



2025 OUR IMPRINT REPORT

Molson Coors Beverage Company FY2024

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SCOPE OF THIS REPORT

This **2025 Our Imprint Report** summarizes progress through 2024 against our sustainability goals. It covers global Molson Coors Beverage Company (Molson Coors or Company) activities and performance across our Americas and EMEA&APAC (Europe, Middle East & Africa and Asia-Pacific) business units for the fiscal year January 1 to December 31, 2024. Unless otherwise indicated, data is presented as of December 31, 2024. Please see the [Data Appendix](#) for the scope of specific metrics.

We have aligned with the requirements of several internationally recognized standards: Task Force on Climate-related Financial Disclosures (TCFD), Sustainability Accounting Standards Board (SASB) and Global Reporting Initiative (GRI), among others. Disclosures against each of these standards can be found in the [Disclosures Appendix](#).

We also annually report our efforts to support the UN Sustainable Development Goals (SDGs), which also can be found in the [Disclosures Appendix](#). For FY2024, we engaged Grant Thornton LLP to provide limited assurance over the Scope 1 greenhouse gas (GHG) emissions, Scope 2 (location-based and market-based) GHG emissions, and Scope 3 GHG emissions Categories 3 and 9 (Category 3 fuel- and energy-related activities not included in Scope 1 or Scope 2 and Category 9 downstream transportation and distribution of finished product).

Cautionary Note Regarding Materiality and Forward-Looking Statements

In this report, any use of the terms “material,” “materiality,” “immaterial,” “substantive,” “significant” and other similar terminology refers to topics that reflect important economic, environmental, social, and governance impacts of Molson Coors Beverage Company or the Molson Coors’ system or to topics or standards designated as “material” or “substantive” under the GHG Protocol, TCFD, GRI or SASB standards. These terms as used in this report are not used, or intended to be construed, as they have been defined by or construed in accordance with the securities laws or any other laws of the US or any other jurisdiction, or as these terms are used in the context of financial statements and financial reporting.

This report contains “forward-looking statements” within the meaning of the US federal securities laws. Generally, the words “believe,” “expect,” “intend,” “anticipate,” “project,” “working,” “striving,” “will,” “aim” and similar expressions identify forward-looking statements, which generally are not historic in nature. Forward-looking statements include, but are not limited to, those relating to the company’s investments in socioeconomic programs and related impacts; greenhouse gas emissions, water management and other environmental efforts; reuse and recycling and waste reduction measures; agricultural, raw materials and other sourcing matters; other ESG targets, goals, commitments, and programs; and other business plans, initiatives, and objectives. Although the company believes that the assumptions upon which its forward-looking statements are based are reasonable, it can give no assurance that these assumptions will prove to be correct. Important factors that could cause actual results to differ materially from the company’s present projections and expectations are disclosed in the company’s filings with the Securities and Exchange Commission (SEC). These factors include, among others, risks discussed in our filings with the SEC. All forward-looking statements in this report are expressly qualified by such cautionary statements and by reference to the underlying assumptions. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We do not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

ABOUT OUR IMPRINT

Our Imprint encompasses the impact Molson Coors Beverage Company has as a global business, with a focus on our employees and communities as well as the resources our business depends on: agriculture, water, packaging and energy.

Read on to learn about the progress we made in 2024 and about the stories that bring our progress to life. Be sure to check out our [Disclosures Appendix](#) and the [Data Appendix](#).



2024 PROGRESS & HIGHLIGHTS

See [Data Appendix](#) for supporting data

0.14%

waste to landfill
(from our facilities
with >75 employees)

98.1%

of our packaging (by
weight) is not plastic

↓44.3%

Scope 1+2 GHG
emissions reduction
vs. 2016 baseline
(Goal through 2025: 50%)

↓33.4%

Scope 1+2+3 GHG
emissions reduction
vs. 2016 baseline
(Goal through 2025: 20%)

415m³

water/metric ton
barley harvested
in the Americas
(Goal through 2025:
≤436.5 m³)

100%

of our barley farmers in North America (where
we contract directly) agree to Molson Coors’
sustainability standards and report to
our Growers Portal



20.3%

of consumer-facing
plastic packaging
contains ≥30%
recycled content
(Goal through 2025: 30%)

3.43hl/hl

water-to-product
ratio (Goal through 2025:
2.8 hl/hl)

3.5B

gallons water restored
(2014–2025 goal: 3.5B)



99.8%

of packaging is
recyclable or reusable
(Goal through 2025: 100%)

MOLSON COORS BEVERAGE COMPANY SNAPSHOT

17

brand families with
>\$100M in annual
net sales revenue

16,800

employees

~\$11.6B

net sales

>79M

hectoliters
sold

30+

beverage
production
facilities

>80

countries where
our products
are sold

Company data provided as of December 31, 2024

KEY ● Segment Operational HQ (Chicago, United States; Burton-on-Trent, United Kingdom)
● Large Breweries:

Albany, Fort Worth, Golden, Milwaukee, Shenandoah, Trenton (United States); Fraser Valley, Longueuil, Moncton, St. John's, Toronto (Canada); Burton, Tadcaster (UK); Apatin (Serbia); Bócs (Hungary); Haskovo (Bulgaria); Nikšić (Montenegro); Ostravar, Smíchov (Czech Republic); Ploiești (Romania) and Zagreb (Croatia). We also have small breweries in Canada, UK, Ireland, Spain, Bulgaria, Croatia and Czech Republic.

PUT PEOPLE FIRST

We seek, value and respect everyone's unique perspectives and experiences knowing that we are stronger together.



LEARN EVERY DAY

We're always looking for ways to improve and to help one another grow.



CELEBRATE TOGETHER

We're passionate ambassadors of our brands and our business and we believe in the importance of recognizing and celebrating accomplishments.



BE BOLD & DECISIVE

We're innovators, unafraid to be direct, move with speed and challenge the status quo.



TAKE ACCOUNTABILITY

We act with integrity and honor commitments while owning our mistakes, using them as an opportunity to learn.



ACCELERATING SUCCESS THROUGH OUR CORE VALUES

When we embarked upon our transformation from a beer company to a beverage company, we knew it was important to be clear about the core values that would guide us. These core values serve as our guideposts for driving our business strategy, making decisions and building a high-performing organization. Living our values is foundational to our Acceleration plan, which includes our organizational priorities of investing in our capabilities and supporting our people, communities and planet. So there couldn't be a better way to share our progress against Our Imprint strategy than aligning that progress to our values.

Of course, this starts with Put People First and Learn Every Day, highlighting how we prioritize and invest in the development and wellbeing of our people. Through our people we also positively impact the communities around us as reflected in the Celebrate Together section. Uniting people to celebrate all life's moments is our purpose, and I'm proud of how we come together to celebrate each other and our communities through volunteerism and engagement.

Molson Coors has a long legacy of environmental stewardship because we have elected to Be Bold & Decisive, so it is fitting that our progress against our environmental sustainability goals is covered in this section. From barley farming in the mountain west to packaging innovations to resetting our approach to water resilience, we are building upon that legacy of stewardship to help ensure our 235+ year old company has a long and vibrant future.

Lastly, in line with our value to Take Accountability, in this section we describe our governance and how we operate as a responsible business, including our Alcohol Responsibility actions.

Thank you for reading Our Imprint Report and learning more about our 2024 progress, challenges and stories. I am proud of the progress we have made, the contributions our employees make every day to ensure that progress continues, and the continued evolution of our approach to ensure our business sustains and thrives for years to come.

Cheers,
Gavin Hattersley
President & CEO



We seek, value and respect everyone’s unique perspectives and experiences knowing that we are stronger together.



PUT PEOPLE FIRST

We believe that our success is intrinsically linked to the wellbeing of our employees and the communities we serve. Our Put People First value is a testament to our commitment to foster a supportive work environment that enables business success and empowers our team members to thrive, both personally and professionally.

Our People

Our goal is to build and sustain a skilled and highly engaged workforce that unites around our shared values, improves our workplace, and reflects the marketplaces and consumers who enjoy our products.

Our comprehensive approach to employee wellbeing encompasses a range of programs and initiatives designed to help our people thrive both personally and professionally. We’re committed to creating a work environment that supports the physical, mental and financial health of our team members.

