



Due diligence for responsible business conduct with regards to people, animals, society and the environment

# Account reporting year 2024

for Jacobs Douwe Egberts Norge AS

*Ethical Trade Norway has assessed the report of Jacobs Douwe Egberts Norge AS to meet the criteria of our Implementer Level. More information about our Implementer Level can be found [here](#).*



# SUSTAINABLE DEVELOPMENT GOALS



## To Readers Of The Report

Enterprises and the public sector have a great impact on people, society, the environment, climate, and animals and can both contribute positively to development, or negatively by causing harm. Enterprises therefore hold a central role in achieving UN's Sustainable Development Goals (SDGs) and the Paris Agreement's 1,5-degree target.

This report can be used as an account for the Transparency Act, but it has a broader scope with climate and the environment, circular economy, and anti-corruption indicators also being included. Our members are obligated to carry out due diligence and report annually on their work. Base level1 members also meet the Transparency Act's due diligence duty, and partially the Act's information duty.

Ethical Trade Norway's concept of responsible business conduct equals OECD's terminology and due diligence methodology. This is the systematic effort that enterprises do to identify, prevent, or mitigate adverse impacts and explain how they manage their risks of negative impact, as well as provide remediation to people, animals, society, and the environment where this is required – is called due diligence. Norwegian authorities expect all enterprises, regardless of their size, to carry out due diligence on society, the environment, and animals in accordance with the UN's Guiding Principles for Business and Human Rights (UNGPs) and OECD's Guidelines for Multinational Enterprises. This applies to enterprises, the public sector, and organisations.

Ethical Trade Norway's Declaration of Principles (our Code of Conduct) for Responsible Business Conduct covers the areas of decent work, human rights, environment/climate, anti-corruption, and animal welfare. This report is done in full transparency and in line with UNGP and OECD's guidelines. The reports of all members are publicly accessible on Ethical Trade Norway's website.

**Heidi Furustøl**

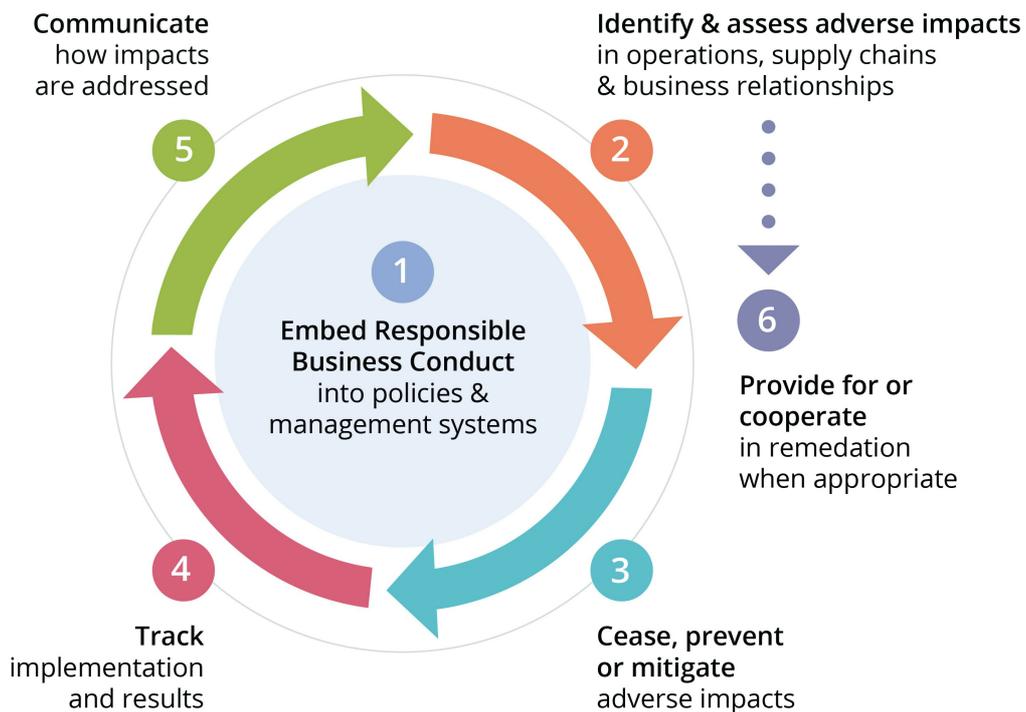
*Executive Director*

Ethical Trade Norway

# Due diligence

This report is based on the UN Guiding Principles on Business and Human Rights and the OECD model for Due Diligence for Responsible Business Conduct.

The model has six steps that describe how companies can work for more responsible and sustainable business practice. However, being good at due diligence does not mean no negative impact on people, planet and the society. It means that the company is open and honest about challenges faced and shows how this is managed in the best possible way in collaboration with its stakeholders. This report is divided in chapters following the OECD model.



# Preface From CEO

Friele is Norway's oldest coffee house with a history going back as far as 1799. Our passion for coffee and tea has led to a rich history of beautiful brands and quality products, such as Norway's most known coffee product - Friele Frokostkaffe. We have taken responsibility for our supply chain – from bean to cup - and the society we operate in. We are continuously improving our business by setting up relevant partnerships, investing in social initiatives and taking care of all our colleagues, who are committed to giving their best whilst producing your favorite coffee.

We take our responsibility for the environment and for smallholder farmers' prosperity, so we can look forward to another 225 years of good quality coffee. This has inspired us to come up with a sharpened approach to our sustainability strategy. Through concrete actions, products and innovations we want to work with our customers and consumers to make a contribution to our living planet, so that we can all enjoy coffee and tea for many years to come.

**" Our purpose: Unleash the Possibilities of Coffee & Tea to Create a Better Future "**

Kathrine Hoel  
*Country Manager*

# Board Signature



## **JACOBS DOUWE EGBERTS NORGE AS**

The board of Jacobs Douwe Egberts Norge AS hereby confirms having received and read the report prepared for Ethical Trade Norway, which also forms the basis for our report:

### ***Due diligence assessments for sustainable business practices***

Statement of the reporting year 2024  
Jacobs Douwe Egberts  
(30.05 2025, Oslo)

*Fill in the fields below with the name, position and signature of all board members*

Christian Boas Linde  
Chairman of the board

Kathrine Hoel  
AFH Director JDE Norge

Tomas Mjøs Andersen  
Site Manager JDE Norge

*(Oslo, 30.05.2025)*

Oslo  
29.05.2025

# Enterprise information and enterprise context

## Key enterprise information

### Enterprise name

Jacobs Douwe Egberts Norge AS

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### Head office address

Midtunhaugen 6, 5224 Nesttun, Postboks 175, 5852 Bergen

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### Main brands, products and services offered by the enterprise

Coffee produced in our factory in Bergen: Friele (Frokost) coffee (dark roast, caffeine free, Cafe Noir, filter, french press etc), Krone, Norwegian Roast-series with specialty coffee and full range certified coffee.

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### Description of enterprise structure

Head office from 1st of July 2015 Jacobs Douwe Egberts (KDE) in Amsterdam, Netherlands. National coffee production with administration in Bergen. Head office for JDE Professional Norway in Oslo. Sales offices in all major cities with nationwide sales support.

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### Revenue in reporting year (NOK)

1 331 157 346

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### Number of employees

155

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### Is the enterprise covered by the Transparency Act?

Yes

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## Major changes to the enterprise since last and current reporting period

JDE Peet's successfully completed the acquisition of Maratá's coffee & tea business in Brazil. The acquisition complements JDE Peet's existing portfolio of brands predominantly sold in the southern regions of Brazil, and increases the company's scale and national coverage in Brazil.

Rafael Oliveira, a seasoned FMCG industry executive, was appointed CEO.

To strengthen our team and capabilities, we are hiring an Upholding Standards Due Diligence manager to lead the global rollout of our due diligence strategy. Guided by clear leadership direction, this role will drive our ambitions and responsibilities forward, engaging both internal and external stakeholders in this transformative journey.

We continued to strive for a more diverse, equitable and inclusive organisation and have achieved remarkable results with, amongs others, a gender pay gap of less than 1% and female representation in leadership positions of 40.5%. We were honoured to receive the 2025 Catalyst Award for advancing workplace inclusion and gender equity. Our adjusted gender pay gap not only remains significantly below 1%, but has further reduced to 0.52%, which underpins JDE Peet's commitment to fair and equitable pay and remains well below the EU Pay Transparency directive's threshold of 5%, continuing to position JDE Peet's amongst industry leaders in this space which has also been recognized by the with the Fair Pay Leader certification by the Fair Pay Innovation Lab.

We received our first-ever rating from Ecovadis. We landed straight into the top 1% of 130,000 companies assessed. This rating marks a strong recognition of our sustainability strategy and execution.

Our achievements have put us on track to reach our long term targets, and earned us a place in the Dow Jones Best-in-Class World Index, where we hold the highest ranking among all food companies included.

In March 2025, Friele was awarded with the Sustainable Brand Index (SBI) award, for the 3rd year in a row, for being perceived as the most sustainable brand within beverages by Norwegian consumers in 2024.

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### Contact person for the report (name and title)

Eva Gullerud, sustainability responsible

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### Email for contact person for the report

eva.gullerud@jdecoffee.com

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## Supply chain information

### General description of the enterprise's sourcing model and supply chain

JDE Norge buy our coffee from JDE's central sourcing company KDE Netherlands. KDE Netherlands buy our coffee through traders and local exporters. JDE source approximately 8% of the world's coffee. Norway also buy coffee machines and spareparts through KDE.

Approximately 78% our coffee sales in Norway is produced in our factory in Midtun in Bergen (approximately 9300 tonnes). Our hero brand Friele Frokostkaffe is Norway's most bought and well known coffee brand. Manufacturing mainly in JDE sites (specialized on product type) + small share of 3rd party supplier. Local logistics operations (Warehousing and Distribution) externalized to local suppliers (Bring, DSV).

As a global business, we rely on an extensive supply chain. The majority of our direct material supplier base, other than coffee & tea, are concentrated in packaging materials. Marketing and media make up the majority of our total spend on indirect materials and services.

No significant changes were made to our supply chain in 2024.

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### Number of suppliers with which the enterprise has had commercial relations in the reporting year

36

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### Comments

Responsible and ethical business practices in our supply chains improve our products, allow us to enjoy longterm sustainable and mutually-beneficial relationships with our suppliers and minimise adverse environmental and social impacts associated with the goods and services sourced by JDE Peet's. We expect our Suppliers to adhere to the policies, principles, standards, and requirements set out in the JDE Peet's Supplier Code of Conduct ("Code"). This Code is informed by the International Bill of Human Rights, the principles set forth in the International Labour Organization's 1998 Declaration on Fundamental Principles and Rights at Work, the United Nations Guiding Principles on Business and Human Rights and JDE Peet's Human Rights Policy: <https://www.jdepeets.com/about-us/policies/>.

## Type of purchasing/ suppliers relationships



### Own or joint venture production:

#9 (93%) JDE MU's: Bergen (NO, 84%) , Gävle (SE, 1,2%), Banbury (UK) , Joure (NL), Berlin (DE), Kostinbrood (BU), Andrezieux (FR), Valasske Mezirici (CZ) ). Joint Venture: Johan & Nyström

### Direct:

#15 (6%): Uelze, DeSter, Paardekopper, Friesland, Lactalis, illy, Rauch GmbH, Rauch HU, Krüger, Leroux, Barry Callebaut, Zengo, Crem, Versuni and Rogaland Konserverfabrikk AS

### Purchases through agents/intermediary/importers/brands:

#12 (1%): Friele Foods, Måkestad Engros, Tingstad SE, Black Cat, Foodbroker, Merx, Servicegrossisten Øst, Out Of Home, Strandgaarden Wine & Spirits, Johnson Diversey; Moccamaster Nordic and Roupéz Profile AB.

## List of first tier suppliers (producers) by country

|                  |   |
|------------------|---|
| Norway :         | 1 |
| Netherlands :    | 1 |
| Sweden :         | 1 |
| United Kingdom : | 1 |
| Germany :        | 1 |
| Poland :         | 1 |
| France :         | 1 |
| Czech Republic : | 1 |
| Ukraine :        | 1 |

JDE MU's: Bergen (NO, 78%)

JDE Gävle (SE, 5%)

JDE Banbury (UK) ,

JDE Joure (NL),

JDE Berlin (DE),

JDE Sulasewo (PL) ,

JDE Trostyanets (UA),

JDE Andrezieux (FR),

JDE Valasske Mezirici (CZ)

**State the number of workers at first tier producers**

**Number of workers**

**Comments to number of workers**

**Key inputs/raw materials for products or services and associated geographies**

|                     |  |
|---------------------|--|
| <b>Green coffee</b> | Brazil<br>Colombia<br>Guatemala<br>Honduras<br>Kenya<br>Mexico<br>Nicaragua<br>Peru<br>Vietnam |
|---------------------|--|

In Norway, we sold most coffee from Brazil (60%), Colombia (26%), Peru and Honduras (10%), and other countries (4%): Guatemala, Vietnam, Kenya, Nicaragua and Mexico.

Coffee is produced by 12.5 million coffee farmers in more than 70 countries between the Tropic of Cancer and Capricorn. Over 80% of the world's coffee is cultivated by smallholder farmers.

The coffee supply chain is complex and we believe it is our responsibility to address challenges in our supply chains, and to ensure that we take meaningful action. Through our Common Grounds Sustainability programme and participation in multi-stakeholder initiatives, we closely collaborate with farming communities, suppliers, other industry participants, non-governmental organizations, and (local) government bodies to support the aspirations of farming communities towards prosperity and uphold human rights.

Coffee is grown in diverse origins, each with unique farming and production systems. We recognise and appreciate this rich diversity, which is why we have developed a Responsible Sourcing programme that is inclusive of the different origins and the millions of smallholder farmers and workers. This is reflected in both our global sourcing strategy and the geographic reach of our Common Grounds Farmer Programme.

**Is the enterprise a supplier to the public sector?**

Yes

## Goals and progress

### Process goals and progress for the reporting year

1

**Goal:** Directly reach 500.000 smallholder farmers by 2025, by contributing to farmers' prosperity through concrete improvement projects at origin.

**Status:** We have achieved significant progress in enhancing farmers' livelihoods through our Common Grounds programme, surpassing our target with a status of 835,000 smallholder farmers reached since 2015. We launched 18 new farmer projects in 2024 and had a portfolio of 73 active projects.

2

**Goal:** Working towards 100% responsibly sourced green coffee by 2025, by focus on products sourced under our responsible sourcing approach

**Status:** 100% of our coffee is now responsibly sourced in Europe.  
Globally: 83,2% (excluding Maratá acquisition: 92,4%).

3

**Goal:** Continue our strategic long-lasting collaboration with the City Church Mission (Kirkens Bymisjon), by donating 1,2 million coffee cups and enabling all employees in Norway to work one day as a volunteer during working hours

**Status:** On-track with 1,2 million cups of coffee donated, and voluntary work by all employees.

4

**Goal:** 40% women in leadership positions by 2025

**Status:** A milestone maintained in 2024, with 40.5% of leadership roles held by women at year-end.

5

**Goal:** 18% water intensity reduction per ton of production by 2030 compared to 2020 baseline

**Status:** 2024: 15% reduction

6

**Goal:** 43% reduction in absolute Scope 1 & 2 emissions by 2030, from a 2020 base year

**Status:** 2024: 31% reduction (baseline 2020)

7

**Goal :** 30% reduction in absolute forest, land and agriculture (FLAG) emissions by 2030, from a 2020 base year

**Status :** 2024: 1%.  
In 2024, we reinforced our commitment to sustainability by adopting newly validated near-term and net-zero Science Based Targets initiative (SBTi) goals. This means we commit to target further reductions in greenhouse gas (GHG) emissions and specific Forest, Land, and Agriculture (FLAG) emissions by 2030.

8

**Goal :** 25% reduction in absolute Scope 3 emissions by 2030, from a 2020 base year (industrial non-FLAG)

**Status :** 2024: 4% reduction

9

**Goal :** Gender pay gap less than 1%

**Status :** Our adjusted gender pay gap do not only remains significantly below 1%, but has further reduced to 0.52%, which underpins JDE Peet's commitment to fair and equitable pay and remains well below the EU Pay Transparency directive's threshold of 5%, continuing to position JDE Peet's amongst industry leaders in this space which has also been recognised by the with the Fair Pay Leader certification by the Fair Pay Innovation Lab.

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### Process goals for coming year

1

Directly reach 500.000 smallholder farmers by 2025, by contributing to farmers' prosperity through concrete improvement projects at origin.

2

Working towards 100% responsibly sourced green coffee by 2025, by focus on products sourced under our responsible sourcing approach

3

Continue our strategic collaboration with the City Church Mission and volunteer work in 2023, by donating 1,2 million coffee cups and enabling all employees in Norway to work one day as a volunteer during working hours

4

Reduce absolute Scope 1 & 2 GHG emissions by 43.3% (vs 2020) by 2030

5

Reduce absolute Forest, Land and Agriculture (FLAG) Scope 3 GHG emissions (coffee) by 30.3% (vs 2020) by 2030

6

Reduce absolute non-FLAG Scope 3 GHG emissions (all other materials) by 25% (vs 2020) by 2030

7

Deforestation-free across primary deforestation-linked commodities (coffee) in 2025

8

Towards 100% of our packaging components designed to be reusable, recyclable or compostable by 2030

9

Reduce our absolute water withdrawal across our manufacturing operations by 18% (vs 2020) by 2030

10

Halve our total operational waste (vs 2020) by 2030

11

Maintain operational waste-to-landfill under 1% (2030)

12

40% women in leadership positions

13

Maintain voluntary turnover in leadership positions under 9%

14

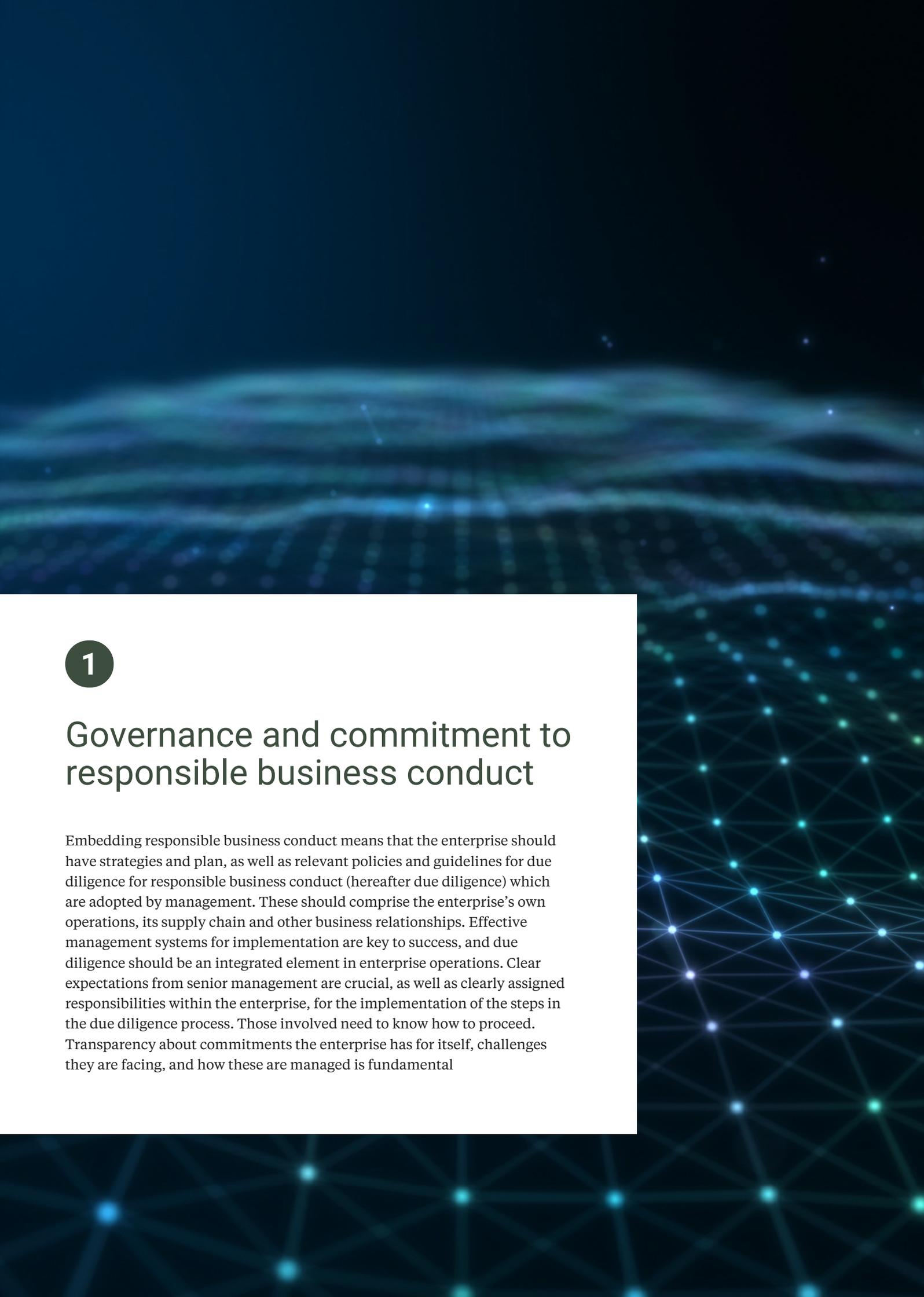
Towards 100% compliance of our (non-coffee) COGS suppliers to our Human Rights Due Diligence (by 2027)

15

Towards 100% of our direct coffee suppliers went through phase 1 of our human rights due diligence

16

Towards 100% of manufacturing sites food safety and quality verified by an internationally recognised certification body



# 1

## Governance and commitment to responsible business conduct

Embedding responsible business conduct means that the enterprise should have strategies and plan, as well as relevant policies and guidelines for due diligence for responsible business conduct (hereafter due diligence) which are adopted by management. These should comprise the enterprise's own operations, its supply chain and other business relationships. Effective management systems for implementation are key to success, and due diligence should be an integrated element in enterprise operations. Clear expectations from senior management are crucial, as well as clearly assigned responsibilities within the enterprise, for the implementation of the steps in the due diligence process. Those involved need to know how to proceed. Transparency about commitments the enterprise has for itself, challenges they are facing, and how these are managed is fundamental

## 1.A Policy for own enterprise

### 1.A.1 Link to publicly accessible policy for own enterprise

<https://www.jdeprofessional.no/baerekraft/kilder-og-dokumenter/>

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### 1.A.2 What does the enterprise say publicly about its commitments to respect people, animals, society and the environment?

