

BORCO stands with all people impacted by the war in Ukraine

Hamburg, 03/03/2022. We are dismayed by the current political events taking place in Russia and Ukraine and condemn the Russian invasion of Ukraine. As a Hanseatic family business that brings people from all over the world together with its spirits, BORCO condemns any form of violence. The whole BORCO team is in thoughts with all people that fear for their lives and their homes in these difficult days. Tolerance, a cosmopolitan mindset, and a deep sense of community are the core of BORCO's business which need to be protected more than ever in these challenging times. For this reason, BORCO supports the decisions of the EU and the German government as well as trade partners.

The Hamburg-based company has a long-standing intercultural partnership with its Russian partner ROUST, which is characterized by shared values. **BORCO and ROUST distance themselves from political events.** ROUST is a global spirits company with no political affiliation. With roots in Russia, the company has partners and employees around the world, including Ukraine. All employees at ROUST are in shock and can hardly believe the events. Currently, the top priority is to ensure the safety of employees and their families.

"These are dark hours for Europe, which weigh very heavily and are very close to us. Our industry thrives on community and the joy of intercultural conversation. That war is raging on the European continent, bringing much suffering to friends and families of ours, is an unbearable situation. As an importer of Russian vodka, we are particularly shocked by the situation and look at the events with bewilderment. At the same time, I am proud of the BORCO family which is sticking together and is currently organizing aid for the people in Ukraine", says **Markus Kohrs-Lichte**, BORCO CEO and Chairman of the Management Board, expressing his shock at the events in Eastern Europe.

Stop of all promotion activities for the Russian vodka portfolio

Against the background of the war, BORCO has decided to stop or to postpone all promotional activities for the Russian vodka brands. This includes all marketing measures as well as marketing in retail and gastronomy.

We hope that a peaceful solution to the conflict can be reached soon.



Markus Kohrs-Lichte
CEO

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