



Red Bull Australia Pty Ltd • Level 1, 55 Doody Street • Alexandria 2015 NSW • Australia
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OUR COMMITMENT

In 2021 Red Bull Australia Pty Ltd (Red Bull Australia), published our first Modern Slavery Statement in line with the requirements of the *Modern Slavery Act 2018* (Cth) (the Act). This, our second statement, serves to confirm the actions we have taken over the past twelve months and outline our plans to mitigate modern slavery risk within our operations and supply chain in the upcoming year.

Our intent from our first statement in 2021 remains unchanged. As an organisation we reject modern slavery in all its forms (including human trafficking, forced or compulsory labour, child labour, debt bondage, work under threat of punishment and other forms of human exploitation) and we are committed to maintaining appropriate safeguards against the mistreatment of persons within our operations and supply chain. Our intention as a business is to keep our supply chain transparent. Our suppliers are contractually obliged to manage modern slavery risks and we are constantly improving our understanding and putting measures in place to ensure these requirements are being met.

As a global company, Red Bull GmbH (Red Bull Australia's parent company) also respects its obligations related to modern slavery. This includes providing statements of compliance with local modern slavery legislation where required by law.

REPORTING CRITERIA 1 & 2: ABOUT RED BULL AUSTRALIA

OUR ORGANISATIONAL STRUCTURE

Red Bull Australia is a wholly owned subsidiary of Red Bull GmbH, based in Austria. Red Bull Australia does not own or control any subsidiaries. Our Red Bull Australia Modern Slavery initiatives and statement is endorsed by Red Bull GmbH with complete support of the Red Bull Australia board.

OUR OPERATIONS

In 2021 Red Bull Australia's core business is the purchasing, importation, marketing and sale of a range of Red Bull Energy Drink non-alcoholic beverage products. The domestic distribution of these products remains managed via a third-party logistics partner in all Australian States and Territories.

To support the above, we continued to undertake activities including the organisation and hosting of Red Bull events, partnership with athletes and sporting teams, partnerships with third-party events, such as music festivals, media and content production, partnerships and advertising.

Red Bull Australia, both directly and indirectly, covers a variety of routes to market, with our customers predominantly falling into the Retail, Convenience and On-Premise Channels. These customers are supplied product either directly via our third-party logistics provider, or indirectly through our Australian Wholesaler and Distributor partners.

OUR SUPPLY CHAIN

Red Bull Australia's supply chain involves the purchase of Red Bull beverages and associated items from our parent company, Red Bull GmbH. This subsequently involves the importation and transportation of energy drinks and associated items into Australia to various customers and business partners. These customers include several Australian based third-party logistics partners who manage the transportation and logistics of the aforementioned elements.

Our supply chain can be divided into two distinct categories:



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1. finished goods and point of sale material purchased from Red Bull GmbH; and
2. products and services procured locally within Australia

Finished goods and Point of Sale material purchased from Red Bull GmbH

All Red Bull finished goods produced for the Australian market are manufactured utilising quality ingredients via third party manufacturers within Austria and Switzerland. These finished goods are subsequently purchased from Red Bull GmbH who are headquartered in Austria. Products are then imported into Australia predominantly via seafreight and subsequently warehoused and distributed by local third-party logistics partners. In addition to the requirements which Red Bull Australia has in place to manage operational risks, the mutual commitment of our suppliers is also at the core of all our partnerships. As an example, and as part of their modern slavery risk eradication, one of our major domestic third-party logistics providers has assessed their risk profile across the various elements of their operations. They have identified three key areas of how to address this risk within their risk management protocols, their supplier compliance, incorporation of modern slavery risk into procurement decisions and a more comprehensive assessment which will be incorporated into their subsequent modern slavery statements. It is this focus, in conjunction with our own actions, which are assisting Red Bull Australia to identify, assess and mitigate the risk of modern slavery within our operations.

The range of finished goods purchased from Red Bull GmbH includes Red Bull Energy Drink, Red Bull Sugarfree, Red Bull Zero and the Red Bull Editions range (referred to as "Red Bull Energy Drinks"). The purchase of Red Bull Energy Drinks from Red Bull GmbH is Red Bull Australia's predominant business and makes up most of our annual procurement. Marketing products are also predominantly purchased from Red Bull GmbH, with some local in-store marketing material produced by trusted third parties where domestically relevant.