EMPLOYEE WELLNESS

Our holistic wellness initiatives include fitness challenges, employee assistance programs and nutrition guidance. We offer flexible work arrangements and encourage work-life harmony to support overall employee wellbeing. We've implemented comprehensive programs that include on-site health and fitness centers, mental health resources, financial planning workshops and more to ensure our employees have the support they need to lead balanced, fulfilling lives. Across our global enterprise we have more than 250 wellbeing allies to support colleagues with mental health challenges and to provide information about our range of resources and support.

FINANCIAL WELLBEING

Equitable pay is a key component of our compensation philosophy and principles, and we regularly evaluate and challenge our compensation processes to ensure they align with our commitments. We review pay equity and pay gaps regularly, both where such assessments are mandated and where they are not. In addition to reviewing our pay practices, we also provide a variety of financial wellbeing resources to support employees along their financial journey. This can range from retirement planning, saving for large purchases or simply gaining insights for better budgeting.

Our Workplace

As part of our Put People First culture, we aim to foster a community where all employees’ unique talents, skills and perspectives are valued and leveraged. We’ve cultivated an environment where different perspectives are sought out and celebrated.

BUSINESS RESOURCE GROUPS (BRGs)

Our BRGs are employee-led and open to all. BRGs fuel our business strategy by enhancing our culture, supporting our talent attraction and professional development strategies, and providing unique perspectives to drive consumer-based insights while supporting the communities where we live and work.

In the EMEA&APAC business, this comes to life through #BetterWithYou. The BetterWithYou Council is chaired by the EMEA&APAC President & CEO and sets the EMEA&APAC Culture & Experience Strategy. Regional Councils operationalize this strategy in a way that is meaningful and relevant for their markets. BRGs support this by amplifying the voice of our employees, offering perspectives that help develop business strategies and providing a space for colleagues to come together.

HEALTH & SAFETY

We work to continuously improve our Environment, Health & Safety (EHS) performance with culture-driven, risk-reduction-based methodologies that aim to prevent workplace injuries and illnesses and reduce environmental impacts of our business. In 2024, we implemented several initiatives in the Americas under our Caring in Action strategy. These included an updated PPE standard, a new ergonomic risk evaluation program, an improved incident management standard and the rollout of the Never Dismiss a Near Miss program to drive proactive identification and mitigation of risks observed in the workplace. Efforts in the EMEA&APAC business focused on contractor management, office safety and ergonomics.

Our Marketplace

We strive to drive profitable growth through inclusive business practices. Our BRGs collaborate with our product development and marketing teams, providing real-time consumer insights and identifying opportunities to create more meaningful connections with our customers.



We're always looking for ways to improve and to help one another grow.



LEARN EVERY DAY

We are always looking for ways to improve and help one another grow. This is why Learn Every Day is one of our five core values and why we have invested in the creation of First Choice Learning, a best-in-class provider of learning and development resources for our business and our employees.



Developing Our People

We believe learning happens throughout an employee's career, including onboarding, on-the-job experience, interactions and relationships with others, and through resources like online courses and classes. Our First Choice Learning Center is home to hundreds of learning and development resources to support the development needs of our employees and includes partnerships with getAbstract and LinkedIn Learning for on-demand, mobile learning.

Onboarding and Functional Learning

We have invested significantly in the creation of robust onboarding programs to help our new employees better understand the company culture and their unique role. In addition, we have developed and deployed commercial and supply chain programs intended to build the skill sets needed to create, produce, market and sell great beverages around the world.

Early Talent Programs

Our Early Talent programs help build the pipeline for early talent across the business. In 2024, 16 locations across the Americas business welcomed over 55 interns to work on impactful projects. For a fourth consecutive year, all interns gathered to participate in an innovation competition that included a variety of design-thinking workshops, team-building activities and networking events. Since 2022, the EMEA&APAC business has hired more than 80 early career professionals across a variety of graduate and apprenticeship disciplines.

Performance Management & Talent Planning

Performance management turns our company strategies and priorities into the impactful work of our employees. Individual annual goals are aligned with company priorities and are connected from leadership teams to individual employees. Managers and employees meet regularly throughout the year to discuss performance, development and career goals. Employees also set personal development plans identifying their career growth aspirations and helping leverage their strengths to prepare for future roles.

Leadership & Development Programs

Our leadership development approach is based on the principles of authenticity and developing self-aware leaders who create the conditions for their teams to thrive. Our development programs support our employees at all levels and use a combination of innovative approaches, including simulations, mentoring, gaming, action learning projects, classroom and online learning, and community outreach efforts. Our Leadership & Development programs include:

EMERGING LEADERS (Americas) and **QUEST** (EMEA&APAC): Develop high potential, new and future leaders

LEAD (Americas) and **EXECUTIVE DEVELOPMENT ACCELERATOR** (Global): Accelerate readiness of future VP talent

LINE MANAGER ACADEMY (EMEA&APAC): Support new line managers in transition from individual contributor to people manager

PACE (Americas): Develop emerging talent focused on cross-functional collaboration and action learning projects

TAP2LEAD (Americas): Leadership development to grow our talent and unlock employee potential

SPARK (Americas): Build essential capabilities necessary to thrive in today's fast-paced and ever-changing work environment



EMEA&APAC Sustainability E-Learning

In 2024, we delivered a Climate Change e-learning program targeting 7,000 employees across our EMEA&APAC business via three foundational modules. The modules were part of an integrated sustainability communications plan to educate employees and inspire them to engage with colleagues, customers, suppliers, family and friends, and take personal action to support climate change efforts. By the end of 2024, 82% of EMEA&APAC employees had completed all modules.



2024
BY THE NUMBERS
(for our global workforce)

333,892
learning hours logged (21 hours per full-time employee on average)

168,956
hours on supply chain and commercial topics

32,191
hours on onboarding new employees

31,217
hours on leadership development programs

2,621
instructor-led sessions delivered

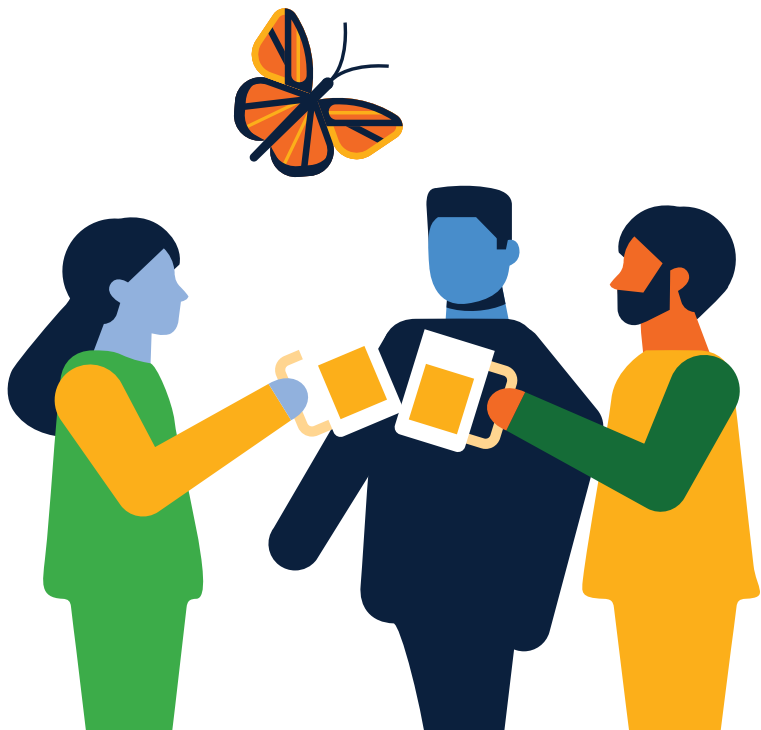
21,551
attendees (instructor-led and virtual sessions; employees may attend more than one session)

We're passionate ambassadors of our brands and our business and we believe in the importance of recognizing and celebrating accomplishments.



CELEBRATE TOGETHER

We recognize and celebrate our accomplishments and collaborations internally and externally. Through company support and the engagement of our employees, we seek to improve and celebrate the communities around us.



Giving Back to Our Hometown Communities in the Americas

CHEERS TO OUR PARKS

Molson Coors has partnered with the Milwaukee Parks Foundation since 2019, and in 2024 launched the Cheers to Our Parks campaign to raise \$250,000 for Milwaukee County Parks through private philanthropy. With Molson Coors' dollar-for-dollar match, the campaign reached its goal in just six months, ultimately raising \$530,000. The funds support critical park infrastructure improvements, including revitalizing basketball courts, maintaining trails and enhancing public amenities.

