

ENHANCINGING AND SHARING THE VERY BEST OF CHAMPAGNE

CSR REPORT
2024-2025*

CHAMPAGNE CHARLES HEIDSIECK
Maisons fondée à Reims en 1851

MAISON FONDÉE EN 1785
PIPER-HEIDSIECK
CHAMPAGNE

Rare
CHAMPAGNE



"This year has confirmed a fundamental cultural shift: sustainability is no longer a side project to our business activities, it is the way we conduct our business."

Nicolas BECKERS

Chairman & CEO

It is with great pleasure and a deep sense of responsibility that I am joining the EPI Group today, led by Christofer Descours, to continue and build on the momentum we have established in sustainable commitments.

The work accomplished has enabled us to pursue an ambitious vision, based on sustainable performance, collective commitment, and the creation of long-term value.

The past year has not spared our vineyard: climatic hazards, raw material costs, regulatory changes. This context could have prompted us to play it safe, to opt for the 'easiest' route. We have chosen a different path: one of consistency and unwavering commitment.

Convinced that sustainability is both a strategic lever and an essential duty, I am committed to pursuing this course with rigour, transparency and determination, alongside all our employees and partners.

FOREWORD



"Protecting our Champagne terroir and supporting the men and women who bring it to life remains our raison d'être. *This conviction drives us forward, and our determination has not wavered."*

Céline DORLEANS

HSE-CSR Manager

Working in the vineyards and crafting our champagnes teach us patience and perseverance. It is in this spirit that we have navigated 2024, maintaining our resolve despite the headwinds.

In 2024, we remained consistent and exacting by not abandoning structural investments, by not postponing energy efficiency projects, and by not letting up on developing our teams' skills.

What enabled us to persevere was, first and foremost, the clarity of our commitments, which are long-term in nature and extend far beyond the vagaries of a single year. It is also the strength of a governance structure that shapes our actions, sets the pace, and reaffirms our priorities. Above all, it is the strength of a united community: our teams, committed every day to sustainability and continuous improvement. Our partner winegrowers, who are driving a more resilient approach to viticulture. Our suppliers, with whom we are developing more sustainable solutions, and our customers, whose growing interest in sustainability reinforces the purpose behind our efforts.

In this spirit, we also advanced our social initiatives by creating collaborative working groups dedicated to key issues such as support for family caregivers.

We know the road ahead is long. But we have learnt that resilience is built before a crisis, never during it. Our efforts to adapt – in terms of climate, biodiversity, safety and ecodesign – have proven their worth during the upheavals we have faced.



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*Report published in 2025 based on data from the 2024 financial year

A DECADE OF ACTION

2015

HVE VDC
Launch of first psychosocial audit

2016

Planting of hedgerows in vineyards

2019

Benchmark carbon assessment

Launch of Piper Lab

2020

Investment in Vitibot

2021

CSR policy

Total elimination of herbicides from our vineyards

Investment in Team for the Planet and Drop the Box

Change of statutes and integration of a *raison d'être*

2022

B Corp certification

Membership of IWCA

First Grain de Sail shipment

First CSR report

Targets submitted to SBTi

Partnership with association *Nos quartiers ont du Talent*

2023

Launch of the cuvée 100% VDC *Essentiel Blanc de Noirs*

2024

Energy restructuring

D&I policy, sponsorship and responsible marketing

Deployment of the Vitibot Bakus® robot in our vineyards

B CORP RECERTIFICATION: OUR AUDIT SHOWS AN OUTSTANDING 10-POINT INCREASE

In three years, our Houses' B Corp score has risen from 91.9 to 102.6 points. This progress confirms our capacity to chart a steady course on our environmental and social commitments, with significant, concrete advances achieved since 2022.

COLLECTIVE COMMITMENT IN 2024

Our Houses have strengthened their commitment to the B Corp community, continuing to raise awareness and share CSR expertise.

In March 2024, the entire Executive Committee - together with the CSR managers responsible for each pillar - completed a B Lab B Leaders training course. This provided the perfect opportunity to host the inaugural B Corp Grand Est gathering, bringing together fellow companies such as Maison Perceval, Frey, Bollinger, Samm Trading, Marmelab, and the B Lab France teams.

We also spoke at two external advocacy events aimed at promoting B Corp certification:

- at the **General Assembly of the Béthon Cooperative:** sharing our CSR approach;
- at **ESSEC** (Master's in Ecological Transition Talents): presenting our B Corp journey.

Finally, in late 2024, Piper-Heidsieck launched a **B Corp communication campaign across 52 Monoprix stores** in the Paris region, under the slogan *"Grande Maison, Grande Responsabilité"* (Great House, Great Responsibility).

Certified B Corporation

2025: A 10-POINT INCREASE IN SCORE DRIVEN BY IMPROVING INDICATORS

ENVIRONMENTAL IMPACT

-34% **carbon emissions** (scopes 1 and 2) between 2019 and 2023

-33% **electricity consumption** following energy restructuring (2024 vs 2019)

x 4 **supplies certified as Sustainable Viticulture in Champagne (VDC)** (2019-2024), enabling launch of our first 100% VDC Piper-Heidsieck cuvée

Zero herbicide in our own vineyards since 2021, supported by hedge planting, use of cover crops and creation of biodiversity habitats

Input control: optimised use based on real plant needs and weather conditions

TERRITORIAL INTEGRATION

64% **of dry goods** (bottles, caps, cases, etc.) sourced within a 322 km radius of our vineyards

80% **of supplies** sourced within France

SOCIAL POLICY

Rollout of a **diversity and inclusion policy** in 2025

Launch of **"caregivers and disability" workshops** for all employees



OUR BUSINESS MODEL

INCOMING RESOURCES

HUMAN

Employees, social partners, winegrower partners, suppliers and subcontractors

165 employees
219 winegrower partners
3 glass-making partners

RAW MATERIALS

Musts, clear wines, glass and other dry goods

X4 number of **VDC-certified partners** since 2019
100% of vineyards HVE-3 VDC certified
Main vineyards: **Courmas, Aÿ, Bouzy, Ambonnais**

INFRASTRUCTURE AND EQUIPMENT

Production sites, chalk galleries, partner sites, water and energy

1 in-house pressing centre
9,541 m³ Water consumption
5,352 MWh Energy consumption

INVESTORS

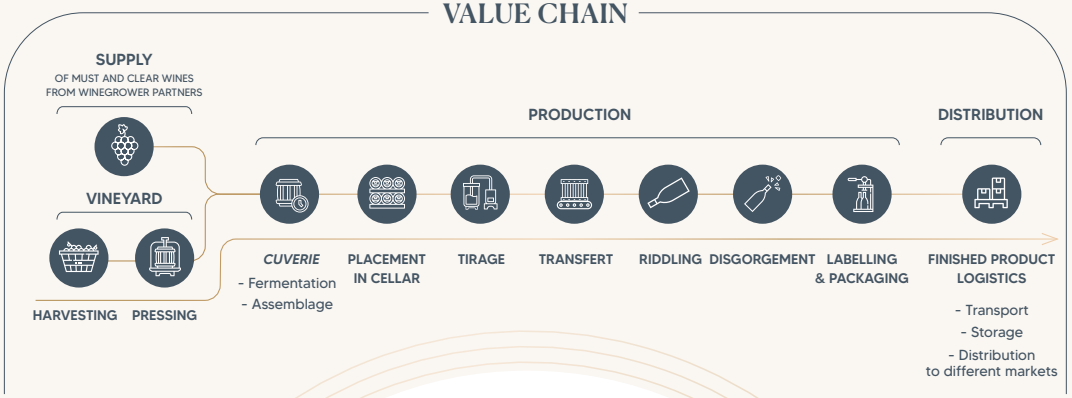
EPI Group and financial partners

6 Main markets: Europe, Asia Pacific, Americas, France, Travel Retail, Africa and Middle East

CHAMPAGNE COMMITTEE

Championing and promoting our heritage and appellation, enhancing quality, sustainable development

VALUE CHAIN





OUTGOING RESOURCES

ENVIRONMENTAL IMPACT

Energy restructuring, **59%** reduction in Scope 1&2 emissions (vs.2019)

-11.61% emissions across all three scopes in 2024 (vs.2019)

100% of waste recovered, including **80% through material recycling**

1,373 trees and shrubs planted since 2015

SOCIAL IMPACT

65 Number of new hires (fixed term/ permanent)

83.8% Percentage of **employees trained**

69% Rate of **employee satisfaction engagement**

39.98% Percentage of **women** in total workforce

52% Percentage of women managers/ supervisors

Gender equality index: 93

Average length of employee tenure: 13.48 years

SOCIETAL IMPACT

Australian Open, Miami Open, Michelin Guide, Nouvelles Vagues, Champagne Academy, International Film Festival, Palace of Versailles, etc.

