

Eyes on the
Well-being
 of the
People



We place people at the heart of everything we do. We promote their development, well-being and potential, inside and outside the organization, building stronger, more humane and sustainable communities.

+263 tons
 of food donated to BAMX

+5 million
 people benefited from social impact

SDG

- 2
- 3
- 4
- 5
- 8
- 10
- 14
- 15
- 17

GRI

401-1, 401-2, 401-3, 403-1, 403-8, 403-5, 403-9, 403-10, 403-2, 403-4, 403-3, 403-6, 404-1, 404-2, 404-3, 405-1, 413-1

OUR TALENT

GRI 3-3, 401-1, 401-3, 403-1, 403-2, 403-3, 403-4, 403-5,
403-6, 403-7, 404-1, 404-2, 404-3, 405-1, 401-1

Our human talent is the engine that drives our success. For this reason, at Iconn we follow a strategy based on four dimensions that strengthen our value proposal and favor a dignified, safe and inclusive work environment.

The first dimension focuses on **strengthening direct customer contact positions**, ensuring that our operational heroes have the tools and knowledge to deliver an exceptional experience.

The second is focused on the **integral development** of our team; it combines technical training with the promotion of leadership competencies in both people management and business vision.

The third dimension drives organizational agility and **innovation**, facilitating processes and optimizing the work experience.

Finally, the fourth dimension reinforces our **leadership culture**, based on business ethics, sustainability, workplace safety and leadership that inspires and transforms.

Through these initiatives, Iconn promotes a work environment that prioritizes continuous training, health, safety and sustainable growth of the people who make up the company. We work for your well-being and professional development.



Just as we make the client's life easier, we also make the life of employees easier, removing obstacles, promoting tools, direction, development, and a better work environment. There lies the purpose of making people's lives easier.

Rafael Martínez,
Executive Director of
Talent at Iconn

Employment and labor relations

GRI 3-3, 401-1, 401-3

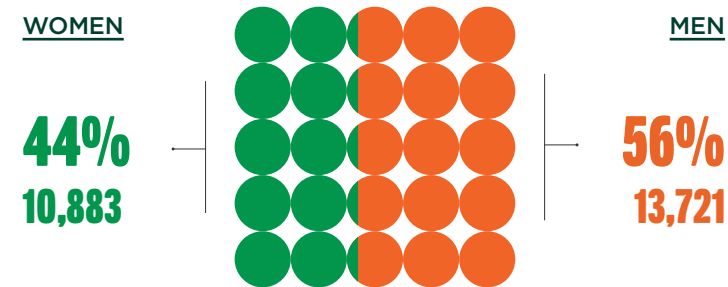
At Iconn we want to go beyond offering a job opportunity and, because we have our eyes set on the future, we are committed to long-term relationships. We are committed to decent work, the integral development of our employees and their well-being.

We know that attracting and retaining talent is essential to the growth and stability of our operations. During 2024, **67%** of new hires were people under 30 years of age; we value the contribution of young talent to our business project.

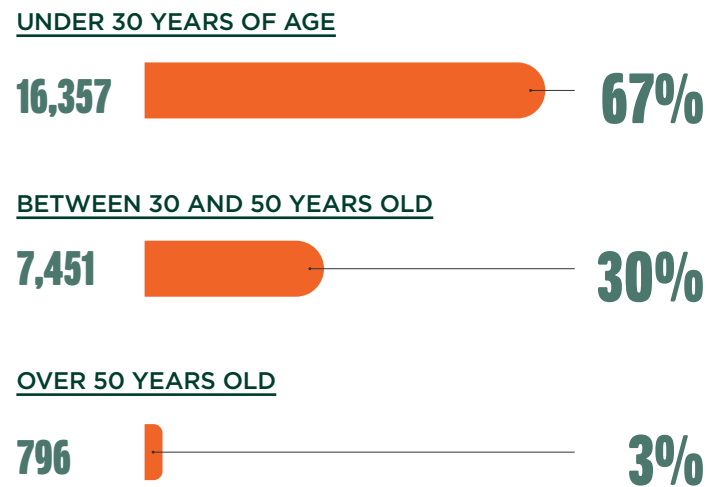
3% more hires, with a total of 207 more employees than the previous year

New hires

BY GENDER



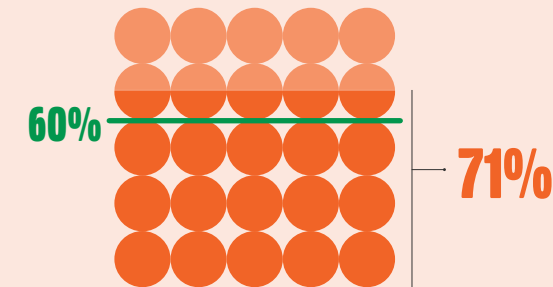
BY AGE GROUP



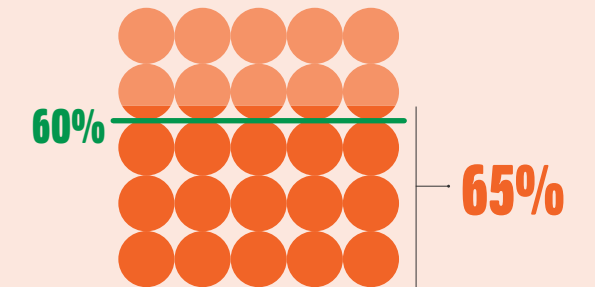
Internal replacement rate

● 2024 Goal ● Advance

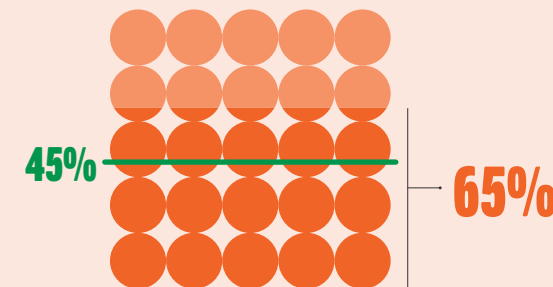
7-ELEVEN STORE MANAGERS



PETRO SEVEN STATION MANAGERS



FIELD MANAGERS



Service agent turnover at Petro Seven has decreased by 24% over the past four years, reaching 39% in 2024.

Benefits

I-flex program

At Iconn we have identified a key element that distinguishes us in the market: operational flexibility. This approach has become a strength of our value proposal because it allows us to adapt to the needs of our employees and the business environment.

For us, operational flexibility means offering the freedom to customize their workday to maximize their efficiency and well-being. At Iconn, we understand the particularities of individuals and that not everyone needs to come and go at the same time or work the same number of hours or days per week.

In order to extend the benefit to all areas and make its application possible, we implemented the ***Flexibility and Wellness Policy*** which even allows operational teams, who have face-to-face responsibilities, to enjoy the flexibility traditionally associated only with remote or administrative work environments.

Regarding holidays, In addition to what is established in the legislation, we offer the possibility of using this right from the first day of hiring and we offer an extended expiration period.

I-flex achievements

- ✓ Balance between personal and professional life

- ✓ Improved talent retention

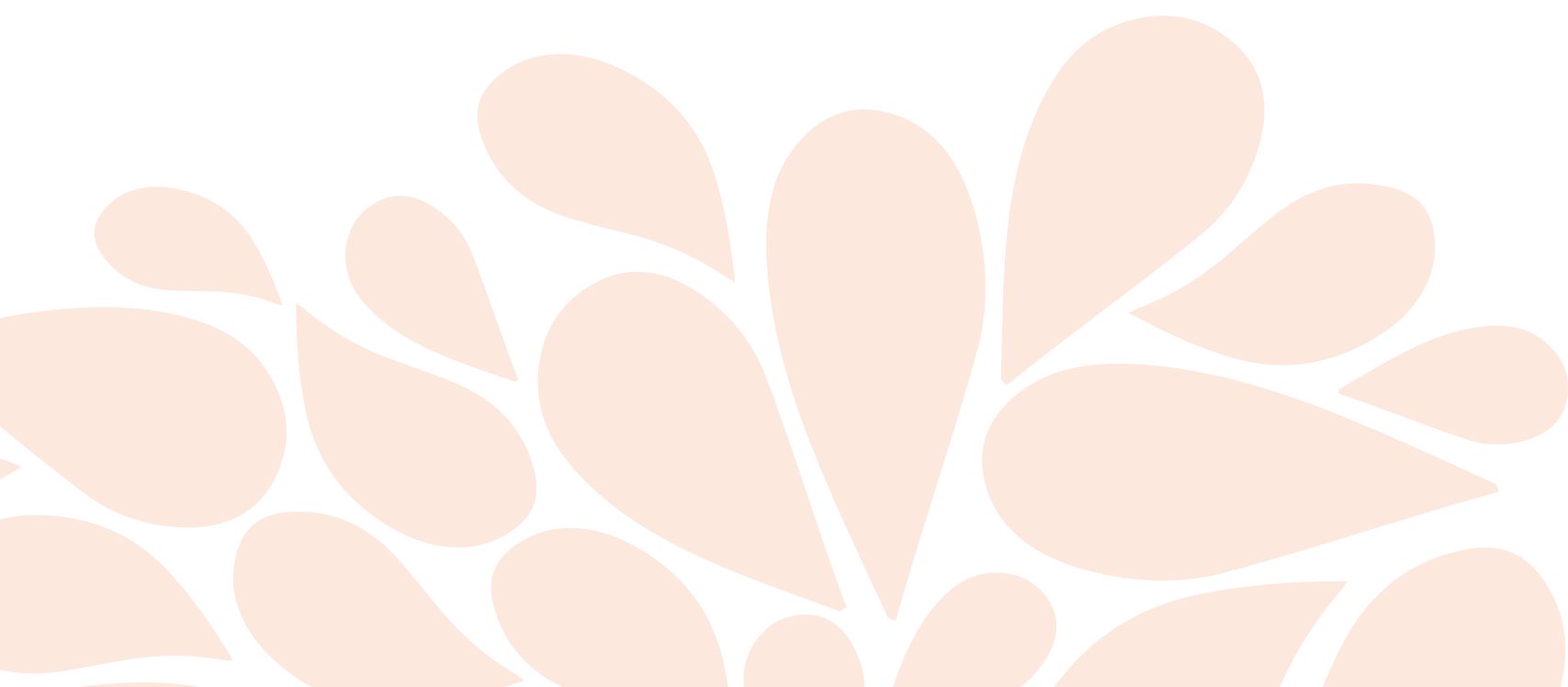
- ✓ Increased employee satisfaction and well-being

- ✓ Improved operating results and commitment



Having a flexible work schedule has allowed me to balance my personal and work life and fulfill my role as an executive and mom. The great blessing of feeling and being present in the important moments for my children without neglecting my responsibilities at work is something I deeply value.

