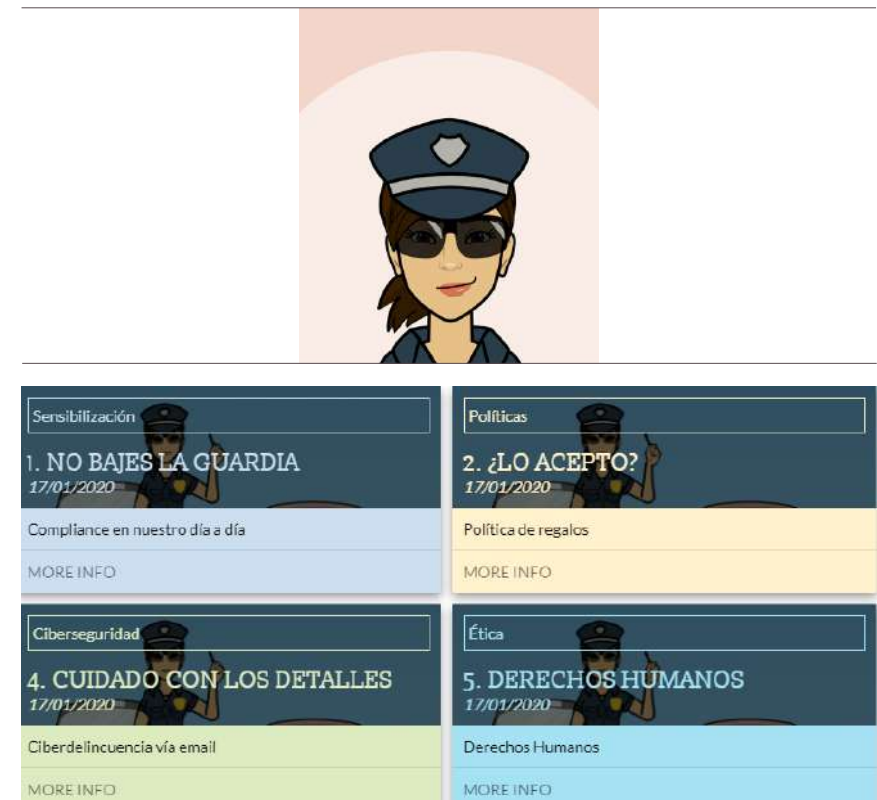
The Zamora Company **Code of Ethics and Conduct**, which is approved by the Board of Directors, regulates the principles that should govern the personal and professional conduct of all the subjects it applies to, regardless of the position or role they occupy.

Each worker's individual signature is included in the 'Record of documentation delivery,' or the welcome pack. This states that they have read and understood the Code of Ethics and Conduct, accept its contents, and take on the obligations arising from it.

This code is always accessible for staff consultation through the corporate Intranet in a space created ad hoc called the **"Ethical Area,"** all Group employees have access to it.

Through this internal communication tool, employees are regularly provided with entertaining and easily understandable educational material on the culture of compliance.

The organisation has encouraged the communication and dissemination of corporate values to all its members through training sessions and a platform that's available to employees around the clock with a graphic storytelling system.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Complaints Channel

An additional guarantee of prevention.

We have a **Complaints Channel** that allows all employees to report any breach of the Code of Ethics and Conduct, as well as applicable internal legislation and regulations.

This system has been established to channel possible criminal acts without any risk for the complainant and with guarantees for the accused within the scope of the company's regulatory compliance.

The employees and collaborators of Zamora Company businesses who have any indications or suspicions of a crime being committed or violation of any of the principles and values recognised in the Code of Ethics of Conduct or in the Prevention of Criminal Risks Manual must report this through this Whistle-blower Channel.

Zamora Company guarantees an **exhaustive, complete, objective analysis of the facts** and circumstances communicated through this channel to avoid any sort of arbitrariness in the actions taken. The resolution of each and every one of the communications received is always duly justified.



**The confidentiality of the complainant and the assurance of indemnity are essential for the system to function.**

**Natalia Cano Bernal**  
Compliance and data protection

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Commitment to Human Rights

## Defending human rights is part of our corporate responsibility.

We respect and strongly support Human Rights as defined in international standards, such as the United Nations Universal Declaration of Human Rights and the fundamental principles published by the International Labour Organization (ILO).

To fulfil our responsibility in this area, we have a set of tools and protocols for action that address the following areas of risk in the domain of Human Rights:

### Child exploitation and forced labour:

The Zamora Company Group strictly complies with current legislation in all the countries where it operates, respecting human rights and rejecting any sort of child, forced, or compulsory labour. The use or threat of violence or any other form of coercion is not tolerated.

### Freedom to organise and collective bargaining:

The Group supports freedom of association and the effective recognition of the right to collective bargaining in accordance with local laws.

### Discrimination:

The Group works against discrimination and is for promoting equal opportunities; it supports abolishing discriminatory practices in employment and occupation, eradicating any suggestion of inequality based on race, gender, religion, political opinions, age, physical constitution, sexual orientation, appearance, or other personal characteristics.

### Safe working conditions:

Creating safe working conditions means that we are committed to ensuring that the necessary safety measures are taken. The health and safety of workers and those who visit our work centres is a priority as an axis for work. Accordingly, action has been taken in the situation arising from COVID 19, with the approval of exceptional measures.

*As for those previous points in terms of our employees, that information will be expanded on in subsequent chapters of this Report.*

### Respect for people's privacy:

By protecting personal data, we're respecting each person's privacy. We are responsible for the personal data belonging to our employees, clients, and collaborators. In this regard, the company has a specific document that includes the **Policy and general guidelines for security and the use of information systems** to guarantee the confidentiality, integrity, and availability of the information, as well as to minimise the risks of loss or improper use of information.

This aspect has become particularly relevant in 2020 as a result of the pandemic. The compliance measures in the Digital Transformation area include inventory monitoring for information technology asset that employees

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



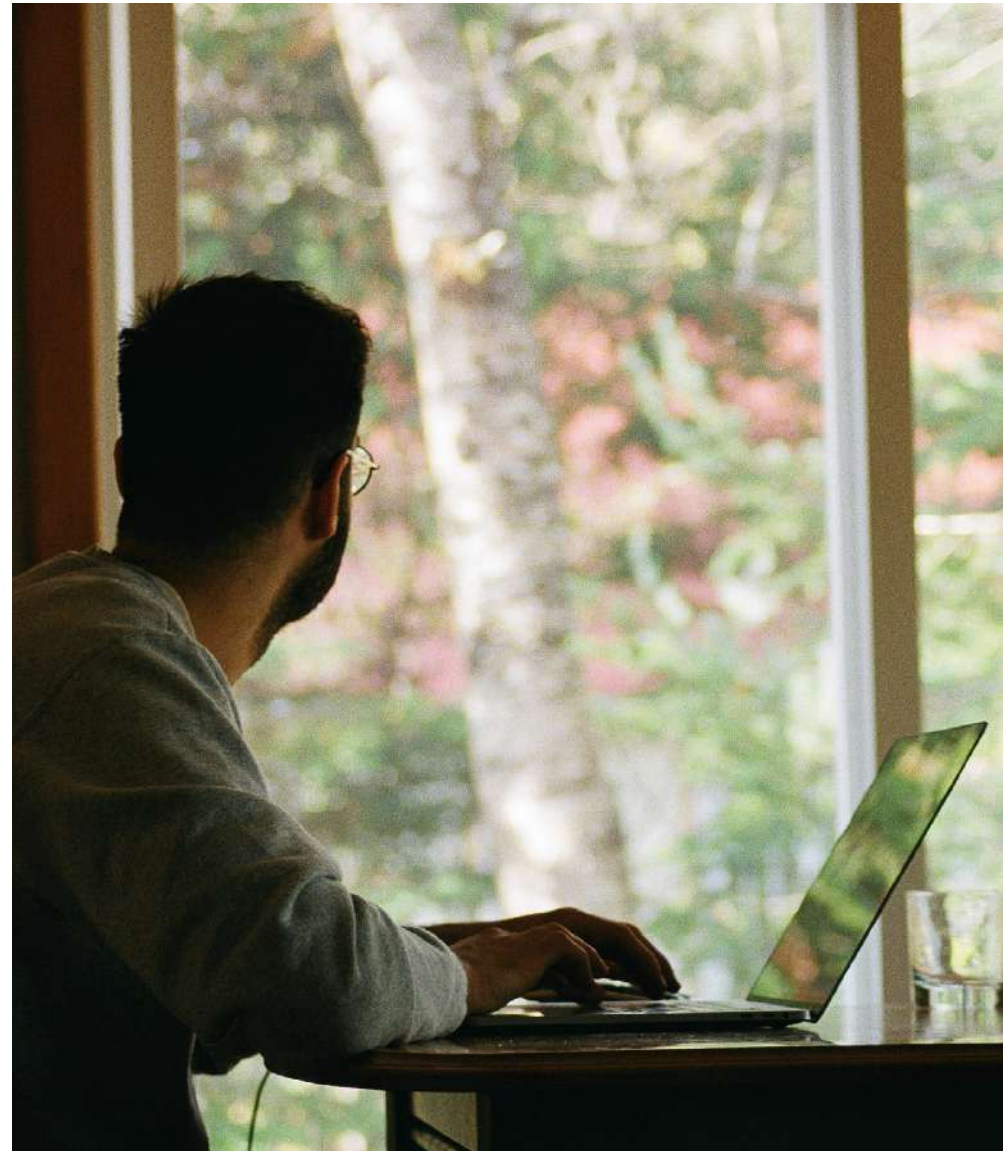
have taken home for working remotely, as well as the inventory of those who use their own devices.

In collaboration with the Digital Transformation Area, measures have been proposed to avoid using remote working applications and solutions that don't offer any guarantees and that may give rise to the exposure of personal data belonging to the organisation's staff, interested parties, and corporate services. We have all of Google's solutions for this purpose, and training has been provided to the staff on the proper use of these resources. Access to information has been restricted, with additional access restrictions depending on the type of device and the location from which it is accessed.

A **digital certificate management protocol** has been approved for supervision of proper access and use of those digital certificates.

On the other hand, having identified the highest risk in terms of protecting personal data in the Marketing area, the Salesforce tool was adapted by adding a new GDPR console. From there, all commercial communications from leads and customers are recorded to be able to resolve anything related to the exercise of data protection rights of the interested parties.

There have been no complaints or security incidents, and initial training has been given to all employees. Periodic communications on cybersecurity have also been sent out, in line with what was published in the National Institute of Cybersecurity in Spain, aligned with the trends and priorities collected there.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Corruption and bribery:

As previously discussed, the Group works with measures that prevent corruption and penalise it in all its forms, including extortion and blackmail or bribery.

## Business practices:

Zamora Company ensures that all commercial practices within the Group comply with the basic premises of being ethical, lawful, non-abusive, and free from market manipulation through practices of dubious legality or through association with other competitors to create situations of oligopoly.

## Ethical advertising:

Zamora Company recognises its particular social responsibility in advertising due to the alcohol present in the products it sells. In this regard, it pays special attention to complying with the highest ethical criteria in developing advertising, promotions, and product launches. That is why it adheres to the Advertising Self-Regulation codes and policies of the FEV and FEBE.

## Environment:

Considering the influence on our environment, it is also part of our joint responsibility to protect nature as the basis of life, to preserve resources, and to reduce our impact on the environment. It is our mutual duty to protect resources for future generations.

The Group upholds a preventive approach to care for and protect the environment. It also carries out initiatives that promote greater

environmental responsibility, as well as the promotion of developing and sharing environmentally friendly technologies.

*This aspect is specifically addressed in a later chapter of this Report on environmental issues and the company's commitment to the environment.*

## Our supply chain:

By assuming responsibility in our supply chain, we ensure that our suppliers and business partners commit to ethical standards of conduct in daily business towards employees, society, and the environment, including all the areas described above.

The Group's suppliers must respect compliance with internationally recognised Human Rights and ensure that they do not defraud or abuse these rights within their business operations.

*More information on this issue is provided in a later chapter of this Report.*

All of the above aspects are included in our Code of Ethics and Conduct, which ensures **absolute respect for and the defence and promotion of Human Rights** in all our activities and throughout our entire value chain.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Adherence to external initiatives

## Strengthening our commitment.

At Zamora Company, we know that we want to spearhead change, exercising **conscious leadership** that can allow us to move faster towards the common sustainable development goals (SDG).

We want to have allies. We want to join every initiative that shares our vision and with which we can grow, sharing knowledge and experience in the different areas of sustainability.

Thus, we'll highlight some of these initiatives.



In 2020, Zamora Company began the process of adhering to the **Spanish Network of the United Nations Global Compact** as a signatory; it also became part of the Global Network, the largest initiative in the world in terms of sustainable development. This process ended in 2021.

This way, we've committed ourselves to the **Ten Principles** that have arisen from the United Nations' declarations on **human rights labour, the environment and anti-corruption**. They are backed by universal consensus.

Zamora Company is part of **Autocontrol, Asociación para la Autorregulación de la Comunicación Comercial**, Spain's independent advertising self-regulatory organisation; its objective is to work for **responsible advertising** that is truthful, legal, honest, and loyal.

Zamora Company also belongs to the most important national associations in the sector. Through them, it subscribes to a vast number of sectorial agreements and commitments in various fields, such as **encouraging responsible consumption, environmental sustainability,** and good commercial practices in food procurement, to name a few.

 <p>FEV – Spanish Wine Federation</p>	 <p>ESPIRITUOSOS ESPAÑA</p> <p>FEBE – Spanish Federation of Spirits Producers</p>	 <p>ASCOM – Spanish Compliance Association</p>
 <p>ANDEMA – Association for the Defence of the Brand</p>	 <p>FIAB – Spanish Federation of Food and Drink Industries</p>	
 <p>ÉLITE SPAIN – Spanish Luxury Federation</p>	 <p>RMRE – Leading Brands of Spain Forum</p>	

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Similarly, Zamora Company is also part of numerous local and regional associations, including:



**AMEFMUR** – Murcian  
Association of Family Wine  
Businesses



**COEC** – Cartagena's  
Regional Confederation of  
Business Organisations



**BUSINESS OWNERS'  
ASSOCIATION OF P.I.  
LOS CAMACHOS**



**CEEIC** – European  
Business and Innovation  
Centre Cartagena



**Cámara**  
Cartagena

**CARTAGENA CHAMBER  
OF COMMERCE**





Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

**Empowered  
employees**

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 5

## Empowered employees

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

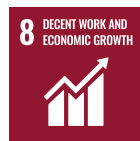
Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Empowered employees



**“They are our best ambassadors, the leaders of the initiatives that shape our Conscious Company model in order to make our legacy for the future a reality”**

**Querubina Hernández Vivancos**  
People Management - Operations and  
Corporate Services

## Our strategic lines to be a great company to work for

### Professional development

We want to attract and retain top talent so that we can go further. We support our professionals to adapt to a constantly changing world, keeping their knowledge and skills up-to-date.

### Health, safety, and occupational wellbeing

Taking care of our team is one of our priorities so that our personnel is happy, motivated, and productive in a safe, healthy environment.

### Conciliation, diversity, and inclusion

We foster a work environment where everyone is valued and has the necessary measures to be able to balance their work and personal life.

### Conscious team

We want to empower our employees to lead the transition towards the Conscious Company model.

**Great  
Place  
To  
Work®**

Zamora Company previously participated in the 2019 **GPTW (Great Place to Work)** initiative, which shows the company's aim of collecting its employees' opinions and aligning them towards a common goal of improving processes and striving for their satisfaction through identifying challenges and strengths in order to retain and attract talent.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# The COVID-19 context

2020 was a year shaped by the emergence of COVID-19. The pandemic posed a significant challenge at all levels and forced processes to reorganise; we prioritised preserving employment and safeguarding the health of our team and contributed as much as possible to overcoming the national emergency.

The closure of the hospitality industry and the subsequent restrictions have had a real impact on our sector, and our professionals have demonstrated exemplary human and professional commitment in the most critical moments of 2020.

As we are aware of the significant negative impact that the cessation of activity had on our employees, a series of measures were deployed to alleviate the effects of that situation, both during confinement and the progressive return to face-to-face work in times of great uncertainty. People were at the heart of our decisions.

A multidisciplinary team was created and has punctually followed how events have evolved and their impact on the company's operations; in different areas, protocols and policies aligned with the the sanitary and administrative recommendations of public organisations have been carried out.

From the beginning of that situation, our highest priority was to work for the protection and safety of all our



**“COVID-19 has disrupted the global economy in ways that were previously unimaginable, but I believe it has also shown the resilience and determination of the Zamora Company team and our partners in the face of adversity.**

**The relationships forged in times of crisis will undoubtedly result in stronger ties, and I look forward to leading our APAC business into a brighter post-COVID future”**

**Alfred Goh**

Area Director, Asia Pacific

employees. We moved to working remotely immediately; we were able to continue working from home on business continuity, people's safety, and ensuring continued employment. We temporarily applied readjustment measures during the three months of confinement, during which time we guaranteed the fixed monthly income for all of our employees.

Other exceptional measures are presented throughout this Report.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Employment

## Our team.

At the end of 2020, we had a team made up of **507 professionals**.

This figure was 512 at the end of 2019.

85% of our employees belong to national companies, with the highest percentage distributed among Diego Zamora, S.A., DZ Licores, S.L.U., and Bodegas Ramón Bilbao, S.A.

15% are at international companies, with the highest percentage in the U.S.

## Our team



**85%**

are indefinitely employed.  
Zamora Company Spain



**98%**

of our employees covered  
are by a collective  
agreement



**14**

collective agreements



**40%**

receives performance  
evaluations that are linked  
to bonuses

\* In the Zamora Company Group's 2020 Non-Financial Information Statement, which is available on the Corporate Website, you can consult detailed data that is broken down by functional groups, regarding employment and contracting modalities, and on average salaries and their evolution.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Workplace health, safety, and well-being

## A global priority.



The pandemic caused by COVID-19 has made health an absolute priority in global terms and at all levels. Its impact in many productive sectors, as well as in the hotel industry and in the tourism sector, has been devastating, requiring a forceful response in terms of managing people’s health and safety.

At the Zamora Company Group, we have always been aware of our obligations and of the need to carry out an active policy in Preventing Occupational Hazards, which has

led us to adopt urgent special measures to face the health crisis.

Generally, the necessary measures are taken to eliminate risk factors and accidents through the implementation of real prevention policies in all areas, which are adapted to current legislation in every situation.

This is how we also acted in 2020: we adopted **exceptional COVID measures**, which have been reviewed and updated depending on the health situation at all times.

All employees have been trained in knowledge and protocols related to Health and Safety due to the pandemic.

Tests were carried out on the occasion of any hiring at work centres for both full-time and temporary personnel, in any medical examinations carried out, and in any situation considered to be a risk. More **than 700 COVID tests were carried** out, and specific information was continually issued regarding the security measures to be considered.

Regarding the coordination of activities with other companies at Zamora Company facilities, receiving external visitors was prohibited, except those that were strictly essential and which had authorisation from the direct manager. A detailed record was kept to ensure

the traceability of all contacts, both internal and external. To facilitate this traceability, bubble groups were formalised by area/role, as were attendance shifts at the work centres.

Face-to-face meetings were limited as much as possible, even while in the same workplace, and were replaced by virtual meetings. Likewise, we’ve repeatedly insisted on the importance of wearing a mask at all times and maintaining a safe distance.

On the other hand, all employee travel was prohibited except for trips that were essential, which required approval from the direct manager and Management.

As part of health and safety measures, receiving any sort of package/personal courier at any workplace was also prohibited.

