



RESPONSIBLE CONSUMPTION & MODERATION
Update for Marketing Council

March 2022

We have a Responsible Consumption & Moderation Working Group

Objective:

To review and decide on HNV brand led communication & innovation that may impact our existing RMC and need consideration given the ever changing consumer and external/competitive landscape.

Who:

Corporate Affairs, Legal, Global Commerce

What:

We meet monthly and any Global or OpCo can bring a challenge to the group to discuss

Sponsors:

Stacy & James

Things we discuss & decide on guardrails:

How we participate on media platforms where audience below LDA is less clear (Tik Tok, Twitch)

How we participate in the Metaverse (Gaming, VR, AR)

How we innovate beyond beer into mood alteration (CBD/THC)

How our Non-Alc Beer Brands should be marketed (Channel, Communication, Innovation)

Our Strategy on a Page

OUR VISION:

Be the undisputed leader in responsible alcohol consumption communication and activation

Raise awareness and address harmful use of Alcohol

- Partnerships to address alcohol related harm associated with drink driving, violence and health
- Full transparency and communication of alcohol related harm on all labels
- Reach consumers with responsible consumption messaging

KPI's:

- 1) 100% of OpCo's have a partnership connected to addressing the harmful use of alcohol.
- 2) All labels will have a QSR code linked to alcohol related health information by 2023
- 3) 1 Billion Consumers reached with Responsible Consumption messaging per year.

Make Moderation Cool

- Enjoy Heineken Responsibly on all communication for the Heineken Brand
- Responsible Consumption strategy and communication beyond Heineken Brand leveraging our Zero Portfolio
- Ensure responsible consumption is reflected on new communication digital channels (Twitch, Tik Tok)
- Use influencers to communicate moderation
- Protect our right to sponsorship through moderation messaging

KPI's:

- 1) 10% of Heineken Brand spend by OpCo on EHR messaging

Always a Choice

- Ensure our consumers always have a zero alcohol choice available on our brands
- Communicate Zero Alcohol availability on Brand messaging
- Ensure availability of Zero Alcohol options by extending distribution

KPI's:

- 1) 2 invested brands with a Zero Option by 2023 in OpCo's representing 90% of HNV Revenue
- 2) Dedicated Always a Choice ATL/BTL investment
- 3) Reach 100% distribution of Zero Beer alongside Motherbrand.

Responsible Marketing Code

- 1) Digital Guardrails on Participation in Emerging Communication Platforms
- 2) Guidelines on use and activation of Influencers
- 3) Guidelines on use of User Generated Content
- 4) Sponsorship Guardrails including E-Gaming participation and activation