Coffee is our primary raw material. We source approximately 8% of the world's green coffee. Coffee is grown in countries that face significant socio-economic and environmental challenges. Through our Common Grounds programme – Sourcing for Better – we aim to address these challenges.

Our Common Grounds programme embodies our ambition to positively impact people, our planet, and the future of coffee and tea, and is driven by our purpose "To unleash the possibilities of coffee and tea for a better future". The success and resilience of our business is reliant on our ability to deliver positive social and environmental impacts along our supply chain.

Our sustainability strategy spans our entire value chain, and aims to ensure we source our raw materials responsibly, minimize our footprint, and engage our own employees as well as all the communities and partners in our entire ecosystem. As we believe this is vital to the long-term success of the company, we worked dedicated on its execution throughout the year, engaging with stakeholders along the entire supply chain and stepping up our level of ambition for the short and long term.

To support the implementation of our strategy, we have put in place a series of performance targets. For each impact area, we have mapped the related material topics, the concerned stakeholders, the key risks identified, the targets we have set for ourselves, the KPIs we use to monitor our performance and the UN Sustainable Development Goals' we contribute to.

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### 1.A.3 How has the policy/commitment been developed and how is it embedded in the enterprise?

All policies are anchored with clear governance structures with senior leadership and e.g. with Human Rights with Board oversight to drive our Human Rights roadmap across JDE Peet's. All our global policies are written in consultation with relevant functions and in line with our double materiality assessment that defines material issues related to the business and in consultation with key internal and external stakeholders to confirm the same. Revisions of the policies are planned accordingly especially given the ever changing regulatory and business environment.

In 2024, we continued to make strong progress through our Common Grounds sustainability program, which embodies our ambition to positively impact people, our planet, and the future of coffee and tea. We made strong progress on our commitment towards 100% responsibly sourced green coffee by 2025, reaching 100% responsibly sourced into Europe. And by year-end, we had a portfolio of 73 active farmer improvement projects, through which we reached more than 134.100 smallholder farmers, bringing the total number of smallholder farmers we have reached since the inception of Common Grounds to 835.000.

We also reinforced our commitment to sustainability by adopting newly validated near-term and net-zero Science Based Targets initiative goals. This means we commit to target further reductions in greenhouse gas (GHG) emissions and specific Forest, Land, and Agriculture (FLAG) emissions by 2030. Deforestation-free targets were set together with our FLAG climate targets, aimed at reducing global warming to 1.5C.

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## 1.B Organisation and internal communication

### 1.B.1 How is the due diligence work organized within the enterprise, embedded in internal guidelines and routines?

We are committed to respecting human rights as defined in key international covenants, such as the International Bill of Human Rights. We adhere to the UN Global Compact Principles, shown by our signatory to the UN Global Compact, and follow the UN Guiding Principles on Business and Human Rights (UNGPs) and OECD Guidelines for Multinational Enterprises. We are also a member of the ILO Child Labour Platform.

We continue to strengthen our Common Grounds programme, with an enhanced focus on safeguarding human rights, underpinned by our Human Rights Due Diligence process aligned with the OECD Guidelines for Multinational Enterprises. This framework ensures we identify, assess, and address human rights risks through supplier self-assessments and origin-specific evaluations.

We have implemented audit and remediation programmes, supported by a monitoring and evaluation framework reviewed by independent assessors. Progress and outcomes are shared through our Annual Report, social media platforms, corporate website, and other communication channels.

By adhering to the OECD guidelines, we are committed to a comprehensive, transparent, and effective due diligence process, reinforcing sustainable and ethical practices across our entire supply chain.

Our Responsible Sourcing Principles and Supplier Code of Conduct set clear expectations for suppliers to uphold ethical standards. Tailored approaches address diverse human rights risks across our operations, focusing on manufacturing, coffee & tea sourcing, and other procurement activities. These efforts are led by dedicated teams and overseen by a steering committee comprising the Executive Committee and senior management members.

The due diligence processes for Human Rights for coffee and tea sourcing is further outlined in a Standard Operating Procedure which is an internal document highlighting roles and responsibilities of the different functions and team members.

#### HUMAN RIGHTS POLICY

Our Human Rights Policy describes our commitments in respect of human rights and our related expectations of our employees and suppliers. Our purpose – to unleash the possibilities of coffee & tea to create a better future – can only be realised for all stakeholders across our business and supply chain when we commit to high standards of social and environmental responsibility and ethical conduct.

In order to successfully prevent and remedy human rights impacts, this policy addresses several key areas, including trafficking of human beings, forced or compulsory labour and child labour. These include freely chosen employment aiming to terminate all forms of involuntary labour and any form of modern slavery, as well as the prohibition of child labour. Also covered are several elements regarding working conditions, compensation and humane treatment.

Our Human Rights Policy underpins our commitment to responsible and ethical practices across our supply chains and operations, addressing both social and environmental impacts.

We prioritise remediation and collaboration when human rights issues are identified, though persistent concerns may lead to suspending or ending certain business relationships. This policy is informed by the International Bill of Human Rights, ILO Declaration, UN Global Compact Principles, UNGPs, and OECD Guidelines.

#### HUMAN RIGHTS DUE DILIGENCE PROGRAM - COFFEE & TEA SOURCING

In addition to on-the-ground engagement with smallholder farmers through our Common Grounds farmer programmes, we also recognise the importance of upstream collaboration with our direct suppliers to help achieve our social and environmental sustainability goals.

Our Human Rights Due Diligence programme aims to identify and address human rights risks in our supply chains. By assessing inherent country risks, conducting third-party farm-level evaluations, and leveraging our Supplier Self-Assessments, we gain a comprehensive view of human rights practices within our supply chains.

We actively engage with suppliers on human rights and environmental issues through regular communication

and collaboration. Key findings and detailed insights are shared with suppliers, while top-tier suppliers undergo in-depth performance reviews, including evaluations of their sustainability efforts. These reviews offer tailored feedback to drive continuous improvement.

In 2024, we began implementing our Human Rights Due Diligence programme, conducting risk assessments, strengthening supplier engagement, and requesting targeted action plans to address identified gaps across four key issues: child labour, forced labour, workers' rights and duties, and safe working conditions, including agrochemical handling.

We piloted an initiative with suppliers sourcing from high-risk coffee regions. They shared their human rights policies, due diligence processes, and action plans, which we evaluated and supported with feedback.

To strengthen our team and capabilities, we are hiring an Upholding Standards Due Diligence manager to lead the global rollout of our due diligence strategy. Guided by clear leadership direction, this role will drive our ambitions and responsibilities forward, engaging both internal and external stakeholders in this transformative journey.

We are committed to enforcing our JDE Peet's Human Rights Due Diligence programme for green coffee by 2027. We are adopting a three-phased approach in line with the OECD Guidelines:

- Phase 1 2024: Risk assessment

In 2024, we sent out supplier self-assessments to our direct coffee suppliers covering 30 sourcing origins and we monitor if they respond to the self-assessment. In 2024, 70% of our suppliers, considering unique supplier-origin combinations, responded to our self-assessment questionnaire. As a result of our risk assessment of the four key issues related to human rights, we identified 15 out of 30 origins demonstrating high risk.

- Phase 2 2024-2025: Risk management and prioritisation

During this phase, we focused on assessing and prioritising risks based on their severity and likelihood. We evaluated the quality of self-assessment submissions and categorised the level of risk associated with each supplier. In 2024, supplier self-assessment responses covering 77% of our green coffee volumes met or exceeded our satisfactory threshold. Moving forward, we will work closely with prioritised high-risk suppliers to evaluate their due diligence processes and implement timely corrective action plans.

- Phase 3 2025-2026: Ongoing monitoring

During this phase, we will continue to evaluate progress of the prioritised suppliers.

As part of our journey to identify and assess human rights risks in our value chain, and implementing our Human Right Due Diligence programme in 2024, we continue to build, track and monitor the effectiveness of the undertaken measures and conduct periodic reviews of our policies and practices to incorporate the lessons learned in order to ensure the effectiveness of the due diligence process.

As of 2024, we also started to report the human rights issues and incidents in our supply chain.

#### Future actions:

As a responsible global company, we are committed to advancing human rights and reducing social and environmental impacts. Our Human Rights Due Diligence programme continues to expand globally. All new suppliers must complete a self-assessment, while existing suppliers undergo annual risk assessments.

In 2025, we will evaluate progress from 2024 and implement supplier due diligence action plans globally.

To support this, we will introduce Human Rights Sustainability Engagement sessions, fostering best practices and advancing due diligence maturity across our supply chains.

We remain committed to raising awareness and driving proactive measures amongst our suppliers, reviewing their progress to ensure continuous improvement and effective issue resolution.

#### RESPONSIBLE SOURCING APPROACH - ASSESS, ADDRESS, PROGRESS

Central to our Due Diligence framework, is our Assess, Address, Progress approach, which enables us to take action to prevent or reduce negative impacts on people and the environment in our supply chain. This approach builds on years of expertise in coffee & tea and incorporates new tools and technologies that support our goals, applying a data-driven, risk-based approach.

Our Responsible Sourcing approach is aligned with internationally recognized frameworks, including the OECD

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## Due Diligence Guidance for Responsible Business Conduct.

- **Assess:** Third-party assessments have been conducted to understand and map our supply chains and identify focus areas. This includes a representative sample of on-the-ground farmer assessments, covering critical areas, using the Global Coffee Platform Coffee Sustainability Reference Code, focusing on key issues such as child labour, working conditions, and climate impact. We also engage suppliers in the selfassessments to evaluate their responsible business practices and the risks and opportunities within farming communities
- **Address:** Using insights from these assessments, we address identified gaps through multi-year farmer programmes. In partnerships with farmers, cooperatives, suppliers, NGOs, and governments, we work to improve standards across key focus areas. We actively engage with suppliers to ensure alignment with our sourcing principles and address key sustainability challenges
- **Progress:** We track progress by measuring key performance indicators within our farmer programmes and supplier assessments, sharing insights and learning from these interventions. If suppliers do not align with our sourcing principles, we work with them on a time-bound improvement plan to help them meet goals. If they fail to execute these plans in good faith or within the agreed timeframe, we take further action.

In 2024, over 79,281 farmer assessments was conducted in 28 countries, as well as 332 supplier self-assessments. A summary of these findings in terms of level of risk is publicly available on our website where we explain our Assess, Address, Progress approach. On the map there is clear guidance on how to find the focus areas and the added classification of level of risk, as well as the programmes we engage in to address these issues.: <https://www.jdepeets.com/sustainability/responsible-sourcing/>

### SUSTAINABILITY GOVERNANCE

The Board holds ultimate responsibility for overseeing sustainability impacts, risks and opportunities and has approved our double materiality assessment outcome. The CSRD Steering Committee, comprising leaders from various departments, including Sustainability, Audit, Legal and Investor Relations, reviews and approves sustainability related information.

The Board regularly, but at least two times per year:

- Oversees the implementation of the sustainability agenda and policies including climate change
- Reviews progress on ESG-related matters, including climate-related issues as well as responsible sourcing, packaging, water, waste, health and safety, and diversity, equity and inclusion
- Monitors the progress of our Common Grounds sustainability programme, goals and targets.
- Reviews the input and recommendations of the Audit Committee in relation to sustainability topics
- Discusses the setting of targets related to material impacts, risks and opportunities and the way to monitor these.

To ensure that we hear the voices of all our stakeholders and determine related impacts, risks and opportunities, we conducted our first double materiality assessment in 2023, as part of our triennial review. Conducting a review once every three years allows for topics to evolve, provides sufficient time to implement actions based on outcomes, and enables the company to align with periodic strategic updates, such as the Value Creation Plan. As part of the three-year cycle, a light review was carried out in 2024.

During this update, we performed desk research, peer reviews, considered major events, and ran focus groups with internal stakeholders to realign our material topics.

The double materiality analysis highlights two material topics: farmers' livelihoods and human rights in the value chain.

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### **1.B.2 How is the significance of the enterprise's due diligence work defined and clarified for the employees through their job description (or the like), work tasks and incentive structures?**

Our Codes of Conduct underline our commitment to ethical behaviour and compliance with the legal requirements of the countries in which we operate and serve to foster a culture of integrity, ethics and legal compliance. We conduct a global e-learning of our Code of Conduct every two years.

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### **1.B.3 How does the enterprise make sure employees have adequate competence to work on due diligence for responsible business conduct?**

Our compliance programme is reinforced through compliance trainings and awareness campaigns. At least twice a year, we provide alternating compliance e-learning courses for employees, covering key topics such as ethical conduct and principles, competition law, anti-bribery and corruption, data protection, and human rights. These courses are designed to ensure that all employees receive training in these areas at a minimum of every two years. Participation in these training sessions is mandatory for all employees, including members of the Executive Committee, who have both an email address and access to our Learning Management System. Members of our Board receive dedicated induction training at the outset of their term. Additional training sessions, including those on business conduct and anti-bribery and corruption, are available to Board members, who may undertake them at their discretion. During the annual Board evaluation, members have the opportunity to express any further training needs. Furthermore, for those employees without email access, such as certain employees working in certain manufacturing units, we offer shared laptops or conduct in-person training sessions. We also regularly conduct face-to-face training courses for selected target groups. These include, for example, courses on competition law for sales teams, anti-bribery and corruption for procurement teams, and data protection for marketing and human resources teams.

In 2024, we held an in-depth human rights awareness session for our senior leadership team, following the initial leadership briefing launched in late 2023. This was followed by a global human rights due diligence (HRDD) e-learning, designed to build awareness and embed our due diligence framework, including Standard Operating Procedures, across the organisation. By year-end, 82% of employees had completed the e-learning.

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## 1.C. Plans and resources

### 1.C.1 How are the enterprise's commitments to respect people, animals, society and the environment embedded in strategies and action plans?

All our initiatives are gathered under one program, "Common Grounds", comprised of three pillars: Responsible Sourcing, Minimising Footprint and Connecting People and its foundation, Upholding Standards. Bringing all our ongoing sustainability work together under one programme.

We have deployed an ongoing risk management process that follows a multi-step approach, focusing on risk assessment, supplier engagement, risk mitigation, and risk management. This is our **Assess, Address, Progress** approach. Each year we run the risk mapping process, which includes a thorough understanding of inherent country risks, supported by third-party farm-level assessments and data from our Supplier Self-Assessment process. We are assessing the risks on a regional level to ensure we tackle the issues in the right regions. We publicly share these origin risks on our website, including the level of risk from low to high. This is the "Assess" part of our approach.

All our projects prioritise smallholder farmers and their communities, focusing on scalable and replicable interventions that drive meaningful change. Most coffee farmers lack the financial means to invest in building resilience to improve their financial stability and preventing negative environmental and social impacts. For that reason, our Common Grounds programme focuses ('Address') on investing into farmer resilience.

Most projects are focusing on improving farmer income through the implementation of Regenerative Agricultural practices and increasing yields through access to training and economic service solutions and diversifying household income. We also have long-term strategic partnerships to ensure sustainable impact. We monitor and evaluate 'Progress' by collecting data on project inputs, outputs, and outcomes. These initiatives aim to secure the future of coffee & tea by enhancing farmer resilience, capabilities and address human rights and environmental issues.

Read more here: <https://www.jdepeets.com/sustainability/responsible-sourcing/>

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### 1.C.2 How are the strategies and action plans for sustainable business conduct followed up by senior management and the board?

The Board holds ultimate responsibility for overseeing sustainability impacts, risks and opportunities and has approved our double materiality assessment outcome.

The CSRD Steering Committee, comprising leaders from various departments, including Sustainability, Audit, Legal and Investor Relations, reviews and approves sustainability related information.

#### SUSTAINABILITY GOVERNANCE

The Board regularly, but at least two times per year:

- Oversees the implementation of the sustainability agenda and policies including climate change
- Reviews progress on ESG-related matters, including climate-related issues as well as responsible sourcing, packaging, water, waste, health and safety, and diversity, equity and inclusion
- Monitors the progress of our Common Grounds sustainability programme, goals and targets.
- Reviews the input and recommendations of the Audit Committee in relation to sustainability topics
- Discusses the setting of targets related to material impacts, risks and opportunities and the way to monitor these.

In the Nordics, the sustainability team is part of a monthly global sustainability meeting with the aim to share learnings, successes and raise concerns, and the Nordic Sustainability Manager part of a bi-monthly steerco on Sustainability with Nordic leadership team.

## 1.D Partnerships and collaboration with business relationships

### 1.D.1 How does the enterprise communicate the importance of responsible business conduct in its business relationships?

Responsible and ethical business practices in our supply chains improve our products, allow us to enjoy longterm sustainable and mutually-beneficial relationships with our suppliers and minimise adverse environmental and social impacts associated with the goods and services sourced by JDE Peet's.

We expect our Suppliers to adhere to the policies, principles, standards, and requirements set out in this JDE Peet's Supplier Code of Conduct ("Code"). This Code is informed by the International Bill of Human Rights, the principles set forth in the International Labour Organization's 1998 Declaration on Fundamental Principles and Rights at Work, the United Nations Guiding Principles on Business and Human Rights and JDE Peet's Human Rights Policy: <https://www.jdepeets.com/about-us/policies/>

Products supplied to JDE Norge AS must comply with applicable laws and regulations for Norway and, if requested, suppliers must provide us with traceability information and due diligence undertaken. JDE Norge reserves the right to verify Suppliers' compliance with this Code through due diligence including self-assessments and audits or other monitoring activities. For Norway our suppliers needs to sign our CoC and we regularly also randomly select local suppliers for internal control. Norway are responsible for the consequences of any irregularities resulting from non-compliance with controls or insufficient diligence in their execution. If the Supplier is not able, fails, or refuses to correct or remediate noncompliance with this Code within a specific timeframe, JDE Peet's may suspend or terminate the relationship.

Our Responsible Sourcing Principles and Supplier Code of Conduct set clear expectations for suppliers to uphold ethical standards. Tailored approaches address diverse human rights risks across our operations, focusing on manufacturing, coffee & tea sourcing, and other procurement activities.

#### Coffee sourcing Human Rights Due Diligence

Aligned with OECD guidelines, we implemented a three-phase approach to human rights due diligence in our coffee sourcing.

Phase 1 – We distributed self-assessment questionnaires to our direct coffee suppliers to evaluate their human rights due diligence maturity. We closely monitored the response rate and submission progress.

Phase 2 – We conducted a risk assessment of these suppliers, considering the quality of their self-assessment responses, sourcing volumes (likelihood), and origin risk scores (severity).

