

# People Pillar

**Building our talent.**





— GRI 3-3, 2-7, 2-8, 2-30, 405-1

## We want to strengthen our people, we foster inclusion and diversity for a positive impact on society.

We are a Mexican company, integrated by human beings, at the service of human beings. Our employees are the driving force in everything we do, and through their hard work we can achieve our purpose of making people's lives easier. With this in mind, we developed a talent and culture strategy for recruiting and retaining the best people, offering them optimum working conditions, creating great places to work and delivering sustainable long term results.

**23,728** employees

**79.8%** unionized

**20.2%** non-unionized



## We recruit the best talent, offer great places to work and deliver sustainable sustainable long term results.

To carry out this strategy, we have defined five dimensions for setting short, medium and long-term priorities to help us achieve our goals:

- Recruit the best talent
- Invest in leaders
- Encourage performance
- Organizational agility
- Leadership culture

Our *Talent Recruitment Policy* requires us to offer the same opportunities to every candidate regardless of their ethnic origin, religious beliefs, sexual and/or gender orientation, based on a culture of meritocracy in which employee recruitment and compensation is linked solely to talent and performance.

We are convinced that attracting the best talent and promoting our own people will allow us to enhance employee commitment, retention and stability. We also seek to strengthen leadership with a firm grounding in the company's culture and maximizing internal advancement.



## Trainee Program

The drive, vision and energy of new generations are an invaluable asset, so for them we have developed a trainee program, in which **recent college graduates** who show outstanding potential have an opportunity to rotate through various areas of the company, offering them an **accelerated advancement process**, through a training program, after which they may be hired to intermediate level positions.

Our Iconn Trainees program seeks to develop the talent of recent graduates and transform their potential in accordance with the strategic priorities of our business.

In the first six months of the program, participants learn about the operation of all

our businesses in depth, and then present a sustainability-focused initiative proposal for improving our operations.

Subsequently, trainees join their assigned areas, where they participate in strategic projects and put into practice their knowledge and learning of the different processes and methodologies.

**In 2023 we hired our 4<sup>th</sup> generation of trainees.**

## Recruitment Fostering Talent

GRI 401-1

New hires



Women

Men

## Diversity, Equality and Inclusion

GRI 405-1

We strive to attract, develop and retain a diverse workforce, and offer an inclusive work environment that complements the strength of our differences. To this end, we have an *Equal Opportunity Policy*.

We recognize respect for individual dignity as fundamental to our value proposition. We are a company founded on values that empower our employees, in an environment of flexibility and productivity based on mutual trust.

We continuously train all our employees to:

**01** Value and respect the opinions of others.

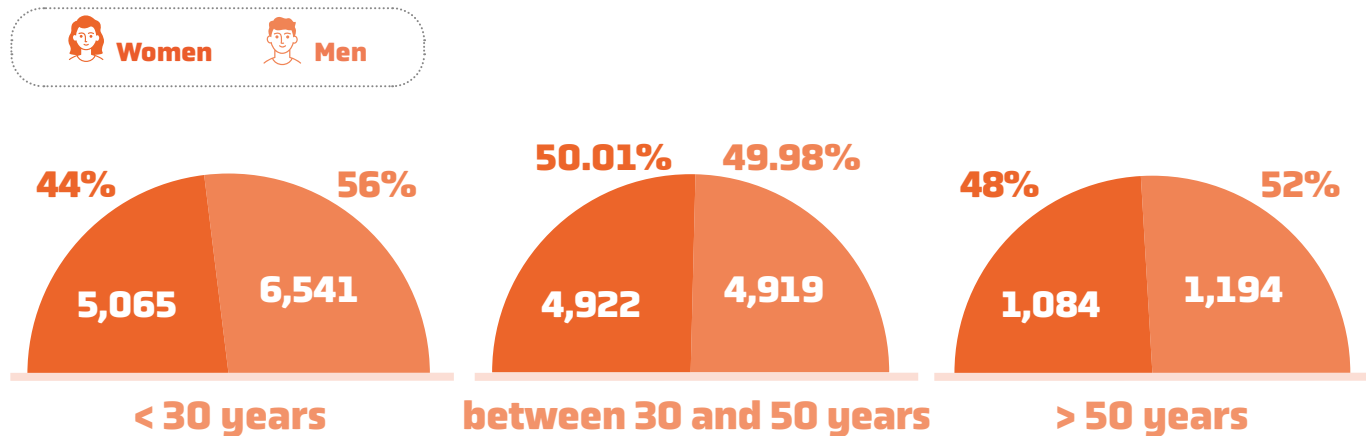
**02** Foster an atmosphere of trust, openness and honesty.

**03** Respect the diversity of others' talents, skills and experiences.

## Workforce by Level and Gender

	Staff	Operations	Total
Women	46%	47%	47%
Men	54%	53%	53%
<b>General total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Work Force by Age Range



## i-flex

Our value proposition as part of Iconn goes beyond offering a competitive benefits package; it also focuses on professional development and flexibility for our employees, allowing them to achieve the balance they seek.

