



Number of beneficiary children

64,602



Each year since 2013, we are moving closer to our dream of a Colombia with zero stunting in 2030.

Social investment
USD 6,603,297

Necessary labor cost
for social investment
management
USD 236,668

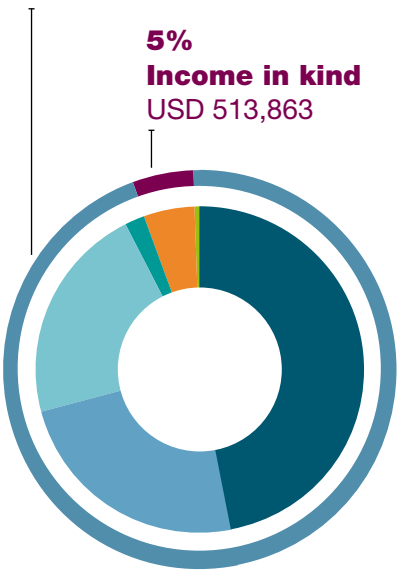
Number of children
benefiting from nutrition
programs
38,346

We highlight with great joy
that the majority of children
under 1 year of age attended
recovered from chronic
malnutrition (stunting)

Total revenue

95%
Monetary income
USD 9,352,057

5%
Income in kind
USD 513,863



- GRUPO ÉXITO
USD 4,636,360
- CLIENTS
USD 2,375,242
- OWN RESOURCES
USD 2,109,461
- ALLIES
USD 224,586
- EMPLOYEES OF GRUPO ÉXITO
AND CORPORATE ALLIES
USD 474,194
- OTHER CONTRIBUTIONS
USD 46,077

Total revenue
USD 9,865,920

*Exchange rate (Banco de la Republica de Colombia)
USD \$1 = COP \$ 3277,14 (2019.12.31)

Child Nutrition,
always a headlining issue

The greatest news we can deliver to Colombia this year is the success of Fundación Exito in being involved in the life of 64,602 children and their families. In 2019, we witnessed two significant happenings worth relating: the recovery from stunting of the majority of children under one year of age attended, and the release of the handbook for prevention and care against chronic malnutrition, constructed jointly with the Municipality of Bogotá and other allies. It will serve as a guide for Colombia to be used in talks with the national government and local administrations, which play a key role in the eradication of stunting.

The information displayed in this report illustrates a restless year of summoning and coordinating the public, private and civil society sectors around our children. Each of our sources of revenue is the result of a choice to take part in a responsible and solidary manner to increasing the number of children protected. Each contribution from an employee of Grupo Éxito, a corporate ally or a client of one of our stores increases manifold. Through this momentum, social inversion reached USD 6,603,300 this year.

The principal source of funds of Fundación Éxito is the recycling material of Grupo Éxito entirely donated to the foundation: 22,188 tons of materials were retrieved and converted into over USD 3,600,700 to be invested into child

nutrition. This environmental management brings relief to our planet, which is in urgent need of environmental awareness and measures, but still takes care of its most vulnerable inhabitants: children who are not growing healthily and need key incentives, such as an adequate nutrition, in order to become the next generation of citizens who will transform the world into a truly sustainable one.

This is a commitment on a national scale. It includes urban and rural regions and innovates through science and research. It impacts health and nutrition, boosts the economy, generates opinion, it acknowledges and is acknowledged. It takes part in a reality that affects, alarms and mobilizes us, and that we try to transform.

This is our point of view on the facts, to which we react through our efforts. We work with hope and the prospect of a solution for the thousands of stories we must change, working together as a nation.

Carlos Mario Giraldo M.
CEO - Grupo Éxito

Gonzalo Restrepo L.
Chairman of the Board
- Fundación Éxito



HEALTH AND NUTRITION.....02
Thanks to the intervention of Fundación Exito, 66.7% of children under one year of age attended recovered from stunting.

SCIENCE AND RESEARCH05
Our index estimates the state of chronic malnutrition in Colombian municipalities, a tool for policymaking.

POLITICS AND CIVIL SOCIETY.....07
We encourage the coordination of public and private sectors so as to promote breastfeeding and make child nutrition a national priority.

ECONOMIC INDICATORS08
The recyclable material donated by Grupo Éxito and the Goticas were transformed into 115,000 food packages for thousands of children and their families.

A mother's diet during pregnancy influences the nutritional state of the baby

62.4%
of children attended
to assessed by
Fundación Éxito
received exclusive
breastfeeding until
six months of age.



Key incentives, such as nutrition during the first 1,000 days of life, contribute to normal growth during early childhood.

Fundación Éxito focuses its work on children in their first 1,000 days of life, stunted or at risk of suffering from this condition. Child care begins during pregnancy; therefore, caring for vulnerable expecting mothers is vital for children at risk to recover. A mother can only keep gaining weight healthily during her pregnancy if she consumes meat and other foods rich in iron, zinc and other mineral; eggs, which besides having a high nutrient content are acknowledged by WHO as the source of protein by excellence; fruits and vegetables, sources of vitamins A, C and other key vitamins. By doing so, she will be better equipped for breastfeeding, which will have a direct impact on the weight at birth of her baby. All the nutrients she consumed will also be present in the body of her baby, allowing them to protect themselves better against chronic

malnutrition. These requirements are taken into account for selecting the products which compose the food packages delivered every month to the beneficiaries of the nutrition programs of Fundación Éxito.

In 2019, 49% of expectant mothers with nutritional deficiencies upon starting the program gave birth to children with an adequate birthweight, over 3,000 grams. In 2018, the percentage was 48%.

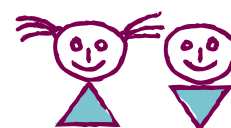
In 2019, 62.4% of children attended to assessed by Fundación Éxito were exclusively breastfed until six months of age. The national average is 36.1% in Colombia (ENSIN, 2015) and 32% in Latin America (UNICEF, 2016). Programs for the promotion of maternal breastfeeding and initiatives of partner institutions allowed for the improvement of this indicator, causally linked to the nutritional and health condition of early childhood.

Recovery for the majority of children under one year of age.

66.7% of the children under twelve months of age stunted or at risk of suffering from this condition we attended had their growth

indicator improve. This ratio was measured from a sample of 2,706 children assessed. Our intervention consisted in an integral support, ensured through 113 specialized institutions, partnering with us in implementing the nutrition programs. For each care program,

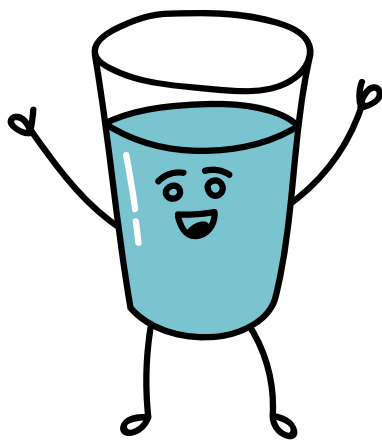
Fundación Éxito includes the delivery of monthly food packages comprised of nutritive foods with a high nutritional content such as eggs, to children and their families.



66.7%
of children under one
year of age recovered
from stunting

Crónica,

the city of disadvantages



Where water is lacking, nutrition is affected and diseases flourish

Safe drinking water is vital. When lacking, a rise in the spreading of gastrointestinal diseases is observed, contributing to the development of nutritional deficiencies, the reduction of resistance to infections and delaying growth and development according to WHO (2019).

Thus, the lack of drinking water is a determining factor of stunting and hinders eradication efforts, as Fundación Éxito confirmed from its actions.

88% of children in their first 1,000 days of life attended to by Fundación Éxito have access to drinking water. When considering their residential location, 89.9% have access to public services; yet, in rural areas, only 53.4% of the beneficiary population have access to drinking water.

