

## **CORPORATE SOCIAL RESPONSIBILITY POLICY**

**Purpose:** To set out the principles guiding the Fuerte Group's economic, environmental, social and cultural development and integration in the areas where its businesses are located, ensuring that the company meets the expectations of all stakeholders, including shareholders, customers, employees, public authorities, financial institutions, media outlets, the local community and other interest groups.

At the same time, the CSR policy will be a key component in ensuring that the group is seen to be sensitive with respect to people and the environment, thereby increasing customer loyalty, improving the brand's reputation and value, reducing risk and improving the competitive environment.

### **How:**

Fuerte Group's CSR is based on the following principles:

- 1.- Commitment to people and the environment.
- 2.- Transparency, both with respect to information and the company's values and principles.
- 3.- Relationships and dialogue with stakeholders as a means to establish links that promote social integration, optimise results and consolidate trust
- 4.- Responsible Behaviour, achieving high levels of customer satisfaction, promoting local cultures and their economies and ensuring minimal environmental impact.

CSR activities, projects and initiatives will always be aligned with the following objectives:

- Increased profitability through cost reduction (efficiency), increased revenue (improved customer satisfaction and loyalty and new products) or promotion activities and an increased presence in various media outlets and forums.
- Environmental protection: preventing pollution, increasing energy efficiency and reducing the consumption of resources.
- Continuous improvement
- Compliance with applicable legislation.
- Awareness-raising among customers, employees and suppliers
- Improvement of the brand's promotion, positioning and reputation
- Improved relationships with stakeholders

The CSR policy will be implemented through the CSR Master Plan, the Communication Plan and the activities of the Fuerte Foundation.

**It concerns:** The CSR policy is relevant to all areas of the company.