

Eyes on Offering the best Product



At Iconn, we are taking steady steps toward a more sustainable product and packaging portfolio. We've embarked on a path of continuous improvement aimed at creating well-being, reducing impacts, and meeting our consumers' expectations.

62%

disposable supplies are biodegradable, recyclable or compostable.

SDG

12 15 17

100

farming families supported with 7-Select coffee production

GRI

3-3, 417-1

At Iconn we have consolidated the Product axis of focus as a strategic priority, orienting the development and innovation of products and packaging towards a sustainable model. This vision responds to our commitment to minimize our environmental impact through responsible practices that also promote the integral wellbeing of our customers and consumers.

Through initiatives aligned with the principles of the circular economy, we seek to close the life cycle of materials with innovative solutions that reduce waste generation and promote sustainable consumption. The implementation

of recyclable and biodegradable materials, together with compliance with sustainability-oriented regulations, are essential elements of our strategy. In addition, we are making progress in the progressive elimination of the use of single-use plastics for a cleaner and healthier future.

Our integrated approach not only facilitates compliance with standards and the regulatory framework but also strengthens the relationship with those who choose our brands, reaffirming our commitment to products that inspire trust and well-being.



Consumers' Wellbeing

GRI 3-3



The safety, quality and freshness of our products is a priority at Iconn. Our commitment to consumers' wellbeing is reflected in a process of design, evaluation and continuous improvement so that every product we offer meets the highest standards.

We conduct quality and safety management system audits for 7-Eleven stores, as well as quality and safety management system audits for food commissaries to bakeries, distribution centers and private label suppliers.

Evaluation and continuous improvement

All 7-Eleven Quality Assurance functions are updated and certified in internal audits under the FSSC-22000 scheme and are aligned with our *Code of Ethics and Conduct*, *the Iconn Food Safety Policy*, *the Code of Conduct for Suppliers*, NOM-251-SSA1-1994 and referenced Standards.

Audits for fresh food commissaries, Iconn bakeries (MAS Bakeries), Iconn Combined Distribution Centers (CDC) and grocery retailers are conducted under 7-Eleven Incorporated's internal standards, aligned with world-class standards that meet the requirements of the Global Food Safety Initiative (GFSI).

In terms of in-store technologies, in 2024 we confirmed that 100% of our stores have the equipment, utensils and supplies to maintain the freshness, quality and safety of fresh food certified by NSF and other international standards. A clear example of this is our investment in coffee machines that triple the product's optimal shelf life while preserving the freshness that defines 7-Eleven. This allows us to make better and more efficient use of fresh coffee.



It's not just about finding flashy products or innovation, but how this innovation or convenience-based products evolve into a comprehensive offering that considers sustainability as part of the value it delivers.

Daniel Zaldívar
Executive Director of 7-Eleven

Responsible labeling

GRI 417-1

Our commercial communication is clear, truthful and accessible to all consumers. We know that labeling is, in many cases, the only source of information available at the time of purchase. We work with our suppliers to provide all the information available so that, when our customers buy our products, they have access to all the accurate information they need to make informed decisions.



100% of our 7-Select product categories comply with NOM 051 general labeling specifications for pre-packaged food and non-alcoholic beverages, validated by the DIADECOR Verification Unit.



800-83-711-00
For consumers questions and comments

Post-consumption actions

The generation of solid waste can have a negative impact on the environment, especially in natural areas, which is why we set out to raise awareness among our customers and consumers about the importance of proper waste disposal through comprehensive initiatives for the conservation of protected natural areas, the protection of the region's flora and fauna, and environmental education in Nuevo León.



Chipinque & 7-Eleven Alliance

The alliance with Chipinque Ecological Park, in Nuevo León, promotes the Zero Trace campaign, which seeks to raise awareness among the population about the correct disposal of waste and the importance of visiting protected natural areas responsibly. To this end, we disseminate strategic messages in our stores and conduct awareness-raising activities with the community. In addition, in 2024, volunteers received training on invasive species and the impact of waste on the health of local fauna, with an emphasis on bears and coatis, and then transmitted the knowledge to the communities through family activations in San Pedro Parks. Training was conducted in three sessions and the waste management activations were focused on children and families. **Our commitment is clear: to leave the world a better place than we found it.**

3 activations at San Pedro Parks

14 stores with an awareness campaign

3 employee training sessions

+150 people indirectly impacted



Conservation and environmental coexistence

Interactive exhibition *Microcosmos*, focused on the insects found in Chipinque.

