

# ALSEA CONNECTS THE VISION WITH THE COMMUNITY

Due to our commitment to the community, we enacted programs that have a positive impact on the environment and make a difference.



**+2 millions**  
NUTRITIONAL  
MEALS SERVED

**11**  
DINING  
HALLS

**1,800**  
FAMILIES  
BENEFITED



# OUR COMMUNITY

**Asea is committed to having a positive impact on our community, beyond our operations. We therefore put into practice programs aimed at combating child malnutrition, promoting employability, and driving productive projects for disadvantaged groups.**

In the awareness of our role as a Socially Responsible Enterprise, we invite our employees and suppliers to become involved in actions benefiting our community. All of us who are part of the Asea family have made great strides in nutrition, assistance during natural disasters, community development, education, and the fostering of Mexican cuisine. There is still much to be done, but we are confident we are on the right path.



**\$52,493,378**  
TOTAL INCOME

DONATIONS COLLECTED 2018 (%)

Va por mi Cuenta Campaign	43.43
Asea and Subsidiaries	31.12
Employee Campaign	14.38
Other brands campaigns	8.89
Founding members	1.71
Other allies Va por mi Cuenta	0.47

Additionally, in 2018 we received a donation of \$7,354,431 million pesos, raised by the campaign One day for Mexico, as well as the contribution by the film "Lo que de verdad importa" for \$4,771,752 million pesos



**\$50,344,476**  
TOTAL EXPENDITURES

CAUSES / EARMARKED RESOURCES (%)

Nutrition	70.95
Community development	13.90
Community participation	5.63
Education and employability	5.08
Fostering mexican cuisine	4.00
Emergencies	0.27

## MEXICO

### VA POR MI CUENTA MOVEMENT

The movement Va por mi Cuenta, supported by the Alsea Foundation, inaugurated its 11th children's dining hall, the first to operate under a scholastic model. The dining hall is operated in collaboration with SEDAC I.A.P. and Comedor Santa María A.C., with the goal of providing nutritional meals for 740 children per day, between the ages of 3 and 12, who attend preschool and elementary school.

Beginning in 2012, It's on Me has been devoted to building and operating dining halls for children, called "Our Dining Hall"; the movement has served over 2,000,000 nutritional meals, benefitting more than 4,300 children each day. There have been marked improvements in their size, performance in school, and emotional aptitude thanks to the benefits of eating balanced meals suited to their age and requirements.

The results to date and our commitment to combating child malnutrition serve as motivators to continue with this program, reinforce it, obtain greater donations, and provide support to other organizations.

### Va por mi Cuenta Colombia

The movement Va por mi Cuenta continues operating in Colombia, where 306 children have been benefitted through 6 institutions located in Medellín, Bogotá, Soacha, Bucaramanga, Cartagena and Cali, in alliance with Fundación Éxito and its program Gen Cero in the following institutions: Misioneras de Cristo Maestro, Fundación Ximena Rico Llano, Fundación Semilla y Fruto, Abc Prodein, Asociación de Mujeres Artesanas Luz y Vida, and Funsodelpo.



## SOCIAL INVESTMENT/ EDUCATION

### Senior Citizens Program

In August 2018, Starbucks celebrated the opening of its first store in Mexico operated 100% by a team of senior citizens between the ages of 60 and 65. This store is located in the Coyoacán Corporate Offices, in Mexico City. This initiative represents an opportunity for senior citizens to become part of the labor market.

Since 2011, Starbucks has worked hand-in-hand with INAPAM -the National Institute for Senior Citizens- on the design of a pilot program to provide suitable working conditions for this age group.



### Sustainable Coffee Challenge

Beginning in 2017, Alsea participated in the international Sustainable Coffee Challenge, whose purpose is to make coffee the primary agricultural product worldwide. Ever since then, we have developed different projects to promote the drinking of Mexican coffee and thereby help local coffee growers, protect the environment, reduce carbon footprints, and provide new coffee plants for reforestation purposes.

We also promote consuming our brands, and in 2018 all branches of El Portón incorporated into their menu organic coffee products from CESMACH, a cooperative from Chiapas, which is a regional organization with 619 small growers.

Our purchases from this cooperative represent 16% of their total income.

### Mexican Cuisine

With the aim to continue supporting, promoting, safeguarding and rescuing Mexican cuisine, in 2018 we initiated "Head to Head between traditional cooks and mayoras from El Portón".

It consisted of an exchange of knowledge and it also generated an atmosphere suitable to the pride of sharing what it feels like to be someone who completed a majestic creation.

