

Trascending our history

Throughout our history, we have faced challenges and opportunities that have shaped our path. But thanks to the unwavering vision and dedication of everyone who has been part of Iconn, we are proud to say that we are heading into our next 100 years with determination and passion.

In this new chapter, we will own many first chances, charting a new course for the company leaving a lasting legacy.

How we have transcended is undeniable, and it is grounded in our capacity to innovate, is grounded in our capacity to innovate, grow and adapt, ensuring that our impact will endure over time.





Message from the Chairman of the Board and Chief Executive Officer

— GRI 2-22

On February 15th, 2023, we had the opportunity to thank, remember and appreciate those who, over the course of 100 years, have made it possible for this company to remain relevant over time, fulfilling its purpose of “making people’s lives easier”.

I would like to thank you all for your support during this year 2023, which was undoubtedly full of challenges, but also of learning experiences.

A year of great progress in the maturation of our comprehensive business transformation, defining the Iconn 2030 ambition and recognizing the customer at the center of our strategy. Building capabilities and focusing on strategic priorities to ensure that the vision is connected from strategy to execution, while resuming accelerated growth in point-of-sale expansion and maintaining the company’s financial health.

The path is set, we continue to focus on our priorities, performance management and strengthening the employer brand, while facilitating a better world.

Robust corporate governance, as well as institutionalization and transparency, have been key to the evolution of a family business into a private corporation, and are fundamental to the company's long-term performance and sustainability. For this reason, we continue to strengthen our practices to ensure meritocracy, accountability, and ethics in all decisions.

We are a company committed to sustainability, which is immersed in our corporate strategy.

Sustainability is embedded in our corporate strategy, identity and values. We recognize our responsibility to improve the standard of living of the communities in which we operate, and to preserve our planet for future generations. During 2023, we reinforced alliances with civil society organizations, supported projects that have a positive impact to contribute to their well-being, and made significant progress in our three sustainability pillars: People, Planet and Product.

In the **People pillar**, we continue to support the integral development of our employees, enabling them to improve their participation as citizens, their contribution in the family environment, and to work on their personal improvement. We promote fair labor practices, equal opportunities, diversity and inclusion, and we are distinguished as a flexible and trusting work environment, focused on creating growth opportunities for all.

In the **Product pillar**, we have promoted our own-brand products to be identified by their sustainable attributes for their production and packaging.

In the **Planet pillar**, we have allocated significant investments to reduce our carbon footprint and improve our energy efficiency, rational water use and responsible waste management in our operations.

None of this would have been possible without the support of the more than **2 million customers we serve every day**, whom I thank for their preference and loyalty.

Thanks

To the Heroes of Our Operation,

whose physical presence allows us to meet the changing needs of our customers, offering the best products and services to make their lives easier.

To all of Our Employees,

for their commitment, hard work and dedication.

To Our Suppliers, Business Partners and Financial Institutions,

for their cooperation and trust.

To Our Board Members,

for their guidance and counsel in outlining our strategy and ensuring it is followed.

To Our Shareholders,

for their long-term vision and commitment to the company's continuity and endurance.

A special gratitude to our company's founders, **Ricardo, Andrés and José Chapa González**: we honor you for your entrepreneurial spirit and for laying the foundations of a company founded on respect for personal dignity and service to the customer.

I am hopeful and certain that the next 100 years will be even better!

Luis A. Chapa G.

Chairman of the Board and Chief Executive Officer

Highlights 2023 at a glance

— GRI 2-1, 301-2, 302-4, 413-1, 413-2

During 2023, we took actions that have marked our path, from launching innovative new products to expanding new stores. Every taken step has been guided by a commitment to excellence and sustainability, and the determination to ensure that our actions benefit not only Iconn and its business formats, but also local communities and our planet.

These actions are just the beginning of our transformation. Moving forward, we intend to continue being protagonists of history.





Sustainability Pillars

— GRI 3-3

We are a company committed with our sustainability strategy. Our initiatives are structured along the **pillars of People, Product and Planet**. Through these axes, we drive shared value, focusing on being an agent of positive change for social, sustainable and economic welfare in the locations where we operate.

