

Our commitment towards sustainability, present and future.

In my role as Bolton Alimentari's Corporate Social Responsibility manager, it is with pride and commitment that I have followed **our company's journey on its route to sustainability**, from the very beginning. Although this concept is often only attributed to the contexts of fishing or energy, we are convinced that only one sustainability model exists, **the one that takes into account every aspect of the supply chain and considers all the individuals who collaborate, either directly or indirectly, with us.**

Based on this knowledge, we work tirelessly **to guarantee Responsible Quality for our entire consumer base; 360° degree quality** in respect of the environment and people, from catch to consumer. In order to achieve this we have decided to concentrate our efforts on four areas of commitment: protection of the health of marine ecosystems, respect for the environment, respect for people, and correct nutrition. We have not only involved all our employees in each corporate division, but also our external stakeholders, including suppliers, large-scale retailers and environmental associations, engaging them in ongoing, relevant dialogue.

Over these past few years we have achieved significant results in **four areas of commitment**. Since 2009, as regards fishing we have supported the initiatives of the **International Seafood Sustainability Foundation (ISSF)**, of which we are founding members and with whom we collaborate actively. One of the recent and most important goals achieved is without a doubt the institution of the **Pro-Active Vessels Register (PVR)**: a register set up **to identify and trace ships that adopt practices in favour of sustainable fishing**, in which all of our vessels are registered. To achieve a lower environmental impact we have **improved the packaging** of our products, not only reducing their thickness in order to use fewer raw materials, but also working towards maintaining **recycling at 95%**. Even the choice of whether or not to print this Report is affected by our commitment to the environment. Publishing it in a digital format has enabled us to give it life within a multimedia environment, thereby maximizing its reach, thanks to a dedicated website, a support video and many other online activities.

On a social level, since 2011, we have collaborated with the **Associazione Banco Alimentare della Lombardia**, to whom, in 2013 alone, we donated more than one million cans of tuna. We continuously strive to make the **entire production chain sustainable and responsible**, through a procurement management model that not only encourages

the growth of local economies, improving the living conditions of the entire community, but also validates our Cermenate plant, ranked number 1 in Europe and amongst the most advanced in the world.

When it comes to nutrition, besides obviously guaranteeing qualitative excellence and the safety of our products, we have committed to **spreading the principles of correct nutrition and the benefits of eating fish**, involving health guru Marco Bianchi in the creation of significant communication projects. Furthermore, in collaboration with EXPO Milano 2015, we have launched the **"Best Food Generation"** project, an initiative dedicated to primary school children throughout Italy in a bid to educate them about dietary matters and spread the culture of healthy eating.

Though we have undertaken a whole series of projects targeted at sustainability over the past few years, our work is by no means over in this area. We still have countless challenges to overcome. First and foremost, we believe it is possible to achieve our goal of **100% tuna caught using sustainable fishing methods by 2017**, thanks to the support of scientific progress which, day after day, helps us to improve fishing methods and identify ideal sourcing areas. Furthermore, we will continue to work on other areas of Responsible Quality including respect for the environment, respect for people and correct nutrition, taking it upon ourselves to spread the culture of sustainability, both within our consumer base and the company itself at all levels.

Lastly, two indications regarding the structure of this Report. The first concerns the division of its contents into six chapters describing Bolton Alimentari's canned fish division, its strategic direction and the four areas in which the Company has concentrated its efforts: fishing and protection of the ecosystem, respect for the environment, respect for people and correct nutrition. The second concerns the structure of the chapters which consist of an introductory part highlighting Bolton Alimentari's principles, a main section outlining how we intend to implement them and a conclusion indicating our commitments for the three-year period 2014-2016.

As you discover the route we have plotted on these pages, I wish you a pleasant read until our next report comes out, by which time I am confident that many more improvements and innovations will have been made.

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Corporate Social Responsibility Direct