As for the sales team, given the nature of their responsibilities, specific measures were designed to guarantee their activity with minimal risk, both for themselves and for all possible clients. These included the preparation of a daily log of contacts visited in order to have traceability in the event of possible infection, as well as the incorporation of a specific protocol for cleaning vehicles.

Similarly, a system for internal communication and a protocol for action were deployed for

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



when a case was detected. The **COVID Space** was implemented on the corporate Communication Portal; through it, communications and periodic training have been issued continually since the start of the pandemic.

## Our preventive organisation

At the end of 2020, the Zamora Company Group holds a formal agreement with two **Occupational Hazard Prevention Services** that cover all the companies in Spain.

### Our key lines of work:

- Identifying, evaluating, and monitoring risks related to workers' health and safety.
- Reducing the rate of workplace accidents.
- Improving processes and operations by minimising risks.

### Main activities carried out at the national level in the preventive field:

- Formalising prevention contracts in the four specialities (Safety, Industrial Hygiene, Ergonomics and Applied Psychosociology, and Health Surveillance).
- Initial and periodic risk assessments, including studies deemed necessary in each case (environmental conditions and noise, to name a few).
- Management and resolution of the corrective actions included in the evaluation, complying with the preventive planning.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices

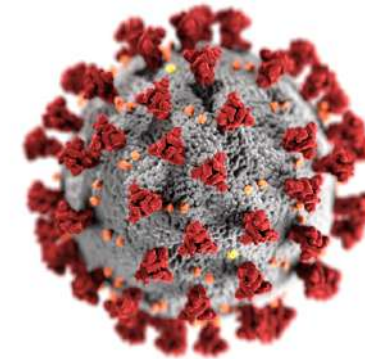


- Annual report of activities carried out.
- Investigation of accidents at work and derived procedures.

We have a **Health and Safety Committee** at the company Bodegas Ramón Bilbao, S.A. at its La Rioja centre. It consists of 2 Prevention Delegates.

At the DZ Licores, S.L. centre in Dicastillo (Navarra), there is also legal representation for the workers in the resulting Health and Safety roles assigned in accordance with current regulations.

At all times, employees' situation is considered in moving forward to make adaptations or relocations in the case of especially sensitive workers and those who are pregnant.



## Occupational health and safety indicators (2020)

Absenteeism rate

**1.47**

Frequency rate

**7.67**

Incidence index

**13.46**

Severity rate

**0,21**

No. of accidents

**8**

No. of professional illnesses

**0**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

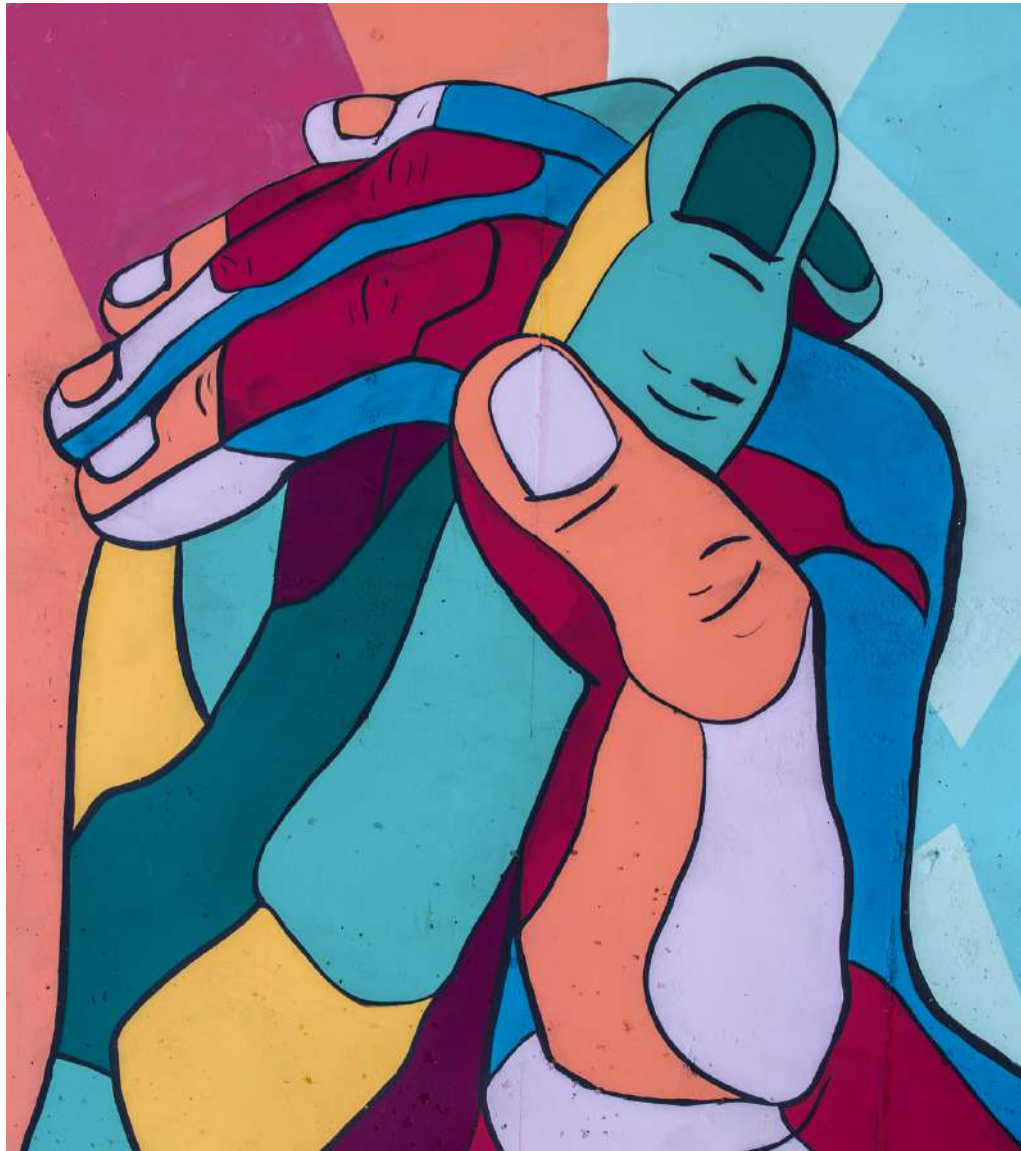
Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Work-life balance, diversity, and inclusion

The Zamora Company Group is committed to a diverse, inclusive team of individuals where different cultures, generations, profiles, and skills can coexist.

We promote values that support the diversity of cultures, points of view, and life experiences, and we're committed to fostering a work environment where everyone feels like they are part of the same mission and where their opinions are respected and valued. We are convinced that this encourages social and work-related dialogue, generating ideas that help drive innovation and operational excellence.

To promote diversity, we encourage **equal opportunities** by expressly prohibiting any cause of discrimination in our **Code of Ethics**, respecting the applicable legislation at all times, as well as promoting the best practices in people management in order to advance and contribute to teams that add talent, providing different skills and competencies, and attending to specific demands and needs.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



This Code explicitly includes the principles of:

- Respect for people’s rights.
- Respect for equality.

We have an **Equality Policy** regarding personnel and an **Employee Handbook** in the U.S. that sets out the obligations regarding these rights.

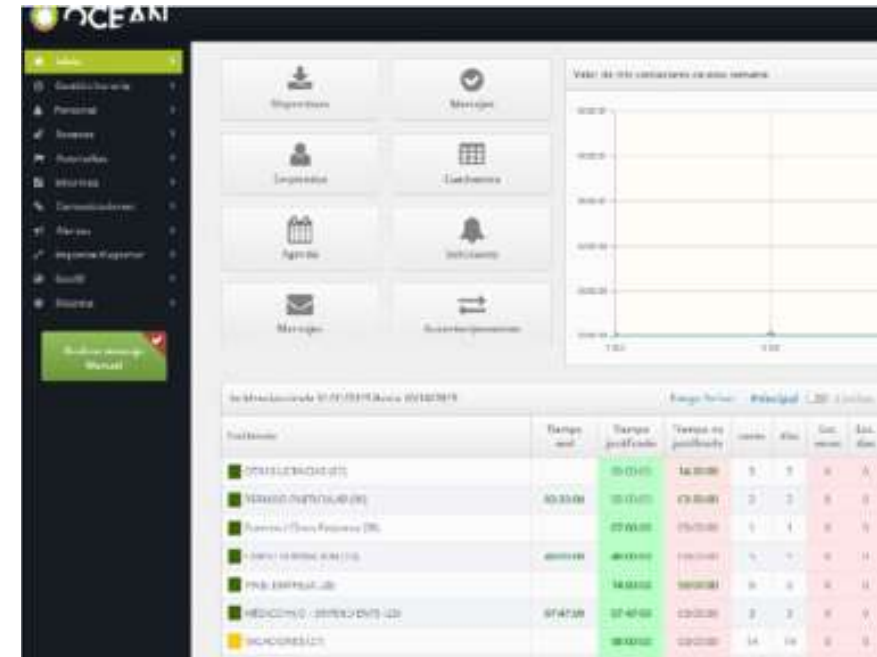
Through these policies, Zamora Company is committed to compensating its employees in a dignified manner in accordance with their skills and knowledge. We also undertake to avoid any type of discrimination, granting the same compensation for work of equal value.

Compliance with labour legislation is considered essential in all places where the company operates; in that line, **flexible hours** are offered as a work policy. The Group has a **flexible hours policy** that applies to all employees who do not carry out production or maintenance tasks at the facilities.

To monitor time and working hours, all employees have access to **“OCEAN,”** a time management application implemented at all of our national and international offices. Both the effective time worked and available time are counted, as well as requests for vacation, paid leave, and other requests for those who are directly responsible.

On the other hand, the company is in the process of developing its **Equality Plan** in accordance with recent legal requirements and including all the measures necessary for its proper implementation throughout 2021.

To facilitate conciliation, we approved a Remote Working Agreement in 2020 in order to regulate rights to flexibility. The same childcare services



«Ocean,» the time management application implemented at our headquarters.

are offered to mothers and fathers, and parental leave is available, as well as subsequent reincorporation with flexible work options.

As mentioned above, the multidisciplinary team set up to address the COVID crisis situation has punctually monitored the evolution of events and their impact on the company’s operations, and protocols and policies aligned with the sanitary and administrative recommendations of public organisations have been carried out in the different areas.

As for **generational diversity**, we at Zamora Company are convinced that it brings different and complementary skills and competencies. This translates into a better approach when it comes to innovating and

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



developing new projects, creating integrated teams, and adding talent to overcome challenges and achieve the best results. Different generations coexist in our workforce, and we try to serve them according to their different demands and needs.

Regarding **those with special needs** and our policies on **universal accessibility**, we consider it necessary to include all working people as a general principle, whatever their condition. However, we do not start from the belief that all people are equal, but rather that they are all different.

For this reason, inclusive occupational hazard prevention is carried out, which supports people with disabilities and makes it easier for them to integrate into their workplace by responding to their specific needs.

Therefore, the assurance of protection for this group is based on the same model as the one for all other employed persons - that is, the evaluation of specific risks and, where appropriate, the adoption of the necessary measures to avoid exposure to occupational hazards. It starts from knowing what difficulties that the person with disabilities must face in carrying out the tasks that their job entails. It is an individualised process that is based on knowledge of what type of disability it is (physical, mental, sensory, or stemming from mental illness) and its degree.

We have a **Protocol for Action for preventing harassment at work**, promoting integration, and ensuring respect for diversity, as well as zero tolerance for any sort of harassment at work, whether moral harassment (mobbing) or sexual, physical or verbal harassment by any means.

For internal surveillance of these aspects, employees have the aforementioned **Whistle-blower Channel** at their disposal. This channel is externally managed and ensures confidentiality. To date, there have been no violations of our codes of conduct.

Periodically, all employees receive **training** and awareness-raising steps about Zamora Company's values and code of conduct.



## DIVERSITY INDICATORS (2020)

### Gender equality

**34.7%**  
women

In the previous year, this percentage was 38.5%.

**16%** of  
management  
positions (tier A  
and B) are held by  
women

20% in 2019.

**100%**  
reincorporation  
after maternity  
and paternity  
leave

Same data in 2019.

**1** woman on the  
Board of Directors

Same data in 2019.

**1** woman on the  
Steering Committee

Same data in 2019.

### Generational diversity

**60%** 30-50  
years old

There are no significant variations compared to 2019.

**21%** over 50  
years old

There are no significant variations compared to 2019.

**19%** under 30  
years old

There are no significant variations compared to 2019.

### Cultural diversity

**78%**  
Spanish,  
**9% American,**  
**4% Italian**

**19**  
nationalities

The rest corresponds to nationalities data that is very widely distributed, and there are no significant variations compared to 2019.

### Functional diversity

**1.43%** of employees with some sort of disability

1.25% in the period for 2019.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Conscious team

We want to spearhead change because these times call for responsible, inspiring leaders.

As a company, we want to lead consciously and commit to taking on the role of **including, guiding, inspiring, and sharing knowledge**, enabling alliances, being more competitive, and positioning ourselves as a leading company in sustainability.

For this reason, **our conscious team**, which includes each and every one of our employees, is the key piece in day-to-day work. **Their voices, ideas, and actions** take on the utmost relevance when it comes to making our legacy for the future a reality.

Our employees are the true **stars** of the initiatives and projects we launch to shape our Conscious Company model, which is led by the **Conscious Company Manager** and supported by the **Conscious Company Committee** and the network of **Conscious Company Ambassadors**, both planned for 2021.

To achieve our goals, we must have professionals who are aligned with the company's values and who have a high level of commitment and pride in belonging



Our professionals' commitment and passion are the key to our success.

**Cristina González Fernández**  
HR Business Partner & Wines Support



## Our goal

To create, train, and empower an internal team of Conscious Company Ambassadors that will enable us to spearhead change.

Messages

2020 Milestones

Our conscious brands

The company

Our Conscious Company model

Good Corporate Governance

Empowered employees

Consumers and clients

Commitment to the planet

Conscious suppliers

Philanthropy and social action

Appendices



The characteristic that best defines the people who work at Zamora Company is the **passion** for what we do and how we do it, as well as the enormous commitment and responsibility in carrying out each project presented to us.

## New hires

Our **selection and hiring processes** ensure that candidates fit into the culture of commitment in order to uphold the company’s original values and ensure the essence of a close family business, where we defend the characteristics that have always been part of us and still are today: COMMITMENT, INDEPENDENCE, and INNOVATION.

Zamora Company’s **“Onboarding”** initiative is our **welcome program**. It consists of different courses led by those who are responsible for the areas that employees will have more contact with for doing their work. Generally, the first workshop is held at the Cartagena headquarters, as this is the location where the Licor43 production plant (the group’s founding brand) and many of the corporate support areas are located. Depending on the position that the person in question occupies, subsequent workshops are held at different venues.

A main part of the program is visiting our museum, where the history and origin of the company since the brand’s beginning is explained. This allows new hires to step into the **culture of Zamora Company**, sharing the group’s values and mission and giving them an overall vision of the organisation’s strategy.

The **General People** document, which is given to each employee, contains the Zamora Company Group’s philosophy on caring for its workers.

## Internal communication

The **Communication Portal** is the usual channel for sending messages to employees. For us, it isn’t just a communication tool: it’s a continual method to keep our employees involved, proud, and committed to what we do.

The Internal Communication portal, a website that only Zamora Company employees have access to, arose from the need for the company to share all kinds of communications with employees (before anyone else).



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



The most important sections are:

- **About Us.** We are committed to the company's transparency towards employees, but also that of employees among all of us. That is why we have created «**The Mirror**» tab within this section. There, corporate presentations, such as presentations of general results, the strategic plan, and other corporate information that is of interest, are available to all employees.
- At the same time, the «**Magazine**» tab is where we ask all new hires at the company 4+3 questions of a more personal nature.
- **ZC Informs:** a section dedicated to keeping employees informed. It is composed of the «**Announcements**» and «**Press releases**» tabs.
- **Ethical area:** dedicated to everything related to compliance and criminal risk policies and procedures. It, in turn, consists of three tabs: one to inform, «**Compliance Committee Informs;**» another to raise awareness, «**Compliance Stories;**» and one for «**Policies,**» where all employees can access the corporate documents that are approved and in effect at all times.
- **Vacancies:** for posting all vacancies that come up within the Group, which automatically syncs with the «**Work with us**» section of our website.

We send more than 200 annual communications to employees about information relevant to them and to the company through our Communication Portal.

## Remote work and digitising positions

As a result of confinement during the pandemic, remote work has become a common work modality. For this reason, we've focused on reinforcing a series of measures and procedures aimed at facilitating adaptation to remote working, developing digital skills, and work-life balance.

The COVID-19 crisis led to many on our teams working from home. To accompany them in coping with this new working environment, the content of communications was focused on promoting our employees' physical and emotional well-being, as well as providing them with the tools needed to acquire the new habits that virtual, remote work entails.

## Training and professional development

With our training policy, we want to give all our employees the opportunity to develop professionally and personally, enabling both the growth of the Company and that of the employee. Together, both of these advances will allow the development of the company's policies and strategies.

The situation we experienced during the fiscal year 2020 and the need for remote working has forced us to consolidate the **online training** model definitively. **54.34%** of trainings carried out have been given through this non-face-to-face modality.

Training objectives are always associated with the business's strategic objectives, considering that employee development is key to improving business competitiveness.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



The specific objectives are elaborated with the opinions, suggestions, and evaluations from those responsible for their own teams. For this phase, a standardised questionnaire is available to detect training needs. People's involvement in this process is key to ensuring the proper identification of the teams' training needs and, consequently, tailoring the Training Plan to the needs of the business and our employees.

### Training actions carried out in 2020:

SUBJECT	Nº AF
TECHNICAL/SKILLS	41
ORP	64
ADMINISTRATION	19
LEGAL	17
QUALITY	17
PRODUCTION	7
HR	8
MARKETING	21
INFORMATION TECHNOLOGY	9
FINANCIAL	2
LANGUAGES	9
SUPPLY CHAIN	7
COMMERCIAL	1

### Training objectives for the 2020 fiscal year:

AREAS	Topics				
<b>Marketing</b>	Initial / Basic	Digital			
<b>PRL</b>	Initial/General and Specific	Emergency Plan	Other professionals (operators, refrigeration facilities, Legionnaires')		
<b>Supply chain</b>	Logistics	Purchasing	Planning		
<b>HR</b>	Hiring	Training	Talent	Labor	Tools
	General				
<b>Legal</b>	Data Protection	PRP	Data/Information Security	Compliance	Commercial
<b>Finance</b>	Expense Manage	Vehicle Management	Accounting	Financial Analysis	Liquid
	Taxes	Collection management (credit, outstanding)			
<b>Technology</b>	Office	App and Devices	CRM		
<b>Languages</b>	English	French	German	Spanish	Other
<b>Quality</b>	Food Hygiene	(Training required for leaders)	(Training required for our employees)	Environment	
<b>Production/Elaboration</b>	Teams	Processe			
<b>Skills</b>	Communication	Competency	Leadership and Team Management	Team work	Time Management
	Negotiation	Customer service	Change Management	Coaching	Sales Techniques
<b>Corporate</b>	Culture	Values	History	Proyects	Standards (image)

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Of the total planned and despite the exceptional situation we went through during 2020, we managed to provide 59.49% of the planned training, which meant a total of **5,576 hours** taught with 745 employees participating, or an average of 11 hours per employee.

91% of the hours taught in 2020 corresponded to external training.

