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MESSAGE FROM THE BOARD

Dear Stakeholders,

mm2 Asia Ltd. (the "Company" or "mm2", together with its subsidiaries, the "Group" or "we" or "us" or "our") has been committed to establish ourselves as a leading media and content production company in Asia and continue to instil our stakeholder's confidence through sustainable performance. We strongly believe that building a sustainable business will be benefiting our customers, our community as well as the environment.

2020 marks the third year of our sustainability reporting journey. During the financial year, we continue to maintain oversight over our sustainability strategies and initiatives along with sustainability risks and opportunities management despite the impact of outbreak of COVID-19 pandemic towards the end of the financial year. We are pleased to communicate our Group's continual commitment, approach and progress towards sustainable business practices.

Our Board of Directors (the "Board") recognise the importance of incorporating Environment, Social and Governance ("ESG") factors into our strategic formulation which would drive us towards the achievement of our sustainability goals as these factors allow us to concentrate on setting performance targets and action plans to build up sustainable value for all stakeholders. The Board continues to oversee and drive the ESG practices across all departments within our Group and ensure that sound ESG initiatives are effectively blend into our business operations and corporate objectives.

We aim to maintain our focus on Asian entertainment and media and strive to be the forerunner in content and entertainment industry. In aligning ourselves with the sustainability goals, we have undertaken a series of efforts to enhance our corporate profile, branding and market awareness in the North Asian markets, and have developed strategic platforms and capabilities to deliver our content to urbanising Asian audiences through cinemas, concerts, virtual reality tour shows and digital platforms.

The global COVID-19 pandemic has affected most businesses in Singapore, including us, but for us, sustainability is about the ability to position and emerge stronger after this crisis. We believe in operating our business in a way that uses limited resources to meet our needs today, while ensuring that these resources will still be available to meet the needs of future generations. Through understanding the needs and expectations of our stakeholders, we are better prepared in strengthening our sustainability position in a post-COVID-19 economy.

On behalf of mm2, we would like to extend our deepest gratitude and sincere appreciation to our stakeholders who have supported and participated in our sustainability journey. As we continue on our journey in 2020 and beyond, we look forward to sharing more of our sustainability initiatives in next year's report.

Sincerely,

Board of Directors of mm2 Asia Ltd

ABOUT THIS REPORT

Report Period and Scope

mm2 has been publishing an annual sustainability report since financial year ended 2018 and this is our third year of reporting our progress towards sustainable development. This report has been prepared in accordance with Global Reporting Initiative ("GRI") Standards (2016) – Core Option. The GRI standards were selected as it is an internationally recognised and widely adopted reporting framework that supplies guidances suited for our business model. This report also takes reference from Rules 711A and 711B of the Singapore Exchange Securities Trading Limited ("SGX-ST") Listing Manual Section B for sustainability reporting.

The scope of this report covers the sustainability performance and practices across our Group from 1 April 2019 to 31 March 2020 ("FY2020"), unless otherwise stated. In our second year of reporting, we have included comparative data reflecting our progress towards our strategic goals as well as our Group's achievements.

External assurance has not been sought this sustainability report and we have relied on internal data monitoring and verification to ensure accuracy.

In line with our commitment towards greater conservation of resources, only electronic copies of this report will be made available at our corporate website: www.mm2asia.com.

Key Reporting Principles

We have incorporated the following principles to develop a comprehensive report:



ABOUT THIS REPORT

Report Contact and Feedback

We value our stakeholders' feedback and we welcome feedback or suggestions on our sustainability performance because we believe that it is essential for our Group to improve continuously. We look forward to your views and suggestions by contacting us at www.mm2asia.com.

ABOUT OUR GROUP

mm2's history dates back to 2008 and our Group's continuous excellence and accomplishment in the content industry since then has distinguished us as Singapore's leading media and entertainment company. Our Group is recognised for our award-winning films, synergised content and platform businesses. We see great potential in developing strategic platforms and seek to invest in several businesses such as award-winning virtual reality, visual effects and computer-generated imagery studio, and event production and concert promotion company, which will enhance competitive advantage of our core business and provide us with options to develop beyond our core business.







