

Sustainability



Marketing

Policy





Objective

This policy aims to generate guidelines to develop and implement marketing strategies that promote sustainability, transparency, and the well-being of our customers, employees, communities, and the environment.

Scope

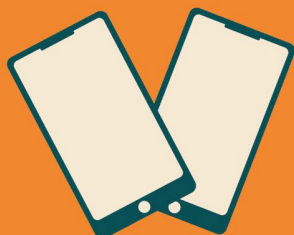
This policy applies to the businesses of Grupo Éxito, its subsidiaries, and its supply chain, both online and offline, including advertising, promotions, events, public relations, and corporate communications.

Policy

- **Overview**

In Grupo Éxito, we understand the importance and impact that our marketing actions have on society, the environment, and the welfare of people. We recognize that marketing is a tool to promote our products and services and a powerful platform to generate positive change in the world. We believe that by adopting ethical, sustainable, and transparent practices, we contribute to the sustainable development of the communities in which we operate. Our Sustainable Marketing policy reflects our purpose of "Nourishing Colombia with Opportunities" and demonstrates our commitment to ethics, transparency, and positive social and environmental impact.

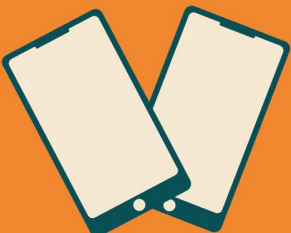
Almacenes Éxito S.A.'s Sustainable Marketing policy is articulated with the following Sustainable Development Goals:





• Guidelines

- **Transparency and truthfulness:** We are committed to providing clear, truthful, and transparent information in all our communications and marketing materials. We will avoid any form of misleading advertising. We will abide by the codes, policies, and manuals that the company has or may have to follow up and comply with what has been agreed.
- **Ethics and respect:** We respect the rights and dignity of all people in our actions. We ensure that our strategies promote diversity, inclusion, and respect for human rights.
- **Consumer education and awareness:** We recognize the importance of educating our customers about sustainability and the benefits of making conscious purchasing decisions. We implement education and awareness programs through our communication channels, such as social media campaigns, informative content in our stores, and collaborations with organizations dedicated to sustainability. We seek to empower our customers to make informed and responsible decisions.
- **Environmental sustainability:** We consider the environmental impact of our marketing activities and seek to minimize it. We encourage sustainable practices throughout the supply chain, promoting energy efficiency, emissions reduction, and the responsible use of natural resources.
- **Promoting sustainable products:** We are committed to offering our customers a wide range of socially and environmentally responsible products. We prioritize the selection of suppliers who share our sustainability values and actively seek products that are certified organic, fair trade, recyclable, or made from sustainable materials. We also encourage a preference for locally sourced products to reduce the carbon footprint associated with transportation.
- **Promotion of healthy lifestyles:** We encourage the promotion of healthy and balanced lifestyles through our marketing strategies.
- **Innovation and sustainable product development:** We encourage innovation in the development of sustainable products. We work to identify and adopt more sustainable technologies and materials and explore new business opportunities that align with our sustainability principles. We promote the design of products that are durable, repairable, and positively impact the environment.
- **Community involvement:** We seek to involve local communities in our marketing activities, listening to their needs and promoting initiatives that benefit their development and well-being.





- **Collaboration and accountability:** We collaborate with other stakeholders, suppliers, partners, and civil society organizations to promote responsible marketing practices. We are committed to measuring and reporting our performance against this policy.

