

LA MARCA

— DRINK IN THE LAND —



Sustainability Report
2024



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The President's Letter

New challenges have put our resilience and creativity to the test in the year that just passed.

Producers continue to be concerned about climate change, especially in 2023 with extreme weather events that challenged the conditions for growing vines. Nevertheless, our winegrowers have shown a remarkable ability to adapt, investing in sustainable viticulture and in new technologies to mitigate the effects of climate and continue to preserve the quality of the wines.

Geopolitical tension and global economic fluctuations have impacted the costs of production and the supply chain especially for a company such as La Marca, with a primarily international vocation.

2023 was also a year of challenges and changes, particularly evident in our production numbers and economic results.

La Marca registered a 5% decrease compared to the previous year, which reflects the overall trend of the entire Italian wine industry. The comparison with 2022, an exceptional year in many ways, could be misleading were we not to consider several crucial/economic dynamics.

The global economic uncertainties due not only to the consequences of the Covid-19 pandemic in society but also to the two ongoing conflicts just outside of Europe. And last but not least, the financial market fluctuations have affected the purchasing decisions and market strategies of the top buyers, prompting a more cautious attitude and more prudent management of stock.

The European Union has revised its forecasts downwards for the key variables in the industry, while Italian production amounted to 39 million hectolitres (-23% on 2022 volumes). The decline was accompanied by an increase in inventories, which reached 51 million hectoliters as at July 31, 2023, rising to unprecedented levels in the last 20 years.

The United States market, the first in numerical terms for La Marca, witnessed a slight downturn for the first half of the year due to the demobilization of inventories accumulated in 2022.

In fact, during 2022, the United States significantly intensified its purchases, concerned about the possible escalation of ongoing conflicts and inflationary dynamics: a situation that led to an accumulation of inventories that affected demand in the first months of 2023, as many of our trading partners preferred to use their accumulated reserves from the previous year rather than place new orders.

To address these dynamics more effectively, La Marca, as always, responded by remaining faithful to its cooperative spirit: the group's strength never waned. The members, the winegrowers who take care of our lands, were and will be the focus of our actions.



We have continued to work closely with the Owner Wineries, guaranteeing them the right remuneration for their products and contributing significantly to the redistribution of wealth in our local area. Meanwhile, we have continued to invest in our systems to improve our production processes.

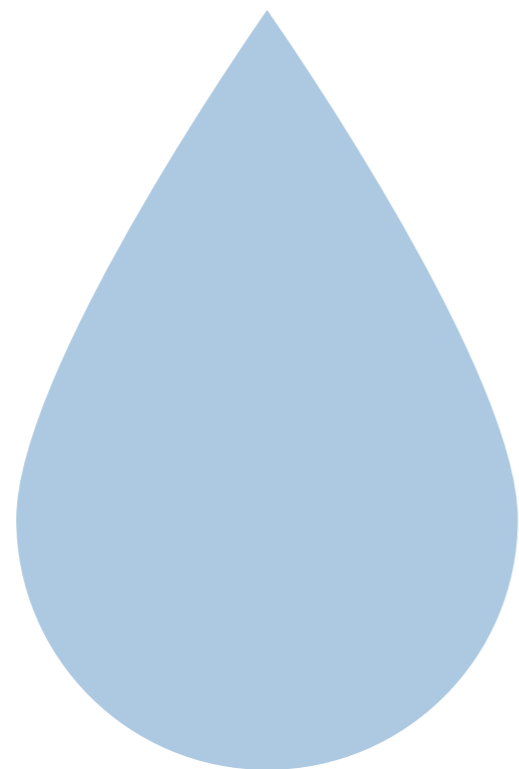
We look to the future with optimism and determination, ready to tackle the new challenges to come and seize the opportunities, with the goal of growing together with the community in which we operate and in respect of the values that distinguish us.

We therefore invite you to join us in toasting the third edition of the La Marca Sustainability Report, which traces the milestone in the just completed year and summarizes the basic elements of our strategy.

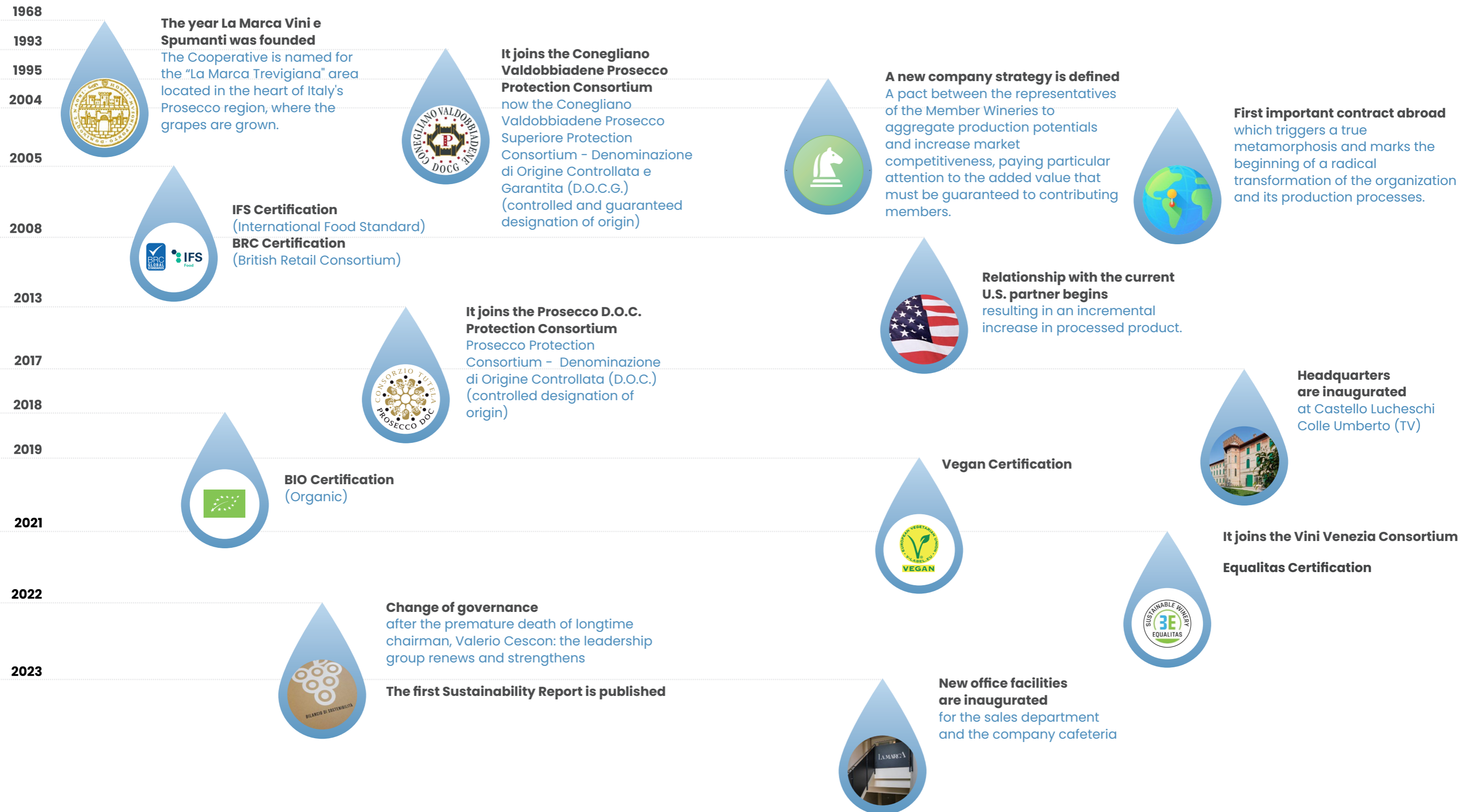
Claudio Venturin,
CEO & President

1

La Marca Vini e Spumanti



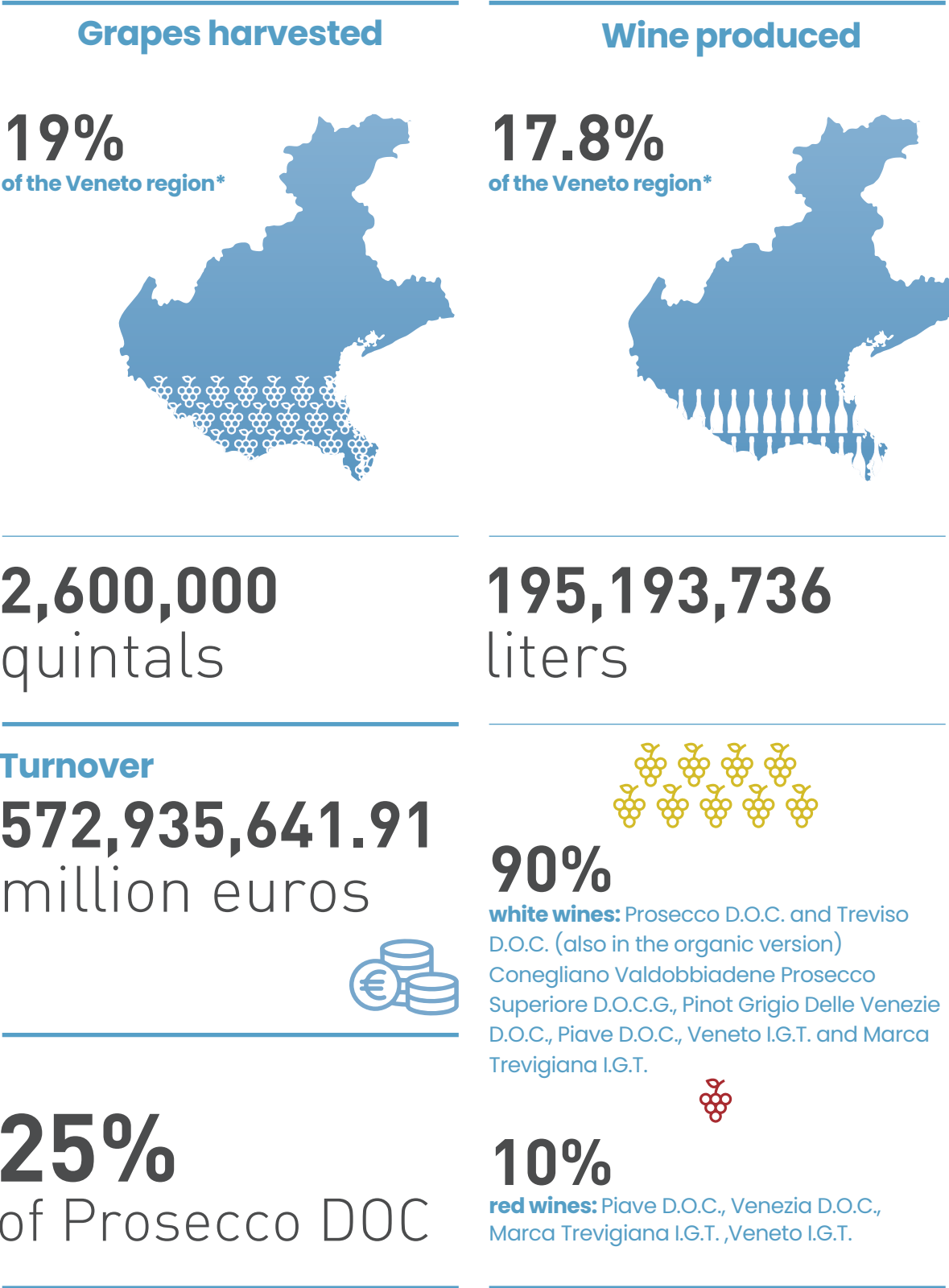
1.1 More than 50 years of history



1.2 We are La Marca
La Marca Group in 2023



* processing done on data from Veneto Agricoltura



1.2 We are La Marca
La Marca Vini e spumanti in 2023

Turnover

225.791
million euros



Collaborators

104



Bottles sold

80
million



Ranked **4th** among
Italy's 10 largest cooperatives by turnover**



8th
Top seller in the Italian wine industry 2023**



9th in the ranking
of the 15 largest wineries in Italy by turnover**



** processing by Mediobanca Research Area – 2024 report

Distribution

87%
Overseas
in more than
50 countries



No.1
world exporter of wine
to the United States

13%
Italy



7%
of the wine exported
by the Veneto region*

* processing done on data from Veneto Agricoltura

1.3 Cooperative identity

La Marca places the 8 Member Wineries and their winegrowers at the center of its strategic choices: the aim of the economic activity consists not only in maximizing economic results for the members themselves, but simultaneously ensuring the overall stability of the local area’s economy in the medium-long term.

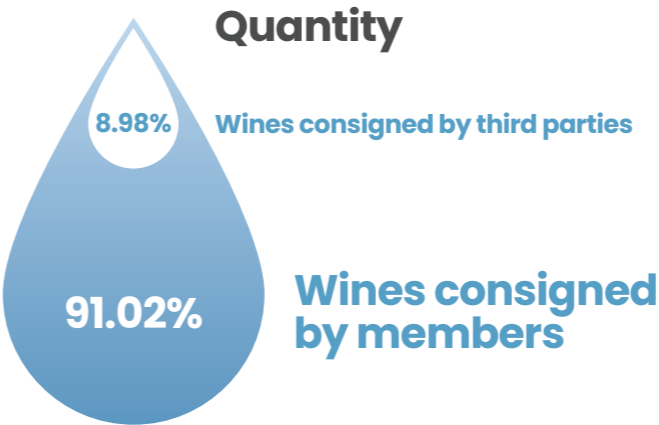


La Marca aspires to **set the standard for sustainable and community viticulture**, developing the value of the local area and its winegrowers through innovation and quality with a strong cooperative spirit. It is committed to building a **prosperous future for the local community**, preserving traditions and promoting a **lasting and responsible economic development**.

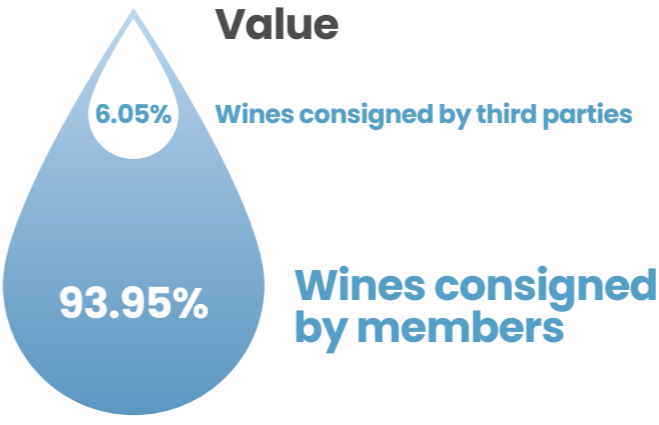
1.4 Mutuality

La Marca mainly sources raw materials from its members through the grapes they **consign** which embodies the essence of a mutual exchange.

