

Tiā

Sustainability Report 2024

Quality you
can feel,
commitment
you can see



Quality you can feel



[GO TO ABOUT THE ORGANIZATION](#)

Commitment you can see



[GO TO VALUE PROPOSITION](#)

Warmth that makes a difference



[GO TO TEAM](#)

Connections that transform



[GO TO COMMUNITY](#)

Responsibility that drives us



[GO TO PLANET](#)

Indicators table



[GO TO INDICATORS](#)

Our Quality and Commitment: The Response to Every Challenge

In a particularly challenging 2024 for Ecuador, at Tía we reaffirmed our essence: we are a resilient business that, beyond all circumstances, remains steadfast and adapts to challenges. We do this so that, in every choice our customers make, they can feel the quality of our products and see the commitment we have with each of them.

There is no doubt that climate change put us to the test: the scarcity of rain and prolonged power outages strongly affected the national economy. However, our strategic projects bore fruit — we managed to generate our own clean energy with the Calacalí photovoltaic plant, producing more than 700,000 kWh of renewable power, equivalent to 1,500 barrels of oil. This allowed us to maintain our operations so that families could continue acquiring essential products at affordable prices.

Likewise, in an environment affected by insecurity, we redoubled our commitment to the more than 227,000 customers who visit us every day and the more than 9,000 collaborators who are part of our team. We incorporated advanced surveillance technology, reinforced security protocols, and provided emotional support to our employees through talks, individual consultations, and dedicated support spaces. This reflects our vision of quality — to stand firmly by those who choose us. We recognize that our success is the direct result of the effort and responsibility of each of our employees. It is through their daily commitment that the quality of Tía can be felt in every corner of the country. We take pride in being a solid

employer brand that not only creates thousands of jobs, but also contributes actively to the growth and professional development of every member of our Tía family.

This report is an invitation to look beyond the numbers — to understand how, through each action, Tía helps build a fairer, more humane, and more sustainable Ecuador. I could go on at length, but instead, I invite you to read each chapter, where you can feel the quality of our operations, witness the daily commitment of thousands of collaborators, and recognize the trust our customers place in an honest brand.

Thank you for trusting Tía, for choosing us every day, and for being part of our story.

Sincerely,

Luis Reyes Portocarrero

Managing Director
Tía S.A.



Investment to Drive Development: **Commitment, Resilience, and Ecuadorian Pride**

In these pages, we want to share with you much more than figures and actions. We want to tell you a story of commitment and effort. It's the story of how, in a challenging year like 2024, our operation in Ecuador once again proved why it is a true source of pride for the entire Group, actively contributing to the country's socioeconomic development.

Throughout the year, our operation in Ecuador faced major challenges: a complex economic context, an energy crisis, and insecurity in vulnerable communities. However, thanks to the tireless work of every person who is part of this great family, we moved forward with strength, agility, and the same purpose that guides us: to improve the quality of life of our customers and their communities through meaningful experiences with honest brands.

In a demanding context, we continued investing to enhance our customers' experience, with innovation always at the forefront. From the opening of new stores—which allowed us to reach more people with our accessible and high-quality offering—to the use of artificial intelligence to develop solutions that make us more competitive and efficient.

We also renewed our commitment to supporting local trade: 92% of Tía's purchases were made from local suppliers, with an investment of over 106 million dollars in small and medium-sized



enterprises. This translates into solid support for the regional economy and a clear boost to Ecuador’s entrepreneurial ecosystem.

In addition, our social commitment was strengthened by supporting vulnerable communities in need, delivering more than 488,000 products through our “Zero Waste Commitment” program, generating significant economic, social, and environmental impact.

Our vision for the communities is clear: to be present where help is most needed, offering not only material assistance but also the message that no one is ever alone—especially children, the elderly, and people in vulnerable situations. It is our way of giving back to society for choosing Tía as their trusted supermarket.

We are pleased to share with you the achievements of 2024, and even more, to reaffirm our commitment to continuous improvement, sustainability, social responsibility, and the ongoing development of our beloved Ecuador.

Thank you for trusting us — especially those who, day by day, make Tía a close, warm, and deeply human brand.

With pride,

Francisco de Narváez Steuer

Chairman

Grupo De Narváez

Guidelines of the **Report**



We proudly present our 11th Sustainability Report, reaffirming our commitment to transparency and responsibility in managing the economic, social, and environmental impacts that affect our stakeholders.

This report has been prepared in accordance with the 2021 Universal Standards of the Global Reporting Initiative (GRI). It shares relevant information about the management of Tía's main

economic, environmental, and social impacts.

The results cover the period between January 1 and December 31, 2024, and include all operations of Tiendas Industriales Asociadas Tía S.A., whose headquarters are located at Chimborazo 217 and Luque, Guayaquil.

We have established an annual reporting cycle, with the previous edition published in 2023. During this period, there have been no significant changes affecting comparability with previous years.

If you wish to submit inquiries or share your opinion about this report, please contact us at:

memoria.sostenibilidad@tia.com.ec



Stakeholder Groups of the Organization

We maintain open and transparent communication with our stakeholders to understand their expectations and manage our impacts effectively.

Through dialogue and collaboration, we identify both the real and potential effects of our activities. This allows us to minimize negative outcomes and enhance the positive ones.

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Engagement Mechanisms

Clients

Materiality survey. Corporate website.
Ongoing channels: WhatsApp, Chatbot, email, social media, and website.
Product and service surveys designed according to company needs.

Community

NGOs, foundations, associations, civil society organizations.

Materiality survey. Email communication.
Periodic contact with foundations and NGOs through our social investment programs.

Shareholders

Materiality survey. Periodic meetings.
Email communication.

Tía Team

Materiality survey. Meetings.
Internal communication channels: email, WhatsApp. Periodic meetings.

Suppliers

Materiality survey. Negotiation meetings.
Email communication. Telephone contact.
MiPyME survey (Small and Medium Enterprises).

Double Materiality Analysis

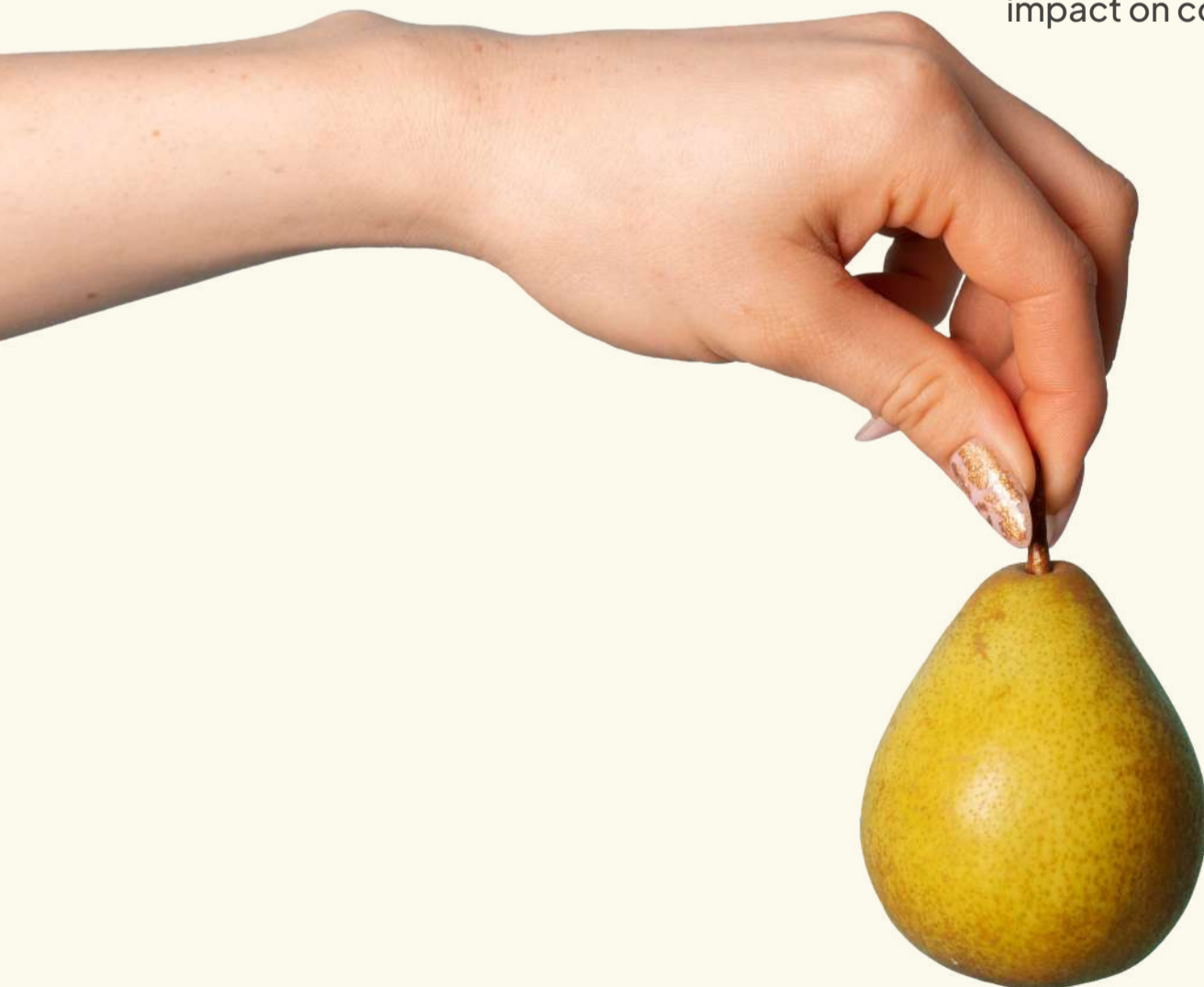
In 2024, we updated the double materiality analysis to define the contents of this report, aligning with GRI standards and new international regulations such as the European Union's CSRD.

We incorporated a financial perspective to identify both our impacts on the environment and the sustainability risks that could affect the company's performance. The process included five key stages:

1 Context Analysis

We began by analyzing the organization's context, its value chain, regulatory framework, and key stakeholder groups: customers, Tía team members, community, suppliers, and shareholders.

We also considered findings from the 2023 Sustainability Report and the Prófitas study on Ecuador's 2024 macroeconomic evolution and its impact on consumption habits.



2 Identification of Material Topics

To identify the most relevant economic, social, and environmental topics, we analyzed SASB indicators for Retail and Supermarkets, our sustainability strategy, and both regional and international benchmarks.

We compared these findings with the 2023 material topics and selected 15 key impacts and risks, validated by the Corporate Affairs and Sustainability Department.

15
Key impacts and risks identified

3 Stakeholder Evaluation

We evaluated material topics with our stakeholders through a survey directed to customers, employees, community members, and suppliers. Each participant rated the level of environmental, social, and economic impact of the topics and could also suggest others they considered relevant.

594
total responses



4

Investor Prioritization

We conducted a survey with Grupo De Narv ez, our shareholder group, to assess financial materiality by evaluating ESG aspects according to their potential impact on financial performance. The survey also provided space for suggestions of new sustainability topics.

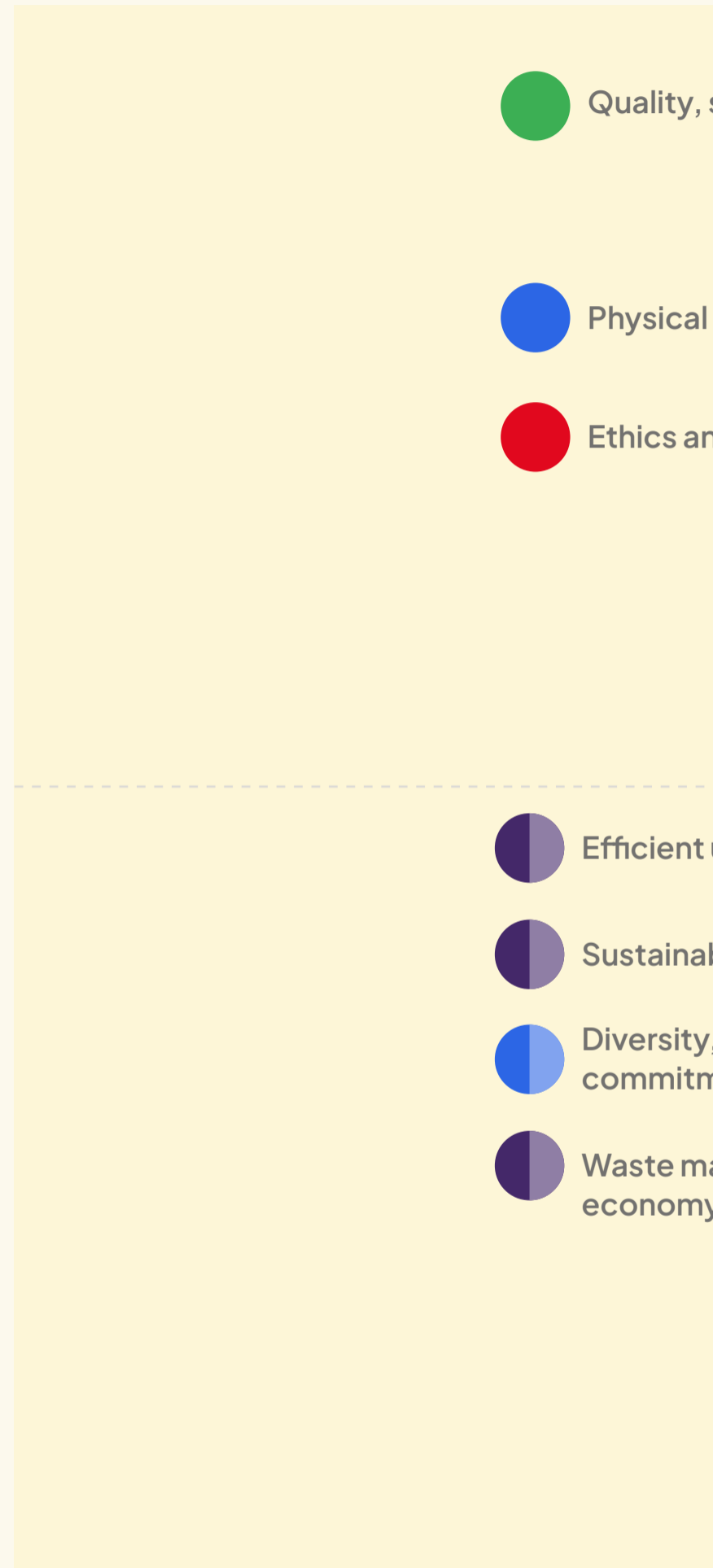
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Conclusions and Materiality Matrix

We combined the results of both surveys into a materiality matrix that integrates impact and financial risk, enabling us to identify strategic, priority, and emerging topics in sustainability.






(+) Impact

Impact Materiality Stakeholders








Axes of El Efecto Tía

-  Value Proposition
-  Governance
-  Planet
-  Community
-  Team

List of Material Topics

-  Priority
-  Relevant
-  Emerging

(+) Risks

Quality You Can Feel

Every day, we work so that those who choose us experience the commitment and quality that define the Tía experience. We have done so for over 60 years, since opening our first store. Today, we reaffirm that same commitment in our 258 stores, welcoming customers in 113 cities across 22 provinces of the country.

Through an innovative commercial strategy, we make quality a top priority in every point of contact — both in physical and virtual stores. Across all our channels, we offer a wide variety of products and services covering food, beverages, clothing, hygiene, hardware, toys, home, furniture, appliances, cosmetics, and much more — always at prices designed to support the household economy of Ecuadorian families.

We bring quality and closeness to more than 227,000 people who choose us every day.

At Tía, our enthusiasm for responsible citizenship translates into a quality that goes beyond the commercial offering. We are committed to creating growing job opportunities, driving regional development through shared growth, supporting community progress, revitalizing neighborhoods, and caring for the environment. This set of positive actions is what we call “The Tía Effect.”



Sales Ecosystem

We want shopping to be easy and enjoyable for all our customers. That's why we combine the warmth of our stores with the convenience of the digital world, integrating technology to be closer to you — anytime and anywhere you choose.



Business Units

We manage two retail business units under a shared corporate structure, while maintaining autonomy in areas such as logistics, operations, marketing, and talent management.



We are a nationwide network of stores offering a wide variety of food, home, and personal care products, committed to evolving and adapting to the pace and needs of our customers.

258
stores

9069
team members



With a convenient and close-to-home format, our location strategy brings stores to commercial and residential areas where supermarkets were previously unavailable, delivering quality, variety, and value to our neighbors.

34
stores

212
team members



Private Brands

Quality is at the heart of our private brands, designed in collaboration with local and international producers. Our wide assortment includes products for celebrations such as Christmas and summer season, as well as toys, school supplies, home, kitchen, and cleaning items. We also offer electronics, baby care, food and beverage, and personal care and cosmetics.

By the end of 2024, we had 21 private brands, including: Selección By Tía, Tía Riko, Elements By Trial, Mayik, Soul Care, Trial, Home Club, Check, Lo Sano, Hometech, Extreme, Más Ahorro, Top One, Happy Toys, Play School, Just Girl, Just Woman, Just Baby, Best Xmas, Free Beach, and Cocki.

Wholesale Sales

This project aims to introduce a new business model from our physical stores focused on volume sales, whether for resale or entrepreneurship purposes. The wholesale model began in July 2024 with a pilot in five stores located in Guayas, Manabí, and Pichincha.

The goal is to expand to 212 stores. However, after several months, wholesale sales are already available in over 250 stores, managed by trained staff who completed the required implementation process.

The project is supported by the Customer Service area, which coordinates wholesale operations and ensures customer engagement. Additionally, the Commercial and Operations teams validate assortments, pricing, and business conditions, while Logistics and Supply Chain guarantee timely delivery of goods under optimal conditions.

Physical Channels

Tía

Stores averaging 700 m² with an assortment of 7,000 products.

Tía Express

Stores averaging 300 m² with an assortment of 3,000 products.

Plaza Tía

A commercial plaza featuring various product and service stores. The plaza operates under independent management, with a Tía store as the anchor location.



Digital Channels

Online Store

A platform offering home delivery or in-store pickup from Tía locations nationwide.

It features an assortment that includes food, technology, household items, hardware, textiles, and more. Purchases can be made using credit or debit cards, bank transfers, or CrediTía.



www.tia.com.ec

Tía App

A shopping app that connects customers with the nearest store to order and receive products in real time. With over 14,000 options available, it accepts cash, credit or debit cards, and CrediTía for payments.

Virtual Catalog

An online sales channel for home delivery or in-store pickup. Includes food, technology, home appliances, hardware, textiles, and more, with payment options by credit or debit card and CrediTía.



Quality in Every Link of the Chain

Efficient management of every stage of our value chain is essential for sustainable success. It all begins with a clear strategy that defines our growth objectives. Supply is crucial, which is why we carefully select our suppliers to ensure fresh and diverse products that meet our customers' needs. Our operations coordinate everything from storage to logistics, ensuring product availability across all our physical and online stores.

The efficiency of our business relies on key services such as Marketing, Human Talent, Commercial, Operations, Real Estate, Quality, Accounting, Auditing, Industrial Safety, Finance, Logistics, Maintenance, Technology, Processes, and Continuous Improvement. Our omnichannel sales strategy allows us to reach more people, while our sustainable approach guides every action — prioritizing economic value that also benefits the environment and society.

