

Iconn

Innovation

Innovation is a central pillar of our business strategy. It is grounded in our culture, and it inspires us to continually create value for our customers.

Through innovation, we can stay up to date with constantly evolving consumer needs and demands, and take advantage of new technologies to improve our products and services.

Innovation is part of our identity; it motivates us to keep moving forward in a changing world.



Iconn and its business units are more than just a brand. For 100 years, we have assumed a conscious commitment to our customers, knowing that our brands' success comes from a constant connection with them, offering them exceptional products and services and ensuring that our values and purpose are integrated into each of our business units.

In 2023, in order to strengthen our brand, we continued a fruitful relationship with various universities through high-impact experiences.

2023: A year of innovative events



#ItsBetterWithIconn

We continued to forge closer connections with our employees through in-person and digital experiences, celebrating special days and organizing more than 30 activities each year, with the active involvement of employees, their families and our community.

Yellow Day

In October we were present for the University of Monterrey's anniversary celebration, attended by more than 5,000 people.

Marketing Fest

In September, we were part of the Marketing Congress organized by the Tec de Monterrey, where we had the chance to share our *marketing* and advertising experience with over 1,100 participants.

Brand Positioning

We are always looking for ways to attract the best talent and magnify our impact on people. With this goal in mind, during 2023, we were present at over 20 national job fairs both in person and digitally, including events such as:

- **Iconn Job Fair - Interns Edition:** Our Job Fair focused on students looking for internship opportunities.
- **Business Visits:** We supported students seeking development and growth opportunities by opening our doors through business visits to our Iconn Support Center.
- **incMTY:** We participated in the Latin America's largest entrepreneurship, innovation, technology, and sustainability festival, where we shared the good news about Sevenly®.





Our customers are at the center of our business, and in an increasingly competitive and dynamic world, understanding their convenience needs has become crucial in order to maintaining our competitive edge.

After a journey in which various teams worked together on design, construction, and implementation, in 2023, we marked a milestone on the path to our transformation with the launch of our **Sevenly app**®.

As part of our relations strategy with our clients, our new digital ecosystem brings together two of our major brands, 7-Eleven and Petro Seven, in one place.

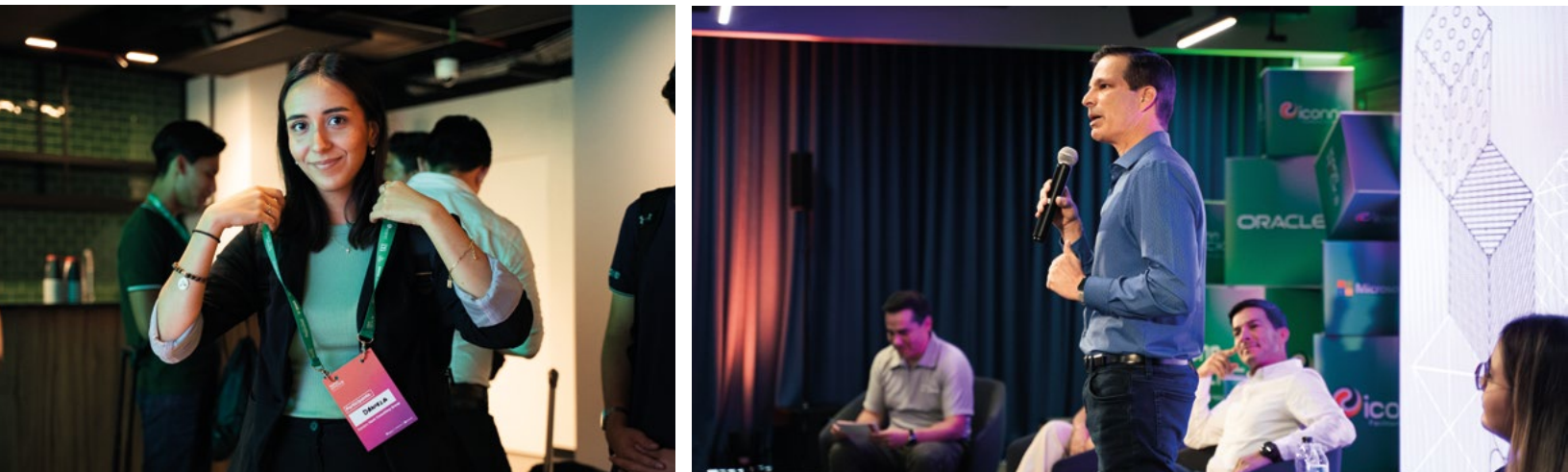
Sevenly®, offers a range of services for our consumers, such as:

- Home delivery
- Omnichannel experience for customers
- Promotions
- Store and Service Station locator
- Coupons and discounts
- Invoicing
- Virtual wallet

**Our new app, where
7-Eleven and Petro Seven
come together to provide
the best service.**

Iconn Hack Hackathon

We held our first open innovation event, called “Iconn Hacks 2023: Rewriting the rules of retailing”.



Through this mega-event, we sought to co-develop innovative solutions with **undergraduate and graduate students** to enhance the customer experience and make it extraordinary—a key factor for our success.

We held a number of workshops in which we provided the students with tools and training to ensure the growth and success of their projects.

During the event, participants presented creative and innovative proposals to the Iconn Executive Committee and business transformation team leaders.

We want to use the Hackathon to modernize retailing and help participants to expand their knowledge, improve their skills, and explore job opportunities.

111 students participated in Iconn Hacks



Innovation Lab

To build capacity and foster a culture of innovation within Iconn, in conjunction with our Innovation Community, we held brainstorming sessions to come up with a model for identifying, redesigning, and adjusting processes to generate economic benefits and operational improvements, and enhance the experience of employees and customers.

We created a digital space where any employee can register their idea, and invites holistic collaboration for idea development. We started with a simple prototype accessible to all Innovation Community participants to learn from user interactions and receive feedback to achieve sustainable development.

Through the Innovation Lab, we can continue to strengthen our distinguishing skills and our value as a company.

We innovate in everything we can.

Operational Excellence Project

Through this project, we pursue operational excellence, process standardization, technological connections, and the optimal management of information by integrating best market practices into our processes, planning, and adoption of native functionalities from world-class technological platforms.

At the same time, these tools helped visualize the areas and day-to-day activities of all of Iconn’s business units, that needed to be part of the financial standardization.

The project aims to structure and automate to approval, revenue, invoice payment, sourcing, financial consolidation, and other processes, as we continue on path in becoming **one Iconn**, allowing us to maintain a strategic planning of our goods and services and thus continuing to be the favorite of our customers.