	Quantity	Value
Wines consigned by members	567,363 hl	€ 121,785,951
Wines purchased from third parties	55,992 hl	€ 7,838,638
Total	623,355 hl	€ 129,624,589



% of origin of consignments on total products purchased



% of origin of consignments on total products purchased



1.5 The value chain

From the land to the land



1

From the vineyard
4,577 grower members
15,400 hectares of vineyards
La Marca constantly supervises the activities of its Member Wineries in particular in the 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.

2

To the harvest and consignment of grapes
More than 2,600,000 quintals of grapes
195,193,736 liters produced

- The Group's entire workforce which reached a total of **567 collaborators** during the crucial harvest period
- Constant supervision in the harvesting phases
- Analytical and organoleptic control of consigned grapes: **more than 240,000 samples analyzed in 2023**

3

To the bottling process and commercialization
80 million bottles sold in 2023
Production capacity of 400,000 bottles per day
4 bottling lines organized with 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
- Line 4: 1,500-2,000 bottles/hour

Overall warehousing capacity: **9 million liters**
Present in Ho.Re.Ca. channels with an **4.46%** increase in turnover compared to 2022 and in the large-scale retail trade with **+10.92%**

4

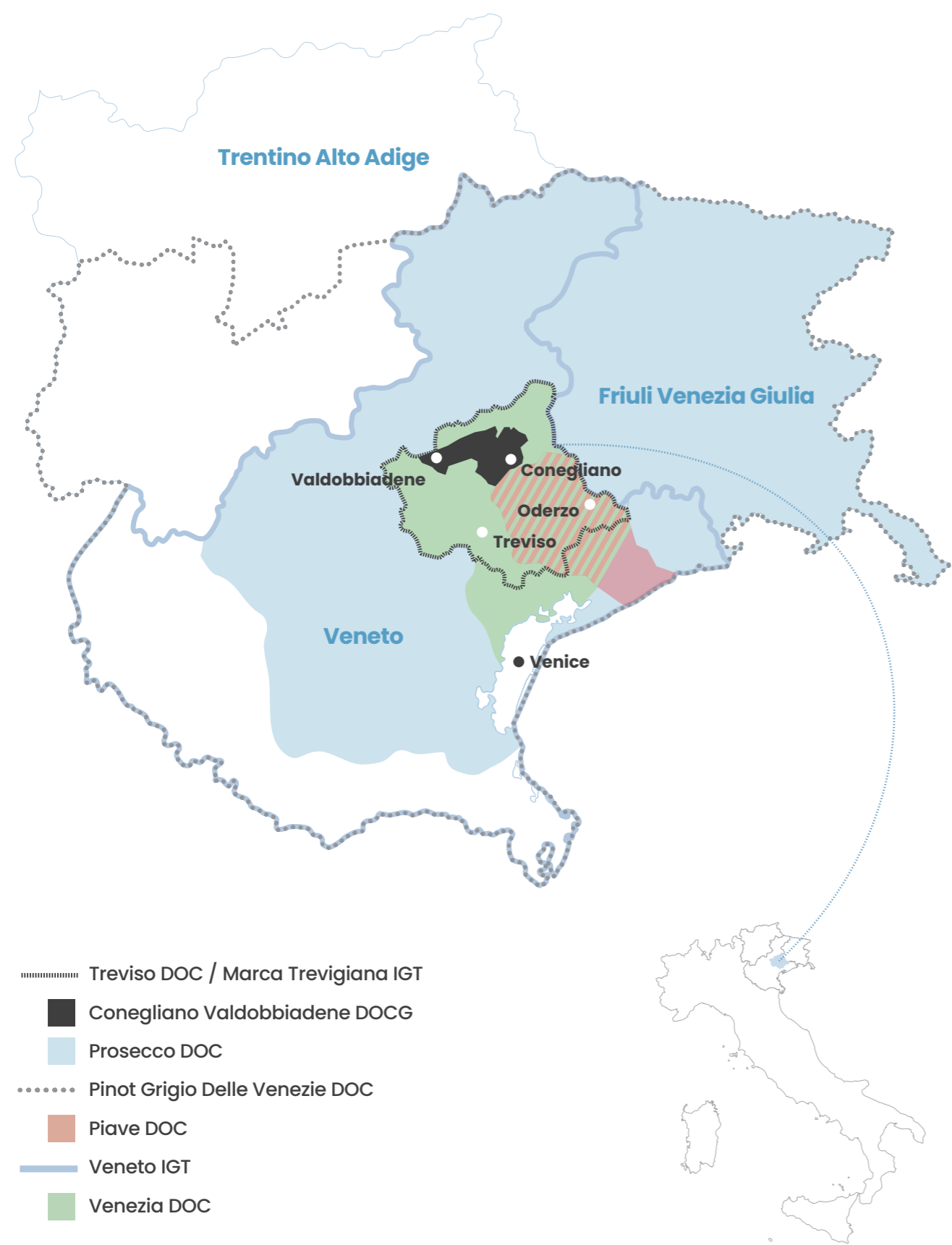
Export

- Historic presence in **more than 50 countries** and consolidated business relationships in new international markets
- Most popular sparkling wine brand in the United States

To the vineyard

- In terms of wealth distributed to members and consequently to the local area: **the direct economic value distributed to Members in 2023 amounted to €121,785,951 with a 13% increase over the last 3 years.**
- In terms of **support to local initiatives: €85,610** to support projects, events and local association in 2023, for a total of **€211,280 over the last three years.**
- In terms of its relationship with the local area and building local partnerships: it belongs to the **Conegliano Valdobbiadene Prosecco Superiore Protection Consortium – Denominazione di Origine Controllata e Garantita (D.O.C.G.)**, the **Prosecco Protection Consortium – Denominazione di Origine Controllata (D.O.C.)** and the **Vini Venezia Consortium.**

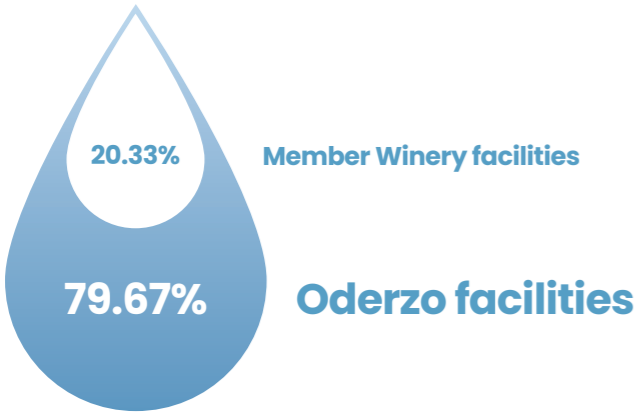
1.6 The winegrowers



1.7 The Member Wineries



The **8 Member Wineries** constitute La Marca's production core, providing a significant product quantity which is the basis of the business and overall production. **The group's wineries are the custodians of the region's identity and winegrowing tradition.** The contribution of the Member Wineries in promoting the culture of wine and enhancing the local distinctive features is a determining factor for La Marca's prestige on the international panorama. In 2023, the collaborative relationship with the Member Wineries for bottling part of the product was pursued in a continuous and profitable way. More specifically, this regarded the Conegliano and Vittorio Veneto Winery and the Colli del Soligo Winery, with the goal of ensuring continuous and sustainable growth of production volumes.



Hectoliters bottled in 2023



1.8 The network of relations

Customers and Consumers

Suppliers and Consultants

Institutions

Veneto Region
Ministry of Economic Development
Ministry of Agricultural, Food and Forestry Policies
Municipality of Oderzo
Relative municipalities of the Member Wineries

Trade associations

Confcooperative Belluno e Treviso
Assindustria Veneto Centro
Prosecco D.O.C.Consortium
Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Consortium
D.O.C. Delle Venezie Consortium
Union of Italian Wines
Worker unions

Scientific community

Università di Padova - Cirve Conegliano
Research Centers
and Specialized Consultancy firms
Nomisma

Financial institutions

Banks
Insurance companies

Media

Trade publications
Online community

Relative communities

Regional scholastic institutes
Sports clubs
Local associations
Social cooperatives
Nonprofit organizations



An event with the stakeholders

During Vinitaly in April 2023, La Marca held an event dedicated to meeting its internal and external stakeholders. In addition to representatives from the Owner Wineries, customers, suppliers and other players belonging to the La Marca stakeholder community also participated. The event was an important opportunity for strengthening dialogue and direct collaboration with stakeholders, integrating the overall strategy of company engagement and transparency. The event allowed one-on-one interaction to be resumed, limited over the past years by the pandemic, fostering discussion on strategic issues such as future development, innovation and sustainability. The occasion was an informal platform for listening to the stakeholders' needs and expectations, promoting an inclusive and hands-on approach to company management. It was yet another confirmation of the commitment to maintaining open and continuous dialogue and which, alongside the previously formalized opportunities for listening, emphasized the company's determination to build solid and lasting relationships with the local community.

1.9 Our idea of sustainability: our achievements

SUSTAINABLE DEVELOPMENT GOALS



Ensuring health and well-being for all at all ages

ACHIEVEMENTS IN 2023

Distribution of the wealth generated towards the Member Wineries and consequently to the winegrowers and their families: €121,785,951, the value of wealth distributed to members, accounting for 53% of the direct value generated.

Improved organizational well-being of company personnel:

1. Verification of the correct contractual classification of personnel.
2. Increased training activities for operators on quality and production processes .
3. Enhancement of the Prevention and Protection Service for Health and Safety in the workplace with improved line signage and operating instructions.
4. Modernization of facilities and offices with the introduction of a company cafeteria and changing room to boost organizational well-being.

Customer care:

1. Analytical and organoleptic monitoring of consignments: over 240,000 samples analysed by internal and external laboratories
2. A customized portal was implemented to monitor and register all the operational and pre-operational controls of the filling machines.
3. A new custom-developed software was adopted to ensure the total traceability of the labels and materials used in production.



Access to instruction, lifelong learning, teaching quality, educational equality

A strong commitment to the **new generations** through specific initiatives aimed at supporting education and developing young talents. A collaboration was launched with the University of Padua, offering support through the financing of six scholarships each worth €7,500, in order to assist deserving students enrolled in the degree course in Viticultural and Enological Sciences and Technologies at the Conegliano campus. The first tranche, in the amount of €30,000, was disbursed in 2023.



Guarantee the availability and sustainable management of water and sanitation services for all

The first calculation of the corporate **Water Footprint**.



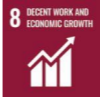
Guarantee access to sustainable, reliable and modern energy to everyone

The system for **self-producing nitrogen** registered a 1% increase compared to the previous year.

The company's **water purification plant** purified, treated, monitored and put 115,378,000 liters of water back into circulation.

SUSTAINABLE DEVELOPMENT GOALS

ACHIEVEMENTS IN 2023



Promote sustainable, inclusive economic growth and support dignified work for all

Economic value generated and distributed: €230,725,720 €, +19.79% compared to 2021.

- towards members: +13.13% compared to 2021
- towards suppliers of goods: +27.91% compared to 2021
- towards suppliers of services: +37.76% compared to 2021
- towards collaborators; +6.89% compared to 2021
- €211,280.00 to local projects/initiatives
- Consolidated presence in more than 50 countries: exports represent more than 87% of the total turnover



Build a resilient infrastructure, promote innovation and equitable, responsible and sustainable industrialization

Structural investments in plant modernization and to improve production efficiency:

- The fourth bottling line was installed, increasing the company's production capacity and improving operational efficiency;
- An automated inspection system for empty bottles was implemented to improve product quality;
- A control and alignment system was installed for capsules serving to reduce packaging errors;
- New steam lines in the existing bottling lines were installed to improve energy efficiency and reduce resource consumption and CO² emissions;
- An X-Rite tool was introduced to measure the color on labels and boxes to ensure uniformity and high quality.



Make cities and communities inclusive, safe, resilient and sustainable

An area in the warehouse was renovated for aseismic and fire prevention purposes to increase safety in the company infrastructure, reducing risks linked to natural disasters and accidents.



Ensure sustainable production and consumption patterns

New software was developed and plants and machines upgraded, as well as an increased engagement of suppliers in corporate sustainability strategies, allowing savings in:

- 748 m² of paper
- 17,003 m² of cardboard
- 1,305 kg of plastic

Waste management:

- The total amount of waste per bottle was reduced by 13.38%, going from 11.14 grams in 2022 to 9.6 grams in 2023.
- The total amount of waste per bottle was reduced by 26%, going from 0.86 grams in 2022 to 0.64 grams per bottle in 2023.
- Dry waste now comprises 7% of the total, compared to 8% in 2022.

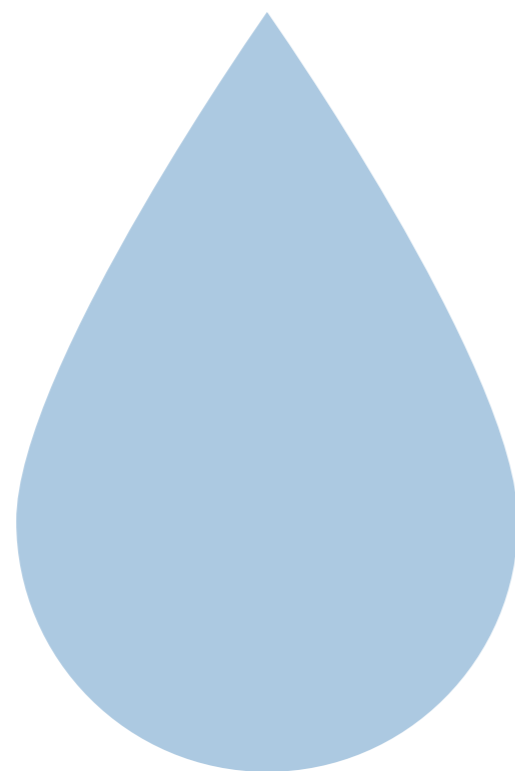


Ensure sustainable production and consumption patterns

La Marca's **cooperative nature** boosts active engagement and collaboration among the Member Wineries with an inclusive approach that reinforces the community's economic resilience, enhances the local area and promotes a sustainable development model.