**We connect every link
in our value chain with
responsibility, innovation,
and commitment.**



Customer Requirements

Strategic and Planning Processes

Strategic Business Management

Real Estate Management

Data Analytics Management

Omnichannel and User Experience Management

Corporate Relations, Social Responsibility, and Sustainability Management

Value-Adding Processes

Commercial Management

Development and Administration of Product Categories

Supply Chain Management

Marketing Management

Management of Operations in Traditional Channels

Management of Operations in Digital Channels

Customer Service Management

Support Processes

Information Technology Management

Human Talent Development and Administration

Internal Control Management

Environmental, Health, and Safety Management

Financial Resources Management

Administrative Management

Quality Management

Business Capabilities Management

Customer Satisfaction



An Energy in **Motion**



9069
people in our
team



227.000
people shop at Tía every
day



+1000
supplier
organizations
and companies

258

Tía stores

34

Más Ahorro stores



7000

products in our assortment

+2,11%

annual growth in online sales

70,84%

Home delivery sales vs. 2023

26,56%

Online store sales vs. 2023

-10%

Virtual catalog vs. 2023

258

Stores
Nationwide

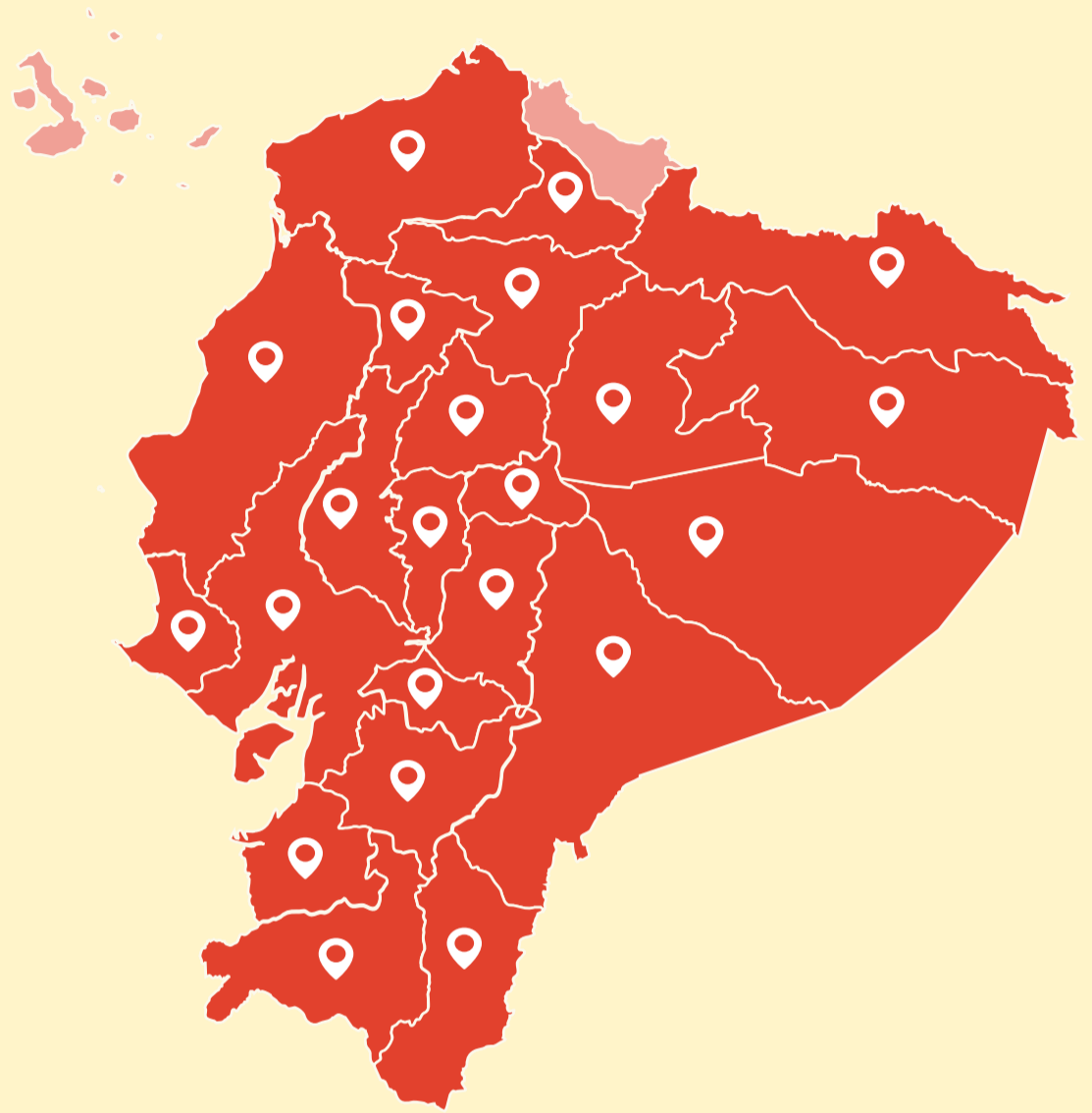
22

provinces

113

cities

Store Distribution

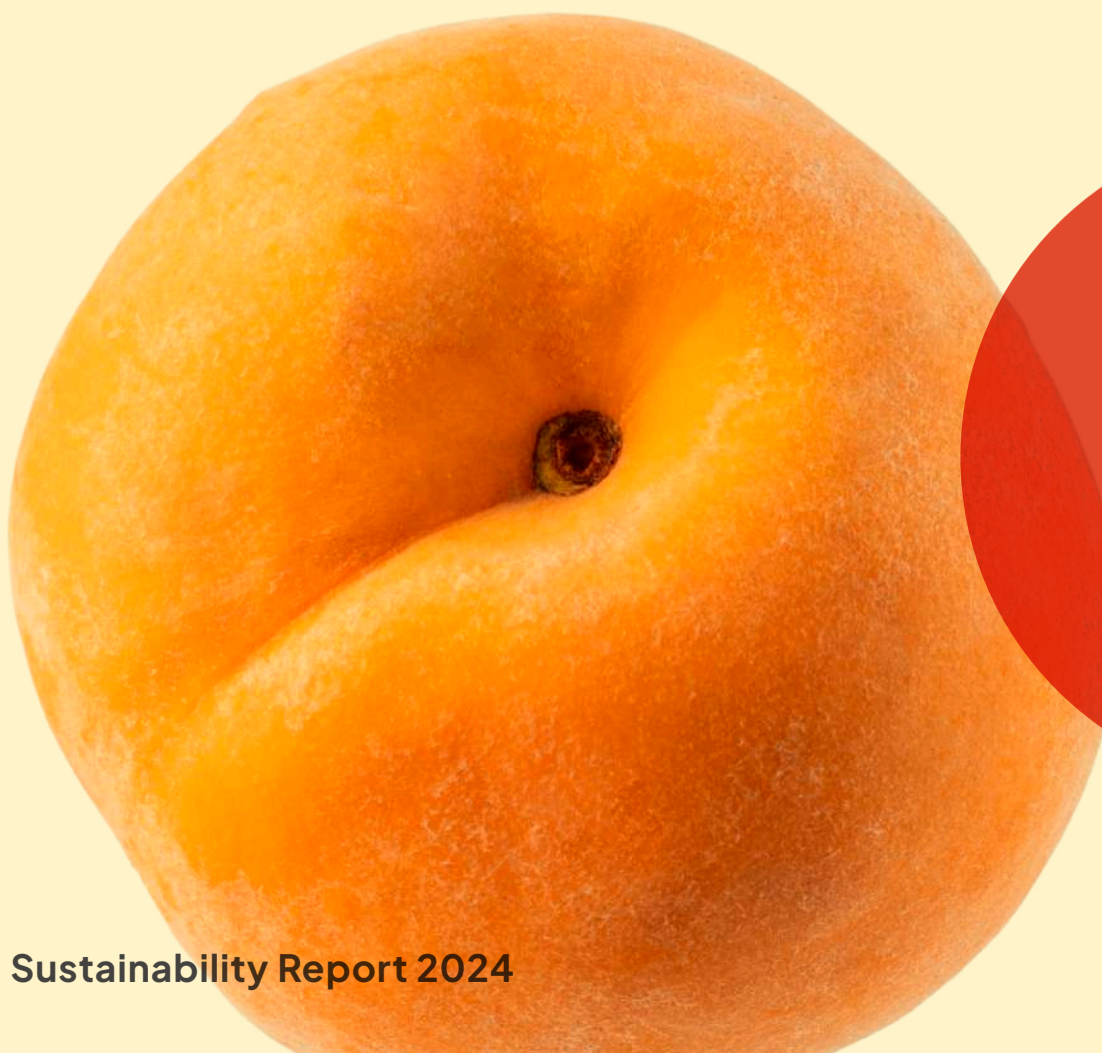


By Region

176
Coast

71
Highlands

11
Amazon



By Province

9 Esmeraldas	4 Cotopaxi
10 El Oro	4 Imbabura
100 Guayas	3 Loja
17 Los Ríos	43 Pichincha
27 Manabí	5 Tungurahua
7 Santa Elena	1 Morona Santiago
6 Santo Domingo	2 Napo
4 Azuay	3 Orellana
3 Bolívar	1 Pastaza
2 Cañar	2 Sucumbios
3 Chimborazo	2 Zamora Chinchipe

67

Jobs Created in
2024 from New
Store Openings

21

new job positions created
at Tía including,

1

new branch in Sangolquí
(Salcoto, Quito).

46

new job positions created at
Más Ahorro with

9

new stores opened.

A Sustainable Business Plan

Our commitment to sustainable performance is based on improving the quality of life of our customers, employees, and communities, creating meaningful experiences with honest brands.



In 2024, we remained committed to business growth, investing in new stores, expansions, and remodels to reach more Ecuadorian families and generate new job opportunities. We highlight the opening of a new Tía store in Sangolquí–Salcoto, in the city of Quito, with an investment of USD 1.147 million, creating 21 new jobs in the area.

Digital transformation was also a key priority. Aware of the evolution of our customers' habits, we strategically invested in technologies that optimize efficiency and enable us to offer innovative shopping channels with greater reach.

Additionally, we invested over USD 2 million in strengthening our logistics and distribution network to ensure a consistent supply to our stores and continue delivering quality service to our clients.



Investments in 2024

USD

13.389.491,88

Total 2024 Investments

USD 7.827.408,26

New stores, land, expansions, and remodels

USD 3.136.813,13

Technology

USD 2.425.270,49

Distribution center and others

Economic Performance in millions of USD

Concept	2023	2024
Direct economic value generated	791,4	759,0
Revenue	791,4	759,0
Economic value distributed	771,3	750,5
Operational costs	676,3	661,0
Salaries and benefits	86,1	82,8
Taxes and contributions	8,2	6,1
Community investments	0,7	0,6
Economic value retained	20,1	8,5

Recognized Quality

The performance of our business is acknowledged in sectoral rankings of prestigious organizations and national media. In addition, we actively participate in chambers, associations, and industry networks to promote the sustainable development of our industry.



Industry Rankings

#2
Best in their sector,
Wholesale and Retail
Trade
DIARIO EL UNIVERSO

#2
Reputation Ranking,
Wholesale and Retail
Trade
MERCOSUR

#3
Top 10
Supermarkets
REVISTA EKOS

#3
Most Influential
Brands
AMÉRICA ECONOMÍA

#3
Merco Ranking 2024,
University Talent
MERCOSUR

#3
Ranking sectorial
2024
Comercio al por
mayor retail
EKOS

#3
Top of Mind
REVISTA EKOS

#6
Best Communication
Team
MERCOSUR

#8
Reputation
Ranking
CERES

#9
1000 Business
Ranking — Most
relevant business
leaders of the last
two decades (Top 10)
EKOS

#26
Companies that
contribute the most
to the SDGs
VISTAZO

ESR Distinction
CERES

Affiliations and Sector Networks

- Christian Association of Entrepreneurs (ACE-UNIAPAC)
- National Association of Food and Beverage Manufacturers (ANFAB)
- Chamber of Commerce of 32 cities in Ecuador and 15 provinces
- Ecuadorian-American Chamber of Commerce (AMCHAM)
- Ecuadorian Chamber of Electronic Commerce (CECE)
- Chamber of Industries of Guayaquil
- Chamber of Construction of Guayaquil
- Business Council for Sustainable Development of Ecuador (CEMDES)
- Ecuadorian Consortium for Corporate Social Responsibility and Sustainability (CERES)
- Network of Solidarity Business Enterprises (REDES)
- Unidos Por La Educación UXE
- Food Bank
- San José Foundation
- INARI Research Laboratory



Tía Effect

Ecuador faces major challenges in terms of poverty, inequality, and sustainability. In 2023, 37% of the population lived in multidimensional poverty, with indigenous communities being the most affected, reaching nearly 81%. Gender-based violence remains a growing concern, with an increase in femicides during the last year.¹

Food waste is alarming, with 939,000 tons of food lost annually, equivalent to USD 334 million. Chronic malnutrition affects 20% of children under 2 years old, especially in rural areas. Moreover, 83% of the population is considered vulnerable to climate change, placing the health and well-being of many families at risk.

¹ Cepal, 2024.
https://www.cepal.org/sites/default/files/static/files/ecuador_-_informe_nacional_2.pdf?utm_source=chatgpt.com

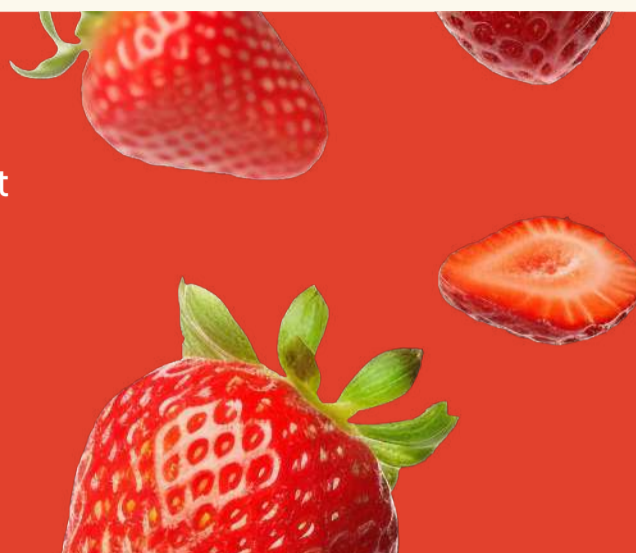
We acknowledge the challenges of our environment. That's why we not only seek to generate economic value, but also to contribute to the social and environmental well-being of our country.

The Tía Effect is our strategy to contribute to facing these challenges. With it, we aim to enhance the positive impact that the opening of a new store brings to a community and its surroundings: opportunities for growth and the creation of shared value.

Our business is structured around four cross-cutting pillars: Value Proposition, Team, Community, and Planet. Our goals are aligned with and contribute to the global agenda of the United Nations Sustainable Development Goals (SDGs).

Value Proposition

We offer a warm and efficient experience, supported by products backed by a responsible value chain and cutting-edge technology.



+200.000
CrediTía customers
+15.83% VS 2023

92%
national sourcing

Team

We create opportunities for employment and dignified, respectful growth for more people.

67
new jobs created

86%
of the team feels
proud to work at Tía



ZERO WASTE COMMITMENT

Community

We promote the social and economic development of Ecuador through the growth of our business.

488.070
product
units
donated

+150
tons of recovered
products

USD 1.005.801
equivalent donated in food

Planet

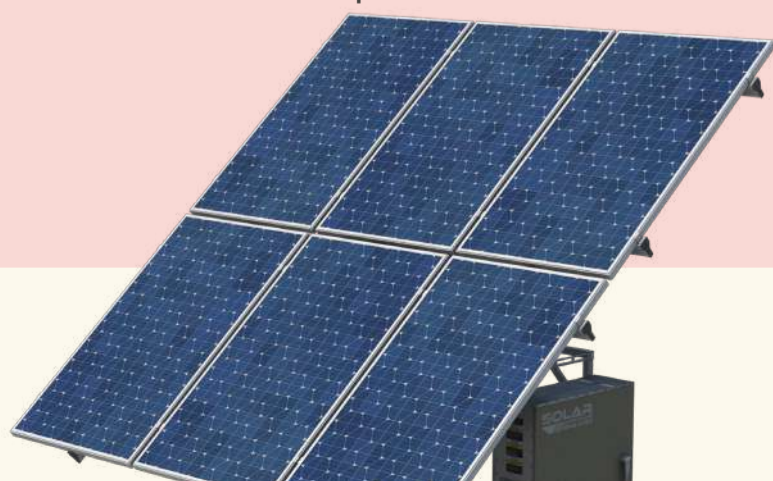
We promote the transition toward environmentally sustainable development.

600 l
of water reused in
operations

100%
of cardboard
and plastic
recovered

708.590 kWh
of clean energy
generated at our Calacalí
photovoltaic plant

113,7
barrels of oil
avoided





We Contribute to the Country's Sustainable Development

Contribution to the SDGs (Sustainable Development Goals)



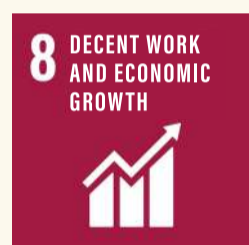
End hunger, achieve food security, and improve nutrition.

We ensure access to high-quality food that meets nutritional standards, available at affordable prices across the 113 cities where we operate.



Ensure access to affordable, reliable, sustainable, and modern energy.

In our efforts to increase renewable energy within our operations, the Photovoltaic Plant at our Distribution Center in Calacalí, Quito, supplied 708.590 MWh of clean energy during 2024.



Promote inclusive and sustainable economic growth, productive employment, and decent work for all.

Being the best employer requires daily dedication to attract and develop top talent. We have a diverse and committed team of over 9,000 employees, where we promote equality — 43% of women hold leadership roles — and their experience is essential to our corporate vision.



Ensure sustainable consumption and production patterns.

We support small and medium-sized enterprises, helping their products reach Ecuadorian families. Additionally, through our Zero Waste Commitment, in 2024 we recovered 150 tons and donated USD 1,005,801 worth of food.



Take urgent action to combat climate change and its impacts.

We strive to lead the shift toward sustainable development, focusing on responsible resource use, energy efficiency, and sustainable management.



Strengthen partnerships to achieve the goals.

Our programs are developed in collaboration with governmental, private, and non-governmental sectors. We foster long-term relationships with institutions and foundations, allowing us to stay close to communities and provide meaningful support to those around us.

Corporate Governance

The Board of Directors, the highest governing body of our organization, is composed of eight members with key executive roles. Its main purpose is to ensure the achievement of business objectives and sustainable growth, creating long-term value for both people and shareholders.

The Board meets monthly to evaluate progress toward objectives and make agile decisions that ensure operational stability, profitability, and job creation. Member selection prioritizes internal recruitment, consulting the GDN Group if necessary, and conducting an external search only if the position remains vacant.

At Tía, strategic decisions are directly tied to the corresponding management areas, under the authorization of the Chairman, who also supervises and approves the content of the company's Sustainability Report.

Our corporate governance is integral and strategic. The Chairman holds ultimate responsibility for decision-making and leads key areas of management: the Finance Department, focused on economic issues and relations with over 125 local suppliers and environmental matters; the Operations Department, responsible for logistics and distribution; the Marketing Department, through the Corporate Social Responsibility and Sustainability area, ensuring alignment with social, corporate, and reputational

goals; and the Human Resources Department, which provides professional growth opportunities and promotes employee well-being.

