

Márka Üdítőgyártó Kft.

Sustainability Report (2024)



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Executive greeting

Dear Partner, Dear Reader,

It is with great pride and pleasure that I present the inaugural sustainability report of Márka Üdítőgyártó Kft. For us, this document is more than a report – it is a milestone that reflects our enduring commitment to environmental stewardship, social responsibility, and sound corporate governance.

At Márka, sustainability is not an abstract concept but a shared value system that guides both strategic decisions and daily operations. As a family-owned enterprise, we are deeply invested in actions that transcend the present – drawing from past experiences while taking responsibility for future generations. Generational transition is not merely an organizational shift; it is a strategic opportunity to pass on our values and shape a future where environmental harmony is a foundational principle.

As a leader, I view sustainability as a mission – an underlying ethos that informs every aspect of our business, from raw material selection and energy use to the development of human capital. At Márka, leadership is not defined by hierarchy but by example. This philosophy shapes our corporate culture and ensures that sustainability is not just a strategic goal but a living practice embraced by all employees.

Sustainability is embedded in every facet of our operations. We safeguard the natural water cycle through biological wastewater treatment and increasingly rely on renewable energy sources. Our technological innovations and logistical investments are designed to enhance efficiency, reduce environmental impact, and ensure long-term viability. We believe that sustainability is not only a moral imperative but also a powerful driver of competitive advantage.

Our company is built on a stable, value-driven culture that balances tradition with innovation. Our greatest asset is our people – not only for their expertise but for their character, mindset, and dedication. Our leaders authentically embody environmentally responsible principles, and our colleagues feel connected to a broader vision. We strive to attract individuals who align with our values and long-term aspirations.

In 2024, our most significant sustainability achievement – and the sector's greatest challenge – was the implementation of the mandatory Deposit Return System (DRS). Through cost-conscious design and collaborative execution, we created tangible value that demonstrates the impact of strategic planning and teamwork. This initiative underscores that sustainability is not only a moral responsibility but also a catalyst for business success.

At Márka, sustainability is not a completed project but a continuous journey of collaborative development. Looking ahead, we aim to increase the use of recycled materials, enhance our technologies, and further integrate sustainability into our manufacturing processes. Our goal is to grow responsibly, strengthen brand recognition, and preserve our human-centered approach. We believe that growth and sustainability are not opposing forces but mutually reinforcing ambitions – and it is in this spirit that we continue building the future.

Zoltán Balog
General Manager

1. General information

Since our founding in 1973, Márka Üdítőgyártó Kft. (hereinafter: Márka or the Company) has been committed to ensuring that our name represents more than just a beverage – it stands for a Hungarian success story built on values that span generations. We are proud to operate with 100% Hungarian ownership, continuously investing in development and innovation, while placing sustainability and environmental responsibility at the heart of our operations.

Our product portfolio includes classic soft drinks, fruit juices, flavoured waters, and functional beverages, all produced using high-quality ingredients and modern technology. We collaborate with over 390 active customers, and our sales strategy is guided by pragmatic principles: more than 70% of our portfolio consists of proprietary brand label products (Márka, Gyöngy, Mirror, Adrenalin, Kobra, Traubisoda), while less than 30% are private label products manufactured for commercial partners.

Our commitment to sustainability is reflected in the preparation of this voluntary and unique sustainability report for the 2024 financial year. The report follows the guidelines of the Voluntary Sustainability Reporting Standard for non-listed SMEs (VSME) developed by the European Financial Reporting Advisory Group (EFRAG) and has been prepared without external assurance. It is important to note that we are currently not subject to the Corporate Sustainability Reporting Directive (CSRD) of the European Union. Therefore, the preparation of this report is not a legal obligation, but a strategic decision rooted in our values.

Our commitment is driven not by external mandates but by internal convictions and a responsible corporate mindset. We believe that sustainability is not merely a trend or compliance requirement – it is the foundation of long-term success and social responsibility. For this reason, we have chosen to prepare our report voluntarily, transparently, and in alignment with international standards.

1.1. Basis of preparation

This sustainability report has been prepared as a standalone document, not consolidated, and reflects the individual performance of Márka Üdítőgyártó Kft. It follows the basic module of the **Voluntary** Sustainability Reporting Standard for non-listed SMEs (VSME).

Márka operates as a private limited liability company. Our primary business activity is classified under NACE C11.07, which corresponds to the manufacture of soft drinks and bottled water.

The reporting period covered by this document is from 01 January 2024 to 31 December 2024. Key financial data for the reporting period are presented below:

Table 1: Key financial indicators for Márka Üdítőgyártó Kft. in financial year 2024

Indicator	Value in HUF	Value in EUR ¹
Total assets	15,831,931,000	40,060,554
Net revenue	25,839,545,000	65,383,464

The average number of employees during the reporting period was **174**.

