





ZWACK
SUSTAINABILITY REPORT

2015





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#### GREETING FROM THE BOARDS



Dear Reader.

This year we are celebrating our 225th anniversary. On this occasion we are presenting to you, dear shareholder, the fourth edition of our Sustainability Report.

Every single year generates new ideas, strategies, innovations and initiatives in favor of our social responsibility and environmental consciousness. This is also true for the period of the current Report and this has always been - and is even more today - a key aspect of our operations at Zwack Unicum Plc. This is what we feel we owe to our co-workers, our whole company, our community and our country.

We would like to share with you our continued efforts in the fields of ecology, economy and in the social and cultural sphere. We feel a strong responsibility not just towards our workers and their families in the Unicum distillery in Budapest and in our plants in Kecskemét and Dunaharaszti, but also to the communities in which they are rooted. Based on our values, we are strongly

committed to charitable organizations, environmental issues and social welfare such as our campaign for responsible drinking.

In 225 years, Zwack Unicum Plc. has become part of Hungary's history and with every passing year our obligation to live our values becomes stronger.

We are using all our efforts to respect our tradition and be at the same time a dynamic company as we face even greater challenges. Therefore, we constantly work on innovations, new brands, new services, new means of communication. We would be grateful, if you would give us your opinion on this Sustainability Report so that we can continue to improve our performance for the next and another 225 years!

**Zwack Sándor**Chairman of Board of Directors



**Dr. Hubertine Underberg-Ruder**Chairwoman of Supervisory Board



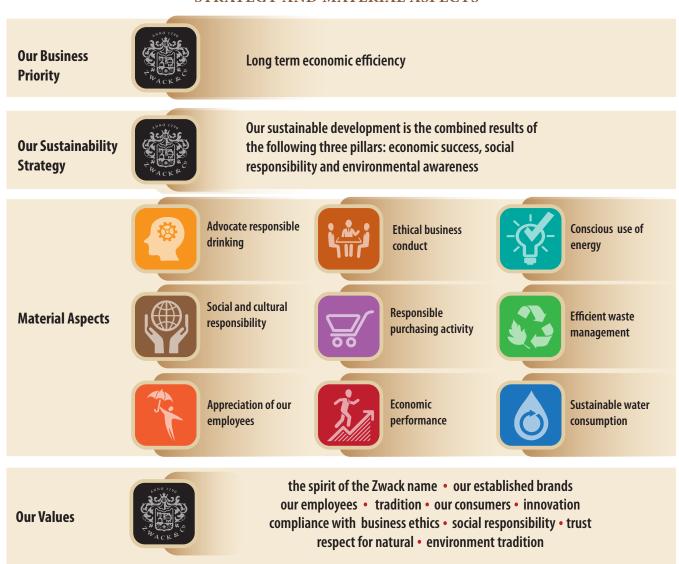
# THE GENERAL MANAGER ON SUSTAINABILITY AND OUR COMPANY

Most probably, our dear reader is wondering about what sustainability means to Zwack Unicum Plc. Well, our Company's history dates back over 200 years, and we would like to be present on the domestic and foreign markets for at least another 200 years. Although no one can predict the future, I think that the Company's basic values – among them sustainable development - show us the way to go. Our Company is treating sustainability on a strategic level and in a complex way: just as owners and shareholders expects us to do.

In our understanding sustainability is a well-balanced combination of economic efficiency, social responsibility and the contribution to environmental protection. While maintaining our values and traditions,

sustainability is ensured by innovative thinking and fair treatment of all our stakeholders. Building on these principles, we identified nine material aspects presented in our report.

#### STRATEGY AND MATERIAL ASPECTS



We have had a quite successful period since our last report. In the past two years, we have further strengthened our Unicum brand, especially in gastronomy.

We persistently strive to make our brands timely and relevant for our consumers. The nonstop growth of the popularity of our Unicum Plum is a good example of that. Moreover, our export figures are also promising, even though we continue to concentrate on the growth of domestic sales as a leading factor in our business.

# The support of moderate and responsible alcohol consumption remains our outstanding goal.

Our message "Zwack quality, but in moderation!" is not just a slogan, but a true reflection of our approach to all our marketing and advertising activities. In particular, we strive to prohibit underage drinking, despite the fact that it is not the demand for high alcohol content premium products that denotes the real hazards involved.

As to our purchasing practice, we continue to prefer Hungarian suppliers. If they are competitive in prices and quality, we wish to strengthen their participation in our business. Unfortunately, the changes in the pálinka segment have had a negative affect on our Company.

Despite our hopes for sales growth, we were obliged to dismiss 14 of the employees in the Zwack Pálinka Distillery in Kecskemét factory at the end of 2014, as production was diminishing constantly.

The profitability of Zwack Unicum Plc. is relevant not only for our Company but it affects the economic performance of all its stakeholders. Our Firm is a major tax payer in Hungary, the largest among spirits producers and distributors. Moreover, we want to ensure a decent way of life for our employees, combined with job satisfaction and success. I find it very important that Zwack Unicum is a Hungaricum: hence, we wish to enhance a positive image of Hungary through our products.

I trust you find our report interesting and useful. We highly appreciate your comments and opinion, so please, share them with us by writing to fenntarthatosag@zwackunicum.hu.

With regards,
Frank Odzuck
General Manager





### THE ACTIVITY OF ZWACK UNICUM PLC.

The name of Zwack Unicum has become identical with the concept of high quality alcoholic beverages, and we can take pride in the 225 years old Unicum which can be regarded a symbol of sustainability with its history dating back over so many years.

We consider our brands our foremost values. The aim of our brand building strategy is to meet consumer demand as much as possible and to actively shape consumer habits rooted in our culture.

The brand portfolio of our Company can be divided into two main segments: premium and value-for-money products. Apart from beverages produced by us, we are also involved in the distribution of international premium brands.

Unicum is 225 years old
Unicum bitter liqueur was listed in the Register of
Hungarian Values with the wording "outstanding
national value"

In our portfolio, the predominant role is played by premium products. The production of commodity products, the so-called low-price category products has come to an end.



#### **OUR FLAGSHIP PRODUCTS**

Premium

Unicum, Fütyülős, Vilmos Zwack Sándor Noble Pálinka, Hírös product family of Kecskemét

Value-for-money

St. Hubertus, Kalinka, Óbester product family, Trois Tours, Portorico

Unicum bitter liqueur was listed in the Register of Hungarian Values with the wording "outstanding national value". Owing to its traditional production technology and recipe, the St. Hubertus herb liqueur was

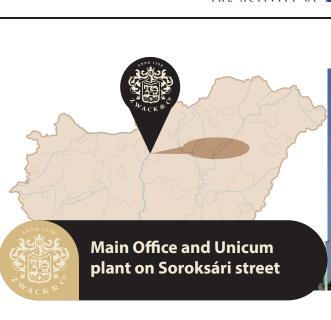
listed in the Sectorial Register of Values of the Ministry of Agriculture and is entitled to use the "Traditions - Tastes - Regions" trademark.

## **ZWACK UNICUM PLC. IN FIGURES**

	2012-2013	2013-2014	2014-2015
Market share in Hungary	28.2%	27.7%	26.46%
Premium market share in Hungary	42.3%	41.4%	40.94%
Quantity produced (million l)	7.6	7.1	7.1
Funding (HUF million)	24 250	25 000	31 430
Total assets (HUF million)	12 474	13 148	9 677
Net sales revenue incl. excise tax (HUF million)	19 593	19 767	21 385
Proportion of exports (in the net sales revenue)	10.6%	11.6%	11.8%
Profit after tax (HUF million)	1 444	1 493	1 714
Total taxes paid (excl. VAT, HUF million)	9 401	9 052	10 991
Number of employees (persons)	238	235	219
Percentage of fluctuation	11%	6%	11%
Total direct CO2 emission (tons, calendar year 2012, 2013, 2014)	1 657	1 363	1 272

An overview of the history of the Company and the Zwack family, as well as of the major historical events is given in our previous Sustainability Reports, and also on our website (http://www.zwackunicum.hu/hu/cegunk/zwack-tortenet/).

The three locations of our Company's operations: the main office together with the Unicum distillery on Sorosksári street, the Dunaharaszti plant and the Zwack Pálinka Distillery in Kecskemét. Each of our three plants is equipped with modern technology – on the cutting-edge both from environmental and food-safety point of view – but the beverage production process continues to follow tradition.



## Main Office and Unicum plant on Soi

The headquarters of our Company sind site of Zwack Unicum herb liqueur, as w and distillates for other beverages with The ageing of beverages in wooden cas the cellar-complex beneath the factor

**Headcount in the Main Office Headcount in Unicum distillery Quantity of processed herbs Cellar surface** Number of ageing oak casks



### Zwack Unicum Museum and Visitors

An outstanding location for consumer events is the Zwack Unicum Museum and Visitors' Centre located at our headquarters. Our visitors can get an insight into the history of the Zwack family and of the Company, become acquainted with the legend of Unicum and, they can of course also taste our products.

As a result of our efforts to promote it, the Museum attracts almost 10 000 visitors yearly. The exhibition organised together with the Herend Manufactory, as well as the special programs organized for the Museum White Nights events have also been very popular among our visitors. The Visitors' Centre which also serves as a location for product presentations, mentor programs and partner meetings will be renovated in 2015 and will welcome consumers and experts alike with a new look and new programs aimed at strengthening the herb culture.







# **Dunaharaszti Plant**

Manufacturing tanks – traditional beverage manufacturing technology with modern infrastructure

#### Dunaharaszti Plant

Our modern plant built in 2005 as a greenfield investment is the production and ageing site of our most widely distributed products.

The predominant percentage of our brands including Zwack Unicum liqueur is bottled and packaged here.

Headcount in Dunaharaszti 56 persons
Types of bottled products 32
Bottles produced per year 13.4 millión

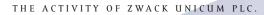
#### The Zwack brands abroad

11.8 % of our products are sold abroad in more than 30 countries, of which the most important are: Italy, Germany, Slovakia and Romania.

We sell approximately 20 brand types beyond our borders and every 5th liter of Unicum is sold abroad.

11.8 % of our products are sold abroad in more than 30 countries, of which the most important are: Italy, Germany, Slovakia and Romania









# Zwack Pálinka Distillery in Kecskemét

KECSKEMÉTI PÁLINKA MANUFAKTÚRA



One of the most up-to-date Pálinka distilleries in Europe, production site of our niche brands.

High quality distillates are produced through distillation in column stills following the collection, processing and fermentation of fruits.

After the ageing process, products requiring manual work are bottled and packaged here.