Phase 3 – We continue to monitor and evaluate suppliers' progress in addressing identified risks and strengthening their due diligence processes.

The objective of this due diligence is to ensure that by 2027 all green coffee suppliers adhere to our Human Rights Due Diligence programme.

#### Non-coffee & tea COGS suppliers Human Rights Due Diligence

Supplier compliance coverage tracks the percentage of JDE Peet's other non-coffee & tea COGS suppliers fully aligned with our due diligence process. Risk assessments, based on supplier location using the Sedex platform (or Ecovadis), are central to this metric. Third-party audits, including SMETA, further support compliance by evaluating labour, health and safety, and environmental performance, with corrective action plans provided for improvement.

## 1.E Experiences and changes

### 1.E.1 What experiences have the enterprise encountered during the reporting period concerning responsible business conduct, and what has changed as a result of this?

Despite geopolitical and economical turbulence, we made meaningful strides towards sourcing 100% of our coffee & tea responsibly, reducing our environmental footprint, and engaging employees and our entire value chain in this transformative journey to create a better future. These achievements not only support our people and reduce our impact on the planet, but also strengthen our business by enhancing our credibility, boosting employee engagement, deepening stakeholder relationships, building resilience to reduce risk exposure, and opening new opportunities. At JDE Peet's, we see sustainability not as a trade-off, but as a catalyst for value creation. Our sustainability strategy is embedded within our business strategy and supports our vision of unleashing the possibilities of coffee & tea to create a better future.

Building on our 2023 double materiality assessment, scenario analysis, and 2024 'light review', we prioritised key sustainability topics, set measurable goals, and integrated sustainability into governance and risk management to drive accountability and transparency.

Our 2024 light review reflects insights from peer reviews and ESRS requirements:

- Cyber security has been removed from the double materiality list, though it remains part of our Enterprise Risk Management framework
- Following an expert session, we sharpened our focus on deforestation, recognizing it as the primary driver of both financial and impact materiality within this area. While deforestation significantly influences biodiversity, quantifying biodiversity loss remains challenging. Sustainable agriculture is the key lever for enhancing biodiversity, similar to its role in improving soil health and sustainable water use across our upstream value chain. Given the interconnected nature of these topics, we maintain a holistic approach, addressing biodiversity, soil and water through our commitment to sustainable agriculture.

Our double materiality assessment light review from 2024, identified 11 material topics and their associated IROs across the value chain. These material topics and IROs are managed through our Common Grounds strategy, aligned with its three pillars and the foundational initiative, Upholding Standards.

In 2024, we introduced a Responsible Sourcing declaration for Norway, referring to the independent sustainability schemes recognized by the Global Coffee Platform.



## 2

### Defining the focus for reporting

# Identify and assess the enterprise's impact on people, animals, society and the environment

“Identify and assess” is about identifying the enterprises's risk for, and actual negative impact on, people, animals, society and the environment, including in the supply chain and through business relationships. As a first step the enterprise should get an overall risk picture, before subsequently prioritising further mapping and measures where the risk of negative impact is the greatest, i.e. salient issues. The enterprises's involvement in the negative impact on people, animals, society and the environment is central to determine which measures the enterprise should implement in the next step of the due diligence model. Involvement of stakeholders, especially those affected, is central when assessing risks. It is also important to consult with stakeholders when implementing measures to manage the negative impact.

## 2.A Mapping and prioritising

### PRIORITISED ACTUAL OR POTENTIAL NEGATIVE IMPACT ON PEOPLE, ANIMALS, SOCIETY, AND THE ENVIRONMENT

*Prioritising one or more risk areas on the basis of severity does not mean that some risks are more important than others, or that the company should not take action on other risks, but that risks with the greatest negative impact are prioritised first. Mapping and prioritisation are a continuous process.*

#### 2.A.1 List prioritized significant risks and/or actual negative impacts on people, animals, society and the environment.

| Salient issue                   | Related topic  | Geography |
|---------------------------------|--|-----------|
| Farmers livelihoods             | Freedom of association and collective bargaining<br>Wages    | Global    |
| Sustainable agriculture         | Environment<br>Waste<br>Water                                | Global    |
| Climate action                  | Environment<br>Emission<br>Greenhouse gas emission<br>Energy | Global    |
| Deforestation                   | Environment<br>Emission                                      |           |
| Packaging and circularity       | Environment<br>Waste<br>Use of materials                     |           |
| Water and wastewater management | Environment<br>Water   |           |

|                                 |   |  |
|---------------------------------|---|--|
| Human Rights                    | <ul style="list-style-type: none"> <li>Forced labour</li> <li>Freedom of association and collective bargaining</li> <li>Child labour</li> <li>Discrimination</li> <li>Harsh and inhumane treatment</li> <li>Occupational Health and safety</li> <li>Wages</li> <li>Working hours</li> <li>Regular employment</li> <li>Marginalized populations</li> </ul> |  |
| Human Capital Management        | <ul style="list-style-type: none"> <li>Discrimination</li> <li>Occupational Health and safety</li> <li>Wages</li> <li>Working hours</li> </ul>  |  |
| Diversity, equity and inclusion | <ul style="list-style-type: none"> <li>Discrimination</li> <li>Occupational Health and safety</li> <li>Wages</li> </ul>   |  |
| Product Safety                  | <ul style="list-style-type: none"> <li>Occupational Health and safety</li> <li>Environment</li> <li>Use of materials</li> </ul>   |  |

Through proactive management of environmental and social risks, we bolster our resilience in a rapidly evolving world. Building on our 2023 double materiality assessment, scenario analysis, and 2024 'light review', we prioritised key sustainability topics, set measurable goals, and integrated sustainability into governance and risk management to drive accountability and transparency.

Our double materiality assessment light review in 2024 identified 11 material topics and their associated IROs across the value chain. These material topics and IROs are managed through our Common Grounds strategy, aligned with its three pillars and the foundational initiative, Upholding Standards.

## JUSTIFICATION FOR THE PRIORITISATION OF RISKS OF NEGATIVE IMPACT ON PEOPLE, ANIMALS, SOCIETY, AND THE ENVIRONMENT

**2.A.2 Describe: a) the enterprise's routines for mapping and identifying risk and show how the negative impact was identified and prioritized b) activities or sections of the enterprise not covered in this report , if any (product groups, own products, departments etc.), and why c) how the information was gathered, what sources were used, and which stakeholders have been involved d) whether you have identified areas where information is lacking, and how you are planning to proceed to collect more information about this.**

At JDE Peet's, our Responsible Sourcing approach is aligned with internationally recognised frameworks, including the OECD Due Diligence Guidance for Responsible Business Conduct.

Central to our Due Diligence framework, our Assess, Address, Progress approach enables us to take action to prevent or reduce negative impacts on people and the environment in our supply chain. This approach builds on years of expertise in the sector and incorporates new tools and technologies that support our goals.

• **Assess:** Third-party assessments have been conducted to understand and map our supply chains and identify focus areas. This includes a representative sample of on-the-ground farmer assessments, covering critical areas, using the Global Coffee Platform Coffee Sustainability Reference Code, and focusing on key issues such as child labour, working conditions, and climate impact.

In 2024, 79,281 farmer assessments were included and conducted in 28 countries.

We also engage suppliers in self-assessments to evaluate their responsible business practices and the risks and opportunities within farming communities. In 2024, we issued the fifth edition of our Supplier Self- Assessment Form (SAF) to assess the alignment of our coffee suppliers with our Responsible Sourcing Principles and to evaluate risks in the areas from which we source our green coffee.

Together with third-party farm-level assessments, the data collected through the SAF informs our broader risk assessments. For the first time, the SAF was implemented across all JDE Peet's entities. We sent out 332 SAFs, representing unique supplier-origin combinations, achieving a response rate of 70%.

#### *Procurement of other goods and services / non-coffee supply chain:*

We have adopted an ongoing risk management framework that prioritises supplier engagement, comprehensive risk assessments, targeted remediation, and actionable planning. This approach helps us identify suppliers meeting our standards and those needing structured improvement plans with clear timelines. Using the Sedex platform, we assessed approximately 12,000 supplier sites, covering both Cost of Goods Sold (COGS) and non-COGS suppliers. Sedex evaluates eight critical human rights risks, aligning with the International Labour Organization (ILO) Conventions:

- Forced labour
- Discrimination
- Freedom of association
- Gender
- Children and young workers
- Regular employment
- Working hours
- Health, safety and hygiene.

To ensure due diligence, we assess COGS suppliers based on their inherent risk score from the Sedex platform and our annual spend with each supplier. Our standard procedure defines four risk thresholds, including low-risk suppliers which are deemed compliant, while higher-risk suppliers require closer monitoring, frequent audits, and onboarding onto platforms such as Sedex or Ecovadis. This targeted approach enables more effective collaboration and prioritisation. A key deliverable is the corrective action plan, which outlines required improvements and tracks progress post-audit to maintain supplier alignment with our standards. Insights from the COGS procedure also inform processes for non-COGS suppliers, addressing their unique supply chain risks.

In 2024, we advanced the onboarding of higher-risk COGS suppliers to Sedex/Ecovadis, supporting our 2027 goal towards 100% compliance for tier 1 COGS suppliers with our Human Rights Due Diligence, reaching 67% overall compliance.

By year-end, 94% of EU based higher-risk COGS suppliers and 76% of those outside EU, that were required to be onboarded in Sedex or Ecovadis, have been onboarded.

However, onboarding for these higher-risk COGS suppliers is just the first step. To strengthen policy implementation, we monitor: i) SMETA (or equivalent) audit results, ii) relative corrective action plans and iii) Ecovadis medal scores. 63% of onboarded higher-risk compliant or higher-risk non compliant COGS suppliers have completed audits or received Ecovadis platinum/ gold medal in the past years.

Moving forward, our mid-term goal is full compliance with our due diligence for all COGS suppliers globally, supported by ongoing monitoring. We are also initiating deployment for non-COGS suppliers to better understand of human rights risks across our supply chain. This approach will help us refine our COGS and non-COGS due diligence, enhancing effectiveness and enabling proactive impact management.

## ADDITIONAL SEVERE IMPACTS

### **2.A.3 Describe other risks of negative impacts on people, animals, society and the environment that were identified but not prioritized, and how these have been handled.**

We recognise that human rights issues, including child labour, forced labour and harassment, are complex and require solutions involving other industry players, governmental institutions and other relevant stakeholders, including NGOs.

We are proud of our achievements, but we recognise that significant work remains to ensure our long-term sustainability. Due to the complex and opaque coffee value chain, and several intermediate actors, this is a systemic issue that requires collaborative action by all stakeholders in the value chain.



### 3

#### Management of salient issues

## Cease, prevent or mitigate negative impacts

“Cease, prevent and mitigate” is about managing findings from the risk assessment in a good way. The most salient negative impact on people, animals, society and the environment should be prioritised first. This does not mean that other risks are insignificant or that they are not handled. The way the enterprise is involved in the negative impact is key to taking the appropriate action. Negative impact that the enterprise causes or contributes to must cease, be prevented and be reduced. To address negative impact directly linked to the enterprise, e.g. in the supply chain, the business must use its leverage to influence the entity causing the negative impact to cease, prevent or mitigate it. This involves developing and implementing plans and routines to manage risk and may require changes to the enterprise’s own policy documents and management systems. Effective management of the negative impact on people, animals, society, and the environment is a major contribution to the achievement of the Sustainable Development Goals (SDGs).

### 3. A Cease, prevent or mitigate

#### 3.A.1 Describe goals and progress status for the measures you have implemented to reduce the enterprise's prioritized negative impact

|                                  |   |
|----------------------------------|---|
|                                  | <b>Farmers livelihoods</b>  |
| <b>Goal :</b>                    | Engaging smallholder farmers. Through our Common Grounds programme and multistakeholder collaborations, we work closely with farming communities, suppliers, NGOs, and (local) governments to support farming communities' prosperity and uphold human rights. These initiatives aim to secure the future of coffee & tea by improving farmer resilience, addressing human rights concerns, and tackling environmental issues.  |
| <b>Status :</b>                  | 2024: Number of smallholder farmers reached in total: 835,000<br>Number of smallholder farmers reached during the year: 134,100   |
| <b>Goals in reporting year :</b> | Directly reaching 500,0000 smallholder farmers by 2025 (since 2015).<br><br>We track 'reached smallholder farmers' annually, identifying those registered by the project implementing partner (supplier, NGO, local government entity) as beneficiaries of field projects funded by JDE Peet's. In order to count the smallholder farmer as 'reached', they need to be recorded as part of an active project in the relevant reporting tool as a recipient of the specific training/services of that project. |

#### **Describe already implemented or planned measures :**

Our Common Grounds Farmer Programme dates back to 2015, where we continue to increase both the scale and reach through investments and partnerships in our key sourcing regions. We engage with farmers and situations in our sourcing regions to better **assess** the challenges and then actively invest to **address** issues and drive **progress**.

Our projects prioritize smallholder farmers and their communities, focusing on scalable and replicable interventions that drive meaningful change. Farmers are actively engaged throughout project design, implementation, and evaluation.

We monitor progress using data on project inputs (such as coffee seedlings distributed, trees planted, and training participation), outputs (such as adoption of intercropping), and outcomes (such as

improved income, productivity, and soil health). Independent assessments validate results, including farmer awareness and satisfaction levels.

We manage risks through a structured, multi-step approach, including annual risk mapping, supplier engagement, and third-party farm-level assessments. In 2024, this included over 79,281 farmer assessments conducted in 28 countries, as well as 332 supplier selfassessments.

Regional challenges are addressed at a landscape level, with public insights on origin risks and mitigation actions shared transparently on our website.

Addressing human rights issues requires collaboration. We work with stakeholders, including NGOs such as the International Labour Organisation, CARE International, UNICEF, Verité, and World Vision, alongside governmental bodies and industry peers, to tackle systemic issues. Using our Assess, Address, Progress methodology, we identify and address risks in vulnerable regions, partnering with suppliers, vulnerable communities, local authorities, and human rights organisations to implement effective solutions.

We openly share the Address phase on our website, highlighting farmer programmes, the number of beneficiaries, and our partner organisations. Risk assessment insights guide opportunities for farmer support through Common Grounds projects or suppliers' action plans to address social and environmental challenges. Suppliers submit action plans annually, with progress reviewed at least once a year: <https://www.jdepeets.com/sustainability/responsible-sourcing/>

#### KEY ACTIVITIES THROUGH COMMON GROUNDS IN 2024

- Technical assistance:

We managed 62 active projects across 23 countries providing training in climate-smart and regenerative agriculture to boost farm productivity and farmer income. Our initiatives in farm and household economics have improved financial accessibility. Of these projects, 60 focus on coffee, 1 on coconuts, and 1 on palm.

- Nurseries and mother gardens:

We established facilities to distribute disease- and climate-resilient coffee varieties, with 2,600,901 seedlings distributed to date. For example, in 2024 we completed a project with Cafe Africa in Kagera, Tanzania where, over the course of 3 years, we established 90 coffee nurseries.

- Water sanitation:

We addressed water sanitation issues in local communities, providing potable water to more than 17,000 individuals who previously lacked access. In Brazil, the Growing Together project with Comexim distributed 38 bio-digesters to farming communities, safeguarding local water basins from exploitation and contamination.

- Alternative income sources:

We supported farmers through training, coaching, and alternative income opportunities, distributing seedlings for intercropping with fruit trees. Promoting intercropping and equipping women and youth with training on exploring alternative income sources is a key pillar of our project interventions in Vietnam, Peru, Guatemala and Uganda

- Women's empowerment:

We promoted women's empowerment across all our projects, engaging 21,656 women through our Common Grounds programme in 2024

- Youth involvement:

We increased youth participation, creating employment opportunities within rural areas and the coffee value chain.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

In 2024, JDE Peet's achieved significant progress in enhancing farmers' livelihoods through our Common Grounds programme, surpassing our target of reaching 500,000 smallholder farmers by 2025. We have established over 18 new projects across 14 countries, supporting more than 835,000 smallholder farmers.

By 2030, we aim to invest in many projects that improve farmers' livelihoods and address key social and environmental issues. Looking ahead, we will expand our farmer programmes across diverse origins, reflecting the varied realities of coffee farmers. In 2025, we plan to launch 15 initiatives, delivering targeted projects aligned with our maturing risk assessment and due diligence processes, as well as our business strategy.

Stakeholder engagement is central to our strategy. As an active member of the Global Coffee Platform (GCP), we support its goal to improve the livelihoods of one million smallholder farmers by 2030. In 2024, JDE Peet's was one of eight companies contributing USD 1.5 million towards initiatives focused on living income, climate adaptation and sustainability.

Recognising the need for collective action, we are proud to be a founding signatory of the ICO Public-Private Taskforce. Through the Living-Prosperous Income Workstream, we collaborate with industry peers to address income gaps for coffee farmers, supporting long-term sector resilience.

We will continue to engage with the research conducted by Wageningen University & Research (WUR) on the return on household labour. The study highlights that the realities of coffee farming in Kenya and Vietnam reveal significant disparities in income and productivity. Vietnamese farmers generally achieve higher earnings due to greater yields and larger farm sizes, whereas Kenyan farmers face challenges with lower returns. While assessing the total volume of coffee produced per household is essential for understanding income levels, evaluating the return on household labour offers a more comprehensive measure of productivity and long-term income sustainability. Focusing on the return on household labour enables us to assess how effectively coffee production contributes to household income. This measure highlights the significantly higher returns Vietnamese farmers achieve compared to their Kenyan counterparts, while also revealing potential hidden unemployment and the variability of returns across households. By examining the return on household labour, we can identify key factors influencing income, including farm size, time investment, financial inputs, and alternative income opportunities beyond coffee. This approach provides deeper insights into the true impact of coffee production on household income, ensuring that our initiatives to improve livelihoods are both targeted and effective. Furthermore, it offers a clearer perspective on labour productivity and allocation—critical elements in addressing living income gaps and fostering sustainable livelihoods for coffee-farming communities.

|                                  |  |
|----------------------------------|--|
|                                  | <b>Sustainable agriculture</b>   |
| <b>Goal :</b>                    | Our company depends on sustainable agriculture and healthy ecosystems, thus securing the future of coffee and tea, with an inclusive approach to responsible sourcing. |
| <b>Status :</b>                  | Responsibly sourced green coffee Europe: 100%  |
| <b>Goals in reporting year :</b> | Working towards 100% responsibly sourced green coffee by 2025  |

**Describe already implemented or planned measures :**

Through our Responsible Sourcing pillar, we empower smallholder farmers with training, tools and resources, including climate-resistant seedlings, agroforestry practices, cover cropping, and safe agrochemical use. By collaborating with farming communities, suppliers, NGOs and local governments, we promote sustainable practices that improve soil health, optimise fertiliser use, and support regenerative farming to enhance productivity and sustainability. NGOs, civil society and local governments are key to our materiality assessments and project design. We collaborate regularly on environmental and social topics, participate in benchmarks and surveys, and collaborate on Common Grounds projects through discussions and steering committees.

Our Responsible Coffee Sourcing Principles set best practices for sustainable sourcing, focusing on climate resilience and regenerative agriculture to reduce negative impacts of green coffee cultivation. Built around sustainability of land, equality of people, and farmer prosperity, they address key topics such as soil fertility, water efficiency, GHG reduction, biodiversity, agrochemical use, and climate-smart agriculture. These principles promote regenerative practices, guiding suppliers and empowering smallholder farmers to implement best practices that nourish soil and water, minimise waste, use agrochemicals responsibly, capture carbon, and protect and regenerate farming environments. The adoption of these practices across our supply chain helps us progress towards reducing GHG emissions, increasing biodiversity, and safeguarding natural resources, with deforestation and banned pesticide use critical focus areas.

Insights from third-party data and supplier assessments highlight challenges like poor soil health and excessive fertiliser use, particularly in hilly agroforestry systems common to coffee farming. Without investment, declining yields risk undermining both ecosystems and coffee availability. Regenerative practices, including shade management, soil conservation and cover cropping, and integrated weed, pest, disease and nutrient management, are central to our net-zero goals, supporting biodiversity, and climate resilience.