The remaining 9%, before adding the specific actions not accounted for in the training plan, is for internal training, which was greatly intensified as a result of the pandemic. Internally, all employees in the Production area are given specific training in Food Safety and Quality, a key aspect for our activity. These are taught by our quality technicians, as well as by process managers. The objective of all of them is to review hygiene standards, to educate staff about the environment and risks in our facilities, and to handle practical cases of Food Defence.

Zamora Company has a **continuous evaluation process** for each and every one of its employees, depending on the level and functions they are performing at the company. For higher levels, an analysis is applied through performance evaluation, which is generally linked to variable compensation, and for base levels, a professional development approach linked to internal promotions is applied.

## Conscious Company Team

Zamora Company's commitment to sustainability is evident in the figure of the **Conscious Company Manager**, which is integrated into the Corporate Services Department and reports directly to the company's top executive.



**Our team keeps the core values of our founders alive and strong, shaping the personality of the company and setting it apart.**

**Isabel Segado Navarro**

HR Business Partner Operations & Corporative Services

From this Department, progress has been made on different actions and in publishing the most relevant information to both internal and external stakeholders.

Internal publications are launched on a monthly basis in order to publicise Zamora Company's commitments to the 2030 Agenda, raising awareness about our contribution to the Sustainable Development Goals as a company and from the personal sphere.

The creation of a **Conscious Company Committee** is planned; it will be made up of people from all areas of the company, which, from a multidisciplinary perspective, enables promoting the strategy aligned with the business objectives and the particular situation of each company at all times.

Likewise, formally appointing a **Network of Conscious Company Ambassadors** led and coordinated by the corporate area is also in the works. These individuals will receive specific training to carry out their work, allowing effective deployment of the guidelines set out in the Conscious Company Plan.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 6

## Consumers and clients

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Consumers and clients

We transform the preferences and needs of our consumers into realities.



**“We attend to the demands of increasingly conscious and demanding consumers, sustainably innovating our products and services”**

**Inés Varas**  
Innovation Manager



**“Our objective is to offer authentic products that are of the highest quality and can satisfy the consumers’ demands, always taking on our responsibility to them”**

**Adrián Subia**  
Spirits Operations Director  
Dicastillo Plant

## Our strategic lines of commitment with consumers and clients



- We encourage responsible consumption.
- We promote a culture of comprehensive quality and food safety.
- We listen to our clients and consumers, analysing their degree of satisfaction, anticipating their needs, innovating and optimising our products and services.
- We’re maintaining our support of the hospitality sector and distribution as key allies of our business.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Conscious consumers: our responsibility

**We take on this social responsibility and critical role in order to raise awareness and encourage responsible consumption.**

To promote responsible consumption, Zamora Company operates along several different complementary lines:

1. We work with the sector to eradicate addiction problems, and **keeping alcohol consumption away from groups and situations where risk is involved**, such as minors and pregnant people, or alcohol and driving.
2. **We've expanded our portfolio** of products with lower alcohol content.
3. **We encourage better living habits** for our consumers and society as a whole.
4. We build trust through **responsible marketing** and **information transparency** regarding our products.

As a dynamic agent, this work would not be possible without all the joint action of the sector, with which we share this responsibility, as well as numerous objectives and specific actions.

Zamora Company very actively participates in all sector programs promoted by the **FEV (Spanish Wine Federation)** and **FEBE (Espirituosos España)**.



Zamora Company participates in the European **Wine in Moderation** program through the **FEV**. This initiative emerged in 2008 and is promoted by the European wine sector to demonstrate its social responsibility to the European authorities in the fight against abusive consumption of alcohol and its harmful effects on society.

Wine in Moderation is an industry engagement program with consumers that involves distribution channels and is supported by three pillars:

## 1. Choose

For consumers: help them choose (when to drink or not).

For the channels: acting responsibly with the client (NOT serving).

## 2. Share

For consumers: explaining that wine is shared as a social enjoyment, using the concept of slow wine.

For the channels: training the professional on how to enjoy wine.

## 3. Care

For consumers: avoiding excess and deciding who should never drink.

For the channels: taking care of clients.

**WINE<sub>in</sub>MODERATION**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



It is also worth highlighting numerous actions that Zamora Company supports in responsible consumption through its participation in FEBE - Espirituosos España:



Meetings with families within the Program:  
**“Minors: not a drop. More than 100 reasons why a minor shouldn’t drink alcohol.”**

This was the first campaign launched jointly in Spain by the sector of alcoholic beverage producers and the government in order to promote zero consumption of alcohol among minors.



Participation in the **“Noc-turnos”** (Noc-turns) Program against drinking and driving, encouraging designated drivers and taking turns among young people.



Collaboration campaigns with distributors for **encouraging responsible #zero**

**alcohol pregnancies Society in consumption** and training programs on responsible consumption for adults.



Support for the **Alcohol Foundation and Society** in different initiatives to promote zero consumption in risky groups such as minors and pregnant people.



With regard to **marketing** and **responsible communication**, Zamora Company follows the **Self-Regulation Code of Wine in Advertising and Commercial Communications** promoted by the FEV and whose external supervision falls on Self-Monitoring Advertising.

This Code was renewed in 2018 and expands the protection of minors and new forms of digital communication. In addition, it entails a reinforcement of the aspects related to minors, pregnant people, and driving, with the voluntary inclusion, both in commercial communications and in labelling, of three new pictograms.

Our Zoco brand has voluntarily adhered to the nutritional labeling according to the commitment acquired in 2020 with the sector through FEB.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



As for the spirits sector, it was one of the first sectors in Spain to commit to the creation of a self-regulatory code for their commercial communications.

Since 1999, **Espirituosos España** has had a strict **Self-Regulation Code** that lays the foundations for sectoral advertising communications, distancing them from promoting abusive consumption and promoting patterns of moderation and responsibility in consumption.

This Code is a true reflection of the sector's commitment; that sector voluntarily regulates its communications, further expanding the restrictions contained in legislation. Thus, this system subjects companies' commercial communications to a strict monitoring system endorsed by independent bodies like Autocontrol.



# Innovation

**We develop new products and commit to new lines of business, consolidating our portfolio to continue offering consumer experiences at all times.**

We have a large portfolio of references that meet different consumer expectations; we're continuing to advance in this with our commitment to innovative products that respond to the growing demand for products that are compatible with better lifestyle habits.

In terms of spirits, one notable example of a product with low alcohol content is the **Cocktail 43 Fresco**. With its low alcohol content, it is the first RTD ("ready to drink") product in our company's history. Over the last 75 years, we have successfully combined knowledge and innovation in the field of spirits in anticipation of the growing demand for delicious options that have low alcohol content; are made from natural, high-quality ingredients; and come in suitable formats.



**This product is inspired by our Spanish roots, packaging in a premium quality bottle, made to measure with a liquid that offers the characteristic flavours of our Liquor 43 Original mixed with real fruit juices to offer a fresh, delicious flavour.**

**Sara Guillen**  
R+D+i Manager



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Cocktail 43 Fresco Berry has received a gold award for its delicious taste in the blind tasting at “The Spirits Business Awards 2020 Low & No Masters.”

Additionally, The Spirits Business recognised Cocktail 43 Fresco as one of the Top 50 Launches of Innovative Spirits in 2020.

Another one of our innovative products was **Licor 43 Horchata**, a fusion of Licor 43 Original and Valencia’s traditional Horchata. The new **lactose-free** and **100% vegan formula** came about as an answer for more health-conscious consumers. It has been recognised with the

Double Gold Medal in the prestigious SIP Bottle and Packaging Design Awards at Global Spirits Masters 2020.

Another innovative product to note among our brands is the **organic version** of **Lolea, Lolea Garnacha**.



“Why did our grandparents, our ancestors, plant vineyards in such impossible places? Why did they use specific varieties for those spots? What wines do we get if we isolate them?”

We’d like to answer all of these questions. We want to internalise this richness, obtain different wines, and bring complexity to our catalogue so that the wine drinker finds almost all their needs satisfied by our selection.

We want our consumers to join us in enjoying our wines as much as we do making them.»

Rosana Lisa,  
Director of Innovation and Deputy Technical Director of  
Bodegas Ramón Bilbao.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Innovation, part of Ramón Bilbao's DNA

Innovation is in our DNA, and Ramón Bilbao is continuously working on new projects.

They've recently presented Salt Rosè: we're reinventing ourselves and have extracted the scent of our Rosé, a perfect liquid salt to give any summer recipe a Premium touch. **Salt Rosè** was created by mixing the essence of an exclusive natural spring with a high saline concentration with the properties of the Rosé: floral, grapefruit, and citrus scents.

We're keeping with the times, **putting our innovation into the hands of our consumers** and a society at large where there is a growing passion for cooking.

We're working on many other projects that will be released in the coming months.



MAR DE FRADES  
ALBARIÑO ATLÁNTICO

Certified vegan  
wines from Mar  
de Frades and  
Ramón Bilbao



### What does this mean?

#### What manufacturing process makes a wine vegan?

The process that is critical to making a vegan wine is clarification. For whites and rosés, the preparation of the musts prior to fermentation can be done by static settling and by flotation. At that time, clarifiers of animal origin may be used, and that's what will determine whether a wine is suitable for vegans or not. Once in fermentation, the white or rosé musts are clarified, and once again, there is the choice between clarifiers that are suitable for vegans or not.

#### What types of clarifiers are used to make wine vegan?

The use of gelatine, which usually comes from pork, is being replaced by proteins derived from plant products, such as potatoes or peas.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

**Consumers  
and clients**

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Food safety and quality

**We offer the highest health assurance while maintaining the quality parameters that make our products unique.**

Being oriented around the consumer and the client is an objective that's understood and shared by the entire organisation. That's why it is found in all decision-making and operational processes, and it is subjected to rigorous, continual monitoring.

For Zamora Company, quality and food safety are a priority, so we carry out rigorous analyses and controls to offer our consumers absolute **safety** and the highest **health guarantee**, along with the quality parameters that characterise our products.

The quality management model defined for the Group entails obtaining external certifications and accreditations by leading entities as tools of trust, promoting improvement, and external recognition.

**Certifications in quality and food safety** that the Group has, by work centre, to guarantee the product's quality and the health and safety of its consumers are listed below:

- **Cartagena:** ISO 9001 (Quality) and IFS (Quality and Food Safety).
- **Dicastillo:** ISO 9001 (Quality) and IFS (Quality and Food Safety).
- **Haro:** BRC and IFS (Food Quality and Safety).
- **Villa Massa:** ISO 9001 (Quality).



**Zamora Company's Quality Policy** is integrated with the Environmental Policy as part of the certified environmental management systems that our plants have.

During 2020, all of the centres were internally and externally audited based on their certifying standards. The results obtained in the audits have been positively valued and duly addressed to guarantee continual improvement of the management systems.

For the Cartagena plant, the IFS audit score has improved compared to 2019, maintaining its high level. At Haro, the high certification levels in BRC and IFS have also been maintained, and at Dicastillo, the intermediate level has been maintained in the corresponding IFS audit.

The Group also has a firm policy of **training and personal awareness-raising** in place. In Spain, 100% of employees have Food Hygiene training.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Information security and personal data protection

**In the 2020 fiscal year, no incidents related to information privacy and security were detected.**

The Zamora Company Group is fully aware of the importance of personal data protection, and it is essential for this data to be properly collected and stored.

We not only handle personal data from customers but also that of leads, employees, partners, and suppliers. In all cases, we comply with the basic principles established in the General Data Protection Regulation (RGPD) and Organic Law 3/2018 of December 5 on the Protection of Personal Data and Guarantee of Digital Rights.

Zamora Company's Data Protection area is part of the Legal area and provides support for the entire Group.

Our **Security Document**, which regulates the controls available at the company, is essential, particularly the following objectives and principles:

- Implementing the value of Information Security throughout the Organisation.
- Each and every person contributing to the protection of Information Security.

- Preserving the confidentiality, integrity, availability, and resilience of the information in order to ensure that the legal and regulatory requirements and those of our clients regarding information security are met, specifically with regard to **data of a personal nature**:

The data will be processed in a lawful, loyal, and transparent manner in relation to the interested party (**Lawfulness, loyalty, and transparency**). It is collected for specific, explicit, and legitimate purposes (**Limitation of purpose**) that are suitable, relevant, and limited to what is necessary regarding the purposes for which they are processed (**Data minimisation**) with exactitude. If necessary, they are updated with respect to the purposes for which they are processed (**Accuracy**), kept in a way that enables identification of the interested parties for no longer than the time needed for the purposes of processing the personal data (**Storage limitation**), and processed to guarantee their proper security, including protection against unauthorised or illegal processing and against loss, destruction, or accidental damage (**Integrity and confidentiality**).

- Protecting information assets from threats, whether internal or external, deliberate or accidental, in order to ensure the continuity of the service offered to our clients and information security.
- Establishing an information security plan that integrates the activities of prevention and minimising the risk of security incidents based on the risk management criteria established by the Group.
- Providing the means necessary to be able to carry out the pertinent actions regarding the management of identified risks.
- Defining the commitment to continuous improvement as a security management framework, using the ISO/IEC 27002 standard as a

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



non-mandatory reference and a set of good practices for information security management.

- Taking responsibility for information security awareness and training as a means of ensuring compliance with this policy.
- Expanding our commitment to information security among our employees and suppliers.

Regarding the internal organisation, a role is set up for each function, and a directory of authorised personnel is available for access to the company's information systems; this directory is managed and held by the Digital Transformation Department.

The functions and obligations of each individual with access to personal data and information systems have been conveyed in training on using SAP, as well as in the initial training for the positions. Reminders are given in continuing education.

Regarding information security in project management, organisational and technical measures are taken to integrate assurances that allow the applicable regulations to be applied effectively at the same time a product or service is designed that involves processing personal information.

Measures have been adopted to guarantee that only the data needed with regard to quantity, the scope of processing, retention periods, and accessibility to that data is processed.

Another fundamental protocol is the **Information Security Incident Management Policy**, which establishes how incidents that affect Security, hardware malfunctions, software, communications, threats, vulnerabilities, and risks should be addressed, recorded, and resolved.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Consumer and client satisfaction

Zamora Company is always on its clients' side, which held true during the worst of the COVID-19 crisis.



## “How we experienced the COVID outbreak:

The first Monday after the State of Emergency was announced on March 16, 2020, seemed very much like the end of the commercial world; from every region, we received hundreds of letters from clients notifying us that, “due to the state of emergency, they would not meet any payments.»

Despite the critical nature of the situation, we maintained **our support for our collaborators**; we didn't withdraw the product, and we managed to move forward in the situation with enormous flexibility, thanks to the team's maturity and our clients' knowledge.

In mere days, we threw ourselves into implementing strategies and guidelines to get our product closer to consumers at home: it was a total success, with an entire team joining forces to come out ahead.

When the hospitality industry began opening with so many limitations, we set up a series of simple commercial tools that were easy to implement and, above all, didn't entail a high financial expense for our hospitality clients, who were going through the worst of it.

We spent many crazy hours working in our homes, unable to have any semblance of a normal family life. The days were endless, attending to each incident (each of hundreds), and I sincerely believe that we ALL rose to the challenge and achieved a year-end result that we couldn't have imagined.

**We work with incredible people. Covid-19 may have put us to the test, but I think we passed WITH FLYING COLOURS.”**

Carlos Gallego Labajo  
Sales Manager, Zamora Company Spain

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Our consumers' and clients' opinions and preferences are a great source of inspiration for us.

**Thomas Clamens**  
Managing Director International

We have established effective guidelines for collecting, analysing, and using our client and consumer satisfaction information as a valuable source of information about the experience associated with the perception of our products and services, as well as with the service received.

The process to request, measure, and track client and consumer satisfaction feedback provides us with information on an ongoing basis, taking compliance with product requirements and meeting the needs and expectations of our customers into account.

Our management systems ensure that we have sources of information such as:

- Specific questionnaires and surveys.
- Responses to communication with clients.
- Complaints received through direct contact with the company.
- Collection and analysis of performance data.

- Discussion groups, presentations at fairs, technical and scientific projects, and specialised studies.
- Reports from consumer organisations or other organisations.
- Studies of the sector, market, and competitive position.

## Handling of communications and claims

By analysing complaints and communications in 2020, we obtained the following data:

- Indicator Number of justified claims: 47.
- Indicator Number of justified claims per million litres produced: 2.62.

Only a small fraction of the incidents gathered refer to the product itself, and **we haven't received any complaints related to Food Safety**.

We're continuing to improve our processes in order to reduce the number of incidents and improve listening and service for our consumers and clients.

An ad hoc investigation of all claims is made by the technical department of the affected brand; follow-up is done, and in all cases, a response is given to the client as soon as possible. The commercial heads of the brand are always informed.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Client Experience

## Wine tourism

As creators and distributors of premium wines and spirits, Zamora Company offers the possibility of visiting and discovering the value of wine tourism experiences, learning about the origins and unique identity of Mar de Frades and Ramón Bilbao.

2020 brought an atypical harvest season that was shaped by being the first under the effects of Covid-19. The **Ramón Bilbao** wineries in **Haro** (La Rioja) and **Rueda** (Valladolid) and the **Mar de Frades** winery (Pontevedra) then established a series of preventive measures to guarantee maximum security for their own staff and visitors, as well as very specific protocols for action for visitors in order to make these sensory experiences attractive plans with minimal risk.

In this context, Mar de Frades and Ramón Bilbao offered the possibility of enjoying the process of making wine in their own vineyards, an immersion in the harvest field and the world of winemaking.

### «Safe Tourism Certified» Certificate

In this context, Ramón Bilbao presented several responsible wine tourism activities in 2020. They all enjoyed the guarantees of security and prevention measures against the pandemic, designated as **“Safe Tourism Certified.”** This certificate guarantees compliance with regulations and the Health Risk Prevention System against Covid-19 in the tourism sector.



The experiences framed in the field of wine tourism entail a sensory journey to our roots, as well as to our ideas for the future.

**Paula Zúñiga**  
Deputy Director, Wine Division



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Ramón Bilbao obtained this certificate by applying a **new security framework** that covers all wine tourism activities. Ramón Bilbao has safe centres so that the consumer can enjoy an unforgettable tour with absolute confidence. The entire space of the tour follows a protocol based on the official health recommendations, which ensures maximum safety and hygiene.

These measures translate into a reduced capacity in stores, on visits, and in tasting rooms, where the minimum distance for safety must be met; access controls to ensure the maximum capacity is observed; the implementation of sanitising material at different points around the centre and facilities; the effort made in daily cleaning and disinfection tasks with authorised virucidal products; removing elements that come into community contact and replacing them with individual formats; specific team training in hygienic and sanitary measures and mechanisms of control to avoid contagion; encouraging paying by card and using the reservation office, and marking the minimum distance for safety and the direction of routes to maintain the minimum space necessary between visitors.

In order to ensure a safe experience, the visits have been redesigned, giving more prominence to open, spacious, and comfortable environments, as well as outdoor spaces for carrying out different experiences in an open, ventilated environment. More dynamic visits have also been considered to reduce the amount of time activities take. On the other hand, the rural, natural environment away from crowds where activities take place minimises any type of risk. Consumers can also book private experiences for small groups, not exposing themselves to contact with other visitors.

Notable activities include the **Vineyards Visit + The Vine to Glass** Visit, where visitors can immerse themselves in the adventurous universe of the house. The visit begins in the winery's own vineyards; from there, a



guided interpretive tour begins through some vineyards in the midst of the harvest process. An outdoor picnic is held in this bucolic setting, and the visit culminates with a tasting of two wines at the winery itself.