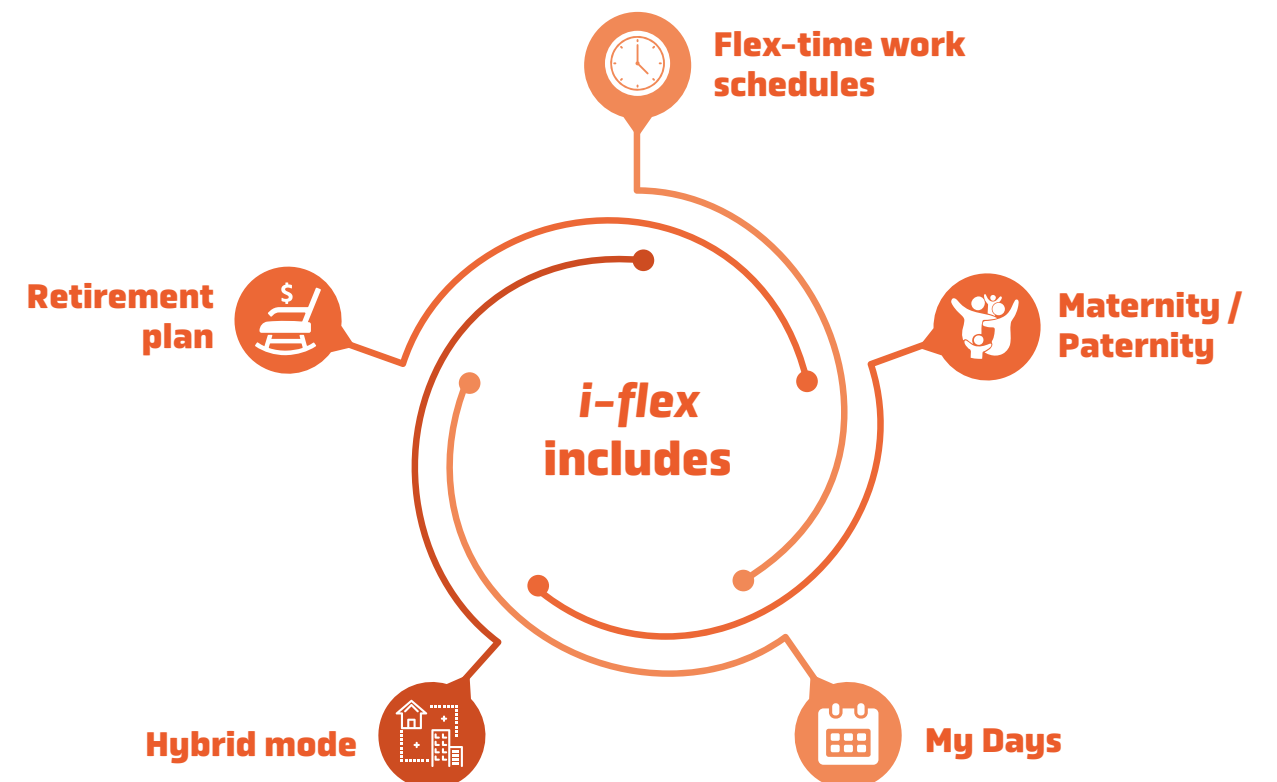
Through our *i-flex* program, we want employees to be their best in their personal lives and at work, meeting and exceeding personal and business goals aligned with Iconn's strategy. **We believe in the value of trusting our employees and work based on goals and deliverables.**

We have made it a priority to find ways for our operating teams to enjoy the benefits of this flexibility, given that they must be physically present to attend to our customers' needs.

This flexibility is expressed in the following initiatives:

**My Days**, in which all our employees have four days per year for attend to personal matters, with pay, starting after six months of labour, without requiring authorization from their boss or supervisor, and in addition to their vacation days.

**Flex-time work schedules**, where employees can adjust their arrival and departure times according to their needs, when feasible given the nature of their duties; employees also have the option of **working in a hybrid mode**, mixing the option of remote and in-person work at the office. We provide confidence to our employees by allowing them the flexibility to decide their work location, which is reflected in their good results and high productivity.



## Benefits and Allowances

— GRI 3-3, 401-2, 401-3

Promoting holistic wellness is fundamental at Iconn. We want to provide the best working conditions for all our employees, and offer them benefits superior to those established by law.

### Parental Leave

We offer more days of parental leave of what is commonly offered in our industry: an **additional month of maternity leave for new mothers** and 5 days extra for new fathers. In addition, for new mothers a reduced working day of 6 hours during the first year of their baby's life. We are convinced that in order to build a more equitable work environment we must begin to provide this type of support to parents welcoming a new member in their family.

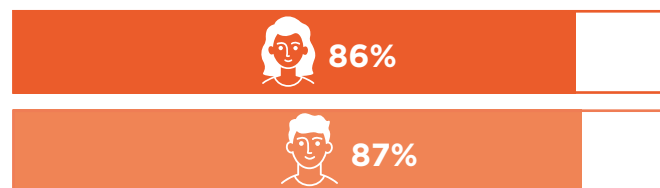
#### Maternity

**4** months leave

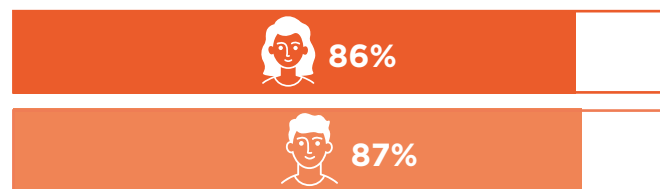
#### Paternity

**10** days leave

#### Total employees who returned to work in 2023 after completing parental leave



#### Total employees who continued to work in the organization 12 months after returning from parental leave



## i-flex Benefits Plan:

To provide employees with a comprehensive benefits package, this plan allows them to exchange some of the standard benefits the company offers, for others that better suit their needs and lifestyles. They have access to these from the moment they join the company. The main objective of this benefit is to give them the opportunity to increase their purchasing power or cash flow or, if they so decide, choose the standard set of programs, in order to allow them to make better decisions about the use of their salary.

## We Listen to our Employees

### Estrategia Compromiso. ICONN

In 2023 we strengthened our **engagement strategy**, intended to boost Iconn's success by identifying the drivers of engagement and by active listening. With this we can promote sustainable action through a culture of leadership and thus offer a superior experience to our employees and a stronger sense of engagement.

The strategy relies on engagement metrics compiled through two surveys: **Oye! Iconn** and **PULSO**, using the Gallup methodology, along with data on employees' onboarding and exit experiences.



Our survey PULSO 2023 was answered by 81% of our employees, that is, 9,851 out of a total sample of 12,142. 47% of the responses were from women employees and 53% from men; 82% were operating personnel and 18% were staff.

The following are some of the highlights of the **PULSO 2023 survey**.

- **This result places ICONN's engagement at the top of the retail industry, and although we have improved, there are still opportunities to further strengthen engagement in the organization.**

The percentile ranks Iconn's employee engagement compared to other companies within its category in the Gallup database. It means that Iconn's average Q12 is higher than the 42% of companies with 100 or more employees observed by Gallup.