Products and services procured locally within Australia

Our Australian supply chain includes services that contribute to our daily operations, including, but not limited to, cleaning, event logistics, contract packing, merchandise, marketing and security that service Red Bull Australia's national offices, State offices and event sites.

As we continue our journey to understand the risks more deeply within our Supply Chain and as per our initial statement, we have focused our attention for this year's statement on approximately our top 50% of local supplier spend from our Australian operations. This was undertaken via conducting a modern slavery questionnaire facilitated via a recognised third party, Cm3, who are a Greencap Online Risk Management solution provider.

REPORTING CRITERIA 3: MODERN SLAVERY RISKS IN OPERATIONS AND SUPPLY CHAIN

Over the past 12 months we have continued to identify potential risk areas for modern slavery and have undertaken various actions to not only mitigate, but also educate our teams of the risks to be aware of. Additional detail can be found within the Reporting Criteria 4 section – Actions Taken to Assess and Address Risk. To provide consistency in our review, we have broken these down into our previously identified areas of modern slavery risk. Future statements will strive to gain a deeper understanding of our local supplier base, beyond our Tier 1 partners.

Operational Risks

OUR PEOPLE

The Red Bull Australia team during this reporting period comprised approximately 210 permanent employees across sales, marketing, operations, finance and Human Resource functions, with women representing 41% of



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our operating headcount which is a five-percentage point increase on 2020. In addition, Red Bull Australia employs a part-time workforce, primarily across marketing execution activities. Our employees undertake duties across all Australian States and Territories, with the vast majority of our workforce residing within major Australian capital cities. Diversity and Inclusion is a fundamental part of our ethos and Red Bull Australia are proud members of the Diversity Council of Australia. We are fully committed to making Red Bull Australia a diverse and equal place for all employees to work.

Red Bull Australia's national headquarters remain in Alexandria, NSW with State offices in Brisbane, Melbourne, Adelaide and Perth.

OUR POLICIES

Red Bull Australia maintained several policies and processes in 2021 to help identify and manage potential modern slavery and labour rights risks within the business and its supply chain. These policies are reviewed annually as a minimum (and more regularly should circumstances require it), by the relevant functional Department or Australian Leadership Team.

The following policies reference our commitment to responsible and ethical business practices and enable grievances to be raised primarily by employees, but also business partners, without fear of retribution. The Supplier Code of Conduct included below is a global Red Bull policy mandated by our parent company Red Bull GmbH, which we implement for local suppliers within Australia. It is anticipated that in future years, compliance to this code will be an integral element of the new Procurement Manager's responsibilities.

Specifically, our Global and local policies remain as follows:

Policy	Intent
Employee Code of Conduct	<p>In February 2021, our updated Global Employee Code of Conduct was reissued with all employees to review and sign to acknowledge they had read and understood the Code.</p> <p>The Code of Conduct continues to be required to be read and signed annually by all existing global employees of any Red Bull subsidiary and is mandatory for any new employees joining Red Bull Australia to agree to the Code.</p>
Whistleblower Policy	<p>The Red Bull Whistleblower Policy sets minimum standards for our business and contains details of how to make a report under the policy via external and internal whistleblower grievance channels.</p> <p>Our company-based whistleblower hotline is accessible by our team members, suppliers, the external community, and stakeholders.</p> <p>As part of this policy, Red Bull encourages a 'Speak Up' working culture, where employees feel comfortable with raising issues and concerns without fear of retaliation.</p>