2

The Group's value



2.1 The governance system

The Board of Directors

Chairman of the Board of Directors	Claudio Venturin
Vice-chairman of the Board of Directors	Stefano Zanette
Director	Stefano Berlese
Director	Cesare Cettolin
Director	Pierclaudio De Martin
Director	Sergio Luca replaced on 12/22/2023 by Antonio Brino
Director	Michele Pillon
Director	Gianpietro Tittone
Chairman of the Board of Statutory Auditors	Michele Dufour
Auditor	Nicola Vertaldi
Auditor	Giovanni Domenico Zanon
Substitute auditor	Aldo Giusti
Substitute auditor	Sonia Speronello



2.2 Guiding principles and organizational structure

The principles and values that guide our actions

La Marca strives to respect the cooperative values of democracy, mutuality and solidarity.

The decisions made by the Board of Directors reflect this effort, ensuring the well-being of members and contributing to the economic and social stability of local communities.



Organizational and regulatory structure:

The regulatory and organizational structure ensures that La Marca operates transparently and responsibly, in keeping with the highest standards in cooperative governance and according to the Code of Ethics approved and implemented in 2021. The La Marca Vini e Spumanti statute clearly defines the responsibilities of the Shareholders' Meeting and the Board of Directors. The Board of Directors is currently composed of 8 elected members who guarantee direct and participatory representation of the Owner Wineries. The BoD is responsible for monitoring the company management, including the aspects linked to the mutual relationship and for administering the internal regulations approved by the Shareholders' Meeting to ensure transparent and efficient operation. In 2023, La Marca set into motion functional activities for the voluntary adoption of the **Organizational Model pursuant to Legislative Decree 231/2001**, which regulates the administrative liability of the bodies. Specifically, supported by an external consultancy company, a working group was set up in charge of analyzing existing company processes, evaluating the control measures currently underway and identifying those necessary to comply with the above mentioned regulations and implement the model in the years to come.

La Marca's daily actions are inspired by:

- RESPECT**

For the environment, the community and people.
- FORESIGHT**

Strategic long-term planning to anticipate and respond to the future needs of the market and the community.
- RESPONSIBILITY**

For its actions and decisions, operating with integrity and transparency, in compliance with regulations and ethical standards.
- COLLABORATION**

Intended as a cooperation between the Owner Wineries, the team members, with the local area, acknowledging that teamwork is crucial for achieving common goals and obtaining the best results.

2.3 Management and control systems

Internal control and management of critical issues

The company has set up a **participatory organizational model, defined by specific operational procedures** that regulate the company processes. Violations of ethical regulations, health and safety problems at the workplace and other critical issues or deviations from the standard procedures are managed through a direct and responsive communication system which enables appropriate corrective actions to be implemented immediately.

In 2023, La Marca introduced new software which required operational procedures to be updated and integrated into the new functionalities, thereby ensuring stricter control and a more rapid response to critical issues.

The **Business Management System** currently in use plays a key role in **higher-level** controls, streamlining company processes, ensuring that transactions are accurately registered and providing a detailed picture of business activities for control, audit and compliance purposes.

La Marca adopted a **system of diversified insurance coverage** to minimize risks and ensure a prompt and appropriate response in the event of adverse events, to ensure corporate continuity, protecting the involved persons and the company assets. The activated policies reflect the need to protect the bodily integrity of the members of the Board of Directors, guarantee the security of corporate assets and ensure operational continuity also in the event of accidents or extraordinary events.

External control:

Given the cooperative nature that characterizes La Marca’s statutory conformation and in accordance with the regulations and voluntary standards with which the company complies, additional third-party audits are provided:

- **The Board of Statutory Auditors, appointed by the Shareholder’s Meeting and the external auditing firm** play a key role in monitoring the accounting, fiscal and financial operations. They also help guarantee compliance with the regulations and report any critical issues to the Board of Directors.
- **Ministerial Cooperative Supervision** certifies the mutual nature and annual certification of financial statements
- **The certification bodies** which verify compliance with the voluntary standards.



Whistleblowing

Legislative Decree No. 24/2023, in implementation of Directive (EU) 2019/137 on the protection of persons who report violations of EU and national laws (known as Whistleblowing), introduced specific protective measures for employees and third parties (such as suppliers or customers) who in a confidential and protected manner report any wrongdoing and irregularities found in the company.

In 2023, La Marca implemented a whistleblowing reporting system in keeping with the new law.

The process began by defining clear and accessible procedures and the subsequent adoption of a system for managing reports of wrongdoing that is safe and anonymous, to enable employees and other stakeholders to report any irregularities without fear of retaliation.

An online platform that can be accessed from the company website was set up in November 2023. The instrument was widely disseminated together with the procedures of use in order to increase awareness among all the potentially affected persons.

Adopting the Whistleblowing system enabled La Marca not only to ensure compliance with the regulation but also to prevent and deal with operational and reputational risks and to reinforce a culture of ethics within the company.

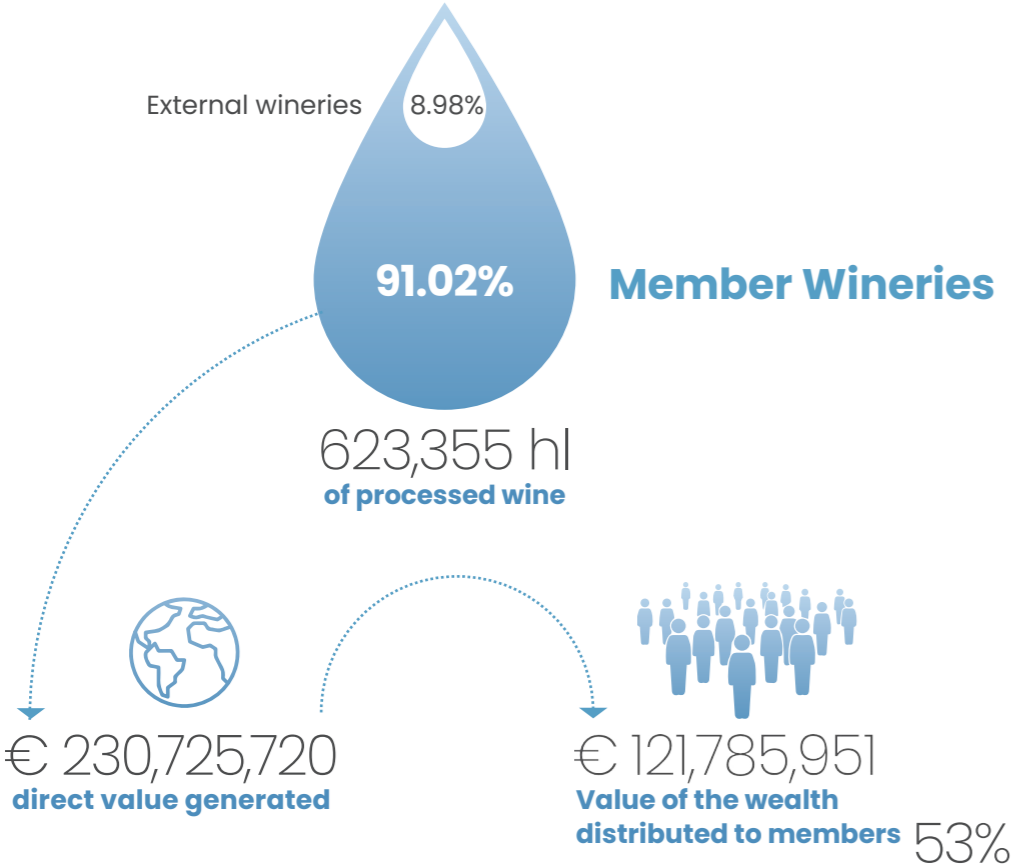
2.4 The contribution of the membership base

The Member Wineries make an essential contribution to the stability and continuity of wine production: a short and integrated supply chain, in which the majority of the final product originates inside the group itself.

Out of a total of 623,355 hectoliters of wine processed during 2023, 567,363 hectoliters came from Member Wineries, accounting for 91.02% of the total purchased product.

The strength of the membership base offers a competitive edge in the wine market. A contribution that returns to the base in terms of economic benefits due to the cooperative nature that permeates the group's dynamics:

€121,785,951, the value of wealth distributed to members, accounting for 53% of the direct value generated.



2.5 The economic results

Direct economic value generated and distributed (€)

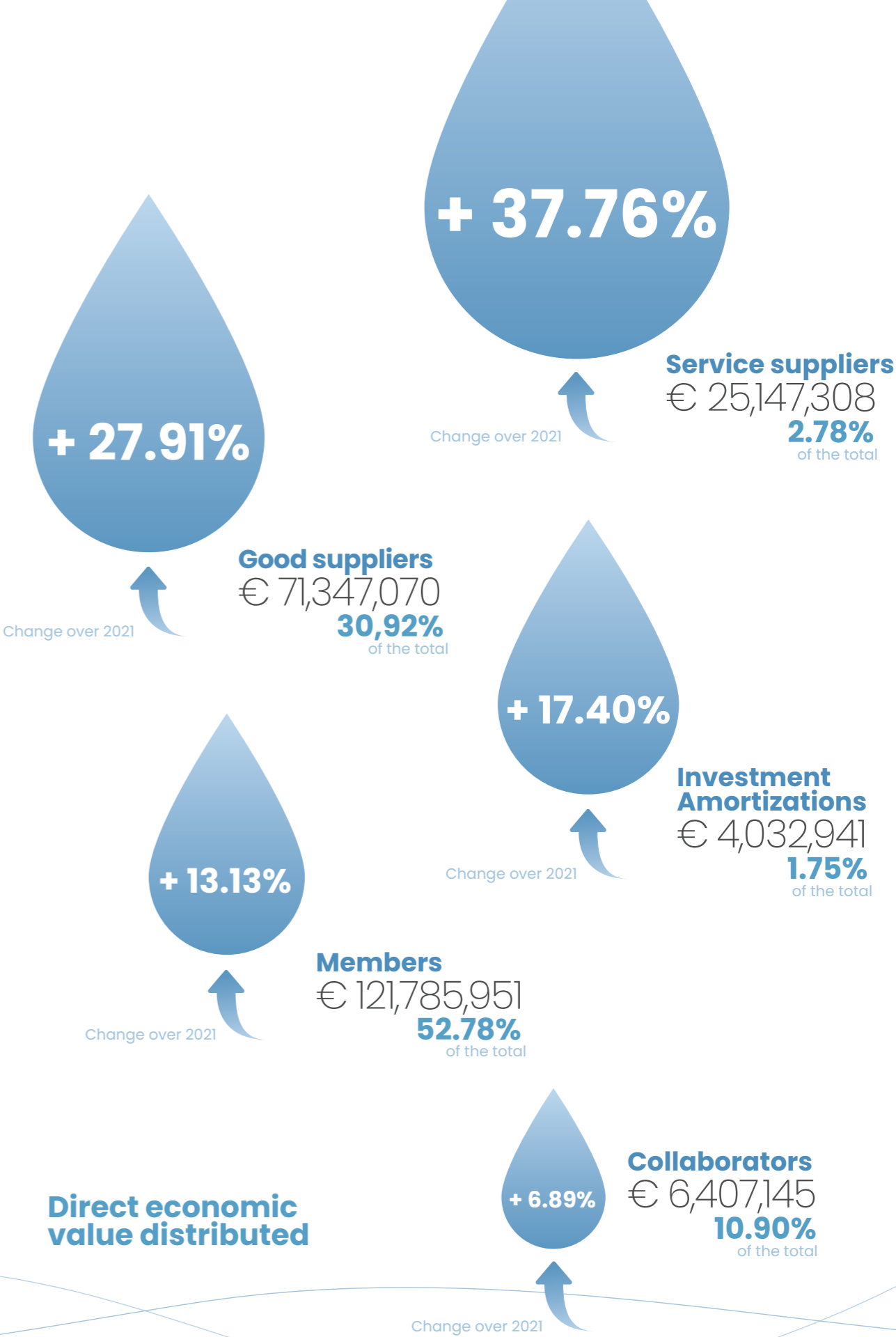
	2021	2022	2023	% change for 23 compared to 21
Direct generated	€ 192,615,014	€ 246,226,426	€ 230,725,720	+19,79
Direct distributed	€ 192,615,014	€ 246,226,426	€ 230,725,720	+19,79
Direct retained	€ 0	€ 0	€ 0	

Direct economic value generated

	2023
Revenue from sales and services	€ 226,217,425
Change in unsold products	€ 2,694,929
Other revenue and income	€ 1,655,777
Financial income	€ 157,589
Total	€ 230,725,720

Direct economic value distributed

In 2023, La Marca generated a total value of **€ 230.725.720** showing an increase of **19.79% compared to 2021**. The increase indicates the company’s capability to generate revenue, first of all towards its members, reflecting positive and stable growth. The development over the last three years reflects the company’s strategy of maximizing the remuneration of its Members and balancing it with investments in resources and infrastructure, in more efficient and innovative services that are necessary for sustaining and improving future long-term performances.



2.6 Assets and investments

Assets

	2023
Net assets	€ 13,111,420

Installation of a 4th bottling line: a new production line which increases the company's production capacity, improving operational efficiency;

An **automated inspection system for empty bottles** was implemented to improve the quality of the finished product, reducing defects and waste.

A **control and alignment system for capsules** was installed aimed at reducing packaging errors and therefore waste;

Investments

	2021	2022	2023	% change for 23 compared to 21
Investments	€ 3,176,486	€ 3,748,883	€ 6,632,948	+ 109%

New steam lines in the existing bottling lines were installed to improve energy efficiency and reduce resource consumption and CO² emissions, thereby contributing to the reduction of the company's carbon footprint.

An **X-Rite tool** was introduced to **measure the color** on labels and boxes to ensure uniformity and high quality, improving brand perception and reducing printing errors. Precision color measuring greatly reduces the need to reprint, saving resources.

Updating of technological infrastructures, by installing state-of-the-art equipment and software to improve efficiency and productivity.

2.6 Assets and investments



Work was completed on the building dedicated to the sales department offices and company cafeteria with the aim of improving work conditions and employee well-being, providing more suitable and functional spaces.



An area in the warehouse was renovated for aseismic and fire prevention purposes to increase safety in the company infrastructure, reducing risks linked to natural disasters and accidents.

