

# ENGAGING WITH OUR STAKEHOLDERS

CONTINUED

Communities

**How we engage**

- Creative media in English, French and Creole
- Events, CSR and other PR activities
- Involvement in decision-making process through consultations and meetings
- Site visits

**Stakeholder expectations**

- Contribution to society
- Business ethics and compliance
- Sustainable business practices
- Fair labour practices
- Human rights
- Support during Covid-19

**How we address their primary concerns**

Our commitment to ethical and responsible business practices includes compliance with all applicable laws and regulations, and prioritises positive social impact and the reduction of our environmental footprint. We contribute to the communities in which we operate through our role as a local employer, our contribution to the government fiscus through tax and excise payments, and through our CSR activities. We engage with NGOs to promote social upliftment and environmental protection, and are active in contributing to national events.

**Related risks:** 7 12

Government and authorities

**How we engage**

- Interactions with authorities in Mauritius and Réunion Island
- Participation in national workshops on relevant topics
- PR activities

**Stakeholder expectations**

- Business ethics and compliance
- Contribution to society
- Economic impact
- Sustainable business practices
- Fair labour practices
- Human rights
- Product quality and safety
- Responsible operation during Covid-19
- Reduction of environmental footprint
- Affordable prices

**How we address their primary concerns**

PhoenixBev's commitment to ethical and responsible business practices includes compliance with all applicable laws and regulations, and in particular those concerning the prevention and detection of bribery and corruption. Our human resources practices align with local labour laws and we respect the fundamental principles of human rights. We prioritise the reduction of our environmental footprint and are committed to creating positive social impact. PhoenixBev contributes to wealth creation in Mauritius, the region and beyond by creating direct and indirect employment, through our contribution to the government fiscus through tax and excise payments and by supporting entrepreneurship and business development. We engage with NGOs to promote social upliftment and environmental protection, and are active in contributing to national events. We continually investigate ways to reduce, recycle or reuse waste and have dedicated programmes focused on recycling PET bottles and glass. We communicate information to customers and consumers on the safe and healthy consumption of our products on the packaging and through media communication.

**Related risks:** 1 4 5 7 9 12

Shareholders and funders

**How we engage**

- Annual and Board meetings
- Business reviews
- Corporate communication, including webcasts
- Quarterly financial reports, investor presentations

**Stakeholder expectations**

- Profitability
- Business ethics and compliance
- Contribution to society
- Economic impact
- Sustainable business practices
- Fair labour practices
- Human rights
- Product quality and safety

**How we address their primary concerns**

Our business model aims to deliver long-term value for our shareholders, aligned to a clear strategy and defined course of action. We continue to reinvest in value-generating assets to support future growth and expansion. We are committed to ethical and responsible business practices, including compliance with all applicable laws and regulations. We contribute to the communities in which we operate through our role as a local employer, our contribution to the government fiscus through tax and excise payments, and through our CSR activities (see page 58).

**Related risks:** 1 2 3 4 5 6 7 8 9 10 11 12

Related risks	1 Pandemic	2 Conflicts, wars and natural disasters	3 Geographical constraints	4 Constraining regulatory and policy environment
	5 Changing societies and consumer preferences	6 Strategic stakeholder relationships	7 Environmental considerations	8 Team capabilities and needs
	9 Product safety and integrity	10 Digital challenges	11 Sustainable financial performance	12 Compliance