Headcount in Kecskemét 19 persons
Quantity of processed fruit 543 tons
Types of bottled products 63
Bottles produced per year 1.7 millión

Zwack Pálinka Distillery in Kecskemét Ageing in oak casks Distillates are produced by a columned distillation equipment

The purchase of fruits is controlled, we are visiting the cultivation areas from early spring till harvest

Visitors of the Visitors' Centre at the Kecskeméti Pálinka Distillery are getting acquainted by the traditions of pálinka making



### ADVOCATE RESPONSIBLE DRINKING

Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Continuous activity to support quality and moderate alcohol consumption	Our motto, "Zwack quality, but in moderation" appears on all our products and promotion material; our Marketing activity is based on our Marketing Codex, consultations with the Advertising Self Regulatory Board (ÖRT) are held on a regular basis. Within the framework of the subject 'Spirit culture' we continued to make the principles of moderate alcohol consumption known to the students of the Budapest University of Technology and Economics.	Incorporating the principles of responsible alcohol consumption in company training programs (mentor programs) and initiating through the Hungarian Spirit Association that these should be permanently incorporated in the syllabus of all country wide training programs for bartenders till 2017.  Obtaining ÖRT approval for our image campaigns.
Continuous support of initiatives for the promotion of sober driving	Support of campaigns: the Party Chauffeur Program and the information stands at festivals, initiated together with the Hungarian Spirit Association date back over many years.	Maintaining persistency of prevention projects launched as a member of the Hungarian Spirit Association.

Worthy to its market leader status, Zwack Unicum is a committed advocate of moderate and responsible alcohol consumption.

Our outstanding goal is to continue to promote our preventive measures as in previous years as a member of the Hungarian Spirit Association and moreover, to launch new campaigns in order to draw the attention of consumers to the hazards of irresponsible drinking. We devote a lot of energy to the enhancement of moderate alcohol consumption and to the prevention of alcohol consumption by the under-aged.

Since 2004 our Company has been successfully applying the directives and recommendations of the **Marketing** 

**Codex,** which are fully binding and valid for all our marketing activities in the interest of our brand-building, accurately determining the processes as well as the scope of responsibility.

Zwack Unicum Plc. has been an active member of the Advertising Self Regulatory Board (ÖRT) for the last two years, in full acceptance of the basic principles of the Hungarian Marketing Codex. ÖRT is an indispensable pre-filter for us when reviewing our proposed advertising campaigns and image campaigns.

# DRINK RESPONSIBLY!



Driving under the influence of alcohol has long been a severe social problem, which should be addressed not only in Hungary but in other countries as well. In the summer of 2014 Zwack Unicum joined the "Join the Pact" campaign of one of our long time partner, Diageo's, brands. Johnnie Walker launched its awareness raising initiative 8 years ago. The aim of the campaign hallmarked by Formula 1 stars, Jenson Button, Mika Hakkinen and Lewis Hamilton is to draw attention to the hazards of alcohol consumption and to what extent the number of traffic accidents could be decreased by responsible and moderate drinking. Thanks to the Formula 1 team of Mercedes McLaren the campaign has also reached Hungary.

A long term goal of the "Join the Pact" campaign is to encourage consumers world-wide to join this drive for responsible alcohol consumption. Anyone who agrees with the message and wants to contribute to the success of the campaign can pledge to respect the basic principle "Do not drink and drive!" More than 1 million vows were collected by 2014 and the collection of 1 million more was targeted for 2014, of which organizers wished to collect 10 thousand in Hungary.

Diageo, Zwack Unicum and the Budapest Police also participated in the campaign launch press conference held on 30 June 2014. On behalf of Zwack Unicum Márta Márfi our marketing director said: "Zwack quality, but in moderation! - this is the slogan of our Company, the most important commitment of our Marketing Codex and of our social responsibility.

The catchy slogan "Zwack quality, but in moderation!" is prominent on all our printed marketing tools. Our graphic design consisting of easy to understand pictorial symbols is also meant to encourage sobriety in our consumers by giving the suggested consumption for women and men respectively, and also informing when drinking is not recommended at all. These designs can be seen on our posters.



It appears on all our products, on our website and is communicated through as many channels as possible. As market leader producer and distributor we believe it is our mission to produce and distribute premium quality products and to favor moderate and responsible alcohol consumption."



Hungarian consumers could communicate to the organizers their intent to join in further ways:

- through an application on the Facebook site of Johnnie Walker anybody can easily indicate his agreement with the principle "I never drink and drive";
- Twitter and Instagram lovers could contribute to the success of the campaign by sharing #énNEMvezetek hashtag;
- Together with the ambassadors of the campaign anyone can sign the car designed by Johnnie Walker to share their message: "Never drink and drive!"

The initiative was publicized by the memorable campaign film "Glasscar" and by PR spots made with the participation of the ambassadors.

The one month campaign had unexpected success. More than 24 000 people watched "Glasscar" and one in seven visited the campaign webpage to search for further information.

17 000 consumers committed themselves to the principle "I never drink and drive", of which 8 000 made their vows by adding their signature to the exhibited car. At the campaign closing press conference on 21 July results were made public by the representatives of the companies participating in the campaign. Frank Odzuck, general manager of Zwack Unicum Plc. said at the event that as market leader our social responsibility is very important as we set an example for other players on the spirits market.







### SOCIAL AND CULTURAL RESPONSIBILITY

Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Support organizations run along traditional lines, in harmony with our values	Support of KIP program in the Molnár Ferenc Primary School Establishment of "One Day Facility" at the Children's Clinic in Tűzoltó street; Support to the "Each Child Should Have Enough to Eat Foundation!"; Fostering closer cooperation with the Zwack József Commerce and Catering School in Békéscsaba.	Further maintain strong support relations based on the same values and dating back a long time.
Keeping alive the tradition of active support rather than just monetary donations	Support in many forms for our co-workers' volunteer work, including various forms of fundraising for those in need.	An extra work day for co-workers will be granted by Company management in the future to be spent on volunteer work.

In deciding which causes to support, just as in the past, priority is given to the following fields:

- strengthening of local communities, including the development of children and the protection of their health;
- acknowledging outstanding achievements in the field of culture and sport.

In each case the decision is based **on the consensus of the Company management,** in harmony with the basic values of the Company. In the 2014/2015 financial year the rate of donations run to 5.4% of profit after tax (excluding sponsorship but including the support payed at the expense of corporate tax allowance).

### Strengthening of local communities

The special H2O Training Program was gladly embraced by Zwack Unicum Plc. The aim of the program is to facilitate the social integration of underprivileged children and to help them overcome their disadvantages. To this end, we have been supporting the Molnár Ferenc Primary School located in the 9th district for already five years and last year the school could receive our financial donations directly by the intermediary of an

association.

The aim of the Complex Integration Program (KIP) introduced with the support of Zwack Unicum Plc. in this school of the 9th district is to enable children to increase their knowledge and to achieve success during class work. One of the most important features of the program is that it encompasses the use of the most diverse skills,

consequently children with different social backgrounds and levels of knowledge have the opportunity to experience successful problem-solving through team work. This facilitates both the realignment of the academically weaker children and the talent management of the outstandingly talented ones.

In the last five years the Molnár Ferenc Primary School was able to achieve outstanding results. A very prominent improvement can be seen regarding enrollment, dropouts and absences, as well as further education of the "Molnar" children.

While in 2010 the school only had one first grade class, in 2014/15 education was available for children in 5 classes and the total number of children in the school doubled.

The number of those who have to repeat a class has shown a decreasing tendency in the past five years. (4 children, less than 1% of the total had to repeat the year) Thanks to the KIP program, all the 8th grade children were admitted to secondary schools or technical colleges. The percentage of admissions to secondary schools increased from 9% to 17%, to technical colleges from 50% to 83%, while applications for admission to vocational schools dropped from 41% to 0%. However, the success of KIP is reflected not only by the numbers: the satisfaction of children, teachers and parents concerning the school has increased to a high degree, and furthermore the school aspires to qualify for the "KIP reference institute" award.

"The results we achieved by the use of the H2O model can be measured countrywide; we were able to "institutionalize" the model. We plan to establish a reference school in each region. Our teachers are currently implementing the KIP methods in 3 schools. As requested by the Ministry of Human Capacities, preparations are under way for the training of 3 schools in Budapest and 10 schools in the countryside. The H2O Program is fully accepted by public education governance and can incorporated into the Hungarian educational system."

Alfréd Török – director, Molnár Ferenc Primary School



# Our cooperation with the Children's Clinic in Tűzoltó street also dates back several years.

The "One-Day Facility" established by the support of Zwack Uncum Plc. was launched in the spring of 2015. With the help of this facility children can receive treatment during the day and can be at home together with their families by the evening. This means that they

get the necessary treatment in the professional environment of the hospital asoutpatients and spend only as much time in the hospital as is necessary. They undergo less stress, since their treatment does not take place in an ordinary hospital environment and the life of the family can go on as usual as the children are not hospitalized.



#### Further support based on tradition

It has become a tradition in the life of Zwack Unicum to support the **Every Child Should Have Enough to Eat Foundation** supporting with it underprivileged families in backward regions.

Our motto is: "Children are the responsibility of all of us!" By our patronage many thousands of disadvantaged families were given seeds and livestock. We were especially delighted that our Company could also contribute to the operation of the "medical bus service": the vehicles equipped by the latest appliances bring help to 15 thousand inhabitants of more than 54 backward villages where neither a medical service nor a doctor is available.

# Our Company has strong contacts with the Zwack József Commerce and Catering School in Békéscsaba.

One of the best vocational schools in the country, it is supported by Zwack Unicum Plc. with scholarships, field trips and vocational training.

In February 2015, the 100th anniversary of the death of József Zwack, the institute bearing the name of our Company's founder unveiled a bust of József Zwack at the entrance to the school.



#### Volunteer work

In 2013 and 2014, on the suggestion of our co-workers the Company provided opportunities for its employees to participate in charity events.

Further to our Company's social responsibility activities, there is a growing demand from co-workers to personally participate in the support of causes important for them, so it is our declared aim to encourage volunteering and support employee initiatives. In the past few years we have been supporting many cases which were initiated by our co-workers with their cooperation and were coordinated by our Human Resources Directorate.

• In 2013 we collected warm clothing, toys and non-perishable food for the Burattino Grade and Vocational School and Children's Home in 2013.

- In 2014 we organized a collection together with the Medical Missionary Group of the Hungarian Maltese Charity foundation for Csango children and their families living in extreme poverty.
- We collected plastic caps for organizations involved in children's health care.
- In 2011 we joined the "Dress in Red" campaign launched by The Light of my Eyes Foundation. Every time, donations are supplemented by the Company.
- In 2014 our co-workers baked cakes for carnival of Burattino and one of our amateur confectioners baked the "grand prize" cake.

Furthermore, our Company would like to motivate our co-workers by granting an extra work day in the future to be spent on volunteer work.

# HOW PAST CHARITY ACTIVITIES HAVE INFLUENCED THE VOLUNTEER WORK OF OUR EMPLOYEES OF TODAY?

As well as the 2-3 initiatives introduced each year, a volunteer yoga class was initiated in 2014 with a volunteer yoga teacher and 12 yoga students.