Partnerships with local stakeholders

79 partners/suppliers of dry goods

76% of dry goods suppliers (glass bottles, labels, cardboard, etc.) located in France

OUR CSR GOVERNANCE

The governance of our CSR approach is centred on strong, long-term involvement from senior management, who play a key role in defining our strategy and remain firmly committed to its implementation.

STEERING DECISIONS

The CSR Committee, a collective steering body, meets every two months. It brings together those responsible for specific pillars–including Vineyards, Sustainable Purchasing, and Human Resources–alongside all the members of the Executive Committee (EXCOM). During these sessions, CSR indicators and initiatives are presented to all Committee members.

The Committee makes collective decisions to set priorities and ensure the overall alignment of all our actions. A summary of progress is also submitted to the Supervisory Board, which reviews the advancement of the measures undertaken.

COMMUNICATING PROGRESS

CSR results and initiatives are shared transparently with all our employees through a range of internal communication channels such as newsletters, the company newspaper and staff meetings. These commitments are also promoted to our external stakeholders.

SUPERVISORY BOARD/EPI GROUP

EXECUTIVE COMMITTEE ↔ Works Council 1x/month

CSR COMMITTEE 1X/2MONTHS

VINEYARD
- Vine cultivation (plant protection products, soil cultivation, etc.)
- Biodiversity

WINEGROWER PARTNERSHIPS
- Suply quality management (VDC)

PURCHASING
- Sustainable purchasing
- Origin of purchases
- Eco-design

PRODUCTION
- Transport
- Resource consumption
- Relations with supported employment providers

TECHNICAL SERVICES
- Water
- Energy
- Buildings and construction

HUMAN RESOURCES
- Training and professional development
- Diversity & Inclusion

HSE-CSR
- Safety and working conditions
- Occupational health and safety
- Environment and climate

HOUSE MANAGEMENT
- Responsible communication
- Creation of responsible projects
- Sponsorship

FINANCE

Investment

PSR QLW STEERCO ↔ **PADE GROUP**

OUR *RAISON D'ÊTRE*

ENHANCINGING AND SHARING THE VERY BEST OF CHAMPAGNE



Championing our expertise while honouring the men and women of our regions



Perpetuating our cultural and environmental heritage



Sharing much more than fine wines

ENVIRONMENT

OUR COMMITMENTS

Strive for excellence in winegrowing practices
Reduce the environmental impact of our activities
Aim for carbon neutrality
Embed sustainability in our projects and decision-making
Preserve our cultural heritage

STAYING THE COURSE OF OUR TRANSITION

In a climate that is becoming increasingly unpredictable and challenging, we are staying the course. Supported by our Champagne communities, where expertise and a deep connection to nature are closely interwoven, we are preserving our soils, adapting our growing practices, and protecting biodiversity. This resolute approach is yielding results: our carbon footprint is shrinking, and our innovations–across energy, glass, and vineyards–encourage us to go even further. Far from deterring us, the climate emergency reinforces our choices. Today, as in the past, we are striving to pass on thriving terroirs to future generations.



Christine HAMEL
Head of Purchasing and Development

"On a daily basis, we integrate environmental considerations into our purchasing and development to reduce the ecological footprint of every component. Specifically, we optimise bottle weight, prioritise recyclable or recycled packaging, and collaborate with our partners to pioneer sustainable solutions, such as vegetable-based inks and the elimination of secondary packaging.
We encourage reuse whenever possible, source raw materials responsibly, and prioritise short-circuit supply chains to minimise transport distances. Finally, we regularly assess our suppliers' CSR performance and systematically include environmental criteria in our tendering processes."

x4
supplies certified Sustainable Viticulture in Champagne (VDC) (vs. 2019)

-30%
CO_2 emissions (vs. 2023)

100%
of our waste is recovered including 80% through material recycling

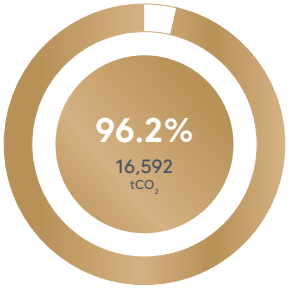
CARBON ASSESSMENT: A CONTROLLED TRAJECTORY

From energy restructuring and lighter glassware to alternative transport and the circular economy, we are systematically deploying every lever at our disposal. These efforts are yielding tangible results.

CO_2 EMISSIONS FOR 2024: 17,260 tCO_2

SCOPE 3

Other indirect emissions



-7% SINCE 2019
-30% SINCE 2023

Purchases of products and services
13,039.1 tCO_2

Fixed assets
513.9 tCO_2

Fuel- and energy-related emissions (not included in Scope 1 or Scope 2)
104.1 tCO_2

Upstream goods transport and distribution
137.7 tCO_2

Downstream goods transport and distribution
1,324.5 tCO_2

Waste generated
17.8 tCO_2

Work-related travel
46.6 tCO_2

Home-work commuting
210.8 tCO_2

Other downstream indirect emissions
886.4 tCO_2

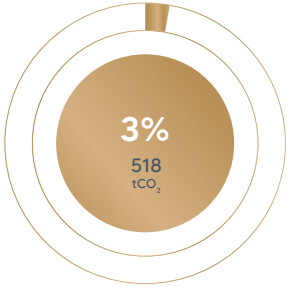
Other upstream indirect emissions
30 tCO_2

