



## **COVID-19: Statement from Chief Executive Officer**

I am extremely excited to be joining C&C, a company with great people, loved brands and a world class distribution infrastructure. I look forward, together with my new colleagues and the Board, to further build the business.

While we are seeing further strengthening of COVID-19 restrictions across the UK and Ireland, the ongoing excellent work of our colleagues and suppliers sees the Group's supply chain and production facilities remain operational.

With increased restrictions in the hospitality sector and the expectation of temporary increased demand in the off-trade, we remain well placed to support our customer base. Our commercial and operational teams are working closely with our off trade partners to ensure we meet the demand of our products in both retail and convenience channels with contingencies in place to support the supply chain as required in the lead up to Christmas. We have rationalised our branded SKU range to ensure continuity of supply and have plans in place to deliver visibility and availability of our products through the festive period. To further our convenience offer we have launched 'Tennent's Rewards', a retailer loyalty scheme that supports stores bespoke planograms, designed specifically for shoppers in Scotland and enhances sales and profit for the end retailer, supported by store callage from our team. Our Direct To Store operation, delivering strong availability of key brands and a new online ordering platform, will offer further support for the convenience channel in these unpredictable times. During the crisis, Walker & Wodehouse, which specialises in sales to independent retailers, and Bibendum off-trade, which services Grocery multiples have met increased demand as consumers sought out premium wine experiences at home.

To protect our colleagues, business partners, community and customers, we are operating in line with all government guidelines and regulations, in an environment that also sees stringent ongoing audits of our operations to ensure that all areas of our business adhere to safe social distancing and compliance with all health and safety requirements. Given the extensive measures that we have put in place, all of our offices, depots and production facilities, have been accredited as being COVID-19 secure.

All colleagues who can work from home are doing so. Any staff that are required to work from an office or depot have received return to work inductions to familiarise and educate themselves with the increased safety measures and layouts we have put in place across all of our sites. Social distancing measures remain in place across all of our operations.

Recognising that colleagues are the foundation of our business and core to our shared success, we have launched our Diversity, Inclusion and Wellbeing Policy to create an environment in which colleagues of all backgrounds feel welcome and respected, having fair access to opportunities. As part of our

commitment to Wellbeing, resources are in place to support colleagues with impartial advice and information on everything from physical and mental health, family life, money worries and counselling services.

During this time of extraordinary challenges for the industry, we have maintained a proactive and constructive dialogue with our on-trade customers. We continue to support the hospitality sector in the UK and Ireland on measures to facilitate fully compliant operations in line with guidelines and regulations. In Matthew Clark / Bibendum, these measures include: increased flexibility in delivery days and times; 'new for old keg' replacement process; availability of key lines secured with supply partners; new 'guest checkout' facility on our e-commerce platform and a simplified online process for new account openings. In Ireland, we launched C&C Hygiene, an initiative providing funding for pre-opening / start-up costs for our customers. This offers a central hub with safety standards and certification for the hospitality sector. The initiative also offers items to facilitate safe openings and continuing operations including divider screens, hand sanitisers, signage and foot handles for doors. The roll out of our LOCAL app across the UK and Ireland continues to facilitate home delivery, click and collect, table service, cashless payment for our customers and the capture of consumer contact details. C&C has also supplied additional liquidity support to Admiral Taverns to support their tenants.

We continue to seek opportunities to ease the burden on those in the greatest need during the crisis. This has seen the donation of non-alcoholic drinks, snacks, financial support and sponsorship to various community groups. In recent weeks we have made donations to The Benevolent Society of Scotland ("The Ben") and Street Soccer Scotland to support their forthcoming Christmas campaigns.

Our priority continues to be the health and wellbeing of our people, customers, suppliers, business partners and local communities. Even though colleagues are currently distanced from each other, I have been impressed by the efforts to stay in touch and support each other.

I wish to express my thanks to all of our stakeholders for their ongoing support and patience as we navigate through this unprecedented time together.

Please continue to drink responsibly and take care of yourselves and each other. Please see the Drinkaware [website](#) for facts, information and advice on alcohol and health.

David Forde, CEO, C&C Group plc