The classes are free of charge, but based on a joint decision by the group there is a box for optional contributions at the end of each class. It was unanimously decided that at least 50% of the collected money should go to charity (the other half to be spent on purchasing equipment for the class). At year end in 2014 the group gave 75% of the collected money to the Children Fund of the Ferencváros Community Foundation.

The primary goal of the Ferenceáros Community Foundation is the furthering of commitment to charity and involvement in local issues. The Foundation is running various funds through which it supports local initiatives in Ferenceáros from local money.

The Zwack family has always been committed to supporting disadvantaged children and this is reflected in the voluntary contributions initiated by the employees' yoga group.



### MAIN ORGANIZATIONS AND EVENTS RECEIVING SUPPORT

Örzők Foundation of the Tűzoltó Street Children's Clinic
Ferenc Molnár Primary School Foundation
Every Child Should Have Enough to Eat Foundation
Zwack József Commerce and Catering School Foundation

**Budapest Festival Orchestra** 

**ExperiDance Company** 

**Hungarian State Opera** 

The Palace of Arts

József Katona Theatre of Kecskemét

Palace Concerts at Buda Castle

**Budapest Racing World Cup** 

**Hungarian Water-polo Association** 

**Hungarian Handball Federation** 

**Vasas Academy** 

Fehérvár 19 Ice-hockey Academy





# APPRECIATION OF OUR EMPLOYEES

Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Equal opportunities, showing appreciation and acknowledgement of performance	Due to a permanent decrease in production we were obliged to make collective redundancy measures in our distillery in Kecskemét; dismissals were handled sensitively and generously by our Company management, in cooperation with the Works Council.  Earlier forms of acknowledgement - Life Work award, Fidelity Premium, acknowledgement from the General Manager - are maintained.	We foresee that the Company will continue to operate according to our principles, fully exploiting our potential also in the future.
Protection of our employees' health through regular filter programs	Health and preventive programs are running continuously, coinciding with requests voiced by employees, offering a bus-service for medical screening examinations, making melanoma checks available and in 2014 our co-workers could participate in allergy and laboratory examinations.	Maintain the diversity of medical surveys available for the employees yearly (as of 2014), safeguard their importance.
Getting to know our employees' opinions, respecting findings by management decisions	Based on the results of the employee survey made in 2014 there was no <b>need to prepare an action plan.</b> The results proved to be extraordinarily good, although the <b>rate of participation decreased.</b>	At least 70% of the employees fill out voluntarily the employee satisfaction survey and the results have not significantly varied from the average result of the last two years.
Maintaining the quantity and quality of current training programs  Improving management skills of shift managers in the Dunaharaszti plant	Training and education of new employees takes place via e-learning.  Employees working in trade were able to increase their management tools for the motivation and overseeing of different types of people within a coaching program, while their self-knowledge was also enhanced.  Following the training of the plants' middle management a complex competency evaluation system was elaborated.  At the end of the 2014-2015 financial year members of middle management took part in training for competency improvement.	Development of employees by regular educational and training programs.

#### Our values

Zwack Unicum Plc. started out as family company, and this fact determines our Company culture to the present day, our values, the atmosphere and activities within the Company, our relationship, at the same time responsible and informal, to our co-workers.

According to our basic values: "we believe in and rely on responsible, creative people". Our aim is to enhance the positive aspects, to hire and keep the best and most committed people, and subsequently bettering economic performance.

Zwack Unicum Plc. guarantees the utmost equal opportunity both at the moment of hiring and during employment.

The Company's Code of Ethics meets the requirements of the principal owners. New employees become acquainted with it, however, and based on the findings of a survey on misuse conducted by a third party last year, a training program will be held for all the employees of Zwack Unicum Plc. in the first half of 2015, after which it will be held on a yearly basis.

Principles and practices concerning our employees are summarized in the Code of Ethics and also in our Collective Agreement.

Human resource issues concerning the employees of Zwack Unicum Plc., including a safe and healthy work environment, are the responsibility of the Human Resources Director.

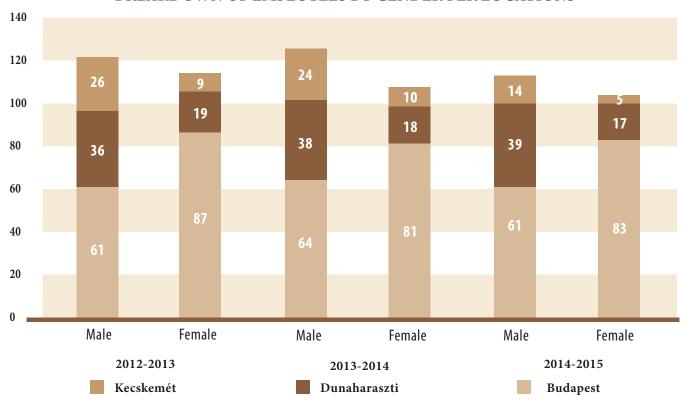
#### **Employment**

NUMBER OF EMPLOYEES (AS OF 31 MARCH) (PERSON)									
	2	2012-201	3	2	2013-201	4	2014-2015		
	All	Male	Female	All	Male	Female	All	Male	Female
Full-time employees	234	121	113	231	124	107	216	113	103
Part-time employees	4	2	2	4	2	2	3	1	2
Total statistic headcount	238	123	115	235	126	109	219	114	105
Ratio of employees with permanent contract	3%	3%	3%	2%	1%	4%	1%	1%	2%
Ratio of employees with temporary contract	97%	97%	97%	98%	99%	96%	99%	99%	98%

The headcount of our Company as compared to that of the 2012/2013 financial year has decreased by 8 %.

Although seasonal changes are not characteristic for the number of employees, in summer time we employ 3 more trade representatives (e.g. at Lake Balaton) and also have student trainees in the Museum Shop of our Visitors' Centre.

Borrowing work force is mostly necessary for the production in order to meet temporary increases in consumer demand and its extent and timespan varies greatly. Our Company management had to take a decision on the reduction of headcount in our distillery in Kecskemét by 40% (14 persons) as of 1.01.2015. During the collective redundancy measures we tried to improve the life situation of the people involved by granting those concerned extra benefits beyond the legal requirements. We are happy to know and consider it a success that more than half of the dismissed employees could immediately find a job, while the others also received job offers. At the beginning of the year, the Chairman of the Board and the General Manager of the Company held a discussion with the employees in order to inform and tranquillize them.



#### BREAKDOWN OF EMPLOYEES BY GENDER PER LOCATIONS

Our employees are in part people living in close proximity to their workplace, although our Company does not regard this as a pre-requisite for employment. Employees of the distillery in Kecskemét worked in the Dunaharaszti plant during peak periods and their transportation was arranged by our Company.

#### Recognition of performance, benefits

One of the fundamental principles of our Company is that our co-workers should receive a salary depending on their achievement, ensuring a decent standard of living for them. Our Company goals can be better achieved by a smaller number of well-paid employees, than by a larger number of low-motivated people with small salaries. Even in the past two financial years the gross individual wage per employee has been twice as much as the national average. Besides fixed benefits, flexible alternative benefits were also granted to our employees.

Due to their social sensitivity both family owners and Company management favors periodic adjustment of the wages of the lowest paid employees, hence we try to allocate a raise even when the financial situation of the Company does not permit us to grant a raise to the majority of our co-workers. In the 2014/2015 financial year the lowest gross salary was 125 000 HUF/month which corresponds to the gross salary of a short term trainee. For a permanently employed full time employee the lowest gross salary was 160 000 HUF which was almost 60% above the actual minimum wage.

There is a time frame valid for most of our employees. Shift bonuses for work on Sundays are defined by our Company in 100% instead of the legally prescribed 50%. We strive to take into consideration individual needs when determining the time frames and preparing the shift schedules for our co-workers.

The performance of a part of our employees, primarily of the managers, is evaluated on a regular basis. A certain percentage of their bonuses are dependent on the achievement of targets set by their superiors, following consultation with the employees. The evaluation takes places on a monthly, quarterly and annual basis. The salary amounts to at least 70% of the total financial benefits, enabling families to plan their monthly income.

# RATIO OF EMPLOYEES HAVING REGULAR PERFORMANCE EVALUATIONS

		2012-2013	i	20	013-201	4	2	014-2015	
	Male	Female	All	Female	Male	All	Male	Female	All
Top managers	33%	50%	38%	33%	50%	38%	33%	50%	38%
Mid-level managers	90%	77%	85%	86%	83%	85%	86%	83%	85%
Non-manual workers	5%	11%	9%	6%	13%	10%	6%	13%	10%
Manual labourers	0%	0%	0%	0%	0%	0%	0%	0%	0%
All	18%	17%	18%	18%	19%	19%	18%	19%	19%

The middle management of the plants contributed to the establishment of the standard competency assessment system which is operating continuously.

Our Company management expresses its appreciation to employees by way of various acknowledgements.

Within the framework of our fidelity bonus system our Company rewards those who have been working with us for at least 10 years. The General Manager of Zwack Unicum Plc. gives Life Achievement Awards to retiring colleagues who during their extraordinarily long employment contributed greatly to our Company's success and also recognizes outstanding employee achievements once a year.

### Training of our employees

Professional training of our employees has an important role in our Company, as on the one hand it encourages immediate results, while on the other it stimulates motivation. Training programs are based on yearly training plans which are set up in line with the individual needs of the employees and ensure flexibility. The main areas of training and education:

- development of skills;
- language courses;

- professional courses;
- attendance at professional conferences.

Besides training programs held within the traditional framework, e-learning training programs are available for the training of new colleagues, and we have regular fire practice, safety in the workplace and other training programs, including consumer protection via e-learning.

In the reviewed period we laid great emphasis on the education of mid-level managers with a coaching program where the managers of our trade directorate were given real tools for the motivation and management of different segments of employees; training programs were held for the directors and mid-level managers of the plants; at the end of the 2014-2015 financial year all mid-level managers of the Company had attended a training program on competency development and additionally almost 30 colleagues received basic training in sensory analysis in order to enhance product development by ensuring target group representation during sensory evaluations.

