

SUSTAINABLY SERVED

JULIUS MEINL'S SUSTAINABILITY STRATEGY

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Issue Date: October 7, 2025
Next review: October 2026

SUSTAINABILITY STRATEGY



I. INTRODUCTION

At Julius Meinl, sustainability is a natural extension of who we are, a family business built on tradition, quality, and responsibility. By staying true to our roots while embracing innovation, we are shaping a future where Viennese Coffeehouse Culture and sustainability go hand in hand.

Our Sustainability Strategy, Sustainably Served, is both a promise and a pathway: to safeguard coffee origins, to protect the planet we all share, and to empower the people who make our journey possible. Together, we are building a legacy that endures, for today and for generations ahead.

Carina Needham

Global Sustainability Director
Julius Meinl 1862 GmbH



For me, Julius Meinl is more than a company, it is a living legacy, shaped by five generations of family and more than 160 years of dedication to coffee and tea. Our journey has always been about more than business; it has been about honouring the foundation laid by those before us while carrying a responsibility to those who will follow.

Every cup of Julius Meinl coffee or tea enjoyed tells this story. Rooted in the tradition of Viennese coffee house culture, we take pride in values that have endured through time, while embracing innovation to ensure our story continues to grow for generations to come. At the same time, we embrace innovation and progress, ensuring that our business continues to evolve and lead into the future.



From seed to bean and leaf to cup, our dedication to quality defines who we are. We strive not only to craft exceptional coffee and tea experiences, but also to act responsibly toward the people and the planet that make them possible.

Our Sustainability Strategy, Sustainably Served, represents our shared framework for shaping a thriving and lasting future. It reflects our commitment to long-term partnerships with farmers, customers, and consumers; to developing socially responsible and environmentally conscious solutions; and to continuously improving our expertise and services. Guided by the expertise built through past generations and strengthened by modern innovation, Sustainably Served is our way of ensuring that our legacy remains resilient, regenerative and ready for tomorrow.

It is with pride and gratitude that I share this strategy as a reflection of our collective responsibility and ambition. I look forward to bringing it to life together with all of you.

Marcel Löffler

CEO
Julius Meinl 1862 GmbH

Bringing Vienna's
Coffeehouse Culture
to the world
and contributing to
a better planet for
future generations.

JULIUS MEINL COMPANY MISSION

II. OUR SUSTAINABILITY COMMITMENT, GUIDING PRINCIPLES AND GOVERNANCE

To turn our mission into measurable progress, we rely on a robust set of principles and policies that guide our actions across every part of the value chain. These commitments form the foundation of our Sustainability Strategy and ensure we operate with integrity, responsibility, and transparency.

A strong governance framework underpins the achievement of our sustainability targets. Our **Code of Business Conduct** sets clear expectations for ethical behaviour throughout our Group, while our **Supplier Code of Conduct** extends these standards across our supply chains, covering human and labour rights, environmental responsibility, and business integrity. Our **Environmental Policy** outlines our approach to climate and resource stewardship, and our **Human & Labour Rights Policy** (which is currently being finalised) ensures we uphold the rights, dignity, and fair treatment of all people we impact. Our **Procurement Policy** embeds sustainable procurement practices across our various product categories, while our **Sustainable Green Coffee Policy** specifically guides the responsible selection of our green coffee, supporting both farmer livelihoods and the protection of the environment.

Responsibility for implementing and monitoring these frameworks lies with dedicated functions across the sustainability, procurement, human resources and compliance teams across the business. Oversight is provided by the Management Board and the Global Sustainability Director, ensuring alignment with our corporate strategy and long-term sustainability goals.

At Julius Meinl, we are committed to the **Ten Principles of the United Nations Global Compact (UNGC)**, which guide our efforts in the areas of human rights, labour, environment, and anti-corruption. By aligning with these principles, we actively contribute to the achievement of the **UN Sustainable Development Goals (SDGs)**, particularly to:

- **SDG 8:** by promoting fair labour practices and sustainable livelihoods for farmers and workers.
- **SDGs 12, 13, and 15:** by advancing responsible consumption and production, reducing our carbon footprint, and protecting ecosystems and biodiversity in our coffee and tea origins.
- **SDG 17:** by fostering strong partnerships across our value chain, which we believe are essential to delivering meaningful and lasting change.



