



Valdemar Family Sustainability Report

SUSTAINABILITY 360°, OUR STRONG COMMITMENT



Valdemar
BODEGA Y VIÑEDOS

Message from Management

JESÚS MARTÍNEZ BUJANDA, PRESIDENT – VALDEMAR FAMILY

This year, I have once again confirmed that wine is, above all, a pact with the land. A pact that requires us to listen to it, care for it, and act with consistency. At Valdemar, that commitment has a name and a clear roadmap: Sustainability 360°, a unifying project that brings together vineyard, winery, people, community, and innovation to ensure the legacy we want to pass on to future generations.

Our history—more than 135 years, five generations, and two wineries on both sides of the Atlantic—has taught us to be pioneers without losing our essence. Today, that spirit translates into transparent, professional, and family-led management, guided from Oyón and Walla Walla by the fourth and fifth generations, with a governance model aligned with the 2030 Agenda and the SDGs.

CLIMATE ACTION AND RESOURCE EFFICIENCY

We have accelerated concrete measures that are already delivering results:

- 14% reduction in emissions (Scopes 1 and 2) since the 2019/2020 campaign.
- 25% of annual energy self-generated through photovoltaics since 2022, and +31% share of renewable energy compared to the base year.
- 38% reduction in total water consumption since 2019.
- 39% reduction in waste since 2017, driven by circular economy initiatives and responsible purchasing.

These advances encourage us to continue reducing our footprint, increase efficiency, and consolidate eco-design in packaging and materials (lighter weight, certified materials, and simplified formats).

BIODIVERSITY THAT PROTECTS OUR ORIGIN

At Finca del Marquesado, we are developing a pioneering biodiversity project: cover crops, ecological corridors, biological control, and green infrastructure that foster a living agroecosystem. Ecological monitoring confirms high diversity with more than 220 plant species and over 300 animal species, showing positive trends. It is not just about conservation; it is about producing better within a more resilient landscape.

PEOPLE, ACCESSIBILITY, AND INCLUSION

Our team is the driving force behind the project. We promote quality employment, training, safety, and work-life balance. We have also achieved

100% accessibility in wine tourism, with an inclusive sensory methodology and international recognition such as the Best Of Wine Tourism award for Inclusive and Innovative Tourism.

Our collaboration with Asprodema in Rioja and the VITAL Project at Valdemar Estates (USA) reflect inclusion that is real and part of everyday life. In addition, we collaborate with Vital Wines and jointly launched VITAL x Valdemar Rosé 2024 to enhance social impact in the Walla Walla Valley.

QUALITY, SAFETY, AND RESPONSIBLE CONSUMPTION

We integrate quality, food safety, and environmental management into a single Management System that incorporates demanding standards such as BRC. In our communications and experiences, we promote Wine in Moderation, because enjoying wine responsibly is part of our culture and our duty as a winery.

OUR ROADMAP

Sustainability is not a chapter; it is the way we do business. For the coming period, we reaffirm three non-negotiable commitments:

Climate and energy: continue reducing emissions and intensify self-generation and efficiency across all processes.

Territory and biodiversity: expand actions focused on living soils, corridors, and biological control to increase vineyard resilience.

People and community: more training, greater inclusion, and stronger local and sector partnerships to multiply positive impact.

All of this is aligned with our material topics and contributes to the priority SDGs for Valdemar Family (water, energy, responsible production, climate action, life on land, equality, decent work, and partnerships).

Every bottle that bears our name contains landscape, time, and family. To all who accompany us—team members, growers, suppliers, customers, and visitors—thank you for your trust. It compels us—and inspires us—to do better every day.

We will continue working with a simple and ambitious idea: to honour our origins while building the future.

With gratitude,

JESÚS MARTÍNEZ BUJANDA
President – Valdemar Family

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1.

Who We Arex



History and International Presence

With more than 135 years of history, **Bodegas Valdemar** is a family-owned winery from the DOCa Rioja that has maintained a firm commitment to quality, innovation, and respect for the environment across **five generations**. Its origins date back to the late 19th century, when the Valdemar family began making wine in Oyón (Rioja Alavesa), starting a journey defined by the **constant pursuit of excellence and sustainability throughout all winemaking processes**.

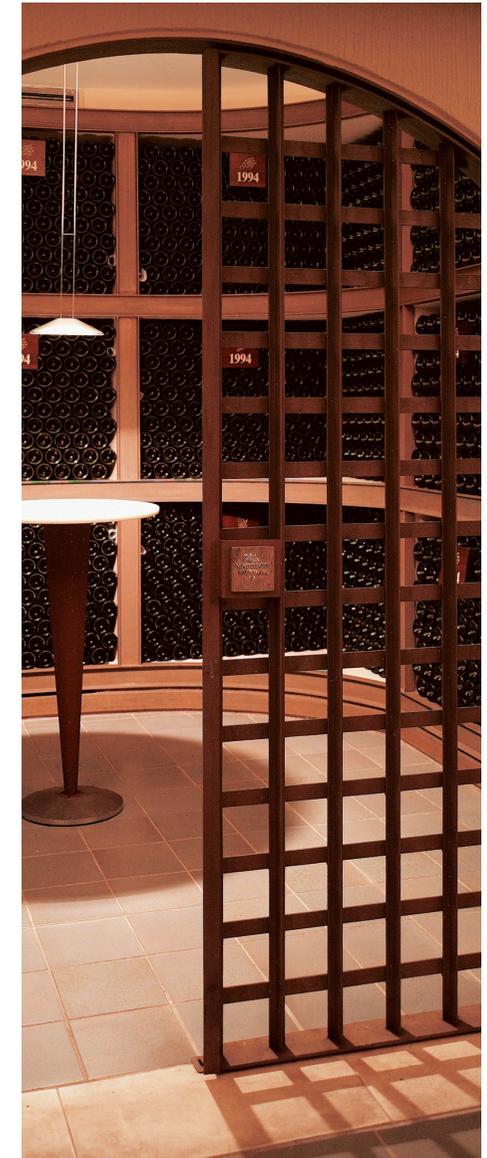
The current winery was founded in 1985 by **Jesús Martínez Bujanda**, fourth generation of the family, who led a project rooted in innovation and the production of estate wines—pioneering within the DOCa Rioja.

Over the decades, the family has successfully combined tradition and forward thinking, driving pioneering initiatives within the Rioja wine sector. Among its most notable milestones is the creation of **Finca Alto Cantabria, one of the first single vineyards** officially recognized by the DOCa Rioja, as well as a **strong commitment to lesser-known native varieties such as Maturana and Graciano**, which today form an essential part of the winery's identity.

Today, the family legacy continues with the fifth generation, represented by **Ana and Jesús Martínez Bujanda**, who lead **Valdemar Family**, the group that brings together the family's winegrowing activities in both Spain and the United States. In 2019, they spearheaded the

opening of **Valdemar Estates** in Walla Walla (Washington State), taking a decisive step in the group's **international expansion** and becoming **the first non-U.S. winery** to establish itself in this prestigious wine region. This project has strengthened the family's international presence and its commitment to a sustainable, accessible, and inclusive wine tourism model, recognized with several international awards.

Today, **Valdemar Family** comprises two wineries—one in Rioja (Spain) and another in Washington State (USA)—both sharing the same philosophy based on sustainability, innovation, and respect for the land. From both sides of the Atlantic, the family continues to craft **wines that express the identity of each territory and reflect the pioneering** and responsible spirit that has defined the Valdemar brand since its origins.



