

METRO Water Initiative: Water for a quarter of a million people

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- More than 250,000 people in the north Indian region of Sheohar will have permanent access to safe water and sanitation facilities, thanks to the 3-year joint project of METRO and One Drop
- At least 1.2 million Euros are to be collected for this purpose through the METRO Water Initiative
- 22 METRO countries and 22 suppliers support the METRO Water Initiative in the campaign time around the UN World Water Day on 22 March 2019 – more than ever before

Düsseldorf, 22 March 2019 – Together, METRO, its customers in 22 countries and 22 suppliers will, with this year's METRO Water Initiative, create the financial basis for the 3-year joint project with the Canadian-based water Foundation One Drop. The project will kick off in June 2019 in the northern Indian region of Sheohar. It aims at providing permanent access to safe water and sanitation to over a quarter of a million people. The population of Sheohar, a rural region in India, is among those most deeply affected by the lack of water and sanitation facilities. The consequences are devastating. In the One Drop concept, however, access to water is only the beginning: through social art programs that take into consideration local cultural and artistic references, water-related behaviour change is promoted to lead to healthier practices around water, sanitation and hygiene. Furthermore, communities and individuals are empowered and trained to manage the water and sanitation facilities in a sustainable way.

Already in June 2018, the international wholesaler METRO announced its cooperation with the international Foundation One Drop. Now the project is concrete: In June 2019, work will start on site in Sheohar, a district in the federal Indian state of Bihar.

"This project is a common thread that allows a variety of companies and institutions to join forces to do good. Water is a human right, but it is so unequally distributed around the world that more than 2 billion people still live without safe access to clean water. By partnering for a common goal, we have the power to change the lives of more than a quarter of a million people for the better."

– Heiko Hutmacher, Chief Human Resources Officer, Member of the Management Board of METRO AG responsible for Sustainability

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The Sheohar Region

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Throughout India, access to clean water and sanitation is scarce. Over 600 million Indians are exposed to extreme water stress. In addition, the quality of the available water is often alarming – about 70% of the water in India is classified as contaminated according to the Composite Water Management Index of June 2018. Groundwater is undrinkable in 1/3 of India's 600 districts because the concentration of fluoride, iron, salt and arsenic exceeds the specified limits. Other reports show that about

70% of India's water supply is heavily polluted by wastewater. This is also a reason why more than 100,000 people die every year in India from water-borne diseases. More than 500 children under the age of five die every day from diarrhea alone. The child mortality rate (under the age of 5) in the state of Bihar is even exceeding the national average.

Safe access to water and sanitation, better management of water, sanitation as well as better hygiene behaviour of the population, such as regular hand washing with soap, could prevent many of these deaths.

"Sheohar is particularly affected by the global water situation. One Drop is collaborating with "Water for People", an international NGO, local governments, social art partners, civil society organizations, and microfinancing institutions to achieve three specific goals in the region: to increase the use and sustainable management of safe water and sanitation services; to sustain the adoption of targeted water-related behaviours; and to improve the market system for water-related products and services," explains Véronique Doyon, Chief Program Officer at One Drop.

New key strategies

For the people in Sheohar, the joint project of METRO and One Drop does not only mean safe access to water and sanitation facilities – it also improves their lives. Child mortality decreases, waterborne diseases are reduced, health of mothers and newborns improves, regular school visits are possible again and overall safety is increasing. The One Drop "Social Art for Behavior Change" approach also aims to achieve individual, interpersonal, community and social engagement. The aim is to promote healthy and sustainable behaviour with regard to water, sanitation and hygiene.

In concrete terms, three permanent behavioural goals are to be achieved:

- Washing hands with soap at critical times
- Use of household latrines
- Proper storage and handling of clean water

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In addition, local farmers in particular are to be sensitised through training in water-saving techniques and waste management and supported through entrepreneurial development. One Drop also ensures that access to (micro) credits for water supply and hygiene facilities (new household toilets and extension or modernisation of existing toilets) is improved.

The project, which METRO and One Drop are implementing in Sheohar during the 2019-2021 project period, builds on a regional project completed in 2018, which One Drop has implemented jointly with "Water for People" since 2014. The aim of the follow-up project is to continue the urgently needed work in this region and to use the already strong relationships with local governments, local partners and communities to implement the project efficiently and purposefully.

