



2019 SOCIAL IMPACT REPORT



LION

BE SOCIABLE. LIVE WELL.

At Lion, we are committed to having a positive impact on the community. Guided by our core purpose of championing sociability and living well, we engage and build relationships with our people, customers, consumers, suppliers and community partners to make meaningful change.

We define our core purpose as the value we deliver for society. It reflects an unwavering belief that enduring financial success can only be achieved by generating ongoing value for the communities in which we operate, while also looking after our environment.

Lion adopted the (LBG) London Benchmarking Group framework in early 2020, to measure our positive impact within the communities in which we operate, and to enable us to better understand the difference our contributions can make within society. The LBG is a robust, internationally recognised framework that allows us to measure the impact of our activities within the community through three pillars: Inputs, Outputs, and Impacts.

By capturing our inputs (what is contributed), our outputs (what happens) we can over time demonstrate our impact (what changes). This report takes a short look at how we have applied the LBG framework over our financial year 2019; a year in which we continued to support our strategic partnerships with Graeme Dingle Foundation, Uplifting Australia and Landcare Australia, through our Lion Dairy Pride and Lion Orchard Pride Grants program.

We also focussed on mental health through our brand partnerships with Speight's and Movember which you can read more about on Page 7.

As a leading brewer and manufacturer

of adult beverages, we know we cannot be truly successful unless we are able to generate long term benefits for society. This means ensuring our products are used in a way that minimises harm and brings sociability and connectedness to our consumers, which is why we support long term culture change through partnerships that seek to improve attitudes to drinking. You can read more about our partnerships with DrinkWise, Cheers! and Alcohol&Me on Page 6.

Over the course of 2020, Lion will undertake a review of our community investment strategy and partnerships and we look forward to sharing the outcome of this in early 2021.



Stuart Irvine
CEO



Libby Davidson
Group General
Counsel & External
Relations Director



Taking our community investment efforts to a new level

On behalf of Corporate Citizenship, global managers of (LBG) London Benchmarking Group, I am delighted to have worked with Lion to support the reporting and verification of the company's social investments made during 2019.

The LBG methodology provides a reliable and holistic view of a company's social investments, from what is contributed, what happens and what changes as a result. LBG is now widely regarded as the international standard and best practice for measuring a company's social investment.

It acts as

- a management tool;
- a private benchmark;
- and a network of professionals.

To learn more, please visit: www.lbg-online.net.

We commend Lion for applying this best practice tool in their mission to continually improve the value of their investments to their community and to their business.

Simon Robinson

Director Australia & New Zealand,
Corporate Citizenship



What is LBG?

The global standard in measuring and managing corporate social investment.

The LBG Framework is a robust measurement standard that any company can apply to understand the difference their contributions make to business and society.



Inputs: What's contributed

The resources a company provides the support a community activity

How:
Form of contribution

Why:
Driver for contribution

What:
Issue addressed

Where:
Location of activity



Outputs: What happens

The activities delivered, numbers reached, funds raised and business-related activity resulting from the contributions made

Community outputs:
Number of people helped, activities held etc.

Leverage:
Additional funds raised e.g. by employees

Business outputs:
Media coverage, awareness among customers



Impacts: What changes

The changes that happen to individuals, organisations and the company, in the short or longer-term, as a result of the charity

Community impacts:
Type of impact on individuals
Depth impact on individuals
Impact on organisations

Business impacts:
Impact on employees,
Change in business performance

Environment impacts:
Change in environment behaviours
Change in the environment e.g. ecology

OUR 2019 SOCIAL IMPACT

We invested **\$3.3 Million** across Australia and New Zealand



Company led:
Corporate investment
\$2,338,503



Our brands
\$688,275



People led:
Volunteering time
\$144,891



Workplace giving matching
\$146,044

An additional **\$335,135** was raised and donated as **leverage**. This is the measure of any additional resources contributed to a community organisation or activity that come from sources other than Lion, for example contributions made by our people and through Lion community fundraising initiatives.

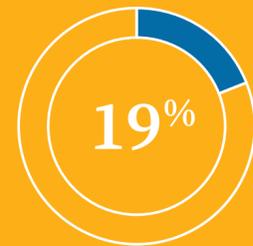


What did our investments go towards?