Use of sold products
142.8 tCO_2

Sold product end of life
137.9 tCO_2

SCOPE 1

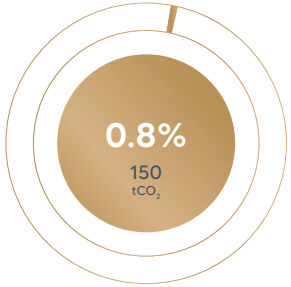
Direct GHG emissions



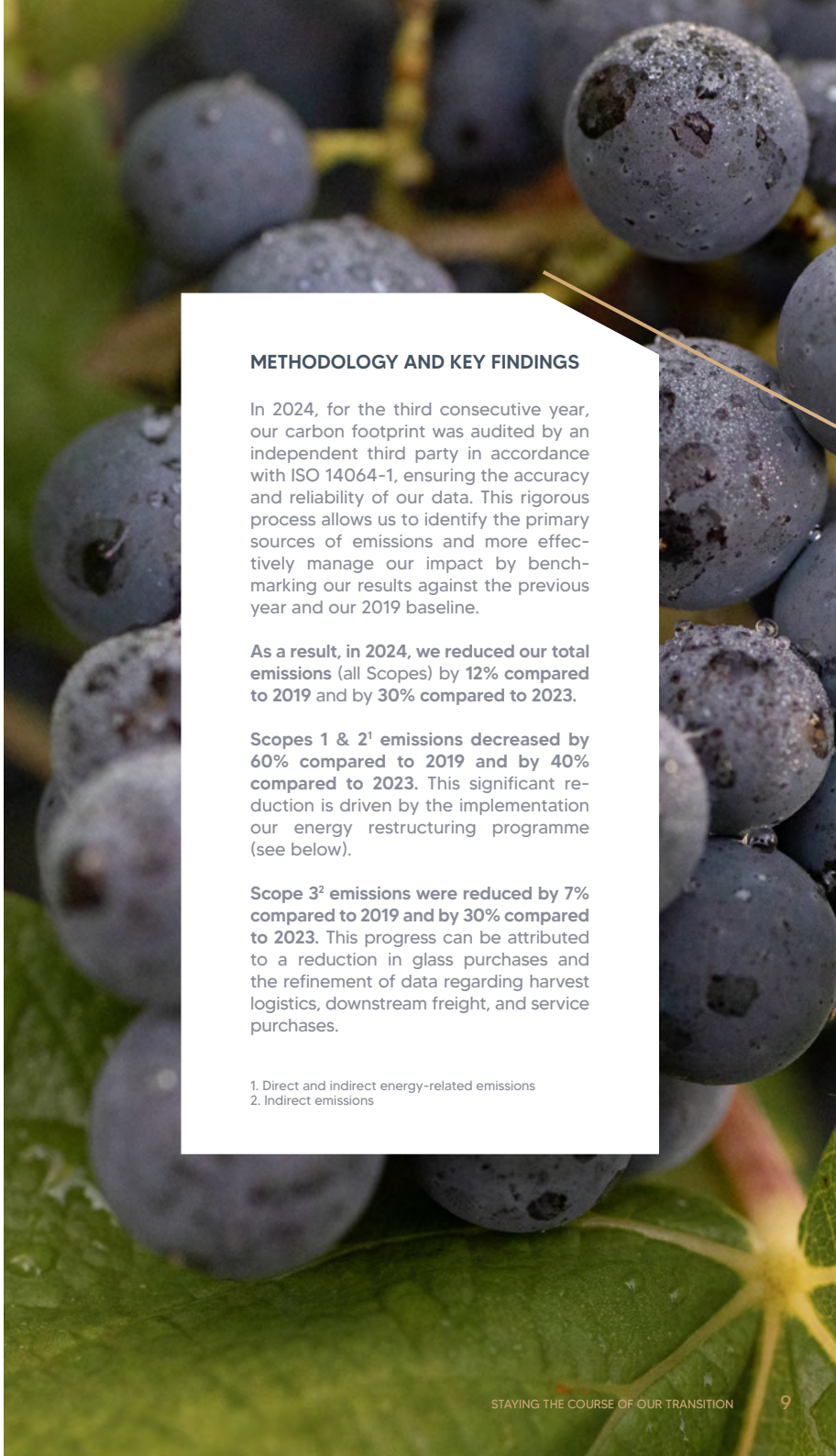
-65% SINCE 2019
-46% SINCE 2023

SCOPE 2

Indirect energy-related emissions



-24% SINCE 2019
-13% SINCE 2023



METHODOLOGY AND KEY FINDINGS

In 2024, for the third consecutive year, our carbon footprint was audited by an independent third party in accordance with ISO 14064-1, ensuring the accuracy and reliability of our data. This rigorous process allows us to identify the primary sources of emissions and more effectively manage our impact by benchmarking our results against the previous year and our 2019 baseline.

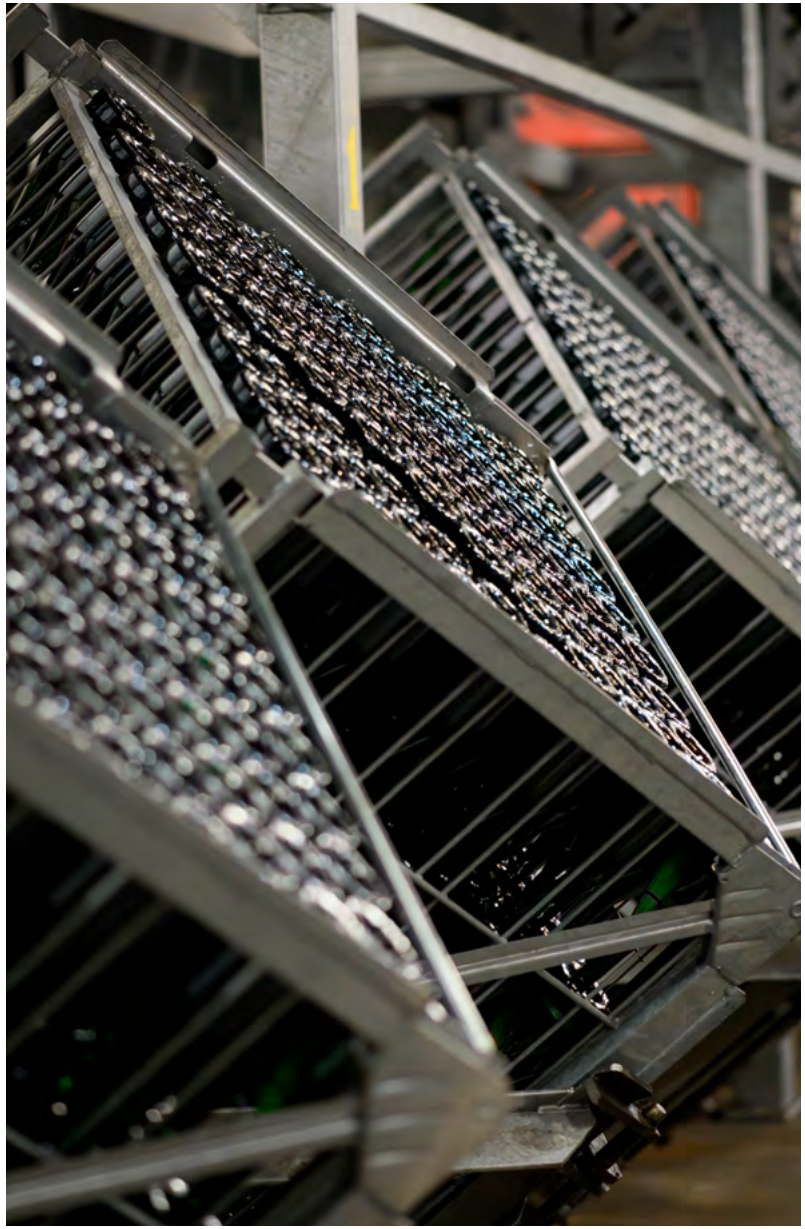
As a result, in 2024, we reduced our total emissions (all Scopes) by **12% compared to 2019** and by **30% compared to 2023.**

Scopes 1 & 2[1] emissions decreased by 60% compared to 2019 and by 40% compared to 2023. This significant reduction is driven by the implementation our energy restructuring programme (see below).

Scope 3[2] emissions were reduced by 7% compared to 2019 and by 30% compared to 2023. This progress can be attributed to a reduction in glass purchases and the refinement of data regarding harvest logistics, downstream freight, and service purchases.

1. Direct and indirect energy-related emissions
2. Indirect emissions

CARBON ASSESSMENT: A CONTROLLED TRAJECTORY



THE FIRST VISIBLE RESULTS OF OUR ENERGY RESTRUCTURING

Energy restructuring is a key driver in reducing our Scope 1 and 2 emissions. It has involved installing more energy-efficient equipment, incorporating new refrigerants with zero global warming potential (GWP), and implementing a heat recovery system. As a result, our gas consumption fell by 13.7% in 2024 compared to 2023, and our electricity consumption decreased by 13.1% compared to 2023.

CIRCULAR ECONOMY: FOSTERING MORE VIRTUOUS BUSINESS PRACTICES

We have optimised our resource management and waste reduction in alignment with circular economy principles: deposit-refund schemes for bottle caps and wirehoods, recycling of lees and pomace in distilleries, use of alternative energy sources for between-site transport during the harvest, and donation of equipment to schools and non-profit organisations.

REDUCING THE CARBON IMPACT OF FREIGHT

Freight transport accounts for 1,462 tCO_2e, or 8.4% of our total carbon footprint. We are pursuing our efforts in this area by exploring more sustainable freight solutions. Notably, during the harvest, 78% of must is now transported in tankers powered by alternative fuels (B100 or HVO100).



CARBON ASSESSMENT: A CONTROLLED TRAJECTORY



ECO-DESIGN AND SOURCING PURCHASES: A KEY FACTOR IN REDUCING OUR CARBON FOOTPRINT

In addition to glass procurement, we are reducing the environmental impact of the other dry goods used in our products. We have embarked on an eco-design initiative and are onboarding suppliers closer to our production site in order to reduce both our manufacturing carbon footprint and that generated by the transport of goods.

For each category of dry goods, an eco-design guide identifies the potential levers for reducing impact. We are working on the development of an alternative to the brass filigree on our Rare Champagne, currently produced in China, with the dual aim of reducing its environmental impact and ensuring that it is manufactured entirely in Europe. The origin of our supplies is mapped each year to ensure precise monitoring of our progress and strengthen our contribution to a more responsible supply chain. As a result, we have recently referenced a new cap manufacturer located just 1 km from our production site.

GLASS PRODUCTION: THE PRIMARY SOURCE OF OUR CARBON FOOTPRINT

In 2024, our emissions related to glass procurement totalled 6,140 tCO_2e, a significant decrease from the 9,167 tCO2e recorded in 2023. This 33% reduction is directly attributable to the lower volume of containers purchased.

To further reduce our footprint, we are continuing our collaboration with our glass partners and the Comité Champagne to reduce the weight of our 75cl bottles. Reducing bottle weight requires intensive Research & Development (R&D) to ensure that three essential criteria are maintained:

- Consumer and operator safety.
- Compliance with current standards dictating the specific dimensions and characteristics of Champagne appellation bottles.
- The compatibility of new formats with our production equipment.

This remains a strategic priority, as glass production accounted for 33.6% of our total carbon footprint in 2024.

100%

of our waste is recovered including 80% through material recycling

OVERALL IMPACT OF OUR UNBOXED PIPER-HEIDSIECK BRUT

To assess the total environmental footprint of our products, we conducted a comprehensive Life Cycle Assessment (LCA) of our flagship product: the unboxed Piper-Heidsieck Brut bottle.

This study follows the European PEF (Product Environmental Footprint) methodology. This approach uses a single score to aggregate results across 16 key environmental indicators, covering the greater part of our impact. These indicators include climate change, ozone depletion, particulate matter, acidification, eutrophication, and resource depletion.

