



SUSTAINABILITY REPORT

- LA MARCA VINI E SPUMANTI SCA -



**WE AIM TO LEAD THE WAY IN THE WORLD,
CREATING A GOOD LIFE FOR EVERYONE.
ETHICS AND SUSTAINABILITY GUIDE OUR WORK
EVERY DAY.**

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LAMARCA
— DRINK IN THE LAND —

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rawing up the first "La Marca Vini e Spumanti" sustainability report offers us the opportunity to clearly account for all the impacts, not only financial, that the Company generates in conducting its activities, clarifying the concrete actions it is implementing in order to be a "common asset" for the communities on which the effects of its actions fall.

Since being founded in 1968, La Marca has included Social Responsibility in its mission with the aim of promoting the economic fulfillment of its Members through the territory's development and growth, creating well-being and prosperity not only in the present but also for future generations.

Today, sustainability is a widespread international sentiment and therefore cannot help but be part of our cultural heritage. As we are also a Cooperative, sustainability is a concept inevitably linked to the repercussions and impacts not only on the environment, about which we have always been and will always be more attentive, but also on the economic and social aspects of how we interact with the local community.

However, while attention today regarding the environment is more governed by regulations and has become part of the common awareness, as the end consumer also demands, the economic and social impacts of businesses, especially cooperatives, must be fully and promptly developed.

It is therefore imperative for us to report analytically on the direct and indirect economic effects of La Marca's activities in order to assess its sustainability: compensation to Members in terms of income, its stability over time regardless of market fluctuations, the balance between economic and financial elements, between innovation and investments, in the continuous pursuit of quality and excellence.

The Cooperative is an entity of economic development that draws strength and vitality from its social structure and returns wealth to the community that is produced and distributed to the Members, ensuring income in the medium to long term, maintenance and development of job opportunities, the upgrading of the skills of employees while caring for their health and safety, a driving force for the development of other entities and activities, and widespread well-being for the community.

La Marca sees and actualizes sustainability as "taking care" of the community in which it is incorporated. It perceives its host environment as a home shared with others, a precious asset to protect whose prosperity must be promoted. An economic activity thus becomes an ethical action, in which comprehensive sustainability is a prerequisite with respect to the choices made, and the bond between production and community becomes increasingly more constructive, so that all those who are part of this territory-not just the producers-are aware that the company is an asset for the entire community.

For the entire Board of Directors, which I represent herein, sustainability is therefore not so much a "challenge" as a "must-take" path to ensure a future for our Members, collaborators and the local community.

We present in this document the choices made in recent years by the Governance, the many activities carried out, the use of resources and the results achieved to reach increasingly ambitious sustainability goals, in a charted course of virtuous growth.

We intend to exhaustively account for this commitment, also through precise objective measurement indicators provided by international and universally acknowledged certifications.

On this occasion, it is our pleasure to invite you to participate in La Marca's true spirit.

The Chairman Valerio Cescon



LA MARCA
— DRINK IN THE LAND —

1



La Marca Vini e Spumanti

/ 1. LA MARCA VINI E SPUMANTI

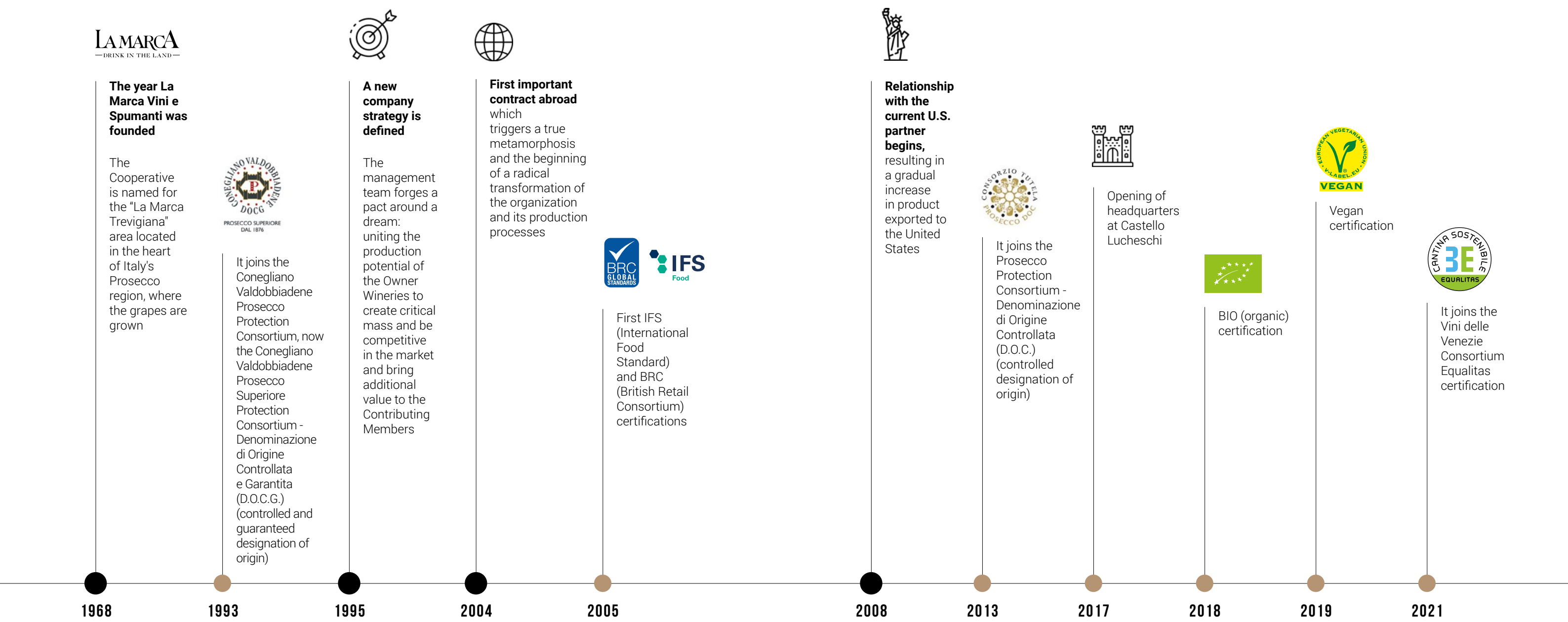
La Marca Vini e Spumanti is today one of Italy's most important wine producers with about 600,000 hectoliters of PDO bottled wine. It holds the legal status of a second-level Cooperative and is owned by eight Wineries located in the Treviso province, which have fourteen processing facilities.

With its core Cooperatives, La Marca constitutes to all intents and purposes a Group that brings together expertise handed down through the generations and experience and professionalism in winemaking: distinctive skills and dynamic business strategies are the elements that make this company one of the most representative Wineries in the Prosecco region.

Today, La Marca possesses an extensive structure with an efficient organization, of significant size and with qualified human resources, which have led it to set the standard in the wine industry, well beyond its regional borders.

1.1 A half-century of history

Milestone

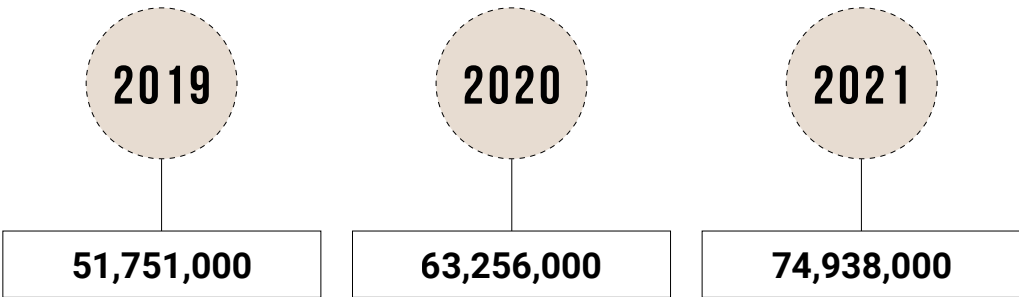


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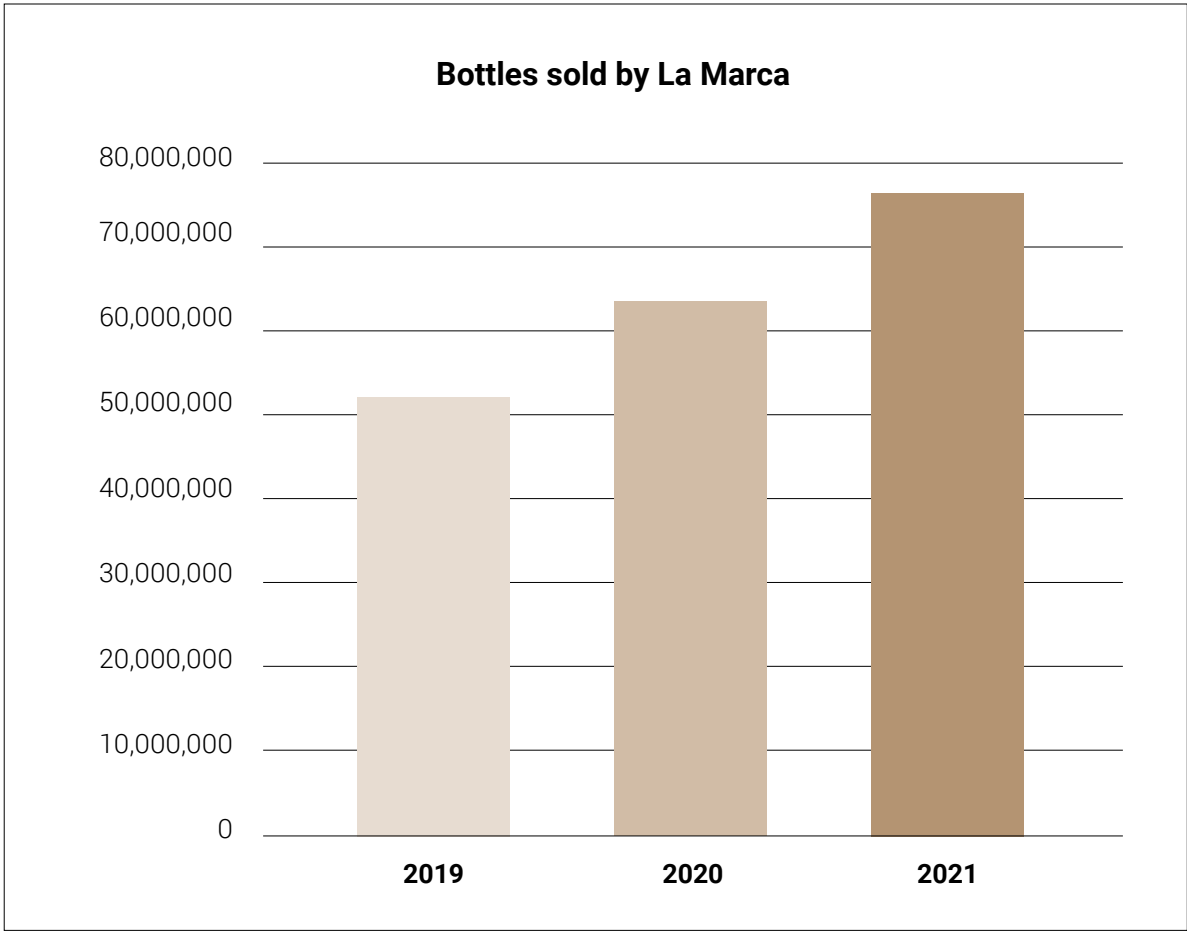
More than 50 years of tradition speak of a genuine commitment to the land maintained by 4,577 winegrowers who care for more than 15,000 hectares of vineyards every day with passion and expertise.

La Marca, which was bottling around 50,000 hectoliters of wine in the mid-1990s, equal to 5% of the potential of its Member Wineries back then, managed to process more than one-third of the production of its first-level Cooperatives in 2021.

Below follow the number of bottles sold by La Marca in the last three years:



*All formats.



Over time, the Company has made the pursuit of excellence its strength. Holding firmly to its roots but looking to the future with major investments in technology and human capital, it has achieved the founders' vision of creating internationally acclaimed premium wines, becoming the "ambassador" of Prosecco in the world today.

“ La Marca has ‘come full circle’, as it is through the marketing of our bottled wines that we are taking our productions to all the countries of the world. (Valerio Cescon). ”

From its very beginning, the Cooperative has demonstrated its deep conviction with regard to the role of the Protection Consortia by immediately joining them: in particular, the La Marca Governance has actively participated in establishing the Prosecco DOC Protection Consortium and, still today, is actively involved in its management, to the point that one of its Directors is Chairman.

The company has evolved over time, tackling the challenges set forth by the markets, equipping itself with efficient operating structures and distinctive expertise, which aim to optimize the Members’ production by implementing productive techniques and organizational ability.

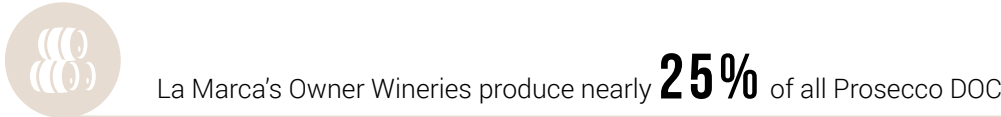
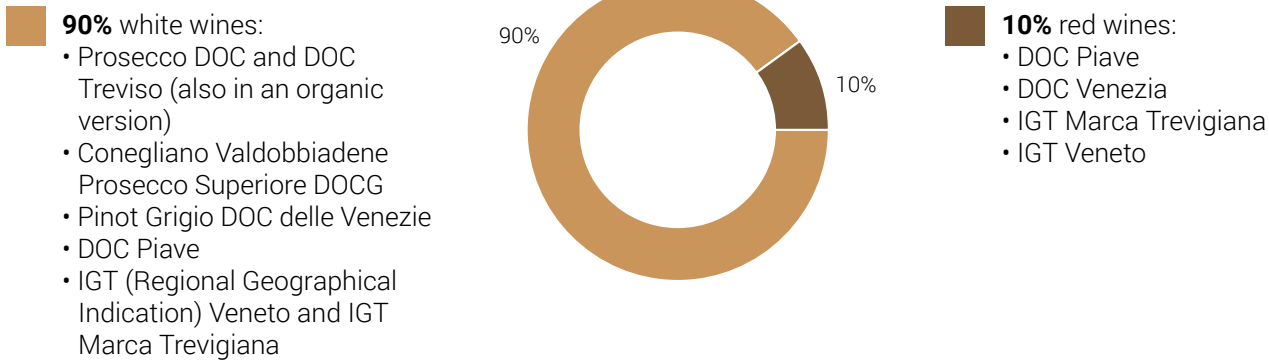
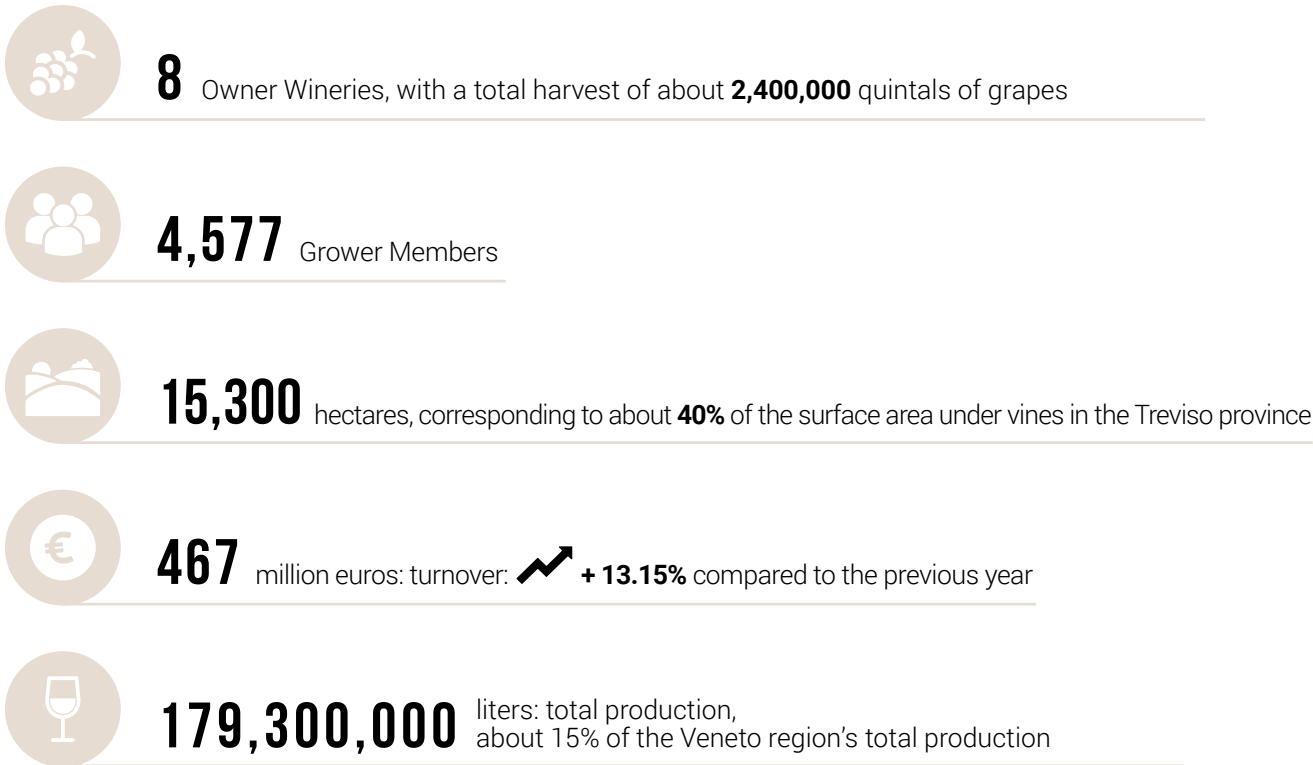
Today, La Marca is one of the most important wineries in the Prosecco region, representing the products of our land all over the world.