In Colombia, 88.8% of households in urban areas have drinkable running water in their homes, against 15.7% for households in rural areas (ENDS, 2015).

46.4% of the population attended to by Fundación Éxito who had access to drinking water recovered from stunting. Only 36.2% of the population without access recovered.

Acute and Chronic Malnutrition: both are serious condition

One of the differences between acute and chronic malnutrition is that the first affects the weight and can be life-threatening; the second affects the height and, although not lethal, impacts the growth and development for life. Thousands of children surviving from acute malnutrition (wasting) become stunted, while some suffer from both critical conditions at once. Among the beneficiary population of Fundación Éxito for instance, it was observed that among the recipient children in their first 1,000 days, 74.5% overcame acute malnutrition, from being severely wasted they became at risk of wasting or reached an adequate weight; however, among the group who did not recover, 47.9% suffered from both conditions simultaneously.

Upon the end of the assessment period, the prevalence of wasting is 2.8%, showing a decrease with regards to the base line of 3.6%. 64.7% of children aged 2 to 5 years old overcame acute malnutrition, from being severely wasted they became at risk of wasting or reached an adequate weight. Nevertheless, at the end of the period, the prevalence for this indicator increased from 3.4% to 4.1% due to some children suffering from acute respiratory and intestinal diseases at the time of second evaluation.

Life-saving advice

One of the main challenges is to ensure breastfeeding as early as the first hour of life. Hand-in-hand with partner institutions, Fundación Éxito takes upon itself the task of educating and orienting beneficiary families into making breastfeeding a habit as, considering the recommendations of WHO, the premise is that all children are breastfed, exclusively until six months of age and complementarily until their second birthday.

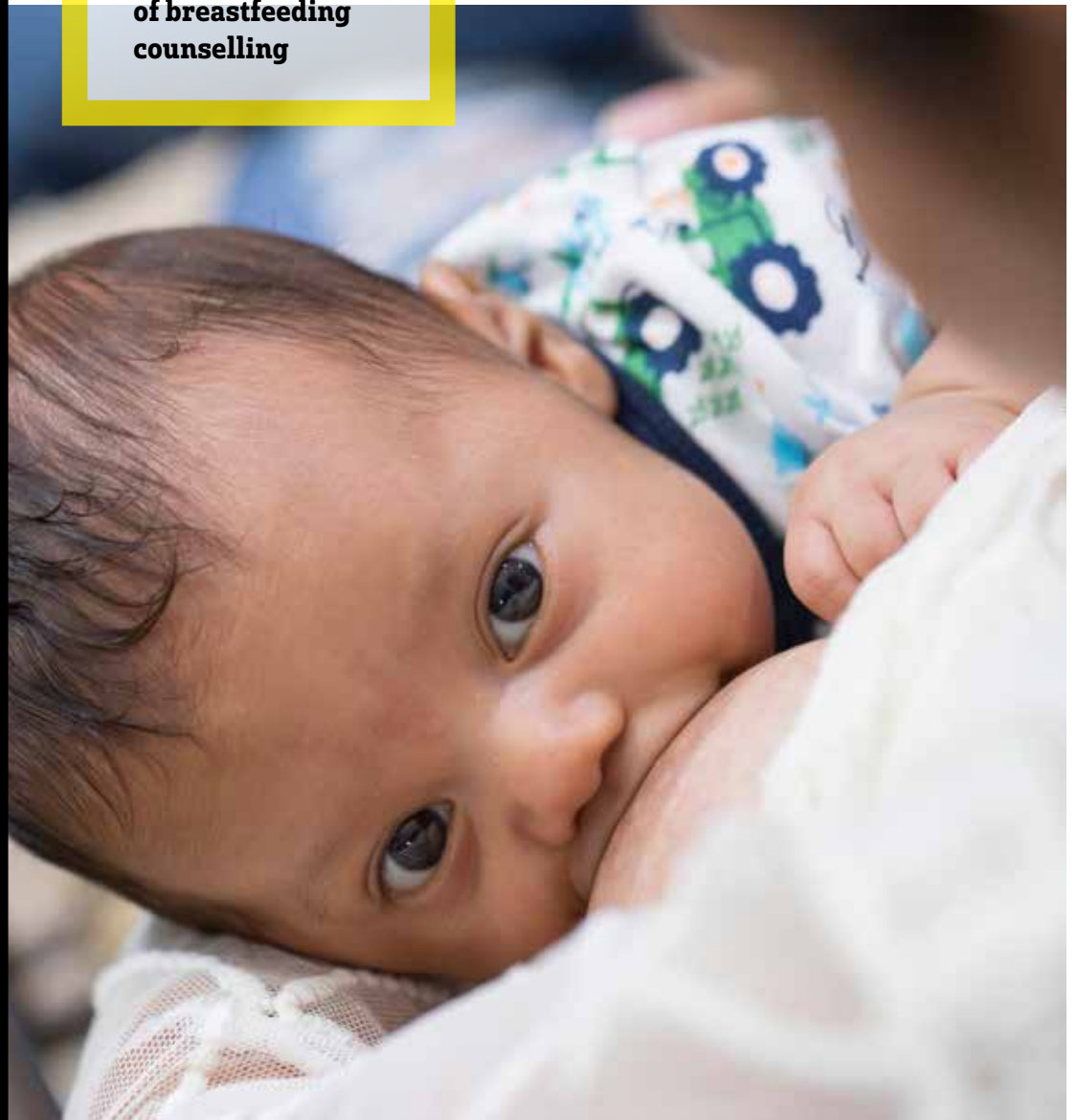
Breastfeeding counselling is one of the differentiated programs of 2019, it is founded on associating knowledge and the experience of specialized

institutions, so as to give an individualized guidance to mothers of small children. In many instances, the duration of breastfeeding has been increased, and this essential practice was even restored in families who had given up on it.

The intervention realized in Bogotá by the NGO Sinergias-Strategic Alliance for Health and Human Development and the Office of the Mayor of Bogotá is a remarkable example of breastfeeding counselling which can be replicated. This coalition undertook developing the competences of caregivers, such as doctors, nutritionists, nurses and auxiliary nurses, of the Bogotá District Health Secretariat for counselling in breastfeeding, infant and young child feeding. We certified 53 professionals as facilitating counsellors and trained 313 on issues related to nutrition. Another 201 people with different profiles participated in workshops to learn about breastfeeding. 800 breastfeeding mothers in various localities were directly impacted through guidance over their breastfeeding period. In Colombia, 3,099 children benefited incidentally from programs of breastfeeding counselling.

3,099

children benefited
from programs
of breastfeeding
counselling



Breastfeeding is the most nutritive act of love and the best antidote to stunting.

What would happen if all those who suffer or were impacted by stunting lived in one only city?

www.laciudadeldesventaja.com

Investment, fundraising and children attended

Department	Investment 2019	Fundraising 2019	Total of children
Antioquia	USD 1,478,118	USD 671,927	24,232
Atlántico	USD 352,441	USD 125,414	4,347
Bolívar	USD 201,395	USD 70,793	786
Boyacá	USD 262,424	USD 24,106	1,061
Caldas	USD 69,878	USD 36,312	470
Caquetá	USD 19,834	USD 14,342	80
Casanare	USD 46,687	USD 17,698	130
Cauca	USD 19,529	USD 6,103	50
Cesar	USD 102,223	USD 30,820	480
Chocó	USD 7,323	0	300
Córdoba	USD 184,307	USD 22,581	2,395
Cundinamarca	USD 1,900,438	USD 759,199	12,779
La Guajira	USD 180,645	USD 11,901	1,188
Guaviare	USD 70,183	0	100
Huila	USD 78,422	USD 43,636	505
Magdalena	USD 198,039	USD 36,922	2,303
Meta	USD 55,536	USD 63,775	969
Nariño	USD 215,432	USD 30,209	1,982
Norte de Santander	USD 113,208	USD 28,989	988
Putumayo	USD 43,941	0	2,038
Quindío	USD 25,327	USD 11,290	193
Risaralda	USD 64,080	USD 67,437	774
Santander	USD 239,538	USD 80,253	1,742
Sucre	USD 68,657	USD 14,647	56
Tolima	USD 140,671	USD 33,261	783
Valle	USD 405,842	USD 164,168	3,294
Vaupés	USD 59,198	0	532
OVERALL TOTAL	USD 6,603,319	USD 2,365,782	64,602

*Client donations in *Goticas* (lit. Small Drops, donations when paying for their groceries) and *Vueltos* (leaving the change)



We covered rural areas where the prevalence of stunting is critical, such as Vaupés.

