

Management Report **2022**



Social investment USD \$ 4,443,644*

1,9% increase compared to 2021

60,046 benefited children

14.68% less than in 2021

The coverage figure of children benefited was audited by Kreston R.M.S.A

34,540

benefited children in nutrition projects for the body **7,79%** less than in 2021

200,403

protein

packages

food

Coverage 32 departments



With our service we protect children suffering stunting (chronic malnutrition)



How does a child suffer stunting?

The child is smaller than it should, according to their age.

One of the big problems cannot be seen: Brain growth is not going at the right pace and their cognitive and physical development is at risk.

Appearance may be normal: they may not look too thin.

Child is likely to play, move, interact, talk, and smile less than his/her peers.



With our service we protect children suffering stunting

10,8 % prevalence of stunting in Colombia (ENSIN, 2015)

Stunting is a public health and economic development issue that affects nearly half a million children under the age of 5 in Colombia (ENSIN, 2015).

Studies show the differences between adults who did not overcome stunting in their early childhood and those who grew up healthy: 14 points less in the IQ, 5 years less education and 54% less in purchasing power. With our service we protect children suffering stunting



Chronic Malnutrition Index Fundación Éxito

The Fundación Éxito Chronic Malnutrition Index, is a tool that was built with information available in official sources from 2015 to 2020 and contains the analysis of 14 variables determining stunting in municipalities and townships of the country.



With our service we protect children suffering stunting



Analysis for 1,121 municipalities and townships

According to the 2022 Fundación Éxito Chronic Malnutrition Index in Colombia, **1,026,491** children under the age of 5 are at serious risk of suffering from this disease.



At the center: Breastfeeding

Breastfeeding

is the main antidote to chronic malnutrition and the act of **love that feeds the most**

65,9 %

of children under 6 months of age supported by the Fundación Éxito received breast milk only. (of 7,216 assessed)



What is Lactaton®?

The social mobilization led by the **Fundación Éxit**o to promote breastfeeding throughout Colombia. Every year since 2014, it carries the exemplary and saving **message of breastfeeding.**

The **Fundación Éxito** promotes breastfeeding in partnership with academia, national and regional government agencies, and private and community entities.

In 2022

In addition to participating in the formulation, the **Fundación Exito** was part of the mobilization and socialization of the **10 Year Plan** for Breastfeeding and Complementary Feeding 2021-2030 in territories.

Held the Third International Congress: Nutritional health in early childhood, beyond biological determinants. A total of **5,000 people** took advantage of this training and updating space.

Promoted the practice of breastfeeding in information spaces of massive scope such as the talk "When and why did breast milk save lives?" One of the three chapters of the series "La Mesa, la educación está servida," made by the Fundación Éxito in partnership with Casa Editorial El Tiempo during 2022.



This talk achieved more than 26,000 views between May and December 2022.

(May 18, 2022

[#Lactatón]

700-00

eople and was the second

topic of conversation on Twitter.



Intervention based on scientific evidence

The younger the age, the more likely it is to recover from chronic malnutrition.

52.9% of those under 12 months improved

42.6% between 12 and 24 months

* Beneficiaries evaluated by the Fundación Éxito in 2022



With science as a guide,

the Fundación Éxito knows that to promote well-being and equity and progress, the essentials of human development must be solved: Nutrition from the beginning of life. Rights as fundamental as education are only fully enjoyed when you are well nourished to learn.

Therefore, to eradicate chronic malnutrition (stunting) in children under 5 years, in

addition to social intervention to improve the nutritional status of the beneficiary population, the Fundación Éxito undertakes different initiatives with allies from various sectors.

NiñezYa







Observatorios

Cómo Vamos

Bogotá, Cali y

ciudadanos

Medellín.

(***)

organizations expert in nutrition and food security.

Joint statement of the Civil Society Network of Colombia, inviting Colombian Government to be part of this Movement.(*)

	The following are policy advocacy:		ontribution	s in 2	022 for gener	ation of k	nowledg	ge and public
	Methodology de of small areas to estimate stunting in municipalities.	e of Effects of the		Practical evaluation breastfeeding, relactation and complementary feeding.		Evaluation para to construct the graph of surveillance of weight gain in Latin American pregnant women.		Fundación Éxito Chronic Malnutrition Index 2022
In alliance with	Instituto Colombiano de Bienestar Familiar and CEPAL.	Los An	sidad de des - Centro samiento a.	de Bi Minis Fund	uto Colombiano ienestar Familiar, stry of Health, lación Santafé ogotá.	Universidad Antioquia.	de	
				*	Incidence in Pub	lic Policy	🌼 Gen	eration of knowledge
Allies Summit "Together for Early Childhood ": Declaration and contributions to the National		Alliance for Ear Childhood.	alliance with liance for Early Nutritional mo				In alliance with	
Development Plan. Declaration of Lima. Objective: To resume the priority of early childhood in the public agenda.			Civil society networks from Mexico, Peru and Brazil.		Nutritional and health status of premature newborns, treated in hospitals that have human milk banks in Colombia.		National Institute of Health, Ministry of Health Fundación Sinergia.	
Creation of the Civil Society Network of the Scaling Up Nutrition World Movement (SUN) in Colombia, with more than 25			SUN Movemer	nt.	Third International Congress: Nutritional health in early childhood, beyond biological determinants.		Presidential Counseling for Children and Adolescents, Ministry of	