The 4 main pillars which drive our Group along this sustainability journey include content creation, distribution and sponsorship, cinema operations, event production and concert promotion, and post-production. Our Group is headquartered in Singapore with integrated businesses across content, immersive media, cinema, event and concert industries operating in Singapore, Malaysia, Hong Kong, Taiwan, China and the United States of America.

We anticipate to strategically grow our business with our regional partners in North Asia and Southeast Asia market as the demand for Asian content continues to rise rapidly and major video streaming services are reporting growing trends of high interest in Asian content. We intend to expand our geographical reach to North Asia through strategic alliances.

Apart from that, mm2 has included both movies and drama series for broadcast networks and video streaming service providers based on Business to Business ("B2B") models and collaborated with Mediacorp, Netflix and Viu to produce commissioned original series as we see a growing demand of original content from the market.

ABOUT OUR GROUP

The Group's Concert and Event, and Cinema operations in Malaysia and Singapore have been greatly impacted by the outbreak of COVID-19 pandemic in the 4th quarter of the financial year and further exacerbated by a stringent set of preventive measures announced by the Government of Singapore known as the "circuit breaker" in April 2020 which restricts movements and interactions amongst Singaporeans and many business to temporarily cease operations. Nevertheless, we have tapped on government support packages to tide over the COVID-19 pandemic and worked with our landlords where our cinemas are located to obtain rental reliefs. As the strong pipeline of Hollywood and Asian movies has accumulated to be released upon reopening of cinemas after the circuit breaker, the Group remains optimistic about the cinema business over the longer term.

The Management of mm2 steers the growth of our Group in tandem with sustainability planning under the guidance of our Board of Directors (the "Board"). We have 211 employees based in our headquarters in Singapore supporting the Management team.



VISION

To be Asia's leading content and entertainment company



MISSION To bring fun, joy and inspiration to people

ABOUT OUR GROUP



GROUP STRUCTURE



VALUE CHAIN

The Group aspires to continuously promote sustainability in our business operations by integrating a sustainable supply chain into our operations of all business verticals starts from content creation and production to its distribution and exhibition. We believe that sustainable supply chain management could drive organisational excellence and delivers desirable business results to the stakeholders.

We continue to evaluate our suppliers to ensure that their performance is aligned with internal criteria established in our Group's Supplier Evaluation Policy and Procedures. The criteria include service excellence, product quality, delivery timeliness, business ethics and reputation. To ensure that all suppliers are capable, accountable and independent, they are required to perform annual declarations and adhere to the Supplier Code of Conduct.

mm2 also makes sure that our risk assessment and management processes are in place for value chain management and ESG aspects are integrated in our supply chain assessment. We maintain a steady pool of suppliers to ensure we have alternative arrangements should any of our suppliers fail to meet our standards.

In FY2020, our Group did not have long term agreements with any key suppliers as services varied from project to project.

EXTERNAL INITIATIVES

Corporate Social Responsibility ("CSR") is both an integral part of our heritage and an essential element to our future success. mm2 believes in fostering strong relationships not only with our customers and business partners, but also with the community we serve. We inspire our team members to give back to the community from the heart where our strategy is carried out in response to make a positive impact on the underprivileged in the community. We have multiple programmes and activities in place that largely involve the Board of Directors ("Board"), employees as well as the local communities.



The major external initiatives by mm2 include:

1. Friends of SG Migrant Workers

In May 2020, mm2 Entertainment collaborates with Gov.sg and Cosmic Ultima Pictures to bring an exclusive 5-part Tamil Variety Capsule Series ('Chumma Kizhi!'), made especially for Singapore's Tamil Migrant Workers through a portal, namely Friends of SG Migrant Workers. This portal is customised to support migrant workers in Singapore through the COVID-19 period by providing information and entertainment to the migrant workers.

2. Scream Asia 2019

mm2 Entertainment and Cathay Cineplexes have organised a Scream Asia Horror Short Film Competition in October 2019 which aims to develop the region's film industry by providing a platform for up-and-coming filmmakers to showcase their talents through directing a horror short film.

Winners of the competition will be awarded a cash prize and one of the top 3 directors will be selected by mm2 Entertainment to develop a feature film. mm2 continues to work with partners such as IMDA to scout for, and develop talents in Singapore's media and entertainment industry.