When getting older, the window of opportunity gets smaller

The percentage of recovery of height in children in their first 1,000 days (until two years old) was 44.1%. When considering children aged 2 to 5 years old attended to by Fundación Éxito in 2019, we observed through nutritional monitoring that only 31.5% recovered.

Chronic malnutrition, or stunting, delays the healthy growth of children under 5 years of age. Children whose height is shorter than normal for their age can be more self-conscious and have major difficulties to interact with others, learn or enjoy games, due to their brains not developing correctly. Yet, 75% of the brain development process occurs during the first 1,000 days of life. Timely interventions during this stage of life, including on nutrition, effective and quality nurturing and care, timely health care, access to drinking water among others, enable children with a growth delay to gain height

Thanks a million, to millions of clients

Your donations are converted into food that protects children from stunting



All the benefits of breastmilk in... an alphabet

soup!

D	G	R	T	Y	C	V	B	N	M	Q	W	O	A	S	D	F	G	M	A
E	O	P	I	D	F	C	A	R	B	O	H	Y	D	R	A	T	E	S	S
S	L	R	S	S	D	S	D	N	I	Y	Y	A	A	A	S	A	A	A	T
R	T	O	A	A	S	A	S	N	T	J	U	E	S	D	L	A	S	E	S
W	A	T	E	R	E	R	R	I	I	S	T	A	A	E	T	S	V		
I	N	E	S	F	E	F	E	N	O	R	V	A	S	E	S	S	S	A	I
R	T	I	A	R	G	W	T	N	N	O	R	I	R	S	T	A	R	G	T
E	I	N	R	E	T	O	O	R	E	N	O	R	R	A	S	D	Z	H	A
N	P	S	H	D	Y	H	D	P	V	E	N	O	C	A	L	C	I	U	M
T	A	L	A	S	U	A	S	A	E	V	E	N	L	A	L	R	N	S	I
E	R	K	S	A	I	S	A	S	Y	M	V	E	E	S	D	F	C	D	N
R	A	J	D	M	M	T	G	D	H	L	U	V	S	F	S	F	S	F	S
P	S	H	P	H	O	S	P	H	O	R	U	S	D	G	F	G	F	G	F
E	I	G	F	O	I	O	I	O	T	S	T	S	N	B	A	B	A	B	A
N	T	F	G	L	L	L	L	L	R	E	R	E	P	I	L	V	V	V	V
U	I	D	H	O	Y	O	Y	O	E	R	E	R	I	R	O	C	B	C	B
R	C	S	F	I	R	S	T	V	A	C	A	T	I	O	N	E	N	E	N
E	C	A	O	D	C	I	Y	E	S	O	L	P	U	N	P	S	E	R	F
S	R	T	Y	S	O	P	O	L	O	S	A	T	R	E	Z	B	O	N	D
S	A	M	I	G	U	I	T	O	S	P	C	E	C	A	I	L	O	M	E

- Love
- Bond
- Meal
- Proteins
- First Vaccination
- Water
- Calcium
- Phosphorus
- Iron
- Zinc
- Vitamins
- Carbohydrates
- Immune power
- Antiparasitic
- Antiviral

With the Handbook elaborated in Bogotá, we can eradicate stunting



The handbook for prevention and care against chronic malnutrition was officially released on August 27th, 2019 in Bogotá

4 **3.1%** of children attended while applying the *Handbook for prevention and handling of chronic malnutrition in children under one year old* as an event of interest in public health recovered and gained height. The municipality of Bogotá, ICBF, Santa

Fe de Bogotá Foundation and Fundación Éxito oversaw the elaboration of this tool. This work, unprecedented in Colombia, was based on scientific evidence and a previously realized evaluation in Kennedy, Engativá y San Cristóbal targeting 1,126 children under one year of age attended for 10 months.

1,126
children under one year of age attended

Elements of the Handbook



Health: reinforcement of access to healthcare



Caregiver education: practical workshops on matters of child nutrition, growth and development

Community empowerment: keystone for local institutions to build trust with the participants and establish support networks for caregiving as well as child-rearing and health practices.

Social: inclusion of a redeemable food voucher with high protein content, containing cheese, chicken eggs, lean meat, legumes, fruits and vegetables (similar to the one received by children attended to by Fundación Éxito). **This voucher improves nutrition and teaches families healthy lifestyle habit.** This project encouraged for children to join the territorial social programs (as the rest of the projects benefitting the support of Fundación Éxito in Colombia), as our action strategy is to reinforce the offer already approved by the State. In order to be eligible, children must be registered in any early childhood care program.

The intervention in Bogotá proved **it is possible to eradicate stunting when awareness is raised on the issue** and all sectors are willing to combine efforts and resources.



Social investment
USD 6,603,297

Number of beneficiary children
64,602

Number of children benefiting from nutrition programs
38,346

Children in their first 1,000 days
(under 2 years of age)

28,744

Children aged 2 to 5 years old
9,602

Children participating in complementary offer programs
(food for the soul, educational agents, endowment)

23,157

Children benefiting programs of breastfeeding counseling
3,099



Additional intervention in Bogotá

A low birthweight (less than 2,500 grams) increases by 2.5 times¹ the probabilities of children suffering from chronic malnutrition. This was confirmed by an in-depth analysis by Fundación Éxito from its intervention in Bogotá. It was found that this condition affects more children in Bogotá in comparison with other regions of Colombia, which can be one of the reasons for more children suffering from stunting in the capital city.

Region	Average birthweight (g)*
Bogotá	2,747.14
Caribe	2,968.87
Central	2,913.63
Oriental	3,012.94
Pacífico	3,000.21

Source: developed by Fundación Éxito based on data of beneficiary children in 2019

*Statistically significant

The study reveals there are in Bogotá protective factors such as higher level of education of the mothers, less adolescent pregnancy and lower levels of vulnerability, in comparison with other regions.

