2015 CSR Communications Plan DRAFT

COMMUNICATIONS OVERVIEW

Communications Objectives:

1. Educate and engage employees in regards to Beam Suntory's Corporate Social Responsibility objectives, platforms and opportunities
2. Elevate Beam Suntory's public reputation as a responsible business that cares about the environment and community
3. Demonstrate alignment to Suntory Holdings' CSR concepts of "Growing for Good" and "In Harmony with Nature"

Communications Strategy:

Work with key Beam Suntory contacts (Rick Price [Environment, Matt Stanton [Drink Smart] and Philanthropy [Kris Rivest and brand teams]) to:

- Identify audiences across the globe, and their applicable communication channel(s)
- Develop a consistent communication rhythm of content and that highlights our overall CSR strategy, platforms and opportunities
    - Elevate awareness of brand-specific philanthropic activities and opportunities via increased coverage in various channels, and update to the CSR page on Stir and beamsuntory.com to reflect
    - Work with global communications and Human Resources colleagues to determine up-to-date list of local community support plans

Audiences:

- *Consumers*
- *Employees*
- *Parent Company*
- *Supplier/Vendor Partners? [Do they currently receive our sustainability report? A link to it?]*

Potential Channels:

- CSR Report
- Press Release
- Beamsuntory.com
    - *CSR Section*
    - *Meet our Team profiles*
- Social media (Facebook, Twitter, Pinterest)
- Stir
    - Leadership blog
    - Articles
    - Distillery
    - Video
    - Straight Up Email
- Email
- Town Hall

- *Supply Chain Times* newsletter
- Closed-circuit TVs
- Posters

Key Messages:

Beam Suntory's corporate social responsibility strategy rests on the following three pillars:

1. **Responsible Consumption**
   We are committed to marketing our brands responsibly, supporting social programs to combat alcohol abuse and raising global awareness of the risks and consequences of excessive alcohol consumption via the following programs:
   - Drink Smart
     Beam Suntory proactively addresses the complexity, challenges and issues related to alcohol misuse by leveraging several partnerships and collaborating with key stakeholders on Alcohol Education, Responsible Marketing, Drunk Driving Prevention, Underage Drinking Prevention and Combating Global Misuse. At the core of our drink smart® program are six principles: Respect Others, Obey the Law, Take Responsibility, Drink in Moderation, Be a Responsible Host, Drive Safe.
   - Marketing Code of Practice
     The Beam Suntory Marketing Code of Practice demonstrates our commitment to the responsible advertising and marketing of our brands. All Beam Suntory employees must familiarize themselves with this Code and the principles of drink smart® in order to convey a message of responsibility, both in consumption and in our marketing and advertising. Responsible marketing of our products is at the core of our commercial purpose — it is about conducting our business the right way, the Beam Suntory way.
   - Take a Taxi on Us
     To help you uphold high standards, Beam Suntory offers the Take a Taxi on Us program in the U.S. If you ever feel unsure about your driving ability, take a cab home, and Beam Suntory will reimburse the fare. No questions asked. Additionally, we will reimburse you for taxi fares spent to send home other people who you feel should not be driving. Again, no questions asked.

2. **Philanthropy**
   At Beam Suntory, we believe in giving back to the communities in which we live and work. Beam Suntory focuses efforts around meaningful initiatives in the following areas:
   - Brand Partnerships
     - *Skinnygirl – Dress for Success*
       Since 2012, Skinnygirl Cocktails has been a proud supporter of Dress for Success, an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.
     - *Operation Homefront*
       Since 2008, Jim Beam has helped to raise funds and awareness for Operation Homefront, a nonprofit organization which provides emergency financial and other assistance to the families of service members and wounded warriors.

- Employee Efforts
    - *Matching Gifts*
      Beam Suntory is honored to support our employees who demonstrate generosity and charity every day. Through our Matching Gifts Program, Beam Suntory matches one-for-one employees' monetary donations made to registered nonprofits.
    - *Beam Suntory Cares Days*
      Beam Suntory also encourages employee's desire to serve in their communities with a standard allotment of paid time off through our Beam Suntory Cares Program. This is a great way for employees to find and spend time giving back in a way that's most meaningful to them.
    - *Local Community Support*
        - Beam Suntory España has partnered with nonprofit Fundación Juan XXIII to run the Beam Suntory Café, an educational facility designed to give mentally disabled participants an opportunity to build a career in the food and beverage service industries.
        - In St. Croix, where Cruzan makes charitable donations to the University of the Virgin Islands, and Tequila, Mexico, where Sauza supports ongoing advancements at schools serving under-privileged students.
        - The Beam Suntory team in Glasgow, Scotland collectively identifies one or more local organizations each year to support, lending their time and financial support throughout that year to the cause.
- Disaster Relief
  With locations around the globe, Beam Suntory and its communities often feel the effects of Earth's natural disasters. While no one can prevent these unfortunate occurrences, Beam Suntory helps pick up the pieces and support communities around the world as they rebuild in the wake of adversity by providing monetary and moral support.