We aim to inspire change across the coffee sector. Collaborating with the Global Coffee Platform

(GCP), we co-fund work to set the regenerative agriculture standard for the coffee sector, applicable to its unique needs. In partnership with TechnoServe and a leading F&B multinational, we are building the investment case for regenerative coffee, showcasing its long-term value to drive widespread adoption and accelerate transformation. We collaborate with farmers, suppliers, NGOs, and local governments to co-develop initiatives that promote sustainable and regenerative farming practices, enhance climate resilience, improve crop quality, protect biodiversity, and strengthen livelihoods. By integrating local and indigenous knowledge—such as that of Vietnam’s ethnic minority communities—we help build resilient environmental and socioeconomic systems essential to the future of coffee.

To track progress and refine practices, we collect and share data on key indicators, including soil organic carbon levels and the adoption of soil fertility management techniques.

In partnership with the GCP, we are working to establish a sector-wide understanding of the metrics required to demonstrate progress, ensuring that ecological thresholds are clearly defined and widely adopted across the industry.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

Through close collaboration with suppliers in coffeegrowing regions, we deliver impactful community training via our Common Grounds programme, which runs for at least four years, and can be extended as needed.

In 2024, we supported 73 active farmer projects across 23 countries, each guided by monitoring frameworks, co-created with local partners to ensure meaningful outcomes. These projects align closely with the mitigation hierarchy.

- Forest conservation initiatives work to prevent deforestation by promoting coffee cultivation within previously cleared areas
- Water conservation projects reduce water pollution through sustainable farming practices that limit the use of harmful pesticides and fertilisers
- Preservation of ecosystems and biodiversity: Training in shade-grown coffee techniques helps protect local ecosystems and reduce environmental impact. In Honduras, we are working with local communities, benefiting from the knowledge that the farmers have used for generations passed on to them from family to family. The farmers collect beneficial fungi, known as mountain microorganisms, from the forest. They process these fungi to create organic fertiliser, which they apply either as a foliar spray or as a compost additive to enrich the soil.
- Resource efficiency: Water-saving irrigation and energy-efficient processing reduce resource consumption
- Ecological restoration: We contribute to habitat restoration by planting native trees in degraded areas conducting targeted soil rehabilitation to enhance biodiversity and restore land resilience.

Through the GCP's Pesticides Action Group, we collaborate to phase out hazardous pesticides, supporting farmers in adopting safer solutions. In 2024, we contributed to identifying and sharing best practices and exploring alternative models to drive this transition via national platforms. We conducted a pressures assessment and state-of-nature review across our coffee sourcing regions, classifying farm types and soil conditions to pinpoint high- and low-risk areas. This helps develop targeted action plans to support the adoption of regenerative practices.

Looking ahead, we are developing a five-year country plan for all sourcing regions to address key priorities, foster collaboration, and drive targeted interventions. Aligned with our commitment to sector-wide regenerative coffee practices, we aim to begin reporting on the percentage of regenerative practices adopted and explore strategies to increase uptake. Additionally, ground-level activities under the GCP Country Platforms will launch in 2025, supported by a baseline study to assess current conditions and establish a foundation for measuring long-term impact.

|   |  |
|---|--|
|   | <p><b>Climate action</b></p>   |
| <p><b>Goal :</b></p>                    | <p>We are committed to climate action and a net-zero future. As a pure-play coffee &amp; tea company, building climate resilience across our full value chain is central to our purpose and future value creation. Our approach is unified under the Common Grounds programme, which, in turn, is integrated into how we conduct our business operations and our purpose.</p>  |
| <p><b>Status :</b></p>                  | <p>Reduced absolute Scope 1 &amp; 2 GHG emissions by <b>31%</b> (versus 2020)<br/> Reduced absolute FLAG Scope 3 GHG emissions (coffee) by <b>-1,5%</b> (versus 2020)<br/> Reduced absolute non-FLAG Scope 3 GHG emissions (all other materials) by <b>4%</b> (versus 2020)</p>  |
| <p><b>Goals in reporting year :</b></p> | <p>Progress with the near-term targets set for 2030:<br/> Reduce absolute Scope 1 &amp; 2 GHG emissions by 43.3% (versus 2020)<br/> Reduce absolute FLAG Scope 3 GHG emissions (coffee) by 30.3% (versus 2020)<br/> Reduce absolute non-FLAG Scope 3 GHG emissions (all other materials) by 25% (versus 2020)</p> <p>Commit to no deforestation across our primary deforestation-linked commodities, with a target date of 31 December 2025.</p> |

### Describe already implemented or planned measures :

We take an inclusive approach to our value chain, and believe in de-risking the full coffee ecosystem through collaborative engagement. Our Assess, Address, Progress approach drives continuous improvement, empowering all smallholder farmers to adapt and thrive in an evolving landscape. Rather than restricting our value chain to those with the capacity for selfinvestment, we prioritise supporting resilience across all participants.

Using GHG emissions as an indicator of risk through clear target-setting, we have established a roadmap to fortify our business, working toward a net-zero coffee ecosystem that can withstand both chronic and transitional climate risks. In 2023, our Board formally approved our transition plan and associated net-zero targets for 2050. Our new, near-term 1.5°C-aligned targets have also been validated through the Science Based Targets initiative, underscoring our commitment to a sustainable and resilient future.

Our commitment to building a resilient business for long-term value creation is guided by assessing climate and nature impacts in line with the Task Force on Climate-related Financial Disclosures (TCFD) recommendations. This approach helps us identify climate risks and opportunities, shaping our strategy with governance and risk management.

Our transition plan focuses on the following decarbonisation levers:

- Scope 1: Reducing energy use and decarbonising operations through investments in proven technologies and R&D.
- Scope 2: Expanding renewable energy use where feasible.
- Scope 3: Addressing the coffee value chain, which represents 51% of our Scope 3 footprint, through responsible sourcing, farmer projects, and partnerships promoting sustainable agriculture and emissions reduction.

To ensure business alignment with JDE Peet's targets and associated transition plans, the following policies are key in transmitting expectations to all entities and employees.

**Our Environmental Policy** guides efforts to achieve our targets and reduce our footprint, minimise pollution, optimise resources, enhance energy efficiency, support a circular economy, and drive sustainability.

**Our Responsible Coffee Sourcing Principles** focus on investing in our value chain to build climate resilience for farmers, using regenerative agriculture and agroforestry practices to support farmers and reduce green coffee impact.

**Our Forest Policy** outlines a pathway to reduce the impact of historical deforestation in key commodities, included within our Scope 3 FLAG emissions, aligning with our target commitments.

We regularly report progress on our transition plans and policies.

### Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :

Within Scope 1, we focus on reducing energy consumption and advancing decarbonisation across our

facilities, supported by energy audits and investments in proven technologies and R&D. These efforts reinforce our commitment to a net-zero future, including the decarbonisation of fuel use. For Scope 2, we prioritise energy efficiency and the adoption of renewable and low-carbon energy sources where feasible.

In addition to reducing our Scope 1 & 2 emissions, we maintained our use of renewable electricity at 45% of total electricity consumption in 2024. Overall, 22% of our total energy consumption came from renewable sources, in line with 2023.

We also reduced our absolute energy consumption by 218,979 MWh (-9% versus 2023) and decreased our reliance on fossil fuels by 237,295 MWh (13% versus 2023). These investments continue to generate both environmental and financial benefits.

In 2024, for Scope 3 impacts, covering both FLAG and non-FLAG categories, we focused on: Regenerative agriculture and deforestation:

Our coffee value chain represents 51% of Scope 3 emissions, making responsible sourcing and farmer engagement key to our strategy. We invest in sustainable agricultural practices to reduce emissions from green coffee production, recognising that regenerative farming adoption is a gradual process. In 2024, we reached more than 134,000 farmers through our training programmes targeting emissions reduction and climate resilience. Currently, 50% of farmers in our value chain utilise regenerative agriculture. We remain committed to supporting practices that benefit farmers and the environment and are on track to meet our deforestation-free targets.

Portfolio optimisation:

Suppliers are integral to our sustainability efforts, with more than 50% of our raw materials and packaging footprint now sourced from suppliers committed to SBTi. Among our Tier 1 suppliers, 62 have set SBTi targets reflecting our climate ambitions. In logistics, an average of 100 loads per week were transported by rail from our facilities throughout 2024.

In the second half of the year, we began trials with electric trucks for export deliveries, routing shipments from our facilities in Bremen to the port of Cuxhaven. Additionally, we engaged over 400 indirect suppliers, representing more than 60% of indirect spend, to enhance transparency through CDP reporting, with responding suppliers representing 33% of indirect spend and improving data quality.

Product innovation:

In 2024, innovation drove significant progress in our sustainability goals. We launched and expanded our market-first paper refill packs, in Norway with FRIELE, highlighting our commitment to reducing our packaging footprint. This was the first-ever fully recyclable at-home paper refill pack for instant coffee, marking a significant step in reducing our environmental impact. The packaging consists of 85% paper, and it also encourages the reuse of existing glass jar for instant coffee. The innovative paper pack achieves a 97% reduction in packaging compared to the 200g glass jar per gram of coffee, drastically minimising material use. It also delivers 71% lower CO<sub>2</sub>e emissions compared to the 150g plastic refill pack.

Another example is reduced sugar content in our mixes portfolio, enabling smaller pack sizes while supporting healthier choices and portfolio optimisation.

Across all Scopes, we continue to track progress on our roadmap and review our project portfolio of implemented, planned and active projects.

In addition to active investments, collaboration within the coffee sector is critical to our long-term roadmap to meet both our 2030 and 2050 targets. In 2024, we conducted trials with a consortium of partners in Brazil on the use of biochar. The University of Lavras is leading the evaluation, and with the support of one of our strategic coffee suppliers, the project aims to generate publicly available data on the benefits of biochar. We are also exploring the potential for direct investment to promote this transition.

We took a leading role within the European Coffee Federation to standardise sector-wide reporting methodologies, enabling consistent measurement of our footprint and risks in line with the European Green Claims Directive. Moreover, we publicly shared our long-term net-zero vision for coffee agriculture, marking the beginning of a unified sector commitment.

We continue to invest in collaborative platforms that are shaping the future of coffee, including World Coffee Research, advancing higher-yielding varieties, and the Institute for Scientific Information on Coffee (ISIC), refining methods to monitor changes in soil organic carbon.

Our investments in research and data also support climate risk modelling, ensuring that our projects achieve measurable impact.

Moving forward, we remain focused on enhancing resilience and delivering sustainable, long-term value.

We are strengthening our value chain through close collaboration with upstream suppliers and targeted investments. Our R&D efforts focus on innovation, improving material recyclability, and expanding sustainable materials and ingredients, reinforcing our commitment to environmental responsibility and business success.

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|                                  | <b>Deforestation</b>  |
| <b>Goal :</b>                    | We are committed to deforestation-free supply chains, aligned with the Global Biodiversity Framework and the EU Biodiversity Strategy. As coffee is our principal product, our holistic approach extends beyond regulatory compliance to deliver lasting impact. We are committed to eliminating deforestation in coffee cultivation through spatial mapping, remediation, and targeted support for farmers in high-risk regions, working with local authorities and governments to drive progress. |
| <b>Status :</b>                  | Deforestation-free green coffee: 99,9%  |
| <b>Goals in reporting year :</b> | Deforestation-free green coffee by 2025   |

**Describe already implemented or planned measures :**

Avoiding deforestation is central to our nature transition strategy, ensuring forests are safeguarded. Forests are critical for carbon storage, climate regulation, and biodiversity, providing nature-based solutions for climate adaptation and mitigation. Forest conservation is essential to achieving our net-zero target, with historical deforestation making up 8% of our total carbon footprint today. Preventing any new forest loss will in time eliminate this impact.

Deforestation risks stem from farmers expanding arable land to meet production demands and climate change driving shifts to higher-altitude regions.

The EU Deforestation Regulation (EUDR), effective end-2025 following a one-year delay, strengthens global efforts to combat deforestation by setting stricter rules for commodities linked to deforestation on the EU market. While the EUDR aligns with our Forest Policy, JDE Peet’s Deforestation-Free programme exceeds EUDR requirements, advancing global deforestation-free supply chains and supporting our FLAG targets to address climate risks.

We target no-deforestation across our primary deforestation-linked commodities—coffee, pulp and paper, palm oil and cocoa—by 31 December 2025 or earlier, where applicable laws and regulations so require. The list is based on our exposure to commodities that have high carbon footprints and deforestation regulation exposure.

Our Forest Policy underscores our commitment to protecting forests through our Responsible Sourcing Principles, setting clear and documented expectations of our suppliers. It is drafted in alignment with the Accountability Framework Initiative and meets the expectations set by the Science Based Targets initiative's net-zero trajectory.

We collaborate with communities, industry partners, governments, and non-governmental organisations to understand and address deforestation risks and drive local improvements.

Our farmer programmes promote sustainable livelihoods and regenerative agriculture practices in our supply chains. This approach reduces pressures leading to further land conversion, builds climate change resilience, fosters healthy and vibrant agricultural communities, and supports the long-term protection of forests within our area of influence.

We contribute to the remediation and conservation of degraded landscapes in our supply chain through direct intervention, multi-stakeholder collaboration and participation in landscape programmes so that the free, prior and informed consent (FPIC) of indigenous peoples and local communities is respected. Forest restoration is critical to ensure inclusive sourcing, providing smallholder farmers with opportunities to regain market access.

We engage with suppliers regarding their adherence to our Responsible Sourcing Principles and Supplier Code of Conduct which outline our expectations around deforestation-free commodities.

Our Supplier Code of Conduct builds on our own Codes of Conduct to promote responsible and sustainable sourcing. It is based on internationally recognised standards, including the UN Universal Declaration of Human Rights and the ILO Declaration on Fundamental Rights and Principles at Work. This includes:

- Commitment to sustainability: We aim to minimise adverse environmental and social impacts through responsible business practices.
- Supplier expectations: Suppliers must adhere to the Code and international standards, covering all workers, including temporary and migrant workers.

As an importer of coffee into the EU, JDE Peet's conducts thorough due diligence to meet EUDR requirements. We ensure compliance through enhanced legal provisions, supplier commitments, extensive supplier engagement, and detailed supply chain mapping and risk assessments. To further mitigate risks, we have established a grievance mechanism to remove non compliant products and suppliers from our supply chain. All data must be processed through the EU TRACES system. We will continue to perform product and supplier audits to ensure deforestation risk across our supply chain remains negligible.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

JDE Peet's Deforestation-Free programme exceeds EUDR requirements, advancing global deforestation-free supply chains and supporting our FLAG targets to address climate risks.

**EFFECTIVE SATELLITE MAPPING AND GROUND TRUTHING RESULTING IN >9 MILL HECTARES OF COFFEE PLOTS MAPPED**

Effectively addressing deforestation requires precise identification of risk areas to target mitigation efforts.

We work with a third party who supports this through advanced machine-learning technology, analysing high-resolution satellite imagery and ground truthing to map forests and coffee production areas. Mapping coffee is particularly complex, as it is often grown in agroforestry systems where low-resolution imagery can misclassify it as forest, overstating deforestation risks. Using imagery with 50x50 cm granularity, and an algorithm to assess this data, enables us to accurately distinguish coffee plots from forests.

By the end of 2024, this technology had mapped over 9 million hectares of coffee plots globally. Ground truthing complements this process, with a third party conducting on-the-ground verification where satellite imagery flags potential deforestation, ensuring accurate assessments.

**RESTORATION - GOING BEYOND COMPLIANCE**

We work closely with coffee-producing origins to combat deforestation, achieving measurable progress. Through memoranda of understanding (MoUs), the governments in key regions support remediation and restoration efforts to maintain EU market access. In 2024, we expanded by signing MOUs with Peru, Honduras, Rwanda, Burundi, and Vietnam. These agreements support smallholder farmers' market access under the EU Deforestation Regulation (EUDR) and enhance coffee's climate resilience, ensuring continued access to diverse, high-quality products. Previous MOUs include Ethiopia, Papua New Guinea, Tanzania, and Uganda.

By the end of 2024, seven countries—Papua New Guinea, Uganda, Rwanda, Burundi, Tanzania, Kenya and Ethiopia—were verified as deforestation-free for coffee.

As we near our goal of deforestation-free supply chains by the end of 2025, we remain committed to maintaining deforestation-free sourcing. The extension of the EUDR deadline to the end of 2025 provides additional time to deepen engagement with producing countries, supporting them in achieving deforestation-free status. This extension also allows smallholder farmers critical preparation time to ensure full compliance with the regulation upon its implementation.

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|   | <p><b>Packaging and circularity</b></p>  |
| <p><b>Goal :</b></p>                    | <p>By 2030, we aim for 100% of our packaging components to be designed for reuse, recycling, or composting, ensuring proper end-of-life disposal through established systems. This goal supports circularity, reduces dependence on finite virgin resources, and is measured by the weight of packaging sold.</p> <p>As a producer of food and beverage products, we prioritise the use of renewable materials, ensuring many are recyclable—whether through reuse, recycling, or composting. Consumer safety remains paramount, with strict adherence to food safety standards for contact materials.</p> |
| <p><b>Status :</b></p>                  | <p>100% of our packaging components designed to be reusable, recyclable, or compostable: 79%</p> <p>Halve our total operational waste (versus 2020): 31%</p> <p>Maintain operational waste-to-landfill: 1,8%</p>   |
| <p><b>Goals in reporting year :</b></p> | <p>Working towards 2030 targets:</p> <p>100% of our packaging components designed to be reusable, recyclable, or compostable by 2030</p> <p>Committed to halve our total waste (vs 2020) and maintain waste-to-landfill under 1% across all our sites by 2030.</p>   |

**Describe already implemented or planned measures :**

Over 87% of the 1.4 million tonnes of key materials we source are renewable, and more than 90% of more than 1 million tonnes of products we sell are recyclable, with 79% of our packaging components designed to be fully reusable, recyclable and compostable by consumers. Building on this solid foundation, we are committed to continuous improvement aligned with our material risk targets.

To deliver on this approach, we use the following key levers:

- Innovation in material design: We strive to transition technical materials to biological alternatives wherever possible (such as paper-pack refill options)
- Supplier collaboration and R&D: Partnering with suppliers and investing in R&D, we work to reduce the use of virgin materials by increasing recycled and reused content, where feasible
- Internal performance reporting: We track packaging intensity per serving and apply hurdle rates for new innovations to reduce pack intensity
- Responsible sourcing: Working closely with suppliers, we aim to source renewable materials responsibly and sustainably
- Increased recycled content: We engage with suppliers to elevate levels of recycled and reused materials as sources for sustainable biological packaging materials
- Manufacturing waste reduction: We set internal targets and routinely report on manufacturing waste, striving for material efficiency
- Enhanced waste segregation: In our manufacturing processes, we establish clear objectives to improve waste segregation and recycling rates
- Design for recyclability: We are committed to ensuring that 100% of our products are designed for recyclability, prioritising mono-material formats where possible through material innovation.
- Collaboration with waste processors: We partner with waste processors and make investments, as needed, to advance the recycling of challenging materials, such as small plastic or metal food containers.

By adapting our packaging solutions, we consistently emphasise the critical role of packaging in preventing product wastage while maintaining product quality. This dual focus allows us to deliver sustainable packaging that upholds the high standards our consumers expect.

Waste in our own operations: Our Waste Policy is integral to our overarching Environmental Policy, incorporating dedicated provisions focused on waste management. We are committed to aligning our waste and packaging design with the waste hierarchy, optimising solutions in accordance with end-of-life designations and local waste management capabilities, in line with circular economy principles. Additionally, our environmental management system ensures a sustained focus on waste reduction across all areas of operation.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

The year 2024 was a pivotal year for the packaging industry with the introduction of Europe's pioneering Packaging & Packaging Waste Regulation (PPWR). JDE Peet's is well-prepared to meet these new requirements, which impact all packaging sold in Europe. Our global goals and environmental policies align closely with PPWR's core focus on reducing waste, improving high-

quality recycling, and driving growth in secondary materials. This landmark regulation has fostered collaboration across the packaging ecosystem, setting a new standard and creating opportunities for competitive advantage. Around 65% of our R&D Packaging team is engaged in PPWR-related initiatives, with nearly half of our R&D budget allocated to this transition. Progress continues toward our 2030 packaging goals, driven by considerable innovation and collaboration throughout the business and across our supplier network and the broader packaging ecosystem. Our innovation roadmap for our packaging portfolio is welldefined, with a strong focus on enhancing brand equity and consumer satisfaction. We recognise that substantial investments in resources, equipment, and development will be essential to fulfil these commitments.

In 2024, we enhanced the circularity of our packaging, achieving 79% of our portfolio designed for circularity (reusable, recyclable or compostable), with 33% of materials sourced from recycled content. This was driven by transitioning non-recyclable plastic laminates to the first recyclable paper alternatives for the pure instant category and introducing tea products without plastic overwrap in Europe amongst other initiatives.

