



RESPONSIBLE CONSUMPTION ACT

Wyborowa Pernod Ricard and all companies from the Pernod Ricard Group are characterized by a long-standing tradition of promoting responsible consumption of alcohol.

Through a wide range of initiatives, often in consultation with many organizations, including industry, regulators and representatives of public authorities, Pernod Ricard and its companies are deeply committed to promoting responsible consumption of alcohol and discouraging inappropriate consumption of its products.

As a consequence of our commitment to promoting responsible alcohol consumption, we expect fans not to post any comments, photos or videos or any other materials ('Posts') that:

- Show people who are under the legal drinking age, or look like being under 18, in situation related to alcohol consumption;
- Are created by a person who is not entitled to drink alcohol;
- Encourage minors to buy and/or consume alcoholic beverages or to illegal, irresponsible or immoderate alcohol consumption;
- Promote excessive consumption or condemn or criticize people who do not drink alcohol in any way;
- Show irresponsible alcohol consumption in a positive light or associate alcohol consumption with driving a car, operating with any heavy machinery or encouraging dangerous behavior;
- Suggest that alcoholic beverages provide any physical, psychological or intellectual benefits, or improve sexual performance;
- Suggest that alcoholic beverages increase self-confidence or help overcome personal or social problems
- Glorify the strength of alcohol, the relatively high alcohol content or the intoxicating effect of alcohol;
- Talk about alcohol consumption in the context of any illegal, anti-social, dangerous, aggressive or violent behavior;

In the event that your past does not comply with the above rules, it may be removed.

We believe that responsible alcohol consumption can be part of healthy, positive lifestyle for most adults who decide to drink alcohol. For most information on our commitment to responsible alcohol consumption, please visit: www.wise-drinking.com.