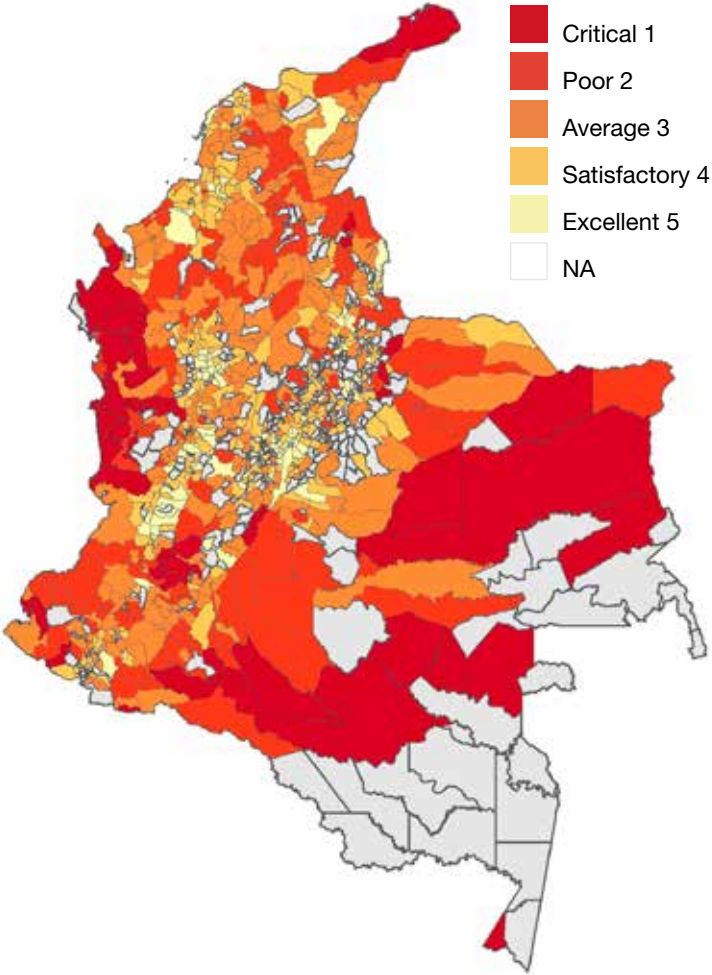
Based on these discoveries, the call for the authorities and decision-makers upon taking measures for the situation of early childhood in Bogotá should focus on actions aimed at impacting indicators of higher risk; for instance, relying upon cost-effective investments such as *Handbook for prevention and handling of chronic malnutrition in children under one year old as an event of interest in public health* which already exists in Bogotá. In response to the needs of the nutritional condition of the child population of Bogotá, 14% of the beneficiaries of Fundación Éxito are residents of the region. In 2019, 11,767 children were attended thanks to a total investment of USD 1,491,519.

¹ Aguayo, V., Nair, R., Badgaiyan, N., & Krishna, V. (2016). Determinants of stunting and poor linear growth in children under 2 years of age in India: an in-depth analysis of Maharashtra’s comprehensive nutrition survey. *Materna & Child Nutrition*, 12(1), 121-140

An index helping in making decisions

For the second consecutive year, Fundación Éxito provided the country with an annual report addressing the lack of information on the nutritional condition of children in municipalities for timely decision-making; it synthesizes an index by aggregating the behavior of 12 key variables considered by experts as social determinants of stunting, with available, official information disaggregated at municipal level.

The map shows the municipal distribution per categories of the index in 2017, approximating the situation of stunting in our country. Municipal indexes are available on www.fundacionexito.org



Source: Developed by Fundación Éxito – Data: EEW

Differences in the nutritional evolution by residential location

Among children in their first 1,000 days attended in 2019 in one of the 27 departments living in urban areas, height indicators improved by 46.5% whereas for children residing in rural areas, the recovery rate was 38.3%. Amid children aged 2 to 5 years of age, the gap remains: in urban areas, the rate reached 38.8% while for children living in rural regions, recovery was 23.2%. Factors such as the education level of the mother, the access to clean water and timely access to health services must become priorities for decision makers, emphasizing particularly on Colombian rural regions, in conjunction with the objective of eradicating chronic malnutrition in our country.



Urban and rural areas: we are where children need us

Over 2019, we reached various places located in rural areas of Guaviare, Vaupés, Putumayo and Chocó. In these 4 departments, our actions benefited to 2,970 children with an investment of almost USD 181,000. In some departments, our investment contributed to improving the nutritional intake of the children, in others to complement the social program offer with programs for food security or the promotion of healthy lifestyles.

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(under 2 years of age)

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Paula Escobar G., Director of Fundacion Éxito; Maria Juliana Ruiz S., First Lady; and Carolina Salgado, Presidential Advisor for Childhood and Adolescence during Lactatón in Parque de los Novios, Bogotá

An exemplary and galvanizing Lactatón

The 5th edition of Lactatón, led by Fundacion Exito, was in 2019 a milestone; besides gathering 20,848 women who delivered the lifesaving message of breastfeeding in an exemplary way, for the first time in Colombia 105 public and private

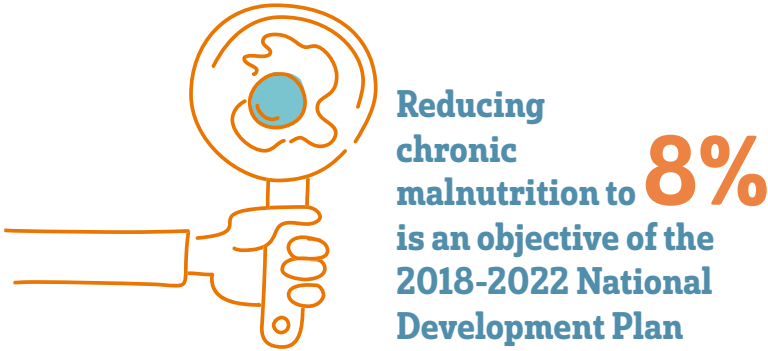
partner institutions coordinated with firm belief to undertake a unique mobilization conducted simultaneously in 21 departments and 86 municipalities. Moreover, 541 mothers joined from their homes or workplaces through digital means with photos and videos breastfeeding their children.

Our objective in the National Development Plan

In a joint effort with NiñezYa, Fundación Éxito managed having the objective of reducing chronic malnutrition to reach an 8% rate during the current quadrennium included, for the first time, in the 2018-2022 National Development Plan. Presently, it is of 10.8% according to the 2015 National Survey of the Nutritional Situation (ENSIN 2015).

With the Office of the Inspector General

In 2019, Fundacion Éxito and the Office of the Inspector General of Colombia officialized their interest in working together for the children of Colombia through a pact consigning their engagement to preventing and eradicating childhood malnutrition in Colombia, a joint effort for the fundamental rights of early childhood



With AFE, Association of Corporate and Family Foundations

In Antioquia, we collaborate with 17 corporate and family foundation to ameliorate the life of communities affected by poverty and the armed conflict in San Luis and San Jose de Urabá.

Attending the Grand Alliance for Child Nutrition

As of March 5th, 2019, Fundación Éxito joined this alliance promoted by the Office of the First Lady and the Office of the Presidential Advisor for Childhood and Adolescence. This partnership confirmed the need for collaboration between public and private sectors to promote the rights of children, especially the fundamental ones such as nutrition, one of the pillars for the physical, emotional and cognitive development of human beings. The highlight was the action plan launched to promote breastfeeding in Colombia, including the release of *Guidelines for human milk banks of the country*. The Ministry of Health and Social Protection participated in this fundamental contribution.

Health and nutrition policies set in motion

With the support of Save the Children Colombia, Fundación Éxito worked with the municipalities of Carepa, Montería, Sincelejo, Planadas, Coyaima, Pacho, Monguí, Rovira, Vianí and Mongua for public servants, members of the community and the health sector, to work for developing measures for eradicating chronic malnutrition.

All over the country with NiñezYa

NiñezYa, an ensemble of civil society organizations Fundación Éxito joined in 2017, has for purpose placing the rights of children on the agenda for the national and territorial development plans. In 2019, Fundación Éxito led the establishment of NiñezYa Antioquia, gathering 15 member organizations. The organization delivered the concerns of the children of Antioquia to the mayoral candidates of Medellín and gubernatorial candidates for Antioquia and organized a meeting with children and adolescents who submitted their proposals and concerns to the candidates. The national alliance NiñezYa conducted an analysis of the inclusion of priorities of children in the campaign pledges of 19 departments and their capital cities, and submitted a report in alliance with major media outlets.

