



Colombina S.A. Health and Nutrition Policy for Positive Social Impact and Sustainability

Introduction

Colombina S.A. is committed to advancing positive social impact and sustainability through our Health and Nutrition Policy. Our approach, anchored in the CLEAN & CLEAR methodology, reflects our continuous dedication to enhancing consumer well-being by providing superior ingredients in our products. As we pave the way for sustainable growth, our mission is to offer Products with Positive Social Impact (PIS+), creating a healthier and more responsible future.

1. The CLEAN & CLEAR Methodology

Guided by the CLEAN & CLEAR methodology, we ensure a seamless integration of superior ingredients into our products. This commitment underpins our pursuit of sustainable growth, aligning our business practices with our dedication to consumer well-being and societal advancement.

2. Products with Positive Social Impact (PIS+)

A Product with Positive Social Impact (PIS+) signifies an outcome achieved through the Clean & Clear (PIS+) methodology. We embrace various approaches to attain PIS+, including:

- Reducing critical nutrients such as fats, sugars, and sodium
- Eliminating artificial additives like colors, preservatives, and flavors
- Adding positive nutrients like fiber and protein
- Offering additional benefits like Kosher, Halal, gluten-free, or vegan certifications to accommodate consumers with special dietary requirements.

3. Transparent Communication and Responsible Advertising

Transparent communication is at the heart of our consumer engagement strategy. We are committed to conveying all product enhancements and benefits clearly and candidly. To ensure responsible marketing practices, we refrain from targeting children under 12 years of age in categories where nutritional profiles contain elevated levels of critical nutrients. To uphold this commitment, we have been signatories to a self-regulation advertising agreement with the National Association of Industrialists (ANDI) since 2014.



4. Elevating Flavor, Preserving Quality

In all our endeavors towards health and nutrition, we strive to preserve the exceptional flavor that characterizes Colombina. We believe that health-conscious products should not compromise on taste, offering consumers a delightful experience that resonates with our brand's essence.

5. Achievements and Commitment

In the year 2023, 13% of our global proprietary sales were attributed to products with reduced critical nutrients, demonstrating our dedication to promoting healthier choices. Additionally, an impressive 61% of our offerings eliminated artificial additives, further emphasizing our commitment to providing clean and nourishing options. Seven out of every ten items of our portfolio comprises Products with Positive Social Impact (PIS+), reflecting our unwavering resolve to contribute to societal well-being.

Conclusion

Our Health and Nutrition Policy and the CLEAN & CLEAR methodology, stand as a testament to our commitment to Positive Social Impact and sustainability. By prioritizing consumer health, well-being, and responsible practices, we envision a future where our products catalyze meaningful change, fostering a healthier society and a more sustainable world.



FOOD ADVERTISING: RESPONSIBLE ACTIONS TOWARD COLOMBIAN CHILDREN

The undersigned, within the framework of the actions that we have been taking to contribute to the well-being of the Colombian population, have adopted the following commitments concerning advertising directed at children under 12 years of age.

A. FIRST COMMITMENT

The signatory companies will adopt one of the following two measures:

- Do not advertise directly to children under 12 years old or Advertise directly to children under 12 years old only for those foods that meet the common criteria that will be adopted no later than September 30, 2015, which must have technical support.

This commitment includes food advertising directed at children in all media sources. Where it is understood by:

- **Advertisement:** Refers to paid advertising and commercial sales messages for food products, including those that use cartoon characters, famous people, and movie connections. Company-owned brand image characters are not included in this pledge.
- **Directed to children under 12 years old:** Refers to an advertisement in media where 35% or more of the audience is under 12 years of age. If there is no adequate data to ensure this percentage, companies will consider other factors as appropriate for determining whether the group to which said advertising is directed are children under 12 years of age, which could include the general impact of advertising, actions taken to restrict access for children and the target population based on the company's media plan.
- **Included media are the following communication vehicles:** TV, radio, print media, film, online media (including company-owned websites and social media), DVD/CD-ROM, direct marketing, product placement, interactive games, visual outdoor advertising, and through mobile devices. Packaging, point-of-sale material, as well as other forms of marketing communication that are not under the direct control of the brand owner, such as user-generated content, are not included in this commitment.

B. SECOND COMMITMENT

Additionally, no food-related advertising of any kind will be made in elementary schools, except when specifically requested by, or with the agreement of, the administration of each school for educational or institutional purposes.

The above commitments will be developed according to the following schedule:



By September 30th, 2015, the common criteria for the application of the first commitment will be agreed upon.

1. By December 31st, 2015, each of the signatory companies will have adopted a gradual adaptation plan to the commitments established above.
2. On January 1st, 2016, each company will begin to implement its gradual adaptation plan. The signatory companies will have adopted the nutritional criteria established in a common way.
3. By December 31st, 2016, the gradual plan must be fully implemented by all signatory companies.

Annual reports will be published to demonstrate compliance with this commitment, prepared by an independent third party. The methodology, conditions, and other aspects related to this report will be agreed upon by the signatories. The signatory companies, individually, can maintain or adopt specific commitments that go beyond this initiative.

SELF – REGULATION COMMITMENT IN ADVERTISING





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