Composition of the Corporate Governance Board

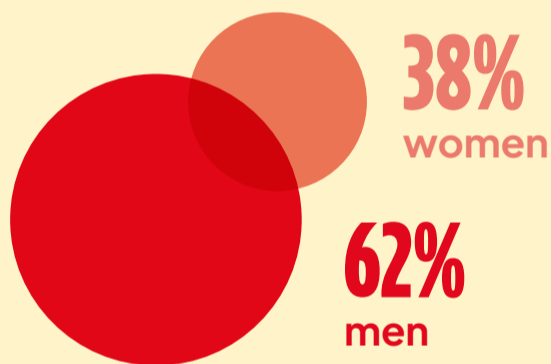
- Chairman
- Human Resources Director
- Purchasing Director
- Operations Director
- Marketing Director
- Logistics and Distribution Director
- Finance Director
- Technology Director



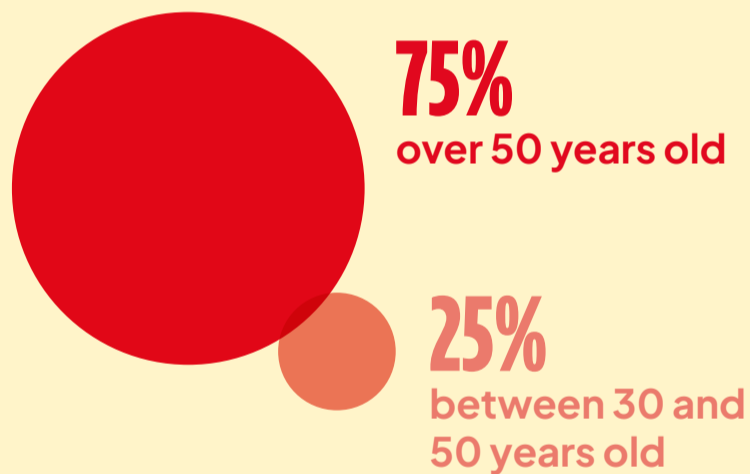


Corporate Governance Distribution

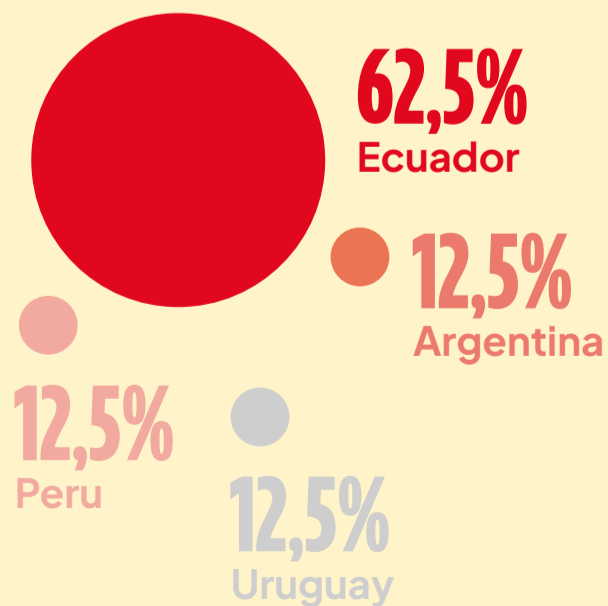
By Gender



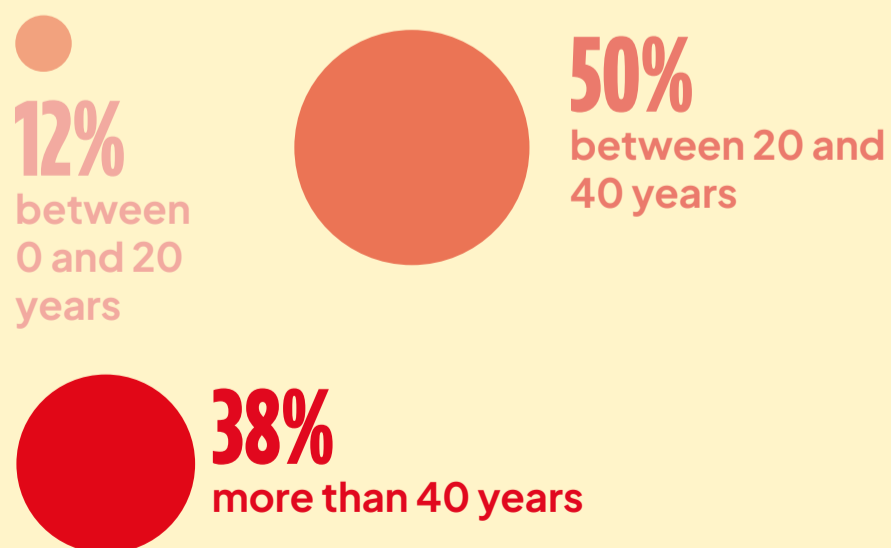
By Age



By Nationality



By Company Tenure



Communication of Critical Concerns



The complaints and reporting process flows directly to the managers of each area and to the Chairman.

Team members can submit complaints or reports through the Human Resources representatives or anonymously via email at tuvozsuma@tia.com.ec. The Human Resources Director is responsible for investigating and following up on each case. Depending on the results, immediate actions are taken, and these events are reported to the Chairman.

Customers can also report their complaints or suggestions at their nearest Tía store or share their feedback through various channels: Chatbot, Customer Service, social media, the website, or via email at serviciocliente@tia.com.ec. The information is centralized by the Customer Service area, which directly contacts the individuals involved to resolve their issues.

In 2024, 500,432 customer service interactions were recorded, representing a 7.5% increase compared to the previous year. 97% of cases were answered within the established timeframe, with 92% resolved on the first contact.



Conflict of Interest Management

All individuals who are part of the company's senior management or governing bodies, as well as teams with decision-making responsibilities, must declare, regularly and accurately, any potential conflict of interest. These declarations are reviewed periodically by the Ethics Committee, which evaluates the associated risks and implements necessary measures to minimize any negative impact.

If a conflict of interest is identified, the affected person must refrain from participating in the related decisions. When required, an independent committee will be appointed to analyze the situation and determine the appropriate actions, ensuring impartiality and transparency at all times.

We are committed to maintaining total transparency in managing conflicts of interest. Any relevant incident is communicated to all stakeholder groups — shareholders, associates, strategic teams, and partners — through appropriate channels.

We promote a culture of open communication, where anyone can report potential conflicts or risk situations. We also provide ongoing training to all teams on ethics policies, helping them identify and manage such conflicts within the workplace.

Integrity and Code of Ethics


We act with ethics and integrity in all our operations because we believe these are essential to achieving sustainable success. These values not only strengthen our reputation but also drive the development of our teams and a positive organizational culture.

In 2024, we strengthened our ethical management through an integrated approach that combines formal commitments, measurable objectives, systematic processes, and strategic projects. We updated our Code of Ethics, incorporating clearer policies regarding anti-bribery, conflict of interest, and money laundering prevention.

We adopted new institutional commitments, promoting transparency in communication and regulatory compliance across all provinces where we operate. We also established specific objectives to foster social and environmental responsibility, encourage an ethical culture, and train our teams to prevent and manage ethical risks.

100%

of new employees joining Tía signed the Code of Ethics

 Code of Ethics and Corporate Conduct

We also ensured compliance with the Organic Law on Personal Data Protection (LOPDP) by updating our processes in line with current national and international regulations.

Compliance with the Code of Ethics and associated policies is mandatory.

Every new employee must read and sign it, while managers and supervisors are responsible for ensuring its implementation.

Violations are sanctioned according to internal regulations.



Respect for Human Rights

We uphold our commitment to respect, promote, and protect Human Rights across our operations and value chain, in line with the United Nations Universal Declaration of Human Rights.

This principle is clearly established in our Code of Ethics.

All contracts with new suppliers now include specific clauses on Human Rights and Anti-Corruption. In 2024, we added a clause of zero tolerance for child labor and forced labor, which requires decent working conditions, respect for current regulations, non-discrimination, and socially responsible conduct.

This clause is communicated and validated in an annual meeting with our partner organizations and suppliers. These actions strengthen responsible and sustainable business conduct throughout the value chain, based on respect, fairness, and transparency. Any person involved in this commitment must immediately report any violation of Human Rights through the Complaints Line established for this purpose.

Fight Against Corruption

We maintain a zero-tolerance policy toward law violations and bribery. Offering, authorizing, or making payments or gifts to any person or organization is strictly prohibited, as is requesting or accepting bribes for personal or company benefit.

We have specific legal processes to assess bribery risks, focusing on the most exposed areas. Through questionnaires, we identify operations or practices that may present risks. Based on results, we implement additional internal controls to prevent possible corruption cases.

These evaluations are carried out periodically, reinforcing our commitment to ethics, legality, and transparency. During the reporting period, no cases of corruption were recorded.

Reporting Channels

In 2024, we consolidated our reporting channels by creating a Complaints Committee, responsible for managing complaints with confidentiality, impartiality, and transparency.

Individuals making consultations or reports through the Complaints Line are treated with respect and discretion, ensuring anonymity if desired. Their decisions are respected at all times.

During 2024, four incidents of critical concern were reported by employees through this channel, and 100% of them were satisfactorily resolved by the end of the reporting period.



tuvozsuma@tia.com.ec



Due Diligence Process

We developed a management system that ensures ethical and legal compliance across all our operations. This system integrates policies, procedures, and controls that guarantee responsible conduct aligned with our values. It also includes continuous training, risk

identification and management, and ongoing monitoring of business practices, promoting a culture of integrity throughout the organization.

1 Internal Audits

We strengthened internal control mechanisms through periodic internal and external audits to ensure ethical, legal, and financial compliance in all business areas.

2 Negative Impact Assessment

We conduct comprehensive analyses when negative impacts occur to understand their nature. Immediate corrective actions are taken, in collaboration with the Legal Department, to effectively and professionally address any ethical situation.

3 Professional and Ethical Training

We provide ongoing training on business ethics, with programs aimed at all organizational levels. We promote responsible decision-making and awareness of rights and duties, including sessions on data protection.

100%
of the Board of Directors
received anti-corruption
communication training.

8
members

100%
of employees received
anti-corruption
communication training.

9069
employees
participated

4 Ethical Culture

In 2024, we launched a continuous evaluation program of the company's ethical culture to identify areas for improvement and strengthen awareness among all teams and leaders.

5 Periodic Evaluation

We regularly review ethical risks and the effectiveness of internal controls. We continuously adapt and improve our policies and procedures in response to changes in the business environment and applicable laws.

Visible Commitment



Every day, we work to ensure that our commitment is reflected in every product and service we offer, both in physical stores and on digital platforms. We want those who choose us to feel and see the quality, safety, and accessibility in every food item, garment, or appliance they purchase.

We offer an affordable value proposition designed for Ecuadorian families, which activates a regional value chain and generates opportunities for thousands of producers and companies across the country. In this way, we contribute to Ecuador's overall development and well-being.

We offer high-quality products at fair prices, with flexible payment options through the Club Más program, which allows customers to redeem points for products. In addition, our clients have access to exclusive promotions that help them save every day.

To fulfill this promise, we guarantee high quality standards and regulatory compliance across all categories. Our store and digital product lines comply with labeling, manufacturing, and certification standards set by the Ministry of Agriculture and Livestock (AGROCALIDAD) and with the Ecuadorian Service for Standardization (INEN) standards for alcoholic beverages and beer labeling.

100% of significant product categories are covered and evaluated in relation to compliance with tax traceability standards for alcoholic beverages and beer set by the Internal Revenue Service (SRI). During the reporting period, no violations or sanctions were recorded related to legal regulations or voluntary codes regarding marketing, health, or product safety.

For Greater Financial Inclusion

By the second quarter of 2024, 83.2% of the adult population in Ecuador (aged 18 to 65) had at least one financial product, such as a savings or deposit account. However, access to credit remains limited, with only 28.8% of adults holding a credit line. Significant barriers still persist, especially among women, youth, and older adults, while cash use remains high, with only 40% of Ecuadorians using debit, credit, or digital service cards.¹

In this context, we promote CrediTía: a direct credit line launched in 2018 to foster financial inclusion across all socioeconomic segments. By the end of 2024, more than 200,000 people nationwide had accessed this service, representing a 15.83% increase compared to the previous year. CrediTía helps unbanked individuals access their first formal credit, improving their quality of life through access to food, hardware, and household goods.

CrediTía remains at the forefront of financial



**inclusion, paving the way
toward a more accessible,
efficient, and sustainable
future for everyone.**

CrediTía offers credit nationwide through 258 stores, with payment terms of up to 30 months and conditions tailored to each person's payment capacity. Clients enjoy benefits such as double Club Más points during the first two years and exclusive promotions.

We have also made significant progress in digitalization. By the end of 2024, 98% of credit applications were processed in less than 24 hours, greatly improving customer experience and satisfaction. Our virtual wallet in the Tía App allows clients to check balances, make payments, and manage their accounts conveniently and securely. Additionally, we've implemented automated response systems to shorten waiting times and make service even faster and more efficient.

¹ Source:

https://contenido.bce.fn.ec/documentos/Estadisticas/SectorMonFin/InclusionFinanciera/ResultIF_022024.html?utm_source

+266.000

clients

+15,83% vs 2023

10%

of new 2024 clients
had no prior credit history

1,57 M

tickets

+15,36% vs 2023

828.561

customer service
interactions

+27,86% vs 2023

USD

79,97 M

in total CrediTía loans

+17,07% vs 2023

Support and Adaptation to Stay Close

We support people with disabilities, teachers in the public system, members of the Police Social Security Institute (ISSPOL), and recipients of the Human Development Bonus, offering them 10% discounts on products and monthly purchases.

We've also adapted our offerings to address Ecuador's energy crisis, with campaigns like "Green Savings", where customers can buy energy-saving products such as generators, light bulbs, and solar panels. By the end of the year, these products accounted for 59% of related sales.

Discounts

10%

People with disabilities

10%

Retirees

10%

ISSPOL members

10%

PUBLIC SCHOOL
TEACHERS
MINISTERIO DE EDUCACIÓN

10%

Human Development
Bonus recipients

More Than Shopping, Real Connections



Our customers are the heart of Tía! Whether they visit us in physical or virtual stores, every decision, campaign, and improvement we make has one single purpose: to make them feel so comfortable that they always want to return.

We know that habits and preferences are constantly changing. That's why we actively listen and analyze what our customers need, striving to create a warm, innovative, and close experience that integrates the best of our physical and digital channels.

Technology, Innovation, and Closeness to Connect With Those Who Choose Us

Tía's Marketing Department lies at the core of our interaction with customers and the community. They are responsible for designing innovative shopping experiences that respond to the latest trends and market insights. Their role covers everything from brand strategy, reputation, and positioning to customer

loyalty, ensuring that our public image across 258 stores nationwide is always coherent and attractive.

But our work goes beyond commercial goals. Through raffles and giveaways, we aim not only to enhance brand recognition but also to strengthen community ties. These actions show how marketing at Tía is a key tool to create joy and build lasting relationships, reaffirming our commitment to Ecuadorian families and the well-being of all the social sectors we reach.

In 2024, our successful campaigns offered variety and benefits to our customers. Highlights included: “**Dúo Perfecto**”, which offered baking utensils at accessible prices; “**Vasonando**”, a glassware promotion with instant prizes; “**Raspagol**”, where each purchase could win instant rewards; “**Chisme de la Tía**”, with weekend surprises; and our major Christmas campaign, “**La Navidad Más Bonita**”, with themed characters and over 1,000 prizes.




Club Más

The year 2024 marked the renewal of our loyalty program with the relaunch of the Más Card as Club Más. This initiative aims to provide a closer and more innovative customer experience.

Our loyalty team modernized and streamlined the points system, creating a digital platform that allows users to manage their accounts, check their balances, redeem points, and access exclusive benefits in an easy and convenient way.

Club Más members earn one point for every dollar spent, with options to pay using accumulated points, access special promotions, and participate automatically in raffles and discounts. Additionally, members benefit from preferential credit conditions with CrediTía and partnerships with brands to multiply their advantages. The program also includes themed clubs, such as Club Mascotas, offering personalized experiences based on customers' interests.

 [Learn more](#)

574,8 millon
points delivered

+3 millon
people accumulated points

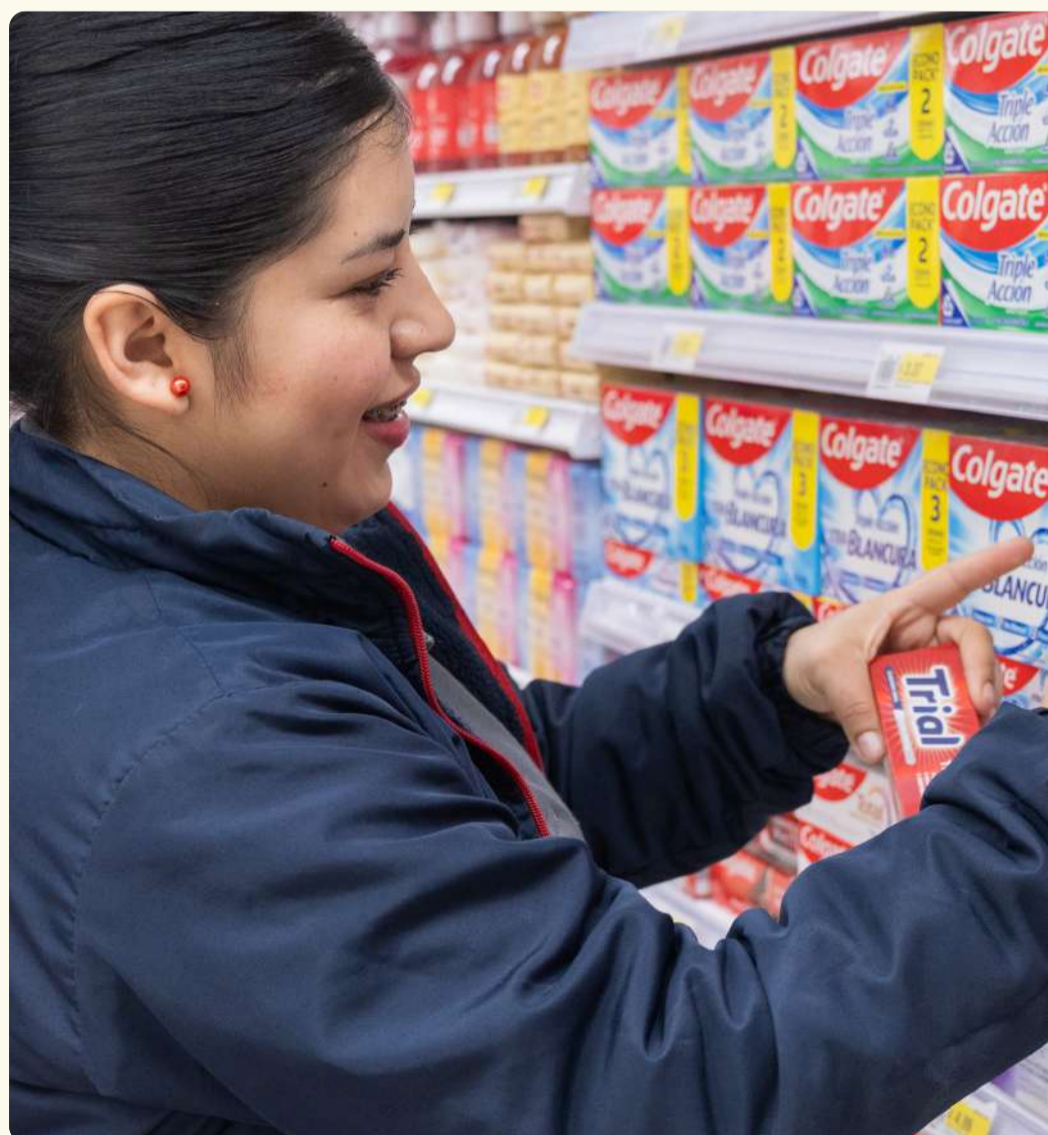
Corporate Consumption

We offer our corporate clients a customized card that meets their business needs, with 30-day credit terms from the billing date. It includes benefits like interest-free installments during special seasons, double Club Más points for three months and on birthdays, access to promotions, raffles, purchase security alerts, and a chatbot for quick blocking.

559
companies with active credit accounts

USD 1,3 millon
average monthly usage

USD 15,7 millon
total annual credit utilized



Taking Care of Ourselves Comes First

In a year marked by increasing insecurity in Ecuador, we doubled down on our efforts to protect both our employees and the people who visit us every day. Safety became a top priority — a responsibility we take on with determination.

Throughout 2024, we strengthened the presence of security personnel in our stores, expanded and improved training in risk response protocols, and provided specialized training so that every security team member knows how to act swiftly and effectively.

We Adapt Our Operations to the Context to Provide a Safe Experience

We also modernized our video surveillance system, incorporating high-resolution cameras and smart analytics to detect incidents in real time, with increased coverage in sensitive areas. Additionally, we enhanced coordination with local authorities to reinforce police presence and ensure a safer environment for our teams and customers.

Reaching Even Further

We create multi-platform content on topics that inform, entertain, and connect, helping us reach more people — beyond our stores — and get closer to those who choose us.

Social Media



887.002
followers

695.405
interactions



389.859
followers

5.576.141
interactions



365.240
followers

476.758
interactions



10.821
followers

Tía TV

YouTube channel featuring commercial and entertainment content.

101.575
subscribers



1.193.286
views

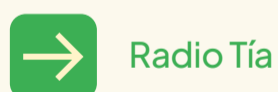
Revista “Mejora tu vida” (Improve Your Life Magazine)

A physical and digital magazine designed to connect with our customers through topics such as health, wellness, recipes, and company news.