We continuously reassess our packaging design and innovation programmes as our knowledge and expertise evolve in the area of packaging recyclability requirements.

At the end of 2023, we chose to streamline our recyclable flexible plastics programme, focusing on simpler material compositions to enhance recycling quality. This transition, set to begin in 2025, reflects our commitment to collaboration with consortia to advance design standards, sorting methods, and investment in high-quality, end-of-life solutions for packaging waste. These efforts aim to boost recycling rates for materials in our portfolio while driving industry-wide progress, including improvements in public waste disposal infrastructure.

Our roadmap for transitioning to fully circular packaging remains on track, with phased milestones guiding us towards 100% circularity by 2030.

While new legislative requirements in Europe added complexity to our packaging roadmap, the vast majority of programmes and projects within our innovation pipeline are actively aligning with both upcoming compliance standards and our established packaging targets.

We measure the success of our internal initiatives through tangible progress towards our targets, which remain within our direct control. Nevertheless, addressing packaging is a systemic challenge requiring significant collaboration and advancements across the entire value chain, extending well beyond 2030. While quantifying progress is complex, we assess success through targeted partnerships and initiatives in key markets, tracking improvements in recycling rates across packaging materials, including biological recycling such as industrial composting. Our commitment to circularity remains strong, as we work closely with partners and suppliers to minimise environmental impact. At the same time, we continue to enhance brand equity and elevate the consumer experience.

As we work towards achieving our targets, we are also committed to implementing a comprehensive circularity strategy across our entire value chain. This involves deepening partnerships with suppliers to identify and scale sustainable practices, with a key focus on utilising agricultural waste. By using the waste as a valuable nutrient source or converting it into biochar—a stable carbon form that enhances soil health, improves water retention, and sequesters carbon—we support regenerative agriculture. This approach helps restore ecosystems, boosts agricultural productivity, and integrates sustainability into our operations, driving circularity and resilience across our value stream. Enabling consumers to access efficient biological food waste collection systems is key to extracting value from

organic waste, reducing landfill and advancing our climate targets.

Our Operations, R&D, and Procurement teams remain committed to innovative waste reduction. Going forward, we will prioritise recycling efforts to increase the share of recycled waste across our operations.

Waste in own operations:

In 2024, our landfill rate was 1.79%, above our global target of under 1%, with 28 of our 45 JDE Peet's sites achieving zero landfill. This equated to 94,399 tonnes of waste diverted from disposal and 1,723 tonnes sent to disposal.

Since 2020, we have reduced total waste by 31% and landfill waste by 59%, with a goal to halve total waste by 2030 (with 2020 as our baseline) and achieve zero landfill by 2050.

Looking ahead, we are committed to intensifying our efforts to minimise waste generation and disposal, with the above specific objectives, in addition to:

- Move towards Factory of the Future with a clear vision of zero waste within the MOS framework
- Further roll-out the Green Office concept across our workplace to spread the zero-waste mindset.

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|                                  | <b>Water and wastewater management</b>   |
| <b>Goal :</b>                    | To minimise our environmental footprint, we are prioritising our effort and investment in areas where we have the biggest impact so we can deliver lasting change, including managing water resources. |
| <b>Status :</b>                  | Reduce our absolute water withdrawal across our manufacturing operations (versus 2020): 15%  |
| <b>Goals in reporting year :</b> | Working towards 2030 target:<br>Reduce our absolute water withdrawal across our manufacturing operations by 18% by 2030 (versus 2020)  |

## Describe already implemented or planned measures :

Freshwater is essential to life on earth, yet the UN predicts a global water shortfall of 40% by 2030. Currently, up to 80% of discharged water worldwide is inadequately treated, and 1 in 4 people lack access to sufficient water infrastructure. Climate change is exacerbating these challenges, making it imperative to ensure water availability, quality and access across our value chain, from the farmer to our operations and, ultimately, to consumers.

Given water's critical role in food and agricultural businesses, and its status as a fundamental human right, we have developed a comprehensive strategy to minimise our impact and effectively manage water resources with increasing water stress and climate change risks.

Our strategy consists of actions, policies and targets which involves three main pillars; socially equitable, environmentally sustainable, and economically beneficial water usage.

Our commitment to water security, both now and in the future, is outlined in our Water Stewardship Policy.

The policy focuses on three key priorities:

- Water conservation through improved efficiency, particularly at our instant coffee sites and those in water-stressed areas
- Preventing, minimising and controlling water-related pollution as well as the use of hazardous substances
- Access to clean water, sanitation and hygiene (WASH) facilities in the workplace, simultaneously supporting communities in need by enhancing access to safe and clean water sources.

The scope of our Water Stewardship Policy and corresponding actions apply to our direct manufacturing operations as the risks and opportunities related to water and wastewater management are material for our operations. As a pure-play coffee & tea company, we are less exposed to water risks than other beverage companies, due to the nature of our products. Coffee is grown in origins that are primarily rain-fed, while more than 90% of the water used in our operations is to produce instant coffee. Water is added during coffee preparation by the consumer, while our operations mostly deliver dry products. These factors highlight both the materiality and the manageable sphere of influence of our company regarding water resources.

To track progress, we have defined targets related to water availability, quality and access. Our targets align with international frameworks, standards and widely recognised water initiatives, considering local contexts, particularly in water stressed areas. Collaborating with local stakeholders is integral to our approach.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

We have updated our Water Stewardship Policy to better align with our sustainability goals. To further minimise our impact, we have made a significant change to our water withdrawal target, transitioning from an intensity-based target to an absolute target.

Our revised targets for water stewardship include:

- Absolute water withdrawal reduction: Reduce absolute water withdrawal across all manufacturing operations by 18% by 2030, compared to the 2020 baseline
- Wastewater treatment: Towards 100% of wastewater treated prior to discharge by 2030
- WASH certification: Certify all manufacturing plants under the WASH pledge by 2030.

These updated targets reflect extensive conversations with both internal and external stakeholders, including investors, ESG raters, manufacturing plant leads, the sustainability team and safety, health and environment experts. The collaborative nature of these discussions ensures that the targets are widely supported, driving greater engagement and providing a roadmap for achieving our 2030 targets.

To achieve these ambitious targets, we are committed to a dual approach:

1. Direct investment: Prioritising water reduction and treatment improvements across our own operations
2. Collaborative action: Engaging in collective partnerships and basin-level initiatives. We will work closely with key stakeholders, including industry peers, governments, and NGOs, to address shared challenges and drive systemic change. This approach not only aligns with our sustainability targets and commitments but also ensures compliance with evolving environmental standards.

In 2024, we reduced our absolute water withdrawal by 15%, with municipal water consumption decreasing by 17% and groundwater usage by 7% versus base year 2020.

Our water reductions are reviewed and actioned monthly via the Global Environmental report, with a particular focus on our instant operations.

To drive behavioural change, we introduced the 5R Principles: Refuse, Reduce, Reuse, Recycle, and Rethink. Monthly reminders reinforce these principles, guiding individual and operational water-saving efforts.

As we advance towards our 2030 water reduction goal, we prioritise water stewardship through innovation, collaboration, and leadership. Efforts include investing in reuse technologies, embedding environmental commitments, and quantifying stored water sources.

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|                                  | <b>Human Rights</b>  |
| <b>Goal :</b>                    | We are committed to protecting the future of coffee & tea by supporting thriving farming communities and protecting natural ecosystems. This includes respecting human rights as defined in key international covenants, such as the International Bill of Human Rights. We adhere to the UN Global Compact Principles, shown by our signatory to the UN Global Compact, and follow the UN Guiding Principles on Business and Human Rights (UNGPs) and OECD Guidelines for Multinational Enterprises. We are also a member of the ILO Child Labour Platform. |
| <b>Status :</b>                  | 100% of our direct coffee suppliers went through phase 1 of our human rights due diligence programme: 70%<br><br>Working towards 100% compliance of our (non-coffee) COGS suppliers to our Human Rights Due Diligence: 67%   |
| <b>Goals in reporting year :</b> | 100% of our direct coffee suppliers went through phase 1 of our human rights due diligence programme by 2025<br>Working towards 100% compliance of our (non-coffee) COGS suppliers to our Human Rights Due Diligence by 2027   |

**Describe already implemented or planned measures :**

**HUMAN RIGHTS - SOURCING:**

We continue to strengthen our Common Grounds programme, with an enhanced focus on safeguarding human rights, underpinned by our Human Rights Due Diligence process aligned with the OECD Guidelines for Multinational Enterprises. This framework ensures we identify, assess, and address human rights risks through supplier selfassessments and origin-specific evaluations. We have implemented audit and remediation programmes, supported by a monitoring and evaluation framework reviewed by independent assessors. Progress and outcomes are shared through our Annual Report, social media platforms, corporate website, and other communication channels. By adhering to the OECD guidelines, JDE Peet’s is committed to a comprehensive, transparent, and effective due diligence process, reinforcing sustainable and ethical practices across our entire supply chain. Our Responsible Sourcing Principles and Supplier Code of Conduct set clear expectations for suppliers to uphold ethical standards. Tailored approaches address diverse human rights risks across our operations, focusing on manufacturing, coffee & tea sourcing, and other procurement activities. These efforts are led by dedicated teams and overseen by a steering committee comprising the Executive Committee and senior management members.

To strengthen our team and capabilities, we are hiring an Upholding Standards Due Diligence manager to lead the global rollout of our due diligence strategy. Guided by clear leadership direction, this role will drive our ambitions and responsibilities forward, engaging both internal and external

stakeholders in this transformative journey.

Our Human Rights Policy describes our commitments in respect of human rights and our related expectations of our employees and suppliers. Our purpose – to unleash the possibilities of coffee & tea to create a better future – can only be realised for all stakeholders across our business and supply chain when we commit to high standards of social and environmental responsibility and ethical conduct. In order to successfully prevent and remedy human rights impacts, this policy addresses several key areas, including trafficking of human beings, forced or compulsory labour and child labour. These include freely chosen employment aiming to terminate all forms of involuntary labour and any form of modern slavery, as well as the prohibition of child labour.

Also covered are several elements regarding working conditions, compensation and humane treatment.

Our Human Rights Policy underpins our commitment to responsible and ethical practices across our supply chains and operations, addressing both social and environmental impacts.

We prioritise remediation and collaboration when human rights issues are identified, though persistent concerns may lead to suspending or ending certain business relationships. This policy is informed by the International Bill of Human Rights, ILO Declaration, UN Global Compact Principles, UNGPs, and OECD Guidelines.

We recognise the critical role of an effective grievance mechanism for those in our value chain affected by human rights issues. Our Speak Up Policy, accessible in over 20 languages, is available to external stakeholders via our website's grievance reporting tool. Our Human Rights Policy and Supplier Code of Conduct also mandate that our business partners maintain grievance mechanisms to address and remediate reported impacts.

Local impacts are monitored through regular communication with our implementing partners, ensuring any concerns are promptly addressed. Our farmer projects apply a risk-based approach to manage potential socio-environmental challenges in the coffee sector.

In addition to on-the-ground engagement with smallholder farmers through our Common Grounds farmer programmes, we also recognise the importance of upstream collaboration with our direct suppliers to help achieve our social and environmental sustainability goals.

Our Human Rights Due Diligence programme aims to identify and address human rights risks in our supply chains. By assessing inherent country risks, conducting third-party farm-level evaluations, and leveraging our Supplier Self-Assessments, we gain a comprehensive view of human rights practices within our supply chains. We actively engage with suppliers on human rights and environmental issues through regular communication and collaboration. Key findings and detailed insights are shared with suppliers, while top-tier suppliers undergo in-depth performance reviews, including evaluations of their sustainability efforts. These reviews offer tailored feedback to drive continuous improvement.

#### HUMAN RIGHTS - PROCUREMENT OF OTHER GOODS AND SERVICES:

We have adopted an ongoing risk management framework that prioritises supplier engagement, comprehensive risk assessments, targeted remediation, and actionable planning. This approach helps us identify suppliers meeting our standards and those needing structured improvement plans with clear timelines. Using the Sedex platform, we assessed approximately 12,000 supplier sites, covering both Cost of Goods Sold (COGS) and non-COGS suppliers. Sedex evaluates eight critical human rights risks, aligning with the International Labour Organization (ILO) Conventions:

- Forced labour
- Discrimination
- Freedom of association
- Gender
- Children and young workers
- Regular employment
- Working hours
- Health, safety and hygiene.

To ensure due diligence, we assess COGS suppliers based on their inherent risk score from the Sedex platform and our annual spend with each supplier. Our standard procedure defines four risk thresholds, including low-risk suppliers which are deemed compliant, while higher-risk suppliers require closer monitoring, frequent audits, and onboarding onto platforms such as Sedex or Ecovadis. This targeted approach enables more effective collaboration and prioritisation.

A key deliverable is the corrective action plan, which outlines required improvements and tracks progress post-audit to maintain supplier alignment with our standards. Insights from the COGS procedure also inform processes for non-COGS suppliers, addressing their unique supply chain risks.

At JDE Peet's, responsible supply chains practices enhance product quality, foster sustainable supplier partnerships, and minimise environmental and social impacts. We expect all suppliers to comply with our Supplier Code of Conduct, embedded in our contracts, which outlines our policies, principles and standards. The code is guided by international human rights frameworks, such as the International Bill of Human Rights, the ILO Declaration on Fundamental Principles and Rights at Work, the UN Guiding Principles on Business and Human Rights, and JDE Peet's Human Rights Policy.

Our suppliers must provide traceability and evidence of due diligence. We reserve the right to verify compliance through due diligence, including self-assessments, audits or other monitoring activities.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

**HUMAN RIGHTS - SOURCING:**

In 2024, we held an in-depth human rights awareness session for our senior leadership team, following the initial leadership briefing launched in late 2023. This was followed by a global human rights due diligence (HRDD) e-learning, designed to build awareness and embed our due diligence framework, including Standard Operating Procedures, across the organisation. By year-end, 82% of employees had completed the e-learning.

In 2024, we began implementing our Human Rights Due Diligence programme, conducting risk assessments, strengthening supplier engagement, and requesting targeted action plans to address identified gaps across four key issues: child labour, forced labour, workers' rights and duties, and safe working conditions, including agrochemical handling.

We piloted an initiative with suppliers sourcing from high-risk coffee regions. They shared their human rights policies, due diligence processes, and action plans, which we evaluated and supported with feedback.

We are committed to enforcing our JDE Peet's Human Rights Due Diligence programme for green coffee by 2027. We are adopting a three-phased approach in line with the OECD Guidelines:

- Phase 1 2024: Risk assessment

In 2024, we sent out supplier self-assessments to our direct coffee suppliers covering 30 sourcing origins and we monitor if they respond to the self-assessment. In 2024, 70% of our suppliers, considering unique supplier-origin combinations, responded to our self-assessment questionnaire. As a result of our risk assessment of the four key issues related to human rights, we identified 15 out of 30 origins demonstrating high risk.

- Phase 2 2024-2025: Risk management and prioritisation

During this phase, we focused on assessing and prioritising risks based on their severity and likelihood. We evaluated the quality of self-assessment submissions and categorised the level of risk associated with each supplier. In 2024, supplier self-assessment responses covering 77% of our green coffee volumes met or exceeded our satisfactory threshold. Moving forward, we will work closely with prioritised high-risk suppliers to evaluate their due diligence processes and implement timely corrective action plans.

- Phase 3 2025-2026: Ongoing monitoring

During this phase, we will continue to evaluate progress of the prioritised suppliers. As part of our journey to identify and assess human rights risks in our value chain, and implement our Human Rights Due Diligence programme in 2024, we continue to build, track and monitor the effectiveness of the undertaken measures and conduct periodic reviews of our policies and practices to incorporate the lessons learned in order to ensure the effectiveness of the due diligence process.

As of 2024, we also started to report the human rights issues and incidents in our supply chain.

Moving forward; As a responsible global company, we are committed to advancing human rights and reducing social and environmental impacts. Our Human Rights Due Diligence programme continues to expand globally. All new suppliers must complete a self-assessment, while existing suppliers undergo annual risk assessments.

In 2025, we will evaluate progress from 2024 and implement supplier due diligence action plans globally. To support this, we will introduce Human Rights Sustainability Engagement sessions, fostering best practices and advancing due diligence maturity across our supply chains. We remain committed to raising awareness and driving proactive measures amongst our suppliers, reviewing their progress to ensure continuous improvement and effective issue resolution.

#### HUMAN RIGHTS - PROCUREMENT OF OTHER GOODS AND SERVICES:

In 2024, we advanced the onboarding of higher-risk COGS suppliers to Sedex/Ecovadis, supporting our 2027 goal towards 100% compliance for tier 1 COGS suppliers with our Human Rights Due Diligence, reaching 67% overall compliance. By year end, 94% of EU-based higher-risk COGS suppliers and 76% of those outside EU, that were required to be onboarded in Sedex or Ecovadis, have been onboarded. However, onboarding for these higher-risk COGS suppliers is just the first step. To strengthen policy implementation, we monitor: i) SMETA (or equivalent) audit results, ii) relative corrective action plans and iii) Ecovadis medal scores. 63% of onboarded higher-risk compliant or higher-risk non-compliant COGS suppliers have completed audits or received Ecovadis platinum/gold medal in the past years.

Our mid-term goal is full compliance with our due diligence for all COGS suppliers globally, supported by ongoing monitoring. We are also initiating deployment for non-COGS suppliers to better understand of human rights risks across our supply chain. This approach will help us refine our

COGS and non-COGS due diligence, enhancing effectiveness and enabling proactive impact management.

|                                  |   |
|----------------------------------|---|
|                                  | <b>Human Capital Management</b>   |
| <b>Goal :</b>                    | Developing a high-performance culture by empowering our employees, whose growth drives our success, with a strategy centered around attracting and retaining top talent, fostering engagement and personal development, enabling adaptability, and rewarding performance. |
| <b>Status :</b>                  | Maintain the voluntary turnover in leadership positions: 5.2%   |
| <b>Goals in reporting year :</b> | Maintain the voluntary turnover in leadership positions below 9%  |

**Describe already implemented or planned measures :**

Our integrated talent management approach connects talent acquisition, personal development, performance, career growth, and employee engagement. By aligning these areas, we ensure effective recruitment, continuous development, and support throughout each employee's career, fostering both individual growth and organisational success.

**BUILDING OUR FUTURE: INCLUSIVE TALENT ACQUISITION AND EMPLOYER BRANDING**

Our Talent Acquisition (TA) playbook establishes a standardised recruitment process, employing consistent methodologies to streamline candidate selection and assessment. It outlines the criteria for identifying the best fit within our organisation through interviews and the use of assessment tools, ensuring alignment with our goals and values. We are committed to fostering an inclusive and diverse workforce, embedding diversity, equity, and inclusion (DE&I) principles into our talent acquisition process. Our playbook ensures equitable practices, including balanced shortlists for gender and nationality, supported by multiple interviewers, advanced applicant tracking systems, and online assessments to minimise bias.

**FOSTERING TALENT DEVELOPMENT: OUR COMMITMENT TO LEADERSHIP AND GROWTH**

Our Performance Management approach emphasises both the 'what' and the 'how' of achieving success focusing on key objectives and responsibilities, while aligning with our company values. This approach balances the conversations between employees and managers, supported by a mid-year review and ongoing development throughout the year.

Each year, we conduct talent review discussions within the Leadership Teams to ensure we drive the following outcomes:

- Ensure we have the right leaders to deliver the business agenda
- Strengthen the leadership pipeline for the future
- Foster talent movement across the company
- Agree how we can best support the development of our talent.

The Talent Review & Succession Planning playbook outlines global principles, roles, and tools to

guide a consistent process. We prioritise identifying and developing successors for mission-critical roles, with reviews conducted locally, regionally, and globally, culminating in an Executive Committee evaluation of the company's top talent, and development and succession plans. Development plans for top talent are personalised and may include leadership programmes such as Elevate and RISE, senior leadership exposure to broaden their perspective, strategic project involvement, or role changes to enhance experience.

#### Policy:

The governance of our employees is anchored in centralised HR processes designed to foster consistency, best practices, and collaboration. These are supported by comprehensive process playbooks on the HR Hub, an online platform governed by the Global Centres of Expertise (Rewards, Technology & Analytics, Talent).

Our talent playbooks encompass essential areas such as talent acquisition, employer branding, onboarding, performance management, learning and career development, talent review and succession planning, and our employee engagement and listening strategies.