Márka's primary operations and significant assets are located in Hungary, with a single production site at: 6055 Felsőlajos, Márka Industrial Site 1.

¹ Based on MNB average EUR/HUF exchange rate for 2024: 395.20

1.2. Materiality assessment

Although the VSME standard does not require companies to conduct a materiality assessment, we firmly believe that a sustainability report gains true value and credibility only when it identifies the areas where our company has significant impact – and which matter most to our employees, partners, and communities. We conducted the materiality assessment through a dedicated workshop, not as a formal obligation, but as a strategic investment. All relevant department heads participated, supported by our sustainability advisors, to ensure the report focuses on topics where Márka has substantial influence or is significantly affected.

To reinforce the legitimacy of the assessment, company executives were also invited to participate. This section outlines the process and outcomes of identifying our stakeholders and material sustainability topics, ensuring transparency and credibility in our reporting.

1.2.1 Stakeholder² identification

As part of the materiality workshop, we collaboratively mapped our value chain and identified stakeholders who may be affected by our operations or who may influence our activities. We are proud to have gone beyond the requirements of the VSME framework, driven by our internal commitment and sense of responsibility. As a result, this report not only complies with the standard but genuinely reflects Márka's values and perspective.

Stakeholder identification included both internal (employees and management) and external parties (local communities, municipalities, authorities, suppliers, logistics partners, service providers, educational institutions, customers, consumers, e-commerce platforms, financial partners, firefighters, and even nature itself). The list was compiled through consensus-based, collaborative thinking. We are proud of our diverse and responsible stakeholder network, where every voice matters and sustainability is a shared concern.

Table 2: List of stakeholders of Márka Üdítőgyártó Kft.

Category	Partners / Organizations / Entities
Internal stakeholders	Employees and their families
Local communities	Local entrepreneurs, municipalities
Authorities	NÉBIH (National Food Chain Safety Office), Bács-Kiskun County authorities, NAV (National Tax and Customs)
Procurement & logistics	Major and occasional suppliers, logistics partners, carriers
Service providers	Training and education partners, operational support providers (e.g. maintenance, cleaning)
Educational & professional	Óbuda University (internship programs, Scientific Student Conference participation)
Commercial partners	Retail and wholesale companies, resellers
Customers	Consumers

² The company's stakeholders are those individuals, organizations, or groups that influence the company's operations or are influenced by them. They can be divided into two main groups: internal stakeholders (e.g., owners, managers, employees) and external stakeholders (e.g., consumers, suppliers, competitors, government agencies, local communities, and the environment).

1.2.2 Identification of material topics

Material sustainability topics were identified through a dedicated workshop involving department leaders and sustainability advisors. The analysis was based on the thematic topics³ outlined in the European Sustainability Reporting Standards (ESRS), with each topic thoroughly discussed and evaluated.

Special attention was given to subtopics, which were examined using concrete examples. Team members shared practical experiences to illustrate how each area is reflected in Márka's daily operations. In addition to internal insights, we considered industry best practices to ensure alignment with leading standards.

Each topic was rated on a scale from 1 to 6, with all participants casting equal-weight votes:

- **1 – Not important:** No perceptible impact on sustainability goals or performance.
- **2 – Less important:** Minor relevance; low risk or change potential.
- **3 – Moderately important:** Affects some sustainability areas but not critical.
- **4 – Important:** Influences multiple objectives; neglect may hinder progress.
- **5 – Very important:** Significant impact; requires active management.
- **6 – Critical:** Fundamentally determines sustainability performance and long-term viability.

A topic was considered **material** if the average score reached 4.0 (important) or higher.

The final list of material topics was determined by the results of the vote:

- Climate change
- Pollution
- Water and marine resources
- Resource use and circular economy
- Own workforce
- Affected communities
- Consumers and end users
- Business ethics

1.3 Practices, policies and future initiatives for transitioning to a more sustainable economy

Our commitment to sustainability is reflected not only in our daily practices and existing policies but also in our forward-looking initiatives. We currently operate with established solutions and policies across several sustainability focus areas, and we are continuously working on new developments to formalize our efforts toward transitioning to a more sustainable economy.

The table below outlines the sustainability topics in which we already have active practices and policies in place, as well as those where future initiatives are being planned.

³ In accordance with Appendix B of the VSME standard.

Table 3: Sustainability practices, policies, and future initiatives of Márka Üdítőgyártó Kft.

	Practices, policies or future initiatives	Public availability	Specific targets present
Climate change	x	x	x
Pollution	✓	✓	✓
Water and marine resources	x	x	x
Biodiversity and ecosystems	✓	✓	✓
Circular economy	✓	✓	✓
Own workforce	x	x	x
Workers in the value chain	x	x	x
Affected communities	x	x	x
Consumers and end users	✓	✓	✓
Business ethics	✓	✓	✓

2. Environmental metrics

At Márka Üdítőgyártó Kft., environmental responsibility is a core principle that informs every aspect of our operations. We continuously strive to set an industry benchmark in environmental performance through innovation, efficiency, and long-term stewardship.