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Supplier Code of Conduct	<p>The Supplier Code of Conduct forms the basis of all business relationships with Red Bull and applies to Red Bull itself as well as to all our Business Partners (including suppliers). It is expected that our Business Partners will communicate the principles and requirements of this Code to their sub-suppliers and will ensure their own suppliers comply with them. We expect our Business Partners will take the Code of Conduct into account during the selection process of their sub-suppliers. It was also a requirement of employment that all employees read and signed this document in February 2021.</p> <p>Our Supplier Code of Conduct is based on the core principles as set out in the Business Social Compliance Initiative (BSCI), the conventions of the International Labor Organization (ILO), the United Nations Universal Declaration of Human Rights, the U.N. Convention on the Rights of the Child and the U.N. Conventions for Elimination of All Forms of Discrimination, the principles of the U.N. Global Compact as well as the OECD Guidelines for Multinational Enterprises.</p> <p>The Supplier Code of Conduct includes a requirement for suppliers to comply with Red Bull's key principles to mitigate the risks of discrimination, coercion, forced labour, child labour, wages & benefits, working hours, safety and health, hygiene, housing/dormitories, freedom of association, bribery and corruption and environmental protection.</p>
Bull of Rights	<p>The Bull of Rights is the 'playbook' for working at Red Bull Australia; it contains information about our company's history and values, our over-arching philosophy and commitments, along with the more practical detail on the policies and procedures that help us operate safely, ethically and effectively within our roles. The Bull of Rights also specifically details and reinforces Red Bull Australia's intolerance of Modern Slavery across all areas of our business, both internally and externally.</p> <p>This document is provided to all Red Bull employees on commencement, reviewed and redistributed annually and updated as and when policies, laws or procedures change.</p> <p>In February 2021, all employees were required to read and sign the document to confirm they have read and fully understand the contents.</p>



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SUPPLY CHAIN RISKS

Our procurement team, supported by external experts, analysed the most material quantum of our Australian operation's procurement spend¹ over a two-year period between 2018 and 2020 for potential modern slavery risk against four internationally recognised risk indices:

- **Industry sector:** specific industry sectors deemed as high risk in international and national guidance documentation.
- **Commodity/product:** specific products and commodities deemed as high risk by the United States Department of Labor's 2018 List of Goods Produced by Child and Forced Labor, the Global Slavery Index (GSI) and other international guidance materials.
- **Geographic location:** based on estimated prevalence of modern slavery and the government responses as outlined in the 2018 GSI and our consultant's proprietary risk profiles based on 13 country risk indices such as corruption, freedom of speech, worker rights, and migrant workers. While we predominantly use suppliers based in Australia, we recognise that the goods and services they use (our Tier 2 suppliers) may come from geographic locations that could be deemed as high risk.
- **Workforce profile:** In undertaking our supplier analysis we considered the type of labour involved in the production of our goods and services, particularly where low skilled, vulnerable or migrant labour is used, or where the work is deemed as '4D' work (Dirty, Dull, Dangerous or Degrading).

Key takeaways:

Potential modern slavery risk when analysed by supplier is low, with 29% classified as **low risk** for modern slavery, and this figure increased to 35% when considering the risk as a proportion of total spend. Nearly half our risk by supplier was only classified as medium risk and similarly when measured by spend **82% could be considered medium or low risk.**

CATEGORY RISK

The nine supply categories we have identified as posing a potential risk for modern slavery are:

- Events & event logistics
- Electrical equipment
- Travel & accommodation
- Textiles & merchandise
- Building & construction
- Sales & distribution
- Cleaning & security
- Office supplies
- Packaging materials

The most relevant categories for Red Bull to consider are events & event logistics and electrical equipment. Whilst the categories represent a potential for modern slavery risk, Red Bull Australia will seek to continue to conduct careful due diligence on our suppliers in these areas.

As part of our 2021 actions, a Modern Slavery questionnaire was sent to our key partners from Cm3, an accredited risk management partner, across sectors such as marketing, media and services, totaling approximately 50% of our local spend. As detailed further within the statement, corrective actions as recommended by the Cm3 report will be tabled with the relevant suppliers and corrective actions detailed within 2022.

¹ Ordered by spend value, excluding Australian Tax Office and Red Bull GmbH



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COUNTRY RISK

While our total supply chain (incl. Red Bull Energy Drinks and marketing & point of sale material) spans across the globe, more than 90% of our Australian operation's high risk spend is with suppliers located in Australia.

It should be noted that our analysis which involved our suppliers responding to the questionnaire did not reveal any obvious modern slavery risk. They are however, in industry sectors or provide goods and services known to present higher risks for modern slavery both in Australia and internationally and are therefore deserving of closer scrutiny. Based on this, Red Bull Australia will focus its attention on continuing to carry out due diligence on these suppliers and ensuring they comply with their contractual obligations, and our policies set out in this statement for our 2021 reporting period. This compliance will be secured via holding suppliers accountable to our contractual requirements.

