



MADE WITH MAUDE
MISSION IN A BOTTLE

A MISSION IN A BOTTLE

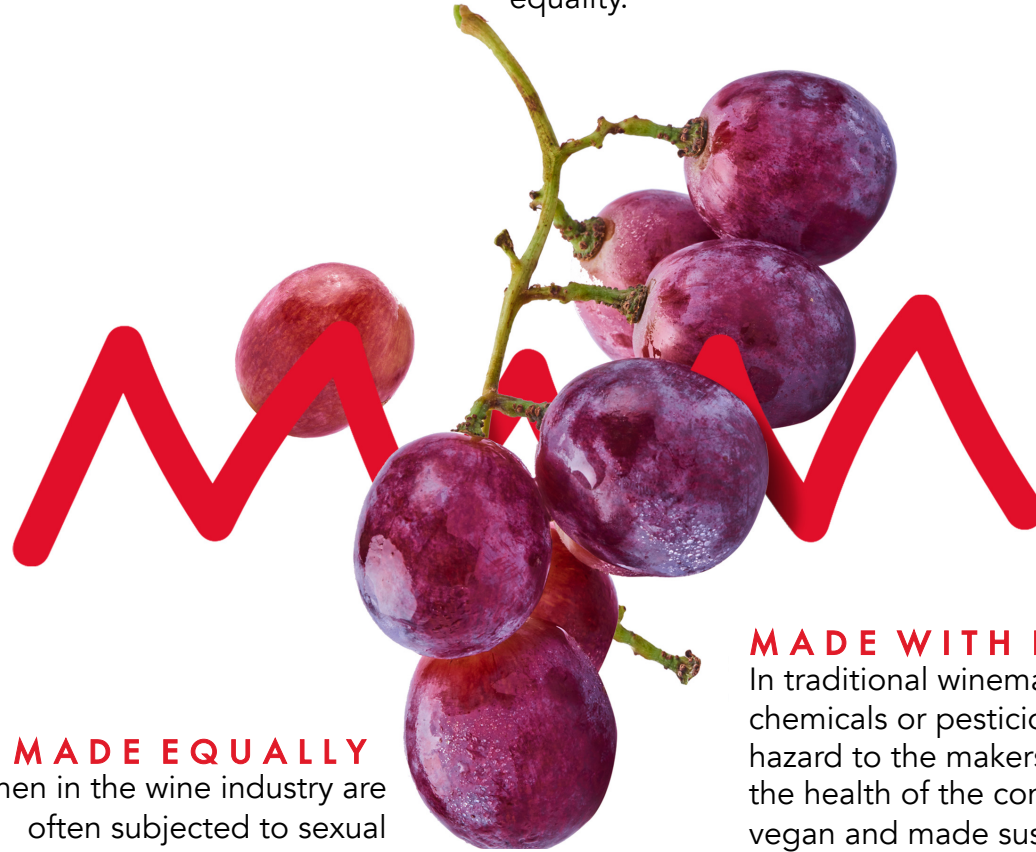
Did you know only **15%** of all winemakers is female? Although women winemakers are on the rise, they still only represent 15% of the industry. But we're here to change that!

That is why our wines are:

MADE EQUALLY

Women in the wine industry are often subjected to sexual harassment and discrimination. Made with Maude supports female winemakers to break through bias stereotypes and offers them equal opportunities.

MADE FAIR Women in the wine industry are generally paid less than men with similar qualifications and experience. Made with Maude helps female wine makers reach pay equality.



MADE WITH LOVE FOR ALL

In traditional winemaking the use of harsh chemicals or pesticides can form a health hazard to the makers and of course also to the health of the consumers. All our wines are vegan and made sustainably, organically, or biodynamically. We don't use artificial ingredients, dyes, sugars or concentrates. We also produce non alcoholic wines, so everyone can enjoy them!



DISCLAIMER

This document consists of the most up-to-date information about our empowerment mission, fair trade production and sustainability choices with an extra focus on our materials. It also gives a clear over view of our current certifications and those of our production partners. The transparency report will be updated every year. MWM goal is to create a chain of empowerment for a more equal world by facilitating equal opportunities for women winemakers with the production of sustainable wines with or without alcohol. We always try to do this with as little impact on the environment as possible through sustainable and long-term collaborations.

AMENDMENTS AND UPDATES

The Code of Conduct may be amended by Made with Maude at any time without prior notification. The Code of Conduct, as amended from time to time, shall apply.

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ABOUT MADE WITH MAUDE

Celebrating life in
a world of freedom and
equality for all.