Our environmental metrics – covering energy consumption, greenhouse gas emissions, pollution, biodiversity, and water management – offer a comprehensive view of how we minimize our ecological footprint and promote sustainable resource use.

We implement forward-thinking solutions such as renewable energy integration, water optimization, advanced waste management, and circular economy practices. These efforts reflect our commitment to safeguarding natural resources for future generations.

Environmental sustainability is central to our value creation strategy – for our partners, consumers, and society at large. The following metrics and results demonstrate our progress and guide our future initiatives.

2.1 Energy and greenhouse gas emissions

At Márka Üdítőgyártó Kft., we recognize that climate change is no longer a distant concern – it is one of the most pressing challenges impacting our daily operations. Extreme weather events such as heatwaves, droughts, and hailstorms have made fruit harvests increasingly unpredictable, posing a serious risk to consistent, high-quality production. Beyond supply chain disruptions, climate change also drives up our energy consumption, particularly during summer heatwaves when HVAC systems must operate at full capacity. The war in Ukraine and the resulting surge in energy prices have further intensified operational risks, prompting us to reduce our exposure through strategic energy management.

To address these challenges, we continuously enhance the energy efficiency of our facility, invest in solar energy projects, and pursue favourable financing options. We believe that sustainable operations and climate resilience not only benefit the environment but also deliver long-term competitive advantages. Based on our materiality assessment, climate change was identified as a critically important topic.

Table 4: Total energy consumption of Márka Üdítőgyártó Kft. in financial year 2024 (in MWh)

	Renewable	Non-renewable	Total
Electricity consumption (MWh)	2,574 ⁴	5,703	8,277
Self-generated electricity (MWh)	55	0	55
Fuel consumption (e.g. gas, diesel) (MWh)	0	4,571	4,571
Total energy consumption (MWh)	2,629	10,274	12,903

Every stage of soft drink production—from the continuous operation of production lines, through bottling and cooling, to transportation—requires significant energy consumption. To ensure quality and uninterrupted supply, we employ modern, high-performance technologies, while striving to adhere to the

⁴Calculated value: Renewable electricity share calculated based on Hungary's average grid mix (31.1%).

principles of energy-efficient operation during both installation and use. Energy supply and efficiency represent one of the most critical areas of our operations, managed at an executive level. As a result, we are recognized as an industry leader in energy efficiency within Hungary. At the manufacturing level, we optimize energy consumption, improve efficiency, and monitor energy savings. Although we do not hold an MSZ EN ISO 50001 certification, our energy management practices align with the principles of the standard. As part of this approach, we continuously collect data on energy usage throughout the production process. Our energy specialists analyze this information, tracking performance indicators that reflect our operations. Based on these results, we can calculate the energy consumption and cost associated with producing a single bottle of soft drink.

We believe that continuously improving energy efficiency is a key pillar of sustainable operations. Therefore, we invest in new technologies and actively seek to leverage available funding opportunities to support these initiatives. We believe that increasing energy efficiency is key to sustainable operations. Therefore, we invest in improvements and actively pursue available funding opportunities to support these efforts. To optimize our production activities, we installed an industrial air technology system two years ago, ensuring proper air quality and ventilation in work areas. Our facility is equipped with modern insulation, LED lighting in applicable areas, and movable metal lamellae on the southeast side of the building to provide external shading.

During production downtime, all possible energy sources are shut off to minimize unnecessary consumption. Maintenance activities are always carried out in close coordination with the production department to ensure optimal resource use. Although the nature of our production processes means we cannot fully eliminate natural gas use, we are committed to reducing our environmental impact, improving cost-efficiency, and maintaining long-term competitiveness by making our electricity consumption as green as possible. In recent years, increasing the share of renewable energy in our energy mix has been a key objective, helping us reduce our environmental footprint and ensure a more stable and predictable energy supply. As a first step, in 2021 we installed a solar park with a maximum output of 50 kW, which has reliably produced green electricity for our facility and electric vehicles – generating 55 MWh in 2024. By installing a solar power plant, we have gained valuable operational experience, which provided an excellent foundation for a subsequent investment aimed at building a larger facility. This project generates green energy locally, reducing the amount of electricity drawn from the public grid and lowering the carbon footprint of our operations. In addition, our solar collectors partially cover the domestic hot water needs of our site, further contributing to sustainable energy management.

Our commitment to sustainability is clearly demonstrated by the significant progress we made in the 2024 financial year: the complete technical design of our new 1,550 kVA solar park was finalized, including the acquisition of all necessary utility and construction permits. Taking into account our actual consumption profile, the planned solar park is expected to generate approximately 1,800 MWh of green energy annually, contributing substantially to our energy needs. Our goal is for the new solar park to cover 30% of our electricity consumption. This investment not only enables us to replace a significant portion of our energy use with locally generated renewable power, but also plays a major role in reducing our greenhouse gas emissions and decreasing our dependence on fossil energy sources.

