

NUTRITION LEAGUE

LA LIGA DE LA NUTRICIÓN

Management Report 2023

EL PODER
DE LA
NUTRICIÓN

The Power Of Nutrition



Discover the League of Nutrition!

A silent evil is attacking the little ones around the world. Stunting has left a tragic and destructive legacy, affecting entire generations in their full development.

There is a group of brave people who have in common the great mission of ensuring that our children grow up healthy and full of vitality, **and they joined together to form the League of Nutrition!**

These superheroes, aware of the significant mission at hand, work tirelessly to destroy the evil that targets boys and girls under the age of five, everywhere in the world.

With powers like love, strength, and, of course, nutrition, they discovered the simplest way to defeat it. **With the goal of a brighter future for kids, they are prepared to take on the task together!**



Our History

We are a non-profit corporation established in 1982. Since 2013, we have championed Grupo Éxito's goal of attaining Zero Malnutrition in Colombia by 2030, using the welfare of today's and tomorrow's children as our inspiration.

We operate as a second level foundation. That is, we work through agreements with institutions that specialize in maternity and childcare, which must guarantee the support and comprehensive care of boys and girls to access the programs.

Since 2013 we have been **leading the national cause against Stunting.**

Every year, hundreds of children under the age of two in all of Colombia's regions recover from malnutrition thanks to the delivery of monthly protein meal packages.

In a country without chronic malnutrition, people can develop their true potential and capacities from the beginning of their lives.

We are Nourishing Colombia with Opportunities because we want every boy and girl to have access to enough nutrition to meet their needs for healthy physical and brain development, allowing them to grow and lead full and worthy lives.

Sustainable Development Goals

We at Fundación Éxito remain committed to achieving the Sustainable Development Goals. Our cause and actions are centered on:



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



6 CLEAN WATER AND SANITATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS

This is **LA LIGA DE LA NUTRICIÓN**

THE LEAGUE OF NUTRITION



Mariana

A mother who recognizes in her body the **superpower of giving life** and is ready to meet her baby!

Estefanía, Juan and Miguel

A family who creatively prepares the funniest recipes every day and a healthy and strong child thanks to the **superpower of nutrition**.



Leandro and Lucía

A baby who strengthens at an incredible rate and a mom who takes care of her diet and health so that **growth is his best superpower**.

Yadira, José and Verónica

The story of this amazing family is marked by love, care, and the **superpower of breast milk!**



Angie, Jacobo and his Grandmother

Is **love** truly capable of doing everything? Yes, and this family is the best evidence. They use this **superpower** to improve the child's quality of life, making their days happier.



Carolina and Nicolás

Mother and son use the **superpower of intelligence** to assure a bright future through engaging in mind-and-soul nourishing activities.



Colombia,

Land of Superheroes



72,567*

Boys and girls
benefited

*Figures audited by
Kreston Colombia.



42,370

boys and girls
benefited
in nutrition projects
for their body



30,197

boys and girls
benefited
in nutrition projects
for their soul



Great results!

 Social investment of
COP 24,406
million



183,358
food baskets
delivered



Coverage in
32 departments
and **221 municipalities**

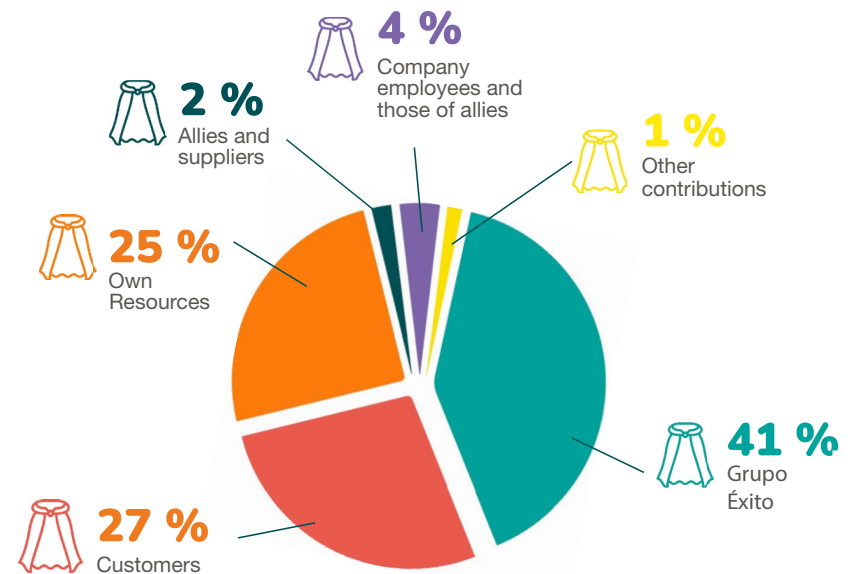
Helping,

Colombian People's Superpower

Thanks to the contributions of thousands of people, allies, and organizations, we achieved:

By Source	2023*	% share
Grupo Éxito	\$16,144	41 %
Customers (Goticas + Cash returns)	\$10,725	27 %
Own Resources	\$9,833	25 %
Allies and suppliers	\$920	2 %
Company employees and those of allies	\$1,703	4 %
Other contributions	\$211	1 %

*Figures in COP million.



Total income
COP 39,535 million

THE SUPERHEROINES THAT GIVE LIVE LAS SUPERHEROÍNAS QUE DAN VIDA

📍 Barranquilla | Superpower: Giving Life

Women have the most special power in the world: **giving live.**



Mariana, originally from Barranquilla, full of love and hope, carries in her womb her baby. Every time she touches her belly she is reminded of the miracle and magic that is happening inside.



In her neighborhood is woven a web of moms-to-be, all sharing the incredible experience of giving life.

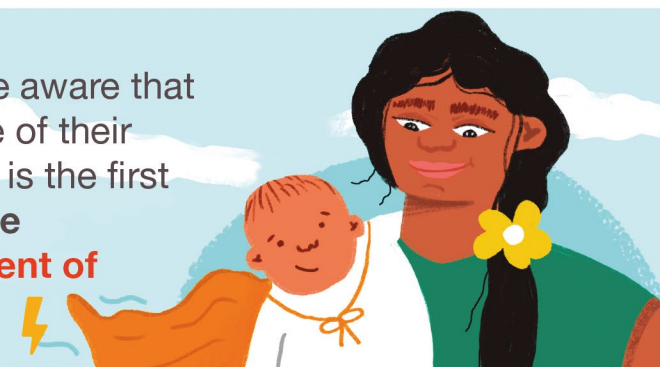
Together with sharing laughs and guidance, they discuss the value of caring for oneself and one's child by exercising, nutrition, breastfeeding, and getting prenatal exams.



Mariana and her coworkers participate in **Fundación Éxito's Food Supplementation Program**. Thousands of people throughout Colombia have **donated Goticas (giftcards)**, making this program possible. They receive a complimentary food basket delivery each month, which they use to make nutritious meals that are vital for the healthy growth of their families and their pregnancies.

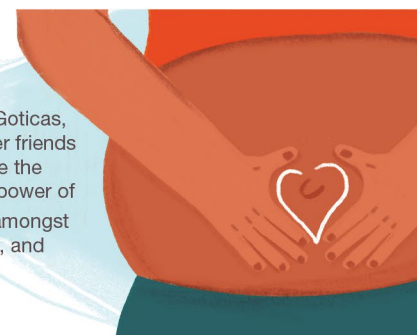


Women are aware that taking care of their pregnancy is the first step for the **development of**



➤ **TOMORROW'S GREAT HEROES** ➤

Thanks to the Goticas, Mariana and her friends are ready to use the amazing superpower of **giving life**, amongst giggles, stories, and tenderness.



Scan the QR
To learn more
stories like this one



The power of
the Goticas

Income from Goticas,
change at cash registers
and piggy-bags

COP 10,725 million



243,873

donation certificates
were delivered

THE SUPERPOWER OF FOOD

EL SUPERPODER DE LOS ALIMENTOS

♥ Nariño | Superpower: Food

Food has an important role in my life and in my young son, Miguel.



My name is Estefanía, and I face the everyday challenge of preparing delicious meals that are high in protein and provide the nutrients my son needs to grow up strong and healthy.



My kitchen serves as my lab, where I experiment with a variety of fresh, healthful ingredients to come up with enjoyable recipes for Miguel.

We enjoy every meal together via songs and activities. Miguel understands that food is a superpower!



Miguel, don't worry, it doesn't hurt.



Of course, we complement his nutritional needs with regular checkups at the doctor's office and up-to-date vaccinations to make sure everything runs well.