The study identifies three primary areas of impact:

- Purchasing of dry goods, mainly glass bottles. This is our most significant source of impact. Its effects relate mainly to climate change, particulate matter emissions, resource use, and eutrophication.
- Raw Materials derived from viticulture. This impacts eutrophication and mineral consumption, mainly due to specific agricultural practices.
- Bottle transport is the third-largest factor, contributing to climate change and fossil fuel consumption.



BIODIVERSITY AND WATER: PRESERVING TO ENHANCE OUR VITICULTURE

Aware of the environmental impact of phytosanitary products, our Houses attach great importance to pursuing responsible cultivation practices: rational water management, the continued elimination of herbicides, and nurturing biodiversity within and around our vineyards to foster more sustainable viticulture.

TOWARDS MORE RESPONSIBLE CULTIVATION PRACTICES

For several years now, we have been practicing sustainable input management in our own vineyards, tailored to the specific needs of the vines, their growth cycle, and weather conditions. Additionally, we utilise mating disruption techniques to eliminate the use of conventional insecticides. This natural method relies on the diffusion of pheromones that disrupt the reproductive cycle of vine pests. Since 2021, herbicides have been completely eliminated from all our Houses' vineyards.

In addition, we carefully manage our natural resources: we use harvested rainwater whenever possible in our vineyards, monitor water consumption across all our sites and maintain strict controls on water quality.

Our commitment to these practices is reinforced by regular employee training.

Nurturing biodiversity is also a cornerstone of our pursuit of ecological balance. Plant cover nourishes the soil, improves its structure and encourages beneficial wildlife, such as insects and small mammals. Furthermore, installing shelters and nesting boxes for local wildlife, as well as 16 beehives spread across our vineyards and operational sites, contributes to the preservation of local ecosystems.

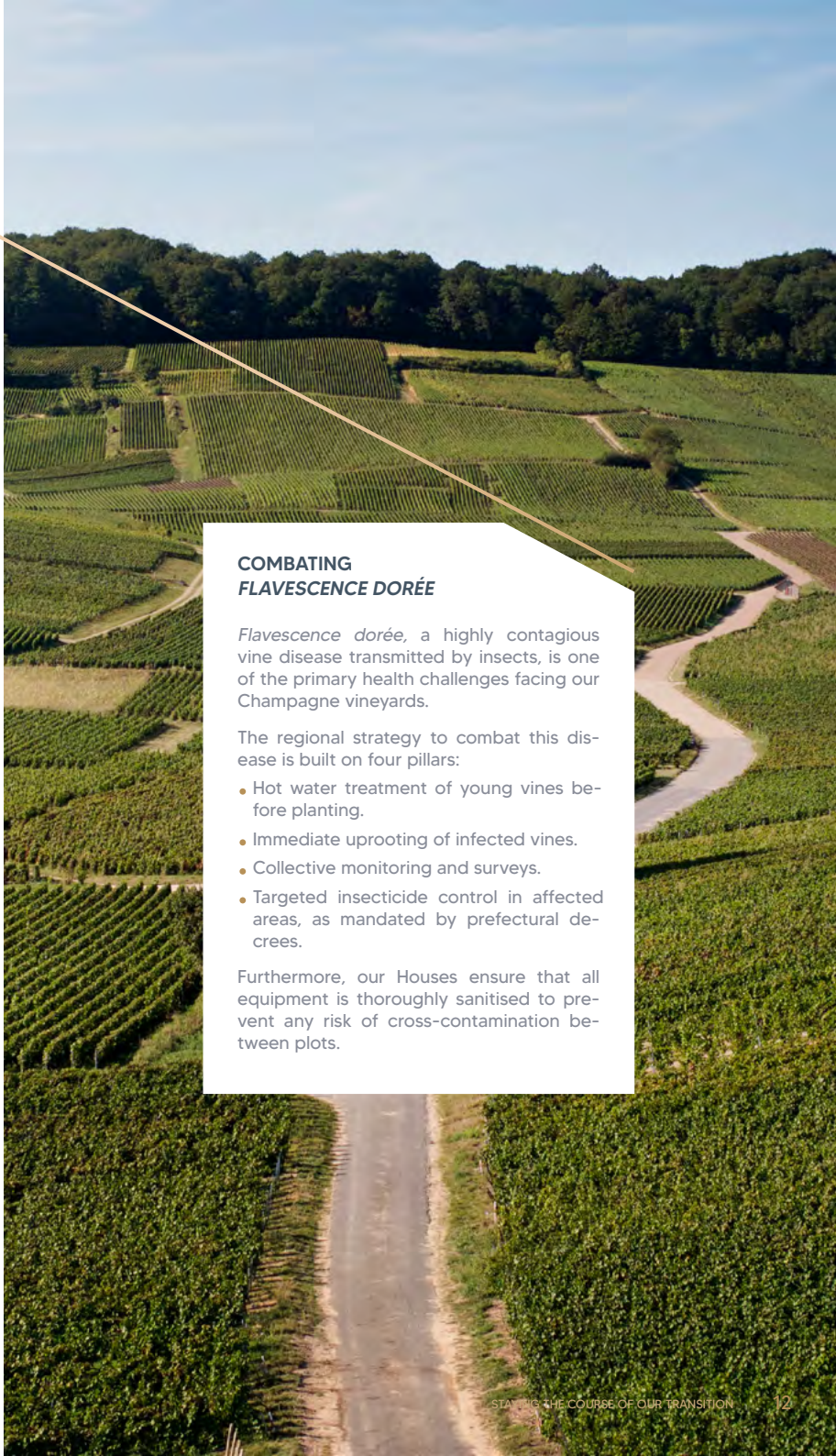
Finally, we are proud participants in the Bois des Limons reforestation project–a 22.5-hectare area near the Piper-Heidsieck production site that was devastated by fungus. Launched three years ago, this project is on track to sequester nearly 3,700 tonnes of CO_2 by 2027, contributing to both the fight against climate change and the restoration of regional biodiversity.

SUSTAINABLE VITICULTURE IN CHAMPAGNE (VDC): CERTIFICATION EXTENDED ACROSS ALL OUR VINEYARDS

Since 2015, these cultivation and biodiversity practices have regularly achieved Sustainable Viticulture in Champagne (VDC) certification, which is renewed every three years. Determined to expand this approach, we encourage our winegrower partners to commit to joining us on this path. Since 2019, the supply of grapes from VDC-certified estates has quadrupled, ensuring the use of isolated and traceable wines.

22.5

hectares of land reforested as part of the Bois des Limons woodland recovery project



COMBATING *FLAVESCENCE DORÉE*

Flavescence dorée, a highly contagious vine disease transmitted by insects, is one of the primary health challenges facing our Champagne vineyards.

The regional strategy to combat this disease is built on four pillars:

- Hot water treatment of young vines before planting.
- Immediate uprooting of infected vines.
- Collective monitoring and surveys.
- Targeted insecticide control in affected areas, as mandated by prefectural decrees.

Furthermore, our Houses ensure that all equipment is thoroughly sanitised to prevent any risk of cross-contamination between plots.



THE VITIBOT BAKUS®

Since 2024, Piper-Heidsieck has deployed the 100% electric Bakus® robot–developed by the Reims-based start-up Vitibot–within its own vineyards. The Bakus® is an autonomous robot designed to support winegrowers in their transition towards sustainable agriculture. Engineered to operate independently within the vine rows, it performs essential tasks such as soil cultivation and trimming without producing any greenhouse gas emissions.

Thanks to its precision navigation system and advanced sensors, the Bakus moves with exceptional accuracy through the plots while ensuring a safe working environment.

By automating repetitive tasks, it improves working conditions and allows our team to focus on higher value-added viticultural work, all while protecting the health of the vines and the soil. The Bakus® is now emerging as an innovative, reliable and forward-looking winegrowing solution.

INTERVIEW WITH



Aurelia JAMAIN

Vineyard Manager

WHY DID YOU INTEGRATE THE BAKUS® ROBOT INTO YOUR VITICULTURAL PRACTICES?

Our Courmas vineyard is perfectly suited for the Bakus, as it consists of a single 14-hectare plot. As we don't use herbicides, mechanical soil cultivation is highly time-intensive for our tractor operators. The Bakus allows them to prioritise their efforts during the peak season on tasks that are critical to maintaining the harvest.

WHAT IMPROVEMENTS HAVE YOU OBSERVED REGARDING THE ENVIRONMENT AND WORKING CONDITIONS?