Denisse Elizabeth González Martínez
 Manager of Talent and Culture Planning and Development, Iconn





Iconn's benefits and features have been key to maintaining a balance between my personal and professional life, as is the i-flex hybrid work model allowing me to optimize my time and be more productive.

José Joaquín Ranzahuer García Calderón
Iconn's Legislative Monitoring Coordinator



I-flex benefits



Hybrid work schemes. Allows you to choose your work location so that you can fulfill your responsibilities efficiently.



Flexible schedules. They allow for adjusting entry and exit times according to personal needs, as long as the nature of the position and responsibilities allow it, maintaining a balance with core hours (9:00 a.m. to 12:30 p.m. and 2:00 p.m. to 4:00 p.m.).



My Days
Four days of paid leave per year are granted to attend to personal matters, available after six months of seniority, without the need for authorization and in addition to vacation.



Major Medical Expenses Insurance. It covers 100% of the cost of the policy for the employee and offers a 90% subsidy for direct beneficiaries, who can be optionally enrolled with a 10% payroll discount.



Life insurance: In accordance with our current policy, coverage includes 30 months of salary in the event of death due to natural causes or disability, and 60 months of salary in the event of accidental death.



Paternity. Employees are granted paternity leave of 5 working days with pay.



Maternity. Employees have 84 calendar days of maternity leave, with the option of transferring between 1 and 4 weeks from the prenatal period to the postnatal period, subject to certain requirements. In addition, in case of adoption of a child up to six months old, 6 weeks with pay are granted. As part of our commitment to wellbeing, **we provide 30 calendar days in addition to those established by law,** as well as a reduced workday of 6 hours a day until the infant's first year of life.



Retirement Plan. It is designed to provide security and peace of mind, promoting better preparation for the future through shared savings between the company and each employee. This plan has two key components.

Defined Benefit: Guarantees financial stability in retirement based on years of service and age.

Defined Contribution: Allows employees to make voluntary contributions to their savings, supported by an additional contribution from the company.



Grants per Event: We provide support in key situations such as the birth of a child, marriage and death of a family member. With these initiatives, we reinforce our commitment to the wellbeing and stability of our people.



The medical benefits offered by Iconn help me tremendously, from the dental plan to preferential costs for specialist appointments.

María Fernanda Tanori
Test Kitchen Leader at 7-Eleven

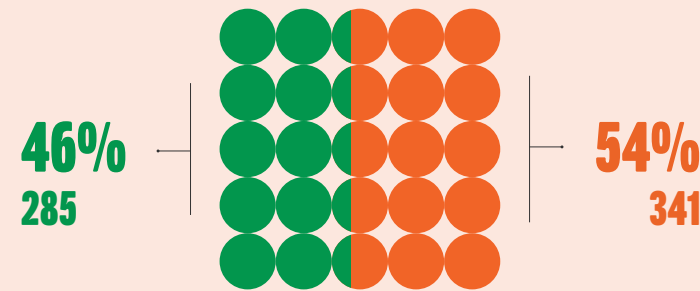
100% of our employees are entitled to parental leave and 626 people used the benefit in 2024



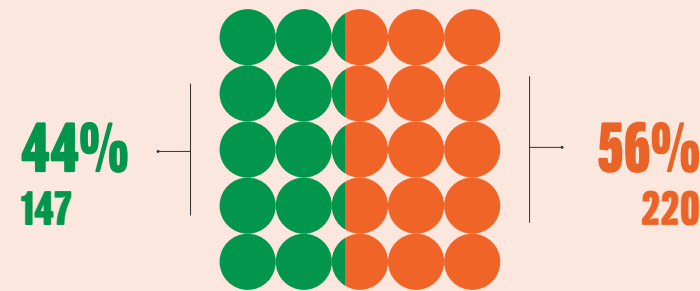
Enjoyment of parental leave

● Women ● Men

EMPLOYEES WHO ENJOYED THE BENEFIT IN 2024



RETURN IN 2024



REINSTATEMENT RATE AFTER PARENTAL LEAVE AND RETENTION AT ONE YEAR OF RETURN



The principle of flexibility is based on trust to maximize productivity, both individual and organizational.

Rafael Martínez
Talent Executive Officer
at Iconn

Estrategia Compromiso

ICONN

Commitment to listening our employees

A committed employee is highly engaged and enthusiastic about their role and workplace; their performance thrives when their basic needs are met, and they feel a sense of belonging, have opportunities to contribute, and to learn and grow. That's why our Engagement strategy is designed to **listen to and connect** with employees at every stage of their journey within the organization.

At Iconn, we ensure that employee engagement is continuously monitored through comprehensive surveys tailored to different needs and moments, enabling an **active listening** approach that drives a **superior experience**.

This is what working at Iconn feels like from the inside

70% say the company genuinely cares about their well-being.

72% find opportunities to achieve work-life balance.

75% recognize that their work creates a positive impact on people and the planet.

83% feel valued, respected, and treated fairly—with equal opportunities for all.

75% report feeling safe in their work environment.

oye! ICONN

Commitment Survey: Oye Iconn 2024

20,350 respondents in 2024

92% of employees participated

47% women

53% men

89% of respondents were from Operations

Respondents' average commitment

SATISFACTION

4.26 at percentile 85

COMMITMENT

3.89 at percentile 39

NOTE. PERCENTILES OBTAINED FROM GALLUP'S DATABASE OF COMPANIES WITH MORE THAN 1,000 EMPLOYEES.

Equal opportunities

GRI 3-3, 405-1

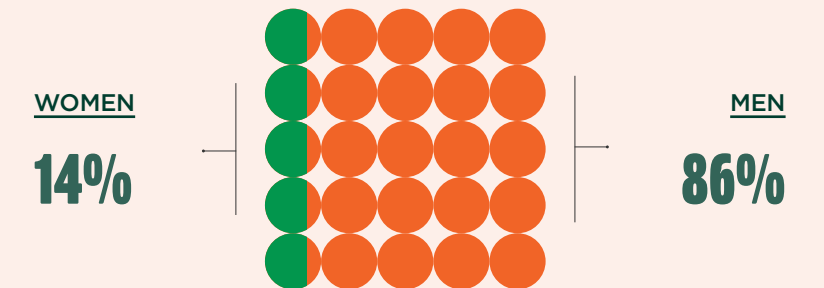


At Iconn we strongly believe in equal opportunities, that is why we provide an inclusive environment where everyone, regardless of gender, age, origin or condition, has access to options for personal and professional development.

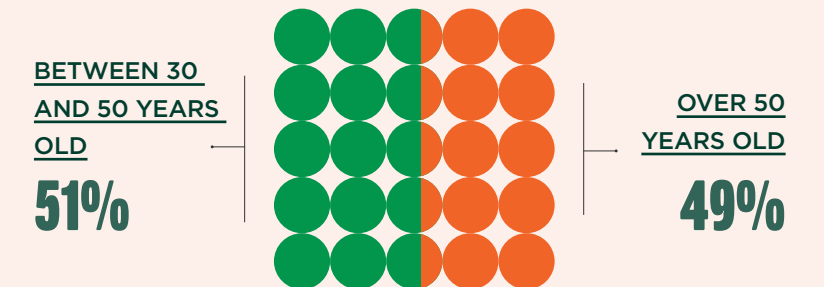
We know that diversity is an essential element for organizational success and the development of an inclusive culture. We rely on our *Equal Opportunity Policy* to manage the composition of our governing bodies and our operational and executive teams, with a view to closing gaps and guaranteeing labor rights with equity.