Similarly, the **Haro** winery featured another activity, Harvest Time, an exciting sensory tour of the winery led by a specialised guide who enlightens visitors with explanations about the production of Rioja wine throughout the winery, including the barrel room and the bottle rack. The knowledge imparted in the session is accompanied with a grape tasting to determine the degree of maturity, a tasting of partially fermented musts, wines after alcoholic or malolactic fermentation, and ending with some Ramón Bilbao wine that's already available on the market.

The harvest in **Rueda** kicks off the now-classic night harvest by the **Ramón Bilbao** winery in this DO, and this designated date is celebrated with an entire activity at Finca Las Amedias. There, you can see the vineyard at its best with the harvesting tasks in full swing.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



The **Special Harvest Visit**, which is available in September, is an exquisite tour through the winery and the vineyard, paired with a tasting of grapes, musts, vineyard wines, and these wines: Ramón Bilbao Verdejo, Ramón Bilbao Limited Edition Lías Verdejo, and Cruz de Alba (DO Ribera del Duero).

Mar de Frades rounds out Zamora Company's selection of wine tourism experiences, drawing high interest throughout the year due to its privileged location facing the Ría de Arousa, with the imposing Atlantic Ocean as a backdrop.

In this enclave that's full of magic and flavour, Mar de Frades offers its followers their **Special Harvest Visit**, where attendees can witness a spectacular sunset from the vineyard, as well as the tasks at the winery that give rise to the most desirable Albariños - white Galician wines - currently available.

The activity starts off with a reception in front of the Ría de Arousa. From there, attendees go to the Finca Valiñas vineyard for an explanation of viticulture techniques and grape tasting among the vineyard's vines. Then, the tour continues in the winery with a tasting of albariño musts and wines in the making. Finally, to bring the day to a grand close on the winery's terrace, visitors can enjoy a delicious tasting of three albariños accompanied by a small pairing, all washed down with the intense colours typical of the Atlantic sunset.

In addition to these special visits, monthly activities for tastings and special pairings are scheduled; these take place at the Ramón Bilbao wineries in Haro and Rueda.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Discovering the universe of the liquor that started the company.

**Sergio Jiménez**  
Experiencia 43 Partner

### Visit «Experience 43»

CAs an industrial tourism experience, Zamora Company offers «**Experience 43,**» a chance to discover the universe of this liquor that started it all.

Licor 43 has been and is the centre of gravity around which this great Group has grown; today, there's room for both other large spirits brands and leading wine brands in their respective denominations of origin.

In 2021, Licor 43 is celebrating 75 years since its creation. We are quite satisfied to have been able to interpret that legacy and to have worked together to build a brand with international reach that has known how to adapt to the needs and habits of the consumer throughout its history.

With creativity, passion, and hard work, the foundations of what is today the soul of Zamora Company were laid: its strong social commitment and resilience. They created prosperity and jobs and gave hope to many families at a time when Spain was going through the terrible effects of its Civil War.

Currently, the emblematic brand of Licor 43 is present in 80 markets, and it is the international liquor with the highest growth in the last 5 years.

“Experience 43” offers a more complete visit through the “Master class & fruit picking” option, which includes learning about cocktails, in addition to visiting the museum and the factory.

There are always events being held for individuals, families, businesses, or to enjoy with friends that offer activities and experiences for groups. They all have one goal: **creating unforgettable moments.**





Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Spanish Wine Academy

The Spanish Wine Academy was born to discover the secrets of our wine.

It is an Initiative by Bodegas Ramón Bilbao as an open space for training on the culture around Spanish wine.



As part of the experience, it offers specific training sessions with material to build knowledge about wine in Spain through videos and downloadable material, as well as meetings with winemakers; users can choose between two levels: **Winelovers and Winexperts**.



Another notable initiative by Ramón Bilbao in terms of customer experience is the **Ramón Bilbao Reserve Wine Rhapsody**, a melody that pairs music and wine.

Can a wine have its own soundtrack? Ramón Bilbao thinks it can, which is why they presented their own Melody in 2020: an innovative proposal that brings synaesthesia to its highest expression.

The project, which was created by the Wine Loves Music collective, aims to merge wine and music through a mixture of styles composed exclusively for the Riojan winery from various surveys done with different consumers of Ramón Bilbao Reserve. With their personal tastes, they defined the style and characteristics of this wine, which was subsequently translated into musical notes.

The Ramón Bilbao Reserve Wine Rhapsody can be heard online at <https://www.bodegasramonbilbao.es/sientelamusica/>.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Venturio Club

### More than just a Wine Club: an exclusive place for wine lovers and explorers.

In addition to the usual channels of distribution - food and hospitality - we make our **Venturio Club** available to consumers.

We understand this initiative as one more way the company focuses on improving the **customer experience**. This was quite significant in 2020, when, due to the pandemic, consumption at home was encouraged as an alternative to pleasure linked to the hospitality industry, and during which time online shopping prevailed.

Through this Ramón Bilbao initiative, lovers of the wine and the brand have the chance to get to know its products, selection, and deals better. This Club isn't just for Ramón Bilbao wines: it also includes Mar de Frades (Rias Baixas) and Cruz del Alba (Ribera del Duero) wines.

Each of our wines offers a differentiated personality, each suitable for different moments of consumption or for different budgets.

Club Venturio offers telephone sales service and an online store, with exclusive benefits for members and delivery of the product within one week at most across the Peninsula and the Balearic Islands.

Just for making their first wine purchase, a client becomes part of the Venturio Club, receives a discount for their next purchase, and gets two invitations to visit one of our wineries.

As a special service for clients who request it, we've created the **personalised** Back Label.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Bartenders & Baristas Challenge Licor 43

For yet another year, Licor 43 has encouraged experts to participate in mixing and flavour to find the best cocktail and coffee with Licor 43 through the “Bartenders & Baristas Challenge,” among top professionals.

In 2020, we were going through a time when the bartender and barista industry was also hit hard. That’s why, now more than ever, we had to become strong and find new ways of reaching out and supporting each other. We upheld the four-year tradition, where participants could continue practising and experimenting.

Given the situation unleashed by the pandemic, the contest was held digitally in 2020, and it was a success.

## Annarose Krone- Winner of the 5th edition of L43 Bartenders & Baristas Challenge

### 1. How have you dealt with work throughout 2020 against the backdrop of the global pandemic?

To be honest, it was really tough on my bar community in Los Angeles. We had no support, and most of us lost our jobs or had to accept waiter positions with unfair tips. We definitely all supported each other, and brands like Licor 43 really helped us out, be it with groceries, meals, virtual job opportunities, contests, etc. All of that helped a lot and boosted morale, too. Personally, the brand work this past year has boosted my career, and I’m so grateful to Licor 43 and Mike for supporting me during this stage.



### 2. What are the main lessons learned in 2020?

Staying on top of the game. It was easy to get lost in 2020 because our industry relied almost entirely on events and face-to-face activities. Since that wasn’t possible, we had to learn and create new ways of communicating and doing the work we enjoy. I made videos, took Zoom classes to keep my knowledge up to date, volunteered to help pack food, and worked with brands helping others. 2020 wasn’t just about staying relevant; it was about keeping our community alive.

### 3. Would you describe the main tools that ZC has provided you with to handle this context with your clients?

ZC helped me grow my own brand as a bartender through opportunities like the BB Challenge, launching #canyou43it on social media, digital education classes, work opportunities, publishing my work in print and online. I’m endlessly grateful for the tools I’ve gained through these opportunities, and I know that my friends in this community are, too.

Messages

2020  
Milestones

Our  
conscious  
brands

# Awards and acknowledgements

Throughout 2020, Zamora Company has received numerous recognitions, nominations, and awards for its brands, notably:

## Martin Miller's Westbourne Gin awarded as best gin of 2020 by the BTI (Beverage Testing Institute)

Martin Miller's Westbourne Gin was awarded World's Best Gin of 2020 by the Beverage Testing Institute.

The highly-respected, independent organisation for beverage review gave Martin Miller's Westbourne Gin the highest score in the gin category and named it Best Gin of 2020 at its 2020 Best Spirits of the Year Awards. Our gin received a platinum medal and an outstanding 97 points.

Martin Miller's Westbourne Gin is a favourite gin among mixologists looking to bring more 'old school' authenticity to their classic cocktail repertoire. It was launched in 2003 and was immediately recognised for its superior quality by the Beverage Testing Institute, which awarded it 97 points and declared it is best gin in the world and Spirit of the Year. Achieving the same accolade 17 years later, even as the gin category has expanded exponentially, demonstrates the success of Martin Miller's Gin in creating a truly iconic product.

Since 1981, the Beverage Testing Institute has provided ratings and reviews for spirits, as well as buying guides and education for consumers and professionals. Their scores come from an expert jury,

which includes professional retailers, restaurateurs, journalists, buyers, waiters, and sommeliers, who are all rigorously selected, assessed, and trained in their proprietary blind tasting methodology.



*«The Martin Miller's Westbourne Gin features aromas of lime leaf, cologne, and white flowers with a velvety, vibrant, dry light-to-medium body and a polished, gigantic, very long exotic citrus, fresh basil, and geranium finish. A bold Gin with a seductive, perfumed aroma; balanced, alluring, and outstanding in a martini».*

(Jury comments)

## Zamora Company nominated for International Gin Producer of the Year at the IWSC (International Wine & Spirits Competition) awards

Zamora Company, with its MARTIN MILLER'S GIN brand, was nominated for the International Gin Producer of the Year award at the International Wine & Spirits Competition (IWSC).

This nomination comes after the success of Martin Miller's Gin: the renowned IWSC awarded the brand two gold medals for its Original and

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Westbourne gins, and a bronze medal for its innovative 9 Moons, which is aged in barrels.

IWSC has been awarding medals to the world's best wines and spirits for 50 years. Its reputation is built on recognition of the highest honours in the industry. Each year, it brings together a group of judges made up of experts from a diverse range of industrial sectors, as well as from more than 30 different countries. That jury recognises the creativity of the companies that produce, import, sell, and distribute wines and spirits, showing their excellence in fostering a greater understanding - and sales - of quality beverages.



### Cocktail 43 Fresco Berry gets the gold at The Spirits Business Awards 2020 Low & No Masters

As mentioned, when it comes to innovative products, Cocktail 43 Fresco Berry received a gold award for its delicious

flavour in the blind tasting for “The Spirits Business Awards 2020 Low & No Masters.”

Además, The Spirits Business reconoció a Cocktail 43 Fresco como uno de los 50 mejores lanzamientos de bebidas espirituosas innovadoras en 2020.

### Licor 43 Horchata double gold medal in SIP Bottle and Packaging Design at Global Spirits Masters 2020

Another one of our innovative products is the new lactose-free, 100% vegan formula. It emerged to respond to the most health-conscious consumers and has been recognised with the Double Gold Medal by the prestigious SIP Bottle and Packaging Design Awards at Global Spirits Masters 2020.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Ramón Bilbao, recognised as the most admired brand in Rioja in the ranking of «the 50 most admired brands in the world» by Drinks International

Ramón Bilbao is ranked number 17 worldwide and was the brand that climbed the most on the list; for this, it was recognised with the “Highest Climber” award.

On the list for the 2020 edition, Ramón Bilbao leads the list of wineries of the DOPa (denomination of qualified origin) Rioja - there are only 6 Spanish brands - and it occupies the 17th spot in the world ranking. It also received the award for the highest rise on the list, the «Highest Climber Award» (23 spots higher over last year).

This award recognises the consolidation of Ramón Bilbao’s international commitment. In addition to being a leader in the Spanish market (where it’s the No. 1 brand in the hospitality channel and the best-selling brand in terms of value), it wants to replicate its model of success in the rest of the world.



Messages

2020  
Milestones

Our  
conscious  
brands

## BLIND TASTING CATEGORY, LIVE WINE GUIDE. Our brands' ratings in 2021:



Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices





Summary of recognitions received in 2020:

LICOR 43	CATEGORY	AWARD	RESULT
Original	Silver	International Spirits Challenge	Silver
		International Spirits Challenge	Silver
Horchata	Non-dairy cream liqueur	SIP Award	Double Gold Medal
		IWSC	Silver
		IWSC Internation Design & Media Awards	Gold
		The Liqueur Masters	Silver
		IWSC Internation Design & Media Awards	Silver
Baristo	Contemporary Liqueur	International Spirits Challenge	Bronze
		The Spirits Business Masters - Speciality	Lemon (Silver) - Berry (Not rated)
		The Spirits Business Masters - Best New Product/ Liqueurs Speciality	
		IWSC - Flavours Pre - mixed Drinks	Bronze
		The Spirits Business Masters	No medal
		Low Alcohol	The Spirits Business - Low & No Masters





# MARTIN MILLER'S GIN

MARTIN MILLER'S GIN	CATEGORY	AWARD	RESULT
WESTBOURNE	Super premium gin	Beverage Tasting Institute	Platinum
		International Spirits Challenge	Silver
		IWSC	Gold
		The Gin Masters	Master
		Best contemporary style gin	
ORIGINAL	Aged gin	Beverage Tasting Institute	Platinum
		International Spirits Challenge	Silver
		IWSC	Gold
		The Gin Masters	Gold
9 MOONS	Aged gin	Beverage Tasting Institute	Gold
		International Spirits Challenge	Silver
		IWSC	Bronze
		The Gin Masters	Gold
		Best Matured Gin	





Messages

2020 Milestones

Our conscious brands

The company

Our Conscious Company model

Good Corporate Governance

Empowered employees

Consumers and clients

Commitment to the planet

Conscious suppliers

Philanthropy and social action

Appendices



YELLOW ROSE	CATEGORY	AWARD	RESULT
<b>PREMIUM AMERICAN</b>	American Blended Whiskey	International Spirits Challenge	Silver
	Other Whiskey	San Francisco World Spirits Competition	Bronze
	American/ Other	Ultimate Spirits Challenge	89 points
	Whiskey	International Spirits Challenge	Bronze
	Whiskey/ Blended	IWSC	Silver
<b>RYE</b>	American Straight Rye Whiskey	San Francisco World Spirits Competition	Gold
	Whiskey	Ultimate Spirits Challenge	92 points
	Rye Whiskey	ACSA	Silver
	Whiskey/ Rye	ADI	Silver
<b>OUTLAW BOURBON</b>	Straight Bourbon 10 years old and under	International Spirits Challenge	Silver
	Small Batch Bourbon - Up to 5 years	San Francisco World Spirits Competition	Bronze
	Bourbon	Ultimate Spirits Challenge	93 points
	Whiskey/ Bourbon	ADI	Bronze



VILLAMASSA	AWARD	RESULT
LIMONCELLO	<i>International Spirits Challenge</i>	<i>Bronze</i>
	<i>San Francisco World Spirits Competition</i>	<i>Not evaluated</i>
	<i>SIP Award</i>	<i>Platinum</i>
	<i>International Wines &amp; Spirits Competition</i>	<i>Not ranked</i>
	<i>The Liqueur Masters</i>	<i>Gold</i>



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 7

## Commitment to the planet

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Commitment to the planet

**We want to preserve what nature gives us today so that we can continue to enjoy it tomorrow.**



“Conserving ecosystems ensures people’s health and is vital for our company, as they provide us with the natural resources we need to make our products.

We are also aware of our responsibility to future generations; therefore, we prepare and distribute our products based on the premise of protecting our environment.»

**Carmelo San Martín Gil**  
Corporate Manager for  
Quality and Environment

## Our strategic lines of commitment to the planet

Climate action

Circularity

## Protecting biodiversity

Extending our commitment to the entire value chain:

**Conscious suppliers.**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Our environmental management

**We promote economic growth that generates equitable wealth without harming natural resources.**

For decades, we at Zamora Company have been developing a business model that respects the environment.

We've joined the challenge of sustainable development, and we uphold our basic principles of environmental action in accordance with our **Management Policy**, which is approved by General Management, communicated to all employees, and published for any interested party to consult.

Below, we highlight our commitments around:

1. **Complying with applicable legislation** for the activities, processes, and services of our companies, as well as other additional requirements to which the company may have voluntarily subscribed.
2. **Preventing and reducing environmental pollution**, promoting environmental protection, balanced use of natural resources, and sustainable development.
3. **Raising awareness about responsible management of the environment** and the idea of continual improvement, encouraging dialogue, participation, and communication within the organisation.

Therefore, Zamora Company is committed to providing the necessary resources for developing and effectively implementing the Management Systems that each of the areas has adopted, as well as taking **the environmental factor into account in decision-making for business.**

## Environmental certifications:

Several work centres have an Environmental Management System certified in accordance with various standards: UNE-EN-ISO 14001, WfCP (Wineries for Climate Protection), BREEAM (design and construction with sustainability criteria).



Cartagena  
Dicastillo



Haro  
Mar de Frades  
(certified in 2021)



Cartagena






## Environmental impacts and risks:








The risks identified by Zamora Company with respect to environmental issues refer to risks of non-compliance with regulations or non-compliance with the sectoral commitments taken on. These may impact the business objectives and the company's reputation, in addition to breaching our commitment to all of society in facing the global challenges and fights ahead.

Environmental risks have been categorised as low impact, given the control and monitoring measures that are already implemented.







Up to now, no significant risk has been identified in terms of the possible impact of climate change on the Group's activities. However, the possible consequences will be evaluated to develop sufficient future measures to mitigate this potential risk, given the close dependence that our products have on the natural environment.

### Identification of environmental aspects:

-  Water consumption
-  Electrical energy consumption
-  Consumption of fossil fuels (diesel, gases, and gasoline)
-  Consumption of chemical products (phytosanitary products, fertilisers, and other products for maintaining facilities)
-  Generation of non-hazardous waste

-  Generation of wine by-products
-  Generation of organic waste
-  Generation of hazardous waste
-  Boiler emissions
-  Vehicle emissions
-  Vehicle emissions Refrigerant
-  Containers (packaging: glass, cardboard, plastic...)

### Aspects evaluated as having the most significant impact:

-  **Water consumption**
-  **Consumption of electrical energy**
-  **Generation of non-hazardous waste**
-  **Emissions from boilers**
-  **Vehicle emissions**
-  **Containers (packaging: glass, cardboard, plastic...)**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Organisation and resources:

Zamora Company promotes environmental management through the defined organisational structure: there is a Corporate Manager for the Group who performs the tasks of coordinating the management and support systems in various audits, obtaining data and guiding the definition of objectives and investments, both at the company level and at each centre.

At each plant, there is also an individual who is responsible for environmental issues and is supervised by Technical Management at that plant.

In 2020, various investments were made in facilities that weren't accounted for globally but as part of management for each plant.

Similarly, throughout 2020, over ten workshops on environmental assessment have been carried out to the tune of €35,000 to follow-up assessment of the management systems, both internal and external.

The different audits have had positive outcomes: all were passed successfully, and no serious or major breaches were detected.

In 2020, there were no legal breaches or matters in process, and no disciplinary proceedings were opened for environmental reasons.

As they're not within the assumptions established in current legislation (Law 26/2007 on Environmental Responsibility and Ministerial Orders), none of Zamora Company's centres has provisions or guarantees for environmental risks.



In 2020, the Villa Massa plant in Italy obtained the Single Environmental Authorisation with 7 qualifications required by the sector, such as wastewater, use of livestock manure, atmospheric emissions, and sound impact, to name a few.

In terms of training and environmental awareness, throughout 2020 the Conscious Company corporate area periodically sent specific communications to all employees regarding environmental issues and commitments made by Zamora Company with the 2030 Agenda and its contribution to the SDGs.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Each month, this training focuses on a specific SDG, and clear messages are transmitted from a very hands-on approach: What we do at Zamora Company / What can you do.

We're continuing to work on improving the data collection methodology of all the Group's plants and implementing an internal tool that provides us with increasingly precise indicators, in order to be able to reliably assess the evolution in our environmental management, undertaking the measures needed by activities and centres.