SUPPORTING LOCAL FOOD BANKS

Molson Coors helps address food insecurity in our hometowns across the US and Canada. Our employees participate in food drives and sorting events and volunteer their time to help grow, harvest and distribute fresh fruits and vegetables.

We partner with FoodShare Toronto to support food justice advocacy and community-based initiatives. Our employees volunteer in the Farmer for a Day program, helping at community-led food markets and urban farms. This hands-on involvement allows us to support sustainable food systems and empower communities. We also partner with Hunger Task Force in Milwaukee WI to volunteer within local food banks to sort and organize food and home goods. These items are available for families in need of a helping hand.

INNOVATION AND COMMUNITY ENGAGEMENT

Molson Coors is committed to talent development, innovation, and community engagement in its Milwaukee hometown through Destination Innovation, Community Collab and i.c.stars.

The Company's fifth year with i.c.stars has provided hands-on training for participants with over 20 Molson Coors IT professionals mentoring students during a four-month project. The Company hired 12 program graduates in recent years, earning recognition for its contributions to tech workforce development.

Destination Innovation welcomed students from Wisconsin universities for an immersive experience, offering insight into Molson Coors operations along with networking opportunities. This year's program, held in partnership with the Milwaukee Tech Hub Coalition, led to two intern hires for the upcoming summer.

Through the Community Collab program, a partnership with Milwaukee's Near West Side Partners, the 2024 cohort developed creative solutions to address food insecurity in Milwaukee, presenting their ideas at the Molson Coors Demo Day event. These initiatives reflect the Company's dedication to technological growth and community engagement, ensuring a lasting impact on both emerging talent and local organizations.



Supporting the Next Generation of Leaders

Molson Coors supports a wide range of scholarship programs in fields ranging from agronomy and agriculture to marketing and business. By funding programs for students from all walks of life pursuing education and training relevant to our business, we help develop the next set of leaders who can have a positive impact on our business and our communities.

Examples from 2024 include:

- Invested \$495,000 through our Celebrate Tomorrow program in the US and Canada to improve equitable access to higher education for all by supporting completion grants, scholarships and other resources.
- Endowed a scholarship at Blue Ridge Community College in North Carolina (near our brewery in Elkton VA) to support students in STEM, manufacturing, management and accounting.
- Supported scholarships related to brewing and fermentation sciences in Canada at Bishops University in Quebec, Kwantlen Polytechnic University (KPU) in British Columbia and Niagara College in Ontario.
- Continued founding partner support of the Thurgood Marshall College Fund that provides student scholarships and supports leadership development and creation of career pathways. For a third year, Molson Coors hosted the Innovation Challenge, a four-day immersive experience to empower the next generation of leaders and innovators.
- Recognized nonprofit leaders across the US and Puerto Rico through the Coors Light Líderes program that celebrates exceptional leaders dedicated to their communities. Over the last decade, Molson Coors has invested a total of \$500,000 and recognized over 200 leaders.
- Partnered with more than 15 universities across eight Central and Eastern European countries where we operate as well as the UK in a variety of ways including research, internships, brewery visits and workshops.

>\$1M
in educational support in 2024

Celebrating Earth Month and Our Imprint Month

As part of our ongoing commitment to environmental stewardship and community engagement, Molson Coors undertook a series of companywide initiatives and volunteer activities in April across its North American hometowns and brewery sites in celebration of Earth Month 2024.

For September’s Our Imprint Month, 439 employees across 16 locations volunteered over 1,400 hours to revitalize and clean up watersheds across the Americas. The teams planted 975 trees and collected more than 6.5 tons of garbage in partnership with local environmental nonprofits.

In 2024 our EMEA&APAC teams organized more than 42 events with more than 1,000 volunteers and 3,000 volunteering hours during Our Imprint Month. These events supported various community causes contributing to our ambition of Creating a World to Celebrate.

Employee Community Imprint

In 2024, more than 1,000 Molson Coors employees across the Americas volunteered over 26,000 hours to support nonprofit organizations in their communities. The company incentivizes employee volunteering through its Molson Coors Employee Community Imprint platform where each volunteer hour logged results in \$5 in rewards that the employee can then donate back to the nonprofit organization of their choice.

Molson Coors encourages its employees to donate to causes they care about by matching their donations up to \$500 per individual per year. In 2024, employees donated nearly \$400,000 to nonprofit organizations through the Employee Community Imprint platform powered by Benevity.



Giving Back to Our Hometown Communities in Europe

Bulgaria

The local team in Bulgaria engaged employees from all around the country to get involved in various volunteering activities. The team in Sofia, together with their families, planted 50 new trees in its own century-old oak forest. The sales colleagues in Plovdiv participated in a cleanup and a renovation of a living district in the city which made the environment for all living nearby much cleaner, nicer and vivid. Our brewery employees visited the Home for Elderly People in Haskovo and did numerous renovations, such as cleaning, painting, decorating, yard work and similar work.

Croatia

The teams in Croatia and Bosnia and Herzegovina engaged in several activities such as cleaning one of the city parks in Zagreb and cleaning a river and its banks in Bosnia and Herzegovina. The activities were supported by the well-established clubs of volunteers in both countries, with more than 300 employees participating each year in volunteering and community initiatives. Our colleagues managed to collect hundreds of kilograms of garbage from both activities, thus contributing to a cleaner environment and planet.

Romania

Having already become a tradition, the 2024 Bergenbier S.A. cleanup action managed to gather nearly 100 colleagues from the headquarters in Bucharest, the brewery in Ploiești, and across the country. This marks the third consecutive year that our colleagues have gone to natural areas in need of cleaning. In 2024, employees collected over one ton of waste, as the initiative was carried out in collaboration with an organization specializing in ecological actions.



Czech Republic

The oldest volunteering project, which focuses on direct support to communities and was first held in 2007, is Days When We Help, also known as Community Days.

In 2024, we helped in the Helppees Centre for Training Dogs for the Disabled and the Prádelna Community Centre. We spent the day beautifying the garden and interior spaces of the Community Center, which serves active seniors.

Hungary

Borsodi brewery has been cooperating with the Hungarian Food Bank Association for many years, and in 2024 we had the opportunity to participate in a charity program organized by them.

We were able to visit their warehouse, where we were given a guided tour and learned about the association’s activities and about food rescue and donation. Afterwards, we attended a charity bake-off, where we baked for people in need. In total, 596 pieces of linzer cake were made and distributed to families through the 16th District Large Families Association in Budapest.

We are proud that our company is able to support such charitable initiatives with the help of our employees.

Serbia

We are very proud to have had 300 employees and their children involved in Our Imprint activities in September 2024. We planted over 100 plants in our yard in Apatin Brewery. Our chefs cooked in Belgrade and Apatin to collect funds for humanitarian purposes. Additionally, with the support of Apatin Brewery, students of the Faculty of Philology and Art in Kragujevac, within their study program Interior Architecture and Design, presented the project “Reflection” by creating art from aluminum beer cans, connecting ecological architecture with materials that could be recycled many times.

Disaster Relief Efforts

In 2024, Molson Coors donated nearly 500,000 cans of water to respond to a variety of natural disasters including flooding during tornado season, hurricanes in the Southeast US, and wildfires in the Western US as well as Nova Scotia, Alberta and British Columbia, Canada.

In the first two weeks of October 2024, Molson Coors worked with our local distributors to deliver 287,500 cans of water to residents of Florida, North Carolina and Tennessee impacted by hurricanes Helene and Milton. We also partnered with the World Central Kitchen to help get meals to residents in Asheville NC, which was one of the hardest hit areas. In response to wildfires from Texas to Canada, Molson Coors teamed up with the Red Cross with \$30,000 in donations toward relief efforts and 50,000 cans of water. Canned water also was donated to areas in the central US impacted by flooding during tornado season.

In addition, in response to devastating floods that swept through the Czech Republic in the fall of 2024, Molson Coors donated one million Czech crowns through the People in Need Foundation and further supported relief efforts by doubling the proceeds from beer sales at an Under the Chimney event at the Smíchov brewery.



We're innovators,
unafraid to be direct,
move with speed and
challenge the
status quo.