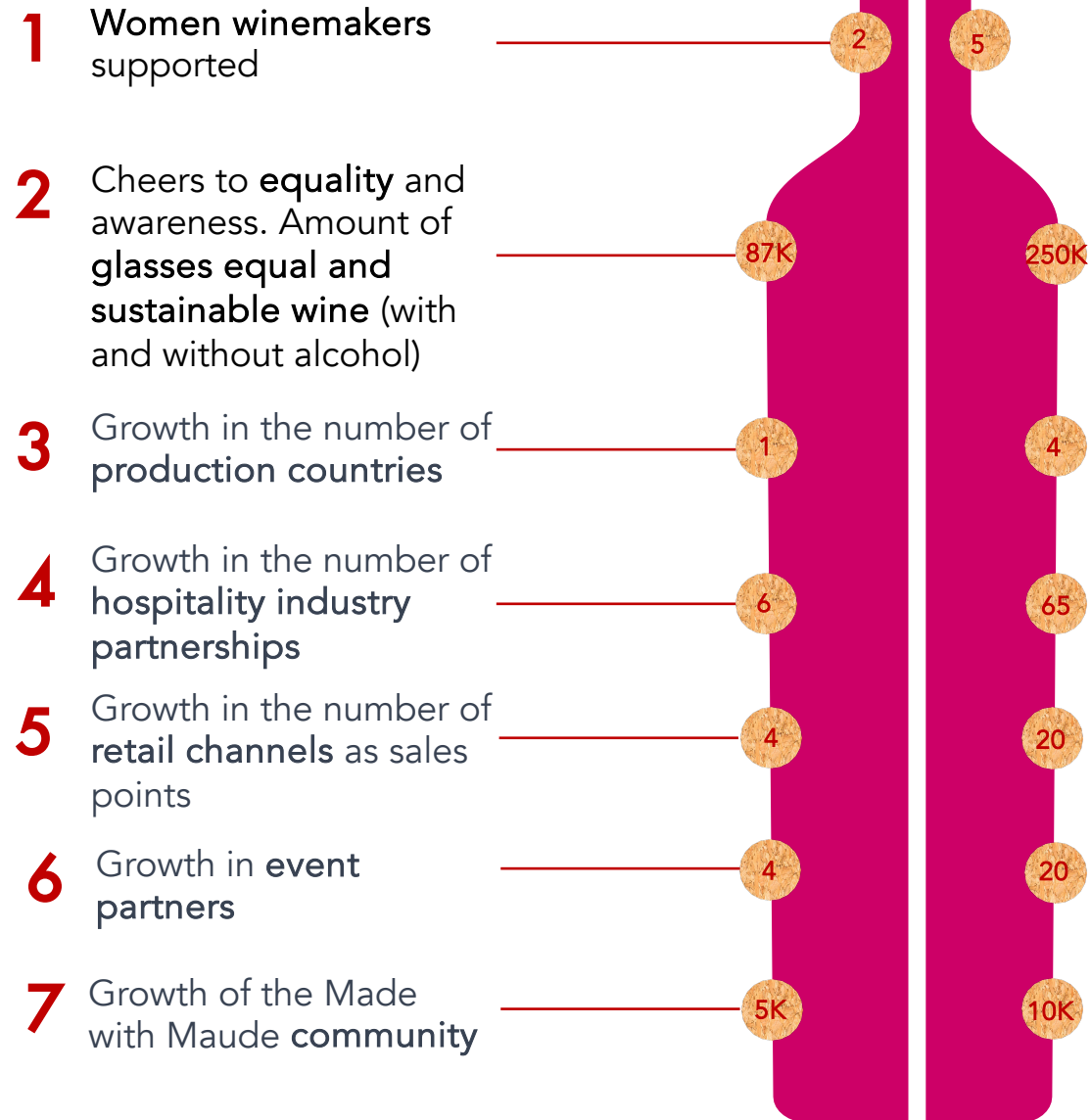


Made with Maude is a feel good, do good sustainable wine brand, dedicated to empowering female wine makers by giving them the opportunities they deserve. We uncork awareness to celebrate life.

OUR GOALS:

BHAG, KPI'S AND STATUS

In **2030** we support
female winemakers in
every* wine country
worldwide



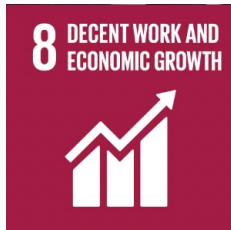
SDG'S EMPOWERING PEOPLE



The Sustainable Development Goals by the United Nations address the global challenges we face together. Made with Maude chooses to focus on the goals that are closest to our hearts and where we can make the biggest impact.



We exclusively partner with female winemakers. This empowers women in a traditionally male-dominated field and promotes gender equality. We believe that supporting female winemakers contributes to a more equal world and a diverse, thriving wine industry.



We're dedicated to promoting decent work and economic growth. We partner with farmers and makers, ensuring fair pay and economic opportunities. Our transparent practices support local economies and contribute to a regenerative future. It's about creating better work conditions and fostering economic growth for all.



We promote inclusivity in the wine industry. We focus on working with underrepresented groups, as female winemakers, to reduce inequalities and create more equitable opportunities. Our commitment to diversity and inclusiveness is integral to a fairer and more balanced wine world."



We help people make responsible choices. We're open about what's in our products and how we make them. We use sustainable practices to protect both your health and the environment. We even offer alcohol-free options, so you can enjoy our products in a way that's good for you and the planet. It's all about making smart, healthy choices."



We build authentic and meaningful relationships with others. We are present and make real connections. We listen with care, show empathy, be open and share our own experiences.



OUR VALUES

Our core values guide our actions and interactions, shaping not only how we operate but also influencing how we approach our responsibilities and address the most pressing challenges in our field and environment.

FEEL
GOOD,

DO
GOOD

When we feel good, we do good and make a positive impact on our world – both for people and nature. We pave the way for our next generation.

EQUALITY

AND

COMMUNITY

We are an inclusive brand where everyone is equal. We believe in the power of community, where everyone has equal opportunities. Being able to be yourself is the foundation for living freely.

PURE

AND

HONEST

We are passionate about transparency, purity and honesty, and you can see it shining through in both us and our products! We're open about who made it, where it comes from, what's in it, and what we do with the profits.

THE PERSON DRIVING THE BRAND. HI, I'M MAUD.

LISBON

After leaving the corporate world to find my true calling, I left for Lisbon for a few days fuelled by my passion for diversity, equality and sustainability. Little did I know that a chance meeting in a local bar would introduce me to Elias, an enthusiastic winemaker bursting with knowledge.

WINEMAKER PATRICIA

Our conversation led to an in-depth discussion about gender differences in the wine industry and the invaluable contribution of women winemakers in making top wines. We talked about Patricia, a pioneering winemaker working hard for fair treatment and pricing.

NEW LOVE BRAND

Inspired by this meeting, I made a bold decision to support Patricia by pledging to buy 2,000 bottles of her remarkable wines. Back in the Netherlands, what began as a simple pledge soon snowballed into an exciting adventure - the birth of a vibrant brand known as Made with Maude.

ON A MISSION

My mission became crystal clear: champion gender equality in an industry where women are underrepresented, give them the recognition they rightly deserve and inspire future generations to dream big.
I cordially invite you to join me on this remarkable journey. Together, we can make a big impact, one bottle at a time.

Impact Report Made with Maude 2023






MADE WITH MAUDE
MISSION IN A BOTTLE

GOVERNANCE

In order to carry out its mission, Made with Maude has created some principles by which the organization is governed. Here we describe these governance principles and make explicit how the principles can be followed to ensure:

- good and healthy business practices;
- reliable (financial) reporting; and
- an environment of compliance with legislation and regulations.