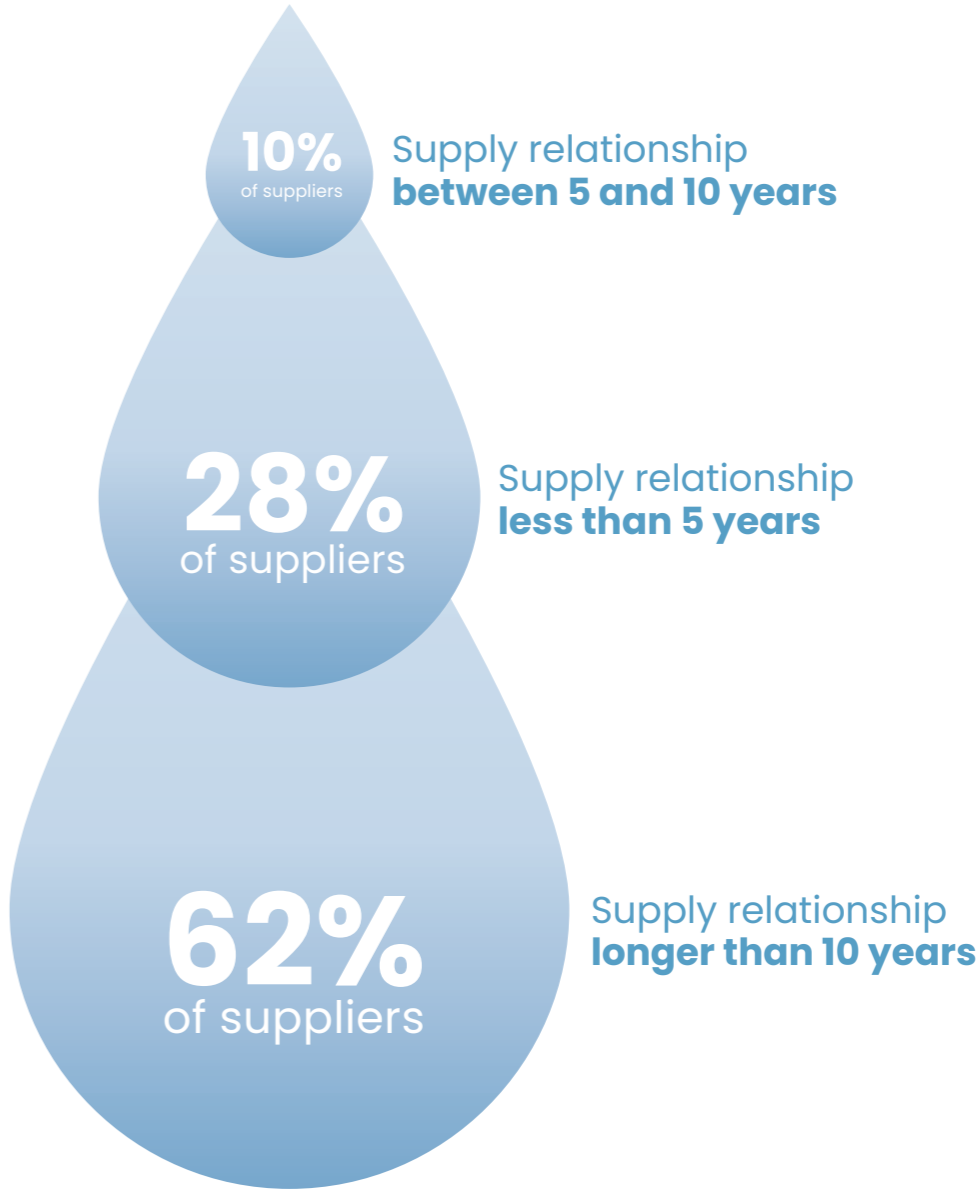
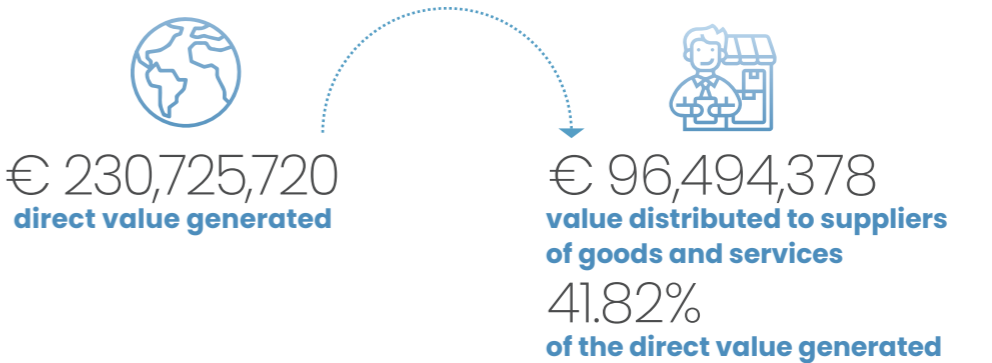


2.7 The suppliers

Suppliers represent the backbone for sustainability and contribute to maintaining quality standards. The priority is to collaborate with partners who share our company values and are committed to protecting the environment and the local communities. La Marca has adopted a **discerning and strict approach** in selecting suppliers, introducing specific criteria such as:

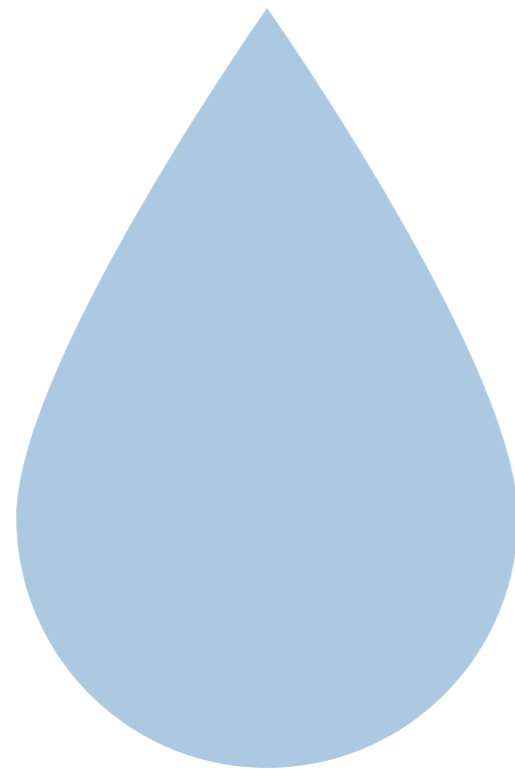


In addition, the **historic nature** of the relationship with suppliers is a key element in the company philosophy. La Marca’s supplier network is characterized by consolidated and lasting relationships. A trusting and collaborative bond has been established with more than **60%** of the professionals who have collaborated with La Marca for more than ten years. Over the past years, as well, La Marca has developed new collaborations promoting suppliers who have developed eco-friendly materials or who use advanced technologies for sustainable production. Last but not least, **geographic proximity** is considered a significant added value. For La Marca, favoring local suppliers means sustaining the local economy and reducing the environmental impact linked to transport.



3

Environmental protection



3.1 Sustainable vineyard practices

La Marca plays a central role in promoting sustainable practices for managing and caring for vineyards. Each year, at the beginning of the wine-growing season, the company promotes a detailed **protocol** among its Member Wineries which serves to guarantee the quality of wine products, to boost the shared commitment towards eco-friendly wine growing and to provide constant support in managing the vineyard. This commitment also boosts cooperation among the Member Wineries, creating a wine production network that enhances quality and social responsibility.

The main elements of the protocol include:



Chemical-physical parameters for wines intended for consignment: these criteria are designed to guarantee that the wines maintain their high-quality organoleptic characteristics, simultaneously reducing the use of chemicals, the use of synthetic products, promoting more natural cultivation methods. The levels of chemical residue in the grapes and wines are carefully monitored, ensuring they are always below the limits set by European regulations. The Wineries are obliged to comply with a precise testing and analysis schedule which allows any deviations from quality and environmental standards to be detected.

Enological indications: the plan of analytical controls provided by each Winery, enables each stage of the wine transformation process to be followed in detail, from the grapes to the finished product. Each process stage is subject to a strict program of testing and analysis which includes microbiological and organoleptic parameters. This ensures that the product complies with current regulations guaranteeing the absence of harmful effects on human beings, and most of all the high-quality standards that La Marca strives to maintain.



Phytosanitary indications: detailed indications are provided on the use of phytosanitary products, based on regional guidelines. In 2023, special attention was paid to assessing the impact of downy mildew on the grape variety under observation. The vintage was characterized by a weather trend that favored the development of this pathology. The phytosanitary indications provided by the Member Wineries included integrated pest management strategies aimed at encouraging the use of organic treatments and natural control techniques, thereby reducing the use of chemical synthetic products and promoting more sustainable vineyard practices.

Control plan: the protocol calls for the implementation of a control plan that covers each stage of the wine production process during the entire year. The plan includes regular inspections that include the evaluation of the cultivation methods, the use of phytosanitary treatments and natural resource management, carried out internally by the Member Wineries as well as external certified bodies, ensuring an impartial and strict inspection of all the operations.

3.2 A collective commitment



SQNPI (National Quality System of Integrated Production)

All 8 of the Group’s Wineries adhere to the National Quality System of Integrated Production (SQNPI). Integrated production means choosing the best traditional and innovative practices in order to reduce human intervention and the use of any phytosanitary products in the vineyard as much as possible with the goal of preserving quality, the quantity of grapes and the wine. The accepted practices must satisfy two key criteria: they must be effective and have a low environmental impact. The Integrated Production system, the result of decades of study and experimentation, considers the vineyard an interconnected ecosystem influenced by the soil, weather and the atmospheric variations. A multi-disciplinary approach that aims to limit the environmental impact of agricultural production. SQNPI is a nationally and EU-recognized plant production quality certification in compliance with Regulation (EC) 1974/2006. SQNPI grapes are grown following the regional integrated agricultural production regulations. Traceability is the focal point: the wine can be considered certified only if the origin of the grapes that comprise it can be traced 100%, involving both the supply chain as well as the product itself. Unlike other certifications, to obtain the prestigious SQNPI stamp, annual demonstration of the practices is requested, as well as the achievement of goals, proven by the absence of residue in the vineyard and in the wine.



EQUALITAS CERTIFICATION

3 Certified wineries, 1 in the process of being certified. 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).



CERTIFICAZIONE BIOLOGICA

3 certified Wineries. Certification guarantees compliance with EU regulations for organic production



VEGAN CERTIFICATION

1 certified Winery. The certification attests to the absence of ingredients, technological adjuvants and manufacturing auxiliaries of animal origin.



VIVA LA SOSTENIBILITÀ
NELLA VITIVINICOLTURA
IN ITALIA

VIVA CERTIFICATION

1 certified Winery. VIVA represents the public standard for measuring and improving the sustainability performance of viticulture in Italy. This is a certification from the Ministry of the Environment and Energy Security Program that has been promoting sustainability in the Italian wine industry 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 more opportunities in the international market.



UNI EN ISO 14001:2015 CERTIFICATION

1 certified Winery. The standard attests 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.



3.3 A responsible production

Use of water, air and energy



Photovoltaic system

Installed in December 2016, the photovoltaic system produced **578,039 kWh** with an annual average of approximately **82,132 kWh**.



Nitrogen self-production

The nitrogen self-production system, active since 2015, has allowed **9,056,435 Sm³** of nitrogen to be produced in the last five years with an increase of **1%**.

In the last 5 years, 453 truck trips on the road have been saved.



Water consumption

Since 2021, the water consumed in cubic meters from the waterworks has seen a reduction of approximately **8.5%**. Additionally, owing to the company purification plant, **115,378,000 liters** of water are purified, treated, monitored and put back into circulation. The rate of cubic meters of water consumed per 0.75cl bottle saw a decrease of 11% over the last two years, attributable to the internal initiatives for improved efficiency in managing water resources, both in the bottling plant as well as in the winery.



The reason can be found in the process of improving wash cycles and in the use of water that the company implemented during the past years, maintaining effectiveness and safety.



3.3 A responsible production

Water is an essential natural resource.

The issue of water and how to manage it has become increasingly important in the global debate on sustainable development. This interest has been sparked by the growing demand for water, by increasing water shortages in many areas and/or by a decline in water quality. This determines the need for greater understanding of the water-related impacts as a basis for an optimized management of water resources on local, regional, national and global levels. It would be advisable to prepare appropriate evaluation techniques to be used in an uniform way internationally. One of the techniques developed for this purpose is the assessment of the Water Footprint. The demand for quantifying and reporting one's water footprint is continuously growing. There are various methods for doing so and currently these methods emphasize different aspects correlated to water. There is the need to guarantee consistency in evaluating and recording water footprints. The international standard ISO 14046 aims to give support to organizations, governments and other interested parties on a world-wide level, providing transparency, consistency, reproducibility and credibility in assessing and reporting the water footprint of products, processes and organizations.

From ISO 14046

Water Footprint (WFP)

Impact category	Result	Assessment method	Unit of measurement
Water Use	0,062854113	Pfister et al. (2009)	m³
Aquatic Acidification	0,006611933	Impact 2002+	kg SO ₂ eq
Freshwater Ecotoxicity	6760,92203	Usetox 2	PAF.m³.day (CTUe)
Human Toxicity, cancer	7,06628E-08	Usetox 2	cases
Human Toxicity, non cancer	6,38755E-07	Usetox 2	cases
Freshwater Eutrophication	0,000445827	Recipe	Kg Peq

The functional unit for the organization dealing with packaged wine (as with the Equalitas standard) is the equivalent bottle of wine of 0.75 l capacity, obtained from the total hectoliters processed.

During 2023, the company began studying its Water Footprint in order to:

- collect elements that are useful for promoting water-saving projects.
- compare consumption over the years, in order to monitor the results of improvement projects
- maintain a high level of corporate sensitivity on the theme of water consumption and pollution
- collect data to support reliable communication of its results.

The analysis was conducted according to the requisites of the international standard **UNI ISO 14046:2015** and the impact indicators are those defined by the **Equalitas Standard**-Sustainability of the wine supply chain (SOPD).

The boundaries of the analysis include all the activities carried out at the facility, meaning:

- receiving wines from Member Wineries and from third parties
- processing
- bottling
- packaging:
- storage

Also including the production entrusted to the two Member Wineries' bottling plants. For La Marca, this is an important step towards a more sustainable management of water resources, allowing the company to **monitor and optimize water consumption along the entire production cycle.**

Indicators:



As defined by the Equalitas standard, to study the impact of company activities on water resources, the following indicators are taken into consideration:

- **Water Use index:** it measures the impact of freshwater consumption, in cubic meters, in the life cycle of products or processes: it represents the amount of blue freshwater that does not return downstream of the production process in the same point where it was extracted or returns there, but at different times.

- **Aquatic Acidification index:** it measures the effects of the company's production activities on the acidification of waters. Excess acidification can damage aquatic species and the ecosystems, leading to a loss in biodiversity. It is measured in terms of kilograms of sulfur dioxide equivalent (SO₂eq), one of the main compounds that contribute to water acidification.