Radio Tía

At Tía, the experience is comprehensive. Our digital radio, available in all 258 locations nationwide and online for everyone, offers programs designed for each of our customers. Listeners can enjoy: **Deportía** (Sports), **NutriTía** (Nutrition), **Máster Class** (focused on learning and entrepreneurship), **Aprendiendo con Tía** (Learning with Tía) e **InfoTía** (Company and community news). All shows are hosted by experts in journalism, nutrition, and psychology, ensuring relevant, high-quality content for our community.



Innovation to Grow

In a competitive and dynamic retail environment, where consumer expectations are constantly evolving, our omnichannel strategy allows us to keep growing. Consumers increasingly seek local and sustainable products, while also preferring online shopping options.

Innovation and omnichannel retailing are essential for adapting to these changes and staying at the forefront. Thanks to this strategy, we offer a seamless and coherent shopping experience, both in physical stores and on digital platforms. Emerging technologies—such as mobile apps and contactless payment systems—have significantly improved our shopping experience.

Omnichannel retailing allows us to grow and offer a seamless shopping experience that adapts to change.

The implementation of artificial intelligence and the automation of internal processes optimize our supply chain and reduce operating costs, enabling us to deliver products faster and manage inventory more efficiently. All of this helps us remain competitive and meet the expectations of those who choose us effectively.



Cybersecurity and Data Protection

We recognize the importance of addressing the potential impacts of digital platforms and are working toward a sustainable and responsible technological transition. We have a Disaster Recovery Plan in place to reduce the risk of technological disruptions, and we continuously assess cybersecurity vulnerabilities to maintain the trust of our customers.

In 2024, we adopted a Security Information and Event Management (SIEM) tool, which allows continuous monitoring, early threat detection, and real-time event correlation. This strengthens our incident response and minimizes operational risks.

We also implemented an AMP/EDR solution to strengthen the protection of technological devices against malware, ransomware, and targeted attacks. Thanks to its threat detection, containment, and automated response capabilities, we improved Tía's overall cybersecurity posture and infrastructure protection.

Additionally, we implemented SD-WAN technology in our logistics centers, distribution hubs, and offices, improving connection security and data protection. This solution provides greater resilience and adaptability to new business needs, preparing us to integrate AI-based and advanced analytics technologies.

We Move Toward Secure Digitalization by Promoting Trust and Ethics in Data Privacy

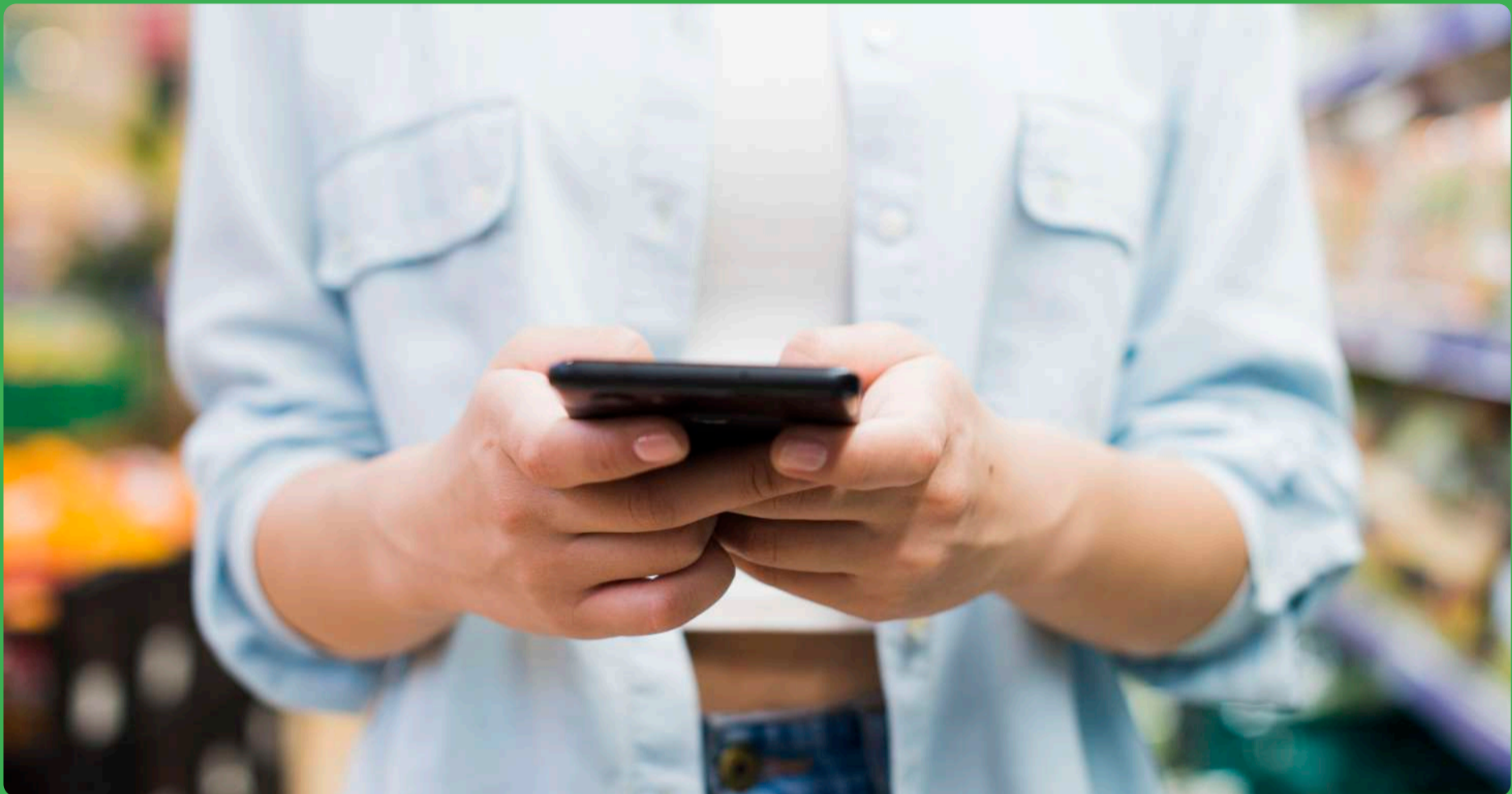
We treat personal data management with the highest ethical and secure standards, continuously conducting risk analyses and ensuring compliance with Ecuador's Organic Law on Personal Data Protection (LOPDPD).

In 2023, we strengthened our processes with external audits, policy reviews, and the implementation of advanced technologies to ensure data privacy.

In 2024, we established a personal data standard aligned with best practices and international regulations, defining clear rules for data storage, processing, and management.

We also conduct specialized training focused on raising awareness and educating our teams about responsible data handling and privacy protection. In 2024, these efforts included simulated phishing and social engineering attacks to improve the team's ability to identify threats. Through these exercises, we continue to reduce the risk of malicious activity and strengthen the cybersecurity culture within our organization.

Evolution of Our Top Innovations



Tía Store's App

It integrates a virtual wallet that allows users to manage services such as Tarjeta Más and CrediTía from a single place. It also offers additional payment methods — such as Employee Voucher and CrediTía — and includes home delivery options.

4604
orders placed
through the App in
2024

+70.000
downloads in
2024

Self-Checkout Stations

We continue to strengthen the use of self-checkout stations, with a friendly interface and new features that enhance the in-store experience: new payment methods, ID validation for card purchases, and automatic discounts applied for retired individuals and people with disabilities, speeding up the checkout process.

104
self-checkout
stations

42
stores with self-
checkout available



E-Commerce

In 2024, we strengthened our digital channel through technical improvements in SEO and site structure, as well as loyalty strategies involving point accumulation and key promotional campaigns such as Cyber November and Black Friday. We also optimized the experience with segmented email marketing, wholesale discounts, and new in-store pickup options, which grew by 41%.

+33%
increase in
e-commerce
transactions
compared to
2023

6.026.397
online customers

40.079
items sold
through the
platform

A Superior Shopping Experience

From logistics to in-store activations, we work with innovation and efficiency to improve every customer touchpoint. Each action is part of a system designed to create a more agile and modern operation, providing a more satisfying experience both in physical stores and on digital platforms.

Platform Migration

In 2024, we completed the migration of our platform in stores, enhancing the shopping experience and achieving real-time order information integration. We also strengthened our response capacity and operational efficiency across all sales channels.

Experience Tables

We implemented experience tables in the cell phone category, allowing people to interact directly with the products before purchasing. Additionally, printer and mattress activations were carried out in 15 branches to boost sales and improve the customer experience.

Improved e-Commerce Logistics

We optimized our e-commerce logistics for a more efficient and convenient shopping experience. We improved delivery times and costs based on the type of product, regulated the weight of grouped purchases, reassigned delivery routes, and optimized stock in each region. We also launched Express and Mini Express shipments for small or urgent orders in key areas.

Delivery

We expanded our digital channels by incorporating home delivery services through SuperApps such as Pedidos Ya, managing 91.51K orders, which represented 73% of our online sales.

This expansion reached 29 stores in 15 cities nationwide and significantly improved delivery times, especially for grocery items.

Crossed Stock

In 2024, we increased our product portfolio by 39% on the web by incorporating new items from the physical store selection — over 4,000 exclusive references for the online channel, highlighting categories such as cell phones, hardware, and tools. We also integrated the e-commerce stock with store stock, achieving a 41% increase in in-store pickup orders, which represented 91% of total online orders.

New Supply Chain Capabilities

In 2024, we incorporated new logistics capabilities to optimize supply management. Users can now configure up to 4 million product attributes and stores, allowing for greater flexibility and early detection of opportunities to optimize supplier and distribution center operations toward our stores.



A Faster and More Efficient Operation

Behind our physical and virtual operations lies a process supported by technology that drives performance, productivity, and informed decision-making. The Data Science area led the development of these solutions in collaboration with the INARI research lab, based at ESPOL University and sponsored by Tía, which explores Deep Learning to solve industrial challenges.

Product Image Database

In 2024, we expanded our image database with photos of products sold at Tía. We use an AI-based methodology that automatically labels and categorizes images, now totaling over 40 million images and 12,000 products.

We have one of the largest retail product image databases in the world.

Shelf Auditing

Together with INARI, we developed AI algorithms to automatically evaluate shelf organization. These systems recognize objects and compare them with the planogram to generate compliance reports.

Checkout Auditing for Loss Prevention

We use our product image database to train systems that recognize products. This initiative analyzes traditional checkout areas and self-checkout systems to identify unbilled products, comparing them with scanned items to detect discrepancies.

Fruit and Vegetable Recognition

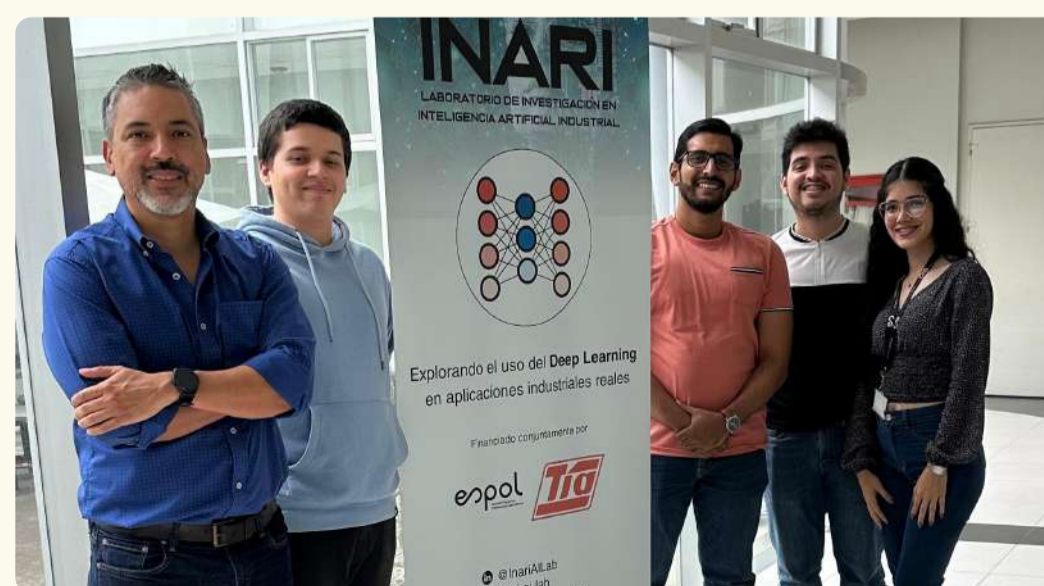
In 2024, INARI developed a fruit and vegetable recognition system to automatically identify any reference via an in-store camera linked to the scale. By the end of the year, it was in the evaluation and pilot phase in various stores.

basket2vec: AI Basket Analysis.

In 2024, we developed basket2vec, an innovative AI methodology for analyzing supermarket basket data. Based on real data, it improves upon traditional methods to identify shopping patterns and generate personalized recommendations, group similar baskets, and optimize marketing and sales strategies.

Real-Time Sales Upload

In 2024, we optimized real-time sales uploads in 1,650 points of sale nationwide. Thanks to cloud technologies, we processed an average of 266,000 daily transactions and 8 million monthly, improving information availability and accelerating decision-making in a dynamic commercial environment.



Responsible Sourcing

Each product in our stores reflects our commitment to responsible sourcing and local development. With more than 250 stores across the country, we respond to the diverse consumption preferences of each region — driving us to establish strategic alliances capable of developing products tailored to the specific needs of each area.

We work collaboratively with our supply chain to enhance the shopping experience, improve competitiveness, and ensure the sustainability of our business. In this model, small and medium-sized enterprises (SMEs) play a key role as we promote shared growth: we support small producers, farmers, and local entrepreneurs to offer variety and freshness, while they find in Tía a platform to reach both the national and regional markets, growing alongside our business.

At Tía, we promote local development, connecting Ecuadorian entrepreneurs with thousands of homes across the country.

Thanks to this partnership, many SMEs achieve economies of scale that directly impact the country's socioeconomic development. We value locally made products that meet high quality standards, enabling us to build a competitive and accessible offering. We complement this approach with products from larger suppliers when market demand exceeds the capacity of local producers.

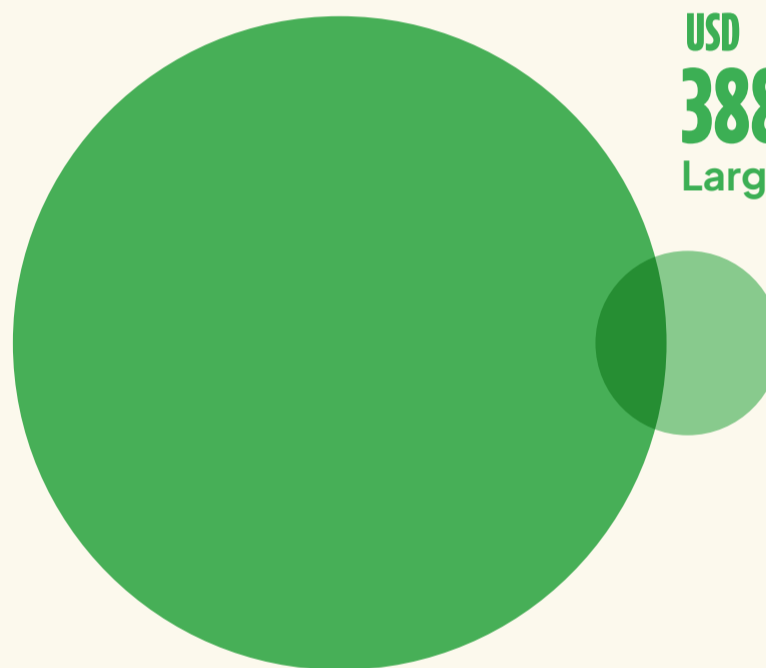


+1000
suppliers

92%
of suppliers are
local



Billing by
supplier size



USD
388.195.880
Large companies

USD
106.630.812
SMEs and others

USD 494.826.692
supplier billing — TOTAL



Supply Chain Evaluation

We develop selection and evaluation processes for those who join our supply chain to ensure the quality and sustainability of our product offering. When aligning with a new commercial partner, we analyze the potential impact of the supplier on our results, as well as its production capacity.

In addition, we assess compliance with our Supplier Policy and internal procedures. Reviewing the continuity of our portfolio is essential. We guarantee that all acquired products comply with the guidelines of regulatory agencies such as ARCSA, INEN, and AGROCALIDAD, ensuring their safety.

We have strengthened our commitment to the marketing of safe, high-quality private-label products, through rigorous quality control and evaluation processes.

Inspection visits are carried out by Tía's quality area or by accredited external laboratories, depending on the supplier's history and rating. Products must strictly comply with established physical-chemical and sanitary requirements.

For the development of new private-label products, inspection visits are conducted at the facilities of each new supplier. Certificates of conformity are issued validating the suitability of the production site. Periodic reviews are conducted to ensure that suppliers meet health and safety standards and other established quality benchmarks.

New private-label supplier organizations

13

new suppliers

integrated into our supply chain

85%

evaluated¹

94%

of suppliers evaluated in good manufacturing practices

59%

of suppliers analyzed in four critical points: finished product, plant environment, water supply, and hygiene

18%

with specific action plans based on findings identified at the end of the report

¹ Two suppliers, despite Quality Management's efforts, did not provide information during 2024 but will do so in 2025; therefore, compliance for 2024 stood at 85%.

A man with a mustache, wearing a white wide-brimmed hat and a light blue long-sleeved shirt, is harvesting an avocado from a tree. He is looking up at the fruit. The background is a lush green field of avocado trees under a clear blue sky.

We promote a supply chain committed to quality, safety, and sustainability.



Shared Growth

On our store shelves, we highlight regional products from Ecuadorian small and medium-sized enterprises (SMEs), promoting the growth of the local supply chain and strengthening the traditions that are part of our customers' everyday lives throughout the country.

In 2024, our Shared Growth podcast marked a significant milestone in its journey. It not only consolidated its growth but also became a close and engaging segment that gives visibility to the stories, products, and initiatives of key SMEs within our value chain.

Throughout the year, we interviewed suppliers such as D' Mujeres, Laboratorios Biotanicales, ReyLácteos, Alpina, Embutidos La Italiana, Tony, and Fundación Maquita. These interviews not only showcased their commercial experiences but also revealed how our collaboration generates a positive and sustainable impact on the economy and communities across Ecuador.



Shared Growth Podcast



Warmth That Makes the Difference



At Tía, the great shopping experience our customers enjoy is reflected in the experience of our employees. Every day, we work to find and develop outstanding talent, fostering a warm, honest, and safe work environment where everyone feels valued and respected.

Our recruitment processes and training programs are designed to drive the continuous growth of each of our team members. Passion, responsibility, and individual commitment are the driving forces that help us achieve our goals and ensure that every corner of Tía reflects the warmth and closeness that define us.

We promote a warm, inclusive, and safe environment where every talent grows, feels valued, and contributes to a team that thrives.

The kindness and closeness of our team make us stronger and set us apart. We foster an inclusive

culture that guarantees equal opportunities for all, recognizing that diversity brings valuable opportunities for growth. We also ensure that our workplaces are safe and focused on the well-being of our people.

To measure our team's engagement, we use an annual work climate survey that helps us understand the sense of pride and belonging within Tía. These insights allow us to make informed decisions and create action plans that address the personal and professional expectations of our teams. In the 2024 survey, 7,084 employees participated, achieving a 94% response rate.

