

LA MARCA

— DRINK IN THE LAND —

Sustainability Report 2023



We are committed to a path of responsible sustainability, aware of our role and the need to make a real difference. We aim to contribute positively to our world, putting into practice actions that go beyond mere intentions, for a meaningful and lasting impact.



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The President's letter

It is with immense pleasure that we present the second edition of our Sustainability Report. Our intention is to provide a comprehensive overview of the many challenging initiatives undertaken by our Group to achieve increasingly virtuous objectives, but above all to confirm our strong commitment to promoting a process of development and economic, social, and environmental prosperity in the local area.

The history of La Marca Vini e Spumanti represents a unique fusion of tradition, innovation and sustainability. In over 50 years, La Marca has undergone significant transformations, especially in recent decades. In the 1990s while the wine industry was adapting to new market dynamics, we faced a crucial turning point. It was a period when the panorama of wine consumption was shifting from demijohns to bottled products.

Having a more streamlined governance, "private" wineries were reaping the benefits of direct sales in large channels, a strategy in which we, as a group of cooperative wineries, hesitated to participate. Initially, many people questioned the opportunity of interfacing directly with large-scale distributors; consequently, we preferred, at first, to opt for an intermediate model, selling our products to merchants, who in turn gave them to bottlers, eventually reaching large-scale retail trade.

Our cooperative nature later urged us to take the leap: the cooperation came into being to bring together those who, alone, could not have competed successfully, either on a domestic or international level. This is the goal that has steered our actions over time and has seen us build an active leadership in the market. We therefore started direct sales and quickly witnessed an extraordinary exponential growth.

Initially the group consisted of 15 associated wineries, and through mergers and transformations there are now 8 of us.

In the last ten years, we have experienced remarkable growth, especially with the establishment of the Prosecco D.O.C.. Today, the **La Marca group** ranks as the second largest domestic wine group, priding itself in a turnover of more than 600 million euros and the processing of nearly 2.6 million quintals of grapes. Our production's added value is the origin of raw materials from our members, relying on **entirely local** grapes. In this way we ensure not only the distribution of economic value throughout the region, but we also represent a powerful testimony of our commitment to the community.

We recognize the privilege and responsibility that accompany our prominent position in the wine industry. Our cooperative essence compels us to invest our resources in the economic fulfilment of members and product quality. An effect that is extended to our Member Wineries, who in turn ensure fair compensation for our 4,577 winegrowing members.

Last year was one of exceptional growth and success for us. I can proudly say that the La Marca Vini e Spumanti turnover grew by 32% over the previous year. An extraordinary achievement that was the product of hard work, commitment and the dedication of each member on our team.

We are proud of this achievement but cannot help but acknowledge that it was also a difficult year after the sudden passing of our beloved Valerio Cescon. His vision, dedication and leadership led the company to the numbers and success it has today.

His passing was deeply felt by all of us and made it clear how crucial it is to ensure the company's continuity and results.

Our Board of Directors, which I represent here, conscious of its responsibility to the Member Wineries, to each and every winegrowing member, has come together with greater determination and unity. Cooperation is based on co-responsibility, and what happened made us aware how important it is for all of us to keep the pact alive among the management team of our wineries: **put a larger, more ambitious project before individual success.** The forward-looking and challenging project of combining the strengths and production potential of the Member Wineries, driven by multiplicative dynamics and not a simple summation of results.

Today, more than ever, La Marca is a cohesive group capable of achieving important goals, collective and lasting well-being, reinforced by the generative force of the group itself. Valerio often quoted Friedrich Wilhelm Raiffeisen, one of the founding fathers of the cooperative movement in Europe: **"that which is precluded to the individual can be achieved by a community of people".**

This is why we look to the future with determination, aware of the responsibility that comes with our cooperative nature and the volumes we represent today in Italy and around the world. A **social responsibility** as mentioned in our mission:

Towards our members in terms of wealth distributed to guarantee income in the medium to long term.

Towards our employees, in terms of stability and professional growth.



Towards our customers and consumers to whom we try to offer quality products.

Towards our land, for the deep respect and care we take in preserving our lands, our vineyards.

Towards our community for our commitment to generating widespread prosperity among members, their families, and for the local economy.

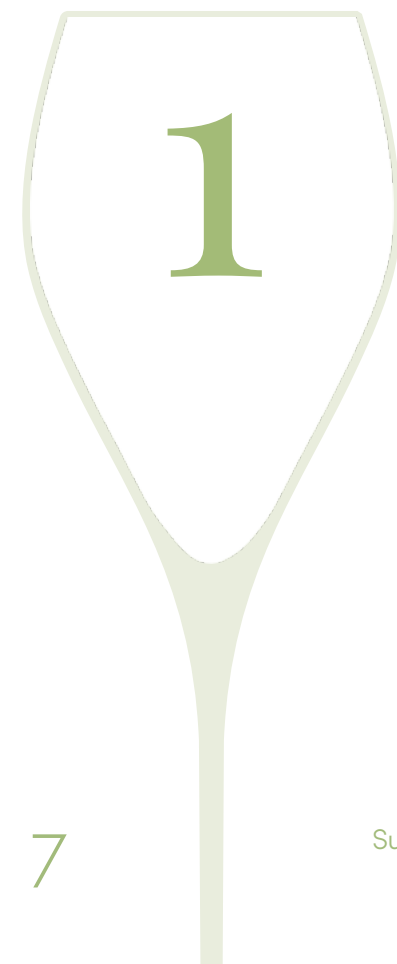
Towards the younger generation by offering them a perspective of continuity and a future.

We will therefore continue to work for our La Marca project based on the creation of collective value, not only economic, but also social and environmental.

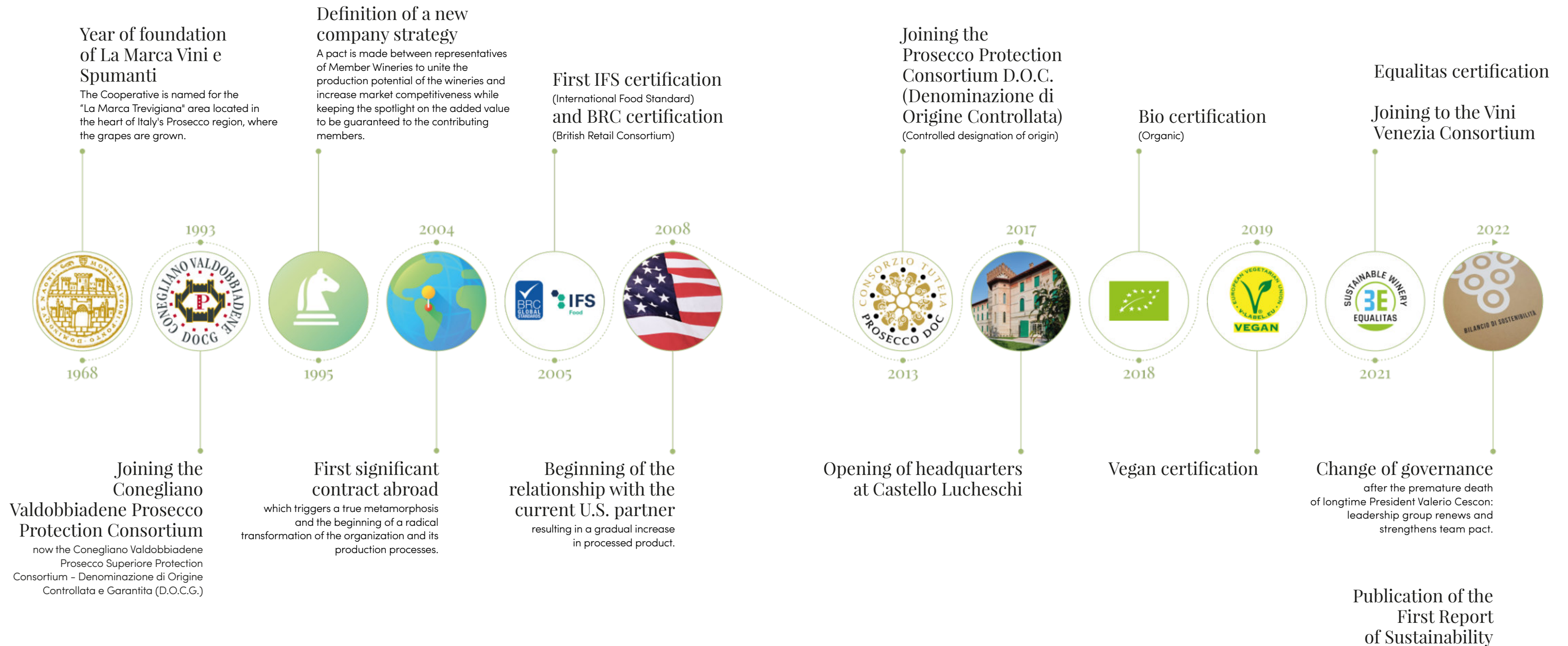
Claudio Venturin, President



La Marca Vini e Spumanti



More than 50 years of history



We are La Marca

Owner Wineries

8

Grower members

4,577



Area under vines

15,400
hectares

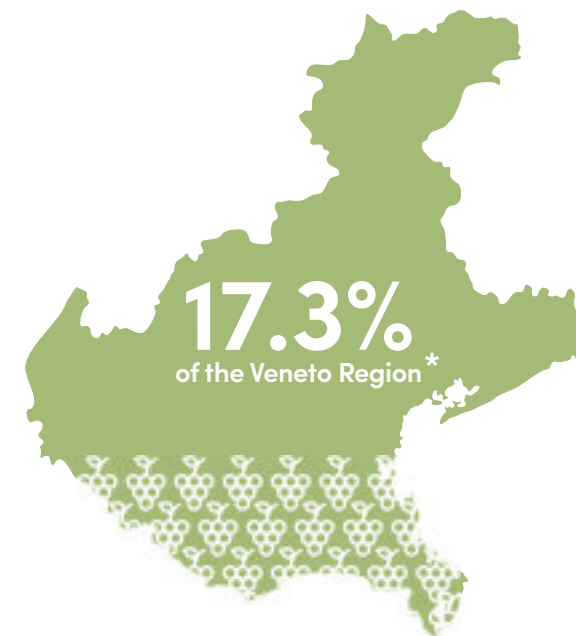


* Veneto Region statistical report 2023 - ISBN 978-88-6448-219-4

2° wine group in Italy according to production value

The La Marca Group in 2022

Grapes harvested



2,600,000 quintals

Turnover

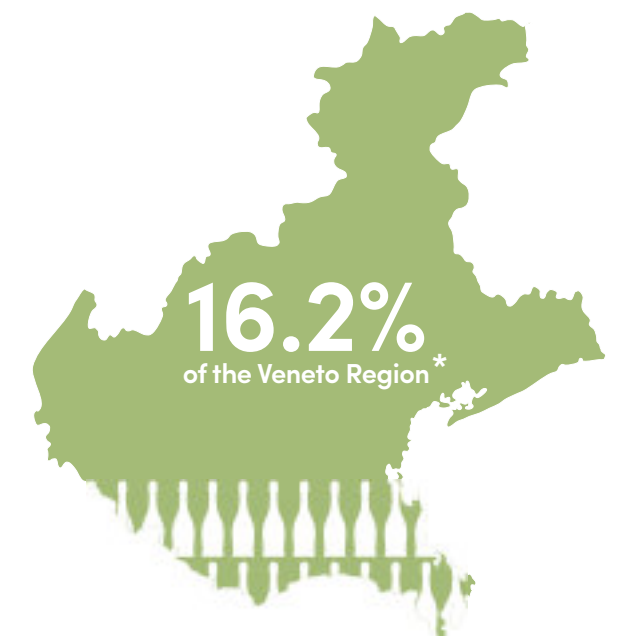
600 million euros

+28.5%
compared to 2021

682 employees

Wine produced

25%
of Prosecco D.O.C.



192,400,000 liters



90%
white wines:

Prosecco D.O.C. and Treviso D.O.C. (also in an organic version)
Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.,
Pinot Grigio Delle Venezie D.O.C., Piave D.O.C., Veneto I.G.T.
(Regional Geographical Indication) and Marca Trevigiana I.G.T.



10%
red wines:

Piave D.O.C., Venezia D.O.C., Marca Trevigiana I.G.T., Veneto I.G.T.

We are La Marca

Turnover

235 million euros



+32%
compared to 2021

8°

position in the 2022 ranking
among Italy's 100 largest
wineries by turnover *

4°

position in the 2022 ranking
among Italy's 10 cooperative
wineries *

* statistics from Corriere della Sera, August 2023

Production

85 million bottles



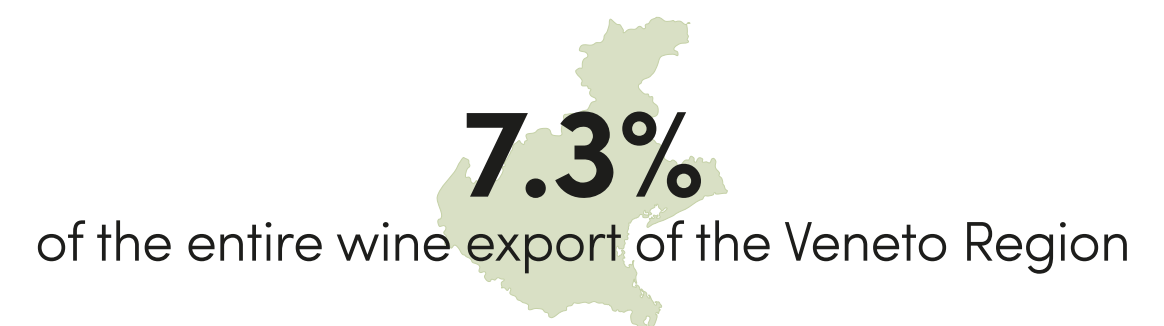
+12%
compared to 2021



109 employees

La Marca Vini e Spumanti in 2022

Distribution



Cooperative identity

The success of La Marca Vini e Spumanti is firmly based in its cooperative spirit.

The eight Owner Cooperative Wineries located in the area represent the heart and soul of this project, which feels responsible for giving a continuous profit margin to the agricultural world, and indirectly for the entire community. La Marca's tireless efforts have allowed it to prosper and grow steadily, demonstrating how powerful the union of minds and efforts dedicated to producing wines of extraordinary quality can be. With its Member Wineries, La Marca includes the area of the designations Prosecco D.O.C., Conegliano Valdobbiadene D.O.C.G., Delle Venezie D.O.C. and Piave D.O.C.

La Marca plays a strategic role in the entire wine production supply chain, due to the considerable impact of its production, which extends over an area of 15,400 hectares: from the generous Treviso plain to the enchanting and splendid hills of Conegliano and Valdobbiadene, recognized as a UNESCO World Heritage Site from 2019.

- **8 Owned Wineries;**
- **15,400 hectares of vineyards,** of commitment, of respect, of responsibility, of hard work;
- **4,577 grower members,** 4,577 people who believe in the importance of lasting values;
- **A unanimous reality** sustaining a single vision.

