

# Our Brands





GRI 2-1, 2-7



In our commitment to the development of local communities, at 7-Eleven we value and encourage collaboration with regional suppliers. We promote this type of alliances that strengthen our brands and enrich our product and service offerings, guaranteeing a comprehensive and innovative shopping experience for our customers, while promoting the consumption of local and regional products.

Our 7-Eleven stores are open to welcome our customers 24 hours a day, 365 days a year, offering a wide variety of food, beverages and everyday products in nearby locations to make their lives easier. The convenience of our points of sale allows our customers to satisfy their needs at any time of the day without having to make long transfers wherever they are, contributing to improve their quality of life. In addition, we have several payment methods and financial services to provide the convenience and accessibility they need.

In line with our sustainability strategy, we carry out our merchandise distribution to our points of sale during the night, ensuring the freshness and constant availability of our products, and seeking to contribute to the reduction of environmental emissions by moving at times with less traffic congestion in the city. In this way, at 7-Eleven we are committed to the satisfaction of our customers and the well-being of our planet.

**7-Eleven contributes to the group's sustainability strategy** through initiatives that promote waste recycling, use of more environmentally friendly materials, clean energy, water care in our stores, and energy efficiency initiatives to reduce emissions.

**Value added services:**

- Electronics
- Deposits and bank payments
- Utility payments and receipts
- Wire transfers and receipt
- Cash withdrawals
- Cashing remittances from the US
- Air time recharges
- Gift cards
- Contactless payments

**Home delivery**

**7-Eleven Vision**

In 2023, in 7-Eleven we focused on simplifying our operational processes so that our employees can concentrate on providing the best service to shoppers. We also allocated resources to digitize processes and document their tracking, to ensure the highest quality standards.

Another important initiative developed during the year was ensuring that our customers had a variety of innovative products in stock to meet their needs.

In 2023, we paid special attention to listening to our customers, their preferences, needs, and consumption patterns, so we could offer them better service and product availability.



- Payment method for completing online purchases by paying cash at stores.

**Digital tax receipts**

- With the purchase ticket.



GRI 2-7

Our Petro Seven service stations are strategically located to meet the demand for refueling, motor oils, and other products and services. They offer 24-hour service, accept a variety of payment methods and carry our private label products, all with a high-quality service that sets us apart.

We prioritize quality and safety in our Service Stations at all times, keeping them clean, well-lit, and equipped with all necessary security measures.

**This past year we were once again the energy that moves Mexico, enhancing our work on various initiatives.**



We continue to advance toward making Petro Seven the best energy company in Mexico, and this past year we were once again the energy that moves Mexico.

One way we made this happen was through a standing continuous training program called **Service Professionals**, which is designed to offer a continuous improvement in customer service standards by developing our sales force personally and professionally in order to strengthen our customer service culture, recognizing best performance and transmitting our identity and Iconn values to customers.

At **Petro Seven**, we take pride in cultivating a work environment that promotes the well-being and satisfaction of our collaborators. We seek to favor the hiring of personnel who live close to our work centers, which not only benefits our Service Agents by reducing commuting times, but also contributes to strengthening ties with the local communities where we are located, generating local jobs.

In 2023, we continued to pursue the **power of alignment** between 7-Eleven stores and Petro Seven service stations, ensuring that customers enjoy a great convenience experience all in one place, reaffirming our competitive edge.

Aligning Petro Seven with Iconn's Sustainability Strategy and in order to enhance the effectiveness of our operations, we installed solar panels in some of our service stations and succeeded in becoming the **first Mexican company to have 100% of its service stations** compliant with vapor recovery system regulations.

**Presence in  
10 states**

Through MAS Bodega y Logística, we are able to offer clients an extensive range of groceries and general merchandise, ensuring a complete selection at the best price for their businesses.

We also offer traditional retailers and semi-wholesalers the opportunity to access various products in packaging specifically designed to meet the needs of their market.

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**25,000**  
retailer clients served through  
MAS Bodega y Logística

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At MercaDía, we are committed to offer fresh and quality products in accessible locations to our customers in outlying areas of the city, with ample hours that facilitate the daily replenishment of food and beverages, avoiding long transfers and offering them an option close to them.

In 2023 we reached a milestone in strengthening sales teams and commercial relations at MAS Bodega y Logística, fueled by a series of strategic events that not only boosted sales figures but created unique synergies with our valuable business partners.





GRI 2-1

## Synergy with Business Partners

### 2023 Supplier of the Year Award

We strengthen business relationships through the Supplier of the Year Award, held in May of each year at our Iconn Support Center, where we recognize our top-performing business partners in scope, growth in sales and profits, supply efficiency, period and share of sales.

## Consolidating Relations with Clients

For MAS Bodega y Logística, today more than ever it is crucial to support our leading wholesale clients with special events where they have access to exclusive offers and promotions, so they can continue to operate with guaranteed supply and competitive prices.

We held various “*Develop your Business*” events a year at various wholesale locations where we meet with more than 45 business partners.

In this mini-supermarket format, we offer staple dry goods and fresh produce, meats, and tortilla bakery.

In each of these mini markets, we are committed to offering products of the highest quality and freshness to meet our customers’ needs.

And through our unique shopping experience, customers have access to a wide variety of high-quality products, attractive weekly promotions, and excellent service at convenient locations and hours.