Diversity at the Executive Level

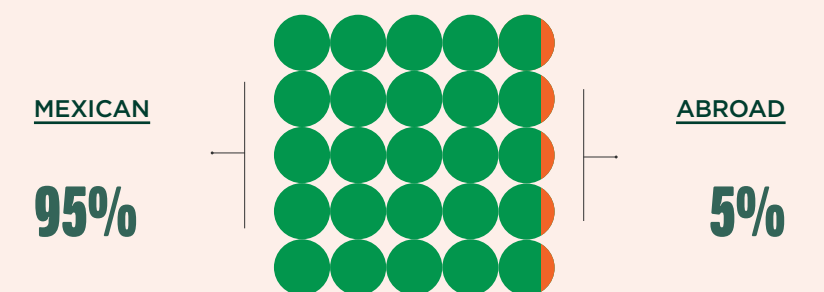
BY GENDER



AGE



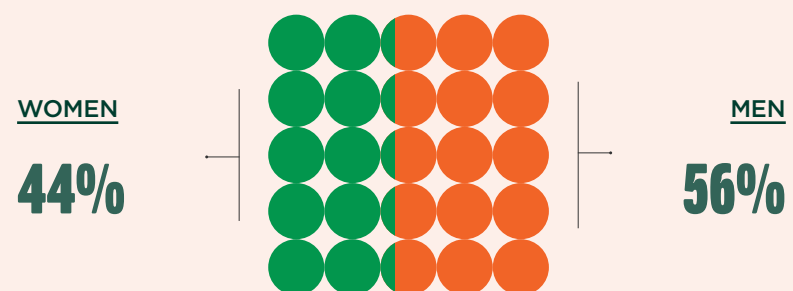
ORIGIN



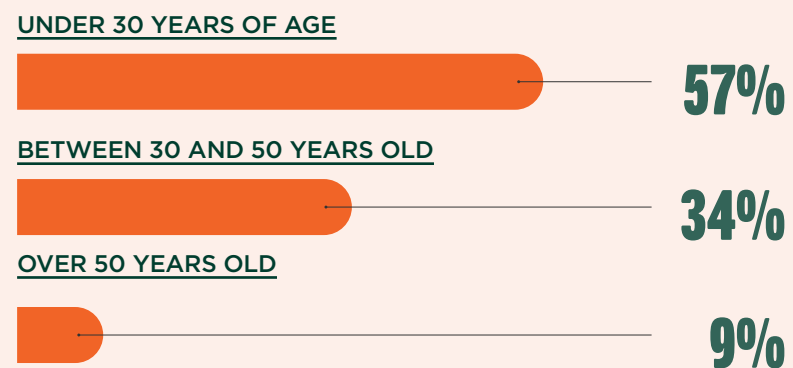
Diversity in employees

Operational (71% of total)

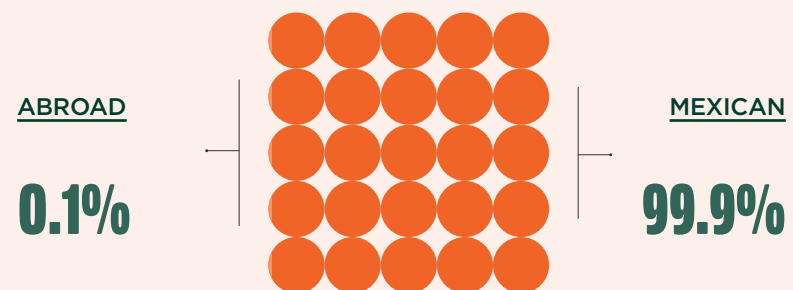
BY GENDER



BY AGE GROUP

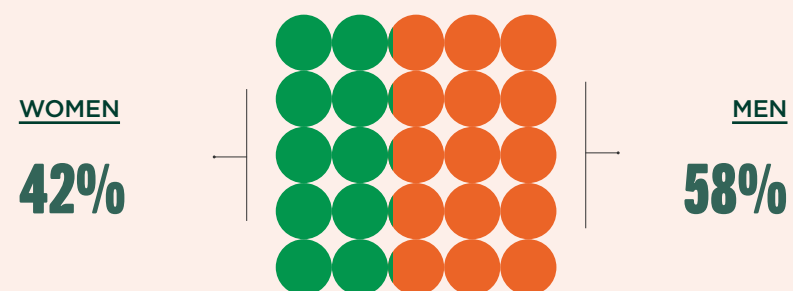


ORIGIN

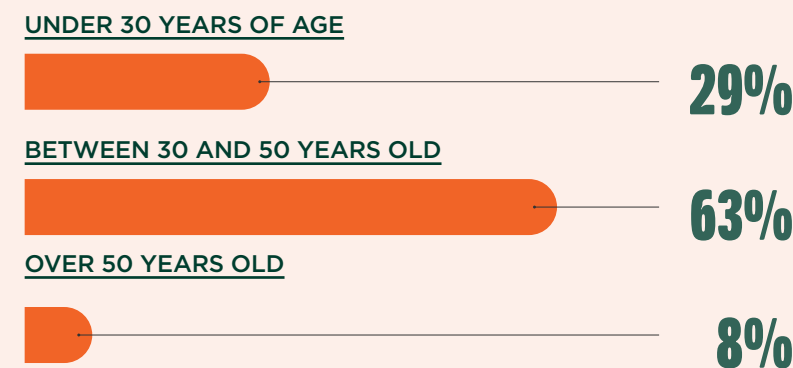


Operational Staff (21% of total)

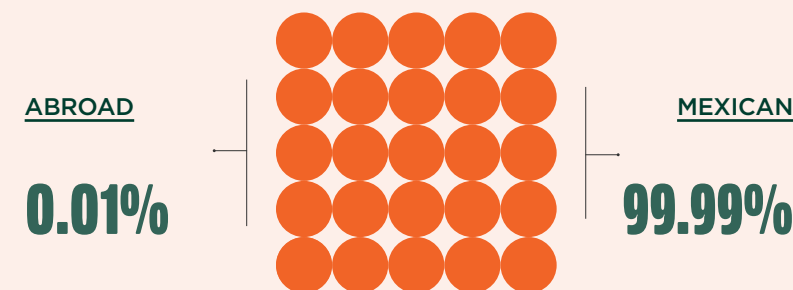
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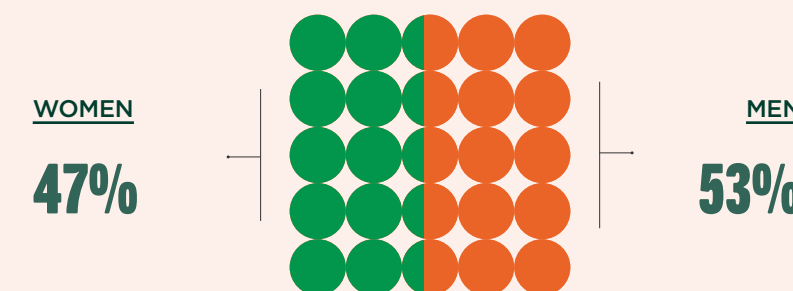


ORIGIN

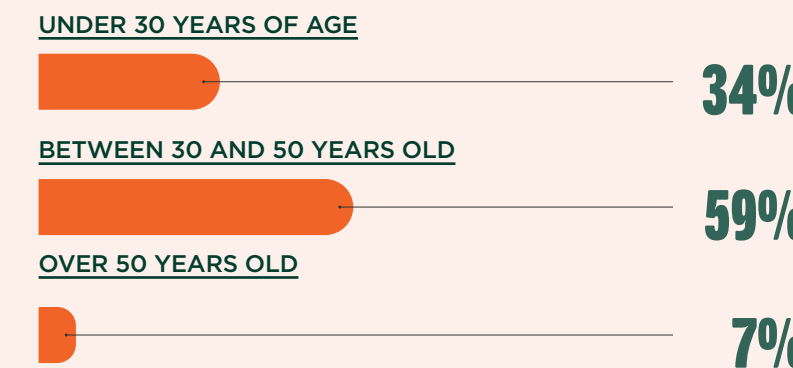


Executive Staff (8% of total)

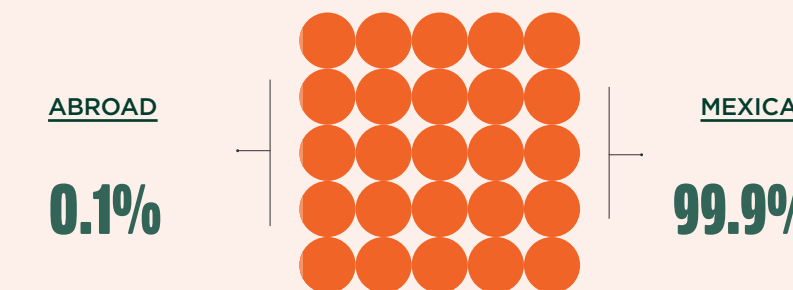
BY GENDER



BY AGE GROUP



ORIGIN



Gender Diversity Committee: promoting women's talent

At Iconn we are committed to equity and the development of women talent. For this reason, we created the Gender Diversity Committee, a comprehensive strategy that strengthens the participation of women in the organization through four action fronts, supported by a solid internal and external communication plan.



Gender diversity action fronts



Attract

We create equal opportunity guidelines in talent selection and strengthen our value proposal with flexible benefits, ensuring a more equitable environment from the first contact.



Develop

We integrate diversity as an essential part of our training programs, including key concepts in *onboarding*, training focused in leadership awareness, Iconn Communities, and various workshops and activities that foster inclusion.



Retain

We encourage internal growth with professional development opportunities, the Iconn Awards, the annual engagement survey and through Oye! Iconn and a comprehensive commitment strategy that ensures an equitable and motivating work environment.



Promote

We promote a culture of diversity and inclusion with initiatives such as the ABC of Diversity, the Employer Brand strategy, the Iconn Women's Forum and open communication spaces that reinforce our commitment to gender equity. Through these actions, we reaffirm our conviction to build an environment where all people have the same opportunities to grow, lead and innovate.