MODERN SLAVERY QUESTIONNAIRE - RECOMMENDATIONS

In conjunction with our ongoing actions from 2020, in 2021 one of the key actions we undertook to better understand any modern slavery risks was to issue a questionnaire to our top 50% of suppliers (ranked by spend). This questionnaire, which was formulated utilising the Australian Border Force guidance, was targeted at better understanding the maturity level of our suppliers, any immediate risks, along with the areas in which they could reduce the risk of Modern Slavery within their own supply chains.

RESULTS AND DATA ANALYSIS

Given the recommendations were specific to each supplier, these are planned to be tabled in upcoming review meetings with these individual suppliers. This undertaking will be paramount to understanding our supplier's actions in reducing their risk profile for the future.

Following the review of this questionnaire, broadly the 2022 core recommendations for Red Bull were as follows:

- Continue to onboard only existing suppliers into the Red Bull ethical sourcing program, with an additional focus on identified higher-risk suppliers.
- Develop a grievance mechanism to work in coordination with the existing whistleblower hotline. A grievance process will clarify the steps to be taken when an issue is reported and provide assurance to the reporter that an issue will be followed through with a suitable outcome. Consider also then the remedial process Red Bull Australia would take, to address any grievances reported in this manner.
- Explore remediation learning modules to support suppliers and address non-conformances which are prevalent in certain areas. Completion rates for these training modules will be monitored, non-compliance discussed with the party involved and the requirement to complete this training reinforced before further actions (such as the removal as a partner) are considered.
- Implement an ongoing risk and audit program for all external cleaning service providers. Cleaning is not included in the scope of the current supplier list for survey, but the cleaning industry is a high-risk industry and warrants evaluation in many organisations. For our following year statement, we will extend our questionnaire further and we will request further evidence within areas which are at risk of deficiency, combined with monitoring time-bound remedial actions.
- Deliver training and awareness for suppliers to expand understanding of Modern Slavery and potential actions to combat.
- Continue supply chain risk mapping of remaining Tier 1 and later, Tier 2 suppliers and determine appropriate action steps for suppliers who are identified as high risk.
- Continue due diligence on services, with a risk review to be conducted on all service providers.
- Undertake follow up actions from the Tier 1 Modern Slavery Supplier Questionnaire to ensure progress is achieved.



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- Strengthen the onboarding process for Tier 1 suppliers, in order to set clear expectations on the requirements for working with Red Bull Australia.

RED BULL PARENT COMPANY SUPPLY CHAIN

We procure our finished Red Bull Energy Drink products (along with certain marketing and point of sale items) directly from our head office (Red Bull GmbH) located in Austria. Our head office is responsible for contract manufacturing and shipping of Red Bull® Energy Drink products to Australia.

As a global company that supplies all Red Bull subsidiaries internationally, Red Bull GmbH has a global supply chain. Ingredients (such as sugar and water), primary packaging (such as aluminum cans), secondary packaging (such as cardboard trays and multipack packaging) and other finished goods are sourced from a variety of global jurisdictions and suppliers. For Red Bull Australia, Red Bull GmbH is a Tier 1 supplier of finished products. To manage the risk of modern slavery for suppliers contracted to Red Bull GmbH, the following modern slavery mitigation measures are adopted and implemented by Red Bull GmbH:

Global Supplier Code of Conduct

Implementation of Red Bull GmbH's Global Supplier Code of Conduct, that is applicable to all suppliers and against which compliance is mandatory for all contractors and partners, is via a written agreement.

The Global Supplier Code of Conduct is based on the core principles as set out in the Business Social Compliance Initiative (BSCI), the conventions of the International Labor Organization (ILO), the United Nations Universal Declaration of Human Rights, the U.N. Convention on the Rights of the Child and the U.N. Conventions for Elimination of All Forms of Discrimination, the principles of the U.N. Global Compact as well as the OECD Guidelines for Multinational Enterprises.

The Global Supplier Code of Conduct includes a requirement for suppliers to comply with Red Bull's key principles to mitigate the risks of discrimination, coercion, forced labour, child labour, wages & benefits, working hours, safety and health, hygiene, housing/dormitories, freedom of association, bribery and corruption and environmental protection.

This Global Supplier Code of Conduct is regularly reviewed and updated.