Among the aspects evaluated, Iconn's strongest showing was in two categories in particular:

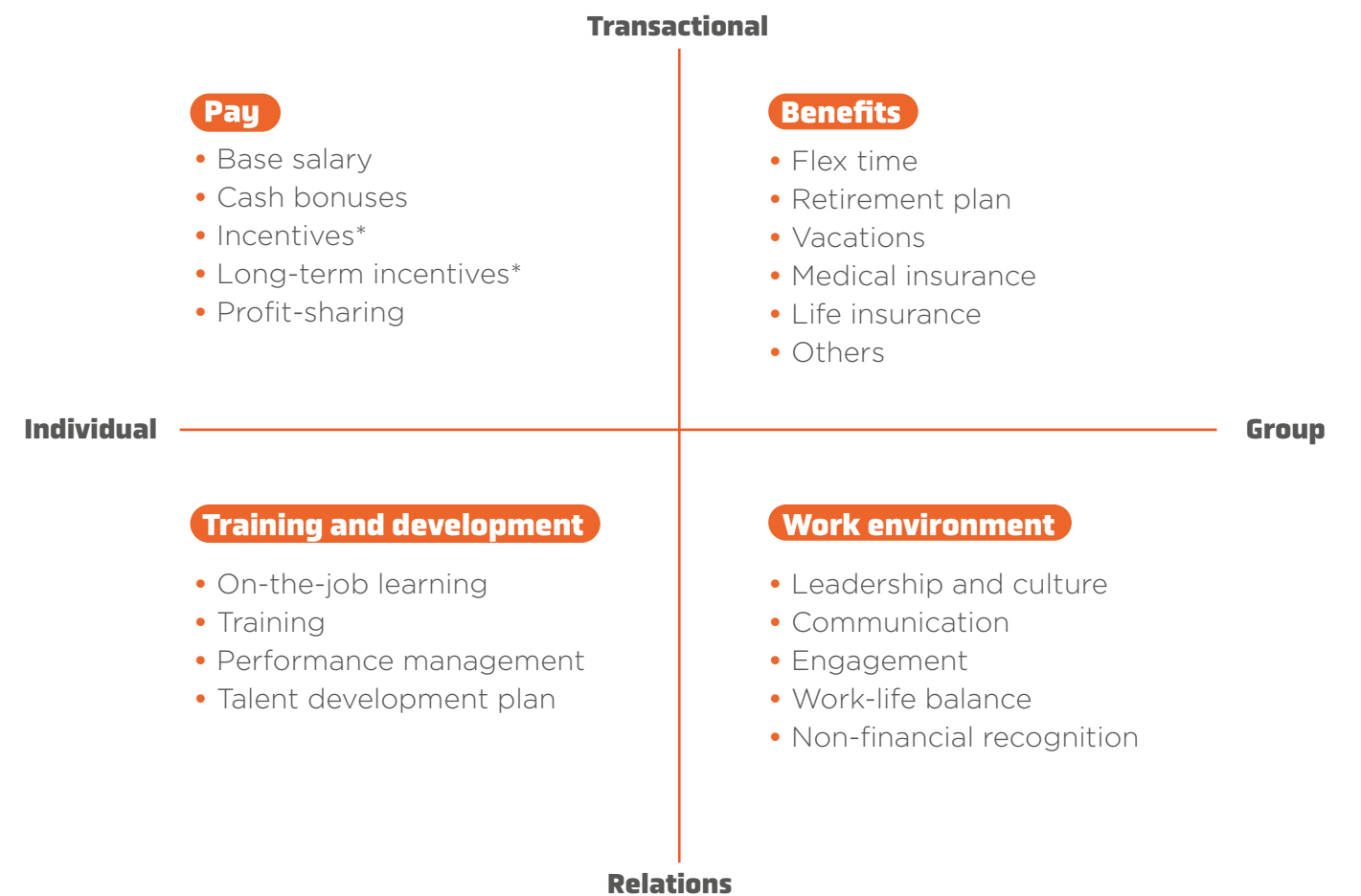
- *"I know what is expected of me at work."* Obtaining a rating of 4.50 out of 5.00.
- *"At work, I have the opportunity to do what I do best every day."* Rating 4.40 out of 5.00.

## Compensation

For employees and associates at all levels, our philosophy is to align compensation with individual performance. We want to keep our people constantly motivated to improve their yield and commitment, which in turn translates into a superior experience for our customers.

Our compensation policy and strategy also take into account competition in the market for recruiting and retaining the right talent, with the skills we need to build a great place to work and deliver sustainable results for our business.

### ICONN Total Rewards Model



\*Applicable for certain positions.

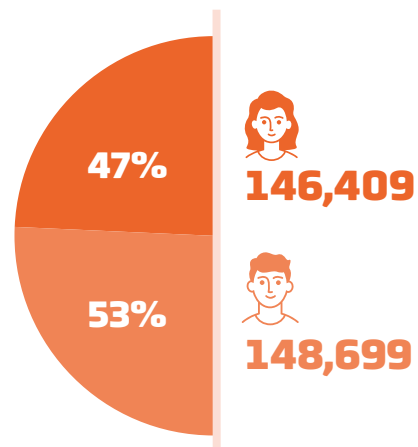


# Empowering Talents

## Training and Development

— GRI 3-3, 404-1, 404-2, 404-3

**295,108** hours of training



## Talent Development Process

Iconn's talent development process was designed to lock in **succession plans for key positions**. It involves first identifying talent needs, assessing the quality of internal talent and creating action plans to secure or attract the best talent to fill these needs. We seek to empower our employees in their professional advancement and our leaders in accompanying their teams, focusing on talent analysis and planning, all in line with Iconn's strategy, to guarantee the success of the business.

We want to continually create value and support advancement and learning by our employees through training, which we do through our **Iconn University** platform.

We also have various arrangements with prestigious educational institutions and universities that offer preferential prices on study programs where employees can begin or continue their professional studies.