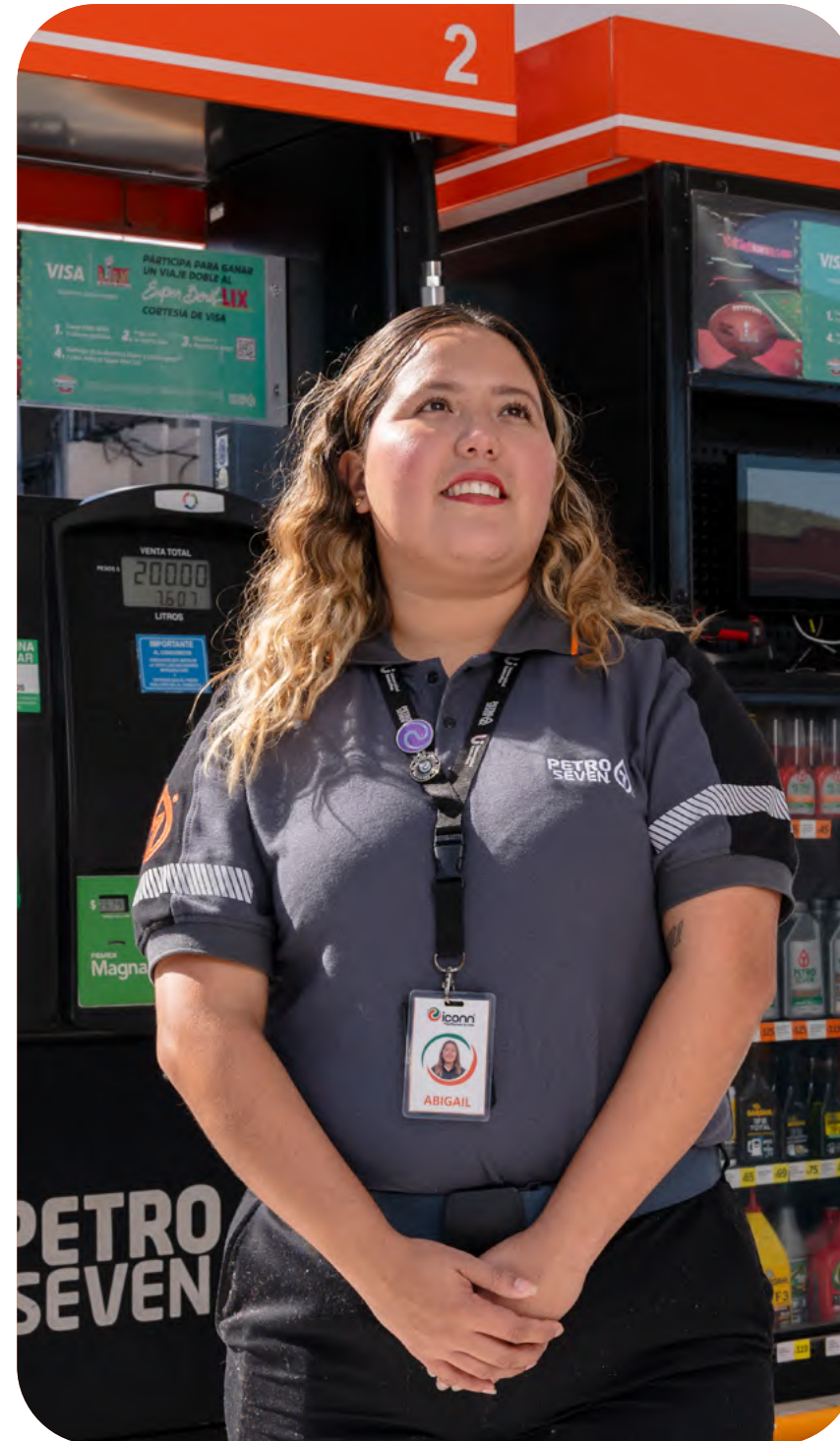
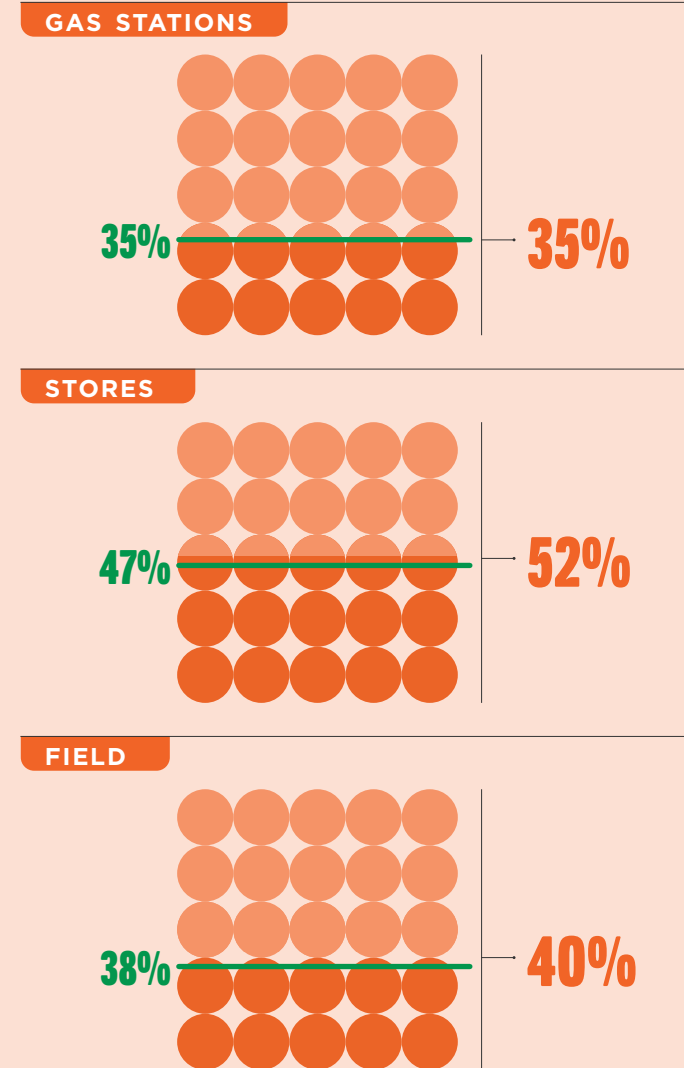
16%
senior management

35%
junior management

40%
as leaders and coordinators

Gender representation among
Operation Heroes 2024

● Target ● Women



On a professional level, it has impacted me by providing me with opportunities for continuous training, access to tools, courses and workshops that enable me to continue developing as a professional, and to seek growth within the company. With its many benefits and perks, it has helped me find that balance between my work responsibilities and my personal life.

Nallely Sarahi Robles Rivera
Iconn Regulatory
Management Coordinator

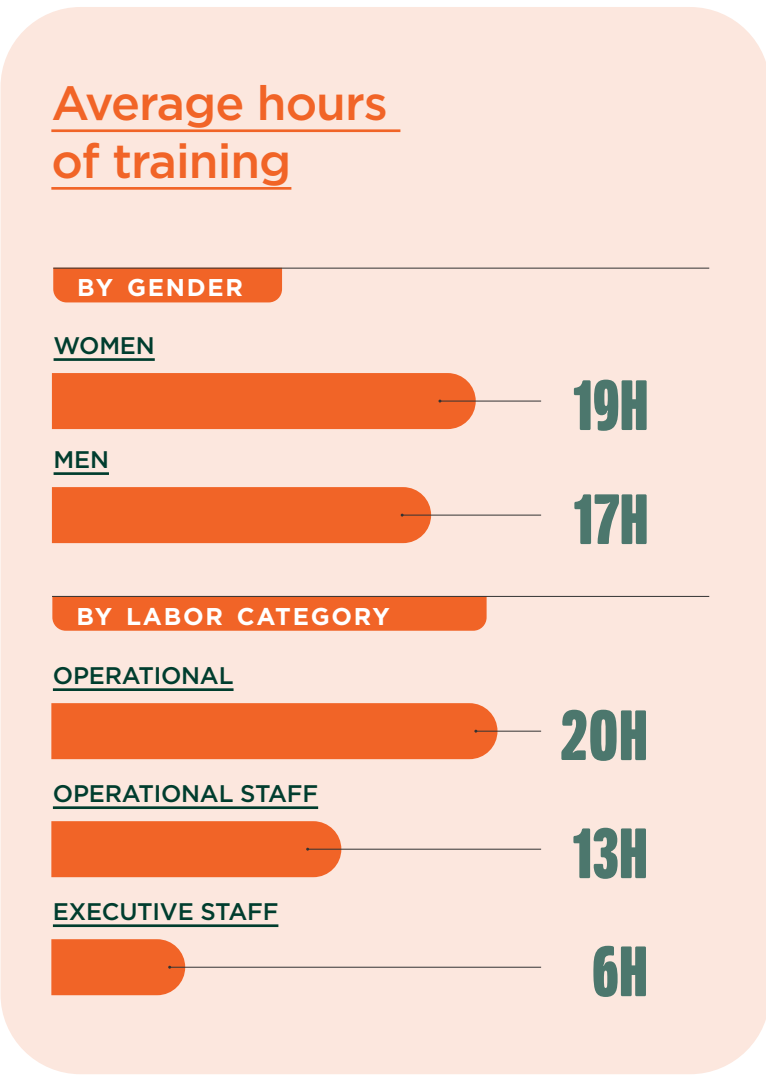
Training and education

GRI 3-3, 404-1, 404-2, 404-3

Talent development and continuous training are fundamental to our growth strategy. Through structured programs, we seek to enhance people's skills, strengthen their leadership and facilitate their professional growth.

IN 2024

We doubled the average number of total training hours, largely due to operational training in School Stores and on the track.



827,993
training hours



Thanks to our commitment to **fostering social mobility through education**, at Iconn we were recognized with the Vinco Medal, an award that highlights our work in creating opportunities for our employees through learning. This program reinforces our vision of boosting internal talent and continuing to build a brighter future for our community.