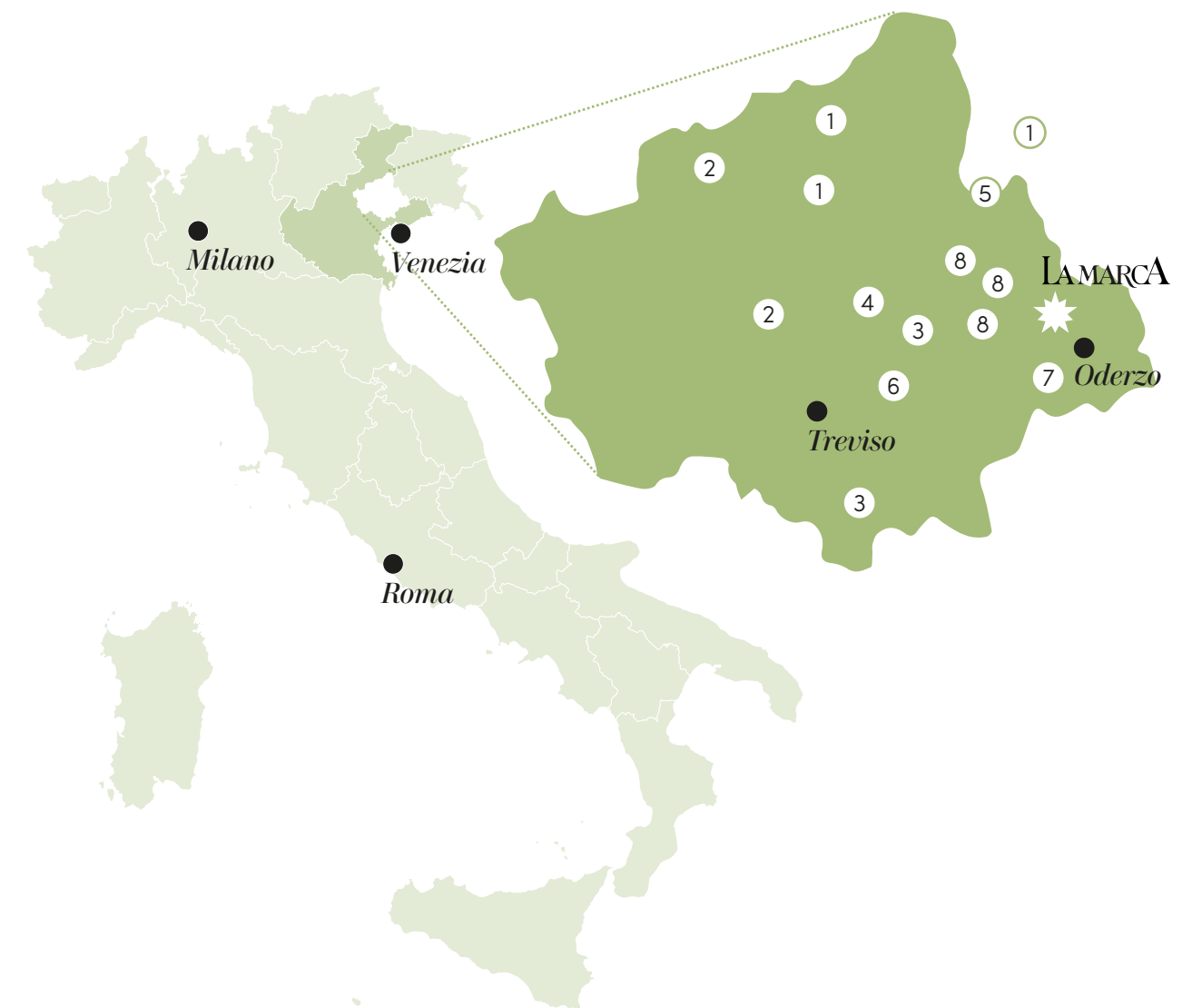
To the value derived from agrifood activities we add cooperative value: **the best products to put on the market are selected solely in the area where the company is located.**



DRINK IN THE LAND

A privilege, an obligation and a responsibility: the added value of the cooperative soul of La Marca Vini e Spumanti is found in its ability to participate in and manage the entire production chain.

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



Mutuality

*“The Cooperative pursues the mutualistic objective of having its members obtain economic and social benefits to be received from it through mutualistic exchanges pertaining to the company purpose, under the best possible conditions [...]”
(Table on Art. 3 of the La Marca Articles of Association)*

La Marca Vini e Spumanti is a consortium of cooperative wineries: the company has always oriented its choices driven by the deep conviction that mutuality represents the indispensable factor for the existence of La Marca itself, forming a whole with the concept of cooperation.

Mutuality in the 2022 fiscal year:

La Marca therefore works prevalently to nurture the value of the products contributed by its members.

	Quantity	Value
Wines contributed by members	597,355 hl	130,667,777 €
Wines purchased from third parties	50,483 hl	7,922.586 €
Total	647,838 hl	138,590,363 €
% of predominance of contributions on the total of purchased products	92.21%	94.28%



The value chain: from the land to the land

LA MARCA
— DRINK IN THE LAND —

1 From the vineyard

 **15,400 hectares**
4,577 members

La Marca **constantly supervises** the activities of its Member Wineries in particular in different fields. A selected team of professional agronomists, winegrowers and winemakers coordinates and monitors the vineyards and vinification processes of its associated wineries. The adopted management plan aims to minimize the environmental impact.



4 To the vineyard

The wealth returns to the vineyard in terms of **economic value** distributed to the members and thus, to the local area.

 **130,667,770 euros**
+72.06% compared to 2020



2 To the harvest and/or when grapes are contributed

 **2,600,000 quintals**
of grapes processed
192,400,000 liters produced

 The Group's total workforce during the crucial harvest period:
682 employees

 **Constant supervision**
in the harvesting phases


 **245,300 samples analyzed**
+ 9% compared to 2021



3 To the bottling process and marketing

 **85 million bottles**
sold in 2022
+12% compared to the previous year

Production capacity
400,000 bottles per day

 **3 bottling lines**
organized into 3 shifts
Line 1: 10,000-15,000 bottles/hour
Line 2: 5,000-6,000 bottles/hour
Line 3: 15,000-20,000 bottles/hour

Overall storage capacity
9 million liters

 **+14% compared to 2021**
on the Ho.Re.Ca. (hospitality industry)

 Export in more than **50 countries**
+10% in volume in 2022
+34% in value in 2022



Winegrowers



The contributing winegrowers are the backbone of **the Group's 8 wineries**. The artisans behind the production of the high-quality grapes are what give La Marca wines their character. Their work calls for a combination of agricultural know-how, scientific knowledge and a love of the land. Their dedication to caring for the vines is essential to creating distinctive wines of quality that celebrate the area's wine-producing identity.

Year	Number of members	Hectares of vineyards
2020	4,551	15,071
2021	4,577	15,305
2022	4,577	15,405
△ 2020-2022	+ 0.6%	+ 2.2%

Good remuneration for the contributed grapes guarantees all members of the Group's wineries:

GREATER SATISFACTION
which leads to caring for the vines and producing high quality grapes.

- GREATER RESOURCES FOR INVESTMENTS**
serving to ensure:
- technological competitiveness of the individual estate
 - continuous training to support
 - constant improvement

FINANCIAL STABILITY OF WINEGROWERS AND THEIR FAMILIES
an essential aspect in an agricultural sector subject to annual fluctuations in grape yields and prices.

PRESERVATION OF TRADITIONS
good remuneration for grapes allows winegrowers to continue growing traditional varieties instead of opting for more commercial varieties.

LOCAL COMMUNITY BENEFITS
well-paid agricultural entrepreneurs contribute to the well-being of local communities by maintaining and creating jobs, supporting the local economy, and participating in community initiatives.



The Member Wineries: the best choose the best

Together with its **8 Member Wineries**, La Marca represents a force of **4,577 winegrowing members** who daily care for the land and the **15,400 hectares of vineyards** that guarantee a production of about **2,600,000 quintals of grapes**.

The figures speak of a significant presence in the wine sector, both quantitatively and in terms of its impact on the local area and the community.

Each winery distinguishes itself by its local identity and through La Marca implements economic synergies, increasing its competitiveness.



The value of being a member

COOPERATION

La Marca's overriding interest is nurturing the value of its members' investments by implementing a business strategy that ensures them an adequate **economic return** over time. Belonging to the Group fosters unity among winegrowers, creating a sense of community and sharing experiences with great respect, for the people who cultivate the land as well as for those who work with us.

SIGNIFICANT SIZE

A **600-million-euro** force capable of competing in domestic and international markets and having a significant impact on the regional wine industry with about **17.3 % of the Veneto region's total wine production**.

ROLE IN THE DESIGNATION OF ORIGIN

The vastness of the local area involved, the shared objectives and responsibilities confirm the Group's crucial role in protecting and promoting **wine-producing traditions**, the reputation of the region, thus guaranteeing the quality of every single bubble.

REGIONAL ECONOMIC GROWTH

Member Wineries contribute significantly to the economic growth of the surrounding region, generating job opportunities and supporting the **development** of an entire industry.

PRODUCTION VOLUMES

The large-volume production of grapes reflects the capability of the Member Wineries to ensure a **stable supply of high-quality wine** originating entirely from our land. Maintaining a stable large-volume production and high-quality grapes over time is critical for production consistency and maintaining customer trust.

RESPONSIBILITY

Paying attention to sustainability and the environment is an essential value. The Member Wineries maintain a long-term commitment to responsibly manage **natural resources** and reduce the environmental impact, sharing common principles and values.

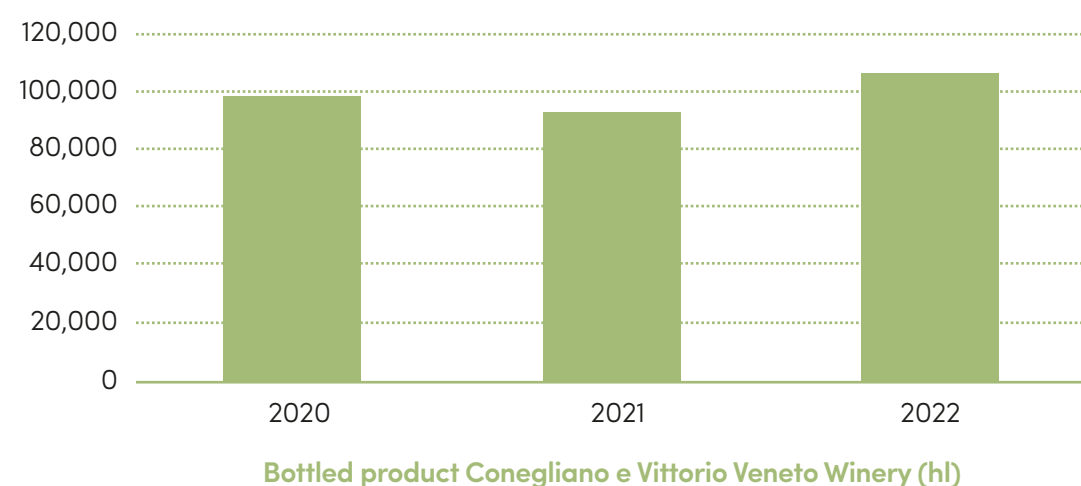
CARING FOR THE LOCAL AREA

The Member Wineries demonstrate that they care for the area in which they operate. This translates into **responsible management** of the land, respect for biodiversity and preservation of the unique characteristics of the place.

The increase in new business relationships and the consolidation of existing ones by La Marca act as a crucial motor for the **development of Member Wineries**, serving as a driving force to increase their activities, expand facilities and strengthen their membership base.

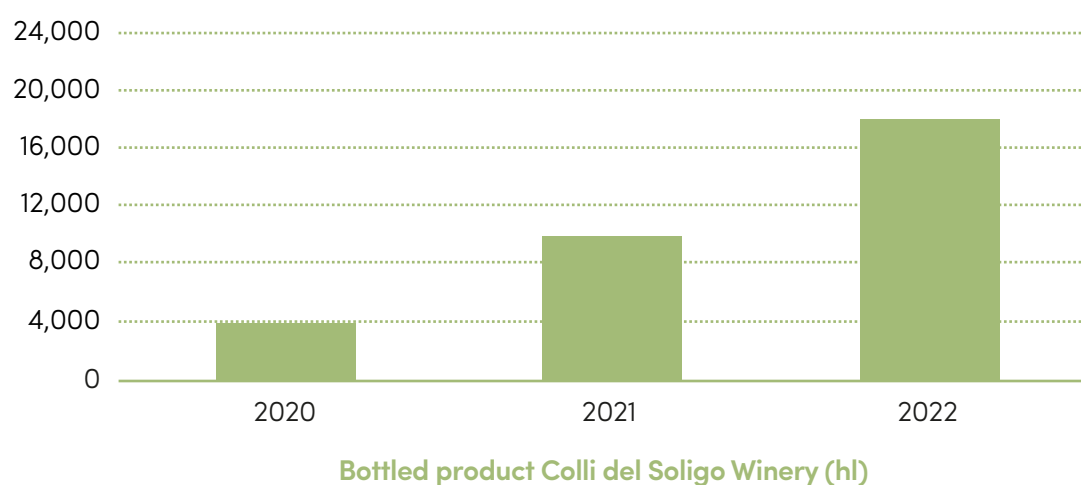
The collaboration with the **Conegliano e Vittorio Veneto Winery** also continued in 2022, maintaining almost constant bottling volumes (increased slightly) and dedicating most of its production weeks to La Marca.

The trend follows:

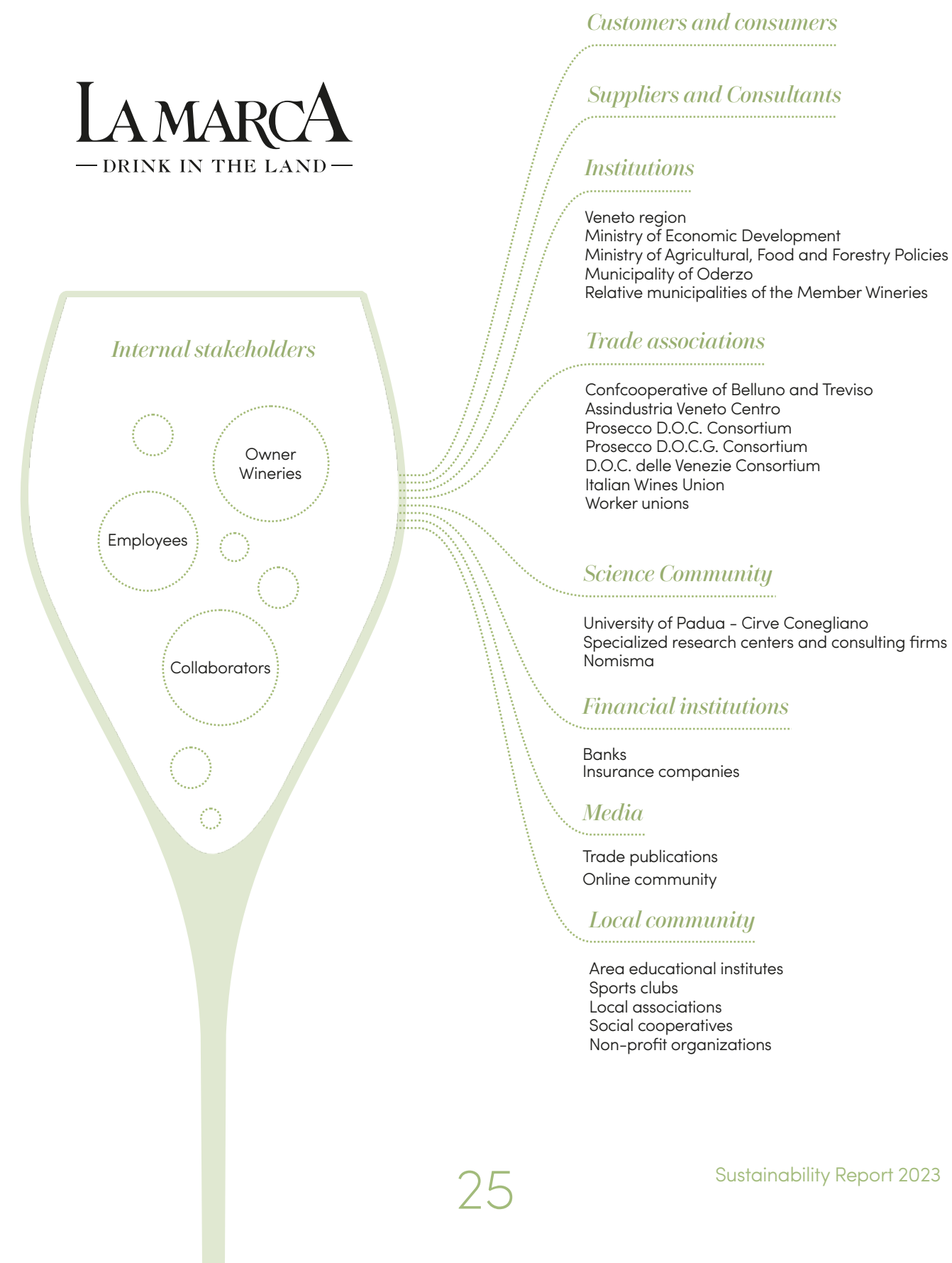


A collaborative relationship began with **Colli del Soligo Winery** in 2018 which witnessed significant growth in bottled product in 2022.

The trend follows:



The network of relations



Our idea of sustainability

For La Marca, sustainability is not an option but an integral part of its vision: it influences management, work organization and production. A holistic approach to sustainability that permeates every aspect, every decision, every bubble, with the idea of contributing tangibly to the **Sustainable Development Goals indicated by the UN and the Goals of the 2030 Agenda**.

It is a constant and daily commitment, a duty that the company feels in maintaining and increasing positive effects on all fronts, economic, environmental and social for the local area, the community, and the production chain.

We have chosen to optimize without exploiting: those who farm the land where they grew up know that they must coexist with their land harmoniously. This is why La Marca feels responsible to winegrowers, their families, who with passion and professionalism care for our lands.