Contractual implementation throughout the tertiary supply chain

In addition to the above Global Supplier Code of Conduct, as a condition of engagement, Red Bull GmbH requires the inclusion of contractual obligations to manage modern slavery risks into all agreements with all suppliers to Red Bull GmbH. Furthermore, to ensure that modern slavery risks are managed at depth throughout Red Bull GmbH's tertiary supply chain, there is also a mandatory requirement on all suppliers to Red Bull GmbH, to include corresponding modern slavery clauses in the contracts they negotiate with their own tertiary sub-suppliers. Partnership and contractual agreements are implemented and managed by all employees and the appointment of a Procurement Manager in the Australian team in 2022 will provide further rigor to this compliance.

Auditing and verification of modern slavery compliance

Red Bull GmbH conducts regular internal audits of its suppliers to ensure ongoing compliance against the Global Supplier Code of Conduct. These audits are conducted proactively, and form part of Red Bull GmbH's standard operating procedures with respect to supplier management.



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Master contracts

In addition, all master contracts with global suppliers that may incidentally supply Red Bull Australia are directly managed and negotiated by Red Bull GmbH. The same rigorous standards and contractual obligations for managing, mitigating, and verifying modern slavery risks outlined above are applied to these suppliers by Red Bull GmbH on behalf of Red Bull Australia.

REPORTING CRITERIA 4: ACTIONS TAKEN TO ASSESS AND ADDRESS RISK

YEAR TWO STATEMENT ACTIONS (2021)

Red Bull Australia undertook the following actions to address modern slavery risk during the 2021 calendar year. A series of these were fundamental to our standard business practice and as such also featured within our 2020 Statement as indicated.

Year 2 Statement Actions (Ongoing)	Status
Modern Slavery Working Group	Representatives from legal, operations and occupational health and safety, meeting to help grow business wide understanding and develop actions to reduce modern slavery risk within our supply chain.
Policy Updates	Red Bull Supplier Contracts, Supplier Code of Conduct, Whistleblower Policy and 'Bull of Rights' maintained and updated where relevant.
Supplier Questionnaire	CM3 supplier pre-qualification questionnaire maintained for all new Tier 1 suppliers in 2021.
Year 2 Statement Actions (New)	Status
Building on Global Learnings	International participation within internal Red Bull Global Modern Slavery workshops to build on global learnings and understand our company wide approach to incoming similar supply chain legislation in Europe. This participation and involvement is invaluable to improve global knowledge and share learnings on meaningful actions.
Modern Slavery Audit Questionnaire	CM3 Supplier Audit Questionnaire issued to Tier 1 suppliers.
Modern Slavery Audit Results	CM3 Modern Slavery Supplier Audit results, with follow up actions to be tabled with suppliers in our year three statement.
Red Bull Australia Procurement Manager	Head Count approval for a new Red Bull Australia Procurement Manager, who will have accountability for actions and formulation for our future Red Bull Australia Modern Slavery commitments.
Employee Code of Conduct	Employee Code of Conduct re-signing for all employees which is tracked and monitored to ensure 100% compliance.
Red Bull Australia 'Bull of Rights'	Bull of Rights re-signing for all employees, again, this is mandatory, and signing is a requirement for all employees of Red Bull Australia and is a condition of employment.
Modern Slavery Staff Training	Compulsory, recorded internal Modern Slavery web-based training for all Red Bull Australia employees as detailed below.



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Further elaboration on the major elements of our 2021 actions are further detailed below:

CM3 MODERN SLAVERY SUPPLIER AUDIT RESULTS

In 2021 we engaged our recognised third-party supplier, Cm3, to issue Ethical Sourcing screening questions and a subsequent Modern Slavery questionnaire to Red Bull Australia Tier 1 spend suppliers. These results were reviewed by a Cm3 Compliance Manager and subsequently used to generate recommendations from both a supplier and systems perspective.

During 2022, we will continue to focus on those higher risk suppliers as identified within our 2021 questionnaire. In addition, we will investigate the opportunity for our new and existing Tier 1 suppliers to complete a Red Bull supplied training module around Modern Slavery risks within the Supply Chain. The intention of this initiative is to increase their awareness of the global modern slavery risks and how to combat this within their own Supply Chain.

