

# Becele's Stakeholders



GROUP OF STAKEHOLDERS	COMMON ESG REQUIREMENTS	RELEVANT ESG TOPICS
Auditors & consultants	Primarily focus on the availability of information and management systems to be able to perform their work.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Social reporting and compliance</li> <li>• Financial and Tax transparency</li> </ul>
Civil society	Highly interested in the negative impacts our products may have on the environment and young people.	<ul style="list-style-type: none"> <li>• Carbon footprint</li> <li>• Responsible drinking</li> <li>• Sustainable and responsible marketing</li> </ul>
Institutional clients	Highly interested in building up a more sustainable supply chain. Common demands for suppliers relates to transparency over social exploitation, resource exploitation and ethical misconduct.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Human rights</li> <li>• Diversity and inclusion</li> <li>• Business ethics and compliance</li> </ul>
Neighboring communities	Highly interested in direct positive and negative environmental and social impacts provoked by Casa Cuervo's operations.	<ul style="list-style-type: none"> <li>• Water stewardship</li> <li>• Community development</li> <li>• Talent attraction and retention</li> <li>• Training and development</li> </ul>
Competitors	Focus on the latest efforts and innovations made by the company to establish industry benchmarks.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Social reporting and compliance</li> <li>• Business innovation</li> </ul>
Consumers	Consumers are demanding products that align with their own values. Consuming sustainable products has become part of their everyday decisions.	<ul style="list-style-type: none"> <li>• Water stewardship</li> <li>• Waste management</li> <li>• Biodiversity</li> <li>• Packaging</li> <li>• Human rights</li> </ul>
Distributors	Our distributors often operate in mature ESG markets. They are demanding higher transparency in our ESG performance.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Social reporting and compliance</li> <li>• Supply chain management</li> </ul>
Government & Authorities	Highly interested in compliance with regulations and laws for business continuity.	<ul style="list-style-type: none"> <li>• Water stewardship</li> <li>• Labor management and working conditions</li> <li>• Social reporting and compliance</li> <li>• Environmental reporting and compliance</li> <li>• Human rights</li> <li>• Biodiversity</li> </ul>
Investors	Primarily concerned with Casa Cuervo's ESG performance and information disclosures.	<ul style="list-style-type: none"> <li>• Corporate governance</li> <li>• Social reporting and compliance</li> <li>• Environmental reporting and compliance</li> </ul>
Media & press	Mainly interested in major milestones in the company's history, external communications agenda and business accountability.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Human rights</li> <li>• Labor management and working conditions</li> <li>• Social reporting and compliance</li> <li>• Risk management</li> </ul>
Regulatory councils	Highly interested in assessing whether our products are up to and comply with the industry's standards.	<ul style="list-style-type: none"> <li>• Sustainable sourcing</li> <li>• Sustainable agriculture</li> <li>• Product safety and quality</li> </ul>
Service providers	Mainly interested in environmental and social reporting and compliance, as well as increasing their service provision to our company.	<ul style="list-style-type: none"> <li>• Environmental reporting and compliance</li> <li>• Social reporting and compliance</li> <li>• Business innovation</li> </ul>
Suppliers	Mainly interested in environmental and social reporting and compliance, as well as increasing their product penetration in our company.	<ul style="list-style-type: none"> <li>• Waste management</li> <li>• Risk management</li> <li>• Supply chain management</li> </ul>
Tourists	Mainly interested in the value proposal and customer experience offered by the company.	<ul style="list-style-type: none"> <li>• Energy efficiency</li> <li>• Water stewardship</li> <li>• Product safety and quality</li> <li>• Business innovation</li> </ul>