



Red Bull Australia Pty Ltd • Level 1, 55 Doody Street • Alexandria 2015 NSW • Australia
Phone: +61 (2) 9023 2800

OUR COMMITMENT

Red Bull Australia Pty Ltd (Red Bull Australia) is committed to mitigating the risks of modern slavery in our operations or supply chain, and to ensuring these risks are continuously assessed and addressed. This is our first Modern Slavery Statement made in fulfilment of the requirements of the *Modern Slavery Act 2018* (Cth) (the Act).

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 are committed to maintaining appropriate safeguards against the mistreatment of persons within our business and supply chain. Our intention is to keep our supply chain transparent. We ensure our suppliers are contractually obliged to manage modern slavery risks and we conduct regular internal audits of our suppliers in pursuit of this objective.

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 OPERATIONS

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 is managed via a third-party logistics partner in all Australian States and Territories.

To support the above, we 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.

Our distribution network consists of approximately 236 customers, delivering to 376 distribution points. 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.



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Our supply chain can be divided into two distinct categories:

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

Finished goods purchased from Red Bull GmbH

All Red Bull finished goods produced for the Australian market are produced 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 sea freight and then warehoused and distributed by local third-party logistics partners.

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 the majority of our annual procurement. Marketing products are also predominantly purchased from Red Bull GmbH.

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 companies that service Red Bull Australia's national offices, state offices and event sites.

Our focus for this reporting period has been on the products and services procured for our Australian operations.

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

To assess and address modern slavery risks in our supply chain, we carefully evaluated potential risk areas, whilst reviewing and analysing sectors and geographic locations with elevated modern slavery risk and whether Red Bull Australia has any suppliers in those risk sectors and locations. While Red Bull Australia has not yet identified any specific instances of modern slavery, we have identified areas in our operations and supply chains where there could be potential for modern slavery risks as described by the Act.

Operational Risks

OUR PEOPLE

People remain the essential ingredient in bringing the Red Bull brand to life. The Red Bull Australia team comprises a head count of 181 individuals working together to realise our company mission; giving wings to people and ideas. Our people are employed in sales, operations, finance, marketing, customer service, IT, human resources and legal functions.

Red Bull Australia’s national headquarters is in Alexandria, NSW with state offices in Brisbane, Melbourne, Adelaide and Perth.



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OUR POLICIES

Red Bull Australia has several policies and processes to help identify and manage potential modern slavery and labour rights risks within the business and its supply chain. These policies are regularly reviewed and updated. The following policies reference our commitment to responsible and ethical business practices and enable grievances to be raised 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 that we implement locally for local suppliers.

Policy	Intent
Employee Code of Conduct	<p>In January 2020, our updated Global Employee Code of Conduct was reshared with all employees to review and sign to acknowledge they had read and understood the Code.</p> <p>The Code of Conduct is 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.</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>
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 encourage their sub-suppliers to comply with them. We expect our Business Partners will take the Code of Conduct into account during the selection process of their sub-suppliers.</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; 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.</p>



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	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.
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MODERN SLAVERY GAP ANALYSIS

WORKING GROUP

Red Bull Australia established a Modern Slavery Working Group (Working Group) with representatives from the following departments: Operations, Legal, Communications, and Work, Health and Safety. Red Bull Australia also engaged an external provider who specialises in the field of modern slavery to provide consultation and support to fulfill our obligations under the Act.

This Working Group reports into the Red Bull Australia leadership team who provide support and further guidance on expectations around the Red Bull Australia's commitment to modern slavery, inclusive of our three-year roadmap.

The Working Group undertook a gap analysis to identify areas of improvement across five key categories:

- management systems
- human resources and recruitment
- procurement and supply chain
- risk management
- customers and stakeholders

The analysis identified gaps and opportunities for better managing our response to modern slavery risks. We have identified future improvements in each of the above categories and will work towards these ongoing.

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 in our products (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).

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



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DATA AT A GLANCE

Percent of procurement spend assessed against modern slavery risk indicators , representing the most material quantum of spend	92%
Number of suppliers assessed against modern slavery risk indicators	258
Supplier spend range analysed (largest to smallest)	\$16.7m to \$50,000
Number of spend categories (goods and services)	23
Number of suppliers with spend below \$50,000	1,629

Key takeaways:

Potential modern slavery risk when analysed by supplier is low, with 29% classified as **low risk** for modern slavery, 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 and while 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.

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 the outcome of our high-level tier 1 supplier analysis does not indicate that these suppliers are knowingly causing or contributing to modern slavery. 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 analysis, Red Bull Australia will focus our attention on continuing to carry out due diligence on these suppliers and ensuring they comply with our intentions and policies set out in this statement.



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RED BULL PARENT COMPANY SUPPLY CHAIN

We procure our finished Red Bull Energy Drinks 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 (via a tier 3 supplier) 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 aluminium 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.