**In 2023, 468 of our employees (142 women and 326 men) were trained as part of the talent development process.**

**Iconn University** applies four essential approaches:

- 01** Development of comprehensive skills to support Iconn's transformation.
- 02** Adoption of new educational methods to foster a culture of self-development among employees.
- 03** Encourage innovation, for continuous improvement on the job.
- 04** Structure dynamic, flexible learning processes.

**Our certification on sustainability reached 91% of the organization's employees in 2023.**

# Iconn Integral Development Program

## Our Aspiration

At Iconn, we want to make people's lives easier, which is why we put the individual and the community at the center of our business approach.

In November 2023, we launched what will be our **Iconn Integral Development Model** for 2024. This will support the development of better human beings and healthier interactions between them and their surroundings, **to the benefit of society** as a whole.

The program seeks to create a space for holistic growth. We know that investing in one person can magnify our own distinguishing capacities and build better citizens, better families, better persons, and, as a result, a better society made of responsible human beings that are committed to their own development.

This model will be aligned with the concepts and tools transmitted through Iconn University. Employees will be able to join forces to learn collaboratively and will participate in motivational sessions, challenges and communication to create transcendence.

We collaborated with local universities like Tec Milenio, UDEM and NGOs like Hagámoslo Bien to create the materials available for this program.



## Environments

Through them we facilitate spaces that encourage the best version of themselves, generating greater commitment and conscious involvement in every aspect of their lives.



### Personal growth

Development of skills, habits, attitudes and ways of thinking that help improve our quality of life.



### Family and values

Care, affection and education as keys to a healthy and balanced coexistence.



### Civic citizenship

Cooperation, participation and solidarity to support our communities.

**At Iconn, we want to make people's lives easier, which is why we put the individual and the community at the center of our business approach.**



## Individual Development Plan (PDI)

Complementing our previous initiatives, we developed a program called the **Individual Development Plan**, through which employees can develop skills using an online platform that offers different training tools that they can acquire at their own pace throughout the year. The plan is administered and personalized with direct managers according to each employees' needs and areas of opportunity for growth.

## Leaders 100: Transforming Iconn

Iconn's leaders are distinguished by their strong sense of humanity and their focus on business results. In an increasingly challenging environment, the competencies of our Leadership Model must be developed and spread to all levels of the organization.

Through our **Leaders 100** program, launched in 2021, we help teams to develop Iconn Leadership competencies and behaviors, providing knowledge, tools, and experiences through practical exercises.



**537** people trained

Duration:  
**57** hours on average

The program is developed under a model focused mainly on practical experience, but it also includes online content, videoconferences, case analysis, discussion forums, coaching sessions, and others.

The program is aimed at both team leaders and individuals, as well as employees from our operations and support areas, in both virtual and hybrid formats.

## Institute for Continuous Education

This institute serves as the training center of our Iconn University platform, supporting professional development by strengthening the academic capabilities of employees through top-quality programs and institutions.

The Institute has two continuous education programs:



### Educational Agreements

Iconn employees and their families currently have access to more than 2,500 study programs at preferential prices.



### Iconn Operations Scholarships

Through this program, Iconn supports the professional advancement of our operations team **with 80% scholarships** for educational programs at selected institutions such as Tec Milenio, Universidad Insurgentes and UMM.

## Performance Evaluations

Our Performance Management Process (PMP) ensures that **the capabilities and strategic priorities** of our employees and the different business areas are aligned with Iconn's transformation model. It does so by shaping business skills based on job roles, with a philosophy of continuous improvement, generating constant feedback to identify opportunities and achieve outstanding business performance, through consistent and fair evaluations at the Iconn level.

With the PMP, we nurture a stronger next generation of leaders who are clear about their goals and their role in the organization, encouraging personal development and rewarding merit and the expected behaviors.

The PMP consists of 5 stages:



This is the first stage of the process, where leaders communicate the vision, business strategy and the priorities of their department, explaining to their teams how each of their areas are connected and aligned, at all levels of the organization.



Following the alignment of priorities, people and business goals are set, fixing challenging but achievable targets for capabilities and metrics of success (qualitative and/or quantitative) for determining whether performance objectives have been met.



Progress is assessed and plans validated for year-end. The employee works together with the leader to identify opportunities for performance improvement to ensure the best contribution at the end of the year and the leader provides a general comment on the employee's performance.



At this stage, leaders dialogue with employees and go over their progress against the defined targets and metrics of success through an objective review. Leaders are expected to share with employees an overall rating which is validated in the next stage.



In order to ensure consistent and equitable evaluations at the Iconn level, based on tangible results from the end of the review stage, ratings are calibrated.



# Health and Safety

GRI 3-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8

The health and safety of our employees is our highest priority, and we are continually working to provide them safe spaces to work.

## Safety at Iconn

In 2023, we completed implementation of our I-SHMS Safety and Health Management System and I-SHMS Policy, which is a regulatory and legal framework that ensures the highest standards of safety, health and wellness at Iconn.

Our I-SHMS safety model has three fundamental elements: People, Culture, and Infrastructure. It is supported by nine pillars of safety, health and industrial hygiene management. These I SHMS pillars are subject to a legal and regulatory framework, a documentary framework, our I-SHMS policy and system performance.

**100% of employees are covered by our I-SHMS model.**

### I-SHMS Pillars:



The I-SHMS model is also based on national laws and regulations such as those developed by the Ministry of Labor and Social Planning, Ministry of Health, and National Civil Protection System, as well as international standards such as the *Occupational Safety and Health Administration* (OSHA).

The *Central Safety Committee* regularly reviews the company's actions on occupational health and safety risk prevention. It provides operations personnel with immediate solutions and action plans for any contingencies that may arise and constantly monitors indicators and makes decisions regarding risks that do not require escalation to the *Crisis Committee*.

We periodically evaluate our work centers based on *Standard 030-STPS* (Situational Diagnostic of the Company); for job evaluation, we use more specific tools such as *IPER+C* (Hazard Identification, Risk Evaluation plus Controls).

In 2023, we hired an external consultant on occupational safety, who audited and conducted compliance assessments in various operating areas for each of our brands, which are analyzed by the company's health and safety area.