If you have any questions on the governance of Made with Maude they should contact Maud Kleuskens, +31646063637

This applies to all employees, volunteers and interns of Made with Maude, as well as individuals hired as contractors on terms approximate with those offered to Made with Maude employees. It does not include individuals contracted for discrete tasks or as service providers (the contracting and management of such individuals shall be subject to the Third Party Engagement Policy, the behavior of such contractors by the Supplier Code of Conduct).

ORGANISATIONAL STRUCTURE AND LEADERSHIP



LEGAL ENTITY

- Made with Maude BV consists of De Hollandse Keizers and Maud Kleuskens BV as owners. DHK owns 49%, and MK BV owns 51%. Made with Maude BV is the sole owner of Made with Maude Foundation.

FOUNDATION

- The Made with Maude Foundation is 100% owned by Made with Maude BV.
- The Made with Maude Foundation was established to promote women's rights and their position in the business world.
- 20% of our profits go to the Made with Maude Foundation.
- Through real passion projects this is where we, preferably in collaboration with other charitable organizations, develop educational resources, give talks and develop content and offer financial support to help female winemakers make positive changes.

MANAGEMENT

Made with Maude has a two-tier management governance structure, which means that executive management is separated from the non-executive, supervisory role.

LEADERSHIP TEAM

- Consisting of x members, the MT has the responsibility to operate the organization and to develop and execute its strategy. All MT members head their departments, and together ensure that the efforts and plans of all the critical functions in the organization are coordinated.
- The MT strives to decide by consensus; however, if consensus cannot be reached, the CEO as chair of the meeting, makes the decision in the meeting. In case the LT disagrees with the CEO about an MT decision, the decision will be escalated to the Mastermind.

MASTERMIND

- The members of Mastermind (aka the Supervisory Board / *Raad van Toezicht*) appoint and oversee the Leadership team, act as a sounding board for LT. The statutory directors and the Mastermind are independent of each other.
- The Supervisory Board typically meets three to four times per year for half a day. The members of the Supervisory Board are not entitled to any remuneration. They are, however, entitled to ask for reimbursement of reasonable costs (such as travel expenses).
- The Supervisory Board appoints its own members for a term of four years which may be renewed twice.

LEADERSHIP TEAM



Maud Kleuskens
Owner



Janka Dekker
Business Development
Strategic Partnerships



Daphne Schipper
Business Development



Joost La House
Brand Strategy



Catrien de Jong
Public Relations



Michelle Stradal
Public Relations



Elias Macovela
Quality control Portugal

SCOPE

DAILY BUSINESS

- CORPOATE RESPONSIBILITY
- BUSINESS DEVELOPMENT
- SALES
- MARKETING/PR
- COLLECTIONS
- LOGISTICS
- PROJECTS

MASTER MINDS



Linda van Egmond
Impact Excelsior



Hendrik Franken
Director Marketing
& Concepts Vermaat



Moniek Hop
COO Impact Buying



Martijn van den
Nieuwenhof Managing
Director bij Accenture



Ellen van Hierden
Owner Artra



Herman de Boer
CFO Vermaat

SCOPE

GENERAL OVERVIEW

- STRATEGY
- FINANCE
- PERFORMANCE IMPROVEMENTS
- FINANCE
- GOVERNANCE

SOCIAL IMPACT TEAM

MADE WITH MAUDE FOUNDATION



Maud Kleuskens
Owner



Irene Platje
Owner Vaib Consultancy



Angelien Landstra
Owner Leadership Solutions

SCOPE

- IMPACT STRATEGY
- IMPACT PARTNERS
- IMPACT GOALS
- IMPACT MEASUREMENTS

BUSINESS RHYTHM - STARTING 2024

WEEKLY TEAM MEETING - LEADERSHIP TEAM

> reporting via Trello

MONTHLY MANAGEMENT TEAM MEETING - LEADERSHIP TEAM

> reporting via Trello

QUARTERLY MASTERMIND MEETING - MASTER MINDS & SOCIAL IMPACT TEAM

> reporting via Reports and action lists on Google Drive

TOOL

> digital growth canvas based on Mastering the Rockefeller Habits method

Yearly Publication of MWM impact report & Financial statements +
Customer satisfaction feedback

Tool digital canvas base on Mastering the Rockefeller Habits method

SALES CANVAS

#1 STRATEGY

PURPOSE
Why do we exist?

CULTURE
Our DNA, values & behavior

1.

2.

3.

4.

5.

VALUE PROPOSITION
What benefit do we provide?

CORE COMPETENCES
How are we different?

SERVICE PROVISION
What are clients buying from us?

SANDBOX
Verticals/Niches - Core Customers - Personas

TARGETS (3-5 YRS)

Date

Revenue €

Profit €

Clients #

Market share(s) %

Mkt Cap/Cash %

GOALS (1 YR)

Date

Revenue €

Profit €

Clients #

Market share(s) %

Mkt Cap/Cash %

LEADERSHIP
What markets will we dominate?

When?

Activities to support the

to true

motivated



THE PARTY

RAISE YOUR GLASS WITH OUR

IS STILL

DE-ALCOHOLIZED WINES

O^{.5}N

CODE OF ETHICS 1 / 3



Made with Maude (MWM) is a small organisation striving for a big impact. We recognize it is not just our vision and ideas but to a large part also how we do our work and the integrity of our actions that make a big difference to our ability to win support, engage with partners and drive our mission. Below you find a set of values and standards which we as an organisation use to guide our decision making and how we act. These values and standards are core to who we are as an organisation. This minimum standards that applies to all team members of Made with Maude.

Made with Maude expects all members of the organisation to adhere to these standards and to take appropriate steps to ensure that other members do so also. If an observation of conduct is made that may violate this policy, members are obliged to report it.

AS A MEMBER OF MWM PLEASE:

- Read and take time to understand the next slide and any other Made with Maude policies.
- Ask for help when an answer is not clear, or you are not clear. Ask for guidance from your manager before taking action.
- Expect the best from yourself and others. Discuss the importance of ethics and compliance with others regularly and let all colleagues and contractors know you expect them to do what is right.
- Make sure business decisions always have a positive impact on communities, the environment and people everywhere.
- Remember that you are an ambassador to Made with Maude, its brand, and what Made with Maude stands for.
- Be responsive and attentive to any concerns around ethics and compliance with Made with Maude policies. Listen carefully and offer support to anyone that needs help.