As a result of this effort, the book "Mujeres de Humo" was published, With the secrets of our kitchens and the legacy of our ancestors, over 200 traditional cooks from Totonacapan, Veracruz share their work. This book is an example of our actions as a promoter and leader in the revaluing of Mexican cuisine.

"Head  
to  
head"



### **Academic Excellence Program**

Alsea presented the children of our employees and the beneficiaries of the Alsea Foundation with 1,174 kits with school supplies, in recognition of their excellent academic performance and in support of their education.

### **Opportunities and Employability Fund**

The Alsea Foundation and Starbucks International continue rendering support to this program with the goal of helping young people in tenuous circumstances so they can have better living conditions, provide motivation for their skills, and to help them in their employability. During 2018, some seven organization were supported, benefitting more than 1,000 young people.

### **INTEGRA Program**

This initiative is a source of great pride for us as its goal is to provide educational opportunities and employability for talented young people living in tenuous circumstances, beneficiaries of the Alsea Foundation.

With this we seek to develop values and key competencies that favor growth on the job for young people, thereby creating a seedbed of valuable talent committed to the future of Alsea, and at the same time helping to reinforce the leadership of its members by guiding and training young people.

Three fundamental roles have been defined: the role of trainee, who is the candidate; the integrator, who has the trainee as his charge and is responsible for his/her training; and lastly, the integrator sponsor, who is in charge of the overall development of the trainee, as well as his/her integration with Alsea and its brands.

The trainee participates for four years with the organization, during which said trainee collaborates in different areas that are suitable to his/her profile, career, and experience. In addition, during this time the trainees will learn Alsea values and develop different labor competencies that are highly valued on the market.

Trainees also receive a 100% scholarship to one of several prestigious universities in the county. We have currently achieved the participation of two generations, which totals 17 trainees.

**Welcome to  
the second  
generation of  
Aprendices  
Integra**



## Our Materiality

Each year we develop our overall report where we consolidate information for the period comprising January 1st to December 31st. This year we used the Global Reporting Initiative -GRI- as a reporting standard.

The content is based on a materiality analysis that Alsea conducted in 2017, and which is valid for two years. Said analysis identified stakeholders for our organization, as well as the interests and relevant expectations for both parties.



[102-31, 102-33, 102-34, 102-44, 102-46, 102-47, 102-50, 102-51, 102-52, 103-1]

Based on GRI guidelines, a determination was made regarding subjects that qualify as material aspects and which were considered when preparing this annual report, and also to define action programs within our Sustainability Model.

The graph illustrates the material aspects as per their importance, the maturity of the stakeholders with regards to the sector, and the classification of said stakeholders as regards Alsea.

Those aspects deemed material for Alsea are as follows:

- Corporate Social Responsibility Management
- Risk management
- Ethics and integrity
- Corruption / bribery / transparency
- Brand management
- Financial matters
- Operations
- Product development / services / product responsibility
- Customer relations management
- Environmental policies / Environmental management system
- Materials
- Energy ecoefficiency
- Climate change and other atmospheric emissions
- Talent attraction and retention
- Human capital development
- Occupational health and safety
- Human rights
- Social impact
- Supplier standards

The evaluation considered those aspects which could represent a risk for the organization, which are defined as urgent issues and which receive immediate attention to mitigate the risk. These aspects include **waste management** and **water resource management**, receiving constant attention since 2017.

**Corporate governance and diversity and equal opportunities** are subjects that Alsea must always keep in mind and never ignore due to the level of importance they represent for the organization.

As a complement to the analysis of materiality, we consulted with two of our primary stakeholders:

Employees: from whom we received satisfactory feedback, conveying their interest in the following subjects:

- Labor practices
- Equal pay for men and women alike
- Human capital development
- Occupational health and safety
- Human rights
- Compliance with international labor standards
- Follow up on cases of discrimination and the measures taken
- Training
- Labor environment
- Health and safety
- Ethics

Customers: who expressed an interest in the following subjects:

- Brand / product management
- Quality
- Price
- Compliance with quality standards

## Our stakeholders

Alsea is committed to its stakeholders because they are the base of our growth in the market. We keep our eyes and ears open to knowing their needs and expectations in common and serving them. That is why we implement different mechanisms to know their opinions, directly, clearly, and in a timely manner.

It is very important for us to maintain open communication with our customers, suppliers, employees, investors, the government, the authorities, the community, and any other organization which Alsea can impact, either positively or negatively. Connecting with our stakeholders is an important element to building a solid future.

