

Stakeholder Engagement

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 • BOD 	<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