BE BOLD & DECISIVE

Whether it's adapting operations for greater energy and water use efficiency, setting emissions targets or improving how our packaging supports a more circular economy, we're leveraging our capabilities as we aim to achieve our environmental sustainability goals.

Taking a Stewardship Approach to Agriculture

Our US Barley Program

Our Molson Coors Barley Program in the US has been improving malting barley for 79 years. We develop irrigated barley cultivars for Idaho, Montana, Colorado and Wyoming, and dryland barley cultivars for Montana. We also contract barley in southern Alberta, Canada. Our unique production environments and genetics allow us to develop some of the highest yielding barley cultivars in the northern hemisphere.

Proprietary barley cultivar development at Molson Coors operates with a holistic supply chain approach. We develop High Country Barley™ cultivars that deliver improved performance at every step in the growing, malting and brewing processes.

In the selection process, we look for lines with a balanced profile of good agronomic performance (yield, height, maturity, grain plumpness) with good malting and brewing characteristics. This approach allows us to produce more beer barrels per every acre of barley cultivated and, in turn, to minimize our need for agricultural land.

In 2024, we worked with 640 farmers who planted six of our cultivars. The farming system in the areas where we grow our barley has a diverse crop rotation that includes sugar beets, dry beans, alfalfa, wheat, potatoes, corn or fallow.

\$34.5M

invested since 2009 to support sustainable agriculture initiatives and incentives to US barley farmers

415m³

water/metric ton barley harvested in the US in 2024 (2025 goal: ≤436.5 m³ water/metric ton barley)



[Read Agricultural Brewing Ingredients Policy](#)

Our US farmers agree to follow our Agricultural Brewing Ingredients Policy, which establishes that our agricultural brewing ingredients must be produced in a manner that embraces Molson Coors quality, safety and sustainability standards. They commit to adopt agricultural practices that strive to maintain soil fertility, water resources, air quality and biodiversity.

Agronomists from our US Barley Program engage directly with the farmers throughout the growing season and farmers report their agronomic practices and inputs in an Esri-developed system.

For 2025, we set a goal of growing barley in the US with 10% less water (versus 2016 baseline). In 2024, we used 415m³ of water per metric ton of barley, a 14.4% reduction versus our 2016 baseline. This is the combined result of the cultivars' performance, the direct work with our farmers and the water availability during the growing season.



SUSTAINABLE FARMING PRACTICES

These are some of the practices implemented by our farmers at different scales:

- Diversity in crop rotation, including cover crops
- Precision planting
- Low or minimum tillage
- Water use tracking
- Conversion of flood irrigation to pivot, wheel-line or subsurface drip irrigation
- Precision irrigation
- Precision application of water from pivots
- Soil sampling
- Leaf tissue sampling
- Use of compost on farm
- Incorporation of barley straw back into the soil
- Wind erosion control methods (e.g., tree strips)
- Use of fuel-saving machinery

Some farmers participate in the [Environmental Quality Incentives Program \(EQIP\)](#), the US Natural Resources Conservation Service flagship program that helps farmers integrate conservation into working lands.

MORE BEER BARRELS PER ACRE OF BARLEY

Annually, we screen approximately 25,000 barley lines to identify five to 10 that show improvement in the majority of the traits for which we breed.

In 2024, we continued to evaluate our commercially produced barley cultivars and the newest experimental barley lines in Idaho and Colorado for productivity under water stress conditions. New barley cultivars demonstrated better ability to withstand reduced water conditions by producing higher yields and improved malt quality, compared to our current commercial barley cultivars.

Under water stress conditions, new experimental barley lines produced 15% more grain, 1.8 percentage points higher malt extract and over 100 more barrels of beer per acre (BBL/acre), compared to our current commercial Moravian cultivar. For instance, in an Idaho trial, a new barley line produced 423 BBL/acre (115 more BBL/acre than the current commercial Moravian cultivar).

To reduce carbon emissions from agriculture, we are conducting barley yield trials with low-carbon-footprint fertilizer. In 2024, we conducted trials in Idaho and Colorado, and we will continue these trials in 2025.

UK MOLSON COORS GROWERS GROUP

In the UK, we've been collaborating with the Molson Coors Coors Growers Group for 16 years. Molson Coors and the farmers share advice, data and insight to help growers take steps to improve the sustainability of their farming practices while guaranteeing a regular supply of top-quality malting barley.

BARLEY FIELD DAYS

In summer 2024, our barley team and Company leadership gathered with farmers and their families for Barley Field Days in Worland WY and Custer MT. Barley Days provide an annual opportunity to demonstrate our appreciation and celebrate the achievements of another good crop.



Using Water Prudently

Molson Coors’ sustainability strategy places an emphasis on water because of its importance to our products. Our water strategy concentrates on water use efficiency in our breweries and partnering to protect and restore water resources and improve resiliency, with a focus on areas where we have operations that are prone to drought and water stress.

Water Efficiency in Our Operations

We continue to look for opportunities to improve the water efficiency of our operations while maintaining strict hygiene standards and an increasingly complex portfolio of products.

Our changing business has created challenges for achieving our original goal of a 22% reduction in water-to-product ratio compared to our 2016 baseline. After careful evaluation of our progress to date (<5% reduction), the improvement opportunities in our operations in light of our increased complexity, and potential investments, we have established a global water use efficiency goal of 3.0 hl/hl by the end of 2030, which is approximately a 16% reduction from our 2016 baseline.

In 2024, we introduced a new Sustainability Health Check process that is integrated into our World Class Supply Chain leadership pillar. The health check is meant to provide a gauge of the site’s sustainability culture and consists of a review of daily practices related to achieving our water and energy goals that are demonstrated by leaders and employees and observed during a walkabout.

In 2024, several of our large breweries across the globe made strides in continuing to reduce their water consumption.

 [Read Water Policy here](#)

For the second straight year, our **Trenton OH** brewery delivered the best water-to-product ratio, achieving 2.49 hl/hl. The continued success is attributed to a culture of sustainability that’s embraced by the brewery leadership team and engrained in the plant’s World Class Supply Chain ways of working. The brewery has implemented a sustainability council with hourly representatives from each packaging line and shift meeting monthly to review progress and best practices. Team members conduct field walks to identify leaks, submit corrective work orders to maintenance planners, request support and complete sustainability checklists for shutdowns. Council members also come up with ideas for sustainability initiatives and are supported by leadership. This level of engagement is continuing to drive water efficiency results.

The best in Europe, our **Zagreb, Croatia** brewery achieved a 2.88 hl/hl water-to-product ratio in 2024 through a combination of people and process-related improvements and capital investments to reduce the usage of water. Continuing to optimize clean-in-place (CIP) operations for tanks and lines, identifying and repairing leaks, and general investment in a new and more efficient plant has been a successful strategy for the brewery team.

In Canada, we had several breweries that delivered significant water savings in 2024. The Longueuil brewery reduced usage by 4.7% versus 2023 by implementing process improvements related to CIP, beer transitions, buffer tank controls, carbon filtration and packaging line efficiency. The Fraser Valley brewery achieved a 7.5% reduction versus the prior year. The site began reclaiming the water used for boiler high-pressure pumps. They extended the frequency of the carbon water filter backwash and focused on people and process improvements related to brewing water flushes, CIP optimization and utilization of the flash pasteurizer for all brands on the can filling line. Similarly, the Toronto brewery reduced usage by 9.5% versus 2023. The site had a focus on culture, sustainability awareness and engagement of employees. In addition, they focused on hot brewing water, reclaim systems, cooling tower optimizations and capability building related to pasteurizers and heat exchangers.

Resilience for Our Watersheds

In our brewery communities with watersheds that experience higher water stress, we’ve taken an approach focused on leadership and bringing partners together to preserve water security and safeguard water resources for users and future generations. This means understanding each watershed’s unique characteristics and working with local stakeholders to find solutions that improve quality and quantity and address other challenges. Our primary focus is on watersheds in Texas and Colorado.

Since 2021, we have worked with other stakeholders to form the [Texas Water Action Collaborative \(TxWAC\)](#), which brings investment from companies and funders to conservation projects that positively impact Texas’ water sources.

Canada

We’re taking water stewardship to the next level by using the power of our brands for good with Change the Course and Coors Seltzer. Since its launch in 2021, Coors Seltzer has been helping to restore Canada's water through a portfolio of on-the-ground projects for healthy rivers, lakes, and wetlands. We have supported 18 projects across the country in Alberta, British Columbia, Nova Scotia, Ontario and Quebec. The anticipated lifetime volume of water restored through our entire partnership with Change the Course is 8.4 billion liters by 2030.



