

50th ANNIVERSARY

CORPORATE REPORT 2024

50 YEARS OF BELIEVING IN PEOPLE.
50 YEARS OF GROWING WITH YOU.

consum
Together means Coop



50 YEARS OF GROWING WITH YOU

2025 is no ordinary year. We are celebrating 50 years of history, hard work and commitment, and 50 years of growth alongside our neighbours, suppliers and friends. We have grown with you.

It all began with a simple yet powerful idea: to eat well at a fair price. With this goal in mind, the Cooperative was founded in modest premises in Alaquàs. Our mission is to provide a complete shopping experience, and this has led us to become part of our customers' daily lives, as well as being present at their celebrations and dinner tables. Over the years, we have remained committed to providing products and services that nourish the body and earn the trust and affection of our customers. We have grown alongside generations of families, and it is thanks to them that we are here today. We continue with the same commitment that we had in 1975, and with the same passion as in our early years, but now enriched by experience.

Together, we have achieved great things, overcome challenges, and built not just a cooperative, but a shared story. Everyone who has been part of it has left their mark. Every customer, partner and friend has played an essential role in marking this anniversary, which belongs not only to us, but to all of you too.

Thank you for accompanying us, for placing your trust in us and for being part of this journey, which despite being half a century in the making, is still full of new beginnings.

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50 YEARS OF BELIEVING IN PEOPLE.

Triana, Coral (both 8 months old)) and **Aitor Rodríguez:**
Consum picker at the Platform in Silla (Valencia).

It's often said that children bring good fortune, and that proved true for Adrián, who was unemployed when his wife became pregnant. He has now been working at Consum for a year and is raising twins, Triana and Coral. Thanks to the Cooperative's work-life balance measures, Aitor has been able to share and enjoy their first months of life.

LOOKING BACK

Francesc Llobell
 President of the Cooperative



"TURNING 50 IS A TESTIMENT
 TO OUR STRENGTH, ADAPTABILITY
 AND, MOST IMPORTANTLY, OUR
 SHARED VISION"

When the road is smooth, it's easy to move forward. However, it is when things become difficult — when there's an uphill climb or the ground becomes unstable — that people and organisations must work together to move forward in the same direction.

This year marked the end of a particularly challenging period, shaped by the effects of the DANA or cold drop. These months have brought out the very best in our team. Amid uncertainty, we've witnessed determination, humility and a deep sense of responsibility. We've seen how the culture we've built over decades has become a guiding light in the toughest of times. I feel truly proud of our Cooperative's people, who have risen to meet the challenges of these circumstances, supporting recovery with strength and solidarity.

In 2024, Valencia held the title of Spanish Capital of the Social Economy, highlighting the value of enterprises whose greatest asset is their people — not just nationally, but on an international stage. Being a cooperative goes far beyond shared ownership. It means creating and upholding a set of cooperative values that must endure through good times and bad.

This year also marked the start of Antonio Rodríguez's tenure as Managing Director. It has been a year of laying the groundwork for the Cooperative's expansion over the next decade, with a clear focus on Castilla-La Mancha and eastern Andalusia.

The challenge is no longer just to survive, but to evolve — to grow and conti-

nue creating value. It means continuing to care for our people and our environment. For us, sustainability, innovation and proximity are not just buzzwords — they are our guiding principles.

Turning 50 is more than just a milestone. It is a testament to our strength, adaptability and, most importantly, our shared vision. What began as a modest business initiative has grown into an impactful, soulful and purposeful company.

Our commitment to the cooperative values of placing people at the centre of every decision, supporting the local economy, fostering employment, promoting innovation and shared development, and offering excellent savings and value for money remains steadfast. The past 50 years have been remarkable, and we look forward to continuing to play a part in the story for many years to come.

To all who have accompanied us so far, thank you. Thank you for making it possible. To those who will shape Consum's future, welcome — let's continue building it together.

This year, we are celebrating more than just an anniversary — we are commemorating five decades of history, shared endeavour and constant evolution. Reaching this milestone is a source of pride, but it is also an opportunity to reflect with gratitude and look to the future with determination. I am deeply honoured to be leading the Cooperative at this significant moment, and I would like to share a few reflections on our journey and our recent strong results.

Since its foundation in 1975, Consum has pursued a clear mission: to provide products, services and support that improve people's lives. What started as a small project driven by a group of visionaries has grown into a well-established organisation recognised in our sector, supported by a team of around twenty-two thousand people.

Over the past 50 years, we have experienced phases of expansion as well as difficult times. Yet we have remained true to our values of excellence, responsibility, integrity, and a strong commitment to our customers. It is these deep roots that have enabled us to adapt and continue growing.

Along the way, we enjoyed calm waters that were easy to navigate, but we also braved stormy seas that pushed us to our limits. The past year has been particularly challenging in the Valencia region. The cold drop was a disaster that shook the foundations of our daily lives and left lasting consequences that we are still addressing. It was a serious setback that once again tested our resilience and determination.

Nevertheless, we closed the year with a 7.5% increase in profits, exceeding our forecasts. We also increased our investment in innovation by 39%, leading to new products and more efficient ser-

vices, such as enhancements to our on-line store, and improving the experience for our customers.

In 2024, we also planted the seeds for future development, both in the centre and south of the country, with land acquisitions in Noblejas (Toledo) and Antequera (Málaga).

Moreover, we continued to grow our retail network, both organically and through the purchase of nine supermarkets, which will open under the Consum name in 2025.

Customer satisfaction remains strong, and we've taken decisive steps in sustainability, achieving an 81% reduction in our carbon footprint compared to 2015.

These results are no accident. They reflect the dedication of a committed team, the talent of our people, and a clear strategy focused on quality and sustainability. If the past half-century has taught us anything, it's that constant innovation and active listening are essential to sustained growth.

As we look to the future, we are celebrating not only who we were, but also who we want to continue to be. This anniversary also marks a renewed pledge to our people, our customers, and wider society. We are committed to sustainable development, generating quality employment and contributing to a better world in our own way.

Thank you to everyone who has been part of our journey. The next 50 years begin today. And without a doubt, the best is yet to come.

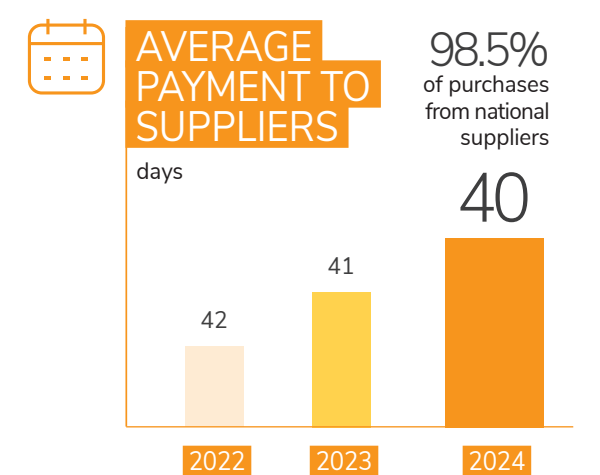
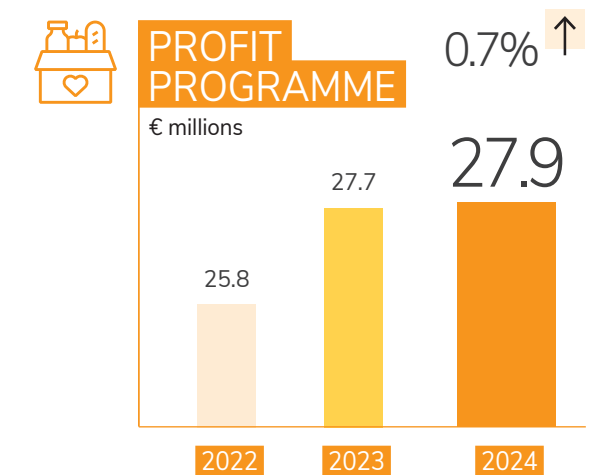
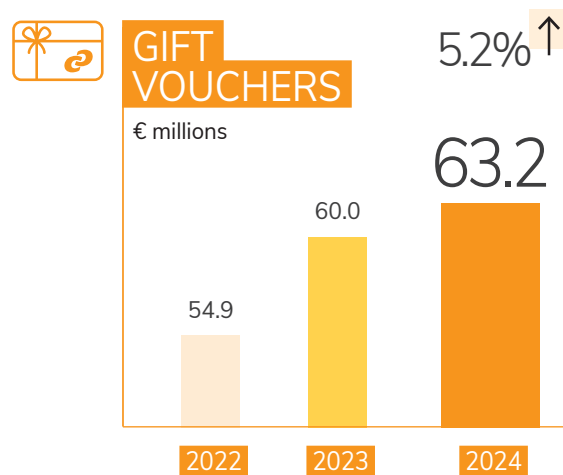
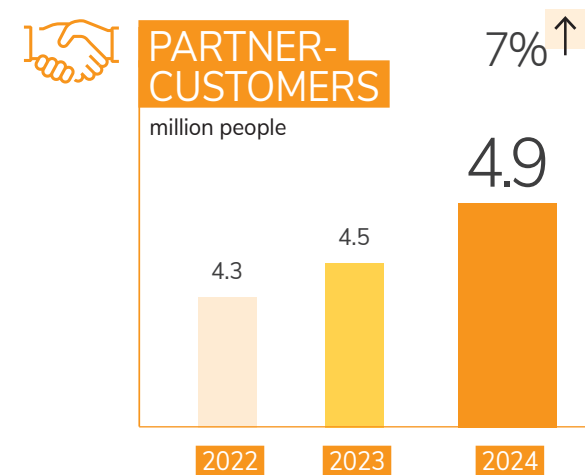
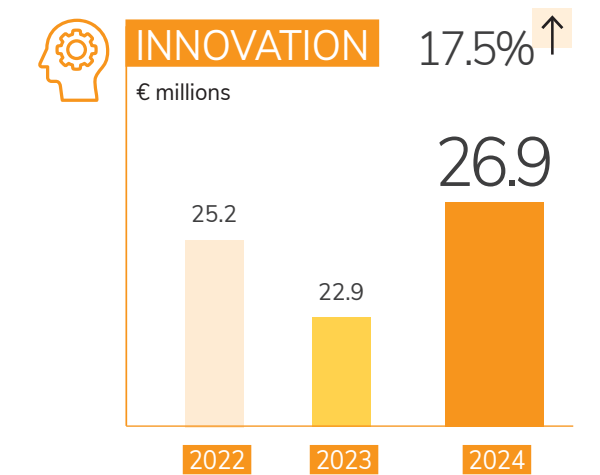
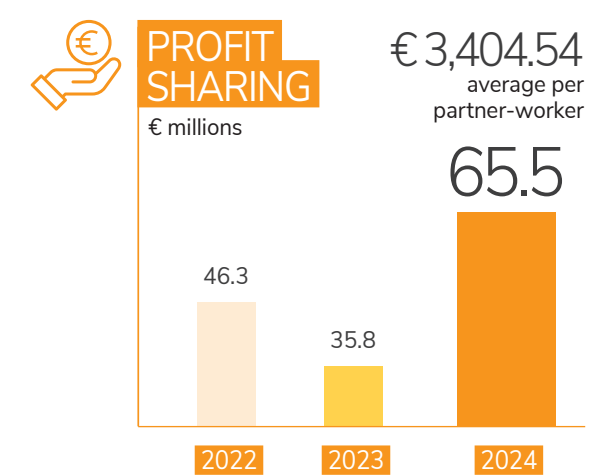
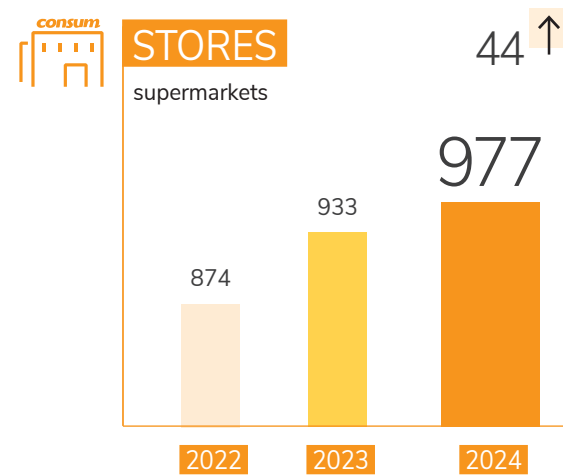
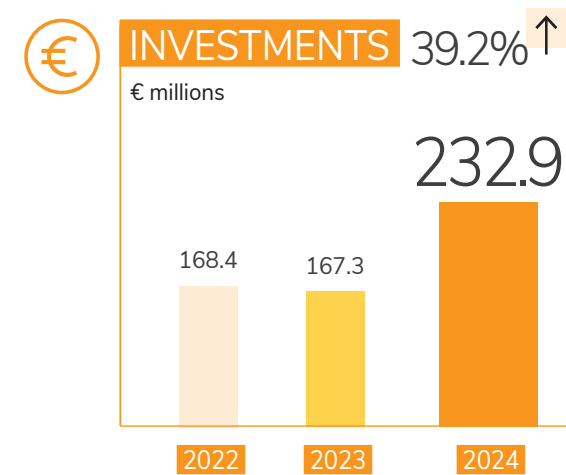
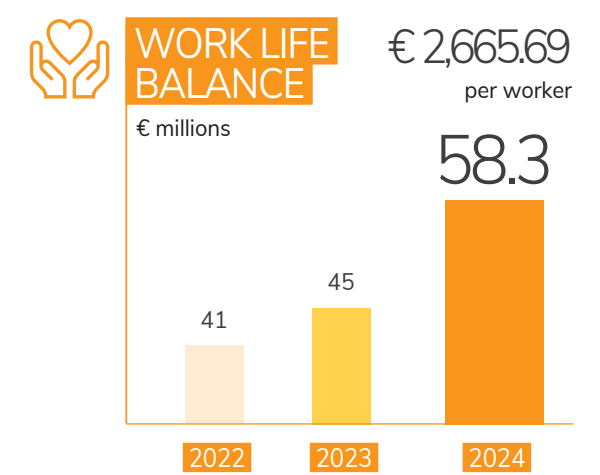
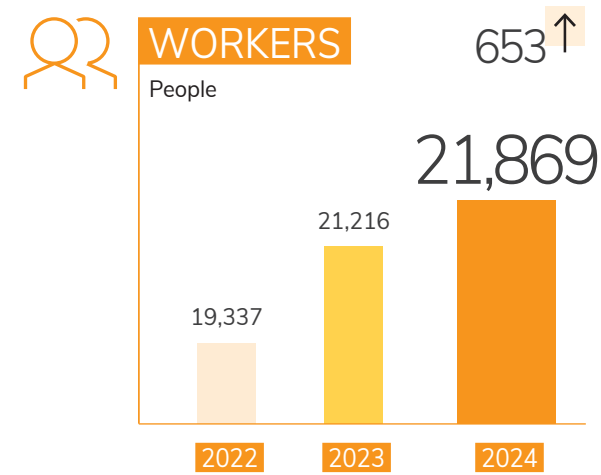
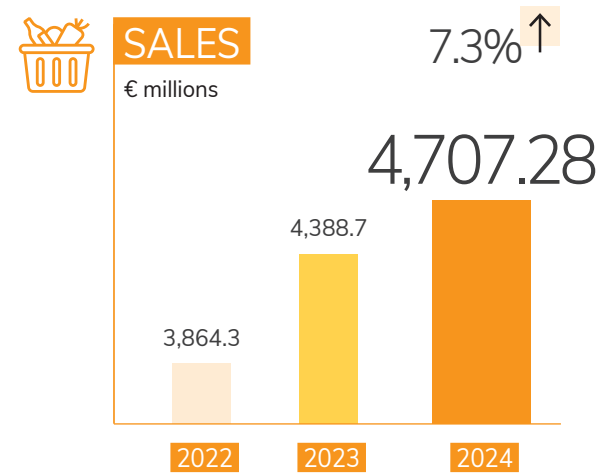
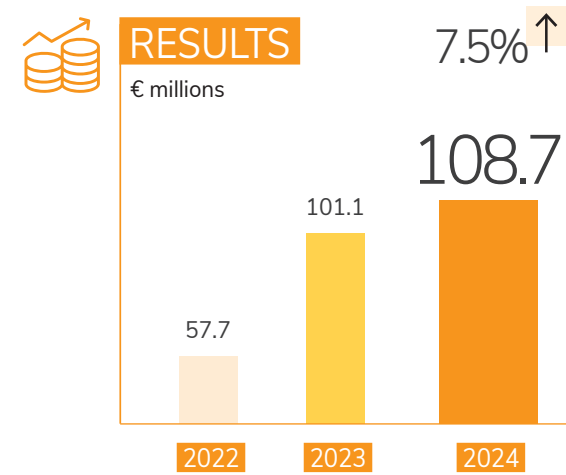
LOOKING FORWARDS

Antonio Rodríguez
Managing Director



"THANK YOU TO EVERYONE WHO HAS BEEN PART OF OUR JOURNEY. THE NEXT 50 YEARS BEGIN TODAY. AND WITHOUT A DOUBT, THE BEST IS YET TO COME"

HERE ARE THE FIGURES



THIS IS OUR PURPOSE

Consum S. Coop. V. is the largest cooperative in the Spanish Mediterranean area, currently operating in Andalusia, Castilla-La Mancha, Catalonia, the Valencian Community, the Region of Murcia and Aragon. It conducts its activity in the food and household products distribution sector through its own Consum supermarkets and Charter franchises.

Its model is based on local supermarkets where customers can choose from a wide range of brands and enjoy high-quality fresh and packaged products. It also stands out for its Mundo Consum benefits programme, which offers partner-customers significant discounts to help them save, both directly and based on personal preferences, as well as for the excellent customer service provided to its partner-workers.

Consum's purpose is defined by its mission, vision and values, the three strategic pillars that support its business model.



MISSION: "COMMITTED WORKERS. SATISFIED CUSTOMERS"

Consum is a versatile cooperative made up of two types of partners: workers and consumers. Its corporate purpose is therefore two-fold. On the one hand, to ensure stable and high-quality employment for partner-workers. On the other, to offer partner-customers the food and household products they need, under the best possible conditions of price and quality, while also providing them with the information and training necessary to consume responsibly. Consum's mission is born from the union of these two aims and is reflected in its motto: "Committed workers. Satisfied customers", always placing people at the centre of its business model.

VISION: "TO BE A RENOWNED COMPANY IN THE DISTRIBUTION SECTOR"

All of Consum's actions are focussed towards a single vision, of being an independent, innovative, honest and sustainable cooperative, where its customers have the ability to choose and fair prices.

VALUES: "LISTEN TO ACT LIKE A RESPONSIBLE COMPANY"

Listening to customers, workers, suppliers and the environment; providing the products, training, information, well-being, development and sustainability they need; and acting responsibly with commitment, honesty and respect. These values guide the Cooperative and embed sustainability within its management model.

In an increasingly dynamic and competitive environment, organisations must adopt a comprehensive approach that enables growth across all areas. This strategy is built on four pillars: customers at the heart, people at the centre, sustainability, and business profitability. These four pillars are interconnected and mutually reinforcing, establishing a solid and responsible road map for both today and tomorrow.

The first pillar, customers, places those who give meaning to our existence as a cooperative at the core, with a focus on experience, friendliness and personalisation. The second pillar, people, recognises that the human talent of our workforce is our driving force, promoting well-being and development. Sustainability, in turn, reflects our commitment to the environment and guides our initiatives towards a long-term positive impact across social, environmental and economic dimensions. Finally, profitability ensures our continuity, allowing each decision to serve as an investment in the future.

4th STRATEGIC PILARS



SUSTAINABILITY: A STRATEGIC PILLAR

Sustainability at Consum is rooted in its cooperative values and, as a social economy enterprise, seeks to balance economic growth, individual well-being and the protection of the natural environment.

Consum's Sustainability Policy is governed by the following principles, which guide all of its actions:

- 1 Ensuring compliance with all applicable regulations, both internal and external, while promoting an ethical culture and responsible conduct among its governing bodies and employees.
- 2 Upholding standards related to human rights, labour rights, and freedom of expression and association, while ensuring the preservation of the environment through a strong focus on tackling climate change.
- 3 Fostering partnerships and actively participating in associations, forums and collaborative projects linked to sustainability.
- 4 Establishing mechanisms for participation based on dialogue and transparency with all stakeholders.
- 5 Integrating the needs and expectations of stakeholders into the Cooperative's strategy, creating long-term shared value for both the organisation and society as a whole.



MARIA AMPARO FROM CONSUM IN VILLARROBLEDO



Sustainability Policy



MASTER OF FRESHNESS AT CONSUM IN ELCHE (ALICANTE)

With regard to the latter principle, Consum has established various channels to communicate with its stakeholders:



PARTNER-WORKERS AND WORKERS

SHARED VALUE

Making long-term decisions and maintaining sustained growth, while sharing profits among partner-workers.

Creating stable jobs with suitable working conditions and promoting work-life balance.

