

Colombina S.A. Health and Nutrition Policy for Positive Social Impact

Introduction

Colombina S.A. adopts its Health and Nutrition Policy to strengthen sustainability and social impact. Guided by the CLEAN & CLEAR methodology, we reformulate products with superior ingredients and improved nutritional profiles. Through Products with Positive Social Impact (PIS+), we reduce critical nutrients, eliminate artificial additives, and add functional benefits. We ensure transparent communication and responsible advertising, apply the Nutri-Score system to monitor nutritional quality, and maintain affordability to reach all consumers. With measurable goals and continuous progress, this policy aligns health, nutrition, and sustainability across our portfolio.

1. The CLEAN & CLEAR Methodology

Guided by the CLEAN & CLEAR methodology, we ensure the integration of superior ingredients into our products while improving the nutrient profile of our recipes. This commitment underpins our pursuit of sustainable growth, aligning our business practices with consumer well-being and societal advancement.

2. Products with Positive Social Impact (PIS+)

A Product with Positive Social Impact (PIS+) signifies an outcome achieved through the CLEAN & CLEAR methodology. We embrace various approaches to attain PIS+ with specific annual targets, including:

- Reducing critical nutrients such as fats, sugars, and sodium to enhance the nutritional profile of our products.
- Eliminating artificial additives like colors, preservatives, and flavors to promote healthier and more natural recipes.
- Adding positive nutrients such as fiber, prebiotics, probiotics, and protein to support consumers' daily nutritional intake.
- Offering additional benefits such as Kosher, Halal, gluten-free, or vegan certifications to meet diverse dietary requirements.
-

3. Transparent Communication and Responsible Advertising

Transparent communication lies at the core of our consumer engagement strategy. We are committed to clearly conveying all product enhancements and benefits through the following commitments:

- ❑ Ensuring all products disclose nutritional content and provide complementary information such as GDA, FOPL, or similar systems to empower informed choices.
- ❑ Upholding responsible marketing by not targeting children under 12 with products containing high levels of critical nutrients. Since 2014, we have adhered to a self-regulatory advertising agreement with the National Association of Industrialists (ANDI).
- ❑ Marketing responsibly, truthfully, and transparently, enabling informed consumer decisions.
- ❑ Substantiating all nutritional and health claims in compliance with global labeling regulations.
- ❑ Avoiding any campaigns that promote excessive consumption or encourage unhealthy snacking behaviors.
- ❑ Offering small portion sizes and packaging that support responsible consumption.

4. Nutritional Profilyng System

Colombina has adopted the Nutri-Score nutritional profiling system to evaluate the health and nutrition quality of its products globally. This unified system aligns objectives across R&D areas and ensures resource allocation to improve nutritional profiles in all business units and subsidiaries. In 2024, nearly 25% of the total R&D budget—approximately USD 2.8 million—was allocated to portfolio improvements in health and nutrition.

5. Affordable and Nutritious Portfolio Commitment

Colombina’s portfolio is positioned at very accessible price points, enabling consistent reach to low-income consumers across Latin America, Africa, and Europe. While there is no dedicated R&D budget specifically for affordability or accessibility, all portfolio improvements in health and nutrition are applied uniformly across all products without differentiation based on price point. Our global approach and unified targets ensure that every product benefits from nutritional quality enhancements, supporting our broader commitment to delivering nutritious options accessible to consumers with limited spending capacity.

6. Achievements and Goals

In 2024, 10% of our global proprietary sales came from products with reduced critical nutrients, and 56% of our portfolio eliminated artificial additives. Currently, seven out of every ten items qualify as Products with Positive Social Impact (PIS+), reflecting our commitment to healthier options.

Reformulation Targets	2025 Goal	2035 Goal
Critical nutrients reduction	254 SKU reformulated for H&N purposes (12%)	Raise the Nutri-Score of 50% of our portfolio by one level.
Artificial additives reduction		
Positive Nutrients addition		
Other H&N Benefits		

Conclusion

This Policy commits Colombina to delivering products that are healthier, affordable, and socially responsible. By applying CLEAN & CLEAR, achieving PIS+, ensuring transparency, monitoring with Nutri-Score, and guaranteeing accessibility, we advance measurable health and sustainability outcomes. Our achievements and clear future targets confirm Colombina's role as a responsible company that creates value for consumers, society, and the planet.

FOOD ADVERTISING: RESPONSIBLE ACTIONS TOWARD COLOMBIAN CHILDREN

The undersigned, within the framework of the actions that we have been taking to contribute to the well-being of the Colombian population, have adopted the following commitments concerning advertising directed at children under 12 years of age.

A. FIRST COMMITMENT

The signatory companies will adopt one of the following two measures:

- Do not advertise directly to children under 12 years old or Advertise directly to children under 12 years old only for those foods that meet the common criteria that will be adopted no later than September 30, 2015, which must have technical support.