Mission - Vision - Values

MISSION

Valdemar Family's purpose is to craft wines that authentically express the character of each of its vineyards, while respecting the land and the people who make them possible. For more than 135 years, the Valdemar family has worked its own vineyards in Rioja and, more recently, in Washington State (USA), caring for each plot as a living, sustainable ecosystem. Valdemar's mission is **to create honest, sustainable, and inclusive wines** that transcend borders and generate a positive impact on both the natural and social environment.

VISION

To be an **international benchmark in sustainable viticulture, accessible wine tourism, and oenological innovation**, combining family legacy with a forward-looking perspective. Valdemar Family aims to establish itself as a model of responsible wine business, capable of integrating tradition and deep knowledge of terroir with new technologies, respect for biodiversity, and a firm commitment to the United Nations 2030 Agenda.

VALUES



Estate viticulture and respect for terroir



Sustainability and environmental commitment



Accessibility and inclusion



Innovation and internationalisation



Family Legacy

With more than 135 years of history and five generations dedicated to winemaking, **Valdemar Family** has built a legacy grounded in estate viticulture, sustainability, and innovation.

The Valdemar family **farms all of its own vineyards**, ensuring full traceability and authenticity in every wine.

Over four decades, it has developed iconic brands such as **Conde Valdemar, Valdemar Inspiración, and La Gargantilla**, and has taken its philosophy beyond Rioja with the creation of **Valdemar Estates** in Walla Walla (USA).

Today, all its wines are **100% vegan**, reflecting an ethical and environmental commitment that brings together tradition and the future.



Recognition

The constant pursuit of excellence, innovation, and sustainability has been reflected in the numerous national and international awards that Valdemar Family has received throughout its history.

In 2019, **Finca Alto Cantabria** was officially recognized by the D.O.Ca. Rioja as a **Viñedo Singular** (Single Vineyard), a distinction that certifies the exceptional quality of its grapes and its historical significance within the territory. This recognition marked a milestone in the winery's history, reinforcing its commitment to precision viticulture and the value of origin.

In recent years, the wines of **Bodegas Valdemar (Rioja)** and **Valdemar Estates (Washington State)** have earned **high scores and gold medals** from the world's most prestigious wine competitions and publications, consolidating the family's international reputation.

These accolades demonstrate the **consistency of quality and the international character** of Valdemar Family, whose philosophy combines respect for the land and Rioja tradition with the ability to innovate and craft wines of prestige in two hemispheres.



GLOBAL SUMMARY OF AWARDS AND RECOGNITION

- **More than 30 medals** in leading international competitions, including the Decanter World Wine Awards, International Wine Challenge, International Wine & Spirits Competition, Mundus Vini, and the Berliner Wine Trophy, among others.
- **More than 20 wines scoring 93 points or higher** in leading specialist publications such as Decanter, Wine Spectator, Wine Enthusiast, James Suckling, Tim Atkin, and Guía Peñín.
- **Recognition of Finca Alto Cantabria as a Viñedo Singular** by the D.O.Ca. Rioja, a symbol of viticultural excellence and sustainability.
- **Consistent presence of Valdemar Family wines**—both from Rioja and the United States—in the **world's most prestigious international wine guides and rankings**.

Wine Spectator

Peñín

WINE ENTHUSIAST

JAMES SUCKLING.COM 

Tim Atkin^{MW}



Governance

Valdemar Family is a **family-owned, independent** wine group whose management and leadership are founded on transparency, ethics, and long-term sustainability. The company is chaired and led by the **fourth and fifth generations of the Valdemar family**, ensuring continuity of its founding values and a strategic focus on quality, innovation, and social responsibility.

CORPORATE STRUCTURE

Valdemar Family comprises two wineries with distinct identities that share the same philosophy:

- **Bodegas Valdemar S.A.**, based in Oyón (Rioja Alavesa), where **viticulture, winemaking, sales and marketing, wine tourism, sustainability, and corporate communications** are centralized.
- **Valdemar Estates LLC**, based in **Walla Walla (Washington State, USA)**, dedicated to the production and commercialization of wines from the Washington State AVA, as well as wine tourism and gastronomic experiences at its facilities.

Both entities share a common governance model, overseen from the headquarters in Oyón, which defines the strategic policies and global sustainability plans of Valdemar Family.

GOVERNING BODIES

The group's strategic management is led by:



Ana Martínez Bujanda (CEO - 5th generation):

Leads the group's global strategy and operations from Oyón (Spain), driving sustainability, viticulture, wine tourism, and organizational development.

Jesús Martínez Bujanda (Presidente - 4th generation)

Responsible for the group's global vision and the continuity of the family legacy.

Jesús Martínez Bujanda (5th generation):

Leads Valdemar Estates (USA) and supports the group's international expansion and the consolidation of Valdemar Family's sustainable management model.

MANAGEMENT AND DECISION-MAKING MODEL

The governance model is based on **consistency between family tradition and professionalised management**. Strategic decisions are taken at regular meetings of the Management Committee and are aligned with the **Sustainable Development Goals (SDGs)** and the principles of **the Sustainable Wineries for Climate Protection (SWfCP) programme**.

Valdemar Family promotes internal participation and transparency through open communication channels, ensuring the involvement of all employees in sustainability, innovation, and continuous improvement projects.

Ethics and Fairness

CODE OF ETHICS AND ITS SOCIAL BENEFITS

The **Valdemar Family Code of Ethics** sets out the principles governing the conduct of all individuals and entities linked to the group. This document forms the foundation of the **responsible and transparent behaviour** that has characterised the Valdemar family for more than 135 years and reflects the company's commitment to legality, integrity, and sustainability.

Its aim is to ensure that all group activities—both in Spain and in the United States—are carried out in accordance with the highest ethical standards, fostering trust, mutual respect, and shared value creation among employees, customers, suppliers, and local communities.

The Code outlines core commitments regarding **regulatory compliance, equal opportunities, professional integrity, protection of human rights, and environmental stewardship**, applicable across all areas of the organisation. It also establishes clear guidelines of conduct for governing bodies and all members of Valdemar Family, encouraging cooperation, transparency, and both individual and collective responsibility.

BASQUE COUNTRY TOURISM CODE OF ETHICS

The **Basque Country Tourism Code of Ethics**, promoted by **Basquetour - Gobierno Vasco**, fosters responsible, sustainable, and inclusive tourism. **Valdemar Family** is currently in the **process of joining and obtaining certification**, further reinforcing its commitment to an ethical tourism model that respects the environment and the local community.

COMPLIANCE

The Compliance function aims **to promote business activities that fully adhere to applicable regulations**.

At Valdemar Family, we are committed to implementing and strengthening a corporate culture of compliance across the group, with the goal of achieving **orderly and responsible management** of our companies, as well as a **culture of integrity, transparency, and respect for legal and ethical standards** in all our activities.

Through this programme, we express our **firm rejection of any irregular conduct in the course of our business**, particularly behaviours that by their nature could constitute potential offences, the prevention of which is a primary objective of our Corporate Compliance Programme.



Risk and Opportunity Management

At Valdemar Family, we understand risk and opportunity management as a key tool to ensure sustainability and continuous improvement. Each year, we carry out an internal and external analysis in accordance with **ISO 14001**, to identify factors that may influence our environmental performance and our relationship with stakeholders.

Among the main risks identified are those arising from **climate change, the availability of natural resources, and shifts in consumer trends and regulatory requirements**. In response, we develop preventive actions and adaptation plans that enable us to anticipate the challenges facing the sector.