CODE OF ETHICS 2 / 3



- 1.RESPECT FOR DIVERSITY:** We value diversity and respect the dignity and worth of every individual. We strive to create a welcoming and inclusive environment for everyone, regardless of race, ethnicity, gender identity, sexual orientation, religion, or any other characteristic.
- 2.COMMITMENT TO GENDER EQUALITY:** We are committed to promoting gender equality in the wine industry and beyond. We collaborate exclusively with top female winemakers, and support gender equality projects with our profits. [also in other parts of the company?]
- 3.SUSTAINABILITY:** We believe in leaving a positive impact on the environment, and strive to minimize our environmental footprint. We avoid using harsh chemicals, pesticides, dyes, sugars, and other additives in our wine-making process, and prioritize sustainable sourcing and packaging. [Strive for continuous optimization to the best of our abilities]
- 4.TRANSPARENCY:** We are transparent about our business practices and the impact of our operations. We communicate openly and honestly with our customers and stakeholders, and proactively seek feedback and constructive criticism, which we will evaluate continuously with an open mind and make sensible necessary changes if justified.
- 5.INTEGRITY:** We conduct our business with integrity and honesty, and adhere to the highest ethical standards. We prioritize the interests of our customers and stakeholders above our own, and take responsibility for our actions and their consequences.
- 6.SOCIAL RESPONSIBILITY:** We believe in using our business as a force for good, and strive to make a positive impact on society. We support social justice causes and seek to contribute to the common good.
- 7.CONTINUOUS IMPROVEMENT:** We are committed to continuous improvement, and seek to learn from our experiences and adapt to changing circumstances. We are open to new ideas and perspectives, and embrace innovation and creativity.

CODE OF ETHICS 3 / 3



In line with our cultural values, Made with Maude expects every leader in Made with Maude to demonstrate commitment to compliance with the law, the company policies and all best practices in all decisions and practices which they undertake and additionally promote and expects the same behavior from his/her team.

By all adhering to this code of ethics, we hope to build a strong and sustainable business that makes a positive impact on the world.

[have everyone sign]

MADE WITH MAUDE 0.5
GIVES YOU THE COMPLETE
WINE EXPERIENCE
WITHOUT THE ALCOHOL.



PRODUCTION PROCESS & SUPPLY CHAIN 1/2



At Made with Maude, we work with wineries and wine makers from different countries to bring you unique collections. We don't follow a fixed production process, allowing each collection to have its own distinct journey and character."Our steps of our production process and supply chain in collaboration with our partner wineries and winemakers:



PRODUCTION PROCESS & SUPPLY CHAIN 1/2

1. CONTRACTING WINE PARTNER

- Identify potential winemaker
- Define agreement on collaboration on behalf of requirement MWM
- Define collection
- Define country specific requirements
- Define storage location in production country
- Pre-align on marketing and communication

2. PRODUCE WINE

- Define grapes
- Define moment of harvest
- Define production location
- Test of wine in lab for classification and specifications of wine regarding requirements
- Description of taste
- Legal information on label of producing country

3. BOTTLE WINE

- Define bottle
- Choose closure
- Design label
- Design packaging
- Print label with stamps of country
- Print packaging
- Label and bottling machine and date

4. LOGISTICS OF WINE

- Agreement logistic partner
- Agree on information required to ship products
- Storage location
- Define ultimate delivery date

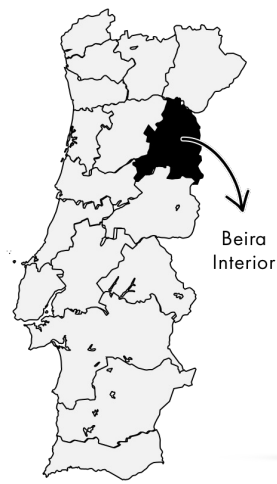
5. SELL WINE

- Create content strategy
- Create content of winemakers for website and socials
- Create content of wines
- Sign of content strategy by winemaker and/or wine partner
- Pre sales date
- Pre sales campaign
- Define local shipping partner



COLLECTIONS

PATRICIA & CLAUDIA



Our collection of Portuguese wines is made by fantastic female winemakers, Patricia and Claudia. Currently, new collections from Patricia and also other female winemaker from France and Spain are in development.



S U S T A I N A B L E P A C K A G I N G



At Made with Maude, we craft sustainable wines —made with love for both people and the planet. Guided by this ethos, we are constantly striving to enhance our practices for a more sustainable approach to packaging. We prioritize reuse whenever possible, opt for eco-friendly paper for our labels, and incorporate sustainable cork for our bottles. Keeping a keen eye on advancements, we aim to evolve further, exploring options beyond glass for a future where our bottles are even more eco-friendly, including potential recycling initiatives.

100% SUSTAINABLE CORKS



ECO FRIENDLY OR RE- USED BOXES



ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE FSC PAPER



MADE WITH MAUDE 0.5
GIVES YOU THE COMPLETE
WINE EXPERIENCE
WITHOUT THE ALCOHOL.



KEY PARTNERS OF COLLABORATION



At Made with Maude, our mission is to provide a platform and spotlight for female winemakers, ensuring they receive the recognition and opportunities they deserve in an industry where they are often underrepresented. When entering partnerships, it's crucial for us to ensure that a potential partner not only aligns with our philosophy but also actively contributes to realizing our mission. Our partners share our commitment to equality and align with our core values while providing the right support in one or more of the following impact areas:

1. PROMOTING EQUALITY:

Our partners are involved in creating equal opportunities for women and underrepresented groups. Together, we strive to level the playing field for these groups within the wine industry.

2. SUSTAINABILITY:

Our partners contribute to our commitment to sustainability. Collaborations focus on exploring innovative approaches and taking steps to reduce our ecological footprint. We believe sustainability should be an integral part of every step we take, and our partners share this conviction.

3. LOCAL PROCUREMENT AND ENTREPRENEURSHIP:

We encourage local entrepreneurship by collaborating with partners who not only support our mission but also promote local procurement initiatives. This contributes to strengthening communities and fostering sustainable entrepreneurship.