: :::

Socialization in the 32 departments of Colombia and implementation of action plans of the 10 Year Plan for Breastfeeding and Complementary Feeding 2021-2030.

Health

elina stry of Health, Universidad de los Andes - Imagina. ISSOP.

Presidential Counseling for Children and Adolescents, Ministry of Health, ICBF, Fundación Salutia.

Approach to all the campaigns running for the Presidency of the Republic to prioritize nutrition and the rights of children in their proposals.

Review of the government programs of candidates for the Presidency of Colombia in the first and second rounds.

Meeting of the candidates for the Presidency with children.

Balance of government 2018 - 2022.

Contributions to the National Development Plan 2022 - 2026. (*)

Mid-term balance of the Mayor of Medellín and the Government of Antioquia. (**) ***

Informes de veeduría ciudadana sobre estado de la primera infancia. (***)









Targeting. The First Thousand Days Population

Out of the total of **60,046** children benefited:

A

31,469 are pregnant mothers and children under two years of age (population of the first thousand days) benefited.

3,071 are children between the ages of 2 and 5.

34,540 beneficiaries in nutrition projects for the body.

25,506 beneficiaries in soul nutrition projects (such as musical initiation and literature)









In the first thousand days of life, the same neural network as that of an adult is achieved. (The first thousand days from gestation to two years).

Scientific evidence indicates that in this period occurs 85% of brain development.

The first thousand days is a critical time that requires essential stimuli such as nutrition, for this process to occur properly. But it is also a window of opportunity because an intervention at this time increases the likelihood that a child, who is not growing up healthy because he/she suffers from diseases such as chronic malnutrition (stunting), will recover before its effects are irreversible.

Chronic malnutrition or stunting is a type of malnutrition that affects physical and cognitive development in children under 5 years of age; if not combated, it affects the well-being in the present and the social and economic future.

In 2022. 286,167 donation certificates were delivered to customers who were joined by donations such as "Las Goticas" and loose change.

The investment in Amazonas, Guainía, Guaviare. San Andrés. Vaupés, and Vichada corresponds to advocacy projects in public policy. It does not include children.

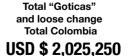




USD \$ 4,443,644

Children benefited Total Colombia

60.046





26

34.486

0 542,908

0

111.632

82,931

21.944

28.246

12,375

5,697

7.284

22.714

20.580

11,400

29,121

37.030

40,019

27,724

29,803

32,698

60,946

62.557

15,443

17,586

164,707

2,025,250

639.905

0

0

0

0

0

0

0

0

142

789

785

430

358

80

71

375

115 3.514

5.262

1,647

0

0

300

780

727

293

230

230

228

893

499

320

Ω

0

4,006

60,046

0

1,388

2.098

4,225

4,225

1,177,178

139.811

173,352

171.568

81.039

33,033

13,781

20.623

81,589

24,727

152.431

858.550

197,736

4,225

4,225

67,396

69.834

88,143

325,828

69,517

28.881

40,632

32,656

4,225

169.159

40,792

67,653

39.429

6,411

250,770

4,443,644

Amazonas

Antioquia

Arauca

Bolívar

Bovacá

Caldas

Cauca

Cesar

Chocó

Córdoba

Guainía

Guajira

Huila

Meta

Nariño

Putumavo

Risaralda

Santander

Sucre

Tolima

Vaupés

Vichada

Valle

Total

San Andrés

Quindío

Guaviare

Magdalena

Norte de Santander

Cundinamarca

Caquetá

Casanare

Atlántico



Partners for child nutrition

In 2022 the Fundación Éxito worked in partnership with more than

200 entities from different sectors.

104 institutions in the co-financing of nutrition projects for the body and soul.

103 commercial partners who joined with various forms of donation.