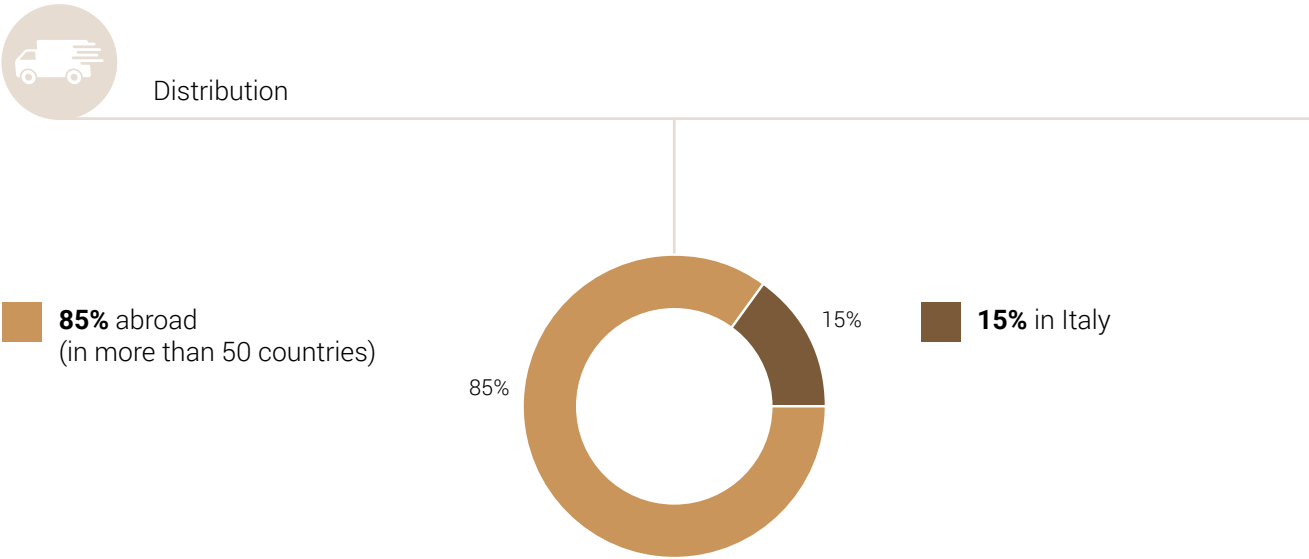
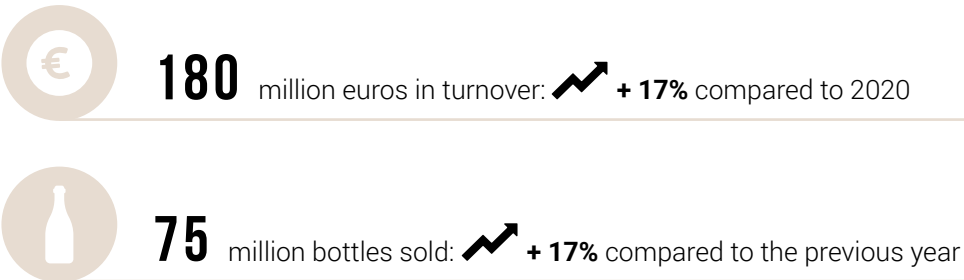
/ 1. LA MARCA VINI E SPUMANTI

1.2 Strength in numbers

LA MARCA GROUP IN 2021



LA MARCA VINI E SPUMANTI IN 2021



/ 1. LA MARCA VINI E SPUMANTI

As an agro-industrial company, La Marca brings significant economic value to the area in terms of the volumes handled, but it is also a Cooperative Business, which determines further added value for the community in which it operates. The best products taken to the national and international markets are chosen only in the area where we are located: this is a privilege but also an obligation, a commitment and an enormous responsibility and makes us singular all-around ambassadors of our area's wine production in the world.

“ It is our ambition to use grapes that come from our land: a unique characteristic that distinguishes us from other traditional agro-industrial businesses. We have received excellent feedback on the quality of our products, on a national as well as international level: this is due to the fact that we work together with our Associated Wineries on an extensive area of vineyards, which allows us to select volumes of high-quality product, of consistent quality throughout the year and the various years of the Company's activity. (Valerio Cescon). ”

1.3 Cooperative identity

La Marca's success is intrinsically rooted in its cooperative spirit. The willingness of the core Wineries to “come together to matter more” led to the establishment of this Cooperative, which is based on the principles of mutuality, reciprocity, participation and democratic control of the Members, strongly oriented towards the market and exports. The very same values on which the Company was founded still guide its operations today, determining the success of the cooperative business model.

The heart and soul of La Marca are the eight Owner Cooperative Wineries located throughout the Treviso area. A consolidated heritage, cherished and nurtured every day with passion and commitment.

1. Conegliano e Vittorio Veneto Winery

2. Colli del Soligo Winery

3. Produttori Piave-Sile Winery

4. Mareno Winery
5. Orsago Winery

6. Tezze di Piave Cooperative Winery

7. Opitergium Wines

8. Vignaioli Veneto Friulani

With its associated wineries, La Marca covers the production of both premium-quality Prosecco denominations: the Prosecco D.O.C. (Denominazione di Origine Controllata), with its delicate floral bouquet, the result of the generous soils of the plains, and the Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. (Denominazione di Origine Controllata e Garantita), which extends into the most inaccessible yet sunny, hilly areas, with its noble and elegant sparkling wines. For the Company, the Member Wineries have a strategic role and produce an enormous spillover effect in terms of production and quality potential. The total of 15,300 hectares of vineyards refer to 4,577 growers, with an average farm surface area of about 3 hectares: our size is determined by bringing together many small producers.

“ It is our responsibility to ensure the duration of the entire system because we cannot leave these families without income. (Stefano Zanette – Chairman of the Conegliano e Vittorio Veneto Winery – La Marca Group and Chairman of the Prosecco DOC) Protection Consortium. ”

LA MARCA'S OWNER WINERIES AND THEIR FACILITIES

1. Conegliano e Vittorio Veneto Winery

(Conegliano, TV / Vittorio Veneto, TV / Sacile, PN)
2. Colli del Soligo Winery

(Soligo, TV / Arcade, TV)
3. Produttori Piave-Sile SCA Winery

(Vazzola Cooperative Winery, TV / Terraglio Winery, TV)
4. Mareno Winery
5. Orsago Winery
6. Tezze di Piave Cooperative Winery
7. Opitergium Wines
8. Vignaioli Veneto Friulani

(Fontanelle, TV / Gaiarine, TV / Codognè, TV)
- ★ La Marca

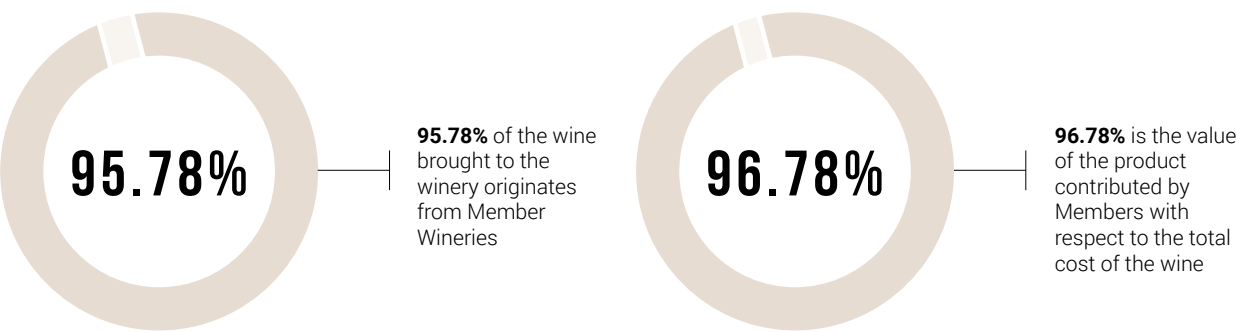


/ 1. LA MARCA VINI E SPUMANTI

1.3.1 Mutuality

The Company Directors' business decisions are guided by the conviction that mutuality represents the essential element for La Marca's existence, to the point of forming a single entity with the concept of cooperation itself: "the cooperative exists to produce mutual benefit for its members."
The principle of mutuality is achieved guaranteeing the Owner Wineries an economic advantage over what they would earn by acting individually and independently on the market.

Mutuality in the 2021 fiscal year:



When their wine is brought to La Marca, the Associated Wineries enjoy favorable conditions: they are guaranteed that quantities will be accepted which continue to increase over time, an absolutely satisfactory remuneration for their contributions with respect to the target market and the certainty that payments will be made. These elements give stability and sustainability to the first-level Wineries and their social base, or rather, the area's 4,577 wine-growing estates, creating a production network which has consolidated over time, becoming more efficient and competitive.

It is hard not to grasp how all this generates a very important spillover effect into local communities, acting as a factor of widespread prosperity and well-being.

La Marca's business plan places its wine-growing members at the center of strategic choices. The purpose of the cooperative is not only to maximize economic results in the short term, but simultaneously, to ensure the overall staying power of the area's economy in the medium to long term.

The durability of its business action merges with environmental and social sustainability, in full awareness and responsibility with regard to the strategic business plan.

1.4 A production chain of value

Over time, La Marca's business strategies have led it to considerably increase its production strength, managing to sell some 75 million bottles worldwide in 2021. The Company's growth in time has been the driving force behind the development and strengthening of the first-level Wineries and, indirectly, their membership base. La Marca processes and sells the wine produced by its Member Wineries: there is a strong bond and uninterrupted continuity starting from the work in the fields and on through to the bottling of the wine. This determines that the Governance shares the decisions and operations carried out in the vineyards of the Wine-growing Members of the Owner Wineries.

The La Marca Group works in the production chain. A production chain which operates in three fields of application.

1.4.1 Winegrowers

The number of winegrowers contributing to the La Marca Group Wineries has grown numerically in recent years:

Years	No. Members	Hectares of vineyards
2019	4,405	14,352
2020	4,551	15,071
2021	4,577	15,305
Δ 2019 - 2021	+3.90%	+6.64%

Owing to the good return on the grapes they bring, the wine-growing estates have consolidated over time, contributing significantly to strengthen the local production network, which is characterized by greater efficiency and competitiveness.

Sustainability for the Group is a core value: it starts with the daily work in the fields, because it means, first and foremost, "maintaining" the environment through well-defined dictates and shared guidelines applied in our vineyards so that we may live well today without jeopardizing tomorrow.

" We must be able to leave this wonderful home that Mother Nature has given us, to the next generations as well. (Luca Dal Bianco – La Marca Group Winemaker). "

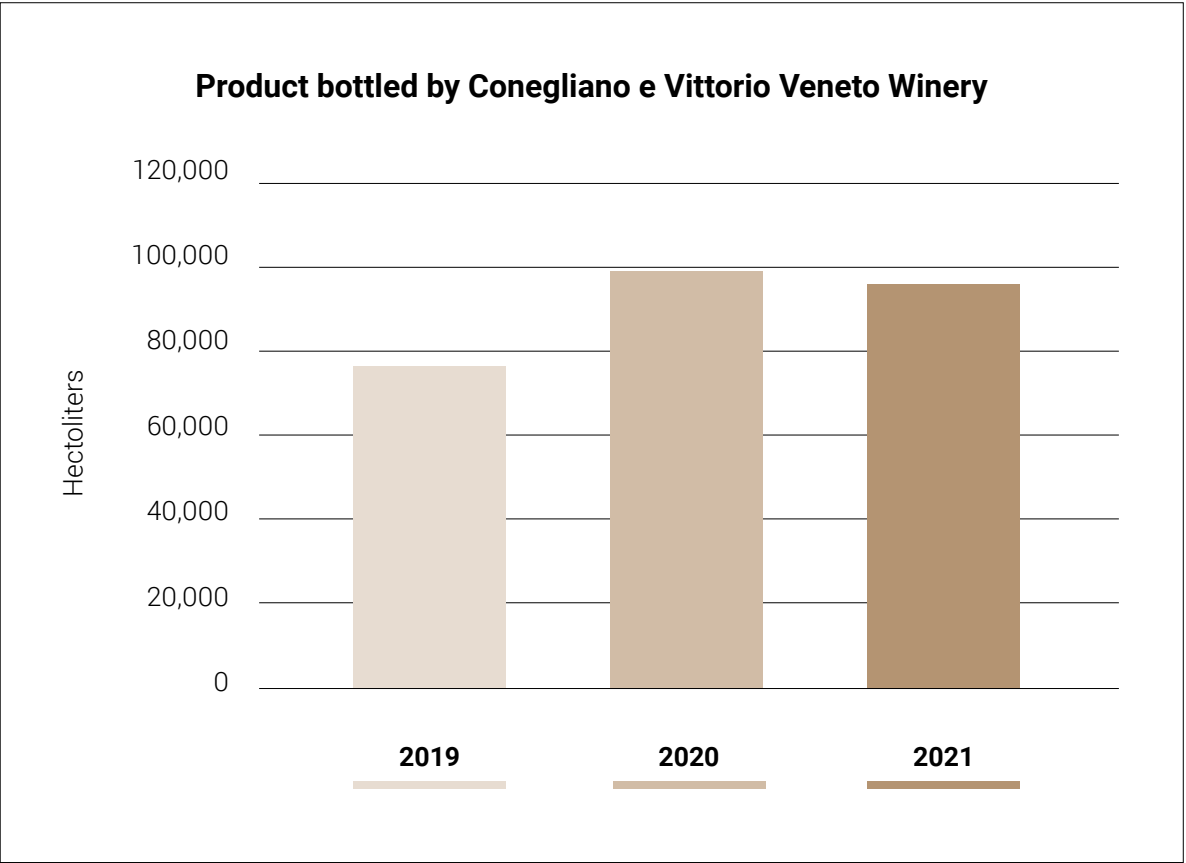
Indeed, the constant pursuit of quality starts with the origin of the production chain, in the vineyards. The La Marca Group agronomists monitor the winegrowers 365 days a year through field visits, where farmers can consult with technicians about problems and confer with them to make the right choices in practicing rational viticulture. Sustainability translates directly into value as an action that penetrates every aspect of our daily lives: it guides the conduct of all the players in our production chain. The Group's goal is that this value be shared by all as soon as possible. In order for sustainability to be effective on a practical level, we need to translate it into virtuous conduct daily.

/ 1. LA MARCA VINI E SPUMANTI

1.4.2 Member Wineries

The increased demand for bottled wine from customers, especially from abroad, has resulted in the growth of not only La Marca's production capacity but the core Wineries as well. Over the years, the individual Associated Cooperatives have on average increased the number of contributing wine-growing estates: even in two instances where this has not been the case, the number of vineyard hectares has nevertheless increased over time, testifying to an expanded and strengthened membership base, to the benefit of the entire local production network. What is more, La Marca's commercial impetus has boosted development for the Member Wineries that have their own bottling plants.

In 2021 the collaboration was further strengthened with the Conegliano e Vittorio Veneto Winery, which allocates much of its productive weeks to La Marca. Below follows the trend of the product bottled at that location.



The relationship begun in 2019 with the Colli del Soligo Winery is gaining strength with significant growth forecast for 2022.

1.4.3 Other economic entities

In addition to the work done internally as a company together with its Associated Wineries and thus to respond to the indirect membership base, La Marca's management team works with equal energy and commitment with the other players in the production chain, public and private, in order to prepare the best conditions for development of the system.

Meetings are held regularly with other Producers, including non-cooperative Producers, and Wine Industrialists, as well as with regional and inter-regional Industry Representatives in order to give durability to the entire production chain. The La Marca Group holds an important share of production, about 25%, of Prosecco DOC: this gives it a decisive role in the denomination's hold on international markets and a very significant weight with respect to the relative economic return on the broad area of reference: 9 provinces between the Veneto and Friuli Venezia Giulia regions.

