

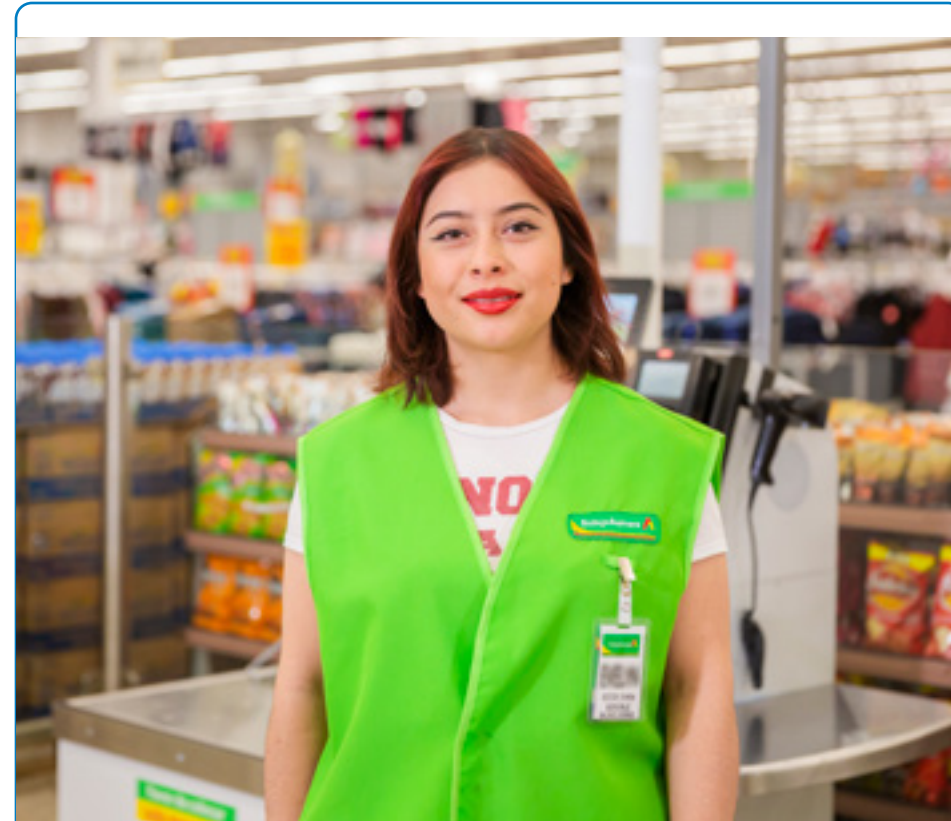


SERVE COMMUNITIES

GRI 201-1, 413-1

The last few years have been a process of resilience for thousands of families in Mexico and Central America. For this reason, we work hand in hand with the communities where we operate to create together the tools and platforms that allow them to improve their quality of life.

Our proximity to the more than 6 million customers and members who visit our stores every day allows us to play a crucial role in understanding their needs and those of their families.



Pink Code Program

In 2022, we launched the Pink Code program in Mexico, which consists of assisting any woman in 100% of our units when she finds herself in a risky situation and requests the support of public security or a close family member. In this way, our stores are not only a point of sale, but also a place where our customers feel safe.



Panic Buttons

In order to make our stores a safe place for our customers, we have installed **526 panic buttons** in our Mexico City and Jalisco units, which are connected to the government's C5 system (*Centro de Comando, Control, Cómputo, Comunicaciones y Contacto Ciudadano*) and coordinated to alert the local authorities of any risk situation that may affect our customers or associates.