This approach also helps us identify **opportunities for improvement**, such as energy efficiency, responsible water management, waste reduction, and innovation in sustainable packaging.

Thanks to this holistic perspective, Valdemar Family strengthens its commitment to a more **responsible, resilient management model aligned with the environmental and social challenges of the future**.



Valdemar Family's Commitment to Sustainable Development

SUSTAINABILITY 360°

Sustainability 360° is the project promoted by Valdemar Family **to secure the legacy we want to leave to future generations** and to demonstrate our strong commitment to sustainability at an international level, both in Rioja.

“Sustainability is about protecting the planet, slowing climate change, and fostering social development without putting life on Earth at risk and without leaving anyone behind.”

This is our goal as a company, and we believe it is only achievable if every area of the organisation is involved. We want to leave the best possible legacy to future generations.

Through the areas described in this report, we aim to provide full scope and encompass all the departments that support our organisation. We aspire to be a 360° project—unifying, integrated, and indivisible.

Respect for the land is our primary objective, and from this commitment emerges the core of our **SUSTAINABILITY 360°** initiative, from which all other areas are structured, including inclusivity, environmental improvement actions in the winery, and transparency.

Our vineyard biodiversity project is pioneering and innovative in Rioja. It reflects our philosophy and

our way of understanding viticulture—one that we will continue to protect and strengthen over time.

A FIRM COMMITMENT TO THE SDGS AND THE 2030 AGENDA

At Valdemar Family, we understand sustainability as a cross-cutting pillar of all our activities. Our strategy is aligned with the **United Nations 2030 Agenda**, and we actively work to contribute to the **Sustainable Development Goals (SDGs)** from our wineries in Rioja.

Sustainability is not merely a statement of intent; it is part of our DNA and is translated into concrete actions in our vineyards, in the winery, in waste management, in labour relations, and in social inclusion.



PKEY MATERIAL TOPICS AND THEIR CONTRIBUTION TO THE SDGS

Based on the analysis carried out, we have identified the following **priority material topics**, due to their high impact on Valdemar Family and their relevance to our stakeholders:

3 GOOD HEALTH AND WELL-BEING



Through the Wine in Moderation programme, responsible wine consumption and a healthy lifestyle are promoted during visits and across communication initiatives.

5 GENDER EQUALITY



Promotion of genuine equal opportunities in recruitment and professional development, with particular attention to female representation across all areas.

6 CLEAN WATER AND SANITATION



Optimisation of water use in the winery: reduced consumption, leak detection and control, installation of efficient systems, and elimination of water-based lubricants.

7 AFFORDABLE AND CLEAN ENERGY



Use of renewable energy through green energy sourcing, installation of solar panels, and improved energy efficiency in lighting and climate control systems.

8 DECENT WORK AND ECONOMIC GROWTH



Generation of stable, local employment, collaboration with special employment centres such as Asprodema, and the implementation of wellbeing and work-life balance policies.

10 REDUCED INEQUALITIES



Labour inclusion of people with disabilities, 100% accessible wine tourism, and the removal of physical, sensory, and cognitive barriers.

11 SUSTAINABLE CITIES AND COMMUNITIES



Cooperation with the local environment: participation in local associations, promotion of accessible and cultural tourism, and sourcing from km 0 (local) suppliers.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Eco-design policies, waste reduction, valorisation of by-products, sustainable procurement, and reduced packaging weight.

13 CLIMATE ACTION



Sustainable Wineries for Climate Protection certification, carbon footprint reduction, use of clean energy, and implementation of mitigation strategies.

15 LIFE ON LAND



Pioneering biodiversity project at Finca del Marquesado, with more than 300 species identified, the use of cover crops, and natural pest control practices.

17 PARTNERSHIPS FOR THE GOALS



Active participation in FEV, collaboration with universities such as UNIR and Wintour, partnership with Fundación Asprodema and Equalitas Vitae, and involvement in collective initiatives such as the Pacto Verde.

RELATIONSHIP WITH OUR STAKEHOLDERS

At Valdemar Family, we understand sustainability as a process that is only possible when it is built through dialogue and collaboration with all the stakeholders that form part of our ecosystem. For this reason, we have identified our key **stakeholder groups** and maintain an active, close, and transparent relationship with each of them.

Through daily contact, partnerships, events, winery visits, surveys, and digital channels, we foster ongoing listening that allows us to understand their expectations, identify opportunities for improvement, and generate shared value.

This participatory approach helps us make more informed decisions, build long-term trust, and strengthen our commitment to a more responsible, innovative, and inclusive winegrowing model.



SUPPLIERS



EMPLOYEES



CUSTOMERS

END CONSUMERS



**OWNERS AND
SHAREHOLDERS**



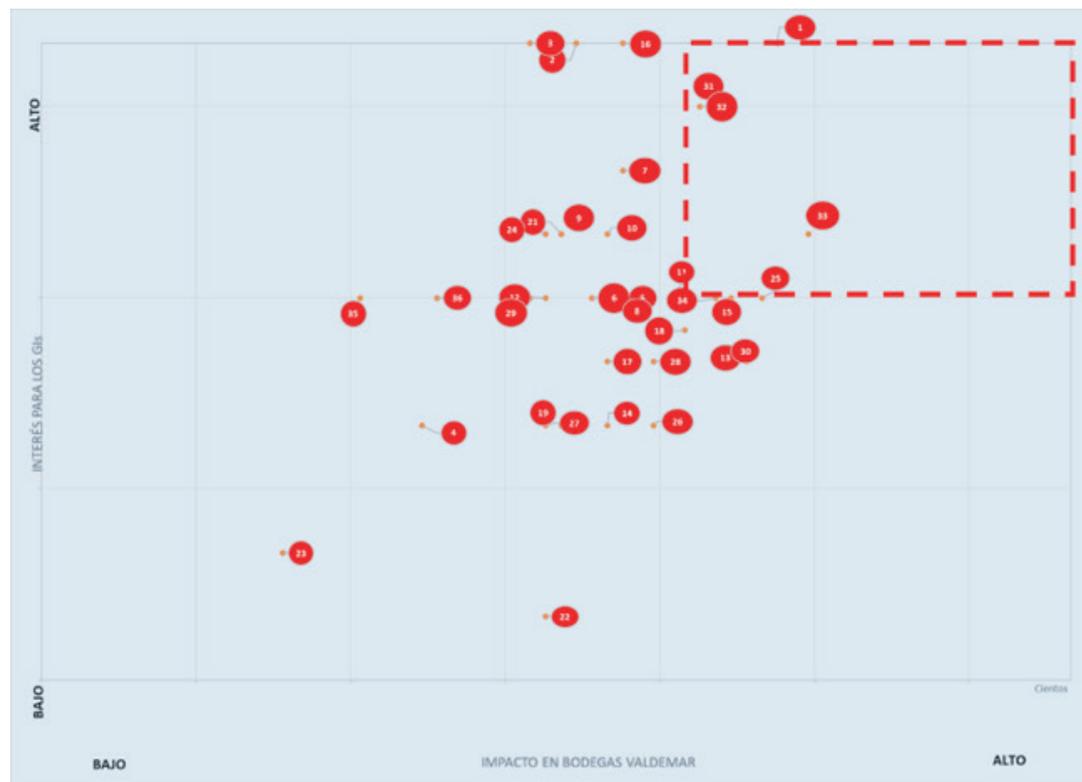
**LOCAL
COMMUNITY**



**PUBLIC AUTHORITIES
AND ADMINISTRATIONS**



1. Profitability
2. Financial indebtedness
3. Tax obligations
4. Pollution prevention
5. Waste management
6. Circular economy
7. Efficient use of energy
8. Responsible water use
9. Decarbonisation
10. Biodiversity
11. Creation of quality employment
12. Training and development opportunities
13. Equality and diversity
14. Work-life balance
15. Occupational health and safety
16. Workplace climate
17. Social dialogue
18. Talent attraction and retention
19. Social commitment
20. Volunteering
21. Alliances and partnerships
22. Responsible purchasing
23. Human rights
24. Legal compliance
25. Good corporate governance
26. Unfair competition
27. Transparency and clear language
28. Ethical and responsible supplier management
29. Integrated risk management
30. Cybersecurity and data protection
31. Product quality
32. Product and process innovation
33. Consumer health and safety
34. Quality, food safety, and sustainability certifications
35. Customer service
36. Technological development and digital transformation