Health

Ensuring our products are consumed safely and sociably through DrinkWise, Cheers! and Alcohol&Me



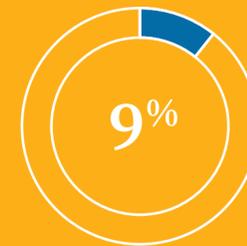
Emergency Relief

Supporting our communities and natural environment during drought, flooding and bushfires



Education and Young people

Empowering young people to be resilient and to build strong family connections



The Environment

Cleaning our beaches and streams, and protecting our wildlife



Social Welfare and More!

Helping those less fortunate and contributing to other meaningful causes that support our communities



Our impact in action

Helping young New Zealanders realise their full potential



SDG alignment



Over 20 years ago, world-renowned mountaineer and adventurer Sir Graeme Dingle and his wife Jo-anne established the Graeme Dingle Foundation (GDF) with a vision to improve the outlook for young New Zealanders. Together they continue to be relentless campaigners, fundraisers and champions for their charity and its purpose. Six years ago, Lion threw our support behind the Foundation, and particularly their work in the Tamaki community in Auckland. We believe strongly in Graeme and Jo-anne's aim of helping New Zealand's young people achieve their potential in a safe and supportive environment.

Programs that transform young lives

Building valuable life skills from an early age

Lion supports four schools in the Tamaki area, with over 738 students progressing through the Kiwi Can

programme each year. Kiwi Can is the first in a series of GDF programs specially tailored to different stages in a young person's schooling. It sets a foundation of values and life skills that the students take with them through school and into later life. Each student visits a Kiwi Can class once a week to enjoy a positive, uplifting environment which encourages self belief and confidence.

Helping young men overcome obstacles

Since 2018, the NZ Lion team has helped fund research to underpin the MYND and Kiwi Tahī programs.

MYND is a highly successful intervention

program for young men who have been referred by the justice system, with a proven track record of significantly reducing re-offending. It seeks to increase protective factors and build resilience by working effectively with the young person in the community context. Staff provide support and strengthen a young person's pro-social bonds to family, education/work providers, cultural and community resources. This focus provides an opportunity to heal offenders, victims and communities impacted by crime.

Kiwi Tahī is an early intervention program, targeted to 8-12 year olds considered to be vulnerable due to negative influences and risk factors in their lives. It aims to prevent escalation into social services by bringing life-skills to strengthen identity, school engagement and interpersonal skills.

Raising awareness and funds

Drop your boss!

Since 2018, a senior leader from Lion has participated in 'Drop your boss!' – a bungee jumping event to raise money for the Foundation.

Giving time

Each year, Lion employees participate in skilled volunteering and mentoring to the team at GDF, including the Kiwi Can program. Our hands-on involvement includes monthly mentoring, as well as more targeted training sessions.

Garnering support from our local communities

In 2019, Wither Hills hosted Dazzle Marlborough, a community event with over 100 sponsors and 220 paying guests, which raised an incredible NZ\$108,000 for GDF in Marlborough.

Investing in events

Lion provides NZ\$10,000 worth of in-kind donations each year to assist GDF with their fundraising and community events.



Our impact in action

Investing in a positive drinking culture

Lion's core purpose is to bring people together to be sociable and live well. We know that we can't be truly successful as a business unless we're able to generate long-term benefits for society by ensuring our products are used in a way that minimises harm and brings joy to our consumers. We proudly partner with a range of organisations and support a variety of programs that seek to improve the culture around drinking.

SDG alignment



Opening a national conversation around positive drinking

DrinkWise.

Lion was instrumental in establishing DrinkWise, an independent, not-for-profit organisation that inspires healthier and safer drinking practices.

DrinkWise has successfully started a conversation in Australia, challenging the perception that excessive alcohol consumption is the norm and encouraging moderation for those who choose to drink.

Its pioneering national education campaigns include *You won't miss a moment if you DrinkWise* and *How to Drink Properly*, as well as an awareness program to address the serious issue of Fetal Alcohol Spectrum Disorder (FASD) which is caused by exposure of a fetus to alcohol during pregnancy.