Average of **18 hours** per person



Iconn has allowed me to grow and learn in various areas of the company. Professionally I have grown and improved my communication skills. Participating in public events representing the company and interacting with various authorities has helped me to evolve professionally.

David Aragón
7-Eleven Market Manager
in Nuevo Leon

Talent Development Process (PDT)

It is an initiative to identify, develop and retain the best talent within the organization. It fosters professional and personal growth, while strengthening the talent pool for strategic positions.

To ensure its success, PDT is developed in different stages through continuous assessment of competencies, creation of individualized development plans and the implementation of succession strategies. These sessions are documented through the **Iconn Experience platform**, where you can also find manuals and guides for each phase of the process.

PDT Stages



Collaborative leader

1. Career aspiration
2. Evaluation of leadership competencies
3. Development conversation
4. Definition of individual development plan



Leader

1. Talent mapping and succession planning
2. Talent planning

Individual Development Plan (PDI)

It is a strategic tool designed to help employees plan, manage and achieve their professional objectives. Through a personalized approach, the PDI identifies development aspirations, competencies to be improved and specific actions needed for professional growth.

This process is part of the Talent Development Process (PDT) and is based on the 70-20-10 learning methodology, which combines practical experience (70%), social learning (20%) and formal learning (10%).

The PDI is implemented annually with quarterly monitoring. Participants receive regular training and use the Iconn Experience platform to manage their progress and access support resources.



IN 2024

Participation increased from 965 to 1,140 employees, representing a growth of 18.13%.



Development of young talent

At Iconn, we focus on nurturing talent and providing professional growth opportunities for young people through two initiatives.

Iconn Interns

Internship program designed to provide talented students with hands-on experience in a real work environment. Its objective is to develop technical and leadership skills while participants create valuable connections for their future careers.

158 active interns

23% hired in 2024 (43 graduated interns)

Iconn Trainees

18-month accelerated development program that allows participants to learn about the integral operation of the organization's businesses. During this time, participants execute projects in their final assignment to gain in-depth knowledge of their area and the organization.

11 active trainees per generation

7 trainees graduating in 2024 from generation 3, initiated in 2022

Líderes al 100: driving talent through strategic leadership

Leadership is key to personal and organizational growth. Líderes al 100 is a program designed to develop skills that maximize the executive potential of our employees, aligning them with the Iconn Leadership competency model.

With Líderes al 100, we strengthen internal talent and ensure that **each employee has the necessary tools to grow, inspire and generate impact in the organization.**

Program areas of focus



People: Empowers team talent through the development of interpersonal and management skills.



Business: Fosters leadership focused on executing business culture and strategy to achieve sustained results.

Leadership categories

Leading managers

Aimed at managers who lead other leaders.

Leading others

For employees that manage teams.

Leading self

Focused on those who do not have a team in charge, but are looking to develop their personal leadership.

140 people trained in 2024

9,380 training hours

67 hours per person on average

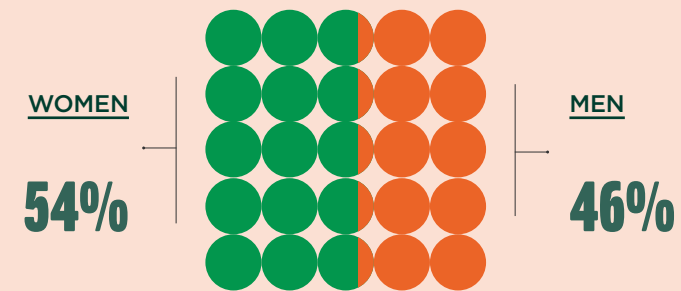
Iconn Scholarship Program

Education is the key to personal and professional growth. Through our scholarship program, we support our employees in their academic development, giving them the opportunity to advance their studies and strengthen their skills.

7-Eleven Scholarships

95 scholarships

48 assets



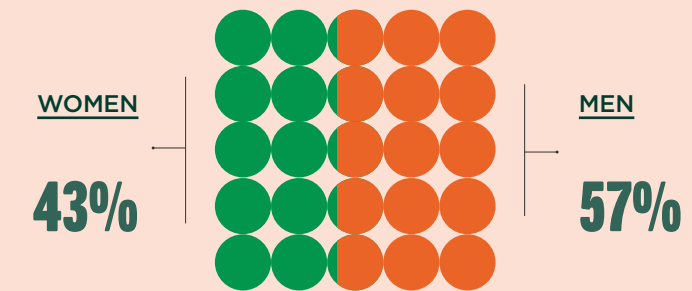
MIDDLE SCHOOL	1
HIGH SCHOOL	24
PROFESSIONAL	23

DISTRIBUTION BY POSITION

ASSOCIATE	3
THIRD	3
ASSISTANT MANAGER	16
STORE MANAGER	23
NIGHT MANAGER	1
FIELD MANAGER	2

Becas Petro Seven

7 scholarships for professional level



DISTRIBUTION BY POSITION

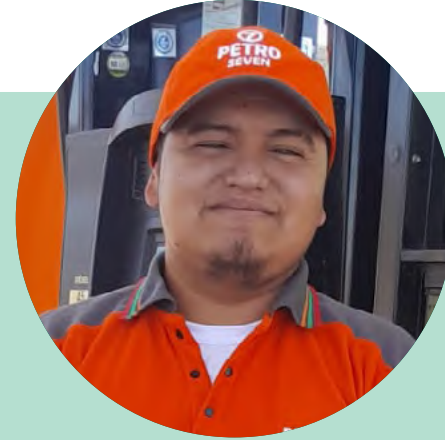
STATION MANAGER	6
FIELD MANAGER	1

Petro Seven Service Professionals

We have a training and education program for our sales force called Service Professionals, with certification by the **Universidad Autónoma de Nuevo León (UANL)** where our Service Agents are continuously trained to raise the standard of service to our customers while at the same time we train integral persons with a humanistic formation that achieves that closeness with our consumers.

+350
agents certified

85%
Mystery Shopper evaluation



Proud to graduate in the latest certification that is endorsed by UANL as it helps me to improve my activities day by day. I started as a service agent and today I have a position as a manager and today I am still learning and training with my manager's teaching processes.

José Ángel González Rostro
Petro Seven gas station employee
in Nuevo León



Iconn Driver Training School: training experts in movement

We know that efficient distribution is key to our success. For this reason, we created the School for Drivers, a comprehensive program designed to train and develop our employees in the distribution area, strengthening their technical, safety and customer service skills.



Professional development goes hand in hand with personal growth. Our commitment is not only to train highly qualified employees, but also better human beings and citizens who have a positive impact on their environment. Through Iconn Integral Development, we provide tools to strengthen their relationships, enhance their well-being and generate a significant change in society.

Through this program, we contribute to strengthening our working and social environment, in order to build a community that is more committed, aware and prepared to face the challenges of the present and the future.

At Iconn, we took another step towards integral wellness with the launch of the **Vida en Iconn**, (Life at Iconn) platform, a space designed to bring this transformative experience to our employees, their families and the communities where we operate. Through this initiative, we seek to strengthen personal development, promote balance in all areas of life and generate a positive impact on our environment.

+3,700 employees have started their journey towards Integral Wellness, through the program always available at Iconn Plus University.

Pillars of learning and reflection

Civic Citizen

We promote cooperation, participation and solidarity to generate a positive impact in our communities.

Self-improvement

We promote the development of skills, habits and attitudes that improve the quality of life of our employees.

Family and Values

We promote care, affection and education as the basis for a healthy and balanced coexistence.

Performance monitoring

GRI 404-3

Performance Management Process (PAD)

This process drives employee alignment and focus on business strategies and priorities to enable outstanding results. Through a structured framework, leaders and employees define, track, and evaluate strategic objectives, fostering professional development and shaping a new generation of leaders.

Through constant feedback and fair evaluations, PAD drives continuous improvement, fosters merit recognition and strengthens business capabilities.

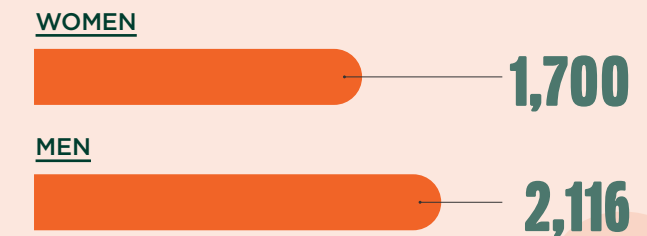
IN 2024

100% of eligible employees have completed their PADs.

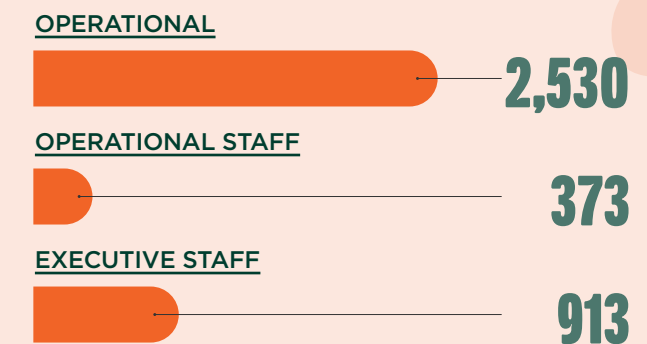


Performance evaluations, staff employees

BY GENDER



BY EMPLOYMENT CATEGORY



Safety and health

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

Safety and health management system

Our employees' safety and wellness are paramount at Iconn. To ensure a safe working environment, 2024 was the first year of implementation of the **Occupational Safety and Health Management System (I-SASST)**, which is based on recognized regulatory standards and guidelines for occupational risk prevention.