3. **Environment**
   Building a sustainable business and protecting the environment is the way we operate every day. We work hard to continually reduce the impact of our global operations on the environment, while bringing value to our business. Beam Suntory has established global standards focusing on three primary areas of sustainable progress: Water Energy and Reduce, reuse, recycle

2015 COMMUNICATIONS TIMELINE

Internal				
Timing	**Focus/Program**	**Pillar**	**Content**	**Channel(s)**
Monthly	Get to Know: [Employee] Profile	TBD	Monthly employee profile featuring a CSR question.	Stir Article Distillery Post TV Slide Straight Up Email SCT (if GSC employee)
Feb.	Dress for Success	Philanthropy	Ladies in Red program update.	Stir Article Distillery Post TV Slide
March	St. Patrick's Day	Responsible Consumption	Video message from Mick Ord on how to celebrate.	Rotator Straight Up
April	National Alcohol Awareness Month	Responsible Consumption	Leadership Update from Matt Stanton highlighting our programs.	Stir Blog *SCT*
May	Cinco de Mayo	Environment	Note from tequila team sharing Casa Sauza Green Story.	
	Earth Day	Environment	Note from Rick Price featuring a few of our **recycling** initiatives and progress.	
June	World Environment Day	Environment		
July	Operation Homefront	Philanthropy	Note announcing Jim Beam's Operation Homefront program and donation.	
Aug.	Beam Suntory Cares	Philanthropy	Remind employees of their Beam Cares days and encourage them to send Corporate Communications their stories. Link to latest Beam Cares story on STIR.	
Sept.	CSR Report Announcement	All	Note from Corporate Communications announcing CSR report.	Stir Article Distillery Post
Oct.	Make a Difference Day	Environment	Note from Rick Price featuring a few of our environmental initiatives and progress.	
	Suntory CSR Report 2015	All		Stir Article Distillery Post

Nov.	Thanksgiving America Recycles Day	Philanthropy Environment	Note from Corporate Communications highlighting some of the teams worldwide who have donated their time to organizations.	
Dec.	Operation Homefront	Philanthropy	Announce Operation Homefront's holiday meal program.	
	Holiday	Responsible Consumption	Note reinforcing safe consumption.	
External				
Timing	**Focus/Program**	**Pillar**	**Content**	**Channel(s)**
Monthly	Get to Know: Profile	TBD	Employee profile featuring a CSR question.	Beamsuntory .com "Meet Our Team"
Feb.	Dress for Success	Philanthropy	Ladies in Red program update.	Press release Beamsuntory .com Social media
March	St. Patrick's Day	Responsible Consumption		Social media
	World Water Day	Environment		Social media
April	National Alcohol Awareness Month	Responsible Consumption	Any coming announcements about drink smart partnerships?	Press release Beamsuntory .com
	Earth Day	Environment		
May	Cinco de Mayo	Environment	Note from tequila team sharing Casa Sauza Green Story.	
June	World Environment Day	Environment		Social media
July	4th of July	Responsible Consumption	Drink smart reminder message.	Social media
	Operation Homefront	Philanthropy	Note announcing Jim Beam's Operation Homefront program and donation.	Press release
Aug.	Water Quality Month	Environment		
Sept.	CSR Report Announcement	All		Beamsuntory .com

Oct.	Make a Difference Day	Philanthropy	Post photos from Beam Suntory Cares days	Social media
	Halloween	Philanthropy		
Nov.	America Recycles Day	Environment		
	Thanksgiving	Responsible Consumption	Drink smart reminder message.	Social media
Dec.	Holidays	Responsible Consumption	Drink smart reminder message.	Social media
	Operation Homefront Holiday Meal program	Philanthropy		Press release Beamsuntory .com Social media