In 2021, La Marca activated the process which, in November of that year, led it to **Equalitas certification** as a **"Sustainable organization - Sustainable Winery"**. The certification process made it possible to systematize and engineer all the actions implemented over the years. It offered the company the chance to formalize its "sustainability policy," which later merged into the Equalitas certification pathway, allowing it to integrate new goals and define clear performance indicators.

In October 2022, the **first Sustainability Report** was published, collectively underscoring the company's path over time and its commitment to comprehensive Sustainability. Achieving this goal is a source of pride and confirms La Marca's commitment with regards to an issue that is now more than ever the focus of consumer choices, aimed at continuously improving and constantly enhancing the area's wine production, with positive effects on the well-being of the entire community.

This is yet another motivation to pursue new goals in sustainability because La Marca believes its role goes beyond making quality wine: it is about **contributing to a better future** for the entire industry, the production chain, winegrowers and their families.



The materiality matrix

La Marca is integrated in an open system of relationships aimed at producing value, granting Stakeholders a crucial role. The company indeed acknowledges that sustainability and value creation cannot be achieved in isolation, but require a **collective effort**.

La Marca has in fact over time built strong and lasting relationships rotating on mutual trust, transparency and collaboration.

Continuous and constructive interaction with stakeholders provides a comprehensive overview of the challenges underway and the opportunities being dealt with, enabling the Governance to make informed decisions and adapt strategies and for stakeholders to support the sustainability initiatives undertaken.

In 2022 La Marca formalized listening to Stakeholders in order to verify the level of correspondence between the **internally supported sustainability vision** and the issues that may influence the decisions and expectations of external stakeholders. Formalizing dialogue with stakeholders was an opportunity to better gather concerns and expectations and to see to what degree the path taken by governance was in keeping with the involved stakeholders' expectations.

This was a stakeholder involvement process that began by identifying **material themes**, meaning the strategic priorities relevant to the sustainable business of the La Marca Vini e Spumanti.

Regarding the identified priorities, Stakeholders were then asked to give an evaluation using an **online questionnaire and in paper form**.

Participants were asked to rate on a scale of one 1 to 5 according to the following parameters:

- 5: utmost importance, a top-priority and strategic theme for the Company development;
- 4: rather important;
- 3: important;
- 2: less important than other themes;
- 1: of secondary importance compared to the other matters raised.

Stakeholder types	Questionnaire participation
Employees	49%
Associations (trade associations, protection consortia, trade unions) and social coops	57%
Member Wineries	100%
Scientific community	33%
Suppliers (including consultants)	95%
Financial institutions (credit institutions, insurance companies) and banks	80%



Materiality matrix:
final output of the analysis conducted

An analysis of the materiality matrix shows that the following themes are perceived as important and a priority for both La Marca and its Stakeholders:



GOAL	 3 GOOD HEALTH AND WELL-BEING Ensure healthy lives and promote well-being for all at all ages	 7 AFFORDABLE AND CLEAN ENERGY Ensure access to affordable, reliable, sustainable and modern energy systems for all	 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE Build a resilient infrastructure, promote innovation and equitable, responsible and sustainable industrialization	 12 RESPONSIBLE CONSUMPTION AND PRODUCTION Ensure sustainable production and consumption models
RELEVANT THEME	Consumer health and safety (traceability) Product quality enhancement	Environmental risk management	Technological innovation aimed at efficiency and environmental protection	Environmental risk management
LM ACHIEVEMENTS 2022	1. Constant certification updating which protects consumers 2. Equalitas Certification Obtained - Sustainable Wine 3. Increased internal and external laboratory testing : 245,300 samples in the year with a 9% increase compared to the previous year 4. Updated website and company profile in order to increase transparency and consolidate consumer relations 5. A special section on the company website has been set up for complaints	1. In five years 496,413 kW were produced with a photovoltaic system 2. The installation of the nitrogen self-production plant allowed from 2019 to 2022 7,061,701 Sm³ of gas to be produced equal to about 353 road tanker trips 3. Furthermore, with the "Drops of Sustainability" project, the purified water produced by the company's water purifier is used to irrigate green areas located in the company perimeter	1. Improved quality control with targeted investments in bottling lines 2. New pressure tanks purchased 3. Refrigeration unit purchased 4. Specific upgrades to bottling and sparkling wine plants	1. In 2022, virtuous waste management allowed for savings in the production process compared to the previous year: 544 m² of paper 24.760 m² of cardboard 1.831 kg of plastic 2. In addition, in 2022, significant waste savings were registered per bottle produced in terms of: -17% plastic -39% dry refuse -11% paper and cardboard



The Group's value

2

2.1

The governance system

In the La Marca Vini e Spumanti governance structure, the Shareholders’ Meeting is statutorily in charge of approving the annual financial statements and appointing the corporate bodies: the Board of Directors, the Board of Statutory Auditors, and the Auditing Firm. The Board of Directors is the Company’s decision- and policy-making body, and remains in office for 3 years after being appointed.

- Art. 19 of the Articles of Association – Bodies:**
The cooperative bodies are:
- a) The Shareholders’ Meeting
 - b) The Board of Directors
 - c) The Auditors’ Meeting

The La Marca governance system is based on the principles of transparency and the collective nature of decision-making: the Board of Directors is composed of the chairpersons of the 8 Member Wineries, and the commitment of the individual is based on full participation in long-term projects, the sharing and assumption of responsibility by each of them towards the cooperative and its vision of the future.

In 2022, the passing of President Cescon further strengthened the 1995 pact among the representatives of the Owner Wineries, who now more than ever feel the responsibility of acting in continuity with previous management and in coherence with the company’s goals to continue to be a leader for viticulture not only on a regional level.

Board of Directors

President Board of Directors	Venturin Claudio
Vice-President Board of Directors	Zanette Stefano
Director	Berlese Stefano
Director	Cettolin Cesare
Director	De Martin Pierclaudio
Director	Luca Sergio
Director	Pillon Michele
Director	Tittonel Giampietro

Board of Statutory Auditors

President of the Board of Statutory Auditors	Dufour Michele
Auditor	Vertaldi Nicola
Auditor	Zanon Giovanni Domenico
Alternate Auditor	Giusti Aldo
Alternate Auditor	Speronello Sonia



“Teaming up with other cooperative wineries has allowed the La Marca project to reach the size it is today. It is a source of pride for all of us. The alliance between production and community must become increasingly concrete. It must be more and more interactive, so that even those who are part of this land, not just the producers, are aware that Prosecco is good for the entire community. Sustainability is therefore a pre-requisite: not only environmental, but also social. It is an economic and, most importantly, ethical sustainability.”
(Stefano Zanette - President of the Conegliano e Vittorio Veneto Winery, Vice-President La Marca and President of the Prosecco D.O.C. Protection Consortium)

Risk management and control systems

Through the years, La Marca has equipped itself with risk control and management tools designed to ensure operational efficiency, compliance with the laws and financial health, which are elements essential to the pursuit of company objectives, the maintenance of **long-term sustainability** and holistic and strategic business management. La Marca has set up a **multi-level risk management** and control system, extending from basic operational management to high-level strategic controls.

The Board of Directors plays a key role in the control system as it is responsible for reviewing strategic decisions, budget performance and overseeing the overall company management.

The directors, in their actions, also take into account the general principles and values of conduct in the **Code of Ethics**, which was approved and published in 2021:

1. **Compliance with 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.**



At the **operational level**, La Marca uses a participatory organizational model in which all workers are active participants in company processes, held responsible for identifying possible risk factors and providing operational solutions. Each employee is trained to have adequate knowledge and risk management as an important lever for taking action, which creates value inside the company. Operating Procedures regulate company processes, and measurement and control instruments enable production parameters to be verified. Organizing work by teams facilitates the circulation of feedback in real time and allows **immediate action** to be taken in the event of errors or deviations from standard procedures.



The current **Business Management System** in use plays a key role in **higher-level** controls, helping to streamline company processes, ensuring that transactions are accurately registered and providing a detailed picture of business activities for control, audit and compliance purposes. This management system undergoes **constant auditing**, not only by properly trained internal staff, but also by certification bodies and potential buyers who verify the regulatory compliance on the one hand and the **application of international standards** provided for the agribusiness sector on the other.



Furthermore, in accordance with the regulations and voluntary standards with which the company complies, and due to the cooperative nature that characterizes La Marca's statutory conformation, additional **third-party** audits are provided for:

- **Legal control exercised by the Board of Statutory Auditors appointed by the Shareholders' Meeting** which in its supervisory activities, 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 external auditing firm conducts the legal auditing 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 overall, the financial statements contain no errors;
- **Annual 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, social security and other types of benefits.
- **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.
- **Certification Bodies**, which annually verify compliance with the voluntary standards chosen by La Marca.



The approach to compliance



La Marca interprets regulations not as mere bureaucratic compliance, but as a cornerstone on which corporate success is built. Occupational Safety, the European General Data Protection Regulation (GDPR), IT security, not to mention all the regulations regarding food safety and protection, traceability, product quality, are several examples of how, within the company, compliance is interpreted as an **opportunity to improve its standards of excellence**.

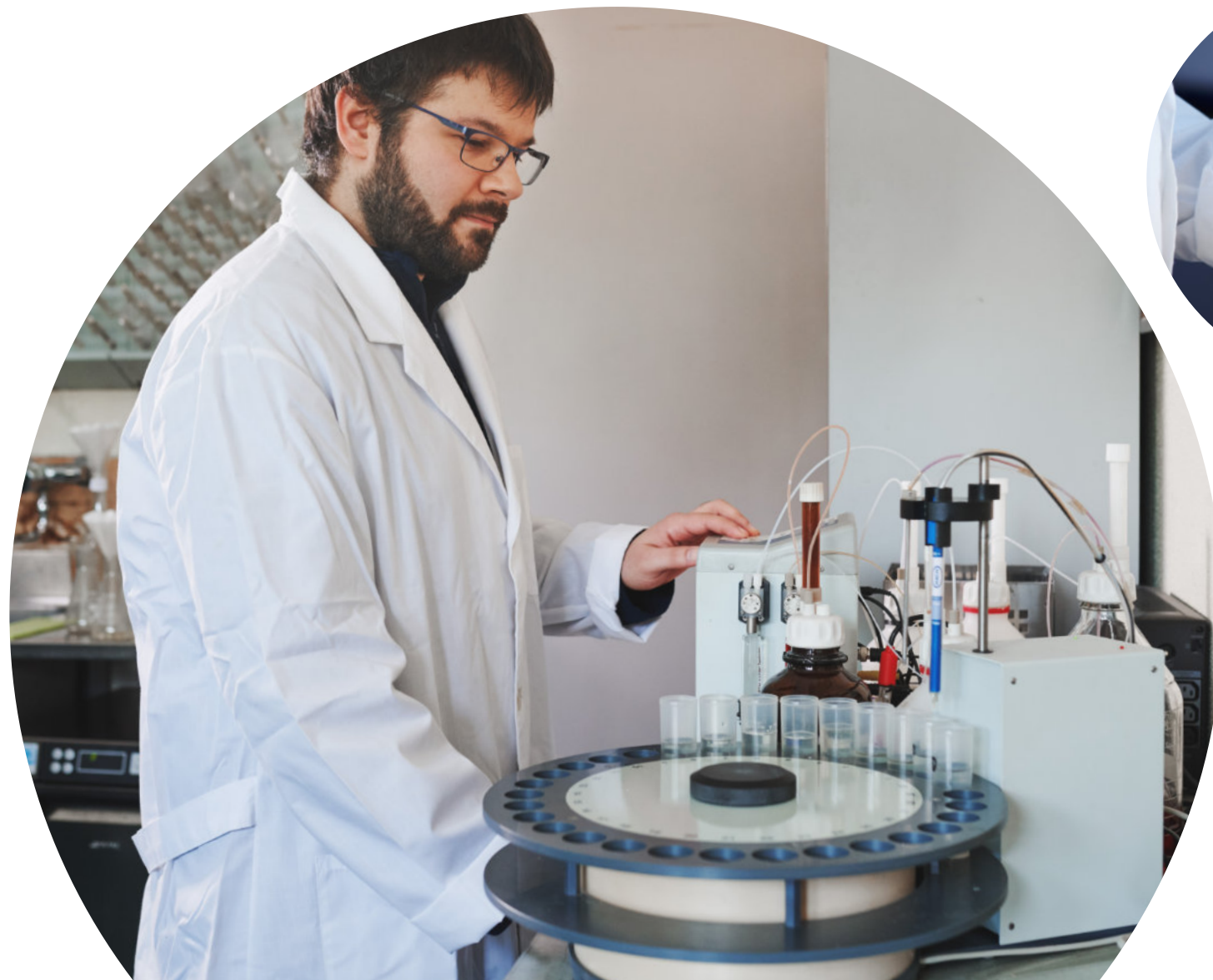
Compliance with **Legislative Decree 81/2008** represents a crucial component of corporate culture in the area of **occupational safety**. Protecting employee health and safety is an imperative and an investment in people. Legislative Decree 81/2008 offers a solid regulatory baseline for implementing safety policies and procedures whose aim is to prevent accidents and ensure healthy and safe workplaces. With the **Prevention and Protection Service for Health and Safety in the workplace**, the Health and Safety Manager (H&SM), appointed by governance and assisted by internal staff, the aim is to promote an environment in which each team member can operate safely, and feel valued and protected. Employee training, communication and participation characterize the company's approach to occupational safety understood in a broader sense as organizational well-being.

Regarding the **protection of personal data** and specifically the requirements of the European General Data Protection Regulation (**GDPR**), La Marca has adopted an internal management system that calls for strict control on the collection, use and storage of personal data, ensuring transparency and data security. In this respect, in 2022, the IT security system was upgraded and the previous management software was replaced with a cutting-edge tool that is more secure from the perspective of personal data protection, while ensuring the availability and integrity of information. In this sense, compliance with the required security standards of the GDPR was found to be an opportunity to reinforce the reputation of reliability and respect with regard to customers and partners.

What is more, La Marca, as provided for by current legislation (**Law L. 68/99** "Standards for the Right to Work of the Disabled"), has an active agreement with a Type-B Social Cooperative through which a fragile person collaborates in carrying out low-risk and outdoor cleaning activities (gardening and the like).

In addition to complying with laws and regulations, La Marca has chosen to achieve **voluntary compliance** by adapting to food safety and security standards, process and product certifications which reflect the company's objectives of excellence and corporate responsibility. The approach is the same and reflects the company's commitment to surpassing expectations and promoting a responsible corporate culture.

Maintaining **certifications** over time, going beyond mere eligibility, is a tangible sign of a commitment to meet high levels of quality, safety and sustainability, to improve internal operations and optimize corporate processes.



The contribution of the membership base

Each Owner Winery brings its own experience, tradition and uniqueness, but it is precisely the pooling of these diverse realities which gives rise to an **unparalleled collective strength**. In this context, each winery becomes a fundamental individual tile in a larger mosaic, contributing to the success of the entire Group. By working together towards a common goal, Member Wineries not only increase market opportunities, but share knowledge, resources and know-how, creating an environment where innovation and excellence become the norm. **The resulting synergies are not limited to the simple sum of production.** The multiplicative dynamics are at the heart of La Marca's success and demonstrate that a group's strength can overcome any challenge, creating a solid foundation for the economic growth and entrepreneurial success of all its members, consolidating the Group's positioning in the wine market in an extraordinary way.

With more than **600 million euros in sales**, today the Group is the **second largest wine-producing force in Italy**. Furthermore, collaboration between wineries is not static but evolves over time. As La Marca grows, the multiplicative dynamics increase in intensity: a force in continuous expansion, resulting in an increasingly significant competitive edge.