As external initiatives, Zamora Company is already part of the **Spanish Network of the United Nations Global Compact**; we're committed to the **Ten Principles** of universal consensus on human rights, labour, the **environment**, and anti-corruption.



**Zamora Company**  
is part of the group  
that promotes  
the **Commitment**  
to **Sustainable**  
**Development from the Port of**  
**Cartagena**, where the **SDGs**  
directly related to the **environment**  
take on particular relevance, with  
**SDG 13** being a priority to fight  
**climate change** and its effects.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Climate action

**Zamora Company joins the fight against climate change: one of the greatest challenges our society currently faces.**

Climate change has become one of the main challenges we must all respond to jointly, given its global nature and the economic and social consequences that its continued progress would entail.

The climate emergency is driving companies to establish an urgent action plan and a crosscutting strategic model that will enable adequately addressing the risks and opportunities stemming from climate change.

We are also aware that, for our sector, the new climate scenarios pose a threat and a challenge of great significance. Therefore, our commitment to action for the climate is at a maximum, as is taking the necessary measures to adapt to its potential effects on our activity.

## *Wineries for climate protection*

As early as 2017, **Ramón Bilbao** had established itself as a pioneering sustainable winery in Spain, entering the **Wineries for Climate Protection**

program, the first and only certification specific to the wine sector in terms of environmental sustainability protected within the FEV (Spanish Wine Federation), and the first winery to also certify vineyard activities.

**Wineries for Climate Protection** is the result of a joint effort with recognised certifying entities whose objective is to have a methodology that respects international parameters in terms of sustainable processes and practices. That methodology is then applied to the reality of the sector in Spain in order to align with standards already widely spread among the players in the international wine industry and which are increasingly in demand by large retailers.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



The certification acts on the four fundamental axes of sustainability: reducing greenhouse gases, energy efficiency, water management and waste reduction, setting compliance minimums, and demanding action plans in the short, medium and long term.

Firstly, this certification responds to our corporate manifesto of commitment to the environment. Furthermore, it tangibly demonstrates our role in the mission that the entire Spanish wine industry has in common: being increasingly competitive in terms of sustainability.

Similarly, a rigorous, recognised environmental certification is now our calling card for the most developed international markets, where we do business and have big plans for the future.



**1** Energy efficiency/  
Renewable energy

**2** Reduction of GHG  
emissions

**3** Water management

**4** Waste reduction

Messages

2020  
Milestones

Our  
conscious  
brands

**Mar de Frades** also recently obtained the WfCP certification and is working on an ambitious environmental sustainability plan according to the corporate lines the company has established.

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Energy efficiency

**By 2025, 90% of our energy consumption will be from renewable sources.**

Our objectives are aimed at optimising energy consumption and, therefore, at reducing Greenhouse Gas (GHG) emissions into the atmosphere and their resulting impact on climate change.

In 2020, an **energy audit** was carried out according to RD 56/2016, for buildings, processes, and transport according to the UNE 16247 standard's methodology. The audit included 85% of the total annual energy consumption of the Zamora Company in Spain, which involved auditing the Haro, Cartagena, Dicastillo, Rueda, and Meis (Mar de Frades) centres and the transport fleet.

As a group-wide goal, Zamora Company has committed to making 90% of its energy consumption renewable energy by 2025. Some of the Group's plants are already very close to achieving this objective.



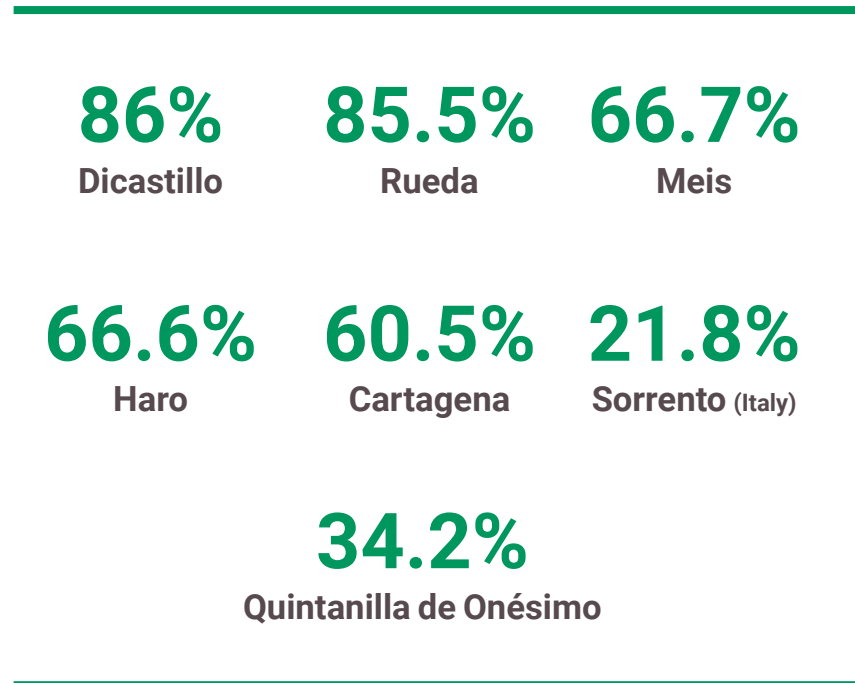
«Sustainability is an inevitable path for us. We have already achieved a few milestones, such as obtaining the vegan certificate for our wines and entering **Wineries for Climate Protection**.

Every day, we will be able to take new steps in order to leave the smallest possible footprint in carrying out our activity, as well as to achieve an awareness of the reality and difficulty our closest surroundings are going through. That gives Mar de Frades its unique identity, its vineyard, the rivers, and the sea.»

**Paula Fandiño Pita**

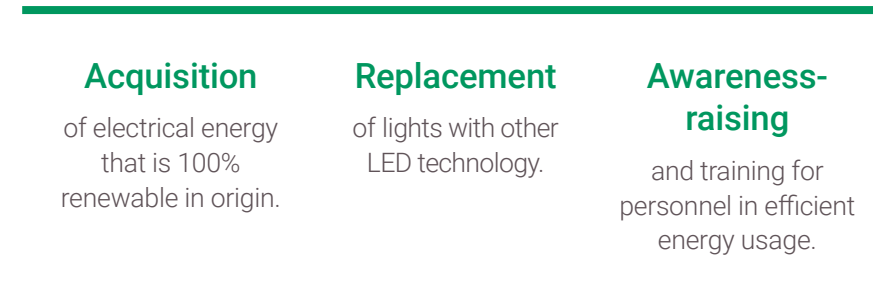
Technical Director/Manager at Mar de Frades

By analysing the percentage of **renewable energy** consumed at each plant in 2020, we can see that some are already very close to reaching the company's goal for 2025:



When analysing this data, we must consider that, by including field activity in energy consumption, the percentage of renewable energy decreases since that is precisely where a greater proportion of fossil fuels is used. Our wineries are already looking at substituting field machinery for more efficient, sustainable machinery, tending toward the use of electrical equipment.

Throughout 2020, several measures focused on improving energy efficiency and the use of renewable energies were applied; these included:



Likewise, at the Cartagena plant, 2.5% of the total energy consumed is autogenerated by solar panels, and the Group has planned various future investments in renewable energy and energy efficiency.



Messages

2020 Milestones

Our conscious brands

The company

Our Conscious Company model

Good Corporate Governance

Empowered employees

Consumers and clients

Commitment to the planet

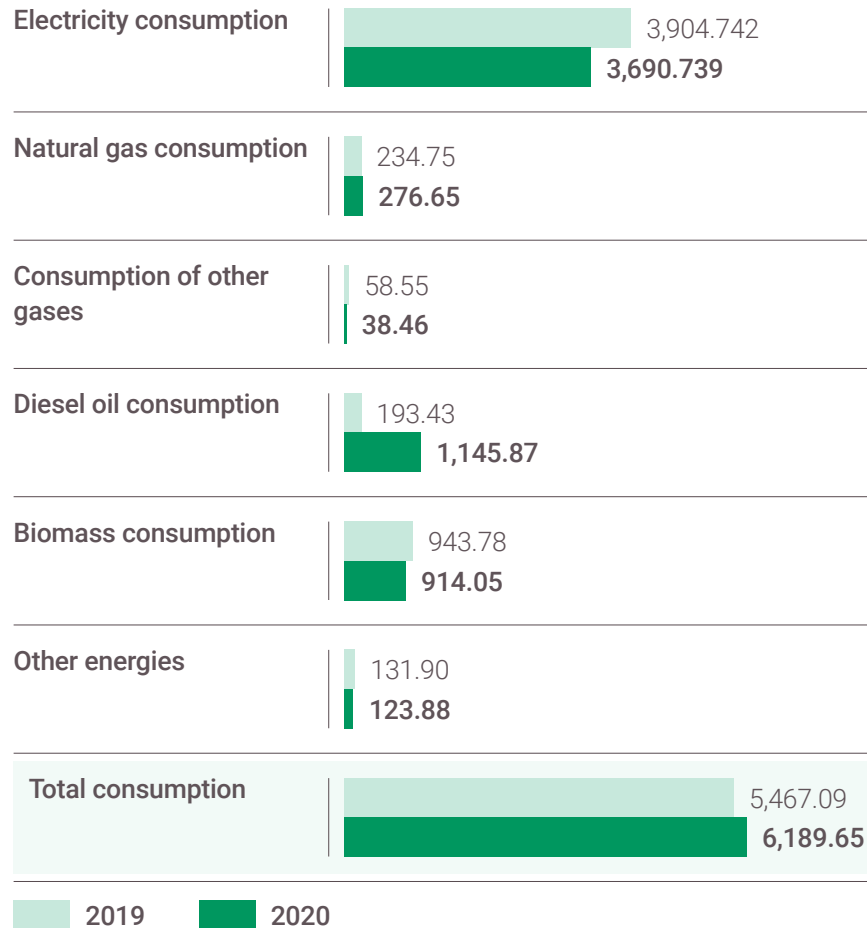
Conscious suppliers

Philanthropy and social action

Appendices



## Indicators of electricity and fuel consumption (MWh):



The 11.5% increase in total energy consumption compared to the previous year is due to the fact that we have already accounted for all the activity in

2020 related to the fields and the cultivation of vineyards, where a higher percentage of diesel is used.

Although data on the progress made doesn't show a positive trend, it is a sign that the company is working on accounting for all activities and improving the calculations on the actual carbon footprint. As mentioned, the company's objective is to use more sustainable field machinery.

By not including field activity in the calculation to make a realistic comparison, **our total energy consumption in 2020 would have been reduced by 6.96%, compared to 2019.**

On the other hand, the indicator for energy consumption per bottled product in 2020 was 0.34 KWh/L, likewise increasing by 29% compared to 2019. In addition to the explanation given above, we must also consider the effect of the pandemic, which has necessitated maintaining fixed energy costs while production has dropped considerably.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Emissions and carbon footprint

**We've committed to reducing our CO<sub>2</sub> emissions by 15% by 2025, with 2018 as the base year.**

All our centres are fully aware of the importance of controlling the main points that release emissions into the atmosphere.

As part of the commitment we've made with the certifications under the **WfCP** model, we're working to minimise our greenhouse gas (GHG) emissions at our wineries.

We have preventive maintenance programs to maintain optimal operating conditions and ensure proper monitoring of the facilities, periodically reviewing all operations that may release emissions into the atmosphere, in accordance with current applicable regulations.

Our main sources of direct emissions are:

The  
bolilers

The climate  
control  
equipment

Vehicle  
emissions

The three boilers (Cartagena, Haro, and Rueda) already use biomass, so they don't emit polluting gases.

On the other hand, Zamora Company's is committed to using the latest generation machinery that will have a minimum impact on GHG emissions; we're considering electric mobility for the future.

As for equipment containing fluorinated greenhouse gases, the organisation also carries out the relevant leakage controls.

In studying emissions and calculating the corporate carbon footprint, the consumption of fluorinated refrigerant gases refilled at all the centres has been considered, with no recorded leaks from any of them.



## Emission indicators:

The **Carbon Footprint** for the Group's activity is calculated annually. It currently includes total emissions in **scopes 1 and 2**, and some scope 3 emissions for some plants:

### Scope 1

This includes GHG emissions from emission sources that are owned or controlled by the organisation, here those stemming from the consumption of natural gas and diesel, direct GHG emissions from its vehicles, and emissions included from leaks of refrigerant gases used in refrigeration systems.

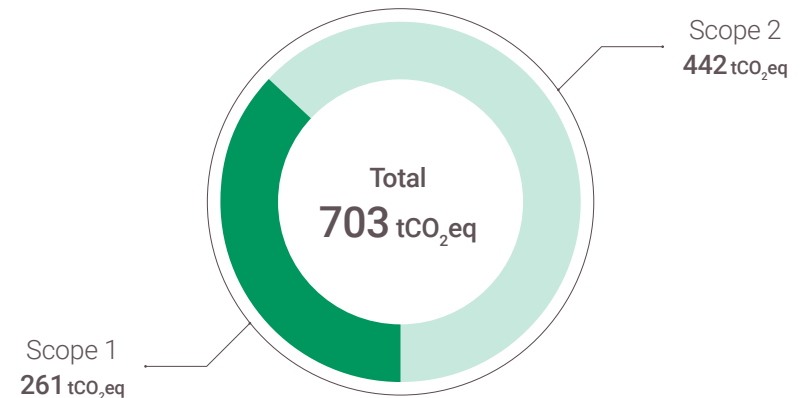
### Scope 2

This includes indirect GHG emissions produced by the generation of electricity, heat, or steam of an external origin used by the organisation. In our case, this is only the electrical energy used.

### Scope 3

This includes other indirect emissions that originate from GHG sources owned or controlled by other organisations and result from the organisation's activities. In our case, we identify raw materials, packaging (bottles, caps and lids, labels, boxes, and cases), business trips and company vehicles, waste generated, computer and office equipment (paper), and distribution to primary customers (national logistics warehouse and international customers «not ex works»). At the moment, work on this scope has only considered some of the plants.

The results for the Zamora Company Group's total emissions in 2020 are below:



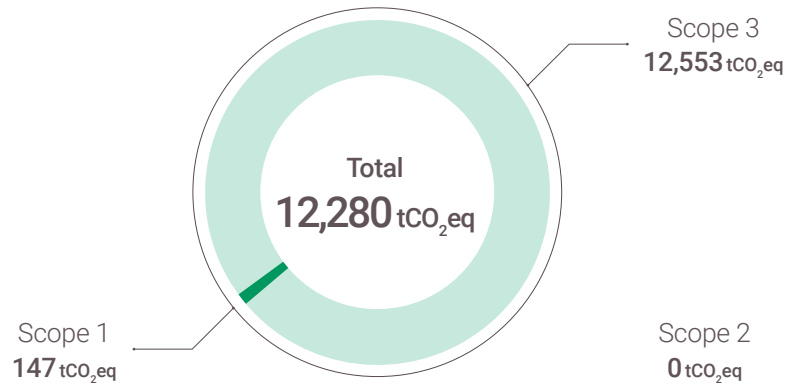
The indicator of total GHG Emissions (Scopes 1 and 2) by product in 2020 was 39.41 g CO<sub>2</sub>/bottled litre.

It wasn't possible to compare the carbon footprint's evolution from the previous year realistically since the energy consumed in field activities in 2020 was already considered in the calculations. As mentioned, the situation caused by the pandemic also had a very negative impact on the indicators: fixed consumption held steady, but production was reduced considerably.

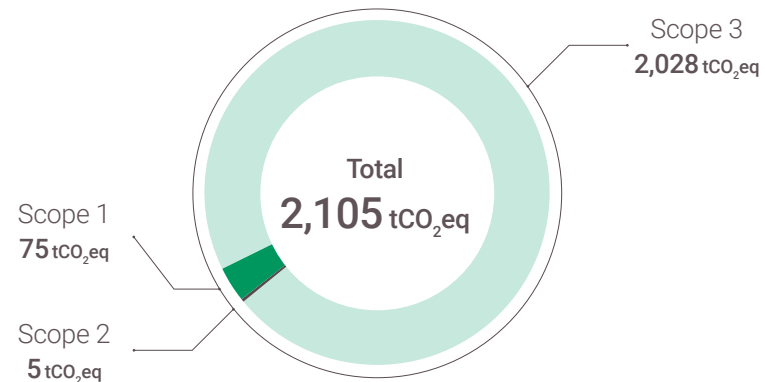
Furthermore, Scope 3 emissions for 2019 were also calculated for the Haro and Meis plants; these will be compared with 2020 emissions in future reporting cycles. Work will be done in the future to obtain scope 3 emissions at all other production plants.



### Haro Plant (Ramón Bilbao)



### Meis plant (Mar de Frades)



Zamora Company includes calculating the corporate Carbon Footprint in its three scopes as one of our strategic objectives. This will allow us to identify our main emission sources and the specific situation of each plant, focusing our efforts on the most important thing: **reducing** and potentially **offsetting** these **emissions**.

We're highlighting **GLOBALVITI, the wine project that Ramón Bilbao uses to reaffirm its commitment to combatting climate change.**

**GLOBALVITI** is a consortium project for industrial research and experimental development that aims to improve wine production in the face of climate change through new technologies, biotechnological strategies, and vineyard management.



Improving wine production in the face of climate change through applying new technologies

After four years of execution, this project was completed in 2020 as one of the most ambitious initiatives that Ramón Bilbao has participated in. It has responded to various aspects of diseases of the wood and vine, climate change's effect, and digitisation of vineyards.

This project had participation from thirteen nationally recognised research groups and the financial support of the CIEN program (Strategic Program for National Business Research Consortiums) from the Centre for the Development of Industrial Technological (CDTI).

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Risks facing climate change

**Climate variability is affecting traditional vine growing areas: we're continuing to innovate in unique products adapted to our surroundings.**

Though the possible impact of climate change on the Group's activities is not currently considered a critical risk, we are aware that climate change is affecting traditional vine growing areas, so the company is already working on studying a new generation of **high-altitude vineyards**.

Over the last 25 years, the sea level has risen twice as much as expected, and a third of marine species are threatened. We now have little time to stop the catastrophe of climate change.

Climate and meteorological events are increasingly harsh, and they have become a priority at the European and global levels. It is necessary to offer an urgent solution to address the three-part planetary crisis: the crisis of climate change, the crisis of biodiversity and nature, and the crisis of pollution and waste.

In the specific case of **Mar de Frades**, we're faced with a present conditioned by **the increasingly notable and unstable changes in Galicia's climate, which directly affect its activity and its wine.**

Winters are more temperate and accompanied by heavy rains that cause early maturation of the mildew's oospore; the low temperatures are higher, allowing small fungal outbreaks; summers are hotter, and combined with the sandy loam soils in the area that don't retain water, this causes water stress on the plant. The most extreme and volatile meteorological episodes cause stages in the grapevine's cycle to take place earlier and earlier.

In the last decade, Mar de Frades has noticed increasingly marked changes in the Rías Baixas climate, which has directly affected the Albariño operations across its 60 hectares of vineyards, including the four hectares with single vineyards.

We can clearly see that if we don't do something about it now, Galicia will soon not be the Albariño specialist it is today. This is why **Mar de Frades aims to conserve the varietal heritage and to study varieties that can adapt to climate change.**

---

**The CSIC and Mar de Frades are starting the study on the potential of three unknown, minority, white varieties.**

---

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Mar de Frades is a pioneer in experimenting with three grape varieties.