The choice is always guided by what serves the mission the most. This means that, for example, we may choose a partner without direct female involvement if they excel in sustainability practices or significantly contribute to the financial health of Made with Maude.

By carefully selecting based on these criteria, we build a network of partners who not only embrace our mission but actively contribute to positive change in the wine industry.

KEY PARTNERS OF COLLABORATION



Over 58% of our purchases are from women/minority-owned partners.

KEY PARTNER	TYPE OF ORGANIZATION	COUNT RY OF ORIGIN	AMOUNT OF PRODUCTS	AMOUNT SPENT	WOMEN/ MINORITY OWNED?	DISTANCE TO STORAGE	NOTE
CASA AGRICOLA COVA DA RAPOSA	Winery, women owned by Rosa Wine made by Patricia Santos	Portugal	18.000	€ 38.843	YES	1946 KM	Partial transport
JOSE MARIE DA FONSECA, CLAUDIA GOMES	Winery, Family owned, wine made by Claudia	Portugal	6.000	€ 18.000	NO, but partnership women winemaker	2285 KM	Partial transport
LEM LINHA MOVEL DE ENGARRAFAMENTO	Bottling company, women owned by Rita	Portugal	18.000	€ 1.750	YES	---	Mobile bollting company
VOUGUEMBAL	Pinter of Labels	Portugal	18.000	€ 2.140	NO		Local Printer
AMORIN	Cork Company	Portugal	6.700	€ 5.293	NO	---	100% sustainable cork
BGLASS	Bottle company	Portugal	18.000	€ 7.340	NO	254 KM	94,45% of all bottles are recyceble
DIAGONAL	Srewcaps company	Portugal	11.500	€ 538	NO	---	
LUSOCARGO HOLLAND BV	Transport company	NL	24.000	€ 4.208	NO	---	Partial Transport, most short route

PARTNERS OF COLLABORATION



KEY PARTNER	TYPE OF ORGANIZATION	COUNT RY OF ORIGIN	AMOUNT OF PRODUCTS	AMOUNT SPENT	WOMEN/ MINORITY OWNED?	DISTANCE TO STORAGE	NOTE
MARTHE MAAKT	Copy writing	NL	---	€ 2.584	YES	122 KM	
JOOST IDENTITIES	Concepts & Design	NL	---	€ 12.917	YES		
CJ HENDRIKS GROUP	Storage & distribution	NL	---	€ 13.326	NO, but working with people with a distance to the labor market	19 KM	
ELIAS MACOVELA		Portugal	---	€ 7.832	YES	2252 KM	Quality control Portugal
CAT's COPY	Public Relations	NL	---	€ 7.750	YES	19 KM	

PARTNERS FROM 2024

Starting in 2024, Made with Maude is entering an exclusive partnership with delta wines and its subsidiaries. This collaboration enables made with maude to achieve faster and more stable growth while producing and distributing products in a more sustainable manner. The partnership provides Made with Maude access to expertise in bio vineyard partnerships, wineries, and female winemakers (Coenecoop), as well as capabilities in transportation, pre-financing, storage, distribution (Global Wine Operations), and sales (Delta Wines). Additionally, Made with Maude supports delta wines in achieving CSR objectives. Currently, delta wines has the following certifications:

PARTNERS



CERTIFICATIONS



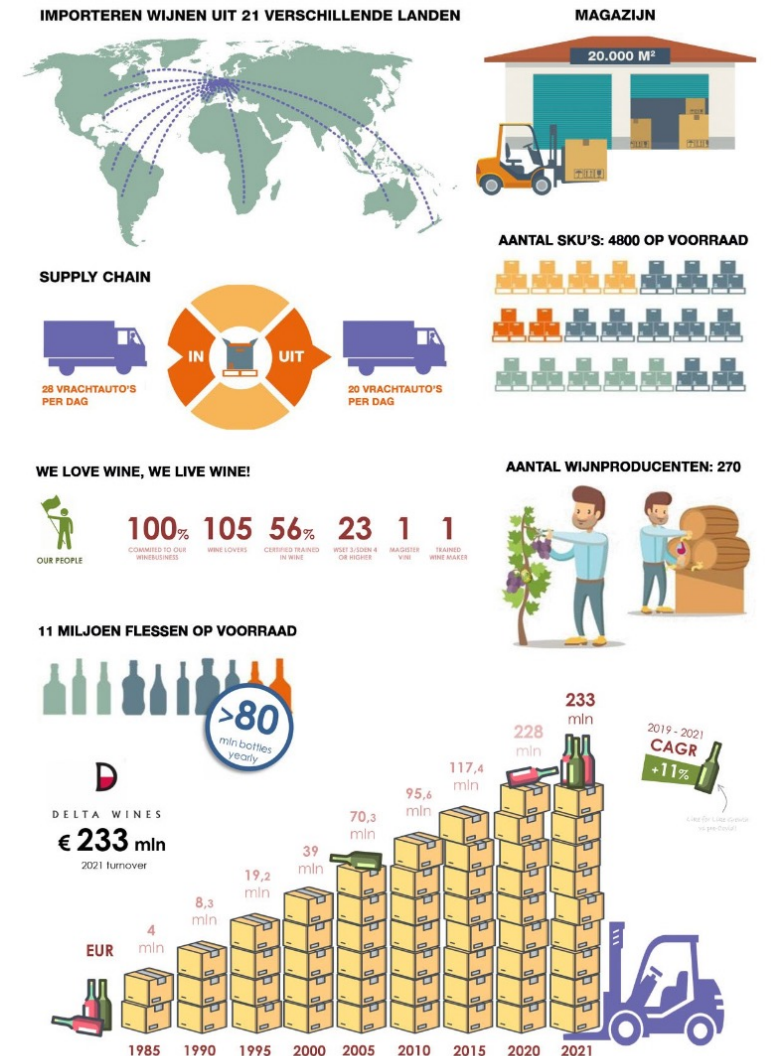
Biologisch



AWARDS



The collaboration is implemented in practice by the DSG women's team, including Inge from the Purchasing department, Laura from the Marketing department, and Frouke from the Design department. This partnership ensures that Made with Maude can grow faster and more steadily, producing and distributing its products in a more sustainable manner.