3.5B Gallons

water restored to our water-stressed watersheds from 2014 through 2024, achieving our 2025 goal a year early

Colorado

Forest fires cause degradation and can contribute to sedimentation in water reservoirs. Since 2016, we’ve partnered with The Nature Conservancy and others to improve forests that are most vulnerable to wildfire. Our efforts have restored 78 million gallons of water in the Upper South Platte Watershed of Colorado over the last 9 years.

Texas

Our Fort Worth TX brewery relies on water supplied from the Trinity River Basin, a watershed that provides more than 45% of the water in Texas, and a network of reservoirs and pipelines managed by the Tarrant Regional Water District (TRWD). Since 2012, we have partnered with the TRWD, the National Resource Conservation Service (NRCS) and local landowners to implement a watershed [protection plan](#). Our support helps farmers and ranchers implement practices that drive resiliency in their operations while improving water quality and reducing sedimentation. Since 2012, we have restored two billion gallons to the watershed and improved habitats and water quality indicators.



Conserving Energy & Reducing Emissions

Reducing greenhouse gas emissions across our value chain to achieve our emissions reduction goals.

PROGRESS THROUGH 2024

↓44.3%

Scope 1+2 emissions
(2024 vs. 2016 baseline)
(2025 goal: 50% reduction)

↓33.4%

Scope 1+2+3 emissions
(2024 vs. 2016 baseline)
(2025 goal: 20% reduction)

OUR COMMITMENTS (VS. 2016 BASELINE)

2025	↓50% Scope 1+2	↓20% Scope 1+2+3
2030 NET-ZERO NEAR-TERM	↓65% Scope 1+2	↓40% Scope 3
2050 NET-ZERO LONG-TERM	↓90% Scope 1+2	↓90% Scope 3

2025 targets were SBTi (Science Based Targets Initiative) validated (1.5°C) in 2019. 2030 near-term and 2050 long-term net-zero targets were defined in accordance with the Corporate Net-Zero Standard from SBTi and were validated by SBTi in November 2023.

Our UK/Ireland business plans to achieve Scope 1+2 net-zero for one site by 2030 and for all sites by 2035.

Assessing Climate-Related Risks

Climate change represents a risk and an opportunity for businesses. We have a responsibility to address both if Molson Coors and its surrounding communities are to remain resilient for the future. In line with Task Force on Climate-related Financial Disclosures (TCFD) recommendations, in 2022 we conducted a review of climate-related scenarios that may pose regulatory, transition or physical risks and opportunities to our business. This review confirmed what we had identified as key issues and supported our ongoing financial analysis and mitigation planning.

- **Acute Physical Risks:** Extreme weather or natural disasters causing short-term business impacts, supply chain disruptions and recovery or adaptation costs
- **Chronic Physical Risks:** Prolonged impacts from slow onset climate shifts (e.g., persistent drought) causing reduced output, stranded assets and/or shortages of key commodities
- **Regulatory Transition Risks:** New or more stringent climate-related regulations, requirements (e.g., mandated GHG reporting and reductions) and/or carbon-related pricing, taxes and trading systems
- **Market Transition Risks:** Change in market and brand value due to perceptions of the company being a higher investment risk and/or having a reputation as not transitioning to a lower-carbon economy

These risks have been incorporated into our Enterprise Risk Management (ERM) process, which ranks risks using a matrix of severity and likelihood. Additional information regarding the significant risks facing our business is reported in our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. Further details are available in our CDP Climate Change submission. See also the [Disclosures Appendix](#).

OUR 2024 GHG EMISSIONS PROFILE (tCO₂e)

11.7%	Scope 1	525,506
4.7%	Scope 2 ^(a)	210,614
83.6%	Scope 3	3,742,594
	Reductions since 2016 ^(c)	2,246,571

41.0%	Packaging Materials	1,837,222
14.9%	Logistics	669,522
13.2%	Beverage Manufacturing	592,392
8.9%	Product Cooling	399,140
8.9%	Ingredient Processing	396,939
8.3%	Agriculture	371,320
4.7%	Other ^(b)	212,180
	Reductions since 2016 ^(c)	2,246,571

(a) Scope 2 under market-based method
(b) See details in [Data Appendix](#)
(c) In 2024 we made a minor adjustment to the 2016 baseline based on the results from the regular annual review of emissions sources and factors

Colorado

COLORADO SOLAR FARMS

In 2024, we signed a long-term commitment to develop a solar farm on a former coal mine in Keenesburg CO, that will generate about 18,000 MWh of electricity per year. When complete, this solar farm will reduce our greenhouse gas emissions by around 10,000 tCO₂e/year, which is approximately 3.5% of our global Scope 2 emissions. Pollinator friendly habitats will also surround the panels.

Near our Golden CO brewery, we installed a pilot project that will enable us to evaluate floating solar panel technology for a potential larger scale installation. In a year-long study, we will assess the array's performance under various weather conditions and water levels. If successful, beyond generating solar power, a larger installation could also provide benefits such as reduced evaporative losses, cooler lake water and improved water quality.

Wisconsin

WISCONSIN OPERATIONS SOURCED WITH RENEWABLE ELECTRICITY

In 2024, our operations in Wisconsin started using renewable electricity through utility company programs. The Milwaukee brewery, Watertown Hops Company and corporate offices' electricity needs were covered by We Energies' Solar Pathway program and powered by the newly built Badger Hollow II Solar Park.

Projects like this will help reduce our Scope 2 greenhouse gas emissions. We are focused on identifying solutions such as this one for more breweries and operations across our network to help reduce our emissions. No two sites are the same, so we must find suitable solutions for the given conditions of the location.



Global

PARTNERSHIP WITH REFRESH ALLIANCE

In 2024, Molson Coors became a founding member of the REfresh Alliance. This alliance includes members from across the beverage industry and aims to help its members de-carbonize their operations. Partnership in this alliance helps provide our suppliers with access to Virtual Power Purchase Agreements (VPPAs) and education about renewable energy sourcing.

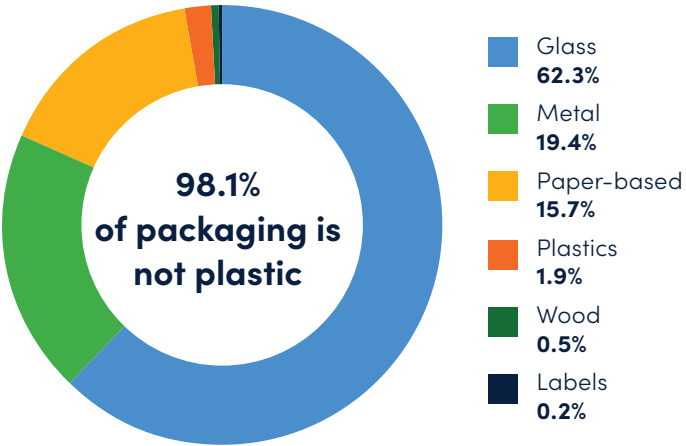
HOW WE ARE REDUCING EMISSIONS ACROSS OUR VALUE CHAIN



Using Materials Wisely

We are working to minimize waste sent to landfill from our manufacturing facilities, increase recycling, and increase recycled content.

2024 GLOBAL PACKAGING MATERIALS USE
(% by weight, packaging sourced)



Reducing Plastics

INCREASING PCR IN PLASTICS

We strive to increase the amount of post consumer recycled (PCR) materials in our plastics packaging. Utilizing more recycled content helps reduce the amount of greenhouse gases emitted within our supplier network due to less energy required to convert the raw materials into a usable package. We've been driving improvement in our PCR utilization in our consumer-facing plastics packaging, and in 2023 we started adding PCR in our non-consumer-facing shrink film used to aid in the transport and distribution of our products.

PLASTIC RING REMOVAL

Our UK operations completed the elimination of plastic rings for cans in 2021 for all major brands, including Carling and Coors. We achieved this milestone on our large UK brands in 2020, which was one year ahead of plan.

In the Americas, we continued the multi-year transition out of plastic can rings that began in 2022. In 2023 we fully converted and optimized our Canadian brewery network to transition to fiber wraps and eliminate plastic rings. The US brewery operations began converting in 2024 with the goal to complete the transition in early 2026.