Member wineries:

- Conegliano e Vittorio Veneto Winery
- Colli del Soligo Winery
- Produttori Piave-Sile Winery
- Mareno Winery
- Orsago Winery
- Tezze di Piave Cooperative Winery
- Opitergium Wines
- Vignaioli Veneto Friulani

Year	2020	2021	2022	Δ 2020-2022
Hectares	15,071	15,305	15,405	+ 0.6%
Number Members	4,551	4,577	4,577	+ 2.2%

Year	2020	2021	2022	Δ 2020-2022
Member Wineries	259,479,625 €	287,294,905 €	363,669,544 €	+ 26.58%
La Marca	152,916,286 €	179,646,914 €	237,302,700 €	+ 32.09%
The Group	412,665,911 €	466,941,819 €	600,972,244 €	+ 28.70%



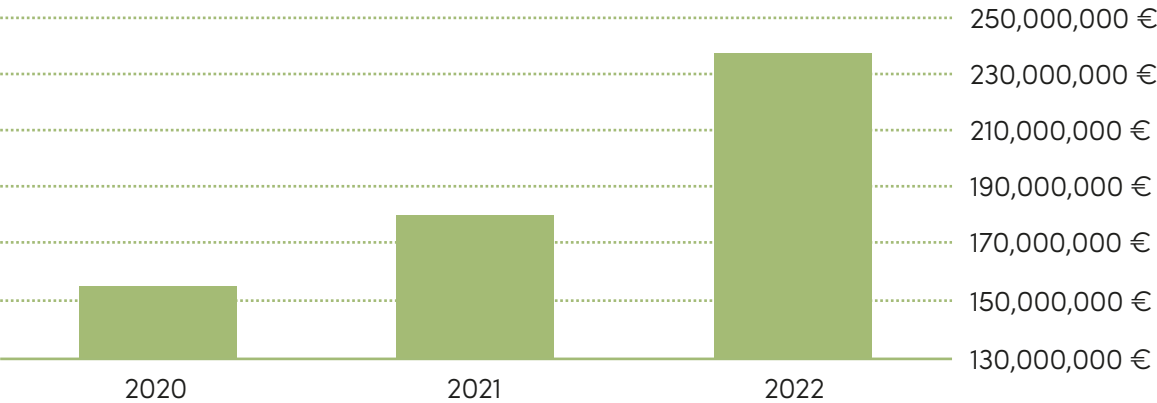
The economic results

2022 imposed new and demanding challenges on the company, constantly forcing it to deal with the need to increase flexibility and the **ability to respond promptly to rapidly changing needs**. The rising costs of raw materials, energy and transportation characterized the fluctuations for much of the year. In short, 2022 provided the “perfect storm” conditions that put the entire corporate framework under constant pressure.

Despite this, the results registered at the end of the year, or rather the **increase in volume of about 10% and in turnover of more than 30%**, confirm the company’s ability to cope in a totally satisfactory manner with a particularly difficult year.

Main data 2022

Turnover



La Marca registered an excellent **32% increase in terms of turnover**, improving on the 2021 figure.

2022 was the year in which **the number of bottles surpassed 85,000,000** (up by 12% from the previous year); despite the series of problems related to the unavailability of various materials over the months, confirming La Marca as one of the leading companies in the industry in Italy.

The table below shows the direct economic value, generated and distributed by La Marca, as proof of the company’s dynamics of growth and consolidation.

€
+32%
Turnover

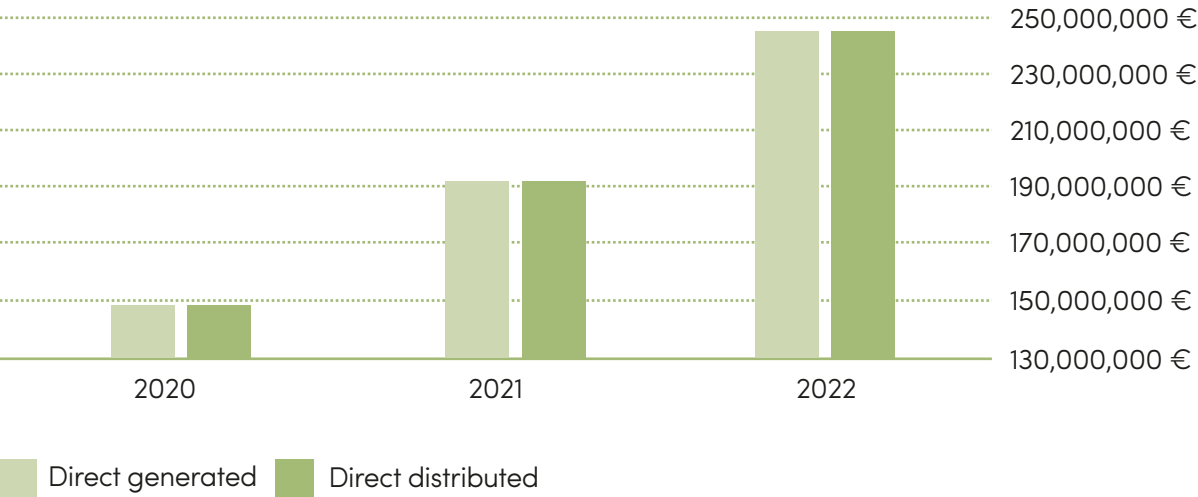
Direct economic value generated and distributed

	2020	2021	2022	Δ 2020-2022
Direct generated	149,160,177 €	192,615,014 €	246,226,426 €	+ 65.08%
Direct distributed	149,160,177 €	192,615,014 €	246,226,426 €	+ 65.08%
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 exceeded 65%.**

€
+65%
Economic value

Direct economic value



Direct economic value generated and distributed

	2020	2021	2022	Δ 2020-2022
Revenue from sales and services	152,888,613 €	179,646,914 €	235,190,440 €	+ 53.83%
Change in unsold products	-5,575,025 €	10,151,956 €	6,416,277 €	+ 215.09%
Other revenue and income	1,833,832 €	2,814,707 €	4,617,952 €	+ 151.82%
Financial income	12,757 €	1,437 €	1,757 €	- 86.23%
Total	149,160,177 €	192,615,014 €	246,226,426 €	

In 2022, the largest share of the direct economic value generated comes from **revenue from sales and services, accounting for 95.52% 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

	2020	2021	2022	Δ 2020-2022
Members	75,943,317 €	107,652,359 €	130,667,770 €	+ 72.06%
Goods suppliers	47,272,323 €	55,780,292 €	80,561,763 €	+ 70.42%
Service suppliers	16,510,143 €	18,254,871 €	23,173,533 €	+ 40.36%
Investment amortizations	3,196,128 €	3,435,202 €	3,755,984 €	+ 17.52 %
Collaborators	5,112,975 €	5,994,220 €	6,475,138 €	+ 26.64%
Providers of capital (banks)	280,938 €	302,681 €	336,142 €	+ 19.65%
Others	844,353 €	1,195,389 €	1,256,096 €	+ 48.76%
	149,160,177 €	192,615,014 €	246,226,426 €	

The table shows how in 2022 **the value distributed to Member Wineries was 130,667,770 euros, accounting for more than 53% of all distributed value.**

Also noteworthy is the figure corresponding to **suppliers of goods and services** of more than **103 million euros**, accounting for **42% of all distributed value.**

The amount paid to **employees and collaborators** was more than **6 million euros**. Under “Others” a residual quota represented by the costs of core business operations that cannot be included in the other budgetary items (tax seals, membership fees, etc.) and represent a limited share.

53%
Value distributed to
Member Wineries

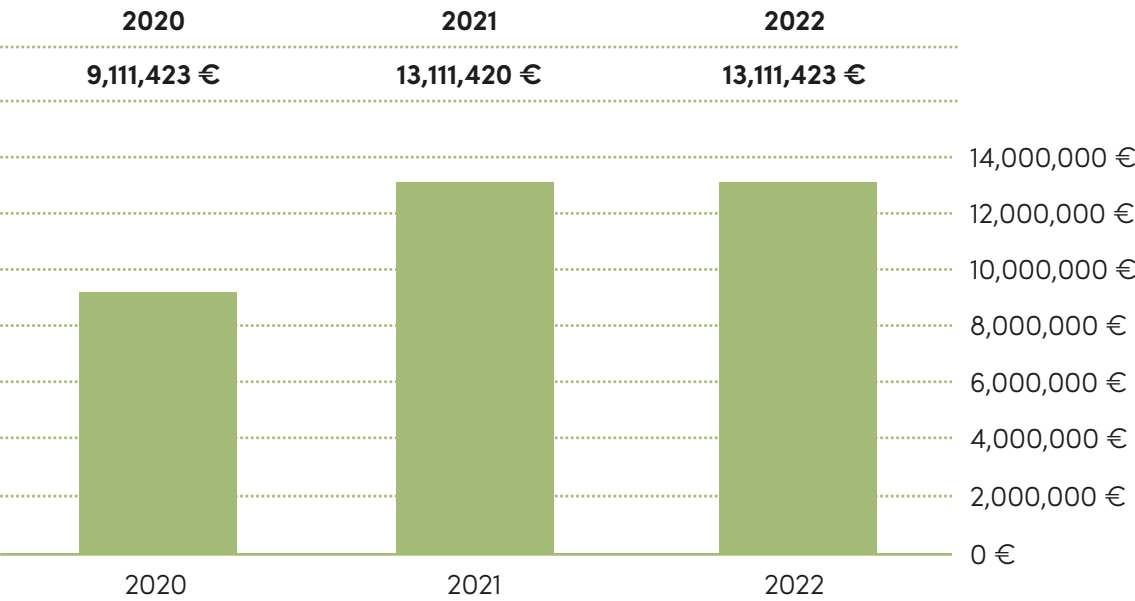


Assets and investments

Assets

In 2022, the value of La Marca’s net assets, consisting of share capital plus indivisible reserve funds, amounts to more than 13 million euros.

Net assets

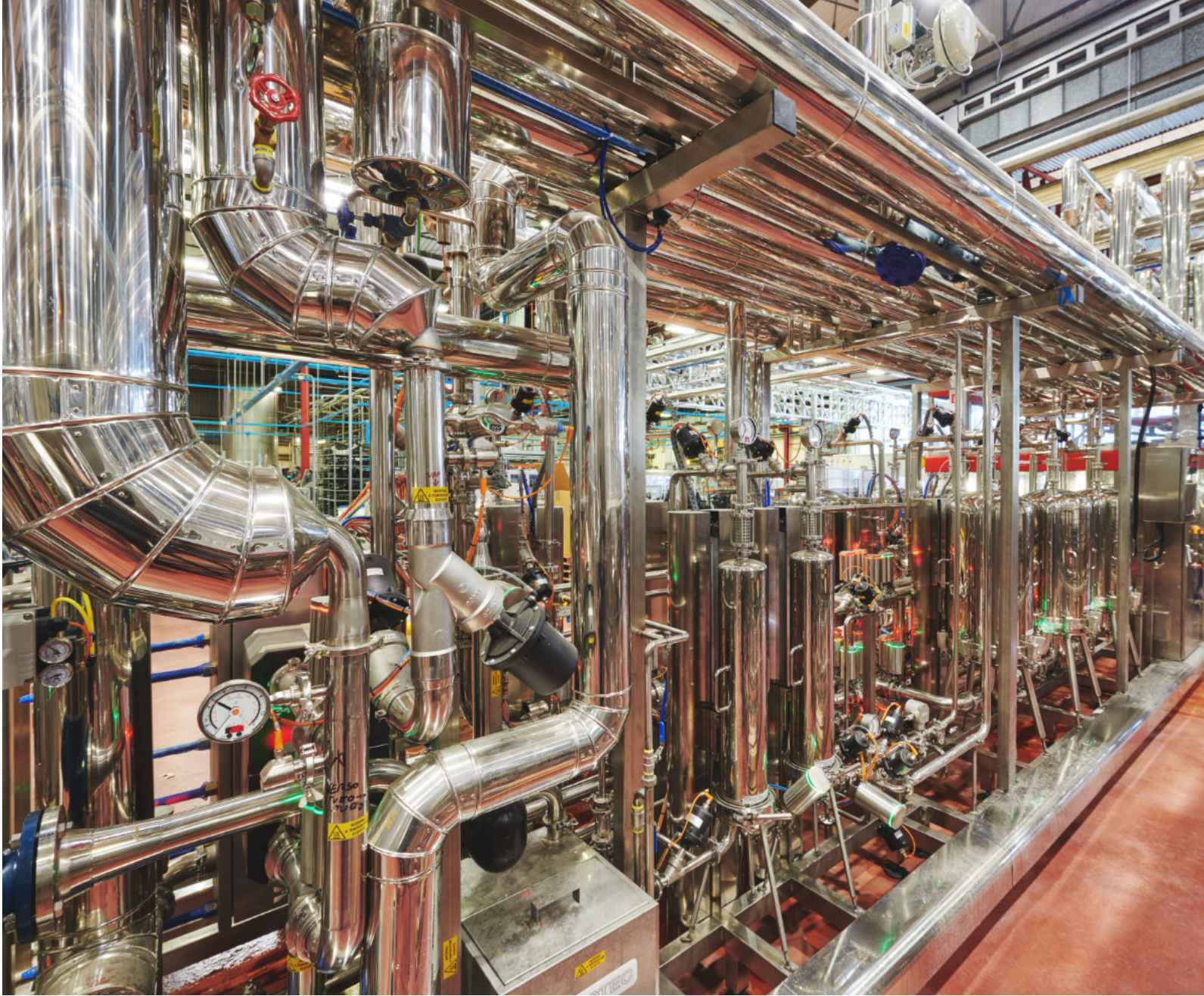


Investments

In 2022, La Marca continued to modernize its infrastructure and equipment, investing not only in ordinary and extraordinary maintenance, with a total expenditure of 2,011,372 euros, but also in interventions aimed at **streamlining the production process**.

The increase in the figure compared to 2021 is due to the purchase of new pressure tanks, a refrigeration unit, and specific upgrades to the bottling and sparkling wine plants.

Several investments also involved improving aspects of operator safety where potential risks could be seen. The investment amounted to **11,000 euros** for the installation of a walkway serving a production line.



Investments

2020	2021	2022
3,144,787 €	3,176,486 €	3,748,883 €

The following structural interventions are planned **for 2023**:

- installation and start-up of an additional bottling line;
- investments regarding product quality on the production line;
- energy efficiency investments to ensure production continuity during a power failure;
- Introduction of new centralized management software to streamline internal processes and facilitate interaction with existing software;
- introduction of a new system for managing access to the company perimeter.

For the medium term renovation of the offices is also planned, which already began in 2023 and includes the creation of a new laboratory, new dedicated technical rooms, and renovation of staff facilities (locker rooms, offices, cafeteria). In addition to improving the energy class, the intervention will also impact the organizational well-being of all company staff.

Suppliers

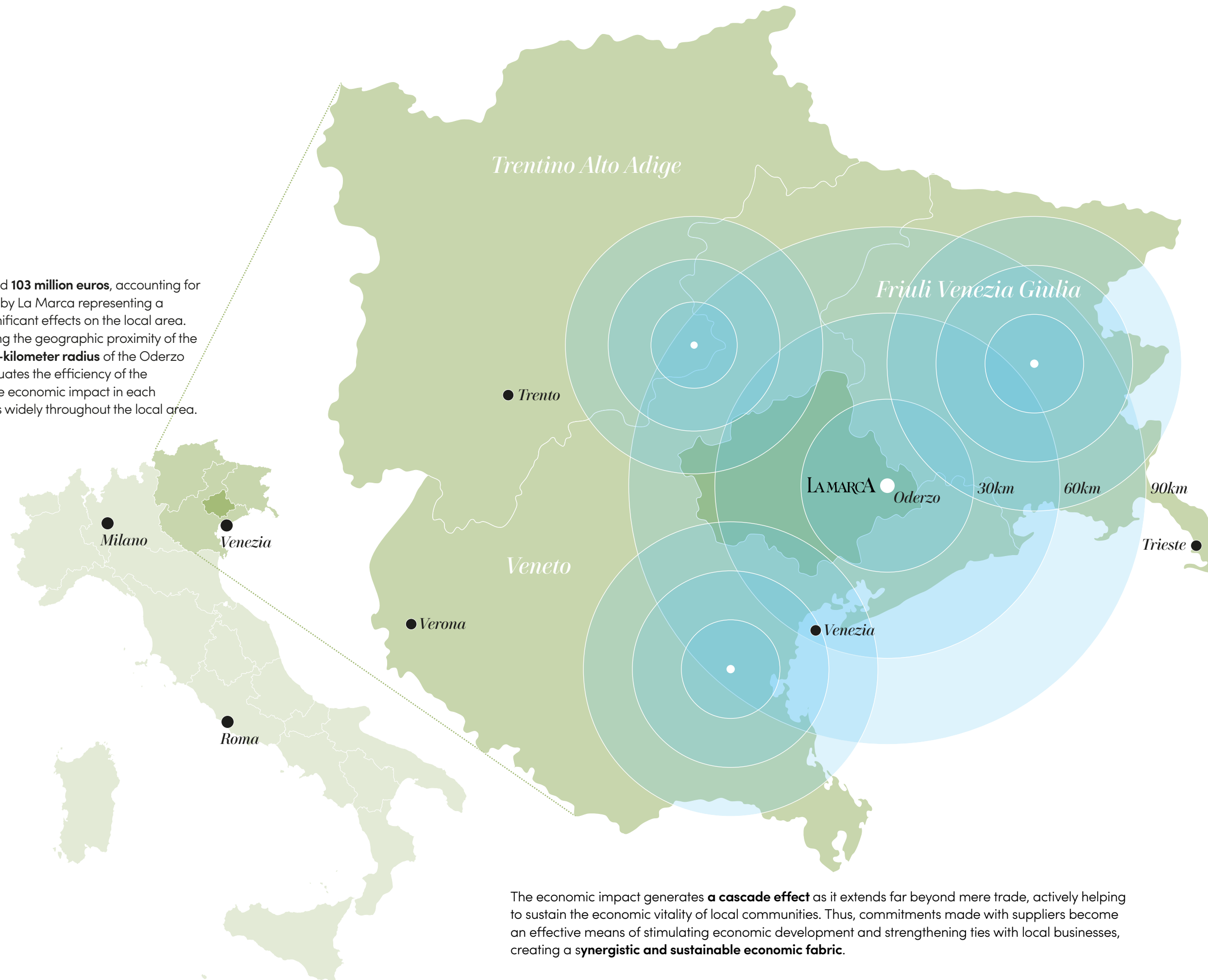
In 2022, the amount paid to suppliers reached **103 million euros**, accounting for **42% of all direct economic value distributed** by La Marca representing a volume of considerable importance with significant effects on the local area. A value that takes on a crucial role considering the geographic proximity of the majority of the suppliers, located within a **90-kilometer radius** of the Oderzo headquarters. This proximity not only accentuates the efficiency of the La Marca supply chain, but also amplifies the economic impact in each supplier's areas of responsibility and radiates widely throughout the local area.