**Domingo Fontecha**  
Manager of viticulture wines division

Mar de Frades works with an action framed in a project directed by the CSIC through the Viticulture Group MBG (Biological Mission of Galicia) and financed by the CDTI. Different cultivation practices are tested, and a series of agronomic parameters and sensitivity to fungal diseases are evaluated; this will allow having indications on the potential of these varieties depending on the climatic conditions and other factors.

This initiative will allow Mar de Frades to be a **pioneer in experimentation with three varieties** that aren't grown anywhere else in the world and on which no previous agronomic studies have been done; with this, it is seeking to produce new white wines that are high-quality, differentiated, and original.

**Ramón Bilbao** also includes adapting the cultivation systems to delay maturation **as one of its objectives**.

Now, we're harvesting 20 days earlier than we used to 70 years ago in La Rioja; however, we believe that a deep study and analysis is necessary to track the historical data of the region and make a more accurate forecast for the future.

In this regard, the new conditions we're experiencing allow us to see areas where we previously had thermal limitations to achieve optimal maturity as interesting areas for future crops. In the altitude areas, we're also achieving creations with a fresh profile, better ventilation for preventing disease issues, and a large temperature difference between day and night, which represents optimal conditions for growing vines.

At Ramón Bilbao, we've been growing and obtaining grapes from high-altitude vineyards for quite a few years now, especially for our Viñedos de Altura wine launched in 2012, which are from two vineyards (Rioja Alta and Rioja Oriental) at 700 meters in altitude. A very fresh wine with a floral style.

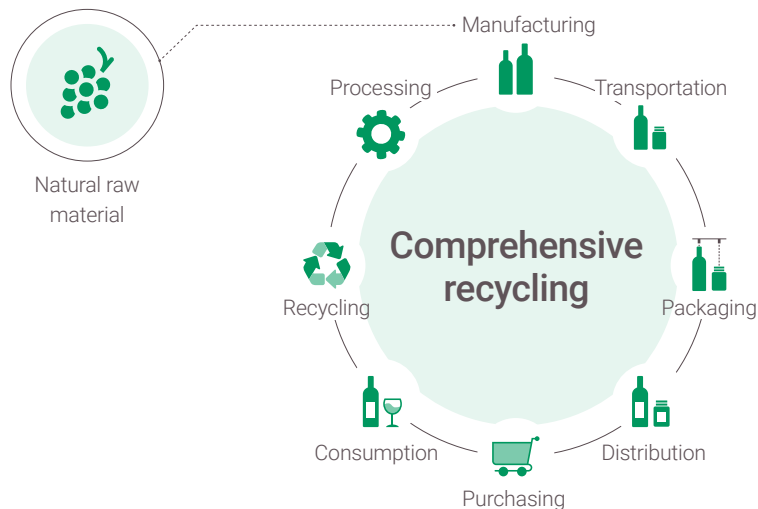


# Circularity

## A new way of thinking, a new business model.

The concept of circular economy encourages keeping resources in use for as long as possible, extracting the maximum value from them in their life cycle, and finally recovering and regenerating materials at the end of their useful life; this design is based on restoration and regeneration.

Zamora Company's activity is fully compatible with this approach, and **we're accepting the challenge involved in moving from a linear production model to a circular model**; we're aware that this is key to safeguarding the environment and achieving the urgent objectives of decarbonising the economy.



# Waste

## We're aiming to reach the Zero Waste goal in 2025.

As a result of our activities, we generate the following types of waste:

- **Non-hazardous waste**, which is mostly recoverable and recyclable, such as paper, cardboard, plastic, glass, metal, and wood.
- **Wine by-products** (pomaces and lees) or other organic waste and by-products (plant remains) that are also 100% recyclable, recoverable, or usable as organic fertiliser.
- **Municipal solid waste** (MSW, such as filter lands) destined for landfills.
- **Hazardous waste** in small quantities (containers, batteries, used oils, and more).

Waste is collected separately at the centres according to its type, facilitating subsequent handling and valuation by different authorised managers.

Specific objectives have been defined at some plants as regards improving waste segregation, promoting training and monitoring the amounts of waste generated by type of waste.

## 2020 waste generation indicators:

Type of waste	Quantity (t)
Recyclable solid waste	315.12
Non-recyclable solid waste	147.43
Hazardous waste	2.25
Organic by-products	1,807.43

It isn't possible to compare it with the previous year since we don't have this information broken down at this level. This is because the data collection systems at some of the plants and the field data at some of the farms were not integrated then.

As with other 2020 indicators included in this report, the company is already working on a better system for monitoring and reporting internal results that homogeneously encompasses all the work centres and can allow making a comparative reflection of the actual situation in the future.

**93% of our waste is recovered, while only 7% goes to landfills or needs treatment for disposal.**

## Quantities by type of waste:

Organic by-products:

Type of waste	Quantity (t)
Lees	239.30
Grape pomaces	1,282.59
Stems	89.54
European plum	196
<b>Total</b>	<b>1,807.43</b>

Recyclable solid waste:

Type of waste	Quantity (T)
Glass	53.3
Paper and cardboard	178.1
Plastic	46.9
Wood	21.7
Metal	15.1
<b>Total</b>	<b>315.12</b>

Recyclable solid waste:

Type of waste	Quantity (T)
MSW	59.83
Filter lands	87.60
<b>Total</b>	<b>147.43</b>

We notably work with a supplier that provides us with a **sustainable logistics model**; thanks to it, we have managed to prevent the generation of 2,239 kg of waste and save 23,759 dm<sup>3</sup> of wood (more than 23 trees) in 2020.

Waste of a hazardous nature represents only about 0.5% of the total waste generated.

Specifically, the waste derived from phytosanitary products considered to be hazardous packaging is managed by the nationally authorised collection system, and that represents only 0.031% of the total waste generated.



# Water consumption

**Our smart irrigation systems help us consume the exact amount of water that crops need.**

The water consumed at the plants primarily comes from the municipal supply network, which represents 88.5% of the total water consumed, while the remaining 11.5% is water from wells, in both cases in accordance with local limits.

In 2020, several measures were applied to reduce water consumption:

- Closed-circuit tank **cleaning equipment**.
- **Dispensers** on hose mouths.
- **Sectorised monitoring** of water consumption areas at each plant.
- Acquisition of **automatic scrubbers** for floors.
- **Staff awareness-raising and training**.

As for crops, we use smart irrigation systems with water stress gauges per strain to calculate the exact need for water.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



We have **weather stations** that help us predict field work with greater precision, whether irrigation is going to be needed or there's wind, to decide whether to apply any treatment to plants.

### Water consumption indicators 2020:



Compared to the previous period, there has been a 2% decrease in the absolute volume globally in 2020.

If the activity ratio (litres per bottled litre) is taken into account, the value stands at 2.45 litres of water/bottled litre, which represents an increase compared to the previous year. This negative trend is mainly due to low production caused by the pandemic, which led to fixed consumption despite the fact that the production indicator decreased considerably and was well below the forecasts for 2020.

In coming years, once normal activity recovers, we will be able to see the results of our actions that are focused on minimising water consumption, and we will be able to provide comparative data reflecting the actual situation.

# Fertilisers and phytosanitary products

**Preventive treatment in the vineyards is our commitment to eliminating the use of phytosanitary products.**

The consumption of chemical products for field activities is very low, which has led us to evaluate it as having a non-significant environmental impact.

The objective is the minimum consumption of chemical products, promoting organic products as alternatives instead.

For example, at Ramón Bilbao and Mar de Frades, we don't use chemical fertilisers; all the fertiliser that is used comes from sheep.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



The **organic sheep fertiliser** allows us to replace the nutrients extracted with grape production and to improve the soil's biological activity and, therefore, its structure and ability to nourish the plant.

Its effects are present for about five years, so slowly degrading humic substances accumulate in the soil. In addition, this type of fertiliser improves the properties of water retention, regulates pH, regulates the soil's temperature, and maintains its health.

Another example is the use of Bordeaux mixture and the infusion of nettles as a preventive to combat mildew and powdery mildew, the two most frequent diseases in La Rioja during humid, rainy years.

The company has participated in a research project to create its own model that enables rational, sustainable use of phytosanitary products. The aim is to minimise the application of these types of products to reduce the vineyard's environmental impact: the **Powdery Mildew Project**, promoted by Group, which Bodegas Ramón Bilbao has participated in.

The project came to an end in 2020, with the aim of reducing at least 20% of the applications of phytosanitary products by half of the 16,500 winegrowers and the more than 500 wineries that make up the Riojan wine sector, including Bodegas Ramón Bilbao. In addition to significant financial savings, this may mean a reduction of almost 10,000 litres of phytosanitary products, a clear improvement in the environmental sustainability of the vineyard and the environment.

**Biodynamic culture** is very present in our daily practices. Our field team is very aware of these and applies natural treatments, such as chamomile, horsetail, and propolis.

We also use practices such as **sexual confusion in the vineyards**. This measure helps us control certain pests that affect the vine,



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



like the cluster moth, by installing diffusers in the vines which spread pheromones. These produce sexual confusion in male moths and thus preventing them from fertilising the females, who then don't lay their eggs in the grapes. This way, we can control a problem that could lead to botrytis in the vintage without using chemicals.

Looking to the future and respecting our environment as much as possible, we must **train our winegrowers**, who we work with and apply preventive treatments in a precise way.

Our policy includes finding a balance between ensuring production and preserving the environment as much as possible. That's why we don't use herbicides, and we have electronic equipment that cleans the canopies with a sensor.

## Packaging



We are immersed in several initiatives focused on minimising the environmental impact of our packaging, analysing the entire life cycle of products.

Carmen Paredes Muñoz  
Corporate Purchase Manager

Regarding the aspects stemming from packaging, Zamora Company is aligned with the sector's Business Program for Preventing Packaging, which is promoted by the integrated glass collection system authorised at the national level.

Likewise, the company is integrating **sustainability criteria in all its Innovation projects**, which are also focused on packaging.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



We consider the environmental footprint associated with its production, distribution, and consumption in order to minimise it, taking the keys to **eco-design** into account, particularly:

- **Lighter packaging:** reduction in unit weight.

---

- Containers that incorporate **more recycled material**.

---

- **More easily recyclable** containers, facilitating the separation of seals, labels, tops, and other container components.

---

- Use of **respectful materials** (biodegradable, recycled, and reusable) and minimisation of the use of plastic in packaging.

---

- **Reduction of waste** and quantity of material.

---

- **Reduction in the number of decorations**, inserts, and inks, and use of biodegradable pigments and natural materials such as cork as much as possible.

---

- **Reduction of paper and cardboard weights** and optimisation of packaging systems.

These projects' results will be available shortly, and measures will be applied based on the results in terms of feasibility.

In this sense, Zamora Company is also already considering the use of labels and cardboard with the FSC (Forest Stewardship Council) seal, the highest assurance that this raw material comes from sustainably managed forests. Along the same lines, we have set the goal of eliminating plastic in promotions and marketing actions.

Similarly, the feasibility of reusing bottles is currently being analysed; we're looking at the suitability of a possible DRS (Deposit-Return System) compared to the current management system for paying for containers put on the market: Project Rewine.

## Other raw materials

Our efforts are focused on optimising the consumption of materials and other chemical products as resources with the greatest environmental impact, using more ecological products as much as possible, minimising the use of plastic, and trying to increase the useful life of materials.

Due to the nature of the activities carried out by Zamora Company, there is no high consumption of raw materials that, due to their dangerous nature, could have a significant environmental impact.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



On the other hand, we have corporate suppliers that provide the various cleaning and maintenance products for the centres. With these products, the container can be recycled, and optimal use practices in terms of minimising environmental impact can be ensured.

As for raw materials of natural origin, the most significant are: alcohol and brandy, wine, sugar, vegetables (grape, must, sloes, herbs and botanicals, and coffee) and scents. Since all these materials are linked to production, there is no consumption reduction plan.

In 2020, Zamora Company acquired a total of 15,831.20 tons of these raw materials. Of that total, more than 9,000 tons are plant matter, more than 2,600 tons is sugar, 2,500 tons is alcohol, and the rest is distributed among scents and other compounds.

## Liquid discharges

As for liquid discharges, the situation varies depending on the work centre and production volume.

We can distinguish between three forms of discharges, highlighting **zero dumping into public channels** as the desirable goal. This is the case with the Cartagena plant, where all wastewater is purified internally and either contributed to the farm surrounding the factory or withdrawn by an operator. The system is subject to continuous monitoring, and the legally established parameters are met.

The Rueda winery also spills into the vineyard after treating the water at its own treatment plant. The system is continuously



monitored and also complies with the legal limits set by the corresponding authorisations.

Other plants discharge into public waterways after a purification process. This is true of the Haro winery, where it has its own treatment plant. The system is subjected to continuous monitoring, and the legally established parameters are met prior to discharge into public channels.

In some cases, direct discharge into a public channel is done, but in all cases, that discharge is also subject to continuous monitoring, and the legally established parameters for direct discharge are met.

As mentioned above, and given the current situation regarding the pollutant load of our liquid discharges, they have not been identified as a significant environmental aspect, nor have associated risks been detected.

In this regard, the **50% reduction in the pollutant load in the Dicastillo plant's discharge** is noteworthy.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Protecting biodiversity

**We work with a complete, sustainable viticulture program.**

Zamora Company plants are well-established in their surroundings and have a positive effect on supporting local communities and biodiversity.

However, we are aware that the very agricultural activity of vineyard cultivation can have a potential impact on the environment. In this sense, the Group has been working to reduce this possibility for years through a complete program of **sustainable viticulture**.

As a policy to support local communities, the **regeneration and/or maintenance of endemic ecosystems in vineyards** is being studied. It consists of actions to favour the fauna and flora associated with crops and the vineyard environment, and it also provides an ecological benefit for the crops (natural pest control and controlling associated flora). This is why the advantage of maintaining some production hectares as 100% organic has been suggested.

At Mar de Frades, we're developing organic farming on our Monteveiga farm in Ribera del Ulla; we want to take small steps and see how far we can go with our organically grown vineyards.

In Galicia, given its high levels of rainfall, taking an ecological approach is even more challenging than in warmer wine regions.

The Ribera del Ulla area is drier than the Salnés valley and slightly higher, which will provide us with healthier and more ventilated conditions to prevent further development of fungal diseases, which are the big challenge for organic farming in Galicia, with its high rainfall and mild temperatures.

## An organic vineyard:

- **It uses organic manures as fertiliser.**
- **It allows spontaneous plant covers on the ground.**
- **It promotes biodiversity and eliminates pesticides based on prevention and precision agriculture.**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

**Commitment  
to the planet**

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



As an example of other initiatives **undertaken, Zoco's commitment to the production of 100% Navarrese sloes** has a direct effect on biodiversity and the promotion of polyculture for farmers in the area. In 2020, Zoco also carried out a step at the Dicastillo plant to promote the conservation of biodiversity: it involves the implementation of biological control of the farm's vegetation with two equines (donkeys). This way, the use of herbicides and fossil fuels in clearing tasks is avoided, and at the same time, an endangered species that was traditionally used in the rural environment where we're located is supported.

The rest of the plants and activities are based on being settled in areas where the main raw material comes from a specific **Geographical Indication or Denomination of Origin**: Sorrento lemons in the case of Villa Massa, grapes from Rioja and Rueda for Ramón Bilbao, from the Rías Baixas for Mar de Frades, and from Ribera del Duero for Cruz de Alba.

In 2020, more than 9,000 tons of plants linked to the geographical area where the different production plants are located were acquired: grapes, sloes, and lemons, which represents a true commitment to and support for local communities and the rural setting where our production plants are located.

**What makes our people special is their passion for keeping the essence of their land intact.**



**“With local products, lemons from the place where we were born, this is our P.G.I (Protected Geographical Indication) Ovale di Sorrento de Sorrento: a bright yellow lemon that only grows in the Campania region.**

**By following the same traditional recipe as our ancestors, today, our limoncello is created with the same formulas that brought it to life over a century ago: faithfulness to our land and devotion to its natural ingredients.**

**We are taking care of the environment and supporting sustainability: we're advocating for a fairer economy, preventing abuses and respecting the rights of producers, benefiting the local economy, and avoiding mass cultivation systems”**

**Raffaele Di Stasio**  
Head of Distillery en Villa Massa

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Another example of the company caring for the environment is the aforementioned use of organic sheep fertiliser at Ramón Bilbao's vineyards. This makes it possible to replenish the nutrients extracted with grape production, thus improving the biological activity of the soil and, therefore, both its structure and its ability to nourish the plant.

One notable initiative was **using drones as part of our commitment to precision viticulture**. Flown for the first time in the 2017 harvest, they entail one more step to monitoring the vineyard through images that give us information and make work in the field as precise as possible.

This way, we can monitor the plant's vigour, zoning, photosynthetic capacity, health status, colour, yields, and even make a prediction about the harvest, and we can treat any disease in a highly localised way.

Another one of our principles of action is **respect for wildlife**. The places where we operate and their conservation are of vital importance in creating a biodiversity framework. Our first steps to preserve this environment were installing wooden nests in Villalba and in Rueda to promote breeding among goshawks, as well as setting up poles for birds of prey to perch on.

The company is currently working on different **R&D projects** to improve our approach to sustainability based on caring for biodiversity; these include the study of diseases in wood and microbiota and the prevention of the development of mildew and powdery mildew by using mathematical models that help us predict the percentage of risk and make precise decisions for treatments.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

**Conscious  
suppliers**

Philanthropy  
and social  
action

Appendices



# 8

## Conscious suppliers

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Conscious suppliers

**Zamora Company is committed to comprehensive supply chain management to contribute to the development of a responsible business model.**



«Close collaboration and mutual trust with our suppliers is the way to continue creating value in the supply chain, ensuring responsible practices in accordance with our Conscious Company model.»

**Mª Carmen Vallejo Sánchez**  
Global Director of Spirits, Quality, and Regulation

**Our strategic lines regarding our supply chain focus on two key aspects:**



**Purchasing and contracting with sustainability criteria.**



**Suppliers as partners in our business.**



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Responsible purchasing and contracting

**Our objective is to ensure that suppliers are chosen optimally, in accordance with our principles, values, and the commitments we take on.**

The Group's activity is closely related to our ability to establish solid, long-term relationships with suppliers and subcontractors. We clearly understand that close collaboration with them is the way to continue creating value in the supply chain.

Developing a responsible, sustainable supplier management model is part of Zamora Company's key processes, so their selection, approval, and evaluation are critical aspects in the global management of our business.

Despite the difficulty of having suppliers in all markets, with their obvious legal and cultural differences, we are committed to unifying criteria and sharing best practices with our business partners.

The company's **Code of Ethics** explicitly includes our guidelines for action with our suppliers, as well as the requirements and commitments that they will assume.

Zamora Company will interact with suppliers of goods and services in an ethical and lawful manner, and always through transparent

procedures. The Group will only select suppliers whose business practices respect human dignity, do not violate the law, and do not endanger the reputation of the group's companies.

Likewise, suppliers must take responsibility for subcontracting companies to work within the standards promoted by the Code of Conduct and within the corresponding legal framework. To this end, we're continuing to work on implementing efficient mechanisms that assure us control over this aspect.

Our suppliers must respect compliance with internationally recognised Human Rights and ensure that they do not defraud or abuse these rights within their business operations.



## All Zamora Company Group suppliers must encourage and respect the following principles:



Eliminating all forms of child labor.



Eradicating any type of forced or compulsory labor.



Preventing discrimination in any type of job.



Respecting maximum working hours and set minimum wages.



Guaranteeing that its employees carry out their work under standards for safety and hygiene.



Respecting the rights of employees to associate, organise, or bargain collectively without any kind of sanctions.