For the first time this year, we conducted a greenhouse gas (GHG) emissions assessment in accordance with the GHG Protocol “Corporate Standard,” covering Scope 1 (direct) and Scope 2 (indirect) emissions. The organizational boundary for the calculation was defined based on operational control, meaning a company is considered to have control over another if it has full authority to implement and enforce operational policies. Accordingly, emissions from our affiliated company in Romania and Italcentrum Kft. were excluded from the GHG inventory. For Scope 1 direct emissions, we considered our consumption of natural gas and fuels (petrol and diesel). The calculations were based on emission factors from Chapter 2 (“Stationary Combustion”) of the European Union tables in the IPPC Guidelines for National Greenhouse Gas Inventories, as well as the Hungarian Government Decree 410/2012 (XII).

28.). Scope 2 location-based indirect emissions were derived from our electricity consumption, using the emission factor for purchased electricity defined in the same government decree.

The results of these calculations are presented in the table below.

Table 5: Márka Üdítőgyártó Kft.'s gross GHG emissions (Scope 1 and 2) and GHG intensity of operations in financial year 2024

Gross Scope 1 GHG emissions (tCO ₂ e)	883
Gross Scope 2 GHG emissions (location-based, tCO ₂ e)	3,021
Total Scope 1 and Scope 2 GHG emissions (location-based, tCO ₂ e)	3,904
Net turnover (million EUR)	40.06
Scope 1 and Scope 2 greenhouse gas emissions intensity (local basis; tCO ₂ e/million EUR)	97.45

2.2 Pollution of air, water and soil

At Márka Üdítőgyártó Kft., we view the protection of air, water, and soil as a fundamental responsibility inherent to our operations.

Direct emissions to the atmosphere from our operations originate from point sources—specifically, our rapid steam-generating boilers—which are minimal compared to typical industrial facilities. These point sources are regulated by an air quality protection permit that defines the emission limits for pollutants released into the air. Compliance is verified through accredited measurements in accordance with legal requirements. The next emission measurements are scheduled for 2026 and 2027; therefore, detailed data on point-source emissions are not included in this report.

Our water-related discharges primarily result from industrial wastewater generated during production. To manage this, we operate our own wastewater treatment plant—a practice uncommon in the soft drink industry. This reflects our strong commitment to preserving water quality and minimizing our environmental impact. Special attention is given to the composition and purity of the treated water discharged into a nearby stream. In line with our self-monitoring obligations, we maintain monitoring wells at our site and continuously track measurement results to ensure effective water treatment. Residual sewage sludge cannot be reused within the plant area; therefore, it is transported off-site for disposal through landfilling or incineration.

Beyond direct emissions, air, water, and soil pollution can also occur indirectly within our value chain. Fertilizers used during raw material production may negatively impact soil and ecosystems, while friction between bottles and caps can lead to microplastic contamination in water and geological media. Nitrogen and phosphorus pollutants from fertilizers can be removed through advanced wastewater treatment technologies, while microplastic pollution can be mitigated by increasing the use of aluminum cans. However, it is important to note that these technological solutions may also have environmental drawbacks (e.g., the impact of aluminum production).

Overall, sustainability, environmental protection, and the application of modern technologies remain key priorities in our future developments. Our goal is to ensure that every investment and innovation

contributes to a cleaner, more livable environment, while conveying responsible thinking to our customers alongside product quality.

Table 6: Pollutant emissions of Márka Üdítőgyártó Kft. in financial year 2024

Pollutant	Emissions (kg/year)	Emission medium (air, water, soil)
Total Phosphorus	10.64	water
Total Nitrogen	0.81	
Phenols	0.02	
Nitrogen Oxides	0.35	
Ammonia	1.03	

Industry best practice – wastewater treatment at Márka

At Márka, each development is driven by a commitment to innovation, advanced technological solutions, and environmental responsibility. Managing the wastewater generated at our site posed several challenges.

Firstly, there is no established sewer system in the vicinity of the facility, which would have required long-distance transportation of wastewater using custom solutions. Secondly, outsourcing wastewater treatment would have only provided aggregated data with significant delays, making it difficult to monitor water quality in real time or respond promptly to emerging pollutants.

For these reasons, we decided to treat both industrial and sanitary wastewater on-site by installing our own wastewater treatment plant. This ensures that our emissions are managed in a way that is technologically advanced, environmentally sound, and economically viable.