IDENTIFIED STAKEHOLDER GROUPS

Within the framework of our 2025 materiality analysis, we have updated the priority material topics that generate the greatest impact for our stakeholders and that, at an internal level, may represent a higher financial risk or opportunity.

In 2024, Valdemar Family reviewed its **materiality analysis** with the aim of identifying the most relevant environmental, social, economic, and governance aspects for both the organisation and its stakeholders. This strategic exercise allows us to align our sustainability priorities with external expectations and with our real impact as an international wine group.

To do so, two key dimensions were assessed for each aspect:

- **Impact on Bodegas Valdemar**
- **Level of interest of the identified stakeholder groups**

Each aspect was scored across both dimensions, and a **final average score** was obtained, determining its level of strategic priority.

As a result of this prioritisation process, the most **significant topics** are highlighted in green.

This materiality analysis reinforces our conviction that sustainability is not an isolated area, but rather a **cross-cutting strategy** that permeates all dimensions of the business: economic, social, environmental, and ethical. It enables us to focus our efforts on what truly generates shared value, both for the organisation and for society as a whole.



2.

Human Capital



Our Team, Our Driving Force

At Valdemar Family, we believe that people are the soul of our organisation. That is why we are committed to creating a safe, motivating, and inclusive working environment that fosters the personal and professional development of every team member.

From the vineyard to the tasting room, the commitment, talent, and vocation of the people who make up Valdemar are the foundation on which we build our legacy.

We have a stable, multidisciplinary team that is deeply committed to the values that define us: sustainability, innovation, accessibility, and excellence.

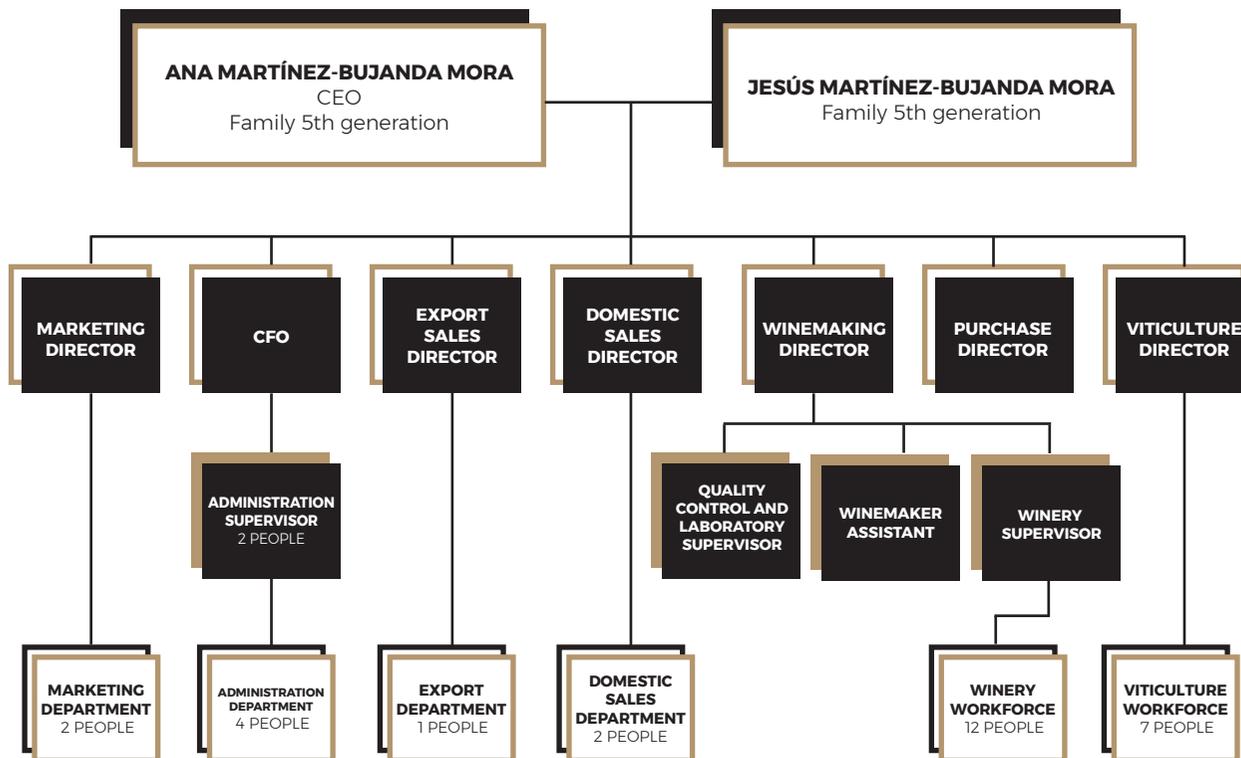
OUR TEAM

In 2025, Valdemar Family's human team is made up of 45 people, all of them based at our headquarters in Oyón (Rioja Alavesa).

The team is organised into the following areas:

- Viticulture and vineyards
- Production and winery operations
- Logistics and operations
- Wine tourism and hospitality
- Marketing and communication
- National and international sales
- Administration and customer service
- Innovation and sustainability

More than 80% of our employees have been with the company for over five years, reflecting a high level of loyalty and mutual commitment.



Wellbeing and Talent Attraction

In recent years, we have consolidated a range of work-life balance and wellbeing measures to improve the quality of life of our teams:

- Compressed working hours since 2020
- Flexible working hours for administrative positions
- Remote work options to support work-life balance
- Internal training plan in key areas such as sustainability, accessibility, and customer service
- Internal team-building and recognition activities, including celebrations, internal tastings, and open days for employees' families

In addition, **Valdemar Family actively supports the professional development of its team.** We therefore **finance advanced training programmes, such as specialised master's degrees,** enabling our professionals to expand their knowledge, advance their careers, and bring a more strategic and innovative perspective to the organisation. We firmly believe that **talent is the best investment,** and that continuous training directly contributes to improving our processes, products, and corporate culture.

Valdemar is recognised for its innovative, inclusive, and sustainable approach, which allows us to attract young talent and highly qualified professionals interested in developing a purpose-driven career in the wine sector.

We also collaborate with educational institutions

and training programmes, hosting interns from the **Wintour Master's**, Universidad de Navarra, Universidad de La Rioja, **UNIR**, as well as **local vocational training centres,** thereby strengthening the link between the academic environment and the reality of the sector.