EXTERNAL INITIATIVES

3. Partnerships with Community Chest

In April 2019, mm2 Entertainment Pte Ltd, a wholly-owned subsidiary of our Group, donated S\$1 of every ticket sold for the mm2-produced Malaysian autism-themed movie - "Guang." The movie proved to be an effective tool to raise popular awareness around autism. Furthermore, in commemoration of Singapore Bicentennial 2019, mm2 Asia made a S\$10,000 donation to Community Chest, in hopes of supporting various groups in need.

4. mm2-NTU Bursary Fund

In 2017, through the NTU Development Office, mm2 set up the mm2-NTU Bursary Fund with the aim to support students who need financial aid to pursue their studies in Digital Animation or Digital Filmmaking. mm2 has pledged to donate a total amount of S\$160,000 between 2017 and 2021, funding 2 bursary awards of S\$6,000 each annually. S\$100,000 of the total donation will go into the Endowed Fund, which allows for the sustainable generation of returns in perpetuity, ensuring the continuity of the mm2-NTU Bursary Fund. mm2 shall continue its support for the fund.

5. 2mm Talent Hub

mm2 Entertainment had initiated a studio, 2mm Talent Hub, where media and entertainment industry enthusiasts can meet, share ideas, explore opportunities and uncover budding talents. Several renowned directors, famous artists and musicians had joined 2mm Talent Hub as members.

MEMBERSHIP OF ASSOCIATION AND AWARDS

Our subsidiary, mm2 Entertainment Hong Kong Limited, is a member of The Singapore Chamber of Commerce (Hong Kong). Being a member of The Singapore Chamber of Commerce help to foster closer economic links and business understanding between Singapore, Hong Kong, People's Republic of China and other countries, and share statistic and information relating to industry which are beneficial to members.

In addition, our CEO is also a member of the Singapore Media Festival advisory board, which contributes professional guidance and advice to Media Development Authority for Singapore Media Festival. The involvement in Singapore Media Festival help mm2 discover the latest trends, talents and content in Asia for film, TV and digital media. We also continuously strive to obtain more accreditations that are key and beneficial to our Group's success and standing within the industry.

<u>Awards</u>

Our Group is committed to delivering customer satisfaction and we have received multiple awards in recognition of our excellence in content creation. We were awarded with the Golden Leopard at the 71st Locarno Film Festival for a Singapore film "A Land Imagined" and the Best Film Award for a Malaysian film, "Guang" at the 21st Shanghai International Film Festival.



Golden Leopard for "A Land Imagined"



Best Film Award for "Guang"

GOVERNANCE AND SUSTAINABILITY APPROACH

The Board and management are committed to continuously enhancing shareholder's value and protecting stakeholder's interests by maintaining high standards of corporate governance, professionalism, integrity and commitment at all levels.

With oversight from the Board on our sustainability strategy and practices, the management implements environmental, social and governance ("ESG") practices across all departments within the Group, ensuring effective integration of sound ESG initiatives into our business operations and corporate objectives. We actively engage our key stakeholders to understand their needs and expectations, addressing their concerns in an appropriate manner.



Conflict of interest policy

In all dealings with our colleagues, business partners, shareholders and suppliers, our Group continues to commit to upholding a culture of keeping out corruption and dishonest behaviour. We have in place a conflict of interest policy and make sure that the policy is made available to all employees to facilitate the management of any potential conflict of interest. We are committed to conducting our affairs in full compliance with all applicable laws, rules and regulations. In FY2020, all of our key management personnel, including our Executive Directors and Executive Officers have completed, and submitted to the Board, the annual conflict of interest disclosures.

Fraud and whistleblowing policy and procedures

Our Group has disclosed in our Corporate Governance Report that whistleblowing avenues are put in place for employees to highlight any inappropriate matters. We have also published the policy on our website https://www.mm2asia.com/corporate-governance.php. The whistle-blowing policies and channels were made available to our employees to raise

GOVERNANCE AND SUSTAINABILITY APPROACH

concerns about possible improprieties on matters such as financial reporting, misconduct, unlawful activities, and dishonest practices.