Facts and figures Delta Wines and its subsidiaries

PARTNER GUIDELINES



As we pursue our mission, Made with Maude is dedicated to ensuring that every activity we engage in is conducted ethically, responsibly, and sustainably. To assist in achieving this, these guidelines (also known as the Partner Code of Conduct) outline the standards applicable to all suppliers, partners, and service providers (collectively referred to as 'Partners') of Made with Maude.

In every collaboration, we assess whether the respective partner contributes to fulfilling MWM's mission. This evaluation is based on three key criteria: female influence, financial impact on the organization, and sustainability. The decision is always guided by what serves the mission the most. This means that, for example, we may choose a partner without direct female involvement if they excel in sustainability practices or significantly contribute to the financial health of MWM.

WHAT WE EXPECT FROM PARTNERS



Made with Maude expects Partners to support the Made with Maude mission adhere to the guidelines described in this document and to take appropriate steps to ensure that their own supply chains, affiliates, and employees comply also. Made with Maude reviews compliance with the Code of Conduct and has the right to undertake a compliance audit on Partners.

Partners shall immediately report any actual or threatened non-compliance with the Code of Conduct to Made with Maude. In the event of such non-compliance, Made with Maude will work together with Partners in support of corrective measures to be undertaken. If a Partner fails immediately to report non-compliance, or (to comply with such corrective action, Made with Maude may terminate the relationship with immediate effect.

Partners can raise concerns or report suspected misconduct or irregularities related to the cooperation with Made with Maude, including giving any notice under the Code of Conduct via: Letter or hand delivery to Made with Maude will investigate, address and respond to any concerns and will take appropriate corrective action.

1. GENERAL (ETHICAL) CONDITIONS 1 / 2

COMPLIANCE WITH APPLICABLE LAWS

Made with Maude requires Partners to comply with all applicable laws and regulations, as well as the standards set out in this document (which may in some cases go beyond applicable legal requirements).

ANTI-BRIBERY AND CORRUPTION

No form of bribery or corruption is tolerated in our business practices. Partners must comply with all applicable laws and regulations that prevent bribery and corruption. With bribery and corruption, we mean, amongst other things, giving or receiving anything of value to or from any person to obtain or retain business, secure an improper advantage, influence decisions, or any other improper inducements for business or financial gain.

Partners will be intolerant of corrupt activities and have policies and procedures in place to prevent and combat such activities. In addition, we expect Partners promptly to report relevant concerns to their contact at Made with Maude.

TRADE SANCTIONS AND CUSTOMS REGULATIONS

Partners will not conduct business, either directly or indirectly in countries or with companies and/or individuals who are subject to United Nations, European Union, United States, United Kingdom, and/or otherwise applicable sanctions.

ANTITRUST AND COMPETITION

Partners shall conduct business in accordance with all applicable competition and anti-trust laws and regulations. Partners are expected not to make any anti-competitive arrangements that restrict competition.

1. GENERAL (ETHICAL) CONDITIONS 2 / 2

CONFLICTS OF INTEREST

Partners should avoid situations that are, or give the appearance of, an actual or potential conflict of interest in their dealings with Made with Maude. A conflict of interest is a situation in which a person is in a position to derive personal benefit from actions or decisions made in their official capacity.

If a Partner suspects that a conflict of interest may have (intentionally or accidentally) occurred, the Partner shall disclose such conflict to Made with Maude in a timely manner and cooperate in finding a solution.

ACCURATE RECORD-KEEPING

As a non-profit organization, we must regularly report our activities to our many stakeholders. To ensure proper compliance with its obligations to Made with Maude, Partners must ensure that all records are retained and disposed of in accordance with all applicable laws and regulations.

CONFIDENTIAL, PROPRIETARY, AND PERSONAL INFORMATION

Partners should always safely manage all exchanged sensitive information (including confidential, proprietary, and personal information) of everyone they do business with and comply with privacy and data protection laws. When data is stored or sent digitally, our Partners must have suitable cyber security systems in place. In case of security breaches, the appropriate authorities and Made with Maude must be notified promptly. Partners should respect all applicable intellectual property rights, including those of Made with Maude.

2. SOCIAL RESPONSIBILITY 1 / 2

Employees of Made with Maude are one of our greatest resources and we believe they must be treated with respect and dignity. Our Partners are expected to uphold the same principles:

EMPLOYMENT RIGHTS

Partners must comply with applicable laws and regulations on working hours and overtime and shall pay their employees fair wages and respect the statutory minimum wage of the country in which they operate. If such a statutory minimum wage does not exist or does not meet basic needs, Partners should strive to pay employees, as a minimum, enough to satisfy their basic needs. The rights of individuals to join trade unions and participate in collective bargaining must be respected, and employees must be provided with access to adequate reporting channels to seek advice or raise concerns about unethical conduct in the workplace, including opportunities for anonymous reporting. Partner must take action to prevent, detect, and correct retaliatory actions against employees.

NON-DISCRIMINATION

Working with a diverse group of professionals is one of the strengths of Made with Maude. We respect individual and cultural diversity and encourage inclusiveness. We award, hire and promote on the principle of equal chances. We do not discriminate on the basis of (without limitation) race, color, ethnicity, religion, political opinion, social origin, disability, age, sexual orientation, gender, gender identity, or expression or marital status. We commit to a workplace free of harassment and abuse. We expect the same from our Partners.

2. SOCIAL RESPONSIBILITY 2 / 2

CHILD LABOR

Child labor must not be used under any circumstances. Partners shall comply with the Convention on the Rights of the Child and must not employ anyone under the age of 15, under the age of completing compulsory education, or under the legal minimum working age for employment, whichever requirement is most restrictive. A risk assessment and monitoring of working conditions, health, and hours of work shall be performed for all persons under age 18.

FORCED LABOR, PRISON LABOR, AND TRAFFICKING IN PERSONS

Partners are prohibited from using forced labor, involuntary prison labor, and trafficking in persons. Partners must provide fair compensation for all employees and workers, apprentices, and contract workers. Partners are prohibited from requiring workers to work more than the maximum hours as set by international standards, including those provided by the International Labour Organization.

HEALTH AND SAFETY

Partners shall always strive to attain the highest level of occupational health and safety standards. Workplaces should be safe and conducive to good health; thereby, preserving the health of employees and preventing accidents, injuries, and work-related illnesses. If a Partner or its employees work at the facilities of Made with Maude they must follow Made with Maude's HSE protocol and work instructions.