Designed for both local subject matter experts and generalists within HR teams, these playbooks are key resources for onboarding new team members and driving HR excellence. Balancing global design with local execution, the HR Hub ensures process consistency, while the Visier analytics platform provides actionable insights to drive data-informed decisions. As part of our digital transformation, we will continue to onboard additional data from operating companies across JDE Peet's to enhance our analytics capabilities further.

#### Engaging our employees:

Our employee listening strategy is a key tool for understanding and improving the employee experience at JDE Peet's. It also supports our retention goals and reinforces our DE&I initiatives.

We listen to our people:

- 1 To understand employees' perspectives on various critical topics
- 2 To adapt our strategies and initiatives based on their feedback
- 3 To involve employees in the decision-making process, demonstrating that their opinions matter and that we care.

To better understand our employees, and help improve the organisation, we carry out a range of surveys. Using insights from our surveys, we:

- Share and discuss: Insights are shared with local HR teams for in-depth discussions
- Compare and contrast: Data is benchmarked against industry standards and existing information
- Identify and prioritise: We pinpoint areas for improvement and prioritise actions accordingly.

At JDE Peet's, we prioritise a culture of open feedback, giving all employees a voice. Each year, we run a global engagement survey to gather insights on daily work experiences, well-being, inclusion, and sustainability, as well as leadership effectiveness. The results guide discussions and actions to improve our workplace. Leaders receive feedback from their teams, fostering dialogue and enabling focus on key areas. This approach also allows us to recognise and celebrate shared successes across the organisation. In particular, people leaders are held accountable through an annual objective that sets a target of achieving an accountability index of 4 or higher.

We also run an onboarding survey and exit survey, to understand and improve.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

In 2024, JDE Peet's senior leadership selected 50 senior managers and 15 directors to participate in our two signature global leadership programmes, ELEVATE and RISE.

In 2024, we also redesigned the LEAD programme to equip all people managers with foundational leadership skills and a shared understanding of key leadership frameworks aligned with JDE Peet's leadership capabilities. This leadership development initiative was piloted with managers across seven countries and will be rolled out to people managers in 2025.

At JDE Peet's, we develop specialised programmes, tailored by region or function, to meet regional or functional learning needs. For example, The Europe Leadership Academy, attended by 40 managers in 2024, receiving an average satisfaction rating of 4/5. Additionally, the Sustainability Academy addresses specific functional needs, exemplifying our commitment to addressing specific learning needs across our global operations.

We prioritise leadership retention to ensure organisational stability, strategic continuity, and the preservation of critical knowledge. Our experienced leaders play a vital role in guiding teams and driving sustainable growth, leveraging their deep understanding of our business and culture. To maintain stability, we are committed to maintaining voluntary turnover within in leadership roles below 9%, a benchmark based on industry standards. At the end of 2024, voluntary turnover in leadership positions stood at 5.2%, aligning well with our target. This KPI is reviewed quarterly by the Global HR Leadership Team during Connecting People discussions, ensuring sustained focus and timely actions. Progress is shared across the organisation in our annual report, ensuring transparency and alignment.

Engagement survey: We introduced two new ESG questions to understand the impact of our ESG initiatives on our employees and to benchmark ourselves against the ESG index from Gallup.

- Achieved an 89.7% participation rate in 2024, with participation of nearly 15,000 employees
- 40% of employees reported that their engagement needs are consistently met, strengthening connections, ownership, and commitment across the organisation
- Overall engagement score for the year was 4.09/5, aligned with our benchmarking database average
- Strong performance areas: employee recognition, opportunity for input, and fostering trust within teams
- Improvement areas: cross-departmental collaboration and aligning tasks with the broader company purpose.

We developed a foundational leadership development programme to upskill all people leaders on JDE Peet's Leadership Capabilities (LEAD), set to launch in 2025. To ensure its relevance and impact, we conducted eight successful pilots across eight countries, achieving an average satisfaction score of 4.7. To engage and energise our HR community, the Global L&D team hosted a 12-hour live event, connecting over 100 HR employees worldwide, fostering a stronger talent community and shared commitment to leadership development.

In 2024, ELEVATE received a 4.4/5 satisfaction score and its highest recommendation rating (NPS) of 8.9/10

- Highly rated by participants (4.6/5), we are continually updating RISE to align with internal needs

and external trends. This programme aims to invest in high-potential senior managers, supporting their career growth and long-term retention. Notably, 75% of promotions to director level in 2023 and 2024 were RISE alumni.

|                                  |   |
|----------------------------------|---|
|                                  | <b>Diversity, equity and inclusion</b>  |
| <b>Goal :</b>                    | At JDE Peet's, we believe in fostering a more diverse, equitable and inclusive organisation where everyone feels comfortable to truly be who they are and unleash their full potential. |
| <b>Status :</b>                  | Women in leadership positions: 40,5%  |
| <b>Goals in reporting year :</b> | 40% women in leadership positions by 2025   |

**Describe already implemented or planned measures :**

By reflecting the world we live in, we are better able to serve our increasingly diverse consumer base and deliver on our vision “A coffee & tea for every cup”. And by living our values, we make sure that we are an organisation free of potential barriers, where each employee takes responsibility to progress our commitments and where we stand together in our differences.

We view diversity, equity and inclusion (DE&I) as a key business enabler, and one of our most material topics as it contributes to each pillar of our strategy:

- Serve more cups, by increasing our ability to reflect our consumers so we can attract and retain them, and capture new markets
- Master execution, by leveraging diversity of thought to further improve our decision-making and problem solving
- Grow together, by attracting, engaging and retaining the best talents, regardless of who they are.

To embed DE&I across the organisation, our strategic framework focuses on:

- Workforce: We level the playing field to achieve a workforce that reflects the world we live in and to enable all our employees to unleash their possibilities
- Workplace: We all play a role in fostering an inclusive culture where everyone feels like they belong and can be who they truly are
- Marketplace: We serve the needs of all consumers, fostering connections with every cup and bringing communities together
- Supply chain: We play our part in creating an equitable ecosystem along our supply chain.

To ensure we are on a journey towards a common goal globally, while acknowledging local differences, we have selected two global priorities:

- Break down potential barriers to women's empowerment
- Value differences to ensure our employees can be who they truly are.

We bring awareness on these priorities to all our employees globally, in part through our three global activation moments:

- Gender Balance Month in March: This is when we recognise the importance of achieving gender balance and equity and use International Women’s Day as a ‘kick off’ for these discussions
- Pride Month in June: Here we recognise LGBTQ+ people globally by amplifying their voices, supporting their rights, and celebrating their culture
- TrueYOU Week in October: At this time, we actively advance the awareness of DE&I across JDE Peet's globally, with an intersectional lens and a focus on inclusion.

Our Global DE&I Policy reaffirms our commitment to employees, offers clear guidance to DE&I Champions, and meets the growing expectations from our external stakeholders. It defines DE&I within JDE Peet's, outlines our strategic framework, and specifies how we track and report progress. Aligned with the United Nations Sustainable Development Goal #5 on Gender Equality, the policy addresses gender representation across the Board, Executive Committee, and leadership roles, reinforced by our 2023 commitment to the UN Women’s Empowerment Principles. It also underscores our stance against discrimination, of any kind, supporting our Codes of Conduct and Speak Up Policy.

We are committed to equal pay for equal work, and we partner with Mercer, a leading external HR consultancy, to conduct periodic gender pay equity analyses, ensuring best practices and independent quality assurance.

Governance structures hold us accountable, while DE&I activation toolkits empower teams to tailor local initiatives aligned with global objectives and regional contexts.

Our DE&I agenda is shaped by employee feedback to ensure actions taken align with their best interests.

Through our employee engagement survey, we measure workplace inclusion, enabling markets to analyse results by demographics, such as gender, and address specific needs. Managers are encouraged to discuss the outcomes with their teams to develop targeted action plans.

As stated in our Codes of Conduct, at JDE Peet's we do not tolerate any form of discrimination based on race, ethnicity, nationality, religion, age, sex, gender identity, sexual orientation, disability, socio-economic background, or any other relevant basis.

Our company strives to foster a respectful environment where every employee feels empowered to contribute to the best of their abilities. Accordingly, and in line with our global compliance strategy, we are committed to promoting a speak up culture. We do so by fostering an open and trusting dialogue with employees, customers, business partners, suppliers, investors and other stakeholders. Our Speak Up Policy is available to anyone who wishes to raise a concern about suspected misconduct.

Based on the investigation outcomes of speak up reports, we ensure that appropriate mitigation measures are implemented and that we raise awareness through dedicated campaigns globally and across the regions, where necessary.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

ACTIONS

- Globally activated initiatives for Gender Balance and Women's History Month, Pride Month, and TrueYOU Week, with participation across more than 30 markets and global live events engaging approximately 800 employees worldwide.
- Successfully completed inclusive leadership training for the management teams of our European plants.
- Launched a pilot reverse-mentoring programme in Europe, connecting senior leaders and Gen Z employees to foster cross-generational exchange of perspectives.
- Introduced a pilot development programme for DE&I Champion Leads and ERG Leads, and hosted our first-ever DE&I Champions Summit
- Established bi-monthly Gender/Women & Pride/ LGBTQ+ ERG Connect meetings, enhancing community building and sharing of best practices among ERGs across JDE Peet's

JDE Peet's is proud to have received the 2025 Catalyst Award, which recognises organisations that excel in advancing workplace inclusion and gender equity. This prestigious honour celebrates JDE Peet's innovative approach to DE&I, fostering a workplace where employees are empowered to thrive. According to Catalyst, JDE Peet's strategic approach, supported by innovative tools such as its DE&I Maturity Model and Activation Toolkit, has led to significant progress. This includes an increase on women representation on the Executive Committee, the Global Leadership team, and the Board of Directors since 2021. The Maturity Model provides structured guidance for embedding DE&I practices at all levels, while the Activation Toolkit offers actionable resources, including case studies and best practices, to equip local teams to implement and sustain meaningful DE&I initiatives.

We are committed to ensuring that employees receive fair and equitable pay. To ensure we are true to our commitment we have been regularly monitoring our gender pay equity position since 2022. Following our most recent gender pay equity study in 2024, we are pleased to report that our unadjusted gender pay gap remains below 5% and a significant part of this gap can be explained by legitimate factors such as work location, job role, performance history, experience etc. This is why we went a step ahead to analyse the potential adjusted gender pay gap after accounting for these legitimate factors that influence pay. We are proud to report that our adjusted gender pay gap not only remains significantly below 1%, but has further reduced to 0.52%, this further underpins JDE Peet's commitment to fair and equitable pay and remains well below the EU Pay Transparency directive's threshold of 5%, continuing to position JDE Peet's amongst industry leaders in this space which has also been recognised by the with the Fair Pay Leader certification by the Fair Pay Innovation Lab.

We believe that employees of all genders should have equal opportunities to thrive and grow into leadership roles. Our ambition is to ensure that the representation of women in leadership reflects their proportion in our total workforce. In 2022, we set a target to reach 40% of women in leadership positions by 2025. By the end of that year, we surpassed this target, with 41.0% of leadership roles held by women - a milestone we maintained in 2024, with 40.5% of leadership roles held by women at year-end. This metric is reviewed quarterly by the Global HR Leadership Team and is integrated into the overall quarterly Connecting People review.

The local activation of our global DE&I strategy is driven by more than 300 DE&I Champions and Employee Resource Group members globally. In 2024, this was 30 more than 2023.

Inclusive leadership remains a priority for us. Although our top management completed global training on this topic several years ago, we recognise the need for continuous development. To

support them as role models and help link DE&I with business objectives, we will launch a new leadership programme to advance this agenda and deepen DE&I activation across the organisation.

In 2024, we advanced our focus on generational inclusion and will expand this globally in 2025. In our manufacturing operations, we are addressing challenges related to an ageing workforce and the need to attract younger generations. This effort will ensure our organisation remains future-ready and equipped to meet evolving demands.

While proud of our achievements, we recognise there is more to do. Our ambition remains to drive further progress, creating value for our people and our business.

|                                  |  |
|----------------------------------|--|
|                                  | <b>Product Safety</b>  |
| <b>Goal :</b>                    | We are committed to the design, procurement, manufacture and delivery of safe and delicious food products which meet consumer and customer expectations. |
| <b>Status :</b>                  | % of our manufacturing sites to be food safety and quality verified by an internally recognised certification: 84,5%                                     |
| <b>Goals in reporting year :</b> | Towards 100% of our manufacturing sites to be food safety and quality verified by an internally recognised certification by 2025                         |

**Describe already implemented or planned measures :**

At JDE Peet's, we ensure the highest standards in food safety and regulatory compliance, transforming consumer feedback, into meaningful improvements. Innovation is at the core of our approach, leveraging advanced technology to minimise loss and defects. We foster a culture of quality ownership, empowering employees through training and collaboration to uphold our quality promise.

We have established a comprehensive company-wide Quality Management System (QMS) and developed high food safety and quality standards across the organisation and along our supply chain. These systems and standards are based on regular reviews of industry standards, product defects and the study of product retrievals throughout the food industry.

Our QMS adheres to the globally recognised Hazard Analysis and Critical Control Point (HACCP) system to safeguard food safety, identifying and mitigating critical risks. These systems are reviewed annually and upheld worldwide, with verification by external certification bodies and internal audits.

As a member of the Consumer Goods Forum, we support the Global Food Safety Initiative (GFSI) standards, aiming towards 100% certification of our internal operations and tier 1 suppliers by 2025. Our QMS is externally certified annually against FSSC 22000, a GFSI-recognised standard, and reinforced by rigorous internal and external audits conducted by our expert teams.

From sourcing to consumer, we ensure food safety and quality at every stage—at home, in offices, or cafés. We meticulously monitor risks, inspect materials, oversee production processes, and evaluate final products.

Annually, we perform thousands of analyses to meet our exacting standards, ensuring excellence across the entire value chain.

At the heart of our commitment, we genuinely care for our customers and greatly value their feedback. Our global consumer contact centre, managing hundreds of thousands of interactions annually, serves as a key touchpoint for enquiries and concerns. It plays a vital role in enhancing the consumer experience, building loyalty and driving continuous improvement.

**Describe actual or expected results of the measures, as well as goals and activities for the coming reporting year :**

In 2024, we made significant progress across several areas:

- We continued to strengthen compliance through rigorous food safety and quality standards, with all audited manufacturing sites achieving our top compliance scores, reflecting the robustness of our QMS. Three additional sites gained FSSC 22000 certification. All sites were assessed against the new version 6 of the FSSC 22000 standard. The outcome of the audits demonstrated again this year a drive to continuously improve and embrace new requirements
- We introduced a mandatory e-learning programme to improve incident preparedness, resulting in a 30% reduction in both the number and severity of incidents. Root cause investigations were conducted, and one precautionary voluntary product recall was undertaken
- Our focus on new technologies supports risk mitigation, quality control, and traceability. Initiatives included an error-proof loading system, real-time monitoring of critical metrics, and the development of solutions to ensure compliance with the EU Deforestation Regulation
- We partnered with a new provider to access a digital platform for AI-driven horizon scanning, global ingredient monitoring, and enhancing our risk prediction
- Our supplier food safety and quality management system, integrated with SAP, safeguards our supply chain and prevents inadvertent sourcing of nonapproved materials. And we continue to invest on new features to advance the digitalisation of our quality and food safety system
- Our dedication to a strong food safety and quality culture is supported by leadership initiatives such as workshops, behaviour assessments, and our master trainers programme. These are supported by tools including root-cause analysis training, risk-based decision-making, and continuous improvement methodologies. Collaborating with industry experts and recruiting top FMCG talent strengthens our approach.
- In 2024, we launched our first Food Safety Day and Quality Week, reinforcing our commitment to excellence
- No non-conformances were identified during the 2024 audit, and by the end of the year 84.5% of our internal and external manufacturing sites were GFSI certified
- Consumer complaints have remained stable, while technical complaints have significantly declined, highlighting the effectiveness of our ongoing improvement initiatives.

Our Quality Policy will be published in 2025 and defines our commitment to delivering excellence in safety, quality, and compliance for consumers.

Looking ahead, we remain on track to achieve our 2025 target of ensuring that 100% of our manufacturing sites hold food safety certifications.

## 3.B Other actions related to management of negative impact

### 3.B.1 Reduction of nature- and environmental impact

Our commitment to building a resilient business for long-term value creation is guided by assessing climate and nature impacts in line with the Task Force on Climate-related Financial Disclosures (TCFD)\* recommendations. This approach helps us identify climate risks and opportunities, shaping our strategy with governance and risk management.

*\*The Taskforce on Climate-related Financial Disclosures (TCFD) is a market-led, science-based and government-backed initiative providing organisations with the tools to act on evolving climate-related issues.*

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### 3.B.2 Reduction of greenhouse gas emissions

Using GHG emissions as an indicator of risk through clear target-setting, we have established a roadmap to fortify our business, working toward a net-zero coffee ecosystem that can withstand both chronic and transitional climate risks.

In 2023, our Board formally approved our transition plan and associated net-zero targets for 2050. Our new, near-term 1.5°C-aligned targets have also been validated through the Science Based Targets initiative, underscoring our commitment to a sustainable and resilient future.

All JDE Peet's Scope 1, 2 and 3 greenhouse gas (GHG) emissions as defined by the GHG Protocol Corporate Accounting and Reporting Standard, using the operational control approach. Our targets have been validated by SBTi, using 2020 as the base year. We use the most recent Global Warming Potential (GWP) values where available.

JDE Peet's reinforced its commitment to sustainability by adopting newly validated near-term and net-zero Science Based Targets initiative (SBTi) goals. This means we commit to target further reductions in greenhouse gas (GHG) emissions and specific Forest, Land, and Agriculture (FLAG) emissions by 2030.

#### Energy & industrial

- Commit to reducing absolute Scope 1 and 2 GHG emissions by 43,3% by 2030 from a 2020 base year
- Commit to reducing absolute Scope 3 (industrial non-FLAG) GHG emissions by 25% by 2030 from a 2020 base year.

#### Forest, land and agriculture (FLAG):

- Commit to reducing absolute Scope 3 FLAG GHG emissions by 30.3% by 2030 from a 2020 base year
- Commit to no deforestation across our primary deforestation-linked commodities, with a target date of 31 December 2025.

Throughout 2024, we achieved a Scope 1 & 2 reduction of 31%, Scope 3 FLAG: 1,5% and non-FLAG -4%

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### 3.B.3 Improvements in own purchasing practices

At JDE Peet's we are acting responsibly to ensure every cup contributes to a better future. Sourcing coffee and tea responsibly is more than just meeting a target, it means engaging with farmers and situations in our sourcing regions to better assess the challenges and then actively invest to address these issues and drive progress.

Coffee and tea are grown in diverse origins, each with unique farming and production systems. We recognise and appreciate this rich diversity, which is why we have developed a Responsible Sourcing programme that is inclusive of the different origins and the millions of smallholder farmers and workers. This is reflected in both our sourcing strategy and the geographic reach of our Common Grounds Farmer Programme.

Coffee is also grown in countries that face significant socio-economic and environmental challenges. We aim to address these challenges. Many smallholder farmers are not part of formal cooperatives and are currently beyond

the reach of sustainability certification. Moreover, many sustainability challenges are complex and go beyond what an individual producer or cooperative can address. These challenges require systemic change and take multiple years to solve. Accordingly, we believe that the best way to improve coffee & tea sustainability is to drive continuous improvement through partnerships among farmers, cooperatives, exporters, traders, roasters, civil society, and governments.

We work with stakeholders to identify the most important social and environmental issues wherever we source our coffee and tea. We then address those issues through collaborative actions and open, direct communication with our suppliers. After identifying the local priorities, we work in partnership with our suppliers, NGOs and governments to address the challenges faced by smallholders.

Acting responsibly translates into understanding and addressing the challenges to drive continuous progress. We are applying a data-driven, risk-based approach, and actively taking ownership of what we identify to be the most important of all challenges for our business - securing the future of coffee and tea. Thanks to our global scale and focus on coffee and tea, we can invest directly in origins to drive measurable change to protect and build long-term resilience for our business, people and the planet.

Our Coffee Responsible Sourcing Principles are built around three thematic areas to strengthen the sustainability of our coffee supply chain and to improve the livelihoods of farmers i.e. sustainability of land, equality of people, and prosperity of farmers. Through independent country risk assessments and regular supplier self-assessments, we actively engage suppliers to ensure alignment with our sourcing principles and to work to address the key sustainability challenges.

