

CREATING A RESPONSIBLE DRINKING CULTURE

WHAT WE'RE FOCUSING ON



REDUCING ALCOHOL-RELATED HARM

- » Prevent drunk driving
- » Prevent underage access and consumption
- » Support addiction recovery
- » Empower bystander intervention



RESPECTFUL CONSUMPTION

- » Make moderation aspirational
- » Respect the choice not to drink



RESPONSIBLE MARKETING

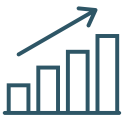
- » Provide product transparency
- » Uphold our marketing codes of practice

HOW WE'RE GETTING THERE



EDUCATE » EXPERIENCE » EXECUTE

WHY WE DO WHAT WE DO



BUSINESS CASE FOR RESPONSIBILITY

- » Enables a positive experience with our brands for employees, partners, and consumers
- » Establishes Brown-Forman as a leader in the industry
- » Builds and enhances relationships with stakeholders
- » Creates a safe drinking environment
- » Advances goodwill for the company and our brands
- » Helps our business grow in a long-term, sustainable way
- » Reduces risk and liability
- » Establishes a competitive advantage
- » Attracts and retains exceptional talent
- » Aligns with consumer trends related to wellness and moderate consumption