COMMUNICATION CHANNELS AND FREQUENCY

General Assembly (annual)	Corporate intranet (ongoing)
Preliminary meetings (triennial) and informative meetings (Annual)	BIS online and newsletter (monthly)
Gente Consum app (ongoing)	Centre meeting (monthly)
Delegate commissions of the Social Committee (bi-monthly)	

SATISFACTION RATING

Consum's Engagement Survey was carried out in 2024, with an overall participation of 54% and an average rating of 4.01 out of 5.



PARTNER-CUSTOMERS AND CUSTOMERS

SHARED VALUE

Committing to a customer experience based on care and respect for people, with points of sale and services that are accessible to all.

Guaranteeing responsible communication, while protecting the personal data of partners and customers.

Ensuring the safety and quality of products, with a focus on healthier and more sustainable consumption.

COMMUNICATION CHANNELS AND FREQUENCY

General Assembly (annual)	In-store signage and tannoy system (ongoing)
Preliminary meetings (triennial)	Television and radio slots (monthly)
Entrenosotros Magazine (bi-monthly)	Commercial leaflets (monthly)
Customer service (ongoing)	Shopping statements and gift vouchers (monthly)
Co-innovation sessions (regular)	Social media (ongoing)

SATISFACTION RATING

The rating of the Mundo Consum programme is measured through surveys conducted by the Customer Voice Area, resulting in a Net Promoter Score (NPS) of 49.62 in 2024.



SUPPLIERS AND CREDITORS

SHARED VALUE

Engaging transparently with suppliers and creditors.

Offering stability, fair margins and appropriate payment deadlines across the entire chain, while encouraging commercial innovation.

Working towards a more responsible and sustainable supply chain, with particular emphasis on human rights and environmental protection.

COMMUNICATION CHANNELS AND FREQUENCY

Commercial meetings with managers (regularly)	Events with suppliers (occasionally)
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SATISFACTION RATING

In 2024, Consum maintained its position as the second-highest rated national retailer, according to the AECOC Benchmarking study, as voted by food manufacturers. It also retained first place in the Advantage Mirror ranking for the sixth consecutive year.



FRANCHISEES

SHARED VALUE

Providing training, support and guidance to franchisees.

Fostering relationships based on transparency, stability and respect for commercial agreements.

COMMUNICATION CHANNELS AND FREQUENCY

Commercial meetings with area managers (regularly)	Commercial training and mentoring (regularly)
Events with franchisees (occasionally)	

SATISFACTION RATING

The quality of the supply service received by franchisees from the Cooperative is assessed annually. In 2024, it received a score of 7.4 out of 10.



SOCIETY

SHARED VALUE

Guaranteeing compliance with legislation, and maintaining loyalty to the market and fair competition.

Building partnerships with all sectors of society, with particular focus on collaboration with other social economy entities.

Promoting the development of local communities and supporting social programmes, including food donations and other forms of social collaboration.

COMMUNICATION CHANNELS AND FREQUENCY

Meetings in associations (regularly)	Social events (occasional)
Press releases (regular)	Press interviews (occasional)
Signing agreements (occasionally)	Social media (ongoing)
Corporate website (ongoing)	Corporate report (annually)
Press briefing of results (annually)	

SATISFACTION RATING

To evaluate corporate reputation, a study is conducted by the consultancy firm Reputation Institute. In 2024, the Cooperative achieved a score of 69.8 out of 100 in the Reprtrak ranking.

The Sustainability Strategy 2021–2025 is structured around ten lines of work, integrating sustainability transversally across the organisation:

	SUSTAINABILITY STRATEGY 2021-2025	SUSTAINABLE DEVELOPMENT GOAL (SDG)	MILESTONES ACHIEVED IN 2024
1	MANAGING WITH COOPERATIVE VALUES	16	• María Sánchez Alcaraz appointed as Administration Manager, replacing Isabel Moreno Gil, who has retired. • Eight Informative Meetings held for partner-workers in Alicante, Murcia, Barcelona, Castellón, Granada and Valencia. • #DecirHaciendo (Say-doing) event on "Companies with values", dedicated to the social economy.
2	SHARED ECONOMIC GROWTH	8	• €65.5 million distributed among partner-workers, averaging €3,404.54 per person. • Acquisition of land for new logistics platforms in Noblejas (Toledo) and Antequera (Málaga). • 59 new points of sale opened, including company-owned supermarkets and franchises. • Online store now operating in 456 towns.
3	LOCAL DEVELOPMENT	8, 11	• 98.5% of purchases made from Spanish suppliers, with 66.8% sourced locally. • ISO 18404 Lean certification awarded to the Silla Platform for implementing the Lean Management System across Food and Non-Food platforms. • TEO and Nodriza programmes now account for 68% of purchases of fresh, refrigerated and frozen foods, involving 239 suppliers and 13 transport companies.
4	INNOVATION FOR PEOPLE	9	• €26.9 million invested in innovation, a 17.5% increase on the previous year. • Development of Routing Maps Tracking TV Software initiated. • 936 initiatives carried out through the Cooperative's Continuous Improvement Programme.
5	WORK, TALENT AND WELL-BEING	4, 5, 8, 10	• Launch of Consum's new People and Well-being Strategy. • 653 new jobs created, bringing the workforce to 21,869 people. • €82 million invested in work-life balance initiatives.
6	SAVINGS AND CUSTOMER EXPERIENCE	12	• 4.9 million partners-customers. • €63.2 million in discounts provided to help partner-customers save.
7	HEALTHY AND SUSTAINABLE OFFER	2, 3, 14, 15	• Range of 14,466 products, with 14% under the Consum own brand. • AENOR certification maintained for the Food Safety System for the third consecutive year, and 27th anniversary of the ISO 9001:2015 certification. • Reformulation of 33 own brand products to improve nutritional value.
8	REDUCING EMISSIONS AND WASTE	6, 7, 11, 12, 13	• Launch of the Neutral Platform in Las Torres de Cotillas, Murcia. • Implementation of the first urban distribution system with zero emissions and noise and addition of 12 electric vehicles to the capillary transport fleet. • Plastic shopping bags now made from 100% recycled plastic across the entire commercial network.
9	SOCIAL COMMITMENT AND SOLIDARITY	1, 2, 3, 4, 5, 10, 12	• 5th edition of the World Day of the Consumer: "Small actions to protect the planet from climate change" ("Pequeñas acciones para proteger el planeta del cambio climático"). • 8,590.2 tonnes of products donated through the Profit Programme. • 12th anniversary of the partnership with AFANOC (Association of Family and Friends of Children with Cancer), with increased financial support.
10	PARTNERSHIPS FOR COOPERATION	17	• 20th anniversary of the collaboration with Payasospital to support the emotional well-being of hospitalised children and their families. • Continued collaboration with the Spanish Association Against Cancer (AECC) on the campaign "The purchase of your life" for the third consecutive year.

The Sustainability Policy is integrated into management through various sustainability strategies. The current strategy, which covers the period from 2021 to 2025, is aligned with the Sustainable Development Goals (SDGs). It contributes to these global targets by helping Consum to achieve its own objectives.



SUSTAINABLE DEVELOPMENT GOALS

STATEMENT OF NON-FINANCIAL INFORMATION AND SUSTAINABILITY INFORMATION 2024

In accordance with Law 11/2018 of 28 December, Consum has prepared its individual Statement of Non-Financial Information (SNFI) for the year 2024, which is included as an annex to the management report. The content of the SNFI exceeds the requirements set out in current non-financial information regulations. Specifically, it includes sustainability information prepared by the Cooperative for the same reporting year, in line with the provisions of Directive (EU) 2022/2464 regarding corporate sustainability reporting (CSRD). Both the SNFI and the sustainability information have been verified at a limited assurance level by AENOR CONFÍA S.A.U., which issued an independent verification report on 22 April 2025 containing no caveats.



CONSUM SUPPORTS THE SUSTAINABLE DEVELOPMENT GOALS



50 YEARS OF SHARING OUR VALUES.



Francisco Bermejo: Consum store manager, now retired.

Paco may not have been at Consum for the full 50 years, but his more than four decades with the Cooperative have left a lasting mark. Over the course of his career, he not only witnessed Consum's expansion but played a key role in driving it – opening new stores, working tirelessly, and leading by example. A master in team management, he brought the cooperative spirit to every new destination. Ask anyone about him, and they'll say the same: he was an outstanding manager. Above all, he was the best colleague, acting as a true role model.

PARTICIPATIVE MANAGEMENT

Consum’s cooperative model enables all its partners – both workers and consumers – to take part in the management of the organisation. As outlined in its Articles of Association, Preliminary Meetings for Partner-Workers and Customers are held every three years. These meetings allow interested partners to stand for election as delegates to the General Assembly and serve as a platform to report on the Cooperative’s corporate and business activity. Although no preliminary meetings were held in 2024, eight informative meetings were organised for partner-workers in Alicante, Murcia, Barcelona, Castellón, Granada and Valencia, attended by a total of 7,777 people.

The partners elected as delegates form the General Assembly, the highest decision-making body at Consum. It consists of 150 delegates: 75 representing partner-workers and 75 representing partner-customers. In 2024, 132 delegates participated in the General Assembly, representing an attendance rate of 88%, with women accounting for 63.6% of attendees.

Every four years, the General Assembly elects the Board of Governors, which acts as the Cooperative’s main governing, representative and management body. The Board comprises six partner-worker and six partner-customer representatives. Francesc Llobell Mas currently chairs the Board, which has 58% female representation. The Board delegates day-to-day management of the Cooperative to the Managing Director and Board of Directors, who are responsible for implementing approved strategies and decisions.

The Board of Directors comprises ten members and is led by Antonio Rodríguez. In 2024, following the retirement of Isabel Moreno Gil, the position of Administration Manager was taken over by María Sánchez Alcaraz.

In addition, Consum has a Social Committee and a network of Delegate Committees, which serve to support communication and consultation with partner-workers on socio-occupational matters. The Social Committee consists of 18 representatives, elected every four years to represent partner-workers across the different areas of the Cooperative. It is currently chaired by Inmaculada Costa.

The Board of Governors includes an Audit Committee, which is responsible for internal control, corporate risk prevention and ensuring compliance with the applicable requirements for Consum as a public interest entity. The Cooperative also has an Appeals Committee, comprising four partner-customers, which reviews cases in which partners contest decisions made by the Board of Governors that affect them.



VOTING AT THE 2024
GENERAL ASSEMBLY

SOCIAL ORGANISATION

CONSUMER-PARTNERS'
PREPARATORY MEETINGS

WORKER-PARTNERS'
PREPARATORY MEETINGS

DELEGATES' GENERAL
ASSEMBLY

APPEALS COMMITTEE

President: Miguel Antonio Montagut Gómez
Secretary: M^a Remedios Alarcón Carbó
Members: José Manuel Campo Ruíz, Mario Molla Romano

BOARD OF
GOVERNORS

GENERAL
MANAGEMENT

BOARD OF
DIRECTORS



VICE-SECRETARY

Ana Isabel
Cano García



SECRETARY

María Rosa
Sánchez Martínez



VICE-PRESIDENT

Lorena
Mateu Primo



PRESIDENT

Francesc
Llobel Mas



MEMBER 1

María Cristina
Durá Valero



MEMBER 2

Gabriel
Bejerano Parra



MEMBER 3

Ricardo
Díaz Sánchez



MEMBER 4

Belén
Caballer Oviedo



MEMBER 5

Enrique
Cerezo Cebrián



MEMBER 6

Marta
Lleó del Caño



MEMBER 7

Fernando
Aliaga García



MEMBER 8

María Jesús
Márquez Díaz

SOCIAL COMMITTEE

President:
Inmaculada Costa Hernández
Vice-president:
Francisca Bayarri Soriano
Secretary:
Elvira Tarazona Tarazona
Members:
Juan Antonio Ramos Almansa, Laura Pastor Miguens, Santiago Mora Garrido, Nieves Faubell Valls, María Ángeles Navarro Vegara, María Pilar Minaya García, Beatriz Mas Tarazona, Víctor Palomino Roca, Blas Ribera Francés, Yolanda Ortega Puig, Esther Fernández Grau, Rafael Díaz-Flores Sanchís, Rosa María Pacheco Ortega, Ana Belén Navarro Galera, Noelia Miranda Cámara, Jessica Vinuesa Amador

DELEGATE COMMISSIONS

AUDIT COMMITTEE

President: M^a Jesús Márquez Díaz
Secretary: María Rosa Sánchez Martínez
Members: Enrique Cerezo Cebrián

ORGANISATION OF MANAGEMENT



GENERAL MANAGEMENT

Antonio
Rodríguez Lázaro



ADMINISTRATION
MANAGEMENT

María
Sánchez Alcaraz



PURCHASING
MANAGEMENT

Manuel
García Álvarez



DEVELOPMENT
MANAGEMENT

Emilio
Bermell Carrión



FINANCE & ICT
MANAGEMENT

Amadeo
Ferrer Bayarri



STORE
MANAGEMENT

Juan Vicente
Ríos Mascarell



LOGISTICS
MANAGEMENT

Lourdes
Brugera Moreno



DIRECTOR OF
PEOPLE AND WELL-BEING

Pedro
Hernández Quiroga



EXTERNAL RELATIONS
MANAGEMENT

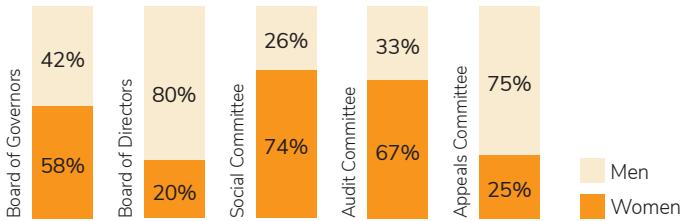
Francisco Javier
Quiles Bodí



CONSUMER-PARTNER &
MARKETING MANAGEMENT

Ricardo Marí Sanchis

COMPOSITION OF GOVERNING BODIES BY GENDER



GOOD GOVERNANCE POLICY

CORPORATE POLICIES

In addition to the Sustainability Policy, the Cooperative has established a set of corporate policies addressing environmental, social and governance (ESG) matters. These policies guide and regulate various aspects of its management. Proposed by the Management, these policies are approved by the Board of Governors, with oversight provided by the

Consum has an internal model of good governance focused on preventing breaches of both internal and external regulations, while also promoting ethical behaviour among all members of the organisation. This model strengthens the Cooperative's management systems, making them more transparent, efficient and democratic.

Audit Committee. All policies are communicated to employees and are accessible via several channels, including the corporate website, the Gente Consum app, and noticeboards located in workplaces. The main policies are as follows:

ENVIRONMENTAL DIMENSION (E)

Environmental Policy (2022): Aims to minimise the environmental impact of activities through continuous improvement and awareness-raising initiatives.

SOCIAL DIMENSION (S)

Staffing Policies (2017): Promote training and staff development, support the creation of secure jobs with competitive salaries, encourage participation, foster gender equality, and facilitate work-life balance.

Food Quality and Safety Policy (2022): Ensures the quality and safety of food products supplied or donated by the Cooperative.

Donations and Sponsorship Policy (2019): Encourages charitable partnerships with organisations that contribute to the development of local communities.

GOVERNANCE DIMENSION (G)

Legal Risk Prevention Policy (2019): Focused on legal compliance and loyalty to the market, firmly rejecting all forms of corruption.

Taxation Policy (2021): Ensures compliance with all tax obligations, guided by ethical principles and transparency.

Policy on Related Parties and Conflicts of Interest (2021): Regulates decision-making to guarantee independence, transparency and prioritisation of the Cooperative's interests.

Policy on Hiring Relatives in the Cooperative (2024): Aims to prevent preferential treatment or conflicts of interest among employees, establishing clear guidelines for managing professional situations involving relatives.

Policy for the Detection, Prevention and Control of Fraud and Irregularities (2024): Addresses the prevention, detection and management of fraud, corruption and other irregularities, and promotes a strong ethical culture in decision-making.

CODE OF GOOD GOVERNANCE AND CODE OF ETHICS AND CONDUCT

The two instruments that define the Cooperative's commitment to responsible business conduct are the Code of Good Corporate Governance and the Code of Ethics and Conduct. These codes were drafted by the Board of Directors and approved by the Board of Governors in 2012 and 2018, respectively.

Consum's Code of Good Governance outlines the voluntary commitments undertaken by the Cooperative's governing bodies to ensure more comprehensive and transparent management, thereby strengthening stakeholder trust. The Code of Ethics and Conduct, meanwhile, sets out guiding principles for employee behaviour in day-to-day operations and in their interactions with suppliers, public authorities and the media. Both codes include provisions for preventing and eliminating unlawful or unethical practices, as well as principles relating to environmental protection and the safeguarding of human rights.

The Code of Ethics is communicated to all employees through a clause included in their employment contract, and is accessible via the corporate intranet and the Gente Consum app. Contracts with suppliers and other stakeholders also include an ethics clause, which they are required to comply with. To support wide dissemination, both codes are available in multiple languages on the Cooperative's website.

Code of Good Governance



Code of Ethics and Conduct



ANDRÉS SÁNCHEZ
COLLEAGUE FROM
THE OFFICE IN SILLA

ETHICS COMMITTEE, INTERNAL INFORMATION SYSTEM AND REPORTING CHANNEL

To support the effective functioning of the Cooperative, Consum has established an Ethics Committee, which provides ethical and legal guidance to employees. A Compliance Officer is also in place, responsible for assessing legal risks and ensuring the adequacy of defined prevention mechanisms.

In accordance with Spanish Law 2/2023 on the protection of individuals who report breaches and the fight against corruption, the Board of Governors approved the creation of Consum's Internal Information System (IIS) and a protocol for its implementation. This protocol is available on the corporate website. Consum had already implemented a Reporting Channel, enabling stakeholders to report any unlawful or unethical conduct and ensuring appropriate resolution. With the introduction of the IIS, all reporting mechanisms have been consolidated into a single channel. Depending on the nature of the report, submissions are directed to the relevant managers within the organisation. Reports may be submitted anonymously and are handled with full confidentiality. Additionally, protection is guaranteed against reprisals, discrimination or penalisation. The Reporting Channel can be accessed via Consum's website:

Reporting Channel



RISK MAP

The Cooperative has a 360 Risk Map and a global Crime Prevention Model for all its operations. These tools are used to assess corruption-related risks. Different contingency measures have been defined for each risk and are reviewed and reported to the Audit Committee and Board of Directors annually.



LORENA AND ISMAEL
FROM CONSUM IN
VILLARROBLEDO

A PEOPLE-CENTRED MODEL

Consum's infrastructure and operating model differ from those of other distribution chains, thanks to its emphasis on partner participation and cooperative values. The following outlines the key elements of its model and value proposition:

- **LOCAL STORE MODEL**, comprising company-owned stores with large sales areas and parking facilities, combined with Charter franchises, which operate as convenience stores in small towns and urban neighbourhoods.
- **FREEDOM OF CHOICE FOR CUSTOMERS**, offering an extensive and varied range of leading national brands, fresh products, and top retail items, alongside an own-brand range that delivers excellent value for money.
- **FOCUS ON FRESH PRODUCE**, with a display model that allows for personalisation and tailoring of products to meet individual customer needs.
- **COMPETITIVE PRICING AND THE MUNDO CONSUM ADVANTAGES PROGRAMME**, available exclusively to partner-customers.
- **IN-STORE CUSTOMER SERVICE**, providing a high standard of care from supermarket staff, who assist, guide and offer personalised recommendations to customers.
- **ONLINE SERVICE CHANNEL**, offering a wide selection of products with delivery available in one-hour time slots.



JOEL,
MASTER
LLACER

FOCUS ON THE PARTICIPATION
OF PARTNERS AND COOPERATIVE
VALUES



50 YEARS OF GROWING FROM RESPONSIBILITY.



Mercedes Navarro: Director of the Consum store in C/ Santa Ana in Paiporta (Valencia).

In Paiporta, no one will forget the day the cold drop (DANA) caused such widespread devastation. Merche, who has worked at Consum for 26 years, says she has never experienced anything like it. Yet she assures us that rebuilding after the catastrophe has been the best thing for everyone, both staff and customers. Reopening the store has meant more than just resuming business; it has restored hope to the people of Paiporta, offering a sense of recovery and a return to normality after the devastation.

SHARING IS
COOPERATIVE

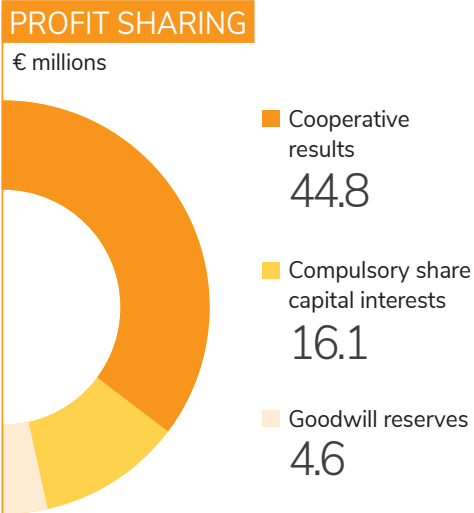
In the 2024 financial year, Consum achieved sales of €4,707.28 million, representing an increase of 7.3% compared to the previous year. This growth is attributed to the opening of new stores, both company-owned and Charter franchises, along with improvements in the Cooperative's market share. These results highlight the strength of a business model built on people, sustainability and profitability as its strategic pillars.