Children aged 2 to 5 years old

9,602

Children participating in complementary offer programs

(food for the soul, educational agents, endowment)

23,157

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Fuentes de recaudo

GRUPO ÉXITO
USD 4,636,360

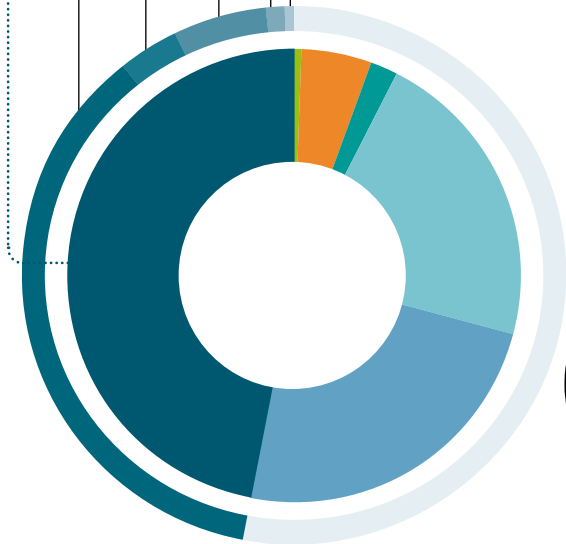
USD 3,612,906
Sale of recyclable materials
donated by Grupo Éxito

USD 352,747
Donation of Grupo Éxito,
approved by the shareholders

USD 514,168
Food Banks

USD 119,311
Income from commercial
campaigns promoted through
the stores and channels of Grupo
Éxito & Netflix contribution for
the documentary Magia Salvaje

USD 37,228
In-kind contributions



OTHER CONTRIBUTIONS
USD 46,077

EMPLOYEES OF GRUPO
ÉXITO AND CORPORATE
ALLIES
USD 474,194

ALLIES
USD 224,586

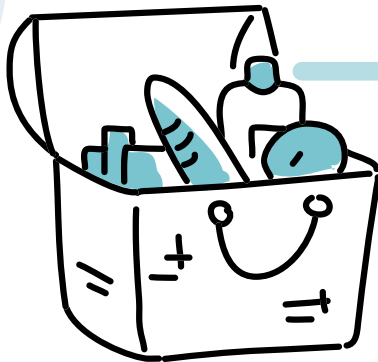
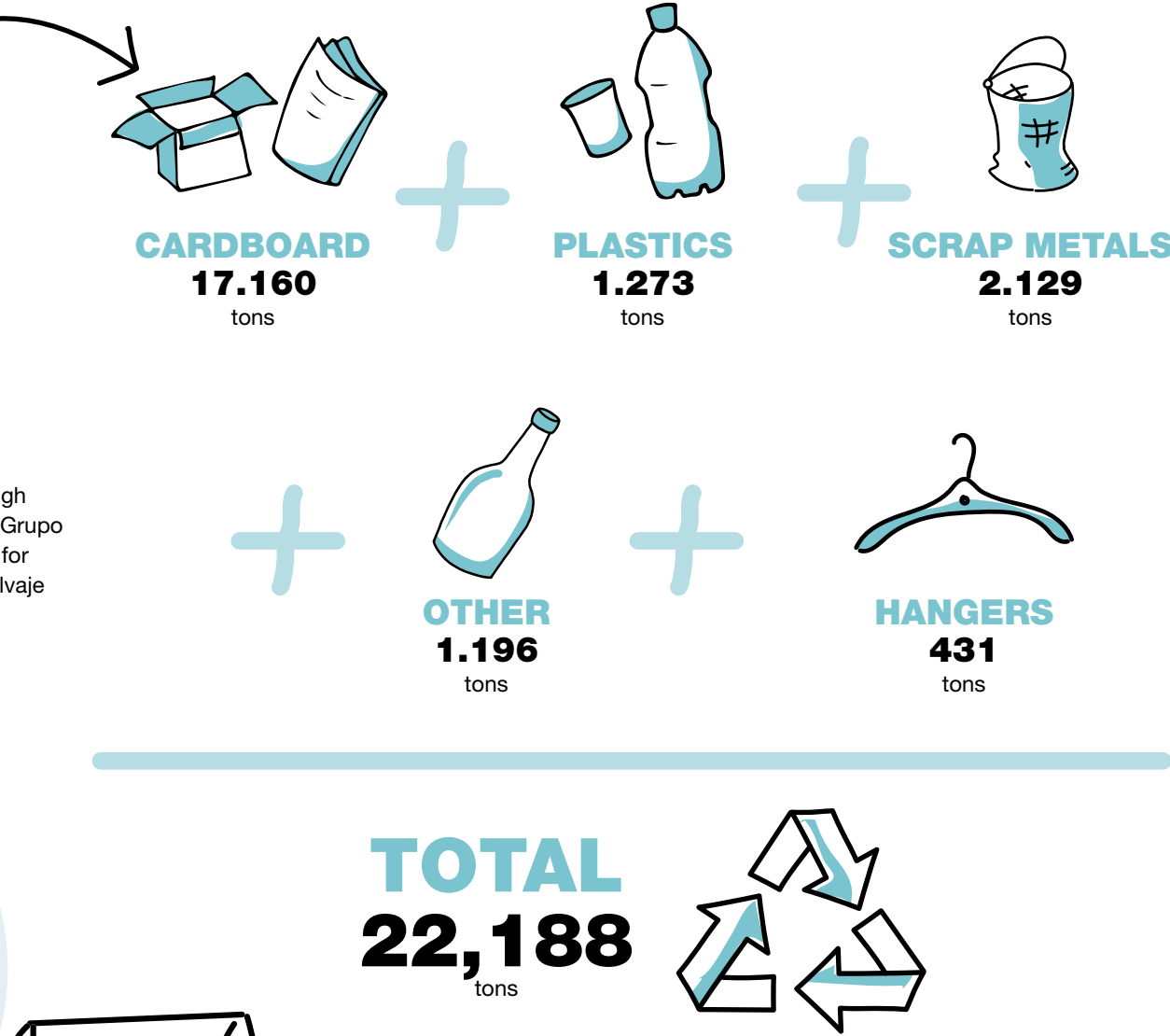
OWN RESOURCES
USD 2,109,461

CLIENTS
USD 2,375,242

Total revenue
USD 9,865,920



In 2019, 102,000
certificates of donation
were delivered to clients
of Grupo Éxito contributing
through Donating Goticas.



Each stream of funds represents
resources which were converted into
**115,000 food packages and 1,700 tons
of nutritive food.**

With no food waste,
thousands of people eat better

Fundación Éxito took charge of recuperating unmarketable foods products, which can still benefit thousands of people including hundreds of children. The products recuperated include non-food items as well. Altogether, more than 1,950 tons of products were donated to 19 food banks and 27 institutions in the country.

Additionally, Fundación Éxito supports Reagro, a program for recuperating surpluses of the agricultural sector, operating in 16 departments of the country. In Antioquia, 3,303 tons of foodstuffs were recuperated, benefitting 80,667 people. All over the country, a further 4,600 tons of foods were recuperated.



Regarding tax duties

Fundacion Éxito is registered with the National Tax and Customs Office (DIAN) as a non-profit organization ; it complies each year to the updating requirements in order to continue benefitting from the special tax regime for carrying out meritorious actions such as described in Article 358 of the tax statutes. Hence, the foundation can deliver certificates of donation for citizens who voluntarily donated through Goticas and Vueltos. In 2019, 102,000 certificates were delivered to clients of Grupo Éxito who

donated. Businesses who wish to donate to non-profits through their corporate social responsibility programs can benefit from a reduction of their income tax equivalent to 25% of the amount donated. This legislation was created to furtherly boost voluntary investment, essential to cater to the numerous unmet basic needs of the Colombian population. Law does not provide for tax exemptions to any natural person or legal entity for donations made indirectly or not supported with identity data.

