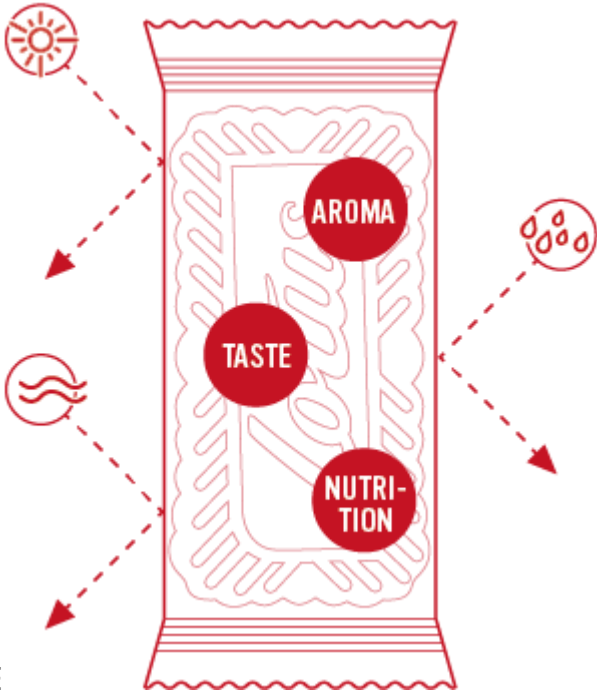




# Packaging policy

Lotus Bakeries is committed to the environment and to help fight global warming. In everything we do, we aim to reduce our ecological footprint. As part of this commitment, Lotus Bakeries has established its packaging policy, with which it aims to make the packaging of all its brands recyclable.

## WHY PACKAGING MATTERS



### GUARANTEE OF SUPERIOR TASTE

The purpose of our packaging is clear. The packaging protects the product and ensures food safety. While travelling to the retailer, from the store shelf to the consumer's cupboard, to the moment of consumption. To guarantee a superior taste experience and product quality, we must pack our product. In doing so, we create a barrier to external influences and keep all what is good inside.

### CHANNEL OF COMMUNICATION

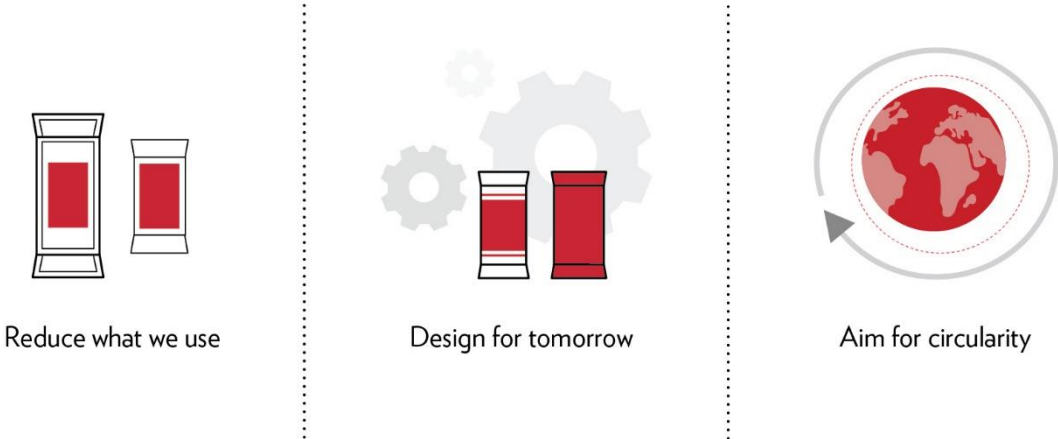
Furthermore, packaging is the ideal medium for ensuring clear and accurate communication to consumers. Via packaging, we can share the legally obliged and nutritional information of our products and information on how to dispose of the packaging.

### LONGER SHELF LIFE, LESS WASTE

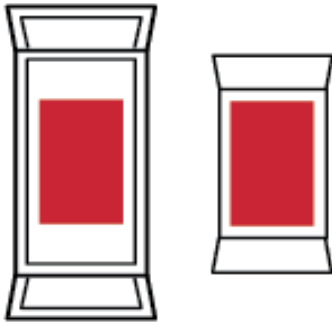
By using high quality packaging, Lotus Bakeries products have a longer shelf-life, helping to prevent food waste, which is an equally concerning topic as packaging waste. It is estimated that 1/3 of food products produced globally – around 1 billion tonnes – are lost due to food waste. Mainly at the point of sale and at the consumer. Consequently, our products cannot be transported to retailers and consumers without packaging.

## INVEST IN CLOSING THE LOOP

At the same time, Lotus Bakeries recognises the problems associated with the use of packaging, such as ocean pollution, carbon emissions, and the use of nonrenewable resources. Lotus Bakeries shares these concerns and wants to take responsibility for making the switch from the current linear economy, where packaging is produced, used and thrown away, to a circular economy, in which materials are kept within the loop. To this end, Lotus Bakeries has formulated a packaging strategy focused on reducing packaging, innovative design and investing in circularity.



## REDUCE WHAT WE USE



The ideal packaging contains as little material as possible, without compromising on taste and freshness. For this reason, we continually invest in optimising our packaging, with the aim of using as little packaging material as possible. In this, we focus on guaranteeing a superior taste experience for consumers and minimising food waste. It is a careful balance between using as little material as possible for the environment and enough material to protect our products fully.

## DESIGN FOR TOMORROW



The recyclability of packaging starts with its design. We continuously explore sustainable and innovative packaging materials to increase the recyclability of our products and facilitate recycling processes. We use objective eco-design guidelines to make our packaging recyclable, including CEFLEX and RecyClass. In this way, we support further our aim to design all packaging for our brands recyclable by 2025.

### OUR COMMITMENT

**Lotus Bakeries commits to design all packaging for all of its brands to be recyclable by 2025.**

Our efforts in recyclability only make significant impact if the packaging ends up in the correct recycling bin. To further increase consumers' awareness of the recyclability of our packaging and to encourage everyone to sort the recyclable packaging correctly, we designed a 'recycle me' icon. This informative visual, combined with the slogan 'Let's care for our planet together', is or soon will be featured on each recyclable pack, provided that the packaging is collected in that specific country.



This 'recycle me' icon is an initiative undertaken by Lotus Bakeries in 2021 and is not related to any official government authority or certification agency. In this way, we aim to encourage everyone even more to do their bit by making sure that all our recyclable packaging can end up in the right waste stream.



## AIM FOR CIRCULARITY



As we design for recyclability, we believe it is also vital to move towards a circular economy and are committed to invest in closing the loop. It is our intention to further investigate how responsible sourcing, recycled content, consumer awareness, sorting guidance, innovative solutions, etc. can contribute to achieving this goal.

We have a preference for recycled fiber-based packaging, without losing sight of the requirements for quality and functionality. Accordingly, we aim for the maximum technically achievable recycled content. For fibers that cannot be sourced from recycled paper pulp, we strive for products that are FSC-, PEFC- or SFI-certified, with a guarantee that the products come from sustainably managed forests.