In addition, each employee participates in daily sessions with their team leaders, where they can comment on any risk and/or danger so that it can be immediately addressed.

**Training** is essential for safety to work correctly in the company. In 2023, we conducted **22 safety certifications** for employees, including topics such as:

- Fire prevention
- Risks in the use of machinery
- Identification, handling, transportation and labeling of chemical substances
- Ergonomics
- Protective equipment
- First aid

We continued classroom training in **civil protection** for our employees at 7-Eleven stores and Petro Seven service stations, which cover topics such as:



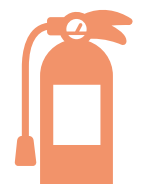
**First aid certifications**



**Search and rescue**



**Evacuation and shelter**



**Use and handling of fire extinguishers**

## Safety | PETRO SEVEN 7

The strategic safety goal at Petro Seven is to prioritize the well-being of our employees and the surroundings where we operate, fostering a culture of safety leadership at every level of the organization in order to prevent accidents and create flexible, safe and comfortable spaces.

We have an *Iconn Safety Committee* that meets regularly to deal with safety issues at all of our service stations, reviewing strategic goals, tracking performance indicators, promptly addressing accidents and incidents, and developing projects and action plans.

We also provide **training** on the handling of flammable products, fuel handling, emergency stops when risk is present, training on taking fuel delivery, mechanical knowledge, sales techniques, environmental care and others, for all our service staff members.

In addition, we have safety-based processes reflected in:

- Training
- Personal Protection Equipment (PPE)
- Contingency plan
- Fire extinguishers
- First aid kits
- Procedure manuals
- Accident Attention Policy
- Service station visits to detect anomalies or risks.

**2,600**  
certified service staff members  
in safety procedures



## Service Professionals | PETRO SEVEN 7

In 2023, we successfully launched our “Service Professionals” program, aimed at our service station staff members, its purpose is to train, measure and recognize the work they do in their interaction with customers.

Our goals:

- 01** Identify the main processes of our differentiated service and recognize the opportunities and benefits it offers.
- 02** Identify differentiated strategies and effectively put them into practice.
- 03** Comprehensively relate the purpose, methods and rules of the role they play in their daily work.

The program bolsters the skills and know-how of our “Octanes,” ensuring **high-quality service and a positive experience** for customers at all our service stations.



## Health at Iconn

For some operations, we currently have an outsourced health service that provides first aid, medical checkups for new hires and regular checkups for other employees.

Another way we support health for our employees is to organize preventive health care days focusing on diabetes, high blood pressure, obesity and nutrition. We also have nursing rooms for mothers, and onsite doctors' offices.

To fulfill our responsibilities to the health of society at large, we conduct **blood donations**, which benefited more than 40 people in 2023.

Our employees have the support of medical services through the IMSS, internal medical services, a protected area for ambulances, and minor and major medical expense coverage, depending on their level in the structure to which they belong.

— GRI 403-9

### Absentee Rate

2022 / 0.48

2023 / 0.35

# Heartfelt Support

— GRI 304-3

We at Iconn extend heartfelt support to the communities where we operate, through various activities and volunteer work. We are committed on generating a positive impact not just through our products and services but also through concrete social responsibility actions.

We promote volunteer activities among our employees, encouraging them to actively participate in initiatives that benefit the community.

At Iconn, we are committed to actively support our communities with our hearts, showing that a company's success goes hand in hand with the well-being of those around it. By joining forces and working together, we can make an even greater impact to contribute to those who need it most.





