



 **HEINEKEN**

EverGreen

CIRCULAR ECONOMY PACKAGING

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November 2021

Brew a Better World. Raise the Bar 2030.



- **Environmental**

- ✓ carbon neutrality
- ✓ circularity
- ✓ healthy watersheds

- **Social**

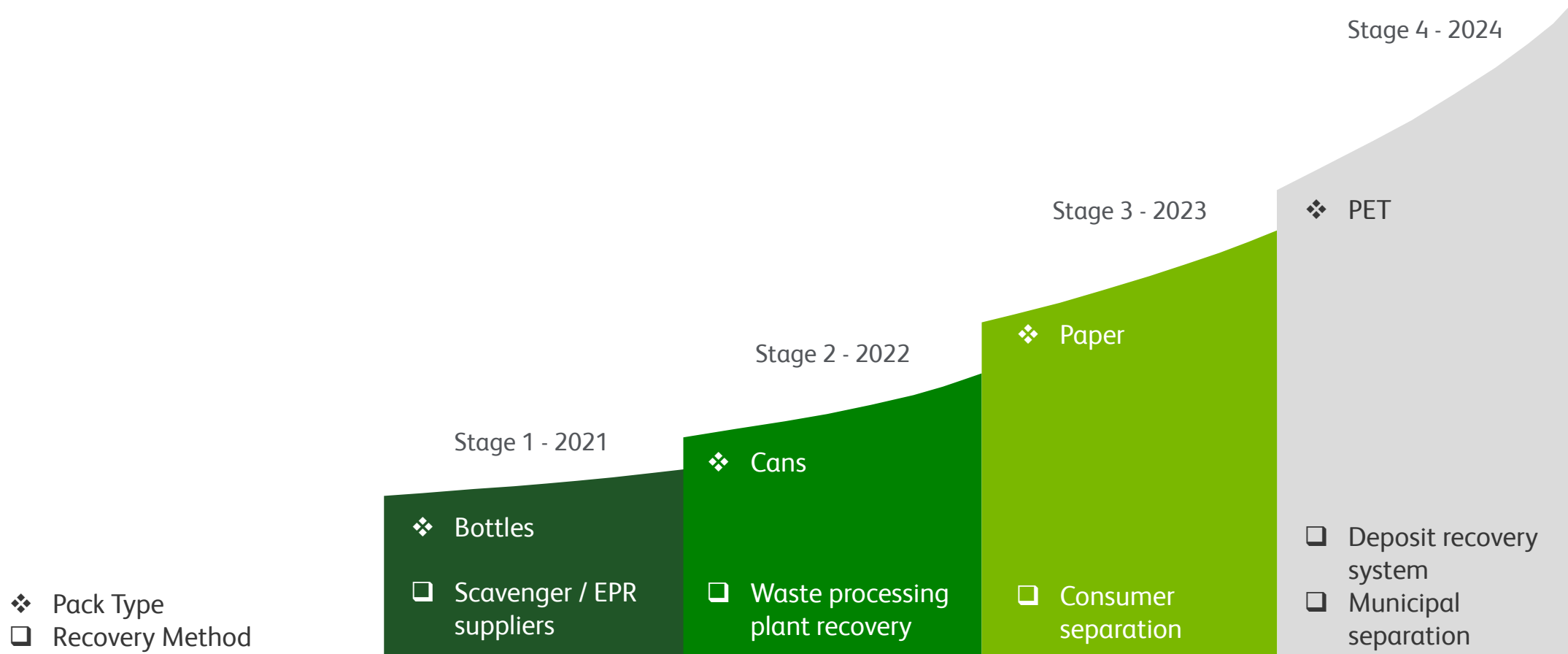
- ✓ inclusion & diversity
- ✓ fair & safe
- ✓ community impact

- **Responsible consumption**

- ✓ always a choice
- ✓ address harmful use
- ✓ moderation

Russia Plan & Maturity

Planned delivery ahead of company commitment



Packaging closed loops bring CO2 emission reduction & increase value chain profitability