To support the implementation of the treatment plant, we conducted a comprehensive impact assessment detailing the operation of the system and planned expansions. When selecting the technology, we prioritized biological treatment as the most efficient and cost-effective method for removing biodegradable contaminants. Aerobic activated sludge treatment was ruled out due to the characteristics of our wastewater—too dilute, too cold, and difficult to settle. While membrane bioreactors could have addressed these issues, they were not economically feasible and posed operational risks.

Ultimately, we implemented a fixed-film moving bed biofilm reactor (MBBR) system, which uses biofilm instead of activated sludge. Combined with chemical flotation, this setup effectively resolves settling challenges, resulting in a well-controlled and manageable treatment process. The plant was constructed in multiple phases, and in line with our sustainability principles, we retained and repurposed existing infrastructure wherever possible – either for the same or alternative functions.

At our site, we treat industrial and sanitary wastewater, as well as leachate from the treatment plant. The sanitary component is negligible; the majority of the wastewater originates from soft drink production. As such, nitrogen and phosphorus contamination is not typical, and the wastewater does not contain fats or heavy metals. The treatment process primarily targets the removal of organic pollutants and suspended solids. The total annual volume of wastewater treated is approximately 126,000 m³, with an additional 100,000 m³ generated from pre-treatment systems such as iron and manganese removal and reverse osmosis.

The process begins with mechanical pre-treatment, where fine screens remove small solid particles. The wastewater then flows into an aerated mixing tank and subsequently into an equalization tank, where pH is adjusted using acid or alkali dosing based on real-time measurements. Submersible mixers

ensure proper blending. If wastewater with extreme contamination or pH is produced, our staff notify the treatment plant, and the affected water is diverted to an emergency holding tank. From there, it is gradually reintroduced into the equalization tank to maintain consistent water quality.

From the equalization tank, a frequency-controlled pump transfers the wastewater to the biological treatment stage. Chemicals such as antifoaming agents, ammonium hydroxide, and phosphoric acid are dosed into the pressure line leading to the reactor. Treatment is carried out in two sequential MBBR units, which operate with an aerated bacterial biofilm system offering 800 m²/m³ of protected surface area. Since the wastewater is typically nitrogen-deficient, the system focuses solely on organic matter removal. Aeration is provided via a coarse bubble system.

Because the MBBR technology does not significantly reduce suspended solids, the effluent has a high concentration of poorly settling particles. After chemical conditioning, we use dissolved air flotation (DAF) to separate the solid and liquid phases. Air bubbles attach to the suspended solids, causing them to rise to the surface due to their lower density. The resulting sludge is removed using a screw pump and dewatered with a screw press. The dewatered sludge is then transported by our partner for disposal or incineration.

The treated wastewater and wastewater from pre-treatment systems are discharged into the nearest intermittent watercourse. Compliance with environmental regulations is ensured through daily on-site rapid tests and 12 annual self-monitoring reports prepared by accredited external laboratories.

In the 2024 financial year, we treated nearly 162,000 m³ of wastewater, resulting in a total pollutant discharge of only 12.85 kg. This confirms that our wastewater treatment practices result in minimal environmental impact.

2.3 Biodiversity

Although biodiversity does not directly affect our day-to-day operations, it remains an important consideration within the broader context of our supply chain. Our facility is located near natural features such as lakes, forests, and agricultural land. However, our activities have no direct impact on these areas, and we fully comply with all legal obligations to protect them.

Our site is not situated in a biodiversity-sensitive area, and there are currently no protected natural habitats in our immediate vicinity. Nevertheless, we implement greening and tree-planting initiatives in accordance with legal requirements, and we maintain our green spaces using internal resources and capacities.

While our materiality assessment did not identify biodiversity as a material topic for our company, we continue to monitor industry trends and developments within our supply chain. This ensures that we remain responsive and responsible in addressing any emerging biodiversity-related challenges.

Table 7: Information on land use by Márka Üdtőgyártó Kft. in financial year 2024 (in m²)

Land use type	Area (m ²)
Total paved (covered) area	39,171
Total nature-like area on-site	0
Total nature-like area off-site	0
Total land area affected	39,171

2.4 Water management

Efficient and responsible water use is a strategic and operational priority for Márka Üdítőgyártó Kft., as water is the most essential raw material in our production processes. To improve water efficiency, we have set specific performance targets for water and syrup losses, which are continuously monitored by our technical team. Beyond environmental responsibility, optimizing water consumption is a key business concern, and we are proud to deliver performance that is considered outstanding across the industry.

We regularly measure and compare the volume of water extracted with the volume of bottled products, and we are committed to integrating Industry 4.0 solutions into our monitoring systems to ensure precision and transparency. In 2024, our total water consumption reached 463,000 cubic meters. Of this, 80% was directly incorporated into Márka products, while only 20% was discharged – an exceptionally favourable ratio that reflects our commitment to minimizing waste.