The METRO Water Initiative focuses on partnership

Launched in 2017 to draw the attention of around 24 million customers and more than 150,000 employees worldwide to the scarce resource water and its responsible use, the METRO Water Initiative is entering its third year of operations. Together with the One Drop Foundation, founded in 2007 by Cirque du Soleil co-founder Guy Laliberté, METRO is launching a three-year project in Northern India. More than a quarter of a million people will benefit permanently from safe access to water and sanitation facilities based on the concept of sustainable change. This will be made possible by financing the project through the METRO Water Initiative in 22 METRO countries – and by the support of 22 suppliers. During the two-week campaign period around World Water Day, they donate a certain share of the selling price of pre-defined products to the METRO Water Initiative. More than 1.2 million Euros are to be raised, all of which will flow into the project in India. METRO guarantees the donation target. One Drop doubles the amount and ensures close cooperation with governments and development banks. Thus, each donated Euro will have a leverage effect of up to 10 Euro.

The participating suppliers in this year's METRO Water initiative are (some with more than one brand): Barilla, Bolton, Campofrio, The Coca-Cola Company, Danone, Diageo, Ecolab, Glaxosmithkline, Henkel, Johnson Diversey, Lavazza, Mars, McCain, Mondelez, PepsiCo, Reckitt Benckiser (RB), SC Johnson, Werner & Mertz Professional

Luciano Pirovano, CSR Director Bolton Food:

"We are very proud to partner with this important initiative, a tangible example of Bolton Food's commitment to environmental protection and sustainable management of natural resources. From 2011, we have started a CSR program, called Responsible Quality, based on four pillars of action, i.e. sustainable fishing and production, respect for people and proper nutrition. The protection of the water resource is a priority for us, an ever more precious asset that must be preserved for the future. In recent years we have managed to progressively improve our performance, achieving important

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results not only with regard to water consumption but also in other areas we are very close to, such as energy consumption and the reduction of packaging materials."

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*Therese Noorlander, Sustainability Director Europe,
The Coca-Cola Company:*

"The Coca-Cola Company and its bottling partners are committed to responsible water stewardship and community empowerment in the countries in which we operate. Addressing the accessibility and natural resource challenges that impact freshwater requires commitment and investment from many parties. Coca-Cola is proud to support METRO and their involvement with One Drop."

Michael Alexander, Head of Sustainability, Diageo:

"We're proud to continue our support for METRO's Water Initiative as it is only through collective action and collaborative initiatives that we can accelerate progress and have a meaningful positive impact on the global water crisis – particularly access to safe drinking water. Business contribution to delivering the Sustainable Development Goals is a challenging task, but contributing to initiatives such as this reflect that we're committed to rising to the challenge."

Henkel:

Henkel is again supporting the METRO Water Initiative - for the third time since the beginning of the cooperation in 2017. Through its well-known brands like Persil and Schwarzkopf, the 142-year-old company aims to raise awareness about how consumers can save water and energy by using products in the most efficient and sustainable way possible. Alongside in-store displays, Henkel is giving away water-efficient showerheads, and other specially designed appliances as part of a promotion for METRO customers.

Fiona Dawson, Global President Mars Food, Multisales & Global Customers:

"We are delighted to be working with METRO, increasing our participation this year through the EXTRA® brand as well as UNCLE BEN'S® in a campaign that demonstrates the power of collaboration – creating vital awareness and real impact on the ground in India. Water scarcity is one of the key challenges of the 21st century with a third of the global population living in water-stressed countries. Food production requires adequate water supplies for growing crops, with agriculture using 70% of global freshwater, so at Mars we are taking action today to reduce water usage across our operations – including in rice and mint farming communities – ensuring a sustainable supply chain for tomorrow."

Rob Bland, Sales Senior Director, PepsiCo:

"Access to safe water is a right that should be enjoyed by all and an issue that PepsiCo has been working to address for the past decade. We are proud to be partnering with METRO on their "OneDrop" campaign, believing that by working together on initiatives such as this, we can deliver a meaningful

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impact for communities facing the daily challenge of no clean water. This campaign aligns to our PepsiCo goal to provide safe water access to a total of 25 million people by 2025."

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Eelco Ockers, Area Sales Director Europe, Hygiene/Home, Reckitt Benckiser (RB):

"RB is proud to partner with METRO Water initiative project to deliver sustainable access to safe water globally especially because the project resonates so well with our own mission to create a cleaner world by reducing our water impact and, at the same time, help people improve their health and hygiene."