The Audit Committee ("AC") will take appropriate disciplinary action following the completion of investigation to assure that employees will be protected from reprisals or victimisation for whistleblowing in good faith and without malice. In FY2020, we did not receive any reports on misconduct or malpractice by any of our employees or key management staff. As such, no disciplinary action was taken.

Our sustainability approach

It is vital to execute the established governance framework and policy throughout the strategic and operational level instead of merely embracing it as a guiding principle. We always value stakeholders' input and seek to communicate with them regarding our sustainability efforts in all areas of our business, including the risk management system and internal controls which safeguard stakeholders' interests.

We evaluate the needs and expectations of our key stakeholder groups to maintain mutual relationships and align them with our value creation strategy. With our focus on innovation, we will continue to enter into collaborations to coproduce high quality digital and live content with potential business partners.

STAKEHOLDER ENGAGEMENT

In mm2, we believe that responding to rapidly changing stakeholder interests is crucial in sustaining our business growth and strongly recognise the importance of a meaningful twoway engagement with our six (6) groups of stakeholders to understand their concerns and interests. Effective engagement with stakeholders allows us to better understand their needs and effectively respond through reinventing new brand experience. As we make our mark in new markets, our approach is always to start engaging our key stakeholders as the initial step.

An overview of our approach and expectations with 6 key stakeholders is set out below:

Stakeholder Group	Engagement Activities	Stakeholder's Expectations	Frequency
Customers	Offer various content services to enhance customer experience around Asia	To provide an excellent platform in our cinemas to directly engage the consumers, enhance our brand experience, and build stronger customer relationships	Ad-hoc
Suppliers	Maintain business dealings with suppliers that offer top notch standards in areas such as ethical conducts and workplace standards	To comply with terms and conditions of purchasing policies and procedures, and maintain high ethical standards	Ad-hoc
Employees	Provide training and development courses for employees to remain competitive	To ensure staff rights, welfare, personal development and a good working environment	Ad-hoc
Investors	Hold annual meetings and regular board meetings to keep shareholders updated on the Group's economic performance	To ensure profitability, transparency, timely reporting and fair purchasing practices	Annually/ Ad-hoc
Business Partners	Continue to actively pursue business opportunities to expand and strengthen our capabilities and competencies to become a leading media and entertainment company in Asia	To build main drivers of our Group's growth in the medium-to-long term, with expectation of a higher number of film productions and co-productions coming out of North Asia	Ad-hoc

STAKEHOLDER ENGAGEMENT

Stakeholder Group	Engagement Activities	Stakeholder's Expectations	Frequency
Governments and Regulators	Ensure respectful relationships with regulators and disclose pertinent information in a timely manner	To ensure societal and environmental-friendly business approaches, compliance with regulations, timely reporting and resolution of issues	Ad-hoc

2020 SUSTAINABILITY HIGHLIGHTS



Economic Performance







Diversity and Equal Opportunity

Marketing and Labelling



IRENTIFYING OUR FOCUS

Material topics are reviewed annually by the Board for their continued relevance according to current global and local trends. We also consider external stakeholders' concerns from engagement channels embedded in our daily operations.

In FY2020, through our engagements with stakeholders and prioritisation of material topics, 1 topic disclosed in sustainability report for financial year ended 31 March 2019, namely Effluent and Waste, is no longer identified as material for financial year ended 2019 as this topic has been assessed to have minimal impact to the Group and the stakeholder.



Three (3) material ESG topics were identified and details are provided in the table below. For future sustainability reporting, we will re-evaluate and review our material ESG topics to ensure their relevance to our Group and compliance with GRI Standards.

No.	Торіс	Description
1	Economic Performance	Our economic performance, value generated and distributed to communities where our business operates
2	Energy	Our effort to optimise consumption and management of energy for our business operations
3	Diversities and Equal Opportunities	Our fair employment practices to achieve a diverse and inclusive environment for our employees, providing provide appropriate training and career development for our people
4	Marketing and Labelling	Our compliance to classify our films in accordance to IMDA-enforced Singapore classification guidelines