I see Miguel's body changing as he grows, enabling him to do things like jumping, running, learning, practicing his favorite sport, and much more.

2 years

3 years

4 years



With the **superpower of food**, Miguel is getting as far as he wants!



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stories like this one

758
tons of
food

264
tons of
non-food

7,750
tons of agriculture
surpluses recovered
from Reagro
nationwide.

In the year 2023,
559 dependencies of Grupo Éxito made
60,939 ads registered on EatCloud, this
is the power of donations!

Both donated to 23 food banks and 160
foundations and partner organizations

The Power of Social Investment



In Amazonas, Arauca, Guainía, Vaupés, and Vichada the investment corresponds to projects to **generate knowledge, social mobilization, and impact on public policies.**

Departments	Total Investment 2023	Goticas Income	Total Children
AMAZONAS	\$29	\$0	2023
ANTIOQUIA	\$4,896	\$2,806	28,742
ARAUCA	\$29	\$0	0
ATLÁNTICO	\$859	\$566	1,002
BOLÍVAR	\$875	\$477	3,187
BOYACÁ	\$851	\$119	621
CALDAS	\$539	\$148	300
CAQUETÁ	\$603	\$66	3,924
CASANARE	\$112	\$26	80
CAUCA	\$136	\$40	145
CESAR	\$504	\$117	302
CHOCÓ	\$437	\$0	2,773
CÓRDOBA	\$159	\$102	185
CUNDINAMARCA	\$5,574	\$3,361	7,194
GUAINÍA	\$29	\$0	0
GUAJIRA	\$1,009	\$54	1,931
GUAVIARE	\$29	\$0	0
HUILA	\$456	\$156	3,123
MAGDALENA	\$147	\$198	1,250
META	\$521	\$203	2,021
NARIÑO	\$1,963	\$143	1,392
NORTE DE SANTANDER	\$472	\$153	360
PUTUMAYO	\$133	\$0	200
QUINDÍO	\$286	\$174	150
RISARALDA	\$532	\$326	1,404
SAN ANDRÉS	\$67	\$4	348
SANTANDER	\$1,305	\$347	4,128
SUCRE	\$152	\$73	1,350
TOLIMA	\$147	\$91	542
VALLE	\$1,497	\$937	5,913
VAUPÉS	\$29	\$0	0
VICHADA	\$29	\$0	0
Grand Total	\$24,406*	\$10,687*	72,567

*Figures in COP million

The Power of Knowledge

To create,
one of the great challenges
that people face.

It is not easy, but it is possible



We are producing our research and reports internally by the Knowledge Creation Team, part of the Social Investment Division. With the Fundación Éxito seal, this effort is closely linked with other public and private institutions that helps us **support, validate, and spread the word about the different social variables that influence and condition early childhood** countrywide.



Major Milestones



Publication of the Stunting Index 2023 version: current situation of the territories at the municipal and departmental levels.



Aiding citizen observatories “Cómo Vamos” Bogotá, Cali, Antioquia, Barranquilla, and Tuluá.



Supporting research such as that carried out by the School of Medicine of the Universidad de los Andes. Its main goal is to comprehend the many environmental and health factors that are connected to low birth weight in Bogotá.



The Annual Perception Survey, enabled us to gain a thorough understanding of the socioeconomic circumstances faced by recipients and community leaders of the food supplementation programs funded nationally by Fundación Éxito.

Here are some survey results:

- ⚡ **91%** of community actors associate the work of Fundación Éxito with improving the conditions of children
- ⚡ **4.6 out of 5** positive perception of beneficiaries
- ⚡ **4.9 out of 5** satisfaction with food received by beneficiaries
- ⚡ **4.2 out of 5** community leaders satisfaction
- ⚡ **53.4%** associate stunting with nutrition problems

HEROES WHO GROW UP STRONG AND HEALTHY

HÉROES QUE CRECEN FUERTES Y SANOS

♥ Guajira | Superpower: **Growth**

Leandro is protected by an armor strengthened by the nutritious food his mother gives him every day.

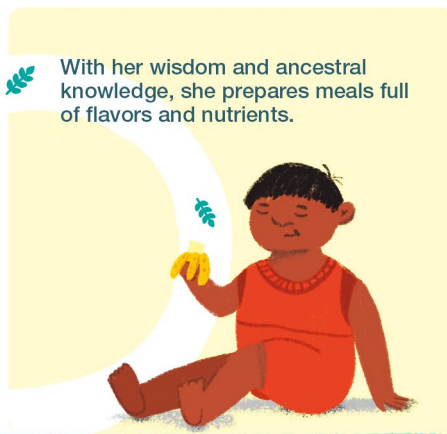
This food grants him the superpower of growth!