Consum creates economic value, which is distributed among its stakeholders through payments to suppliers and creditors, as well as through remuneration to partners and employees. It also contributes through the payment of taxes to public administrations and by making investments that have a positive impact on society.

DIRECT ECONOMIC VALUE (€)	2024	2023
GENERATED ECONOMIC VALUE	4,403,882,788	4,082,714,977
DISTRIBUTED ECONOMIC VALUE	4,173,116,593	3,865,625,060
OPERATIONAL COSTS	3,475,169,785	3,249,876,514
SALARIES AND SOCIAL BENEFITS	684,742,312	600,759,083
PAYMENTS TO EXTERNAL FUND PROVIDERS	390,912	621,196
PAYMENTS TO PUBLIC ADMINISTRATIONS	9,580,584	11,119,267
INVESTMENT IN THE COMMUNITY	3,233,000	3,249,000
RETAINED ECONOMIC VALUE	230,766,194	217,089,917
DEPRECIATION OF PROPERTY	122,088,386	115,952,083
PROFIT FROM THE YEAR	108,677,808	101,137,834

In 2024, profits reached €108.7 million, an increase of 7.5% compared to the previous financial year. Competitive pricing, together with effective control of energy costs, enabled the Cooperative to improve its margin over the previous year. These profits, combined with depreciation, resulted in a retained economic value (cash flow) of €230.77 million for the Cooperative.

This year, partner-workers shared more than €44.8 million from the Cooperative's profits. They also received €16.1 million in interest on their contributions to the Cooperative's compulsory share capital, along with a goodwill reserve of €4.6 million. In total, partner-workers received more than €65.5 million, which equates to an average of €3,404.54 per person.



INVESTMENTS

In 2024, investments totalled €233 million, representing an increase of 39.2% compared to the previous financial year. The most significant investments were in logistics, with the purchase of land in Antequera and Noblejas, and in the improvement of the online service through the centralised warehousing project for Valencia and its metropolitan area.

As of the end of the financial year, Consum's Balance Sheet showed total assets of €1,545.8 million. Of the total equity and liabilities, 59.5% corresponded to own funds, with reserves accounting for 32.0% of this figure (19.0% of the total equity and liabilities). These figures reflect the Cooperative's strong financial solvency.



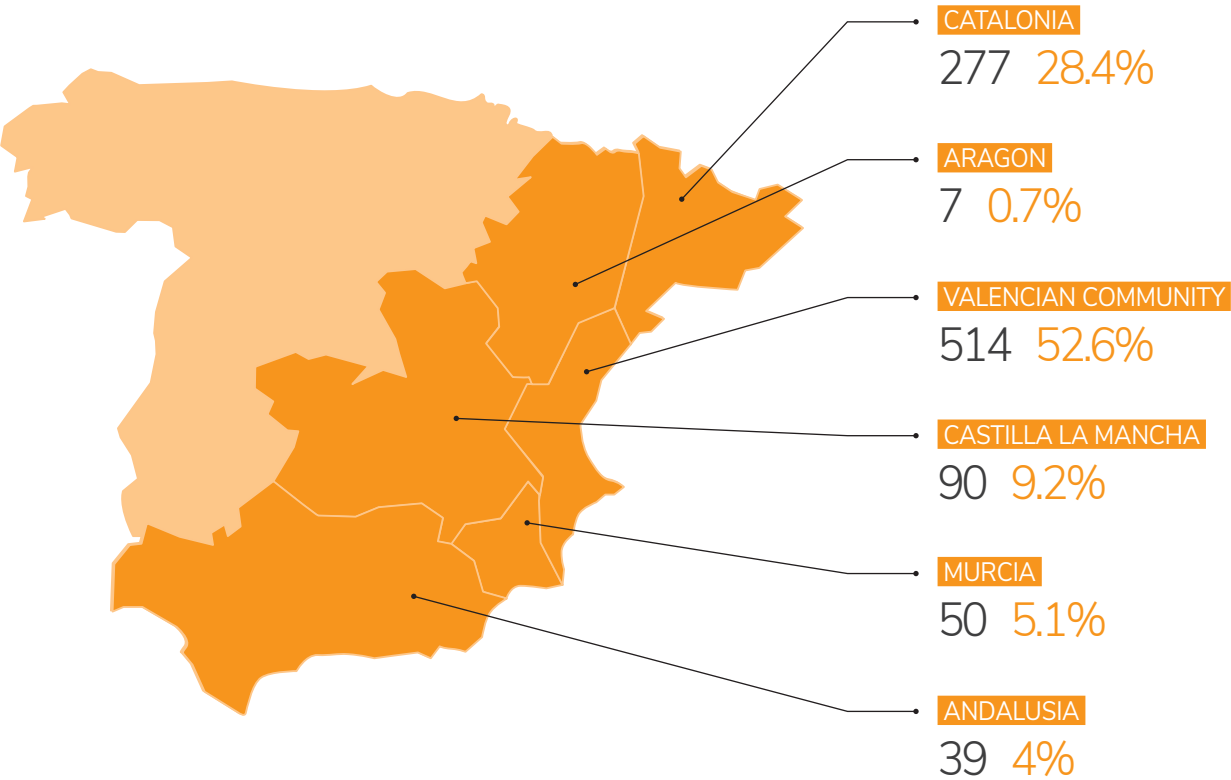
WE CONTINUE OPENING DOORS

The Cooperative continues to strengthen its presence across the entire Spanish Mediterranean area. In 2024, it opened 59 new retail outlets, including 15 company-owned supermarkets under the Consum name and 44 Charter franchises. This brought the total commercial network to 977 outlets, comprising 498 own stores and 479 franchises, with a combined sales area of 713,904 m². In 2024, the Cooperative's national share of retail surface area rose by 0.1 percentage points, reaching 4.7%, positioning Consum as the sixth largest company in the ranking of national distribution chains compiled by Alimarket.

While the Cooperative's main areas of operation remain the Valencian Community and Catalonia – representing 52.6% and 28.4% of the network respectively – its presence in other expansion areas is becoming increasingly significant within the overall supermarket network.

TOTAL SUPERMARKETS
977

SUPERMARKETS BY REGION



OPENINGS BY REGION

	15 CONSUM SUPERMARKETS	44 CHARTER FRANCHISES
ANDALUSIA	02 Vegas del Genil, Huércal de Almería	03 Vélez Rubio, Sorbas, Almería
VALENCIAN COMMUNITY	06 Valencia (2), Tavernes de la Valldigna, Alzira, Elche, Bétera	16 Quartell, Castelló, Villalonga, València (4), Benaguasil, Bonrepòs i Mirambell, Llíria, Castelló, Pobla de Vallbona, Sant Vicent del Raspeig, Paterna, Guadassuar, Barxeta
CATALONIA	04 Castellar del Vallés, Lloret de Mar, Badalona, Rubí	17 Castelldefels, Santa Coloma Farners, Mataró, Hospitalet de Llobregat (3), Cerdanyola del Vallés, Barcelona (4), San Vicenç dels Horts, Olesa de Montserrat, Lleida, Aitona, Puigcerdà, Molins del Rei
CASTILLA LA MANCHA	01 Albacete	07 Horcajo de Santiago, Fuentealamo, Manzanares, Villafranca De Los Caballeros, Aguas Nuevas, El Provencio, Riopar
MURCIA	02 Murcia, Fortuna	01 Yecla

Continuing with the aim of adapting to the needs of partner-customers and offering the best possible experience, the Cooperative extended nine supermarkets and renovated 26 in 2024. The new store model has now been implemented in 289 Consum supermarkets, representing 58% of the company-owned commercial network. The following initiatives have been introduced to enhance store functionality:

- **NEW MODEL FOR LOOSE BAKERY ITEMS:** A new format offering mixed loose bakery items has been introduced in 125 stores. This allows customers to choose the exact number of units of each item they wish to purchase.
- **NEW FISHMONGER'S MODEL:** This updated model has been rolled out in 36 supermarkets and includes fixture upgrades, improved product lighting, conversion to LED lighting, and the replacement of the seafood island with a display cabinet. These changes make shopping easier and tailor the section to better meet customer needs.
- **DELICATESSEN WITH INTEGRATED HAM STAND:** A redesigned delicatessen area, featuring an integrated ham stand, has been introduced in 80 additional stores, bringing the total to 128. This

project involves the installation of a display case and hook, enhancing the shopping experience and making the section more complete and visually appealing.

In line with its commitment to sustainable growth, the Cooperative also acquired nine new supermarkets in 2024 from the Valencian distribution company Kuups Design International. Seven of these stores are located in the Valencian Community (Aldaia, Alaquàs, Massanassa, Sueca, Gandia, Xàtiva and Torrevieja), one in Catalonia (Amposta), and one in the Region of Murcia (Caravaca de la Cruz). This acquisition was approved by Spain's National Authority for Markets and Competition (CNMC) and supports the Cooperative's continued expansion in the Mediterranean area.

Meanwhile, the Cooperative closed two company-owned supermarkets and 13 franchises, as they no longer met its commercial standards. The impact of these closures has been minimal, as the stores have been replaced with new openings in nearby locations, ensuring full relocation of the teams involved. All changes have been properly communicated to the relevant stakeholders.



ALBACETE



ALZIRA



BADALONA



BÉTERA



CASTELLAR DEL VALLÉS



ELCHE



FORTUNA



HUÉRCAL DE ALMERÍA



LLORET DE MAR



MURCIA



RUBÍ



TAVERNES DE LA VALLDIGNA



VALENCIA, CALLE AGUSTÍN LARA



VALENCIA, CALLE CUENCA



VEGAS DEL GENIL

CHARTER FRANCHISES

The Cooperative pursues a dual objective through its Charter franchises: to provide quality service in small towns and urban neighbourhoods that do not have the population base to support a large supermarket, while also remaining close to consumers, fostering collaboration with traditional retail, encouraging entrepreneurship, and contributing to the fight against depopulation.

The franchise model is an excellent option for individuals seeking self-employment, as it involves local establishments with surface areas ranging from 200 to 500 m². These stores offer a product range tailored to local customer needs, including products under the Consum brand. Additionally, if franchisees subscribe to the programme, they may apply all discounts and offers from the Mundo Consum loyalty scheme within their franchise.

In 2024, nearly 77% of new openings were made by individuals who already owned a store and chose to invest in an additional franchise. This highlights Charter as a strong option for business development. It is estimated that Charter franchises generate indirect employment for approximately 3,495

people. Opening a franchise does not involve any upfront payments, ongoing royalties, fees or access charges, as Consum only invoices franchisees for the products supplied. Pricing is governed by a transparent sales policy.

By the end of the 2024 financial year, Charter had opened 44 new stores, bringing the total number of establishments to 479, located across Andalusia, Aragon, Castilla-La Mancha, Catalonia, the Valencian Community and the Region of Murcia. These new openings added more than 12,800 m² of sales space, bringing the total to over 142,929 m². In 2024, Consum invoiced €781.6 million to its franchisees, exceeding expectations by €87.9 million and representing a 12.7% increase compared to the previous financial year.



ONLINE STORE

Consum's online store is now available in 456 towns across the provinces of Albacete, Alicante, Almería, Barcelona, Castellón, Girona, Granada, Lleida, Murcia, Tarragona and Valencia. Launched eight years ago, the project generated a turnover of €77.3 million in this financial year, representing an 8% increase compared to the previous year. In 2024, the Cooperative continued to expand both its service areas and online store network, with the addition of 10 new stores. This has enabled 45 more towns to offer the service, and created 22 new jobs, bringing the total number of employees working in the online service to 480.

The online store offers a range of over 11,500 products, including freshly cut items such as meat, fish and charcuterie, along with a wide selection of branded goods. These are prepared and dispatched from 67 retail outlets. In line with its commitment to innovation in customer service, the Cooperative has introduced new features to make the online shopping process simpler and more efficient. Customers can now modify orders after purchase or delay the delivery time if needed.

The platform now includes a 'Your most bought' section where customers can see frequently purchased products grouped together. Other features include 'Your last purchase', which allows for quicker ordering with one click, and 'Our new arrivals', which showcases new products and offers. There is also a 'Quick List' where users can add generic items and the system will select products from that category, including the most frequently purchased items. Alternatively, there is a 'Recommendations' feature in the form of a carousel that appears just before the basket is validated, showing products

that the customer usually buys but may have forgotten to add. Information is also displayed regarding unavailable products, offering similar items to optimise the shopping experience.

Customers can also shop online via the Mundo Consum app, check their discounts, receive gift vouchers in advance and write shopping lists, all without having to leave the platform. Consum also guarantees one-hour delivery slots and same-day delivery if online shopping is completed before 12 pm, provided there is availability.



CONSUM'S ONLINE
STORE IS NOW AVAILABLE
IN 456 TOWNS

REFURBISHMENT OF STORES AFFECTED BY THE COLD DROP

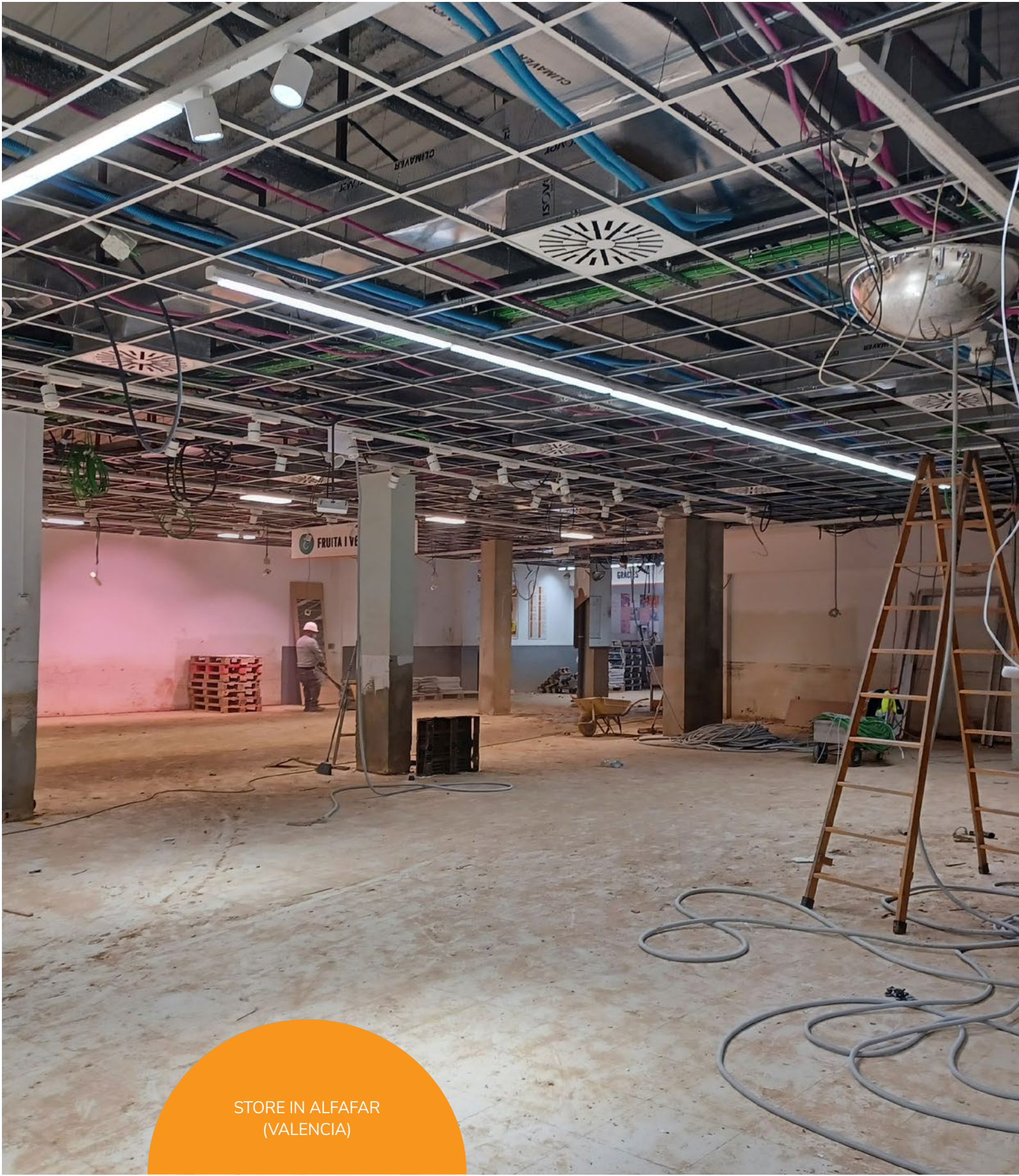
As a local supermarket chain founded in Alaquàs, a significant number of our stores were impacted by the cold drop (DANA) that occurred on 29 October 2024. This severe weather event affected 69 supermarkets in total: 39 Consum stores and 30 Charter franchises.

Since the day after the climatic incident, more than 1,000 people have been involved in Consum's Store Reconstruction Plan, with the support of over one hundred suppliers. The project involves work on 39 affected Consum supermarkets, covering over 78,000 square metres of built space, with an estimated investment of €35 million. As of the end of the first quarter of 2025, 31 of the damaged stores had reopened.

The objective is to complete all reopenings before the summer of 2025.

The Cooperative has seized this opportunity to modernise its store model across the affected supermarkets. This involves implementing measures to enhance efficiency and sustainability, updating departments, expanding product ranges and services, and improving customer flow wherever possible.

Of the Charter franchises, the Alfafar store is set to reopen in February 2025. This will be the last of the 30 stores to resume normal operations following the weather-related disruption.



STATE-OF-THE-ART LOGISTICS

In 2024, the Cooperative consolidated its expansion into the south and southeast of Spain, with the development and launch of the logistics platform in Las Torres de Cotillas (Murcia), and the purchase of two plots of land in the logistics centres of Noblejas (Toledo) and Antequera (Málaga).

The platform in Las Torres de Cotillas, the Cooperative's most highly automated and one of the most important in the Region of Murcia, is also the first CO₂-neutral facility in the Spanish food distribution network. The platform achieves net-zero CO₂ emissions by minimising emissions as far as possible and offsetting the small remaining amount through carbon credits from a reforestation project based in Ossa de Montiel, Albacete. Both the carbon footprint calculation and its offsetting have been verified by AENOR.

The new storage facility is 40 metres high and includes six stacker cranes, with the capacity to expand to eight in the future. This vertical storage solution reduces the need for floor space and increases service density. The expansion has increased storage capacity by 16,296 pallets, doubling the platform's total

capacity to 40,000 pallets. The automatic warehouse also features a half-pallet preparation system, located in an area with four aisles and 200 positions, facilitating more efficient lorry loading.

In addition to the automated silo, the building houses an automatic picking system capable of preparing 40,000 boxes per day. This system comprises three main areas: an automatic depalletising zone with two robots and a manual station; a loose-box storage area using shuttle technology (four aisles and 25 levels); and an automatic palletising zone with four robots.

Additionally, at the beginning of December 2024, Consum acquired a 150,000 m² plot of land in the Parque Tecnológico Logístico de Noblejas (Logistics Technology Park) in Toledo. The company plans to build a logistics platform on this site to support its

expansion in Castilla-La Mancha, where Consum already operates 87 stores. The new facility will cover 70,000 m² in total and will feature a fresh food centre equipped with negative and positive cold storage chambers, as well as dry storage areas for food and non-food items.

The platform will also feature an automated silo, 40 metres in height, and will be complemented by a module for offices and auxiliary buildings.

Consum has also purchased a 163,000 m² plot at the Centro Logístico de Antequera logistics centre in Málaga. This acquisition will enable the Cooperative to develop a logistics platform to secure its long-term expansion into Andalusia over the next ten years. Expected to generate 500 jobs, the new platform will be built in several phases in accordance with the Cooperative's logistics and growth needs in the south. It will include a fresh food centre with negative and positive

cold storage chambers, dry storage for food and non-food items, and an automated 30-metre-high silo. Office and auxiliary buildings will also be included.

Following the model of the CO₂-neutral platform in Las Torres de Cotillas, Murcia, both new platforms will incorporate the latest energy efficiency measures to meet Consum's sustainability commitments.