#### SUSTAINABILITY OF LAND

Sustainable coffee production and responsible land use practices are critical to address the global challenges of climate change and biodiversity loss. The challenges are geographically specific and require a participatory approach designed to address the issues locally at farm level right up to the landscape. It is important that (smallholder) farmers continue to receive quality support and training to further strengthen their environmental resilience while benefitting from innovation, technology and best practices that ultimately empower them with the skills and resources needed for the future of sustainable coffee production.

#### EQUALITY OF PEOPLE

There is no place in the JDE supply chain and further upstream at farms for human rights abuses such as (gender) discrimination, forced labour, child labour, or all forms of workplace harassment and violence, including sexual harassment and violence. We require suppliers to commit to compliance with all applicable laws and to respect internationally recognised human rights standards. However, we acknowledge the high risk of certain labour violations within the coffee supply chain. We therefore require suppliers to ensure that smallholders and producer groups they work with commit to continuous improvement, put a rigorous risk assessment and mitigation system in place, and take immediate action (e.g., by alerting the responsible local authorities) on any known cases of discrimination, forced labour, child labour, and workplace harassment and violence. Whatever measures are taken should not contribute to further risk or harm of the affected persons.

#### PROSPERITY OF FARMERS

Many smallholder farmers earn low incomes, driven by a combination of low farm productivity and small farm size. JDEP aims to increase the productivity, profitability, and sustainability of smallholders in the supply chain by improving their capacity to adopt Good Agricultural Practices (GAP), providing business and financial training, increasing access to critical inputs and cost-efficient services. In the long term, increasing yields and diversifying sources of income will lead to increased incomes at household levels, which in turn, will contribute to greater investments to improve livelihoods, such as investment in education that spurs off-farm employment and eases pressure on land resources.

More information on our sourcing principles can be found here:

<https://www.jdepeets.com/siteassets/policies/jde-peets-responsible-coffee-sourcing-principles.pdf>

At JDE Peet's, Responsibly Sourced Coffee is coffee that is covered by an independent sustainability scheme i.e. verification or certification, as recognized by the Global Coffee Platform. Through Common Grounds – Sourcing for Better – we aim towards sourcing 100% of our green coffee and tea through these two approaches to create a better future where farmers are prosperous, and nature thrives.

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### 3.B.4 Choice of products and certifications

Rainforest Alliance, Demeter, Fairtrade, RSPO, 4C, Ethical Tea Partnership, FSC, FSA, verification by Enveritas' Enveritas Green.

At JDE Peet's, Responsibly Sourced coffee is coffee sourced through an independent sustainability schemes recognized by Global Coffee Platform, both certification and verification schemes. Currently, there are 27 schemes recognized.

Smallholder farmers are the backbone of global coffee & tea production. These dedicated individuals, comprising millions of small-scale farmers around the world, contribute to over 80% of the world's coffee output. Ensuring their prosperity and safeguarding the future of coffee cultivation are critical objectives for JDE Peet's.

Climate change poses a significant threat, with projections indicating that up to half of the world's coffee-growing regions could be lost by 2050 if a net-zero future is not achieved. Today, farmers already face challenges arising from shifting weather patterns, prolonged dry spells, water scarcity, and extreme temperature fluctuations. These issues present a significant threat to crop yields, endangering farmers' livelihoods and incomes, and, without decisive action, have the potential to impact entire communities.

That is why we are focusing on an inclusive approach, reaching *all* farmers, including both certification and verification schemes.

Our verification approach is fully open and inclusive, farmers do not need to pay: everyone can truly participate (we pay for the verification process.) Finally, this approach is collaborative, engaging the numerous suppliers, NGOs and other local stakeholders who have the local presence and knowledge to deliver impact on the ground. We will help more small farmers and local ecosystems to thrive, also supporting them to produce more with less (more fertile soils, no deforestation, sustainable water use etc...) to preserve the planet and foster thriving livelihoods. Our investments and continuous improvement approach will also have a key impact to preserve more coffee varieties available to all: this means richer flavours for our coffee lovers and climate and disease resistant varieties.

### **3.B.5 Actively support free trade union organisation and collective bargaining, or where the law does not allow it, actively support other forms of democratically elected worker representation**

Workers' Right are stated under our Responsible Sourcing Principles: *Workers can freely establish and join workers' organizations, both internal (such as workers' representations) and external (such as trade unions) and take part in collective bargaining on working conditions. Employers provide training on social dialogue and workers' rights, and for grievances procedures.* And in our Human Rights Policy, Freedom of Association and Collective Bargaining: *We respect employees' legal rights to freedom of association and collective bargaining.*

In 2024, 34,2% of our people were covered by collective bargaining agreements. They include employees in Norway.

In general, when including employees not covered by collective bargaining agreements, we perform regular benchmarks in order to assess and ensure the right working conditions, and that compensation and social benefits are in line with market trends (sectoral and/or functional).

For our supply chain, we are partnering with farming communities, suppliers, non-governmental organisations, and local government bodies to deliver multi-year projects that address local realities of labour practices.

One example is the SOCIAL WELL-BEING COLLECTIVE ACTION INITIATIVE in Brasil from 2021 - 2024 where 2,000 farmers were to be reached.

Background; Social and labor issues have resulted in exploitative and degrading working conditions in Brazil's Minas Gerais and Espirito Santo. To address this critical matter, Global Coffee Platform Members and partners will execute a ground-breaking, multi-year Collective Action Initiative to improve the living and working conditions of coffee farmers and workers in the Brazilian coffee-producing sector. By identifying and changing social practices that have caused degrading conditions, increasing education and awareness to improve working conditions, along with the monitoring of progress and impact using field tools and information management systems, this initiative seeks to create long-term benefits at field level for coffee farmers and workers.

6.2 in Responsible Sourcing Principles:

Workers rights and duties

Workers are aware of their rights and duties, and these are adhered to by their employer. Suppliers' internal management systems identify, assess and address that in processing units and on (smallholder) farms:

- Workers have access to information regarding workers' individual rights and duties, reflected in their employment contracts or verbal agreements
- Workers can freely establish and join workers' organizations, both internal (such as workers' representations) and external (such as trade unions) and take part in collective bargaining on working conditions. Employers provide training on social dialogue and workers' rights, and for grievances procedures.
- Workers are regularly paid at least the minimum national wage, the minimum regional wage, or the wage agreed upon by a collective bargaining agreement, whichever is higher. Wages increase over time to decrease the gap with the living wage. Employers keep records of paid wages and track applicable minimum wages paid to workers in their supply chain.
- Workers and their families are provided with accommodation on-farm or near processing facilities have safe, clean and decent living quarters taking intoaccount local conditions.

### **3.B.6 Contribution to development, capacity building and training internally and of suppliers and workers in the supply chain**

Many smallholder farmers are not part of formal cooperatives and are currently beyond the reach of sustainability certification. Moreover, many sustainability challenges are complex and go beyond what an individual producer or cooperative can address. These challenges require systemic change and take multiple years to solve. Accordingly, we believe that the best way to improve coffee & tea sustainability is to drive continuous improvement through investments and partnerships among farmers, cooperatives, exporters, traders, roasters, civil society, and governments. With our Common Grounds program, we work with stakeholders to identify the most important social and environmental issues wherever we source our coffee & tea. We then address those issues through collaborative action and open, direct communication with our suppliers. After identifying the local priorities, we work in partnership with our suppliers, NGOs and governments to address the challenges faced by smallholders

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### 3.B.7 Combatting corruption and bribery in own enterprise and supply chain.

As a company present in more than 100 countries, we are committed to conducting business in an ethically responsible manner and complying with applicable laws in all countries in which we operate. This commitment specifically includes compliance with applicable laws relating to anti-bribery and corruption, gifts, entertainment and hospitality, export and sanctions compliance and anti-money laundering, and is set out in our Anti Bribery, Anti-Corruption, Trade Sanctions and Anti-Money Laundering Policy, which is consistent with the United Nations Convention against Corruption. The Policy applies to all employees and is reviewed regularly. Contracts with our business partners and suppliers include relevant references including with respect to anti-bribery and corruption.

In addition, our Gifts, Entertainment and Hospitality Policy details the behaviour expected of our employees with regard to the giving and receiving of gifts or entertainment. Together with our Public Advocacy Policy regarding interactions with public authorities and officials in relation to public policy development and implementation, this is an important element in our Anti- Bribery and Corruption Compliance programme.

We conduct a global e-learning course on anti-bribery and anti-corruption every two years. Completion of such e-learning is mandatory for all company employees, and people managers have a responsibility to reinforce the importance of these trainings to their teams.

Functions exposed to compliance risk in this area, including sales, procurement and operations, receive annual training. In 2024, 100% of these at-risk functions were covered by the anti-bribery and anti-corruption training. Our trainings in this area cover topics such as the definition of corruption (including facilitation payments), our policies and procedures, as well as the behaviour expected of our employees with regard to the prevention, detection and reporting of any suspicion of bribery or corruption.

In 2024, those 5,609 company employees who are deemed to be exposed to risk followed a global elearning course on anti-bribery and anti-corruption, with a completion rate of 92%. A global e-learning for all employees was conducted in 2023, with a completion rate of 92%.

The Internal Audit Department conducts periodic, independent audits of the company's compliance processes to assess the effectiveness of internal controls and procedures in the prevention and detection of corruption or bribery incidents, and provides recommendations to develop action plans for strengthening such controls.

The company has a comprehensive Sanctions Compliance Framework in place, which includes specific sanction compliance toolkits, expanded thirdparty screening and specialised external legal advice.

As part of our third-party risk management, we have implemented a comprehensive third party due diligence workflow-powered platform for anti-bribery and anticorruption integrity due diligence, as well as restricted (i.e. sanctioned) third-party screening before engaging third parties. No fines were issued against JDE Peet's for anti-bribery or sanctions violations and no public legal cases were initiated in this respect in 2024.

At least twice a year, we provide alternating compliance e-learning courses for employees, covering key topics such as ethical conduct and principles, competition law, anti-bribery and corruption, data protection, and human rights. These courses are designed to ensure that all employees receive training in these areas at a minimum of every two years. Participation in these training sessions is mandatory for all employees, including members of the Executive Committee, who have both an email address and access to our Learning Management System. Members of our Board receive dedicated induction training at the outset of their term. Additional training sessions, including those on business conduct and anti-bribery and corruption, are available to Board members, who may undertake them at their discretion. During the annual Board evaluation, members have the opportunity to express any further training needs. Furthermore, for those employees without email access, such as certain employees working in certain manufacturing units, we offer shared laptops or conduct in-person training sessions. We also regularly conduct face-to-face training courses for selected target groups. These include, for example, courses on competition law for sales teams, anti-bribery and corruption for procurement teams, and data protection for marketing and human resources teams.

### 3.B.8 Other relevant information concerning the enterprise's work to reduce, prevent, and manage negative impact

Our Common Grounds programme dates back to 2015, and we have increased both the scale and reach through investments and partnerships in our key sourcing regions. Through this programme, we are partnering with farming communities, suppliers, nongovernmental organisations, and local government bodies to deliver smallholder farmer projects that implement sustainable and regenerative farming practices, including climate-smart agriculture, crop quality, biodiversity, and farmer livelihoods.

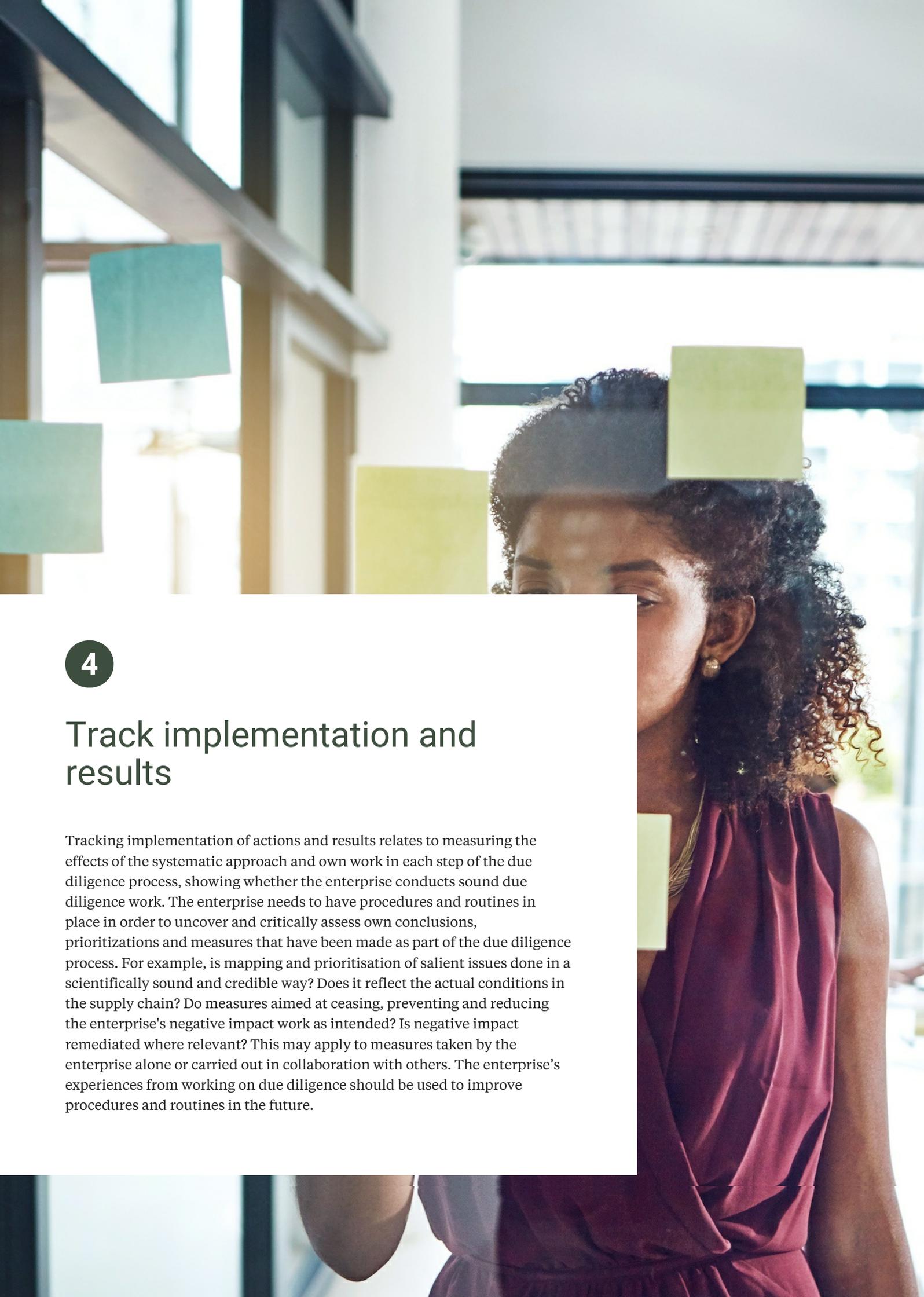
The goal is to further develop resilient environmental and socioeconomic systems, which is vital if we are to safeguard our collective future. With coffee & tea produced predominantly by smallholder farmers in over 70 countries, our journey of engagement and responsibility clearly begins with the farmers and workers in our supply chain.

We are actively involved in key global initiatives, to reinforce our commitment to sustainability, collaborating for example with:

- The Global Coffee Platform: as an active member of the GCP, we have contributed to the development of GCP's new strategy aimed at achieving transformational change for the prosperity of one million smallholder coffee farmers. In 2024, JDE Peet's was one of eight companies that contributed USD 1.5 million to GCP's 2030 goal, which funds collective initiatives around living income, climate adaptation, and sustainability.
- International Coffee Organization (ICO) Public-Private Task Force (PPT) – Works on global sustainability policies and the Coffee Public-Private Action Plan.
- ILO Child Labour Platform (CLP) – Engages in global efforts to eliminate child labor risks in coffee supply chains.
- UN Global Compact (UNGC) – Aligns operations with principles on human rights, labor rights, environment, and anti-corruption.
- Sustainable Coffee Challenge (SCC) – Works toward making coffee 100% sustainable in collaboration with Conservation International.
- European Coffee Federation (ECF) – Advocates for sustainability and responsible trade policies in the European coffee sector.
- World Coffee Research (WCR) – Invests in scientific advancements for climate-resilient and sustainable coffee production.

In Norway, with the FRIELE brand, we have a long-lasting partnership with the City Church Mission (Kirkens Bymisjon) where we contribute with more than 1,2 million cups of Friele Frokostkaffe every year. All our employees work one day as volunteer in one of the initiatives of the Church City Mission as a part of this partnership.

In 2024, through our Friele Farmer Friendly coffee range, we donated more than 300 000 NOK to selected projects in Honduras and Colombia.

A woman with curly hair, wearing a maroon dress, is looking at several yellow sticky notes attached to a wall in a meeting room. The room has large windows and a wooden structure. The sticky notes are of various colors, including green and yellow.

## 4

# Track implementation and results

Tracking implementation of actions and results relates to measuring the effects of the systematic approach and own work in each step of the due diligence process, showing whether the enterprise conducts sound due diligence work. The enterprise needs to have procedures and routines in place in order to uncover and critically assess own conclusions, prioritizations and measures that have been made as part of the due diligence process. For example, is mapping and prioritisation of salient issues done in a scientifically sound and credible way? Does it reflect the actual conditions in the supply chain? Do measures aimed at ceasing, preventing and reducing the enterprise's negative impact work as intended? Is negative impact remediated where relevant? This may apply to measures taken by the enterprise alone or carried out in collaboration with others. The enterprise's experiences from working on due diligence should be used to improve procedures and routines in the future.

## 4.A. Track and assess

### **4.A.1 Describe a) assignment of responsibility for tracking the effect and result of implemented measures, as well as how the tracking is carried out in practice, b) who is responsible for evaluating the enterprise's implementation and work with due diligence, and how the evaluation is carried out in practice.**

Our Assess, Address, Progress approach, central to our Due Diligence framework, enables us to take action to prevent or reduce negative impacts on people and the environment in our supply chain. This approach builds on years of expertise in coffee & tea and incorporates new tools and technologies that support our goals.

We track progress by measuring key performance indicators within our farmer programmes and supplier assessments, sharing insights and learning from these interventions. If suppliers do not align with our sourcing principles, we work with them on a time-bound improvement plan to help them meet goals. If they fail to execute these plans in good faith or within the agreed timeframe, we take further action.

Risk assessment insights guide opportunities for farmer support through Common Grounds projects or suppliers' action plans to address social and environmental challenges. Suppliers submit action plans annually, with progress reviewed at least once a year.

Key human rights issues, such as child and forced labour and working conditions, are embedded in our Responsible Sourcing Principles, guiding our risk assessments, mitigation strategies and investments in farmer programmes.

Where possible, we adopt precompetitive approaches to tackle systemic human rights challenges, ensuring sustainable impact for farming communities and our supply chain.

We ensure the effectiveness of our programmes through a solid governance structure within each initiative. Steering committees, comprising implementing partners, JDE Peet's local Sustainability Managers, local governments, donor organisations and NGOs, guide programme direction and make adjustments when necessary. Our Vice President of Sustainability, who reports directly to the CEO, holds the highest-level responsibility for ensuring effective engagement with farmers and workers across the value chain.

In order for our green coffee purchases to be declared "responsibly sourced" JDEP needs to do the following:

- Supplier engagement; JDEP shares verification results with suppliers on the ground at origin who set priorities and undertake initiatives to address issues (e.g., suppliers train farmers on occupational health and safety).
- Collaborative initiatives; Industry, governments and civil society actors come together to promote alignment and progress on issues beyond any single actor (e.g., Implement a new national policy on banned pesticides).
- Farmer support; JDEP undertake projects on the ground together with partners to help farmers address sustainability projects (e.g., agronomy training to raise incomes)
- Progress transparency; JDEP set public multi-year goals for compliance improvement and track progress transparently over time (e.g., goal to be 100% responsibly sourced globally by 2025)

#### **4.A.2 Describe how you track the effect, and/or demonstrate the probability of effect, of measures taken to reduce negative impact.**

We manage risks through a structured, multi-step approach, including annual risk mapping, supplier engagement, and third-party farm-level assessments.

In 2024, this included over 79,281 farmer assessments conducted in 28 countries, as well as 332 supplier self assessments. Regional challenges are addressed at a landscape level, with public insights on origin risks and mitigation actions shared transparently on our website.

Green coffee purchases are assessed across the full farm-to-port value chain using third-party verification by Enveritas.

Rigorous sampling methodology and quality control ensures we receive highly accurate sustainability result. We share scores with suppliers in all sourcing regions. We then identify priorities, launch action plans, and track progress. We support farmer groups in all sourcing regions. JDE's obligated to reach regional targets.