Leandro and Lucía, his mother, are part of the **Wayú indigenous community** and live in La Guajira region, land of Chinchorros (hamacs) and Mochila bags.



With her wisdom and ancestral knowledge, she prepares meals full of flavors and nutrients.



With love and the right balance of ingredients, **Lucía has managed to grow Leandro healthy and strong.**

Thanks to **Fundación Éxito** support,

Lucía and other mothers in her community have access to a basket of nutritious and high-quality food that allows them to supplement their children's meals every month.



In addition, they attend **learning spaces** where they are informed about body protection, breastfeeding, life, and their surroundings.



Today, health care is also present thanks to growth and development checks and visits to the vaccination center.

Fundamental steps for each **SUPERHERO to strengthen their armor!**

Thanks to the superpower of growth, Leandro will be ready to face the world full of opportunities and ready to continue writing new stories with his mother.

Pregnant mothers nutritional status

- Regarding adolescent pregnancy, 25.6% of reported pregnant women are 19 years old or younger. In Colombia it reaches 17.3% (ENDS 2015)
- The national prevalence of low weight-for-gestational age is 14.2% and excess weight is 40%. (ENSIN 2015)
- Out of 156 pregnant mothers aged 19 years or younger, 60 (38.6%) were underweight.

Boys and girls nutritional status

Evolution of wasting

From zero to 12 months, 51.2%.
From 12 to 24 months 34.5%.
From 2 to 5 years, 28.2%.

Evolution of stunting

From zero to 12 months, 73.1%.
From 12 to 24 months, 69%.
2 to 5 years or 50%.

Classification | Prevalence

Underweight	26.2%
Adequate	40.3%
Overweight	19.2%
Obesity	14.1%



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stories like this one

The Power of Allies



COP 1,486 million were raised with strategic partners of children in Colombia.

During 2023, we **made alliances with 72 companies and brands** (private labels, suppliers and non-suppliers of Grupo Éxito), **raising a total of COP 1,486 million** to increase the number of children benefited from nutritional care.

We conducted **18 CSR campaigns** at Grupo Éxito stores, encouraging consumers to buy products from companies that support the nation's nutrition program.

Two partnerships were managed and continued to be carried out with other second-floor foundations, to **advance children's rights and increase the number of minors receiving nutritional care.**



Advocacy on 98% of 2024-2027 government programs for specific children initiatives



Together with the NiñezYA Coalition, Fundación Éxito made sure that, in the 2023 territorial elections, **98% of the elected leaders' government programs for the 2024–2027 term addressed the early childhood health and nutrition rights of boys and girls.**



Our work impacted the process of creating and adopting the National Development Plan 2022–2026, **accomplishing prioritization of stunting and its causes.**



The validation and development of the YA-SIYA information system to monitor the ten critical child-related concerns was supported in collaboration with NiñezYA.



Conducted research and contributed to the **second progress report on Colombia's early childhood policy.**



In Colombia, 25 groups participate in the **“Red de Sociedad Civil” (Civil Society Network) SUN, which is led by Fundación Éxito.**

THIS IS HOW SUPERHEROES ARE NOURISHED

¡ASÍ SE NUTREN LOS SUPERHÉROES!

📍 Quibdó | Superpower: *Breast Milk*



**My name
is Yadira**

and five months
ago I had my baby,
Verónica

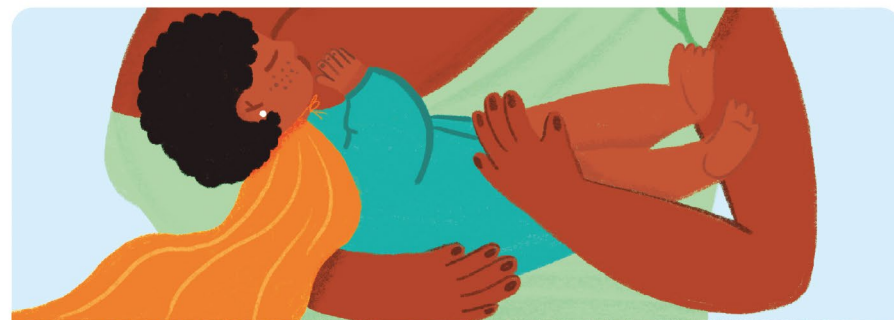
Everything has been new to me!

