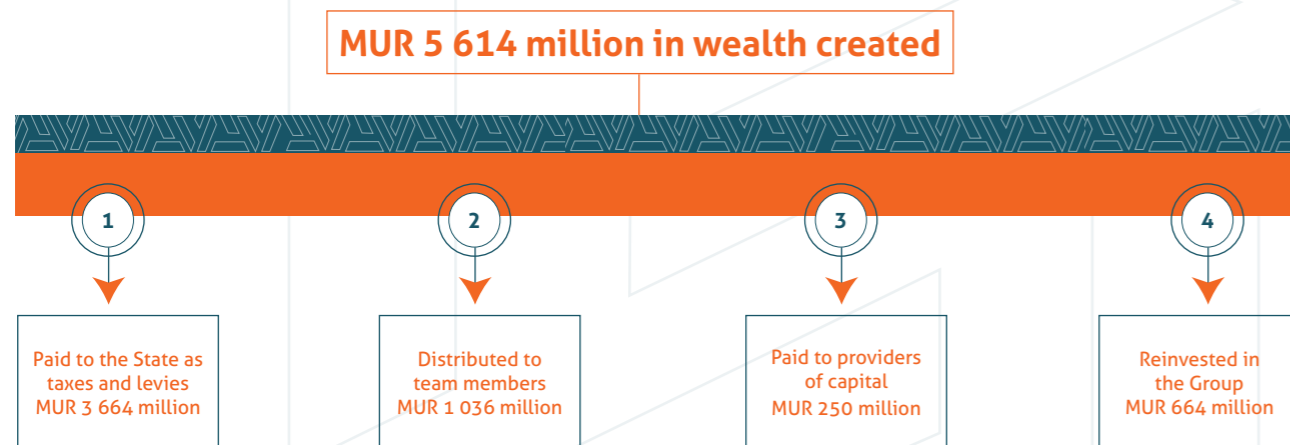


SOCIAL CAPITAL CONTINUED

PhoenixBev's contribution to society

In the financial year ended 30 June 2022, PhoenixBev created MUR 5 614 million in value, MUR 4 950 million of which was distributed to stakeholders as shown in the diagram below and MUR 664 million was reinvested into the Group. The value-added statement on page 78 provides more information on value created and distributed during the year.



Our "Amize pa Abize" initiative promotes responsible drinking and we engage with government, NGOs and specialists to promote responsible alcohol consumption. We are developing a 0% alcohol beer and more reduced-sugar beverages to increase options for consumers and reduced-sugar beverages. The GoldenTav initiatives supports small businesses by promoting and rejuvenating local taverns.

PhoenixEarth, our sustainability platform, aligns the Company to our priority SDGs and has a focus on promoting PET recycling, returnable glass bottles, responsible drinking, sports and education.

Our CSR strategy aims to support projects that make a significant contribution to local communities and broader society, and include a focus on positive social and environmental impacts by inspiring people to make environmentally friendly choices. We appointed a dedicated resource during the year to oversee sustainability and CSR. Covid-19 restrictions resulted in a decrease in CSR initiatives and team member volunteering during the FY2022, and some planned projects had to be postponed.

The Company hosted an environment week that included workshops on reducing food waste, protecting the marine environment and promoting recycling. Team members were invited to donate unused clothes, shoes and books, which were collected and distributed to needy people.

In 2022, PhoenixBev donated MUR 620 000 to various NGOs working in education, sports, health and social initiatives.

Focus for 2023

Going forward, our CSR projects will increasingly be aligned with our priority SDGs and the PhoenixEarth platform. We plan to sponsor a programme on Rodrigues to promote awareness about prostate cancer, including screening and treatment.

CASE STUDIES

PhoenixEarth INITIATIVE



The statue of the RenaiSenses

La Statue de la RenaiSenses was unveiled at the start of July 2022 on the Pont-Fer roundabout opposite PhoenixBev's head office. The project took three years to complete and started with the goals to promote art and ecology, and to highlight the city of Vacoas-Phoenix.

This remarkable statue is constructed from scrap metal collected from our assembly line and other scrap yards in Mauritius, as well as recycled material contributed by the people of Vacoas-Phoenix. These components have been given a second life in a memorable new 10-metre tall landmark that symbolises the eternal rebirth of the Phoenix and represents PhoenixBev's commitment to promoting sustainable development.