

CSR Initiatives

Guidelines

Thai Union is committed to improving the lives of those living and working in the regions in which we operate. That's why 'People and Communities' is one of the four key programs within our sustainability strategy, SeaChange®. From cleaning beaches and protecting endangered species to educating children of migrant workers and providing nutritional information to local communities – we are committed to being a good corporate citizen.

Some of this work is undertaken at a Group level – for example, Thai Union is a major donor to famine and disaster relief programs every year as part of our commitment to support the United Nations' Sustainable Development Goal to end hunger. However, much of the work is delivered at a more domestic level through our brands; some of these initiatives are significant, others are much more modest, but big or small, when combined, they tell a very compelling story about the business and the things that matter to us.

The below guidelines help ensure that our charitable and CSR projects remain focused, support the brand and provide tangible benefits for local communities. We also provide some examples of current CSR projects that our brands are delivering below.

Keep it local/domestic

Thai Union Group will continue to focus on global CSR initiatives from the provision of food for famine relief to the establishment of the Thai Union Foundation to fund academic research into the marine environment around the world. The brands, however, have a wonderful opportunity to focus on their local and domestic markets; studies have illustrated how, proportionately, local initiatives can have a more direct and positive impact on communities and the brand.

We encourage our brands to consider the communities close to their facilities – the neighboring schools, hospitals and church groups. By undertaking projects that focus locally, the brand will become a power for good in that society.

Of course, some initiatives focus on coastal activities – beach clean-ups, turtle sanctuaries etc. – and these do not always directly neighbor our facilities. In these cases, we think nationally and focus our attention on the areas in most need of help.

Identify the most relevant issues

There is little reason to invest in initiatives that don't deliver tangible benefits or don't answer a specific need in our national or local communities. For a CSR initiative to be successful in our minds, the benefits have to be real and felt.

We start by identifying some of the most pressing needs. Is it food banks to help feed the working poor? Maybe it's concerns about the health and nutrition of families. Or perhaps there's a genuine concern about the economic prospects of regional fishing communities.

Alternatively, we look at the big trends emerging in the regions in which we operate to identify areas where we can have an impact. For instance, local programs to teach children cooking and food preparation skills, or providing nutritional support to a charity marathon.

By focusing on the issues that matter to our communities, we are able to deliver greater benefits and create more positive impact for our brands.

Stay true to what we do

To have maximum impact on the reputation of our brands, we make sure our CSR projects stay true to what we're all about – the marine environment, nutrition, education, and, ultimately, feeding hungry people.

- **The marine environment** – Our brands around the world are involved in a range of different projects designed to protect the marine environment:

Cleaner beaches and seas in Seychelles

– Waste on the beaches in Seychelles was not only an eyesore, it was having an impact on the cleanliness of the sea. This was affecting the coastal species and had the potential to impact tourism.

Since 2013, our teams in the Seychelles have been running the 'Caring for our Ocean' initiative to ensure the beaches and coastal waters are cleaned regularly and are free from litter and plastic waste. From the initial launch, our work has developed and now encompasses cleaning the rivers that flow into the ocean as this is a significant source of rubbish from local household waste.

Turtle protection programs –

Many of our brands are active supporters and funders of turtle protection programs. For example, Chicken of the Sea makes a significant financial donation every year to the International Seafood Sustainability Foundation's Sea Turtle Conservation Projects, which secure nesting beaches across the world.

And since 2012 our Mareblu brand in Italy has supported the Sea Turtle Recovery Center of Lake Salso's Oasis (FG) operated by non-profit organization, Legambiente. Mareblu's contribution has funded tanks for livestock, water treatment facilities, sand filters, feed and supplements.

- **Nutrition and education** – Projects that are built around nutrition and education allow us to build awareness of a healthy diet and demonstrate the role that seafood, as a highly nutritious form of protein, plays in a balanced diet. Mareblu has already introduced a program of nutritional education in Italy.

Educating Italian school children on nutrition -

Our Italian brand, Mareblu, has partnered with the local NGO, Legambiente, to develop a school program designed to improve the diets of young people and encourage them to start cooking.

- **Feeding those in need** – Many countries, even in the developed world, face the challenge of hunger. There are people who cannot afford to feed themselves and their families adequately around the world. Food banks that provide free provisions to the needy are a feature in many countries globally.

We consider sponsoring local programs that will help end hunger in the communities in which we work; for example, food banks that are run through retailers, charities and community centers or daily meal services for under-privileged children.

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