- **Freshwater Ecotoxicity index:** it measures the ecotoxic effects of the company production activities on water, which is reflected in the terrestrial species, determining an increase in morbidity. Ecotoxicity is measured in units of comparative toxicity units (CTUe).

- **Human Toxicity, cancer index:** it measures the carcinogenic effects expressed in cases, of company production activities on humans by correlating the amount of a chemical taken in by the population through ingestion and inhalation with the likelihood of adverse effects (or potential risk).

- **Human Toxicity, no cancer index:** it measures the adverse non-carcinogenic effects expressed in cases of company production activities on humans by correlating the amount of a chemical taken in by the population through ingestion and inhalation with the likelihood of adverse effects for human health, such as respiratory diseases or other health problems (or potential risk).

- **Freshwater Eutrophication index:** it measures the effects of company production activities on the eutrophication of water (a process that can cause the proliferation of algae due to an excessive accumulation of nutrients, especially phosphorus and nitrogen), which is reflected on fish species, leading to their demise. It is measured in kg phosphorus equivalent (Kg Peq).

3.4 Use of materials

Paper

In 2023, a new application was developed for registering operational and pre-operational controls for the filling machine staff. This way, in addition to the already achieved advantage of saving paper, the goal of greater speed and data precision was reached.

Paper saved in 2023

12.000

A4 sheets

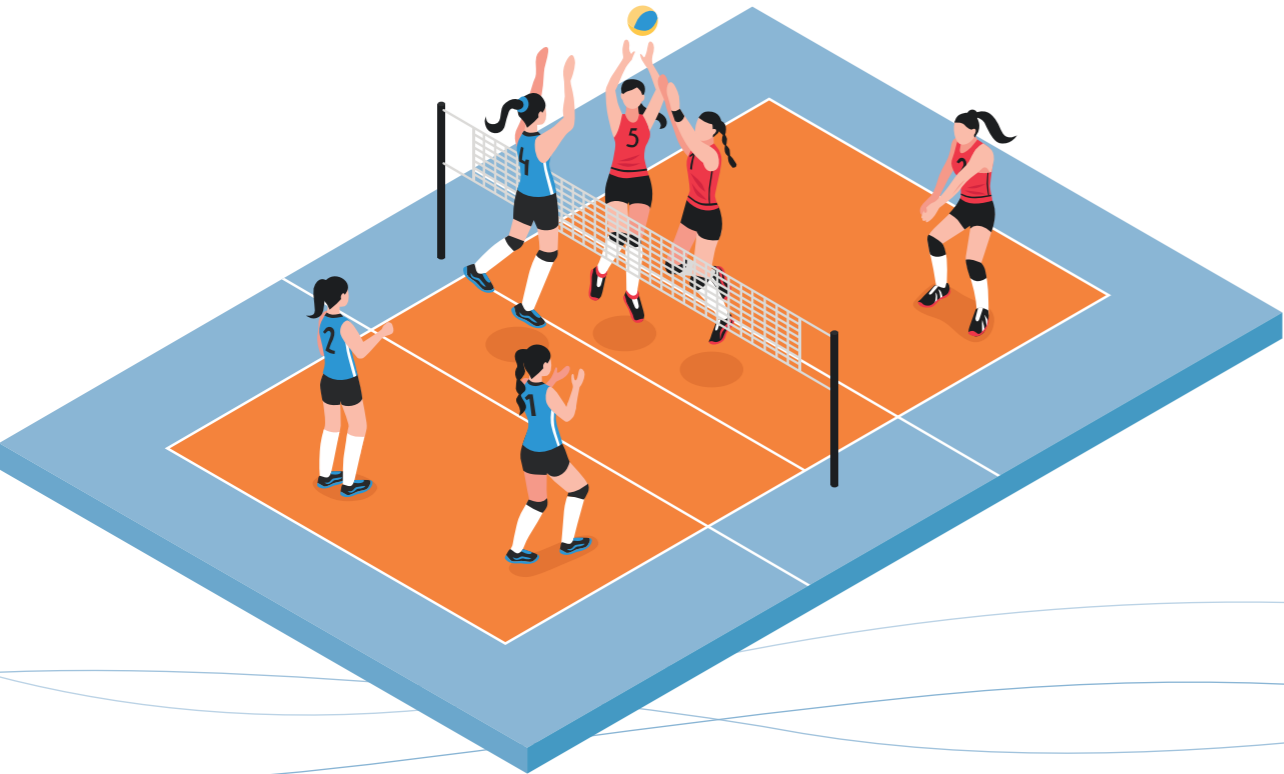
=

4,62

volleyball courts

748

m²



Cardboard

The activity of replacing disposable boxes with reusable and washable plastic bins, undertaken in 2019, enabled a considerable amount of cardboard to be saved.

Cardboard saved in 2023

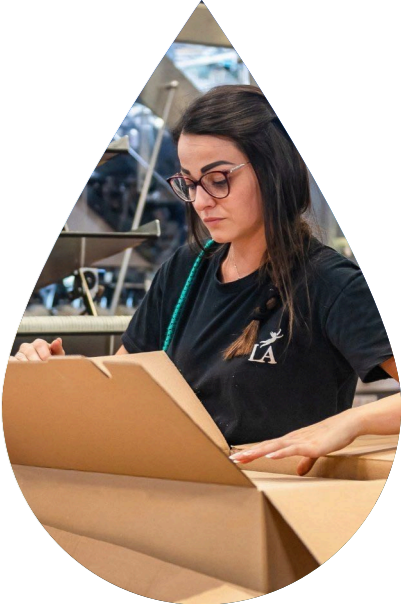
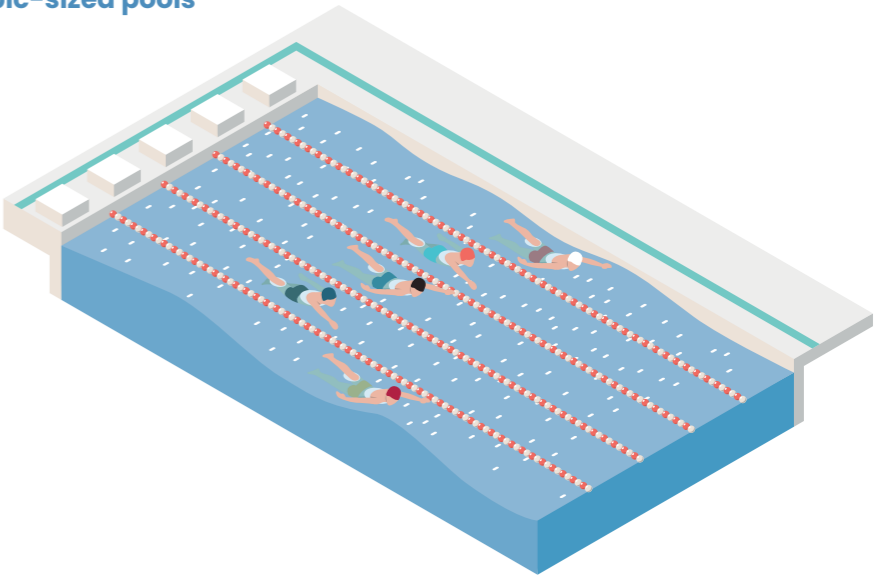
17.003

m²

=

13,6

Olympic-sized pools



Plastic

Starting in 2021, the supplier of bags and packaging changed the size, making them larger and the logistic system more efficient, affecting the annual savings on plastic.

Plastic saved in 2023

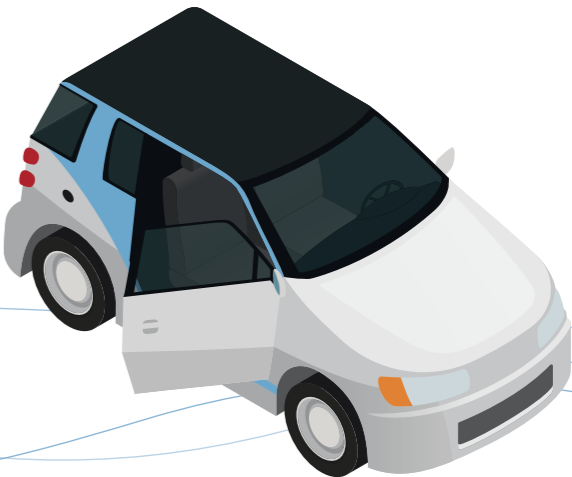
1.305

Kg

=

1

Compact car



3.5 Waste management

In 2023, the company made remarkable progress in sustainable waste management, demonstrating a structural change in its operational practices. The total amount of waste per bottle was reduced by **13.38%** going from **11.14** grams in 2022 to **9.6** grams in 2023. A particularly significant improvement because it is concentrated on reducing non-recyclable dry waste. The total amount of dry waste per bottle was reduced by **26%**, going from **0.86** grams in 2022 to **0.64** grams per bottle. Dry waste currently accounts for **7%** of the total compared to **8%** in 2022, emphasizing the effectiveness of the adopted strategies for minimizing the environmental impact of non-recyclable materials.

-13.38%
Total waste per bottle

-26%
Dry waste per bottle

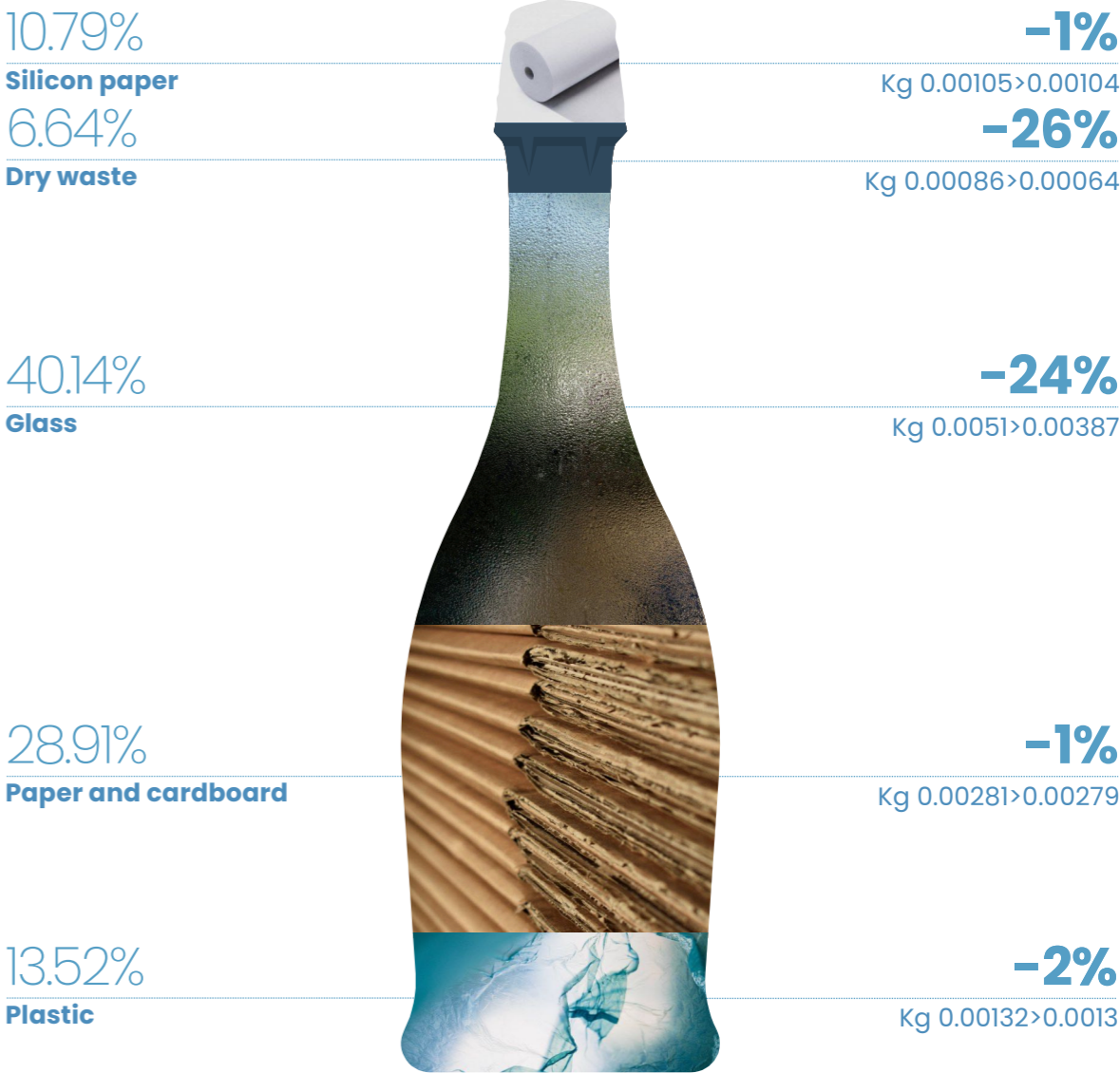


Composition waste per bottle

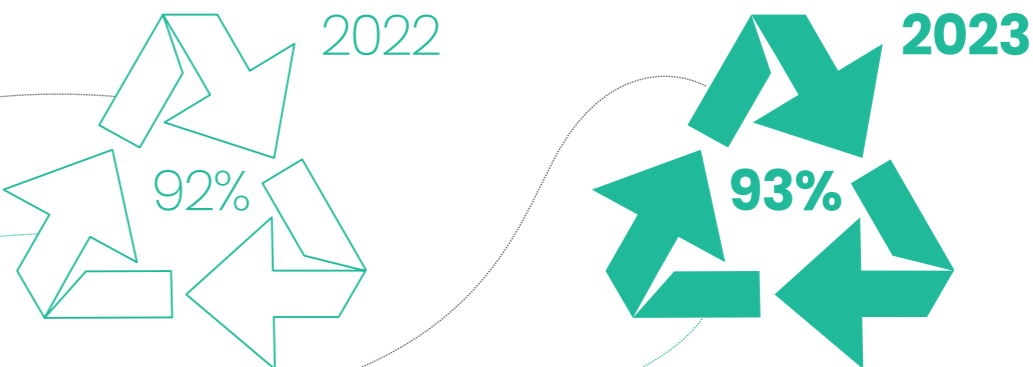
Trend waste per bottle

2023

2022>2023

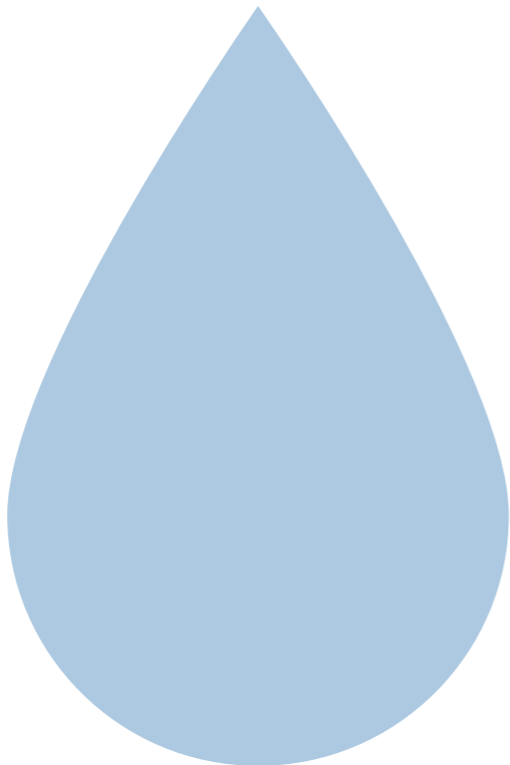


% Recycling on the total per bottle



4

People and the community



4.1 The indispensable contribution of the Members

The vital contribution of the Member Wineries emphasizes how the synergistic work between La Marca and its Members is a model of success for the entire wine industry.

