

Manawa meets the demand for **craft beer** and further **diversifies** our beer portfolio.

Fuze Tea now also comes in delicious **Blueberry Jasmine** and **Mango Baobab**.

Coca-Cola No Sugar with zero sugar, zero calories, a new recipe and **refreshed packaging** to highlight its new look.

Eski is now available in a **smaller returnable glass bottle**, offering consumers a more **affordable alternative** that demonstrates our **commitment to environmentally responsible packaging**.

We launched **Citro Pamplemousse** in Réunion Island, partnering with the Koh Lanta TV show and positioning the brand with adventure and nature.

New bottles were introduced for **Bagatelle** in Réunion Island, with the 'eco design' including smaller labels and caps, reduced plastic in the bottle and less ink. The brand has partnered with Project Rescue Ocean to raise awareness among the general public, especially young people, about caring for the environment, seas and oceans.

NEW and ONGOING campaigns during 2022 included

Kafe Kiltir Moris, a feel good culture platform **sponsoring local musicians and artists to build equity** for the **Phoenix Beer brand**. Season six focused on **developing new artists** and engaging key **stakeholders** of the cultural industry with **online sessions** to avoid restrictions on gatherings.

Awanam, a sustainability and lifestyle platform revolving around the beach life and protection of the ocean. Specially designed beach clubs were created and events held in Tamarin, Grand Bay and around the island.

Visibility and momentum for the new flavours of **Fuze Tea** were driven through **free tastings** and **experiential activations**.

Nou Diferans (We Are Different) **brings people together** by encouraging them to find **strength** in and celebrate their **differences**. It aims to **reduce stigmatisation of difference** and **encourages people to be less judgemental and more empathic**. Nou Diferans is linked to **Blue Marlin**, PhoenixBev's distinctively different beer.

The **Eski Independence Campaign 2022** highlights the brand's place in the heritage of Mauritius, with a focus on the teen market, including launching Eski's TikTok presence.

Refresh to lavi: Cidona's new tagline was launched to dynamise the brand and highlight the beverage's indulgence as an affordable non-alcoholic 'champagne-like' apple flavoured beverage.

Adopte la Maltattitude emphasised Malta Guinness's unique position as a natural energy drink and a healthier alternative in the category. The campaign leveraged its online community on Facebook, Instagram and Malta's blog: thehealthysquad.mu.

Lespri Zil (Island Spirit) promotes Phoenix as the leading beer in the Indian Ocean region, with an initial focus on Réunion Island. Marketing initiatives emphasise the brand's intrinsic product qualities as a regional beer with international beer quality. In preparation for celebrating 60 years of Phoenix next year, we conducted a market survey to ensure appropriate positioning of the brand.

Edena celebrated 50 years in Réunion Island this year with a new design, supported by a campaign to celebrate its 50 years "with emotion". The campaign included billboards, TV advertising and a digital campaign, with monthly prizes on the Edena Réunion website to reinforce the brand and recruit more followers and consumers.

Marketing and branding in 2022

Our marketing initiatives aim to keep building brand preference with our markets by favouring equity to tactical activities that align with the themes that are most important to our customers and consumers. We are guided by our values and have linked our brands to the SDGs to ensure that we operate in the most sustainable way possible. This includes promoting responsible consumption and providing lower alcohol and reduced sugar content options.

While Mauritius is open again for tourism, gatherings remained limited with tight controls until June 2022, preventing traditional beverage marketing channels such as events and concerts. Amendments to the Public Health Regulations in July 2021 further restrict the advertisement, promotion and sponsorship of alcoholic drinks. Increasingly we rely on organic word of mouth community-driven marketing to raise awareness about our products and how to enjoy them responsibly.

PhoenixBev's online store was fast tracked during Covid-19 to meet consumer needs during lockdown and is now a fully-fledged ecommerce site that delivers anywhere on the island. It provides a fast, easy, safe and secure way for consumers to purchase beverages for any occasion. We also opened three physical direct to consumer stores selling wines and spirits in Tamarin, Grand Bay and Phoenix.