CAROLINA WINE BRANDS

TEN ETHICAL PRINCIPLES FOR VSC

Our mission as Viña Santa Carolina S.A. is to be a team that relies on its passion to make and market quality wines, build brands, grow profitably and faster than our regional competitors, act responsibly with the environment and the society, and provide value to our customers and consumers around the world.

1. Our company seeks to build global brands through teamwork and business excellence.
2. All our employees play an essential role in our production chain, adding value to our brands and products.
3. Our values are: Respect, honesty, responsibility, transparency, safety, respect for the human being, equality for and loyalty towards all employees, with emphasis on ethical behavior all along our production chain. We complete fairly and ethically.
4. We seek to ensure equal opportunities for all its employees and applicants regardless of race, religion, sex, age, country of origin or disability.
5. We support the personal and professional of all our employees by providing tools aimed to improve their quality of life over time.
6. We strive to deliver high-quality products through a long-term commitment with the environment, our customers, suppliers, employees, and communities.
7. At VSC, we work continuously and responsibly to ensure that all our processes and products meet the highest standards of quality and food safety and do not affect the environment.
8. We seek to work jointly with the industry to be a contribution in terms of development, research, and innovation to build honest, dependable capacity that can become profitable over time.
9. We strive to attain sustainability in all our processes.
10. We perform our marketing communications responsibly, promoting responsible drinking and considering the negative effects of alcohol abuse.

Juan Cristóbal Sepúlveda Matic
Managing Director
Viña Santa Carolina S.A.

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