The system's mission is to generate physical and mental well-being among employees through a culture of safety at work, guaranteeing the continuity of operations. At Iconn we seek to position ourselves as a benchmark in occupational health and safety, as an organization that benefits employees, families and customers.

Elements of I-SASST



People: Encourage commitment and responsibility in safety matters.



Culture: Develop a work environment based on risk prevention.



Infrastructure: To have safe and adequate facilities for the operation.

The pillars are aligned with the legal and regulatory framework, supported by official documents, internal policies and system performance evaluation mechanisms. The system applies to all employees of the company and its brands, as well as subcontracted personnel, suppliers, customers, contractors and visitors, for all people who interact with our operations.

100% of employees are covered by Iconn's Occupational Health and Safety Management System and integrated to the I-SASST model.

Occupational Health and Safety Training

At Iconn we have a robust health and safety training program based on current regulations and the needs of our people. Through a training matrix, general and specific courses on occupational hazards are given to facilitate a safe environment and consolidate a culture of prevention.

Training activities 2024

Induction in Occupational Safety and Health (OSH).

Safety leadership: inspections, accident investigation and regulatory compliance.

Risk prevention: fire, chemicals, ergonomics, heights, noise, temperatures.

Operational safety: handling of machinery, LOTO (hazardous energies), pressurized containers.

Emergency brigades: fire, first aid, search and rescue, evacuation.

Protocols for risk situations: blackouts, robberies, assaults, natural disasters.

Occupational safety

At Iconn, occupational safety is a priority that we support with strategies and protocols for the protection of all employees. We implement periodic risk identification processes, based on regulations such as NOM-030 and NOM-004, which include planned inspections, hazard analysis and continuous training. We follow methodologies such as Ishikawa or the 5 whys. We also promote worker participation in safety management by providing them with tools to report hazards and unsafe conditions through direct consultations, communication groups and surveys.

We have a Safety Steering Committee and Health and Safety Commissions that work strategically and operationally to ensure a safe working environment. Effective communication is reinforced with newsletters, information capsules and surveys that contribute to the continuous improvement of our safety practices.

Accidents and illnesses

Through the monitoring of incidents and occupational ailments, we have identified areas for improvement and have established concrete actions to minimize risks. During the year, we maintained a low incidence of serious occupational accidents and achieved zero deaths among both employees and trainees, reflecting the effectiveness of our preventive strategies. At the same time, we continue to work on identifying and mitigating occupational hazards through clear protocols, training and infrastructure improvements.



Safety Petro Seven

We recognize the importance of safety in the hydrocarbon industry, which is why at Petro Seven we continually strengthen our safety culture as a strategic priority. Leveraged on pillars aligned to I-SASST, our approach is based on committed leadership, continuous learning and continuous improvement, favoring the wellbeing of our organization, the communities where we operate, business partners and shareholders.



Promoters of safety culture

- 1



Committed leadership

Establish a clear agenda that promotes example from the highest levels.

- 2



Effective management and communication

Implement an organizational structure that promotes proactive safety management.

- 3



Safe Station

Program for regulatory compliance, active care and operational excellence in our Gas Stations.

Active care and license to operate

Active care
We foster a culture in which every employee is alert, concerned for his or her own and others' wellbeing, and takes action to prevent risks.

License to operate
We guarantee compliance with all labor and industrial regulations, ensuring our operations under the highest legal and ethical standards.

10%

reduction in classified accidents vs. 2023

Health promotion

Occupational health services are aimed at preventing and minimizing risks for employees. This approach includes seasonal medical campaigns, preventive medical consultations, immediate attention in case of occupational accidents, addiction surveillance and control programs, entry medical evaluations and preventive calisthenics routines.

These measures not only contribute to a healthier work environment, but also ensure quality and equitable access to health services for all workers.

Health promotion lines of action

Prevention as a central area of focus: Seasonal medical campaigns and preventive consultations.

Immediate attention: Services available for work-related accidents.

Integral health promotion: Addiction control and preventive calisthenics.

Guaranteed accessibility: Medical evaluations from admission.

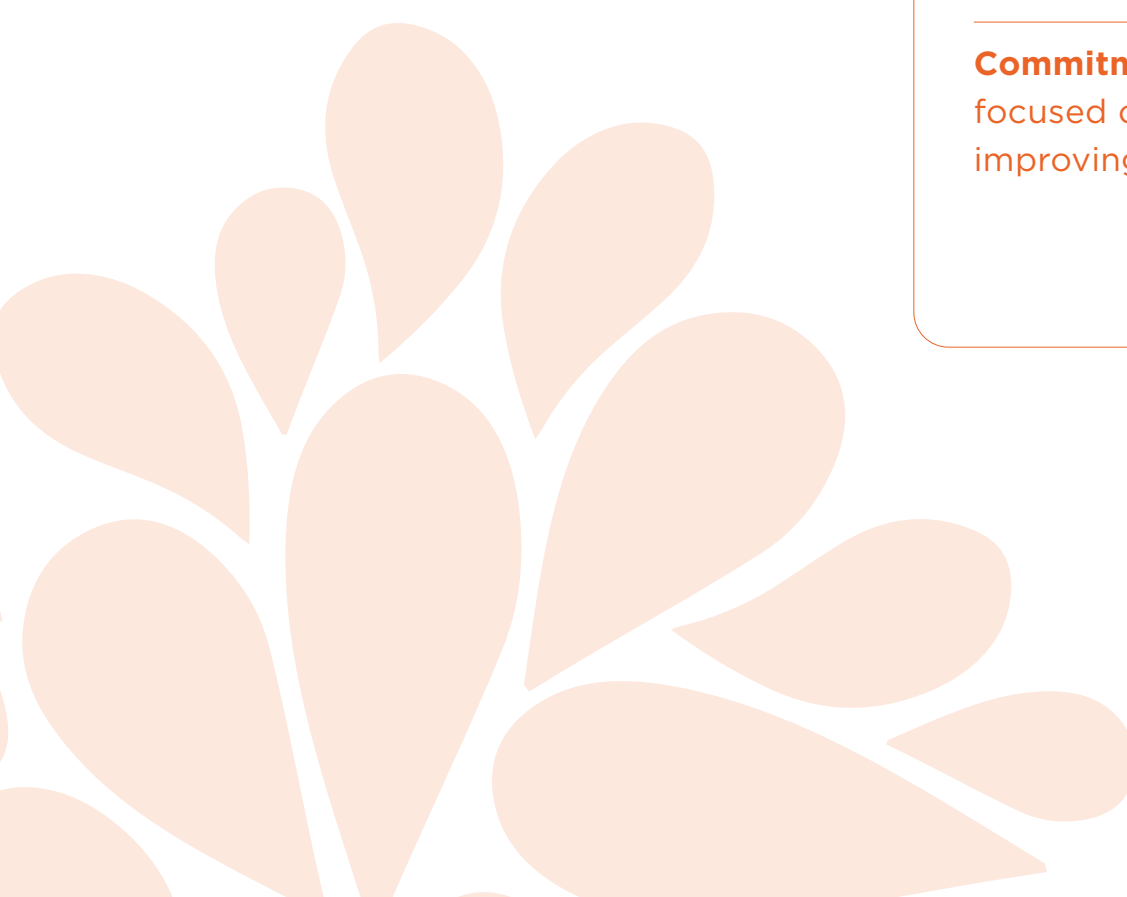
Commitment to wellbeing: Services focused on minimizing risks and improving the quality of work life.



Blood Donation Day

An act of solidarity that can save up to three lives. At Iconn we promote blood donation, which not only helps patients, but also reinforces solidarity and community wellbeing.

42 people benefited from blood donations



Wellness Week

Wellness Week is an annual Iconn initiative focused on the health and wellness of our employees. Framed within the prevention of breast cancer, this week seeks to raise awareness about the importance of self-care and promote healthy habits that positively impact our teams and their families.

Through conferences, activations and volunteering, we promote a healthy lifestyle and strengthen our community. Our focus is on:

- Promotion of healthy habits
- Health awareness and education
- Emotional and mental support
- Community building
- Prevention and integral development

2,070
people on the move
during Wellness Week

20
activities including
conferences and activations

+900
employees received health
care with vaccinations,
check-ups and dental
cleanings

Presence in 7 states
where Iconn operates

42
people benefited thanks
to blood donations

90
disease prevention studies
delivered to our employees

50
mastographies for our
employees in alliance with
Bonafont and Danone
Group



Iconn Communities

At Iconn we promote the integral growth of our employees as a fundamental part of our Sustainability Strategy. Through platforms and initiatives designed to strengthen their talent and foster meaningful connections, we create an environment that enhances their personal and professional development.

With an eye on the future, Iconn Communities consists of several participation initiatives that integrate our employees under common interests, strengthening not only their individual success, but also collective wellbeing. This initiative reflects our commitment to building a working community that grows together and enriches each other.



+900 employees are part of our Iconn Communities present in 13 states where we operate.

bienestar

(Integral wellness)

Employees committed to fostering healthy lifestyles, promoting the physical and mental wellbeing of our colleagues, friends and family.



speakers

Our most passionate employees act as ambassadors of the organizational culture, sharing in different forums, both in person and on social networks, why **With Iconn It's Better.**

diversidad

(Diversity)

We foster a community where, through initiatives and activations, we generate awareness about the importance of Diversity and Inclusion, promoting a more equitable and enriching work environment.

We seek to sensitize and create awareness throughout Iconn about the value of Diversity and Inclusion in our work teams and our community, through initiatives and activations in three main agendas.



Women Diversity

We create and develop initiatives that strengthen the attraction, retention and development of women within the organization. Our objective is to generate a positive impact, raising awareness of the value and contribution of female leadership in the company.