The DrinkWise FASD Awareness Program aims to create greater awareness among Australians that FASD is a preventable disorder and reaffirm the benefits of abstaining from alcohol while pregnant, planning a pregnancy or breastfeeding. It incorporates both mass-market and targeted communications, as well as tailored programs to better engage with Indigenous audiences.



Cheers!

In New Zealand, Lion was a co-creator of Cheers!, and continues to be a lead sponsor of the program. Managed by the Tomorrow Project, Cheers! seeks to help improve New Zealand's drinking culture through evidenced-based, targeted campaigns.

Launching in 2019, SMASHED is a new and internationally acclaimed education programme that targets young potential drinkers to educate them on the dangers of underage drinking. The theatre-based show is funded in NZ by responsible drinking initiative Cheers! and is delivered in partnership with the Life Education Trust.

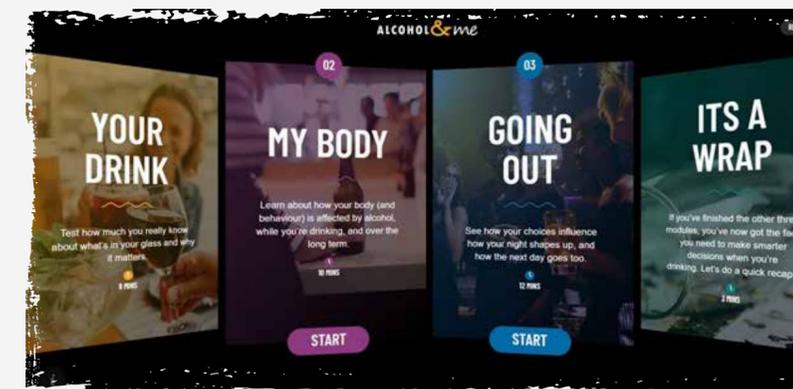
Rolling out evidence-based, educational resources about alcohol

ALCOHOL&me

To make the best choices around alcohol, people need access to accurate information, which is why in 2012 Lion developed Alcohol&Me as an internal initiative. The program examines in depth the ways in which alcohol affects our bodies and minds - aiming to close the gap between perception and reality.

own team, undertook the program face-to-face in their workplaces. Interactive and information-rich, Alcohol&Me can be also accessed by New Zealanders online, with over 60,000 people visiting the website that year and the campaign reaching almost 1 million users through social media.

Alcohol&Me has now spread to encompass a large number of New Zealand employers, and in 2019 nearly 16,000 people, in addition to Lion's



Our impact in action

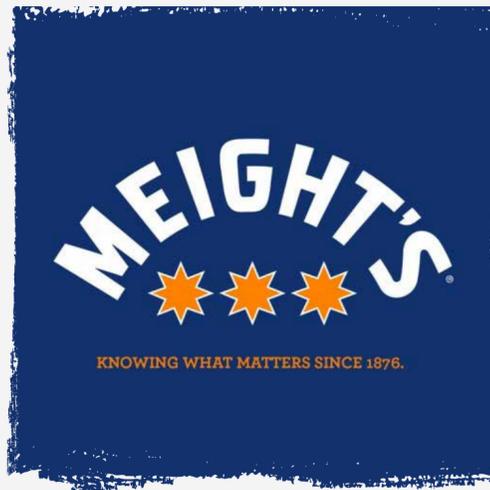
Iconic brands giving back to their communities

SDG alignment



Beers like Speight's and XXXX belong to the pubs, the backyards and the sporting fields of the towns where they've been cherished for generations. When our communities are hurting, we know their pain. As the custodian of Australia and New Zealand's favourite beer brands, we try to give back whenever we can to the people who've supported us over the decades.

Speight's growing men's health awareness with Movember



When it comes to mental health, men have often been constrained by a culture which implicitly encouraged them to suffer in silence. But thanks to the work of organisations such as the Movember Foundation, these issues are now firmly on the public agenda and Lion has been proud to play our part in raising funds and awareness for the cause.

In 2019, Speight's partnered with Movember to support men's mental health. As part of the initiative, Speight's temporarily rebranded as 'Meight's', selling t-shirts with that logo in aid of the foundation and promoting it on social media channels to raise awareness. To recognise the vital role that interpersonal connection and conversation play in mental health, Speight's Ale Houses provided free fries during happy hour to mates who agreed to switch their phones off and actually talk to each other.

