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If you have any questions about this policy, please contact our Corporate Communications Team at communicationscorporatives@olymel.com.

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1. Context

Olymel's donations and sponsorships policy is directly in line with its corporate social responsibility approach. By supporting initiatives in the communities where its facilities operate, Olymel affirms its role as a committed member of society and a good corporate citizen. This policy is a concrete expression of the company's values and its desire to make a positive contribution to the community beyond its commercial activities.

The purpose of this policy is to provide a framework for contributions to non-profit and charitable organizations and associations. It applies to all requests for donations and sponsorships addressed to Olymel's corporate entities and their representatives, including officers, employees, and members of the Board of Directors.

2. Purpose

This policy:

- Provides a fair and consistent decision-making and management framework for individuals responsible for administering and enforcing the donations and sponsorships program and communicates this framework to all applicants to promote consistency in their applications
- Ensures fair and consistent management of incoming applications according to available funds
- Helps Olymel clearly position its social engagement by making relevant choices that maximize the impact of its donations and sponsorships
- Provides financial support to organizations whose missions are compatible with Olymel's values
- Establishes eligibility, evaluation, and exclusion criteria and defines the key social issues Olymel supports

3. Scope and applicability

Because food is a fundamental right, Olymel is committed to supporting initiatives that help reduce food insecurity and make a tangible difference in the lives of people in vulnerable situations, through donations and sponsorships in the form of cash, products, time, and expertise. By rallying its employees around this philanthropic vision, Olymel is feeding the world with passion.

3.1 GUIDING PRINCIPLES

Through its donations and sponsorships policy, Olymel intends to:

- Make significant donations through agreements with Canadian organizations taking a structured approach to reducing food insecurity

- Regularly donate food products in the locations where Olymel is present, in collaboration with organizations that provide direct or indirect food assistance to families in need
- Get employees at every facility involved in the Giving Back Together program by encouraging fundraising activities and matching amounts raised
- Encourage corporate and expert volunteering, notably in the form of management members serving on the boards of partner organizations
- Invite our business partners to take part in fundraising events and support our causes to create a ripple effect in our industry

Terminology:

- A **donation** is a philanthropic contribution of money, goods, or services to a charitable organization (as defined in the law and hereinafter referred to as an “organization”). It expresses Olymel’s engagement in the community and is given with no expectation of compensation in return.
- A **sponsorship** is a partnership involving an investment of money, goods, or services. Sponsorship requests must be accompanied by a visibility or activation plan by which Olymel can expect to obtain a measurable return on its investment.

3.2 SCOPE

Olymel’s donations and sponsorships are granted in the regions where the company is present, mainly in Quebec but also in other provinces. They are distributed across all Olymel’s facilities in Canada.

3.3 PRIORITY CAUSES

Olymel is a leader in the **agri-food** industry. As such, it gives priority to organizations whose missions **address issues related to food insecurity** on a national, regional, or local level.

More specifically, Olymel aims to use its donations and products to bolster community organizations in their ability to:

3.3.1 Alleviate hunger:

- By supporting organizations that offer emergency food supplies, meals, coupons, etc., such as community kitchens, food distribution services, and keystone food assistance programs

3.3.2 Empower people:

- By supporting organizations or initiatives that help people develop cooking skills and encourage better eating habits

3.3.3 Break down barriers:

- By supporting organizations in implementing initiatives that facilitate access to quality food in underserved communities

3.4 AREAS OF INTERVENTION BY SCOPE

Olymel distinguishes three levels of intervention that guide the nature and scope of its contributions: **regional, national, and business development**. This ensures consistency between the company's roots, its priorities, and the operational capabilities of the organizations it supports.

3.4.1 Regional contributions:

- Through donations, mainly of products, Olymel supports organizations that combat food insecurity in the communities where its facilities are located.
- By providing access to expert volunteers, Olymel also helps these organizations build their capacities and operate more efficiently.
- Through the **Giving Back Together program**, Olymel encourages its employees to donate to local community organizations through fundraising activities held at each of its facilities.
- Events and initiatives not related to food insecurity may be eligible for sponsorship, depending on the local benefits they bring.

3.4.2 National contributions:

- Olymel makes significant cash and product donations to projects and organizations in the provinces where it operates whose missions are national in scope.
- Olymel also mobilizes its senior management and specialized teams as corporate and expert volunteers and leverages its network of partners to strengthen these organizations in their capacity to act.