Currently, the Bakus operates exclusively at our Courmas site, where it manages soil cultivation for our young vines. This avoids soil compaction during the crucial first years of establishment. Being 100% electric, the Bakus reduces our reliance on internal combustion machinery, lowers fuel consumption, and eliminates noise pollution. With a range of 300 metres, winegrowers can carry out their traditional tasks within this perimeter while monitoring the robot's progress. Our winegrowers appreciate the high quality and precision of its work.

WHAT WERE THE MAIN TECHNICAL AND LOGISTICAL CHALLENGES DURING IMPLEMENTATION?

Implementation was quite straightforward. Winegrowers attended a one-day training session to learn how to use the robot, and we updated our electrical infrastructure to accommodate the charging requirements. The most demanding phase was the collection of GPS coordinates, but this was handled directly by Vitibot.

HOW DO YOU PLAN TO EXPAND THE USE OF BAKUS IN THE FUTURE?

As we were satisfied with the first year's results, we decided to increase the robot's capacity within our vineyards.
We therefore acquired a second set of inter-row tools enabling us to cover a larger area in the same amount of time. We also equipped the robot with a trimmer. As vine trimming is very time-consuming, this allows us to reassign our tractor operators to more technical tasks.
We also provide support services to our winegrower partners and aim to be able to offer them this solution in the short term, to further promote its use across the winegrowing region.

"The Bakus® does not replace humans; it supports them through an approach that is more respectful of nature and more sustainable for our terroirs."



ENVIRONMENTAL KPIs

CHAPTER	INDICATOR	2021 VALUE	2022 VALUE	2023 VALUE	2024 VALUE	TARGET		SDG
Sustainable Viticulture in Champagne (VDC)	Percentage of partners participating in the Sustainable Viticulture study	82%	N/A	91%	N/A	100%	2025	
	Percentage of partner responses to the Sustainable Viticulture study	95%	N/A	90%	N/A	90%	2025	
	Percentage of Sustainable Viticulture in Champagne (VDC)-certified supplies	17.5%	34.4%	27.8 %	30%	>90%	2030	
Biodiversity	Number of trees/shrubs planted	300	300	150	0	150	Renewable	
	Number of hectares of new vines planted	1.9	1.4	1.4	1	Renewable		
	Number of active beehives	8	8	16	16	20	2025	
	Number of units of carcinogenic mutagenic and reprotoxic insecticides, herbicides and chemicals used	0	0	0	0	Renewable		
Energy	Percentage of renewable energy in electricity purchases	N/A	100%	100%	100%	100%	2025	
	Amount of water consumed (in m^3)	10,617	10,870	11,681	9,541	9,150	2025	
	Electricity consumption (kWh)	3,263,741	3,633,700	3,583,455	3,114,619	2,822,245	2025	
	Gas consumption (kWh)	2,489,049	2,259,163	2,595,074	2,238,349	0	2025	
Waste	Recycling rate (%)	100%	100%	100%	100%	100%	2025	
	Waste recovery rate for material recovery vs energy recovery (%)	77%	85%	89.6%	80.0%	85%	2025	
	Tonnes of hazardous waste generated	3	8	0.81	12.1	42.345	2030	
	Tonnes of non-hazardous waste generated	161	310	224	162.9	119.62	2030	
Climate	Scope 1 CO_2 emissions (tCO_2e)	N/A	300	952.29	517.74	585	2030	
	Scope 2 CO_2 emissions (tCO_2e)	N/A	99	171.98	149.93	77.00	2030	
	Scope 3 CO_2 emissions (tCO_2e)	N/A	20,071 total 14,093 intensity	23,640 total 15,095 intensity	16,591.6 total 12,022 intensity	9,627.7 total 5,625 intensity	2030	
	Tonnes of CO_2 emitted by PH-CH SAS (tCO_2e)	N/A	20,472	24,765	17,259.29	0	2050	
	Kg CO_2/bottle	N/A	3.05	3.97	3.20	1.91	2030	
Transport	Business air travel (kms)	N/A	820,977	729,211	375,720	624,432	2030	
Sourcing and eco-design	Percentage of packaging suppliers based in Europe	N/A	81%	86.4%	86.11%	100%	2030	
	Percentage of glass produced in France	93.70%	99.30%	100%	99.87%	100%	2030	
	Weight reduction of Piper-Heidsieck bottle across all 75 cl formats	835	835	835	835	810	2030	
	Percentage of lighter 875g Charles Heidsieck 75 cl bottles (special edition)	N/A	82%	100%	100%	>90%	2030	
	Share of sales volumes of boxed/VAP Piper-Heidsieck	39.40%	31.50%	27.40%	29.8 %	16.30%	2030	
	Share of sales volumes of boxed/VAP Charles Heidsieck	16.80%	10.80%	9%	9%	6.45%	2030	
	Share of sales volumes of boxed/VAP Rare Champagne	33.03%	26.58%	24.50%	15%	19%	2030	

SOCIAL

OUR COMMITMENTS

Valuing people and passing on our know-how

Guaranteeing health, safety and wellbeing at work

Fostering equality in the workplace

Putting dialogue at the heart of corporate relations

Building sustainable partnerships and supporting local development

CULTIVATING ATTENTIVENESS

Excellence begins with the care and attentiveness we pay to every individual, year after year. This conviction has long been the cornerstone of our corporate culture: caring to nurture personal growth, fostering inclusion to enrich the company, and sharing to enhance our reputation. From our employees to our local communities, we cultivate relationships rooted in respect and reciprocity. This constant attentiveness creates a virtuous circle where individual fulfillment brings collective strength. This is how we build, day by day, a deeply human company firmly rooted in its region.



Mathilde GOYARD
Head of
HR Development

"We established a QVCT working group composed of employees from various departments. Their role is to collect and examine employee ideas via a suggestion box. This allows us to implement tangible improvements, such as new break areas and enhanced dining facilities, and organise internal events like our Advent Calendar and Christmas Lunch.*
Each June, we host QVCT Week, featuring activities focused on physical activity, well-being, nutrition and stress management. Regular internal questionnaires ensure that everyone can voice their opinions and provide feedback on our initiatives. Regarding psychosocial risks, we conduct periodic audits and provide awareness training for all employees."

*QVCT: *Qualité de Vie et des Conditions de Travail* (Quality of Life and Working Conditions).

83.8%
of employees benefited from training

69%
employee engagement rate

12
new graduates mentored as part of our partnership with *Nos quartiers ont du talent*

PAYING ATTENTION TO EACH INDIVIDUAL

Our Houses place people at the heart of our strategy, cultivating a fulfilling working environment for all our employees. From quality of life at work to societal commitment and sustainable mobility, every action aims to value our employees and strengthen our positive impact on society and the environment.

GUARANTEEING HEALTH, SAFETY AND WELL-BEING AT WORK

Social barometer and risk prevention

Every year, we survey all our employees to measure workplace satisfaction, as well as involvement in pro bono activities and voluntary social initiatives with a societal or environmental impact. This approach aims to proactively identify individual needs and expectations to assess well-being, while determining the resources needed to encourage sharing and offer appropriate support. **In 2024, the satisfaction rate was 69%, and 231 hours of pro bono work were carried out by our employees during working hours.**

Regarding **psychosocial risk prevention,** the results and action plan following a 2023 independent audit were shared with all our teams in December 2024. This audit - the third in nine years - aimed to identify risks in advance and provide immediate, long-term solutions.

231

hours of *pro bono* work were carried out by our employees

Working Conditions for Seasonal Workers

Following a 2023 harvest marked by a series of heatwaves, our Houses reaffirmed their commitment to the health and safety of seasonal grape pickers. In accordance with the Comité Champagne's guidelines, preventive measures were strengthened; the company continues to audit accommodation and is adapting equipment to help workers cope with high temperatures.





QVCT WEEK

From 17 to 21 June 2024, our Houses organised "Quality of Life and Working Conditions Week" (QVCT), a highlight of the year dedicated to relaxation and team building. To promote the physical, mental, and social well-being of our employees, a range of activities were offered, including Gym Ballon classes, beekeeping workshops and a session on the theme of sleep health. The week concluded with a food truck serving local products, encouraging colleagues to socialise and connect.



SOLIDARITY ACTIONS SOCIETAL COMMITMENT

For the second consecutive year, during the 2024 grape harvest, our Houses organised a solidarity initiative in support of the Clown de Cœur charity. Thirty employees tried their hand at wine-growing activities, including harvesting, pressing, and vatting. The proceeds from this harvest were converted into a donation to the charity, which provides psychological support to hospitalised children through activities hosted by professional clowns.

To raise awareness of our Houses' CSR challenges, a training programme was rolled out to all employees. This took the form of a collaborative board game based on our *raison d'être:* "Enhancing and sharing the very best of Champagne." This initiative helps to strengthen employee engagement and encourages them to become real agents of change.