EMEA&APAC INCREASES PET RECYCLED CONTENT

We are moving at pace to commercialize PET bottles with post-consumer recycled content. This initiative will impact all PET bottles for our EU production, where we expect to achieve 25% PCR inclusion in 2025 and 30% by 2030. We achieved 25% PCR in 2024.

Increasing Recycling

EDUCATING CONSUMERS ON RECYCLING

In early 2023, we began leveraging "How2Recycle" icons in the Americas on our primary, secondary and tertiary packaging to provide consumers with information on the item's ability to be recycled and how to do so. This labeling informs consumers if a packaging component is fully recyclable, recyclable via store drop-off or not recyclable. The How2Recycle icon library is owned and maintained by the Sustainable Packaging Coalition (SPC), which uses its vast knowledge of Material Recovery Facilities (MRF) recycling capabilities to inform producers which icon is appropriate for their packaging components. For a packaging component to be deemed widely recyclable, at least 60% of Americans and 50% of Canadians must be able to recycle these packages through curbside or drop-off programs.

US PILOT PROGRAMS TO INCREASE CULLET

In the process of receiving, conveying and filling glass beverage bottles, there can be bottles that break and become unfit for use. In these instances, we collect any broken glass (or cullet) and send it to local recyclers. This year we piloted a program at our Shenandoah brewery to send the cullet directly back to the glass supplier to remove unnecessary handling steps. We will continue to monitor this program and evaluate its viability for expansion. The Golden CO brewery and our Rocky Mountain Bottle Company are also partnering with Glass to Glass and the City of Golden in Colorado to increase glass beverage bottle collection there.

Managing Materials Effectively

SFI CERTIFICATION ON PAPERBOARD PACKAGING

In 2024, we continued to leverage the strength of our supply chain to strategically source fiber for our paperboard packaging that utilizes Sustainable Forestry Initiative (SFI) certified virgin fiber. This certification provides Molson Coors and our customers with the assurance that the virgin fiber we use has been sustainably cultivated and harvested by paying close attention to proper land management practices in the tree growing process.

PARTITIONLESS BOTTLE INITIATIVE

Glass bottles are an important packaging commodity in our packaging portfolio. When shipping bottles, it's important to protect the bottles from knocking into one another to prevent glass breakage. One way to reduce this damage is the use of fiberboard partitions to soften any bottle-to-bottle contact. Through clever engineering and rigorous testing, one of our major breweries in 2024 was able to develop a packaging system to remove partitions altogether, removing more than 3 million partitions from our new cartons.

ADDRESSING WASTE IN OUR OPERATIONS

Producing goods generates wastes, from defects to excess materials and as by-products. We work to reduce waste in our production facilities through dedicated stations for separating materials to enhance effective recycling and reuse. Across our large breweries globally, we send less than 1 percent of our wastes to landfill.

0.14%
waste to landfill total
(across facilities with >75 employees)



We act with integrity and honor commitments while owning our mistakes, using them as an opportunity to learn.



TAKE ACCOUNTABILITY

As we Create a World to Celebrate, we want to do so responsibly and in line with stakeholders’ expectations. This commitment is reflected in our multifaceted approach to alcohol responsibility and is enabled by a strong governance structure and processes. The Molson Coors Leadership Team and Board of Directors are responsible for overseeing Our Imprint strategy and initiatives.

Governance

MOLSON COORS BOARD OF DIRECTORS

- Oversees and monitors the Company’s overall Sustainability Program
- Reviews certain corporate citizenship, social responsibility and public policy issues of significance to the Company
- Reviews certain Company policies, programs and public disclosures on Sustainability matters
- Reviews committee reports on sustainability matters
- Oversees, monitors and annually reviews the Company’s Enterprise Risk Management (ERM) Program

AUDIT COMMITTEE

- Receives regular reports from the Company on certain of its sustainability programs, policies and practices, and related performance
- Oversees the Company’s Our Imprint Report, data assurance, and controls related disclosure matters
- Oversees and monitors the Company’s risk management efforts, including regarding sustainability matters
- Reviews the Company’s ethics and compliance program and reports of significant matters and the Company’s responses and follow-up

GOVERNANCE COMMITTEE

- Monitors best practices, trends, developments and issues relating to corporate governance practices and policies of the Company
- Oversees and assesses the composition of the Board
- Oversees the Company’s corporate and political action committee political contributions, and receives annual reports overviewing the Company’s political activities

COMPENSATION AND HUMAN RESOURCES COMMITTEE

- Oversees and monitors the Company’s risks, policies and strategies relating to employee talent, development, and performance, as well as workplace safety and employee wellbeing policies and programs

FINANCE COMMITTEE

- Oversees and monitors the Company’s renewable energy procurement and related risk management

MOLSON COORS EXECUTIVE LEADERSHIP TEAM

- Guides Our Imprint strategy
- Manages and mitigates risks identified through the ERM process
- Monitors sustainability goals, achievements and progress, ensures necessary support for initiatives, monitors global social and environmental trends and topics, and provides business-relevant guidance to address these matters

SUSTAINABILITY TEAMS

- The VP Sustainability & EHS leads sustainability efforts across the organization through the corporate sustainability teams and cross-functional collaboration
- Numerous teams, departments and individuals across the company contribute to the development and execution of our sustainability initiatives



Leading Responsibly

We are committed to promoting alcohol responsibility throughout our business practices and supporting our consumers to make positive, informed choices to enjoy our beverages sensibly and responsibly.

We believe that alcohol consumption is a personal choice that can be part of a balanced lifestyle, and we want adults of legal consumption age who choose to consume our products to enjoy them responsibly and in moderation.

We are committed to being role models for responsible consumption.

As ambassadors for responsibility, our employees can help by promoting responsible attitudes towards drinking, including the choice not to drink alcohol at all. We provide tools and annual training to all employees to support them as responsible ambassadors for our brands.

We have stringent internal processes to ensure we consistently adhere to global industry practices and meet marketing and advertising guidelines and in-market regulations.

We focus our marketing and promotional activity exclusively towards adults of legal drinking age and work closely with partners to promote responsible sales practices throughout the supply chain. Our regional marketing compliance committees strive to comply with all industry and regionally relevant regulatory codes, while ensuring that advertising messages are consistent with standards of good taste and social responsibility, and that messaging is restricted to legal drinking-age consumers.

We are widening consumer choice with our diverse range of low- and no-alcohol options.

In addition to our low-alcohol offerings, we are expanding our portfolio with great-tasting, no-alcohol products, increasing our range of non-alcohol alternative choices for consumers.

We partner to reduce harmful drinking through the International Alliance for Responsible Drinking (IARD).

We’re a founding member of [IARD](#), a nonprofit global organization created to promote understanding of responsible drinking. As an active Board member, we support dialogue on global alcohol policies, set marketing standards to safeguard minors and collaboratively deliver on initiatives that combat harmful drinking.

We support programs in our communities that are focused on preventing alcohol-related harm.

Across the globe, we invest in and engage with the local communities where we operate and support activities that promote responsible drinking. Many of our partnership programs across North America and Europe are focused on tackling the issue of drunk driving, supporting millions of consumers to make safe and responsible choices. Additional activity areas include supporting initiatives that seek to reduce harmful consumption and stem underage drinking.

Promoting Responsibility in our Local Communities

US and Canada

As part of an ongoing partnership with the International Town & Gown Association ([ITGA](#)), we support the 2025 Initiative, which is aimed at reducing alcohol-related harm associated with off-campus parties. In addition, we fund the Great Plays Grant Program for colleges and universities that have signed sports marketing contracts with Molson Coors. Schools are eligible to apply for a one-year grant to support their prevention efforts to reduce underage drinking, binge drinking, alcohol-impaired driving and other alcohol harms, including sexual violence. Through the years we have supported 164 university grants with more than \$2 million in funding. In 2024, we supported the following universities and programs: Arizona State, DePaul, Indiana, Marquette, Ohio State, Oregon State, Cincinnati, Washington State and West Virginia. The funds support initiatives such as those at Oregon State, Marquette and Indiana University described on this page.

OREGON STATE UNIVERSITY

The university’s 2023-2024 grant provided partial support for Student Health Services (SHS) to conduct alcohol risk-management workshops and several educational and substance-free events, as well as a student-athlete mentoring program and retailer training for local bars and other establishments that serve alcohol. In addition, SHS worked with the athletic department, the student-athlete advisory committee, and the athletic department’s donor advisory board to develop a brief survey administered to student-athletes to help guide future prevention efforts.