This commitment includes food advertising directed at children in all media sources. Where it is understood by:

- **Advertisement:** Refers to paid advertising and commercial sales messages for food products, including those that use cartoon characters, famous people, and movie connections. Company-owned brand image characters are not included in this pledge.
- **Directed to children under 12 years old:** Refers to an advertisement in media where 35% or more of the audience is under 12 years of age. If there is no adequate data to ensure this percentage, companies will consider other factors as appropriate for determining whether the group to which said advertising is directed are children under 12 years of age, which could include the general impact of advertising, actions taken to restrict access for children and the target population based on the company's media plan.
- **Included media are the following communication vehicles:** TV, radio, print media, film, online media (including company-owned websites and social media), DVD/CD-ROM, direct marketing, product placement, interactive games, visual outdoor advertising, and through mobile devices. Packaging, point-of-sale material, as well as other forms of marketing communication that are not under the direct control of the brand owner, such as user-generated content, are not included in this commitment.

B. SECOND COMMITMENT

Additionally, no food-related advertising of any kind will be made in elementary schools, except when specifically requested by, or with the agreement of, the administration of each school for educational or institutional purposes.

The above commitments will be developed according to the following schedule:

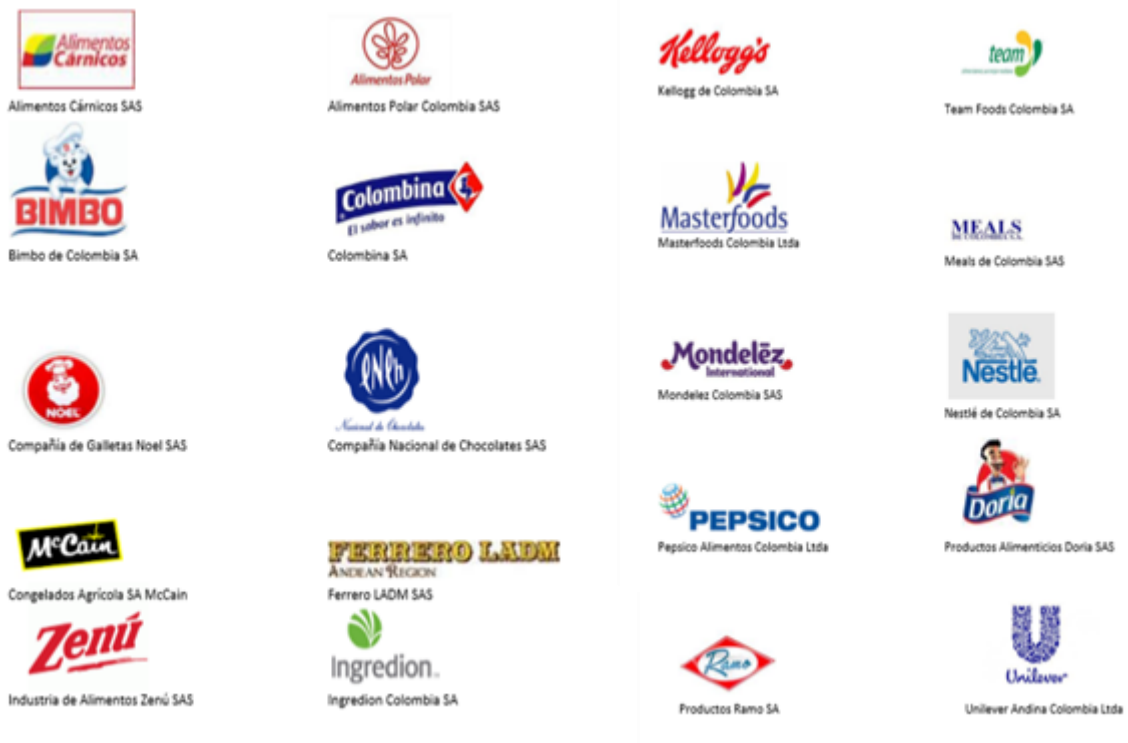
By September 30th, 2015, the common criteria for the application of the first commitment will be agreed upon.

1. By December 31st, 2015, each of the signatory companies will have adopted a gradual adaptation plan to the commitments established above.

2. On January 1st, 2016, each company will begin to implement its gradual adaptation plan. The signatory companies will have adopted the nutritional criteria established in a common way.
3. By December 31st, 2016, the gradual plan must be fully implemented by all signatory companies.

Annual reports will be published to demonstrate compliance with this commitment, prepared by an independent third party. The methodology, conditions, and other aspects related to this report will be agreed upon by the signatories. The signatory companies, individually, can maintain or adopt specific commitments that go beyond this initiative.

SELF – REGULATION COMMITMENT IN ADVERTISING



Mauricio Escobar Vukonic

Vicepresidente Corporativo de Mercadeo

www.colombina.com



