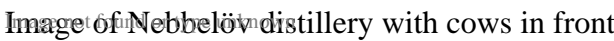


PRESS RELEASE
October 17, 2024

Absolut Vodka's distillery reaches fossil-free milestone ahead of schedule

Absolut Vodka's net-carbon neutral distillery, one of the most energy-efficient in the world, is now powered solely by renewable energy sources.

Åhus September 2024 –  Absolut Vodka announces that its distillery is now fossil-free having achieved its goal to phase out the use of fossil fuels a year earlier than planned.

In 2020, Absolut committed to its distillery being fossil-free before the end of 2025 as part of a wider ambition to become a carbon-neutral product. Some 92 per cent of the energy used at the distillery already comes from certified green electricity and around 7 per cent from green fuel, made in-house using waste spirits.

Last year, less than 1 per cent of the distillery's remaining energy consumption came from liquefied petroleum gas (LPG). Since early September, this small fraction of fossil-LPG used has been replaced by bio-LPG, meaning the entire production of Absolut Vodka – more than 100 million liters per year – is fossil-free when operating under normal circumstances.

The distillery, based in Nöbbelöv close to Åhus in southern Sweden, has been net carbon-neutral for more than 10 years. It already emits seven times less CO₂ per litre of alcohol, than the average distillery. Meanwhile, Absolut's Scope 1 & 2 emissions continue to fall. In FY24, they fell to 103 tonnes – the lowest since Absolut began measuring carbon emissions two decades ago. The resulting carbon efficiency of the distillery and bottling in FY24 was 1g CO₂/l vodka compared to 17g CO₂/l vodka in FY23.

The distillery's fossil-free milestone and the significant progress Absolut has made with carbon efficiency is notable because it produces its own raw spirit, which is an energy-intensive process, for all its vodka. Using wheat produced by around 300 local farms and water from one of northern Europe's biggest natural aquifers, Absolut, unlike many spirit brands, makes raw spirit from scratch rather than buying from external sources.

Anna Schreil, VP Operations, The Absolut Group, said: *"We are immensely proud that Absolut's distillery is now not only fossil-free but that this goal has been achieved ahead of schedule. Running a fossil-free distillery on this scale is no small feat. The final step – replacing the LPG, which has accounted for a fraction of the distillery's energy use – is a continuation of years of hard work. After reaching net carbon neutrality more than a decade ago, this latest achievement pushes us further towards our goal of a fully carbon-neutral product."*

Notes to editors

¹ IWSR 11.763 k9LCs in 2023

² Average data from 2022. Beverage Industries Environmental Roundtable (BIER) benchmarking study.

³ Scope 1 & 2 includes direct and indirect emissions relating to our own production

About Absolut Vodka

Absolut Vodka is a world-leading premium spirit, made in one of the most energy-efficient distilleries in the world. Every drop of Absolut Vodka is produced in and around Åhus in southern Sweden – and while Sweden is its home, Absolut Vodka spans more than 140 markets around the world. Part of the Pernod Ricard group since 2008, Absolut Vodka is a champion and platform for social progression through creative collaborations and innovative products – its iconic bottle has been interpreted hundreds of times by renowned international artists and fashion designers. It was

the inspiration behind the flavoured spirits market with the launch of the world's first flavoured premium vodka, Absolut Peppar, in 1986.

About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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