MARQUETTE UNIVERSITY

With support from the Great Plays grant, Marquette was able to continue to support their version of the national Red Watch Band (RWB) bystander alcohol training program for students. The funds were used for Peer Wellness Educators (PWEs) to attend a week-long train-the-trainer session to learn how to conduct bystander training workshops. Working in pairs, the PWEs offered sessions during the first six weeks of classes, which were attended by 1,950 students. Marquette mandates RWB training for all incoming first-year and transfer students. The students who neglected to attend an in-person workshop were required to complete an online make-up program. Among other prevention activities, the 2024-2025 grant also helped Marquette renew Safe Colleges, an online alcohol education program that first-year students are required to complete before they matriculate.

INDIANA UNIVERSITY

With its 2023-2024 Great Plays grant, IU initiated the Hoosiers for Harm Reduction Ambassador Team to prevent high-risk drinking among sorority and fraternity members. Student Ambassadors collaborated with IU staff to produce a video that was shared on Instagram accounts managed by IU’s Office of Student Life and Office of Sorority and Fraternity Life during high-risk drinking times. They worked with the Safe Bar Network to develop a “Safe Night Out” training course for sorority and fraternity members. Funds were used to distribute Safer Party Kits to provide essential items for harm reduction. IU was also able to host three alcohol-free events and conduct interactive activities on residence hall floors to promote safer practices students can employ during the holidays.

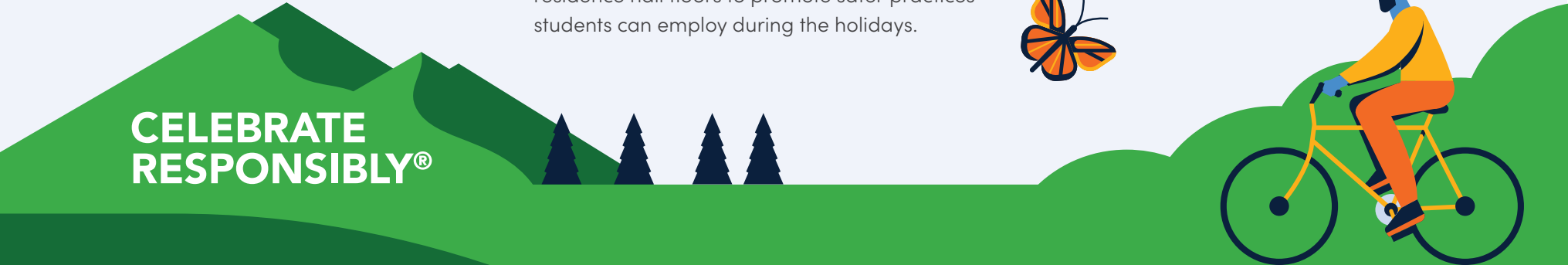
FREE RIDES

Miller Lite and Coors Light supported free rides on local transit for major celebrations in the Charlotte, Chicago, Denver, Dallas, Milwaukee, Phoenix, and Washington D.C. markets. Over 9 million riders took advantage of the offer over the year, including rides on New Year’s Eve. In addition, for the first time, Coors Light collaborated with the Nova Scotia Liquor Corporation and Halifax Transit to offer free transit rides every Saturday evening throughout the month of December 2024. All buses and ferries were complimentary after 6 pm until the end of service. The partnerships underscore our commitment to promote responsible enjoyment of our products.



ARRIVE ALIVE

In Canada, we continued to support Arrive Alive, an organization committed to providing leadership and collaboration with communities to identify, implement and support effective initiatives to eradicate impaired driving.



Promoting Responsibility in our Local Communities

Bosnia & Herzegovina

The “Think” campaign, aimed at raising awareness about the dangers and consequences of driving under the influence of alcohol, was launched two years ago in Bosnia and Herzegovina. In 2024, the campaign continued with a focus on real-life testimonies, published on the country’s leading news portal Klix.ba and shared via its Facebook page. The spotlight was on firsthand accounts from those who directly witnessed the aftermath of drunk driving—namely, police officers and emergency room doctors. The campaign generated significant interest, with the two articles being viewed over 30,000 times.

Bulgaria

In 2024, the Alcohol Is a Bad Driver campaign celebrated its 16th anniversary, making it the longest-running initiative in Bulgaria dedicated to promoting responsible alcohol consumption, safe driving practices and overall road safety. The campaign, spearheaded by Kamenitza AD, features an online platform that offers valuable information for drivers and all road users.

Croatia

In 2024, the “Think” campaign took on a new approach in Croatia, once again highlighting the real experiences of those on the front lines of road traffic incidents caused by alcohol — emergency doctors, firefighters and police officers. Four powerful stories were published on the news portal Telegram.hr and shared via its Facebook page, serving as a compelling reminder of the very real consequences of irresponsible driving and a strong appeal not to underestimate the risks. Each article attracted more than 27,000 views on average, with an impressive engagement rate of 70% per story, demonstrating just how strongly the content resonated with the audience and prompted reflection.

Czech Republic

Raising awareness of selling alcohol to minors and drinking and driving is also on the Czech Republic’s agenda. The Staropramen brewery participated with projects Stay Cool and “When I Drive, I Drink Non-Alcoholic Beer” in coordination with the Brewers Association and other beer producers in the Czech Republic.

Hungary

Borsodi Brewery sustained its responsible alcohol consumption communication campaign, which began in 2023. In 2024, the brewery showcased its responsible alcohol consumption video at numerous festivals supported by Borsodi, effectively raising awareness of the significance of this issue among more than 250,000 people.

Montenegro

For the 16th year in a row, together with the Ministry of Internal Affairs and Police Directorate, our Don’t Drink and Drive Campaign had a new creative concept, “Some Things Just Don’t Match.” The campaign targeted young drivers to raise awareness of the risks of drunk driving. The message was shared using both traditional and social media channels, out-of-home advertising, activations at festivals, promotions in the off-trade, as well as activities on the road with the support of traffic police. In addition, the Trebjesa brewery donated four breathalyzers to the Police Directorate. The campaign was also supported by Montenegrin influencers to create a buzz on social media.

Republic of Ireland

We are a funder of [Drinkaware Ireland](#). The national alcohol education charity has a range of community-level programs to address harmful drinking through workshops, webinars and public events, with a particular focus on engaging with parents and workplaces on alcohol awareness.

Romania

To raise awareness about irresponsible alcohol consumption, Bergenbier S.A., through its non-alcoholic brand, launched the #LiveResponsibly campaign, a project aimed at raising awareness of harmful behaviors. Together with a well-known psychotherapist from Romania, the campaign openly addressed issues related to addiction and mental health, exploring how we can identify harmful tendencies in our lives. The project was conducted in the digital space and received excellent audience engagement and feedback from employees.



Serbia

For the past 18 years, the Apatin Brewery has been campaigning for responsible drinking. Every campaign is supported by the Traffic Police Administration of the Ministry of the Interior Affairs and the Serbian Road Safety Agency. The campaign “When I Drive, I Don’t Drink” is always active at music festivals around the country, such as Belgrade Beer Fest, Drina Regatta and Beer Days in Zrenjanin. Creative billboards and social media also support the effort. Global Beer Responsibility Day was officially marked with an event with the Apatin Traffic Police when the brewery donated 10 modern breathalyzers to further support and promote safe driving and alcohol responsibility.

United Kingdom

We are a funder of [Drinkaware](#). In 2024, we partnered with Drinkaware to promote their digital [Drinking Check](#) tool at the Edgbaston Cricket Ground’s T20 Blast Finals Day. A Staropramen 0.0% (alcohol-free beer) truck visited Edgbaston to encourage fans to take the free, online self-assessment and receive personalized results and guidance about reducing their drinking.



Actions by International Alliance for Responsible Drinking (IARD)

GLOBAL STANDARDS COALITION ESTABLISHED

The Global Standards Coalition, led by IARD, aims to create a positive movement that drives initiatives globally to help reduce harmful drinking and promote moderation among those who choose to drink. The coalition signatories have put in place policies, practices and proactive measures intended to:

- Further prevent sales to those underage or intoxicated
- Curb marketing and advertising to those underage
- Provide training and guidance that empowers staff to deny sale, service and delivery of alcohol where necessary
- Respect the choices of those who choose not to drink alcohol
- Elevate industry standards to reduce the harmful use of alcohol

In 2024, a new global partnership was formed between digital platforms and IARD members to enhance age assurance for online alcohol marketing.