Iconn Women's Forum:

A space where leaders from different areas share their success stories, inspiring new generations to reach their maximum potential.

Women's Circles

They offer a space for dialogue and learning, strengthening a support network that fosters both personal and professional development.



LGBTQ+ Diversity

At Iconn we foster an environment where each person feels respected and represented. Through this community, we provide support, create spaces for connection and promote equality for our LGBTQ+ employees. In addition, we promote initiatives to attract talent and internal ally programs, strengthening a culture based on respect and diversity.



Diversity and disability

We generate spaces that strengthen the sense of belonging and enhance the talent of our people. We believe that diversity of perspectives enriches our company, drives innovation and makes us stronger as a team.

innovación

(Innovation)

We promote a creative and innovative mindset that drives Iconn's growth and evolution. Through activities, workshops, conferences and training, we strengthen the necessary skills to develop high-impact ideas and undertake projects that generate value within the organization.



Innovation Week: We celebrate World Creativity and Innovation Day with conferences that promote knowledge and the application of innovation in our environment.



Think Tank: We recognize and celebrate creativity within the Iconn family, providing spaces for learning and exploration to empower innovative talent.



Visit to LABNL: We inspire our employees by bringing them closer to spaces designed for the creation and development of projects, encouraging their vision and creativity.



talento joven

(Young talent)

We foster a community of growth and learning where young talents push each other to reach their full potential. Through the exchange of knowledge and experience, we promote dynamic professional development that generates impact and extraordinary results.



voluntarios

(Iconn Volunteers)

As part of our sustainability strategy, we have a Community of Volunteers, made up of employees committed to generating a positive impact by participating in initiatives for education, community support and environmental care.

Our Community of Volunteers is a reflection of our social commitment. This network promotes local projects that promote development, strengthen the social fabric and improve the quality of life in each community where we are present.

We strengthen ties through initiatives with tangible impact, ranging from the refurbishing of public spaces and donation campaigns to educational workshops. In this way, we demonstrate that social responsibility is not just speech; it is a constant delivery of significant and sustainable results.



In 2024 we consolidated the program by increasing activities by 25% compared to 2023, which fills us with pride as a team and motivates us to continue generating value for others.



1,351
Iconn volunteers

74%
of participation, exceeding
the established goal of 65%

2,774
volunteering hours

25
volunteer activities

5
states with on-site
activities



2,033
people impacted



1,018
trees planted



4,664 kg
of garbage collected

OUR COMMUNITY

GRI 3-3, 413-1

In 2024, our Volunteer Community consolidated its impact through **iconic projects** that reflect Iconn's commitment to social and environmental development. We also work on food safety activities, health initiatives, donations for public safety, strengthening public spaces and infrastructure, conservation and biodiversity, education, and actions focused on women's safety.



Natural areas

With our eyes on the future, at Iconn we work actively in the protection and restoration of natural spaces that contribute to the preservation of ecosystems and the well-being of people. We evaluate and report on our efforts to restore and conserve biodiversity in **forests and oceans** because we want to motivate the community with our actions, and we recognize the importance of these elements in improving air quality and regulating the planet's temperature. We also promote initiatives in favor of **pollinator** biodiversity, as pollinators are vital for food production.

Unidos x Península

It is an initiative designed to strengthen environmental and social commitment in the communities of the peninsular region of Quintana Roo. Through partnerships and collaborative actions, we promote the conservation of the natural environment and wellbeing in community spaces.


Activities include reforestation, cleaning of natural areas, environmental awareness workshops and the creation of safer and more functional public spaces. With an integrated approach, Unidos x Peninsula seeks to generate a positive and sustainable impact that inspires communities and our employees to be an active part of protecting their environment.



Cleaning Manatí Lagoon, Cancún

Fed by cenotes, this lagoon is home to the four types of mangroves essential for maintaining the coastal balance and preventing erosion. It is also home to keystone species such as crocodiles and local birds whose conservation is critical.

Iconn employees worked with local communities and Centinelas del Agua A.C. to preserve the Manati Lagoon Natural Protected Area. Actions included reforestation, site cleanup, installation of signaling, creation of a community awareness mural, and an educational talk on the importance of environmental conservation. These initiatives generate a positive impact and contribute to our biodiversity strategy, helping to reduce the number of plastics generated by the consumption of products that can reach the oceans.

 Here you can see how the experience was

103 volunteers

71 people from the local community
32 employees

360
volunteer hours

18 mangrove
trees planted

125 kg
of waste collected



These activities can inspire others to get involved in wilderness conservation, showing the impact we can have when we work together toward a common goal.

Youali Miranda Polanco
Operational Development Instructor
7-Eleven in Quintana Roo,
Iconn Volunteer



Rehabilitation of La Ceiba Park, Playa del Carmen

This project aims to refurbish and improve the city’s most emblematic natural park, consolidating it as a vital lung for the community and a refuge for local flora and fauna. It also seeks to position it as a space for community integration around art, culture and sustainable education. The plan includes the rehabilitation of recreational and leisure areas to provide an enriching and accessible experience for visitors.

 Here you can see how the experience was



82 volunteers

- 49 people from the community
- 30 employees
- 3 local authorities

249 volunteer hours

38 wooden signs and signaling

70 natural cosmetic products donated to the park to raise funds for its maintainance

+50,000 people benefited



To create a positive impact on our planet, we have to contribute as a company and individually (...) it's a satisfaction to do our part.

Lucio Lozada Velazquez
7-Eleven Market Manager,
Iconn Volunteer




To be part of volunteering is to generate this culture that it's difficult to have in our society. Being in contact with nature is very good us and what we are looking for is to motivate more people from our team to join the volunteer programs.

Olga Torres
HRBP 7-Eleven,
Iconn Volunteer

Beach cleanup, Tulum

In alliance with Flora, Fauna y Cultura México, Institute of Biodiversity and Natural Protected Areas of the state of Quintana Roo (IBANQROO), the Technological University of Tulum and the Riviera University of Playa del Carmen, we conducted a cleanup in the turtle nesting area in the protected area Xcacel-Xcacelito, Tulum. This initiative, which is part of the Sea Turtle Conservation Program, dedicated to remove hundreds of kilos of garbage that hindered the turtles' transit.

Beach cleaning improves nesting areas and prevents debris from reaching the sea. Sea turtle conservation is crucial because of its ecological, economic and cultural impact. This species helps control the jellyfish population, disperses nutrients and is a key indicator of ocean health.

 Here you can see how the experience was



102 volunteers

77 people from the community

25 Iconn employees

360
volunteer hours

312 kg
of waste removed from
the sea turtle sanctuary

Awareness and restoration workshops

At Iconn we are committed to foster initiatives that promote sustainability, respect for the environment and the development of practical skills among those who conform the company and neighboring communities. Through educational workshops and participatory activities, we seek to raise awareness and empower people to actively contribute to the care of the planet.

Planting the future

Employees from Iconn Support Center in Monterrey participated in a germination workshop that included planting and collecting oak acorns in Iconn's gardens, as well as a tour of the green areas to identify species. The workshop is expected to be completed in the following year with the donation of trees to the employees.

12 volunteers

180 Oak seeds planted for germination



Workshop For a greener world: Seed bombs

Thanks to this activity, employees learned about the importance of pollinators in the environment and how to make wildflower seed bombs that attract bees, butterflies and hummingbirds, which are essential for the reproduction of more than 80% of flowering plants and key to the production of food, beverages, medicines, fibers and dyes. Pollinators also contribute to genetic diversity and improve the quantity and quality of crops in agricultural systems.

100 pollinator attractant seed bomb kits delivered nationwide.



Urban Gardens

The nationwide initiative seeks to promote sustainable agriculture among our employees. To achieve this, practical knowledge on the cultivation of vegetables and plants in urban environments is taught.

100 garden kits delivered

1 training session on gardens and vegetables



Space Restoration

Reforestation in Zona Carbonera - Coahuila

In alliance with the civil organization Saltillo Ecológico, we carried out a reforestation day in the Sierra de Arteaga, Zona Carbonera, a key protected natural area for water collection that supplies water to Saltillo, Ramos Arizpe and Monterrey. This region has been severely affected by forest fires in recent years, so the restoration of its ecosystems is essential.

The project focused on rehabilitating degraded areas by planting native trees to improve soil quality, promote biodiversity and reduce erosion.

[Learn more about the experience here.](#)



29 volunteers

150 tCO₂ mitigated per year

+1,000 trees planted



We are looking forward to return some of what we have damaged as humanity and it is important that we do this in partnership with the company.

Everardo Guzmán
Petro Seven Market Manager,
Iconn Volunteer





Gender-Focused Mural in Nuevo León

To mark International Women’s Day 2024, we rehabilitated public spaces near a 7-Eleven store in Valle Alto, Juárez, Nuevo León, through the creation of a commemorative mural involving members of the community and Iconn volunteers.

312 volunteer hours
 +50 community volunteers
 39 Iconn volunteers



Earth Day Cleanup in Nuevo León

Together with the community and 10 other local companies, we joined a collective initiative led by Cíclica to clean up and restore local public spaces in celebration of Earth Day.

5 tons of waste collected
 34 volunteer hours
 17 Iconn volunteers

Zero Hunger

GRI 3-3

At Iconn we facilitate a better world, that is why we seek to expand the scope of our actions to combat malnutrition, promote human rights through food safety and contribute to the mitigation of environmental emissions.