“ Through La Marca, we have also been able to commercially express our presence on the market. The Company, which unites both production and bottling, is an entity that has acted as a binding force between the different players in the production chain: representing production and at the same time having this very tight bond with the consumer also internationally, it is able to comprehensively reflect the necessities, needs and the goals of the production chain. It has become a primary spokesperson for the entire system. (Stefano Zanette). ”

1.5 Sustainability Policy and the 2030 Agenda

In October 2021 La Marca obtained an important Equalitas certification in the areas of economic, social and environmental sustainability: this achievement was the result of work that had lasted several months and was a top priority for the Owners, who see the implementation of sustainable development as the way to maintain the successes in production that the Company has been achieving in recent years.

Equalitas has created one of the most thorough protocols that can be adopted in the wine industry and aims to promote a unique approach to sustainability in our country. It is a collective standard of assurance and transparency as further protection for the consumer, and stimulates the Company to continuously improve and conduct its business with respect and long-term commitment to the territory. By nature a cooperative, La Marca had started up many activities in the spirit of sustainability even before obtaining confirmation of compliance: certification made it possible to group and categorize all the actions that had been actuated, thus promoting a more rapid development of other activities in a virtuous circle.

The Company developed its own “sustainability policy”, that was later integrated into the Equalitas certification process, which allowed it to incorporate new goals and define clear performance indicators that enabled the program application to be monitored on an objective and measurable basis.

1.5 Sustainability Policy and the 2030 Agenda

According to La Marca, sustainability is:

- 1.**

The ability to maintain and increase positive repercussions on the territory in the medium to long term, assessing the economic, social and environmental impacts.
- 2.**

All the agro-systems overlap on a natural ecosystem and therefore a certain amount of impact is inevitable.
- 3.**

The goal consists of reducing the impact of the agricultural system while maintaining, and preferably increasing, the quality of the finished product.

Sustainability is at the heart of La Marca’s vision and strongly influences production management and organization.
The course of action will be completed in three years, during which time the goals and relative indicators will be fine-tuned, so that Carbon Footprint and Water Footprint calculations can be concluded.

La Marca is also staunchly committed to the Prosecco DOCG and DOC Protection Consortia projects that have decided to embrace the frontier of sustainability turning this challenge into an opportunity for the future.

- Each year the Prosecco DOCG Consortium prepares the “Vineyard Vade mecum” to define the most sustainable viticulture defense strategies.
- The Prosecco DOC Consortium has launched the “Pro.s.e.c.co” project, with the aim of transforming the entire denomination of origin into a sustainable area. This means that more than 60% of the hectares will be managed using sustainable practices.

La Marca therefore aims to produce “sustainable wine” through standards that are able to protect both the end product and the area in which it originates, bringing together the ethics of producers, the needs of local communities and market demands.

In implementing its Sustainability Policy, La Marca is participating in the global challenge launched by the Agenda 2030.

Agenda 2030 is a blueprint for people, the planet and prosperity, adopted in 2015 by the governments of the 193 member countries of the United Nations and approved by the UN General Assembly. It consists of 17 Sustainable Development Goals within the framework of a broader action plan comprised of 169 targets to be achieved in environmental, economic, social and institutional spheres by 2030.





This program provides a common basis for action from which to help build a different world and give all people the possibility of living in an environmentally, socially, and economically sustainable world. The set goals have global validity, regarding and involving all countries and all components of society, from private companies and the public sector to civil society, each in its own sphere of action and possibilities for intervention.

In a balanced way, the 17 Goals take into consideration the three dimensions of sustainable development (economic, social and ecological) and seek to end poverty, combat inequality, address climate change, and build peaceful societies that respect human rights.



1.5 Sustainability Policy and the 2030 Agenda

La Marca is giving its contribution and making concrete efforts to implement 9 common goals.

	Goal	Relevant theme/Target	La Marca concrete actions		Goal	Relevant theme/Target	La Marca concrete actions
	ZERO HUNGER End hunger, achieve food security, improved nutrition, promote sustainable agriculture	2.4 By 2030, guarantee sustainable food production systems and implement resilient agricultural practices that increase productivity and production, which help maintain ecosystems, strengthen capacity for adaptation to climate change, extreme weather, drought, flooding, and other disasters, and that progressively improve land and soil quality.	1. Production chain work with Member Wineries and their winegrowers with respect to the diffusion of sustainable agronomic practices. 2. Collaboration with the Protection Consortia for the Denominations on specific environmental protection projects.		CLEAN AND AFFORDABLE ENERGY Ensure access to affordable, reliable, sustainable and modern energy systems for all	7.2 By 2030, increase substantially the share of renewable energy in the global energy mix. 7.3 Double the global rate of improvement in energy efficiency.	1. In 2016, La Marca installed 79.65KW photovoltaic panels with a charging station for electric cars. 2. Already in 2016, the oil boilers had been decommissioned and the plants were redone using LPG.
	GOOD HEALTH AND WELL-BEING Ensure healthy lives and promote well-being for all at all ages	3.d Strengthen the capacity of all countries, in particular developing countries, for the prevention, reduction and management of national and global health risks.	1. Constant updating of International Certifications on organizational and production processes (IFS, BRC, ISO 22005, BIO) which protect the end consumer. 2. Fine-tune procedures for selecting suppliers and relative raw materials. 3. Strengthen product traceability systems. 4. Improved hardware and software for processing data and its security. 5. Care and attention to worker health and safety, also through examinations and assessments in addition to those provided for by regulations.		DECENT WORK AND ECONOMIC GROWTH Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all	8.2 By 2030, achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, also by focusing on high value-added and labor-intensive sectors. 8.8 Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.	1. La Marca takes special care of the health and safety of its workers, by providing for further examinations in addition to those already required by regulations. 2. The percentage of foreign-born workers today is nearly a quarter of the workforce (24.7%).
	QUALITY EDUCATION Provide quality, equitable and inclusive education, promote lifelong learning opportunities for all	4.4 By 2030, substantially increase the number of youth and adults who have the necessary skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship.	1. Collaborations with area educational institutions, accredited training institutions, universities and research centers to increase hard and soft skills of youth and adults.		BUSINESSES, INNOVATION AND INFRASTRUCTURES Build a resilient infrastructure, promote innovation and equitable, responsible and sustainable industrialization	9.4 By 2030, upgrade infrastructures and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, so that all countries take actions in accordance with their respective capabilities.	1. In 2021, a number of important actions provided for by the "MISE Project" began: the various works included retrofitting facilities by replacing machinery, the reorganization of space, and improving production efficiency with the aim, at the same time, of optimizing the use of energy resources, reducing their consumption where possible, and rationally controlling the impact that production generates in the relevant ecosystem.
	GENDER EQUALITY Achieve gender equality and empower (stronger, greater self-esteem and awareness) all women and girls	5.5 Ensure that women are allowed full and effective participation and equal leadership opportunities at all levels of decision-making in political, economic and public life.	1. Women employed by the Company possess the same opportunities for participation and professional growth as their male colleagues, and attention is paid to opportunities for reconciling professional and personal time.		SUSTAINABLE CONSUMPTION AND PRODUCTIONS Ensure sustainable production and consumption patterns	12.2 By 2030, achieve sustainable management and efficient use of natural resources. 12.5 By 2030, substantially reduce the generation of waste through prevention, reduction, recycling and reuse. 12.6 Encourage companies, in particular large and transnational companies, to adopt sustainable practices and integrate sustainability information into their periodic reporting.	1. The entire production process is organized strictly to achieve maximum efficiency and quality while reducing the use of resources and waste generation.
	CLEAN WATER AND SANITATION Ensure the availability and sustainable management of water and sanitation	6.3 By 2030, improve water quality by reducing pollution, eliminating uncontrolled discharge practices and minimize the release of chemical substances and hazardous materials, halving the proportion of untreated wastewater, and substantially increasing recycling and safe reuse globally.	1. In 2020, the company's old sewage treatment plant was replaced with new concrete tanks and new machinery in order to improve sewage treatment and purification, optimizing energy consumption. The new sewage treatment plant has been sized to ensure the proper functionality of the company's operations while respecting the environment.				

1.6 Stakeholders and strategic issues

Since being founded, La Marca has laid as the cornerstone of its operations the goal of combining business productivity with the needs of society and the environment, integrating economic development with balanced and sustainable growth.

The Organization is an open system whose aim is to produce value: it is in close relationship with the external context, with a variety of public and private entities with various roles involved in the company's activities: the Stakeholders, meaning customers, suppliers, the local community, the local area itself.

For La Marca, being a responsible and sustainable business means aiming to be a common asset, finding a common ground between all Stakeholders and keeping this balance alive because the sustainability of the economic value produced depends on it. It means developing choices related not only to profit but, more importantly, investing in human capital, in the environment and, in general, in strengthening relations with stakeholders, because they are the focal point of La Marca's overall strategy.

Over time, the Company has built genuine and trusting interpersonal relationships with its Stakeholders, in which the relationship is transformed from a simple sum, in which each person "does their own part"

2 + 2 + 2 + 2 + 2 = 10

to multiplication, in which each stakeholder commits to transcending his or her own self-interest to improve the overall outcome, while continuing to create value in a collective and lasting way:

2 x 2 x 2 x 2 x 2 = 32

EXTERNAL STAKEHOLDERS:

- **Customers**
Consumers
 - **Suppliers**
Consultants
 - **Institutions**
Veneto region
Ministry of Economic Development
Ministry of Agricultural, Food and Forestry Policies
Municipality of Oderzo
Relative municipalities of the Member Wineries
 - **Trade associations**
Confcooperative
Assindustria Veneto Centro
Prosecco DOC Consortium
Prosecco DOCG Consortium
DOC delle Venezie Consortium
Italian Wines Union
Worker unions
- **Science Community**
University of Padua - Cive Conegliano
Specialized research centers and consulting firms
Nomisma
 - **Financial institutions**
Banks
Insurance companies
 - **Media**
Trade publications
Online community
 - **Local community**
Area educational institutes
Sports clubs
Local associations
Social cooperatives

INTERNAL STAKEHOLDERS:

- **Owner Wineries**
- **Members**
- **Employees**
- **Collaborators**

Through continuous and constructive intercommunication, La Marca strengthens its trust in its Stakeholders, in a virtuous system that enables the Company to consolidate its reputation, develop its ability to innovate, and increase competitiveness.

Healthy and honest relationships with these contacts and associates facilitate decision-making, focusing on community expectations and lowering the risk of error: this type of dialogue improves risk management practices, contributes to public well-being and the building of the common good.

These types of relationship also produce direct economic effects through:

- economic savings due to increased productivity;
- decreased transaction and market operational costs through fair competition and the absence of corruption;
- increased human resource efficiency and improved staff morale and motivation through the awareness of belonging to a productive Organization that contributes to the well-being of the entire community.

Through listening to and discussing with its Stakeholders, the Company promotes the culture of sustainability and contributes to long-term socioeconomic development.

In 2022, with the drafting of this 1st Sustainability Report, La Marca began to formalize the act of listening to Stakeholders with codified methods and tools, in order to verify whether the strategic issues that the Company has identified as relevant to its sustainable development resonate with the various internal and external stakeholders. We will give an account of this in subsequent editions of upcoming Sustainability Reports.

Until 2021, the year to which this document refers, the Cooperative had always paid attention to the requests Stakeholders made on environmental and social issues, regardless of whether they were significant players in the local area, belonged to the institutional and economic world, or were rather neighbors, the townspeople or workers.

These requests have been taken into account with respect to the Company's decisions and actions regarding the Organization's economic, social and environmental sustainability goals.





LA MARCA
—DRINK IN THE LAND—

2



The Group's value

/ 2. THE GROUP’S VALUE

2.1 The Governance system

The Company has a classical Governance, in which the Shareholders’ Meeting is statutorily in charge of approving the Annual Financial Statements and appointing the Corporate Bodies, namely the Board of Directors, the Board of Statutory Auditors, and the Auditing Firm.

The Board of Directors is the Company’s decision-making and policy-making body, and remains in office for 3 years after being appointed.

La Marca is characterized by a highly stable management team: a pact forged in 1995 among representatives of the Owner Wineries remains the beacon that steers business actions and operational decisions.

We are certain that this is one of the strategic elements that has contributed greatly to the Company’s growth and development over time, to the point that it has set the standard for viticulture, and not only on a regional level.

The Board of Directors

Chairman	Valerio Cescon
Vice-chairman	Claudio Venturin
Director	Cesare Cettolin
Director	Pierclaudio De Martin
Director	Sergio Luca
Director	Michele Pillon
Director	Giampietro Tittone
Director	Stefano Zanette

The Board of Statutory Auditors

Chairman	Michele Dufour
Auditor	Nicola Vertaldi
Auditor	Giovanni Domenico Zanon
Substitute auditor	Aldo Giusti
Substitute auditor	Sonia Speronello

2.1.1 Risk management and control systems

Due to its nature and size, the Company is required by law to have a series of audits conducted by the Board of Statutory Auditors, a licensed auditing firm, and certification of the financial statements: this is to further protect Members, suppliers, and customers regarding the proper accounting and administrative structure and to assure all Stakeholders.



The Ownership implements the principle of precaution and risk management through multiple tools consisting of bodies, operational teams, work methods and procedures with the aim of preventing risks in the various activities and functions that comprise the entire production process.

First of all, the Company is subject to the legal control exercised by the Board of Statutory Auditors, a body directly appointed by the Shareholders’ Meeting and composed of external professionals: in its supervisory activities, it verifies compliance with the law and the Articles of Association, compliance with the principles of proper administration and the process of preparing the Company’s financial reporting, as well as the adequacy of the organizational, administrative and accounting structure and its concrete functioning.

An Auditing Firm conducts the legal audit of accounts, whose purpose is to protect Shareholders and third parties, by ascertaining, at least quarterly, that the accounts are properly kept and that the management-related issues are correctly registered in the accounting records in order to obtain reasonable assurance that the financial statements are prepared properly and truthfully.

The Company is annually subject to cooperative supervision by an inspector registered in the specific register kept by the Ministry of Economic Development, through which the Cooperative’s administrative management and level of internal democracy are verified, with the aim of ascertaining the effective mutualistic nature of the entity and its eligibility for tax incentives, social security and other forms of benefit.

/ 2. THE GROUP'S VALUE

Finally, La Marca is subject to annual certification of the financial statements, as a complementary act to the previous supervision, by an auditing firm that meets the requirements of Article 15 of Law No. 59 of January 31, 1992.

La Marca is organized internally on various levels of thematic analysis and responsibility, codified within the Corporate Management System.

Given the Company's international importance and the need to interact with customers from all over the world, the Management System is subject to periodic audits by Certification Bodies, purchasing companies and internal personnel who verify application by evaluating the possibility of eventual improvements.

All verifications are conducted based not only on current legislation but also more restrictive internationally recognized standards, which are being continuously updated.

The beating heart of these standards are food safety, traceability, food protection and quality aimed at continuous improvement according to the principles dictated by the Governance.

Food safety and protection are of paramount importance as the product ends up on the consumer's table, and having the traceability of all production steps contributes to giving this guarantee to the end consumer.

The Company, in compliance with the Consolidating Occupational Safety Act (Legislative Decree 81/2008) has implemented its own Prevention and Protection Service for Health and Safety in the Workplace with an external Health and Safety Officer, designated by the Governance, assisted by internal personnel.

The corporate safety system provides for a participatory model of risk assessment aimed at programming the prevention of accidents and other health impairment problems for workers while promoting an environment of organizational well-being.

In 2021, the La Marca Directors formulated the Code of Ethics, formalizing the guiding principles that have always steered the Cooperative's decisions and strategies, clarifying the conduct consistent with these dictates.

The Code of Ethics is the system of fundamental guidelines that inspire the Company's activities and guide the conduct of the Directors, Auditors, employees and collaborators for the Company's proper functioning, reliability and image.

The Management Team believes that "ethics in conducting business is to be pursued in conjunction with corporate success," and therefore its internal and external activities, aimed at meeting the expectations of its customers while protecting the work of its employees and the local area, must conform to it. Business strategies and consequential operational conduct are steered to this end, inspired by an efficient use of resources.



The Company adheres to the following general principles of conduct:

- 1

compliance with the laws and regulations
- 2

fairness and honesty
- 3

impartiality
- 4

professionalism and empowerment of human resources
- 5

confidentiality, transparency and thoroughness of information
- 6

health protection
- 7

environmental protection
- 8

diligence and trust

Thanks to the process that led to Equalitas certification, the Company formalized its Sustainability Policy (see par. 1.5) for the purpose of rationalizing all the commitments, efforts and resources that have always been used to achieve concrete objectives of sustainable development, both from an economic point of view but no less from a social and environmental standpoint.