III. OUR STRATEGIC PILLARS AND SUSTAINABILITY AGENDA 2030

Our Sustainability Strategy Sustainably Served is built on three core pillars: Origin, Planet and Julius Meinl People. These pillars are deeply interconnected and mutually reinforcing: Without sustainable and resilient coffee and tea supply chains (Origin), there is no path to protecting ecosystems or ensuring product quality. Without climate action and circular economy practices (Planet), the cultivation of coffee and tea cannot be secured for future generations. And without motivated, empowered, and skilled employees (Julius Meinl People), we cannot deliver the transformation needed to drive sustainability across our entire value chain.

Our Sustainability Agenda 2030 (see next page) sets out time-bound targets across these three pillars. The targets are regularly reviewed and, where necessary, adjusted to reflect changes in regulation, evolving stakeholder expectations, and the latest scientific findings.



SUSTAINABILITY STRATEGY



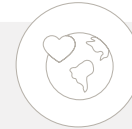
1. ORIGIN



Building a Sustainable Coffee Supply Chain

We strive to support people across our value chain in building decent and resilient livelihoods, promoting good agricultural practices, and conserving biodiversity. The health, safety, and well-being of coffee farmers, their families, and other workers and communities along our supply chains are central to our sustainability efforts.

2. PLANET



Protecting Our Planet

As a global company reliant on agricultural raw materials, responsible resource use and preserving a healthy environment are essential to us. We are committed to minimising our environmental footprint throughout the entire value chain by creating value with fewer resources and reducing the climate impact of our products.

3. JULIUS MEINL PEOPLE



Driving High Engagement Among Our Employees

Sustainable business development is only possible through a healthy organisation with highly engaged employees. We are committed to create a winning culture and a supportive and engaging workplace where our employees can thrive.

Key Actions & Goals of our Sustainability Agenda 2030

- **Responsibly Selected Coffee Initiative (RSCI):** Our RSCI provides a broad foundation of sustainability criteria across economic, social and environmental dimensions along our coffee value chain. Our aim is to have 100% responsibly selected coffee for all globally purchased green coffee roasted at our production sites in Vienna and Vicenza by end 2025 and expanding the scope to all Julius Meinl-branded coffee products by the end of 2028.
- **Generations Programme:** This programme goes beyond sustainability criteria for our coffee purchases by directly engaging with coffee-growing communities via partners in coffee origin countries. It supports projects that improve farmer livelihoods, encourage sustainable farming practices, and safeguard coffee-growing knowledge for future generations. By 2026, we aim to have projects in four countries.
- **Organic & Fairtrade Certified Coffee:** We aim for our double-certified coffee lines to reach a double-digit share of Julius Meinl's total coffee sales volume by 2030.

Key Actions & Goals of our Sustainability Agenda 2030

- **Reducing our Corporate Greenhouse Gas (GHG) Emissions:** We have set ambitious GHG emission reduction goals for 2030 compared to our 2022 baseline, following a science-based methodology.
 - Reduce **Scope 1 & 2 emissions by 42%** by 2030
 - Reduce **Scope 3 emissions by 30%** by 2030
 - Reach **Net Zero emissions by 2040**
- **Strengthening Circular Economy Practices:** We continuously work on reducing waste, increasing the recyclability of our packaging and the use of recycled materials in our production. Further, we closely collaborate with our suppliers and customers to extend the lifecycle of our coffee machines. In 2026 we aim to develop and implement a Packaging Policy to strategically guide our efforts.

Key Actions & Goals of our Sustainability Agenda 2030

- **Gallup Engagement Score:** Reach the top 25% in the European benchmark by 2027 by performing above the 75th percentile.
- **Performance & Development Cycle:** Full roll-out to cover all employees by 2026, meaning that all employees will take part in regular performance and career development conversations to support individual growth and long-term success.
- **Cultural Anchoring:** Fully embed our people culture, "Together We Grow," across the group by 2028.