The vast majority of the water used – 459,000 cubic meters – was extracted from our on-site well and utilized in production and cleaning processes. The remaining 4,000 cubic meters consisted of municipal drinking water, used exclusively for sanitary purposes. Our water management practices reflect our dedication to sustainable operations and continuous improvement, where environmental stewardship and business excellence go hand in hand.

Table 8: Water consumption of Márka Üdítőgyártó Kft. in financial year 2024

Water used in production processes (m ³)	459,020
Total water consumption (m ³)	463,006

In optimizing our water usage, one of the key challenges we face is the varying water requirements associated with the production of different product types. For instance, the manufacturing of sugar-sweetened beverages may require more water than other products. Nevertheless, we place strong emphasis on implementing efficient water management practices across all operations. We continuously monitor our water usage, as improving efficiency remains a constant objective. This effort is supported by modern technologies and deliberate process improvements.

Our site is located in a water-stressed area, which, despite having significant deep aquifer reserves, requires us to use water responsibly. One of our key measures is collecting rainwater in a firewater reservoir. Subject to safety considerations, this water is also utilized for irrigating green areas within the facility premises.

Table 9: Water consumption of Márka Üdítőgyártó Kft. in financial year 2024 (in m³)

All sites (m ³)	459,020
Sites in water-stressed areas (m ³)	459,020

2.5. Resource use, circular economy, and waste management

Márka Üdítőgyártó Kft. is committed to the practical implementation of circular economy principles, with particular focus on sustainable material use and responsible waste management. The introduction of Extended Producer Responsibility (EPR), along with the transition to a new waste collection and treatment service provider, has placed additional business and administrative demands on our company. We are proud to fully comply with all relevant regulations and remain dedicated to maintaining this high standard.

Beyond legal compliance, we believe manufacturers have a responsibility to manage the waste generated during their operations in accordance with the waste hierarchy, aiming for the highest possible

level of treatment. We pay special attention to the core principles of the circular economy – preventing waste and pollution, and promoting the use of circular products and materials.

As part of our waste prevention and pollution reduction efforts, we resell various reusable and recyclable packaging materials to extend their lifecycle. In the 2024 business year, we sold 1,100 cardboard boxes (each weighing 1 kg) used for cap packaging. Similarly, we resell the paper cores from our stretch film to our supplier on a quarterly basis, who reuses them in packaging. In 2024, a total of 7,500 paper cores (weighing 12,000 kg) were resold in this way.

We also resell the metal drums used for storing raw materials – 654 units in total – preventing the generation of 9,156 kg of metal waste in 2024. Wooden pallets deemed defective are sold for repair and reintroduced into the economic cycle. This initiative prevented 79,500 kg of waste through the repair of 3,180 pallets in 2024.

We maintain a detailed inventory of packaging materials used for box bodies arriving from abroad. The separator sheets (72,040 units), metal frames (3,293 units), and plastic pallets (3,293 units) are returned to our supplier for reuse. As a result, over 100,000 kg of packaging material was reused instead of becoming waste.

Regarding the chemical containers used in production, we return 70 - 80% of the canisters and IBC containers to our suppliers. The remaining units are handed over to our hazardous waste management partner. The cleaning of storage containers is the responsibility of the supplier. Furthermore, all containers are equipped with nylon liners, which in most cases prevent contamination of the storage vessels, making on-site washing unnecessary.

Raw materials are delivered to our site in stainless steel containers of 1,000 kg or 250 kg capacity, which are also returned to suppliers, ensuring circularity in packaging.

We actively use recycled PET materials in production and transfer recyclable production rejects and packaging waste to MOHU for recycling. In addition to production, we also practice selective waste collection (aluminum, PET, municipal waste) in both our factory and office areas. Organic waste from green area maintenance is mulched and spread across the site to reduce the generation of biodegradable waste.

Beyond waste prevention and recycling, we also focus on making our site as environmentally friendly as possible. We believe energy-efficient operations contribute to responsible resource use, and we continuously strive to optimize our production processes, improve energy efficiency, and utilize natural cycles not only during production but also during downtime.

Rainwater collected from the roof is filtered and released into a nearby stream, helping preserve the natural water cycle.

Table 10: Amount of waste generated at the premises of Márka Üdítőgyártó Kft. in financial year 2024

	Generated (kg)	Recycled/Reused (kg)	Disposed (kg)
Non-hazardous waste total	212,748	139,314	73,434
Aluminum packaging waste	6,914	6,914	0
Wood packaging waste	17,840	17,840	0
Plastic waste	60,275	60,275	0
Paper waste	54,285	54,285	0

	Generated (kg)	Recycled/Reused (kg)	Disposed (kg)
Municipal waste	73,434	0	73,434
Hazardous waste total	1,457	50	1,407
Hazardous metal packaging	16	16	00
Other hazardous packaging	5	5	0
Hazardous porous metal waste	29	29	0
Organic hazardous waste	778	0	778
Acids	5	0	5
Printer cartridges	84	0	84
Oily rags and absorbents	155	0	155
Hazardous components	385	0	385
Total waste	214,205	139,364	74,841

3. Social metrics

At Márka Üdítőgyártó Kft., sustainable production is supported by a stable, value-driven organizational culture. The development of human capital and strong partnerships with suppliers, customers, and regulatory bodies are essential to our reliable and responsible operations.