In 2021, La Marca invested heavily in increasing security with respect to the management of its IT data, in order to contain risks and provide greater protection and assurance to the end consumer as well.

La Marca also operates through work groups: this way of organizing itself is another cornerstone of the growth in production in recent years for which the Ownership has strongly pushed and oversees with the aim of involving the personnel at different levels and raising everyone's level of awareness and knowledge. Some teams are defined and meet on a regular basis addressing specific issues, while others are created ad hoc according to specific projects or orders and meet irregularly with the purpose of monitoring ongoing activity plans, analyzing any issues and defining medium to long-term programs. This organizational framework determines that all workers can be an active and dynamic part of the production process, responsible for identifying possible risk factors and bringing about improvement solutions.

/ 2. THE GROUP’S VALUE

2.2 The contribution of the Membership Base

These are the numbers for La Marca’s Owner Wineries:

1	Conegliano e Vittorio Veneto Winery
2	Colli del Soligo Winery
3	Produttori Piave-Sile Winery
4	Mareno Winery
5	Orsago Winery
6	Tezze di Piave Cooperative Winery
7	Opitergium Wines
8	Vignaioli Veneto Friulani

	2019	2020	2021	Δ 2021 to 2019
Surface area vineyards (hectares)	14,352	15,071	15,305	+ 6.64%
Number Members	4,405	4,551	4,577	+ 3.90%
Turnover	€ 262,708,501	€ 259,749,625	€ 287,294,905	+ 9.36%

Turnover:	2019	2020	2021	Δ 2021 to 2019
La Marca	€ 140,825,000	€ 152,916,286	€ 179,646,914	+ 27.57%
Group total	€ 403,533,501	€ 412,665,911	€ 466,941,819	+ 15.71%

The La Marca Group Companies operate as a single entity, working together starting from the countryside and on to the sparkling wine production process, ensuring the finest quality of grapes. Our product is also acclaimed on international markets for its very high and consistent quality standards: this result is determined by being able to choose the most suitable batches of wine for a variety of customers.

In addition to bulk wine, the Conegliano e Vittorio Veneto and the Colli del Soligo wineries also provide La Marca with bottled product.

The La Marca Group is a cohesive and close-knit team, composed of individual legally autonomous and well-organized Companies that have over time developed healthy, honest, and virtuous interpersonal relationships with one another. Before their individual success, they have given priority to the larger more ambitious design of working together to achieve collective and widespread well-being in the local area, laying a solid foundation so that it might last in time and thus ensure a future for the generations to come as well.

Relations between Owner Cooperatives are governed by “multiplicative dynamics”:

2 x 2 x 2 = 8

typical of those who have experienced and demonstrated that together, if our operations are based on previously clarified principles, we work with less effort and obtain better results, with greater efficiency and productivity.
This is the success of the “La Marca” model.



Donation given to the Veneto region to contribute to the reforestation of the area struck by the terrible storm known as “Vaia”.

/ 2. THE GROUP’S VALUE

2.3 Economic results

The scenario in question

In 2021, the domestic and international economies were still heavily weakened by widespread SARS Covid-19 infection, even if comforting signs of recovery had been seen by mid-year. While vaccination programs have allowed the diffusion of the virus to be kept more under control, some sectors of the global economy, such as the labor markets, struggled to start up again. A full return to normality has remained an exception, and seems it will remain so for the immediate future.

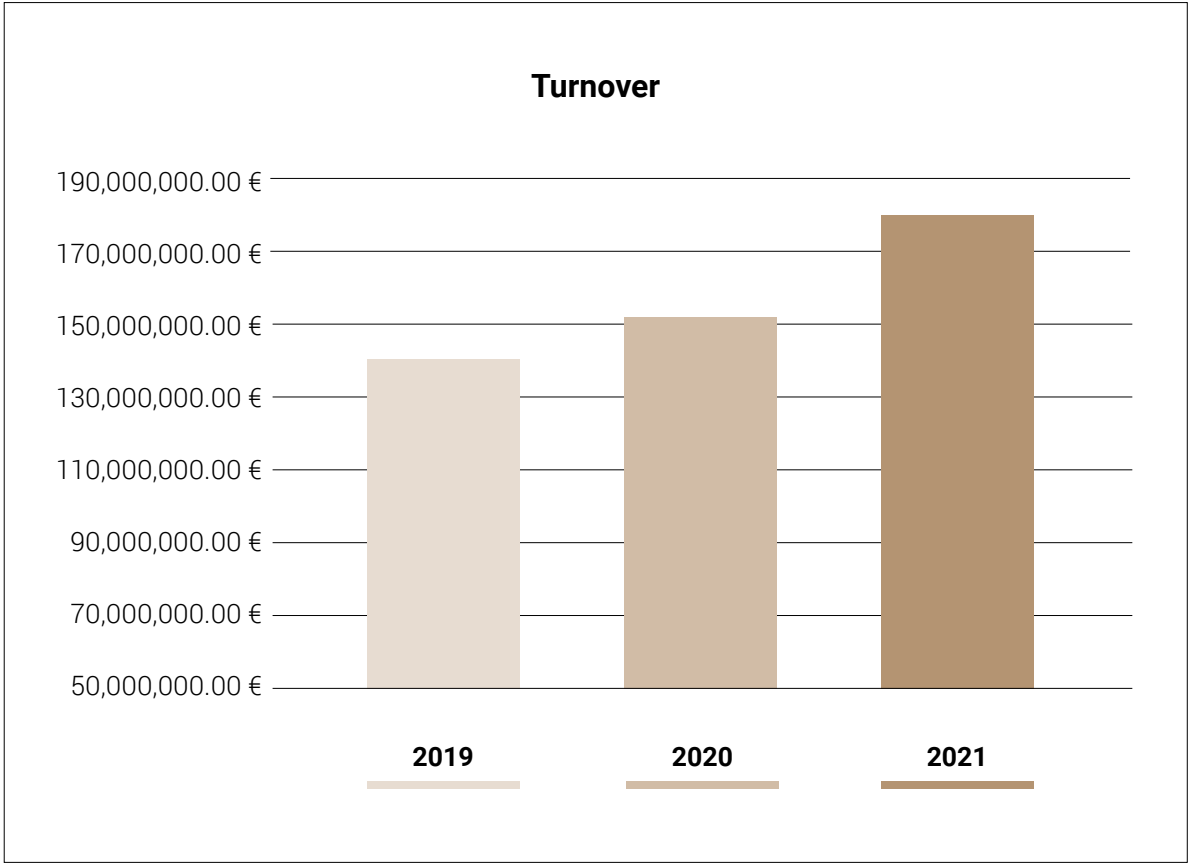
Italian exports in 2021 reached about 516 billion euros, representing a decisive driving force for our economy, capable of demonstrating strong resilience and providing a much-needed boost to help consolidate the recovery, with an 18% increase compared to 2020 and nearly 8% compared to the pre-Covid situation. This data confirms how the pandemic has not changed our propensity to export.

The last few years have been extraordinary for all of humanity and consequently, for the global economy as well.

The constantly evolving situation in both domestic and international markets is characterized by elements of diverse nature that cause turbulence and uncertainty, continuously increasing competitiveness, with a direct impact on the corporate organization.

Main data 2021

As per the main target markets in 2021, there was no significant change for La Marca compared to previous years. Sales totaled 179,646,914 euros, compared to 152,916,286 euros the previous year, with a 17.5% increase.



Volumes processed rose from 498,498 hectoliters to 591,111 hectoliters, an 18.58% increase:

2019	2020	2021
430,000	498,498	591,111

One figure more than others represents the Cooperative’s growth in productivity: the leap forward registered in the number of bottles produced in 2021 overall: a 17% increase compared to the previous year. One of the strengths that contributed to this result is undoubtedly the capability to plan production and coordinate with sales activities, following a logic of diversification of processing times for bulk wine and bottling.

This outcome was clearly positive also considering the global situation of raw material availability: in some cases, procurement times in 2021 more than doubled, reducing the work allowances for possible changes from what had been planned.

The table below shows La Marca’s direct economic value, generated and distributed, providing not only the figure as of 2021 but overall for the last 3 years, to account for the Company’s dynamics of growth and consolidation.

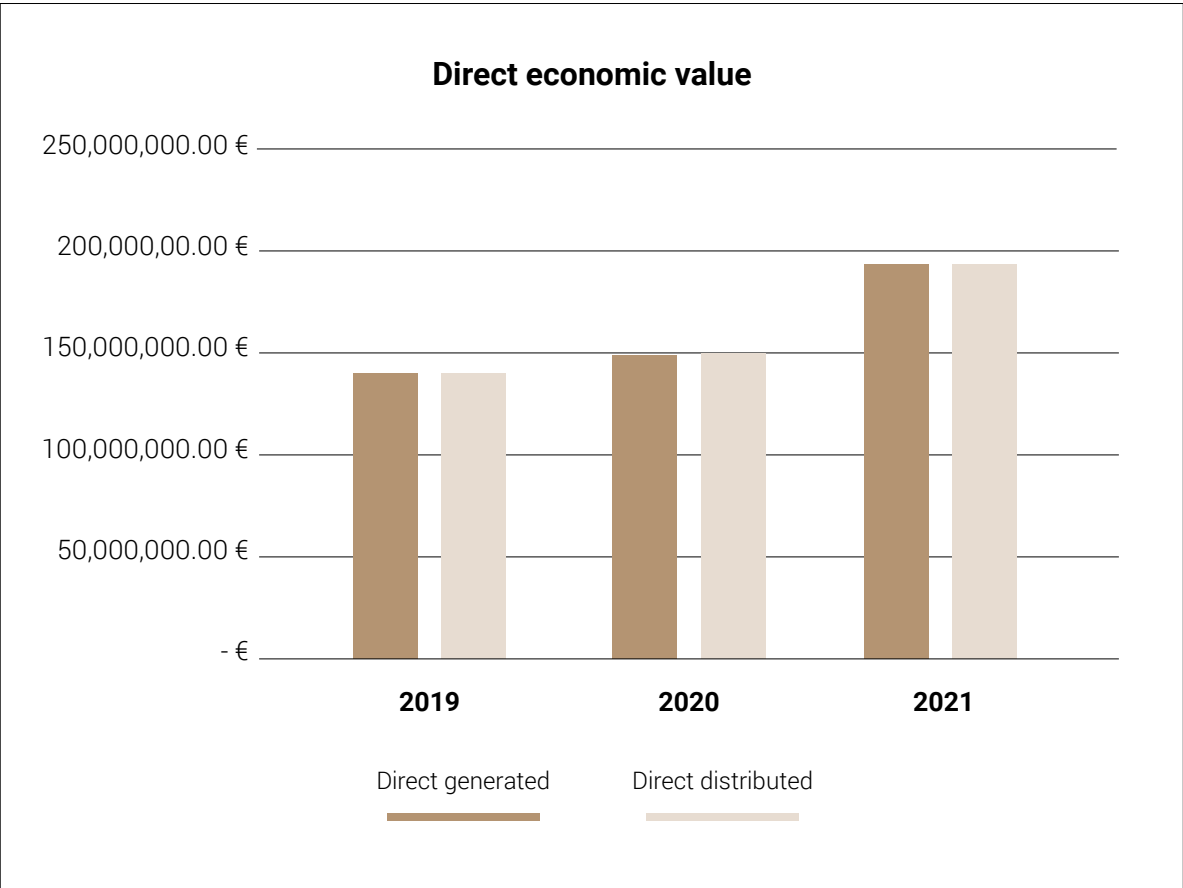
DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED

	2019	2020	2021	Δ 21 to 19
Direct generated	€ 136,521,415	€ 149,160,177	€ 192,615,014	+ 29.12 %
Direct distributed	€ 136,521,415	€ 149,160,177	€ 192,615,014	+ 29.12 %
Direct retained	€ 0	€ 0	€ 0	

To date, the Cooperative has always balanced its financial statements, thus maximizing the value of the Member Wineries’ contributions: that is why the direct economic value generated is equal to the economic value distributed.

Members’ remuneration tends to be higher than market values.

As shown in the table above, over the past three years, the increase in economic value generated and distributed by the Company was almost 30%.



DIRECT ECONOMIC VALUE GENERATED

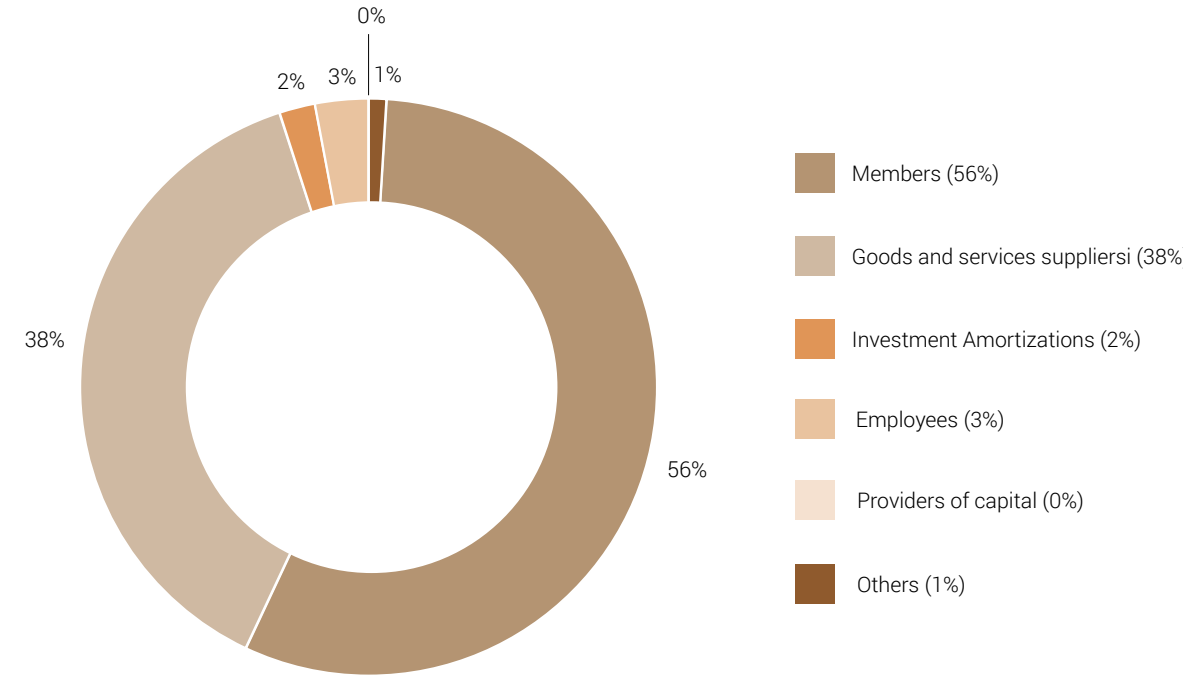
	2019	2020	2021	Δ 21 to 19
Revenue from sales and services	€ 140,648,822	€ 152,888,613	€ 179,646,914	+ 27.73 %
Change in unsold products	€ -5,547.600	€ -5,575,025	€ 10,151,956	+ 283.00 %
Other revenue and income	€ 1,400,661	€ 1,833,832	€ 2,814,707	+ 100.95 %
Financial income	€ 19,532	€ 12,757	€ 1,437	- 92.64 %
Total	€ 136,521,415	€ 149,160,177	€ 192,615,014	

The largest share of the direct economic value generated comes from revenue from sales and services, accounting for 93.27% of the total: this item is formed by the sale of bottled wine through large-scale retail, foreign and Italian channels, as well as those in Ho.Re.Ca (hospitality industry); to a limited extent, wine in kegs.

DIRECT ECONOMIC VALUE DISTRIBUTED

	2019	2020	2021	Δ 21 to 19
Members	€ 65,349,227	€ 75,943,317	€ 107,652,359	+ 64.73 %
Goods suppliers	€ 48,216,409	€ 47,272,323	€ 55,780,292	+ 15.69 %
Service suppliers	€ 14,141,655	€ 16,510,143	€ 18,254,871	+ 29.09 %
Investment Amortizations	€ 3,014,919	€ 3,196,128	€ 3,435,202	+ 13.94 %
Collaborators	€ 4,669,876	€ 5,112,975	€ 5,994,220	+ 28.36 %
Providers of capital	€ 233,044	€ 280,938	€ 302,681	+ 29.88 %
Others	€ 896,285	€ 844,353	€ 1,195,389	+ 33.37 %
Total	€ 136,521,415	€ 149,160,177	€ 192,615,014	

As the table shows, in 2021 the value distributed to Member Wineries was €107,652,000, accounting for more than 55% of all distributed value.
Another very significant figure is the economic value paid to suppliers: 74 million euros accounting for more than 38% of all distributed value.
The amount paid to employees and collaborators bordered on 6 million euros in 2021.
“Others” corresponds to costs of core business operations that cannot be included in the other budgetary items (tax seals, membership fees, etc.) and represent a limited share.