Through direct donations and leverage fundraising efforts – Speight's donated a total of NZD\$33,390 to the Movember foundation at the end of the campaign, which reached 931,842 people.

XXXX supporting Queenslanders in need

As Queensland's favourite beer, XXXX has a long tradition of supporting communities in times of need, and in 2019 we helped Queenslanders cope with extreme weather at both ends of the spectrum.

In February, the XXXX Brewery donated \$50,000 to GIVIT in support of residents affected by the floods in Townsville and North Queensland, whilst across the rest of the state we lent a hand to farmers and communities struggling with the effects of one of the worst droughts on record.

GIVIT were extremely thankful to XXXX for the donation which helped them to assist people in need. Funds donated were used to provide a fridge and washing machine for a Townsville mother

of three children who lost everything in the floods as well as providing towels and bedding for a family whose possessions were washed away from their submerged cattle station outside Julia Creek.

Lion donated and delivered 151 cartons of XXXX beer to the Drought Angels team in Chinchilla, who assist hard-hit farming families by providing practical and financial assistance, as well as moral support and connections to professional help when needed.

Lion also donated two kegs of Iron Jack to Club Chinchilla, with proceeds from the sales donated to Drought Angels.



“Drought Angels are a fantastic not-for-profit organisation set up to help farmers in need. We were pleased to be able to give back.”

Patrick Donohue
Field Sales Director, XXXX

Our impact in action

Leveraging the passion of our people

At Lion, we value people who contribute on a much wider scale than in the office or on the brewery floor. We actively support our team's initiative and community spirit by contributing to workplace giving programs and providing paid time off for volunteering. In doing so, we're backing more than worthwhile causes – we're building team morale and fostering valuable life experience and leadership skills in our people.

SDG alignment



Building a volunteer culture in our team

Lion is proud to support volunteering within our team and in the wider community. We encourage our people to support local not-for-profits by providing all permanent team members with two volunteering days a year, and we give them dedicated paid leave for that purpose. Our volunteer partners include Landcare Australia, Dress for Success, World Animal Protection, and Conversation Volunteers New Zealand. Our teams welcome the opportunity to contribute to the communities in which we operate.

The provision of two volunteer days per year for our people enables Lion to orchestrate a three-way win: Individually, our team reports that participation in the program significantly benefits their personal wellbeing; at a team level, shared time out of the workplace contributing to issues of social importance to bond over the shared experience; finally, the community as a whole benefits from volunteering, especially when enabled by the support of corporate partners such as Lion.



In 2019, a team of Lion people helped out at a WAP Beach Clean at Balmoral, Sydney. World Animal Protection provided us with a unique opportunity to learn first-hand about the effects of plastic on marine life. Disturbingly, our trusty LionHearts volunteers managed to collect 14.5 kilos of rubbish from what looked like a relatively clean beach.

World Animal Protection is also a long-term partner in our workplace giving program.

World Animal Protection – Beach Clean

World Animal Protection offer a number of volunteering opportunities for our people – providing a chance to learn about the important work that WAP does, as well as a chance to positively contribute to our environment.

“When our team shared their personal wellbeing goals, and mapped them against 5 Ways to Wellbeing, we recognised that there was a gap in terms of ‘giving’ and building social and community relationships.”

Simon Hardy
Lion Group Insurance Leader

Charitable giving in the workplace



“Your employees, through their workplace giving donations and ongoing support, have made an incredible difference to the lives of people overcoming crisis. We see the power of that generosity every day, and we want you to be able to see it too.”

Luca Ridulfo
Corporate Partnerships Manager,
Australian Red Cross

Lion has a number of relationships to a dedicated list of community investment partners across Australia and New Zealand which we support through our Workplace Giving Program, inviting our people on a monthly basis, which we then match.

In response to the devastating bushfire events over the summer of 2019/2020, Lion launched a one off workplace giving appeal in December 2019 to support those who lost homes, businesses and community assets to fire.

Through our appeal, our employees donated \$31,760, which we matched dollar for dollar, with a total of \$63,520 donated to the Australian Red Cross in December.





LION