NUMBER OF TRAINING PROGRAMS PER CAPITA												
	In	iside tra	ining (	average	hours	)	Ex	ternal tı	raining	(averaș	ge hou	rs)
	2012	-2013	2013	-2014	2014	-2015	2012	-2013	2013	-2014	2014	-2015
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Fema
Top managers	1.0	1.0	0.0	0.0	0.5	0.5	10.3	57.0	2.7	49.0	4.0	30.0
Mid-level managers	4.1	6.4	3.7	2.1	1.8	0.9	19.0	43.1	8.0	20.0	8.0	22.3
Non-manual workers	2.6	3.3	3.4	1.6	1.5	1.4	47.7	37.5	65.1	49.9	63.5	42.0
Manual labourers	4.1	10.7	5.5	6.9	4.8	6.8	6.8	11.7	4.6	1.1	9.2	0.8
Average	3.4	4.6	4.2	2.3	2.8	1.8	23.6	35.1	27.7	39.9	29.2	35.6
					Tot	al						
		2012	-2013			2013	-2014			2014	-2015	
	Male	Female	To	otal	Male	Female	То	otal	Male	Female	To	otal
Top managers	11.3	58.0	69	9.3	2.7	49.0	5	1.7	4.5	30.5	3	5.0
Mid-level managers	23.1	49.5	72	2.6	11.7	22.1	3.	3.8	9.8	23.2	33	3.0
Non-manual workers	50.3	40.9	9	1.2	68.6	51.5	12	20.1	65.0	43.4	10	8.4
Manual labourers	10.9	22.4	33	3.3	10.1	7.9	1	8.1	14.1	7.6	2	1.7
Average	27.0	39.7	60	6.7	31.8	42.2	7	4.1	32.0	37.4	69	9.5

Our Company continues to employ trainees, thus contributing to the training of young people.

We offer trainee positions for shorter periods predominantly for students, typically for 4-5 persons per year who hold degrees in the fields of marketing and trade.

During the summer academic break, we offer the children of our employees a possibility to gain work experience primarily by doing office work, or working in the Company's Museum Shop.



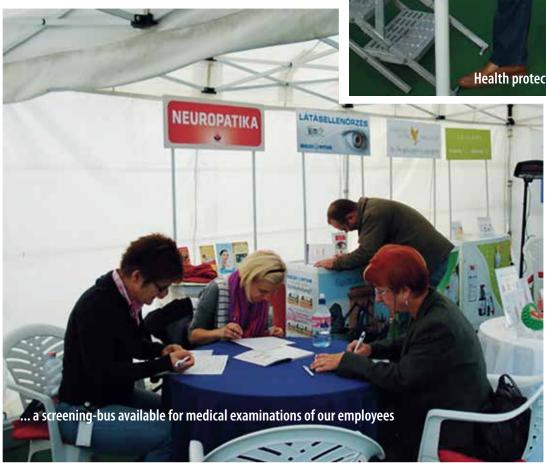
#### Safe and healthy work environment

Our Company ensures a safe work environment. Exceeding legal requirements, great significance is given by us to create a healthy and safe work environment and to protect our employees' health. Risk evaluation of work safety and periodical medical surveys include the exploration of eventual problems caused by psychological strain in predefined situations, like for example among top and mid-level managers, as well as trade representatives driving cars.

As we; as employee health insurance, we yearly make a screening-bus available for medical examinations of our employees in all our locations.

Based on employee feedback and the rate of their participation this initiative is successful and useful. In 2014, 30% of our employees used the concise screening services, 101 persons went for a melanoma check, while the percentage of employees taking the allergy and laboratory examinations was 45%. We try to determine the scope of services based on employee requests.





INFORMATION ON DAYS ABSENT								
	2012	-2013	2013-	-2014	2014	-2015		
	Male	Female	Male	Female	Male	Female		
Number of work-related accidents	1	0	1	2	1	1		
Days lost due to work-related accidents (calendar days)	33	0	18	58	8	4		
Percentage of days lost*	0.16%	0	0.06%	0.23%	0.03%	0.015%		
Days absent due to illness (calendar days) of which	376	540	678	657	559	208		
Percentage of days absent*	1.32%	2.02%	2.32%	2.60%	1.93%	0.78%		

No case of occupational illness or death caused by work accident in the reviewed period.

No data are available on the absence of supervised employees or persons working on Company territory.

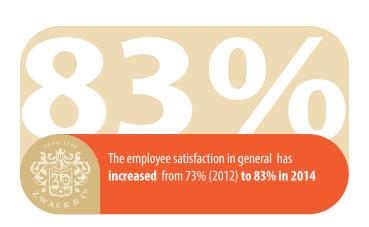
# Employee and management relationships and communication

Our Company culture and its organizational set up inspire open and genuine communication, as well a regular information exchange between management and employees. Information is most frequently exchanged by e-mails or through the intranet, although the extended monthly management meetings and direct reporting also have an important role in communication.

The results of the employee satisfaction survey run in 2014 show a considerable improvement in all fields compared to the survey results of the previous year. However the number of employees participating in the survey decreased compared to the previous year, as the horizontal lines on the below graph also show. It is our aim for the future to ensure that at least 70% of our employees should fill out the anonymous and voluntary questionnaire. The average satisfaction value of our employees in the Dunaharaszti plant is significantly worse than the average of the results received in the other

premises. Potential reasons for this will be examined in the future and we will try to eliminate them as far as possible.

Our employees consider Zwack Unicum Plc. a stable company and employee satisfaction concerning personal income is high. We wish to develop the relatively unfavorably judged field of information flow; among others this will be also affected by the above mentioned competency development of mid-level managers.



<sup>\*</sup> Proportion of days lost and days absent as compared to total number of work days.



69%

Managment

82%

Respect for legal regulations and the right to hold collective discussions are ensured to the maximum by our Company, not only regarding cooperation between the employer and the employees, but also concerning the representation of employees in decision making. Many of the Company's co-workers joined the Trade Union of

89%

72%

Organizational and

operational relationship

83%

Food Industry Employees and our Collective Agreement is valid for 99% of our employees. A Works Council is also operating in our Company. No minimum information period is defined by us for the announcement of eventual changes in the organization's operations.

83%

Satisfaction with

work and scope of

activities

73%

#### **Fluctuation**

100

90

80

70

60

50

40

30

20

10

80%

General corporate

characterictics

NUMBER OF EMPLOYEES HAVING LEFT THE COMPANY							
	2012-2013	2013-2014	2014-2015				
by location							
- Budapest	15	11	9				
- Dunaharaszti	11	2	1				
- Kecskemét	0	0	14				
by gender							
- Female	7	7	10				
- Male	19	6	14				
by age group							
- Under 30	4	4	6				
- Between 30-50	14	9	11				
- Above 50	8	0	7				
Percentage of fluctuation	11%	6%	11%				

NUMBER (PERSONS) AND PERCENTAGE OF NEW EMPLOYEES							
	2012-2013	2013-2014	2014-2015				
by location							
- Budapest	8	16	10				
- Dunaharaszti	6	1	2				
- Kecskemét	2	0	0				
by gender							
- Female	7	10	7				
- Male	9	7	5				
by age group							
- Under 30	5	7	7				
- Between 30-50	10	10	3				
- Above 50	1	0	2				
All	16	17	12				
Percentage of new employees	7%	7%	5%				

Zwack Unicum Plc. supports as much as possible the return of young mothers to work. Maternity leaves have been taken in the past few years only by our female employees.

MATERNITY LEAVE AND RETURNS	S FROM MATERN	NITY LEAVE (1	PERSONS)
	2012-2013	2013-2014	2014-2015
Employees on maternity leave	13	13	12
Employees returning from maternity leave	3	2	3
Employees not returning from maternity leave	2	1	0
Employees returning and still working in the Company 12 months later	3	2	n.a.
Returning percentage (%)	60%	67%	100%
Retention percentage (%)	100%	100%	n.a.



#### ETHICAL BUSINESS CONDUCT

# Priorities and goals (2013-2014)

Targets reached (2013-2015)

**Further targets** (2015-2017)

Transparency
Lawful operation
Effective communication with
stakeholders

Lawful operation exceeding the requirements set by law, with minimal fines and with no findings by the authority.

Full realization of the tasks set forth by the action plan elaborated on the basis of the findings of the misuse survey.

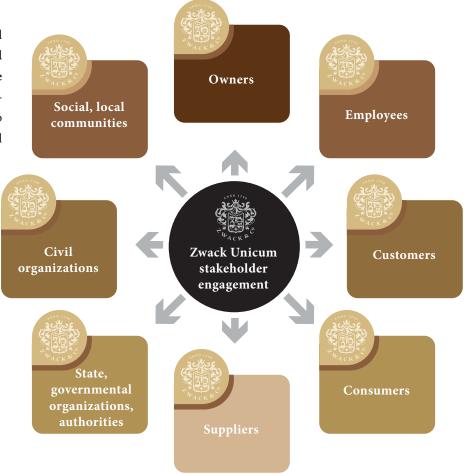
Carry on the system of customer satisfaction surveys.

Stakeholder dialogue, survey on the expectations inherent in the content and form of the Sustainability Report.

Yearly training sessions for the employees to acquaint them with the Code of Ethics, focusing on moderate and responsible alcohol consumption and the acceptance of gifts.

Regular assessment, together with an external expert, of potential risks of misuse inherent in the processes.

Ethical business conduct is an integral part of our Company values and cannot exist without effective communication with the stakeholders of our Company. We are open to collaborative communication with all respective business associates.



Stake- holder groups	Main stakeholders	About the dialogue	Method of involvement
Owners	Peter Zwack & Consorten H.AG the Zwack and the Underberg families (50%+1 share) Diageo Holdings Netherlands B.V. (26%)  Collective ownership (24%-1 share) – small shareholders and municipalities	Yearly performance assessment, target setting Decision on the main strategic direction of the Company including sustainability Determining the elements of management control and its daily operation Corporate management control, management evaluation, Governance of internal control	Yearly and quarterly financial reports Responsible corporate management report General Assembly and Shareholder Office Board and Supervisory Board meetings with well-defined agenda Written requests are answered by the management or the governing body according to the Basic Rules.
Customers	Retail customers Wholesalers, gastronomy clientele In case of export one distribution partner in each country	Marketing and sales promotion cooperation Influencing consumer habits in order to support efficient service and diverse consumption – beverages with less alcohol content	Client service, Company and brand websites Visits of trade representatives Joint visits with our major customers to countries where we export Joint elaboration and launch of promotions and events Customer satisfaction survey
Consumers	Consumers of our products, participants in our marketing activities	Getting to know our consumer's opinion regarding our products Important information about our products Communication of responsible alcohol consumption to a wide range of our customers. (More details in the chapter on Responsible alcohol consumption.)	Consumer questionnaires, satisfaction surveys Sales promotion activities, presence at festivals Handling of consumer complaints Company and brand websites Zwack Unicum Museum and Visitors' Centre Our product labels
Employees	Employees of our Company and the trade union representing them	Getting acquainted with and being aware of our Company's strategy and values Information flow, communication about major events, changes, achievements Proposals and problem solving in the interest of continuous development Shaping quality, environmental protection and food-safety consciousness (Details in chapter "Appreciation of our employees".)	Employee satisfaction survey Intranet and email correspondence, openness to discussion Managers are always available for employees due to our "open door policy" Common company events, holidays Announcements of the Work Council - participation in the extended monthly management meetings and quarterly written update on corporate matters Cooperation with the local unit of the Trade Union of Food Industry Employees Education and training programs, volunteering