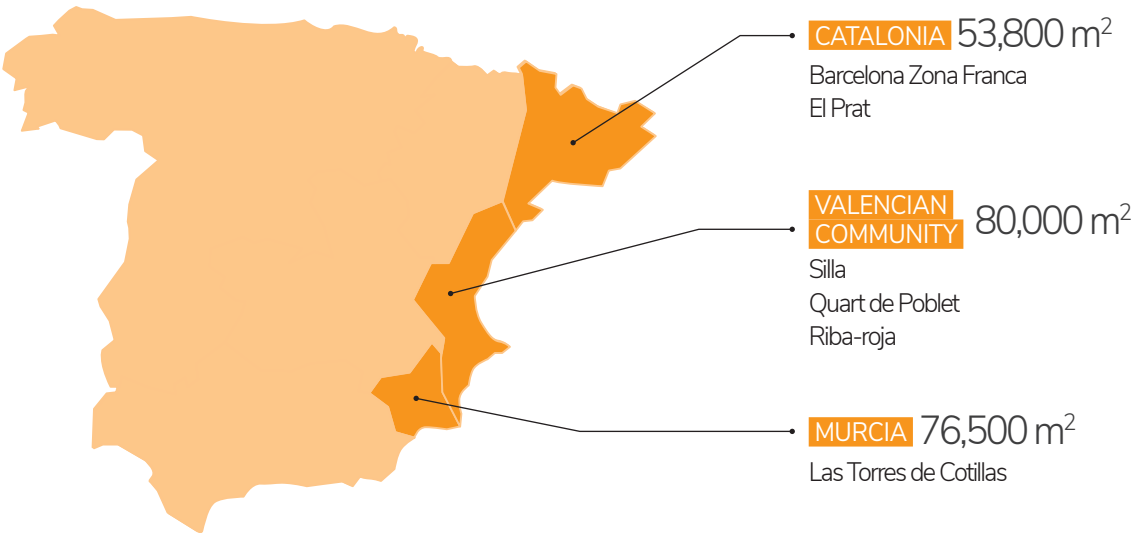
Furthermore, the Cooperative is planning the construction of another platform in the Pont dels Cavalls business park in Aldaia, where it has purchased a 205,000 m² plot of land.

LOGISTICS SURFACE AREA, MORE THAN

210,300 m²

LOGISTICS PLATFORMS

m²



Within the Master Plan launched in 2022 to review the network of logistics platforms, a number of improvements identified during the initial situational analysis were implemented in 2024. These enhancements have helped to ease congestion at the most saturated points within the network. In the Free Zone, the fish platform has been expanded, and work has commenced on extending the fruit and meat platform. These developments will significantly ease the

pressure on fresh food automation, allowing products to be maintained at a single temperature, thereby increasing overall productivity.

In addition, work has begun on relocating Reverse Logistics to a new warehouse within the Free Zone industrial estate. This project is scheduled for completion in 2026.



CONSUM'S LOGISTICS PLATFORM IN TORRES DE COTILLAS (MURCIA)



50 YEARS OF SUPPORTING THE LOCAL ECONOMY.



Eduardo Soler: Sustainability Technician at Grupo Avramar.

Eduardo's company has been supplying Consum with farmed, fresh and local fish for nearly 20 years. Along with his Valencian roots, he shares a strong commitment to food safety and sustainability. The relationship, built on mutual trust, has allowed both organisations to grow together and face challenging moments such as Storm Gloria and the pandemic.

PRODUCTS FROM HERE AND NOW

Consum creates long-term value throughout its entire supply chain by building relationships with suppliers based on trust, transparency and a shared commitment. The criteria used to select suppliers include quality, proximity, food safety, and cost.

COMMERCIAL SUPPLIERS

1,228

SUPPLIERS PRODUCE
OWN-BRAND PRODUCTS

23.4%

SUPPLIERS AND
CREDITORS IN THE CHAIN

4,970

€ MILLION IN PAYMENTS
TO SUPPLIERS

3,098.8

TOTAL INDIRECT JOBS

46,165

DAYS AVERAGE PAYMENT
PERIOD TO SUPPLIERS

40

The Cooperative considers its suppliers to be strategic partners, working together to offer an innovative product range that adapts to the needs of partners and customers alike, while remaining aligned with values of quality, health and sustainability. In 2024, the Advantage Mirror report recognised Consum as the highest-rated distributor in the sector according to manufacturers – an accolade it has earned for six consecutive years. Furthermore, AECOC’s Commercial Benchmarking Report continues to rate Consum as the second-best company to work with among its suppliers.

In 2024, Consum made purchases totalling €3,098.8 million, prioritising local products and supporting the economic development of the regions in which it operates. Of these, 98.5% were from national suppliers, 66.8% of which were local. Consum works with 4,970 suppliers and creditors, and it is estimated that its activity generates over 46,165 indirect jobs, primarily within the supply chain and among service providers.

To promote fairer and more balanced relationships within the food chain, Consum has adhered to the Code of Good Business Practices in Food Contracting since 2016, voluntarily applying ethical standards to its commercial dealings. In 2024, the Cooperative reduced its average payment period to suppliers by one day, bringing it down to 40 days and further reinforcing its commitment to equitable business practices.

Consum includes a CSR clause in all its contracts, encouraging suppliers to uphold shared values, particularly with regard to employment rights, work-life balance, equal opportunities and environmental efficiency. The company’s Sustainability Policy also ensures the defence of human rights, explicitly rejecting any business relationships involving child or forced labour.

LOCAL PRODUCTS

Consum offers 2,495 regional products, which are distributed exclusively in certain provinces or towns, thereby promoting local produce and catering to the specific tastes of each region’s consumers. This approach also stimulates the local economy, as these products are sourced from nearby areas. Notable campaigns supporting local products include those focused on citrus fruits and stone fruits, as well as partnerships with various protected designations that Consum supports each season. These include the Benicarló artichoke PDO, the Vinalopó grape PDO, the Poma de Girona apples PGI, and the Valencian tiger nut PDO, to name a few.

Additionally, Consum is reinforcing its commitment to citrus fruits and their associated quality certifications, including PGI Cítricos Valencianos (Valencian citrus fruits) and PGI Clementines de les Terres de l'Ebre Reserva de la Biosfera. Consum has collaborated with the latter for the past five years. The Cooperative remains firmly committed to supporting local, seasonal produce.

During the 2024–25 stone fruit campaign, the cooperative purchased a total of 7,045 tonnes, which is a 20% increase compared to the previous campaign. Purchases of red and yellow peaches rose by 15%, with most of the supply coming from growers in Valencia and Castellón. Purchases of flat peaches increased by 25%, with supply coming from Murcia, Badajoz, Lleida and Aragon. Furthermore, the cooperative distributed 25% more apricots and 12% more cherries, primarily sourced from Badajoz, Lleida, Aragon and Seville.

Another significant campaign centred on potatoes, with over 12,500 tonnes purchased from local farmers – almost a 9% increase compared to the previous season. National potatoes now account for 60% of the Co-operative’s total potato sales. Key growing regions supplying them include Castile and León, Murcia, Andalusia and the Valencian Community.

Consum also works closely with its suppliers to plan and protect harvests, enabling the development of new varieties and extending national fruit and vegetable campaigns to ensure consistent quality. Furthermore, the Cooperative is committed to supporting sustainable practices from the outset of the production cycle, participating in the selection of seeds and farmland to help ensure environmentally responsible, natural harvests.

PURCHASES FROM
SPANISH SUPPLIERS

98.5%

PURCHASES FROM
LOCAL SUPPLIERS

66.8%



NEARER, QUICKER, CLEANER

In 2024, the Silla platform was awarded the ISO 18404 Lean certification for implementing the Lean Management System on the Food and Non-Food platforms. This certification strengthens the management system and enhances supervisors' ability to accelerate process improvements.

Continuous improvement also received a boost with the digitalisation of the Lean Management System through the Lean Execution System (LÉS) application. This system centralises all continuous improvement information, reduces management time, eliminates paper documentation, and improves information tracking throughout the chain. The logistics platforms in the Barcelona Free Zone were the first to install digital screens, with the project scheduled to expand to the Valencia and Murcia platforms in 2025.

Additionally, in 2024, all capillary transport documents were reviewed and standardised to align with digitalisation efforts and comply with current regulations. This initiative will enable the elimination of paper documents from the transport process from 2026 onwards.

Looking ahead, a new tool will be implemented in 2025, with an investment of €36,237. This tool will enable transport documents to be digitalised and stored directly on the carrier's PDA. Information will be updated in real time for each leg of the journey and automatically integrated into the

In line with the objective of optimising platform processes and increasing operational logistics efficiency, progress continued in 2024 with the implementation of the Lean Logistics methodology across the platforms. This management system aims to eliminate processes that do not add value for the customer, such as inefficient movements, overproduction and waiting times. At the same time, it enhances communication throughout the organisation and encourages teamwork by providing a structured framework for meetings.

management system. Store managers will be able to log unloading details directly on the PDA, with the delivery note being digitally incorporated at the point of delivery once unloading is complete.

In addition to ensuring regulatory compliance, this change is expected to generate annual savings of approximately €16,000 in paper costs and will allow documentation to be sent electronically to the Ministry for Transport and Sustainable Mobility.

Meanwhile, collaborative forecasting with suppliers has been strengthened through joint working teams between Consum and manufacturers, sharing supply forecasts based on Artificial Intelligence and Machine Learning. Without requiring any investment, this initiative has improved supplier service levels by 10%, reaching performance rates close to 99% during the summer and significantly reducing stockouts at retail outlets throughout the year.

MORE EFFICIENT PROCESSES
WITH THE LEAN SYSTEM





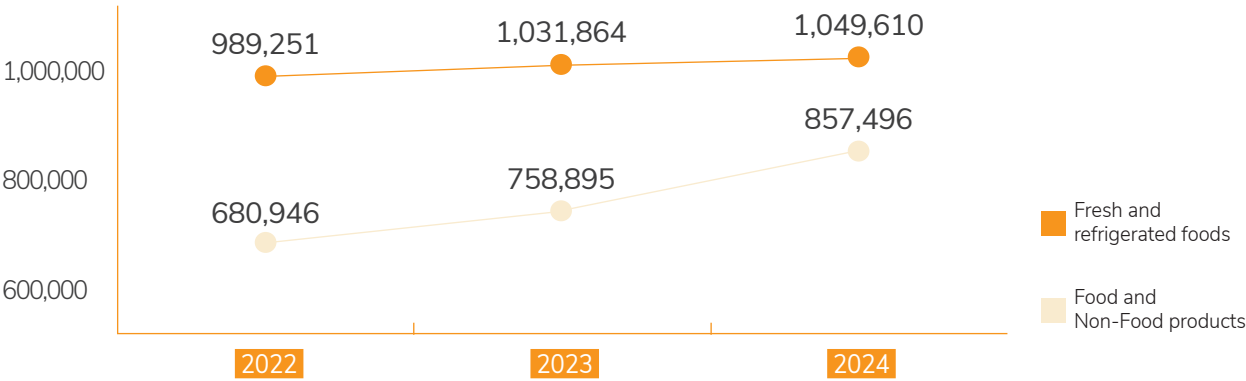
LOGISTICS PLATFORM
IN RIBA-ROJA (VALENCIA)

TEO AND NODRIZA PROGRAMME

The TEO programme (Transport in Origin) for fresh, refrigerated and frozen foods is one of the largest logistics initiatives undertaken by the Cooperative. This system collects products directly from suppliers, optimising delivery times and ensuring control of the cold chain. It also supports a just-in-time production model, eliminating the need for stockholding and improving quality and freshness. In 2024, the programme accounted for 68% of purchases in these sections, involving 239 suppliers and 13 transport companies. A total of 1,049,610 pallets are transported each year.

At the same time, the TEO/Nodriza programme enables suppliers to deliver food and non-food products to one of Consum's distribution centres, rather than to each location individually. Products from various suppliers are then consolidated and transported to the remaining platforms. In 2024, the programme accounted for 33% of total purchases in these categories, with 857,496 pallets transported each year.

VOLUME OF GOODS TRANSPORTED IN THE TEO PROGRAMME AND NODRIZA (PALLETES)



ORDER PICKING AT THE
LOGISTICS PLATFORM IN
RIBA-ROJA (VALENCIA)



50 YEARS OF WALKING TOWARDS THE FUTURE.



Verónica Benimeli: Organisational Processes Technician
in Consum's Logistics Department.

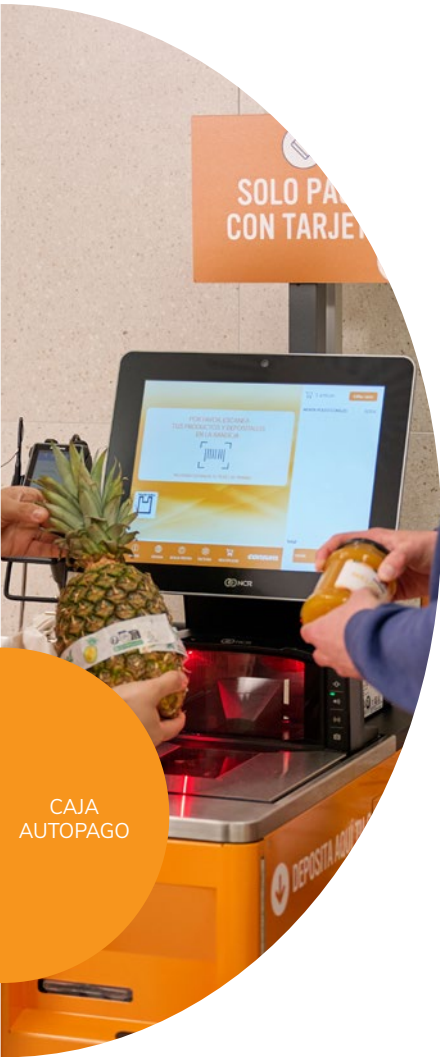
Verónica joined Consum's Logistics Department in 2010 as a trainee. Since then, she has contributed to key innovation projects for the Cooperative, including the automation of platforms and the digitalisation of continuous improvement processes. She has a passion for analysing, coordinating and finding solutions that make work easier, improve efficiency and, most importantly, support people.

INNOVATION IN EVERY SENSE

Year after year, the Cooperative strives to meet the needs of all its stakeholders, working alongside them to create shared value and drive sustainable progress. Innovation enables the development of new products and services that make people’s lives easier. This is why Consum increased its investment in innovation by 17.5% in 2024, reaching €26.9 million. The most notable projects are outlined below:

INNOVATION IN CUSTOMER EXPERIENCE:

- **EXPANSION OF SELF-SERVICE CHECKOUTS:** In 2024, we introduced self-service checkouts in 46 centres, bringing the total number of checkouts to 138. Rather than replacing the traditional system or the staff who usually perform this role, this option is a complementary service designed to streamline shopping and reduce queues for customers buying a small number of products and paying by card, particularly in tourist areas. Customers especially appreciate the simplicity of the process, the shorter shopping times and the automatic application of savings vouchers.
- **EXPANSION OF THE REMOVAL OF PAPER MARKETING LEAFLETS:** The initiative was extended to Valencia city in April 2024 and to all stores in Castellón city in June. In 2025, the plan is to expand to the Valencia metropolitan area, excluding areas affected by the cold drop. The savings generated have been reinvested in other commercial activities.
- **SENDING THE MARKETING LEAFLET VIA WHATSAPP:** This service was launched in Valencia city in April 2024 and in Castellón city in June, providing fast, direct communication with customers. It will be rolled out across the entire network in 2025, enhancing customer engagement and offering more convenient access to special deals.
- **DIGITALISATION OF PRODUCT INFORMATION:** In 2024, the groundwork was laid for centralised product information management. Once fully implemented, the project will provide all areas of the Cooperative with a tool for locating product information. It will also serve as a consultation and management platform, improving packaging traceability.



- **ANALYSIS OF CUSTOMER VOICE SURVEYS:** The aim of analysing Customer Voice surveys is to gather valuable customer insights and identify opportunities for improvement and innovation. This project uses artificial intelligence to refine customer feedback obtained through satisfaction surveys even further. While the analysis was previously based on representative sampling, it is now possible to analyse all customer feedback.
- **DIGITALISATION OF CONTRACTS AND AGREEMENTS:** In order to reduce paper usage within the Cooperative's processes, several concept tests were conducted, resulting in a pilot scheme for the digital management of contracts and agreements at Consum. As a result, all procedures, signatures and document storage have been fully digitised. This allows different departments to collaborate with the Legal Consultancy team via workflows, electronic signatures and secure digital document storage, eliminating the need for paper throughout the entire process.

INNOVATION FOR THE WORKER:

- **IMPLEMENTATION OF THE NEW SAP-ERP:** The rollout of a new software system has begun, aimed at optimising the management of all business units by automating, simplifying, and ensuring the traceability of processes. This tool will allow employees to access their information more directly and manage their tasks with greater autonomy. Additionally, it will enhance efficiency for supervisors, supporting a leadership style that is more strategic and focused on management. The new ERP will be fully implemented across all of the Cooperative's business units in 2025.
- **ROUTING MAPS TRACKING TV SOFTWARE:** In 2024, work began on developing software to enable store staff to track the status of their orders, such as whether they are pending, being loaded or en route. This will improve daily planning and streamline goods management. The tool will enhance visibility and efficiency in logistics operations.



ODT AND ICT OBSERVATORY

Consum has an Office for Digital Transformation (ODT), whose aim is to promote a culture of innovation and support the integration of new technologies to optimise efficiency and enhance the experience of both customers and employees. Its work includes implementing technology across various business areas, identifying opportunities, supporting the selection of digital tools, and improving internal communication. These projects are developed using agile methodologies and a user-focused approach.

To foster innovation and trial new developments in real environments before rolling them out across stores and platforms, the Cooperative has created its own ICT Observatory. This technological space is divided into three key areas:

- 1 **RECEPTION AND DEVELOPMENT:** a space designed for meetings with suppliers and collaborative work on new solutions.
- 2 **PILOT STORE:** a test environment replicating real store conditions, where Demand Management teams can assess innovations before implementation.
- 3 **ICT DEVELOPMENT AREA:** a workspace for the technical team to conduct internal testing of applications and services.

The ICT Observatory has previously tested essential projects such as electronic labelling, self-service checkouts, and shift management systems, ensuring their viability prior to launch.



CYBERSECURITY AND DATA PROTECTION

At Consum, cybersecurity is a top priority. The Cooperative is committed to protecting the data of its partners (customers and employees) and other stakeholders by implementing advanced security measures and adopting best practices within the industry.

The Information Security Management System is primarily based on the ISO 27001 international standard, while also incorporating other control frameworks such as NIST, SANS Security Controls, and general security best practices, which are reviewed every two years. For the fourth consecutive year, the Cooperative has renewed its IT security system certification in line with the ISO 27001 standard. This certification confirms that a robust IT security system is in place and acknowledges the organisation's high level of cybersecurity. It guarantees the confidentiality, availability and integrity of the information handled, as well as the effective management of potential risks. The most notable measures include:

- **TRADITIONAL ANTIVIRUS (AV) AND EDR (ENDPOINT DETECTION AND RESPONSE)** for servers, personal devices and communications (XDR)
- **ENCRYPTION OF PERSONAL INFORMATION EXCHANGED WITH THIRD PARTIES**
- **ACCESS MANAGEMENT VIA AN IAM SYSTEM**
- **WAF OR FIREWALL SYSTEMS FOR WEB APPLICATIONS**
- **PROBES IN INDUSTRIAL ENVIRONMENTS TO MONITOR ACTIVITY**
- **RUNTIME AND CODE AUDITS FOR THE MOST EXPOSED APPLICATIONS**
- **AUTOMATED AND MANUAL ATTACK SIMULATION EXERCISES**
- **DIGITAL SURVEILLANCE SERVICE**
- **ANTI-SPAM FILTERS TO PROTECT USERS**
- **CRISIS MANAGEMENT PLANS AND CONTINUITY TESTING**

THE COOPERATIVE WORKS CONTINUOUSLY ON CYBERSECURITY, GUARANTEEING THE CONFIDENTIALITY AND INTEGRITY OF DATA INFORMATION THAT IT HANDLES BELONGING TO CUSTOMERS

SOLUTIONS WITH PEOPLE IN MIND

INNOVATION IN THE RANGE

Innovation in the product range is key to adapting to the market, standing out, and fostering growth. For this reason, the Quality Division works closely with partner-customers through tasting sessions, usage testing, expert panels, and technical analyses.

In 2024, there were 51 group meetings with over 350 participants, 32 accompanied shopping sessions, and 311 interviews, conducted both online and in person. In addition, 286,633 surveys were carried out with customers to gather feedback on their shopping experience and own brand products.

Thanks to the continued focus on quality, sustainability and health, and the involvement of partner customers in reformulating and developing new products, the own-brand range was updated in 2024 with the following highlights:

- **LAUNCH OF NEW HOUSEHOLD PRODUCTS:** Consum's new liquid fabric freshener, featuring a jasmine, vanilla and sandalwood scent, can be used with or without fabric softener, is suitable for all types of clothing, effective in cold water, and received a customer approval rating of 8.7 out of 10.
- **REFORMULATION AND MARKET ADAPTATION OF 24 READY-MADE FOOD PRODUCTS:** This includes Consum's Russian salad, now featuring more tuna, enhanced flavour, and improved texture. The product also received redesigned packaging in both 450 g and 250 g formats.
- **REVAMP OF IMAGE AND EXPANSION OF SAVOURY FOOD ITEMS:** The packaging of the Consum brand canned fish range has been redesigned, along with the visual update of nine different sauce products. The range was also expanded with the addition of Consum ketchup zero.