PROCUREMENT MANAGER APPROVAL

Global and local scoping of this new role for Red Bull Australia took place in 2021, with clear job requirements and accountability set out in an internal position description. This role will assume complete accountability for Red Bull Australia's approach to Modern Slavery, including, but not limited to, supplier auditing, supplier selection, recording and analysing of results, resulting actions and completion of our annual Modern Slavery Act statement.

As at the time of submitting this statement a Procurement Manager has been appointed, and after a period of onboarding, will implement meaningful enhancements to our procurement practices to be reported within our 2022 Modern Slavery Act statement.

INTERNAL MODERN SLAVERY TRAINING

In 2021 we conducted mandatory online modern slavery training for all full time and casual employees of Red Bull Australia, totaling approximately 230 full time and casual team members. This online training, provided by a global online training leader in SAP Litmos, included two training modules. The first featured an overview of what is modern slavery and secondly a module on the actions all employees can take to combat modern slavery.

As we move into 2022 this training will be mandatory for all new employees, with re-certification of existing employees required every two years. In addition, our 2022 actions will investigate expansion of these training modules to deepen Red Bull employees understanding of modern slavery and the actions all employees can take in the eradication of it.

INTERNAL ENGAGEMENT AND AWARENESS RAISING

During the 2021 reporting period we continued to educate and engage not only Red Bull Australia employees, but also key Red Bull GmbH Regional (Asia Pacific) and Global (Head Office) leadership teams on Red Bull Australia's commitment to the requirements of the Modern Slavery Act. This included a component within each major quarterly business update, along with detail within our Annual Business Plan highlighting the key actions we will commit to undertaking within the following year (2022).

REPORTING CRITERIA 5: EFFECTIVENESS ASSESSMENT

As the majority of our 2021 actions above are now completed, we have reviewed their effectiveness and categorised them accordingly.

Elements Achieved or Exceeded

- Cross functional Modern Slavery group continued.
- Conducted multiple web-based training modules to all Red Bull employees and ensured completion.



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- Analysed Tier 1 suppliers by spend and issued questionnaire to gain a more in-depth view of their modern slavery risk profiles.
- Reviewed employee Code of Conduct, inclusive of Modern Slavery references.
- Maintained supplier Code of Conduct, inclusive of Modern Slavery references.
- Continued to update the relevant Red Bull Supplier Agreements, inclusive of Modern Slavery clauses.
- Maintained Whistleblower Policy with additional training to be held in early 2022.
- Maintained Red Bull 'Bull of Rights' employee commitment.
- Gained formal approval for an Australian Procurement Manager, demonstrating incremental investment and a dedicated focus to ongoing identification and elimination of modern slavery within our Supply Chain.
- Negotiated Point of Sale Provider, to include a Chain of Custody within agreement, ensuring a transparent supply chain for locally produced marketing material.

We have identified the following areas for further attention during the 2022 reporting period:

- Modern Slavery training modules for our Tier 1 suppliers, provided and funded by Red Bull Australia. This will continue to raise awareness and encourage action, whilst also articulating the importance which Red Bull Australia places on reducing risk deeper within our indirect supply chain.
- Specific formulation of actions/recommendations from Cm3 Questionnaire for Tier 1 respondents. Tabling these regularly at key performance indicator meetings, setting deadlines and ensuring agreed recommendations are appropriately actioned.
- Follow up questionnaire to those Tier 1 suppliers who failed to respond in 2021, or whose response is deemed inadequate, ultimately providing a more thorough understanding of the majority of our procurement spend.
- Additional distribution of the questionnaire to selected Tier 2 suppliers as we seek to more deeply investigate additional partners within our supply chain where risk may be prevalent.

We see this assessment component to be an ongoing process and paramount to driving meaningful change across both internal (employees) and external (partners and suppliers) elements of Red Bull Australia. As such we remain committed to not only positive impacts, but also ongoing compliance, as we continue this journey.

REPORTING CRITERIA 6: PROCESS OF CONSULTATION WITH ENTITIES OWNED OR CONTROLLED

Red Bull Australia Pty Ltd does not own or control any subsidiaries or related entities.

This statement was approved by the board of Red Bull Australia Pty Ltd on 27th June 2022.

Miles Wilson
Managing Director
27th June 2022