Encouraging sustainable mobility

In May 2024, we renewed our participation in the Grand Est regional challenge *"Au boulot, j'y vais autrement!"*. More than 1,400 km were travelled sustainably, saving 187 kg of CO_2e, ranking our Group 34th out of 102 establishments of comparable size. To further support these efforts, we also rolled out a sustainable mobility package, providing financial assistance to employees who use alternative modes of transport, such as bicycles, scooters, and carpooling.

1,400

travelled using sustainable modes of transport as part of the *"Au boulot, j'y vais autrement!"* Challenge





DIVERSITY AND INCLUSION POLICY

At Piper-Heidsieck, Charles Heidsieck and Rare Champagne, we are co-creating our diversity and inclusion policy alongside our employees. It is built upon four key pillars:

- Intergenerational ties
- Regional diversity
- Inclusion of people with disabilities
- Support for family carers

In 2024, a working group of 12 volunteers helped define this policy and the relevant action plan. Mathilde Goyard (HR Development Manager) and David Lepage (worker and member of the working group) discuss this initiative.

INTERVIEW WITH



Mathilde GOYARD

Head of HR Development

WHY DID YOU DECIDE TO FORMALISE A DIVERSITY AND INCLUSION POLICY?

We wanted to give our existing initiatives a formal structure and take it further by involving employee volunteers. A group of 12 volunteers co-developed this policy, and each member subsequently committed to implementing concrete actions. The policy was then shared with management before being rolled out to all employees *via* internal communications.
Simultaneously, we organized awareness-raising workshops featuring experts on family caregiving, disability and addiction. We are also developing partnerships: this includes integrating employees with disabilities during the grape harvest through a local medical-educational institute, collaborating with an ESAT (a French organisation supporting professional integration for people with disabilities) for internal events, and partnering with *France Travail* for the harvest.

WHAT ARE THE NEXT CHALLENGES TO ADDRESS?

Our Diversity & Inclusion focus is now on digital technology and AI. Our goal is to ensure these advancements are a lever for progress rather than a barrier between generations.



David LEPAGE

Worker and member of the working group

WHAT MOTIVATED YOU TO JOIN THE GROUP?

These issues are important to me, and I wanted to discover new ways of raising awareness. I was also aiming to contribute to the company in a different way. That is what prompted me to get involved.

WHAT ACTION MADE THE BIGGEST IMPACT ON YOU?

Regarding the intergenerational ties pillar, I observed several actions that directly affect our daily lives. This includes the psychosocial audit conducted in 2023, which led to the 2024 action plan, featuring awareness-raising sessions on anti-discrimination and anti-bullying workshops.
Despite some mixed feedback regarding the initial audit, the training on harassment prevention was particularly well-received. It made the issues concrete and generated real mobilisation among the staff. Moving forward, it would be beneficial to strengthen our monitoring of these issues by consolidating our approach to preventing harassment and discrimination–building on actions already in place–while continuing to improve salary support and developing skills transfer to support everyone's professional growth.



COMMITTED ALONGSIDE OUR COMMUNITIES

PROMOTING INCLUSION AND EQUAL OPPORTUNITIES

In 2024, we continued our collaboration with the association *"Nos Quartiers ont du Talent"* . Through this partnership, our employees mentored 12 young graduates from priority neighbourhoods and rural areas to facilitate their professional integration.
In the same vein, we formed a partnership with ESAT[1] La Joncquière, enabling people with disabilities to pursue their careers in a suitably adapted environment. Since 2024, this organisation has also provided catering services for our internal events. Furthermore, our Houses entrust APF[2] France Handicap with our co-packing needs and the cleaning of work clothing.

QUALITY AND SAFETY AT THE HEART OF OUR PRACTICES

Since 2009, the company has been ISO 22000[3] certified. An international standard defining food safety management requirement, this certification attests to our rigorous risk management throughout the entire production chain–from the delivery of raw materials and dry goods to the marketing of our champagnes. It illustrates our ongoing commitment to transparency, traceability, and customer confidence.



1. ESAT: *Établissement et Service d'Aide par le Travail* (Establishment and Service for Assistance through Work).
2. APF: *Association des Paralysés de France* (Association for the Paralysed of France).
3. ISO 22000: The international standard for food safety management systems.
4. ISO 9001: The international standard for quality management systems.
5. ISO 14001: The international standard for environmental management systems.
6. Codex Alimentarius: A collection of international food standards established by the United Nations.



INTERVIEW WITH

Myriam FAURE-BRAC
Quality Manager & FSMS Lead

WHAT IS ISO 22000, AND WHAT IS ITS PURPOSE?

It is a voluntary initiative that allows us to benefit from the endorsement of an external, impartial body. This certification validates our ability to consistently provide safe products that comply with both customer requirements and all applicable legal and regulatory standards.

WHAT IMPACT HAS THIS CERTIFICATION HAD ON THE COMPANY'S OPERATIONS?

It requires the entire workforce to be actively involved in a process of continuous improvement. Furthermore, it enables us to demonstrate that our processes are fully controlled, thereby strengthening customer confidence.

HOW IS THIS CERTIFICATION SET TO EVOLVE IN THE FUTURE?

The ISO 22000 standard is currently being revised to align with other major standards, such as ISO 9001[4] (Quality) and ISO 14001[5] (Environment). It will also incorporate the updated requirements of the Codex Alimentarius[6] and European regulations, particularly regarding "food safety culture." With the new version scheduled for 2027, ISO 22000 will evolve from a technical standard into a true strategic management tool for agri-food companies.

SOCIAL KPIs

CHAPTER	INDICATOR	2021 VALUE	2022 VALUE	2023 VALUE	2024 VALUE	TARGET		SDG
Career development and training	Average employee seniority (years)	13.91	12.83	13.39	13.48	13.75	Renewable	
	% of employees receiving a salary increase	100%	100%	100%	100%	75%	Renewable	
	% of employees receiving training	97.88%	90%	85.6%	83.8%	80%	2025	
	% of employees with at least 1 skills dev training	N/A	90%	92%	57%	80%	2025	
	% of employees trained in Anti-Corruption Code over the year	100%	Online training for new recruits	100%	100%	100% of staff concerned	2025	
Safety	Number of commuting accidents	0	0	0	1	0	Renewable	
	Number of lost time injuries (LTI)	5	2	3	3	0	Renewable	
	Number of first aid cases (FAC)	5	9	6	12	5 (-10% vs N-1)	Renewable	
	Number of non-lost time injuries (NLTI)	0	3	2	0	2 (-10% vs N-1)	Renewable	
PSR-QWL	Number of PSR/QLW Steercos	1	4	5	4	4	Renewable	
	Number of Health, Safety & Working Conditions (CSSCT) meetings	4	4	4	4	4	Renewable	
	% of employees participating in Well-being Days	N/A	63%	83%	80%	50%	Renewable	
	Number of annual meetings with the chairman (breakfasts, staff meetings, management committees, works council)	N/A	33	33	33	Renewable		
	Number of internal company newsletter editions (ENM)	5	9	10	9	9	2025	
	Employee satisfaction or engagement rate	63%	N/A	73%	69%	65%	2025	
Diversity & Inclusion	Gender Equality Index - General Score	n.m.	n.m.	94	93	Renewable		
	Share of women in total workforce	37.35%	38.05%	39.94%	39.98%	50%	2030	
	Share of women in management/supervisory roles	40%	48%	56%	52%	50%	2030	
	Employment rate of employees with disabilities	5.02%	4%	3.22%	3.55%	6%	Renewable	
	Gender pay gap by professional category (Internal calculation)	10	8.9	4.9	1,01	0	2025	
Supplier Relations	Average duration of supplier relationships (years)	N/A	13	16.7	N/A	Stable vs N-1	2025	
	Average duration of winegrower relationships (years)	N/A	16	19.3	N/A	15	Renewable	
	National sourcing rate	N/A	83.3%	83.47%	84.03%	80%	Renewable	
	Supplier CSR Questionnaire response rate	80%	N/A	78%	N/A	80%	2025	
	% of suppliers committed to the Code of Conduct	N/A	59.9%	80%	80%	100%	2030	
	% of distributors committed to the Code of Conduct	68%	68%	80%	80%	100%	2030	
	% of Suppliers/Distributors having co-signed Code of Conduct (in House expenditure)	N/A	59.9%	82%	N/A	100%	2030	

SOCIETAL

OUR COMMITMENTS

Sharing and showcasing our know-how and commitments

Guaranteeing transparency across our policies and practices

Supporting and investing in projects related to our activity

Educating on how to enjoy our champagnes responsibly

PERPETUATING OUR HERITAGE

Rooted in an exceptional legacy, our Houses remain dedicated to transmitting our heritage: preserving history, fostering creativity, championing sport, and creating spaces for connection, solidarity, and commitment. From Reims to the world's most prestigious stages, we showcase the French *art de vivre* and the values it embodies: generosity, excellence, and openness. Year after year, we cultivate a cultural influence that honours our past while inspiring the future.