3. HUMAN RIGHTS & DIVERSITY AND INCLUSION



In addition to the standards set out in the Code of Conduct, Made with Maude is committed to acting with respect to all human rights. Partners shall act in a manner supportive of our commitment in this regard and in compliance with all applicable human rights obligations. We expect Partners to take responsibility for avoiding any infringement of human rights on assignments performed for us and in conducting their business in general.

3. ENVIRONMENTAL PERFORMANCE

Protecting the environment is another important driver and Partners are expected to operate in an environmentally responsible and sustainable manner. This includes compliance with all applicable environmental laws, regulations, and standards as well as the implementation of an effective system to identify and eliminate potential hazards to the environment.

PARTNERS SHALL:

- work with at least sustainable, bio or biodynamic grapes and production. And should work in accordance with applicable international standards related to waste, chemicals and hazardous materials, wastewater, solid waste, and air emissions;
- avoid any negative impact on critical habitats, on legally protected areas, and areas recognized for high biodiversity value;
- avoid harm to critically endangered, endangered, vulnerable, or restricted-range species and avoid introduction or utilization of invasive species;
- avoid any unwarranted greenhouse gas emissions;
- work to achieve net-zero emissions by 2050 with a clear and verifiable path and ambitious intermediate steps;
- comply with any additional environmental requirements specific to the products or services being provided, and as contractually agreed with Made with Maude;
- maintain records regarding each of the above.



EMERSE, WE BELIEVE, STORIES
OF JOY IN OUR
WINEMAKING
PROCESS. IN THIS WORLD,
WE ARE AN INTERNATIONAL
COMMUNITY OF WOMEN
WINEMAKERS. WE
PRODUCE ONLY WITH THE
BEST PRODUCTS ON THE
MARKET. WE ARE
Proud of our
WINEMAKING
PROCESS. CHECK OUT OUR
WINE.

ITHMAU D

SUPPORT OUR
WOMEN
WINEMAKERS
JOIN THE GRAPES
MADE WITH LOVE
MISSION
IN A BOTTLE
TO BE TOLD

Patricia Santos

MADE
WITH
MAUDE

2020
MAUDE

Patricia Santos

Patricia Santos

PARTNER

CHART 1 / 2



Dear potential suppliers,

We are committed to working with suppliers who share our values and commitment to equality and sustainability. To ensure that we select the right partners, we have established a set of selection criteria that take into account social and environmental performance, good governance, and positive practices beyond what is required by regulations.

OUR SELECTION CRITERIA ARE AS FOLLOWS:

- Good governance: We will evaluate suppliers based on their governance policies and practices, including their policies related to ethics and corruption. Suppliers with strong governance policies and a track record of ethical behavior will be preferred.
- Social and environmental performance: We will evaluate suppliers based on their social and environmental performance, including their carbon footprint, water usage, waste management, and adherence to human rights and labor standards. Suppliers that demonstrate a commitment to sustainability and social responsibility will be given priority.
- Positive practices beyond what is required by regulations: We will evaluate suppliers based on any positive practices they have beyond what is required by regulations, such as environmentally-friendly manufacturing processes or excellent labor practices. Suppliers that go above and beyond in these areas will be given priority.
- Financial stability and capacity: We will evaluate suppliers based on their financial stability and capacity to meet our needs. This includes factors such as their credit rating, capacity to deliver products or services on time, and ability to scale up or down as needed.
- Innovation and quality: We will evaluate suppliers based on their innovation and quality of products or services. Suppliers that are able to bring new and innovative ideas to the table, and deliver high-quality products or services, will be preferred.

Overall, our selection criteria are aligned with our values and sustainability goals. We believe that by working with suppliers who share our commitment to equality and sustainability, we can create a more positive impact on our communities and the environment.

Thank you for considering us as your potential partner. We look forward to hearing from you soon.

Sincerely,

PARTNER

CHART 2 / 2



We, [Partner Name], are committed to sustainability, social responsibility, and ethical business practices, and we understand the importance of aligning our values with those of our customers. As a partner to Made with Maude, we hereby commit to upholding the following principles:

- 1.Ethical business practices: We have ethical business practices in place, including anti-corruption policies and compliance with relevant laws and regulations. We will provide evidence of our ethical business practices and have relevant certifications.
- 2.Social responsibility: We have policies and practices in place to ensure fair treatment of workers, including health and safety standards, gender equality and equal wages and benefits, and non-discriminatory practices. We have relevant social responsibility certifications and will provide evidence of our social responsibility efforts.
- 3.Diversity and inclusion: We have policies and practices in place to promote diversity and inclusion, including gender and racial equality, and have a diverse workforce. We will provide evidence of our diversity and inclusion efforts and have relevant diversity certifications.
- 4.Environmental performance: We will strive to minimize our environmental impact by implementing sustainable practices such as using only sustainable biological or biodynamic grapes and production processes and by reducing greenhouse gas emissions, conserving water and energy, and minimizing waste generation. We have relevant environmental certifications and will provide evidence of our sustainability efforts.
- 5.Supply chain transparency: We have transparent supply chains and will provide information about our suppliers, including their social and environmental performance. We are willing to engage in dialogue about our supply chain practices and work with Made with Maude to identify opportunities for improvement.

We understand that our commitment to these principles is important to Made with Maude, and we are committed to upholding these values as a supplier. We will work collaboratively with Made with Maude to ensure that our practices align with their sustainability, social responsibility, and ethical business goals.

Signed,

[Supplier Name]

[Date]

MADE WITH MAUDE FOUNDATION

The Made with Maude Foundation was established to promote women's rights and their position in the business world.

20% of our profits go to the Made with Maude Foundation.

Through real passion projects this is where we, preferably in collaboration with other charitable organizations, develop educational resources, give talks and develop content to help other businesses make positive changes.

Celebrating life in
a world of freedom and
equality for all.



