

Stakeholder Engagement

Cultivating and nurturing strong relationships with our stakeholders is essential to the success of Ginebra San Miguel Inc. We are dedicated to a continuous engagement as we work to enhance awareness, promote collaboration, and improve our operations. We foster open, meaningful

conversations, attentively listen to our customers' concerns, and respond to their needs. By maintaining regular communication with our stakeholders, we can ensure the quality of our products and uphold our commitment to advocate our spirit of malasakit.

Our Stakeholders	Their issues and concerns	Engagement channels	Our response
Customers (dealers, wholesalers, key accounts & consumers)	<ul style="list-style-type: none"> Product safety Product accessibility Product portfolio Product complaints/defects Ease of doing business (sales order process, bill reconciliation and timely product deliveries) Customer data privacy 	<ul style="list-style-type: none"> Customer care hotlines (telephone, mailbox, messaging apps and email) Social media platforms Above-the-line marketing campaigns (TV and radio and Out of Home) On-ground activations (Ginumanfest, sampling, etc.) National Sales and Marketing Convention, Area Sales kick-off events and official business reviews Research and market studies with third-party providers 	<ul style="list-style-type: none"> Strict quality assurance protocols Compliance with quality management and food and safety standards Well-established system to address product-related concerns Continuous process and product development and innovation Strong and mutually beneficial partnership with dealers and customers
Suppliers	<ul style="list-style-type: none"> Timely payment of vendors 	<ul style="list-style-type: none"> Supplier performance evaluations Coordination meetings with GSMI's project proponent, procurement and finance departments 	<ul style="list-style-type: none"> Monitoring and continuous improvement of ordering, billing, and product/service delivery processes (use of bank to bank/real time gross settlement) Strict implementation of the company's personal data privacy policy Monitoring and continuous improvement of receiving and payment processes (use of bank to bank payment /real time gross settlement) Strict implementation of supplier-company contract agreements
Employees	<ul style="list-style-type: none"> Competitive compensation and other benefits Opportunities for career growth and personal development Healthy and safe workplace Business strategies and future plans of the company 	<ul style="list-style-type: none"> Annual performance reviews and other assessment tools Employee Engagement Survey Health and wellness activities (team building activities, outings and learning sessions) Company-wide townhall meetings – "Pulung pulong," Group Interaction and News-sharing with the General Manager (GIN with the GM) for managers Kwentong Kabarangay Use of multiple communication channels such as email, social media and internal publications 	<ul style="list-style-type: none"> Compliance with government policies on compensation and benefits Balance scorecard driven Performance Management System (PMS) tied to rewards and recognition. Training Needs Assessment (TNA) to determine purposive programs for each employee Capabilities building through formal and informal training programs Employee retention programs and succession planning

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Employees (continuation)		<ul style="list-style-type: none"> Regular labor management meetings Use of multiple communication channels such as email, social media and internal publications 	<ul style="list-style-type: none"> Conducting of employee engagement survey to measure satisfaction level and general sentiment of employees Implementation of various health and wellness programs Regular updating of Occupational Safety and Health (OSH) policies across all facilities
Investors & Shareholders	<ul style="list-style-type: none"> Business performance and outlook Stock price and dividends Company's compliance with government regulations Impact of company operations on surrounding communities 	<ul style="list-style-type: none"> Annual stockholders meeting Investor's briefings Formal meetings and conference calls with investors and analysts Annual Report and Sustainability Report publication Securities and Exchange Commission (SEC) disclosures and press releases GSMI corporate website Investor Relations Hotline to address inquiries and concerns 	<ul style="list-style-type: none"> Open communication channel and constant engagement with investors, analysts and regulators Timely submission and transparency of information in financial and business performance reports Business plans geared towards increasing shareholder value Issuance of dividends based on performance and business affordability Strong corporate governance and risk management procedures
Communities	<ul style="list-style-type: none"> Performance of basketball team (Gin Kings) in the Philippine Basketball Association (PBA) 	<ul style="list-style-type: none"> Corporate Social Responsibility (CSR) projects - health, education, and livelihood programs Partnership with local cooperatives Local fiesta activations PBA games and other social events 	<ul style="list-style-type: none"> Compliance with applicable rules and regulations Local CSR activities in partnership with Local Government Units (LGUs) and nearby communities Inclusive growth through direct and indirect creation of jobs, increase in economic activity, and contributions to local business tax Strong support to keep basketball team competitive and access to players during special events
Government & Regulators	<ul style="list-style-type: none"> Compliance with applicable laws and regulations Taxes and other regulatory fees Partnership opportunities between company and LGUs 	<ul style="list-style-type: none"> Attendance of seminars organized by the government as needed Meetings with LGUs as needed Participation in dialogues and hearings conducted by government and regulatory agencies 	<ul style="list-style-type: none"> Compliance and timely submission of reports, disclosures and renewal of permits Updating and alignment of operational policies and systems with latest regulations Business ethics and governance Collaborations with LGUs and other government agencies on matters concerning the spirits industry, the company and its subsidiaries