Sustainability is a shared mission embraced across all levels – from management to production line employees. Our leaders are committed to sustainability and lead by example in both planning and communication. Employees feel part of a larger vision, which is reflected in their daily work.

We prioritize transparent and timely internal communication. Information is shared via email, bulletin boards in common areas, and monthly staff meetings that provide opportunities for updates, questions, and feedback. The Works Council plays an active role in ensuring all stakeholders remain informed. Our leadership culture is built on authenticity and example-setting. We believe our greatest asset is our people – not only for their expertise but also for their character, attitude, and commitment. We aim to attract individuals who align with Márka's values and long-term goals.

Social sustainability also extends beyond our workforce. We engage in broad-based corporate social responsibility (CSR) initiatives, supporting hospitals, social institutions, the Hungarian Maltese Charity Service, family support organizations, and local kindergartens and schools. We actively participate in the community life of Felsőlajos and Lajosmizse, regularly supporting village festivals and public events.

We are equally committed to protecting our consumers and end users. We continuously seek technological solutions that meet legal requirements while ensuring product quality and safety, using high-quality ingredients and minimizing preservatives.

3.1. General characteristics

At Márka Üdítőgyártó Kft., maintaining a people-centered approach is of paramount importance. Recruiting and retaining employees is a strategic priority, especially given the strong competition for skilled labour in the region. One of the unique aspects of our recruitment system is that it is not managed by a single individual, but rather by a four-member HR team. Each member contributes to the success of the process according to their area of expertise, ensuring that our system is diverse, well-considered, and truly effective. This collaborative approach not only enhances operational efficiency but also strengthens internal cooperation. Our goal is to find colleagues who align with our corporate values not only professionally but also personally. We firmly believe that the attitude and commitment of our employees are our greatest assets, and we shape the future Márka team with this in mind.

During recruitment, we prioritize direct, personal engagement with applicants, as our in-person recruitment efforts – such as career open days – have proven to be the most successful. At the same time, attracting young talent is a key focus of our human resource development strategy. As part of this effort, we collaborate with Óbuda University and participate in the evaluation and recognition of student research papers submitted to the Scientific Students' Associations Conference. We also strive to provide opportunities for student workers, whether through internships, part-time roles, or summer jobs.

Table 11: Distribution of employees employed by Márka Üdítőgyártó Kft. on average in financial year 2024 by type of employment contract

Contract type	Number of employees
Fixed-term	0
Indefinite term	174
Total	174

At our company, the workforce is composed of both intellectual and manual employees. The office staff typically ranges between 60 and 80 people, while the majority of our team consists of colleagues engaged in physical labour. Employment is predominantly full-time, with part-time arrangements occurring only in exceptional cases – such as for mothers returning from maternity leave.

When designing work schedules, we always adhere to applicable regulations and strive for transparency. In production, as well as in the laboratory, support areas, and syrup kitchen, employees work in 12-hour shifts. In the warehouse, an 8-hour schedule is in place, operating in one-, two-, or three-shift systems depending on operational needs. Deliveries to our partners take place from Monday to Friday, although during peak seasons (spring through autumn), we also provide weekend deliveries. Work schedules are communicated to employees in advance.

Due to the physical nature of many roles, which often involve handling heavy loads, the gender ratio across the company is not balanced. Most employees in physically demanding roles are men, while approximately two-thirds of office positions are held by women.

Table 12: Gender distribution of the average number of employees at Márka Üdítőgyártó Kft. in financial year 2024

Gender	Number of employees
Male	132
Female	42
Total	174

In the 2024 financial year, our employee turnover rate was 20.71%, which is considered acceptable when compared to both the soft drink manufacturing sector and the broader food industry. Overall, it can be said that the majority of our employees are committed to Márka in the long term. In cases where turnover increases in a specific area, we seek tailored solutions to address the issue. We make every effort to prevent employee burnout, including the implementation of predictable work schedules and conducting employee satisfaction surveys every two years. In addition to these structured assessments, we also value personal, verbal feedback, which complements the collected data and helps us better understand employee needs and experiences.

To further enhance employee satisfaction, we organize various corporate programs aimed at strengthening engagement and fostering a sense of community. We also place strong emphasis on identifying and supporting talent – our internal success stories and career paths serve as clear examples that growth and advancement are always possible within the company.

3.2. Health and safety

Safeguarding the health of our employees and ensuring a safe working environment are critical to the effective operation of Márka Üdítőgyártó Kft. We fully comply with all legal obligations related to occupational safety and have appointed a dedicated health and safety officer.