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, in order 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.

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.

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



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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

The following actions were completed in this reporting period. These include actions for enhancing our approaches to modern slavery governance, due diligence, risk and compliance; procurement and supply chain systems and processes; supplier engagement and monitoring; and awareness, training and communications.

Year 1 – 2020

- Modern Slavery Working Group established
- Australian Leadership Team and regional management identify management of Modern Slavery risks as a key compliance indicator
- Roles and responsibilities defined and Position Descriptions updated
- Review of Red Bull Australia supplier list by spend, category and location
- Gap analysis and action plan
- Template contract clauses, Supplier Code of Conduct, Whistle-blower Policy and Bull of Rights updated
- Modern slavery risk framework/risk register reviewed/updated
- Supplier prioritisation
- RFI requirements updated
- Supplier pre-qualification questionnaire in CM3 (supplier pre-engagement questionnaire)

During year two (2021) and onwards we hope to further develop our Modern Slavery program through setting more specific evaluation criteria for high risk contracts/suppliers, carrying out further analysis and internal audit of our supply chain within Australia to engage and audit suppliers who may be considered high risk by category or location. As our Modern Slavery compliance program develops, we will monitor and assess the effectiveness of policies and processes. This will be achieved by carrying out ongoing supplier engagement and training with a continuing view to assessment of Modern Slavery risks being part of Red Bull Australia's routine day to day operations, accompanied by a high level staff awareness and engagement on Red Bull's approach to eliminating modern slavery risks.

ACTION PLAN AND ROADMAP

The Working Group, along with external topic experts, completed a thorough analysis of our existing systems, policies and processes for managing modern slavery risk. This included a gap analysis aligned to modern slavery legislative reporting requirements, documentation of an action plan and development of a roadmap for Red Bull Australia's ongoing obligations.

This roadmap provides a practical guide on gathering relevant information, mapping suppliers, assessing risk, improving processes, and ensuring accountability. Our roadmap will remain the basis for ongoing due diligence in the coming year and be reviewed on an annual basis to ensure we strive for continuous improvement.

INTERNAL ENGAGEMENT AND AWARENESS RAISING

We engaged our leadership team in our modern slavery risk management program and enhanced awareness of modern slavery and human rights, via a formal presentation. Modern slavery training will be developed during 2021 for roll out to the wider employee audience. The training will be in the form of online content which provides educational content, whilst also testing the individual to confirm their understanding.



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CM3 ETHICAL SOURCING SOLUTIONS PARTNERSHIP

We have partnered with a third-party online contractor pre-qualification platform (Cm3 (Greencap)) which supports us in gathering and assessing the potential for modern slavery risks in our supply chain and contractor workforce.

Contractors/suppliers of Red Bull are required to complete the Modern Slavery Risk Review where annual turnover is greater than \$50,000 or where requested by Red Bull Australia. The review forms part of the contractor's annual prequalification process and appears on Red Bull's Business Risk Profile as a key risk assessed and approved by the Cm3 assessor team.

UPDATED SUPPLIER CODE OF CONDUCT

Red Bull GmbH updated its global Supplier Code of Conduct in late 2019. We have also reflected this updated Supplier Code of Conduct into our local documentation in 2020 and have incorporated it into our template supplier agreement. The Supplier Code of Conduct requires our suppliers (and all Business Partners) to sign off against the requirements of the Code, and confirm they are responsible for compliance with the principles outlined therein.

Red Bull retains the right to review our suppliers' compliance with the code. Where non-compliances are identified, our suppliers are obliged to take immediate remedial action.

AMENDED SUPPLIER AGREEMENTS

By way of example, in 2020 we renewed contracts with our primary freight forwarding partner and in doing so included contractual provisions relating to modern slavery compliance. Going forward we will incorporate similar contractual provisions for renewal and new supplier agreements as well as our standard templates.

REPORTING CRITERIA 5: EFFECTIVENESS ASSESSMENT

In 2020 we developed and largely completed the following process indicators as set out above:

- Cross-disciplinary Modern Slavery Working Group established
- Operational gap analysis completed
- Modern slavery action plan and ongoing road map developed
- Australian Tier 1 suppliers analysed and prioritised against modern slavery risk indicators
- Employee Code of Conduct updated
- Supplier Code of Conduct updated to reflect recent amendments to our parent company's Global Supplier Code of Conduct.

In addition, we have commenced updating our Red Bull Australia supplier agreements, which is an ongoing process. In terms of assessing our effectiveness, Red Bull Australia recognises the intention of the Act to encourage a continuous improvement approach to managing modern slavery risks. Red Bull Australia supports this intention and is committed to ongoing compliance as set out in this document.



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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 28 June 2021.

A handwritten signature in blue ink, appearing to read "Miles Wilson".

Miles Wilson
Managing Director
28 June 2021