

CCU ALCOHOL POLICY

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I.- Background

1.- CCU's Overview

CCU is a diversified multi-category company, with operations in Chile, Argentina, Bolivia, Colombia, Paraguay and Uruguay. In Chile, CCU is one of the main players in each category in which it participates, including beer, soft drinks, bottled water, nectars, wine and pisco, among others.

In South America, CCU is the second largest brewer in Argentina and also participates in the cider, spirits and wine industry. In Uruguay and Paraguay it is present in the beer, bottled water, soft drinks and nectars markets. In Bolivia, it participates in the beer, bottled water, soft drinks and malt industries. In Colombia, it participates in the beer and malt industries.

The Company's principal licensing, distribution and/or joint venture agreements include Heineken Brouwerijen B.V., PepsiCo Inc, Seven-up International, Schweppes Holdings Limited, Société des Produits Nestlé S.A., Pernod Ricard Chile S.A., Promarca S.A. (Watt's) and Coors Brewing Company.

CCU and all its related companies, regardless of whether they produce alcohol or not, must ensure the application of the "CCU Alcohol Policy".

2.- Social Responsibility is a pillar of CCU

Through a wide range of beverage brands and experiences, we improve and accompany different moments of life, guided by our principles, for the benefit of the people with whom we relate and care for the environment.

CCU guides the development of its business within the highest standards of corporate responsibility.

CCU strives to satisfy the needs and interests of the different audiences with which it interacts. Consequently, we are committed to our consumers who prefer our brands on a daily basis, and we establish a close commitment with the community in general.

Both the decisions made by CCU and the measures implemented are respectful toward external stakeholders, always seeking to contribute to making our society a better place every day.

Accordingly, CCU's products containing alcohol are intended exclusively for adults, never for minors.

We are committed to promoting Responsible Alcohol Consumption, a commitment that seeks to enhance people's quality of life.

3.- Purpose of the "CCU Alcohol Policy"

- Promote Responsible Alcohol Consumption
- Promote that Responsible Alcohol Consumption is socially accepted.
- Promote CCU's Sustainability.

4.- The Company implements the "CCU Alcohol Policy" through several programs

The company implements the "CCU Alcohol Policy" through programs and advertising campaigns aimed at promoting Responsible Alcohol Consumption, targeted to different audiences: parents, customers, employees and the community in general.

5.- The document "CCU: Guidelines Regarding Responsible Communications" is based on the "CCU Alcohol Policy"

At CCU, commercial communications are governed by the document "CCU: Guidelines Regarding Responsible Communications", which is a set of principles, standards and basic rules that guide the management of all those who work at CCU so that the communications of commercial brands, in a broad sense, are aligned with the "CCU Alcohol Policy".

See our: "CCU: Guidelines Regarding Responsible Communications - Summary Table of Principles Applicable to Alcohol Products" for more details on this point.

II.- Alcohol Policy Statement

1.- CCU Alcohol Policy

- CCU complies with the legislation in force in the countries where it operates.
- Responsible Consumption of Alcohol is compatible with a balanced and positive lifestyle for CCU.
- CCU is committed to the promotion of Responsible Drinking.
- CCU requires all its employees to behave responsibly in their alcohol consumption.
- CCU informs about its activities related to the "CCU Alcohol Policy".
- CCU develops its commercial communications responsibly.
- CCU requires that the implementation of the "CCU Alcohol Policy" is mandatory for all its related companies.
- CCU seeks to contribute with all its actions to a better society.

2.- Alcohol Policy Statement

CCU complies with the legislation in force in the countries where it operates

CCU conducts its activities in strict compliance with the legislation in force in the countries where it operates.

Accordingly, CCU is particularly demanding in the respect and application of legislation in all areas concerning alcohol products, including their production, distribution, consumption and promotion.

Responsible Consumption of Alcohol is compatible with a balanced and positive lifestyle for CCU

Alcoholic beverages have been a part of society for CCU over a long time. CCU considers that alcohol, like most food products, should be consumed by adults in moderation and responsibly.

A Responsible Alcohol Consumer:

- Over the age of 18 years old.
- Don't drink and drive, instead passes the keys
- Consumes moderately and slowly
- Drinks to celebrate and not to avoid his problems.
- Drinking does not allow peer pressure
- Stops drinking at the first signs of slowness
- If a woman, not pregnant or breastfeeding
- Preferably combine alcoholic beverages with food or alternate them with non-alcoholic drinks when drinking.

- Does not buy alcohol for minors
- If drinking, plans a safe return

CCU is committed to the promotion of Responsible Drinking

CCU is committed to actively promoting Responsible Drinking through programs targeted to different audiences: parents, customers, consumers, company employees and the community in general. These activities are complemented by a mass media campaign.

CCU requires all its employees to behave responsibly in their alcohol consumption

All CCU's employees, whether they work in subsidiaries or affiliated companies that produce alcohol or not, represent the company and its values. As ambassadors of CCU, it is necessary that they set a good example for their families, consumers and the world outside the Company, not only in the way they use alcohol, but also in how they live and transmit the concept of Responsible Alcohol Consumption.

CCU informs about its activities related to the "CCU Alcohol Policy"

CCU bears responsibility for the information related to alcohol products. Accordingly, CCU is actively committed to the disclosure and dissemination of information on Responsible Alcohol Consumption.

The best way for CCU to promote responsible consumption of its products is through a consumer who can make free and informed decisions, knowing the characteristics and potential problems associated with the excessive consumption of alcoholic beverages.

CCU develops its commercial communications responsibly

The company has developed the document "CCU: Guidelines Regarding Responsible Communications", with the purpose of guiding the advertising of its commercial brands. Its main contents (which are included in the Annex to this "CCU Alcohol Policy") are as follows:

General Principles

- Comply with all current legislation
- Be honest, truthful and responsible
- Adhere to accepted principles of fair competition and good business practice
- To avoid going against the norms of morality, public order and good customs
- Always promote the dignity and integrity of all people regardless of their condition, sex, nationality, race or religion.

Principles Applicable to Products with Alcohol

Incorporate the following areas:

- Generic to alcohol products
- Responsible Consumption of Alcohol
- Minors
- Road Safety
- Sports
- Alcohol use, performance and the workplace
- Violence and Danger
- Health aspects and alcohol content
- Social and emotional success
- Free Samples

Principles Applicable to Non-Alcoholic

Products Incorporate the following areas:

- - Balanced consumption of non-alcoholic beverages
- - Health and nutritional content
- - Sports, healthy living and physical performance
- - Social and emotional success
- - Responsible communications to minors

All the aforementioned must of course be compatible with promoting the positioning of the brand, increasing its value and, as a consequence of the above, its greater commercial development, seeking to contribute to a better society every day.

CCU requires that the implementation of the "CCU Alcohol Policy" is mandatory for all its related companies

CCU conducts its operations through subsidiaries and affiliated companies in Chile and other countries, which, regardless of whether they produce alcohol or not, must ensure the application of the "CCU Alcohol Policy".

CCU seeks to contribute with all its actions to a better society

All of CCU's activities and businesses must contribute to a better society.

Therefore, the "CCU Alcohol Policy" and the consequent promotion of responsible consumption are a commitment for the Company that seeks to enhance people's quality of life.

III.- Appendix

1.- Guidelines Regarding Responsible Commercial Communications
(available at www.ccu.cl/publicaciones-ccu/)