*Amount paid
to suppliers*

103
million euros

42%
of all direct economic
value distributed



The economic impact generates **a cascade effect** as it extends far beyond mere trade, actively helping to sustain the economic vitality of local communities. Thus, commitments made with suppliers become an effective means of stimulating economic development and strengthening ties with local businesses, creating a **synergistic and sustainable economic fabric**.



Protection of the environment



Inside the La Marca Group, an element of primary importance is emerging with increasing clarity: the indissoluble link between the cooperative dimension and protecting the surrounding environment.

The 8 Cooperative Wineries, by their very nature, are entities based on collaboration, interconnection between members and a sharing of resources. In this context, environmental sustainability is not only a conscious choice, but the cornerstone of business management.

The environment is an asset to be preserved and nurtured, as its health is intrinsically linked to the well-being of the company and the local community.

La Marca has made environmental sustainability an overwhelming priority: a commitment that begins in the vineyard and extends to the vinification and marketing operations of the product. Protecting the environment is inherent in the cooperative mission and has helped not only to improve the quality of the wines but also to preserve the natural heritage of the hills.

“We live in these lands where roots run deep in the histories of our communities. Our families inhabit them, creating inseparable bonds between nature and our daily lives. Our members dedicate their passion and commitment to cultivating them, preserving agricultural traditions passed down through the generations.

That is why it is important that the bond with our lands does not end with the present. We look to the future with the awareness that the next generation will grow up here. It is for our children, their families and for all the future generations that environmental protection becomes an absolute priority.

It is our wish that the land we call home remain fertile, the landscapes stay beautiful and pristine, and our descendants will be able to rely on the natural resources. Our dedication to preserving and protecting the environment is the key to ensuring continuity and a prosperous future for the lands that have given us so much.”

Claudio Venturin



Sustainable vineyard practices

Making use of a selected team of professional agronomists, winegrowers and winemakers, La Marca **coordinates and monitors the vineyards and vinification processes of its associated wineries.**

The vineyard management plan is set up into five stages:

PRUNING

Mechanical operation is preferred over 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, thereby reducing the need to use phytosanitary products.



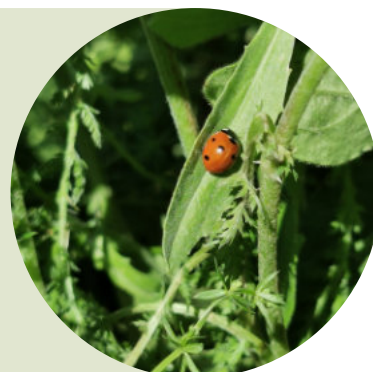
PLANT GROWTH

Using drones to analyze vineyard vigor allows technicians to obtain accurate information on the agronomic aptitudes of each plot and develop a specific management plan based on their unique characteristics. This results in a significant reduction in the use of fertilizers and phytosanitary products for the entire season.



PHYTOSANITARY MANAGEMENT

The 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 risks exceeding the economic threshold, does the winemaker intervene using specific, low-persistence phytosanitary products to target the individual pathogen without interfering with other beneficial insect populations.



HARVEST

The objective is to optimize the harvest and grape quality correlating multispectral data (obtained from an Unmanned Aerial Vehicle) with agronomic data (such as quality-quantitative parameters measured in the laboratory).

SOIL MANAGEMENT AND FERTILIZATION

Fall organic fertilization is used for 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.



La Marca Group is a staunch and active supporter of the **Prosecco D.O.C. Protection Consortium** initiative. On an annual basis, the Consortium presents the **Vineyard Vade mecum** in keeping with the principle of safeguarding the local area. It is an easy and concrete tool for professionals in the field to better plan vineyard defense, indicating the most suitable practices and products.



The Consortium also launched the project "**Prosecco, Sustainable Denomination - a community of companies for a sustainable product**", taking the path towards Sustainable Denomination certification (Equalitas standard) and Social Responsibility integration (ISO 26000), approving a synergistic association project between the Consortium and Companies in the Production System to achieve sustainable development goals in line with ESG (Environmental, Social, Governance) criteria, embracing environmental, ethical-social and economic sustainability.

The Consortium acts as promoter of local sustainability in the Prosecco area through the adoption of a management system that allows, on the one hand, development and, on the other, conveys applicative contents to companies in the production chain.

In the D.O.C.G. area, the Protection Consortium publishes the **Viticultural Protocol of Conegliano Valdobbiadene Prosecco D.O.C.G.**, the annual document that contains the guidelines for sustainable grapevine defense and accompanies winegrowers towards vineyard protection based on the principles of sustainable viticulture. A commitment that is growing and evolving to adopt an increasingly comprehensive approach that includes all environmental factors as a whole.



A collective commitment

The **Owner Wineries** embrace the mission of protecting the environment, promoting sustainable management which reflects their commitment to create quality wines, respecting natural resources and optimizing the value chain. Starting from a deep awareness of interdependence with nature, sustainability practices have been adopted that reach far beyond the boundaries of the vineyards and Member Wineries.

That is why the **La Marca Group** feels a collective and shared responsibility to protect the environment: promoting sustainability in every aspect defines the essence of the group itself and represents a shared value that permeates every aspect of the work and overall vision.

The **Board of Directors** plays a key role in a perspective of ESG growth; the members share the vision and approve sustainable development goals and actions, and consciously assess the investments proposed regarding the defined strategy.

SQNPI

All 8 of the Group's Wineries adhere to the National Quality System of Integrated Production (SQNPI). Integrated production refers to the selection of the best traditional and innovative practices to minimize human interventions and the use of phytosanitary products in vineyards, with the goal of preserving the quality and quantity of grapes and wine. Accepted practices must meet two key criteria: effectiveness and minimal environmental impact. It is a system that now benefits from decades of study and experimentation. The vineyard is thought of as an integrated ecosystem in which many living organisms interact, influenced by soil conditions, climate and atmospheric variations. The multidisciplinary approach which brings together all the knowledge on these elements, allows the least possible impact on agricultural production to be achieved. It is a nationally and EU-recognized quality system (Reg. (EC) 1974/2006), whose purpose is to nurture and identify plant productions. SQNPI grapes are obtained in compliance with regional integrated agricultural production regulations. Furthermore, because the SQNPI focuses on maintaining the traceability chain, the wine is only certified if 100% of the grapes that comprise it are traceable themselves. It is a production chain and product certification. Unlike others, this means that you must prove each year that not only do you adhere to determined work methods, but that you have achieved the goals, demonstrated by the absence of residues in the vineyard and in the wine, in order to "win" the stamp of certification.



EQUALITAS CERTIFICATION

3 certified wineries, 1 in the certification process. The standard was created to be applied to the wine production chain and provides for the certification of three production dimensions: the company (Organization standard), the finished product (Product standard), and the local area (Local area standard).



ORGANIC CERTIFICATION

3 certified wineries. The certification guarantees compliance with EU regulations for organic production.



VEGAN CERTIFICATION

1 certified winery. The certification attests to the absence of ingredients, technological aids and processing supports derived from animals.



UNI EN ISO 14001:2015 CERTIFICATION

1 certified winery. The standard demonstrates that the certified organization has an adequate management system to keep the environmental impacts of its activities under control, and systematically seeks to improve them in a consistent, effective and, most importantly, sustainable way.



VIVA CERTIFICATION

1 certified winery. This is a certification from the Ministry of the Environment and Energy Security that has been promoting sustainability in the Italian wine sector since 2011. The Program serves to create a production model that respects the environment and nurtures the value of the local area, in order to protect the quality of Italian wines and provide opportunities in the international market. VIVA represents the public standard for measuring and improving the sustainability performance of viticulture in Italy.



A responsible production

In the constant commitment to sustainability, the focus extends to responsible production. For La Marca, **high-quality wine production is intrinsically connected to practices that respect the environment and communities**. Responsible production is the vehicle for translating a vision into concrete action. Over the years, La Marca has developed a strict approach that integrates responsible production into every aspect of production guaranteeing that every bottle of wine represents a commitment to the environment.

Carbon Footprint

The path taken towards Equalitas certification has enabled La Marca to assess its emissions in reference to the year 2021 and carry out the first Carbon Footprint calculation.

In the previous year, the values that emerged were the following:

LA MARCA'S TOTAL CO₂ PRODUCTION:

1.35 kg CO₂eq/bottle

CO₂ PRODUCTION AT THE ODERZO PLANT:

1.31 kgCO₂eq/bottle

CO₂ PRODUCTION ON BEHALF OF ITS MEMBER WINERIES FOR LA MARCA:

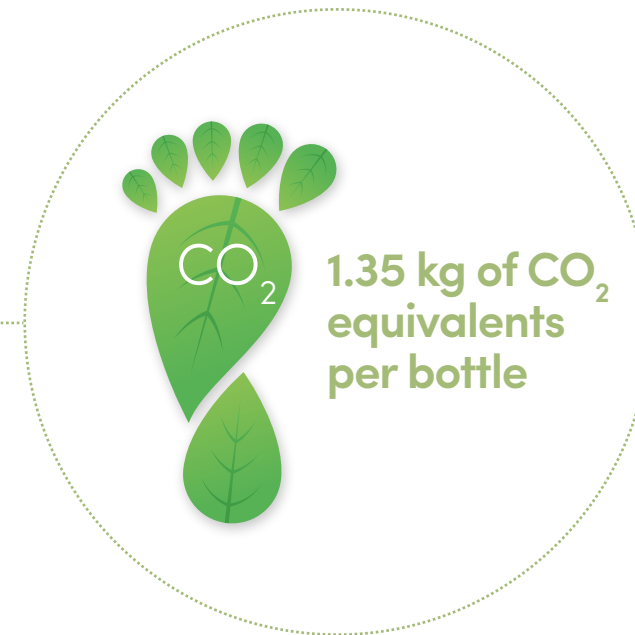
1.48 kgCO₂eq/bottle

These values will be used as a baseline for determining the change in environmental impacts that La Marca's activities have on the surrounding environment. In the next two-year-period, the Water Footprint will be added to the Carbon Footprint, which is another key indicator for assessing the organization's environmental impact.

Photovoltaic system

Installed in December 2016, the photovoltaic system produced **496,413 kWh** with an annual average of about **82,000 kWh**.

Use of electricity, water and the air



The Carbon Footprint estimates the greenhouse gases generated by one's organization emitted into the atmosphere.

Self-production of nitrogen

In 2019, a system for the self-production of nitrogen was installed, giving La Marca extensive autonomy and independence in the production of this element with significant savings on road transportation. Indeed, over the past 4 years, **7,061,701 Sm³ of nitrogen** were produced.



353 truck trips on the road saved

The "Drops of Sustainability" project

As of 2022, part of the water purified by the company's water purifier has been used to irrigate the green areas located along the company's perimeter: an initiative that represents a best practice, and while modest in its impact, is part of the company's policy toward comprehensive sustainability. The La Marca company is in fact equipped with its own sewage treatment plant with periodic checks by external laboratories on sludge and waste water. The purified water is properly treated and monitored to prevent any risk to human health and the environment, reducing soil and underground water pollution. The remaining water is reintroduced into the natural cycle contributing to the irrigation of surrounding fields. The intention is twofold: first, to reduce dependence on potable water and associated costs for irrigation, and second, to promote a corporate culture oriented toward reducing the waste of water resources. **All water that comes into the company is used in production processes and then purified.**



126,585,000 liters of water were used, purified and then put back into circulation

3.4

Use of materials

Paper

The introduction of the **new database management system (DBMS)** for storing, retrieving, and modifying data has led not only to an improvement in system performance and information retrieval but, more importantly, to considerable paper savings.

	2020	2021	2022
A4 sheets saved	3,097	5,909	8,720
Paper saved	193 m²	369 m²	544 m²

Plastic

At the end of 2021, the **increased size of bags and packages** to optimize the logistics system was an important advantage in terms of plastic saved.

	2020	2021	2022
Plastic saved	-	51 kg	1,831 kg

Cardboard

Over the past few years, the production department has been working on **replacing “disposable” cardboard boxes with washable and reusable plastic bins**. This activity has not only allowed for better management of internal space and efficient material handling, but has also saved **considerable amounts of cardboard**.

	2020	2021	2022
Cardboard saved	18,732 m²	23,421 m²	24,760 m²

Paper saved

544 m²

1,831 kg

Plastic saved

Cardboard saved

24,760 m²

Waste management



La Marca adopts a waste management policy oriented towards reducing environmental impact, promoting sustainable practices as well as complying with environmental regulations.

Key components of the La Marca waste management policy provide for:

1. A reduction at the source

Over the years, the company has optimized production processes to reduce waste and resource consumption.

Materials are therefore evaluated according to specific criteria that take into consideration the impact of resources while ensuring consumer safety. Product **packaging** is studied and developed according to sustainability parameters, in keeping with the established food safety and quality standards: limiting the use of polystyrene, favoring FSC certified paper, and replacing painted material with natural cardboard. When **selecting suppliers**, the elements that determine being chosen by La Marca, in addition to the cost and quality of the materials or products supplied, are the geographic proximity, possession of certifications linked to food safety and protection, respect for workplace health and safety and, last but not least, the type of activities in effect regarding **alternative energy** and **recovery of production waste**.

2. Differentiated waste collection

La Marca uses a waste collection system to separate recyclables from non-recyclables. This helps maximize recycling and reduce the amount of waste taken to the landfill.

- More specifically:
- specific bins have been placed in the bottling lines for collecting silicon paper (label backing);
 - use of specific pallets and returnable protective interlayers for boxes;
 - differentiated waste collection for detergent tanks;
 - dedicated waste collection for corks;
 - differentiated waste bins were introduced in the staff areas.

3. Recycling and reusing

The company incentivizes recycling of materials and encourages reusing containers or packaging when possible. For example:

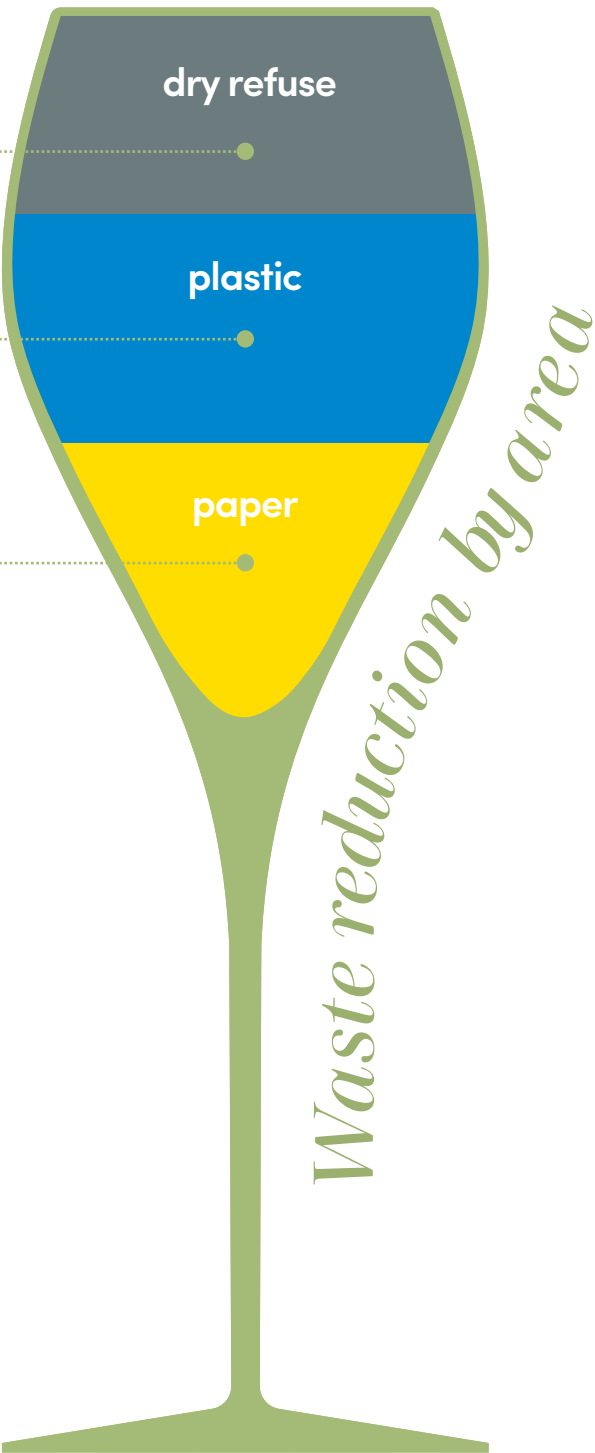
- the silicone paper that has been collected specifically is dealt with by a company specialized in the field which regenerates it;
- partial replacement of disposable cardboard boxes with reusable plastic boxes for labels;
- returnable traces instead of cardboard boxes are used to receive capsules and wire hoods.

