



PARTNERS IN RESPONSIBILITY

CORPORATE RESPONSIBILITY REPORT SUMMARY

2015 / 16

PARTNERSHIPS & IMPACT

Our commitment to corporate responsibility is anchored in our culture and values, but we can better achieve our purpose of enriching life by leveraging the expertise and capabilities of others. Working in partnership with employees, customers, non-profits, and others enables us to increase our impact. We rely on the expertise and feedback of our stakeholders to learn, challenge ourselves, and inform our corporate responsibility strategy. Local partnerships make a difference in communities and can scale up to address social and environmental problems more widely.

A GLOBAL BUSINESS WITH LOCAL ROOTS

We grew up an American company. Louisville, Kentucky, remains our hometown, but today our brands are sold in approximately 160 countries around the world. Our Kentucky roots influence our deep commitment to community, and we strive to bring that same dedication to other locations where we have a strong presence. Our facilities include offices in more than 40 cities, distilleries, a winery, bottling plants, warehouses, saw mills, and cooperages. We promote responsible consumption of our brands, provide a safe, inclusive, and engaging workplace for our employees, advance environmental sustainability, and make a positive difference in our communities.



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"We build friendships both inside and outside our company, and we value these relationships as a source of guidance and a means to help achieve more collectively than we can on our own. This holistic view of how we engage with all our stakeholders is key to our Building Forever strategy, which provides a foundation for future growth. An important component of our endurance and success is considering our performance in terms of both what we achieve and how we achieve it."

PAUL C. VARGA

CHAIRMAN AND CEO



Partnering to Prevent Buzzed Driving

For the last two holiday seasons, we've worked with the Ad Council, Total Wine & More, and BeMyDD to promote the "Buzzed Driving is Drunk Driving" message. Our support enabled a multifaceted marketing campaign that helped spread the word. Total Wine & More created campaign displays in 65 stores and BeMyDD took the effort from education to action — offering \$20 discounts and a safe ride home to consumers.



ALCOHOL RESPONSIBILITY

Beverage alcohol, consumed in moderation, can make social occasions more enjoyable. However, when consumed irresponsibly, in excess, or by people who shouldn't drink, alcohol can lead to damaging consequences. We are committed to helping create a culture of responsible consumption and respect for personal choices about whether or not to drink.

We focus on encouraging moderation and reducing misuse and abuse through a four-part strategy:

- Providing thought leadership and industry collaboration;
- Practicing responsible marketing;
- Reducing alcohol-related harms, and
- Promoting responsible drinking.

This is not only good for society, it is also good for our business. Eighty percent of Brown-Forman employees believe that promoting responsible drinking offers us a business advantage.



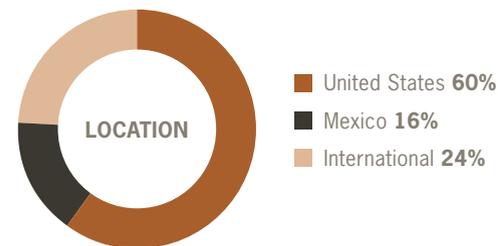
We share our perspectives on alcohol-related issues and invite your comments and opinions online

WWW.OURTHINKINGABOUTDRINKING.COM

EMPLOYEE RELATIONS & DIVERSITY

Employees are the heart, soul, and face of Brown-Forman. We nurture a work environment that enables employees to grow continuously, thrive in their careers, and succeed to their highest potential. We want Brown-Forman to be diverse and inclusive, reflecting our consumer base, enabling creativity, and allowing employees to bring their best selves to work every day. Our people are engaged — giving more than is required and producing more than is expected. While our company has grown and experienced significant changes over the past few years, we've maintained a high — 78% — overall level of employee engagement.