ECONOMIC PERFORMANCE

		Gross Profit (S\$' 000)		Net Profit (S\$' 000)	
266,187	FY2019	124,199	FY2019	28,716	
235,774	FY2020	89,387	FY2020	6,289	
Cost of Sales (S\$' 000)		Employee Compensation		Net Profit Attributable to	
	((S\$' 000)	Equity H	olders (S\$' 000)	
141,988	FY2019	30,100	FY2019	19,138	
146,387	FY2020	25,210	FY2020	3,274	
	235,774 s (S\$' 000) 141,988	235,774 FY2020 s (S\$' 000) Employe 141,988 FY2019	235,774 FY2020 89,387 s (S\$' 000) Employee Compensation (S\$' 000) 141,988 FY2019 30,100	235,774 FY2020 89,387 FY2020 s (S\$' 000) Employee Compensation (S\$' 000) Net Profit Equity Ho 141,988 FY2019 30,100 FY2019	

In FY2020, the Group continued the strong momentum of growing our portfolio of brands through venturing into content streaming services, digital advertising and brand consultancy services and acquiring shareholding in subsidiaries. Some significant events include:

- In September 2019, the Group has incorporated a wholly-owned subsidiary, DD2 Media Pte Ltd ("DD2 Media"), which focuses in digital advertising and brand consultancy services. DD2 Media's expertise includes research into insights and trends, strategy, media planning, social media management, influencer marketing, website and app development, and buying across multiple digital advertisement technologies such as programmatic, Facebook, Instagram, Google and etc.
- In November 2019, the Group has announced its venture into content streaming services by introducing mPlay Asia ("mPlay"), which is a free-to-use video streaming platform that features quality Chinese-language short-form content. mPlay's launch will focus on key Chinese-speaking markets in Singapore, Malaysia, Taiwan and Hong Kong that supply addressable audience size of over 40 million.
- In the same month, the Group has also acquired the remaining 30% of shareholding in MM2View Pte Ltd ("MM2View"). MM2View is now a wholly-owned subsidiary of the Group. MM2View focuses on development of software for interactive digital media which assist the Group to better position its digital business strategy in content and platform businesses.

ECONOMIC PERFORMANCE



The Group registered a decrease of S\$30.4 million revenue from S\$266.2 million in FY2019 to S\$235.8 million for FY2020, which was mostly arisen from our Core businesses, Cinema segment and Post and Digital Production segment, due to the reschedule of projects and tour shows, and cancellation of lunar new year movies and postponement of Hollywood megamovie releases resulting from the COVID-19 pandemic in the fourth quarter of FY2020.

Nevertheless, the Group is confident that we can meet our fiscal responsibilities and operating capital requirement as we have successfully refinanced our loan facility by entering a 5-year loan of S\$115 million with United Overseas Bank in March 2019. In addition, we believe the demand for quality content will be strong as we own a strong core business order book and our productions can be easily exported across Asian given our Group's global and multi-market presence.

mm2 has also put in place several measures such as fixed cost reductions, productivity improvements and so on to enhance operational efficiency. On top of that, we have obtained available government support packages and are also granted approval from financial institution for repayment deferment, which helped in minimising the impact from COVID-19 pandemic. We foresee a series of Hollywood mega-movies to be released when the COVID-19 pandemic has been effectively contained and thus bringing the Group's economic performance back on track.

Despite the impact of COVID-19 pandemic towards global economy, revenue from Concert and Events segment has seen an increase of S\$5.6 million which was due to higher revenue from its Promotion revenue, where UnUsUaL delivered an exceptional performance during the financial year before the COVID-19 pandemic.

In the following financial year, we target to release the accumulated Hollywood mega-movies once the COVID-19 pandemic is over. Furthermore, we will continue to keep a lookout for potential synergistic business opportunities and to drive the Group's performance with the solid foundation that we have built across all our businesses.



Across our cinemas and offices, electrical energy is consumed for daily operations. Thus, environmental conservation forms an integral part of our sustainability plan and we are responsible for adopting a prudent approach in using our resources at our offices and cinemas to have the least undesirable effects on the environment. We are conscious about our usage of lighting, audio systems, filming equipment and air-conditioning. We do our part to reduce our usage of electricity by adopting energy-saving initiatives wherever possible, monitor consumption levels and engage in cost-benefit analysis of adopting new innovations that improve efficiency.

mm2's energy-saving initiatives in FY2020 continued to focus on managing air-conditioning and lighting within building and cinemas. The Operations team has carried out continuous measures to improve energy efficiency. The following energy-saving measures were implemented:







We are continuously exploring new sustainable practices and areas to achieve our sustainability objective. In FY2020, there was a drop in the energy consumption by 5% from S\$2,494,202 to S\$2,358,995 due to the reduced number of operating cinema halls daily since end of January 2020 and the preventive measures imposed by government to temporarily cease operation for entertainment venues on 26 March 2020 to fight against the Covid-19 pandemic.



