

Product Pillar

Sustainable products.



Sustainable Products

Iconn is committed to developing sustainable, environmentally friendly products. We are continually seeking out solutions for complying with regulations that encourage circular economies and progressively eliminate the use of plastic.

We are always designing innovative products and packaging, using recyclable and biodegradable materials. Our product sustainability is one way we have of distinguishing ourselves from the competition, offering options that are more respectful of our planet.

Responsible Packaging and Labeling



— GRI 3-3, 308-1, 416-1, 417-1, 417-2

In our ongoing effort to create circular economies for our private label containers and packages, we seek out packaging with a lower environmental impact, while recycling the waste we generate. These are practices we encourage throughout our value chain.

We place customers at the center of our business, and we want to give them the best products and widest assortment, while ensuring sustainability in each phase, from production and consumption through final disposal.

Our *Quality Assurance Area* is in charge of product safety and quality. We have a food safety certification system based on ISO 22000 standard, an internationally recognized benchmark, and endorsed by the *Global Food Safety Initiative* (GFSI).

We guarantee the precision and accuracy of our product labeling, working closely with suppliers to meet all regulations and standards on nutritional and warning labels.





Product Health and Safety

To ensure that our products are safe for human health, we conduct audits of the food quality and safety management system, both programmed and unannounced, at 7-Eleven stores; and also audits of the food quality and safety management system for food preparation areas in bakeries, distribution centers and suppliers of our private label products.

These are the processes we use to ensure that we make products that are beneficial to our customers:

- Audits and approvals for suppliers of our *private label* products are conducted according to *GFSI* world class standards and an internal system focused on the convenience market.

- All *7-Eleven Quality Assurance* activities are aligned with our Code of Ethics and Conduct Iconn, the *Food Safety Policy*, the *Supplier Code of Conduct*, and *NOM-251-SSA1-1994*.

- Our audits of 7-Eleven stores are conducted according to an internal standard aligned with a heat map that guides annual reviews of criteria and inclusion of new food programs.

- Audits of food preparation areas in Iconn bakeries (MAS Bakeries) and Iconn Combined Distribution Centers are conducted under the internal standards of *7-Eleven incorporated*, aligned with world class standards supplied by the *GFSI*.

Iconn's Food Safety Policy ensures correct management of food based on ISO 22000 standard

70% of our products are evaluated for health and safety

100% of our suppliers are familiar with the supplier code of conduct



Cafe Select

— GRI 3-3, 203-2

Innovation in the products we sell in our 7-Eleven stores is one way we pursue our goal of **“increasing our value proposition in beverages, food and private label products.”**

Coffee is one of the most frequently consumed products in our stores, so we are continually working to offer customers the highest quality beverage. We work closely in tandem with **Mexican farmers** to promote **sustainable practices** through strategic alliances. Through these, we provide farmers with inputs like fertilizers and various varieties of coffee plants, so that they can produce coffee with the quality we require. These initiatives also contribute significantly to the economy of local communities.

350

farmers from Tuxtla and Tapachula, Chiapas, and Xalapa and Córdoba, Veracruz, in 2023

We introduced our own blend of iced coffee in 7-Eleven stores for the first time



We are committed to the sustainability of every one of the coffee cups in which we sell our Café Select, seeking out recyclable or biodegradable products that minimize our environmental footprint. This past year we continued to use **coffee cups made out of agave fiber**, which were **100% recyclable**. These cups can be found in 7-Eleven stores in Nuevo León, Coahuila, Tamaulipas, Guadalajara and Mexico City. We also sell refillable mugs, which reduce our environmental impact by cutting down on disposable cup waste.

1 out of 5

cups of coffee we brewed in 2023 was sold in a refillable mug, equivalent to 112 tons of paper saved

We also continued to phase out glass coffee carafes in our coffee shops and replace them with thermoses, which keep coffee fresher and better tasting for a longer time, avoiding waste.

300

stores equipped with thermoses in 2023

90%

of our 7-Eleven stores already have thermoses

7-Reserve Campaign

Through this campaign, we support **certified coffee suppliers** who provide a **100% Mexican** quality coffee product, which enables us to offer greater variety to our customers.

In 2023, we launched **100% arabica coffee from El Salvador**, certified by the **Rainforest Alliance**, to improve the experience of customers who consume or Café Select, protect El Salvador's rainforests and natural resources, and support coffee growing communities by helping them improve their standards of living.



70 ton

of certified coffee purchased
between July 2023 and March 2024



Biodegradable Disposable Products



We strive to offer products with less environmental impact and contribute to the cause of the 3 R's - Reduce, Reuse and Recycle; through our **biodegradable disposable** portfolio which includes various products available to our customers, including spoons, forks and napkins.

Last year we continued to build awareness about avoiding single-use plastics, selling **reusable tote bags in our stores** and encouraging customers to use these instead of plastic bags. This program was launched across the nation.