Stake- holder groups	Main stakeholders	About the dialogue	Method of involvement
Suppliers	Suppliers of our company	Flexible, open, fair, effective cooperation Performance feedback Involvement in innovation activity Recognition of Company values and commitment and sharing these with others	Contract – based on our quality, food-safety and environmental protection principles Make our Code of Conduct known Evaluation of suppliers, audits Cooperation with fruit suppliers regarding the fruit qualification system
Competitors	Competitors of our company	Exchange of expertise and efficient promotion of our interests – at the same time respecting the principles of the Competition Law Setting an example concerning responsible operations and quality beverage production	Cooperation through professional organizations, like for example the Hungarian Spirit Association, the Hungarian Advertising Association Constant follow up of market developments and events
Social, local communities	Municipalities Membership in the European Integration and Business Development Association of Ferencváros	Aside from our official relationship, we also work towards a mutually beneficial cooperation through Company support proffered to institutions in local communities, as well as to events organized by them	Maintaining a cooperative relationship with municipalities Support of programs, events Support of local cultural institutions, sport clubs
Civil organizations	Memberships in professional associations, bodies (e.g. the KÖVET Association, the Hungarian Spirit Association, ÖRT, the Hungarian Advertising Association, BCSDH Supported organizations	Declaration of the Company's commitment to sustainability not only by supporting programs, but also by common activities enabling us to expand (Details in chapter "Social and cultural responsibility".)	Active memberships and participation at conferences Granting sponsorships in harmony with the values and sponsorship guidelines of the Company KÖVET CSR and Environmental Protection Workgroup membership The Company is one of the locations of the "Future Leaders Talent Program" organized by the Hungarian organization of the World Business Council for Sustainable Development (BCSDH)
State, governmental organizations, authorities	National Tax and Customs Administration of Hungary (NTCA); National Food Chain Safety Office (NFCSO); Regional Directorates For Environment, Nature and Water; National Authority for Climate Protection; National Directorate for Waste Management of the National Inspectorate For Environment, Nature and Water; Hungarian Labour Inspectorate; National Directorate General for Disaster Management	The Company endeavors to develop mutually satisfactory relationships with the authorities and business practices are structured to ensure compliance with legal restrictions  The work of the authorities is supported by professional commentaries on the drafts of legal regulations  (Further achievements regarding compliance with legal regulations are detailed in the rest of this chapter.)	Fulfilling obligations imposed by legal regulations:  - mutual data and information supply - requests for permits - decisions - authority visits  Conferences, information events  Reconciliation of professional standpoints of spirits companies is most often achieved indirectly through the Hungarian Spirit Association regarding the following issues: taxes, regulations on health, advertising and logistics.

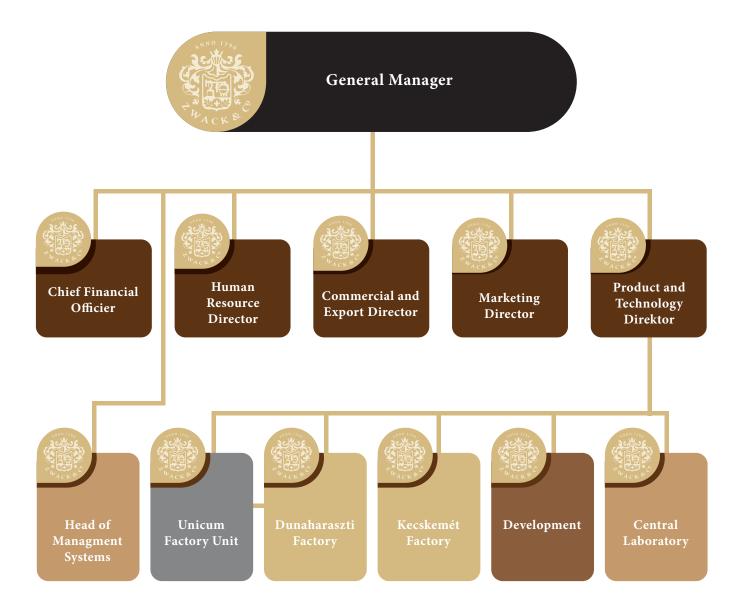
# Responsible company management is another defining condition of transparency.

The ownership structure of Zwack Unicum Plc. is firmly established. The framework of Company management is created by a transparent organizational structure and spheres of responsibility. The percentage of local citizens in the top management is 100%.

The Company's governing bodies, in line with legal requirements, are the General Assembly, the Supervisory Board, the Audit Committee, the Board of Directors and the management of the Company.

Their operations are outlined on the "Investor relations - Bodies and management" page of our website at www.zwackunicum.hu. The percentage of local citizens in the Supervisory Board is 50%, while in the Board of Directors it is 57%.

The organizational framework of Zwack Unicum Plc. is determined by the Company's basic operations and reflects the major impact of sales and marketing. The Sales department is organized basically according to customer groups, while marketing is organized according to brands. The activities and liaison between the plants, the technological fields, the quality control and product development are coordinated by the Director of Production and Technology.



Our Company complies to the utmost with legal regulations regarding conflict of interests. Our regulations are extremely strict both concerning the prevention of corruption and its consequences. The comprehensive anti-corruption investigations are carried out by internal audits based on a yearly plan. Dating back many years, these have not revealed any single case which could give rise to suspicion of corruption.

Supplementing the system of our internal audits, risk-based, preventive inspections have taken place on a regular basis also in the 2013/2014 financial year by the involvement of an external consultant to disclose potential economic abuse. The surveys underlined that the controlling environment of the Company is stable and strong and have not disclosed any suspicious cases. They inspired however numerous ideas for further preventive measures for which an action plan was drawn up, setting tasks all of which were accomplished by 2015.

Due to its activities the Company is under the supervision of more regulatory bodies and authorities. A report is submitted to the Audit Committee yearly on the conclusions of authorities inspections and audits. Approximately 70 inspections are carried out yearly at our Company locally or with regard to our activities and products.

The National Tax and Customs Administration of Hungary accounts for a large proportion of the inspections conducted, its various departments carrying out regular checks on our Company, primarily to establish whether our obligations concerning excise tax, product charge, tax reporting and tax payment are duly fulfilled.

In 2014, a comprehensive inspection was carried out by

the tax administration regarding all the various types of taxes paid in the 1.04.2009 - 31.03.2012 period and although a minor tax penalty payment was imposed, the inspection was concluded without any significant outcome.

The risk-based approach became more and more predominant in the inspections practiced by the **National Food Chain Safety Office** (NFCSO), as well as by the National Consumer Protection Authority. Thanks to our exemplary conduct the number of product examinations initiated by the authorities has decreased drastically: they examine 4-5 products yearly, samples being typically taken from the trade. Furthermore compliance with food hygiene and production requirements is examined at each location by local inspectors on an average of once a year. In the past three years there has not been any case of non-compliance with the regulations concerning food quality, food safety and product labeling.

Food safety risks from a product's conception till the generation and recycling of waste are assessed by the Company within the framework of its food safety system concerning the entire production line. The criteria of risk assessment contain not only the compulsory HACCP issues, but also aspects of food protection and consumer health protection. Risk assessments are made on 100% of the products of the Company's production line.

The very minor amounts and number of penalties we have had to pay for many years now is a reflection of our exemplary conduct on which we would like to place great emphasis in the future as well. In addition to the payment of eventual fines we repeatedly take care to avoid any violation of the regulations.



### AMOUNT OF PENALTIES PAID (HUF MILLION)

	2012-2013	2013-2014	2014-2015
Food Chain Safety Authority and the National Consumer Protection Authority (food industry requirements and product quality)	0	0	0
Excise Department of the National Tax and Customs Administration of Hungary (NAV)	1.24	0.5	1.04
Other taxes to NAV	0	0	2.59*
Violating rules of correct information/ marketing communication	0.5	0	0

<sup>\*</sup> Comprehensive number including all tax inspections during the three financial years regarding all taxes

In the area of marketing communication, there are no pending legal proceedings against our Company. In the past three years 3 legal cases have been initiated against Zwack Unicum Plc. which were closed by the imposition of fines due to the incorrect placement of promotional devices.

In the past three years our Company has fully met the requirements of environmental protection. In the period under review no complaint or request has been received concerning the environmental performance of our Company.

Presently, Zwack Unicum Plc. is not involved in any legal procedure. In the past three years, apart from the above mentioned cases regarding marketing communication there have been no other legal proceedings regarding any other areas - competition law, equal opportunities, corruption, food safety, discrimination.

Also, no complaint has been received by our Company for the infringement of fair trade, the misuse of personal consumer data or for loss of data.

The examination of potential remarks and complaints regarding human rights is the job of the Human Resources Director who has a duty to inform the concerned party about eventual results in writing. However, as no such complaints were received, this did not prove necessary.

The parameters and data disclosed in our Sustainability Report published this year constitute the fourth such report meeting the requirements of the internationally accepted framework, thus ensuring comparability and enhancing the transparency of our organization.



## RESPONSIBLE PURCHASING ACTIVITY

Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Maintain the present level of the purchasing system based on proven principles	Among all suppliers the percentage of domestic suppliers / service providers is 92%, while in purchasing value it is 70%.  The required procedure when announcing a tender and the choice of suppliers before signing a supply agreement have become more rigorous.	Use of proven principles when purchasing; maintaining the present rate of domestic suppliers.
Strengthening environmental considerations during the purchasing process – due diligence of the suppliers involved in supplier evaluations based on human rights issues	Regarding the purchase of herbs our suppliers have been examined according to their compliance with the 10 principles of the UN Global Compact: all the suppliers declared that they are operating according to the most important human rights and environmental principles.  The Code of Conduct summarizing the most important values and principles concerning sustainability has been prepared for suppliers.	By using various communication channels Zwack Unicum Plc. tries to make the Code of Conduct known by as many suppliers as possible.  At least 70% of all purchases in purchase value should continue to arrive from a distance less than 600 km.

Zwack Unicum Plc. has a wide range of suppliers and a strict supplier qualification and assessment system which ensures equal opportunity during selection.

The central purchasing methods or the decentralized methods of the special fields are applied individually, depending on the products and services to be purchased.

Raw materials, other ingredients and packaging materials for the production, marketing tools and POS materials are purchased by the central purchasing unit. Due to the secret Unicum recipe, as well as the special expertise involved, the purchasing of herbs is exclusively in the hands of Sándor Zwack and our herb expert. The purchase of fruit, also requiring professional expertise and a permanent presence in the orchards, is the responsibility of the director of our distillery in Kecskemét.

The purchase of technical materials, machinery, equipment and their components, as well as other technical materials is the job of the production and technology directorate. The purchase of technological intermediates and sanitary materials is the responsibility of the different plants. Depending on their character, the procurement of various services is the job of the respective departments.