**+570** employees belong to our communities

**+2,250** volunteer hours

**+5,000** people benefited

**+13,195 kg** of trash collected

**+65** activities

**+2,033** trees planted

**+1,970** hours of training and activations

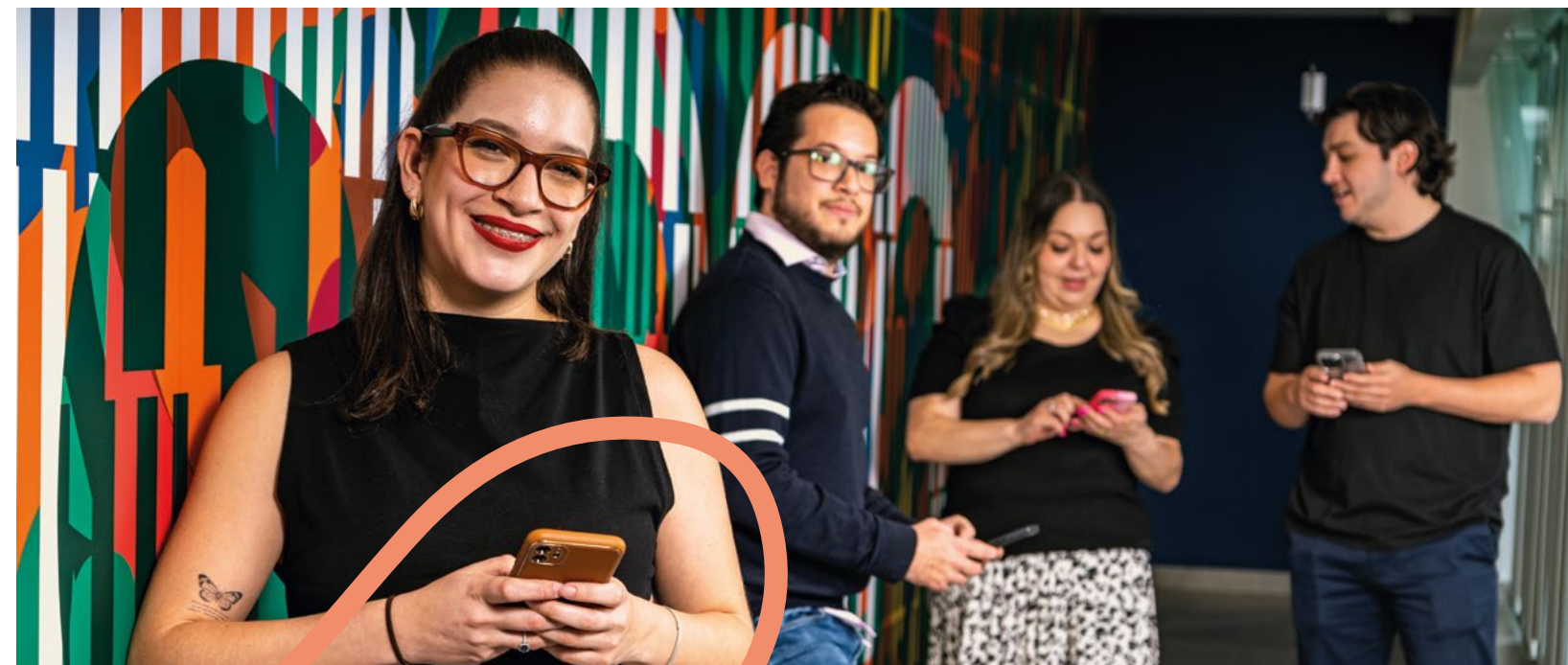
# Iconn Communities

At Iconn, every individual has the opportunity to follow their own path of personal and professional advancement. Within our sustainability strategy, we work on our People Pillar by fostering an environment where individual growth is encouraged through various platforms and initiatives that allow our employees to increase their talents and connect with colleagues with whom they share common interests.

We firmly believe that by fostering the personal and professional advancement of our employees, we contribute not only to individual success, but also to the growth and well-being of our entire working community. It is in this context that **Iconn Communities** was born, a space dedicated to accommodating the many interests of our employees.

## speakers Community

Through Iconn's official social networks, our employees share how we embody the company's culture, acting as spokespeople for our main initiatives and programs.



## wellness **Community**

— GRI 403-1, 403-7

Where Iconn employees come together to promote healthy lifestyles and physical and mental wellness for their colleagues and families.

As we do every year, in 2023 we held **Health Week**, a series of events to promote the holistic advancement of our employees and raise awareness about the importance of good health for both them and their families, through conferences, activations and volunteering, sharing ways ways to adopt healthier lifestyles.

# +1,600

## employees participated in Health Week

During the event, we organized medical check-ups, dental assessments and cleanings, yoga sessions and lectures on different topics such as emotional intelligence, mental health, dental health, early detection of breast, prostate and childhood cancer, among others.



We also carried out our **Vaccination Day 2023** against influenza and COVID-19, in order to prevent illnesses during the winter season. We administered more than 700 doses of vaccines to employees, a sign of how important their health is to us.

Other actions:

Closing of the Wellness Challenge

Iconn Runners Club

Seventh Iconn race

Blood Donation

Diabetes health campaign

The **Iconn Runners Club** was created to invite and motivate more employees to adopt a healthy lifestyle. It has app options that make it easier for the community to keep in touch and share progress. A training plan was shared for participants, and the 7<sup>th</sup> annual **Iconn 1k and 5k runs** for employees and their families were held in November.

## 170 runners in our Wellness Community.



## innovation Community

Throughout our history we have had many firsts. Innovation is fundamental to a company's ability to stand out from its competitors over time, and it is a driving force in our growth and value generator for our stakeholders. We intend to continue on this journey of evolving from intuitive innovation to transformational innovation.

Through our Innovation Community, we organize activities, workshops, talks and training sessions to develop skills that are useful for envisaging and executing projects within the company itself.

Among our main activities in 2023 are:

- Iconn Hacks:**  
 The event brought together brilliant students from Nuevo León, from different universities, seeking to reinvent the rules of retail.
- Innovation Lab**  
 In conjunction with the Consumer Insights team, we brainstormed innovative solutions to reuse our coffee waste in stores.
- Innovation Bootcamp:**  
 We worked in sessions to define an experience model for our employees and customers.

We have an advanced innovation program open voluntarily to all employees, where they can receive intensive training in methodologies and tools to create proposals for improvements based on a strategic challenge.

Participants receive coaching and mentoring for several months to develop *design thinking* skills; and those who complete the program become *Innovation Coaches* for the company.

## diversity Community

— GRI 3-3

We strive to build awareness throughout Iconn on the value of diversity and inclusion in our work teams and our community, through initiatives and motivational sessions throughout the year.

## women diversity Community

Through this community, we build and develop initiatives for recruiting, retraining and promoting women at Iconn, to raise awareness company-wide about the benefits of organized support for women's talent.

### 1<sup>st</sup> Iconn Women Forum

**+30** attending in person | **+75** attending online

**60** employees nominated as Iconn Diversity Enablers

**10** employees recognized | **2** lectures

### Day of awareness about Eliminating Violence against Women

### Pink Market

A fundraising event to support the Pink Cross.



### W.IN Certification

This year we completed our second round of W.IN certifications with more than 40 women employees participating. The certification is given by **Bolsa Rosa**, a job bank that connects women candidates with companies offering flexible work, where they can develop their potential in a working environment, strengthening networking and skills in leadership and communication.

#### Virtual talks given during the year:

- Diversity and inclusion
- Loving is a language
- 8M: Taking back your power
- How to look and feel like a million
- Let's talk about autism
- Unconscious bias
- Personal defense workshop for women

The annual *conference of Movimiento Congruencia* also took place in 2023, with the presentation of the *Incluye Awards*. As active members of this movement, we are committed to continue building awareness, facilitating and promoting work inclusion as the basis of a more equitable world.

Within this initiative we also organized the following activities:

- Cervical-uterine cancer testing
- Supply kits for new moms
- **Talks:**
  - Egalitarian communication
  - Preventing workplace harassment
  - Preventing gender-based violence on the internet
- **Conversation:** non-sexist language

### diversity LGBTQ+ Community

Through this community we offer support, defense and connection for the rights of our LGBTQ+ employees, along with recruitment initiative and programs for internal allies.

### Community of people with disabilities

We develop experiences and initiatives for the inclusion of all employees in our organization.

### volunteer Community

— GRI 304-3

Iconn's volunteer community plays a vital role in pursuing our companies purpose of Making Lives Easier, while also working for a better world.