86%

of our employees feel proud to work at Tía



Our Team in Numbers

9069

employees
nationwide

+7% vs 2023

By gender

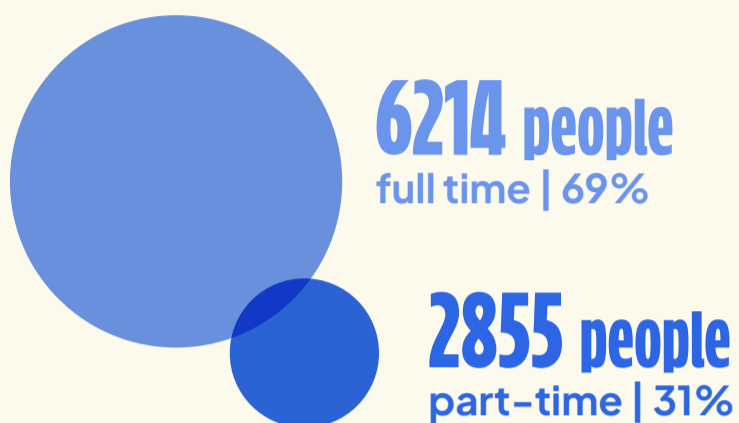
43%
women

57%
men

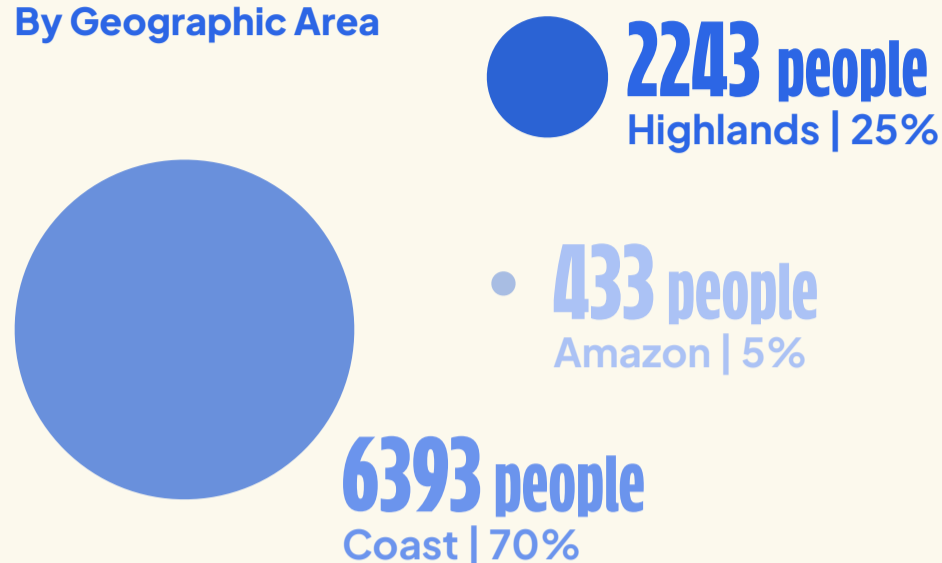


Distribution

By type of contract

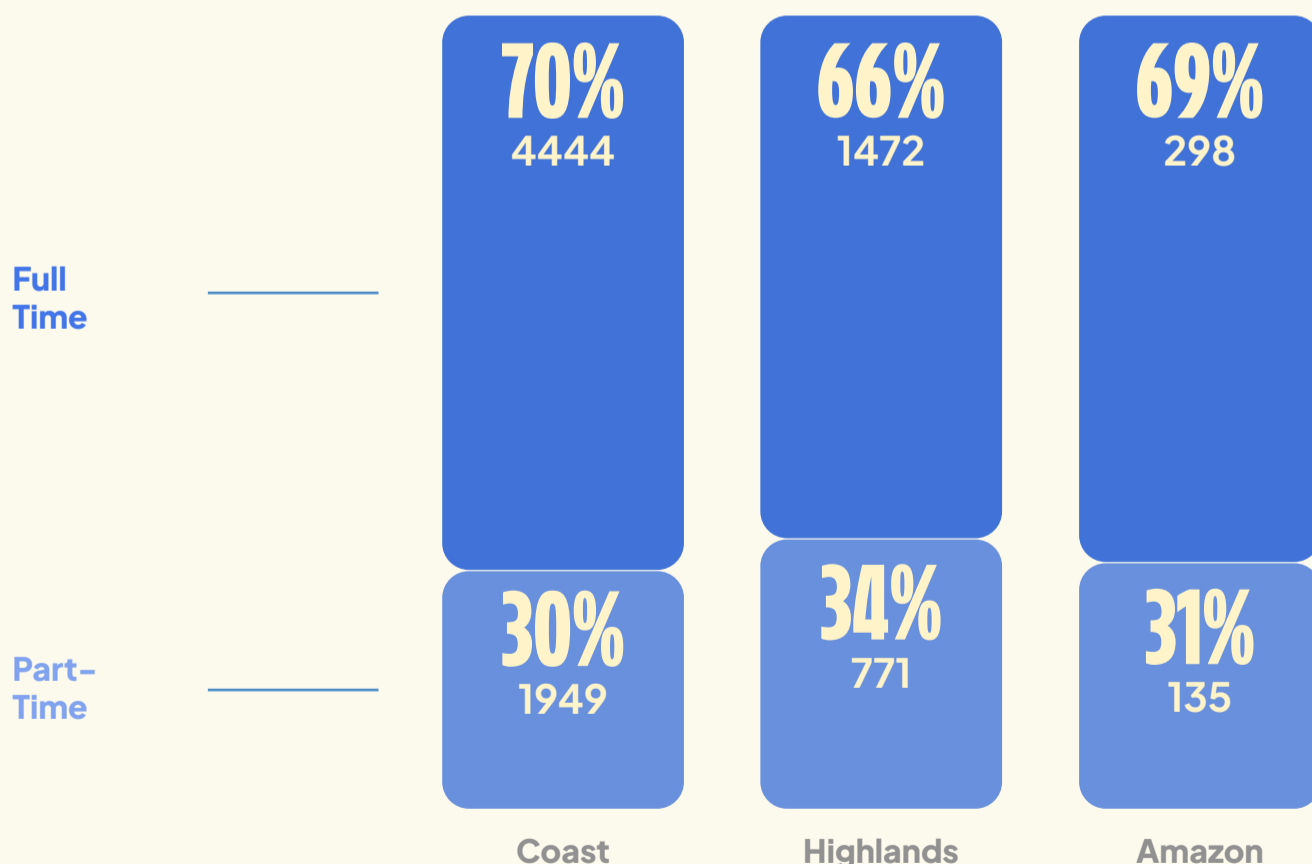


By Geographic Area



100% permanent contracts

By Geographic Area and Work Schedule



Complementary Services Contracted by the Organization

134
Security guards

47
Cleaning staff

65
Food service Staff

246
total of complementary service providers

Attracting the Best Talent

The expansion throughout Ecuador through our stores allows us to reach more people with high-quality products, while also generating opportunities for the country's best talent.

We strengthened our employer brand on virtual platforms such as LinkedIn and through recruitment portals. In addition, we actively participated in job fairs and university events. This positioned Tía as an attractive place to work and helped us connect with professionals who share our vision and values.

In 2024, we made progress in our LinkedIn strategy. We unified our job selection page for all the vacancies of the Grupo De Narvéez companies, which allowed us to broaden our reach and include new job opportunities across all our business units (Tía and Más Ahorro). We reached 500,000 followers, a milestone that supports our effort to consolidate ourselves as a top employer brand.

The Human Talent Department is responsible for selecting the most competitive profiles for the organization, annually planning selection and recruitment processes to open new positions, strengthen staff rotation, and foster the company's continuous growth.

As part of our commitment to team development, in 2024 we offered internship opportunities to students in areas related to our business. This initiative allowed participants to develop new skills, learn about different roles within the company, and enhance their professional growth.

We also reinforced our internship program for school students lasting one month. Designed to offer young people their first real work experience, this initiative gives them practical insight into the professional world, prepares them for the future, and helps build a more capable and prepared

workforce for Ecuador. profesional, los prepara para el futuro y contribuye a construir una fuerza laboral más capacitada y preparada para el Ecuador.

LinkedIn Tía

563.002
followers

135.633
new followers
in 2024

522.000
views

162.042
unique
visitors

1,6 M
impressions



LinkedIn Más Ahorro

3795
followers

6104
views

2577
unique
visitors

27.463
impressions

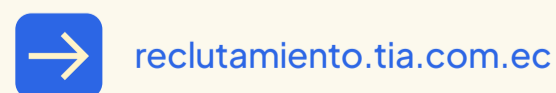
Recruitment Portal


388.252
registered users

467.234
applications

169.127
new registered users
in 2024

1376
job postings



A male worker wearing an orange hard hat, safety glasses, a dark blue polo shirt with reflective stripes, and blue jeans is operating a yellow pallet jack in a large warehouse. He is smiling and looking towards the right. The pallet jack is carrying a large stack of red-wrapped paper rolls, each labeled 'Doble Hoja'. The warehouse background is filled with high industrial shelving units (pallet racks) stacked with cardboard boxes. A red sign with the number '103' is visible on one of the racks. The floor is marked with yellow lines.

We seek the best talent, offering growth, training, and an inclusive culture.



An Effective Integration

We know that effective integration is key to the company’s success. That’s why we implemented a virtual onboarding and training process through our online learning platform. This space provides relevant information about our culture, history, organizational structure, benefits, and growth opportunities, allowing new members of the Tía family to access the content asynchronously, adapting to their own schedules and needs.

We encourage newcomers to build relationships with their teams and other departments, fostering a sense of belonging and commitment. As part of this process, we deliver welcome kits to all administrative staff joining the organization,

reinforcing their connection with Tía. We value the dedication and commitment of those who have been part of the company’s growth. Retired employees have the option to take on roles as internal advisors, sharing their experience and serving as mentors for new generations of talent.

In addition, we understand that life offers diverse opportunities, and we are proud of every achievement of our employees. Therefore, those who decide to study abroad or explore new career paths can always return to the company whenever they wish — our doors will always remain open for their return.

New Employees

2785

started working at Tía
in 2024

By age

2760 people
under 30 years old

24 people
between 31 and 50
years old

1 people
Over 51 years old

By region

1781 people
Coast

886 people
Highlands

118 people
Amazon

By gender

1349
women

1436
men



A Culture that Inspires, Recognizes and Transforms

Our culture is the soul of Tía: it drives collaboration, strengthens the company's identity, and creates a genuine connection with our goals. A motivated and committed team not only improves results but also adapts better to the challenges of the environment.

We carry out cultural projects at a multinational level that promote agile and collaborative environments focused on continuous improvement. To achieve this, we rely on a strong internal communication network that allows us to effectively reach our diverse workforce.

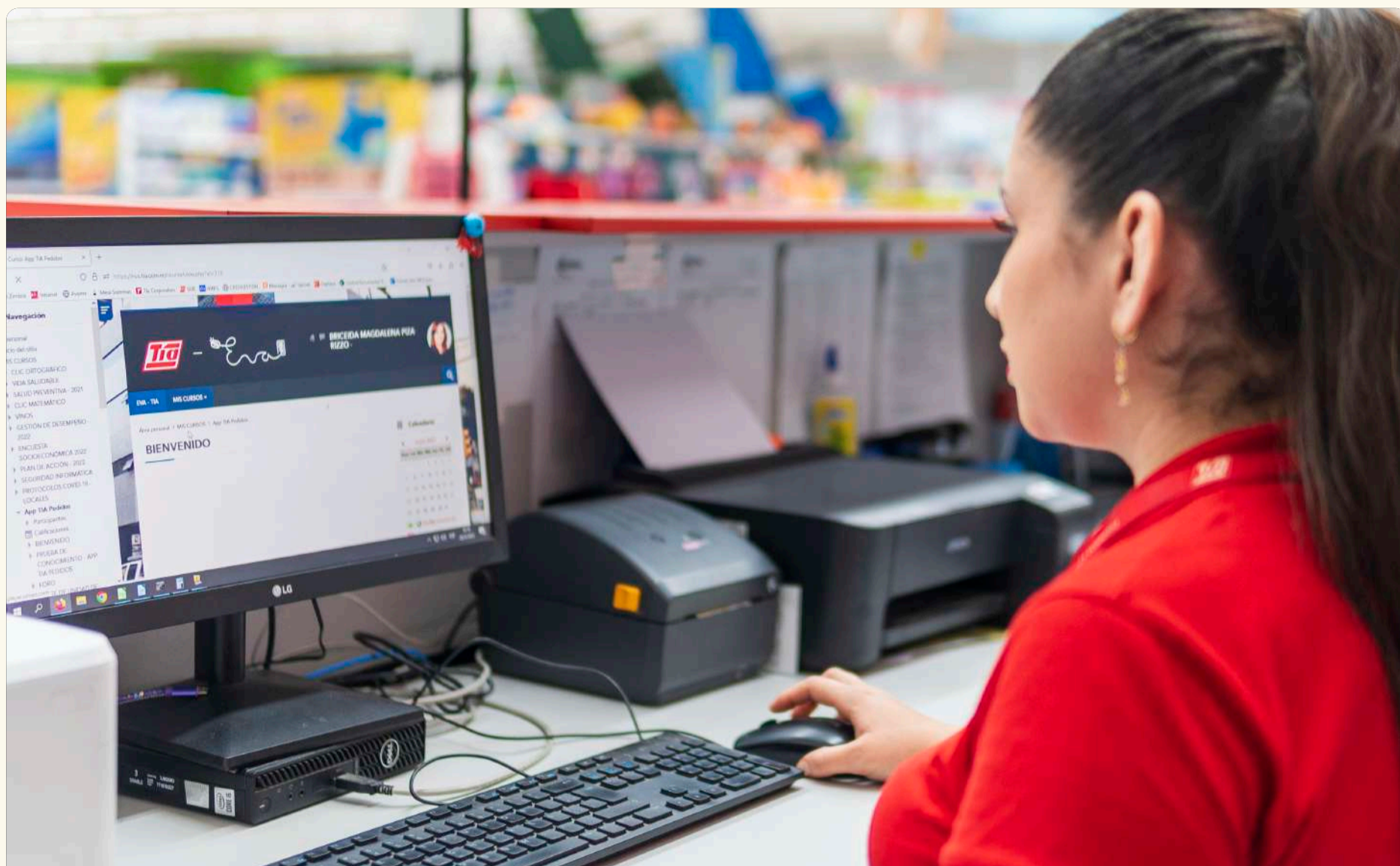
Culture connects us, drives us, and transforms us to grow with purpose and commitment.

Recognition is one of the fundamental pillars of our culture. We celebrate the dedication, trajectory, and outstanding performance of our teams, highlighting stories that inspire and strengthen collective commitment.

We also offer benefits that ensure everyone feels they are in the best place to work — in an environment where they feel cared for, valued, and with real opportunities for professional and personal growth.

Likewise, digital transformation is a fundamental pillar that operates transversally throughout our business. This evolution enables us to be more agile in our processes, more efficient in decision-making, and faster in taking action, ensuring a better response to our customers' needs.





Digital Transformation

From the Digital Transformation Department, we pursue a dual mission: to continuously improve our customers' experience while empowering our teams by simplifying their daily work.

We focus on optimizing the experience of those who work in our stores by digitizing and automating key processes such as inventory management, price updates, and the usability of internal tools. This automation not only improves efficiency but also saves valuable time, allowing our teams to focus on what matters most — providing high-quality service to our customers.

In addition, we promote a culture of continuous improvement based on active listening. Through feedback systems such as customer voice surveys, we gather valuable insights that feed into new projects and allow us to adjust our initiatives in real time, ensuring a shopping experience that is increasingly aligned with the expectations of those who choose us.

Benefits Club

We believe that taking care of our people is also part of our culture. That's why we created the Benefits Club, an initiative that clearly and accessibly communicates all the advantages of being part of our company.

This space is designed for teams across both business units and includes both legal and corporate benefits, as well as special support for mothers and fathers, strengthening our commitment to the overall well-being of every person.

Corporate Benefits

- Discount card for purchases in stores (10% at Tía).
- Option to defer payments for in-store purchases.
- Medical dispensary and psychological care service.
- Uniform provision for operational staff.
- Credit and discounts at partner pharmacies.
- Discounts at laboratories, medical centers, beauty centers, and gyms.

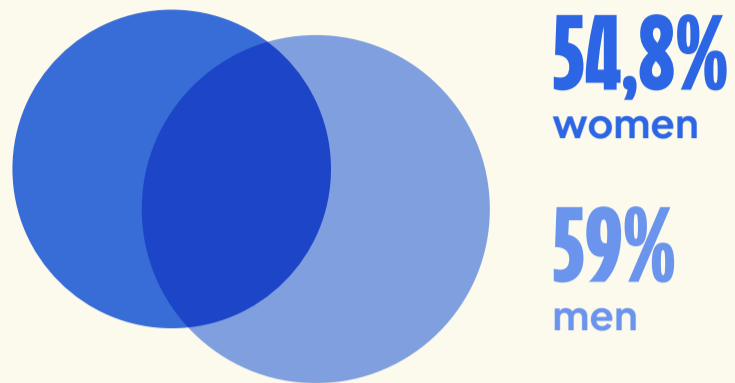
Benefits for Mothers and Fathers (H4)

- Nutritional snacks for pregnant women.
- 6-hour workdays starting from the seventh month of pregnancy.
- Nursing rooms available at Guayaquil headquarters and one of our distribution centers.
- Delivery of milk and diapers for one year for multiple births.

512

employees took parental leave

Retention rate of employees who took parental leave:



Parental leave

Employees entitled to parental leave

Women	3904
Men	5165

Employees who took parental leave

Women	241
Men	271

Employees who returned to work after parental leave

Women	260
Men	264

Employees who remained employed 12 months after returning

Women	132
Men	160

Internal Communication Platforms

We promote our culture through an internal communication network designed to reach all our teams. Through these channels, we share key information, foster meaningful conversations, listen actively to our people, and contribute to creating a positive and collaborative work environment.



Más Ahorro Comunica

To connect with our teams, we created an exclusive communication platform for Más Ahorro. It's directed to over 200 employees from 34 stores, including administrative and logistics staff. By the end of 2024, we had 36 active WhatsApp groups, complemented by digital bulletin boards in all branches, strengthening communication and the dissemination of benefits among our employees.

 **36** groups **+200** people reached

 **60** people reached (pilot tests)




Tía Comunica

Our internal communication platform is designed to keep us close, no matter where we are. Through digital bulletin boards, YouTube, internal emails, and WhatsApp groups by branch and work area, we ensure all team members are connected and informed.

From this platform, we develop campaigns with different focuses: from engagement with strategic goals and process improvements to contests and commercial or social-environmental impact campaigns.

One of the most important 2024 campaigns was the Customer Service Week, designed to reinforce good practices during store visits. Topics included the correct display of perishable products, updated pricing, and maintaining a proactive attitude focused on customer needs.

 **+15.800** total views **+21.700** impressions **+1500** hours of playback

 **277** groups **+5000** people reached

 **+1600** people reached (bulletins) **59,22%** open rate



Connect

In September 2024, with the closure of Workplace, we migrated our internal communication to the Humand platform. This change not only represented a technological upgrade but also an opportunity to include more people in our conversations. For the first time, store managers and supervisors actively joined this channel, expanding the reach and effectiveness of communication.

Although the platform is called Humand, within Grupo de Narvárez, we decided to personalize it with a name that reflects its purpose: Connect, because we believe in communication that unites, informs, and strengthens our relationships.

By the end of this report, we had 800 active licenses. In its first four months of use, we shared 17 key publications that helped reduce the load on traditional channels and centralized information in a single, accessible, and clear space for everyone.

We celebrate the commitment of our people

We foster a culture that values and recognizes effort. That’s why in 2024, we launched the Employee of the Month program—an initiative designed to highlight those who live our company values every day: Customer first, personal and professional development, teamwork, inclusion and diversity, sustainability, innovation, profitability for growth, integrity, warmth, and simplicity.

Through peer-to-peer voting, we promote motivation, strengthen the sense of belonging, and encourage the retention of talent. We also celebrate loyalty.

On our 64th anniversary, we marked a milestone with a special event honoring the career of 10 employees who have dedicated 25, 30, and

35 years to the company. Managers, regional supervisors, and directors were recognized for their invaluable contributions and commitment over the years.

This significant gathering not only reinforced our culture of recognition but also became a celebration of effort, dedication, and perseverance. The synergy between teams allowed new generations to learn from the vast experience of the honorees. Participation from various departments — including Commercial, Operations, Human Talent, Logistics, and Finance — turned the event into a space for exchange and celebration among colleagues.

2691
employees
recognized
as Employee of
the Month

10
employees
honored
for their long-term careers at Tía



Empowering talent to build the future

In an increasingly dynamic and competitive business environment, talent development stands as a key pillar for achieving sustainable growth. That's why we invest in the professional and personal development of our teams, always seeking to align individual interests with the company's overall strategic direction.