Equality, Diversity, and Inclusion

At Valdemar Family, we promote a working environment based on equal opportunities, respect, and diversity. Our **Equality, Diversity, and Inclusion Policy** ensures non-discrimination and work-life balance, while promoting balanced participation of women and men at all levels of the organisation. This commitment is an essential part of our corporate culture and contributes directly to the Sustainable Development Goals, particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth).

In order to eliminate any form of gender-based discrimination, we have implemented a **Harassment Prevention Protocol**, as well as a **Code of Conduct and Professional Ethics.** In line with this, we reject any form of discrimination or harassment and reinforce this stance through mandatory training for all employees.



Occupational Health and Safety

At Valdemar Family, the health and safety of our team is an absolute priority. We have an **up-to-date Occupational Risk Prevention Plan**, tailored to the specific needs of each work area, including vineyards, winery operations, logistics, and visitor services.

Key actions include:

- **Mandatory periodic training** in risk prevention for all staff
- Coordination with an external **Occupational Health and Safety Service** for health surveillance
- Specific protocols for working at height, handling machinery, oenological products, and confined spaces
- **Adaptation of facilities** in line with accessibility regulations, signage, and ergonomic requirements
- Continuous review and improvement of **Personal Protective Equipment (PPE)**

During 2024, a new **digital platform was implemented to record and monitor preventive measures**, and signage and access points were reinforced in sensitive work areas.

Consumer Health and Safety

In addition, Valdemar Family holds the **BRC (British Retail Consortium) certification**, one of the most demanding international standards for **food safety**. This certification ensures that our processes strictly comply with requirements related to hygiene, risk control, traceability, and good manufacturing practices.

As a result, it guarantees not only the safety and confidence of consumers, but also contributes to the protection, training, and professional development of the teams involved in the production of our wines.



3.

Sustainability 360°



Our Commitment as Valdemar Family, Aligned with the 2030 Agenda

“The 2030 Agenda for Sustainable Development is a plan of action for people, the planet, and prosperity, and it also seeks to strengthen universal peace and access to justice.

The 193 Member States of the United Nations approved a resolution recognising that the greatest challenge facing the world today is the eradication of poverty, and affirming that without achieving this goal, sustainable development cannot be attained.

The Agenda sets out 17 Goals with 169 integrated and indivisible targets covering the economic, social, and environmental spheres. By adopting it, States committed to mobilising the necessary means for its implementation through partnerships, with particular focus on the needs of the poorest and most vulnerable.”

Our objective is to work on the priority goals and ensure they are aligned with the objectives set out in the Multi-stakeholder Forum for Social Transition and the 2030 Agenda in the Basque Country.

GLOBAL VISION OF THE MODEL

At Valdemar Family, we understand sustainability as a cross-cutting and ongoing commitment, embedded in our corporate strategy and in every decision we make. Our **Sustainability 360°** model addresses the **environmental, social, economic, and cultural** dimensions in a holistic manner, ensuring coherence across our actions in the vineyard, the winery, wine tourism, and our relationship with the surrounding community.

INTEGRATION OF AREAS

Valdemar Family consolidates a business model that integrates sustainability and competitiveness, where each area contributes in a coordinated way, guided by the principles of the Sustainable Development Goals (SDGs) and by a shared purpose: to generate a positive impact on people, the territory, and the environment.



Vineyard and Biodiversity

PIONEERING PROJECT AT FINCA DEL MARQUESADO: BIODIVERSITY INITIATIVE

Bodegas Valdemar is developing a pioneering biodiversity conservation project at Finca del Marquesado (Rioja), **integrating wine production with the active protection of natural ecosystems.** This project, included in the **Biodiversity Improvement Plan (BIP)**, forms part of the global Sustainability 360° strategy and is aligned with the **European Biodiversity Strategy 2030 and the Sustainable Development Goals (SDGs) of the United Nations.**



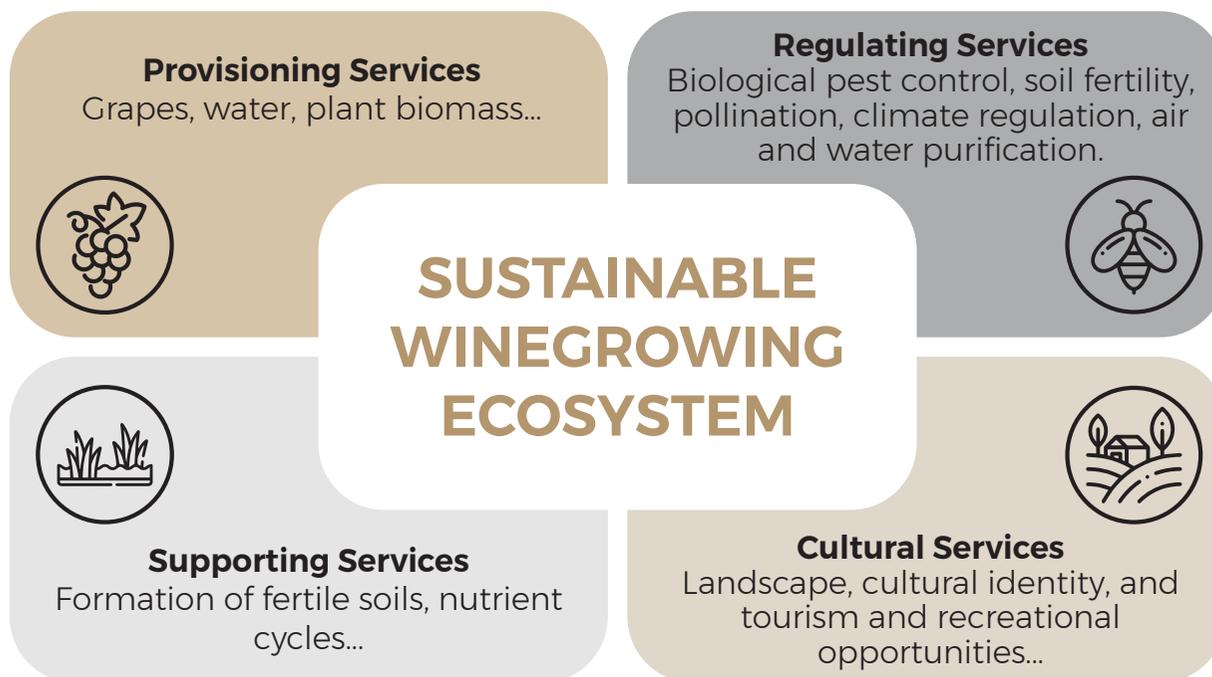
Its main objective is to **reconcile agricultural activity with the conservation of habitats and native species**, restoring degraded natural areas and promoting coexistence between vineyards, wildlife, and surrounding flora.

ECOSYSTEM SERVICES GENERATED BY THE PROJECT

The design and management of Finca del Marquesado are based on the principle that **an agroecosystem is more sustainable the more closely it resembles a natural ecosystem in both structure and function.**

In this way, interactions between fauna, flora, and soil create a network of **ecosystem services** that benefit both the environment and society.

According to the classification established by the **FAO** and the **United Nations**, these services are grouped into four categories.



ACTIONS

The Biodiversity Improvement Plan includes a set of specific and measurable actions designed to preserve natural balances and reduce the impact of agricultural activity.



Establishment of permanent flowering cover crops



Use and enhancement of non-productive areas



Reinforcement of vegetation



Use of organic matter



Pheromone-based pest control systems



Diversity of plantings



Creation of native woodland areas



Biological corridors



BIODIVERSITY RESULTS

The ecological monitoring carried out at Finca del Marquesado over recent years has made it possible to assess in detail the evolution of biodiversity and the positive impact of the measures implemented. The results show a **progressive and sustained recovery of biological richness** in the area, consolidating this estate as a benchmark for sustainable viticulture in Rioja.

