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 food packages

Coverage
32 departments

193 municipalities

* Exchange rate USD$ 1 = COP 4,810.20 (31/12/2022)
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.
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)

In 2022
In addition to participating in the formulation, the Fundación Éxito 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.

What is Lactaton®?
The social mobilization led by the Fundación Éxito 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.

Breastfeeding is the main antidote to chronic malnutrition and the act of love that feeds the most
Pillars to achieve zero stunting

**Targeting**
Population one thousand days

**Intervention**
based on scientific evidence

**Intervention**
with impact

**Partners**
for Childhood Nutrition
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.

The following are the contributions in 2022 for generation of knowledge and public policy advocacy:

- **Methodology** de of small areas to estimate stunting in municipalities.
- **Effects** of the COVID-19 pandemic on maternal and child health indicators in Colombia by municipality.
- **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**
- **Nutrition and Maternal and Child Health, Requirements for Socioeconomic Reactivation in Colombia**

<table>
<thead>
<tr>
<th>Incidence in Public Policy</th>
<th>Generation of knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instituto Colombiano de Bienestar Familiar and CEPAL</td>
<td>Alliance for Early Childhood. Civil society networks from Mexico, Peru and Brazil. SUN Movement.</td>
</tr>
<tr>
<td>Universidad de Los Andes - Centro de Pensamiento Imagina</td>
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<tr>
<td>Instituto Colombiano de Bienestar Familiar, Ministry of Health, Fundación Santafé de Bogotá</td>
<td></td>
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<tr>
<td>Universidad de Antioquia</td>
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</tbody>
</table>

**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.


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

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

Informes de vecindad ciudadana sobre estado de la primera infancia. (†)

**Allies Summit** “Together for Early Childhood”: Declaration and contributions to the National Development Plan.

**Declaration of Lima**. Objective: To resume the priority of early childhood in the public agenda.

**Creation** of the Civil Society Network of the Scaling Up Nutrition World Movement (SUN) in Colombia, with more than 25 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. (†)

**Nutritional monitoring** of pregnant women and children benefited from FE.

**Nutritional and health** status of premature newborns, treated in hospitals that have human milk banks in Colombia.

**Third International Congress**: Nutritional health in early childhood, beyond biological determinants.

**Socialization** in the 32 departments of Colombia and implementation of action plans of the 10 Year Plan for Breastfeeding and Complementary Feeding 2021-2030.
Out of the total of 60,046 children benefited:

- 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, Guainia, Guaviare, San Andrés, Vaupés, and Vichada corresponds to advocacy projects in public policy. It does not include children.

<table>
<thead>
<tr>
<th>Department</th>
<th>Social investment USD</th>
<th>Total “Goticas” and loose change USD</th>
<th>Children benefited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazonas</td>
<td>4,225</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Antioquia</td>
<td>1,177,178</td>
<td>542,908</td>
<td>34,486</td>
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<tr>
<td>Arauca</td>
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<td>Atlántico</td>
<td>139,811</td>
<td>111,632</td>
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<td>Bolívar</td>
<td>173,352</td>
<td>82,931</td>
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<td>Boyacá</td>
<td>171,568</td>
<td>21,944</td>
<td>785</td>
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<td>Caldas</td>
<td>81,039</td>
<td>28,246</td>
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<td>Caquetá</td>
<td>33,033</td>
<td>12,375</td>
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<td>Casanare</td>
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<td>Cauca</td>
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<td>7,284</td>
<td>71</td>
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<tr>
<td>Cesar</td>
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<td>Chocó</td>
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<td>Córdoba</td>
<td>152,431</td>
<td>20,580</td>
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<td>Cundinamarca</td>
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<td>639,905</td>
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<td>Guainia</td>
<td>4,225</td>
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<tr>
<td>Guajira</td>
<td>197,736</td>
<td>11,400</td>
<td>1,647</td>
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<tr>
<td>Guaviare</td>
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<td>0</td>
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<tr>
<td>Huila</td>
<td>67,396</td>
<td>29,121</td>
<td>300</td>
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<tr>
<td>Magdalena</td>
<td>69,834</td>
<td>37,030</td>
<td>780</td>
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<tr>
<td>Meta</td>
<td>88,143</td>
<td>40,019</td>
<td>727</td>
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<tr>
<td>Narino</td>
<td>325,828</td>
<td>27,724</td>
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<td>Norte de Santander</td>
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<td>Putumayo</td>
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<td>Quindío</td>
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<td>Risaralda</td>
<td>32,652</td>
<td>60,946</td>
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<td>San Andrés</td>
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<tr>
<td>Santander</td>
<td>169,159</td>
<td>62,557</td>
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<td>15,443</td>
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<td>Tolima</td>
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<td>164,707</td>
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<td>Vaupés</td>
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<td>Vichada</td>
<td>6,411</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4,443,644</strong></td>
<td><strong>2,025,250</strong></td>
<td><strong>60,046</strong></td>
</tr>
</tbody>
</table>

Social investment Total Colombia: USD $4,443,644
Total “Goticas” and loose change Total Colombia: USD $2,025,250
Children benefited Total Colombia: 60,046
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.

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.

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.

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.

38 Grupo Éxito providers supported child nutrition.
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.

31,469 are pregnant mothers and children under two years of age (population 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).

Pregnant mothers

- Con agua potable
  - Urban area: 96.4%
  - Rural area: 65.2%
- With basic sanitation
  - Urban area: 98.1%
  - Rural area: 68%

Assessed Population: 1,109

Children under 2 years old

- With drinking water
  - Urban area: 96.1%
  - Rural area: 68%
- With basic sanitation
  - Urban area: 98.5%
  - Rural area: 83.3%

Assessed Population: 3,093

Sobre las madres gestantes

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

Prevalence and classification of the nutritional status of pregnant women in the final line.

- Low weight: 23.6%
- 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.

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 an anomaly 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.

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 Recycling USD $ 2,872,597
Shareholders: USD $ 268,050
Business 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 valued 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 tons of 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 employees of Grupo Éxito live the experience of supporting the beneficiary families who choose nutritious food in the stores.

The valuation of this volunteer time was USD $ 2,050
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 Medellín beneficiary of the Goticas
  - USD $21,205
  - Partner Institution: Fundación Baylor
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.
La cifra de cobertura de niñas y niños beneficiados fue auditada por la firma Kreston R.M.S.A SDG.
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.

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 Vélizquez
» Martín Nova Estrada
» Josseline Marie de Clausade
» Sandra Lucía Restrepo Mesa

Alternate members
» Tatiana Aristizábal Londoño
» Gabriel Jaime Arango Vélizquez
» Darío Jaramillo Valenzuela
» Jacky Yanovich Mizrachi
» Germán Jaramillo Villagómez

Board of Directors

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

Executive Director and Legal Representative
» Paula Escobar Gutiérrez