But breastfeeding has become
my favorite time



**I KNOW THAT BREAST MILK IS THE ONLY
FOOD MY DAUGHTER NEEDS,** it adapts to her
exclusive needs until her first six months of life.

Besides providing the nutrients
she requires **it's a superpower
that strengthens her immune
system and protects her
from diseases!**



🌟 This experience, in addition to filling my soul
with joy, has brought us together even more! 🌟

I am
aware that
**BREAST
MILK
IS A**



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SUPERPOWER THAT WE SHOULD ALL BENEFIT FROM.

The power of breast milk

66.8%* of the children under six months of age supported by
Fundación Éxito received exclusive breast milk.

Lactatón®

- **Three** face-to-face events in La Guajira, Bogotá, and Envigado
- Reached more than 17 million accounts on X (Twitter)
- Number one trend on X during August three and part of the **top 10** in Colombia for more than 24 hours

IV International Congress on Breastfeeding

- **Two cities:** Bogotá and Barranquilla, with more than **900** attendees
- **Two partner universities:** Universidad de los Andes, Universidad del Atlántico

* From 7,618 children examined.

NOTHING LIKE HOME

NADA COMO

EL HOGAR

Bogotá | Superpower: Love



The luckiest people are the ones who love. Even if they don't know it, they have a **great superpower** in their hands.



Angie is the mother of 2-year-old Jacobo. Together with Jacobo's grandmother, they take care of the baby and give him all their love.



A few months ago, they took Jacobo to a follow-up appointment. The doctor felt that the boy did not reach the right size for his age. After measuring his weight and height, she asked him to jump on top a small carpet and to build a tower of blocks.

The doctor told Angie that after doing the physical examination she could conclude that Jacobo suffered from **STUNTING**.



Angie didn't understand.

She told the doctor that her baby was eating well and that she wouldn't let him skip any of the three meals of the day.

The doctor explained that it wasn't just a matter of eating as many times as necessary.



A variety of nutrients and good hydration are also key to proper nutrition for children.

Asking around her neighborhood, Angie was able to participate in a **Fundación Éxito** program, where she learned about nutrition, pedagogy, and other crucial topics for her son's proper development.



Angie and her mom put all their energies into Jacobo's recovery. **Their attention and efforts were focused on saying goodbye to stunting!**



Jacob is in better health and is growing more every day; all thanks to love, a superpower that can do everything.

"Goticas de Sabor"

The power of Community

- 5 contests
- 9 participating institutions
- 1,490 beneficiary families invited
- 825 mothers part of the contest
- 14 winning families
- 7 participating stores
- 8 allied suppliers linked to the contest
- 10 certified stores
- 825 recipes posted on social media



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NUTRITION FOR THE SOUL

NUTRICIÓN PARA EL ALMA

♥ Medellín | Superpower: *Intelligence*

My name is Carolina and I'm here to let you in on a secret. Moms have the gift of **delivering geniuses and superheroes** to the world.



Intelligence is one of the greatest gifts we can promote in our children. At least that's the legacy we try to leave every day to Nicolás.



But to develop this superpower, Nicolás and all children need a secret touch: **nourishment for the soul.**

Through music, reading, games, dances, and loving words **I nourish my son's mind and spirit.**



That way, he will be ready to overcome any challenge that comes his way.



We are both a testimony to the generosity of the institutions that have allowed us access to stimulation, music, and reading programs.



That's why my big dream is for Nicolás to use the

SUPERPOWER OF INTELLIGENCE

to create a better world with more opportunities.



• **30,197** children benefited from nutrition projects for the soul.

• Musical initiation, promotion of children's literature, training workshops, among others.



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The Power of Community Events

“Diálogos que nutren”

Fundación Éxito believes in the value of having this kind of small-scale, meaningful talks and the power of working together.

It began its own events called “**Diálogos que Nutren**” (**Conversations that Nourish**). An attempt to create closer ties with stakeholders who are decision-makers for their regions, businesses, and media. The first event had an attendance of 40 people and was at the Bukz bookstore in Medellín.