The flora and fauna inventories developed within the framework of the **Biodiversity Improvement Plan** reveal a **high diversity of species** and an improvement in the ecological balances associated with the vineyard.

BIODIVERSITY RESULTS

FLORA

More than 220 species identified



FAUNA

More than 300 species recorded



BIOINDICATORS

Insectivorous birds, bats, and butterflies showing a positive trend



ECOLOGICAL TREND

Progressive increase in species richness and ecological balance



These results confirm that the combination of cover crops, biological corridors, and natural pest control **has fostered the consolidation of a balanced and functional agricultural ecosystem**, in which the vineyard coexists in harmony with native flora and fauna.



LIFE ON LAND ECOSYSTEMS

The biodiversity project at Finca del Marquesado is aligned with **SDG 15 - Life on Land**, and specifically with targets **15.1, 15.3, and 15.5**.

The actions are structured around three main lines of work.



A.

SOIL AND VEGETATIVE COVER

(Target 15.3 – “Combat desertification and restore degraded land”)

- Adoption of **biodiverse**, permanent, and spontaneous **cover crops**
- Promotion of **minimum tillage** and conservation of soil structure
- Increase in organic matter and improvement of the soil's water retention capacity

B.

ECOLOGICAL CORRIDORS AND NATURAL HABITATS

(Target 15.1 – “Conservation, restoration and sustainable use of terrestrial and freshwater ecosystems”)

- Conservation and restoration of natural landscape features as defined by the Ministry of Agriculture
- **Restoration of field margins, streams, and riparian areas** using native vegetation
- Design and maintenance of biological corridors and biodiversity islands that connect agricultural and natural areas

C.

CONSERVATION OF BENEFICIAL FAUNA

(Target 15.5 – “Reduce habitat degradation and halt biodiversity loss”)

- Installation of **nest boxes, insect hotels, and bat shelters**
- Implementation of **integrated biological control** using pheromones and mating disruption techniques
- **Annual monitoring of bioindicator species** and shelter occupancy

The work carried out at Finca del Marquesado demonstrates that viticulture can be a **driving force for environmental conservation**, contributing to territorial resilience, ecosystem balance, and the fulfilment of the international commitments assumed by Valdemar Family within the framework of the **2030 Agenda**.

Winery Sustainability

Winery sustainability is one of the core pillars of Valdemar Family's environmental commitment. Our strategy focuses on reducing the environmental footprint of our activity through responsible resource management, energy efficiency, circular economy practices, and the application of eco-design criteria across all production processes.

CARBON FOOTPRINT AND ENERGY

Since the 2019/2020 campaign, we have measured the winery's **carbon footprint** for **Scopes 1 and 2**, corresponding to direct and indirect emissions from energy consumption. We have an **emissions reduction plan** with defined and measurable targets, through which we have achieved a **14% reduction** compared to the base year.

In terms of energy, since 2022 we have operated a **photovoltaic solar installation**, enabling us to **self-generate approximately 25%** of the total energy consumed annually. In addition, since 2019/2020 we have increased the share of **renewable energy by 31%** of total energy use.

WATER: REDUCTION AND CONTROL OF CONSUMPTION

Water is an essential resource in our operations, which is why we apply **efficient and responsible management** throughout all stages of the production process. Since 2019, and in line with our reduction plan, we have achieved a **38% reduction in water consumption** compared to the base year.

WASTE: REDUCTION AND VALORISATION, SUSTAINABLE PURCHASING

Since 2017, the winery has implemented a **waste reduction and valorisation plan** aimed at minimising environmental impact and promoting circular economy practices. Thanks to the measures adopted, we have achieved a **39% reduction in waste generation** compared to the base year.

We also promote **selective separation at source** and ensure waste is delivered to **authorised managers**, guaranteeing proper treatment and valorisation.

In parallel, we are finalising the implementation of a **Responsible Purchasing Procedure**, designed to prioritise the acquisition of products and services that are environmentally friendly and produced under socially and ethically fair conditions.

ECO-DESIGN, REDUCTION OF PACKAGING WEIGHT, STANDARDISATION OF CAPSULES

In the area of packaging, we incorporate eco-design criteria to reduce the environmental impact associated with our products. Key measures include:

- **Reduction in bottle weight**, thereby lowering transport-related emissions.
- **Standardisation of capsules and closures**, optimising purchasing, storage, and recycling processes.
- **Use of certified materials** (FSC or PEFC) for boxes, labels, and communication materials.
- **Simplification of formats and secondary materials**, prioritising recycled and recyclable options.

WINERY SUSTAINABILITY

In the environmental sphere, we work around four main objectives:



Reducing our carbon footprint



Increasing the use of alternative energy sources



Optimising water use and management



Reducing and valorising waste, promoting responsible purchasing



SCOPE	KEY INDICATOR	RESULT ACHIEVED	BASE YEAR REFERENCE
 <p>CARBON FOOTPRINT</p>	Reduction of CO ₂ emissions (Scopes 1 and 2)	-14%	Since the 2019/2020 campaign
 <p>ENERGY</p>	Energy self-generated through solar panels	25% of total consumption	Installation since 2022
 <p>WATER</p>	Reduction in total water consumption	-38%	Compared to 2019
 <p>WASTE</p>	Reduction of waste generated at the winery	-39%	Compared to 2017

Sustainable and Accessible Wine Tourism

100% INCLUSIVE AND AWARD-WINNING WINE TOURISM

Bodegas Valdemar has developed a pioneering model of inclusive wine tourism, becoming **the first winery in Europe and worldwide** to offer **100% accessible and inclusive tourism experiences**, both at its winery in Rioja (Spain) and at Valdemar Estates (USA).

The project is based on the principle of **equal opportunities** and on the right of all people to enjoy wine culture without barriers. Unlike “adapted” proposals, Valdemar’s experience has been designed from the outset so that everyone—with or without disabilities—can participate on equal terms.

The concept is supported by a sensory methodology known as **“THE SENSES THAT UNITE US”**, built around smell, touch, and taste—senses shared by 99% of the population. In this way, the visit becomes a sensory, inclusive, and educational experience, allowing visitors to connect with wine culture from a universal perspective.

This commitment to inclusion was recognised with the **Best Of Wine Tourism 2020 International Award** in the category of **Inclusive and Innovative Tourism**, granted by the Great Wine Capitals network. This distinction *подтвержж* Valdemar’s leadership in promoting accessibility and equality within the wine tourism sector.



UNIVERSAL ACCESSIBILITY

The development of the accessible visit required one year of research, space adaptation, and staff training, ensuring **sensory, cognitive, physical, and organic** accessibility throughout the entire visitor journey.