Frank Vancraeyveld, CEO Werner & Mertz Professional /for the sustainable cleaning brand green care PROFESSIONAL:

"We remember well when we needed to preserve waters in Germany! In the mid-1980s news was filled with foaming rivers, seals dying in the North Sea and pollution of the Rhine river. These disasters intensified public awareness of the need for clean water. Now, we would like to take a collaborative action to help others. We have featured the frog in our logo for more than 100 years. It is only natural that we are committed to protecting its habitat: water - the elixir of life."

About METRO

METRO is a leading international wholesale company with food and non-food assortments that specialises on serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 24 million customers who can choose whether to shop in one of the large-format stores, order online and collect their purchases at the store or have them delivered. METRO in addition also supports the competitiveness of entrepreneurs and own businesses with digital solutions and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. METRO has been the sector leader in the Dow Jones Sustainability Index for the last four years. The company operates in 36 countries and employs more than 150,000 people worldwide. In financial year 2017/18, METRO generated sales of €36.5 billion. In September 2018 METRO AG initiated the divestment process for the food retail chain Real with its 34,000 employees to transform into a pure wholesale company.

About One Drop

One Drop™ is an international foundation created by Cirque du Soleil founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development. Our mission is to ensure sustainable access to safe water and sanitation for the most vulnerable communities through innovative partnerships, creativity and the power of art. Together with its partners, One Drop brings its unique Social Art for Behaviour Change™ approach to promote the adoption of healthy practices around water, sanitation and hygiene through locally inspired social art programs, empowering the communities to take ownership of the water projects over time. For this to be possible, One Drop puts together novel fundraising initiatives supported by a visionary community of partners and donors. One Drop counts over 10 years of turning water into action with projects that will soon have transformed the lives of over 1.4 million people around the world. The foundation was recognized by Charity Intelligence as one of the 2018 Top 10 Impact Charities in Canada. To learn more about One Drop, visit www.onedrop.org

About Bolton Food

Bolton Food is the Bolton Group Business Unit operating in the production and marketing of the Group's food products and brands. Bolton Food is present in over 60 countries worldwide in 5 continents through the brands Rio Mare, Palmera, Simmenthal, Saupiquet,

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Pechers de France, Isabel, Cuca, Massò, Cardinal, Sardines Robert and Petreet, excellent brands that bear witness to the commitment to guaranteeing quality, taste, innovation and sustainability. Bolton Food operates from Milan and its 3,800 employees are spread throughout offices in Italy, France, Spain, Ecuador and Colombia and 7 plants in 5 different countries.

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. In addition to the company's Coca-Cola brands, our portfolio includes some of the world's most valuable beverage brands, such as AdeS plant-based beverages, Ayataka green tea, Costa coffee, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

The fairlife® brand is owned by fairlife LLC, our joint venture with Select Milk Producers Inc. Products from fairlife are distributed by our company and certain of our bottling partners.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice. Celebrating life, every day, everywhere

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com

About Mars

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With over \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, and COCOA-VIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 115,000 Associates to create value for all its partners and deliver growth they are proud of every day. To find out more about the

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work Mars are doing on water stewardship visit:

<https://www.mars.com/global/sustainable-in-a-generation/healthy-planet/water-impact>

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About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$64 billion in net revenue in 2018, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of the business. For more information, visit www.pepsico.com

About Reckitt Benckiser (RB)

RB is the global leading consumer health, hygiene and home company. Driven by a purpose to build healthier lives and happier homes, RB has operations in over 60 countries. From the foundations of wellness and infant nutrition, to the fundamentals of a hygienic home, our global brands help people live healthier, happier lives. RB has world leading Powerbrands which include household names such as Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite and Air Wick. RB's unique culture is at the heart of its success. Its drive to achieve, passion to outperform and commitment to quality and scientific excellence are manifested in the work of over 40,000 RB employees worldwide. For more information, please visit www.rb.com

About green care PROFESSIONAL by Werner & Mertz Professional

green care PROFESSIONAL is the leading brand for sustainable professional cleaning products with EU Ecolabel and Cradle-to-Cradle® product certifications. An integral part of its circular design is water stewardship in production and use. All products provide the highest eco-efficiency and performance and lower the environmental footprint by using 100% recycled packaging and regional organic raw materials. Customers can create their individual plastics, oil and carbon savings calculation on get.wmprof.com.

The manufacturer Werner & Mertz Professional has decades of experience as a European sustainability pioneer and operates locations in Austria, Germany, France, Italy and the Benelux countries and distributes globally. The company's production sites in Germany and Austria are EMAS certified since 2003 and 2005. Company website: www.wmprof.com

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