/ 2. THE GROUP’S VALUE

2.4 Assets and investments

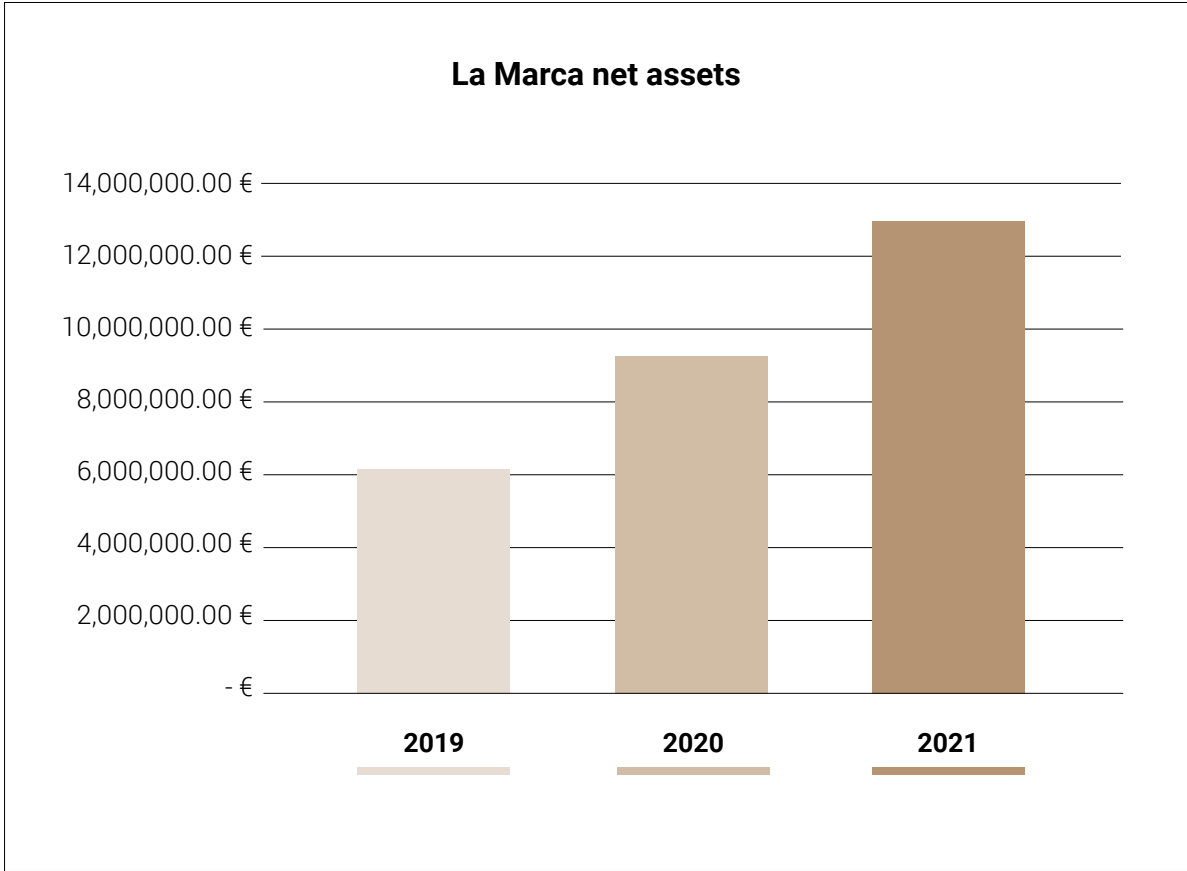
Assets

As an accounting definition, net assets are the difference between the assets and liabilities that are part of the company's balance sheet: more practically speaking, it is all the resources available to the organization, minus the liabilities, i.e., the obligations the company has undertaken in the course of its business activities to finance its operations.
From an economic perspective, net assets represent the actual wealth accruing to Members; from a financial perspective, on the other hand, it is the company's internal source of financing.
More specifically for La Marca, the value of its net assets, consisting of share capital plus indivisible reserve funds, amounts to more than 13 million euros for 2021.

2019	2020	2021
€ 6,101,440	€ 9,111,423	€ 13,111,420

After the substantial stability of 2017, 2018, and 2019, there were increases in share capital in the following two years:

- an increase of 3,009,981 euros in 2020
- an increase of 4,000,000 euros in 2021



Share capital represents the value of the sums contributed by Members, as venture capital, at the moment the business was incorporated and subsequently at various times during the life of the Cooperative. It represents a type of company “debt” towards its Members, and at the same time, provides security for any Company creditors.

Investments

In 2021, La Marca continued to invest many economic resources with the aim of upgrading the production structure not only to regulatory dictates but also to the broader expectations of Member Companies, Customers, workers, and the community with its Stakeholders.
The following table shows the value of investments relative to 2021, amounting to more than 3 million euros, and gives an account of the trend of the past 3 years, demonstrating the Cooperative’s ongoing commitment to growth and continuous innovation.

2019	2020	2021
€ 1,793,072	€ 3,144,787	€ 3,176,486

In the last three years, the Company's investments have exceeded 8 million euros: if we broaden the spectrum to include the last 5 years, investments border on 21 million euros (€ 20,915,909).

The most substantial part of the share of investments is linked to the retrofitting and technological upgrading of plants and equipment to boost production capacity, in pursuit of greater efficiency for the entire process, to make the Company increasingly more competitive and at the same time, reduce its impact on the surrounding environment as much as possible.

A significant figure represents the performance level reached today: La Marca has a production potential of at least 30,000 bottles per hour.

- In 2021, the Company implemented various systems to increase the safety and protection of end consumers and, simultaneously, its workers:
1. it has equipped itself with a 24-hour video surveillance system along the entire perimeter of the production site;
 2. it outsourced computer data management to a specialized external company, and is in the process of replacing the previous software for product traceability, opting for a more advanced system;
 3. several structural improvements have been made where there were potential risks to operators.

/ 2. THE GROUP’S VALUE

2.4 Assets and investments

The production system today is much safer due to these improvements. All these initiatives have been carried out in order to guarantee sustainability for the Company, from an outlook that is

- **economic:** keeping it competitive, cutting-edge and innovative
- **social:** paying the utmost attention to the health and safety of both workers and their organizational well-being, as well as that of consumers
- **environmental:** with decisions that are always prudent with respect to the community and the ecosystem in which the Company is inserted, seeking to reduce negative impacts as much as possible and maximize positive externalities instead.

In 2020, the Cooperative submitted to the Ministry of Economic Development, alongside 6 other Wineries in the Group, an investment program with an overall worth of € 34,443,000, of which € 12,294,000 is La Marca’s share. 40% of the funding is public, while the remaining 60% was undertaken by the Company. The project refers to the expansion of production capacity, which will result in greater company efficiency: this will enable it to be even more competitive in an increasingly global market in terms of the quality, safety and image of the products it markets. This will lead to:

- a strengthening of the corporate image and consequently that of the contributing Members
- a consolidated image of the wine-producing activities connected to our area.

The investment plan consists of several interventions, some of which have already been actualized in 2021:

1. new concrete tanks were built to replace the old sewage treatment plant, and new machinery was installed to improve sewage treatment and purification, optimizing energy consumption. The sewage treatment plant has been sized to ensure the company's activities function properly while respecting the environment.
2. The old storage tanks were dismantled and new temperature-controlled tanks were installed: this operation benefits the quality of stored wines.
3. A new stabilizer has been inserted.
4. A new refrigerator offering reduced energy consumption with the same refrigeration capacity was installed for greater reliability and energy efficiency.

The following remain to be completed:

5. The upgrading of production line no. 1.
6. The re-roofing of the warehouse at entrance 7: replacing the current roof panel with a new one will improve the facility's thermal-acoustic insulation.
7. The renovation and expansion of offices: this intervention aims to adapt the Cooperative’s administration and management areas to the increased plant production capacity. Additionally, the workers’ changing rooms will be reorganized, a recreation/cafeteria space will be built, the wiring, plumbing, and thermomechanical plant will be redone, and architectural barriers will be eliminated.

This important corporate growth plan includes a systematic group of structural and plant works, dictated by the aim of ensuring sustainability of the production structure, developed in the three fields of economic, social and environmental application. All project interventions are aimed at upgrading production facilities, focusing specifically on the environmental and social impacts that the economic activity generates in the area. The various works include retrofitting machinery, reorganizing space and improving production efficiency with the aim, at the same time, of optimizing the use of energy resources, reducing consumption where possible, and rationally controlling the impact that production generates in the relevant ecosystem.

2.5 Suppliers

La Marca conceives of its Suppliers as Business Development Partners, and therefore strongly linked to its sustainability policy. Suppliers are involved in an evaluation process where cost is only one of the parameters of selection. Reliability, certifications obtained, quality of materials or products supplied, food safety and protection, respect for health and safety in the workplace, prompt and compliant deliveries and, last but not least, ongoing activities linked to alternative energies and recycling production waste: these are the elements that determine La Marca’s choice of economic entities for sourcing supplies and procuring raw materials and services.

The first criteria for selecting Suppliers refer to:

- the production potential
- the economic situation
- the logistical management of supplies
- the management of business continuity risk.

Other carefully evaluated parameters for narrowing down the list include:

- food fraud and protection risk
- food safety/quality risk (including traceability)
- occupational health and safety risk
- activities carried out with regard to sustainability issues
- activities carried out with regard to production waste recycling
- certifications obtained.

For 2021, the economic value allocated to Suppliers was 74,035,136 euros, and therefore more than 38% of all distributed value. This category includes those who sell “dry” materials, i.e., glass bottles, labels, corks, capsules, all the materials needed to package wine, but also all the individual professionals or those belonging to Consulting Companies that provide specialized know-how to support Governance, Management and the entire operational structure.

All the businesses from which La Marca sources are Italian and their premises, for the most part, are located no more than 90 km from Oderzo. With respect to the Dry Material Suppliers, 12 are stable with deliveries once or more times a week; of these, 2 have premises outside of the region but constitute “obligated choices” due to the type of product offered, product quality and service. Therefore, the 10 regular suppliers are all local companies: this determines that the satellite activities generated by the Company bring economic value, growth opportunities and employment to the surrounding community.

As expressed in the Code of Ethics: "Through their cooperation, the Company's Contracting Partners make it possible for day-to-day business activities to be concretely carried out. The Company respects their important contribution, is committed to dealing with them on an equal and mutually respectful basis, and acknowledges their legitimate expectation to receive clear instructions on the nature of the commissioned work as well as being paid the amount owed.

In choosing Contracting Partners, done through specific and non-discriminatory procedures, the Company uses criteria exclusively related to the objective competitiveness of the offered services and products and their quality, also construed as the supplier's compliance with the ethical parameters expressed in the Code of Ethics."

What our Suppliers have to say:

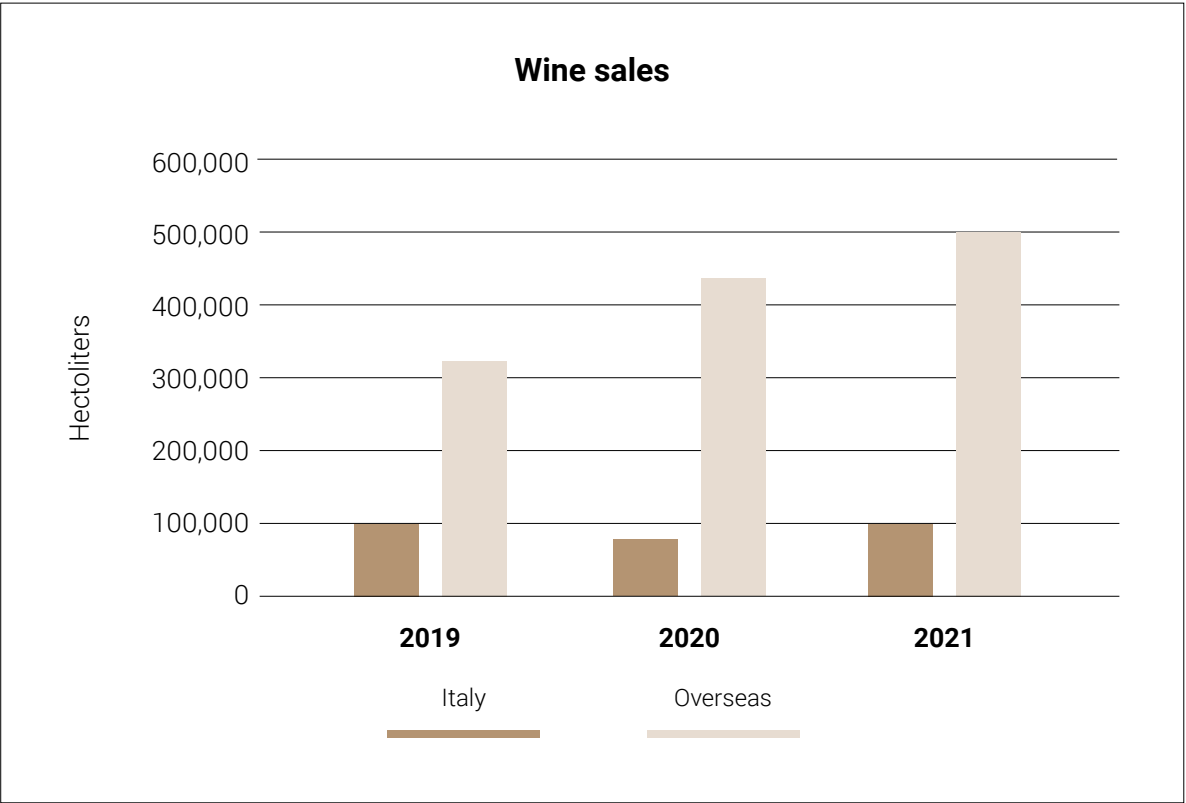
“ The reason Italsughero embarked on a path of corporate sustainability in 2021 can be attributed to a number of our Customers, among them undoubtedly the main one, the La Marca Winery, which has a major presence in the U.S. market. In recent years, there has been a strong interest in ESG* issues, especially overseas, prompting us to voluntarily engage in sustainability reporting and the development of a multi-year strategic plan that would bring true benefits to the community, people and the environment. (Claudio Correggi – Vice Presidente Italsughero). **”**

*The three letters of the acronym ESG refer to: - Environmental, which regards the impact on the environment and local area; - Social, which instead encompasses all initiatives with a social impact; - Governance, which concerns more internal aspects of the company and its administration.



2.6 Exports

La Marca's main sales channel is large-scale retail. 85% of the bottles of wine produced are destined for international markets: the top importing country is the United States, followed by Germany, Spain, and the UK. These 4 countries alone cover more than 85% of the Company's exports. Nonetheless, there are more than 50 countries in the world to which the Company sends our territory's wines.



In 2021, in a worldwide situation of severe logistical difficulties given the complex international situation, the ability to deliver even large quantities of product quickly, especially during special offers, was put to the test: La Marca has always been able to meet its delivery deadlines, especially overseas.

The Company's sales activities make a very significant contribution to the Veneto region's exports: the La Marca company alone accounts for more than 2% of the Veneto region's entire export (as of 2020).

Furthermore, the Company takes "Made in Italy" out into the world, where our food products are not only synonymous with high quality and historic traditions, but also brings with it our country's characteristic and distinctive food and wine culture.

A study conducted by MedioBanca in May 2022 ranks La Marca as the 11th largest wine business in Italy. If we consider La Marca and its eight Wineries, in terms of total turnover we would have the second largest wine group in Italy.



LA MARCA
— DRINK IN THE LAND —

3



**Environmental
protection**

/ 3. ENVIRONMENTAL PROTECTION

Protecting the natural environment along with caring for biodiversity and ecosystems are now universally acknowledged as key actions to ensure sustainable development, so much so that they are precisely and systematically regulated.

Moreover, by virtue of our nature as a Cooperative, we have always been reminded of our duty to leave to future generations a possibly better environment and social fabric than that which we found. This makes it natural for us to spearhead tangible actions to protect the environment for the sake of our health and the quality of life.

We live here. Our identity and social foundation are here in this land: inherent in this relationship is the care and protection for the environment, which gives continuity to the business project and genuinely corresponds to the purposes that led to the founding of the Cooperative.

All this can only be achieved through truly fair management of the Company.

3.1 Sustainable vineyard practices

The production cycle begins with the arrival of the bulk wine delivered by the Member Wineries for which the Company receives all the certificates of traceability and product conformity.

However, due to the Company’s unusual cooperative structure, La Marca’s commitment to the care and protection of the natural environment starts back at the beginning: with growing grapes in the vineyards.