In the period under review we used up yearly more than 10 000 tons of materials, 37-43% of which is raw materials built into the products as direct materials. Among raw materials ethyl-alcohol has a high proportion, 55-60% of the raw materials and 25% of total materials used. Around 200 tons of herbs are processed yearly, while 1 000 tons of fruit are bought per year on average, the actual amount fluctuating year by year. Herbs, fruit and ethyl-alcohol are considered renewable materials.

The purchase of fruit and medicinal herbs is extremely important. Medicinal herbs continue to come mostly from cultivation and are bought by Zwack Unicum Plc. from suppliers who can continuously and reliably provide high quality products.

The predominant part of fruit for pálinkas is purchased directly from the producers. The takeover of fruit is based on an individual system for the qualification of the different fruit.

In choosing our **packaging materials**, apart from aesthetics, food safety and environmental considerations are the most important factors. Our suppliers of packaging materials, in accordance with the regulations, should present a Declaration on the environmental compatibility of their packaging materials.

We use packaging materials containing recycled materials primarily in the form of plastic crates, glass bottles, as well as cardboard and boxes. The proportion of packaging materials and advertising materials among all materials is 55-65%.

Concerning materials necessary for food production and packaging materials in direct contact with food, a basic expectation towards the suppliers is that they apply a food safety system. In the period under review there have been no food safety or health protection issues caused by the purchased materials. Furthermore no complaints have been received from our customers regarding materials supplied by us.

As regards our purchasing activity, besides the security of supply, another important aspect for consideration is the preference of domestic suppliers over other offers with the same price and quality.

Due to their service parameters (e.g. quicker and more flexible services, lower prices) domestic suppliers may be considered in a more favorable light.



The percentage of Hungarian suppliers, or suppliers having a production site in Hungary, is more than 92% of all the suppliers, while in 2014/2015 this number was 70% based on purchase value. Among 85 suppliers, which represented 80% of purchase value, there are 65 domestic suppliers. The competitiveness of Hungarian suppliers is a determining factor among printing industry products - labels, sleeve foils, cartons, and decor boxes – as well as ethyl-alcohol, but due to the structure of the Hungarian industry, there are no Hungarian suppliers in many fields (e.g. production of glass bottles, screw caps).

70% of our supplies arrive from domestic suppliers



Our efforts to decrease transport distance and the environmental load stemming from it, were hindered to a certain extent by the above-mentioned industrial structure. In the 2014/2015 financial year 72% of all purchased goods arrived from a distance of a maximum of 600 km. We would like to maintain this percentage in the future.

Our suppliers typically consider our Company a fair and reliable partner, and our aim is to strengthen this positive image. The prerequisite of a fair business relationship is that the business partners share as much as possible the same or very closely related values. Our Company elaborated a Code of Conduct laying down Company values and expectations towards suppliers concerning sustainability. Our future goal is to make the Code of Conduct known by our suppliers by using various means of communication. The Codex illustrates our basic principles of ethics about lawful operation, fair labor practice, safe work environment and the protection of our environment.

In the reviewed period the Hungarian Competition Authority conducted competition supervision proceedings against 4 of our Hungarian suppliers, and these were closed by fines imposed mainly due to late reporting of connected businesses and unfair trade practices towards consumers.

The performance of the most important suppliers - those with the most significant purchase values - is evaluated at least once a year. For this purpose various methods are available for those in charge in the various departments, such as the list of accepted suppliers, written evaluation of the individual suppliers and, in the case of suppliers of basic materials and packaging materials, the comprehensive numeric assessment based on various aspects.

**Transparency of purchases is ensured by the e-offer system** with its specifications regarding request, evaluation and registration of offers, as well as the compulsory approval system where the higher a purchase value is the more stringent approvals should be applied.



# **ECONOMIC PERFORMANCE**

The economic performance of Zwack Uncium Plc. is detailed in the Annual Report. We present the economic performance of Zwack Unicum Plc. here by focusing on its retained profits and on the payments to the relevant group categories, which differs from the approach of the balance sheet and the consolidated financial statements made available in the Annual report.

# DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED

(according to data of IFRS fiscal statements, HUF million)

		2012-2013	2013-2014	2014-2015
	I. Direct economic value generated	20 291	20 417	22 064
	Revenues (gross sales revenues + other revenues + fiscal revenues)	20 291	20 417	22 064
Stakeholders	II. Distributed economic value	19 870	23 629	22 196
Suppliers	Operation costs (without depreciation charges)	7 881	7 532	7 938
Employees	Employee wages and benefits (payments to personnel)	2 441	2 399	2 611
Owners	Payment to providers of capital (dividend)	1 577	5 087	2 400
State	Payments to government (taxes without contribution and tax payments related to personnel and without VAT)	7 971	8 472	9 247
Local communities, NGOs	Community investments (donations and sponsorship)	n.a.	n.a.	n.a.
All stakeholders	Profit retained (III.)	421	-3 212	-131

The economic performance of Zwack Unicum Plc. should not be evaluated on its own, as the Company and its immediate and wider environment are in constant interaction. Our successful operation ensures the fair remuneration of employees, our ongoing orders to suppliers and the financial basis for our charity work, while taxes paid to the government contribute to the realization of the goals of the community.

Of course, this is not a one-sided phenomenon as improved environmental conditions also have a favorable impact on our Company.

Production and sales activities justify the high percentage of expenditures in material; however payments to personnel are also significant as they include performance bonuses.

# Zwack Unicum Plc. fulfils its tax payment obligation according to legal requirements.

The amount paid in taxes is in the interests of society and depends among other factors on our sales volume and on the Company's results.

The Company is considered a major taxpayer both on a local and national level. Local taxes represent approximately 1.5-1.6% of total taxes paid by the Company.

More than 0.8% of the national excise tax paid in a year stems from the products of Zwack Unicum Plc.

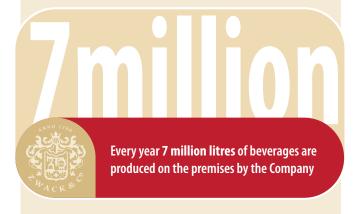
The economic effects of indirect production and distribution of spirit beverages can be noticed in Hungary, the production takes place in our Budapest, Dunaharaszti and Kecskemét plants. Indirect effects caused by suppliers can mostly be detected in Hungary and in the European countries. In purchase value, 70% of our purchases stem from Hungary, and 80% of our production suppliers are Hungarian. Considering the rate of domestic purchases, as well as the rate of domestic sales, our Company's capacity to create work places is also predominant in Hungary.

The domestic customers of Zwack Unicum Plc. can be divided into three categories: nearly 50% of our products are purchased by retailers, the other approximately 50% is bought by the gastronomy sector and the remaining approximately 0.5% in direct sales to consumers. Our Company is in direct contact with the most important retail networks in Hungary. Our gastronomy clients, with the exception of our wine division, are served exclusively through wholesalers.

Nevertheless, direct visits both to retailers and gastronomy units are an extremely important way of keeping contact and strengthening cooperation with them, primarily in the interest of our marketing and sales purposes.

#### THE AMOUNTS PAID IN TAXES (HUF MILLION) 2012-2013 2014-2015 2013-2014 204 229 223 Local taxes 12 681 15 279 Government 13 122 taxes\* 12 885 15 508 Total\* 13 345

\* including VAT





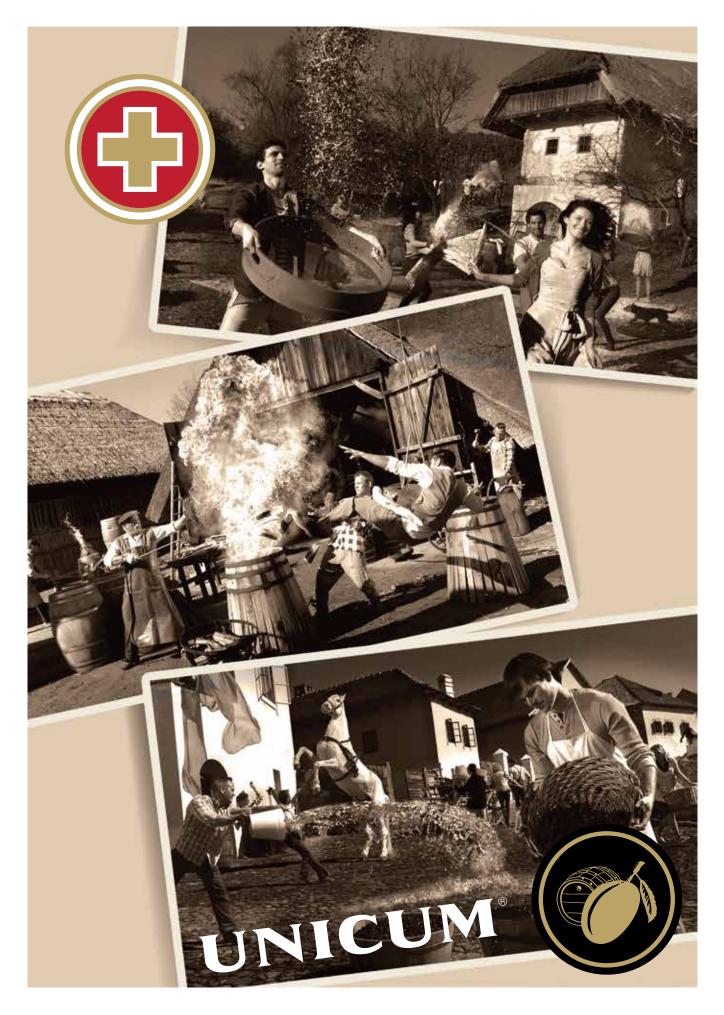
The availability of our brands abroad is very important for us; we sell more than 20 kinds of products to 30 countries. In export sales we generally work with a sole importer in each country, also making use of the distribution network of our owners. Concerning export sales we continue to give high priority to our traditional key markets, such as for example Germany, Italy and Slovakia, where our goal is to maintain the level of sales. Nevertheless it is also a primary goal for the future to explore new markets, which represent a growth potential for our Company, so we started to explore potential in South-Africa and China. Approximately 11.8% of our products are sold abroad, our traditional premium brands are widely represented on foreign markets.

We believe that innovation is a major element of economic sustainability. Our constant innovation activity aims to keep pace with consumer needs amid the current competition on the spirits market.

Our flagship product, Unicum, is the symbol of tradition and technological expertise. The success of Unicum Plum is indisputable. Our Fütyülős product family is renewed each year with the introduction of a new flavor variety. In the vodka category, which is becoming more significant due to changes in consumer habits, Kalinka Citrus became popular in retail, while Szikra is strong in gastronomy.

Our quality products have received awards in 2013 also at many prestigious domestic and international events in the spirits industry. Unicum and Unicum Plum won the golden medal of the World Spirit Award of 2013. Unicum Plum won two gold Effie awards in the launching campaign category in 2013 as a professional recognition from the marketing and communication founded by the American Marketing Association.