- **REVAMP OF IMAGE AND EXPANSION OF SWEET FOOD PRODUCTS:** Notable updates include redesigned packaging for gluten-free sliced bread and gluten-free sliced bread with cereals. Additionally, two new milk products were launched: fresh full-fat milk and fresh semi-skimmed milk, both available in 1-litre bottles.
- **REVAMPED IMAGE AND EXPANSION OF BATH GEL RANGE:** Two stand-out additions are the Kyrey vitamin C and hyaluronic acid shower gels, enriched with active ingredients that promote healthy skin and enhance nutrient absorption, suitable for all skin types.
- **REVAMPED IMAGE AND EXPANSION OF THE ICE CREAM RANGE WITH FOUR NEW PRODUCTS:** In addition to a fresh new design, the ice cream range now includes innovative products such as the vanilla pecan bonbon-cookies and the popcorn mini duo, coated in white chocolate with savoury popcorn.
- **REVAMPED IMAGE AND EXPANSION OF THE RANGE OF INFUSIONS:** The image and packaging of the infusion range have been redesigned. The 100% camomile flower product has been reformulated with an increased flower content, and the range has been extended with up to four new varieties, including ginger and lemon, and rooibos with raspberry.



OUR CONSUM BRANDS



CONTINUOUS IMPROVEMENT

Consum has a Continuous Improvement programme designed to identify areas for enhancement, based on input from both employees and customers. The aim is to detect potential issues and work towards excellence in service delivery.

The programme makes use of the MCREAS site, a tool used by the technical team and social representatives to manage suggestions received. Suggestions can also be submitted directly through the internal Gente Consum application. This allows individuals to register their proposals and track

their progress, in addition to those processed within teams. In 2024, a total of 11,744 improvement initiatives were submitted, of which 1,174 were approved and 936 implemented, with an investment of €702,488.60.



50 YEARS OF CREATING QUALITY EMPLOYMENT.



Josaura María Calcagno: Student and Consum worker at the Fresh Food Platform in Riba-roja (Valencia).

If you ask Josaura whether she studies or works, she will ask why you should have to choose just one when you can do both. Josaura balances her studies in Administration and Finance with her job at the Fresh Food Platform in Riba-roja, while also caring for her children. She believes in self-improvement and is confident that she will grow within the Cooperative to secure a better future for her family.

COMMITMENT TO DEVELOPMENT AND WELL-BEING

In 2024, Consum launched its new People and Well-being Strategy, outlining the contribution of the People and Well-being Department to the Cooperative's overall strategy. Defining Consum's key priorities in this area as part of its value proposition for employees, this strategy specifies the policies offered by the organisation (People and Well-being Policies) and the department's service model (Model of Excellence in Service) for its internal customers.

THE NEW STRATEGY REINFORCES
CONSUM'S MISSION,
"COMMITTED WORKERS,
SATISFIED CUSTOMERS"



CONSUM STAFF IN
VILLARROBLEDO

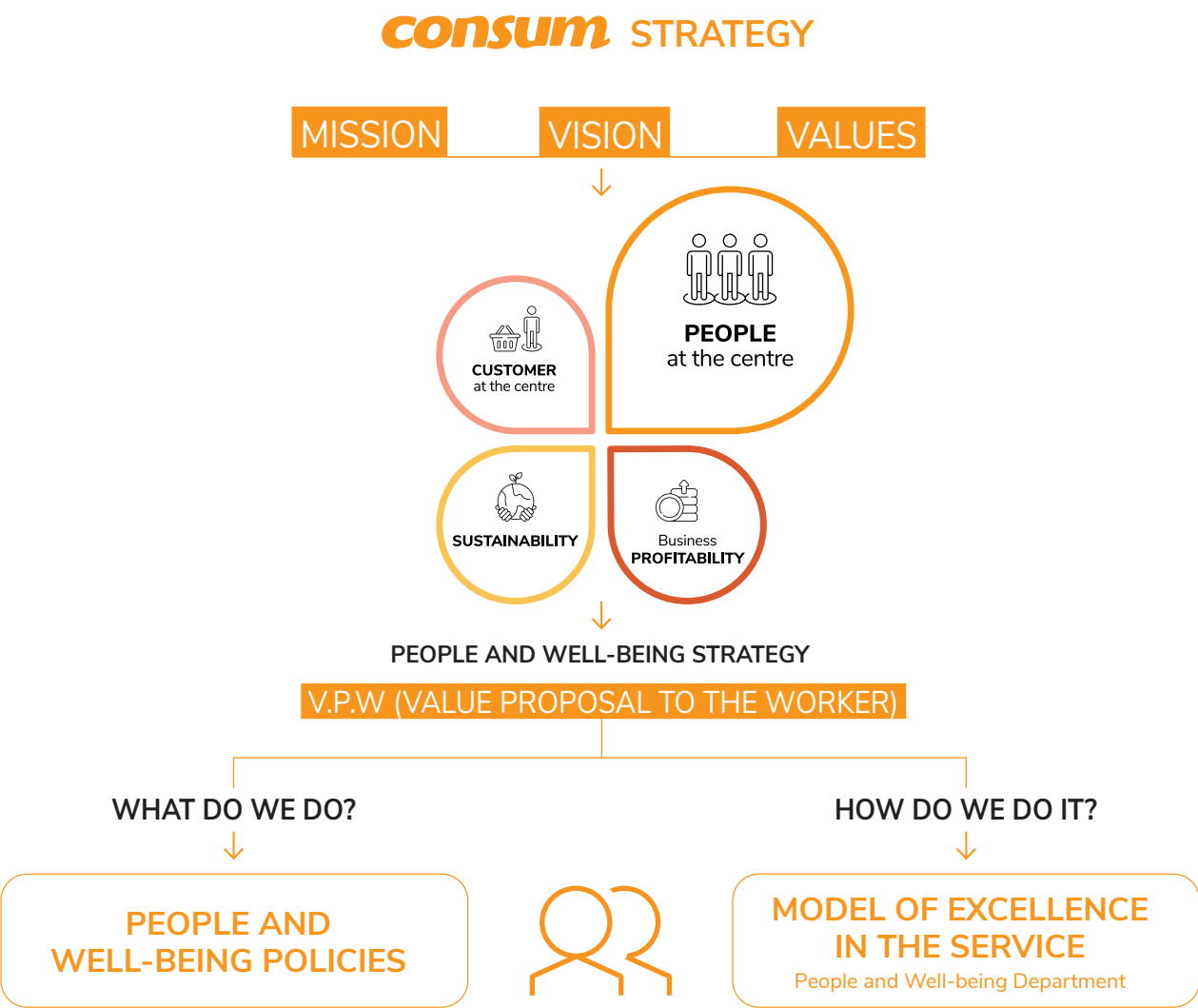
The new strategy reinforces Consum's mission of "committed workers" and "satisfied customers" and supports the Cooperative's four strategic pillars: customer focus, sustainability, profitability and putting people at the centre. Particular emphasis is placed on the latter.

Its objective is to strengthen the value proposition by implementing people and well-being policies that promote care, development, recognition, and active listening. This is achieved through a range of initiatives designed to enhance employees' well-being.

The approach to service is articulated through the Model of Excellence in the Service, which defines the key behaviours required to deliver outstanding service to the organisation, ensuring the value proposition is effectively applied to each employee.

Through this strategy, Consum reinforces its commitment to its teams, ensuring that every individual feels recognised, has opportunities for growth and well-being, and works in an environment where their voice is heard. This is underpinned by a style of management that is close, rigorous, proactive and inspiring.

A key element of the strategy is the cross-cutting Leadership Model, which encompasses all leaders at Consum. Originally implemented in stores in 2016, this model began to be rolled out in logistics platforms in 2024, with plans also drawn up for expansion into office environments scheduled for completion in 2025. The model has already demonstrated multiple benefits and serves as a valuable, practical tool to support leaders in fulfilling their roles effectively. It also aims to standardise people management practices across all of the Cooperative's workplaces.

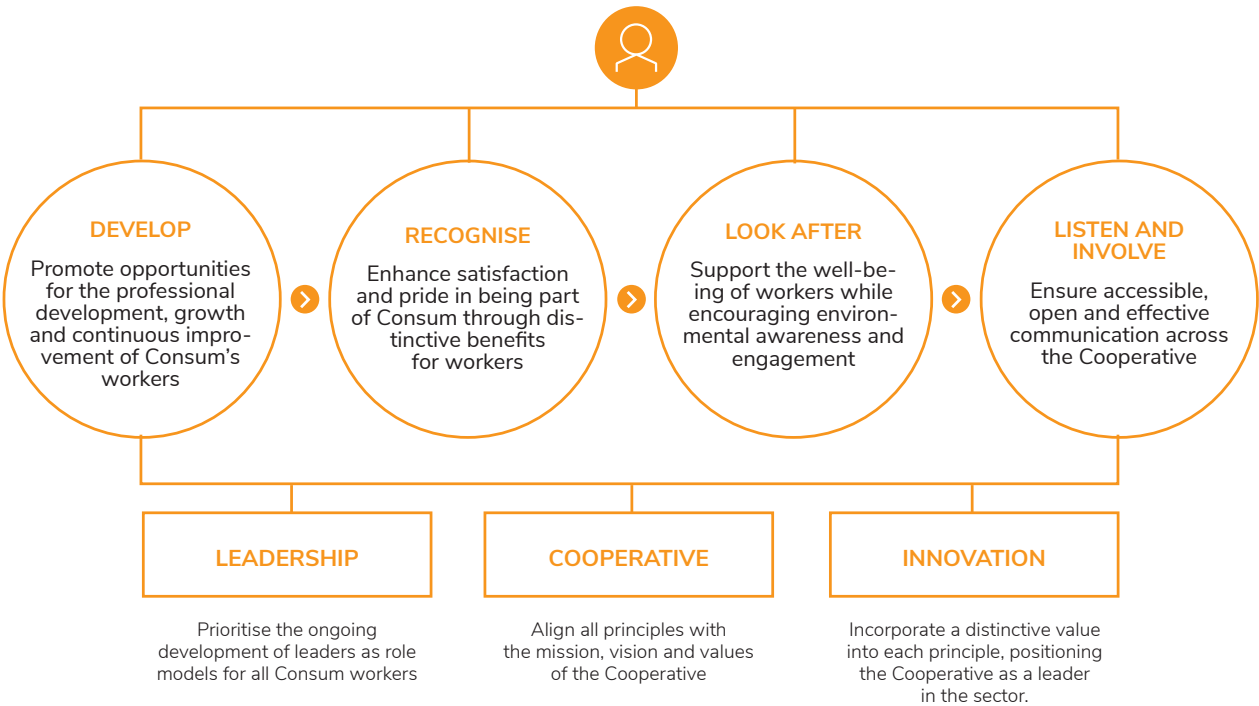


TALENT PROMOTION

STAFFING POLICIES

Workers are a fundamental pillar at Consum and are at the heart of all decision-making. That is why the talent management model plays a key role in attracting, recruiting and retaining the best professionals.

The Cooperative has a set of policies structured around four action levers, which form the foundation of its commitment to people.



As such, the Cooperative offers candidates and future employees the opportunity to develop professionally, to be involved in a cooperative model and to be part of a company that cares for its team and the environment. This is all driven by leadership that is aligned with the organisation's values, as well as innovative people management practices.

The 2024 Consum Engagement Survey saw an overall participation rate of 54%, with a satisfaction score of 4.01 out of 5 – an improvement on the 2022 result of 3.88. This reflects a growing sense of engagement and satisfaction among the cooperative's workforce. Additionally, the Leadership Barometer recorded an impressive participation rate of 86.54%, enabling leadership to be evaluated across stores, platforms, and the head office. The aim of the baro-

meter is to analyse and enhance Consum's leadership model, thereby improving performance and well-being within teams.

These results underscore the Cooperative's commitment to continuous improvement and the development of its people.

As part of this ongoing commitment to talent and improvement, Consum was awarded the Top Employers certificate in 2024 for the twelfth consecutive year. This accolade recognises best practices in talent management and reinforces the Cooperative's status as one of the best companies to work for internationally.



INTERNAL COMMUNICATION

Consum is committed to identifying and promoting the internal talent of its employees, thereby reinforcing the values that define its identity as a cooperative. In 2024, the “We’re passionate about us” (Nos mueve lo nuestro) campaign was launched to highlight the importance of teamwork and the advantages of being part of Consum. Employees participated in challenges via a gamified system, which allowed them to explore the Cooperative's values in depth. This fostered motivation and a sense of belonging and camaraderie. In doing so, the initiative strengthened the idea that everyone has their place and plays a vital role within the organisation.

These campaigns are shared via the Cooperative's internal communication channels. The Share what we are (Comparte lo que somos) portal hosts yearly campaign challenges, a blog encouraging employee participation in a variety of activities, and the BIS magazine, which provides relevant internal information. The Gente Consum app also allows employees to access the latest news, perform administrative tasks, view payslips and share capital details, and communicate with colleagues via designated groups.



THE JOB YOU'RE LOOKING FOR

In 2024, a total of 653 net new jobs were created compared to the previous year. Consum's recruitment policy prioritises hiring staff who reside in the areas where it operates, in the case of external recruitment. Internally, preference is given to filling positions of responsibility through horizontal mobility or internal promotion.

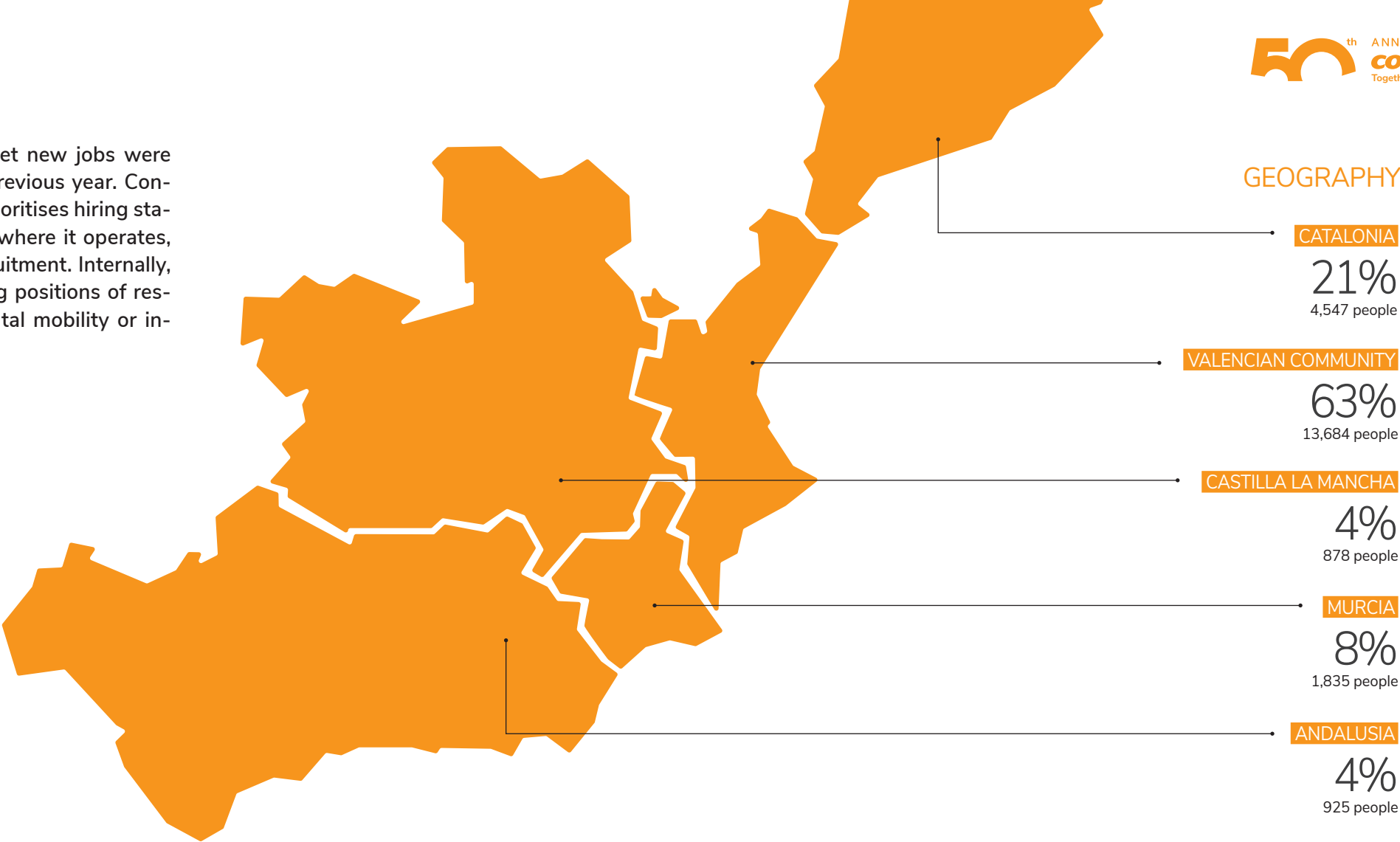
The average length of service at Consum is 9.38 years. The average turnover rate among partner-workers is 0.78%, a very positive figure when compared with the national average in the retail distribution sector. Throughout the year, there were 2,601 additions and 1,812 departures among partner-workers.

In addition, following the recent acquisition of nine stores from the Kuups group, the Cooperative welcomed 185 new employees, who are currently undergoing a tailored onboarding process. This initiative is designed to support their integration into the organisation by providing essential information for carrying out their roles professionally and introducing them to the Cooperative's culture and values.

The main fluctuations in staffing generally occur during the summer months in tourist areas, due to the temporary hiring of additional staff and to cover employee holidays. Consum is the only company in the sector to offer its employees five weeks of holiday, with at least two of those weeks taken during the summer.

As of 31 January 2025, the last day of the financial year, Consum's total workforce consisted of 21,869 people. Of this total, 72.3% were women. Additionally, 80.1% of the workforce held full-time contracts, and 96.6% had stable employment, either as partners or on permanent contracts.

Given the nature of the Cooperative, most workers are partners, and their working conditions are governed by the Articles of Association and Internal Rules of Procedure. Salaried workers, who make up 7.94% of the workforce, are covered by the Cooperative's own Collective Bargaining Agreement. This agreement, updated in 2021 for salaried workers, will remain in force until 2026.



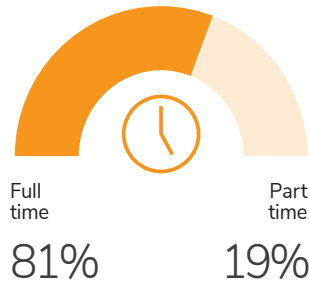
NEW EMPLOYEES IN 2024

653

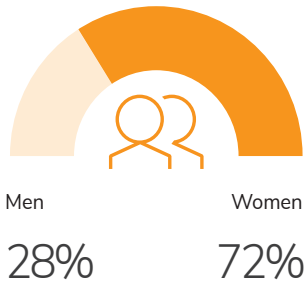
PEOPLE IN THE WORKFORCE
AT THE END OF 2024

21,869

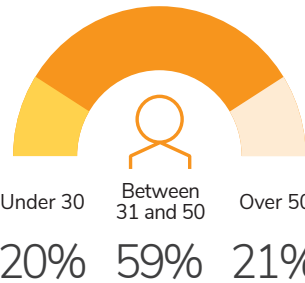
TYPE OF WORKING DAY



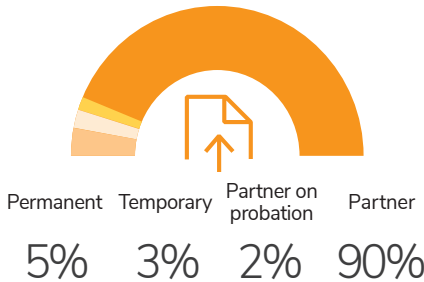
SEX



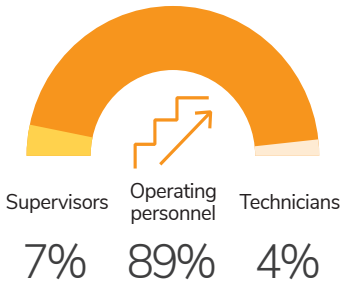
AGE



TYPE OF CONTRACT



PROFESSIONAL CATEGORY



SAFE WORKING

Consum has had a Prevention Plan in place since 2001, with the aim of integrating health and safety management into the Cooperative's daily operations. The plan covers three main areas: supermarkets, logistics platforms and the head office. The Prevention Service is overseen by the People and Well-being Manager and supported by an in-house team of technicians who specialise in safety, hygiene, ergonomics and applied psychology. An external health monitoring service is also provided by Valora Prevención.