Stephen LEROUX

Director, Maison
Charles Heidsieck

"Our marketing and communications policies fully integrate the environmental and social values championed by PH-CH. This is reflected in the sustainable choices we make for our packaging design, content creation, event management and partner selection."



Maud RABIN

Director, Maison
Rare Champagne

"Maison Rare Champagne has been a proud partner of the Centre des Monuments Nationaux *since 2019. This partnership was inaugurated during the exceptional exhibition held in honour of Queen Marie Antoinette at the Conciergerie in Paris. Our centuries of heritage lend a unique prestige to events and exhibitions hosted in historic monuments, where we bring our expertise to life."*



Stéphane DECAUX

Director, Maison
Piper-Heidsieck

"Environmental and societal considerations are an integral part of our daily operations and brand projects. Transparency guides our approach, as demonstrated by the Essentiel collection, where our labels provide information on the production process. Our latest cuvée–a Blanc de Noirs crafted from 100% VDC-certified grapes–further embodies our ambition for a sustainable future."

3,225
bottles crossed the Atlantic on board the *Grain de Sail II* cargo sailing ship

10
participations at charity events

3,000
pieces upcycled per year and 3 tonnes of CO_2 saved through our partnership with the Dioniso upcycling workshop

FOCUS

PRESERVING OUR HERITAGE AND LOCAL ROOTS

Three Houses, three visions of the #ChampagneExperience

Our Piper-Heidsieck, Charles Heidsieck, and Rare Champagne Houses are pursuing their commitment to promoting Reims' heritage and revitalising the local community. Through a diverse range of cultural initiatives and partnerships, they remain deeply rooted in the region and closely connected to its people.

Committed to a responsible approach, our Houses leverage the customer experience to foster cultural transmission.



RARE CHAMPAGNE

transforms every encounter into a sensory and timeless journey, where the beauty of the gesture, the setting and the moment embodies the nobility of Champagne craftsmanship.

ROYAL HERITAGE AND LIVING CULTURE

Rare Champagne offers its guests the opportunity to experience "The Queen's Journey," an immersive voyage into the history of Maison Mellerio, one of the world's leading jewellers. Guests discover the exquisite jewels that were the particular favourites of Queen Marie Antoinette. Their journey continues through the Queen's private apartments at the Palace of Versailles before leading guest into the world of Rare Champagne and its exceptional terroir. With highlights including Reims Cathedral, vineyards, private cellars and a tasting experience in the Eisenhower Room of the Eisenhower Residence, this sensory journey is filled with unforgettable moments that showcase the very finest of French heritage.



Maud RABIN
Director, Maison
Rare Champagne

"From cépage to bottle, from nature to gesture, and from the cellar to the light, beauty radiates an art of living and refined hospitality.
It inspires an extraordinary gift for enjoying life, which our House places at the heart of our raison d'être."





CHARLES HEIDSIECK

true to our pioneering spirit, we showcase the art of fine dining through bold champagne and food pairings, celebrating the culinary and cultural richness of the region. Deep in our two-thousand-year-old chalk galleries, the House offers a unique immersion into time, history, and champagne-making expertise.

CRAYÈRES COLLECTION AND UNESCO: EXCELLENCE IN SERVICE OF WORLD HERITAGE

In 2024, the Charles Heidsieck 1989 "Collection Crayères" Brut (Jeroboam) was voted the best 1989 vintage champagne at the Terre de Vins Awards. Beyond œnological recognition, this distinction reflects our commitment to a responsible approach: the winning cuvées were auctioned to benefit the UNESCO Mission, dedicated to the preservation and renovation of the Champagne chalk galleries–a designated World Heritage Site. These underground galleries are true historical treasures, providing the ideal conditions for the ageing of our exceptional vintages.



Stephen LEROUX

Director, Maison Charles Heidsieck

"True underground cathedrals dating back nearly two millennia, our cellars offer conditions unique in the world for the maturation of our wines. They are where our story begins, playing a central role in the very identity of our champagnes."

PIPER HEIDSIECK

offers a vibrant, contemporary vision through the "Piper-Heidsieck Experience" –a holistic journey into the House's history and expertise. This tour explores the House's legendary links with cinema, elevating its international profile while illustrating its pioneering spirit and the excellence of its wines.

REIMS RESONATES TO THE RHYTHM OF CHAMPAGNE

The summer of 2024 marked Piper-Heidsieck's inaugural participation in the Guinguette Rémoise, a pop-up event designed to foster connection and community. Open to all, this venue combines live music and sports with moments of shared enjoyment, fully embodying the values of local engagement, diversity, and the spirit of togetherness that the House steadfastly upholds.

CONNECTING HERITAGE, RESPECT FOR OUR REGION AND THE ENVIRONMENT

The launch of the *Hors-Série Coteaux Champenois* range showcases Piper-Heidsieck's expertise and commitment to its terroir. Created by Cellar Master Émilien Boutillat, these two Blancs de Noirs from Aÿ and Ambonnay epitomise the Maison's boldness and deep roots in the region. Produced in limited quantities, these still wines are defined by innovation: 100% stainless steel vinification, two Grand Cru terroirs cultivated through sustainable viticulture, and the use of a screw cap–a real break with tradition for the appellation.

Stéphane DECAUX

Director, Maison Piper-Heidsieck



"True to our founder's ambition - "Serious winemaking, wines that smile" - the House strives to remain exemplary. We seek to play a key role in the collective progress of the Champagne region through our cuvées, our commitments, and our bold spirit of adventure."

CELEBRATING THE CHAMPAGNE *ART DE VIVRE*

During the inaugural edition of *Les Relais du Goût* in Reims, Piper-Heidsieck hosted twelve guests at the Eisenhower Residence for an exceptional fine dining experience. Following a private tour, a four-course dinner was served, enhanced by pairings with the House's iconic cuvées. This timeless moment was a true celebration of the French *art de vivre*.



AT HOME AND ABROAD, OUR HOUSES CELEBRATE OUR CULTURE

True to our commitment to promoting the French a*rt de vivre,* the Piper-Heidsieck, Charles Heidsieck, and Rare Champagne Houses are dedicated to championing culture, gastronomy and heritage. Through partnerships with renowned chefs, artists and institutions, they contribute to the transmission of Champagne-making expertise and the global promotion of our cultural heritage both in France and internationally.

CHARLES HEIDSIECK: PARTNER TO CHEFS AND HAUTE CUISINE

In addition to partnering with the **Michelin Guide** across several regions (including France, the UK, Ireland, Japan, and the Nordic countries), Charles Heidsieck supports the *Cérémonie des Étoiles*–a partnership of excellence that highlights the House's historic link to gastronomy. This unique collaboration is brought to life through filmed interviews with Michelin-starred chefs from around the world, shared across the House's social media channels.





The *Cité du Vin* in Bordeaux

In line with its commitment to the preservation of wine heritage, Charles Heidsieck participated in a **Sotheby's charity auction** to benefit the **Foundation for Wine Culture and Civilisations in Bordeaux.** The lot on offer–a magnum of Charles Heidsieck Brut Vintage 1981 Collection Crayères accompanied by a private tour of the House's millennia-old chalk galleries in Reims–supported the Foundation's mission to preserve and transmit wine culture to future generations.



In 2024, Charles Heidsieck held the rotating presidency of the Champagne Academy, an institution founded in 1956 by 16 of the Great Champagne Houses. The House accordingly organised a series of dinners and tastings in London and Dublin, as well as an immersive week in Champagne for 16 selected professionals - future ambassadors for Champagne's expertise and *terroirs* in the United Kingdom and Ireland, both of which are strategic markets for the House.



PIPER-HEIDSIECK: WHERE CREATIVE BOLDNESS MEETS CULTURAL COMMITMENT

True to its avant-garde spirit, **Piper-Heidsieck launched its "Twist the Script" campaign in 2024, captured by renowned British photographer Miles Aldridge.** Shot in Prague, this series of cinematic images revisits legendary moments in the House's history–from the Prohibition era to Marilyn Monroe and the legacy of Jean de Suarez d'Aulan–illustrating a unique ability to blend heritage with modernity and creativity.

The House further reaffirms its cultural commitment through several major partnerships: the **Biarritz Film Festival – *Nouvelles Vagues,*** which showcases emerging talent, and the **Tribeca Film Festival** in New York, founded by **Robert De Niro** to celebrate independent cinema. On these occasions, guests discovered the iconic Cuvée Brut, served at gala dinners and cocktail receptions.