The Owner Wineries can count on a broad base of resources:

- with **15,405 hectares of vineyards** that guarantee a quality and diversified production
- managed by **4,577 consigning winegrowers**
- **99.081%** of consignments (average of the 8 wineries) originates from **grapes** purchased from **member winegrowers**

The collaboration between the Cooperative Wineries has enabled the group to achieve significant goals, both in terms of overhead as well as in expansion on the market.

In the period between 2021 and 2023, turnover generated by the Member Wineries reached **€347,144,642** showing a **21%** upswing, contributing substantially to the group's economic solidity. At the same time, La Marca registered a turnover of **€225,791,000** in 2023, with an increase of **26%** compared to 2021. Overall, the group's turnover reached **€572,935,642** with a **23%** increase over 2021.

Together, these bodies created a **strong and resilient cooperative ecosystem**, able to effectively respond to the challenges of the market and sustain continuous growth over time.



+21%

**Turnover
Member Wineries
2021-2023**



+26%

**Turnover
La Marca
2021-2023**



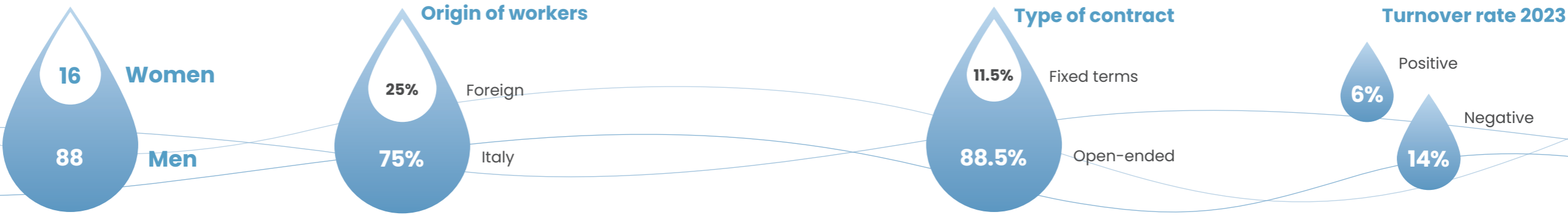
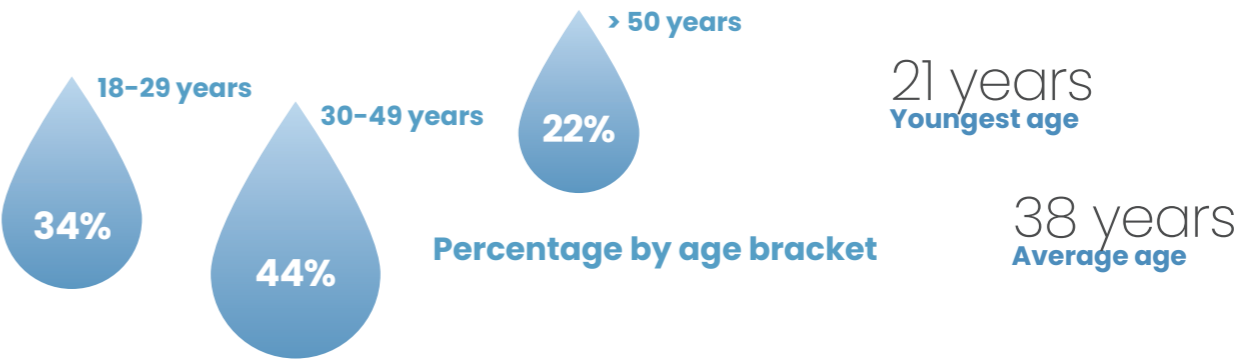
+23%

**Turnover
La Marca Group
2021-2023**



4.2 Human resources driving the transformation

During 2023, La Marca was able to rely on an overall workforce of **104 collaborators**.



4.2 Human resources driving the transformation

New challenges and implemented actions:

Organizational complexity

Over the last 6 years, the company has enjoyed strong economic growth and made important investments to implement its production capacity. It became necessary from an internal perspective, to undertake a work organizational process oriented towards the principles of **Lean Organization**, actively involving each member of the organization.

Generational change

La Marca has a young workforce, **78% of the workforce is under the age of 50**: this leads to different dynamics in terms of expectations, the work approach and the needs of professional development. Organizing into work teams is an integral part of the company's modus operandi, facilitates the transfer of knowledge from one generation to the next and promotes the professional development of young people. The high degree of personal involvement within each team enables each person to feel they are an active and responsible part in searching for solutions for improvement.



Skills and training

During 2023, with the **Fior di Risorse (the Best Resources) project**, in compliance with the Equalitas and Smeta standards, the company started and completed a process for analyzing staff skills, verifying the activities carried out and assessing congruence with the contractual classification assigned. This activity handed back to La Marca a detailed photograph of the roles and tasks as a starting point for the ongoing process aimed at supporting an inclusive and stimulating work environment where each employee can best express their capabilities and contribute to the collective success.

Also in 2023, the **hours dedicated to training** have been the following:

- **140 hours overall**
- 32.6 hours: quality, food safety
- 27.8 hours: cyber security
- 80 hours: aimed at shift heads focused on role building and sharing operational strategies.

In 2023, the company:

- distributed **performance bonuses** totaling **€29,394.39** in monetary form and **€35,797.47** in welfare.
- gave each worker 1 admission ticket for **Vinitaly**;
- made season tickets available to all employees to attend the **Imoco Volleyball** matches.



4.3 La Marca for the young generations

In 2023, the company showed a strong commitment to the new generations through specific initiatives aimed at supporting education and developing young talents. At the beginning of 2023, La Marca Vini e Spumanti started up a collaboration with the **University of Padua**, supporting the allocation of **six scholarships each worth €7,500**, in order to assist deserving students enrolled in the degree course in **Viticultural and Enological Sciences and Technologies at the Conegliano campus**. The first tranche, in the amount of €30,000, was disbursed in 2023.

IL MOTORE CHE ISPIRA E DETERMINA LA MISSIONE DELL'ATENEO IN TUTTI I SUOI AMBITI DI AZIONE È IL VALORE DELLA LIBERTÀ.

DONOR REPORT
2024

UNIVERSITÀ DEGLI STUDI DI PADOVA
Area Comunicazione e Marketing
Ufficio Fundraising

In memoria di Valerio Cescon: il premio promosso da La Marca Vini e Spumanti

Nel 2023, La Marca Vini e Spumanti Sca ha bandito la prima edizione del concorso per l'assegnazione di **sei premi di studio per onorare la memoria del Presidente Valerio Cescon**, uno dei protagonisti del mondo vitivinicolo trevigiano e veneto. I premi mirano a sostenere studentesse e studenti meritevoli del corso di Laurea in **Scienze e Tecnologie Viticole ed Enologiche** presso la sede di Conegliano dell'Università.

“Il premio è stato fortemente voluto per ricordare e dare seguito all'operato di Valerio Cescon, pioniere nel settore vitivinicolo, che ha contribuito a promuovere e realizzare lo sviluppo e la crescita del nostro territorio. Egli **credeva fortemente nelle potenzialità dei giovani e alla loro curiosità**, pertanto abbiamo voluto contribuire accompagnando sei studenti meritevoli nel loro percorso di studi, auspicando che sia da **stimolo per tutti i giovani che vogliono affacciarsi sul mondo vitivinicolo** che rappresentiamo.”
— Claudio Venturin, Presidente La Marca Vini e Spumanti Sca

In addition to providing incentives for merit and commitment, in their first edition, the scholarships also honor the memory of chairman Valerio Cescon, who passed away in September 2022.

Additionally, in order to encourage students to develop entrepreneurial skills, La Marca Vini e Spumanti supported with a contribution of €5,000 the initiative of Confcooperative Belluno and Treviso, the **School of Coop**, aimed at promoting the culture of cooperative entrepreneurship among youth from **local secondary schools** and facilitating the encounter of young people with the labor market.

4.4 Worker health and safety

Starting from the directives given by the Consolidating Occupational Safety Act on Labor (**Legislative Decree 81/2008**), La Marca is continuously committed to safeguarding health and safety in its workplaces in a process of continuously improved safety performances. Specific training sessions are also planned for employees to ensure that they are well informed and able to cope with situations at risk. Training includes emergency procedures, proper use of equipment and risk awareness. The prevention and protection system for safety was further strengthened to ensure maximum safety in the workplace.



More specifically, the main interventions in 2023 regarded:

- **Complete updating of signage in the production lines:** new, clearer and more detailed operating instructions were introduced in order to assist workers in following correct procedures and reduce risks.
- **Walkways along the lines were replaced** with new models designed to meet the most up-to-date safety standards. The new designs simplify maintenance operations, reduce downtime, but most importantly improve protection for operators and reduce the risk of accidents.
- **An area in the warehouse was renovated to improve its aseismic features** using innovative materials and cutting-edge building techniques in order to improve the structural stability of the area in the warehouse. The intervention considerably reduces the likelihood of serious accidents in the event of an earthquake.

4.5 The work environment

A thorough modernization project on the structures and offices was completed in 2023. A substantial investment for the future of the organization with the goal of improving organizational well-being and creating a more modern and functional work environment.

Sales department completed:

The office facilities were redefined with larger, brighter and airier spaces, using ergonomic and functional furnishings.

New company cafeteria:

A new company cafeteria was created to allow employees to enjoy their meals in a comfortable setting that favors social interaction.

New changing rooms:

Renovation was completed on the changing rooms in the warehouse area, designed to meet the daily needs of staff in the unloading and loading area.



4.6 Customer care

La Marca excels for the dedication and meticulous attention it places on the end customer. Each bottle of wine tells a story of tradition and innovation, carefully created to satisfy customer expectations.

In 2023, the company further strengthened its commitment towards its consumers by introducing new systems to guarantee the end product's quality and safety, also by replacing internal software with cutting-edge technological solutions.

A commitment strongly anchored to the principles of:

Quality

Customers constantly demand a higher organoleptic quality in products, which La Marca strives to maintain with the modern instruments in its **in-house laboratory**.



237,594
Analyses conducted
by the **in-house laboratory**

11,314
Samples analyzed



3,312
Analyses conducted
by **accredited
external laboratories**

+ 27%
Compared to the
previous year



Safety

The company developed a customized portal to monitor and register all the operational and pre-operational controls of the filling machines. This allows the personnel in charge to accurately document each operation, including breakage or bursting, ensuring continuous and precise monitoring of the activities. The system ensures maintenance of high efficiency and safety standards, minimalizing risks due to human error and optimizing the operational procedures.

The portal registers personnel accesses and entered information, providing total traceability for each operation. It is also equipped with a visual alarm mechanism which reminds operators of the deadlines for checks that have not been effected, thus ensuring that no step is overlooked and that all the operations are done according to the scheduled times.



Service efficiency

The ability to rapidly deliver large quantities of product is increasingly in demand, especially in a global context of logistic difficulties: the company has been able to respect delivery schedules, even for overseas shipments.

Hygiene and food security

On the Food Security front, La Marca has implemented an advanced **surveillance system** to ensure maximum security on its facilities. The company perimeter is constantly monitored by 24-hour video cameras which allow the production facilities to be protected against unauthorized access.



Traceability

The company implemented a new custom-developed software to ensure the **total traceability of the labels and materials** used in production. The system calls for the direct involvement of label suppliers so that each roll used bears all the information necessary for traceability. Before loading a roll in the machine, the operators scan the datamatrix which checks the compliance of the material code against the one requested and registers the hour, the supplier and the batch of material used. This process allows a detailed register of all the operations to be kept. At the beginning of 2023, the company replaced the software system in order to completely manage **the internal traceability of the wine**, in keeping with the company vocation toward continuous improvement and technological innovation. The new system registers the handling of wine products in detail, from the arrival in tanks to bottling, including analyses during vinification and the sparkling wine production process, as well as the addition of enological products. The system is regularly and periodically tested by the company, both internally as well as externally involving not only customers but also the certification body during audits to further ensure accurate and transparent traceability.



Transparency

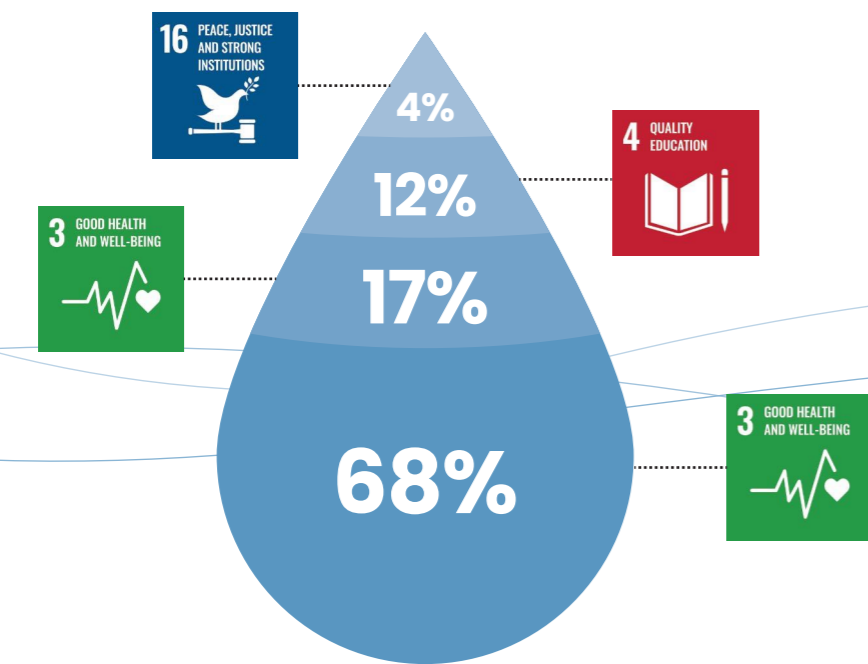
La Marca has based its customer relations on clarity and availability, promoting total transparency in product information. To this aim, the **Sustainability Report** is published regularly, which provides in-depth details on the production processes, the environmental practices and company policies, ensuring customers a total overview of its activities. The company also constantly renews its online presence with regular updates on digital channels, making sure that the information is always up-to-date and accessed easily.



