



Welcome to
SUSTAINABLE RUM SEMINAR
Helsinki 4.9.2019



THE NORDIC ALCOHOL
RETAIL MONOPOLIES



On behalf of Nordic Alcohol Monopolies **WELCOME**



Leena Laitinen, CEO
Alko Oy



Magdalena Gerger, CEO
Systembolaget



Elisabeth Hunter, CEO
Vinmonopolet

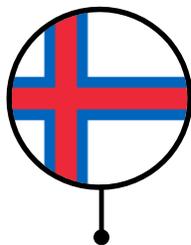


Ivar J. Arndal, CEO
Vinbudin



Rógví Fossádal, CEO
Rúsdrekkasöla landsins

FIGURES FROM 2018



Sales in litres	3,2 million litres	85,3 million litres	22,0 million litres	82 million litres	504,9 million litres
Sales of beer	2,4 million litres	5,7 million litres	17,3 million litres	2,8 million litres	256,8 million liters
Sales of spirits	0,2 million litres	20,6 million litres	0,6 million litres	11,2 million litres	19,8 million liters
Sales of wines	0,3 million litres	50,9 million litres	3,3 million litres	66,6 million litres	203,5 million liters
Turnover in euros (excl. VAT)	18 million €	1 154 million €	260 million €	1 445 million €	2 830 million €
Customer visits	0,41 million (inc. e-customers)	55,3 million	5 million	34,7 million	176,4 million (inc. e-customers)

Responsible operation is in our DNAs

• The demand for social, environmental and financial responsibility is getting more and more loud. The Nordic monopolies have had responsibility in the core of the companies for decades.





CUSTOMERS ARE OUR ENGINE FOR CHANGE



CHANGES IN OUR OPERATING ENVIRONMENT

The digitalisation of daily consumer life, technological advancements



TECHNOLOGICAL

Partnerships and ecosystem models



ECONOMIC

Urbanisation and the sharing economy



SOCIAL

Individual needs, wellbeing and individualism

Changes in working habits and labour markets



RESPONSIBLE

Climate change, the state of the environment, ecology and ethics

Transparency, openness



POLITICAL

A wellbeing society, value liberalism, inequality



LEGISLATIVE

Consumers are hungry for honest and transparent brands that have a positive impact.

THREE VIEWS ON SUSTAINABILITY



PEOPLE

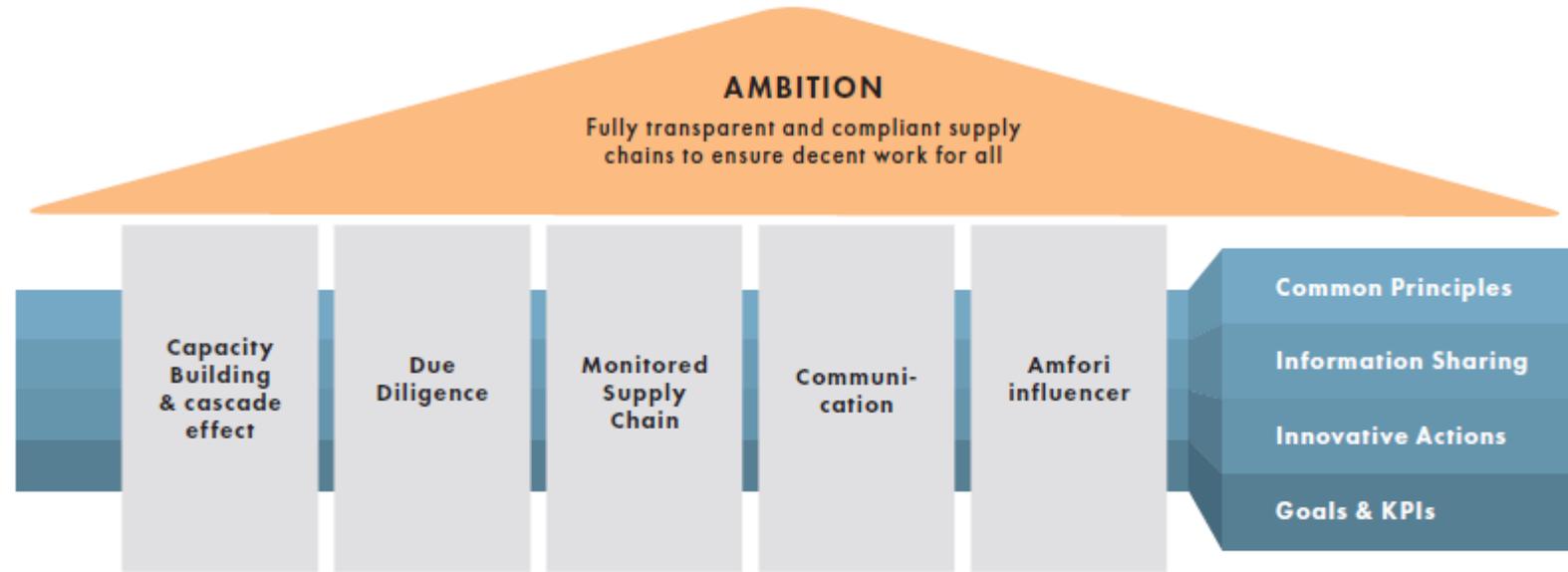


PLANET



PROFIT

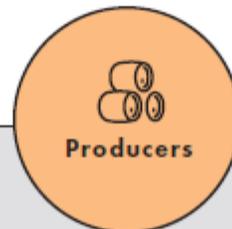
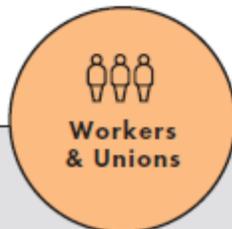
NAM SOCIAL STRATEGY



amfori  | Amfori BSCI CODE OF CONDUCT

VALUES: Transparent, Accountable, Dynamic

CORE PURPOSE: Greater social impact by continuous improvement



DUE DILIGENCE PROCESS BASED ON UN GUIDING PRINCIPLES FOR COMPANIES AND HUMAN RIGHTS

4.) Communication to stakeholders

1.) Identification and evaluation the severity of risks



VÍNBUÐIN | ÁTVR



VINMONOPOLET



3.) Mitigating the harms caused to people

2.) Prevention of risks together with suppliers and other relevant stakeholders

This is how our customers perceive rum



POSITIVE PERCEPTION

WARM

SPICY

AROMATIC

EXOTIC...

SMILE, LAUGHTER AND

HAPPINESS



THE PERCEPTION SHOULD BE INLINE WITH REALITY IN SUPPLY CHAINS

THIS SEMINAR IS AN OPPORTUNITY

To meet industry influencers
To get better understanding
To enhance open dialogue
To make positive impact
To create collaboration
To focus on solutions
To commit for change

& BEGINNING OF A JOURNEY



FOR THIS JOURNEY, WE NEED

Business partners, collaboration, industry influencers, commitment, producers, open dialogue, farmers, persistence, workers, positive attitude, labor unions, innovation, NGO's, open mindset, legislation, structural change, customers...

& YOU