Since 2007, Piper-Heidsieck has also partnered with the ***Cinémathèque Française,*** becoming its official Champagne in 2019; both institutions share a dedication to artistic preservation and cultural influence.

With its strong ties to contemporary gastronomy, the House also participated in the **Lyon Street Food Festival** in France, becoming the festival's first official Champagne partner. Additionally, it renewed its partnership with **Taste of London,** where 55,000 visitors flocked to its Champagne Garden. Through public tasting workshops and food-and-champagne pairings, these events celebrate the culinary creativity and conviviality that are core values of the House.

RARE CHAMPAGNE CELEBRATES ART, HERITAGE, AND EXCELLENCE

A symbol of refinement and creativity, Rare Champagne continues its dialogue with the world of art. In spring 2024, the monumental installation **"RISE"** by artist **Arnaud Lapierre,** exhibited in front of the House's headquarters in Reims, offered a poetic and luminous interlude celebrating the beauty of the natural world and expert craftsmanship.

The House also celebrated the achievement of women at the Santa Barbara Film Festival. Rare Rosé 2014 was served at the dinner paying tribute to Greta Gerwig for the global success of the film *Barbie.* As guest of honour at the festival, the director presented the **Kirk Douglas Award to Ryan Gosling,** who signed a magnum of Rare Rosé 2014 as a memento of the evening–marking a moment of significant international prestige for Rare Champagne.





Rare Champagne also participated in the celebrations marking the 60th anniversary of Franco-Chinese cultural relations. As an extension of the exhibition "When Versailles Dreams of China"–honouring the 400th anniversary of Versailles at the heart of the Forbidden City in Beijing–the House organised an exceptional dinner at the Michelin-starred restaurant, The Georg, featuring chef Wang Bin.

In France, the House renewed its partnership with the *Centre des Monuments Nationaux,* a collaboration dating back to the Marie-Antoinette exhibition at the Conciergerie in 2019. This partnership has been further enriched by exclusive experiences, including tastings at the Hôtel de la Marine, private sunrise visits to the roof of the Arc de Triomphe, and curated tours of the **Al Thani** Collection.

Finally, Rare Champagne is extending its upcycling initiative to China and the United States. Used bottles are repurposed into candles and vases, which are offered to customers who return their empty bottles. Carried out in collaboration with the company Marsault, this initiative seamlessly combines aesthetics, sustainability, and a particularly close customer relationship.

TRAVEL, SPORT, AND UNIQUE EXPERIENCES

The Houses of Charles Heidsieck and Piper-Heidsieck express their values through bold partnerships that encompass sport, culture, solidarity and innovation.

LUNCH IN THE SKY: A GASTRONOMIC AND CHARITABLE EXPERIENCE

In September 2024, **Charles Heidsieck** collaborated with L*es Relais du Goût* for an uplifting **"Lunch in the Sky"** experience. After touring the depths of the House's ancient, Gallo-Roman chalk galleries, guests enjoyed a gourmet lunch from the height of 50 metres above the ground. The menu was crafted by Chef Philippe Mille, M*eilleur Ouvrier de France.* All funds raised were donated to the Mille & Un association to support the Trophée Mille, a competition dedicated to training the next generation of hospitality and catering professionals.





WHEN CHAMPAGNE SAILS THE ATLANTIC BREEZE

Following in the wake of its pioneering founder, Charles Heidsieck continues its American adventure. In 2024, 3,225 bottles crossed the Atlantic aboard the ***Grain de Sail II,*** a sailing cargo ship designed to reduce CO_2 emissions by over 90% through the power of the wind. This sustainable crossing perpetuates the legacy of Charles Heidsieck, the man who first introduced champagne to the New World.



PIPER-HEIDSIECK: CHAMPIONING SPORT AND INCLUSION

As the Official Champagne of the Australian Open for the sixth consecutive year, **Piper-Heidsieck** resonated with over a million spectators, notably celebrating Pride Day in support of the LGBTQIA+ community. In 2024, the House also became the **Official Champagne of the Miami Open** for a three-year term and welcomed over 400,000 visitors to its Champagne Garden.

SUPPORTING THE BALLET PRELJOCAJ

For the second year running, **Piper-Heidsieck renewed its support for the Ballet Preljocaj,** Founded in 1984 by Angelin Preljocaj, this hub for creation, experimentation and training fosters the emergence of young talent while promoting inclusivity and diversity across ages and backgrounds. To mark the 2024 launch of the 2018 Vintage, the House hosted a tasting choreographed by Dany Lévêque–transposing the principles of dance into the art of œnology.

PROMOTING MEANINGFUL PROJECTS

Our Houses affirm their commitment to social responsibility through various international charitable initiatives supporting health, the environment, diversity, and children.

HEALTH AND MEDICAL RESEARCH

In January 2024, *Wine Portal*–the distributor for Maison Charles Heidsieck in Singapore–organised the inaugural Vines of Hope charity gala in aid of the NCIS Cancer Fund. This fund provides vital support for cancer patients in vulnerable circumstances, while simultaneously financing medical research and the ongoing professional development of healthcare professionals.



In March 2024, Piper-Heidsieck sponsored the annual amfAR gala in Palm Beach, Florida, dedicated to AIDS research. An auction of contemporary art at the event enabled $4.1 million to be raised.



ENVIRONMENTAL PROTECTION

Charles Heidsieck and Rare Champagne have lent their support to The Nature Conservancy's (TNC) charity gala in Hong Kong. For over 60 years, TNC has been working to protect marine, coastal, and natural ecosystems across more than 30 countries. For this flagship Asia-Pacific fundraising event, the Houses joined forces to donate two exceptional bottles: a Jeroboam of Charles Heidsieck Brut Millésimé 1989 and a Jeroboam of Rare Rosé 2014.

Since 2022, 100% of Piper-Heidsieck bottles consumed at ***La Petite Halle* in Reims** have been transformed on-site into elegant glassware, tableware, and jewellery by the Dioniso upcycling workshop. The 3,000 items recycled annually result in a saving of approximately 3 tCO2e.

DIVERSITY AND INCLUSION

In 2024, Piper-Heidsieck celebrated Pride Month with a limited-edition "Pride Day Tin Box" for its Cuvée Brut, featuring illustrations by queer artist Josh McKenna. Launched to coincide with Pride Day in New York, this special edition signalled the start of a partnership with PFLAG, a leading American organisation dedicated to supporting the LGBTQIA+ community.

For the third consecutive year, Rare Champagne participated in the Golden Vines Gala in Madrid, held in aid of the Gérard Basset Foundation. This foundation aims to promote diversity and inclusion within the global wine industry. Since 2021, the events have raised over £3 million.

SUPPORT FOR WOMEN AND CHILDREN

Rare Champagne chose to support the Global Gift Gala by donating three bottles of Rare Rosé 2014 to their auction. The proceeds benefited the Global Gift Foundation and the Eva Longoria Foundation in their mission to empower disadvantaged women and children.

In Naples, Florida, Rare Champagne stood alongside the Naples Children & Education Foundation (NCEF) to support children in need. The House's contribution featured an exclusive lot including bottles of Rare Champagne and an exceptional Champagne experience. Thie auction raised $33 million, setting a new record for charity auctions in the United States.

100%

of Piper-Heidsieck bottles consumed at *La Petite Halle* in Reims are transformed on-site into glasses, tableware or jewellery by the Dioniso upcycling workshop

SOCIETAL KPIs

CHAPTER	INDICATOR	2021 VALUE	2022 VALUE	2023 VALUE	2024 VALUE	TARGET		SDG
Responsible alcohol consumption	Rate of client reception events covered by breathalyser testing	33%	37.5%	75%	75%	100%	2025	
	Rate of internal events covered by breathalyser testing	N/A	100%	100%	100%	100%	2025	
	Number of internal responsible consumption education events (PADE)	0	1	3	0	1	Renewable	
	Rate of employees trained in compliance with the "Evin Law" (% of relevant workforce)	100%	100%	100%	N/A	100%	2025	
Non-profit collaborations	Number of mentored students *(Nos Quartiers ont du Talent)*	N/A	11	12	12	Renewable		
	Pro Bono hours (personal time)	491 h	N/A	44 h	695 h	Renewable		
	Pro Bono hours (company time)	96 h	N/A	296 h	231 h	Renewable		
	Employee *Pro Bono* participation rate	14%	15%	8%	6.36%	Renewable		
Transparency	Transparency-related certifications	3	4	4	4	Renewable		
	% of volume with full oenological traceability	4.8%	8.4%	10.5%	8.90%	100%	2030	
CSR Advocacy	External CSR events (B Corp & CSR promotion)	N/A	N/A	4	2	Renewable		



charlesheidsieck.com

piper-heidsieck.com

rare-champagne.com

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