We join or launch collaborative initiatives benefiting all sourcing regions. Enveritas evaluates the impact of JDEP's continuous improvement projects to ensure we are making a meaningful difference.

We monitor progress and KPIs to capture the learnings and, wherever possible, we replicate the successes in other locations.

We track 'reached smallholder farmers' annually, identifying those registered by the project implementing partner (supplier, NGO, local government entity) as beneficiaries of field projects funded by JDE Peet's. In order to count the smallholder farmer as 'reached', they need to be recorded as part of an active project in the relevant reporting tool as a recipient of the specific training/services of that project.

The number of smallholder farmers reached, which is counted annually as smallholder farmers reached for the given calendar year and total as all smallholder farmers reached since 2015. Annual validation is provided by third-party provider, Enveritas.

With all the insights from our supply chain risk assessments, end-line evaluations of completed projects and our commitment to deliver against our SBTi carbon reduction commitments, we have begun conceptualizing and designing several new projects.

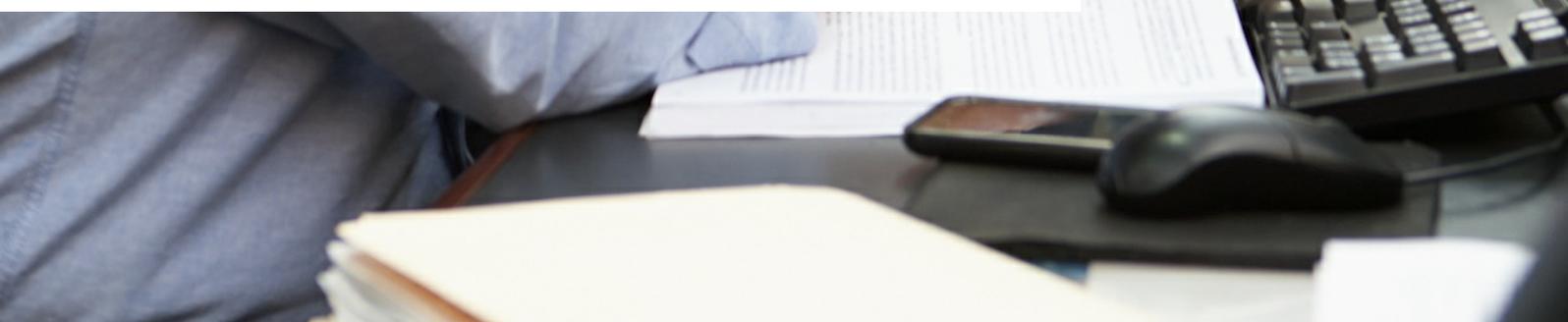
Also, in 2024, we completed Sedex SAQ for 100% of our European plants.



## 5

# Communicate how negative impacts are addressed

A prerequisite for good external communication on due diligence for responsible business conduct is that it builds on concrete activities and results. Enterprises should make relevant documents concerning due diligence publicly accessible, i.e. policies, codes of conduct, guidelines, processes and activities related to identifying and handling the enterprise's actual and potential negative impacts on people, animals, society and environment. Communication should include information about how the risks have been identified and handled, as well as the effect of the measures/activities. The Transparency Act (Åpenhetsloven) §5 requires companies to publicly account for their human rights due diligence on an annual basis.



## 5.A External communication

### 5.A.1 Describe how the enterprise communicates with affected stakeholders about managing negative impact

Our commitment to engaging with stakeholders extends throughout the organisation and along the entire value chain. This engagement takes various forms, from regular and ongoing interactions to collaborative projects that ignite innovation and foster meaningful partnerships. This approach empowers us to leverage the expertise of our stakeholders to enhance our operations, prioritize long-term value creation, and proactively address potential risks.

Our Stakeholder Engagement Policy, which we launched in 2023, sets out the framework, approach and guiding principles to ensure we stay connected. And as our journey progresses, stakeholder engagement remains fundamental. Our collaborative efforts allow us to implement scalable solutions for a sustainable and prosperous future.

The purpose of stakeholder engagement is to generate input for the development or adjustment of the overall business strategy as well as to identify and address operational issues so that both elements (strategy and operations) can be aligned with the interests of the different stakeholder groups. Stakeholder engagement therefore represents a crucial part of JDE Peet's' identification process of relevant focus areas and topics, including sustainability aspects. LINK: <https://www.jdepeets.com/siteassets/home/about-us/policies/jde-peets-speak-up-policy.pdf>

To ensure that we hear the voices of all our stakeholders and determine associated impacts, risks and opportunities, we performed our first double materiality assessment in 2023, as part of our triennial review. Carrying out a review once every three years lets topics evolve, gives sufficient time to implement actions based on outcomes, and enables the company to align with periodic strategy updates. In 2024, a light review was conducted.

9 stakeholder groups have been identified. The relevance of each stakeholder group was assessed based on five key attributes of stakeholder identification: dependency, responsibility, tension, influence, and diverse perspectives. This approach was further complemented by a comprehensive review of JDE Peet's' entire value chain, from bean to cup, and its segments. Based on these inputs, we defined i) our stakeholder groups, including whether they are affected stakeholders or users or both, ii) their significance to JDE Peet's, and iii) within each group, additional details of who is actually included in the group.

The stakeholder groups we identified are consumers, customers and business partners, smallholder farmers, suppliers, employees, nature and communities (NGOs), industry, regulators, shareholders/investors/financial institutions and tax authorities.

Stakeholder engagement takes place daily, with the outcomes of these interactions incorporated into the company's decision-making. While the strategy is adjusted in response to stakeholder expectations, no significant changes to the overall strategy or business model are currently planned.

The insights gained from regular stakeholder engagements are also instrumental in shaping and updating policies and targets, reflecting the importance we place on stakeholder interest and perspective.

### **5.A.2 Describe how the enterprise publicly communicates its own work on identifying and managing negative impact/harm**

We transparently share our Assess, Address, Progress approach, the risk/focus areas and our continuous improvement projects, including progress, on our website with the interactive world map, being constantly updated: <https://www.jdepeets.com/sustainability/responsible-sourcing/>

Progress and outcomes are also shared through our Annual Report, social media platforms, corporate website (global and local), and other communication channels.

JDEP provides resources available for our suppliers and our own employees, including:

- The Alert Line <http://speakup.jdepeets.com>
- Our Supply Chain, Procurement, and/or Compliance Departments
- The Ethics and Compliance team

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### **5.A.3 Describe the enterprise's routines for answering external inquiries related to the information requirement imposed by the Transparency Act**

Procedures for answering inquiries are telephone, company mail or the inquiry form on our website. Inquiries are sent to sustainability responsible or country manager. Questions are registered with an answer deadline, but answers are sent as soon as the information has been obtained. Requests that needs to be investigated with more information will be postponed with a notice. The Ethical Trade report is also available on our webpage.



6

## Provide for or cooperate to ensure remediation when appropriate

Once an enterprise has identified that it has caused or contributed to negative impact on people, animals, society or the environment, the enterprise must provide for, or cooperate in, remediation. Remediation may involve financial compensation, a public apology or other ways to remediate the negative impact. Another aspect of remediation is that companies should provide for, or cooperate with legitimate complaint mechanisms, to ensure that workers and/or local communities can raise complaints and be heard.

## 6.A Remediation

### 6.A.1 Describe the enterprise's policy for remediation of negative impact

We are committed to protecting the future of coffee & tea by supporting thriving farming communities and protecting natural ecosystems. We continue to strengthen our Common Grounds programme, with an enhanced focus on safeguarding human rights, underpinned by our Human Rights Due Diligence process aligned with the OECD Guidelines for Multinational Enterprises. This framework ensures we identify, assess, and address human rights risks through supplier self-assessments and origin-specific evaluations. We have implemented audit and remediation programmes, supported by a monitoring and evaluation framework reviewed by independent assessors.

We prioritise remediation and collaboration when human rights issues are identified, though persistent concerns may lead to suspending or ending certain business relationships. This policy is informed by the International Bill of Human Rights, ILO Declaration, UN Global Compact Principles, UNGPs, and OECD Guidelines. We have adopted an ongoing risk management framework that prioritises supplier engagement, comprehensive risk assessments, targeted remediation, and actionable planning. This approach helps us identify suppliers meeting our standards and those needing structured improvement plans with clear timelines.

Our farmer projects apply a risk-based approach to manage potential socio-environmental challenges in the coffee sector. Based on our thorough risk mapping and due diligence approach, we address issues raised by setting up farmer programmes in the specific area/community/region.

#### **Farmer Project examples:**

Social wellbeing Collective Action Initiative – Brazil

Social and labor issues sometimes result in exploitative and degrading working conditions in Brazil's Minas Gerais and Espirito Santo regions. To address this critical matter, Global Coffee Platform members and partners are joining together to execute a ground-breaking, multi-year Collective Action Initiative to improve the living and working conditions of coffee farmers and workers in the Brazilian coffee-producing sector.

By identifying and changing social practices that have caused degrading conditions, increasing education and awareness to improve working conditions, along with the monitoring of progress and impact using field tools and information management systems, this initiative seeks to create long-term benefits at field level for coffee farmers and workers.

Tackling Child Labour in Coffee - Vietnam

In response to assessments and independent audits that have detected child labour in coffee farms in Vietnam's Gia Lai and Dak Lak provinces, we have partnered with Vinh Hiep, Simexco Dak Lak, Rainforest Alliance, and RVO to undertake detailed research on local risk factors, root causes, and inequalities resulting in child labour. The main drivers are low household incomes, poor access to quality education, and ethnic minority's limited proficiency in the Vietnamese language. The partnership seeks to support farmers' income generating activities and set up monitoring and remediation groups to reduce the risk of child labour, all while paving the paths for children to receive quality and safe education.

Regrow Yirga - Ethiopia

In partnership with TechnoServe and the USDA, the Regrow Yirga project aims to enhance the sustainable competitiveness of Ethiopia's coffee sector, focusing on the Yirgacheffe and Jimma regions. In addition to broader interventions supporting the national coffee industry, the project addresses low productivity by incentivizing smallholder farmers to rejuvenate ageing coffee trees. Through the innovative Farmer Stumping Fund, farmers are compensated for each stumped tree, mitigating short-term income loss while the trees regrow. As a result, 2,000,000 coffee plants have been stumped, with the expectation of significantly improved productivity.

#### **Channels to raise concerns and processes to remediate negative impacts:**

We recognise the critical role of an effective grievance mechanism for those in our value chain affected by human rights issues. Our Speak Up Policy, accessible in over 20 languages, is available to external stakeholders via our website's grievance reporting tool. Our Human Rights Policy and Supplier Code of Conduct also mandate that our business partners maintain grievance mechanisms to address and remediate reported impacts.

Local impacts are monitored through regular communication with our implementing partners, ensuring any concerns are promptly addressed.

JDE Peet's proactively identifies, assesses, and mitigates human rights risks across our business and supply chain through a structured process:

*Risk Identification & Assessment:*

We conduct comprehensive assessments across our operations, manufacturing, and sourcing, utilizing industry data, stakeholder input, and publicly available insights. For medium- and high-risk supply chains, we conduct in-depth evaluations, prioritizing risks based on supply chain vulnerability and likelihood of occurrence.

*Prevention & Mitigation:*

We embed human rights standards into policies, contracts, and operations while engaging stakeholders, including NGOs and industry groups, to address systemic risks such as child and forced labor. Self-assessments and third-party audits (e.g., SMETA) help us identify and implement corrective measures. Suppliers must address critical gaps through Corrective Action Plans (CAPRs).

*Monitoring & Accountability:* We maintain ongoing oversight through audits, self-assessments, and direct engagement. Strengthening data tracking enhances visibility, while non-compliant suppliers must take corrective actions or risk contract termination.

*Grievance Mechanisms & Remediation:* Our independent Speak Up platform operates 24/7 for confidential reporting, ensuring whistleblower protection and non-retaliation policies. Reports can also be made through managers, local legal and compliance managers, or the central Compliance team at [Ethics.compliance@JDEcoffee.com](mailto:Ethics.compliance@JDEcoffee.com). Reports are assessed, investigated when necessary, and followed by appropriate remediation, prioritizing affected individuals' well-being.

Recognizing the challenges of reaching all supply chain levels, particularly farmers and workers, we implement remediation actions such as capacity-building programs and procurement through compliance schemes when risks are identified.

### **Speak up policy**

The Speak Up Line is operated by an independent third-party provider, ensuring anonymity for those who wish to report concerns anonymously. Our Speak Up line is available to anyone, either inside or outside of our company.

Based on the investigation outcomes of speak-up reports, we ensure that appropriate mitigation measures are implemented and that we raise awareness through dedicated campaigns globally and across the regions, where necessary.

What happens after you raise a concern?:

1. Receipt acknowledgement: after you submit a report, you will receive an acknowledgement confirming the receipt of your report.
2. Initial Review and Triage: We take all reports seriously and following our review, where needed, will initiate an investigation to determine what happened. Submission undergoes an initial assessment in accordance with our Speak up Policy and if necessary, an investigation is launched. All reports including the identity of the person who made the report are kept confidential and may only be shared on a strict need to know basis.
3. Investigations: Investigations are conducted in an impartial, non-biased manner, focused on fact finding.
4. Updating about the outcome: You will receive an update on the status of your report, and where applicable, the outcome of the investigation.

For more information: please visit Speak Up: <https://app.convercent.com/en-US/LandingPage/ce6886a5-e4af-eb11-a97f-000d3ab9f062>

### **Forest policy**

Our Forest Policy underscores our commitment to protecting forests through our Responsible Sourcing Principles, setting clear and documented expectations of our suppliers. We contribute to the remediation and conservation of degraded landscapes in our supply chain through direct intervention, multi-stakeholder collaboration and participation in landscape programmes so that the free, prior and informed consent (FPIC) of indigenous peoples and local communities is respected.

Forest restoration is critical to ensure inclusive sourcing, providing smallholder farmers with opportunities to regain market access.

Our Forest Policy is drafted in alignment with the Accountability Framework Initiative and meets the

expectations set by the Science Based Targets initiative's net-zero trajectory.

We work closely with coffee-producing origins to combat deforestation, achieving measurable progress. Through memoranda of understanding (MoUs), the governments in key regions support remediation and restoration efforts to maintain EU market access.

Read more here: <https://www.jdepeets.com/siteassets/home/about-us/policies/jde-peets-forest-policy.pdf>

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#### **6.A.2 If relevant, describe cases of remediation in the reporting year**

Through our Speak-Up Line, we received a total of 118 reports in 2024, the majority of which were related to routine human resources matters. Other issues frequently reported through our Speak-Up lines in 2024 included allegations of harassment, use of inappropriate language, and alleged non-compliance with laws and policies (including alleged fraud).

In 2024, the company received 30 reports alleging discrimination, including harassment. Eight of them have been substantiated and remediation actions have been taken. Based on the investigation outcomes of speak-up reports, we ensure that appropriate mitigation measures are implemented and that we raise awareness through dedicated campaigns globally and across the regions, where necessary.

Two severe human rights incidents from Non-coffee & tea COGS procurement, were reported by one supplier in 2024 during the SMETA audit, related to compulsory overtime and restricted access to personal documents. We collaborated with the supplier to address these non-compliances and have a follow-up audit scheduled in (early) 2025 that has been already concluded showing that these two incidents have been closed in February 2025.

In 2024, JDE Peet's expanded its global fight against coffee-related deforestation by signing Memoranda of Understanding (MOUs) with Peru, Honduras, Rwanda, Burundi, and Vietnam. These agreements support smallholder farmers' market access under the EU Deforestation Regulation (EUDR) and enhance coffee's climate resilience, ensuring continued access to diverse, high-quality products. Through these MOUs, the governments in key regions support remediation and restoration efforts to maintain EU market access. Previous MOUs include Ethiopia, Papua New Guinea, Tanzania, and Uganda.

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## 6.B. Ensure access to grievance mechanisms

### 6.B.1 Describe what the enterprise does to ensure that employees and other stakeholders, especially impacted workers and local communities have access to whistleblowing systems and grievance mechanisms

Across JDE Peet's, we strive to live up to and embody the values and principles-based culture at the core of our Codes of Conduct. Our values – discipline, simplicity, solidarity, entrepreneurship and accountability – guide us in our everyday dealings with colleagues, customers, consumers, suppliers, shareholders, the communities we serve and other stakeholders.

We expect all employees to fully live up to the company's values, to be accountable for their own behaviour and to act with integrity and respect for others at all times.

Our Codes of Conduct underline our commitment to ethical behaviour and compliance with the legal requirements of the countries in which we operate and serve to foster a culture of integrity, ethics and legal compliance.

We introduce our Codes of Conduct to new employees as part of their onboarding, and conduct a global e-learning of our Codes of Conduct every two years.

Our compliance policies, procedures and standards are the foundation of the company's Compliance programme, and are available to employees on the company's intranet. Awareness enables our employees to behave with integrity and act confidently in any relevant situation. Our Compliance programme is reinforced through compliance trainings and awareness campaigns.

The company recognises the importance of the tone at the top when it comes to ethics and compliance. As a result, the Board's Audit Committee receives a quarterly report on key compliance matters covering topics that include updates on policies, speak-up reports and potential incidents relating to corruption and bribery. This enables the Board to monitor cases of actual or suspected misconduct or irregularities, and ensure that independent

investigations are carried out when necessary.

An effective Compliance programme is one that, by definition, continuously adapts to changes and improves over time.

#### ENCOURAGING EVERYONE TO SPEAK UP

Our company strives to foster a respectful environment where every employee feels empowered to contribute to the best of their abilities. Accordingly, and in line with our global compliance strategy, the company is committed to promoting a speak-up culture. It does so by fostering an open and trusting dialogue with employees, customers, business partners, suppliers, investors and other stakeholders.

As stated in our Codes of Conduct, at JDE Peet's we do not tolerate any form of discrimination based on race, ethnicity, nationality, religion, age, sex, gender identity, sexual orientation, disability, socio-economic background, or any other relevant basis.

Our Speak Up Policy is available to anyone who wishes to raise a concern about suspected misconduct throughout our supply chain. This includes, for example, employees, persons working for or on behalf of the company, workers throughout our supply chain, business partners and other stakeholders such as (representatives of) affected communities or consumers.

Examples of suspected misconduct may include a violation of applicable (international) law, a violation of the JDE Peet's Codes of Conduct, its policies, standards and/or procedures under which it operates.

Our Speak Up Policy is translated into the languages used along our value chain, thus ensuring its accessibility to different stakeholders.

In 2024, we conducted awareness campaigns and skill-up sessions to foster the speak-up culture within the company, including cross-functional trainings on how to conduct investigations concerning speak-up reports. We have different channels to report suspected misconduct, including an online reporting tool that is hosted by an independent service provider, and phone numbers for each country in which we operate that appear on JDE Peet's Speak Up landing page to enable our employees, suppliers and other stakeholders to easily raise their concerns. Additionally, we have a dedicated email address that can be used to report potential misconduct or to seek guidance. The company handles all reports respectfully and with discretion in accordance with the requirements of its Speak Up Policy. Our Speak Up Policy further describes our investigation principles and approach on how we handle investigations into reported misconduct. Each report is followed up with a response to the reporting party and, when required, promptly investigated so that appropriate remedial action can be taken where necessary.

The company does not tolerate any form of retaliation against those who voice their concerns truthfully and in good faith. Additionally, the Speak Up Policy provides comprehensive guidelines on the protection of whistleblowers against retaliation, fully aligned with the relevant legislation implementing EU Directive (EU) 2019/1937. The Speak Up Line is operated by an independent third-party provider, ensuring anonymity for those who wish to report concerns anonymously.

At the heart of our commitment, we genuinely care for our customers and greatly value their feedback. Our global consumer contact centre, managing hundreds of thousands of interactions annually, serves as a key touchpoint for enquiries and concerns. It plays a vital role in enhancing the consumer experience, building loyalty and driving continuous improvement.

More information can be found here: <https://app.convercent.com/en-US/Anonymous/IssueIntake/LandingPage/ce6886a5-e4af-eb11-a97f-000d3ab9f062>

Link Policy: <https://www.jdepeets.com/siteassets/home/about-us/policies/jde-peets-speak-up-policy.pdf>

Contact details:

Jacobs Douwe Egberts Norge AS  
Eva Gullerud, sustainability responsible  
[eva.gullerud@jdecoffee.com](mailto:eva.gullerud@jdecoffee.com)