The Health and Safety Committee is a joint body comprising 16 members: eight prevention delegates appointed by the Social Committee, and eight representatives from the Cooperative selected by the People and Well-being Department. The Committee is responsible for developing and monitoring the Prevention Plan. While the Prevention Service manager and technicians attend the meetings, they do not have voting rights. Depending on the issue under discussion, other relevant specialists may also be invited to participate. The Committee meets quarterly and may convene additional meetings when necessary.

Worker participation in the prevention system is mainly facilitated by the prevention coordinator, who is a social representative. Their responsibilities include reporting workplace accidents, relaying suggestions from workers to the Prevention Service and supporting the implementation of specific health and safety measures. There is a prevention coordinator in each work centre.

In addition, prevention is integrated into the Cooperative's continuous improvement system and Lean workshops, where employees can propose measures to promote occupational safety. The Prevention Service communicates with employees via the Cooperative's BIS newsletter, centre meetings, the Gente Consum app and the Noscuidamos website, among other channels.

Health and safety training plays a vital role in preventing occupational risks. Some training is delivered by Prevention Service technicians, while other courses are conducted by external providers and training academies. All employees receive health and safety training as part of their induction, alongside other specific prevention courses included in the Cooperative's annual training plan. All training is free of charge and takes place during working hours.

As part of the Health Monitoring Plan, new employees undergo an initial medical examination, followed by check-ups every two years. These are generally voluntary, unless required by applicable legislation. Medical examinations are also conducted when an employee returns to work

after an illness or accident lasting more than one year, in cases of occupational disease (regardless of duration), for employees in particularly sensitive roles, and at the specific request of the People and Wellbeing Manager. Personal health data is kept strictly confidential, with results sent directly to the employee by email. The Prevention Service only receives a fitness for work certificate indicating whether the employee is fit to perform their role.

MEDICAL CARE

The Cooperative provides medical care during working hours for employees at the platforms in Valencia, Barcelona and Murcia, as well as at head office. The aim is to safeguard employees' health by offering personalised, prompt and effective care, thereby avoiding the need for unnecessary travel.

Over the course of the year, a total of 619 workplace accidents were recorded, 12 of which were classified as serious. In response, corrective measures were introduced, alongside targeted communication and training for staff to help prevent further incidents. In addition, 27 work-related illnesses were reported.

Employees have access to a free online healthcare app offering services in the following areas: general medicine, paediatrics, traumatology, gynaecology, nutrition and dietetics, and personal training.

Each month, members of Consum's medical team contribute an article to BIS, covering healthcare topics suggested by employees. Through the Gente Consum Offers Club, partner-workers are also eligible for discounts on health insurance, clinics, gyms, and more. The Cooperative has also developed a Road Safety Guide aimed at reducing traffic-related workplace accidents.

Furthermore, a dedicated health and safety website is available to employees, providing updates and information on prevention topics. The site also features videos of joint health exercises, recorded by a qualified health professional.

EMOTIONAL SUPPORT

Since 2020, staff have had access to a free, anonymous and confidential telephone support service for emotional and psychological issues. The professionals who manage the line provide guidance and recommendations, as well as psychological support, for both work-related and personal issues. During the 2024 financial year, the emotional support service answered a total of 543 calls.



WORKERS HAVE ACCESS TO EMOTIONAL SUPPORT VIA MOBILE PHONE



EXOSKELETON AT THE RIBA-ROJA LOGISTICS PLATFORM (VALENCIA)

HEALTH AND SAFETY TRAINING IS A FUNDAMENTAL TOOL FOR THE PREVENTION OF WORK-RELATED RISKS AT THE COOPERATIVE

TRAINING TO CONTINUE GROWING

Training plays a vital role in developing employees' talent and supporting their career progression. It provides them with the new skills and expertise required by the organisation for the future. In 2024, Consum invested 2.22% of its wage bill in training, totalling €15.1 million — equivalent to €695 per employee. A significant portion of this increase was driven by the expansion of online training courses. That year, employees completed an average of 46.51 hours of training.

During the year, a pilot project was carried out to develop a new performance evaluation model. The aim was to position it as a corporate tool for assessment and continuous improvement. The model is guided by three principles: placing employees at the centre; enhancing the quality and value of dialogue and feedback between evaluators and those being evaluated; and supporting professional and personal development by defining and monitoring individual action plans.

The Cooperative offers a variety of multidisciplinary training programmes designed to improve job performance and customer service. Employees have access to a virtual learning space called Campus Consum via the Gente Consum app, where they can complete a wide range of online courses. These can be undertaken flexibly, adapting to each employee's working hours. Topics covered by the available courses include equality awareness, understanding share capital, leadership skills, time management, communication, and more.

Regarding the financial support provided by public administrations, it is worth noting that the majority of funding is allocated to training courses for employees. Specifically, the Cooperative received a total of €1,843,997.62 during the 2024 financial year.

Consum regularly conducts professional performance evaluations for all members of staff. In 2024, 87.59% of employees received an evaluation based on the generic and specific skills

required for their role, with a total of 19,155 evaluations completed. Based on these results, line managers propose various measures and training courses to support professional development.

MAIN TRAINING PROGRAMMES
AND TRAINING HOURS

TRAINING PROGRAMME	TRAINING HOURS
CUSTOMER SERVICES	77,410
FRESH FOOD SCHOOL	256,885
SKILLS	71,123
WELCOME AND INDUCTION	175,273
MONITORING	73,391
PREVENTION	35,928
FOOD SAFETY	8,157

IN 2024, CONSUM HAS INVESTED
15.1 MILLION EUROS IN
TRAINING, €695 PER WORKER

REMUNERATION

Consum's policies include a firm commitment to defining transparent and fair remuneration systems for all employees. The basic salary for each role at Consum is consistent for all employees, based on their level of responsibility and contribution to the business. This ensures that no employee receives less pay due to their gender or place of work.

In January 2025, the Cooperative's Board of Governors approved a 3.6% salary increase for all staff, following a proposal from the Social Committee. This was intended to help maintain their purchasing power. Applied to payroll from February onwards, this increase represented an investment of over €24 million, guaranteeing a minimum rise of more than €689 gross per year for each partner-worker. This brings the total salary increase for employees over the past three years to 17%.

During the financial year, the average monthly remuneration for operating personnel who were partner-workers was €1,998.74, including fixed and variable remuneration, cooperative returns, and return on share capital. Given that the minimum interprofessional salary in Spain is €1,323, Consum partner-workers receive a basic salary that is 13.55% higher when calculated over 12 payments.

The People and Well-being Policies reaffirm the Cooperative's commitment to transparent and equitable pay structures for all employees. At Consum, the basic salary for each role is the same for everyone, regardless of gender or location.



LEAN POINT AT THE
LOGISTICS PLATFORM
IN RIBA-ROJA
(VALENCIA)

EQUAL OPPORTUNITIES

Three years ago, the Cooperative launched its 4th Equality Plan (2022–2025) to guarantee equal treatment and opportunities in recruitment processes, provide training in these areas for all employees, and promote equality in career advancement. The plan also includes provisions to ensure equal pay, conduct salary reviews from a gender perspective, promote work-life balance measures, prevent instances of sexual or gender-based harassment or any form of discrimination, and establish clear action protocols in such cases.

Significant progress was made under the 2024 Equality Plan. This included recruiting 66 individuals who were either in vulnerable situations or had intellectual disabilities, providing 1,400 employees with training in equality and harassment prevention, committing to equal opportunities among training providers, and reducing annual working hours to 1,780.

Since 2014, Consum has maintained a partnership with the ONCE Foundation via the Inserta Programme, with the aim of helping people with disabilities to enter the workforce. During this time, 130 individuals have been employed across Consum's three business units. This successful collaboration was renewed in 2024 and is now in its tenth year. As part of this renewed commitment, Consum has pledged to employ 30 people with disabilities over the next three years. This further reinforces the Cooperative's dedication to putting people first and promoting workplace inclusion for disabled people.

EQUAL OPPORTUNITIES

Consum's commitment to equality and work-life balance seeks to ensure equal opportunities for men and women across all areas of the Cooperative, eliminate discrimination, and promote respect for diversity. It also aims to foster a positive environment that supports the work-life balance of everyone within the organisation.

In line with its cooperative values, Consum is reaffirming its commitment to gender equality by ensuring that all managerial staff are trained in equal opportunities and the gender perspective. The Equality Plan is accessible to all employees via the intranet, the corporate document management system and the Gente Consum app. These initiatives have resulted in more women taking on leadership roles, with women now holding 64.19% of management positions in stores.



The goal is to employ a total of 160 individuals through these inclusion programmes by 2027.



Inserta

For over 15 years, the Cooperative has partnered with the Red Cross to support individuals facing barriers to employment. Under the terms of this agreement, Consum makes a financial contribution and promotes labour market integration by hiring individuals and offering them unpaid work placements via Red Cross training programmes. Since 2014, this collaboration has enabled the recruitment of 260 people.

In 2024, Consum reaffirmed its commitment to the Adecco Foundation by supporting two vital employment access programmes. The #Empleo-ParaTodos (#EmploymentForAll) programme aims to integrate people with disabilities and/or at risk of social exclusion into the workforce. Thanks to Consum's support, 3,309 jobs were created for disabled people, and training and career guidance were provided to over 8,000 individuals. Consum has supported the #EmergenciaPorElEmpleo (EmergencyForEmployment) programme for the third consecutive year. This programme focuses on employment inclusion in cases of social emergency. In 2024, seven individuals received support through this initiative to aid them in their job search. Such efforts help Consum further its mission of generating employment opportunities for vulnerable groups and reaffirm its commitment to a more inclusive and equitable society.

In 2024, the Committee for the Prevention of Harassment and Discrimination at Consum celebrated its first anniversary, further reinforcing the Cooperative's commitment to preventing harassment and discrimination. Composed of representatives from Personnel Management, the Social Committee President, the Board of Governors, the Legal Department and the Prevention and Occupational Risks Manager, the Committee is well placed to address these issues. It has been working hard to update protocols to prevent all forms of harassment. Launched last year, the Harassment Prevention Channel has also proven to be an effective tool for ensuring employee anonymity.

64% OF MANAGEMENT POSITIONS ARE HELD BY WOMEN



WORK-LIFE BALANCE

The Cooperative is committed to promoting work-life balance and encouraging shared responsibility for childcare and other domestic duties, as well as supporting a healthy work-life balance. In line with this commitment, Consum invested €58.3 million in work-life balance initiatives in 2024 — an average of €2,665.69 per worker.

Consum also offers a “+75 Conciliation Measures” catalogue, featuring a variety of initiatives designed to support employees’ work-life balance. These include continuous working days at supermarkets and logistics platforms, flexible working hours at offices and headquarters, and a five-day working week available to all staff. Additionally,

Article 9.8 of the centre regulations introduces a digital disconnection policy, enabling employees to disconnect from work during breaks, days off, leave or holidays without facing disciplinary action from the Cooperative. This measure safeguards employees’ right to disconnect and supports their work-life balance.

All employees of the Cooperative are entitled to the same company benefits, regardless of their working hours, although certain exclusive advantages apply to partners. Below are some of the most prominent conciliation measures included in the catalogue, along with the number of beneficiaries:

CONCILIATION MEASURES
AND OTHER SOCIAL BENEFITS

	PEOPLE BENEFITING IN 2024	PERCENTAGE OF WORKFORCE
JOB QUALITY		
Medical services	3,904	17.85%
Loans for partners	111	0.55%
Life and accident insurance	9	0.04%
TEMPORARY AND SPATIAL FLEXIBILITY		
Continuous working day	20,990	95.98%
Transfers due to proximity of workplace to home	58	0.27%
5-day working week in supermarkets	18,243	100%
FAMILY SUPPORT		
Cumulative lactation leave	700	3.20%
Paternity leave	245	4.06%
Baby basket voucher for partners	566	2.88%
Payment for children with disabilities	405	1.85%
Christmas card competition	4,427	20.24%
Maternity protection protocol	538	3.40%
Leave due to risk during pregnancy with full pay	212	1.34%
Payment due to disability	201	0.92%
Payment for employees who are victims of domestic violence	44	0.20%

Furthermore, Consum is the only company in its sector to hold the EFR certification, recognising it as a Family-Friendly Company since 2007, with an A rating of Distinction. This certification, promoted by the Másfamilia Foundation and endorsed by the Ministry for Equality, acknowledges the efforts of companies in promoting work-life balance and equality.



+ 75 measures
catalogue



IN 2024, CONSUM INVESTED
58.3 MILLION EUROS IN
CONCILIATION, REACHING A
TOTAL OF 2,665.69 EUROS
PER WORKER



ISMAEL FROM CONSUM
IN VILLARROBLEDO



50 YEARS OF LISTENING TO THE CONSUMER.



Inma Clari: Partner-customer since 2009.

Consum became part of Inma's life when she moved into the flat just above her neighbourhood store. Since then, the store has accompanied her through life's milestones, from being newly married to becoming a mother, and has watched her two children grow up. For Inma, the staff at her store feel like family. They know her preferences and how she likes things. She is a true Consum enthusiast and never misses an offer or discount to add to her voucher.

THE ADVANTAGES OF BEING A PARTNER-CUSTOMER

One of the Cooperative's main objectives is to support the family budgets of partner-customers through offers focused on essential products, applicable from the first unit purchased. This initiative is further enhanced by the Mundo Consum advantages programme, which provides discounts and rewards loyalty through in-store redeemable vouchers and personalised offers on the most frequently purchased products.

Each month, more than one million offers and 500,000 personalised combinations are generated through "My Savings Vouchers" and "My Favourites", tailored to each partner's individual preferences. Partners can access these offers via the website, on-line store, paper statements, or the Mundo Consum App, where they can also redeem vouchers, view discounts, and locate the nearest supermarkets.

One of the app's key features is the "Next Voucher" section, through which partners can track their purchases, accumulated discounts and overall savings percentage. In 2024, over 77% of partner-customers participated in sales promotions, resulting in €63.2 million worth of discounts through 13.1 million gift vouchers. Thanks to all discounts available, each partner-customer saved an average of €31.01 over the year. These savings stemmed from various discount features included in the Mundo Consum programme, such as "My Favourites", "Cheque-Crece" products (developed in collaboration with suppliers),

and "My Savings Vouchers". In addition to these discounts, Consum also offers its partners discounts on accumulated purchases.

EVOLUTION OF PARTNER-CUSTOMERS

	ADDITIONS	LOSSES
2022	298,606	1,315
2023	330,573	3,438
2024	331,568	3,303

In 2024, the cooperative gained 331,568 new partner-customers, bringing the total to 4,956,957. This figure demonstrates the success of the advantages programme. These figures make Consum the Spanish cooperative with the largest number of partner-customers.



THE EXCELLENCE YOU DESERVE

MODEL OF EXCELLENCE

The main services offered by the Cooperative to all its consumers and partners at Consum super-markets are:



HOME DELIVERY SERVICE



ONLINE SHOPPING



NEW SHIFT MANAGEMENT SYSTEM



ASSISTED PERFUMERY



CUSTOMER WIFI



IMPLEMENTATION OF ELECTRONIC LABELS



SELF-SERVICE CHECKOUTS



VACUUM PACKAGING OF CUT MEATS



FRESHLY SQUEEZED JUICE



MASTER OF FRESHNESS AT THE CONSUM IN ELCHE (ALICANTE)

Consum’s model of excellence is based on employees acting as “hosts” to customers, always offering the best service and the freshest products, and as “advisors” to their colleagues.

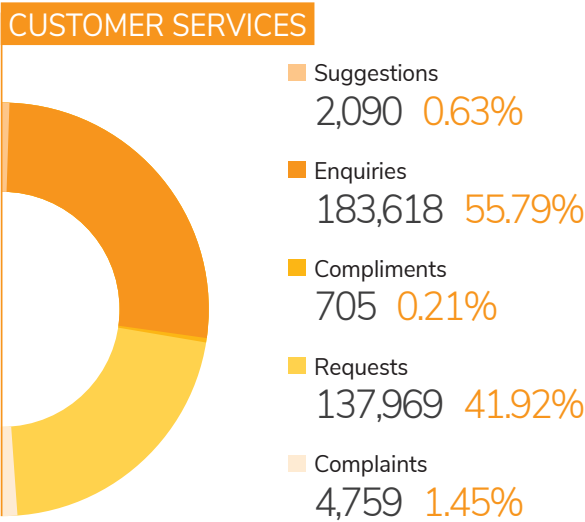
The role of the “Masters of Freshness” is particularly important. They are responsible for advising customers on their selection of fresh products in the butcher’s, delicatessen, fishmonger’s, fruit and vegetable, and bakery sections, providing added value through recipes and tips on how to prepare and preserve products. They also introduce new items and promotions, as well as the freshest and most local products.

To complement this model of in-store service, Consum continues to develop its programme aimed at achieving excellence in being people-focused, transforming the supermarkets’ chains of command into the best possible “advisors” for their teams. To foster the best working environment, advisors give their utmost in interactions with their teams, supporting their growth and development at Consum through training and motivation, so that this approach is ultimately reflected in excellence in customer service.

CUSTOMER SERVICES

One of the Cooperative’s priorities is to provide the highest standard of customer service by responding to questions and queries efficiently. Direct communication plays a key role, with the Active Listening channel serving as the primary tool. Queries can be submitted via the customer service telephone line; the help centre on the website, which offers swift responses to the most frequently asked questions and includes a form for simple tasks; or through social media. In addition, a chatbot service is available on the online store and the Mundo Consum app, streamlining the resolution of issues during the purchasing process.

In 2024, a total of 329,141 customer service processes were handled:



ACCESSIBILITY

In all of its stores in Castilla-La Mancha, Consum offers an in-store assistance service for elderly customers and people with disabilities. This is part of an inclusive commerce programme promoted by the Autonomous Government, the Spanish Committee of Representatives of Disabled Persons of Castilla-La Mancha (CERMI CLM), and supermarket and hypermarket associations, with a focus on accessibility and equality. To use this assisted shopping service, customers simply need to request it from the store staff, who will accompany them and provide the support they require.



CUSTOMER SERVICES DEPARTMENT AT CONSUM'S HEADQUARTERS (SILLA)

CONNECTED TO YOUR INTERESTS

Consum maintains a constant dialogue with its stakeholders through its channels of communication, always guaranteeing transparency and truthfulness. This enables it to convey information responsibly, in line with its values and backed by a committed management.

The Cooperative has multiple digital training and information spaces which cover different areas, from corporate information and the online store to an advanced search tool for geolocated stores. In addition, there is an exclusive space for partner-customers and platforms specialised in quality content on food, wellness, health, shopping tips, lifestyle, beauty, winery, etc.

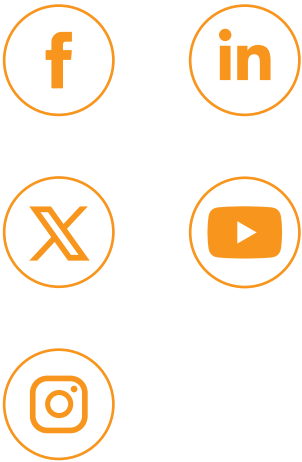
To enhance the connection with customers, Consum makes its social media channels available (Facebook, X, Instagram, YouTube and LinkedIn), where it shares relevant information and news about products and services. This fosters a relationship of trust with its stakeholders, ensuring a fast response to their needs in real time.

An increasing number of people access the Entrenosotros magazine through the online newsletter. However, the printed edition continues to be published bimonthly, available exclusively to Consum's partner-customers and delivered directly to their homes. In 2024, 1.8 million copies were circulated, reaching 300,000 households.

Additionally, the Cooperative publishes Cuidarnos, a quarterly magazine focusing on beauty, body care and wellness that aligns with the changing seasons. This publication is also available in digital format.

As part of its commitment to partners in the regions where it operates, Consum publishes communication materials in the official languages of those regions, including: Castilian Spanish, Valencian and Catalan. Furthermore, some of its corporate websites include English content, thereby improving accessibility for customers from other countries.

	2024	S.A.A.
CONSUM WEBSITE VISITS	12,750,687	↑ 4.9%
FACEBOOK FANS	153,857	↑ 6%
X FOLLOWERS	21,883	↑ 3%
INSTAGRAM FOLLOWERS	60,284	↑ 22%
LINKEDIN FOLLOWERS	64,771	↑ 18%
VIEWS ON YOUTUBE	4,960,719	↑ 55%
ENQUIRIES ON SOCIAL NETWORKS	34,951	↑ 23%
AVERAGE MONTHLY REACH OF POSTS	761,304	↑ 112%



MEDIA

Transparency is a key element for organisations, which is why the Cooperative maintains ongoing contact with public opinion through the media. In 2024, Consum reported on its activities via 48 official press releases, resulting in a total of 6,648 media impacts. Online channels continue to play the leading role in disseminating the Cooperative's news, accounting for 63.5% of all impacts. Despite the rise of digital media, coverage in the printed press remains significant, representing 31.22% of total impacts.