The year 2024 was a key period for the strategic management of our talent. We focused on attracting and retaining the best professionals, developing leaders within our teams, and promoting the growth of high-potential employees. This long-term vision is essential to ensure our organization is prepared to face the current and future challenges of the market.

To achieve these goals, we launched a series of concrete actions aimed at strengthening skills and competencies. These include training programs and specialized workshops designed to boost motivation, reinforce the sense of belonging, and enhance both individual efficiency and collective performance within our teams.

We develop today's talent to lead tomorrow's challenges.

In addition, we advance in structural projects that aim to build a more collaborative and forward-thinking culture of leadership.

Through our "Train the Trainers" program and our participation in multinational initiatives for cultural transformation, we promote an agile and flexible work environment, with teams prepared to lead continuous improvement processes.

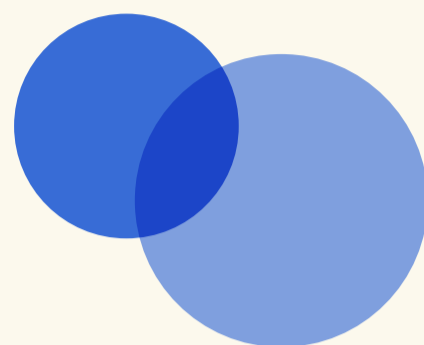
To monitor our talent management progress, we rely on key indicators such as annual training sessions and training hours per employee. We complement these with surveys to evaluate content quality and participant satisfaction. This approach allows us to continually refine our training proposals, ensuring that every activity aligns both with the business objectives and the individual needs of our teams.

14.089 total training hours



Total training hours

By gender



6114,5 h

Women

Average training hours

4 h

Average

7974,5 h

men

4,6 h

Average

By job category



20 h

Executive Management

3,3 h

Average



3415,5 h

Managers, Department Heads, and Supervisors

7,7 h

Average



3397 h

Coordinators and Controllers

5,4 h

Average



1796,5 h

Analysts, Assistants, and Support Staff

3,1 h

Average



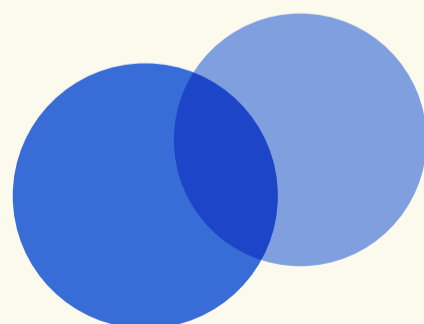
5460 h

Operations

3,6 h

Average

By training modality



7214 h

In-person

4,6 h

Average

6875 h

Virtual

3,2 h

Average



Futuro
Transformar para crecer

Future: Transform to Grow

Tía Stores is part of the Grupo De Narvárez (GDN), and therefore, the supermarket chain's projects are aligned with the group's global strategy, which seeks to energize the economy of the countries where it operates. Through strategic initiatives like the "Future" project, GDN aims to maximize value creation in each of its businesses.

This plan focuses on two key dimensions:

1. Evolve the Value Proposition: Transform each operation to achieve a competitive differentiation strategy and capture the maximum potential of the market.
2. Comprehensive Transformation: Promote a deep evolution at the economic, operational, and cultural levels across the entire organization.

This project also represents a unique opportunity to enhance the talent of our teams, ensuring that each challenge aligns with the ongoing process of cultural transformation, which forms part of our long-term goals.

The vision for the future of Tía and GDN in Ecuador is based on comprehensive growth that combines business expansion with a strong commitment to sustainability, innovation, and social development. To achieve this, the challenge lies in structuring our efforts around key work areas: commercial structure, proprietary brands, store operations, logistics and warehousing, corporate capabilities, new businesses, and organizational culture.

During the first phase, carried out in the first quarter of 2024, more than 2,500 ideas were collected. These were consolidated into 275 concrete initiatives designed to achieve the project's objectives.

Development Programs

In 2024, we promoted a continuous learning strategy through courses and workshops aimed at strengthening comprehensive and multidisciplinary work. These initiatives not only focus on technical and soft skills but also support professional growth by encouraging collaborative, agile, and well-prepared teams to face new challenges.

Trainer of Trainers Program

A program aimed at high-potential individuals selected for their ability to become knowledge multipliers. This initiative serves as a step prior to the Leadership School, scheduled for 2025, and aims to contribute to the transformation of our leadership culture.

24
participants

40
training hours

Customer Service

We implemented virtual sessions for local teams to strengthen customer service skills. This training, based on direct in-store observations, addressed key topics such as the correct display of perishable products, pricing, store image, and responsiveness to customer needs — all aimed at significantly improving the shopping experience.



Communication and Interpersonal Relations

Recognizing that the essence of great leadership lies in the quality of human interactions, we implemented a comprehensive training program in interpersonal and soft skills, specifically designed for leaders across all business areas. This highly valuable course was delivered by Dale Carnegie experts, global leaders in the development of interpersonal skills and effective communication.

Other Notable Training Programs

	Participants	Training hours
Project Evaluation and Management	24	24
HACCP System Implementation and Control Points Analysis	10	16
Talent Management Leadership	8	40
Total	42	80

Technical Schools

With the goal of enhancing our teams' performance, we implemented technical training programs focused on strengthening key skills. Through our training schools, we promote essential knowledge on food handling, safety standards, and best practices in product management.

This investment in training not only improves operational efficiency but also ensures compliance with high quality and safety standards, guaranteeing a safe and satisfactory experience for our customers.

	Participants	Training Hours
Fresh Produce School (Fruver)	63	10
Meat School	20	10
Total	83	20



Virtual Learning Environment (also known as EVA – Entorno Virtual de Aprendizaje).

Our virtual learning platform, EVA, is essential to keeping our team constantly updated. This tool allows access to training at any time, issues certifications, and provides follow-up on individual progress.

By focusing on operational staff, EVA helps us expand our training reach and ensure that everyone in the organization can actively participate in their professional development.

+30.000 training hours delivered through EVA

	Average Hours	Total Training Hours
By gender		
Women	3,5	13.752
Men	3,5	17.197
By Job Category		
Operations	3,6	28.306
Logistics	0,3	647
Administrative	2,1	91
By Business Format		
Tía	3,5	30.367
Más Ahorro	2	582
Rol G	3,5	26.543

Performance Evaluation

We systematically evaluate the capabilities, potential, and goal achievement of our employees using a tool designed to measure performance objectively. This allows us to better understand each person's contribution in relation to organizational goals.

Performance evaluations not only provide insight into team strengths and improvement areas, but also help us identify professional development opportunities. It is a key tool for talent management, driving strategic decisions aimed at both individual growth and the company's sustainable success.

1477
employees evaluated

87%
of the workforce covered ¹
by performance evaluations

Employees Receiving Regular Performance and Development Evaluations	2024
By gender	
Women	18%
Men	15%
By Job Category	
Managers, Supervisors, and Heads	370
Coordinators and Controllers	542
Analysts, Assistants, and Support Staff	565



¹ Employees included in performance evaluations: managers, supervisors, coordinators, controllers, analysts, assistants, and support staff.

The Diversity of C

3904

Women

At Tía, we value diversity as a strength that enriches our culture, innovation, inclusion, and equality of opportunities across all our operations.

5165

Men

Total Workforce: Over 9,000 employees

People working at Tía



6398

-30 years

2550

between 30 and 50 years

121

+50 years

By gender

By age group

Offices

459

Total employees

246

Women

213

Men

174

-30 years

252

30 - 50 years

33

+50 years

Our Team

Company and drives
all our operations.

who make up a diverse and committed team, united by shared values of collaboration, integrity, and customer focus.



Stores

7669
Total employees

3462 Women **4207** Men

5566 -30 years **2019** 30 - 50 years **84** +50 years

Distribution Centers

668
Total employees

107 Women **561** Men

418 -30 years **246** 30 - 50 years **4** +50 years

New Businesses

273
Total employees

89 Women **184** Men

240 -30 years **33** 30 - 50 years

Diversity, Inclusion, and Equal Opportunities

Diversity is a fundamental part of our identity as an organization, present in most provinces across Ecuador. We value individual differences as a source of richness that drives our culture, strengthens our teams, and brings us closer to our goals.

We have a diverse team in which each person contributes unique experiences and perspectives to our projects. This diversity is not only a core value for our organization but also a driving force for innovation and creativity across all our operations.

We are proud to be a company that promotes equal opportunities and actively works to build an inclusive, discrimination-free workplace that respects human rights. We seek to ensure that each person, regardless of individual characteristics, can fully develop and contribute to the growth of a strong, cohesive, and committed team.

In 2024, there were no cases of discrimination recorded in our operations. Additionally, we advanced new policies aimed at the inclusion of historically underrepresented communities, with the goal of fostering their integration and participation within our organization.



Protocol Against Gender-Based Violence

We understand that providing equal opportunities also means assuming an active commitment to inclusion and the protection of vulnerable populations. Therefore, since 2022, we have implemented a Protocol for the Prevention, Guidance, Approach, and Eradication of Gender-Based Violence, applicable in both workplace and family settings.

This protocol establishes clear guidelines for addressing situations of gender-based violence that may affect our employees, promoting a safe environment free from discrimination, harassment, or violence against women. Through this tool, we aim to build a workspace based on respect, equity, and equality of conditions for all people.



[Access Protocol](#)

A woman with a warm smile is wearing a black hairnet and blue nitrile gloves. She is holding several bright red strawberries in her hands. The background consists of a grid of green plastic crates, typical of a food processing or distribution facility. The lighting is soft and focused on her face.

**Diversity enriches us
and drives us to grow
as a team.**



Equality Committee and Plan

One of the most significant milestones led by the Human Talent area in 2024 was the creation and approval of our Equality Plan. This document, which involves key areas such as Operations, Corporate Affairs, Sustainability, and Industrial Safety, reaffirms our deep commitment to equity and to building a fair and inclusive work environment for all.

During the year, the plan was designed and submitted to the Ministry of Labor, obtaining official approval — a key step in the institutionalization of our equality policies.

As an integral part of this process, we have established and registered the Equality Committee with the Ministry of Labor. This committee will play a fundamental role in implementing and monitoring the actions of our plan. Beginning active operations in 2025, it will be a key pillar to ensure that all initiatives are effectively executed, promoting fair labor conditions and fostering a strong organizational culture based on respect and inclusion.

Bias-Free Selection and Promotion

We continuously work on updating our recruitment and promotion policies and processes to guarantee equal opportunities for all people. Our recruitment process is fully automated, using digital tools that objectively evaluate technical job requirements, minimizing bias and strengthening transparency and fairness.

In 2024, we updated our internal selection and promotion processes to ensure equitable access to career opportunities for our employees. We also ensure transparency by publishing all job openings on our recruitment portal, available to both external candidates and current employees.

In our operations in the Eastern Region, more than 70% of employees come from the Amazon provinces, in compliance with Ministerial Agreement No. MDT-2021-220 of the Amazon Law, which promotes local employment. We also maintain our strong commitment to inclusion: by the end of the period, people with disabilities represented 4.1% of our total workforce.

Well-being and Safety of Our People

The well-being of our people is essential to the success of our business. It is their commitment, effort, and dedication that drive us to achieve every goal. That's why we focus on providing a safe, healthy, and motivating work environment that enhances performance and strengthens the bond with every member of our Tía family.

We care for our people with a comprehensive approach, because their health and well-being are the foundation of everything we do.

We adopt a holistic vision of well-being that includes both physical health and emotional balance. Through the Department of Social Welfare and Occupational Medicine, and with the support of the Health Surveillance Plan, we promote preventive and care actions that protect the health and safety of our teams.

We also have a team of social workers who closely accompany our employees, identifying specific needs and providing support with medical exams, consultations, medications, and other care that contribute to the well-being of our employees and their families.

16

social workers

3

clinical psychologists



Occupational Safety

We promote safe workplaces aligned with best practices. In our distribution centers, we have implemented a Health and Safety Management System (SST – Salud y Seguridad en el Trabajo) under ISO 45001:2018, since 2021. This standard establishes controls to prevent risks, accidents, and occupational diseases. In our local stores, we maintain a management system with the same structure, focused on prevention and compliance with legal requirements.

Ensuring a safe, healthy, and efficient work environment for everyone is a top priority in our organization.

We identify the hazards associated with each job position, assess risks, and determine potential consequences. Based on this evaluation, we design and implement specific operational controls to minimize or eliminate risks, prevent unwanted effects, and improve the overall performance of the system.

All this information is recorded in a risk matrix and shared with all members of the team. It is also reported to the National Unified Labor System (SUT) of Ecuador. Among the implemented controls are equipment and machinery maintenance, procedural updates, training, and the continuous use of personal protective equipment (PPE) and other safety measures.

When an accident occurs, the person responsible for safety at the store or distribution center ensures that the affected individual receives immediate medical attention, starting with first aid and referring them to nearby medical centers if necessary. The incident is recorded by the Occupational Health and Safety Unit, which includes a physician, a social worker, and a safety technician.

For operations in Guayaquil, Quito, and Distribution Centers, medical care is provided in person, while in other provinces, care is offered through virtual consultations. If an incident is classified as a workplace accident, it is reported to the Ecuadorian Institute of Social Security (IESS), and the Industrial Safety Department conducts a full investigation to determine the root cause and establish preventive and corrective measures.

In 2024, thanks to our strong safety culture, we had no fatalities and no serious occupational illnesses. The reported incidents were limited to minor accidents (falls, bumps, cuts), resulting in the loss of 186 workdays. We continue working to reduce these numbers even further and ensure an increasingly safer work environment for everyone.

100%
of teams, suppliers, contractors, visitors, and clients reached by the health and safety system

0
deaths from occupational accidents

0
occupational accidents with serious consequences

0
occupational diseases

-15%
decrease in recordable occupational accident rates compared to 2023

	Quantity
For all employed persons	
Recordable occupational injury cases ¹	63
Hours worked	16.179.840
For all non-employed persons whose workplace is controlled by the organization	
Recordable occupational injury cases	0
Hours worked	1.626.240 ²

1. To calculate the rate of recordable occupational injuries, the formula used was the Number of recordable occupational injuries divided by the total number of hours worked.
2. Estimated number of hours worked in Distribution Centers = average daily number of persons during the year (266) x 160 standard monthly hours x 12 months



Active Participation of Our Teams

The Occupational Health and Safety Regulation establishes the rights and obligations of all employees, allowing them to report any unsafe condition or situation in their workplaces. They can do so through their immediate supervisor or by using specific electronic or WhatsApp channels that provide direct access to the Human Talent Department and General Management.

To ensure that all teams are familiar with risks, operating procedures, and prevention strategies, we enable various communication and consultation channels. These include Operational Guides available on the intranet and Risk Matrices,

which are posted on signs and posters inside our facilities.

We promote active participation through the Central Occupational Health and Safety Committee, which meets monthly at our headquarters and includes representatives from all departments. In each workplace with more than ten employees, there is a subcommittee that meets monthly to discuss safety issues. We also organize emergency drills twice a year, applying what has been learned to ensure an effective response in critical situations.

Health Care

We have a Health Surveillance Plan aligned with the requirements of the Ministry of Labor, through which we promote programs for physical and emotional well-being. In 2024, the Social Welfare Department implemented various activities and actions to ensure the comprehensive well-being of our teams.

The main activities included support for employees who suffered accidents, providing immediate and follow-up care to ensure their recovery and reintegration. We conducted vaccination campaigns, preventive medical check-ups, and screenings for HIV and substance use (alcohol, tobacco, and drugs). We also coordinated pre- and post-employment medical exams, as well as health loans for those who needed them.

Additionally, we provide telemedicine services for our employees. This initiative began during the pandemic to meet the need for remote medical care and has since continued, offering care to those unable to attend in person.

Our comprehensive approach to well-being also considers the emotional health of our teams. We have a team of clinical psychology professionals who provide both in-person and virtual consultations, aiming to support the mental and personal stability of our employees.

We promote the comprehensive well-being of our teams with personalized support, health prevention, and a safe, healthy work environment.

We provide personalized support to vulnerable

employees through home visits, hospital assistance, advice, and health workshops. We also supply prosthetics and assistive devices for employees with disabilities, as well as medications according to their needs. These actions are complemented by satisfaction surveys and regular inspections of stores and cafeterias, ensuring a healthy and safe work environment for everyone.



Training to Prevent

Prevention is our best tool for safeguarding the well-being of our teams. That is why we work on two complementary fronts: raising awareness through internal campaigns and providing continuous training on health and safety topics.

In 2024, we launched awareness campaigns, highlighting our first 5K race as part of the “Tía Te Mueve” (Tía Moves You) program. This initiative promotes comprehensive physical activity and included the participation of personnel from stores, offices, and distribution centers. In addition to the race, the event featured functional training sessions, physical therapy, and the presence of partner brands and National Police authorities.

Our strategy was strengthened by training our teams in key areas related to health and safety. Throughout the year, we carried out safety drills, emergency brigade training, psychological resilience workshops for critical incidents, and training for transport staff on preventing highway crimes, in collaboration with the National Police. We also developed specific safety protocols for employees at the Distribution Centers, ensuring comprehensive preparation against various risks.

Support to Face Difficult Times

The safety of our teams is an absolute priority. Given the context of increasing insecurity in the country, in 2024 we adapted our operations and reinforced preventive measures to protect people and support them emotionally.

We increased the presence of security personnel and physical protection staff in our stores and strengthened internal protection protocols. This included the review of critical processes and the reinforcement of infrastructure to reduce vulnerabilities. At the same time, we enhanced our training programs on how to act in risky situations, providing our teams with practical tools for self-care and protection.

Aware of the emotional impact that violence can cause, we promoted psychological support actions for our teams. We offered virtual talks with clinical psychologists, enabled individual consultations nationwide, and organized group emotional support sessions for the most affected teams. These initiatives not only aim to protect but also to ensure the overall well-being of every person who is part of the Tía family.



 JUNGHEINRICH

Connections That Transform



For us, every new Tía store marks the beginning of something big — a vital connection that generates relationships, growth, and dynamism within the communities that welcome us. We are inspired by the energy, hope, and warmth of the people who live and work near our stores, and we respond to that strength with commitment and quality, listening actively and constantly to the needs and preferences of our customers.

We are convinced that our presence in every corner of Ecuador triggers meaningful transformations. The Tía Effect is the materialization of that impact: a dynamic network that is activated with every new opening, creating tangible opportunities for our teams, suppliers, customers, and local entrepreneurs.

Each store represents an opportunity to grow, empower communities, and generate a multiplying impact.

These connections go far beyond our walls. They extend into the community, strengthening regional economies and creating an ecosystem of businesses that grow around ours: pharmacies, restaurants, salons, medical dispensaries, hardware stores, small shops — and even competitors — all joining this movement of shared development.

In 2024, we continued to expand our reach and deepen this transforming effect. We inaugurated a new store, creating 211 new job opportunities. Additionally, we worked with over 1,000 local suppliers and partners, enriching our value chain.

With these actions, we continue to promote shared growth that stimulates the national

economy.

Beyond our economic impact, we also promote strategic social investment programs that connect our operations with the most urgent needs of the communities. In this way, we strengthen local development and actively contribute to the well-being of Ecuadorian families.

USD
7.827.408,26
investment in store development

USD
2.425.270,49
investment in distribution centers

USD
3.136.813,13
investment in technology

A Business at the Service of **the Community**

We strengthen our positive social impact by focusing on what we do best: offering quality products at affordable prices, within a close, warm, and human experience. To achieve this, we transform internal processes, incorporate products with a positive social and environmental impact, and redesign key aspects of our stores to generate value where it truly matters.

Every business decision is connected to the commitment to transform lives within communities.

We facilitate access to essential goods through promotions, affordable credit, and loyalty programs. In addition, we offer permanent discounts to retirees, teachers in the national education system, ISSPOL affiliates, people with disabilities, and recipients of the Human Development Bonus.



Discounts

We designed a customer value proposition to help people access the goods they need most.

+USD 3 M
in discounts
+23% vs 2023

266.000
people
reach

Store Openings

We create new job opportunities for the community with every new store we open.