DIMENSIONS OF UNIVERSAL ACCESSIBILITY AT BODEGAS VALDEMAR



AUDITORY



VISUAL



COGNITIVE



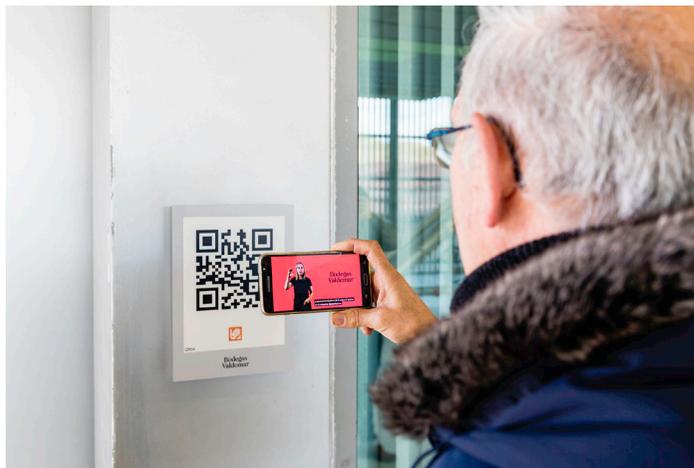
PHYSICAL



ORGANIC

Among the main initiatives implemented are:

INTERNATIONAL SIGN LANGUAGE



SENSORY RESOURCES

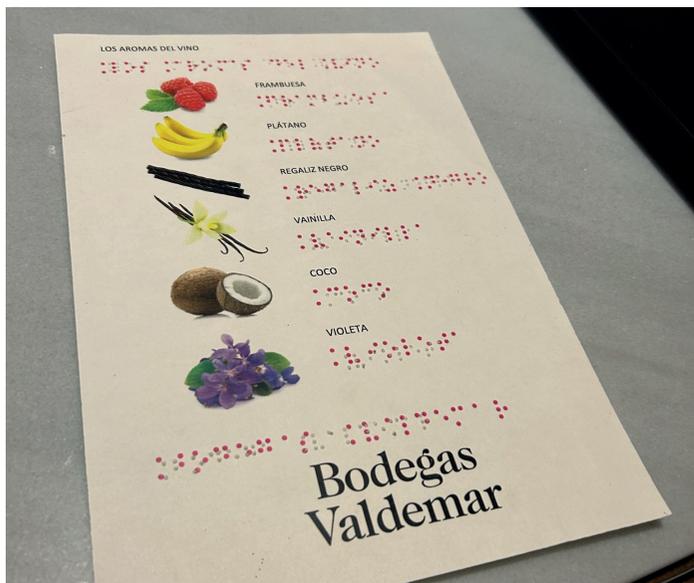


STAFF TRAINING

The wine tourism team holds the “Care for People with Special Needs” certification, awarded by Equalitas Vitae, an organisation specialised in accessible tourism.

All these measures consolidate Valdemar’s commitment to Universal Accessibility, understood not only as the removal of physical barriers, but also sensory and cognitive ones. The aim is to guarantee autonomy, privacy, and equal opportunities for everyone, promoting a fully inclusive wine tourism model.

ADAPTED MATERIALS



ACCESSIBLE INFRASTRUCTURE



ON-SITE SUSTAINABILITY OUTREACH

Wine tourism at Bodegas Valdemar is conceived as a tool for **environmental and social education and awareness**, allowing us to convey directly to visitors the sustainability values that guide the group's activities.



During guided tours, participants can experience first-hand the **sustainable viticulture and biodiversity practices** developed on the family's estates, such as Finca del Marquesado and Viñedo Altos Valdemar.

Through these routes, visitors are shown concrete actions that we are currently implementing.

SUSTAINABILITY ROUTE THROUGH OUR VINEYARDS



Cover crops

Protect the soil and encourage microbial life

Insect hotels and nesting boxes

Provide shelters for beneficial fauna



Pollination and biodiversity

Promotion of native flora and pollinators.

Ecological corridors

Connection between natural and agricultural habitats.



Regenerative farming

Living soils, reduced use of phytosanitary products, and greater climate resilience.

In addition, the winery is part of the European **Wine in Moderation** programme, promoted by the Federación Española del Vino, which fosters a **sustainable and responsible wine culture**. This programme encourages moderate and mindful consumption, reinforcing Valdemar's commitment to social responsibility and education in healthy lifestyles.

In this way, wine tourism becomes a **platform for sustainability outreach**, integrating environmental awareness, social inclusion, and cultural transmission within the **Sustainability 360°** strategy that defines Valdemar Family.





4.

Quality and Safety



Quality and Food Safety Standards

With the aim of ensuring quality and continuous improvement across our processes, as well as the safety of our finished products, Valdemar Family has integrated all controls into a **Integrated Management System**. This system brings together the different management areas—quality, food safety, and environmental management—within a single, coherent framework. It allows us to optimise efficiency, maintain a comprehensive overview, and ensure compliance with international standards such as **ISO 14001 and BRCCS**.

This integrated approach promotes more efficient process management, full product traceability, and data-driven decision-making, minimising risks and ensuring continuous improvement across all areas of the organisation.

BRC CERTIFICATION

Bodegas Valdemar holds the **BRCCS (British Retail Consortium Global Standard)** certification, one of the most demanding international standards for quality and food safety. This certification confirms that our processes and products meet strict requirements in terms of **safety, quality, legality, and product integrity**, all of which are essential for working with distributors and retailers worldwide.

The BRC certification entails:

- **Safety and quality:** guarantees that all our products are safe, of high quality, and compliant with current legislation.
- **Risk management:** requires the implementation of robust systems to identify, assess, and control risks throughout the entire production chain.
- **Traceability:** ensures the ability to track each product from its origin to its final delivery.
- **Global standards:** an internationally recognised standard, endorsed by the **Global Food Safety Initiative (GFSI)**, reinforcing the confidence of our customers and business partners.

Thanks to this certification, **Valdemar strengthens its commitment to excellence, transparency, and food safety**, guaranteeing maximum reliability to both consumers and collaborators in every one of our wines.



Product Labelling

We ensure that all the products we produce comply with **European Union labelling regulations**, and we apply **reinforced approval procedures for distributors outside the EU**, thereby guaranteeing transparency, traceability, and consumer trust in all the markets where we operate.

Labelling is a key element of our commitment to **accurate information, safety, and responsible consumption**. All labels are reviewed in accordance with **Regulation (EU) 2021/2117** and the applicable national legislation, ensuring that each product clearly and visibly includes all mandatory information.

In addition, for international markets outside the EU, we apply **additional controls** to verify that labels are fully adapted to the specific regulatory requirements of each country.

This comprehensive process enables us to ensure that all our wines meet the **highest standards of quality, legality, and transparency**, reinforcing the confidence of our customers and distributors worldwide.



Suppliers: KM 0

At Valdemar Family, we are committed to a **responsible, safe, and local supply chain** that contributes both to the quality of our products and to the economic development of the surrounding area.

Our **supplier selection and approval system**, integrated into our Quality, Food Safety, and Environmental Management System, ensures that all raw materials, materials, and contracted services meet the highest standards of safety, traceability, and sustainability.

Each supplier is assessed according to technical, sanitary, and regulatory compliance criteria, with priority given to those holding **internationally recognised certifications** such as ISO 9001, ISO 22000, BRC, IFS, or FSSC 22000. Our policies require all suppliers to comply with current labour legislation and to guarantee social principles in line with the UN Global Compact Code of Conduct. In addition, we verify full traceability of all materials and products that may come into contact with wine, ensuring compliance with applicable food legislation.

With the aim of **reducing environmental impact and supporting the local economy**, we define a local supplier as one located within our municipality or within a **50 km** radius. Under equal technical and economic conditions, **preference is given to local suppliers**, reinforcing our commitment to the community and to a more

sustainable production model.

This approach allows us to ensure the **safety and quality** of all our products, promote stable and transparent relationships with our partners, and move towards a more efficient, ethical, and sustainable value chain.