In 2023, we concentrated on short, medium and long-term initiatives and projects that generate lasting benefits, add value to our products and our customers and foster respect for a healthy planet.



Volunteering:

increase in
200%
our volunteer activities

+2,250 hours

+2,030 benefited people

- We held **Health Week**, with 14 talks and the participation of more than 1,600 employees.



RED Round-up Program:

- Thanks to the generosity of our customers, we channeled resources totaling more than MXN 5,000,000 from 7-Eleven and MercaDía to more than 52 aid and educational institutions.

PULSO

Participation of
81%

of all our employees in all business units. The results showed increasing satisfaction, and a majority of our employees said they would recommend Iconn as a **good place to work**.



BAMX Donation

- In 2023, we expanded the Food Bank program to **100% of our Distribution Centers nationwide** and donated more than 165,000 kg of food, benefiting **11,712 people** experiencing food poverty.



GRI 301-3

Sustainable Café Select Supplies:

- Our cup is made of cardboard, the stirrer of wood or biodegradable material, and the napkins of recycled material.

Rainforest Alliance:

- We collaborate with the Rainforest Alliance to promote our Café Select. We support **350 farmers** in Tuxtla and Tapachula, Chiapas, Xalapa and Cordoba Veracruz in 2023.

Plastic Waste Reduction:

- We encourage customers to purchase our reusable branded tote, promoting the phasing out of plastic bags nationwide.



GRI 301-2, 302-5, 305-5

Recycling:

recycling a total of

369.8 ton

of paper and cardboard.

Waste Management:

- We started up 63 recycling stations in Nuevo León, Tamaulipas, Coahuila, Baja California and Mexico City, as well as in our support center, OAT, Mexico City distribution center and Monterrey warehouse offices.

Refrigerant Retrofit:

- Changed to a refrigerant with lower global warming potential in cold room and storage areas of 85 stores. Total reduction of 941 kWh/kg gas, a total of 2,005 tCO₂ emissions mitigated.

Water:

- Implementation of low water consuming toilets in 14% of our stores and 27% of our service stations in Nuevo León.

Clean Energy:

Ported energy to

66%

of stores, representing 168.9 GWh of clean energy.

Solar Panels:

- 89 solar systems installed in service stations, 16 stores and our Iconn Support Center Offices (CAI) representing a total of 827 MWh of renewable energy.

Efficient Lighting:

242

Sites (Total Iconn) switched to LED lighting.

Control and Monitoring:

34%

of 7-Eleven stores benefited.

3.08

GWh of energy, equivalent to mitigating 1,349 tCO₂e.

Vapor Recovery Systems:

60%

of service stations with vapor recovery systems installed.

Sustainability Strategy

— GRI 3-3, 2-22

At Iconn, we define sustainability as the ability to operate today and endure over time, working in balance with our environment to produce the greatest social, environmental, and economic value in all our operations, avoiding putting at risk the needs of future generations.

We distinguish ourselves by living in harmony with our communities, understanding their needs, and working to transform and improve their surroundings through **three pillars: People, Product, and Planet**, where we focus our actions and initiatives towards creating a lasting difference over time.

The sustainability department is responsible for monitoring our progress to obtain these goals, tracking our progress and ensuring accountability and transparency in each of the pillars.

**We distinguish ourselves by living in harmony with our local communities, understanding their needs, and working together to transform and improve their environment through three pillars
People, Product, and Planet.**

Our Sustainability Vision



Focused on strengthening our leaders, promoting inclusion, diversity and a positive impact on society.

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH 	10 REDUCED INEQUALITIES 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	



Development of sustainable packaging in our brands and proper waste management.

6 CLEAN WATER AND SANITATION 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	17 PARTNERSHIPS FOR THE GOALS
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Reduction of our carbon footprint through energy efficiency and clean energy projects.

6 CLEAN WATER AND SANITATION 	7 AFFORDABLE AND CLEAN ENERGY 	13 CLIMATE ACTION 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS
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