



LAVAZZA RENEWS ITS PARTNERSHIP WITH ROLAND-GARROS UNTIL 2025

A year in which Lavazza celebrates 40 years in France A partnership based on the values of sport and the commitment to sustainability

Paris, May 25th, 2022 - **Lavazza Group, one of the world's leading coffee roasters and official coffee at Roland-Garros since 2015, confirms its commitment to the world of sport and tennis by renewing its collaboration with the French tournament until 2025.**

France is a strategic country and the second-ranking market for the Turin-based group after Italy. It was here that it opened its first foreign branch **40 years** ago, marking the first step in an internationalisation process that today sees the Group active in all business segments, with operations in 140 markets, 9 manufacturing plants in 6 countries and over 4,000 collaborators all over the world.

With Roland-Garros, the company also shares values linked both to the world of sport and to economic, social and environmental sustainability, hence the importance of the French tournament among the four Grand Slams of which Lavazza is partner.

Roland-Garros, the iconic Grand Slam tournament

This year Lavazza is back in a big way with 70 points of sale, 300 coffee machines and 20 qualified baristas for tournament spectators. In addition, two fan corners in Paris - located at the Publicis Drugstore on the Champs Elysées and the Roland-Garros kiosk at the Paris Opera - sell various Lavazza products made specifically for the tournament.

LAVAZZA, ROLAND-GARROS AND THE WORLD OF TENNIS: A COMMUNION OF VALUES

The world of tennis and Lavazza Group are united by their taste for excellence, as well as by a culture guided by authenticity, conviviality and responsibility. These intrinsic values that bind the two brands together have resulted in Lavazza being selected as official coffee supplier since 2011 for Grand Slam events, with a presence not only in Paris but also at Wimbledon and the US Open. But that's not all. To boost its involvement in the world of tennis, Lavazza has added Italian player Jannik Sinner, 12th in the world ranking, to its roster of brand ambassadors.



Since 2020, Lavazza has also been Platinum Partner of the Nitto ATP Finals 2021-2025 held in Turin. This important collaboration reflects the strong bond between the company and its home city, dating back to the foundation of Lavazza in 1895 and the birth of the first Italian espresso coffee in history.

“Our investment in the world of sport is strategic development opportunity for Lavazza Group,” said Giuseppe Lavazza, Group Vice President. “Partnering with Roland Garros for seven years is in line with our internationalisation strategy and consolidates our presence in one of our most important markets, offering all tennis enthusiasts the authentic experience of Italian coffee in all its forms. We are pleased to renew our longstanding partnership with this tournament, with which we share a common goal: transforming this internationally famous event into a unique experience for spectators.”

“The excellent 2021 results are not only a significant milestone for our Group, but also the springboard to tackle an extremely complex and challenging year. France occupies a very prominent place among our various markets. Our complementary distribution channels and the strategic decision to have two strong brands, Lavazza and Carte Noire, has driven our success as a winning group and a leading player in both the out-of-home and retail segments,” concluded Giuseppe Lavazza.

LAVAZZA AND SUSTAINABILITY: AT ROLAND GARROS, THE LATEST RESULTS OF A COMMITMENT ROOTED IN VALUES HELD BY THE FAMILY

- 100% of electricity from renewable sources for Italian, French, Canadian and UK plants
- 65% of Group packaging already recyclable and 95% of industrial waste recovered
- 830 thousand tonnes of carbon credits purchased to offset emissions that cannot be reduced, and carbon neutrality achieved for five of the Group's key product ranges
- 32 sustainable development projects in 20 countries with over 136,000 beneficiaries through the Lavazza Foundation

With the formation of the **Lavazza Foundation** in 2004, the Group began to give a structure to its commitment to social, environmental and economic sustainability, which started with support for coffee-producing communities through measurable projects that now benefit over 136,000 coffee growers in 20 countries across three continents. These programmes, implemented with the collaboration of local community players, have the aim of improving coffee yield and quality and of promoting both entrepreneurship among growers and improvements in their living standards, at the same time as valuing women's work and involving the new generations.

Over the last 20 years, we have given a strong boost to our commitment to sustainability. 2015 was a key year, with the voluntary publication of the first sustainability report and the launch of a programme to integrate sustainability into the Company's business operations, consistently with the soon to be endorsed 2030 Agenda of the United Nations and its 17 Sustainable Development Goals (SDGs).



If in the social dimension the projects developed through the Foundation are increasingly integrated at international Group level, Lavazza's commitment in the supply chain is defined by an environmental sustainability strategy organised according to three action levels based on a scientific approach:

1. impact measurement with 100% of production plants covered by environmental impact assessments
2. impact reduction plans, thanks to which 100% of the energy used in Italian, French, UK and Canadian plants is from renewable sources; 65% of Group packaging is already recyclable, as is 95% of flexible packaging; 95% of industrial waste is recovered with a view to the circular economy, with the company sending 3,000 tonnes of waste coffee for third-party production of organic fertiliser.
3. plans to offset residual CO2 equivalent emissions that cannot be reduced, through carbon credit purchasing projects subject to the strictest international standards and deriving from reforestation, sustainable agriculture and renewable energy programmes in developing countries, with the following results:
 - 830 thousand tonnes of carbon credits purchased to offset emissions that cannot be reduced
 - over 900,000 hectares of forests protected, 270,000 tonnes of CO2 emissions saved, and 37,000 people given access to drinking water
 - carbon neutrality achieved for five of the Group's key product ranges

This commitment is internationally recognised and in 2022 Lavazza Group was again one of the world's **Top 100 most reputable companies** according to the "2022 Global RepTrak®" ranking published by The RepTrak Company, which specialises in the measurement of Corporate Reputation in the eyes of public opinion. It is the fifth-ranking Italian business and the only Top 100 company working in the beverage segment.

Lavazza Group

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with turnover of over € 2.3 billion and a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse. It is active in all business sectors and has operations in 140 markets, with 9 manufacturing plants in 6 countries and over 4,200 collaborators all over the world. The Group's global presence is the result of over 125 years of growth and the more than 30 billion cups of Lavazza coffee produced every year are a testament to a remarkable success story, with the goal of continuing to offer the best coffee possible, in all forms, by focusing on every aspect of the supply chain, from the selection of the raw material to the product in the cup. Lavazza Group has revolutionised coffee culture by investing continuously in research and development: from the intuition that marked the company's earliest success - the coffee blend - to the development of innovative packaging solutions; from the first espresso sipped in Space to the dozens of industrial patents. The ability to be ahead of the times is also reflected in the focus on sustainability - economic, social and environmental - which has always been a benchmark for guiding corporate strategies. *"Awakening a better world every morning"* is the corporate purpose of Lavazza Group, with the aim of creating sustainable value for shareholders, collaborators, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.