20° Premio por la Nutrición Infantil

20th Child Nutrition Award

The Award celebrated 20 years!

The annual gala took place to honor organizations, businesses, governments, individuals, and Grupo Éxito employees and its brands for their dedication to Colombian children.

- **Seven categories** awarded
- Recognition to **7 employees** of company brands and **8 Grupo Éxito stores**
- Presentation of the gallery “**Cielo Abierto Chocó**” (**Open Sky Chocó**)
- **300** attendees
- **250** online participants
- Presence of **an international speaker**



Event

“Experiencia Brasil”

Brazil’s successful experiences were shared when it came to helping the National Government to formulate and carry out public policies, initiatives, and projects aimed at ensuring the human right to food as the first step to eradicating hunger and stunting in Colombia.

This event was held in March in the city of Bogotá, with participation from the national government as well as other public and private organizations.



Volunteering

The employees of Grupo Éxito actively participated in volunteering. Some of the results were:

- **205** participants
- **896 hours** of volunteering
- **COP 12,442,450** equivalent in money to volunteering hours



Goticas 20 years

Midwives (Female and Male)

- **Asorediparchocó**, an association benefiting from Chocó
- More than **COP 190.3 million** invested
- More than **2,601 mothers, sons and daughters** benefited
- More than **2,066 midwives (female and male)** benefited
- **A total of 36 Zero Malnutrition kits** were delivered with essential medical equipment that combines Western medicine and ancestral knowledge solutions



The Power of Recycling

Cardboard
14,920
tons

Plastic
1,068
tons

Scrap
1,443
tons

Hangers
418
tons

Other
1,092
tons

18,941
tons of recovered
materials, valued at
COP 13,933
million




At the SoyRE receiving sites we are looking for recycling to be part of day-to-day activities of the people visiting Éxito stores.

46
Sites
SoyRE

29 automatic

17 serviced by
employees

 Bogotá, Medellín, Cali, and Barranquilla

1,343 tons recovered by this program,
equivalent to **COP 187 million income**

The Power of Sowing

In 2023, the “**Terrazas Verdes**” program arrived in Bogotá, in the district of Ciudad Bolívar, and in Cali, in Comuna 20, Siloé, spaces where urban agriculture and the creation of jobs became the impulse of local enterprises and a link for food security of communities.



The Bogotá Mayor's Office and Fundación Éxito delivered the first **Terraza Verde** in the district of Ciudad Bolívar



More than **150 square meters** of planted area



The program is in three cities: **Bogotá, Cali, and Medellín**



More than **24 families** indirectly benefited



More than **10 women heads of household** directly benefited



Thanks to those
who make
our purpose
possible:
**Nourishing
lives!**



Board of Directors

Principal members:

Gonzalo Restrepo López
Juan Felipe Montoya Calle
Claudia Campillo Velásquez
Sandra Lucía Restrepo Mesa
José Gabriel Loaiza Herrera
Tatyana Aristizábal Londoño
Darío Jaramillo Velásquez

Alternate Members:

Carlos Ariel Gómez Gutiérrez
Martín Nova Estrada
Gabriel Jaime Arango Velásquez
Germán Jaramillo Villegas

Permanent Participants:

Carlos Mario Giraldo Moreno
Grupo Éxito CEO

Maria Fernanda Zuluaga Dávila

Corporate Manager
Entertainment Business
Grupo Éxito

Pablo Montoya Dávila

Corporate Manager
Éxito Brand
Grupo Éxito

Paula Escobar Gutiérrez

Executive Director and
Legal Representative
Éxito Foundation



Legal Status

Fundación Éxito reported a normal legal status during 2023. Neither an external lawsuit nor one from within has been filed against the Foundation. The software products are used within the Foundation in compliance with the license agreements that come with said software and current laws.



The Foundation certifies that it complies with all rules relating to intellectual property and copyright. All licenses can be found in the corporate headquarters. Fundación Éxito allowed suppliers' invoices to be distributed freely. As for the General Social Security System, in 2023 the Foundation satisfactorily complied with the rules regarding employee contributions.

Statutory Auditor

PwC Contadores y Auditores
S.A.S.

Erika Daniela Correa Vásquez

Principal Statutory Auditor
T. P. 249668-T

Manuela Jiménez Londoño

Alternate Statutory Auditor
T. P. 312907-T



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The Power Of Nutrition



Nourishing Lives

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