Obtaining and maintaining environmental permits for operating their company, if required. Likewise, if their operations generate impacts, these must be supervised, controlled, and handled in the manner indicated by corresponding legislation.



Maintaining a preventive approach oriented around the challenge of environmental protection, adopting methods that benefit greater environmental responsibility, and favoring the development and spread of environmentally friendly technologies.



Avoiding being a participant in any type of corruption, extortion, or bribery.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

**Conscious  
suppliers**

Philanthropy  
and social  
action

Appendices



In addition to these basic guidelines established in our Code of Ethics, the Group has a **Purchasing and Approval System for Suppliers** to monitor compliance with the previous points founded on social terms, equality, and respect for the environment, among other aspects of operations and productivity.

Management of purchasing products and contracting services destined for or related to the production and commercialisation of Zamora Company brands is governed by the **Purchasing and Approval Procedure for Suppliers**, which is reviewed and kept up to date according to the Management System for Corporate Quality based on the ISO 9001 standard - Quality Management.

This corporate procedure is applicable to all Group companies that work with the central purchasing system, and it sets up the bases for their management in the Purchasing area, regardless of the autonomous decision-making capacity that corresponds to each of these companies.

The scope of this procedure covers:



Purchasing raw materials.



Purchasing auxiliary and promotional materials.



Outsourcing services.

It is guided by the Quality and Social Responsibility Policy set forth by General Management in choosing suppliers, verifying that they have the adequate means, organisation, and procedures to comply with the contractual commitments and the needs of Zamora Company effectively.

The basic principle in making purchases is the commitment to act:



Ethically and responsibly.



With the highest possible level of rigour, objectivity, transparency, and professionalism in the relationship with suppliers.



Working on continual improvement processes in collaboration with suppliers.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Regarding the selection and approval of a supplier for a specific product or service, they must comply with the specific requirements laid out by each relevant Department, and they must be able to carry out audits or request certificates in accordance with recognised standards.

A supplier may also be evaluated on historical data and based on the results of previous sample analysis and testing.

The Marketing Department has two types of suppliers: agencies and materials. It has awarding and monitoring criteria that are also stipulated in the corporate procedure.

The corporate Procedure for Purchasing and Approval of Suppliers was reviewed in November 2020, and work is being done to find tools that allow for streamlining current management and being able to expand what is already being applied/audited at the certified companies, at all Group companies.

In addition to all of the above, Zamora Company adheres to the **Code of Good Business Practices in food contracting** as a company associated with FIAB (the Spanish Federation of Food and Drink Industries). This code is a voluntary self-regulation system that establishes the basic principles that should govern the relationships between operators that make up the food chain.

In the future, in order to determine the level of risk among our primary suppliers in terms of environmental, social, and governance criteria, we will carry out a rigorous ESG risk analysis. In it, issues related to human rights, health and safety, labour, diversity, environmental management, and corruption will be analysed.

This analysis will give us greater visibility on the risks we're exposed to in all the countries where we operate. It will also allow us to take the necessary steps to anticipate these risks, helping us continue to expand our responsibility throughout the entire value chain.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Suppliers as partners in our business

We want to work with our suppliers to identify new opportunities for collaborating with impactful innovation.



**“In order to reduce the environmental impact through our entire value chain, we are moving towards more efficient and sustainable logistics, rethinking our operations, and looking for strategic allies to work with together in the search for the best options”.**

**Hernán Vázquez**  
Supply Chain Director



We're immersed in a transformation of our relationships with our suppliers, promoting agreements that are beneficial for both parties and which allow us to achieve greater environmental and social sustainability.

As a priority to drive this change, we currently identify two critical lines of work for the Group:

**Packaging**

**Sustainable distribution**

Messages

2020  
Milestones

Our  
conscious  
brands

In both work areas, we have already developed specific actions with a quantified impact, such as our pallet logistics provider, a strategic partner that provides logistics solutions for the supply chain.

In 2020, thanks to this **efficient and sustainable logistics model**, we managed to improve our environmental impacts.



Other initiatives focused on **minimising the environmental impact** of packaging involve collaboration with specialised suppliers who we're already working with and whom we soon hope to gain as allies for innovative solutions for our packaging.

Along the same lines, we currently buy cardboard certified by the Forest Stewardship Council (FSC) for our promotional packs, and we're aiming to extend this practice to other processes.

Another one of our policies is **proximity sourcing**, reaching a high percentage of purchases from local suppliers. This has already been reflected in other chapters of the Report on the environmental and social impact of our purchasing policy for raw materials.

As another objective in the field of conscious suppliers aligned with our Conscious Company plan, the Group plans to have a **strategic partner for managing the supply chain**.

We want to carry out the risk assessment process with the support of a leading international partner in ESG evaluations in order to have a due diligence process through a digital tool while following global standards such as the United Nations Global Compact.

Another planned initiative is a communication plan by business area in order to involve suppliers in our Conscious Company model, transferring expectations from the company to them based on this collaborative approach which we consider to be strategic.

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 9

## Philanthropy and social action

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Philanthropy and social action



# 2.5%

Zamora Company dedicates more than 2.5% of its net profit to social aid. We support social development with basic food aid, job placement, and training programs for underprivileged groups.



“We uphold our commitment to local communities, at-risk collectives, and the hospitality sector, and we will continue to support training, culture, and art.”

In addition to our philanthropic activity, social action is integrated into our very activity: we carry out numerous initiatives to share value with society.”

Marisa Almazán  
Conscious Company Manager





Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Our strategic lines of commitment to society  
and local communities:

Corporate  
philanthropy across  
the entire company.

Sponsorship and  
support for culture  
and art.

Support for vulnerable groups  
for labour insertion and covering  
basic needs.



## Corporate philanthropy

With its **Donation Policy**, the Group intends to go beyond merely carrying out its activity and collaborate with the most disadvantaged sectors around us.

Likewise, we are in the implementation phase of our **corporate Philanthropy Plan**. With it, we will address different social challenges in a global, crosscutting way as regards all our activity.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Zamora Company's response to COVID-19



“For us, as a socially responsible company, it is our duty to lend a hand in a situation as exceptional as this one. That’s why we’re not going to spare any expense when it comes to helping those we consider to be the most vulnerable at this time”.

José María de Santiago  
President of Zamora Company

Every year, we allocate **more than 2.5% of the company's net profit** to social actions; the neediest groups in the areas of our business's influence in Spain receive this support.

At the beginning of 2020, without even knowing what was ahead, we decided that this year we would keep the same amount as in 2019, regardless of our turnover.

**Over €400,000 was distributed to various groups and social entities.**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



In 2020, Zamora Company wasn't immune to this year's exceptional situation, and **the effects of the pandemic have shaped the priorities for the Group's social action:** to alleviate the crisis caused by the emergence of COVID-19, Zamora Company allocated €400,000 for local projects through social entities that work proactively in support of society's most disadvantaged groups.

## Entities and projects Zamora Company has supported in response to the crisis caused by the pandemic:

### Aid for families in vulnerable situations:

- Proyecto Respuesta Social COVID 19 (Red Cross).
- Cáritas Parroquiales (Cáritas).
- Proyecto Vía Inclusión (Fundación Tienda Asilo de San Pedro).
- Emergencia Coronavirus en España (Red Cross).

### Homes for the homeless:

- Foster home (Fundación Hospitalidad Santa Teresa).
- Hogar Sagrada Familia (Cáritas).

### Food and basic necessities:

- Food Bank.
- Economato Los Panes y Los Peces (Cáritas).
- Jesús Maestro y Pastor soup kitchen (Cáritas).
- Hogar de Provisión de alimentos (Good Samaritan).
- Soup kitchen (Fundación Hospitalidad Santa Teresa).

### Labour insertion:

- Proyecto Pulsa Empleo Jóvenes (Red Cross).
- Proyecto Segundas Oportunidades de Formación y Aprendizaje para Jóvenes (Red Cross).
- Proyecto Puentes Para el Empleo: Itinerarios Para la Igualdad (Red Cross).
- Proyecto Apoyo Empleo +45 (Red Cross).
- Proyecto Pretaller de Cocina (Cáritas).
- Plan Responde Frente a la COVID-19 de Inclusión Social y Empleo (Red Cross).

### Inclusion of children at risk of exclusion:

- Proyecto Inclusión Niños y Niñas en Riesgo de Exclusión (Red Cross).

### Nursing home for elderly without resources:

- Asilo de Ancianos Barrio de la Concepción (Hermanitas de los Pobres).

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



In-kind donations of masks and hand sanitiser were also made to several of these organisations, as well as to town halls and official bodies in the areas where Zamora Company is present. In some cases, our own factories have produced and distributed hand sanitiser.



**“We’ve joined forces by rapidly adapting our production processes to manufacture and distribute 12,000 litres of liquid hand sanitiser free of charge, helping alleviate the urgent demand for this type of product during the first few months of the pandemic”.**



**Michael Langan**  
Yellow Rose Master Distiller

## Hospitality Support:

**The Group has upheld its firm support for the hospitality sector and distribution as key allies of the business.**

Throughout the pandemic, we have supported the hospitality sector by joining the initiatives led by the sector associations we belong to.

The “Together for Hospitality” platform, promoted by Espirituosos España, has supported the sector in defending its interests by seeking rescue measures that would allow it to face critical moments during the State of Emergency.

Likewise, campaigns have been launched to encourage consumers to move up their consumption hours and adapt to the restrictions we’ve seen.

Initiatives such as «the half cup» also have a positive impact on both the hospitality sector and consumers themselves, encouraging responsible consumption and facilitating this consumption in times of economic crisis.

In addition to all the aforementioned, we must add particular initiatives by Zamora Company brands that supported the Hospitality Industry.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



Our Mar de Frades and Ramón Bilbao wineries launched the initiative.

## “Toast at home today to toast at the bar tomorrow”

This is a formula to support the hospitality industry based on solidarity between channels, where the consumer can also be part of the solution.



“Ramón Bilbao is a brand that has been linked to bars for almost 100 years, and we’ve been through unique times together. By contributing bottles, we’re doing our part so that this situation is no more than a small stop along our journey together.”

Rodolfo Bastida  
Managing Director, Wine Division

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



In order to help the owners and professionals of bars and restaurants face the necessary temporary stoppage, for each bottle of wine purchased online, a bottle was delivered at no cost to the hospitality sector.

With this initiative, both wineries contributed a total of 45,000 bottles to bars and restaurants - some 250,000 glasses of wine valued at €650,000 - with the aim of alleviating the effects of the pandemic in the hospitality sector.

The Zamora Company Group plans to launch a **Corporate Volunteering Plan** in 2021, part of our global philanthropy strategy. This will allow strengthening the axes of **Empowered Employees and Conscious Leadership** as two of the key axes in our 2020-2023 Conscious Company plan.



# Commitment to local development

**We're highly attentive to the needs of the communities where we operate.**

## Local raw material:

We must note the momentum that the company brings to local communities where it operates through purchasing **local products** as raw materials.

In 2020 alone, more than 9,000 tons of plants linked to the geographical area where the different production plants are located were acquired: grapes, sloes, and lemons, which represents a true commitment to and support for local communities and the rural setting where our production plants are located.

As examples, the Group is the only company under the I.G. Pacharán Navarro quality brand that makes all its production with 100% Navarrese sloes - a clear demonstration of support for local communities, in this case Navarra, with this minority crop yet novel and alternative to traditional grain farming.

As for Sorrento lemons, the product has a dual geographical indication: on the one hand, they're under a PGI and on the other, the Limoncello product itself has its Geographical Indication.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Wine Culture, the undisputed engine of sustainable development for wine-growing regions.

**Chema del Rio**  
Operations Director, Wine

For wines, wine culture is a reflection of the viticultural use of the environment and therefore reflects its effect on the social and economic development of the regions.

The grapes themselves must be of a particular origin, either Rioja, Rueda, Ribera, or Albariño.

### Sustainable wine tourism:

Wine culture is intimately linked with the surrounding environment and sustainable development.

Taking advantage of wine culture to use it through **wine tourism experiences** has led to a revaluation of many territories, promoting social and economic development. Wine culture isn't only the thematic axis of enotourism activity, but it is its base and essential pillar. Therefore, it is directly related to the environmental, economic, and social sustainability underlying this activity.



Much of the importance of wine culture focuses on the hallmarks associated with each territory, which provide unique, distinctive characteristics, contributing to cultural sustainability.

As previously mentioned in this Report, Zamora Company offers the possibility of visiting and discovering the value of experiences in wine tourism and Experience 43, which introduces the origins and unique identity of Licor 43, Mar de Frades, and Ramón Bilbao.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Support for local culture:

All the Group's plants have a very close relationship with the local communities; they coexist with them and have deep roots that have grown throughout the company's history.

We're strengthening our social involvement:

- Contributing to maintaining the cultural and social legacy of our communities.
- Developing social actions with local entities.
- Establishing agreements with educational centres.

Through its brands, the Group participates in and supports numerous local initiatives, such as sponsoring folk and gastronomic festivals or sports teams and events.

Similarly, agreements are reached with municipalities and local entities, and the companies that make up the Group belong to numerous local associations in the regions where their plants are located.

**Zamora Company and Pablo González Conejero, a prestigious Murcian chef with two Michelin stars, signed a collaboration agreement in 2020 to launch a gastronomic and recreational space in the Port of Cartagena.**

For instance, we'll highlight the **gastronomic and recreational space promoted by Zamora Company in the Port of Cartagena** in 2020.



This high-end restaurant highlights local products and is for all audiences, as it's also a venue for large celebrations.

That way, Zamora Company is showing its commitment to an area that it has always had a close bond with, far beyond its origin.

We're committed to a project that, besides supporting the area's economy, will offer all of Cartagena a gastronomic and architectural reference point, as well as a more than interesting leisure alternative.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



**“For us, it is an immense pleasure to be part of this enriching project that will boost the city of Cartagena, our home. In this regard, we want to offer Cartagena the**

**best experiences in the city itself; doing it hand in hand with Pablo, who is quite a celebrity in the region, will help us achieve this”.**

**Esther Aguirre**  
Spokesperson for Zamora Company's  
Family Commission



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Sponsorship and support for culture and art

**We participate in the production of Spanish cinema, music festivals, and support for the fashion sector through our brands.**

During the 2020 fiscal year, the Group maintained its sponsorship policy supporting culture and art.



## Support for Spanish cinema

### #MardeFradesdeCine

For yet another year, **Mar de Frades** was present at the **San Sebastián International Film Festival**.

Staying faithful to the Galician winery's commitment to the world of culture in general and the cinematographic world in particular, the Albariño once again participated in this world cinema festival in a year as unusual as this one, marked by Covid-19; Mar de Frades will contribute its daring and innovative character.

In this context, Mar de Frades designed an interesting **pintxo route** through the main bars and restaurants of the utterly gastronomic San Sebastián.

This route combines two genuine aspects of the city: gastronomy of the highest quality and a love of the silver screen.

Thus, we brought the Hollywood-worthy pairing of Mar de Frades and the most innovative pintxos to about twenty

establishments, showing our commitment to the city, gastronomy, and cinema with this tribute to miniature haute cuisine, which continued to be available after the festival.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Driving Spanish fashion

**Mar de Frades and Licor 43 were the main sponsors of Mercedes-Benz Fashion Week Madrid, MBFWMadrid 2020, an event that's designed as one of the most significant national cultural events.**

Mar de Frades, ever faithful in its commitment to Spanish fashion and design, was present at MBFWMadrid as the official wine of the great Spanish fashion platform.

This was the latest chapter in Mar de Frades's alliance with fashion. Since 2011, the Galician winery has put its iconic blue bottle on the market in its avant-garde Limited Editions project, signed by big names in Spanish fashion.

The influential list of designers who have made their mark on the history of the winery over the last decade, have brought avant-garde designs to the elegant Mar de Frades Albariño label. Through this partnership of fashion, wine, and design, Mar de Frades has also managed to combine its inherent commitment to the world of culture and art. This is evidenced by its sponsorship of the San Sebastián International Film Festival, as well as its collaborations with different publications and sponsoring various events and awards related to the avant-garde and style.



In 2020, Mar de Frades donned its new limited edition thanks to the Spanish fashion firm The 2nd Skin Co. In addition to this collaboration, the Galician winery has previously worked with other renowned national designers, including Ágatha Ruiz de la Prada, Ana Locking, Duyos, Alvarno, Jorge Vázquez, Miguel Palacio, and Luby Lab.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices

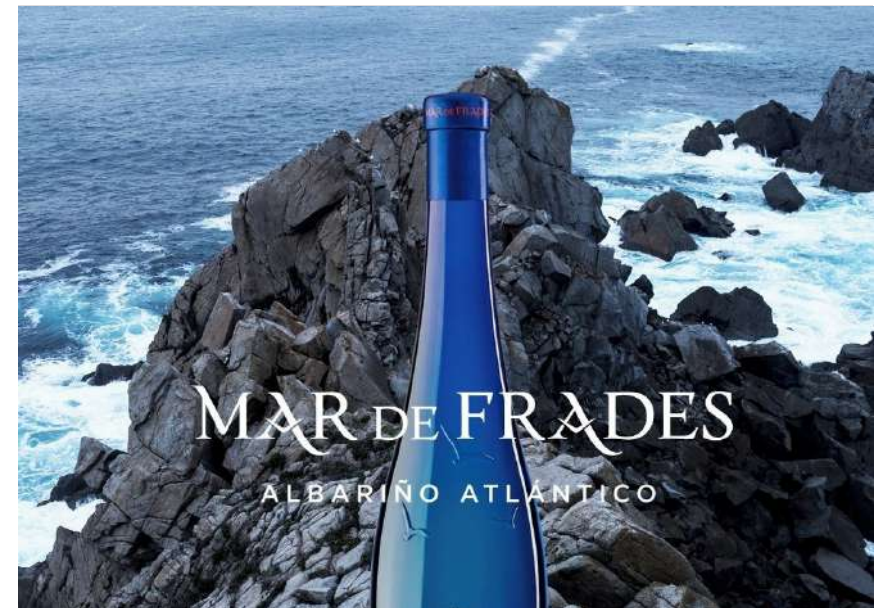


The *2nd Skin Co.*'s proposal was inspired by the **mysteries of the sea and of wine** to bring us a concept of essential luxury and elegance. A design that's ephemeral, timeless, and eternal. Like the waves that the Albariño vineyards overlook, **yielding a wine that's seductive with its salinity, harmony, and freshness.**

The bottle design reflects quality, hope, and elegance, and in the colour **gold**, it finds its main protagonist, a clear reference to the Galician sun and a colour represented in the seagulls that fly over the blue sea, representing **a hopeful future.**



Designers Antonio Burillo and Juan Carlos Fernández were in charge of designing the limited edition Mar de Frades this year.



The Galician winery's limited edition collection had 30,000 units. Mar de Frades Limited Edition by *The 2nd Skin Co.* has been available in the main wine bars, restaurants, and gourmet stores in Spain, as well as in the online store and international markets.

Mar de Frades has thus strengthened its alliance with the world of fashion in this new chapter. The direct relationship with some of the most prestigious Spanish designers was reinforced this year with the winery's presence at the latest edition of the Mercedes-Benz Fashion Week Madrid, where Mar de Frades was the official wine of this annual event for fashion lovers. With its unconquerable spirit, Mar de Frades was also present at multiple events related to the avant-garde, art, and fashion in recent years.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



**Licor 43** accompanied the best designers who shared all their creativity, inspiration, authenticity, and passion through their collections; **Attitude 43** shares these values, a lifestyle that inspires us to be the best version of ourselves every day and that characterises lively people who have an optimistic outlook and enjoy every second.