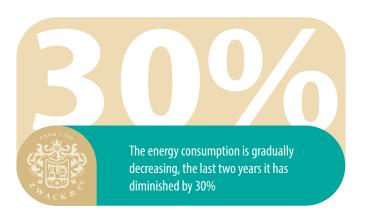


# CONSCIOUS USE OF ENERGY

Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Enhance energy efficiency – full-scale energy survey in our plants, detection of heat loss	The energy audits of all the three plants have been presented; development options with percentage of return calculations are available.  Internal self-assessment according to the standard requirements of the ISO 50001 energy management has been made.	Reach further 5% saving in the use of electric energy and gas.

The commitment of Zwack Unicum Plc. to environmental protection was communicated by the Company management in many forms, and also demonstrated by its decisions.

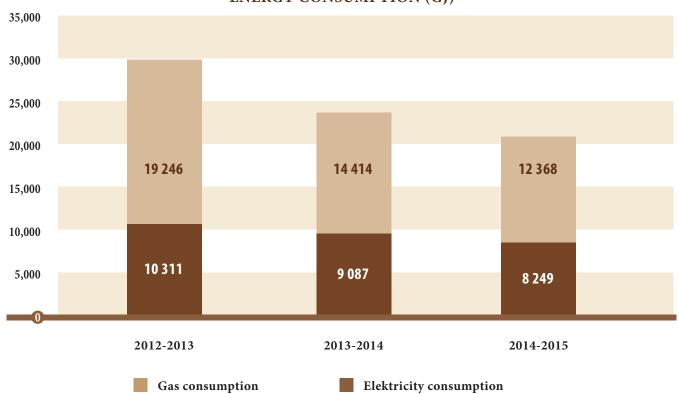
The achievement of our targets and identification of our long term goals regarding energy consumption was supported by our strategic thinking. The constant increase in energy prices, as well as our expanding environmental consciousness have led more and more of us to critically examine our own energy consumption, so in the last two years we focused on energy management, the results of which can already be apprised.



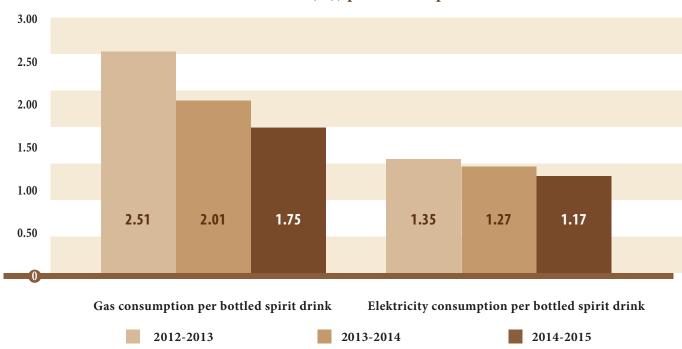
In order to establish our energy efficiency strategy, in 20113/2014 energy audits took place at all the three **production sites.** The disclosure of energy wastes made it possible for us to identify our potential for development and our decision making was backed up by percentage of return calculations. In order to eliminate inadequacies disclosed by the audit, we developed the system of energy measurement and data collection by adding new units of measurement and installing new meters, as well as improving the software for control, data collection and evaluation by adjusting it to Company needs. As a result, investment decisions between identical options for the enhancement of energy efficiency can be made on the basis of precise data. Constructive analysis of the results of the energy audits led to an internal self-evaluation made on the basis of the standard requirements of the MSZ ISO EN 50001 Energy control system, disclosing and identifying the fields which need to be improved in order to introduce the system. No decision has been made till today on the introduction.

The result of raising energy awareness to a strategic level can already be measured in numbers and **our energy consumption is gradually decreasing.** It has diminished by 30% and the decrease of production can only account for this to a certain extent.





# ENERGY CONSUMPTION (MJ) per bottled spirit drink in liter



The energy demand in the production of spirits is satisfied primarily by the use of electricity and gas. Two thirds of the noticed decrease can be explained by the reduction in gas consumption, while one third by the reduction in electricity consumption.

Specific values regarding one liter of bottled spirit also show a decrease, and the reduction in gas consumption is more significant.

# **INVESTMENTS AND RESULTS**

Year	Investment	Achievement
2013.	Vapour cooling of condensers of liquid coolers in order to reduce electricity consumption at the Dunaharaszti plant.	Successful introduction of vapour cooling for the respective coolers. Saving of electricity is 5%.
2013.	Recycling of condense water system of boilers at the Unicum distillery.	The full recycling of condensed water at the correct temperature resulted in a decrease in water and gas consumption.
2014.	Recovery of lighting system at Dunaharaszti (new POS warehouse and an outdoor lighting).	The introduction of induction lighting has been successful. No information is available yet on cost saved.
2014.	Modernization of heating in the distillery management and the bottling buildings of the distillery in Kecskemét.	Modernization has taken place. Saving is shown in the consumption data of the factory.
2014.	Extend data collection system in order to differentiate between electricity consumption of building engineering and of technology.	37 new measuring points were introduced within the framework of an optimal energy management system. Assessment and preparation of connecting analytic and reporting requirements are in progress.

We continued to actively participate in the work of KÖVET INEM Environmental Conscious Company Management Association, we participate in the work of the environmental protection and CSR work group since 2011. We also hosted group meetings by ensuring a location for the events. Last time the experts of the member companies received up-to-date information and could discuss the obligation of the companies regarding energy audit obligations of the companies in our headquarters.

In connection with energy consumption we have to mention air pollution, as gas and electricity consumption are significant components of specific carbon dioxide emission. On the whole, our Company's operations cause small-scale air pollution. Our activities causing direct pollution are steam production, heating, logistic activities (transportation of goods, movement of materials) and service routes. Indirectly, we also have to take into account the emissions of power stations due to their electricity supply. Effects inside our Company, as well as impacts in direct connection with its activities or transport can be deemed factors that we can influence.

The minimal environmental load charges of the boilers operating at our production sites are regularly paid by us in accordance with the legal regulations. Measured emissions are well below the limits.

# ALL POLLUTION EMISSIONS OF POINT SOURCES

(MEASURED DATA IN 2014, AVARAGE CONCENTRATIONS)

	Number of point sources	CO (mg/Nm3	NOx (mg/Nm3	CO <sub>2</sub> (mg/Nm3	Solid concentration (mg/Nm3
Limits	-	100	350	-	150
Dunaharaszti plant	4	9.3	116.7	194	-
Zwack Pálinka Distillery in Kecskemét	1	7.1	107.7	173	-
Distinct y in reconcine					
Unicum distillery	2	3.8*	52*	-	3.1**

<sup>\*</sup> Data concerning boyler \*\* Data concerning dust separator

# Carbon dioxide emission of our production stems mostly from the use of gas.

Further direct impact is due to our Company car fleet and to the internal transport of goods, so the vehicles have the most significant impact. The running of Company cars can mostly be associated with the work of our trade representatives. The relatively new status of the cars and their regular maintenance make it possible to minimize air pollution.

We are happy to support other solutions regarding transport: 30% of the employees of our Dunaharaszti plant living in Budapest commute to work by buses hired by us; there are bicycle storage places in all the three locations.

The transportation needs of our Company and of our customers can be met according to our expectations by road transport. For road transportation of our products we use the services of Waberer's. Thanks to the geographical location of our production sites and to the constant monitoring of warehouse usage, demands for transportation between the plants, as well as between the Waberer's operated main warehouse and the plants have decreased.



# QUANTITY AND BREAKDOWN OF CARBON DIOXIDE EMISSION

	2012	2013	2014
Direct emission	1 657	1 363	1 272
natural gas	1 138	859	786
LPG gas	27	27	22
vehicles	492	477	464
Indirect emission	633	552	458
electricity	237	201	192
vehicles (transport)	426	351	266
Total emission (t)	2 320	1 915	1 712
CO <sub>2</sub> emission per one liter manufactured product (g)	303	267	241

**Regarding gases with greenhouse effect,** our Company does not use ozone deteriorating materials. Materials used in the units of cooling circuits are CFC free.

Maintenance of our air conditioners is performed by a sub-contractor who respects the environmental aspects and requirements.





# SUSTAINABLE WATER CONSUMPTION

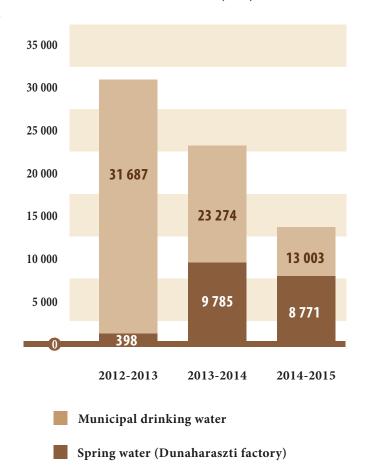
Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Increased attention to water consumption, measurements in the interest of sparing water  Reconstruction of waste water pre-treatment system	Water consumption is monitored at all available measuring units, results are regularly assessed together with the plants.  The reconstruction of the waste water pre-treatment system in Dunaharaszti has not been accomplished due to the lack of information about possible effects of current changes in production technology.	Tervezzük, hogy a vízfogyasztás pontosabb figyelése érdekében további almérőket telepítünk.  A dunaharaszti szennyvíz előkezelő korszerűsítését összehangoljuk az új technológiák telepítésével.

The production of spirits requires considerable amounts of water. We consider it an important natural resource, hence one of our basic considerations regarding our technological investments and innovation activity has always been the sparing use of water and the protection of water quality.

The bulk of the water used by us is built into our products. Besides water used for watering, cleaning and communal purposes, the washing of returnable, "multipath" bottles of commercial products created a considerable demand on water till 2014.

The quantity of water used by us decreased considerably in the period under review, the consumption of 32 - 40 thousand m³ typical of earlier years has dropped to 18-21 thousand m³ by now. Out of the total water consumption, the percentage of well water used has increased owing to the reliable operation of the water treatment system. Specific water consumption has dropped from the earlier 1.9-2.2 liter/bottle to 1.8 liter/bottle. The decrease of both the quantitative and specific indicators was caused by the termination of our commercial production, which also meant the termination of the washing of returnable bottles with its high demand on water.

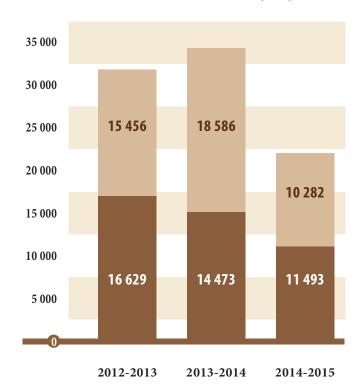
# WATER USAGE PER EXTRICATION GROUND (m<sup>3</sup>)



It is a continuous challenge for us to stabilize the quality of waste water generated by our activity. Thanks to the strict technological discipline and the effective use of waste water treatment systems our emission parameters have constantly been below the official limit. These are continually monitored and evaluated according to our self-testing plans. At all the three locations, waste water is transmitted to a service provider designated for further waste water treatment.