21
new job opportunities created
through new store openings

ZERO WASTE COMMITMENT

We repurpose products fit for consumption so they can reach those who need them most, reducing waste.

488.070
units of products
recovered and donated

+USD 1 M
in donations
equivalent in food,
cleaning, and
household products

+150
tons of products

TIENDAS INCLUSIVAS

We adapt the in-store experience to include people with disabilities.

258
Tía stores
participated in the
Inclusive Stores
initiative

+700
ambassadors
for inclusion in
stores



Turning Waste into Positive Impact

In Ecuador, waste management represents one of the greatest environmental and social challenges of our time. Each year, more than 5.3 million tons of waste are generated, with a per capita rate of 0.81 kg per person per day (Ministry of Environment, Water and Ecological Transition, 2024). Most of this waste ends up in landfills, causing air, soil, and water pollution.

A particularly critical issue is food waste. According to the FAO (2019), around 939,000 tons of food are discarded annually in Ecuador. This represents USD 334 million in economic losses, but more importantly, it means thousands of meals that never reach those who need them most.

In response, Tía promotes the Zero Waste Commitment, an initiative that aims to revalue products outside the commercial circuit, turning them into opportunities for positive impact on people and the planet.

We revalue products to care for the planet and feed those who need it most.

In 2024, through this commitment, we recovered and donated 488,070 food, cleaning, and household products, equivalent to 150 tons of goods. These products were delivered through partnerships with local organizations and institutions that fight poverty and chronic malnutrition, while also avoiding unnecessary environmental damage.

USD
+1.000.000

in equivalent donations
of food, cleaning, and household
products

210

foundations

and community soup kitchens reached
through Food Banks and partnerships



Accessible Shopping Experience

At Tía, we go beyond the shopping experience. We actively promote a more just and inclusive society. We are proud to be the first supermarket chain in the country with the Inclusive Stores program. We are transforming our spaces and services to guarantee full accessibility so that people with disabilities can enjoy a dignified, barrier-free shopping experience.

Inclusive Spaces for Everyone to Shop with Comfort, Respect, and Dignity

In 2024, we reaffirmed this commitment by maintaining the “Silent Hour” initiative every day from 1:00 p.m. to 2:00 p.m. in our 258 stores nationwide. This initiative is especially designed for people with Autism Spectrum Disorder (ASD), providing a quiet, comfortable, and friendly environment.

During Silent Hour, we reduce lighting to 50%, turn off radio and microphones, lower checkout sound levels, and avoid operational noise—creating a calmer, more pleasant space where everyone can shop more comfortably.

100%

Tía stores implement Silent Hour

+700

ambassadors for inclusion in stores



Community-Driven Store Openings

When we open a new store in a neighborhood, our first step is to understand the community’s specific needs. This helps us build a strong, trusting relationship with our neighbors. With this approach, we not only become part of the local environment but also actively contribute to community development.

In every location, we work hand in hand with local residents to ensure that our presence generates a positive social impact.

Growing Together with the Families of Ecuador

Families are at the heart of our operation, and they are the ones we aim to serve with every action we take. We strive to offer them high-quality, safe, and affordable products, because we know that their well-being is the foundation of our mission. Every decision we make is designed to support families — helping them meet their needs and build a better future.

We work for an Ecuador where families live healthy, happy lives with opportunities to thrive.

With this vision, we are committed to supporting the families in our communities as they grow and develop. We implement social investment programs that support them during difficult times, encourage social integration, and promote recreational activities, especially for children and adolescents.

**USD
+35.000**

in direct donations to vulnerable groups

These contributions were directed to communities affected by various socio-environmental causes that compromised their safety and well-being.

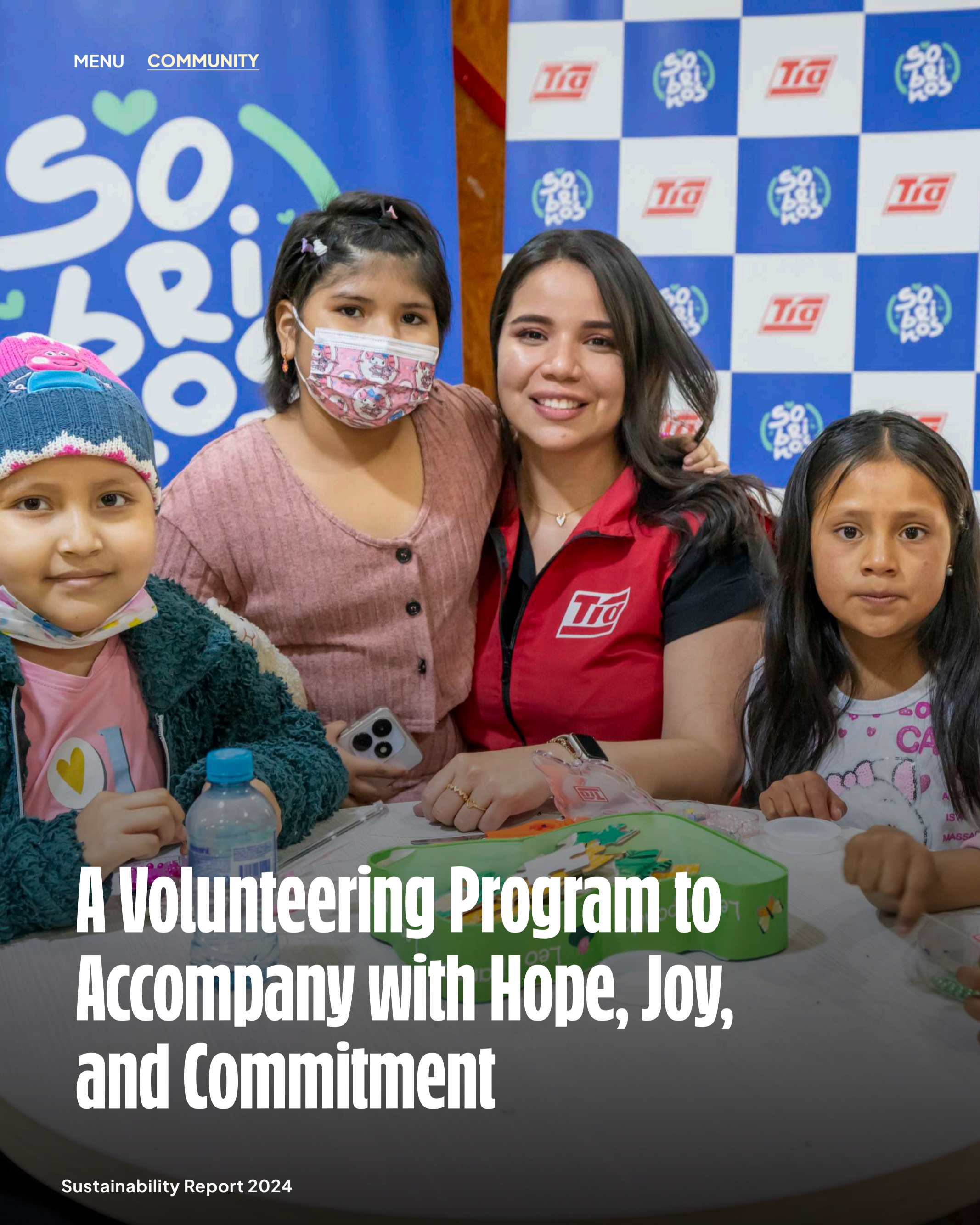
40.000 kg

of food donated

to the Diakonía Food Bank, benefiting 25,000 people through 88 institutions.







A Volunteering Program to Accompany with Hope, Joy, and Commitment

“Sobrinos,” the New Continuous Volunteering Program

Who better than Tía to take care of its “nephews”? We reaffirm our commitment to the families in our community through the launch of the corporate volunteering program “Sobrinos”, created as part of the celebrations for our 64 years of presence in Ecuador. This new initiative marks a milestone in our sustainability strategy — especially within the Community pillar — by focusing on supporting the most vulnerable sectors.

The program began in 2024 at the Ecuadorian Society for the Fight Against Cancer (SOLCA), with the participation of 14 employees from different areas of the company, who shared unforgettable moments with 100 children. During this day full of hope, we also donated 15 wheelchairs and delivered clothing items to support the Ladies’ Committee Bazaar, helping to raise essential funds for this noble cause.

At the end of the year, as part of this initiative, we made an important donation to Guasmo Maternity Hospital, delivering 9,000 units of diapers and Just Baby wipes for newborns — an action that reflects our purpose of contributing to the well-being of the most vulnerable families in the communities where we operate.

This donation provided immediate relief to babies and mothers often facing significant economic and social challenges. This initiative not only seeks to improve their living conditions and health but also aims to offer products and messages of genuine support, sending a message of hope and solidarity.

The “Sobrinos” program is not an isolated action — it is a continuous initiative within our commitment to the community. By 2025, we expect the monthly participation of 20 volunteers, who will visit SOLCA to carry out recreational, movement, and creative activities, as well as storytelling and snack sessions — ensuring that each visit is a joyful and caring experience.

We plan to expand the program’s reach to more hospitals, hospices, and orphanages in Quito and Guayaquil.

This is not just another social initiative; it’s about building a network of hope and essential resources for those who need it most. Every visit, every donation, and every interaction through “Sobrinos” will carry the warmth and respect that define Tía.

Our objective is clear: to be present where help is most needed, offering emotional and material support with a message that no one is alone — especially children, the elderly, and people in fragile situations. We want to be a pillar of support in the lives of many Ecuadorian families, reaffirming our commitment to a more just and inclusive future for all.



United for Education

We joined the United for Education Alliance (UxE) in Ecuador, committed to transforming the country's educational system. As part of this public-private collaboration network, our partnership seeks to positively impact education in schools by promoting meaningful change in three key areas: pedagogy, infrastructure, and equipment.

In the pedagogical field, the alliance supports teacher training through innovative methodologies, ensuring educators have the tools they need to deliver high-quality education. In terms of infrastructure, it contributes to improving and revitalizing learning environments, transforming them into safe, stimulating, and functional spaces. Regarding equipment, it provides schools with furniture, educational materials, and technological resources, ensuring the necessary tools for academic development.

In 2024, the alliance reached 18 provinces, recently expanding to Azuay and Morona Santiago, consolidating its long-term commitment to Ecuador's educational future.

257
educational institutions
impacted

134.908
students benefited

5653
teachers trained

70.629
training hours
delivered

1822
hours of technical assistance
provided to teachers



Medical Brigades

Together with Rotary Club Guayaquil Moderno and Rotary Club of Quito, we held a free medical brigade at Plaza San Francisco in Quito. During the event, we offered free health check-ups to the local community, completing over 320 consultations.

The brigade was made up of 20 volunteer professionals specialized in general medicine, pediatrics, cardiology, gastroenterology, geriatrics, and pharmacy. In addition to the consultations, free medication was provided to patients.

+20
volunteer
professionals

+320
medical
consultations



Awareness and Support During the Winter Season

Always thinking about the well-being of our communities, Tía partnered with Diario El Universo to spread preventive health measures during the winter season. These recommendations reached over 279,000 people through our magazine Mejora Tu Vida (“Improve Your Life”).

Mejora Tu Vida remains a key channel for sharing practical and useful content on topics such as education, health and wellness, the environment, and inclusion and diversity throughout the year. Beyond communication efforts, we also provided direct support to families affected by the winter season.

In 2024, we donated more than USD 35,000 worth of first-need products, reaffirming our commitment to be present when we are most needed.

279.700
people reached
through preventive communications

USD 35.000
donated
during the winter season





ChocolaTía: the warmth of Christmas in every cup

In 2024, more than 66,000 boys and girls experienced a more joyful Christmas thanks to ChocolaTía, an initiative created to bring joy, fun, and Christmas spirit to the country's most vulnerable communities.

Through this initiative, each of our stores sponsored a local educational institution, organizing festive events full of games, artistic performances, Christmas snacks, and prizes.

Hot chocolate —a symbol of unity and warmth— was the star of the day, celebrating the true meaning of Christmas: sharing with others. More than 1,500 volunteer employees enthusiastically joined this great celebration, bringing smiles, companionship, and moments of happiness to thousands of children throughout Ecuador.

+66.000
beneficiaries of
ChocolaTía 2024

+1500
volunteer
collaborators



Responsibility That Drives Us

We have made an active commitment to the environment we live in. We know that every decision we make impacts both the present and the future. That's why we act responsibly at every stage of our operation—from the origin of our products to their arrival in the hands of our customers.

Sustainability is not a goal but a way of doing things. And that conviction is the responsibility that drives us.

Our environmental strategy is clear: reduce our footprint whenever possible. We optimize transportation to lower emissions and promote the responsible use of water and energy in every process. This responsibility is shared across our entire team.

We manage our materials consciously. We develop practices that promote circularity: reducing waste, prioritizing reusable and recyclable inputs, and eliminating excess packaging. In this way, we ensure a positive impact from every action, demonstrating our ongoing commitment.



W
S



Environmental Management System

We designed an Environmental Management Plan to mitigate the impacts of our operations on the environment. Through it, we monitor indicators that evaluate environmental performance, ensure regulatory compliance, and identify opportunities for improvement. All departments and operational sectors are involved in its implementation.

The Environmental Department oversees and optimizes the plan's execution in branches and distribution centers. This is achieved through the evaluation of key indicators, on-site inspections, and audits. In 2024, we fulfilled 100% of our legal environmental obligations with the submission of 149 environmental reports. Additionally, 182 Hazardous Waste Generator Registries (RGDP) were approved.

Although environmental regulations required adaptation, at Tía we viewed this as an opportunity to strengthen our commitment. Therefore, we began a process to ensure that each store not only complied but also achieved an environmental certification that demonstrated a positive impact on its surroundings. This effort, which went beyond compliance, materialized in 2024 with the certification of 86 of our stores—showcasing our ongoing conviction to operate responsibly.

We rely on a guiding document that orients our environmental and social actions in alignment with our stakeholders. The Environmental and Social Management System Manual compiles the practices we carry out in different areas and

establishes guidelines to ensure that they are aligned with our principles of sustainability and environmental care.

Moreover, our Environmental and Social Management System Policy forms the basis of our action. This key document assigns clear responsibilities and guides us toward constant improvement. It is fundamental for ensuring sustainable, coherent, and long-term development.



Towards Smart Logistics

Logistics is the backbone of our operations. Efficient management of storage, inventory, and product distribution not only drives the business but also enables the implementation of sustainable practices that reduce our environmental footprint and generate operational savings.

Our main strategy to optimize logistics resources is the dynamic planning of distribution routes. This design is periodically updated based on dispatch volumes to maximize transport efficiency and optimize trip frequency from distribution centers to sales points.

We promote responsible logistics that optimizes resources, guarantees quality, and drives us toward a more sustainable future.

100% of our transportation fleet is equipped with geolocation and satellite monitoring systems to evaluate route compliance in real time. This guarantees punctuality in deliveries and helps prevent any irregularities.

For refrigerated goods, we use units equipped with temperature monitoring systems. This allows us to control and ensure the cold chain from dispatch to store delivery, guaranteeing product safety. In addition, we have incorporated thermal

blankets that optimize space on each trip while maintaining proper temperatures without affecting product quality.

In 2024, we revolutionized our logistics with the Mixed Load Project, a pilot program where dry and refrigerated products are transported together from distribution centers to stores—maximizing vehicle efficiency without compromising cold chain quality.

The project is expected to be fully implemented by 2025 and will reduce travel by approximately 40,000 kilometers annually, significantly cutting fuel consumption and transport-related emissions.

Tía's Logistics Model

1

Supply

The supplier company delivers the products to our distribution centers.



2

Storage

We have two storage and distribution centers where we receive, prepare, and ship merchandise to stores and homes.





3

Distribution

We carry out merchandise deliveries to stores through our outsourced fleet, which consists of 142 vehicles. This setup ensures maximum efficiency through an optimized design of fast and nearby routes.

52

outsourced vehicles

Regional Distribution

Center Fleet

Calacalí, Quito

90

outsourced vehicles

National Distribution

Center Fleet

Lomas de Sargentillo, Guayas

4

Delivery

The organization of deliveries is managed jointly by the logistics department, the e-commerce area, and the couriers responsible for collecting and delivering orders. The delivery methods are:

Direct Sales

Customer reception and delivery are handled by the same logistics provider.

Drop shipping

Delivery is made directly by the supplier according to the agreed purchase terms.

Cross docking

The product passes through our warehouse only for sorting before being transported by our logistics operator.

Tía Delivery

We use our own logistics service for delivering products stored in our warehouse.

Certified Sustainable Construction

Since 2020, our National Distribution Center has held the Punto Verde (Green Point) certification for its sustainable construction. Our facility was designed to use land responsibly, integrate renewable energies, and respect the environment, improving our processes, products, and services.

We are proud to have two distribution centers that embody our commitment to sustainability, innovation, and the environment.

The National Distribution Center was designed to optimize resources throughout its entire life cycle. It prioritizes social integration, accessibility, and bioclimatic architecture, incorporating low-impact materials, dismantlable and reusable systems, solar panels, thermal and acoustic insulation, and the reuse of wastewater. These solutions—alongside energy efficiency and innovative technology—represent advances we continue to develop and implement constantly.

Similarly, since 2023, we have operated our photovoltaic plant at the Regional Distribution Center (RDC) in Calacalí, Quito. This plant provides clean energy for its operation. Its implementation contributes directly to Sustainable Development Goals 13 (Climate Action) and 7 (Affordable and Clean Energy). It is also part of our broader environmental project to increase the use of renewable energy. In 2024, it generated 708,590 kWh of clean energy, equivalent to a reduction of 1,538 barrels of crude oil.

The Energy That Keeps Us Moving

In 2024, we directly faced the effects of climate change on our operations. The severe energy crisis in Ecuador, caused by droughts that affected hydroelectric generation —which provides almost 90% of the country’s electricity— forced the government to implement power outages lasting up to 14 hours a day, impacting both the economy and daily life.

To ensure the continuity of our service, we opted to implement diesel-powered electric generators. Although we are aware that this is not the most sustainable or efficient solution, it was an essential measure to prevent interruptions and continue meeting our customers’ product demands.

In the face of the energy crisis, we kept our commitment alive for a more efficient and responsible operation.

This situation led us to actively reinforce our commitment to the responsible use of energy. Beyond the circumstances, we implemented

concrete measures to reduce electricity consumption and mitigate our long-term environmental impact. For example, our stores are equipped with low-consumption refrigerators and mechanisms that minimize energy waste. Additionally, our “Silent Hour” initiative not only creates a more accessible environment for people with Autism Spectrum Disorder (ASD) but also has a positive environmental impact. By reducing lighting for one hour each day, we significantly cut energy consumption—equivalent to avoiding the emission of 10.34 tons of CO₂ per month.



88.349.764 kWh

Total Energy Consumption

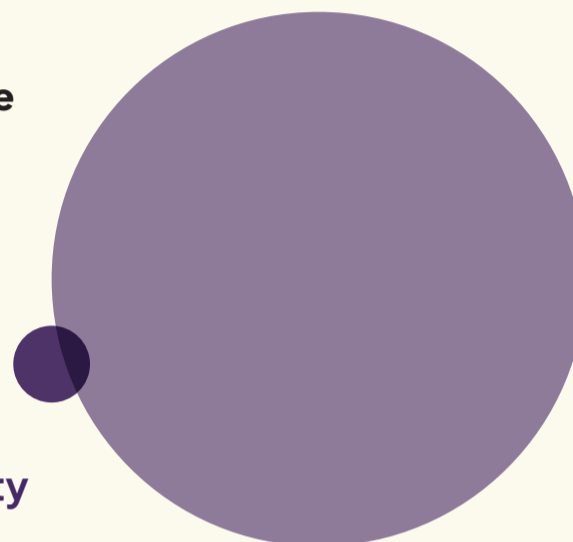
Energy Intensity¹

0,11 kWh/USD

Energy Source Distribution

12,56%
grid electricity

87,44%
renewable energy



Energy Use by Site

78.585.093 kWh
TIA stores

5.173.597 kWh
Warehouse

2.218.357 kWh
Energy savings initiatives

2.114.997 kWh
Offices

1. Energy intensity = energy consumed (kWh) / revenue (USD)

Renewable Energy in Our Operations

We believe that delivering our products to every corner of Ecuador requires clean energy and environmental commitment. That is why, in 2023, we inaugurated the photovoltaic plant at the Calacalí Distribution Center, a milestone in the distribution system of Quito's Electric Company and a key step toward a more sustainable operation.