Child Nutrition Award (16th Edition)



The Bautista Silva family, from Tunja, Boyacá was the first family to receive an award for guaranteeing that nutrition is an incentive delivered with love to their children.



In 2019, families, hospitals, universities, private institutions, municipal administrations, media outlets and one company reached the final stages as nominees for the highest awards. There were more than 20 finalists, managing projects with an emphasis on child nutrition during the first 1,000 days of life in the departments of Antioquia, Vaupés, Cundinamarca, Boyacá, Atlántico and Risaralda. Eight prizes were awarded in seven categories. For the first time, an prize in the “Family Category” was awarded as an explicit recognition to beneficiary families who assume with love and commitment their special task of protecting their children through key incentives, such as an alimentation full of love.

They rewarded us

Fundacion Éxito received the “El Colombiano Ejemplar” (exemplary Colombian) award in the childhood category, granted by the newspaper El Colombiano. The award ceremony took place on August 17th, 2019.



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Children in their first 1,000 days
(under 2 years of age)
28,744

Children aged 2 to 5 years old
9,602

Children participating in complementary offer programs
(food for the soul, educational agents, endowment)
23,157

Children benefiting programs of breastfeeding counseling
3,099



Como Vamos

“For the Bogotá Como Vamos program (assessment of the city’s administration), the collaboration with Fundación Éxito was very rewarding and enlightening. Thanks to this alliance, we were able to conduct a study on the situation for early childhood in the city during the last decade. We hope for objectives such as eradicating chronic malnutrition to be included in development plans and early childhood topics.”

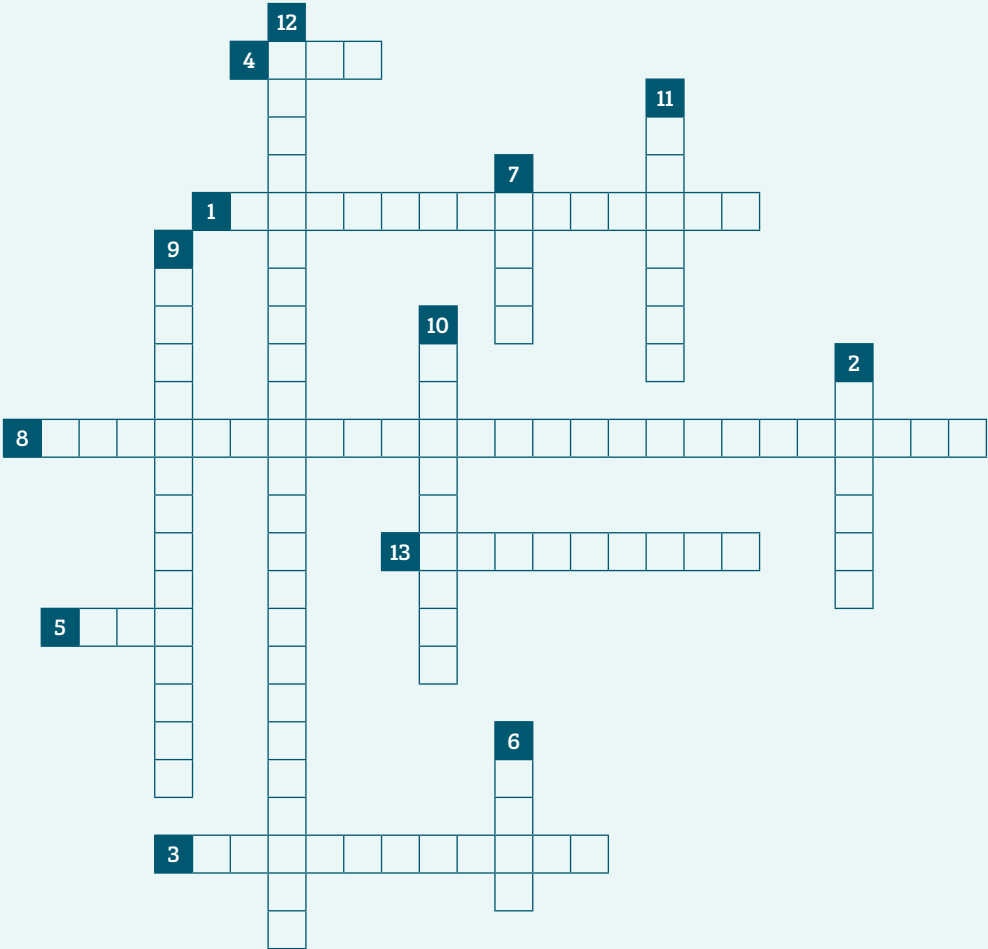
Omar Orostegui Restrepo,
Director - *Como Vamos*

As in Bogotá, Fundación Éxito supported the Civil Society Observatory in Cali with financing the report “*Indicadores para la acción: midiendo y visibilizando el bienestar de la primera infancia en Cali 2018-2019*”¹.

¹ Indicators for action: Measuring and raising awareness on the wellbeing of early childhood in Cali 2018-2019

Institutions which conducted the greater number of projects in 2019

Identify the 13 institutions with whom we carried out the greater number of nutrition projects in various Colombian municipalities over 2019



1. Fundación **Las Golondrinas**. 23 projects in Antioquia, 3 in Córdoba
2. **Saciar**. 22 projects in Antioquia, 1 in Chocó
3. **Propacífico**. 13 projects in Valle, 7 in Cauca
4. Fundación de atención a la niñez – **FAN**. 15 projects in Antioquia, 2 in Córdoba
5. Comité privado de asistencia a la niñez **PAN**. 10 projects in Antioquia.
6. Fundación **IMIX**. 10 projects in Tolima
7. **Nu3**. 6 projects in Magdalena, 1 project in Atlántico, 1 in Córdoba.
8. **Government of Cundinamarca**. 7 projects in the region
9. Fundación Colombo Alemana “**Volver a sonreír**”, 7 projects in Santander.
10. Fundación para el fomento, desarrollo y bienestar - **Fundestar**. 4 projects in Santander, 1 in La Guajira.
11. **Canguro**. 4 projects in Cundinamarca, 1 in Medellín.
12. **Santa Fe de Bogotá Foundation**. 1 project in in each of the following regions: Bogotá, Barranquilla, Copacabana, Cartagena y Sincelejo.
13. **Sinergias**. 3 projects in Vaupés, 1 in Bogotá.

Huevos Kikes, egg producer

“We are proud to produce the most nutritious food for the health of the country. At Huevos Kikes, we are fully committed to this mission”.

Jaime Alberto Rojas,
Commercial Vice-President - Huevos Kikes

As Kikes, various Colombian brands found in the stores of Grupo Éxito conducted commercial actions with the purpose of contributing to the nutrition of thousands of children.



Elina Valentina Uriana is from La Guajira, one of the 27 Colombian departments where children received a better nutrition thanks to the resources managed by Fundación Éxito

Alsea

“In Alsea, we are committed to eradicating child malnutrition in Colombia. Children are the future of the country and, as an organization, we contribute voluntarily to this great project through our collaborators, brands and suppliers. We thank Fundación Éxito for inviting us to take part in this grand project.”

Francisco Tosso,
Managing Director - Alsea Colombia

As Alsea, 67 other partners joined through actions, the adoption of new initiatives and investment to increase the coverage of nutrition programs.

Goticas reaching La Guajira for several years

“Through many people donating *Goticas* in the stores, the resources reach the communities in the form of food packages, that we can then deliver to the families of La Guajira”.