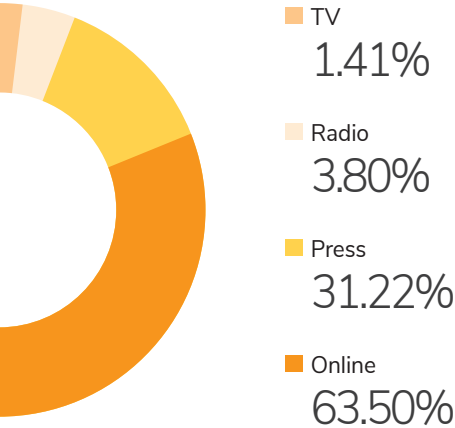
The most important media event is the Presentation of the Annual Financial Results. This event, held once a year, brings together general and specialist media. During it, the Cooperative highlights the main milestones of the year and outlines its objectives for the coming financial year. It serves as an open forum for dialogue with the media, reinforcing the Cooperative's commitment to transparency and to placing people at the centre.

The Cooperative collaborates fortnightly with two micro-radio shows, one broadcast on Sundays on "A vivir que son dos días - Comunidad Valenciana" on Cadena SER radio and the other on Tuesdays on "Hoy por hoy" on Cadena SER in the Murcia region. It also takes part in weekly brief advice segments on the COPE's "La Mañana con Herrera" programme and SER's "Hoy por Hoy" morning show, as well as the Plaza Podcast, Intereconomía and Valencia Capital Radio. The "Aquí en la Onda" radio spots are also broadcast weekly on Onda Cero Valencia, and at weekends on RAC1's "Vía Lliure", which can be listened to in the Valencian Community and Catalonia respectively. Consum also collaborates with the "Más de uno" (More than one) magazine on Onda Cero radio in Almería, El Ejido, Roquetas de Mar and Vélez Rubio. In 2024, the Cooperative made weekly and fortnightly educational broadcasts on local, regional and autonomous television channels in its area of influence, including Iberian Press (Levante TV, Medi TV and Información TV), La 8 Mediterráneo, TV3, 7TV Región de Murcia, Canal Sur and CMM Castilla-La Mancha, among others.

According to RepTrak, the specialist reputation rating platform, these efforts resulted in the Cooperative achieving a reputation rating of 69.8 out of 100 in 2024, representing an increase of 0.9 points compared to 2023.



IMPACTS BY CHANNEL



#DECIRHACIENDO (#SAY-DOING) MEETINGS

Consum's #DecirHaciendo (#Say-doing) Meetings are designed to foster relaxed dialogue, offering conversations with experts and the media on issues that affect society, such as health, diet, quality of life, consumption, the environment, and innovation, among many others. These meetings are held in an informal format that brings together subject matter experts and are shared through various media outlets.

In 2024, a #DecirHaciendo Meeting was held on the topic of "Companies with Values", focusing on the social economy. During the event, it was noted that 85% of Valencians recognise cooperatives as an integral part of the business landscape due to their contributions to society and the region. The day also recognised the long-standing sustainability initiatives launched by the Cooperative years ago.

This event, which was held in person and broadcast virtually, brings the total number of meetings organised by the Cooperative since 2018 to eleven.

In addition, Consum maintains a digital space showcasing its main commitments regarding the social, economic and environmental challenges it faces.



Companies with values



DECIRHACIENDO
(SAY-DOING) MEETING
ON THE SOCIAL
ECONOMY (VALENCIA)



COMMERCIAL COMMUNICATION

Consum's commercial activity is guided by an Advertising and Promotional Plan that focuses on fresh produce, a wide range of branded products and good value for money on own-brand items, as well as a strong commitment to local sourcing. Information provided to customers about promotions and offers focuses on savings, healthy eating, and responsible consumption.

Consum's commercial communication channels include:

- **POINT OF SALE:** Signage, price labels, tannoy announcements, scales and informative posters.
 - **MARKETING BROCHURE:** Addressed to partner-customers and delivered to their homes or made available online, as well as to customers living near the stores. It is distributed during promotional periods and coincides with "cheque-crece" member discounts, in line with the Advertising-Promotional Plan.
 - **ONLINE ENVIRONMENT:** Through digital advertising and social media. This year, digital continuity campaigns have been conducted to strengthen brand presence online, promote the online sales channel, and drive users towards physical stores.
 - **RELATIONAL MARKETING ACTIONS:** through regular events.
 - **OPENINGS AND REFURBISHMENTS:** communication with customers and partner-customers in the relevant local area.
- All of these channels convey the key messages of the Cooperative's communication strategy:
- **MASTERS OF FRESHNESS.**
 - **CONSUM OWN BRANDS.**
 - **MUNDO CONSUM ADVANTAGES PROGRAMME FOR PARTNER-CUSTOMERS.**

50 YEARS OF WORKING FOR QUALITY.



Beatriz Soriano: Communication Technician in Consum's Partner-Customer Department.

Beatriz knows better than anyone that every detail matters. Making sure that a piece of packaging reflects the true quality of a product is a significant responsibility. For her, managing the design of each range of own brand products is a new challenge every time, and seeing them produced and displayed on the shelves brings her the greatest satisfaction.

FULLY
TRUSTWORTHY

During this financial year, Consum renewed the AENOR Food Safety System certification for the third consecutive year. This certification guarantees the traceability and safety of all products, from their arrival at logistics platforms to their placement on store shelves. The food safety programme has also been maintained across franchises, where its implementation is monitored through assessment audits conducted by the food safety technician alongside the designated area manager.

In January 2025, the Directorate General for Public Health of the Valencian Community carried out an audit focused on Consum's self-monitoring system in its retail outlets, resulting in a "satisfactory" outcome in the non-conformities monitoring report. This certification, valid for 30 months, reinforces the Cooperative's commitment to upholding the highest food safety and quality standards across all its establishments.

In addition, the ISO 9001:2015 certification for service quality, issued by AENOR, has been renewed for another year. This certification validates the Quality Management System applied to Fresh, Refrigerated and Frozen food platforms. In 2024, Consum successfully passed the audit, marking 27 years of continued dedication to quality since the system's implementation in 1997.

This certification allows for the standardisation of processes in the Fresh, Refrigerated and Frozen food platforms across the three logistics units. Furthermore, the Cooperative has certified Service Charters in both the Food and Non-Food platforms.

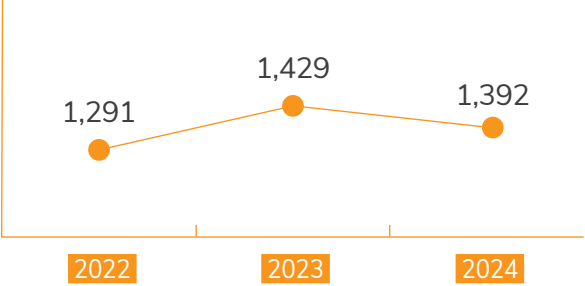
This year, for the first time, the monitoring of indicators, goals, action plans and opportunity matrices has been integrated with the Strategic Business Contract, thereby reinforcing the Lean

Ensuring the freshness, quality and safety of its products and services is one of Consum's fundamental pillars. The Cooperative has in place a Food Quality and Safety Policy, which defines the scope, principles and key processes necessary to meet the required standards.

management system. This improvement will reduce bureaucracy and improve monitoring consistency.

Consum carries out exhaustive quality control checks on products and labelling at points of sale and throughout the own-brand supply chain. These controls are continuously applied in management:

CONTROLS AT POINT OF SALE



CONSUM CARRIES OUT
THOROUGH QUALITY
CONTROLS THROUGHOUT
THE SUPPLY CHAIN

The phases of control relating to products and suppliers are as follows:

- 1 **PREVENTIVE CONTROL:** Analyses, inspections and audits are carried out based on a risk assessment of potential hazards in own-brand and fresh products. From this assessment, a control plan is established, which may identify areas for improvement. Implementation is verified through regular testing.
- 2 **QUALITY CONTROL:** Compliance with the quality standards previously agreed with suppliers is monitored and verified.
- 3 **COMPARATIVE CONTROL:** Products are evaluated against competitors' offerings to identify opportunities for improvement and to better align with customer preferences and needs.
- 4 **REACTIVE CONTROL:** In the event of an incident, audits and analyses are conducted to address the issue.

CONTROLS OF PRODUCTS AND SUPPLY CHAIN

	FOOD AND NON-FOOD		FRESH AND REFRIGERATED	
	Nº OF AUDITS AND ANALYSIS	SATISFACTION	Nº OF AUDITS AND ANALYSIS	SATISFACTION
PREVENTIVE CONTROL	824	95.4%	1,907	99%
QUALITY CONTROL	648	99.4%	3,393	92.8%
COMPARATIVE CONTROL	442	75.4%	260	92%
REACTIVE CONTROL	2,894	100%	2,538	100%
TOTAL	4,808		8,998	



Consum conducts quality controls across all stages of the lifecycle of its own-brand products, ensuring that its range is continuously adapted to meet customer needs:



The Cooperative applies strict food safety criteria when evaluating the suppliers of its own-brand products, requiring them to hold IFS, BRC or ISO 22000 certification issued by independent bodies. These certifications are reviewed annually, and in 2024, 100% of suppliers successfully renewed them. In addition, 19 new own-brand suppliers were incorporated and assessed according to these criteria during the year.

In the event of a food alert, the Quality Division within the Partner-Customer and Marketing Department follows a protocol involving the immediate withdrawal of the product from the point of sale and a thorough inspection across all stages of its lifecycle and the agrifood chain.

THE COOPERATIVE HAS STRICT
FOOD SAFETY CRITERIA FOR
THE EVALUATION OF SUPPLIERS
WHO MAKE OWN-BRAND PRODUCTS



YOUR HEALTHIEST SHOP

Consum offers its partners and customers a wide and varied product range, with a strong emphasis on manufacturers' brands. In 2024, more than 4,699 products were introduced or modified to align with consumer tastes and preferences, bringing the total range to over 14,466 products.

The Cooperative works continuously to ensure the freshness of the products it offers, as this is its foremost commitment to partner-customers. Products are selected at their optimum point of ripeness, with a focus on seasonal items. Consum maintains its dedication to fresh produce, personalised and assisted service in the butcher's, delicatessen and fish sections, transparent origins, and local sourcing. Local products from the provinces and regions where the Cooperative operates are continuously incorporated.

Consum's own-brand products offer a competitively priced range with strong value for money, progressively improving in terms of innovation, health, and sustainability standards. In 2024, the offer included 2,025 Consum-branded products, accounting for 14% of the total selection. These were distributed under the brands Consum, Con-

sum Kids, Consum ECO, Kyrey, Kyrey Pharma, Kyrey for Men and Vitality, all of which are regularly improved through the involvement of partner-customers and employees in the validation of their quality and design.



SUSTAINABILITY CERTIFICATES

Within the Consum brand, and with the aim of providing added value to both consumers and the environment, an increasing number of products hold recognised sustainability certifications. In 2024, these included:

- **PULPS (FSC, PEFC, ETC.): 330**
- **RAINFOREST ALLIANCE: 49**
- **FISHING (MSC, ISSF AND AMIGOS DE LOS DELFINES (FRIENDS OF DOLPHINS)): 34**
- **EU ECOLABEL: 8**
- **ANIMAL WELFARE (WELFARE AND INTERPORC): 164**

The range of organic products continued to expand across all sections in 2024, including both fresh and non-fresh items, reaching a total of 248 products. This includes 46 products under the Consum ECO brand.

In terms of animal welfare, 100% of fresh meat sold at counters and in trays is now certified. This guarantees customers responsible and sustainable practices throughout the production cycle, based on a set of standardised and European-level measures. These certifications, issued by independent bodies, confirm that the welfare standards promoted go beyond legal requirements.

With regard to eggs from non-caged hens, Consum offers both free-range and organic options (codes 1 and 0, respectively) in all its supermarkets. The Cooperative continues to collaborate with its suppliers to progress towards the goal of offering exclusively free-range eggs.

HEALTHY REFORMULATION

Health and sustainability have become key priorities for consumers, who are increasingly aware of the nutritional value and environmental impact of the products they purchase. In response, the Cooperative has continued to innovate within its own-brand range to make products healthier, in line with the NAOS Strategy (Spanish Strategy for Nutrition, Physical Activity and the Prevention of Obesity) promoted by the Spanish Agency for Food Safety and Nutrition (AESAN). In 2024, 33 Consum-brand items were reformulated to include ingredients with improved nutritional profiles.

All Consum products feature labelling that includes nutritional information and possible allergens, helping to prevent adverse reactions in people with food intolerances. The Cooperative's range also includes products specifically free from certain allergens such as gluten, lactose and egg, meeting the needs of customers with specific dietary requirements. In 2024, this offering included 429 gluten-free products, 100 lactose-free products and 17 egg-free products.

Consum also added additional information to the packaging of 419 own-brand products, including information on the origin of the product, easily recognisable "-free" seals to indicate the absence of allergens in 713 products, information on sustainability certificates in 599 products and information on how to recycle 1,396 items. All own-brand products undergo quality control checks on their labelling.



50 YEARS OF CARING FOR THE ENVIRONMENT.



Rosa Ferrer Martorell: Sustainability and Institutional Relations Executive at Consum.

Rosa perfectly embodies the spirit of the Cooperative through her firm belief that a more sustainable economic model and a fairer society, truly centred on people, is achievable. Perhaps it is her scout spirit, rooted in a love of nature and teamwork, that makes her deep respect for the environment and her sensitivity to social causes so inspiring and contagious.

ACT AND RAISE AWARENESS

In 2024, Consum made significant progress on its path towards sustainability. The combination of renewable energy, energy efficiency, sustainable transport, and a circular economy is delivering tangible results, bringing the Cooperative closer each day to achieving its environmental objectives.

Consum's Environmental Policy establishes the framework for action to ensure the preservation of ecosystems and natural resources. It is founded on two main pillars: continuous improvement in environmental management and the promotion of awareness among stakeholders.

Consum's environmental management is focused on two primary goals: achieving climate neutrality and advancing the circularity of resources. To this end, the Cooperative has undertaken the following commitments:

- To comply rigorously with current regulations and voluntary agreements for environmental protection
- To set ambitious targets and promote innovative solutions and sustainable technologies
- To manage environmental impact across the entire value chain in order to minimise the ecological footprint of products
- To foster partnerships with organisations specialising in environmental conservation
- To employ externally verified measurement and reporting tools, such as the carbon footprint
- To promote environmental awareness among stakeholders and consolidate a truly sustainable culture within the organisation
- To encourage responsible management among suppliers within the value chain

Additionally, Consum continues to align its decarbonisation pathway with the Science Based Targets initiative (SBTi), aiming to achieve emissions reductions consistent with the Paris Agreement.



REDUCTION OF THE CARBON FOOTPRINT

Consum prioritises the transition towards a more sustainable energy model, and significant progress was made in 2024:

- **SELF-CONSUMPTION:** Solar panels continue to be installed at supermarkets and logistics platforms, and the use of batteries for storing the generated energy is being studied. Solar panels are already in place at 46 stores and two logistics platforms.
- **GREEN ENERGY PURCHASE AGREEMENTS:** The Cooperative has long-term contracts in place with Enxesa and Alcanzia for the purchase of renewable energy (PPAs), which guarantee that more than 99% of its electricity consumption comes from renewable sources. The goal is to reach 100%.



One of the pillars of Consum's environmental strategy is to reduce the energy consumption of its operations. In 2024, the Cooperative implemented a series of measures to improve the efficiency of its facilities, adopting technologies designed to lower energy use without compromising performance. The stores are at the heart of the Cooperative's activity, which is why reducing their consumption through more energy-efficient lighting, air conditioning, and refrigeration equipment is a key objective. The main energy-saving and efficiency measures include:

- **AUTOMATION AND TELEMETRY:** Automation of all electronic devices in supermarkets (lifts, ovens, anti-theft antennas, etc.) to tailor their operation to actual usage, with continuous remote monitoring. This approach has enabled energy reductions of up to 15%.
- **LIGHTING WITH HIGH-EFFICIENCY LED TECHNOLOGY:** The LEDs installed across all of the Cooperative's stores provide an energy saving of 60% compared to conventional lighting systems.
- **EFFICIENT REFRIGERATION UNITS:** Refrigeration units fitted with glass doors enable energy savings of up to 50% compared to open units, contributing to an overall reduction of 15% in total supermarket energy consumption.
- **ELECTRIC VEHICLE CHARGERS:** In 2024, the Cooperative expanded its public-access charging infrastructure for electric vehicles, introducing fast and ultra-fast charging points in 55 additional stores. As a result, a further 140 charging points have been made available. This initiative now extends to 217 centres, offering a total of 551 charging points.
- **AIR CONDITIONING RENEWAL PLAN:** On-going improvements to in-store air conditioning systems have led to energy savings and enhanced comfort levels. Additionally, heat recovery systems have been introduced, repurposing energy generated by refrigeration equipment for heating.

In 2024, the ratio of kilowatt hours (kWh) of energy consumed for every euro of net turnover stood at 0.07. Consum is now 50% more energy efficient than it was in 2015.

REFRIGERANT GASES

The impact of refrigerant gases on Consum's carbon footprint remains a significant challenge, as they account for virtually all Scope 1 emissions. To mitigate their effects, the Cooperative has introduced several initiatives:

- **REFRIGERATION:** All new store openings now use R744 (CO₂) refrigerant in both positive and negative cooling systems. In addition, the regeneration of gases in older equipment is being explored to enhance maintenance and extend operational efficiency.
- **LEAK CONTROL:** A detailed log of refrigerant leaks is maintained, enabling the identification of their location. Remote management systems are employed to provide alerts in the event of potential incidents, allowing for early detection and response.
- **AIR CONDITIONING:** More sustainable systems are being tested, including equipment that uses low-impact refrigerants, as well as alternatives to gas or diesel boilers, such as heat recovery systems or auxiliary heating resistors.

ONE OF THE PILLARS OF CONSUM'S ENVIRONMENTAL STRATEGY IS TO REDUCE THE ENERGY CONSUMPTION OF ITS OPERATIONS



SUSTAINABLE MOBILITY

In addressing indirect emissions, Consum remains firmly committed to improving logistics efficiency through fleet renewal and optimisation of transport routes. This applies both to the distribution of products from platforms to stores and deliveries to customers' homes via the online store. Consum seeks to reduce transport-related emissions across corporate vehicles, employee mobility, and goods distribution.

- **SUSTAINABLE MOBILITY PLAN:** In 2024, a working group was established to develop a plan promoting more sustainable transport practices within the organisation.
- **FLEET RENEWAL:** More efficient vehicles equipped with EURO 6 engines are being added to the fleet, alongside an increasing number of electric vehicles.
- **BIOFUELS:** Lorries powered by HVO, a biofuel with significantly lower emissions than conventional fuels, are being introduced.
- **LEAN & GREEN:** Following the achievement of the third star in the logistics emissions reduction programme, Consum is now working towards the fourth, aiming for a 55% reduction in CO₂ emissions from logistics activities by 2030.

As part of its ongoing commitment to efficient logistics, Consum launched an emissions- and noise-free urban distribution system in Benidorm to supply its supermarkets. The project began in 2023 with a single electric lorry in a pilot phase and was expanded in 2024 with the addition of five more vehicles. Operated from the Finestrat logistics centre, these lorries help reduce annual CO₂ emissions by 642 tonnes. They are also equipped with advanced technology and refrigeration systems to facilitate easier loading and unloading at stores.



MORE SUSTAINABLE LORRIES

In 2024, the capillary transport fleet consisted of 12 electric vehicles: Six trucks were based at the Finestrat HUB (powered by two electric shuttle trailers), three were based in Murcia and one was based in Valencia. To promote transparent communication on sustainability, the sign "This truck has zero emissions because it is 100% electric" is now displayed in Spanish, Valencian and Catalan. These trucks have travelled 538,885 km without generating a carbon footprint, saving 141,113 litres of diesel and avoiding the emission of 348 tonnes of CO₂.

The subcontracted capillary transport fleet comprised 632 lorries in 2024: Of these, 567 had state-of-the-art EURO 6 engines; 20 had natural gas engines; 12 were electric; and 19 were powered by HVO (two operated exclusively on HVO, while the rest used a high blend of the biofuel). Integrating an increasing number of low-emission vehicles and optimising distribution routes using the TMS Routing Maps tool enabled us to reduce both distance travelled and carbon footprint.

Furthermore, a pilot test involving two vehicles in Murcia was conducted with HVO biofuel in 2024. This demonstrated its compatibility with EURO 6 engines and showed that it offered equivalent autonomy to diesel while delivering an 85% reduction in CO₂ emissions. Since November, an additional 17 vehicles using a high blend of HVO and diesel have been introduced. These lorries have collectively travelled 376,108 kilometres, using 53,910 litres of HVO and reducing the carbon footprint by 118 tonnes of CO₂.