Dynamics on bats and invasive alien species.



Comprehensive environmental education

Storytelling with park rangers: *Osiris and Coatilet*, an activity to raise awareness of the harmful effects of waste on local fauna.

Reflection on nature and the need for its conservation.



Iconn has been a strategic ally who is committed to the environment. Their openness to authentically communicate the conservation message and their willingness to join forces with our team has made a difference. This is not only an institutional collaboration, but a purposeful alliance that promotes respect, care and connection with nature. (...) These types of collaborations reinforce our environmental education programs and contribute to the protection of Chipinque's biodiversity.

Ramiro Salinas Vázquez
Chipinque's Institutional Communications Coordinator

Sustainable materials

We are committed to minimizing the environmental impact of our packaging by optimizing materials and driving more sustainable solutions. To achieve this, our Sustainability team and 7-Eleven management are working together to map the materials used in 7-Select branded disposable products, packaging and containers, as well as disposable supplies for in-store food and beverage consumption.

In order to drive the circular economy and extend our vision to the value chain, this year we began a process of evaluating our own-brand suppliers to learn about their sustainability efforts and migrate to recyclable, reusable or compostable packaging and containers.

Vision of co-responsibility

We aspire to the commitment and co-responsibility of each link in our value chain for the correct disposal of waste and together minimize the environmental impact.

1



Employees

With training on waste separation and in-store communication.

2



Customers/ consumers

With clear information on the proper disposal of packaging.

3



Suppliers

With questionnaire survey on their materials strategies for 2030.



Own-brand packaging and containers

To address the goal of making 7-Select brand packaging 100% recyclable, reusable or compostable by 2050, by 2024 we are focused on engaging suppliers to migrate to the use of materials with less environmental impact.



7-Select water bottle

It is the lightest bottle in the Mexican market, designed to minimize environmental impact without compromising quality. **It has up to 48% less PET plastic than leading brands** and its 100% recyclable design facilitates its reincorporation into the recycling cycle.



Own-brand disposable products

In this category we concentrate plates, party cups, forks, garbage bags and other products for sale under the 7-Select brand that, by the nature of their use, are considered disposable. As first steps in this journey, we have disposable cups, plates and cutlery made of compostable material (cardboard and corn starch).

Biodegradable disposable supplies

We are working to ensure that by 2050 our disposable supplies available in stores will be biodegradable, recycled, recyclable or compostable. By the end of 2024, **62% of the inputs already met these characteristics.**

Our paper and cardboard supplies for pizza slice boxes, Big Lunch and Big Bite trays, window bags, shakers and straws have been FSC (Forest Stewardship Council) certified since 2024.



Responsible

value chain

We work with a focus on responsibility at every stage of the value chain to ensure that our operations and supplier relationships are aligned with our principles of sustainability, ethics and quality. We promote practices that minimize environmental impact, strengthen social well-being and ensure compliance with the highest standards. Our commitment is to build a productive ecosystem that drives sustainable development.

For the 7-Select Coffee regularly available in our stores, during 2024 we worked with 100 farming families in Chiapas and Veracruz.

7-Reserve Coffee

Icconn revolutionized the market 26 years ago by introducing freshly brewed coffee for 24 hours in convenience stores and, since then, we have continued to innovate to offer the best quality to our customers under the Café Select brand and its premium line 7-Reserve. By working hand in hand with Mexican farmers, we encourage sustainable practices and support the local economy. In addition, we prioritize sustainability in inputs.

We are proud to collaborate with the **Rainforest Alliance** to offer our customers a premium coffee that promotes sustainable agricultural practices. By choosing our 7-Reserve coffee, made from certified beans, consumers taste a superior coffee experience, while supporting farmers committed to the conservation of biodiversity, the responsible use of natural resources and the improvement of the living conditions of coffee-growing communities.

The origin of the beans certified for the 7-Reserve Coffee varies each year and during 2024 it was Brazil's turn to provide them.



What's inside 7-Reserve Brazil?

Coffee crops with less use of fertilizers and pesticides

Local farmers receiving a living wage and training in labor rights

Safer and more favorable coffee farms to live and work on



7-Reserve Coffee Recipe