“ Regarding the use of pesticides in vineyards, our concern is high and ever-present with respect to the health of citizens, consumers and our wine-growing members who work in the countryside. We continuously conduct research on these issues as a Company together with the Wineries belonging to the La Marca Group.
(Valerio Cescon). ”

La Marca packages and sells the wine produced by its Member Wineries: this direct bond creates a strong continuity between the work done in the fields and the bottled wine. It also determines that the Governance, composed of the Representatives of the first-level Cooperatives, share the decisions and operations to be carried out in the vineyards.

With its own team of professional agronomists and winemakers, La Marca constantly supervises the activities in the different domains and fields: it monitors the practices adopted in the vineyards and coordinates the vinification processes of its Associated Wineries.

The vineyard management plan is organized into five main themes:

- 1. pruning
- 2. plant growth
- 3. phytosanitary management
- 4. harvest
- 5. soil management and fertilization.

Various strategies are applied to achieve our sustainability goals. Those frequently adopted to reduce the impact of vineyard management on the environment concern:

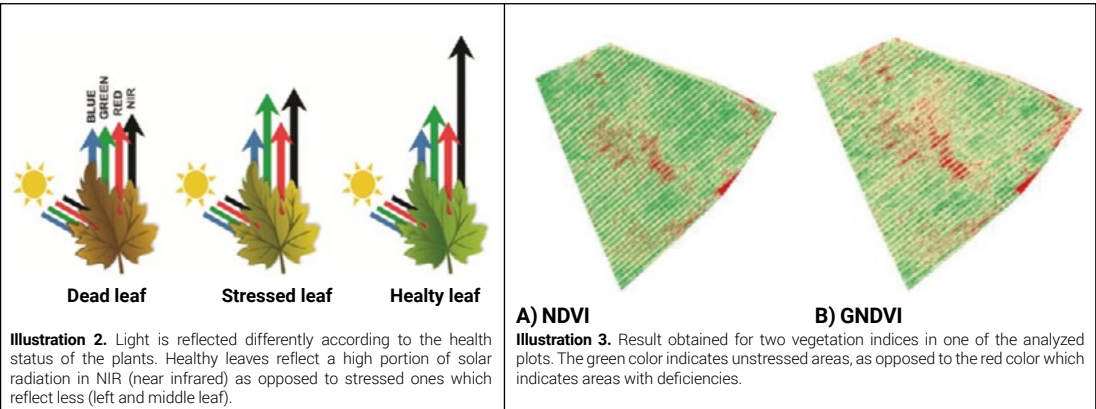
- ✓ Mechanical management: our team promotes mechanical intervention rather than chemical treatments. Agronomic practices such as mechanical suckering, weed control, and defoliation are some of the many recommended practices used to create a favorable microclimate that can lessen the possibility of pathogenic attacks, reducing the need for phytosanitary products.
- ✓ The phytosanitary plan: our goal is to create a system that can naturally reduce the frequency and extent of pathogenic attacks by improving vineyard biodiversity. Only if the extent of the attack threatens to jeopardize the crop does the winemaker intervene using specific, low-persistence phytosanitary products to target the individual pathogen without interfering with other beneficial insect populations.
- ✓ Fall organic fertilization: sometimes used with the goal of maintaining and increasing the soil’s organic matter, which is essential for creating a fertile, balanced and resilient system that can reduce human intervention during the year.

Precision viticulture is starting to be practiced: using drones to analyze vineyard vigor allows technicians to obtain accurate information on each plot’s agronomic grape-bearing potential.



Drone (DJI PHANTOM 4 PRO) with sensor (Parrot SEQUOIA+)

In our Wineries, we work to optimize the harvest and grape quality correlating multispectral data (obtained from an unmanned aerial vehicle) with agronomic data (such as laboratory-measured quality-quantitative parameters). A drone-mounted sensor allows multispectral data to be collected. Vegetation absorbs solar radiation in different bands, meaning, at different frequency ranges and wavelengths, and re-emits a different percentage in each. The percentage of re-emitted radiation in specific bands, such as near infrared (NIR), red (RED) and shortwave infrared, indicates the plant’s health status (Illustration 2).



/ 3. ENVIRONMENTAL PROTECTION

These techniques allow us to develop a specific management plan for the vineyard according to its unique characteristics. This results in a significant reduction in the use of fertilizers and phytosanitary products for the entire season.

In addition to these, other elements are deeply rooted in our work method and help to complement our sustainability strategy:

- People: we involve the local community as much as possible, trying to remain closely linked to our oldest traditions and strengthen our local area's social well-being. The vast majority of the people who work in our Wineries and vineyards were born and live in the Prosecco area.
- Solar energy: a percentage of the electricity needed to operate the plants comes from photovoltaic panels. The plan for the coming years is to implement and expand this system to gradually increase self-generated electricity and further reduce La Marca's carbon footprint.
- Water recovery: a water purification and recovery system is constantly in operation in the Winery and helps to significantly reduce waste.
- Enological products: they are chosen and purchased, focusing on their production processes, opting for those that best suit our values, as well as being efficient and safe.

“ The agronomists monitor members throughout the year, at all stages: from fertilizing, pruning, and irrigation to the most important moment, the harvest. Through field sampling, we are able to determine the perfect moment of ripening for the grapes, which is very important for this type of wine.

As soon as the grapes are harvested, they are brought to the winery where our qualified staff determines the various qualities of the grapes, which are also differentiated by area, i.e., grapes with more sun exposure, with more heat variations, and according to the wholesomeness of the grapes. Based on this data, we are able to separate the various carts and unload them into different hoppers. This way we can determine the economic value of the various grapes in order to pay the members.

The hills are very steep, and it is because of this factor and exposure to the sun, that exceptional grapes can be obtained. The composition of the soil is also very important: in our area there is sand, limestone, marl and clay. We are close to the Dolomites at about 300–350 meters above sea level. These soils, together with the hand of man, meaning, healthy and precise work in the vineyards, make it possible to obtain grapes of the highest quality with which superior Prosecco is made.

The viticulture protocol is a body of rules that serve to decrease the environmental impact. It was because of these rules that the area became a UNESCO World Heritage Site.

The territory abounds with vineyards but also homes: it is essential to preserve the environment for the people who live there, for those of us who work there and for our children.

(Andrea Curtolo – Manager of Colli del Soligo Winery – La Marca Group).

”

“

In my plot of land, I experiment what I then, as chairman of the Winery (of Conegliano e Vittorio Veneto – La Marca Group) and of the Prosecco Doc Consortium, propose to the members: wine growing that can be done without herbicides, using phytosanitary products with caution. A very important aspect is that vineyards are surrounded by hedges: it is important from an agronomic point of view but also from an environmental and landscape perspective.

The aspect of landscape is important because a beautiful vineyard landscape gives an even higher perception of the product in terms of quality. With a glass of Prosecco, we also drink in the beauty of the land.
(Stefano Zanette).

”

Since its origins, La Marca Group has been a staunch supporter of the Prosecco DOC Protection Consortium initiative which embraces the frontier of sustainability with a proactive attitude and transforms this challenge into an opportunity for the future.

On an annual basis, the Consortium presents the Vineyard Vade mecum: an outstanding tool that addresses professionals in the field to share the most sustainable defense strategies in the vineyard.

For some time now, the Consortium has been working with Equalitas to promote “sustainable wine” through a standard that can protect both the end product and the land in which this product originates.



/ 3. ENVIRONMENTAL PROTECTION

3.2 A responsible production

In 2021, La Marca allocated more than 3 million euros for investments: of these, an absolutely significant share, nothing less than €1,822,469, equal to 57%, was earmarked for energy efficiency upgrading to improve the environmental sustainability of the entire production site.

After all, the Winery has always had environmental care and attention in its "DNA."

La Marca is one and the same with the ecosystem in which it operates, because that is the source of its strength: it must be respected and taken care of if we want to ensure the durability of La Marca's business project. In fact, well before the Equalitas certification, it had already embarked on its own course of action aimed at making all the necessary interventions to maintain the facility in keeping with production needs while limiting the negative effects of the economic activity and instead enhancing the positive repercussions on the local area. Below are the most important operations for reducing the environmental impact, along with their environmental sustainability indicators.

3.2.1 Use of electricity, water and the air

Over the last few years, La Marca has expanded its finished product storage area creating a warehouse equipped with 79.65KW photovoltaic panels and a charging station for electric cars.

The plant has been in operation since 2016, and below is the data on the electricity produced over the past three years:

Year	Electricity produced (kWh)
Total	429,335
2019	74,029
2020	84,024
2021	85,491

One of the winery's improvement goals for the near future is a commitment to increase electricity produced with solar energy.

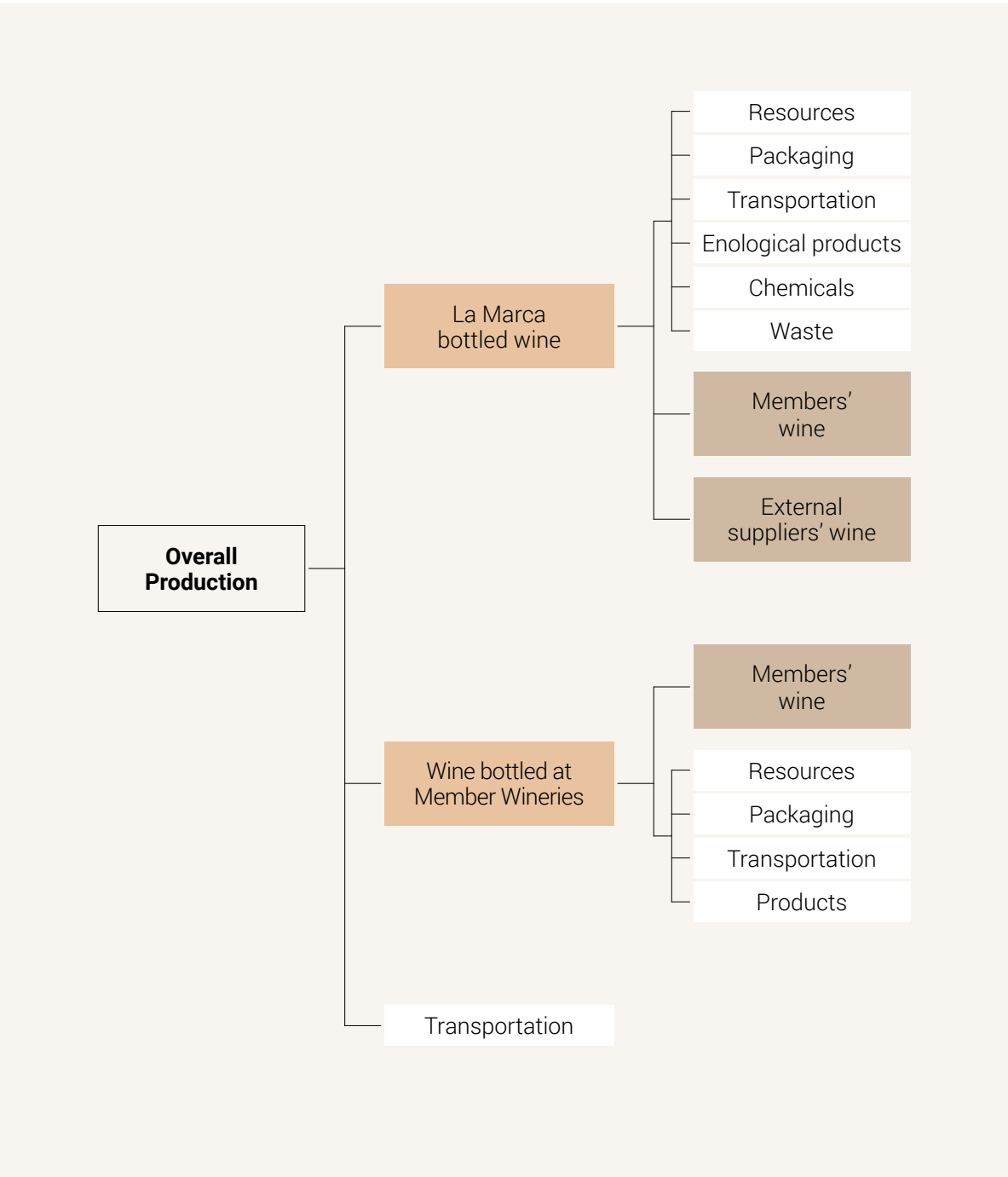
In 2020, the company's old sewage treatment plant was replaced with new concrete tanks and new machinery in order to improve sewage treatment and purification, optimizing energy consumption. The new sewage treatment plant has been sized to ensure the proper functionality of the company's operations while respecting the environment.

There is one crucial parameter for companies on the path to sustainability: it is the Carbon Footprint, which estimates the greenhouse gases generated by one's organization emitted into the atmosphere. This is a variable which, more than any other, makes it possible to determine the environmental impacts that human activities have on climate change and therefore on global warming.

With the course of action undertaken for Equalitas certification, La Marca began assessing its own emissions with the Carbon Footprint using 2021 as a benchmark year.

In the next three-year-period, the Water Footprint will be added to this, which is another key indicator for assessing the organization's impact on the environment.

The elements taken into consideration for calculating this indicator are:



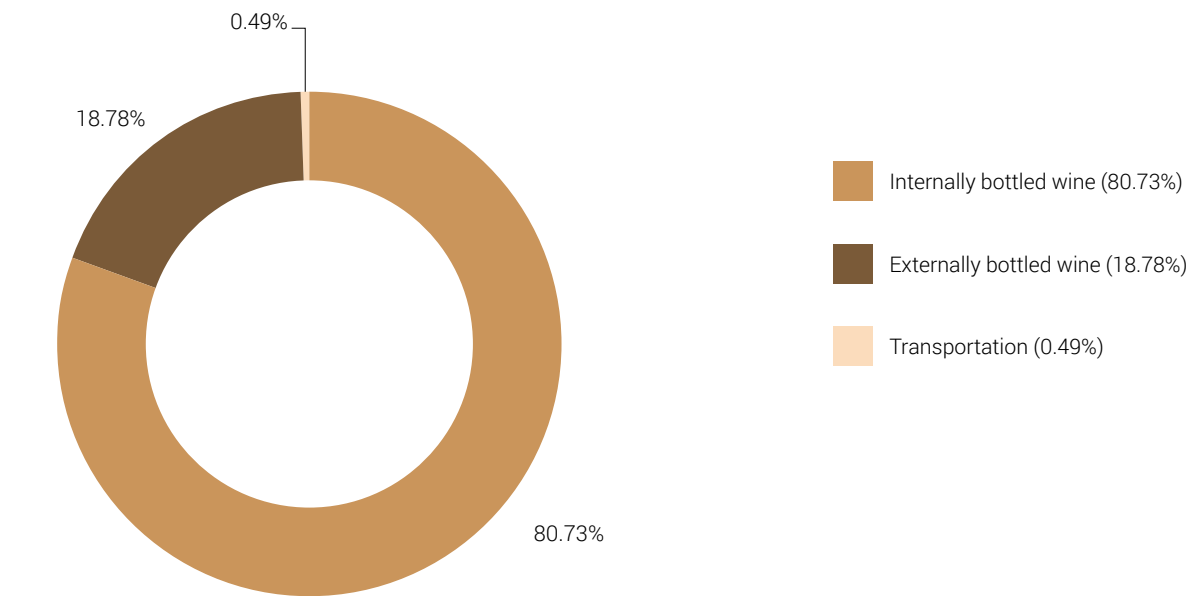
/ 3. ENVIRONMENTAL PROTECTION

We indicate the elements that contribute to determining this first value in the following charts.