To promote safe working conditions, we organize first aid and CPR training for our employees, in addition to the annual occupational safety, fire protection, and hygiene training sessions conducted by external partners. Our workplace safety experts also carry out regular site inspections and monitor working conditions. We actively encourage employees to report any issues or irregularities they observe, fostering a culture of safety and mutual trust.

Beyond regular medical fitness assessments, we ensure continuous occupational health support through on-site medical services. We pay close attention to maintaining open communication within the company regarding workplace conditions, health, and safety.

To improve comfort in the workplace, we invest regularly in creating ergonomic, clean, and well-equipped workspaces. As an additional employee benefit, we also offer access to health savings accounts.

Table 13: Occupational safety indicators for Márka Üdítőgyártó Kft. in financial year 2024

Number of registered workplace accidents	1
Workplace accident rate (%)	0.57
Fatalities due to workplace accidents or occupational illness	0

3.3. Compensation, collective bargaining, and training

At Márka Üdítőgyártó Kft., our employment and compensation structure is fully aligned with the provisions of the Hungarian Labour Code. We ensure that no employee receives a salary below the legally mandated minimum wage. Currently, our company does not operate under a collective bargaining agreement.

Our compensation system is designed to promote fairness and transparency, particularly in production roles, where wage disparities are not evident. The system considers the relative importance and complexity of each position, the performance required to fulfill the role, and prevailing market conditions. This approach supports internal motivation and enhances competitiveness. We strive to ensure pay equity between men and women in identical roles. There is no pay gap between male and female employees working within the same salary category. However, when considering the entire workforce, male employees currently earn on average 8.53% more than female employees. This difference is primarily since management positions are predominantly held by men.

Employee communication is a top priority. Every team member has access to clear expectations and detailed job descriptions relevant to their position. Knowledge acquisition is supported through tests and practical assessments, ensuring that employees can apply their skills effectively in daily operations. This system not only contributes to the company's operational efficiency but also enhances employees' sense of security and professional development. Our goal is for every colleague to understand their role within the organization and to be equipped with the necessary tools, knowledge, and support to succeed.

Community building is also important to us. We regularly organize charitable collections that not only serve good causes but also strengthen team spirit. Márka is committed to the continuous development of its workforce, offering professional training and leadership development programs. In the 2024 financial year, our employees spent an average of 20 hours per person participating in various training sessions.

Safety and preparedness are of paramount importance to our organization. We regularly conduct first aid and defibrillator training, as well as radiation and occupational safety education for employees working in relevant areas. Leadership development is another key focus, with dedicated programs for middle managers aimed at improving communication with teams, managing change, and fostering strategic thinking. These training sessions are delivered by both internal and external experts and are tailored to the specific needs of the organization. In addition, we offer long-term professional development opportunities through study contracts, which serve the interests of both our employees and the company.

4. Governance indicators

4.1 Judgments and fines related to corruption and bribery

At Márka Üdítőgyártó Kft., we uphold a strict zero-tolerance policy toward corruption and bribery. We place strong emphasis on the prevention, detection, and resolution of any such incidents. We firmly believe that legal compliance, ethical conduct, and transparent operations are the cornerstones of responsible corporate governance. During the 2024 financial year, no judgments or fines were imposed on our company in connection with corruption or bribery.

In accordance with Act XXV of 2023, we have implemented and operate a whistleblowing system required for companies with more than 50 employees. This system ensures the anonymity of whistleblowers and supports the proper investigation of reported cases.

Our organizational culture is shaped by the shared values of our employees. We strive to involve not only our workforce but also our partners – customers and suppliers – in decision-making processes. This inclusive approach strengthens business relationships and fosters mutual trust. We actively participate in industry-level consultations related to regulatory frameworks such as the EPR and DRS. Through these engagements, we aim to represent the interests of our company, our partners, and the broader industry.

Our governance practices are built on the integration of tradition and innovation, guided by long-term thinking. Our goal is to grow in a transparent, sustainable, and environmentally conscious manner. These principles inform our investments, human capital development, and relationships with suppliers, customers, and authorities.

Annexes

Annex 1: List of Disclosure Requirements

Table 14: List of Disclosure Requirements for Márka Üdítőgyártó Kft. in accordance with the VSME standard for the financial year 2024

Disclosure Requirement code	Disclosure Requirement title	Page number
B1	Basis of preparation of the report	4
B2	Practices, policies and future initiatives for transitioning to a more sustainable economy	7
B3	Energy and greenhouse gas emissions	8
B4	Pollution of air, water and soil	10
B5	Biodiversity	12
B6	Water	12
B7	Resource use, circular economy and waste management	13
B8	Workforce – General characteristics	16
B9	Workforce – Health and safety	17
B10	Workforce – Remuneration, collective bargaining and training	18
B11	Judgments and fines related to corruption and bribery	19