



Ethical Marketing Charter for Responsible Consumption

The fundamentals of ethical marketing

- **Empathy:** understanding the consumer's needs
- **Transparency and honesty:** no manipulation or over-promotion
- **Keeping our commitments:** setting an example
- **Sustainability:** long-term commitment and a CSR approach

The main stakeholders involved

This charter sets out the operating principles that need to be applied in all marketing activities, all forms of communication, wine tourism and the organisation of external events (trade fairs, master classes) and internal events.

This charter is presented and updated regularly with the employees involved and can be consulted on our intranet.

Foreword

- DBR Lafite complies with all legal obligations relating to the marketing, sale and export of wine, in particular French law ("Loi EVIN"). We strictly apply the various codes of responsible communication of international professional associations and federations.
- In France, DBR Lafite is active in professional and inter-professional organisations (in particular Vin & Société <https://www.vinetsociete.fr/>) with the aim of helping public authorities to protect consumers. In Chile, Viña Los Vascos is a member of Wine In Moderation, an international coalition for responsible consumption (<https://www.wineinmoderation.eu/>) as part of Wines of Chile.
- The responsible drinking awareness and training material produced by Vin & Société, covering the themes of responsible drinking, responsible professionals and wine and health, is available to all employees on our intranet and is presented to the sales teams on an annual basis.
- Staff representatives are trained in the dangers of alcoholism and act as in-house relays to help prevent any risk of dependency or drift by an employee in the course of his or her duties.



Marketing initiatives

Creation of new packaging, definition of the attributes and universes of our Châteaux/Domaines and wines, creation of Key Visuals, promotional items, etc.

Defined practices

- Specific guidelines are defined and regularly updated for the responsible development of new packaging.
- A "Your Responsible Commitment" questionnaire is used to select new suppliers
- Suppliers are selected in accordance with the Supplier Code of Conduct.
- Key visuals are created in compliance with the EVIN law.
- The legal information on each back label is checked for compliance with the legislation of the country of destination. In each of our production countries, a dedicated quality, marketing and sales team monitors regulations with the relevant organisations.

In France, these are the FEVS (Fédération des Exportateurs de Vins & Spiritueux) and the CIVB (Conseil Interprofessionnel des Vins de Bordeaux) with the help of our printers. The proof of the back label is systematically sent to the customer. By signing the proof of the back label, the customer guarantees the conformity of the information given (this is a contractual clause).

- Our guidelines for each Domains and Châteaux are adapted to the legal, commercial and cultural conditions in each country.
- For each sales aid, DBR Lafite systematically recommends adding the words :

“Legal drinking age only - Enjoy Responsibly”.

« A consommer avec modération – Age légal requis »

- On all our digital, PowerPoint, paper and video media, we include one of the following to highlight the importance of responsible consumption.

« As with all things, we believe in balance. Please enjoy our wines responsibly. »

**« As with all things, we believe in balance. Our wines are meant to be savored and shared.
Please enjoy responsibly. »**

**« En toute chose nous croyons à l'équilibre. Nos vins sont destinés à être dégustés et partagés,
profitez-en de manière responsable »
« Consommation raisonnée et âge légal »**

Media communications

Press releases, media buying, interviews, internal and external newsletters...

Defined practices

- Key visuals comply with the EVIN law.
- The purchase of space in targeted media is adapted to our consumers (specialised in wine, economics, lifestyle).



- Interviews in targeted magazines are tailored to our consumers, with a focus on education, know-how, the terroir and the environment.
- Our newsletters and gazettes, whether internal or external, mention responsible drinking and the legal drinking age.

Wine tourism

Visits to châteaux and estates, on-site shops....

Defined practices

- Château Lafite Rothschild (1er Cru Classé) is open to visitors free of charge, subject to prior booking. Our tours are available in several languages.
- We offer several tour programmes to suit the needs and expectations of our customers (pro/press/vip/public/shareholder/visitors with children) at estates or châteaux where the reception facilities are suitable.
- For requests for Châteaux or Domaines that are not open to the public, a feasibility study is carried out on a case-by-case basis.
- To avoid wastage, samples may cover several tastings.
- To continue the relationship established with visitors, advice on drinking, storing and serving wines is offered during the tasting.
- The quantity of wine offered during tastings linked to visits is measured/limited to be reasonable and spittoons are made available as well as bottles of water.
- To help our guides balance their professional and personal lives, we give priority to daytime visits during the week.

External events

Trade fairs, master classes, market activations, new wine launches, Primeurs campaigns...

Most of our events and tastings are aimed at professionals and are therefore not open to minors. Any public event in which we take part is held in a controlled area (e.g. a wine fair) to which minors do not have access.

Defined practices

- Our events are tailored to our targets and to each of our markets.
- Through our Trade Marketing Managers, we systematically exchange with our importers, from the construction of marketing plans to the creation of new "tailor-made" tools.
- Our event tools, such as menu models and tasting sets, include the words "Responsible consumption of our wines", and our menus favour seasonal and local products. Breathalysers are available and taxi numbers are provided.
- The "Guide de la consommation responsable" flyer published by Vin & Société is available.
- An Ethical Marketing and Responsible Consumption slide giving recommendations on the type of items needed for tastings is included in the Event guidelines.



Internal events

Reception at the châteaux/domaines, offices, new wine launches, presentation of primeurs, team-building events, etc.

Defined practices

- At least one non-alcoholic beverage and a food accompaniment are provided during tastings.
- Breathalyser tests and "Guide to responsible drinking - Wine & Society" flyers are made available and taxi numbers are given.