The relationship between production and waste in 2022 registered a tangible result: in terms of absolute value, the quantity of waste in production processes improved significantly.

-39%

-17%

-11%



4. Safe management of hazardous waste

Hazardous waste from production activities is managed in compliance with environmental regulations and using specially trained personnel for identification and classification. The company also collaborates with licensed and certified disposal companies for safe storage.

5. Monitoring and reporting

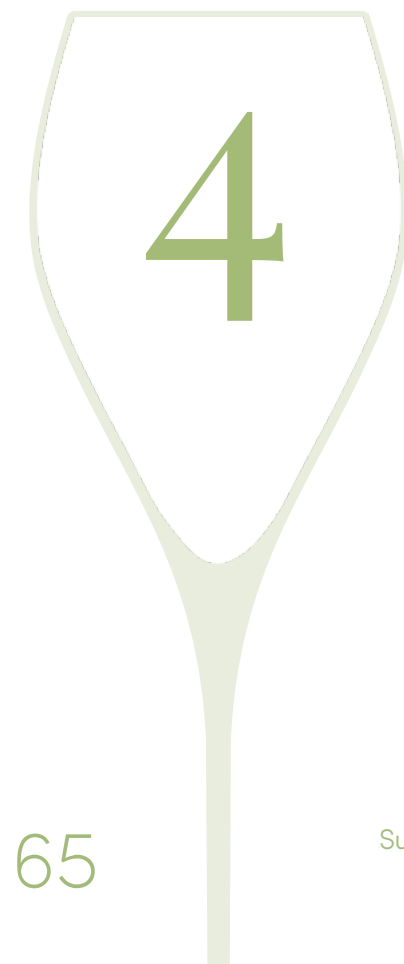
Through its Management System, the winery implements a periodic monitoring system on waste production.

6. Legal compliance

The company implemented a waste management policy that complies with all required local, regional and national environmental laws and regulations.



People and the community



The indispensable contribution of the members

Of its main objectives, La Marca focuses on optimizing the investments made by its Member Wineries through a business strategy aimed at guaranteeing them a **sustainable long-term economic return**. On the other hand, the distinctive characteristics of the Owner Wineries contribute significantly to La Marca’s success in terms of product quality and market competitiveness:

eight “dynamos” create a combined force that allows them to meet market challenges with determination and achieve performance levels that no single motor could ever achieve by itself.

At present, La Marca has distinguished itself as one of the most important businesses not only in the province of Treviso, but also in the Italian wine industry. This result is due to the considerable numbers and size the company has achieved over time.

Year	2020	2021	2022	Δ 2020-2022
Hectares	15,071	15,305	15,405	+ 0.6%
Number Members	4,551	4,577	4,577	+ 2.2%

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The Group turnover	412,665,911 €	466,941,819 €	600,972,244 €	+ 28.70%

The Owner Wineries maintain a **deep bond** with the local area, with their winegrowing members, preserving wine-producing traditions and nurturing the quality of production. Each Member Winery plays an active role within a large-scale business project that drives the entire wine industry. It is a project that generates positive economic impact for both the individual Winery and its members, allowing them to participate in a decisive way in decision-making processes along the entire production chain, from the initial stage to final distribution.

Today the La Marca Group operates as a single body, acting in complete harmony with the core wineries by virtue of the shared goals and strategies to ensure its members and, most importantly, the economic relationships they have generated together.

La Marca also plays a crucial role in uniting the local dimension with an international breadth preserving local identity and successfully promoting the local area and the wine productions on an international level.

Owing to these characteristics and size, the La Marca Group participates significantly in determining the economic value of products and the sustainability of the Prosecco denomination. Essentially, it is a top player in the world of wines, and beyond the decisive economic impact, it feels responsible for the local area’s economic and social stamina: the Group’s resilience and stability have a direct impact on individual members and, consequently, on the entire community.



4.2

Human resources

In recent years, La Marca has undergone a period of remarkable and rapid economic growth, marked by significant achievements and ambitious development goals.

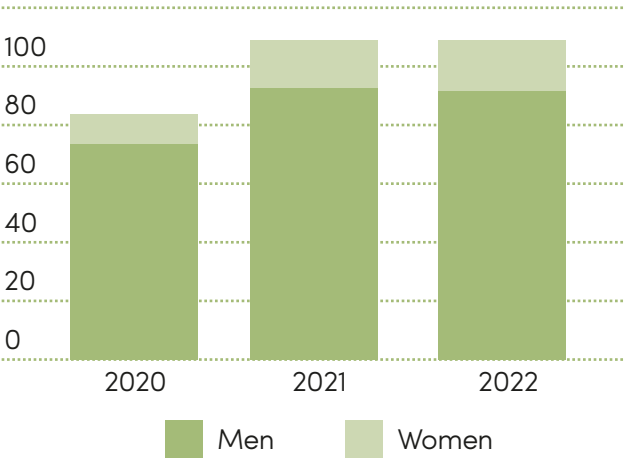
A success that has brought with it an increasing need for human resources, for qualified resources, with an expanded staff contributing to the achievement of these goals. This expansion has generated new challenges and opportunities: effective management and developing human capital have become essential in order to maintain and improve the company's competitiveness.

La Marca is tackling this ambitious challenge, focusing on developing the skills of its staff in order to ensure an uninterrupted future of success.

Currently, two of the three bottling lines are operating continuously in 3 shifts, and the total number of employed staff is 109:

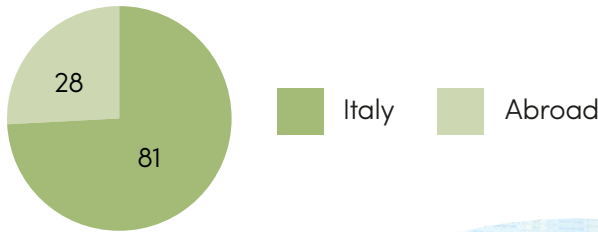
- 26 are office workers/managers
- 83 are factory workers

Average age	37 years
Age of youngest employee	22 years
Positive turnover rate	9%
Negative turnover rate	12%



Year	Men	Women	Total
2020	74	10	84
2021	93	16	109
2022	92	17	109

Origin of workers



4.3

Worker health and safety

In strict compliance with the **Consolidating Occupational Safety Act on Labor (Legislative Decree 81/2008)**, La Marca is committed to promoting the safeguarding of health and safety in its workplaces in a process of continuously improved safety performances. The management methods actively involve all employees and are based on the fundamental principle of prevention. The main goal is to eliminate or minimize risk factors associated with work activities.

La Marca's commitment to occupational health and safety is not only a legal obligation, but also an ethical value which reflects care and respect for people and translates into a workplace where employees are active participants: every staff member is encouraged to report potential problems or improvements to safety procedures.

The company carries out periodic risk assessments to identify potential hazards in the workplace and conducts regular inspections and audits to verify compliance with safety regulations and the effectiveness of preventive measures. The data collected from these activities is used to **continuously improve the safety management system**.

The company keeps its safety protocols constantly updated based on regulatory developments and the industry's best practices. **Specific training sessions** are also planned for employees to ensure that they are well informed and able to cope with risky situations. Training includes emergency procedures, proper use of equipment and risk awareness.



Human resources driving the transformation

La Marca considers human capital to be its most valuable resource, fundamental to achieving the company's goals and ensuring the highest satisfaction of its customers and as a result, cascading down to its Members. To achieve the results that today place La Marca in a prominent position in its target markets, **each organization member must be actively involved**, each contributing with his or her role to the achievement of a common goal. Over the past five years, encouraged by the strong economic expansion that has seen an increase in sales of about 68% over 2018, the La Marca work organization has been characterized by efficiency, placing emphasis on people, recognizing their role both in promoting the company's transformation towards a Lean structure and in ensuring the long-term sustainability of the changes and results achieved.

To describe the path taken by the company, the concepts of **Lean organization** follow below, an approach oriented towards efficiency and value creation which at La Marca has been internalized and metabolized at all company levels and transformed into a daily modus operandi.



“When I began working here it was a personal challenge for me. At the beginning, there were only a few women, and I was the first to use the filler. I managed to learn everything in six months and it was a great satisfaction for me. I like working here; I am fulfilled both economically and professionally. It's a dynamic job. We know what we have to do and what goals we have to achieve, and the company gives workers a lot of responsibility. If we have a bad day, I feel responsible but when it goes well, I feel that the credit is also a little bit mine. The company always makes you feel like doing your best and doing more. There are seven of us on a shift and we work as a team. On the line, great care is also taken with waste disposal. We are trained to single out waste and eliminate it. There was a moment when I was unmotivated and my coordinator became aware of it, and I was immediately given the support I needed. That really pleased me. I see that attention is paid to me. I have never felt like a number; only a person. When I go home, I don't feel stressed; I like to talk about how the day went.”
(Camilla Miotto - machine operator on bottling line no. 3)

現場

GENBA

LEAN PILLAR

The Genba represents the **“actual place” or the “place where value is produced”**, where operational activity takes place and focuses on creating value. It is essential to be physically present where value is generated to fully understand its dynamics and opportunities.

TRADITIONAL APPROACH

Genba can often be considered as the place where operations take place, but it is not always fully integrated into the decision-making process. **Management is often hierarchical** and may orient its actions toward a more global view of the organization or make decisions supported solely by external elements or not fully adhering to the specific dynamics occurring in the Genba.

LA MARCA

In the growth process La Marca has decided to focus on its in-house staff. In fact, over the last few years, La Marca **has put people at the center of all processes**, stimulating worker productivity, accountability and increasing levels of autonomy. This has allowed the hierarchy to give way to an increasingly more horizontal organization. This promotes a collaborative work environment, where Work Teams meet regularly to discuss specific topics or according to projects and work orders. This organizational model determines that all workers must know the production process and be an active and propulsive part of it.



無駄

MUDA

Muda represents **waste**, meaning, all activities or processes that do not add value from a customer's point of view. Eliminating Muda is a key element in improving the efficiency and effectiveness of a company's processes.

Waste can be seen as an integral condition of the process and a natural consequence of corporate processes and **accepted as an unavoidable cost**. Awareness of waste might not be shared at all levels of the organization, and not all staff members are adequately trained to identify it or to fully comprehend its implications.

At La Marca, saving and cost reduction are no longer seen as a goal, but become the **natural result of proper application of the model**, which, however, maintains as its ultimate purpose the quality of the end product. All employees are encouraged to identify and solve problems, eliminate waste, and contribute to overall improvement.



改善

KAIZEN

Kaizen represents the concept of **gradual and continuous improvement** that involves all members of the organization in identifying opportunities to optimize processes, eliminate waste and improve the quality of work.

In the traditional approach, continuous improvement (Kaizen) could be seen as a separate process and **not necessarily integrated into daily activities**. Efforts made to improve could be handled by a specific department or be initiated only in response to obvious problems or critical situations.

Organizing by Work Teams represents an ongoing learning process for individuals to acquire the skills needed to solve problems, to document and improve processes, collect and analyze data, and self-manage in a peer group. **It drives the decision-making process (or the process of submitting a proposal) downward, towards employees, and requires open discussion and consensus-seeking before any decision can be implemented.** The high level of involvement of people in the various areas enables them to feel they are an active and responsible part in seeking improved solutions for doing their jobs. At La Marca, Kaizen is a continuous and structured process that involves everyone.



During 2022 La Marca, for its employees:

- disbursed a **gift** to all employees with at least 4 months' seniority: the value for 2021 amounted to **17,750.00 euros**;
- disbursed **performance bonuses** totaling **105,877.30 euros**;
- made it possible to convert up to 100% of performance bonuses into employee **welfare**, based on the second level agreement. This conversion increases the worker's purchasing power because the amounts converted to welfare are exempt from the tax base for tax and contribution purposes. **The participation rate in 2021 stood at 3%; in 2022 it rose to 10%;**
- each worker was given **1 admission ticket free of charge for Vinitaly**;
- **Imoco Volleyball season tickets** were made available to all employees to attend matches.

Training

During 2022 within La Marca, training initiatives and courses were implemented for a total of 118 hours divided up as follows:

- **Quality, Safety and Environment: 15 hours**
- **Production: 63 hours**
- **IT: 40 hours**



The “Best of Resources” project

La Marca, in compliance with Equalitas and Smeta standards, has decided to audit the **“Human Resource Management” process**, which calls for the verification of staff skills, subject to the verification of the activities effectively conducted in accordance with the qualification and level assigned. The process began in mid-March 2023 and involved the 109 workers in the workforce at the time of the inquiry, both employees and temporary workers.

The outcome of the inquiry, which is still in progress as of the publication date of this document, will form the baseline for subsequent specific work on human resource development to further improve group productivity and at the same time, the motivation, internal mood and workers' organizational well-being.



Customer care

La Marca's commitment to the end consumer is based on the following principles:

Quality and safety

The quality of the end product from the goodness of the raw material and the ability to turn it into the finished product.

In order to improve and speed up controls to ensure the quality and wholesomeness of wines, La Marca uses **modern laboratory equipment** to conduct analyses that help ensure the consistency of wines, monitor fermentation, prevent defects and ensure that the finished product meets the desired standards. Analyses conducted internally are also supplemented by collaborating with certified external laboratories. We are speaking specifically of:

- **Chemical analyses and volatile acidity:** aimed at determining the wine's chemical composition. They can include measuring alcohol, residual sugars, acids, pH, sulfur dioxide (sulfites), and volatile acidity, which can affect the wine's organoleptic quality.
- **Microbiological analyses:** essential for monitoring the presence and activity of yeasts, bacteria and other microorganisms in wine.
- **Sensory analyses:** involving expert tasters who evaluate wine in terms of appearance, aroma, flavor and body. The goal is to assess the organoleptic quality of the wine and to single out any defects.
- **Stability analysis:** to assess the wine's stability over time. This may include measuring the tartaric crystal precipitation or assessing protein stability.
- **Contamination analysis:** that detects the presence of foreign substances or contaminants in the wine, such as pesticides, heavy metals, or other undesirable chemicals.

Each product has an electronic data sheet, used as a reference for the main analytical parameters.



245,300 samples analyzed
+ 9% compared to 2021

In addition, all suppliers of outsourced materials are subject to attentive evaluation by the in-house **Quality Team** based on objective parameters such as: food safety and protection, occupational health and safety, and the certifications in possession.



Nothing is left to chance but is the product of a continuous pursuit of excellence marked by precision, innovation and constant attention to detail.

Traceability

A cooperation is a truly unique system: by their very definition, Member Wineries, on the basis of their cooperative value, make use of the product contributed by members grown on our lands.

This creates a virtuous circle both for producers, the first goal being to ensure them a fair and steady income over time, as well as for consumers, who are guaranteed the origin of the wine.