To achieve zero malnutrition in children under 5 years of age in Colombia, the Fundación Éxito establishes alliances from all its fronts of action. To highlight:

Allies in social intervention:

The Fundación Éxito funds nutrition projects for the first thousand days population: Pregnant mothers and children under 2 years of age. It also funds soul nutrition projects, such as children's literature or music initiation initiatives to benefit children between 2 and 5 years old. Partner institutions for nutritional care are official, private or community entities: ICBF operators, health organizations, organizations expert in comprehensive care for children, mayors or governors offices.



Partners in generating resources:

In managing sources to finance nutrition projects for the body and soul, the Fundación Éxito receives the support of the brands, businesses, subsidiaries, and suppliers of Grupo Éxito. It also works with entities in the productive sector that join with their donations to support child nutrition.



People and Finlandek, private labels of Grupo Éxito, in partnership with the La Pequeña Galería launched their first children's fashion collection. In 2022 there were 45 business partners and 16 campaigns, along with Grupo Éxito's businesses in points of sale and online channels.

Total revenue from businesses and own brands was USD \$ 173,745 in 2022.



38 Grupo Éxito providers supported child nutrition.



In 2022 the contribution of commercial suppliers was USD \$ 112,677.

Of supply and service providers was USD \$ 33,263





The contributions of these allies (not suppliers of Grupo Éxito) were USD \$ 83,572 in 2022. In addition to Grupo Éxito's suppliers, other companies such as Alsea are joining to achieve zero chronic malnutrition (stunting).

The Archies brand is part of Alsea and took its staff to know the project of nutrition in Semilla y Fruto in Soacha, Cundinamarca.

Intervention with impact

97

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Of the total of **60.046**

children benefited, the Fundación Éxito has information on the nutritional status of 27,772 beneficiaries for year 2022.

52.9% of children under 12 months improved the indicator of height for age (stunting)

65.9% of children under 6 months received breast milk exclusively (out of 7,216 evaluated)

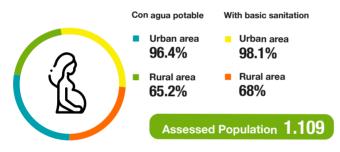




The measurement of the intervention allows to know the impact and guide the actions to achieve zero stunting in children

under 5 years. The Fundación Éxito monitors the nutritional status of its beneficiary population each year with support from partner institutions.

Pregnant mothers



Sobre las madres gestantes

28.4% of pregnant women are 19 years old or younger, that is 3 in 10.

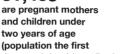
Low weight	23.6%
status of pregnant women in the final	line.
Prevalence and classification of the n	utritional

•	
Adequate	43.8%
Overweight	21.7%
Obesity	10.7%

Note: Getting out of stunting or wasting malnutrition means that the children went to risk or adequacy classification. The percentages refer to the beneficiaries evaluated



31.469





Children under 2 years old

are children and children under between the two years of age ages of 2 and 5. (population the first thousand days) benefited.



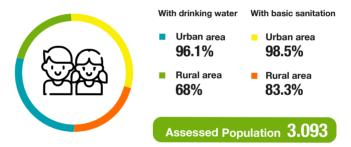
3.071

beneficiaries in nutrition projects for the body.



25,506

beneficiaries in soul nutrition projects (such as musical initiation and literature)



Children

52.9% of children under 12 months had improvement in the indicator of height for age or chronic malnutrition (stunting). Of those evaluated aged between 12 and 24 months, the recovery rate was 42.6% and in children aged 2 to 5 years was 43.6%.

Likewise, nutritional care covers children who have abnormality in the indicator of weight for height (wasting). In 2022, 88.3% of those under 12 months of age emerged from this condition; 85.8% of those between 12 and 24 months of age, and 95% of those between 2 and 5 years of age.

	Salieron de la desnutrición crónica	Salieron de la desnutrición aguda
Children under 12 months	52.9%	88.3%
Between 12 and 24 months	42.6%	85.8%
Between 2 and 5 years of age	43.6%	95%

Note: Getting out of stunting or wasting malnutrition means that the children went to risk or adequacy classification. The percentages refer to the beneficiaries evaluated.



Total Revenue **USD \$ 7,404,847**

45% / USD \$ 3,342,676

Grupo Éxito Donation RecyclingUSD \$ 2,872,597Shareholders:USD \$ 268,050Business activities:USD \$ 202,029

27% / USD \$ 2,032,679 Customers (Goticas, loose change and piggy banks)

20% / USD \$ 1,448,729 Own resources

3% / USD \$ 229,590 Allies and suppliers

4% / USD \$ 319,570 Own employees and partners

1% / USD \$ 31,603 Other contributions

*Income in kind:	USD \$ 2,386,588
The additional revenue is va	lued as follows:
Donation Food Banks	USD \$ 2,384,004
Donation of goods:	USD \$ 2,584
* Administrative expenses for social	investment: USD \$ 193,144



Recycling: First source of income



Grupo Éxito donates all the recyclable material resulting from the operation to the Fundación Éxito.