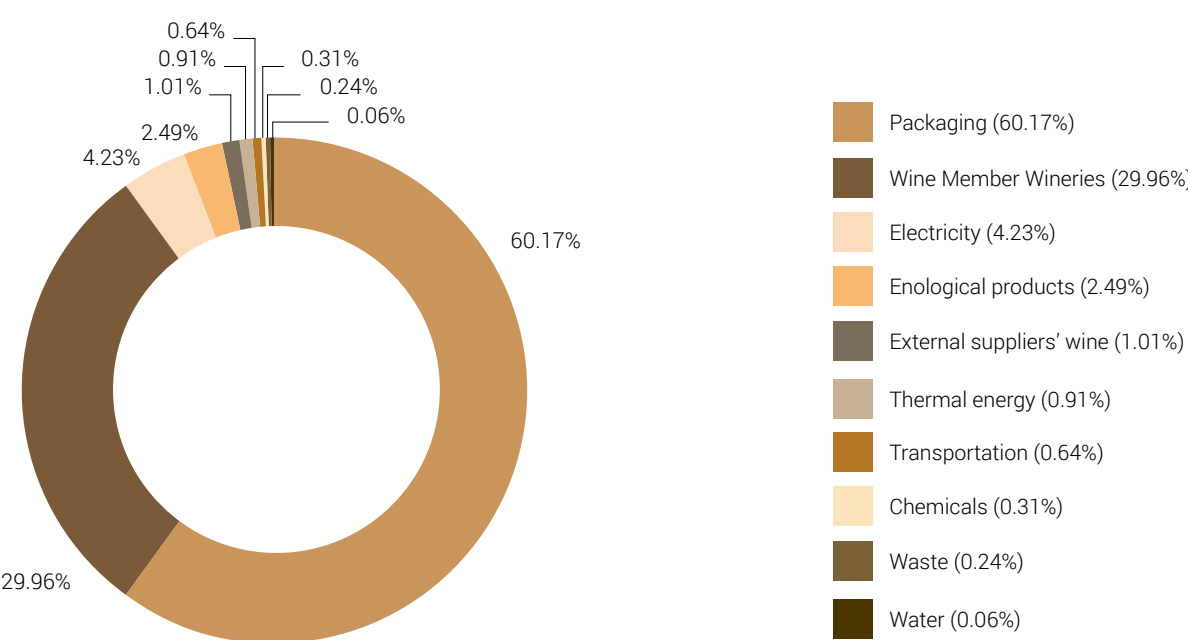
1.35
KG

The result for La Marca's total CO2 production is **1.35** kg CO2 equivalent produced per bottle. This is an initial indicative figure that will allow us to monitor the trend in the coming years.

La Marca overall production

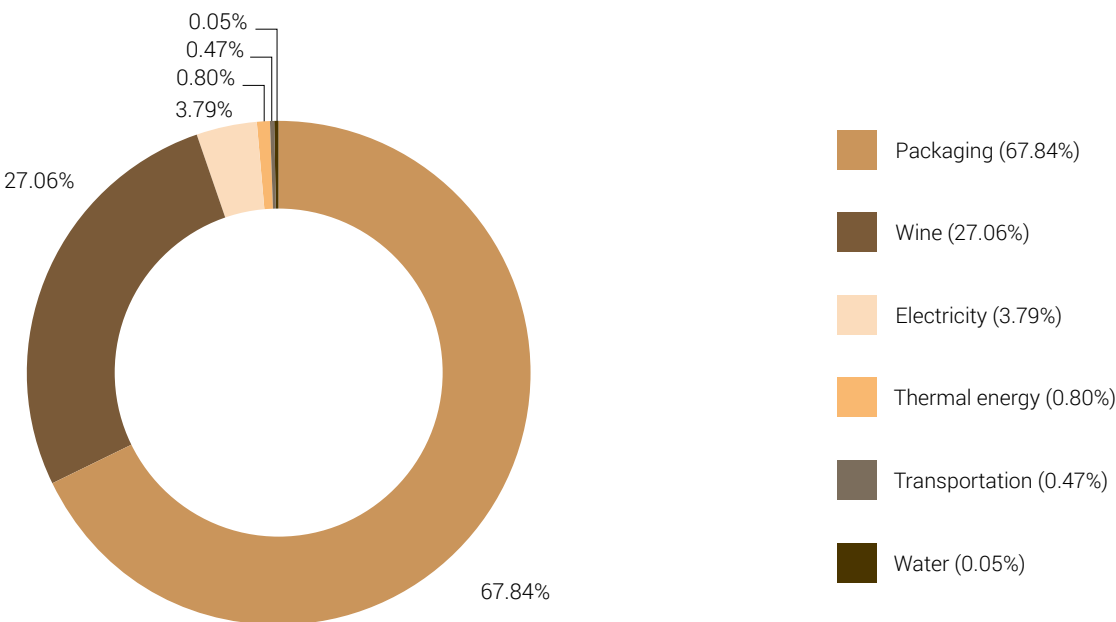


Internally bottled wine



La Marca's CO2 production at the Oderzo plant is 1.31 kgCO2eq/bottle.

Wine bottled by Member Wineries



CO2 production of Member Wineries on behalf of La Marca is 1.48 kgCO2eq/bottle.

It can be observed that the greatest impact in determining the index, is given by both wine and packaging, in particular glass which, by nature, has an impactful production process.

La Marca is already at work on this aspect with its Suppliers to reduce the weight of bottles as much as possible. The prevailing production of sparkling and semi-sparkling wines requires specific bottle characteristics in terms of weight and, therefore, the amount of glass used, in order to guarantee consumer safety.



/ 3. ENVIRONMENTAL PROTECTION

3.2.2 Use of materials

Starting in 2019 in the production department, disposable cardboard boxes began to be replaced with reusable and washable plastic bins. This measure has not only allowed for better management of internal space, with improved efficiency in material handling (and a consequential reduction in waste) but above all has saved considerable amounts of cardboard.

At the same time, the size of bags and packages was changed in December 2021, making them larger and the logistics system more efficient.

Below follow the savings to date:

	2019	2020	2021
Cardboard saved (m2)	5,527	18,732	42,154
Plastic saved (kg)	-	-	51

In 2019, the process of revising the forms for records linked to the internal quality system began: the procedure involved gradually replacing classic paper forms with a computer database that allows for:

- more rapid information retrieval
- more rapid system updating
- substantial savings in paper.

Below follow the performances achieved in terms of paper savings: the figure is cumulative and destined to grow.

	2019	2020	2021
No. A4 sheets saved	781	3097	5909
Paper saved (m2)	49	193	369

Also starting in 2019, the quantity of documents filed and sent to Customers for sales orders was reduced: this activity alone will allow us to save about 130,500 A4 sheets in 2022, which would cover a surface area of 1.14 soccer fields.

3.2.2.1 Packaging materials

Without interfering with the maintenance of proper food safety and quality standards, several packaging elements were changed in 2021, opting for choices related to sustainability. More specifically:

- cardboard boxes destined for one of our top Customers all became "FSC certified";
- boxes for sending samples, containing polystyrene, were replaced with all-cardboard boxes supplied by a company that specializes in the field;
- painted boxes, meant to be used for gifts, were replaced by natural unpainted cardboard boxes.

La Marca adheres to a strict protocol for product development activities, whether in reference to a new product or modifying an existing product. The Quality Management System Manager analyzes the proposal and, together with the project team, verifies the following aspects:

- its technical feasibility;
- food safety, including the suitability of the packaging material for the product involved;
- current legislation: the applicable national and EU regulatory requirements as well as those of the nation involved.

When the food safety guarantees and production performances/economic conditions are the same, materials are assessed according to the below criteria:

Factor	Criterion
Glass bottles	The lightest bottles are chosen taking into consideration the market segment, sales channel and product type
Stoppers	Corks or assembled corks are chosen
Capsules	Plastic or aluminum laminate capsules are chosen which provide a better seal
Labels	The lightest labels are chosen, in monochrome or two-toned, those that contain recycled cellulose
Glue	Self-adhesive labels are used
Boxes	Boxes containing recycled cellulose are used

/ 3. ENVIRONMENTAL PROTECTION

3.2.2.2 Cork stopper project

A specific upgrade that regarded cork stoppers. The disposable cardboard boxes that the main supplier used for transporting them were gradually replaced with returnable, reusable plastic boxes. Below are the savings obtained:

	No. boxes used	No. boxes saved	Cardboard saved (m2)
2019	706	2824	5,527
2020	1,687	9,572	18,732
2021	2,731	21,140	42,154
Total		19,357	66,413

Less cardboard thanks to recycling!

By replacing cardboard packaging for transporting cork stoppers with reusable boxes, in 3 years we have saved a quantity of cardboard equal to the surface area of 8.7 soccer fields.



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LA MARCA

#lamarcaoesgreen



/ 3. ENVIRONMENTAL PROTECTION

3.2.3 Waste management

Between 2020 and 2021, several activities were begun to improve waste management and gradually reduce non-recyclable dry waste by replacing a number of disposable materials with new reusable products.

More specifically:

- specific bins have been placed in the bottling lines for collecting silicon paper (label backing): the paper is sent to a specialized company in the field that regenerates it, in keeping with the circular economy;
- disposable cardboard boxes for labels have been partially replaced by reusable plastic boxes. At the same time, cardboard boxes for receiving capsules and wire hoods have been replaced by recyclable containers;
- detergent tanks are collected for recycling;
- recycling bins were introduced in the staff areas.

Taken together, these measures have reduced the quantity of waste per bottle produced. The following offers a comprehensive overview:

Year	Plastic		Dry waste		Paper/Cardboard	
	kg waste/bottle	variation	kg waste/bottle	variation	kg waste/bottle	variation
2019	0.00162		0.00210		0.00350	
2020	0.00173	+7%	0.00206	-2%	0.00359	+3%
2021	0.00160	-8%	0.00140	-32%	0.00315	-12%

The increase in 2020 is due to the growth in volumes processed, which were always on the upswing.



3.2.4 Transportation

Already in 2019, La Marca had equipped itself with one of the largest top-performing systems in the wine industry for self-producing nitrogen, which is essential for proper and healthy wine processing. The new installation has allowed the Company to be almost totally independent for the production of this element, limiting road transportation significantly. Below is the number of tanks and respective trips that have been saved:

Year	Self-produced nitrogen (Sm3*)	Tanks on the road saved
2019	1,252,477	63
2020	1,919,551	96
2021	2,009,321	100
Total		259

* Standard cubic meter - unit for measuring gases

Regarding this issue, we feel it is particularly meaningful to stress that all of the Member Wineries are located in the province of Treviso. The operational headquarters as well as plants are located within a maximum radius of 37 km from the La Marca production facility. This element has a positive impact in terms of reducing travel time, relative emissions and pollution in the surrounding environment.

You will recall that with respect to Suppliers, when qualitative and economic assessments are equal, the geographic proximity of firms is one of the determining factors for being selected.

3.3 The Environment has no boundaries

La Marca’s commitment to the environment is not limited to the municipality where the company is headquartered but embraces a much broader concept of territory and community, in the understanding that we all are part of the same ecosystem.

With this conviction, after the terrible storm known as “Vaia” which in October 2018 struck the Northeast of Italy (especially in the area of the Dolomite mountains and the Venetian Prealps), the company donated a total of 100,000 euros to the Veneto region to help reforest the area that was hit.

In 2022 La Marca is already at work on the following environmental sustainability goals:

1. improve the efficiency of plastic waste management methods
2. recycle the silicon paper on box labels as well
3. when drawing up or renewing contracts, suppliers are to be engaged in concrete sustainability actions.



LA MARCA
—DRINK IN THE LAND—

4



**People and the
community**

/ 4. PEOPLE AND THE COMMUNITY

4.1 The indispensable contribution of the Members

As a Cooperative, La Marca pursues the overriding interest of nurturing the value of its Members' investments by implementing a business strategy that ensures them, over time, an adequate economic return, optimizing available resources as well as increasing the Company's business competitiveness and financial strength.
To date, La Marca constitutes one of the most important companies not only in the province of Treviso but on the Italian viticultural panorama due to the numbers it represents.

Member Wineries	2019	2020	2021	Δ 2019-2021
Hectares	14,352	15,071	15,305	+ 6.64%
No. Members	4,405	4,551	4,577	+ 3.90%

Member Wineries	Grapes harvested 2021 (quintals)
Prosecco DOC	1,281,162
Prosecco DOCG	243,465
Pinot Grigio delle Venezie DOC	266,168
Pinot Nero	20,241
Other white varieties	329,553
Other red varieties	135,234
Total	2,275,823

Turnover	2019	2020	2021	Δ 2019-2021
Member Wineries	€ 262,708,501	€ 259,749,625	€ 287,294,905	+ 9.36%
La Marca	€ 140,825,000	€ 152,916,286	€ 179,646,914	+ 27.57%
The Group	€ 403,533,501	€ 412,665,911	€ 466,941,819	+ 15.71%

For a core, first-level Cooperative Winery, being a member of La Marca means being a key player in all stages of the local wine production chain, and of Prosecco in particular.

It means having a close bond with the production area, through its Wine-growing Members, and contemporaneously, with marketing the finished product, and therefore with the markets, especially the international ones.
This means participating concretely in the entire value production chain for the local economy, in order to ensure well-being for the local community.

Each Member Winery is an active participant in a large-scale business project which drives the industry, resulting in a positive economic impact for the company itself, and its Members, empowering it to actively contribute in decision-making processes along the production chain.

Although they are legally independent entities, the Owner Wineries constitute a compact entity with the second-level Cooperative they have created, because of the objectives they have entrusted to it and, most importantly, because of the highly significant economic relationships: La Marca moves as a single body, as one with the core Wineries.

Today the La Marca Group, because of these characteristics and its size, is in fact a key player in determining the product's economic value and the durability of the Prosecco denomination.

“ For those of us at the Produttori Piave-Sile Winery, being a member of La Marca translates the Winery’s mission into reality, the primary activity of giving a direct and effective positive spillover effect in the territory. Firstly, the Winery must do its best for the Members from an economic standpoint, for the remuneration of grapes, but not only: much more can be accomplished through La Marca. Being a second-level Cooperative Member means first and foremost being mentally projected into a 360-degree vision, not as an individual but as a group, in a wide-ranging design that transcends corporate limitations in the narrower sense, and allows everyone to grow, not only economically. La Marca, because of its weight and size, unquestionably conditions the entire local wine industry, holding the Prosecco world together, and is a powerful participant in the development of the system. This adds fundamental value to our Winery. (Claudio Venturin – La Marca Vice-Chairman).

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/ 4. PEOPLE AND THE COMMUNITY

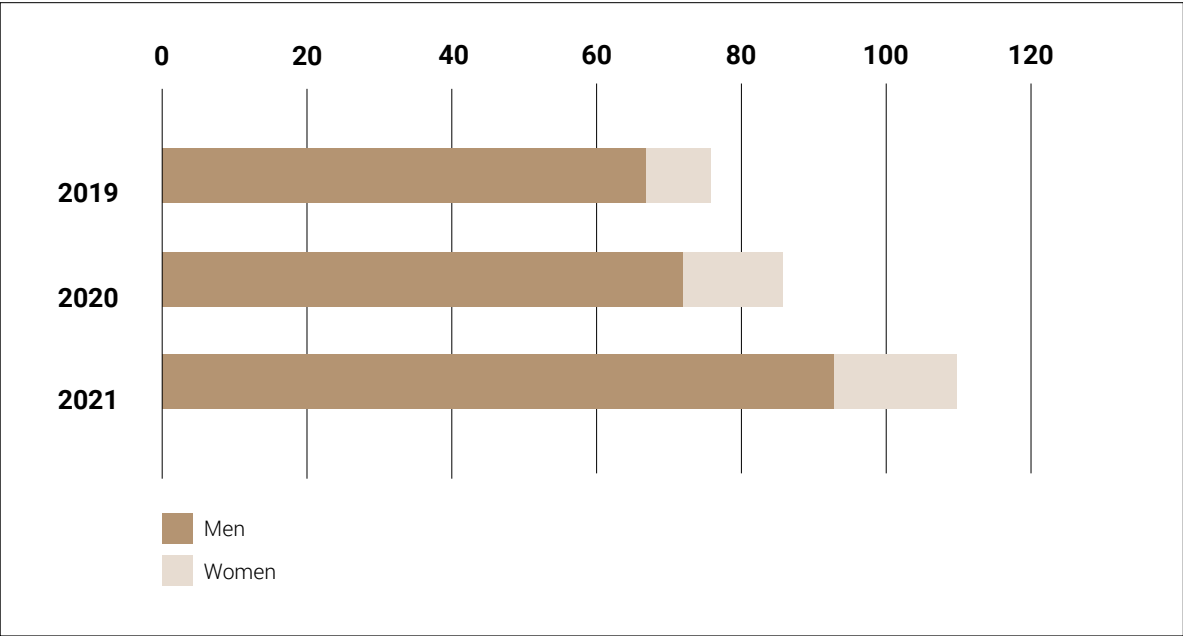
4.2 Human resources

“Human capital” constitutes one of La Marca’s fundamental resources: it is through this asset that maximum Customer satisfaction can also be achieved, thereby increasing the value of the Members’ investment. The Company is therefore committed to selecting and maintaining particularly qualified personnel in its employ.

Strong expansion in recent years has resulted in a significant increase in newly hired workers followed by an expansion to three shifts on two bottling lines reaching a total of 109 people employed by the end of 2021.

With these new hirings, the proportion of women involved in all production processes has increased over the past year: not only in office activities, but also in the enological laboratory, logistics, and the production department.