The entire production chain is controlled: the product bottled by the Company is entirely traceable which, for the Consumer, vouches for all the steps the product has undergone, meeting strict hygienic and sanitary standards. This results in what is known as **"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. What's more, the management systems with which La Marca is equipped allow for attentive management along the entire production process, aimed precisely at ensuring consumer satisfaction. In fact, **internal traceability** is managed by combining two different software: the system registers the handling of wine products from when they arrive in tanks to bottling, including analysis during the vinification and sparkling process and additions of wine-making products. The system is periodically tested both internally and externally (both by customers and by the Certification Body during audits). **No significant non-conformities have ever been found.**

Transparency

The quality of information given to customers is an important aspect at La Marca and translates into a commitment to convey comprehensive and understandable **knowledge** about the winery's history and the values that guide the company's decisions; information related to production processes, agricultural practices adopted, and the winery's efforts to support the local community and reduce the environmental impact.

The publication of the Sustainability Report goes in this direction and allows for an additional connection with the consumer, beyond product appreciation.



Certifications

UNI EN ISO 22005:2008

Traceability in agrifood supply chains Product traceability from the stage when raw materials are received to shipping the finished product to customers.



IFS FOOD

Standard for assessing the 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 reinforce and promote food safety along the entire production chain.



ORGANIC CERTIFICATION

Organic agriculture. It ensures compliance with EU regulations on organic production.



EQUALITAS CERTIFICATION

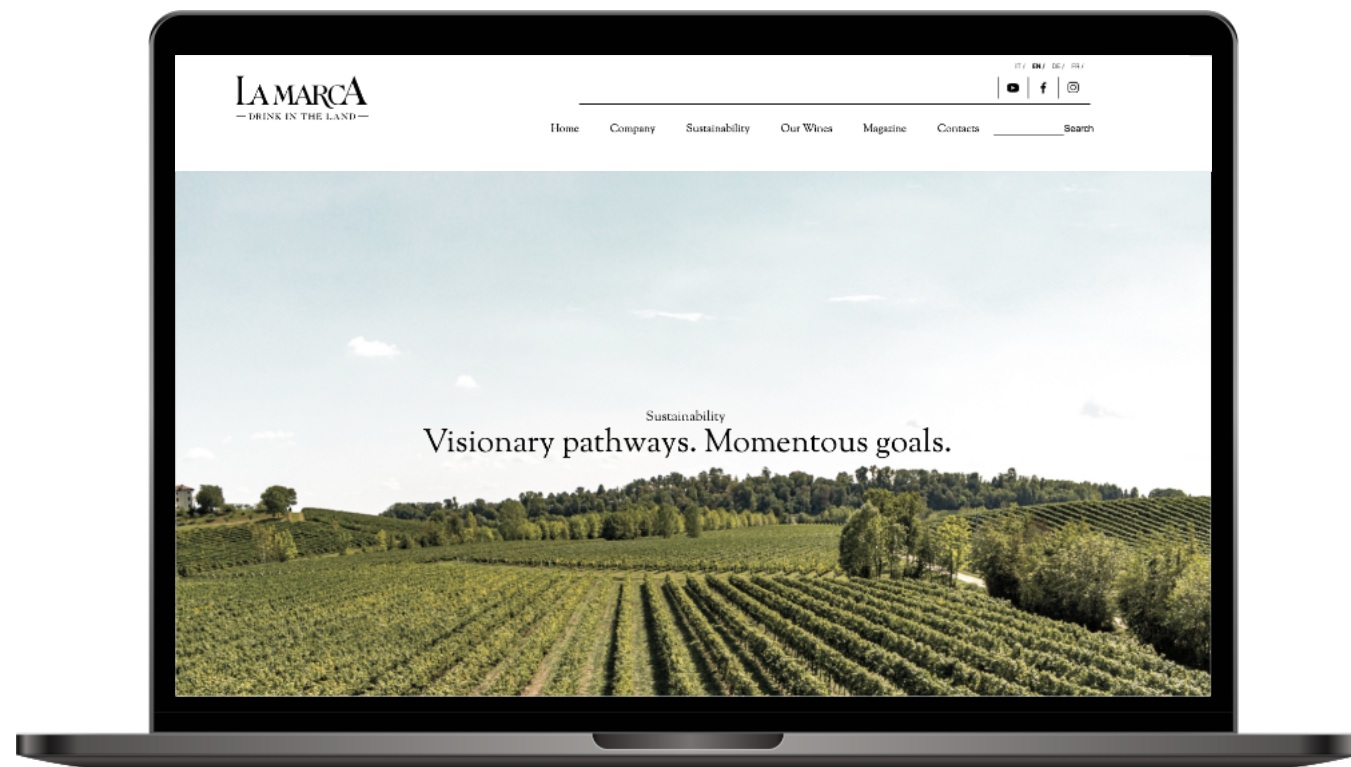
One of the most thorough protocols that can be adopted in the wine industry. It is a hallmark of assurance and transparency that stimulates the company to continuously improve, representing additional protection for the consumer, as well as a sign of respect and long-term commitment with the local area.



La Marca for consumers

In recent years, numerous research studies conducted both in Italy and abroad have revealed a growing desire among consumers to be at the center of relationships with businesses and to engender a bond **marked by trust**. This trend is the result of a profound change in market dynamics, in which businesses are increasingly seen not only as suppliers of goods and services, but as responsible players in a global community.

In this regard, La Marca is concentrating its efforts on consolidating existing relationships and creating new ones through information and **end-customer involvement**. The goal is to give transparency to the projects and optimize the commitment invested in sustainability.



For reports, complaints, or suggestions please contact us by filling out the form below.

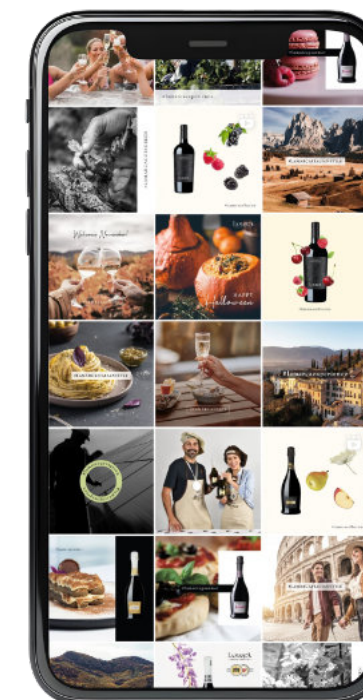
name*

e-mail*

message*

*mandatory fields
☐ Having read the above Policy, I, the undersigned, hereby request La Marca Vini e Spumanti S.p.A. to evaluate the reports sent via this form. Read the Personal Data Information Notice.

To this effect, the new **Company Profile** was created in 2022 and published: consumers can learn more about La Marca, understand its history, make more informed decisions, and identify with its values. La Marca also continued in 2022 by reinforcing communication channels through which consumers and customers can contact the Group's companies, with the goal of making the relationship simpler and faster. **In particular, a special section has been inserted on the company website, which offers a way to send e-mails that can bring something general to our attention or report product defects.**



The **communication strategy online and on social media** also reflects La Marca's focus on public interest and commitment to building authentic relationships. The social media follow a well-defined publishing plan that involves scrupulous care in selecting content that not only promotes products but also **speaks of the land, its traditions and history**.

Supporting local projects and initiatives

La Marca does not limit itself to generating wealth solely through productive activity, but constantly interprets and acts on the concept of cooperation embracing a **deep commitment** to promoting local development through active support of area initiatives.

Indeed, La Marca believes that economic progress must go hand in hand with the growth and prosperity of the surrounding community, working together to create an environment conducive to opportunities and local planning.



By virtue of its nature, for years La Marca has chosen to broaden the positive impacts of its activities by supporting cultural activities and various local sports associations (Opitergina Football, Fontanelle Football, Oderzo Basket), maintaining this commitment even during the pandemic years.

La Marca has a special partnership with **Imoco Volley, the Conegliano Volleyball Team, World Champions, reigning European and Italian champions and holders of the world record with 76 consecutive victories.** This sponsorship is a source of great satisfaction for a company such as La Marca, as it expresses the deepest values of cooperation, such as the passion and strength of teamwork, as well as representing the excellence of an entire region that supports it.

	2020	2021	2022	Total of 3 years
Voluntary and cultural associations, municipalities and schools	50.00 €	450.00 €	-	500.00 €
Sports associations	44,500.00 €	47,610.00 €	47,610.00 €	139,720.00 €
Veneto Region for health emergency	51,000.00 €	-	-	51,000.00 €
Oncology Reference Center of Aviano	-	-	25,000.00 €	25,000.00 €
Total	95,550.00 €	48,060.00 €	72,610.00 €	216,220.00 €

In 2022, the resources that La Marca made available to the local area amounted to **72,610.00 euros**. These include the donation in memory of President Valerio Cescon allocated to the Oncology Reference Center of Aviano.

Another commitment to support local initiatives during 2022 saw La Marca as **sponsor of the Tiramisu World Cup** held in Treviso October 6-9, 2022. A competition between amateurs with the goal of declaring the best maker of the definitive Italian dessert.

La Marca also supports initiatives to promote the cooperative model in civil society as a winning entrepreneurial model. This also includes the annual **SCOOP! Event. The great Festival of Cooperatives** held in Cortina last July 15 which La Marca has supported for 5 editions, and Vivite, the event dedicated to the wine products of Italian cooperative wineries.





Ambassadors of Prosecco in the world



An international presence

In its 50-year history, La Marca has managed to capture a strong market role and excellent positioning through brand recognition and the quality of its wines, in Italy and abroad.

The absolutely unique characteristics of La Marca's production chain are still a valuable tool for attracting customers and consumers. Together with the Owner Wineries, La Marca draws on a very large area of vineyards which guarantees a high volume of premium-quality product. The outstanding grapes harvested in the Conegliano Valdobbiadene area make all the difference in that which is already a high-end product such as Prosecco D.O.C.

Owing to the availability of quality raw material and a substantial production capacity, La Marca has contributed decisively to the success of prosecco, especially in the U.S. market: **the wine most consumed in the U.S. is La Marca Prosecco.**

A product deeply rooted in centuries of artisanal production and the passion of local winegrowers, who cultivate the grapes with care and dedication. Its popularity has gone beyond Italy's borders, reaching tables all over the world.

Prosecco is the perfect example of how a product linked to tradition can, with its extraordinary flavor and versatility, become a Made in Italy icon recognized and admired in every corner of the planet.

Our way of interpreting Prosecco speaks of a constant commitment to protecting the land, and the thousands of families involved in our production chain, their work, their professionalism.



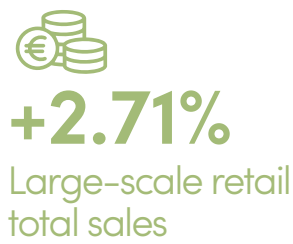
5.2

The markets

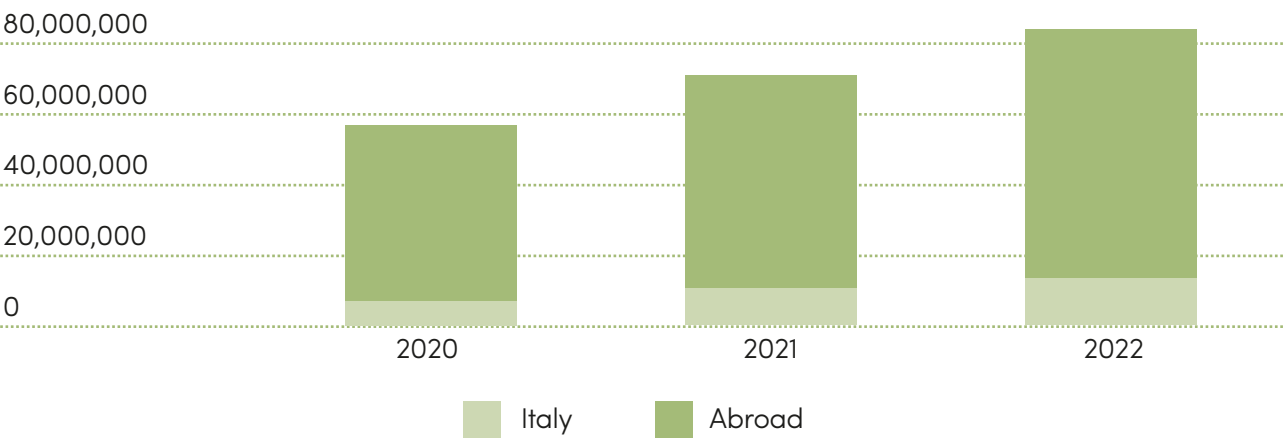
The domestic market

In 2022 the domestic market registered an upswing in turnover in all the channels served:

- **Total sales** grew by **6.59%**.
- The **sales of wines bottled** under the La Marca brand and other exclusive Brands increased by an **additional 4.33%** over 2021, while **wines in kegs** grew in **volume by 27.85%** and **sales by 35.31%**.
- The **Ho.Re.Ca.** (hospitality industry) segment registered a **0.92%** increase in sales volume of bottled products and a **13.91%** increase in sales.
- **Large-scale retail** is the channel that met with the greatest difficulties more than any other in 2022. Inflation, never so high since the mid-1980s, has forced some consumers to change their buying habits, adopting strategies to save money. Despite the downswing in sales volumes registered in 2022, it is confirmed as the most important channel for wine distribution. Total sales **grew by 2.71%** compared to 2021. Large-scale retail accounts for **76.45%** of the entire domestic market turnover.



Wine sales (750 ml bottles)



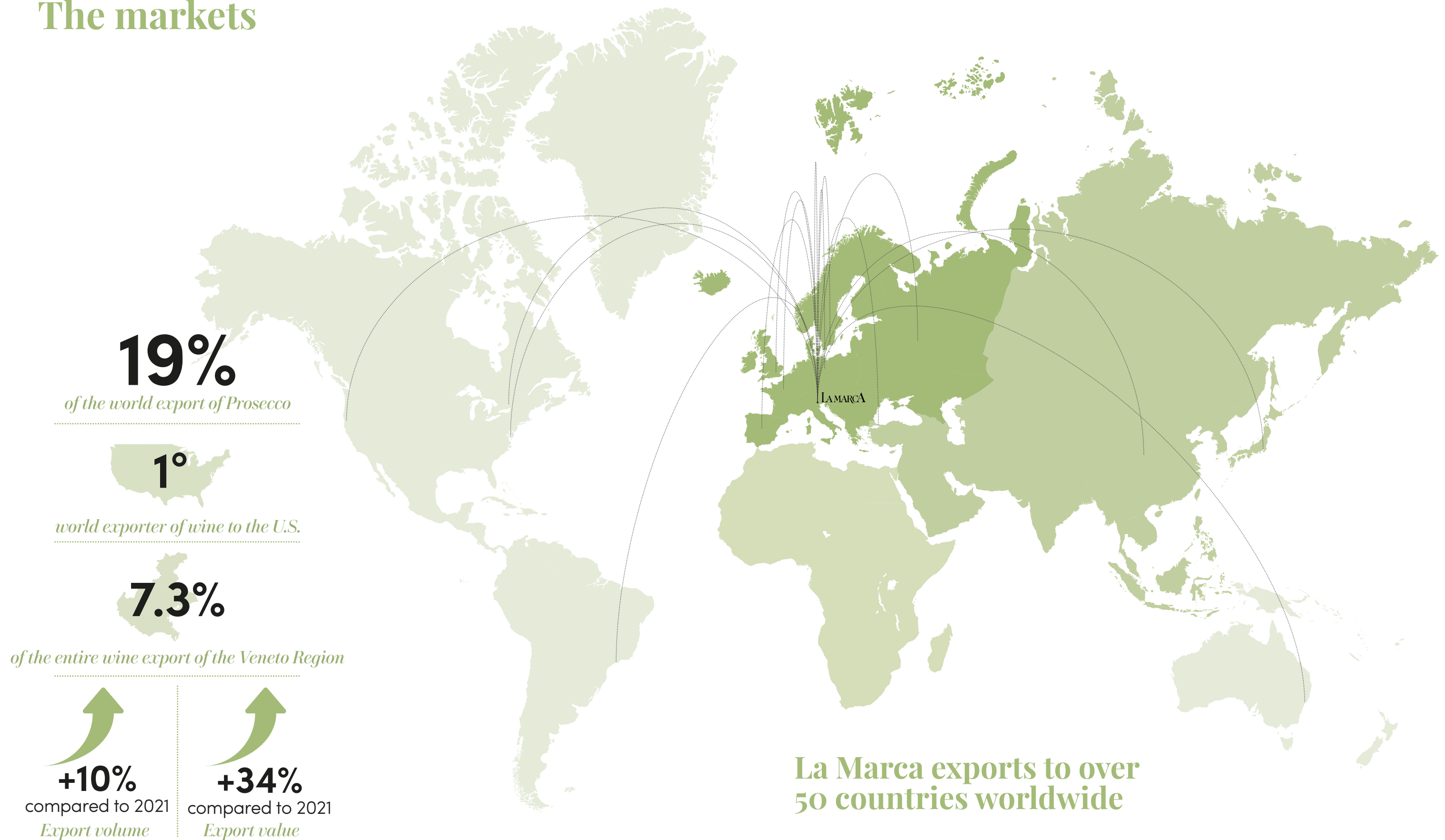
The foreign market

Exports in 2022 registered an overall **increase of 10% in volume and 34% in value**, once more led by the Prosecco sparkling wine category.

