



Sustainability Strategy 2026-2030



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Acknowledgement of Country

We acknowledge the First Peoples of the lands on which Endeavour operates across Australia and New Zealand. We acknowledge the Aboriginal and Torres Strait Islander peoples as Traditional Custodians and First Nations of Australia. We pay respects to their Elders past and present, and recognise their unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society. We acknowledge that their continuing care for Country and ancient soils since time immemorial has gifted us a uniquely Australian terroir. We also acknowledge and respect ngā iwi Māori and their unique role as tangata whenua of Aotearoa/New Zealand and as Treaty of Waitangi partners. We commit to listening to and learning from the voices, stories and cultures of First Peoples where we operate our businesses.

Aboriginal and Torres Strait Islander people are respectfully advised that this document may contain images and/or names of Aboriginal and Torres Strait Islander people who may be deceased.

A focused approach for
a changing business.

Where we are today, and where
we're heading next.

Building a stronger, more
resilient business for our people,
customers and communities.

Our approach

Sustainability is central to how Endeavour Group creates long-term value. Our approach focuses on the environmental, social and governance (ESG) issues that are most material to our business and where we can make an impact for our people, customers, suppliers, communities and shareholders.

By embedding sustainability into the way we work, we strengthen the resilience of our business, while creating positive outcomes for those connected to it.

At the heart of our approach is a commitment to operating responsibly. This guides how we make decisions, manage risk, support our people and build trusted relationships across the communities where we operate.

Since launching our Sustainability Strategy in 2021, our business and the environment in which we operate have evolved. While our priorities may shift, our commitment to operating responsibly remains constant. It continues to underpin the decisions we make today and helps prepare our business for tomorrow.

As our business has evolved, so too has our approach to sustainability. We have strengthened governance, developed new capabilities, and deepened our understanding by listening to our team, customers, communities, suppliers and industry partners.

This refreshed Sustainability Strategy builds on this progress, reflecting where we are today while providing a clear framework for where we're going next. It focuses our efforts on the areas where we can create meaningful, measurable impact.

The result is a practical framework to guide decision making, strengthen accountability and support sustainable performance through to 2030 and beyond.

Materiality

Understanding what's important to our people, our stakeholders and our communities helps us to prioritise where we can make an impact.

The commitments in this Strategy are informed by regular engagement with stakeholders and ongoing assessment of the issues that have the most influence on our business, and where focused action can create the highest value for our business, our stakeholders and communities.

Since 2021, we have undertaken formal materiality assessments – including a double materiality assessment in F25 – to better understand the issues that are most significant to both our business and society. Combined with ongoing stakeholder engagement, this work has helped us to refine our priorities, strengthen our commitments and focus our efforts where they can have the most impact.

These insights have shaped our updated goals and commitments, and continue to guide how we measure progress and respond to changing stakeholder expectations, emerging risks and opportunities.

Governance

The Endeavour Group Board approved this Sustainability Strategy and its related commitments and policies, reflecting the importance of responsible business practices to the long-term success of our business.

The Board has oversight of its implementation, with support from the People Committee and the Audit, Risk and Compliance Committee.

The CEO and Executive Leadership Team are responsible for managing the goals and commitments across the business, supported by the Sustainability team and business leaders. Together, they embed Sustainability into business planning, governance and day-to-day operations.

➤ More information about our sustainability approach, including governance, key policies and standards, and our progress since 2021, is available at www.endeavourgroup.com.au



