

Our CEO, Antonio Baravalle

In Lavazza Group, diversity and inclusion are at the core of who we are and what we do. Promoting the program expressed in our manifesto means not only that we want to operate in the right way, but also that we want to create a competitive advantage, which can contribute to the Group's growth and enhance the entire value chain.

Our people are the true competitive factor, and by achieving an inclusive and diverse workplace without barriers of any kind, we will be able to attract and develop the best talents. This allows us to build a Group with a variety of knowledge, skills and views, in which every person feels welcomed to bring a unique perspective and progress to our business.

Only if we work well all together as a team in a stimulating environment, we can reach the best results.

For these reasons, inclusion and diversity are considered a strategic and crucial imperative for our ability to push Lavazza's vision beyond the near term and address new challenges to capture those opportunities that matter most to our business culture, our people, and our communities.

Enhancing an open culture that embraces and celebrates differences defines our Company as a key player in fostering positive change. We want to accelerate the adoption of diversity programs for the promotion of a more inclusive and diverse society.

Lavazza Family

We are a family Company in its fourth generation, whose vision has always been grounded on values handed down in over century of activities. Each one of us is aware that we are part of a bigger story and knows that together we must contribute to continuing and, at the same time, developing the future steps of our long history of passion for our product – coffee – and for our family of people.

With this manifesto we reaffirm the attention for our employees, an invitation to be part of the “perfect blend” that we aspire to form together. We want to shape a place which respects and supports people's uniqueness and where each one of us feels welcome, safe, and encouraged to express their authenticity and their feelings, as we do in our family. Each diversity is considered a value that must be preserved, and a positive factor of long-term growth and prosperity for us and for the communities in which we operate.

As further confirmation of our commitment in terms of diversity and inclusion, in 2020 we fostered a medium-long term path aimed to promote a *gap free* organization, through the elimination of all barriers that hinder the development of an inclusive working environment. We strive to improve the equity inside our company to value positive interactions and team-working, overcoming stereotypes and prejudices.

A clear and transparent commitment supported by all levels of our organisation that provides a D&I roadmap to ensure that everyone in our company is empowered and encouraged to blend together and strengthen our culture of inclusion.