4.7 Supporting local projects and initiatives

For years La Marca has been devoted to actively supporting local projects and initiatives, with the goal of nurturing the value of the local area and contributing to the community's growth and liveliness. The company supports outstanding and popular events, such as stages of the **Tour of Italy** (Giro d'Italia) which pass through the region and other local events which are greatly appreciated by the public.

A role of particular importance is given to sports which are deeply rooted in the local area also thanks to the prestige of the Conegliano volleyball team, **Imoco Volley**, multiple world championship titleholder, which La Marca proudly supports.

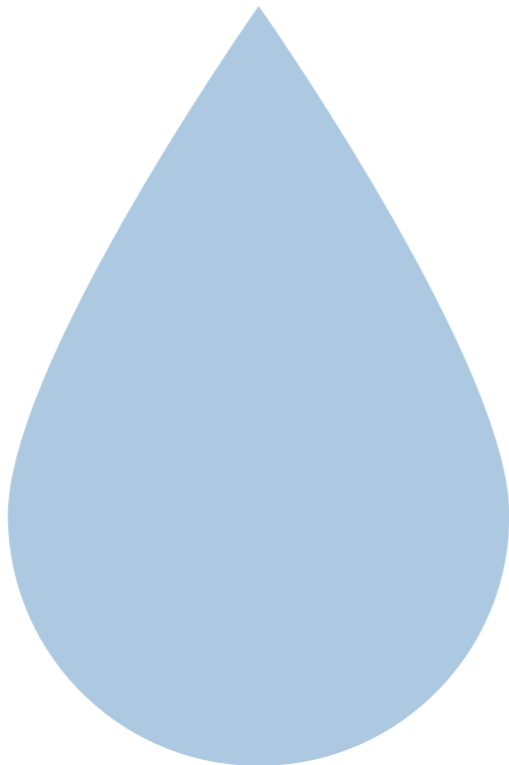


	2021	2022	2023	Totale 3 anni
Municipalities, Associations cultural, volunteer	€ 450.00		€ 7,000.00	€ 7,450.00
Schools and Universities		€ 5,000.00	€ 30,000.00	€ 35,000.00
Sports associations	€ 47,610.00	€ 47,610.00	€ 48,610.00	€ 143,830.00
Oncology Reference Center of Aviano		€ 25,000.00		€ 25,000.00
Total	€ 48,060.00	€ 77,610.00	€ 85,610.00	€ 211,280.00

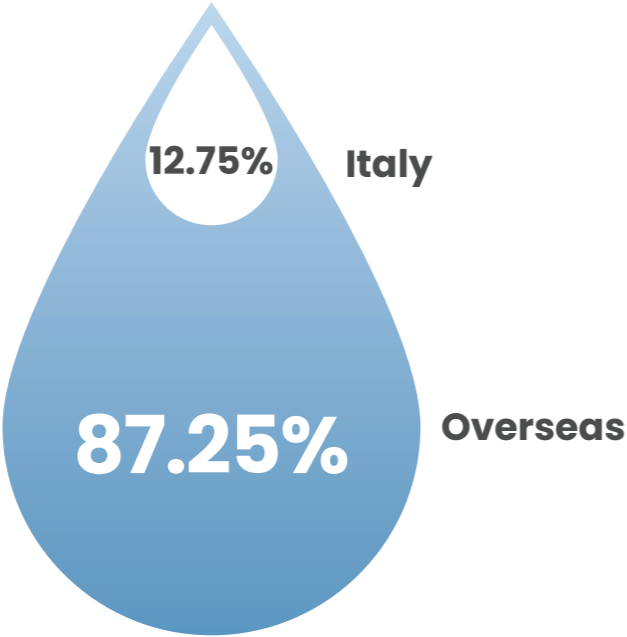


5

Ambassadors
of Prosecco
in the world



5.1 The markets



The domestic market

In 2023, the domestic market for La Marca witnessed a slight decline mainly due to the inflationary dynamics that characterized the financial year. In Italy, the grape harvest shrank by 23%, turning out to be the lightest year since the postwar period to date. A reduction, certified by MASAF (Ministry of Agriculture, Food Sovereignty and Forestry) due to weather conditions and to which must be added the record levels of inventories that slowed demand in the first months of the year.

The domestic market accounts for almost **13%** of the overall turnover.

Despite the dubious conditions that characterized the vintage, La Marca showed the following results:

In the **Large-Scale Retail** segment, an increase in volume of 0.16% was registered with a **+10.92%** increase in turnover.

The **Ho.Re.Ca. (hospitality)** industry saw a slight decline in sales volumes with **-0.47%** which can be attributed to the seasonal trend and an increase in turnover of **+4.46%**.

As per wine in kegs, 2023 equalled 2020's volumes, registering an increase in turnover of **+8.45%**.

The foreign market

La Marca registered a 5% decline in its export turnover at the end of 2023 due to the abnormal increase in inventories that occurred mid-2022. This gave La Marca an exceptional performance with a 32% increase in value compared to 2021. La Marca's largest customers' warehouse inventories were still high, which is why the first quarter of 2023 was characterized by a slowdown in production and shipments.

Large-Scale Retail

+0.16%

Volumes

+10.92%

Turnover

Ho.Re.Ca. (hospitality industry)

-0.47%

Volumes

+4.46%

Turnover

Export

-5%

Turnover



5.2 The international presence

Export
+50
countries

197
million euros
87.25%
of the turnover

70
million bottles

The top 4 markets
USA, UK, United Kingdom, Germany, France



B2C sales on the market demonstrate how La Marca continued to be, even during 2023, the most popular brand of sparkling wine in the United States.

The 750 ml format registered a +9% increase in value and +5% in volume (source: Circana)
The 187 ml format registered a +10% increase in value and +3% in volume (source: Circana)
The United States is the most successful market also for Prosecco DOC Rosè.



Exporter of the Year 2023 Award

In confirmation of the high-performance achievements, La Marca was awarded the Exporter of the Year 2023 award reserved for companies in the Eastern Veneto region that have particularly distinguished themselves in international markets in the large enterprise category. The 2023 edition of the award, given annually by the Export 2023 Observatory of the Confindustria Veneto East, focused on the interconnection between internationalization, digital instruments and sustainability.



5.3 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, followed by the production of still white and red wines.

Keeping its roots firmly in place and looking to the future, with commitment, work and significant investments, La Marca has made its founding members' dream 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 and are 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.



Bouquet Collection

The premium line dedicated to the Ho.Re.Ca (hospitality industry) 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.

LA MARCA

Novecento Collection

It 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.



5.3 The group's brands



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, rising rapidly 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 shower 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

Dedicated to wonderful Venice, the Foscaro line offers premium-quality sparkling wines, balanced and harmonious, perfect for a break, aperitif or any other gathering. Foscaro is a trademark of great historic value for La Marca, as it was registered for the first time in Italy in May 1985 as "Foscaro Rosso". The trademark is well known on the domestic market and its name is closely linked to the company's history and local area, evoking Venice and the illustrious noble family of the "Foscari". The Foscari family, one of the oldest Venetian patrician families, reached its peak of prestige 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



**Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Extra Dry
Millesimato**
Bouquet Collection
SILVER MEDAL – THE PROSECCO MASTERS



Prosecco Rosé DOC Millesimato Extra Dry
Bouquet Collection
GOLD MEDAL – BERLINER WINE TROPHY Winter Edition



**Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Extra Dry
Millesimato**
Bouquet Collection
GOLD MEDAL – BERLINER WINE TROPHY Summer Edition

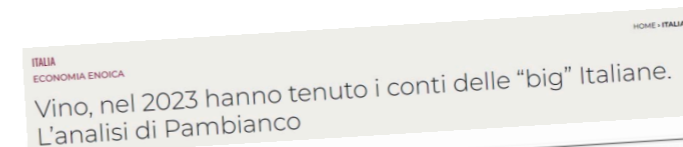


Millage Prosecco Rosé DOC Brut
Millage Collection
SILVER MEDAL – GLOBAL ROSE' MASTERS



Prosecco DOC Treviso Extra Dry
Bouquet Collection
SILVER MEDAL – MUNDUS VINI

5.5 Press



La Marca di Oderzo con oltre 225 milioni guida la classifica dei ricavi
Serena Wines ha il miglior indice di redditività, Bottega boom all'estero

Coop e aziende di famiglia

La fotografia delle "10 sorelle"

Denominazione	Fatturato totale (milioni di €)			Risultato netto (Fatturato %)		
	2023	2022	var.	2023	2022	
La Marca Vini e Spumante	225,8	235,2	-4,0	0,0	0,0	
Monetto	153,5	139,4	+10,1	6,0	6,2	
Villa Sandi	131,1	145,3	-9,8	2,8	3,4	
Sereña Wines 1881	108,4	100,1	+8,2	8,5	5,2	
Cantina di Conegliano e Vittorio Veneto (*)	97,0	101,9	-4,8	0,0	0,1	
Cantina Valtizzei Ponte di Piave (**)	96,5	90,5	+6,7	0,1	0,3	
Bottega	90,1	86,1	+4,6	4,8	5,4	
Spumanti Valdo	77,2	76,4	+1,2	4,1	3,4	
Vai d'Oca (*)	58,4	53,2	+9,9	1,5	1,3	
AD (Astoria)	51,4	53,7	-4,4	6,1	6,2	
Bacco della Luna	44,5	52,1	-14,7	n.d.	2,4	

menta il fatturato del 10,1% rispetto ai 139,4 milioni del 2022. Chiude il podio la storica Villa Sandi con 131,1 milioni (-9,8%). Oltre i 100 milioni, precisamente a 108,4, va anche Serena Wines che incrementa la quota dell'8,2%. Seguono la Cantina di Conegliano e Vittorio Veneto (in vista c'è la fusione con La Delizia di Casarsa, in Friuli) che tocca i 97 milioni (-4,8%), la Cantina viticoltori Ponte di Pieve con 96,5 milioni di ricavi (+6,7%), Bottega con 90,1 milioni (+4,6%), Spumanti Valdo con 77,2 milioni (+1,2%), Val D'Oca con 58,4 milioni (+9,9%) e Astoria con 51,4 milioni (+4,4%). Nel report di Mediobanca è inserita anche l'azienda Bacio della Luna di Vidor che ha chiuso il 2023 con 44,5 milioni di euro, ma nel 2022 aveva ottenuto risultati più brillanti, con i conti assestati a 52,1 milioni.



hat. Zum Stil des Hauses zählt, externe Manager in die Firmenleitung zu integrieren. Im November 2023 besetzten die Marzottos die Position des CEO neu mit dem Elektronikingenieur Andrea Conzonato. Der 55-Jährige stammt aus Verona und hat eine umfassende Karriere bei multinationalen Unternehmen vorzuweisen.

Neu dabei: Die Prosecco-Kooperative La Marca Vini e Spumanti setzt mit „3 Equalitas“ auf Nachhaltigkeit.

Wachstum erzielt werden, speziell mit den Weinen unseres Gutes Le Mortelle an der toskanischen Küste. Insgesamt konnten wir ein zweistelliges Wachstum verzeichnen, wofür wir unserem Importeur Ariane Abayan und unseren treuen Kunden in Deutschland danken", kommentiert Verkaufsleiter Steffano Leone die Entwicklung.

La Marca Vini e Spumanti. Die mächtige Kooperative zweiten Grades aus Oderzo hätte eigentlich schon im vergangenen Jahr den Einzug in die Top Ten verdient, wenn die Zahlen rechtzeitig bekannt gewesen wären. Ihre Jahresbilanz wird aber erst am Ende des Folgejahres abgenommen. La Marca hatte/hätte sich 2022 mit einem sensationellen Umsatzanstieg von 30,9 Prozent auf 235,2 Mio. Euro in die Zehnergruppe katapultiert. 2023 rechnet der Prosecco-Gigant mit einem schwächeren Ergebnis zwischen 225 und 230 Mio. Euro, die Produktion sank von 85 auf 80 Mio. Flaschen.