GLOBAL WORKFORCE

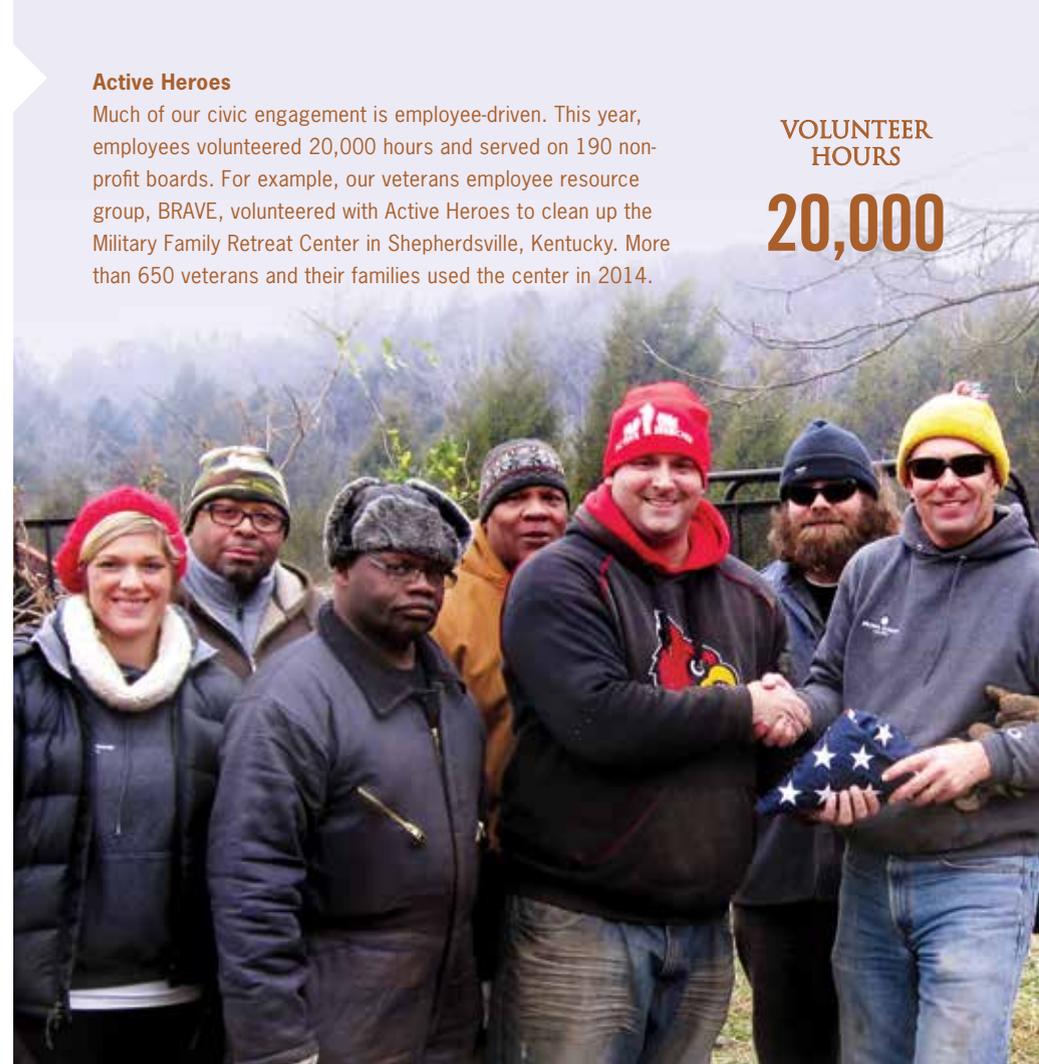


Active Heroes

Much of our civic engagement is employee-driven. This year, employees volunteered 20,000 hours and served on 190 non-profit boards. For example, our veterans employee resource group, BRAVE, volunteered with Active Heroes to clean up the Military Family Retreat Center in Shepherdsville, Kentucky. More than 650 veterans and their families used the center in 2014.