2022 was a year of significant growth for the foreign sales of companies in the Veneto Region wine industry with a total turnover in international markets verging on 3 billion euros. To be precise, the total value of international sales as of 12/31/2022 reached 2.8 billion euros. **In this regional context, La Marca accounted for about 7.3% of exports.**

A good part of this supremacy is due to the international success of Prosecco, 1.1 billion euros was the value exported in 2022 and +19.6% compared to the previous year, which dragged the entire sparkling wine category to success with it. **19% of the Prosecco exported in 2022 was Prosecco La Marca.**

The markets



The group's brands

The production of **Prosecco D.O.C.** and **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G** represents La Marca's core business; this is followed by the production of white wines and still red wines. Keeping its roots firmly in place and looking to the future, with commitment, work and significant investments, the dream of the founding members has come true: creating quality wines of international acclaim. Today, the wines of the La Marca winery are distinguished "ambassadors" of Made In Italy quality in the world; they are in fact distributed in over 50 countries, predominantly in Europe and North America.

Bouquet, Novecento, Classic, Millage and Foscato are the product lines with which La Marca presents itself in the markets, offering consumers products in the denominations in which it is present.



LA MARCA

Bouquet Collection

Our premium line dedicated to the Ho.Re.Ca. channel

Prosecco D.O.C. Treviso Brut
 Prosecco D.O.C. Treviso Extra Dry
 Prosecco Rosé D.O.C. Millesimato Extra Dry
 Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Millesimato Extra Dry
 Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Cuvée Dry
 Valdobbiadene Superiore di Cartizze D.O.C.G. Dry
 Pinot Grigio Delle Venezie D.O.C.
 Traminer aromatico Veneto I.G.T.
 Cabernet Piave D.O.C.
 Merlot Piave D.O.C.

Novecento Collection

Collection is the expression of joy, style, creativity;
 it is out of the ordinary gratification, an indulgence
 in the luxury of wonder.

Prosecco D.O.C. Treviso, Extra Dry
 Conegliano Valdobbiadene Prosecco superiore D.O.C.G.
 Millesimato Brut Prosecco D.O.C. Biologico Extra Dry

Classic Collection

We deserve a special moment every day

Prosecco D.O.C. Treviso Frizzante
 Prosecco D.O.C. Treviso Frizzante spago
 Prosecco D.O.C. Treviso Extra Dry
 Prosecco Rosé D.O.C. Millesimato Extra Dry
 Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Extra Dry
 Chardonnay Marca Trevigiana I.G.T.
 Cabernet Marca Trevigiana I.G.T.
 Merlot Marca Trevigiana I.G.T.





Millage

Millage is the refreshing and colorful line of sparkling wines created by the La Marca Winery with the finest grapes from the plains and hills of the **Prosecco D.O.C. and D.O.C.G.** Thousands of tiny bubbles dance rapidly rising to the surface, creating precious pearl necklaces; this is Millage: a thousand bubbles of perlage! Millage is magic that captures and seduces like music: "Sounds like bubbles": musical sparkling bubbles. Millage is a multi-sensory delight: the eye is enchanted by a fascinating drizzle of fluttering sparkling spheres. The nose is enveloped by intense aromas of fruit and flowers; on the palate, the taste buds are gently teased by minerals and aromas, and the sound of bubbles immediately brings joy!

Prosecco D.O.C. Treviso Brut
Prosecco D.O.C. Treviso Extra Dry
Prosecco D.O.C.G. Extra Dry
Prosecco D.O.C. Rosé Brut



Foscaro

Foscaro

Dedicated to wonderful Venice, the Foscaro line offers premium-quality sparkling wines; balanced and harmonious; they are perfect for a break, an aperitif or any other gathering, always with the finest from the La Marca selection. Foscaro is a historic trademark for La Marca, as it was registered for the first time in Italy in May 1985 as "Foscaro Rosso". It is quite well-known in the domestic market and the name once again takes origin from our history and land, as it brings to mind Venice and the historic noble family of the "Foscari". The House of Foscari was a historic Venetian patrician family, which reached its peak in the 14th and 15th centuries, culminating in the doge reign of Francesco Foscari (1423-1457).

Prosecco D.O.C. Treviso Extra Dry
Prosecco Frizzante D.O.C. Extra Dry
Prima Cuveé



5.4

The accolades

Also during 2022, the quality of La Marca wines was acknowledged and rewarded both abroad and in Italy with the attainment of **prestigious awards and declarations**:



GOLD MEDAL – MUNDUS VINI

Prosecco D.O.C. Treviso Extra Dry
Bouquet Collection



GOLD MEDAL – MUNDUS VINI SPRING TASTING

Prosecco D.O.C. Treviso Extra Dry
Bouquet Collection



GOLD MEDAL – BERLINER WINE TROPHY WINTER EDITION

Prosecco D.O.C. Treviso Extra Dry
Bouquet Collection



GOLD MEDAL – BERLINER WINE TROPHY WINTER EDITION

Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Millesimato Extra Dry
Bouquet Collection



GOLD MEDAL – GLOBAL ROSÉ MASTERS

Prosecco Rosé D.O.C. Brut
Millage Collection



SILVER MEDAL – GLOBAL ROSÉ MASTERS

Prosecco Rosé D.O.C. Millesimato Extra Dry
Bouquet Collection



SILVER MEDAL – THE PROSECCO MASTERS

Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Extra Dry
Millage Collection



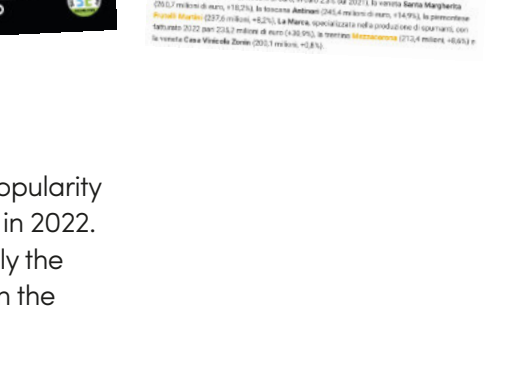
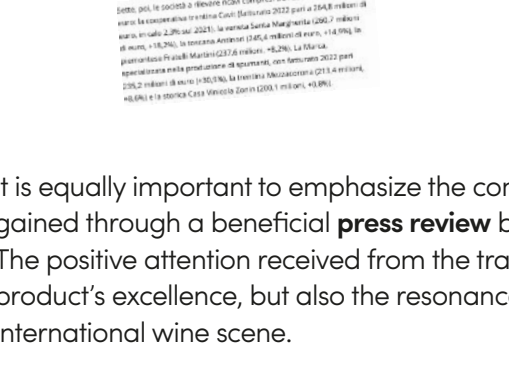
BRONZE MEDAL – THE PROSECCO MASTERS

Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Millesimato Extra Dry
Bouquet Collection



BRONZE MEDAL – PROSECCO MASTERS

Prosecco D.O.C. Treviso Extra Dry
Millage Collection



It is equally important to emphasize the company's consolidated popularity gained through a beneficial **press review** both in Italy and abroad in 2022. The positive attention received from the trade press stresses not only the product's excellence, but also the resonance of La Marca's vision on the international wine scene.

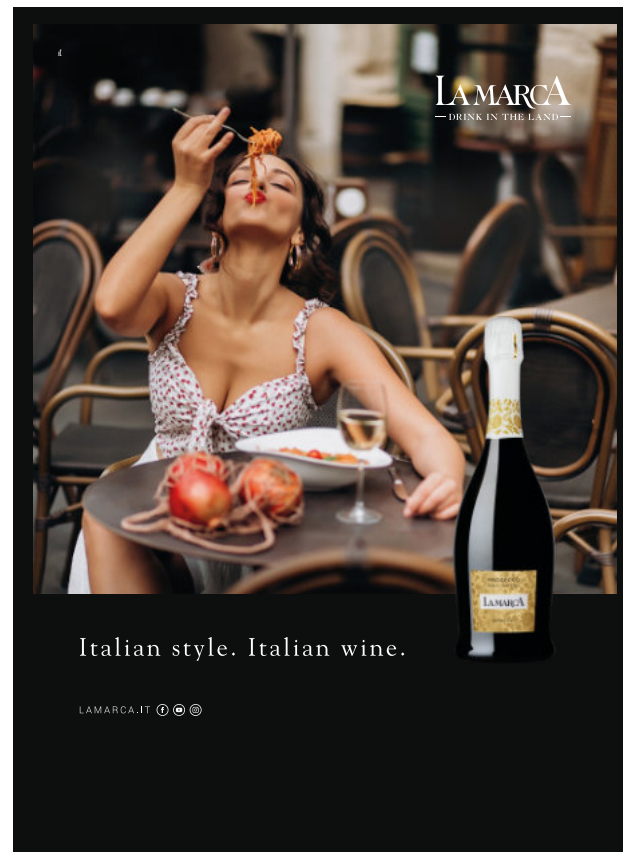
La Marca: Italian Experience

For La Marca, Prosecco is much more than a sparkling wine: **each bottle speaks of over fifty years of history**, whose soul is preserved in the more than 4,500 people who take care of it every day, united by passion. The kind of passion that can be gathered along the rows of the more than 15,000 hectares of vineyards and in the respect for the land of those who harvest the golden fruits.

With the advertising claim **Drink in The Land**, the intent is to take palates on a journey through the picturesque landscapes of the Marca Trevigiana hills, a Unesco World Heritage Site, among its cities of art and historic villas, where sun-kissed vineyards produce the finest grapes. But Prosecco is also a symbol of togetherness and joy, an invitation to toast in celebration of special moments. Its global success is not only due to its extraordinary flavor, but also to its role as a messenger of the Italian art of living, spreading the love of beauty, good company and culinary passion all over the world.

La Marca is proud to bring this priceless legacy to the world: it distinguishes itself as a local enological excellence with an international calling. Its renowned and beloved labels cross borders and oceans reaching more than 50 countries, bringing with them centuries of tradition and a wide range of products with unique characteristics.

An enological journey, which begins in prestigious lands, winding through a variety of aromas and flavors reaching every corner of the world. Every bottle of La Marca tells the story of Italian winemaking.



Advertising campaign inside Venice Marco Polo Airport.

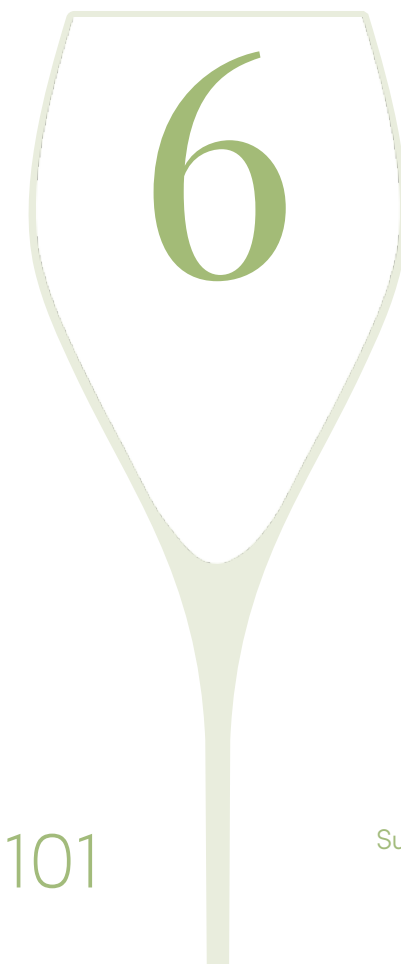


La Marca's **communication strategy** in 2022 had as its main objective the maintenance of the **premiumization** process, which aims to increase the perception of value and raise the image of the company and its wines. Each bottle tells the story of La Marca's commitment to quality and authenticity which has won the hearts of wine enthusiasts and connoisseurs all over the world, offering a taste of Italy in every sip.

In addition to creating new promotional materials, that is, the **Company Profile** and the **General Catalogue**, participation in international trade fairs resumed in 2022, which had been interrupted for almost three years by the pandemic. In order to keep abreast of the latest trends and innovations in the world of enology and share its outstanding wines with an international public, the company has decided to participate in the main **international trade fairs** in the wine industry: **Wine Paris, Prowein and Vinitaly** are other opportunities to consolidate its presence on the global market and establish new business contacts.



La Marca: forward-looking



A constant commitment

As part of the company’s sustainability-oriented vision, planning emerges as the foundation on which to build a future that reflects the ideals and goals of the **United Nations 2030 Agenda**. The challenge that La Marca has accepted is clear: to continue to integrate the principles of sustainable development into every aspect of its activities, making a significant contribution to the achievement of the global sustainability goals by 2030.

La Marca aims to be a catalyst for change, a pioneer in adopting advanced solutions that combine operational efficiency with a positive impact on the planet and society.

Through this planning, the company aims to overcome challenges with determination, implementing strategies that allow it to prosper in harmony with the environment and the communities living there. It is aware that change requires constant commitment and that actions taken today will have a lasting impact on our world and future generations.

In this context, La Marca’s **future planning** is a tangible testimony of its commitment to building a sustainable and responsible future, one step towards the concrete realization of the shared values indicated by the 2030 Agenda.



GOAL	ACTIVITY	LEAD TIMES
<div><div>3</div><div>GOOD HEALTH AND WELL-BEING</div><div></div></div> <div>Ensure healthy lives and promote well-being for all at all ages</div>	<div>Improved organizational well-being of company personnel:</div> <ul style="list-style-type: none">• Verify the correct classification of personnel;• Definition of the skill set plan;• Increased training activities for operators on quality and production processes (to raise awareness);• Enhancement of the Prevention and Protection Service for Health and Safety in the workplace with improved line signage and operating instructions;• Modernization of facilities and offices with the introduction of a company cafeteria and changing room to increase organizational well-being.	<div>Underway in 2023</div>
<div><div>6</div><div>CLEAN WATER AND SANITATION</div><div></div></div> <div>Ensure sustainable management of water and sanitation for all</div>	<div>Rinse water recovery with purification and reuse route.</div>	<div>Expected by 2026</div>
<div><div>9</div><div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div><div></div></div> <div>Build a resilient infrastructure, promote innovation and equitable, responsible and sustainable industrialization</div>	<div>Structural investments in plant modernization and production efficiency:</div> <ul style="list-style-type: none">• New bottling line;• Modernization of areas;• Empty bottle inspector. <div>New system for managing access to the company perimeter.</div> <div>Replacement of internal management software.</div>	<div>Underway in 2023</div> <div>Expected by 2024</div>
<div><div>11</div><div>SUSTAINABLE CITIES AND COMMUNITIES</div><div></div></div> <div>Make cities and human settlements inclusive, safe, resilient and sustainable</div>	<div>Strengthen relations with local institutions:</div> <ul style="list-style-type: none">• Proposals for the improvement of roads and urban green areas.	<div>Expected by 2026</div>
<div><div>12</div><div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div></div></div> <div>Ensure sustainable production and consumption patterns</div>	<div>Increased supplier involvement on the issue of sustainability.</div>	<div>Underway in 2023</div>

Note on methodology

The methodology adopted to draft the second edition of La Marca's Sustainability Report, in continuity with the previous one, is guided by the **Equalitas standard**, reflecting the company's continuous commitment to promoting social, economic and environmental sustainability.

The report regards the year 2022, offering an in-depth analysis of company performances and sustainable initiatives implemented during the time frame and ensuring consistency and comparability with the previously adopted framework. In order to provide an exhaustive view of the current dynamics, data from previous years have been included where possible and comparable. Furthermore, future goals and planned initiatives have been outlined, highlighting La Marca's ongoing commitment to pursuing sustainability.

The drafting process was the result of teamwork, involving internal analysis and dedicated teams. Data was collected through in-depth market analysis, internal accounting and management data, the use of external databases and industry studies and statistics.

The materiality analysis was conducted by distributing special questionnaires both online and in hard-copy form. This enabled social, economic and environmental sustainability issues deemed strategic and urgent to be identified. The company has focused its efforts over the past year on these issues, implementing initiatives and projects illustrated in this report.

This document not only provides a detailed view of the company's performances, but also reflects La Marca's approach toward responsible and sustainable management demonstrating a *modus operandi* intensely inspired by a cooperative business model aimed at creating shared value for all stakeholders and interested parties.

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LA MARCA
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