In 2023, in part to celebrate our first 100 years of operation, our Volunteer Community was involved in a series of activities:

**21** volunteer activities | **+2,250** hours of volunteer time

**+13,195 kg** of trash collected

**+2,030** people benefited | **+2,033** trees planted



### We Work for a Cleaner Planet

GRI 304-2, 304-3



We held a mega-cleanup day in three separate locations involving more than 190 employees and their families:

#### Nuevo León

Cleanup at the La Boca reservoir

#### Jalisco

Cleanup of Bosque Primavera

#### Mexico City

Kayak crew cleanup of the Madín reservoir

We also held five virtual talks and workshops to spread a culture of sustainability throughout Iconn.

### We Help Create a Greener World

We carried out the first virtual tree-planting day, where 170 people participated to plant 510 trees.

These trees will generate enough oxygen for 2,000 people for a year.

### We Make Lives Easier for People in Our Community

In October, our employees made more than 200 external prothesis for women who had mastectomies. And as part of the “Pink Path” initiative, we organized breast cancer awareness events like a raffle and a talk on “My life through the pink world.” We also participated as sponsors of the FRISA Cup and supported the Primero de Mayo primary school.

**+200%  
increase in  
volunteer  
activities  
from 2022  
to 2023.**

## young talent

In this community we help set our young interns on a path to their professional career, sharing know-how and experiences to achieve extraordinary results. We organized an Intern Day, along with a number of special events for interns, and we celebrated along with them when they reached graduation.



# Community Development

GRI 3-3, 203-1, 203-2, 413-1, 413-2

Our social commitment is focused on actively improving the communities where we operate. We support local projects that create opportunities for growth and development for the communities around us.

In 2023, we strengthened our partnerships with various nonprofit organizations, supporting projects with a positive impact and thus contributing to the well-being of communities where we operate.

**+178,600**  
program beneficiaries

**+170**  
institutions benefited

## Safe Route | Guadalupe, Nuevo León



This is a municipal program that sets up safe points of shelter and attention for possible victims of gender violence. Under this program, we trained store personnel in how to execute safety protocols and assist anyone who needs it. Our goal is to provide a

safe space to shelter victims and offer them support when necessary. We also widely advertised the program so that community members are aware of it and can use it when they need to.

**11** stores trained



## #PuntoPúrpura | Government of Jalisco State



As part of our #PuntoPúrpura urban-community safety strategy, we signed a collaboration agreement with the Secretary of Substantive Equality between Women and Men of the State of Jalisco, with the participation of 7-Eleven stores and Petro Seven service stations in the state in a joint effort to prevent community and gender violence.



Purple Point is a safety strategy to guarantee that adult women, young women, teens and girls can travel safely on public transportation with the support of the community. The service stations and convenience stores have been equipped with panic buttons, and drills are conducted every two months to be prepared in case of an emergency.

We have also introduced training programs on violence prevention for our employees, alternative masculinities and the legal framework to prevent street harassment for our employees and customers, in order to provide safer environments for women in our facilities and communities.



## Violet Points | Atizapán de Zaragoza, CDMX



At 7-Eleven, we joined the “Violet Points” project, organized by the Women’s Institute of Atizapán de Zaragoza, in Mexico City. As part of this partnership, we have designated six of our stores located in that area as safe spots for those who need them.

Our commitment to the safety and well-being of our community is paramount, which is why our operations employees were trained

in two sessions by the program’s municipal team, designed to prepare them to act effectively in the event of an incident and ensure a safe and welcoming environment for all our customers and employees.

## Safe Zone | Hermosillo, Sonora



All of our 7-Eleven stores in Hermosillo are part of the Safe Zone program, an initiative dedicated to combating gender violence and protecting possible victims. Through the General Directorate of Women’s Services in Hermosillo, training was provided to all operations staff so that they are prepared and

can respond properly to any emergency that may arise, quickly notifying the corresponding authorities. In addition, our branches are also marked as safe locations in the *Zona Salva* app.

## RED Round-Up Program

## Painting Donation | Azcapotzalco, Mexico City



We made a donation of paint to renovate a community sports field in the Azcapotzalco Urban Development in Mexico City.

This initiative is part of our ongoing commitment to the well-being and improvement of public spaces in the communities in which we operate.

## Hermosillo Conecta Program | Hermosillo, Sonora



We participated in the Business Meeting of the Hermosillo Conecta Program, Commercial Edition, organized by the Hermosillo Municipal Economic Development Agency, in which business meetings were held with national tractor companies, seeking to create commercial relationships with local suppliers in different sectors, offering them opportunities to become suppliers of Iconn and 7-Eleven.



Through the RED round-up program, we connect our customers with nonprofits, inviting them to donate the difference between the total of their purchase and the next whole peso, in support of various priority causes in our country.

For more than 15 years, the **RED 7-Eleven Round-Up Program** has been a cornerstone of Iconn's commitment to the communities where we operate. Through the generosity of our customers, more than **500 private charities** have been supported, covering vital areas such as health, education, the environment and social assistance.

In a historic milestone for us in 2023, we decided to expand our support network by extending it to our **MercaDía stores**, a significant step forward in our commitment to making a difference in the communities where we operate.

This achievement was possible thanks to the efforts of MercaDía's various support areas, working together the operational teams, who successfully introduced the program to more than 50 stores located in the Monterrey's Metropolitan Area.

As another sign of our social commitment, we joined in the **Caritas Monterrey** cause, actively participating in health brigades and supporting the initiative of the Secretary of Equality and Inclusion of the State of Nuevo Leon with its **Zero Hunger Program**.

### Beneficiaries:

**+50** institutions

## “Make a Difference” Program

We carried out internal communication campaigns inviting our employees to update their voter ID cards so they could all fulfill their obligations and rights as citizens in the upcoming national elections.

## Aroma with a Cause | Breast Cancer and Autism



At Petro Seven, we continued with our social responsibility campaigns, focusing on two institutions: Red Cross Foundation, with its campaign for Breast Cancer, and Arena Foundation dedicated to autism.