Mit ihren acht angeschlossenen Win-

Mit ihren acht angeschlossenen Win

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Vini, ricavi per oltre 11 miliardi, cala del 20% la produzione, si diversifica il consumo

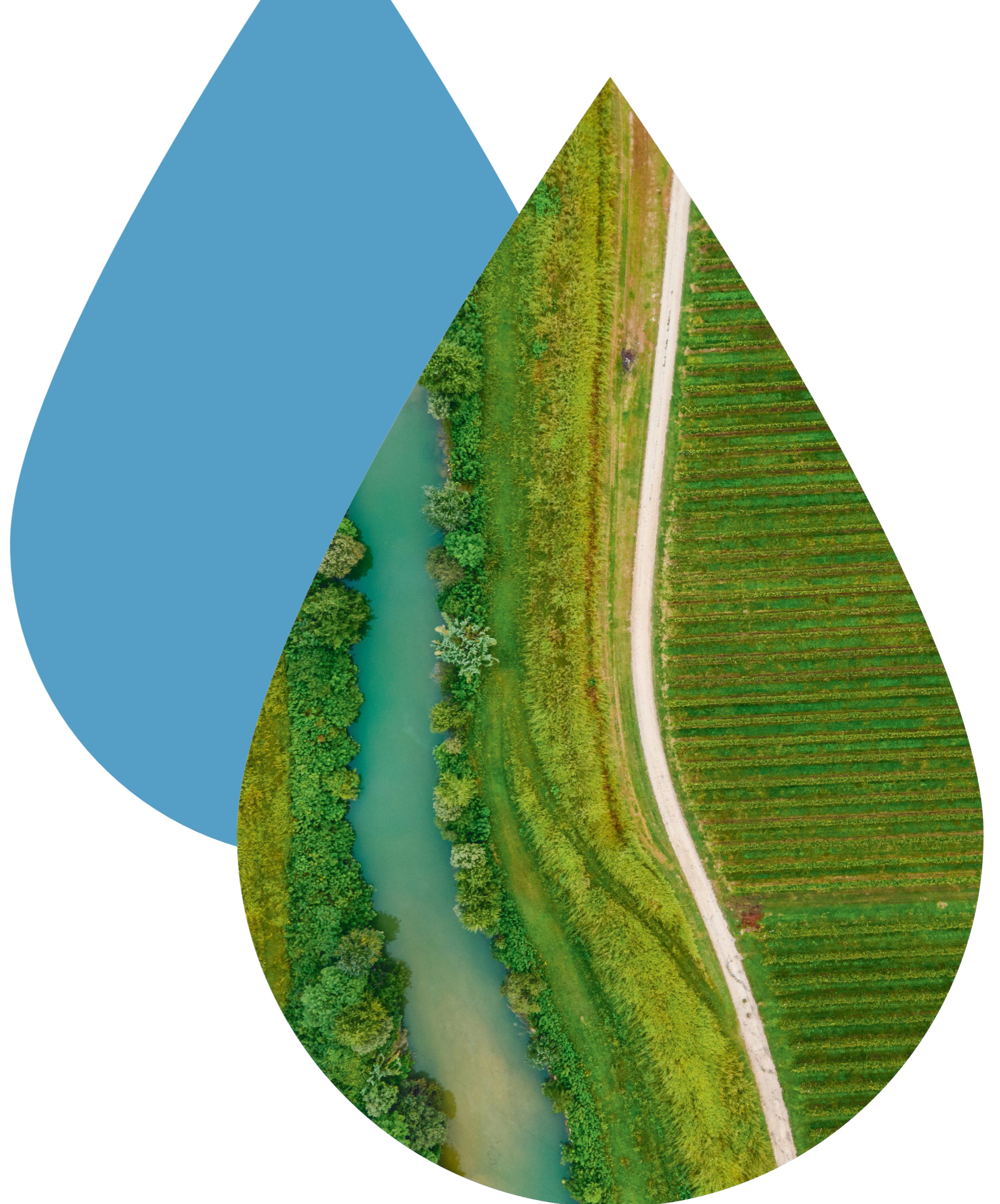
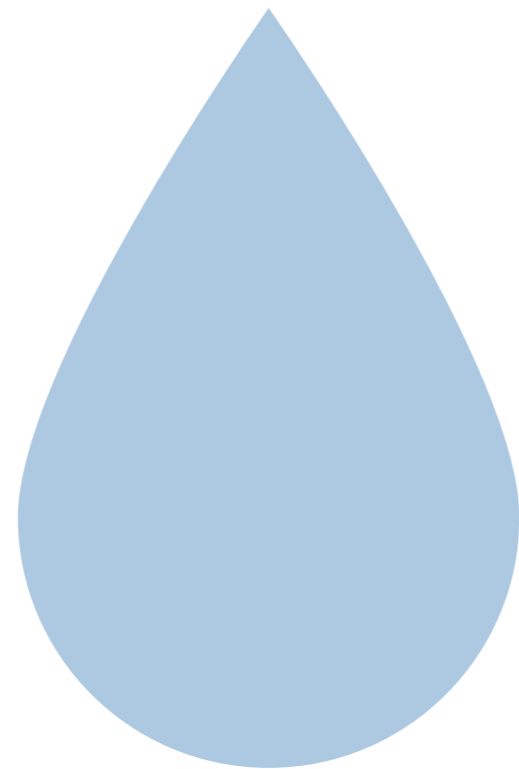


Vini, ricavi per oltre 11 miliardi, calo del 20% la produzione, si diversifica il consumo di Angelo Virelli. 12 Giugno 2024 Il settore italiano dei vini - a parte la crisi climatica, quella energetica che ha fatto impennare i costi e un ricorrente fenomeno di stock - appare assai appetitoso: talvolta le cantine - evidenzia - numeri significativi. Mediobanca fotografa 253 principali società di capitali italiane che vantano un fatturato 2022 superiore ai 20 milioni di euro e ricavi aggregati per 11,8 miliardi di euro, pari all'88,4% del fatturato nazionale del settore. La produzione mondiale di vino nel 2023 è stimata in 337 milioni di ettolitri, in forte calo sul 2022 (-9,6%), trascinando un calo anche del consumo: 221 milioni di ettolitri (-2,6%). L'Italia, in questa crisi, raddoppia il calo nella produzione ma lo dimezza quasi nei consumi: -23,2% a fronte di +1,6%. Per il 2024, i maggiori produttori di vino stimano una crescita delle vendite complessive del +2,6% e dell'export con il +3% (l'export. Sud mercato interno, l'inflazione ha eroso il potere di acquisto delle famiglie penalizzando i vini di fascia intermedia (-10,1% sul 2022) a colmare di una maggiore polarizzazione del mercato. In leggero calo i vini di fascia bassa (-1,7%) e mercato sempre più premium (+12,7% i vini di fascia molto alta). La leadership di vendite nel 2023 resta appannaggio del gruppo intergruppi Riunite-GIV, con fatturato a 670,6 milioni. Al secondo posto, il polo vinicolo Arago (449,5 milioni), seguito da IWB e dalla coop romagnola Cavigro. Sette società rilevano ricavi compresi tra 1.200 e 300 milioni: la coop trentina Cavit, la veneta Santa Margherita, la toscana Antinori, **la Marca**, specializzata in nappa di produzione di spumanti, la piemontese Fratelli Martini, la trentina Mezzacorona e il Gruppo Colis. Osservando la redditività, il 2023 vede in testa la toscana Frescobaldi seguita dalla veneta Santa Margherita e da Antinori. Nel 2023 il 47,7% del vino italiano è DOP (DOC e DCG), in aumento dal 38,5% del 2013. A fare la parte con il leone il Piemonte con 19 DCG e 41 DOC, la Toscana (11 DCG, 41 DOC e 6 IGT) e il Veneto (14 DCG, 29 DOC e 10 IGT). In Toscana si concentra il 39,3% della produzione di vini DOP; in Piemonte il 16,6% della produzione regionale è DOP. Complessivamente il valore delle DOP e IGT imbottigate è pari a 43 miliardi di euro in Veneto, seguito dal Piemonte con 1,4 miliardi e dalla Toscana con 1,2 miliardi. Le aziende regionali spingono i bilanci delle aziende in Veneto, Piemonte e Toscana ad esportare i produttori piemontesi (64,5% del fatturato) e toscani (60,6%). Nel 2023 l'export ha trainato la crescita delle vendite friulane (+6,1% le imprese complessive e

Top seller del settore vinicolo italiano 2023	
società	ricavi 2023 (mln/euro)
Cantine Riunite-Giv	670,6
Argea	449,5
Italian wine brands	429,1
Caviro	423,1
Cavit	267,1
Santa Margherita	255,4
Antinori	250,3
La Marca	225,8
Fratelli Martini	219,6
Mezzacorona	217,7
Collis Group	209,4

6

Looking
at the future



6.1 Looking at the future

Sustainability continues to be the cornerstone on which La Marca is building its future. The ambition is to profoundly integrate the principles of sustainable development into every aspect of its activities, concretely contributing to the achievement of global goals.

It is La Marca’s intention to promote change, adopting innovative solutions that are able to combine improved company performances with the challenges of the industry, placing respect for the local area, the people and natural resources at the center of action.

It is well known that change requires perseverance and long-term foresight. Today’s decisions will help shape a more balanced future not only for the company but for the Member Wineries, the consigning winegrowers, consumers, collaborators and the community.

With this outlook, future programming represents yet another step towards transforming La Marca’s values into tangible actions, confirming the company’s determination to set the standard for aware and responsible growth, in keeping with the global goals of the 2030 Agenda.



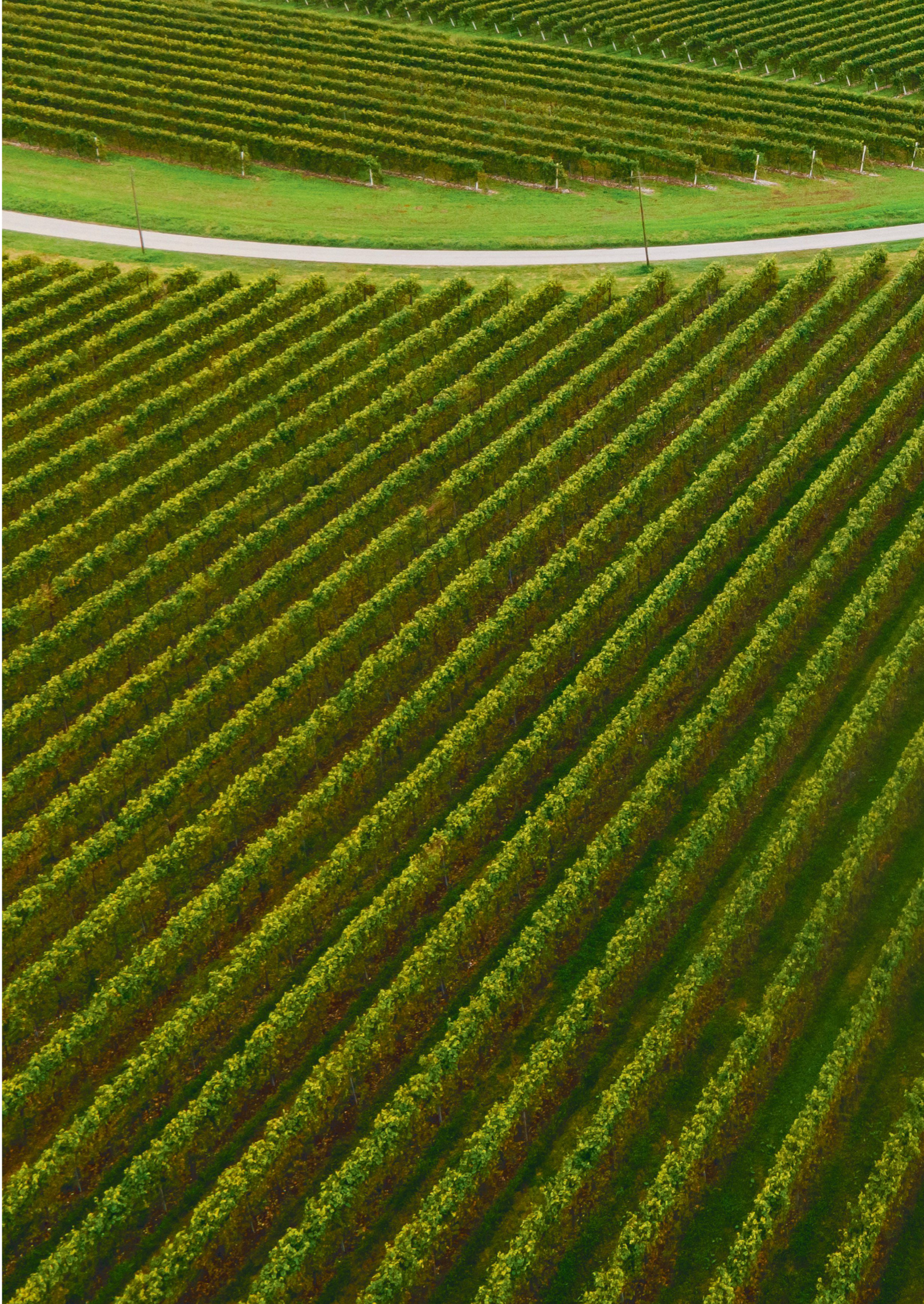
PLANNED ACTIVITIES

PLANNED ACTIVITIES	GOAL	TIMETABLE
Office renovation and modernization La Marca has undertaken a renovation and modernization project for the building in which the offices are located. The operation will include adopting design solutions that promote energy efficiency and the use of materials with a low environmental impact. This investment aims to create a comfortable and functional setting which, in addition to saving energy and making it more efficient, will also promote the well-being of staff.	<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div>	Within the next 2 years
Rinsing water recovery system In continuance with the process of improving water resource management and reducing the environmental impact of the production activities undertaken, La Marca intends to implement a rinsing water recovery system. In addition to optimizing water consumption, the project is a concrete step towards greater operational sustainability. The initiative is part of a broader vision of environmental responsibility, helping to raise the awareness of employees and stakeholders on the importance of virtuous practices.	<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div>	Underway
Boosting relations with local institutions with interventions that improve the road system and urban greenery in the Oderzo municipality La Marca intends to use this initiative to actively contribute to improving the quality of life for the residents of the city of Oderzo. This specific initiative aims to contribute to creating green spaces and while in a reduced form, the ability to absorb carbon.	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div>13</div> <div>CLIMATE ACTION</div> <div>16</div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS</div>	Within the next 2 years
Adoption of Organizational Model 231 La Marca is proposing the adoption of the Organizational Model, in accordance with Legislative Decree 231/2001, in order to strengthen the company’s management system and guarantee the prevention of crimes in its operational activities. Implementation of the model is a key tool for sustaining and promoting a company culture founded on transparency, responsibility and abiding with the regulations and also to align the company with the highest standards of sustainability and compliance. Its adoption will include establishing specific protocols for monitoring activities at risk and personnel training tools.	<div>16</div> <div>PEACE, JUSTICE AND STRONG INSTITUTIONS</div>	December 2026
Identification of a sole direction for the Member Wineries on the vineyard level and operational protocols La Marca intends to promote a coordination system to support the activities conducted by the Member Wineries on the vineyard level and winery protocols. This initiative aims to standardize agronomic practices, improving resource management and guaranteeing consistent quality standards. The sole direction will facilitate knowledge and innovation sharing, optimizing operational efficiency and reducing the environmental impact. In this manner, La Marca aims to nurture the value of its consigning winegrowers, supporting balanced and sustainable growth, in keeping with the objectives of protecting the local area and the wine-growing heritage.	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div>15</div> <div>LIFE ON LAND</div>	Within the next 2 years

6.2 Note on methodology

The sustainability report was drafted starting with the company’s available internal data, collected through company management systems and various operational departments. The methodological approach followed the parameters established by the Equalitas standard, which provides specific guidelines for sustainability in the wine industry, paying special attention to the environmental, social and economic aspects. Criteria of accuracy, transparency and, where available, comparability, to ensure a loyal and complete representation of the company’s sustainability performances. The study of calculating the water footprint was conducted according to the requisites of the international standard UNI ISO 14046:201 and the impact indicators are those defined by the Equalitas Standard. The report includes quantitative and qualitative data, analyses of performance indicators and descriptions of the initiatives that were undertaken, in order to provide a holistic overview of the impacts generated and the strategies adopted for continuous improvement.

This document was produced with the technical support of the Belluno and Treviso Confcooperative.



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