Lina Solano,
Nutritionist - Baylor Foundation Colombia

This institution has partnered with Fundación Éxito in La Guajira since 2014.

Social investment

USD 6,603,297

Number of beneficiary children

64,602

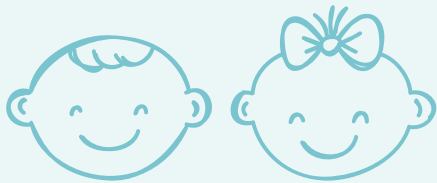
Number of children benefiting from nutrition programs

38,346

Children in their first 1,000 days

(under 2 years of age)

28,744



Thus, more than 90% of children attended recovered in Santander

“Through our operations in Bucaramanga, Floridablanca, Rionegro, Charta, El Playón, Girón and Lebrija, we attended 320 families thanks to the resources Fundación Éxito provided us. We ensure the protection of children’s rights and the monitoring of their nutritional state, and we guarantee a close accompaniment of the families, through elements useful for the life of children and the community”

Merci Magali Gutiérrez,
Director - Fundación Colombo Alemana Volver a Sonreír

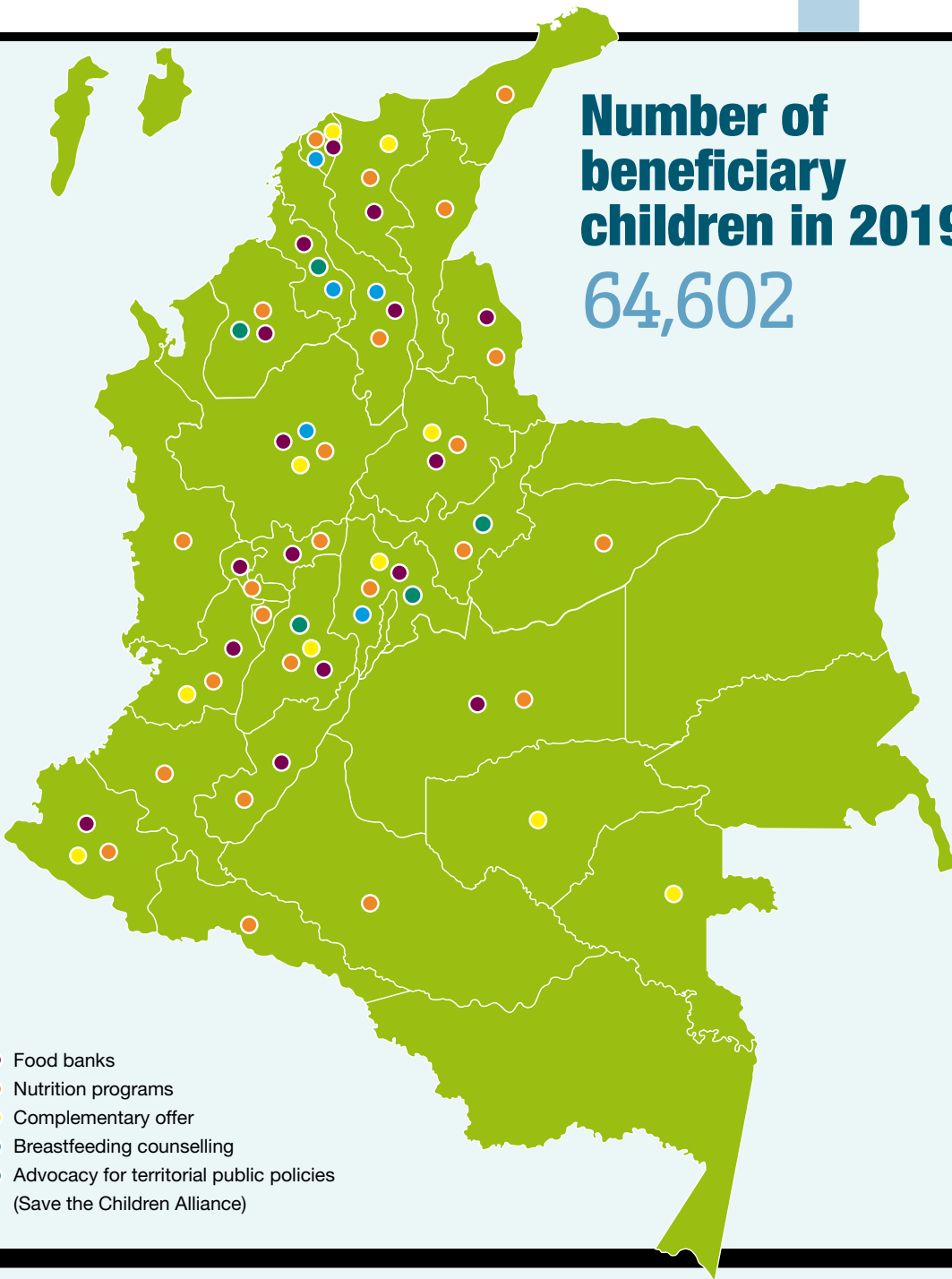
The joint operation with this institution allowed for 90.8% of the beneficiaries of the program to recover from stunting.

Volunteering, an unconditional friendship

“Volunteering is very different from what we usually do. It consists in accompanying a family in their shopping for groceries provided by Fundacion Exito. It is extremely rewarding to be with those families who are each day confronted to hardships. It is a wonderful task to be able to help for a day.”

Paola Mesa,
Manager - Fondo Futuro

During 2019, **292** employees of Éxito Group dedicated 1,611 working hours, equivalent to USD 12,251, to participate in volunteer activities to serve in institutions financed by Fundación Éxito.



What sounds good is nutrition for the soul

Reading aloud, sweet words straight from the heart, sighs, noisy kisses, hugs with their own pace. And, of course, musical notes, singing, choirs, moving. The explicit demonstration of affection and feelings, as well as reading and music are great supplements to proteins, minerals, vitamins and other food. These other ingredients do not go through our

stomachs but through our hearts and remain in our souls. It helps calming down anxiety, relieving pain, filling the voids and developing skills to be able to consolidate all other things a child receive during their growth. These are programs of Nutrition for the soul, in which 23,157 children participated as beneficiaries of complementary offer programs.

Program	Partners	Children	Region
<i>Semillas de apego</i> (lit. attachment seeds, program to strengthen the emotional tie between mother-child in territories affected by violence)	University of Los Andes, Genesis Foundation, Femsa	373 children aged 0 to 5 years old impacted directly and 1,002 children impacted indirectly	Tumaco
Musical awakening	Symphony Orquestra	1,569	Antioquia
Reading for Mom and Dad	Ratón de biblioteca	210	Medellín
Socio-emotional pilot program	Tras sus risas	53	Caldas and Bogotá
Fundacion Exito supports other programs of complementary offer through the provision of spaces for early childhood and the qualification of educational agents, with coverage in Antioquia, Atlántico, Cundinamarca, Magdalena, Santander, Vaupés, Valle and Guaviare.			