This solar plant, equipped with more than 1,900 panels over an area of 5,000 m², supplies 95% of the energy consumption of the center, from where we distribute to 80 stores in 31 cities across the country. With this strategic investment, we avoid the emission of over 800 tons of CO₂ annually and contribute to a more diversified and sustainable energy matrix for Ecuador.

The Calacalí plant not only represents an environmental commitment, but also an efficient economic decision: with an initial investment of nearly one million dollars, we estimate annual savings of around USD 115,000 and a return on investment in just eight years, proving that environmental action can also be economically viable.



276.336,72 kWh

Energy savings in 2024

Warehouse
rooftop area:

5000 m²

1972

Solar panels installed

804 t of CO₂

annual
emissions avoided

25 years
Service life

8 years
Return on
investment

Efficient Use of Water

The drought in 2024 also prompted us to strengthen our commitment to water. We promote its responsible use, as it is an essential resource for the country's economy, health, and food supply. We use water in daily activities such as bathrooms, food preparation, environmental cleaning, and temperature control areas.

Water is obtained from rivers and processed by public and private entities in potable water treatment facilities to supply cities nationwide. Wastewater, in turn, is channeled to treatment plants through sewage systems, where it is treated before returning to rivers, completing its natural cycle.

At Tía, we perform monthly monitoring of water consumption in each branch, allowing us to quickly detect any irregularities. Additionally, the Maintenance Department conducts regular inspections to detect leaks and verify the operation of accessories that regulate water use.

We take care of water with technology that helps us monitor its use and detect savings opportunities.

All our stores and distribution centers are

equipped with sensors to control and reduce water waste. In our stores, we have also implemented cutting-edge technologies such as nanocleaners, devices that consume significantly less water compared to traditional cleaning methods.

At our National Distribution Center, we installed a reuse system that allows us to recycle the water used in tray cleaning. This way, we make the most of every drop, conserve the resource, and reduce operating costs — without compromising our high hygiene and cleanliness standards.

5 a 6 m³

of water reused daily

for tray cleaning at the National Distribution Center

288 l

of reused water

tank storage capacity



Wastewater Treatment Plant

The Tía Vía la Costa store operates a wastewater treatment plant to eliminate contaminants and comply with current environmental regulations. This plant is especially important since the store is located in a protected area without access to a public sewer system.

Wastewater circulates through a chamber where solids are filtered, then pumped into a reactor of activated sludge for aeration and sedimentation, where biodegradable waste is oxidized. After this process, treated water is separated and reused in the facility.

Finally, the treated water passes through an ozonation tank and a sand filter before being discharged back into the internal water reuse system, completing an efficient and environmentally responsible treatment cycle.

2924 m³
of water treated monthly
at the National Distribution Center

2.924.000 l
of water reused
in operations

Circular Commitment: Responsible Management of Materials

To ensure that products reach Ecuadorian families' homes in perfect condition, we use materials such as plastic, cardboard, and pallets in our logistics and commercialization processes.

With the goal of reducing the environmental impact these materials generate, we apply an approach based on the circular economy, promoting the responsible use of materials, proper waste management, and the recovery of resources to reincorporate them into the production cycle.

Our comprehensive materials management process includes the collection, classification, and transfer of elements such as plastic and cardboard from stores to our distribution centers. There, they are integrated into our logistics process. We classify these materials according to their reuse or recycling potential, store them properly, and manage them under the supervision of an authorized waste manager.

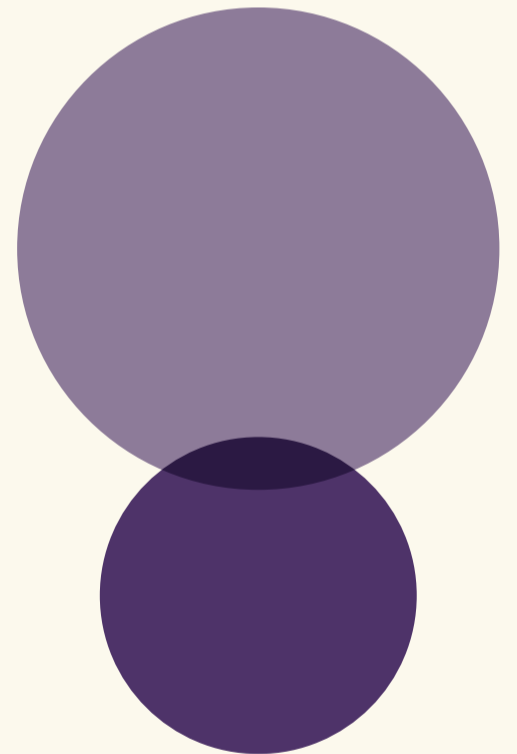
Regarding food products, our focus is on generating a positive social impact. Through our Zero Waste Commitment Program, we work to minimize food waste and ensure that surpluses are delivered to those in need — as detailed in the chapter dedicated to the community.

Non-renewable

35.883 kg

Plastic

Materials used to produce and package products



Renewable

23.909 m³

Water¹

¹ Used in the meat production process



Innovation in Materials and Packaging

We focus on projects to recover materials and reuse them in our operations. In 2024, we developed an initiative to reduce single-use plastic consumption in reception and storage processes by replacing it with reusable options, with pilot testing planned for 2025.

Among our main actions is extending the useful life of wooden pallets, essential for transporting goods. We repair these pallets to prevent them from becoming waste and keep them circulating as useful resources.

We also use roll containers designed to reduce the use of film stretch in the dispatch of non-refrigerated products, helping minimize our environmental impact and improve logistics efficiency.

Additionally, in our meat processing plant, we use specialized equipment that allows us to change the type of packaging, prolong the shelf life of products, and significantly reduce the amount of plastic generated.

22.945

pallets reused

Waste Reduction and Management

We work to use materials intelligently, minimize waste, and ensure responsible disposal. For waste generated in logistics processes, we have a control system based on logbooks that ensures all established protocols are followed.

Plastic, cardboard, and wood waste are managed through an authorized environmental manager, who issues a certificate guaranteeing proper final disposal.

Meat residues used in laboratory analyses, part of our quality and food safety system, go through a deactivation process to ensure safety before being delivered to an environmental manager. Food waste in poor condition is handled by a specialized third party and sent for composting.

All waste considered hazardous is separated and delivered to specialized, certified managers responsible for its treatment and disposal in compliance with current regulations. At our National Distribution Center, we have a designated area for the temporary storage of hazardous waste, designed according to INEN 2266 standards. Similarly, our branches generate hazardous waste that is handled safely thanks to certified environmental managers that comply with all relevant regulations.



4787 t

of waste generated

91%
recovered

29%

reduction in waste generated vs 2023

9%
sent for disposal

Waste by composition (t)	Generated	Not sent for disposal	Sent for disposal
Cardboard	3366,39	3366,39	
Plastic	144,95	144,95	
Wood	418,17	367,12	51,05
Sawdust	20,16	20,16	
Food residues	415,67	415,67	
Hazardous waste	0,77	0,00	0,77
Non-hazardous waste	420,87	54,50	366,37
Total	4786,98	4368,78	418,18

Waste not sent for disposal (t)	Within facilities	Outside facilities	Total
Non-hazardous waste			
Preparation for reuse		435,83	435,83
Recycling		3511,34	3511,34
Other recovery operations	367,12	54,5	421,62
Total	367,12	4001,66	4368,78

Waste sent for disposal (t)	Outside facilities	Total
Hazardous waste		
Energy recovery incineration	0,77	0,77
Total	0,77	0,77

Indicator Table

Statement of Use

Tía has prepared this report in accordance with the GRI Standards for the period between January 1 and December 31, 2024.

GRI 1 Used

GRI 1: Foundations 2021.



GRI Standard	Content	Response or Omission	SDG	PAGE
The Organization and Its Reporting Practices				
GRI 2: General Disclosures 2021	2-1 Organizational details	The legal name of the organization is Tiendas Industriales Asociadas TÍA S.A. The address of its headquarters is Chimborazo 217 y Luque, Guayaquil, Ecuador.		
	2-2 Entities included in the organization’s sustainability report			8
	2-3 Reporting period, frequency, and contact point			8
	2-4 Restatements of information			8
	2-5 External assurance			8
Activities and Workforce				
GRI 2: General Disclosures 2021	2-6 Activities, value chain, and other business relationships			16-19, 21
	2-7 Employees			63
	2-8 Workers who are not employees			63
Governance				
GRI 2: General Disclosures 2021	2-9 Governance structure and composition			34-35
	2-10 Nomination and selection of the highest governance body			34
	2-10 Nomination and selection of the highest governance body			34
	2-12 Role of the highest governance body in overseeing the management of impacts			34
	2-13 Delegation of responsibility for managing impacts			34

GRI Standard	Content	Response or Omission	SDG	PAGE
GRI 2: General Disclosures 2021	2-14 Role of the highest governance body in sustainability reporting			34
	2-15 Conflicts of interest			36
	2-16 Communication of critical concerns			36
	2-17 Collective knowledge of the highest governance body	During the reporting period, training sessions were held for members of the highest governance body on sustainability matters.		
	2-18 Evaluation of the performance of the highest governance body	The Chair of the Board evaluates the Board's performance. In addition, Grupo GDN conducts performance evaluations for the Directors of each country, using the same methodology of analysis.		
	2-19 Remuneration policies	During the reporting period, we did not have a documented remuneration policy. However, to determine the salaries of employees and directors, we conduct internal and external equity analyses. Internal equity ensures fair salaries within the company, while external equity involves a study of market salaries offered by companies in the sector to ensure competitive remuneration. The construction and regular updating of job descriptions is a key input for maintaining proper evaluation.		
	2-20 Process for determining remuneration	During the reporting period, to determine remuneration, we first considered the job description. For new roles, we created a new profile, and for existing roles, we updated them as necessary. Then, we evaluated the position according to its profile. Finally, we conducted monthly and annual analyses of internal and external equity.		
	2-21 Annual total compensation ratio	Due to the context in which activities are carried out, this information remains confidential to safeguard the personal security of our employees and senior management.		

GRI Standard	Content	Response or Omission	SDG	PAGE
Strategy, Policies and Practices				
GRI 2: General Disclosures 2021	2-22 Statement on sustainable development strategy			4-5
	2-23 Policy commitments			37-38
	2-24 Embedding policy commitments			39
	2-25 Processes to remediate negative impacts			39
	2-26 Mechanisms for seeking advice and raising concerns			39
	2-27 Compliance with laws and regulations	During the reporting period, three cases of regulatory noncompliance were recorded, resulting in total fines of USD 14,260. The first involved a former employee fined USD 460 for failing to provide required documentation to the Ministry of Labor related to a complaint, which caused inconsistencies in payroll and records. The second case involved the sale of expired dairy products at Plaza Tía El Empalme, which led to a fine of USD 4,600 imposed by ARCOSA, currently under appeal. The third case corresponded to a USD 9,200 fine imposed by the Municipality of Guayaquil for the installation of an outdoor advertising billboard without the required permits.		
	2-28 Membership associations			29
Stakeholder Engagement				
GRI 2: General Disclosures 2021	2-29 Approach to stakeholder engagement			9
	2-30 Collective bargaining agreements	All employees are hired in accordance with the law and the Ecuadorian Labor Code.		
GRI 3: Material Topics Information				
GRI 2: General Disclosures 2021	3-1 Process to determine material topics			10-13
	3-2 List of material topics			12-13

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Talent Management and Development				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8	64-69, 74-79
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	During the reporting period, there was insufficient information to report employee turnover rates	8	67
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee		8	75
	404-2 Programs for upgrading employee skills and transition assistance programs		8	7-78
	404-3 Percentage of employees receiving regular performance and career development reviews		8	79
MATERIAL TOPIC: Quality of Life of Our People				
GRI 3: Material Topics 2021	3-3 Management of the material topic		3	86-91
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees		8	70
	401-3 Parental leave	People entitled to parental leave	8475	8, 10
		Women	3628	
		Men	4847	
		Employees who took parental leave:	512	
		Women	241	
		Men	271	
		Employees who returned to work after parental leave	512	
		Women	241	
		Men	271	
		Employees who returned to work after parental leave and remained employed 12 months later	237	
		Women	109	
		Men	128	
Return-to-work and retention rates	92%			
Women	45%			
Men	47%			

GRI Standard	Content	Response or Omission	SDG	PAGE												
GRI 201: Economic Performance 2016	201-3 Obligations related to defined benefit plans and other retirement plans	The estimated value corresponding to retirement obligations is USD 14,872,653.22, of which USD 3,451,176.49 was paid to 73 retired individuals.	8, 9													
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system		3	87												
	403-2 Hazard identification, risk assessment, and incident investigation		3	87												
	403-3 Occupational health services		3	89-91												
	403-4 Worker participation, consultation, and communication on occupational health and safety		3	88												
	403-5 Worker training on occupational health and safety		3	77-78												
	403-6 Promotion of worker health		3	86, 89, 90												
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	<table border="1"> <thead> <tr> <th></th> <th>Número</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Employees and workers not covered by the occupational health and safety management system, subject to internal audit</td> <td>8653</td> <td>92%</td> </tr> <tr> <td>Employees and workers not covered by the occupational health and safety management system, subject to external third-party audit or certification</td> <td>8653</td> <td>92%</td> </tr> <tr> <td>Empleados y trabajadores no empleados cubiertos por el sistema de gestión de la salud y seguridad, sujeto a auditoría o certificación por parte de un tercero</td> <td>8522</td> <td>91%</td> </tr> </tbody> </table>		Número	%	Employees and workers not covered by the occupational health and safety management system, subject to internal audit	8653	92%	Employees and workers not covered by the occupational health and safety management system, subject to external third-party audit or certification	8653	92%	Empleados y trabajadores no empleados cubiertos por el sistema de gestión de la salud y seguridad, sujeto a auditoría o certificación por parte de un tercero	8522	91%	3	
		Número	%													
	Employees and workers not covered by the occupational health and safety management system, subject to internal audit	8653	92%													
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Empleados y trabajadores no empleados cubiertos por el sistema de gestión de la salud y seguridad, sujeto a auditoría o certificación por parte de un tercero	8522	91%														
403-8 Workers covered by an occupational health and safety management system		3	90													
403-9 Work-related injuries		3	87-88													
403-10 Work-related ill health		3	87													

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Diversity, Inclusion, and Commitment to Human Rights				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8, 10	80-85
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity in governance bodies and employees		8, 10	80-81, 35
	405-2 Ratio of basic salary and remuneration of women to men	Due to the nature of our operations, this information is confidential to protect the personal security of our employees and senior management.	8, 10	
GRI 202: Market Presence 2016	202-1 Ratios of standard entry-level wage by gender compared to local minimum wage	Due to the nature of our operations, this information is confidential to protect the personal security of our employees and senior management.	8, 10	
	202-2 Proportion of senior management hired from the local community			35
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken			82
MATERIAL TOPIC: Innovation, Omnichannel, and Information Security				
GRI 3: Material Topics 2021	3-3 Management of the material topic		9	48-53
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and loss of customer data	During the reporting period, we received one rectification request and four deletion requests that were verified by the organization. No reports from authorities were received regarding identified cases of data leaks, theft, or loss of customer information	9	
MATERIAL TOPIC: Customer Experience				
GRI 3: Material Topics 2021	3-3 Management of the material topic		9	44-47

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Quality, Safe and Accessible Products				
GRI 3: Material Topics 2021	3-3 Management of the material topic		9, 12	41
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories		9	41
	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	During the reporting period, the ARCSA detected that certain batches of tomato sauce contained lead. Although we marketed a brand within this category, the affected product was not associated with us.	9	
GRI 417: Marketing and Labeling 2016	417-1 Requirements for product and service information and labeling		12	41
	417-2 Incidents of non-compliance concerning product and service information and labeling		12	41
	417-3 Incidents of non-compliance concerning marketing communications		12	41
MATERIAL TOPIC: Community Development				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8	93-105
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and supported services		8	93
	203-2 Significant indirect economic impacts		8	25, 26, 30-31
GRI 201: Economic Performance 2016	413-1 Operations with local community engagement, impact assessments, and development programs		8, 9, 10, 17	98-105
	413-2 Operations with significant actual and potential negative impacts on local communities	During the reporting period, no evaluations were conducted to identify significant negative impacts of our operations on local communities.	8, 9, 10, 17	

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Economic Performance				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8, 9	26-27
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed		8, 9	27
	201-2 Financial implications and other risks and opportunities due to climate change	During the reporting period, no evaluations were conducted regarding financial implications related to climate change.	8, 9	
	201-4 Financial assistance received from the government	Due to the conditions and context in which our activities are carried out, this information remains confidential to safeguard the security of our business.	8, 9	
MATERIAL TOPIC: Value Chain Development and Support for Local Production				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8	54-59
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers		8	55
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers screened using environmental criteria	During the reporting period, no environmental evaluation or screening processes were implemented.	8	
	308-2 Negative environmental impacts in the supply chain and actions taken	During the reporting period, no processes for analyzing environmental impact within the supply chain were implemented.	8	
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers screened using social criteria	During the reporting period, no evaluation was conducted to determine how many new suppliers passed social criteria screening. However, our selection process assesses compliance with the conduct standards set forth in our Supplier Manual.	8	
	414-2 Negative social impacts in the supply chain and actions taken	During the reporting period, no processes for analyzing social impacts within the supply chain were implemented.	8	

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Efficient Use of Resources				
GRI 3: Material Topics 2021	3-3 Management of the material topic		13	114-119
GRI 302: Energy 2016	302-1 Energy consumption within the organization		13	115
	302-2 Energy consumption outside of the organization	During the reporting period, this indicator was not recorded.	13	
	302-3 Energy intensity		13	115
	302-4 Reduction of energy consumption		13	115-117
	302-5 Reduction in energy requirements of products and services	During the reporting period, no initiatives were implemented that would allow for the reduction of energy requirements in products and services.	13	
GRI 303: Water and Effluents 2018	303-1 Interaction with water as a shared resource		13	118
	303-2 Management of water discharge-related impacts		13	119
	303-3 Water withdrawal		13	118
	303-4 Water discharge		13	119
	303-5 Water consumption		13	118
MATERIAL TOPIC: Sustainable Operations and Logistics				
GRI 3: Material Topics 2021	3-3 Management of the material topic		13	109-111
MATERIAL TOPIC: Waste and Circular Economy				
GRI 3: Material Topics 2021	3-3 Management of the material topic		13	120-123
GRI 301: Materials 2016	301-1 Materials used by weight or volume		13	120
	301-2 Recycled input materials used		13	122
	301-3 Reclaimed products and their packaging materials	During the reporting period, we operated a packaging line for canned products. In this process, only new material was used, not recycled content, for safety reasons.	13	

GRI Standard	Content	Response or Omission	SDG	PAGE
MATERIAL TOPIC: Sustainable Operations and Logistics	306-1 Waste generation and significant waste-related impacts		13	122
GRI 306: Waste 2020	306-2 Management of significant waste-related impacts		13	122
	306-3 Waste generated		13	123
	306-4 Waste diverted from disposal		13	123
	306-5 Waste directed to disposal		13	123
MATERIAL TOPIC: Food Waste Reduction and Revalorization				
GRI 3: Material Topics 2021	3-3 Management of the material topic		13	96-99
MATERIAL TOPIC: Ethics and Integrity				
GRI 3: Material Topics 2021	3-3 Management of the material topic		12	37-39
GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption		12	38
	205-2 Communication and training about anti-corruption policies and procedures	During the reporting period, no training sessions were held regarding anti-corruption policies and procedures.	12	
	205-3 Confirmed incidents of corruption and actions taken		12	38
MATERIAL TOPIC: Physical Integrity of Customers and Staff				
GRI 3: Material Topics 2021	3-3 Management of the material topic		8	47, 90

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