This lifestyle flooded the Kissing Room, the most exclusive area of the event for the most distinguished personalities at the **Mercedes-Benz Fashion Week Madrid**; this way, designers and many well-known faces could enjoy and relax after the catwalks and experience Madrid fashion week in a unique, unforgettable way with Attitude 43. What better way to celebrate the success of the shows than with **Ginger 43**, the drink with attitude: the perfect mix of Licor 43, ginger ale, and freshly squeezed lime. This perfect translation of Attitude 43 represents the flavour of those who forge their own path.



## Harper's Bazaar Attitude 43 Awards

The 2020 pandemic has upset the world in many ways, showing us that plans sometimes don't work out and that values like empathy, solidarity, dedication, and resilience are on the rise when things get complicated.

That's why the **Harper's Bazaar and Licor 43 2020 Awards** wanted to recognise a different Attitude, an Attitude capable of stirring consciences and making this world a better place for everyone.

Despite all the uncertainty, we've shown that we can move forward and that it's always better together. In other years, this unique event has recognised great names in culture, music, fashion, beauty, and business to celebrate successes; in 2020, these awards became a

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

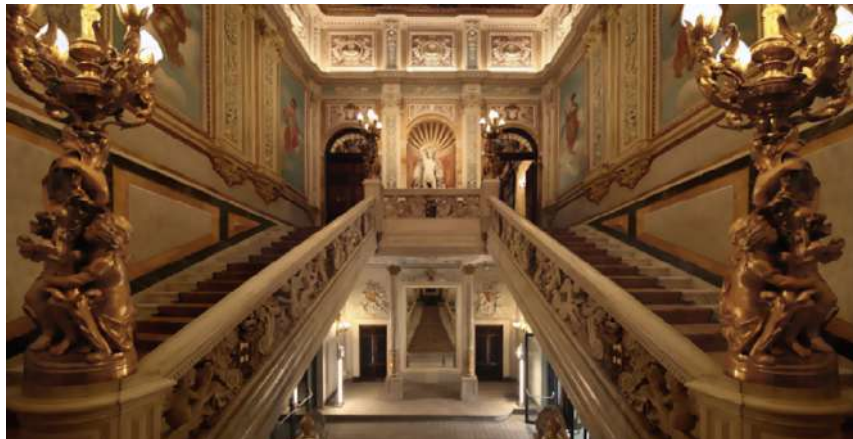
Appendices



public (and digital) display of the new attitude that has inspired us during this difficult year.

At this fourth year of the Harper's Bazaar Attitude 43 Awards, we wanted to recognise the medical field's efforts and all the health workers for showing that difficulties can always create opportunities to help out. We also recognised Vicky Martin Berrocal for stopping her fashion production to make gowns and masks for hospitals, and to Rozalén for creating our anthem during confinement and making music the best tool for survival. We didn't forget the #yomecorono initiative for making social networks a solidarity movement to help with research, for Elvira Sastre putting the weight of confinement into the best words possible, and for José Andrés mobilising the best chefs on the planet to feed those most in need.

In the absence of the awards ceremonies that usually characterise the galas of the Harper's Bazaar Attitude 43 Awards, a video was released that inspired us to dream of a better future, one built with the highest values and full of people who shine.



«2020 will be the year that we'll remember for having discovered that, above all else, together we have the power to bring hope to so many. When our families, friends, and neighbours needed us the most, thousands of **World Central Kitchen** volunteers across Spain stepped up to deliver a message of hope with each plate of food. This message, though in the past now, is that you aren't alone and that together, we will succeed».

**José Andrés**  
told us this from the United States

They all received it with gratitude and immense affection, as Elvira Sastre wanted to show us with her words:



«I feel very, very honoured and excited by this recognition, really. I am so grateful to all of you for having thought of me, from the bottom of my heart. I'll wear it with great pride».

**Elvira Sastre**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Promoting wine culture and gastronomy

Bodegas Ramón Bilbao participates as an official partner in the **IWC Merchant Awards**.

In 2020, the Fifth Edition of the IWC Merchant Awards Spain - Covid Special Edition was held, this time virtually, given the exceptional situation we were going through.



We'll also highlight the **#SpanishWineAcademy**, launched by Bodegas Ramón Bilbao as an open space for training on the **culture around Spanish wine**.

*\* More information on clients and consumers is provided in the previous chapter of this Report, as an initiative focused on the customer experience.*

We'll also highlight Bodegas Ramón Bilbao's recognition with the **2020 Enofusión Award for innovation**, presented at the 10th edition of the Enofusión International Wine Congress, part of the framework of Madrid Fusión.

This award recognises Ramón Bilbao's effort to update the image of wine, to conquer the market not only with the quality of its wines but also its capacity for innovation and adaptation to new audiences, and its promotional campaigns where wine aims to connect with the consumer's lifestyle.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# 10

## Appendices



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Appendix I. About this report

The Zamora Company Group's 2020 Conscious Company Report was prepared in essential compliance with the GRI (Global Reporting Initiative) International Standards.



To establish the content in the Report, the following GRI principles for preparing reports, included in the GRI Standard 101-Fundamentals, were followed:

---

**Inclusion of stakeholders.**

---

**Context of sustainability.**

---

**Materiality.**

---

**Comprehensiveness.**

---

## Scope of information

This Report integrates the activities and main results of the 2020 fiscal year for the Zamora Company Group, explaining its performance from economic, environmental, and social perspectives.

The global results covering the different companies and business units, both national and international, are presented.

Corporate policies and management approaches on the various aspects are common to the entire Group.

---

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## Balance and comparability of information

The objective of this Report is to publish a balanced, accurate, coherent report on our performance that's linked to relevant issues for the Group, for our strategic projects, and for our stakeholders. In this sense, the comparability of the data and the information provided is key as a tool for traceability and the evolution of that data.

This first Report was prepared with the involvement and participation of those responsible for the different business areas, as well as with considerations that arose from dialogue with the main stakeholders. This will allow us to increasingly align the information reported with relevant aspects for these groups.

The Zamora Company Group is continuing to work on the process of optimisation and consolidation of an agile system for reporting sustainability indicators: the effort that the company has made in this first year by incorporating indicators that enable analysing the environmental and social performance of a company in a more objective, precise way is particularly notable.

In some cases, data is only reported for 2020 or for part of our activity, as there is currently no way to compare it with previous years. In each case, the scope of that data is detailed for greater precision and comparability of the information, as well as the pertinent explanation.

---

**Our goal for future reports is to improve the level of precision and comparability of the information provided.**

---

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



## External verification

This first Report was not the object of external verification in its entirety, but a large part of the information provided is also included in the Report on Non-Financial Information Statements (2020 EINF), a public document that has been verified by Grant Thornton S.L.P., in its capacity as an independent provider of verification services, in response to the requirement of Law 11/2018 on non-financial information and diversity.



## Definition of Content and Materiality

The Zamora Company Group has its own methodology that enables us to keep our **materiality matrix** up-to-date as an integrating tool for issues that are significant to the business and stakeholders, as well as to define the key contents to work on based on this, which we will continue to report **annually** in our Conscious Company Report.

This method will allow the organisation to have an objective list of significant value creation issues for the identified stakeholders each year, assessing the **materiality, priority, and degree of coverage** of each of them. To this end, we analysed the importance of economic, environmental, and social impacts, and whether these substantially influence stakeholder assessments and decisions.

We know our stakeholders' expectations and concerns through the different communication mechanisms implemented, either through direct communication with them (on-going listening and dialogue procedures or periodic consultations with samples from certain groups), as well as through other sources of information such as sectoral analysis, reports published by leading entities on the matter, analysis of communications on social networks, or any element that is useful and provides relevant data.

On the other hand, four company criteria are taken into consideration; based on these, the relevance of each topic is assessed from an internal perspective.



After this double analysis, done internally and externally, the analysed topics are classified by means of a quantitative weighting system as «Critical, Significant, Emerging, or Minor;» they are represented visually in the materiality matrix, which allows us to prioritise and define areas for risk/opportunity.

The 2020 results are shown in the “Our Conscious Company Model” chapter of this Report.



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Contact

Responsibility for the preparation of this Report falls on the Conscious Company area, the Corporate Identity Directorate. Its contents have been agreed upon and validated by the corresponding business areas.



For more information:

**Marisa Almazán**  
Conscious Company Manager



**+34 913 821 356**

[marisa.almazan@zamoracompany.com](mailto:marisa.almazan@zamoracompany.com)



**C/ Pléyades 23, 28023, Aravaca, Madrid – Spain**

[www.zamoracompany.com](http://www.zamoracompany.com)

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



---

# Acknowledgements

**This first Conscious Company Report would not have been possible without the people who are part of the Zamora Company Group:** they are the true architects of our achievements, all the more so in a year as difficult as 2020 was, when they've more than proven to be up to the task in the most adverse circumstances.

**We'd like to thank our entire team of professionals and collaborators** for their involvement, their continual efforts, and their passion for what they do, helping to make us better as a company, to continue fighting for a more just and sustainable world, and to continue upholding **our legacy for the future.**

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# Appendix II. GRI Index Information traceability

Below, the relationship between the contents of this Report and the GRI Standards used is shown:

**GRI 102: General contents.**

**GRI 103: Management focus.**

**GRI 200: Standars on economic topics.**

**GRI 300: Standars on environmental topics.**

**GRI 400: Standars on social topics.**



For each of these Topical Standards, a series of contents and indicators have been chosen to provide information about the issues identified as material by the company, responding to the option of essential compliance with the Standards in this first Report.

Likewise, each of the GRI topics' correlation with the SDGs and the related Global Compact Principles is shown.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



# GRI tables

GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>1. INFORMATION ON THE ORGANISATION</b>			
102-1 Name of the organisation	28		
102-2 Activities, brands, products, and services	17, 28		
102-3 Location of the organisation's headquarters	28		
102-4 Number of countries where the organisation operates	28-29	8, 10	1-10
102-5 Nature of ownership and its legal form	44		
102-6 Markets served	28, 31		
102-7 Size of the organisation	30-31	8	1-6
102-8 Information on the group of workers	60-72	8	1-6
102-9 Supply chain	128-134	8, 10	1-10
102-10 Significant changes in the organisation and its supply chain	No aplica	8, 10	1-10
102-11 Precautionary principle or approach	16, 47-51, 77, 80, 85, 114	12, 16	1-10
102-12 Support for external initiatives	36, 55, 58, 75-76, 85, 105-106, 113-114, 139	12, 13, 16, 17	1-10
102-13 Affiliation with associations	55-56	16, 17	1-10



- Messages
- 2020 Milestones
- Our conscious brands
- The company
- Our Conscious Company model
- Good Corporate Governance
- Empowered employees
- Consumers and clients
- Commitment to the planet
- Conscious suppliers
- Philanthropy and social action
- Appendices

GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>2. STRATEGY</b>			
102-14 Statement from the organisation's top manager	4-6	1-17	1-10
<b>3. ETHICS AND INTEGRITY</b>			
102-16 Values, principles, standards, and norms of behaviour	16, 19, 32-33, 50	16	1-10
<b>4. GOVERNANCE</b>			
102-18 Governance structure of the organisation	44-66	16	1-10
<b>5. PARTICIPATION OF THE RELATIONSHIP GROUPS</b>			
102-40 List of relationship groups	37-38		
102-41 Collective bargaining agreements	60	8	1-6
102-42 Identification and selection of relationship groups	37-38		
102-43 Approach to engaging relationship groups	39		
102-44 Key issues and concerns mentioned	39-41		
<b>6. PRACTICES FOR CREATING REPORTS</b>			
102-45 Institutions included in the consolidated financial statements	28, 153		
102-46 Defining the reports' contents and topics covered	Appendix I: 153-156		
102-47 List of material issues	40-41		
102-48 Restating information	Not Applicable		



Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
102-49 Changes in report preparation	Not Applicable		
102-50 Period covered by the report	Jan - Dec 2020		
102-51 Date of the last published report	Not Applicable		
102-52 Report preparation cycle	Annual		
102-53 Contact for questions on the report	Appendix I: 157		
102-54 Statement on report preparation in accordance with GRI standards	Appendix I: 153		
102-55 GRI content index	Appendix II: 159		
102-56 External verification	No (Note 1)		

*Note 1: Most of the contents of this Report have been verified by Grant Thornton S.L.P. as part of the 2020 EINF (Non-Financial Information Statement), available on the company's website.*

MANAGEMENT APPROACH GRI standards	Pages of the report	2030 Agenda SDGs	Global Compact Principles
103-1 Explanation of the material topic and its coverage	40-41, 155-156		
103-2 The management approach and its components	11-12		
103-3 Evaluation of the management approach	11-16		

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



SPECIFIC CONTENTS FOR THE ESSENTIAL CONFORMITY OPTION Economic GRI Standards   200 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>201 ECONOMIC PERFORMANCE (Note 2)</b>				
201-1 Direct economic value generated and distributed		30, 138	1, 8, 10, 16	1-6, 10
<b>204 ACQUISITION PRACTICES</b>				
204-1 Proportion of spending on local suppliers		142	1, 8, 10, 16	1-6, 10
<b>205 ANTI-CORRUPTION</b>				
205-2 Communication and training on anti-corruption policies and procedures		48-50	1, 8, 10, 16	1-6, 10
205-3 Confirmed cases of corruption and measures taken		Zero	1, 8, 10, 16	1-6, 10

Note 2: The 2020 Management Report of the Zamora Company Group includes additional information regarding economic indicators.

SPECIFIC CONTENTS FOR THE ESSENTIAL CONFORMITY OPTION Economic GRI Standards   300 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>301 MATERIALS</b>				
301-1 Materials used by weight or volume		13, 116, 121-123	12, 13, 17	1, 2, 7-9
<b>302 ENERGY</b>				
301-1 Energy consumption within the organisation		110	7, 11, 12, 13	1, 2, 7-9
301-1 Energy intensity		110	7, 11, 12, 13	1, 2, 7-9

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   300 series	Pages of the report	2030 Agenda SDGs	Global Compact Principles
302-4 Reducing energy consumption	110	7, 11, 12, 13	1, 2, 7-9
302-4 Reduction in energy requirements for products and services	13, 110	7, 11, 12, 13	1, 2, 7-9
<b>303 WATER AND EFFLUENTS</b>			
303-1 Interaction with water as a shared resource	118	6, 11, 12, 15	1, 2, 7-9
303-3 Water extraction	13, 119	6, 11, 12, 15	1, 2, 7-9
303-4 Water discharge	13, 123	6, 11, 12, 15	1, 2, 7-9
<b>304 BIODIVERSITY</b>			
304-2 Significant impacts of activities, products, and services on biodiversity	13, 124-126	6, 11, 12, 15	1, 2, 7-9
<b>305 EMISSIONS</b>			
305-1 Direct greenhouse gas (GHG) emissions (scope 1)	13, 112	3, 11,12,13,15	1, 2, 7-9
305-2 Indirect GHG emissions from energy generation (scope 2)	13, 112	3, 11,12,13,15	1, 2, 7-9
305-3 Other indirect GHG emissions (scope 3)	113	3, 11,12,13,15	1, 2, 7-9
305-4 Intensity of GHG emissions	13, 112	3, 11,12,13,15	1, 2, 7-9
305-5 Reduction of GHG emissions	13, 112	3, 11,12,13,15	1, 2, 7-9
<b>306 WASTE</b>			
306-1 Generation of waste and significant impacts related to waste	116-118	3, 11,12,13,15	1, 2, 7-9
306-2 Managing significant impacts related to waste	13, 116-118	3, 11,12,13,15	1, 2, 7-9
306-3 Waste generated	116-118	3, 11,12,13,15	1, 2, 7-9

GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   300 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
306-4 Wastes not intended for disposal		13, 116-118		
306-5 Waste intended for disposal		116-118		
<b>307 ENVIRONMENTAL COMPLIANCE</b>				
307-1 Non-compliance with environmental legislation and regulations		Zero	3, 16	1 a 10
<b>308 ENVIRONMENTAL ASSESSMENT OF SUPPLIERS</b>				
308-1 New suppliers that have passed evaluation and selection filters in accordance with environmental criteria		13, 129, 134	3, 7, 9, 10-15	1 a 10

GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   400 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
<b>401 EMPLOYMENT</b>				
403-1 New hires and staff rotation		14, 60	5, 8	1-6
<b>403 WORKPLACE HEALTH AND SAFETY</b>				
403-1 Workplace health and safety management system		14, 62-63	3, 8	1-6, 10
403-3 Occupational health services		14, 61-62	3, 8	1-6, 10
403-4 Worker participation, consultation, and communication on health and safety at work		62-63	3, 8	1-6, 10
403-5 Training workers on health and safety at work		62, 71	3, 8	1-6, 10

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   400 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
	403-6 Promoting workers' health	14, 61-62	3, 8	1-6, 10
	403-7 Prevention and mitigation of impacts on the health and safety of workers directly linked to commercial relationships	61	3, 8	1-6, 10
	403-9 Accidental injuries in the workplace	63	3, 8	1-6, 10
	403-10 Occupational diseases and illnesses	63	3, 8	1-6, 10
<b>404 TRAINING AND TEACHING</b>				
	404-1 Average hours of training per year per employee	72	4, 8	1-6
	404-2 Programs or improving employees' skills and transition assistance programs	14, 71	4, 8, 17	1-6
<b>405 DIVERSITY AND EQUAL OPPORTUNITIES (Note 3)</b>				
	405-1 Diversity in governing bodies and employees	14, 67	5, 10, 16, 17	1-6, 10
<b>406 NON-DISCRIMINATION</b>				
	406-1 Cases of discrimination and corrective measures taken	None identified	5, 10, 16	1-6, 10
<b>412 HUMAN RIGHTS ASSESSMENT</b>				
	412-2 Employee training on policies or procedures on human rights	14, 16, 50, 52-54	8, 10, 16	1-6, 10
<b>413 LOCAL COMMUNITIES</b>				

Note 3: The Zamora Company Group's 2020 EINF (Non-Financial Information Statement), which is available on the company's website, includes additional information on indicators related to labour practices, equality, and diversity.

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



GENERAL STANDARD DISCLOSURES FOR THE ESSENTIAL CONFORMITY OPTION GRI environmental standards   400 series		Pages of the report	2030 Agenda SDGs	Global Compact Principles
413-1 Operations with participation from the local community, impact assessments, and development projects		15, 85-88, 136-151	1, 3-5, 10, 16, 17	1 a 10
<b>416 CLIENT HEALTH AND SAFETY</b>				
416-1 Assessment of health and safety impacts of product or service categories		15, 75-80	3, 16	1, 2
416-2 Cases of non-compliance related to the health and safety impact on the categories of products and services		None identified	3, 16	1, 2
<b>417 MARKETING AND LABELING</b>				
417-1 Requirements for information and labelling of products and services			16	1-6, 10
417-2 Cases of non-compliance related to information and labelling of products and services		None identified	16	1-6, 10
417-2 Cases of non-compliance related to marketing communications		None identified	16	1-6, 10
<b>418 CLIENT PRIVACY</b>				
418-1 Substantiated complaints regarding violations of customer privacy and loss of customer data		Zero 81-82	16	1-6, 10
<b>419 SOCIOECONOMIC COMPLIANCE</b>				
419-1 Non-compliance with laws and regulations in the social and economic spheres		Zero	16	1-6, 10

Messages

2020  
Milestones

Our  
conscious  
brands

The company

Our Conscious  
Company  
model

Good Corporate  
Governance

Empowered  
employees

Consumers  
and clients

Commitment  
to the planet

Conscious  
suppliers

Philanthropy  
and social  
action

Appendices