We would like to use our water resources efficiently and sparingly in the future as well, consequently continuous attention will be given to specific water consumption which we establish by the installation of new water meters in the system. Without violating the strict requirements of the food industry we initiate further steps to increase efficiency and harmonize the modernization of waste water treatment with the implementation of new technology.

# WATER CONSUMPTION AND WASTE WATER EMISSION $(m^3)$







### Környezetvédelmi Tanúsítvány

Jefen dokumentummal tanúsítjuk, hogy az ÖkoEnergia Program Kft. környezetbanit tulajdonságű, energiatakarékos R.C. Mannesmann vizadagolóinak beépítésével a

# Zwack Unicum Nyrt.

1095 Budapest, Soroksári út 26.

folyóviz felhasználása során jelentős mennyiségű ivóvizet takarit meg, így

# víztakarékos intézmény.

Az árfolyás-szabályozó adagolókkal az intézmény 3,4 literre csőkkentette a vizcsapokon percenként elfolyó ívóvíz mennyiségét, ezzel jelentősen mérsékelve \* a vizfogyasztást és a vízmelegítésbez szőkséges energiafelhasználást, ezáltal \* a szennyvíz- és a CO<sub>2</sub> kihocsátást és az ezzel okozott környezeti terhelést, továbbá

az épület üzembentartási költségeit.

A vizadagolók használatával a Zwack Unicum Nyrt, energiát takarit meg és aktívan hozzájárul környezetünk megóvásához.

Budasest 2015 indicise 21.



Oko-vonal: +36 20 77 444 55 • www.okoenergia.com

Water consumption above waste water emission

Waste water emission

Economical water consumption in the office building is due to water dispensers

# QUALITY PARAMETERS OF WASTE WATER EMISSION\* (2014 year data)

(the parameters to be measured are determined by the National Inspectorate For Environment, Nature and Water)

			Pálinka Dunaharaszti Distillery plant in Kecskemét		Unicum distillery		
General chemical components**	Unit	Limit value	Measured value	Limit value	Measured value	Limit value	Measured value
рН	pH Unit	6.5-10	8.058	6.5-10	7.2	6.5-10	7.83
COD <sub>K</sub> **	mg/liter	4 000	490	4 000	631	1 000	30
BOD <sub>5</sub> ****	mg/liter	2 000	318	2 500	535	500	14.5
10' depositing	mg/liter	150	0.698	200	124	150	0.5
Organic solvent extract (OSE)***	mg/liter	50	10.1	50	9.03	50	5.2
Total salt	mg/liter	2 500	351	2 500	755	2 500	233.6
Ammonium ion	mg/liter	100	17	100	2.1	-	-
Total phosphorous	mg/liter	20	2.245	20	1.5	20	0.15
Total iron	mg/liter	20	1.015	-	-	-	-
Total manganese	mg/liter	5	0.197	-	-	-	-
Total inorganic nitrogen	mg/liter	-	-	120	<1	-	-
Total nitrogen	mg/liter	-	-	150	2.5	-	-

<sup>\*</sup> Average parameters based on data supplied regarding 2014

<sup>\*\*</sup> COD: chemical oxygen demand, data on the amount of oxydisable organic compounds in the water

<sup>\*\*\*</sup> OSE: organic solvent extract, collective parameter to describe the amount of fats and oils

<sup>\*\*\*\*</sup> BOD: biochemical oxygen demand, data on the amount of biodegradable organic compounds



# EFFICIENT WASTE MANAGEMENT

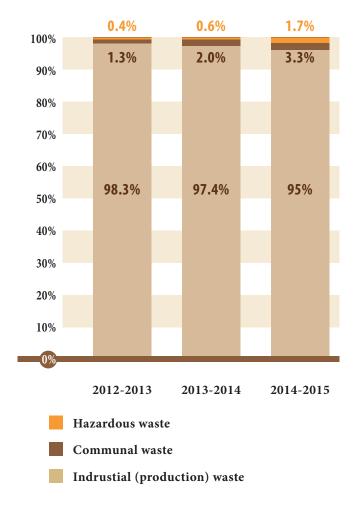
Priorities and goals (2013-2014)	Targets reached (2013-2015)	Further targets (2015-2017)
Maintain the present level of selective waste collection  Profit/loss monitoring and analysis of waste management	Our system of selective waste collection introduced in the past years is operating stably, the minimal waste recycle rate of 93% is ensured.  The profit-loss rate of recycling has improved, we keep follow the changes of waste prices on the world market.	The rate of recycling of production wastes should be above 93% every year.

Production waste is one of the major environmental factors of Zwack Unicum Plc. Due to this **two of our fundamental goals** have been for years **to lessen the amount of waste generated and to maintain the high level of recycling.** 

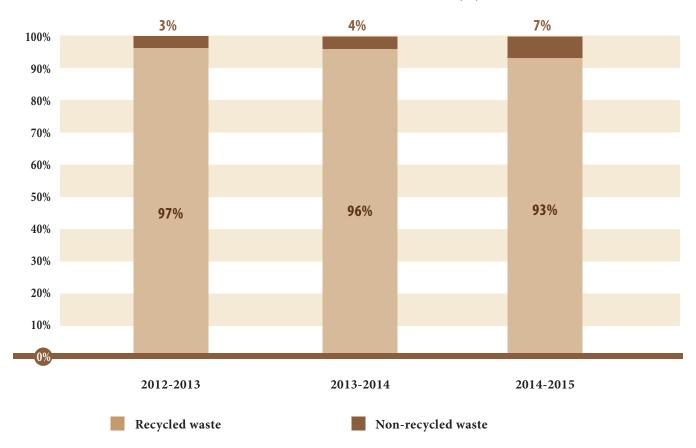
The majority of waste generated by our production is industrial waste which has been stable for many years, however its percentage decreased in 2014/2015 as the proportion of communal and hazardous waste increased. Though the percentage of hazardous waste is above 1.7 %, it is non-significant and is the result of periodical technological cleanings.

The quantity of waste generated at our Company was between 2000 - 4000 tons per year over the past three years. At least 93% of waste has been recycled.

# BREAKDOWN OF WASTE ACCORDING TO WASTE TYPES (%)



# RATE OF WASTE UTILISATION (%)



We **selectively collect** waste paper, aluminium, wooden and plastic crates, glass, mash residue and herbal residue, stones remaining from fruit processing, light bulbs, PET bottles, toner cartridges as well as used batteries.

Our Company's typical waste is the mash residue from pálinka production, as well as the herbal residue from the production of herb liqueurs. Mash residue accounts for more than 40% of the total waste while herbal residue adds up to approximately 20%. As of April 2013 both types of organic waste are collected by the North-Pest biogas plant of the Budapest Sewage Works Pte Ltd.

In 2014, as an improvement of our Green Office project, full-scale office appliances (copy machine-printer-scanner) were introduced for shared use on each corridor, replacing the many individual printers in the offices. As a result, less waste is generated and we expect also our paper consumption to decrease.

#### ABOUT THE REPORT

The present Sustainability Report is the fourth one published by Zwack Unicum Plc. to present the economic, social and environmental impacts of the organization to its stakeholders. The report is not the only available insight into our activities, as our website and our Annual Report also provide a considerable amount of information.

Again the Report has been prepared on the basis of GRI (Global Reporting Initiative), the most widely accepted reporting framework, this time applying G4, the initiative's most recent version. The Report corresponds to the criteria of its Core application level. We do not have our Report certified; it was prepared with

The revised specifications are expected to present more relevant and comprehensive reports for the stakeholders on the sustainability issues concerning the Company's main activities.

#### In preparation for GRI G4 reporting

the assistance of an external consultant.

- questionnaire survey made by Zwack Unicum Plc. among the representatives of its most important stakeholder groups. The survey focused on stakeholder opinion about our sustainability performance and the evaluation of the sustainability report, as well as on the expectations concerning these.
- Based on stakeholder survey results, the management of Zwack Unicum Plc. and the external consultant involved identified and prioritized the main areas of sustainability regarding the Company, determined the boundaries/scope of reporting and of the indicators to be presented in the report. In the interest of a more comprehensive presentation we gave more indicators instead of the minimal requirement of one single indicator per topic and we have also supplied numeric data.

Based on stakeholder feedback and management decision, the most important areas covered by the Report are listed in the table below (interpretation extended to our supplier chain see in italics, while the boundaries of reporting as a rule refer to Zwack Unicum Plc.) The below list does not reflect any priority order:

- economic performance
- procurement practices
- · market presence
- anti-corruption
- compliance
- anti-competitive behavior
- protection of personal data
- non-discrimination
- public policy
- product and service labeling
- product responsibility compliance
- consumer health and safety
- marketing communications
- employment
- labour/management relations
- training and education
- occupational health and safety
- freedom of association and collective bargaining
- materials
- energy
- water
- emissions
- effluents and waste
- environmental compliance

<sup>1</sup> involved stakeholder groups: all the members of the Supervisory Board and the Board of Directors; small shareholders; employees; civil organizations; professional organizations; authorities, governmental bodies; local governments; suppliers; wholesalers and retailers, competitors' representatives

The report refers to the past two financial years from 1.04.2013 to 31.03.2014 and from 1.04.2014 to 31.03.2015. However, as regards numeric data, we have also shown data of the preceding year to better represent the tendencies and to ensure comparability. By data relating to a calendar year, years are referred to as 2012-2013, 2013-2014 or 2014-2015. The majority of the data regarding environmental issues is available for calendar years, in line with authority instructions. By data relating to a calendar year, years are referred to as 2012, 2013, and 2014. This difference does not cause any significant divergence or hinder evaluation.

Within the framework of setting our targets in the previous report and besides presenting the priorities shown in the financial year of 2013-2014, the results of 2014-2015 are outlined and our goals for 2015-2016, as well as 2016-2017 are clearly defined.

As well as being easy to read, we also had accuracy, professionalism and objectivity in view.

Due to stakeholder feedback and the requirements of G4, the structure and method of presentation have been changed slightly, as we tried to prepare a concise and strictly-to-the-point presentation. We placed emphasis on the exploration of the correlations. Our aim was to prepare a report which can be judged on its own merits, giving a full picture of our Company's ethic.

The GRI index proving that the content of the Report is meeting the requirements is not included in the printed version of the Report: the GRI index can be downloaded from our webpage where you can find it next to the electronic format of the report.

Your opinion is valuable for us! Please ask your questions or share your comments with us on our efforts to improve sustainability by writing to

fennt ar that os ag @zwackunicum.hu.



Your opinion means a lot to us!

Please share your comments on our Sustainability report

by sending an e-mail to: fenntarthatosag@zwackunicum.hu

Our Company headquarters:

Zwack Unicum Liqueur Industry and

Trading Public Limited Company

(Zwack Unicum Plc.)

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We are grateful for the contribution of all those colleagues who helped to prepare

the Report and to collect the necessary data.

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