En 2022

20,517 tons valued at **USD \$ 2,872,597** were recovered.





Total 20,517 Tons Recovered

Recycling as an environmental and social practice is strengthened with the Soy Re initiative, an example of a circular economy that activates post-consumption awareness.

It has **42** points in the cities of Envigado, Bello, Medellín, Bogotá, Barranquilla, Cali and Cartagena.

It managed more than **986** tonsof donated material and recovered more than **16** million units of packaging.

Use of food and non-food

1,225 tons tons of food and **99 tons** of non-food were recovered for the benefit of thousands of people across the country.

This management is supported by EatCloud, the digital platform that connects Grupo Éxito stores with food banks and institutions that receive these donations.

In the Colombian countryside, recovery and use are also managed. The Reagro initiative allows recovering agricultural surpluses for the benefit of farmers in the field.

In 2022, Reagro Antioquia recovered **1,917 tons** for the benefit of 143,854 people.

Reagro in the country. Recovered **5,475 tons** agricultural surplus.



Volunteering





The valuation of this volunteer time was USD \$ 2,050







éxito



Families from the communities of Simon Bolivar and Siloé in Cali city inaugurated the "Goticas de Sabor" contest, an initiative that exalts the use that the beneficiaries of the Fundación Éxito give to the nutritious food packages they receive every month to improve their diet.





Fundación Éxito 40 years gifts



First childhood vaccination center in Manaure / La Guajira USD \$ 19,334 Partner Institution: Fundación Baylor



Portable diagnostic aids: Cryotherapy system for cervical cancer, ultrasound system and portable hemoglobinometer. Provision for humanized childbirth in Vaupés

USD \$ 30,976

Partner Institution: Synergies in coordination with Hospital San Antonio de Mitú.



University scholarship for a student of Medellin beneficiary of the Goticas USD \$ 21,205



Nutrimos vidas







Jenny Manuela Salazar Torres, mother of Emanuel and Emiliano, beneficiaries of the Fundación Éxito and one of the winners of the 19th Child Nutrition Prize.

In the ceremony of August 24, 2022 received recognition for their contribution to achieve zero stunting in children under 5 years, the Mayor of Bucaramanga city, a research team from CES University, the company Haceb, the journalists Carmen Alicia Sarmiento of Telepacifico Channel and Wilson Morales with their editorial team of the newspaper El Universal of Cartagena. They were also recognized for being outstanding in their management to support income with the Goticas and recycling: Carulla Castillo Grande, Cartagena; Éxito Nuevo Kennedy, Bogotá; Éxito Express Los Colores, Medellín; Super Inter Popala, Cali; Bodeguita Surtimax, Marinilla; Surtimayorista Restrepo, Cundinamarca and Estación de Servicio Éxito Calle 80, Bogotá.



Here you can enjoy the streaming of the 19th Child Nutrition Prize

fundación éxito Nutrimos vídas



Sustainable Development Goals SDG













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Legal status

The Fundación Éxito had a normal legal performance. There is no claim or similar against the Foundation outside, nor within the company. The use of the software products is in accordance with current legislation and with the license agreements supporting said software. It certifies that it complies with all standards relating to intellectual property and foreign property, the respective licenses of the company's staff, the Fundación Éxito principle of the free movement of supplier invoices in terms of the general social security system, in 2022, the entity satisfactorily complied with the rules regarding employee contributions.

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Nutrimos vidas

Statutory Auditor

- » PwC Contadores y Auditores S.A.S.
- » Main Statutory Auditor Erika Daniela Correa Vásquez T. P. 249668-T
- » Substitute Statutory Auditor Yenifer Dayana Macías Patiño T. P. 238361-T

Board of Directors

Main members

» Gonzalo Restrepo López
» Juan Felipe Montoya Calle
» Carlos Ariel Gómez Gutiérrez
» Claudia Campillo Velásquez
» Martín Nova Estrada
» Josseline Marie de Clausade
» Sandra Lucía Restrepo Mesa

Alternate members

» Tatyana Aristizábal Londoño
» Gabriel Jaime Arango Velásquez
» Darío Jaramillo Velásquez
» Jacky Yanovich Mizrachi
» Germán Jaramillo Villegas

Board of Directors

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 » Carlos Mario Giraldo Moreno Grupo Éxito CEO
» Maria Fernanda Zuluaga Dávila Corporate Manager Entertainment business
» Pablo Montoya Dávila
Sustainability Director Grupo Éxito

Executive Director and Legal Representative » Paula Escobar Gutiérrez

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