HEINEKEN world best-practices



HEINEKEN Low Carbon Bottle

United Kingdom



HEINEKEN BOTTLES GO EVEN GREENER

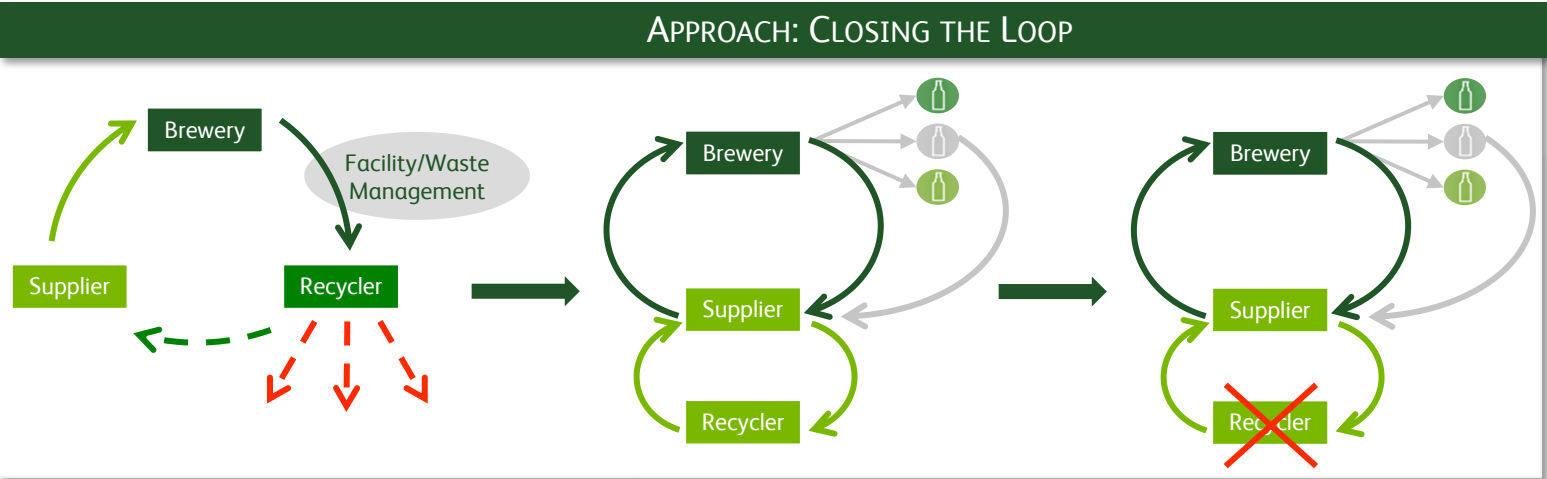
12 March 2021

- HEINEKEN TRIALS 1.4 MILLION ULTRA LOW CARBON BOTTLES IN THE UK
- ENERGY MINISTER PRAISES THE MOVE TOWARDS GREENER PACKAGING

Heineken® is taking part in ground-breaking research producing glass bottles using up to 100% recycled glass and low carbon biofuel, replacing high carbon natural gas. The trial, which is in its early stages, will see 1.4 million bottles of Heineken produced with the intent of hitting supermarket shelves in the UK with this revolutionary glass. If successful, the trial could set the path for a radical reduction in the use of carbon in glass manufacturing.

Closed-Loop Glass Cullet

Spain



JOURNEY BREWERY GLASS

6.642
tons of glass waste
reported for Spain
in 2019





Step 1: Negotiations → **Step 2:** Test Run → **Step 3:** Implementation & Contract

Consumer Recollection

Brazil



VOLTE SEMPRE



VOLTE SEMPRE


In a territorial approach & product discounts incentive we want to **change consumer behavior** related to recycling

HOW DOES IT WORK?




1.

Consumer access the machine's app and deposits the bottles. With each bottle **the consumer earns R\$0,10**, and convert into discount in Heineken's portfolio products.



2.

The bottles are **triggered by the machine** and are sent by the store to the **cooperatives**



3.

The cooperatives and recycles companies treat the material and send it to the bottles industry to **turn into new bottle**.