3.4.3 Business development contributions:

- Olymel reserves the right to accept requests for donations and sponsorships that are not directly related to food insecurity if they will benefit the company in a business development context. For such requests to be accepted, they must raise Olymel's profile, help develop or maintain privileged relationships with customers, and involve an exchange of visibility.

4. Eligibility

4.1 DONATIONS

4.1.1 Eligibility criteria

The applicant organization must:

- Fit within this policy's areas of intervention
- Be registered as a charitable organization
- Offer services that benefit vulnerable groups, particularly families, children, low-income individuals, and people in precarious situations

- Have a solid structure, sound governance, up-to-date financial statements, and evidence of its ability to implement its actions effectively (e.g., annual balance sheet)
- Demonstrate responsible and transparent use of donations received

4.1.2 Selection criteria

Particular attention will be paid to:

- The scope of the area served
- The organization's ability to receive products and set up inventory management mechanisms
- The opportunity for Olymel employees to volunteer with the organization

4.1.3 Exclusion criteria

The following are not eligible:

- For-profit organizations
- Individuals and small groups (personal requests and private events)
- Religious and political organizations
- Advocacy and public interest groups
- Activities outside Canada*
- Requests for advertising or promotional sponsorships with no clear community impact

*Except requests from the company's international sales offices

4.2 SPONSORSHIPS

4.2.1 Eligibility criteria

The applicant must:

- Fit within this policy's areas of intervention
- Be registered as a charity or association
- Demonstrate responsible and transparent use of sponsorship funds
- Demonstrate the ability to provide visibility and/or other benefits equal to the sponsorship's value
- Be able to measure and report the visibility generated

4.2.2 Selection criteria

Particular attention will be paid to:

- The scope of the area served
- The value of the visibility or mutually beneficial business opportunities involved and the existence of specific and measurable benefits for Olymel or one of its brands

4.2.3 Exclusion criteria

The following are not eligible:

- For-profit organizations
- Individuals and small groups (personal requests and private events)
- Religious and political organizations
- Advocacy and public interest groups

- Activities outside Canada*
- Requests for advertising or promotional sponsorships with no clear community impact

*Except requests from the company's international sales offices

5. Process

The application process comprises the following steps:

5.1 SUBMISSION

- All applications must be submitted online using the following form: <https://olymel.elevent.co/>
- Applications for activities or events must be submitted at least 45 days before the event.

5.2 ANALYSIS AND APPROVAL

- The Corporate Communications Team carries out a preliminary analysis using an evaluation grid developed for this purpose based on the eligibility criteria.
- If necessary, Olymel contacts the applicant organization for further information.
- The Corporate Communications Team pre-approves applications based on the availability and regional/national distribution of funds.
 - Applications within the scope of a Giving Back Together contribution are approved by each facility's Communications Team and Giving Back Together Committee.
 - Applications within the scope of a regional contribution are approved by the Communications Team and the facilities' Management Committees.
 - Applications for national contributions are approved by the Communications Team and, when required based on the amount involved, by the President and CEO.

5.3 RESPONSE

- The applicant receives a written response confirming the decision, usually within 15 business days of the date the application is submitted.

5.4 AGREEMENT

- All contributions must be set out in a letter or memorandum of understanding that specifies the responsibilities of each party. These are more comprehensive for national agreements and lighter for regional and local agreements.
- All funds paid out under this policy must be used in the year for which they are allocated.
- No donation or sponsorship is renewed automatically. If the agreement is for a period of more than one year, it will have a duration of no more than three years. Renewal of an agreement may nevertheless be possible under certain conditions established in advance with the organization and subject to the availability of funds.

5.5 REPORT

- Depending on the terms of the agreement, Olymel may require a report on the impact of the funds used or a presentation of the benefits generated for each year of payment.

6. Responsibility

The Vice-President of Human Capital, Talent and Culture and the Vice-President of Communications are responsible for managing Olymel's donations and sponsorships.

6.1 ACCOUNTABILITY

The Communications Team is responsible for producing a report on Olymel's charitable contributions, taking into account the various areas of intervention identified in this policy.

It does so with the support of the beneficiary organizations and local Giving Back Together committees.

6.2 POLICY DISSEMINATION

This policy is available on Olymel's intranet (full version) and at <https://www.olymel.ca/en/contact/> (abridged version).