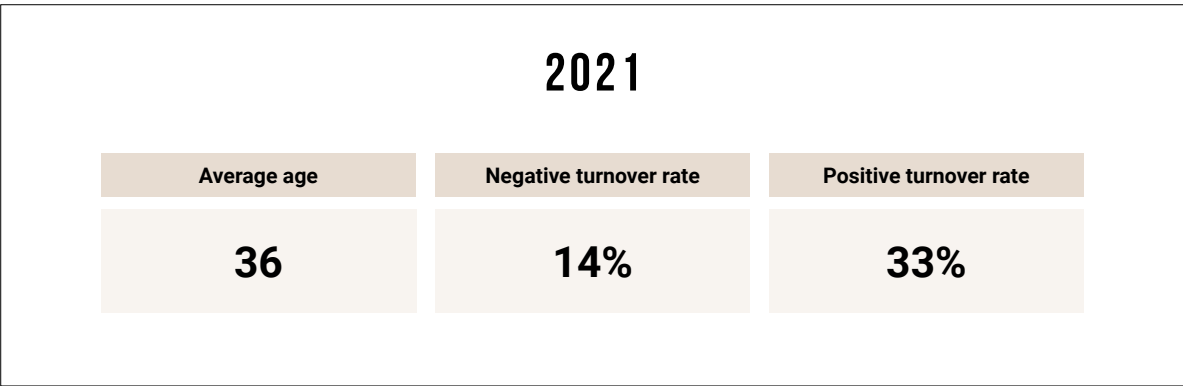
	Men	Women	Total
2019	66	9	75
2020	74	10	84
2021	93	16	109



Of the 109 workers at the end of 2021:

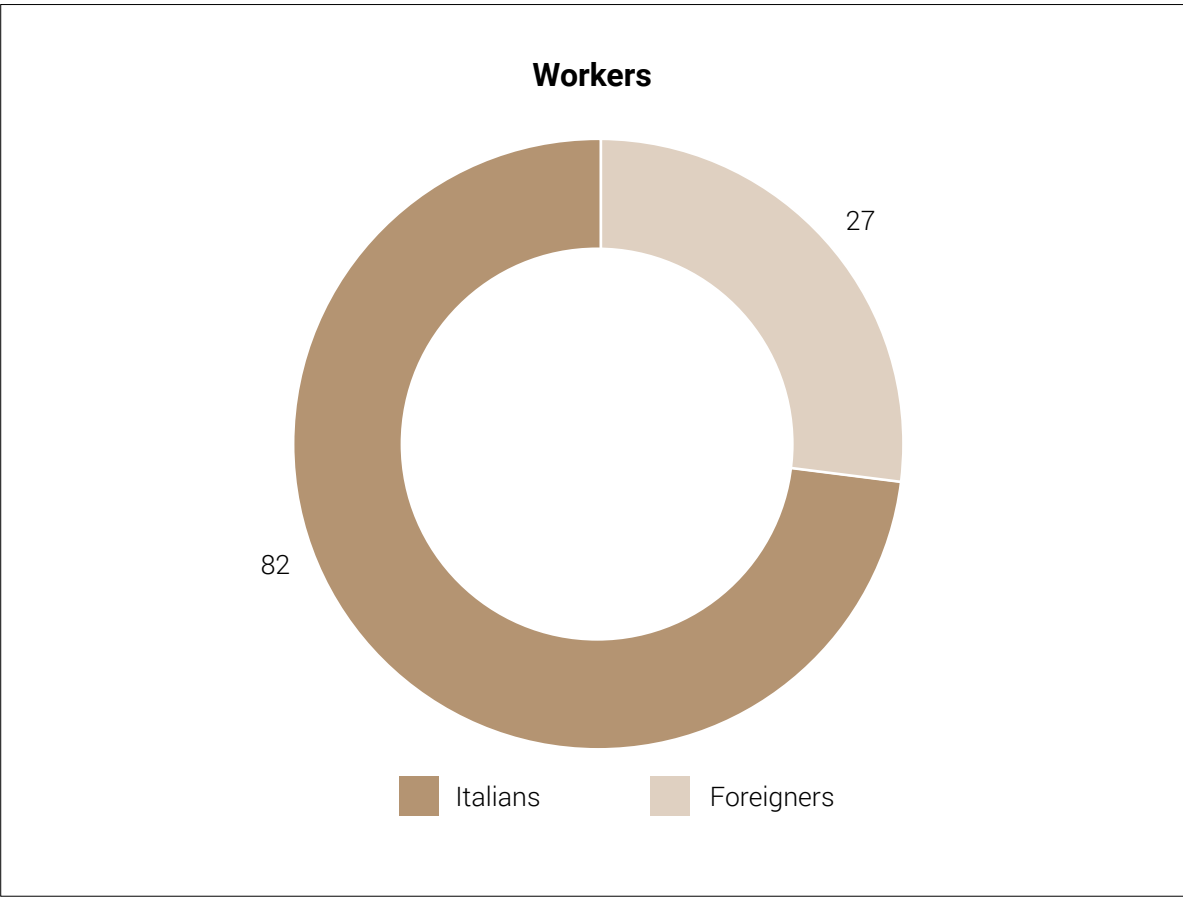
- 26 were temporary workers
- 82 were factory workers
- 26 were office workers.

The average age has dropped to 36 years.



The youngest worker is 20. There is a group of about ten people who have been working in the Winery for over thirty years: in addition to constituting the Company legacy, these human resources have been able over time to update their know-how and expertise and now make up the core to whom younger people turn for consultation, advice, and opinions.

To date, the component of workers from foreign countries totals 27 people, nearly 25% of the total. These people mainly come from Romania (17) and India (4), followed by Albania, Brazil, Bosnia, Germany, and Russia.



4.2 Human resources

As required by current legislation, La Marca hires several people with disabilities (L. 68/99); it has an active agreement with a Type-B Social Cooperative through which 1 fragile person collaborates in carrying out low-risk and outdoor cleaning activities (gardening and the like).

Strong expansion over the past decade has led not only to the need for increased staff numbers, but for upgrading the internal organizational model as well. It was no longer possible to continue with a top-down work organization separated into departments and production units: it became necessary to adapt internal operating methods towards a flatter organization, based on each worker's greater involvement and empowerment, regardless of role, for an increased level of protection for the cooperative model as well. This aspect has become even more pronounced over the past few years, in which global crises and the ensuing difficulty of sourcing raw materials have led to a profound revision of work planning timetables: this has led to a demand for greater flexibility, availability, and problem-solving skills for all employees and collaborators.

This process of changing and redefining roles was accompanied by several elements. The Company has tackled the challenge of putting people at the center of all processes, stimulating a proactive spirit in workers who must become more responsible, increasing their levels of autonomy, improving productivity and at the same time, their own well-being. For this reason, the internal organization is founded on work teams that meet at regular intervals and pursue the goal of planning ongoing productions in the medium to short term, monitoring progress, and troubleshooting as problems arise. The critical issues are then examined for the purpose of quality control and planning of improvement activities. Activities pertaining to personnel management were handled, where necessary and appropriate, in synergy with union representatives. In 2022 we will witness the consolidation of this approach, which the Ownership strongly pushed for also in light of some recent recruitments in the various departments that should lead to a further boost in Company quality.

Workers are increasingly requested to perform tasks independently and with responsibility, thus allowing hierarchy to give way to an increasingly more horizontal organization. Efforts are made to help them discover their own capabilities and manifest them, in order to retain talented people and fully develop their potential.

In recent years, the Company has disbursed a **€ 250** gift to all employees with at least 4 months' seniority at year's end: the value for 2021 amounted to **€ 16,000.00**.

At Christmas 2021, the entire staff received a **water bottle**: symbolic of **each person's commitment to sustainability**.

Each worker was given **1 admission ticket** free of charge for **Vinitaly**.

Imoco Volleyball season tickets are made available to all employees to attend matches.

The Code of Ethics guides the Company's activities also regarding its employees' work. Business strategies and subsequent operational conduct target this objective, inspired by an efficient use of resources.

The Company adheres to the following general principles of conduct in pursuit of this objective:

- compliance with laws and regulations;
- fairness and honesty;
- impartiality;
- professionalism and empowerment of human resources;
- confidentiality, transparency and thoroughness of information;
- health protection;
- environmental protection;
- diligence and trust.

At the same time, employees and collaborators are requested to adapt their actions and conduct to the principles, values, objectives and commitments provided for in the Code of Ethics, which aims to be the body of fundamental guidelines that must inspire the activities of the Company itself and guide the conduct of employees, collaborators, and Directors for the proper functioning, reliability and image of the Company.

Indeed, the internal operational structure has over time become a qualified mechanism for putting into practice the decisions made by the Governing Body.

“ We believe that the success that the Winery has consolidated in recent years is essentially due to one factor: a sort of strategically “cross-eyed” Governance. With one eye, it rigorously oversees the Company’s internal functional processes; with the other, it takes a leading interest in the dynamics of the industry, of Prosecco in particular, to help create the conditions that will give long-lasting value to this denomination. This has resulted not only in a positive impact on the Member Wineries, but on the development of the entire local area as well: at times we have pushed growth beyond the Group’s immediate need, largely for the long-term duration of the "Prosecco system."
(Valerio Cescon). **”**

/ 4. PEOPLE AND THE COMMUNITY

4.3 Consumer health and safety

The increase in the quantity of bottled wine has been accompanied over the years by a continuous focus on maintaining product quality. Therefore, analysis and internal control procedures have been significantly fine-tuned over time, improving data collection hardware and software systems. As per the wine produced, the entire production chain is controlled: the product packaged by the Company is totally traceable which, for the Consumer, vouches for all the steps the product has undergone, meeting strict hygienic and sanitary standards. The result is what is called “production chain traceability” which allows the Consumer to identify the responsibilities of all the entities that contribute to obtaining the final wine, ranging from the origin of the grapes which comprise the products and the production methods, to the manufacturing processes and transportation methods that have been adopted.

In addition to all the controls required by regulatory compliance, our commitment to the Client is attested by the continuously renewed international certifications of the organizational and production processes (IFS, BRC, ISO 22005, BIO).

	UNI EN ISO 22005:2008 Traceability in agrifood production chains	Product traceability from the phase when raw materials are received to that of shipping the finished product to the customer.
	IFS Food	Standards for the Assessment of Compliance of products and processes in relation to food safety and quality.
	BRC Global Standard for Food Safety	An international standard whose main purpose is to strengthen and promote food safety throughout the production chain.
	CERT. IT BIO 015-S15-20/113	Organic agriculture. It ensures compliance with EU regulations on organic production.
	Equalitas certification	One of the most thorough protocols that can be adopted in the wine industry. It is a hallmark of assurance and transparency that stimulates the company to continuously improve, representing additional protection for the consumer, as well as a sign of respect and long-term commitment with the local area.



/ 4. PEOPLE AND THE COMMUNITY

4.4 Supporting local projects and initiatives

La Marca acknowledges its responsibility to contribute to the betterment of the community in which it is incorporated. It therefore offers concrete support to the numerous social, cultural, and sports activities and initiatives in the local area.

It concerns itself directly with the growth of the new generations by annually initiating internships for students from the province's secondary schools for periods of at least 4 weeks. This activity has been temporarily suspended due to the Covid-19 health emergency. It collaborates successfully with institutions accredited by the Veneto region for higher and continuing education for the development of professionalizing skills in young people, and with the University of Venice for university internships and professional profile searches.

La Marca also sponsors several local sports clubs, some of which have achieved considerable results far beyond the national level.

	2019	2020	2021	TOTAL the last 3 years
Voluntary and cultural associations, municipalities and schools	€ 100.00	€ 50.00	€ 450.00	€ 600.00
Sports Associations	€ 49,610.00	€ 44,500.00	€ 47,610.00	€ 141,720.00
Veneto region for natural disasters	€ 100,000.00			€ 100,000.00
Veneto region for the health emergency		€ 51,000.00		€ 51,000.00
Total	149,710.00	€ 95,550.00	€ 48,060.00	€ 293,320.00

In 2021 alone, the resources that La Marca made available to the area for social, cultural, and sports initiatives amounted to 48,000 euros.

Having previously pointed out its environmental commitment with a contribution for reforestation work for damage caused by storm Vaia, we also wish to mention the donation La Marca made to the Veneto region to cope with the Covid-19 pandemic health emergency.



5

**La Marca,
messengers
of Prosecco
in the world**



/ 5. LA MARCA, MESSENGERS OF PROSECCO IN THE WORLD

5.1 An international presence

Any Italian traveling in the United States cannot help but come across La Marca Prosecco sooner or later with its now iconic blue label. Owing to the availability of top-quality raw material and a considerable production capacity, the Company has contributed decisively to the success of this product in that market.

The commercial strength of our American partner has made La Marca Prosecco known everywhere in the United States. This has produced a positive indirect benefit in support of the entire industry: in addition to its own work in the strictest sense, La Marca has been a driving force, to the benefit of the entire Prosecco production chain.



5.2 5.2 The group's brands

La Marca markets its wines under differentiated brands according to channels and markets.

At Vinitaly 2019, the new company brand was launched with an overall revisitation of the entire product line: one intended for the Ho.Re.Ca (hospitality industry) world (Bouquet line) and another intended for the world of large-scale retail (Novecento line).

2020 should have been the year to test market reactions (especially Ho.Re.Ca) but the global pandemic did not allow real data to be obtained.

In 2021 a +15% increase in the Bouquet line was registered, which outperformed the products in the Novecento line (destined for large-scale retail).

We are also known worldwide under the following brands: Millage, Foscaro, Signoria dei Dogi, Vigne dei Dogi, Tenimenti Dogali, Brocca dei Dori, Porta dei Dogi and Terre del Faedo.

A large advertisement for La Marca Prosecco. At the top, the brand name 'LA MARCA' is written in a large, white, serif font. Below it, six bottles of Prosecco are lined up, each with a different label and foil-wrapped neck. The labels include 'PROSECCO D.O.C. TREVISO', 'PROSECCO ROSE D.O.C.', 'PROSECCO D.O.C. TREVISO EXTRA DRY', 'CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE D.O.C.G. LA MARCA MILLESIMATO EXTRA DRY', 'VALDOBBIADENE SUPERIORE D.O.C.G. LA MARCA DRY', and 'CONEGLIANO VALDOBBIADENE PROSECCO SUPERIORE D.O.C.G. LA MARCA DRY'. In the bottom right corner, there is a circular logo that reads 'SUSTAINABLE WINERY 3E EQUALITAS'. At the bottom left, the website 'WWW.LAMARCA.IT' is displayed along with social media icons for Facebook, Instagram, and YouTube.

/ 5. LA MARCA, MESSENGERS OF PROSECCO IN THE WORLD

5.3 Accolades

La Marca wines have been winning important quality awards for many years, abroad and in Italy, participating in the most important competitions of international distinction. We will mention the most prestigious awards in the past two years alone.

A footnote to the quantitative data is the certificate of quality received in September 2021 from Mundus Vini: La Marca won gold and silver medals with Prosecco DOC Treviso Extra Dry and Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Millesimato Extra Dry. For Prosecco DOC Treviso Extra Dry, September’s was only the latest in a series of prestigious awards won in 2021.

2020

	Berliner Wein Trophy	Prosecco Spumante Docg Conegliano Valdobbiadene - Millesimato 2019	Extra Dry	Gold
	Berliner Wein Trophy	Prosecco Spumante Doc Treviso	Extra Dry	Gold
	Gilbert And Gaillard	Prosecco Spumante Doc Rosé - Millesimato 2019	Extra Dry	Gold
	Mundus Vini	Prosecco Spumante Docg Conegliano Valdobbiadene - Millesimato 2019	Extra Dry	Gold

2021

	Mundus Vini	Prosecco Spumante Doc Treviso	Extra Dry	Gold
	Berliner Wein Trophy	Prosecco Spumante Doc Treviso	Extra Dry	Gold
	Global Rosé Masters	Prosecco Spumante Doc Rosé - Millesimato 2020	Brut	Gold





LA MARCA
— DRINK IN THE LAND —

6



Note on methodology

The aim of this first sustainability report was to present clearly and transparently the concrete actions that La Marca Vini e Spumanti, as a bottling company, has undertaken with respect to the three pillars of sustainability, describing the long-term goals and results it is achieving.

Data for 2021 was taken into consideration, but being the first public document reporting on the impacts generated by the Cooperative, it was deemed appropriate to submit information that covered a broader time period for several subjects: this demonstrates that the Company's virtuous approach with respect to these issues did not begin with the certification process but is rather a *modus operandi* that stems from rigorously interpreting the principles from which cooperation as an economic activity takes inspiration.

The decision was made to opt for a drafting guided by the Equalitas standard in a form that would make it easy for our stakeholders to read.

Our intention was to give voice to the cooperative soul of this company and the deep bond, not only economic, with the environment, the territory and the community that lives in it.

Drink in the Land



LA MARCA
— DRINK IN THE LAND —





LA MARCA
— DRINK IN THE LAND —

This object was made with Materica paper by Fedrigoni, consisting of 25% pure virgin ECF (Elementary Chlorine Free) cellulose, 20% recycled fibers, 40% CTMP cellulose and 15% cotton fibers, FSC™ certified.