



JDE PEET'S

STAKEHOLDER ENGAGEMENT POLICY

Adopted by the Board on 27 September 2023, version 1.0

INTRODUCTION

Stakeholder engagement is about caring. JDE Peet's cares about coffee that delights our consumers, drives value for our business and stakeholders, and fuels the life of our farmers. We care about people, from farmers to our employees, who strive every day to deliver our dreams. And to create a better future, we must also take care of our planet, this common ground where our ambition and dreams come to life.

As a global company with a complex value chain, our operations and products have impacts that extend beyond our employees, consumers & customers and suppliers. Business partners, community interest groups, NGOs, industry associations, investors and other key stakeholder groups have different viewpoints and expectations related to our business. Responding to their needs can positively influence our license to operate, our competitive advantage, and our sustainable long-term success.

As the world's leading pure-play coffee & tea company, we are proud to set a high standard for ethical and legally compliant behaviour. We are powered by our purpose "to unleash the possibilities of coffee and tea to create a better future", and we strive to embed our values in everything we do to pursue our purpose. Living our values enables us to carefully consider the interests of our stakeholders.

This stakeholder engagement policy outlines our overarching approach to engagement with our stakeholders, and this policy:

- sets out guiding principles for engagement with our stakeholders;
- is an integral part JDE Peet's operating philosophy, policies, standards and values; and
- applies to all employees within JDE Peet's, regarding all their activities and interactions with stakeholders.

PURPOSE

The purpose of stakeholder engagement is to generate input for the development or adjustment of the overall business strategy as well as to identify and address operational issues so that both elements (strategy and operations) can be aligned with the interests of the different stakeholder groups.

Stakeholder engagement therefore represents a crucial part of JDE Peet's' identification process of relevant focus areas and topics, including sustainability aspects.

This policy aims to define a general framework for the dialogue and relationships between JDE Peet's and its (key) stakeholders, in order to:

- foster the engagement of stakeholders with our purpose and sustainable long-term value creation;
- build and nurture strong and long-lasting relationships with our stakeholders;
- develop a good understanding of stakeholders needs, interests, and expectations;
- identify the opportunities and threats arising from stakeholders' material issues;
- nurture understanding by all stakeholders of JDE Peet's' commitment to embed sustainability in its day-to-day activities and long-term strategy, in alignment with the Sustainable Development Goals, especially in relation to responsible sourcing, climate change; biodiversity, packaging, improving livelihoods and diversity, equity & inclusion; and
- assist with strategic, sustainable decision making.

POLICY SCOPE

Our stakeholders are diverse, ranging from the farmers who grow the coffee & tea used in our products, to our suppliers, customers & consumers, our employees, our share- & bondholders and credit rating agencies. Our inclusive approach to stakeholders means that we listen and interact with them in various ways, but always with the aim of enriching our journey with their unique perspective on the company, its challenges and its opportunities. This enables us to draw on stakeholders' expertise to improve and deliver priorities for long-term value creation, and to better anticipate risks.

We seek out open dialogue with our stakeholders, receiving feedback on key topics that matter to our stakeholders and responding to their views and concerns. This helps us to align our business interests with the needs and expectations of relevant stakeholder groups, and is a source of information for strategy development, decision-making and reporting on sustainability aspects, among others. In addition, it also helps us to carefully balance the different interests of stakeholders. These aspects include, but are not limited to, environmental, social and governance related topics.

Stakeholder engagement is a vital part of our efforts to earn the support of the parties with a vested interest in our company. We therefore engage in ongoing dialogue with these parties on a variety of topics, including sustainability aspects related to the strategy, products, businesses and on the company's role in society.

JDE Peet's stimulates stakeholder dialogue in all its business activities and via the various channels and activities for stakeholder engagement. The form that is chosen for any specific dialogue depends on the topic and on the stakeholder(s) involved. JDE Peet's may decide not to accommodate or accept any requests or invitations to enter into a dialogue with stakeholders, or to accommodate such request or invitation, under certain conditions.

STAKEHOLDERS

JDE Peet's' key stakeholders are those individuals, groups of individuals or organisations that impact, and/or could be impacted by, our organisation's activities, and/or have potential relevant knowledge about certain sustainability aspects. The group of stakeholders we engage with is not static and can be adjusted depending on the topics of the dialogue and the developments thereof over time.

At JDE Peet's, we have identified the following key stakeholders:

- Consumers
- Customers and Business Partners
- Smallholder farmers
- Suppliers
- Employees
- Nature & communities (NGOs)
- Industry
- Regulators
- Shareholders, investors, financial institutions and tax authorities

PARTNERSHIPS

Joining forces and listening to other perspectives is key to achieving our ambitious goals. We work with a wide range of partners and other stakeholders to tackle shared challenges, scale innovations and positive impact, and to build mutual trust and accountability. We actively seek out partnerships and take part in a wide range of different (pre-competitive) collaborations and partnerships to accelerate solutions, create systematic change together and improve and accelerate results.

METHODS OF ENGAGEMENT

Our dialogue with stakeholders takes many forms and includes various channels and means of communications reliant on each specific stakeholder group. These methods for engaging with our stakeholders are set out in detail in our Annual Report.



GUIDING PRINCIPLES

In the engagement with our stakeholders, JDE Peet's is committed to the following principles:

- JDE Peet's' commitment to business ethics and corporate social responsibility - and, in particular, the principles of integrity, fairness and transparency as drivers of credibility and mutual trust - are the foundations on which we build the relations with our stakeholders.
- Integrity: JDE Peet's respects the principles and standards as set out in internationally recognised conventions including the United Nations Universal Declaration of Human Rights, the core labour standards of the International Labour Organization, the United Nations Guiding Principles and the principles of the United Nations Global Compact.
- Transparency: we clearly share our ambitions, position, risks and opportunities we face, and the impacts of our activities on people and the environment.
- Cooperation: we engage with our stakeholders by sharing relevant information to create the best conditions for meaningful conversations.
- Consideration: we take the needs, expectations and concerns of our stakeholders seriously.
- Compliance: all initiatives, decisions and communication are made in compliance with JDE's and Peet's' Codes of Conduct and other relevant policies that can be found [here](#).
- Sustainability: we opt for the most sustainable options as much as possible and invite/stimulate our (key) stakeholders to think along with us and follow us in this direction.

REPORTING

Throughout the year, the Executive Committee and the Board are regularly informed about the views and interests of affected stakeholders with regard to the Company's sustainability-related impacts.

DOCUMENT HISTORY

VERSION	EFFECTIVE DATE	
1.0	27 September 2023	New policy