During the month of April (autism) and October (breast cancer) we carried out the campaign through which we invited our customers to buy our “Aromas with Cause” auto air fresheners, raising our customers’ awareness about these issues.

## Life at Iconn



We offer our employees and their families an opportunity to benefit from active agreements with various companies that give them direct discounts on a variety of products and services in education, health and entertainment.

**+10** active agreements in 2023

## Iconn Geniuses



At Iconn we know how important family is, and we value the academic success of every family member. This was the inspiration for a program in which we recognize and celebrate the children of our employees through a ceremony in which we present awards to those who show outstanding academic achievement.

**+538** participants

## Food Bank Donations (BAMX) | Nationwide



Iconn is committed to recovering usable and safe food from all our distribution centers nationwide, and donating it to avoid waste. This agreement between Iconn and the Mexican Food Bank Network (Red BAMX) has helped improve nutritional conditions in states such as Nuevo León, Jalisco, Hermosillo, Quintana Roo, Tijuana and the State of Mexico.

In 2023, we strengthened our food donation program by expanding the program to **100% of our distribution centers**, which allows us to maximize our social impact and contribute more effectively to the fight against hunger.



We collected and redistributed

**28,498** kg of food

Beneficiaries

**1,583** people

Locations

Mexico City, Cuautitlán, Hermosillo, Nuevo León, Quintana Roo, Tijuana

We collected and redistributed

**136,736** kg of food

Beneficiaries

**10,129** people

Locations

Mexico City, Cuautitlán, Hermosillo, Nuevo León, Quintana Roo, Tijuana



In 2023, we donated more than

**165,000 kg**

of food, benefiting

**11,712 people**

living in food poverty

The program extended to 100%

of our distribution centers

nationwide.



## Staple Goods Distribution Program | García, Nuevo León



At Iconn, we actively seek to forge alliances and partnerships with the local governments of the cities where we operate, to have a positive and significant impact in our communities.

In order to provide support to the neediest families in the region, we donated 250 packages of basic food supplies each month for a period of 18 months. This donation was made through the Department of Family Services (DIF) of the municipality of García, contributing to the state’s goal of Zero Hunger.

### Beneficiaries:

**250 families per month = 4,500 families throughout the program**

## Bicycle Donation | Tijuana, Baja California



7-Eleven donated children’s bicycles to the Chamber of Commerce, Services and Tourism (CANACO) Tijuana, as part of our social responsibility initiatives, which were delivered during the 2023 Children’s Day Celebration.

### Beneficiaries:

**36 children**

## Toy Donation | Cancun, Quintana Roo

At 7-Eleven, we donated toys to the *Benito Juárez City Hall* as part of our commitment to the community. This donation was made in the framework of the outreach event “*All for Peace: Sowing Hope.*”

### Beneficiaries:

**50 children**

## Women’s Day | Santiago, Nuevo León



Through this program, organized by the municipality of Santiago, we supported and encouraged the training and development of women who are passionate about dance and sports through a donation of private-label products in an event called “*Neon Mass Dance Therapy.*”

### Beneficiaries:

**2,000 women**

## Adaptive Sports | Zapopan, Jalisco



Under a partnership with the *DIF in Zapopan, Jalisco*, during 2023 we supported an inclusive soccer school. This initiative is designed for children with and without disabilities, creating a healthy environment that assists in their social development.

### Beneficiaries:

**+60 boys and girls between 10 - 14 years old**



## Consume Monterrey Program | Monterrey, Nuevo León



In an effort to support the communities where our businesses operate, we promote the consumption of local products, the development of entrepreneurs, and support for SMEs.

Following the success of our “Made in Zapopan” program, we approached the Municipality of Monterrey to launch a call for entries in the Consume Monterrey program with local entrepreneurs.

The finalists were registered as official 7-Eleven suppliers and their products will be available in our stores starting in 2024.

Iconn provided comprehensive support to the selected entrepreneurs, including advertising and promotion of the program, logistics, distribution of displays to our stores, feedback on sales performance, and the official launch of the products.

## “Water World” Children’s Games, Clouthier Park | San Pedro Garza García, Nuevo León



As part of our support for initiatives that create quality public spaces for local communities, at Clouthier Park, in the municipality of San Pedro and close to the Iconn Attention Center, we made a donation for the purchase of playground equipment. The funds were used to provide a safe, high-quality recreational environment for the children of the community neighboring our corporate offices.



## Cerro de las Abejas | Tijuana, Baja California



Construction of an access plaza to the Cerro de las Abejas Park, located in Tijuana, Baja California. We participated in this joint effort between the municipal government and other private companies to provide better public recreational spaces for the citizens of Tijuana, and expand the green areas available in the city.

**Beneficiaries:**

**160,000**  
people in Tijuana

## Posada with a Cause | Monterrey, Nuevo León

*Iconn Communities* joined forces to close the year with our hearts. As the last event, we held a holiday Posada with a Cause, where we supported the *Ciudad de los Niños* association through donations of toys and food for families in vulnerable situations.

*Ciudad de los Niños de Monterrey* supports the fourth point of the UN's global Agenda 2030 for Sustainable Development: Promoting inclusive, equitable and quality education and promoting lifelong learning opportunities for all.

**Beneficiaries:**

**116** children | **37** families



**FUNDACIÓN  
RICARDO, ANDRÉS  
Y JOSÉ A. CHAPA GONZÁLEZ A.C.**

Since its founding, the Chapa family's commitment to the development of communities has been fundamental to this organization's identity.

To honor the memory of founding partners Ricardo, Andrés and José A. Chapa González, who were always known for their active involvement in social welfare initiatives, this nonprofit foundation was established in 1999 under the name "Fundación Ricardo, Andrés y José A. Chapa González A.C."

This association was created to provide economic support for **causes related to education, health and social assistance**, in partnership with various charitable institutions.

The Chapa brothers' legacy continues through the positive impact they have left on society, inspiring us to move forward with their important humanitarian work.

To learn more about the Foundation, visit: [fundacionchapa.org.mx](http://fundacionchapa.org.mx)

**Beneficiaries:**

**101** institutions