VOLUNTEER
HOURS

20,000





Casa Herradura Environmental Award

Casa Herradura in Mexico received the 2015 Environmental Excellence Award from the Mexican Federal Attorney for Environmental Protection (PROFEPA). The award is PROFEPA's highest honor for companies that have demonstrated a commitment to environmental improvement. Casa Herradura is the only tequila distillery among this year's honorees. Highlights of Casa Herradura's environmental performance include reducing waste-to-landfill to less than 1%, reusing 60% of water discharge for irrigation on site, and cutting absolute greenhouse gas emissions by 52% since 2009.

REUSING

60%

of water discharge for irrigation on site

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ENVIRONMENTAL SUSTAINABILITY

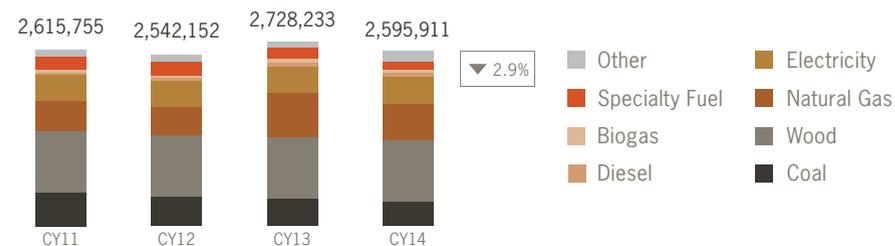
Our business is inherently linked to environmental sustainability. Our long-term interests align with society's need to protect natural resources for future generations. We require a healthy climate for growing grains, grapes, and agave; ample water to make our products; and thriving ecosystems to support forests. Our long-term orientation inspires us to value endurance and resilience over short-term advantage.

Environmental sustainability also strengthens our company. It influences our reputation, builds our brands, contributes to risk management, and creates opportunities for cost savings and efficiency in our operations.

Our commitment to the environment is part of a long-standing tradition, starting with the Brown family. An extension of these values, DendriFund is an independent foundation managed jointly by the Brown family and Brown-Forman that seeks to advance environmental sustainability in our communities by supporting innovative and impactful non-profit organizations.

ENERGY*

Total usage, MMBTUs



*Energy usage is determined from either direct metering or utility invoices. Numbers may differ slightly from previous reports due to refining of data management systems. Energy usage decreased as facilities continued to implement energy efficiency projects and process improvements. Other includes propane, gasoline, fuel oil and kerosene. Percent decrease is from CY2013 to CY2014.

Sonoma-Cutrer LEED Gold

Our Sonoma-Cutrer warehouse in California installed a rooftop solar array in 2013 that generates power to meet approximately 8% of the site's energy needs. The array has served as a pilot for the site, and we are evaluating a proposal to install additional solar capacity. The array is part of the site's broader commitment to sustainability. In 2015, the warehouse received Leadership in Energy and Environmental Design (LEED) Gold certification. The 29,000 ft² space also features natural lighting, a cool roof, and rooftop air handlers to cool the building.



COMMUNITY

Brown-Forman and our employees play an important role in the communities where we do business.

We donate our time, talents, and treasure (financial contributions) to support organizations focused on arts and culture, social welfare, environment, youth and education, and other specific areas determined by local needs.

We have a deep history of contributing to the health and well-being of Louisville, Kentucky. A recent economic impact assessment showed that Brown-Forman contributes significantly to the local economy through skilled jobs, wages and salaries, and tax revenues.

Over the last six years, we've gone more global with our "hometown pride," establishing a multi-local global giving program to engage all Brown-Forman employees in civic outreach wherever they are located.

Giving Back by Being a Good Neighbor

The Jack Daniel Distillery is an important source of economic growth for its hometown of Lynchburg, Tennessee. The Distillery is Moore County's leading and most stable employer, with more than 600 employees. Distillery operations also account for more than one-third of local government tax revenues.

This year, we expanded the Distillery to meet the growing worldwide demand for our Tennessee Whiskey. More than 90 new jobs will be created by the expansion — supporting more families in the area and attracting new people to the community.



Learn more about our commitment to Corporate Responsibility in our full 2015/2016 CR report online at

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