ROADMAP TO BHAGIN 2030

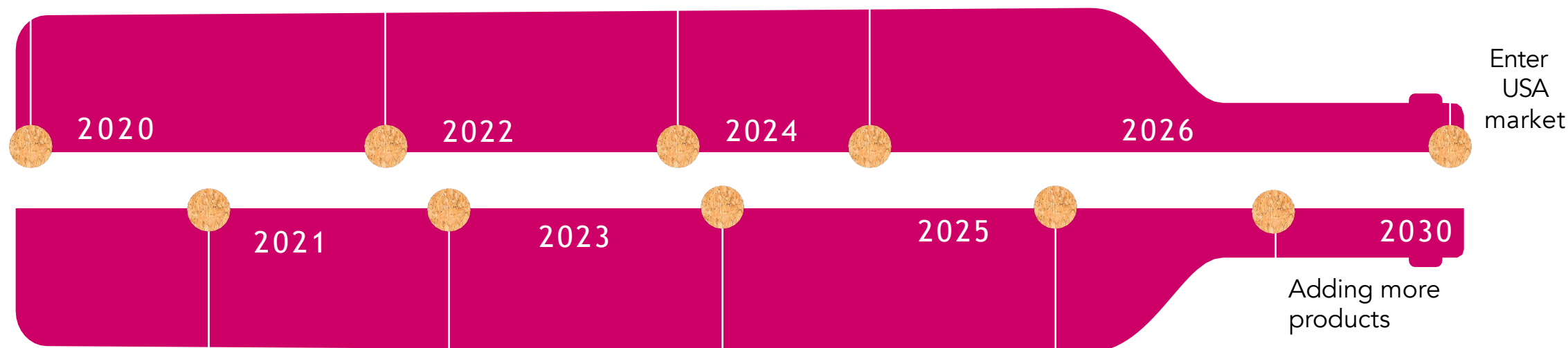


Oct 2020 bought 2000 bottles purchased + harvest 2020 Grapes for 2021 wine production

First wines produced and sold + launch online MWM platform

Live with partnership Delta Wines

First commercial partnerships



Sept 2021 founding MWM

Live with MWM – Mission in a Bottle



Scaling EU

THANK YOU!

THIRSTY FOR
CHANGE TOO?



MADE WITH MAUDE
MISSION IN A BOTTLE

COMPANIES WE WORK WITH JUST A FEW:)



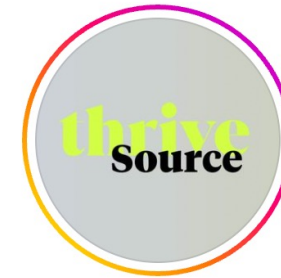
SPECIALTY STORES



HOPITALITY



COLLABORATIONS | EVENTS



INFLUENCERS

Wijntjes met Esther
FoodandMedia
Susan Aretz
Evantures
Ongewoon lekker
Fikaenfest
Estee Stroker
Maaïke de Reuver
Kitchen Republic



PUBLICATIONS JUST A FEW:)



food inspiration

Start-up van de maand Made with Maude werkt alleen met vrouwelijke wijnmakers

Mission in a bottle: dit bedrijf zet zich in voor gendergelijkheid in de wijnsector

Door Maaike de Reuver op woensdag 8 maart 2023



Maud Klaumans REDACTIONEEL

Iedere maand zet Food Inspiration een foodstart-up in de schijnwerpers. Een nieuwkomer met een innovatief product of idee. Een partij die nog niet de middelen heeft om zichzelf in de spotlights te zetten, maar wel een briljant idee dat wij graag met foodprofessionals willen delen. Deze maand: Made with Maude, een nieuw wijnlabel dat zich inzet voor gelijkheid in de wijnsector.

food inspiration

4 trends onder foodstart-ups

Ontwikkelingen die - volgens deze 10 start-ups - de toekomst van de foodsector bepalen

Door Maaike de Reuver op zaterdag 18 februari 2023



ONDERNEMEN

Zonder vaste protocollen, wensen van opdrachtgevers, eisen van investeerders of andere belemmeringen kunnen start-ups zich ongeremd op de nieuwste innovaties storten. Wil je weten waar de wereld van food zich naartoe beweegt, kijk dan dus waar foodstart-ups mee bezig zijn. Vaak lopen zij op de troepen en de trends vooruit.



Eva Spruyt | Betere wereld | 15 aug 2022
Leestijd: 3 minuten

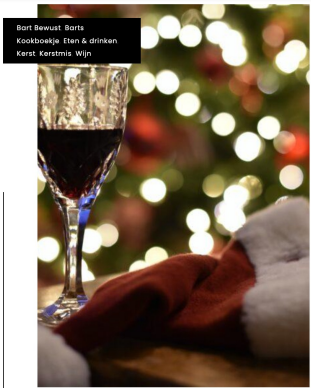
Vrouwelijke wijnmakers zijn in opkomst: we spraken met Made with Maude



FOOD

Wijn drinken en tegelijkertijd iets goeds doen voor de wereld, het kán met Made with Maude. Deze wijnen hebben een missie. Wist je namelijk dat vrouwelijke wijnmakers maar een klein deel uitmaken van de wereldwijde wijnmakers? Dat terwijl ze prachtig verrassende wijnen maken. Vrouwen hebben in deze industrie veelal te maken met gender ongelijkheid. Made With Maud wil deze vrouwelijke wijnmakers een podium bieden en nodigt je uit om te delen, inspireren en te verbinden.

BARTS/BOEKJE



Bart Bawert-Gots Kookboekje Eten & drinken Kerst Kerstmis Wijn

22 december 2022, door Romy Meesters

5 X (H)EERLIJKE RODE WIJNEN VOOR BIJ HET KERSTDINER

De feestdagen staan nu écht voor de deur. Waar de een alles perfect op tijd geregeld heeft, is de ander nog druk met de laatste voorbereidingen (guilty!). Bij kerst denken we natuurlijk aan (heel veel) eten, cadeaus, samenzijn en wijn! We pakken maar wat graag nét dat beetje extra uit met de mooiste flessen en dan het bafst zonder schuldgevoel. Heerlijk en eerlijk, daar zijn we naar opzoek en dat zijn deze wijnen. Nog zoekende naar de perfecte rode wijnen voor kerst? We've got you. Zorgvuldig geselecteerd door Maud van Made with Maude. Inclusief food inspiratie voor perfecte wine pairing.