We remain committed to our continuous effort to be more energy efficient by refreshing aged equipment and explore new technologies and system improvement to enhance the energy efficiencies of our cinemas and office building. For example, we plan to adopt more efficient lightings such as LED lightings for cinema walkways and lobbies, as well as motion sensor lightings when our operations resume after the COVID-19 pandemic.

RIVERSITY AND EQUAL OPPORTUNITY



We are a diverse organisation that strives to offer equal opportunities for recruitment, career progression and training. In keeping with our organisational values of equal opportunities for recruitment, we adopt the five principles of Singapore's Tripartite Guidelines on Fair Employment Practices. Our Group is geographically diverse, and we are committed to attracting, developing and retaining a diverse and inclusive workforce to ensure both our people and organisation thrive in a global marketplace. We ought to be sensitive to differences in values, traditions, and religions, and respect the approaches to diversity and inclusion. We are to develop locally specific approaches to diversity and promote inclusion, stated in the Code of Conduct for our employees.

As at 31 March 2020, our Group employed 138 staff, of which 82 are female and 56 are male. There was a total of 28 new hires and 19 resignees in the Group during the financial year.



RIVERSITY AND EQUAL OPPORTUNITY

Our Group's commitment to offer equal opportunities for career progression is underscored by the belief that building the capabilities of our employees allows them to enhance their competitiveness and thus benefiting the organisation.

Cathay Cineplexes Pte Ltd

In Cathay Cineplexes, we are dedicated to creating an inclusive culture that truly reflects our values and enables every worker to unlock their potential. Our recruitment process is fair and just. We do not discriminate against race, age, gender, religion or nationality and always hire staff based on aptitude. In FY2020, we reviewed our diversity strategy and created teams with a balanced gender structure. We have a total of 131 employees in FY2020. To drive diversity and underscore our commitment to equal opportunities, we leverage the Media Education Scholarship by the Infocomm Media Development Authority (IMDA) to groom young talents as professionals in the media industry.

In addition, we continue to offer equal opportunities by assessing employees' performance for promotion opportunities on going basis and offer internships to students with mild intellectual disabilities as we believe everyone should be treated fairly and deserve an opportunity to prove their capability.



In FY2021, we will continue to create teams with a balanced race and gender structure and build a basis of diverse educational backgrounds and experiences. Our Group will develop goals and measures on a departmental level to advance our female candidates into roles of different areas.

MARKETING ANR LABELLING

mm2 is committed to best practices and complies with the relevant legislations and requirements.

All of our productions featured in advertisements, marketing collaterals and websites are labelled with the producers' names, authorities' endorsement, production release dates, running time and casts, for clear communication purposes. It is therefore essential that our labelling is comprehensive and concise, allowing our customers to be sufficiently informed of our content production.

All films produced by our Group are rated and evaluated according to the film classification guidelines enforced by the local authority, Infocomm Media Development Authority (IMDA). Our Group is also committed to complying with Films Act 1991 before the release of films. All films are labelled with the film classification on the posters for advertising purposes.

We are also responsible for ensuring that our marketing and advertising activities do not make any ethical breaches. We advertise our content production that adheres to the Singapore Code of Advertising Practice, administered by the Advertising Standards Authority of Singapore (ASAS).

All information disclosed on our websites, advertisements and films is subject to a review process by our marketing team and senior management.

Through our marketing campaigns and product initiatives carried out in FY2020, we had no incidents of non-compliances with local regulations, or with voluntary codes that resulted in a fine, penalty or warning.

Moving forward, we will continue our commitment to responsible marketing and carefully ensure all films are correctly classified according to the guidelines. Moreover, we aim to maintain zero non-compliance incident with the local regulations or voluntary codes.

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