PROGRESS TOWARD MEETING OUR COMMITMENTS

Through IARD, we have made a commitment that products containing alcohol will carry symbols or a form of words warning against drinking during pregnancy and driving while intoxicated, and we are working towards incorporating this on all our products, including low- and no-alcohol extensions of alcohol brands. This builds on previous commitments to include symbols or written age-restriction reminders to send a clear message that minors should not consume alcohol.

Along with our industry partners, we have put into place safeguards on our online marketing channels that are intended to ensure our marketing is directed only at adults who can lawfully buy our products. [The 2024 audit results](#) indicate that our industry has exceeded the 2024 target of 95% of online advertising displaying these safeguards. The independent assessment resulted in a 98.2% full compliance rate for thousands of brands marketing on leading digital platforms.

We have embedded innovative, industry-wide global standards aimed at enhancing transparency and preventing [influencer marketing](#) from reaching those under the legal purchase age.

More Choices for Those Who Choose Not to Drink Alcohol



MOLSON COORS' FAMILY OF LOW AND NO ALCOHOL PRODUCTS

EMEA&APAC

- Bergenbier Non-Alcoholic
- Borsodi Beer Mixes 0.0
- Cobra Zero
- Cool 0.0
- Doom Bar Zero
- Fresh 0.0
- Friss 0.0
- Hydra
- Jelen Cool
- Kamentiza NA 0.0
- Madri 0.0
- Rekorderlig Strawberry-Lime Cider and Apple Cider
- Ožujsko Cool
- Staropramen Nealko

North America

- Blue Moon Non-Alcoholic
- Coors Edge
- Fever-Tree
- Golden Wing Barley Milk
- Naked Life
- Peroni 0.0%
- Zoa

US PORTFOLIO GROWS WITH NAKED LIFE AND FEVER-TREE ADDITIONS

Naked Life gives consumers increased choice by providing the great taste of their favorite mixed drink but without the alcohol. Similarly, Fever-Tree's line of products are traditional base mixers for making cocktails or mocktails or for consuming on their own.



Responsible Business Practices

Enterprise Risk Management (ERM)

Molson Coors uses ERM as a strategic tool to identify the most significant risks and opportunities for achieving our business objectives. A twice-per-year analysis is conducted through interviews, benchmarking and external analysis, and considering both current and emerging risks. The result, a portfolio view of risks and mitigating actions across the entire business, is reported to our Leadership Team and monitored by the Board of Directors. Each enterprise risk has a Leadership Team owner who coordinates mitigation efforts and reports progress. The process is overseen by our VP Risk Management & Litigation and is aligned with the Committee of Sponsoring Organizations of the Treadway Commission (COSO) ERM Framework.

Molson Coors discloses certain business risks in its filings with the U.S. Securities & Exchange Commission (SEC), which include risks related to, among other things, concerns over climate change, availability of quality water, impacts of packaging and people and culture-related risks. See our [2024 Form 10-K](#) and our other SEC filings for a discussion of certain risks facing our business.

Molson Coors Code of Business Conduct

We are guided by our [Code of Business Conduct](#), a company-wide document available in 11 languages for each of the countries in which we operate. The Code underpins our ethics and compliance program and informs policies, training, communication, monitoring and auditing procedures. Employees are required to read and confirm compliance with the Code, with mandatory training incorporated into the onboarding process for new employees. Refresher training is provided every two years.

Responsible Supply Chain

Our suppliers are an integral part of our business. We continually work with them in an effort to ensure they are embedding respect for human rights in their work and driving their environmental sustainability strategy.

We utilize the Supplier Ethical Data Exchange (Sedex) monitoring service to proactively identify risks in this area, with a four-stage process to screen, identify and monitor potential issues.

Ensuring Responsible Political Contributions

Molson Coors actively participates in political engagements to inform public policymakers of developments that relate to our company and industry, and we are committed to conducting these activities ethically and in compliance with the law. Our business rules state that only designated employees may engage in public policy work on our behalf. In doing so, they must adhere to specific registration, ethics and disclosure requirements in their respective jurisdictions.

Our Code of Business Conduct provides employees with additional guidance. Our Chief Legal Officer and Vice President of Government Affairs, as well as the Governance Committee of the Board of Directors, oversee all corporate political activities and receive annual reports on political giving.

In the US, political contributions support candidates, political parties and committees at both federal and state levels, and are made in accordance with the Molson Coors Political Contribution Policy.

We follow rigorous internal protocols, legal policies and external controls to ensure political contributions are made and reported in compliance with appropriate federal, state and local laws and regulations. The value of contributions at the state level are generally publicly available on the respective state’s website as disclosures on the campaign finance reports required by that jurisdiction.

The Molson Coors Political Action Committee (Molson Coors PAC) is registered with the Federal Election Commission (FEC) and files monthly reports with the FEC, or as otherwise prescribed by federal law. These reports are publicly available at www.fec.gov and provide an itemization of the Molson Coors PAC receipts and disbursements, including contributions to candidates, party committees and other organizations.



POLITICAL CONTRIBUTION POLICY

This [policy](#) outlines Molson Coors’ policies, procedures and philosophy regarding political contributions and activities. The policy reaffirms broad criteria that drive decisions regarding political contributions (as permitted by law) by employee-funded entities, corporate contributions, as well as other lobbying and advocacy efforts. It affirms that any political engagement, including contributions, will not be influenced by the political preferences of any individual director, officer or employee.



Our Approach to Responsible Tax

In 2024, our global activities resulted in a total tax contribution of more than \$3.3 billion. The taxes we collect and pay around the world on a timely basis are just one element of how Molson Coors operates responsibly.

Our approach to tax is based first and foremost on the recognition that the taxes we pay have important economic and societal effects and are crucial in the development and growth of the jurisdictions in which we operate. Our tax approach has been designed in a manner that supports Our Imprint strategy through delivery on our Tax Principles.

The Finance Committee of the Board of Directors oversees our approach to tax and reviews whether we have met our tax-specific responsibilities from a risk management and controls perspective. Our Chief Financial Officer and VP Tax are responsible for all tax matters, including the development and maintenance of a tax control framework, and must report all material tax matters and risks to the Finance Committee.



MOLSON COORS’ TAX PRINCIPLES

We execute on our approach to tax through an arduous commitment to our Tax Principles, which serve as a guide for our company and employees in ensuring that we pay the correct amount of tax. We have five Tax Principles, which uncoincidentally follow the company’s five core values.



Put People First: Transparency

We believe in maintaining transparent relationships with open and honest communication on tax matters with governments and taxing authorities, investors, employees and our consumers.



Be Bold & Decisive: Business Activity Drives Decisions, Not Tax

We believe in considering tax positions and tax opportunities that are aligned with business activity and meet stringent substance standards. We aim to enhance shareholder value while meeting the expectations of our consumers and employees, and as such, do not seek abusive tax results.



Take Accountability: Compliance

We believe in meeting the highest compliance standards under statutory tax and financial reporting rules and regulations and timely paying the correct amount of tax in the jurisdictions in which we create value and generate taxable profits.



Learn Every Day: Risk Management

We believe in identifying, managing and mitigating our tax risks through established policies, processes, systems and internal controls.



Celebrate Together: Supporting Tax Systems

We believe in constructively engaging in dialogue with governments and taxing authorities around the world to support the development of fair, effective and efficient tax systems.

OUR IMPRINT

• Create a World to Celebrate •

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Disclosures Appendix

TCFD

SASB

GRI

UN Global Compact

UN SDGs Impact Summary

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**Molson Coors
FY2024 Data**



About the illustrations

Plaid Mtn. is the base camp for freelance illustrator and designer Matthew Loren Carlson. Matt currently resides in Omaha, Nebraska, where he was born and raised. Matt has worked with clients such as Clif Bar, Adobe, Uber, Progressive and Men's Health Magazine, among others. www.plaidmtn.com

About the design

Avila Creative is a Chicago-based design firm specializing in ESG reporting as well as other graphic design. They deliver optimal value to clients through the personal attention and agility of a small firm, balanced with the expertise of a world-class agency. They are an MBE Hispanic and NGLCC certified firm. www.avilacreativeinc.com