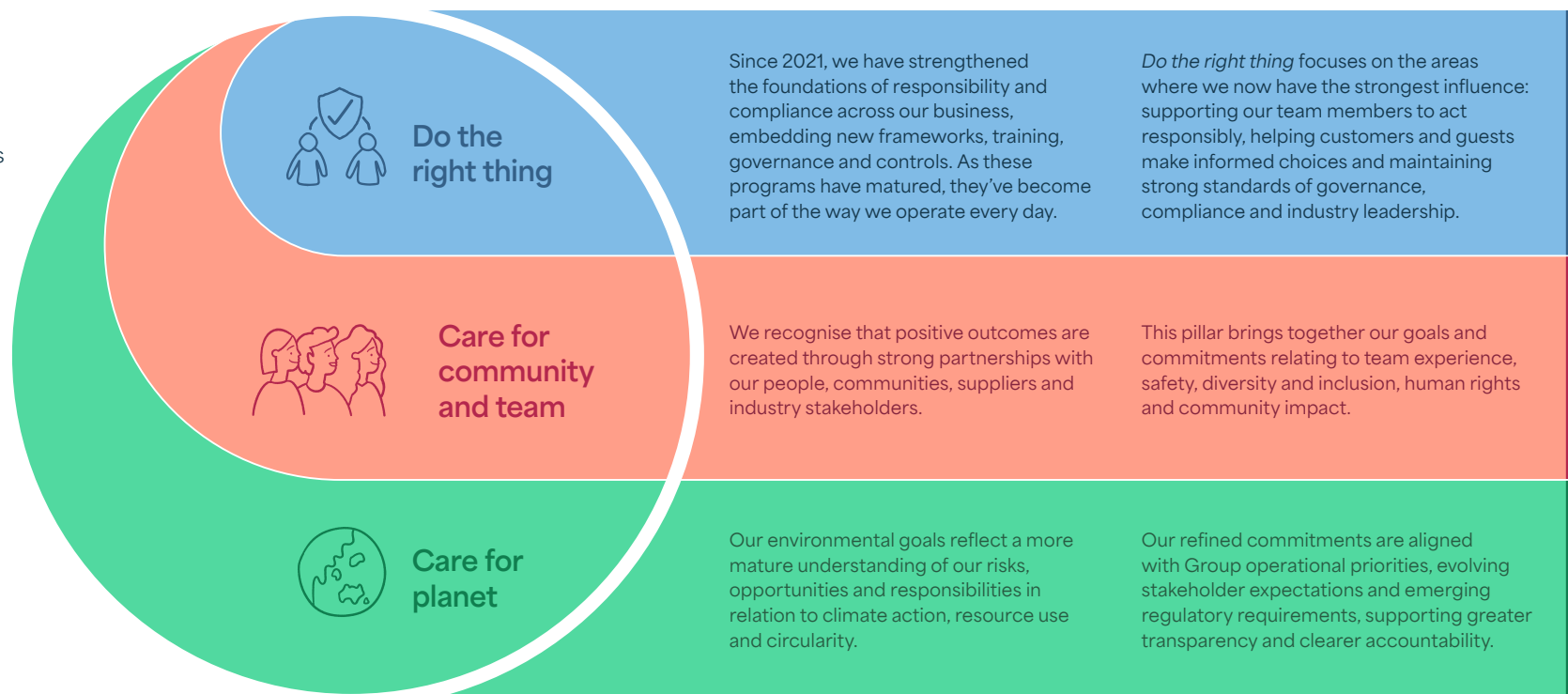
Our strategic goals are directly linked to the United Nations Sustainable Development Goals (SDGs), which were adopted by the United Nations in 2015 as a universal call to action to end poverty and protect the planet; so that by 2030, all people enjoy peace and prosperity.

Refining our focus

Since 2021, both our business and the environment in which we operate have evolved. As Endeavour Group enters its next phase, our approach reflects a more focused path to 2030: a deliberate shift towards clearer accountability and meaningful action on the issues that matter most.

Many of the commitments established in our original Sustainability Strategy have now been achieved or embedded into the way we operate – managed as business as usual activities. Others have evolved as our understanding of the issues that matter most to our business and stakeholders has matured.

This framework brings those changes together. By refining our focus to six goals and 14 commitments, we are concentrating our efforts on our most material environmental, social and governance priorities where we can make a measurable impact and deliver stronger long-term value.



Sustainability Strategy 2026-2030

Our Pillars	Our Goals	Our 2030 commitments
Do the right thing	1. Support our team to make good decisions that centre on the customer	Maintain >95% completion rate of training on responsible practices, privacy, responsible drinking and gaming by relevant team members Achieve 90% ID25 mystery shopping pass rate
	2. Enable our customers to make informed decisions about our products and services	Achieve 5 million customer impressions promoting responsible use per campaign Achieve 25 million customer impressions promoting responsible use per year by 2030
Care for community and team	3. Create a positive impact in our communities	Generate a measurable, positive impact through our community investment strategy Deliver positive outcomes through mutually beneficial relationships with community partners, suppliers and other stakeholders Maintain an effective Responsible Sourcing Program
	4. Create a safe and inclusive workplace where our team is valued, respected and empowered	Meet and maintain all WGEA-aligned ¹ gender equity targets Achieve Gold Tier AWEI ² employer status Maintain safe workplaces by continuing work to eliminate serious incidents, proactively address hazards and support effective care and recovery Implement and maintain an Innovate-level Reconciliation Action Plan
Care for planet	5. Reduce our impact on the environment	By 2030, we are targeting sourcing 100% renewable electricity ³ By 2050, we are targeting net zero emissions ⁴
	6. Enhance the circularity of our operations and products	Maintain our sustainable packaging commitments: A. >95% Own Brand packaging reusable, recyclable, compostable B. Average 60% recycled content on Own Brand packaging

¹ WGEA, Workplace Gender Equality Agency.

² AWEI, Australian Workplace Equality Index.

³ Where electricity procurement is within Endeavour's operational control and subject to market availability.

⁴ This commitment refers to Endeavour's Scope 1 and Scope 2 emissions only.

Our commitment

While our priorities may continue to shift and adapt, our commitment to operating responsibly remains constant.

This Strategy reflects that commitment, and is designed to evolve alongside our business.

Our commitments are aspirational and are informed by currently available data, insights and existing initiatives. They will be reviewed periodically to ensure they remain appropriate and achievable in light of changing business, regulatory and market conditions.

We remain committed to open dialogue and ongoing improvement, and will continue to share our progress with key stakeholders, shareholders and the wider community through annual reporting.

We also continue to progressively increase our alignment with evolving sustainability reporting standards and broader stakeholder expectations in this area, which includes working to improve how we capture, collect and validate data.

We welcome ideas, feedback and partnerships that help us continue moving forward.

Get in touch at sustainability@edg.com.au

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