Customers and consumers

COMMITMENT TO RESPONSIBLE CONSUMPTION

At Valdemar Family, we promote a **responsible, healthy, and sustainable wine culture**, based on mindful and moderate enjoyment. For this reason, we are part of the **international Wine in Moderation programme**, a European wine sector initiative that encourages responsible wine consumption and education in healthy lifestyles.

This commitment involves integrating the Wine in Moderation philosophy into all our activities—from communication and winemaking to wine tourism—consistently conveying a message of balanced enjoyment and respect for the product, people, and the environment.

Through our actions, we contribute to spreading the programme's core values:

- **Promoting responsible enjoyment of wine** as part of a balanced lifestyle.
- **Educating and informing** consumers and visitors about the effects of moderate consumption.
- **Contributing to the social sustainability** of the wine sector, reinforcing its role as a symbol of culture, tradition, and shared experience.

Being members of Wine in Moderation reinforces our belief that wine should be enjoyed with respect, awareness, and responsibility.



5.

Community



Bodegas Valdemar carries out its activities with a strong commitment to people and the social environment in which it operates. The company promotes **inclusion, local development, and collaboration with organisations and projects that generate value for the community.** This commitment is expressed through different lines of action, both in Spain and in the United States.



LABOUR INCLUSION



VITAL PROJECT



LOCAL PARTNERSHIPS AND PROCUREMENT



COLLABORATION WITH THE COMMUNITY AND CULTURAL & SOCIAL DEVELOPMENT

Labour Inclusion

Bodegas Valdemar maintains a **long-standing collaboration with Asprodema**, a Rioja-based organisation dedicated to the care and labour inclusion of people with intellectual disabilities. Through its sheltered employment centre, **Asprodema Empleo**, people with disabilities take part in tasks such as **handling, labelling, and preparation of promotional materials**, becoming fully integrated into the winery's production processes.

Likewise, the winery prioritises **the hiring of local staff** during harvest campaigns and for wine tourism activities, contributing to the economic development of the area and supporting work-life balance.

VITAL Project

Bodegas Valdemar's commitment to social and labour inclusion also extends to its U.S. subsidiary, **Valdemar Estates**, located in **Walla Walla (Washington State)**. Since its opening in 2019, the winery has promoted the **VITAL Project (Valdemar Inclusive Training and Learning)**, a pioneering initiative designed to **provide training and employment opportunities for people with disabilities**, fully integrating them into the workplace.

This project has been recognised by international media such as The Drinks Business, Decanter, and Forbes Travel Guide for its innovative approach and positive impact on inclusion within the wine sector.

In addition, **Valdemar Estates works closely with the non-profit organisation Vital Wines**, a social winery that allocates 100% of its profits to improving access to healthcare services for wine workers and their families in the Walla Walla Valley. In 2025, both organisations jointly launched **VITAL x Valdemar Rosé 2024**.



Local Partnerships and Procurement

Bodegas Valdemar promotes a **responsible and local purchasing** policy, prioritising collaboration with **local and national suppliers**.

This approach contributes to regional economic development, strengthens the business fabric of Rioja Alavesa and La Rioja, and reduces the environmental impact associated with transport.

Its main suppliers include agricultural supply companies, maintenance workshops, printing houses, communication agencies, and catering services, with whom the winery maintains **stable, long-term relationships** based on trust and collaboration.

Suppliers with a Social and Inclusion Focus

In addition to its direct collaboration with Asprodema, Bodegas Valdemar works with **special employment centres and social organisations** that facilitate the **labour integration of people with disabilities or those at risk of social exclusion**.

Certain auxiliary services—such as gardening, cleaning, or packaging—are outsourced to companies with strong social responsibility policies, helping to generate positive impact throughout the value chain.

Collaboration with the locals Cultural & Social Development

Bodegas Valdemar maintains an active involvement with its local environment, collaborating on projects that promote the cultural, social, and tourism development of **Rioja Alavesa and La Rioja**.

Its activity seeks to strengthen the bond between the winery, the community, and the territory, contributing to collective progress and to the dissemination of wine culture.

- The winery is a **member of the Ruta del Vino de Rioja Alavesa**, an organisation that brings together wineries, accommodation providers, restaurants, and tourism stakeholders committed to a sustainable, high-quality wine tourism model.

Through this collaboration, Valdemar takes part in joint promotion, training, and destination development initiatives, fostering responsible tourism that respects the territory.



Bodegas Valdemar also participates in solidarity and collective initiatives within the wine sector. Among them is the project “**Rioja con Corazón**”, which brings together wineries from the Rioja Denomination of Origin that allocate part of their wine sales to **Cáritas La Rioja** and other social causes.

In its first edition, significant funds were raised and allocated to social projects.



In addition, the winery regularly collaborates with **local associations, educational centres, and cultural organisations** through the provision of spaces, participation in charitable activities, and the promotion of wine heritage.

Valdemar’s wine tourism experiences incorporate content that highlights the history, traditions, and landscape of Rioja Alavesa, helping to **preserve and share the cultural identity of the region**.

Through all these actions, Bodegas Valdemar strengthens its commitment to the **social, economic, and cultural development of**

its surroundings, fostering a relationship of reciprocity and contributing to the wellbeing of the community in which it is embedded.





6.

Innovation



At Valdemar Family, innovation is an essential part of our identity and is embedded in every stage of the winemaking process. Our commitment to continuous improvement is reflected both in the development of new products and in the adaptation of our vineyards and business models to future challenges.

New products and wine styles

In recent years, we have expanded our range with a line of sparkling wines, **a new style that broadens our traditional portfolio of still wines** and represents a natural evolution in our understanding of wine. These sparklings are born from **curiosity, experimentation, and the constant search for new ways to express** our native varieties.

Our first releases —**Conde Valdemar Finca Alto Cantabria Gran Añada and La Gargantilla Gran Añada**— are both produced using the traditional method. They showcase Rioja's potential to craft high-quality, age-worthy sparkling wines.

Adaptation to climate change

Our focus on **long-cycle grape varieties**—such as Tempranillo, Maturana, Garnacha, and Mazuelo—responds to a clear climate-adaptation strategy. These later-ripening varieties, which **perform well under heat and drought conditions**, allow us to preserve quality and typicity even in

scenarios of higher temperatures and reduced water availability.

Varietal transfer and international innovation

In 2019, Valdemar Family took a decisive step in its innovation and knowledge-transfer strategy by signing a **collaboration agreement with the Wine Science Center (WSC) of Washington State**, one of the leading institutions in wine research and education in the United States.

This partnership aims to **promote training, research, and international exchange** in wine science. Within this framework, Valdemar has driven the **introduction of native Rioja varieties—such as Maturana and Tempranillo Blanco—into the United States** to study their adaptation to Washington State's terroir and to enrich the region's varietal diversity.

This initiative represents a milestone in international varietal transfer and reinforces the family's commitment to innovation, sustainability, and the advancement of enological knowledge. In this way, Valdemar Family consolidates its role as **a bridge between Rioja and Washington**, combining tradition and science to shape the future of wine from a global and sustainable perspective.



Innovation in the customer relationship mode

We have also innovated in the way we connect with our consumers globally through the creation of the **Valdemar World Club**, an international wine club that allows us to share our most special collections with wine lovers around the world.

This project strengthens **our global presence** and brings us closer to those who value the authenticity, sustainability, and excellence of our wines.


Valdemar
• WORLD CLUB •





Valdemar
BODEGA Y VIÑEDOS