Children aged 2 to 5 years old

9,602

Children participating in complementary offer programs

(food for the soul, educational agents, endowment)

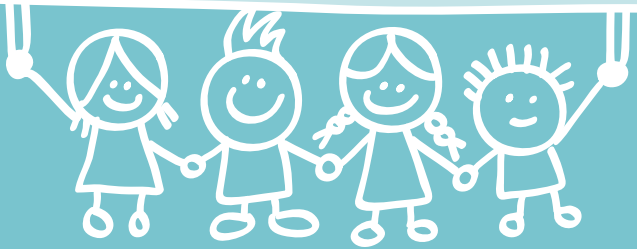
23,157

Children benefiting programs of breastfeeding counseling

3,099



With you, for them



Social sector

- › Colombian Food Banks Association – ABACO and its network of food banks
- › Action Against Hunger Colombia
- › SOS Children’s village Colombia
- › Alliance for Colombian Childhood – APNC
- › Así vamos en Salud
- › Colombian Neonatology Association ASCON
- › Association of Family and Corporate Foundations – AFE
- › Bernard van Leer Foundation
- › Bogotá Como Vamos
- › Cali Como Vamos
- › Celsia
- › Comfenalco Antioquia
- › Comité Privado de asistencia a la Niñez – PAN
- › Corporación Juego y Niñez
- › Empresarios por la Educación
- › NGO Federation of Antioquia
- › Fondo Acción
- › Fundacion Alberto Echavarria Restrepo
- › Fundacion Antioquia Infantil
- › Antonio Restrepo Barco Foundation
- › Fundacion Atención a la Niñez
- › Fundacion Aurelio Llano Posada
- › Bancolombia Foundation
- › Bolivar Davivienda Foundation
- › Fundacion Carla Cristina
- › Concreto Foundation
- › Banacol Social Foundation – Corbanacol
- › Fundación Dividendo por Colombia
- › Fundación EPM
- › FEMSA Foundation
- › Fundación Fraternidad Medellín
- › Golondrinas Foundation
- › Fundación Grupo Bios
- › Fundación Grupo Familia
- › Fundación Haceb
- › Fundacion Hogares Juveniles Campesinos de Colombia
- › Orbis-Pintuco Foundation
- › Saldarriaga Concha Foundation
- › Santa Fe de Bogotá Foundation
- › Unibán Social Foundation
- › Fundacion Tiempo Feliz
- › Genesis Foundation
- › Jerez & Sandoval
- › Lumos
- › Así vamos en Salud Observatory
- › PLAN International
- › Primero lo Primero - Alliance for Early Childhood
- › Fundación Proantioquia
- › Save the Children Colombia
- › World Vision

Local Authorities

- › Municipality of Bogotá
- › Municipality of Cali
- › Municipality of Carepa
- › Municipality of Coyaima
- › Municipality of Facatativá
- › Municipality of Fredonia
- › Municipality of Los Patios
- › Municipality of Medellín (Buen Comienzo Antioquia)
- › Municipality of Mongua
- › Municipality of Monguí
- › Municipality of Montería
- › Municipality of Monterrey
- › Municipality of Pacho
- › Municipality of Paipa
- › Municipality of Pasto
- › Municipality of Piedecuesta
- › Municipality of Planadas
- › Municipality of Rovira
- › Municipality of Sabaneta
- › Municipality of Sincelejo
- › Municipality of Soacha
- › Municipality of Tarso
- › Municipality of Tunja
- › Municipality of Vianí
- › Antioquia Regional Government
- › Boyacá Regional Government
- › Cundinamarca Regional Government
- › Huila Regional Government
- › Nariño Regional Government.

Media

- › Publicaciones Semana
- › Portafolio
- › El Mundo

Academia

- › Sanitas University Foundation
- › University of Los Andes
- › University EAFIT
- › Javeriana University Cali

International and multilateral organizations

- › European Union
- › ONF Andina
- › UN World Food Programme – WFP
- › Scaling Up Nutrition – SUN

National Government

Office of the Presidential Advisor for childhood and Adolescence
Colombian Family Welfare Institute – ICBF
Ministry of Health and Social Protection
Office of the Inspector General of Colombia

Private sector

- Aceites del Sur Coosur S.A.
- Alcagüete S.A.S
- Almacenes Éxito S.A.
- Alpina S.A.
- Ascender S.A.
- ASUSTeK Computer Inc.
- Avícola de Oriente S.A.S.
- Avicola Nacional S.A. – Avinal
- Belleza Express S.A.
- Black & Decker de Colombia S.A.S.
- Botanique S.A.S.
- C.I. Diversificadora Comercial S.A.
- Centro Comercial Puerta del Norte Colombiana Kimberly Colpapel S.A.
- Comercial Rali S.A.
- Comercializadora Avícola del Valle S.A.S.
- Comercializadora Medellín Ltda.
- Continente S.A.S.
- Crocs S.A.S.
- Decathlon Colombia A.C.
- Distribuidora Saisho S.A.S.
- Dunnhumby Colombia S.A.S.
- Eurocorsett S.A.S.
- Exquisitos Inc.
- Figuras informales S.A.S.
- Gallina Colombiana Gallico S.A.S.
- Genomma Lab Colombia Ltda.
- Grupo Comercial Tolimense S.A.
- Hasbro Colombia S.A.S.
- Henkel Colombiana S.A.S.
- Hewlett Packard Colombia Ltda.
- Huawei Technologies Colombia
- Hyundai Electronics Latin America
- Incubadora Santander S.A.
- Industrias Chicco Ltda.
- Industrias Cory S.A.S.
- Industrias Haceb S.A.
- Kellogg Co.
- Lenovo Asia Pacific Limited
- LG Electronics Colombia Ltda.
- Lito S.A.S.
- Manufacturas Eliot S.A.S.
- Maquila Internacional de Confección S.A.
- Mattel Colombia S.A.
- MN Foto S.A.S.
- More Products S.A.
- Motorola
- Operaciones Generales Suramericana S.A.S.
- Operadora Alsea en Colombia S.A.
- Oster de Colombia S.A.S.
- Pecoda S.A.
- Pink Life S.A.S.
- Portafolio Textil S.A.S.
- Prebel S.A.
- Puntos Colombia S.A.S.
- Recimentales Numac S.A.S.
- Redicol S.A.S.
- Ronda S.A.S.
- Samsung Electronics Colombia
- Santa Anita Nápoles S.A.
- Santa Reyes S.A.S.
- Simoniz S.A.
- Smart Coin Solutions S.A.S.
- Stilotex S.A.S.
- Tecnoquímicas S.A.
- Telesource S.A.S.
- Textiles Swantex S.A.
- Tuya S.A.

Board of Directors

Chairman of the Board

Gonzalo Restrepo López

Members of the Board

Juan Felipe Montoya Calle
Carlos Ariel Gómez Gutiérrez
Martín Nova Estrada
Josseline Marie De Clausade
Claudia Patricia Echavarría Uribe

Substitute members

Tatyana Aristizábal Londoño
Gabriel Jaime Arango Velásquez
Darío Jaramillo Velásquez
Carlos Mario Díez Gómez
Germán Alberto Jaramillo Villegas

Statutory audit:

PWC Contadores y Auditores Ltda.

Primary auditor:

Christian Andrey Gañan Betancur

Substitute auditor:

Camilo Andrés Cruz González

Executive director:

Paula Escobar Gutiérrez

Permanent Guests:

Carlos Mario Giraldo Moreno,
Chairman and CEO
Grupo Éxito

Pablo Montoya Dávila,
Head of Corporate Sustainability
Grupo Éxito

Legal Review

In 2019, Fundación Éxito showed an uneventful legal situation. No lawsuits or legal complaints, external or internal to the company, were filed against the foundation. The use of software products within the organization is done in compliance with the current legislation and with the license agreements of the programs. We certify that we comply with all rules regarding intellectual property and copyrights. The licenses are owned by the company. Fundación Éxito allowed the free circulation of invoices from suppliers. Regarding the National Social Security System, the organization successfully complied with norms concerning employee contributions in 2019.

Fundación Éxito

www.fundacionexito.org
Phone: +57 4 605 0646
Carrera 48 No 32B Sur 139,
Envigado, Colombia

/Fundación Éxito
 @Fundacion_Exito
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Conceptualization, design
and graphic edition: **Taller de Edición,**
www.tallerdeedicion.co
Medellín, Colombia.
Translation: **Margaux Costes**