Our commitment to food safety was endorsed in 2024 with the Zero Hunger Nuevo León Distinction, which highlights our compliance with food legislation and the health and hygiene standards established by regulatory agencies. This reflects our actions as active donors to the Zero Hunger Strategy in Nuevo León, and reaffirms our purpose of eradicating hunger and promoting a culture of social responsibility and no food waste in the state.





BAMX Network

In order to contribute to food safety in Mexico, we maintain an alliance with the Mexican Food Bank Network (BAMX), which promotes the rescue of food in optimal conditions, safe and suitable for consumption in vulnerable communities. We make monthly donations from our distribution centers in various regions, collaborating with local food banks. This support broadens our social impact and strengthens the fight against food waste.

263,715 Kg
of donated food

19,978
people benefited



4 participating
Distribution Centers

179,239 kg
of food delivered

13,578
people benefited at the
national level

6 food banks
benefited



6 participating
Distribution Centers

84,476 kg
of food delivered

6,400
people benefited at the
national level

4 food banks
benefited

Special contributions

GRI 3-3, 413-1

At Iconn, we seek to foster the reputation of our brands through programs that engage employees, strengthen relationships with consumers and promote social well-being. Contributions include donations, cause-based initiatives and institutional sponsorships.

Redondeo RED

At 7-Eleven and MercaDía we reaffirm our social commitment through the Redondeo RED program, a link between customers and institutions. Through the initiative, we invite customers to round up their bill and donate the missing pennies to complete the peso to be donated to the communities that need it most.

Because we have our eyes on the future, we support priority causes in our country through donations to institutions working in sectors such as health, education, social assistance and the environment.

IN 2024

MercaDía raised more than \$78,000 pesos for Caritas Monterrey and the Zero Hunger cause.

+38,000
people impacted

Thanks to the generosity of our customers, over \$5.4 million pesos were raised to support people and causes in greatest need.

[See here the institutions benefited by the Redondeo RED program.](#)



16,086
employees trained in the operation of the Redondeo RED program

2 volunteer actions in participating institutions

41 institutions benefited

+13% people benefited vs. 2023 (38,256 people)

+\$5.4 million pesos raised in 2024



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

The Foundation's objective is to promote education by providing financial support to outstanding students with limited resources. It also sponsors and develops social assistance initiatives to support the sick, the elderly, orphans, people with disabilities and vulnerable communities. Through these actions, we promote solidarity and respect for human dignity and contribute to the well-being of those who need it most.

[Learn more about the Foundation here.](#)

[See here the institutions benefited by the Foundation.](#)

+12 million of pesos of social investment
+5 million people benefited
105 supported institutions

Scents with cause

At Petro Seven we reaffirm our social commitment with Scents with cause, an initiative that offers our customers the opportunity to contribute through the purchase of car aromatics at our gas stations.

SOCIAL IMPACT

Social awareness

Through campaigns, we seek to raise customer awareness of the importance of addressing and supporting issues such as autism and breast cancer.

Collaboration with foundations

Alliances with ARENA and Cruz Rosa allow us to maximize our impact in the communities, supporting their efforts in diagnosis, treatment and education.

Active involvement of customers

By purchasing an Scents with cause, customers contribute directly to the initiative, turning an everyday purchase into a solidarity action.



+5% in support
for autism vs. 2023

\$225,400

MXN donation to ARENA
(autism)



+10% in support
for breast cancer treatment
vs. 2023

\$275,000

MXN donation to Cruz Rosa



Thanks to Scents with cause, at Petro Seven we generate a positive impact in the communities where we operate: we unite our customers with causes that transform lives.

As part of this campaign and to complement the activities of the Blue and Pink Routes, our Community of Volunteers participated in the creation and donation of sensory toys for children with autism and in workshops to make solid soaps for breast cancer patients.



Toys with cause on the Blue Route

Action: Creation and donation of sensory toys for children with autism.

115 children benefited

Ally:



Bubbles with cause on the Pink Route

Action: Workshop on making solid soaps and shampoos with natural ingredients and ecological methods for breast cancer patients.

+150 soaps and shampoos donated

21 patients took the workshop

Ally:



Alliances for a larger scope



Donation of drones in Gomez Palacio, Durango

As part of our public safety support strategy, we donated drones for tactical operations in the municipality of Gómez Palacio. These drones will be used as part of a surveillance strategy to improve security in the area, contributing to crime prevention.

With this action we align our support to Sustainable Development Goal (SDG) 16, focused on Peace, Justice and Strong Institutions. The donation strengthens the municipality's public security institutions, which directly impacts the improvement of their operations and preventive measures.

2 drones with camera
+370,000 inhabitants of the municipality benefited



Confibicis en Solidaridad, Quintana Roo

In order to delimit exclusive bicycle lanes, a lane confining bollard was installed in bicycle lanes and bike paths, complemented with the placement of buoys between each Confibici provided by the local Traffic Department. This initiative significantly improves road safety and promotes the use of sustainable means of transportation, benefiting citizens and the planet.

53 confibicis
+10,000 people/month directly benefited



Medical supplies in Zuazua, Nuevo León

As part of our commitment to social responsibility, we donated support equipment to the DIF of Zuazua, benefiting people who require orthopedic instruments to improve their quality of life.

25 pairs of adult crutches
25 wheeled walkers
50 wheelchairs



Water in Santa Catarina, Nuevo León

In response to the interruption of the water supply in Santa Catarina, Nuevo León, we supported the municipal authorities by donating bottled water for human consumption. This supply was distributed in various parts of the city, in order to guarantee access to drinking water for the inhabitants affected by the contingency.

+1,900 liters of bottled water donated



Terranova Elite Park, Nuevo León

As part of our commitment to the well-being of the community, we equipped and installed infrastructure in the Terranova Elite Park, located in Apodaca, Nuevo Leon. Improvements include the installation of exercise equipment, playground equipment, benches, irrigation systems, street lighting and a perimeter fence to delimit the space. These actions seek to provide a more accessible, safe and recreational environment for the inhabitants of the area, encouraging physical activity and the enjoyment of quality public spaces.

500 people benefited



Donation of groceries

We support vulnerable populations by providing for basic needs to improve their quality of life. Through this project, we work closely with municipal and state authorities to identify communities in need, as well as emergencies, and facilitate deliveries. In 2024 we supported vulnerable situations in the State of Mexico and Nuevo León.

450 pantries for flood victims in the State of Mexico

500 groceries for beneficiaries of DIF Monterrey, Nuevo León

2,379 pantries for victims of storm Alberto in southern Nuevo León



We invest with the objective of strengthening the community. We are interested in projects that last in time, that are not ephemeral, but that are long-term solutions or value propositions.

Ramón de León

Manager of Institutional Relations in Nuevo León



Local consumption

We reaffirmed our commitment to local communities through the Consume local initiative, designed to support regional entrepreneurs through 7-Eleven. This project, developed in collaboration with the municipalities, offers spaces in our stores to display and market products from local entrepreneurs and turn them into suppliers. **Consume Monterrey** stands out, where the municipality is in charge of launching the call for proposals directed to local producers and entrepreneurs, in addition to providing exhibitors with the program's visual identity. In this way, we facilitate access to the formal market for local entrepreneurs and strengthen the regional economy.

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

Strengthening local commerce

The initiative promotes entrepreneurs and small businesses, fostering economic growth in the communities.

Responsible consumption

Preference for local products is promoted, which reduces the carbon footprint associated with transportation and favors sustainability.

Support and advice

Through partnerships with local authorities, we identify communities in need of support and ensure project effectiveness.

Sustainable economic development

By integrating entrepreneurs into the formal market, we contribute to the economic progress of the cities where we operate.

With this initiative, 7-Eleven strengthens its link with the communities by promoting an inclusive and responsible business model, aligned with the Sustainable Development Goals (SDG).

Thanks to partnerships with local authorities, the communities with the greatest need are identified, guaranteeing an effective impact. In addition, local entrepreneurs are promoted, integrating them into the market, fostering trade and generating employment. By prioritizing local products, the project encourages responsible consumption, reduces the carbon footprint of transportation and contributes to the sustainable economic development of cities.

1 new agreement signed with Monterrey

10 entrepreneurs selected for the Consume Monterrey program

200 stores assigned to the program



Support for abused women

GRI 3-3, 413-1



Safe points

Two years ago, we began to join various initiatives to provide safe points for women victims of violence and thus safeguard their safety and integrity in Jalisco, Baja California, Sonora, Nuevo León and the State of Mexico. In 2024 we signed new agreements with public agencies and continued with the installation of panic buttons in our facilities and the training of our work team.

Our approach includes referral to specialized services for protection, welfare and access to resources to overcome the crisis. In this way, we reaffirm our commitment to building safer, more inclusive and supportive environments, where women can always feel protected.

Iconn Installations with Safe Points



Reinsertion of women into the labor market in Jalisco

In order to promote the job opportunities program for women victims of violence in Jalisco and thus strengthen their reintegration into the labor market in a safe, multidisciplinary and specialized environment, in 2024 we signed an agreement with the Network of Women's Justice Centers in the state to integrate these women into our labor pool and improve their chances of getting ahead.



Pink Market

Solidarity initiative of the Iconn Women's Community. Joins efforts to support women in vulnerable situations. It consists of a small market where entrepreneurial collaborators donate products to generate resources for institutions that promote the welfare of women and vulnerable groups.



Social Makeover in Mexico City

With the support of Iconn volunteers, we refurbished spaces at Casa de las Mercedes, which provides a safe home for girls and adolescents who have gone through situations of family vulnerability. We painted the nursery's dining room, main hallway, dressing room and nursery, and donated paint for concrete chairs.

58 children and adolescents benefited

232 people indirectly impacted

210 volunteer hours

30 Iconn volunteers