CONSUM REMAINS FIRMLY COMMITTED TO LOGISTICS EFFICIENCY THROUGH FLEET RENEWAL AND THE OPTIMISATION OF TRANSPORT ROUTES



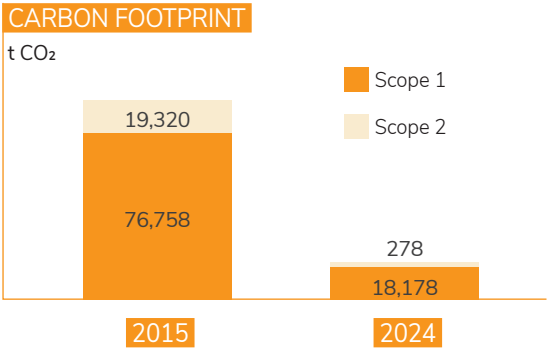


CONSUM SUPERMARKET
IN VILLARROBLEDO

CARBON FOOTPRINT

The Cooperative continues to make progress in measuring and reducing its carbon footprint. The main achievements in 2024 were as follows:

- **SCOPE 1 (DIRECT EMISSIONS):**
18,178 tCO₂e, representing a reduction of 0.24% compared to 2023.
- **SCOPE 2 (MARKET-BASED EMISSIONS):**
278 tCO₂e, reflecting a significant reduction of 67.29%.



**ENERGY
INTENSITY 2024**
t CO₂e/M€ INCN
4.2

THE JOURNEY TOWARDS NET ZERO EMISSIONS

In 2024, Consum introduced Spain's first CO₂-neutral logistics platform, located in Las Torres de Cotillas (Murcia). This facility is a pioneering development in the Spanish food distribution sector.

This sort of platform is equipped with the most efficient and sustainable technologies, resulting in very low CO₂ emissions. In terms of lighting, it has energy-efficient LED lights, skylights to make use of natural light, movement sensors and controllers for automatic switch-off. It also features photovoltaic solar energy generation facilities. Its refrigeration systems use pumped ammonia systems, frequency inverters for the compressors, and floating condensation mechanisms to significantly reduce the carbon footprint and energy consumption.

In 2024, Consum also continued the roll-out of its network of neutral stores, a pioneering initiative in the food retail sector aimed at reducing and offsetting the emissions of its establishments. This forms part of the Cooperative's broader decarbonisation strategy for 2030, representing another step forward in the journey towards achieving net zero direct emissions.



CIRCULAR ECONOMY: ZERO WASTE

The second main objective of the Cooperative's Environmental Policy, following decarbonisation, is the circular economy. This is addressed throughout the life cycle: on the one hand, preventatively, through eco-efficiency measures such as reducing the consumption of materials or substituting them with more sustainable alternatives; and on the other, at the end of their useful life, by ensuring the separate collection and subsequent recovery of all waste generated.

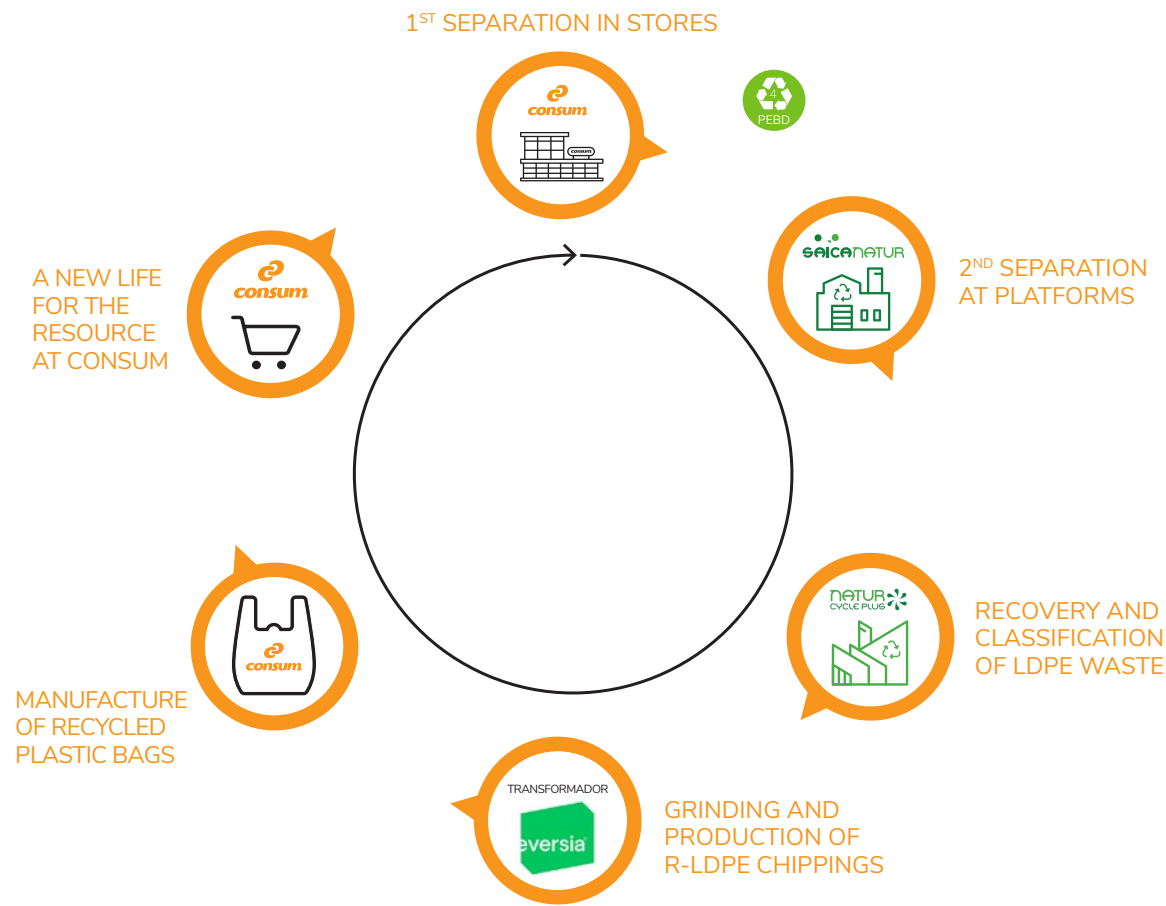
REDUCTION OF MATERIALS AND PACKAGING PLAN

Consum continues to uphold its commitment to the circular economy within its operational processes, ensuring that waste management remains both efficient and sustainable. In this regard, nearly 99% of the waste generated at the platforms is either recycled or recovered, thereby minimising environmental impact.

As part of the Cooperative's Reduction of Materials and Packaging Plan, new initiatives aimed at using resources as efficiently as possible continue to be promoted. One of the most notable measures is the

production of plastic shopping bags, which will be made of 100% recycled plastic across the entire commercial network from September 2024. Through this circular economy initiative, the Cooperative recycles over 2,000 tonnes of plastic waste annually. The new bags are made from one type of recycled material and are printed with water-based inks, making them more sustainable and easier to recycle.

By incorporating plastic recovered from logistics packaging into the bag production process, the loop is closed:



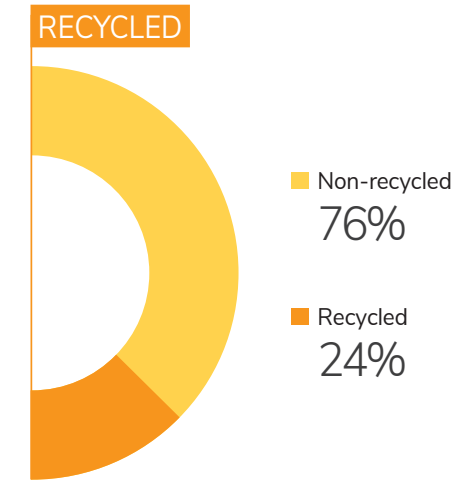
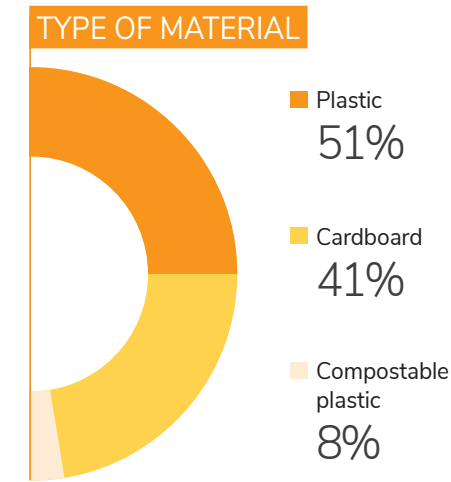
Furthermore, the circular economy system for collecting, treating and reusing plastic bags from the online store has been maintained. These bags can be collected from customers' homes when a new order is delivered, regardless of quantity or origin. In other words, plastic bags from any store are accepted, provided they meet minimum hygiene standards. With this service, the Cooperative expects to recover more than 2,600 kilograms of plastic annually.

We prevent the use of non-recycled materials not only in product packaging, but also in the furnishing of our stores. Another noteworthy initiative is a project that transforms expanded polystyrene (EPS), also known as porexpan, recovered from Consum waste, into furniture for the oven section. It was launched in 2023 and will be implemented progressively throughout the entire network. A pioneer in the retail sector, this initiative demonstrates the Cooperative's commitment to sustainability and is currently in place in 70% of stores.

Consum's own brand design department collaborates with suppliers to ensure that all packaging used for redesigns and new product launches incorporates eco-design principles and criteria, thereby improving recyclability.

Regarding the Cooperative's own consumption of packaging materials, as detailed in its 2024 annual packaging declaration, the total reported

is 9,512.7 tonnes. The primary materials used for packaging were paper, cardboard and plastic.





REVERSE LOGISTICS
OF PALLETS AT THE GENERAL
GOODS PLATFORM IN
SILLA (VALENCIA)

ZERO WASTE

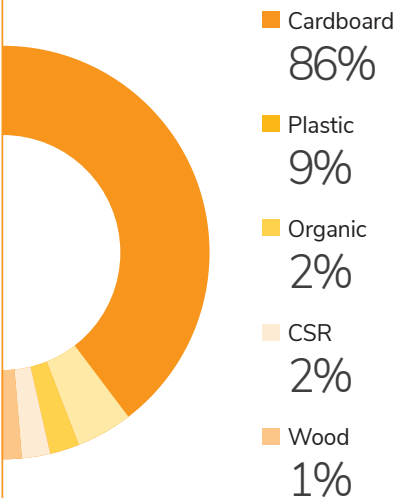
Consum manages its waste in accordance with the principles of the circular economy, giving priority to separate collection and recovery. Commercial waste generated in stores, platforms and offices consists mainly of cardboard, plastic and pallets. Through its reverse logistics system, this waste is transported to a return centre, where it is separated, processed and stored before being delivered to authorised waste managers.

In 2024, Consum renewed its Zero Waste (Residuo Cero) Certification with AENOR, reinforcing its commitment to waste reduction and resource optimisation. The certification has been renewed for all logistics platforms as well as the central headquarters. Furthermore, administrative processes have been digitalised to eliminate unnecessary paper use in contracts and logistics documentation.

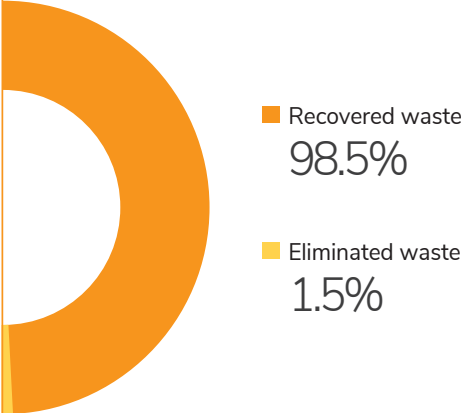
Each year, the Cooperative verifies the recovery of its waste across all logistics platforms and at its head office, ensuring traceability and appropriate treatment.

In collaboration with Ecopilas and Ambilamp, containers have been made available in stores for customers to encourage the recycling of batteries and light bulbs. In 2024, this initiative enabled the recovery of 92.3 tonnes of batteries and 11.9 tonnes of bulbs and luminaires, all of which were sent to specialised treatment facilities for appropriate handling.

TYPE OF WASTE



RECOVERED WASTE



CARDBOARD FROM REVERSE
LOGISTICS AT THE GENERAL
GOODS PLATFORM IN
SILLA (VALENCIA)



50 YEARS OF BEING COMMITTED.



Manolo González: Caritas Villarrobledo (Albacete) volunteer.

Since retiring, Manolo has been able to dedicate himself “much more and much better” to helping others. Every Thursday, he visits the Consum store in Villarrobledo to collect food, which he then distributes through the Caritas charity supermarket to some of the town’s most vulnerable families. “What could possibly be better than devoting your time to doing good for others?” he asks.

FOR RESPONSIBLE CONSUMPTION

As part of its mission, Consum, as a cooperative of consumers and users, incorporates education, training and the promotion of the rights of its partner-customers and the wider public into its corporate purpose. Within the framework of the Healthy and Sustainable Life Programme, various educational and informative initiatives are implemented to promote healthy eating and more responsible consumption, particularly among young people.

The programme's main lines of action targeting young people include the Team Consum web portal, the World Consumer Rights Day Competition, and the PAIDO programme.

TEAM CONSUM

Team Consum is an educational website offered by the Cooperative to teachers, supporting the integration of responsible consumption and sustainability education into the classroom. The website provides a wide range of educational content on various topics, designed for students aged between 4 and 14 years. These materials are delivered through workshops, group activities and games, enabling children to learn while enjoying themselves.

During the 2024 school year, 18 educational resources were distributed to teachers subscribed to the site's monthly newsletter. These resources address engaging and relevant topics for students, including physical activity, emotional management, cybersecurity, gender equality and environmental awareness.

WORLD DAY OF THE CONSUMER VIDEO COMPETITION

This is the longest-running educational initiative in Consum's history, with over 99,000 participants across its various editions. The format of the competition has evolved over time in line with new learning approaches, moving from posters to stories, and now to video. It is open to primary, secondary and A-level/Baccalaureate students, as well as learners in vocational training, special education and users of occupational centres across all regions where Consum operates as a cooperative. Participants may take part in any of the official languages of these regions.

The annual competition, centred around the theme of "Small Actions", invites young people to reflect on a specific sustainability-related challenge each year. With the support of their teachers, students devise an action to address the challenge. They must then create an inspiring video to represent this action and encourage other young people to re-

plicate and adopt it. The competition aims to educate schoolchildren about sustainability and communication, and to help them develop key skills such as teamwork, critical thinking and creativity. The initiative is supported by the University of Florida and the regional departments responsible for consumer affairs, education, health, social action, as well as the 2030 Agenda. All of these entities also sit on the judging panel.

For the fifth edition of the video competition, which had the theme of "Small actions to protect the planet from climate change", students were asked to suggest ways in which educational and occupational centres could encourage more sustainable lifestyles and consumption habits, in line with Sustainable Development Goal 13. A total of 5,279 students from 225 educational centres took part, submitting 278 entries in total.

The awards ceremony, which was presented by Fernando Botella, was held online and attended by over 1,800 students. Five prizes, each worth 1,000 euros, were awarded to the winning entries, which have since been added to the Cooperative's audiovisual library. Consum also collaborated with the Plan-for-the-Planet association to plant 800 trees.

The winning videos and the awards ceremony are available at the link below:



5,279 STUDENTS FROM
225 EDUCATIONAL
CENTRES TOOK PART,
SUBMITTING 278
COMPETITION ENTRIES
IN TOTAL

COMPREHENSIVE CHILD OBESITY CARE PROGRAM (PAIDO)

Consum collaborates with the Comprehensive Child Obesity Care Programme (PAIDO) of the Unit for the Prevention of Obesity and Cardiovascular Risk in Children and Adolescents at the General University Hospital of Valencia. The aim is to support the prevention of excess weight and obesity in children. The programme adopts a multidisciplinary approach involving specialists in paediatrics, nursing, nutrition and physical exercise, alongside the patients and

their families. Consum provides the products required to run cooking workshops led by a nutritionist, enabling young people to acquire the skills necessary for a healthier and more varied diet. These workshops offer a fun and engaging way for children to learn how to prepare simple, balanced meals. In 2024, five PAIDO workshops were held, with 29 young participants attending along with their families.



“FORMA-TE” (TRAIN YOURSELF) WORKSHOPS

In the 2024 financial year, Consum launched an innovative workshop format for its partner-customers in Valencia and Barcelona. In these sessions, guided by experts, participants explored various topics related to responsible consumption

and the use of technology. Over the course of four sessions, a total of 127 people took part in the experience, engaging in practical and enriching learning.



PARTNERSHIPS AND COOPERATION

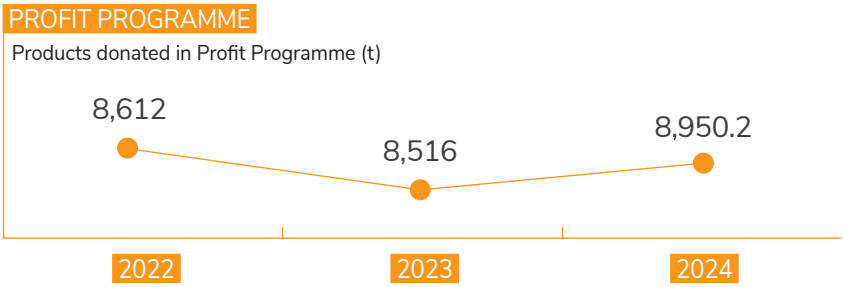
As a company operating within the social economy, Consum is firmly committed to the local communities in which it operates. Through its Charitable Programme, Consum undertakes various initiatives to promote sustainable development, with a particular focus on eradicating hunger and ensuring access to healthy, nutritious and sufficient food for all, in alignment with Sustainable Development Goal 2: Zero Hunger.

The Charitable Programme is structured around three areas of collaboration: the Profit Programme for food donation, the Social Sales programme, and social action partnerships with a range of organisations.

PROFIT PROGRAMME

Consum’s Profit Programme for the responsible management of food was established over 12 years ago with the aim of preventing waste and addressing a pressing social need in the local community. It is based on collaboration between the Cooperative and partnering social organisations (NGOs, food banks and community kitchens), enabling the recovery and donation of products withdrawn from sale for commercial reasons but still perfectly fit for consumption. These donations are distributed to people in the surrounding areas who need them most. The donated products are intact in terms of packaging and labelling and come from all food and fresh produce sections: meat, charcuterie, fruit, vegetables, confectionery, dairy and bakery. The programme has been rolled out across 100% of the commercial network, meaning donations are made from supermarkets, platforms and fresh food training centres.

In 2024, a total of 8,950.2 tonnes of products were donated, representing a value of 27.9 million euros. This commitment is made possible thanks to the work of more than 1,400 volunteers from the social organisations collaborating with Consum. It is estimated that the programme supports over 85,000 individuals. In addition to its social impact, the Profit Programme also contributes positively to the environment, having prevented the emission of 3,301.4 tonnes of CO₂ into the atmosphere.



Profit Programme

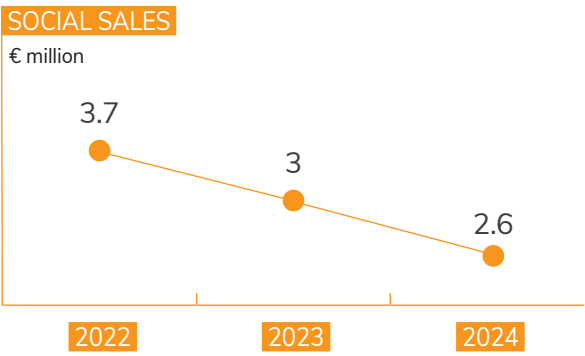


SOCIAL SALES

As part of its Charitable Programme, the Cooperative also operates a social sales initiative, designed to support public administrations and organisations wishing to convert their social assistance into vouchers or prepaid cards, which can be easily redeemed for products in Consum supermarkets. Among other advantages, this system allows participating entities to tailor support to their specific needs and to receive information on the campaigns undertaken.

The vouchers and cards enable each beneficiary to select the products that best meet their own or their family's nutritional needs. They are also straightforward and discreet to use, functioning at the checkout in the same way as other Consum vouchers or

cards, thereby safeguarding users' privacy. In 2024, approximately 2.6 million euros were spent on social sales, a figure which also includes sales to social grocery stores.



GRAN RECOGIDA (BIG COLLECTION) 2024

The Big Collection is the largest charitable food campaign in Spain, coordinated by the Food Bank Federation (Fundación del Banco de Alimentos, or FESBAL). The Cooperative has participated in this initiative for over 10 years, supporting it across all of its own supermarkets. The 2024 edition took place between 22 and 28 November. Thanks to the contributions of partners and customers at the checkout, a total of €376,258 was raised.

Customer donations are converted into shopping vouchers, which are distributed to provincial food banks. These, in turn, allocate the vouchers to partner organisations and individuals in need. This approach reduces the environmental impact associated with transporting goods and empowers families to purchase the basic items they require, with the autonomy to make their own choices in-store.



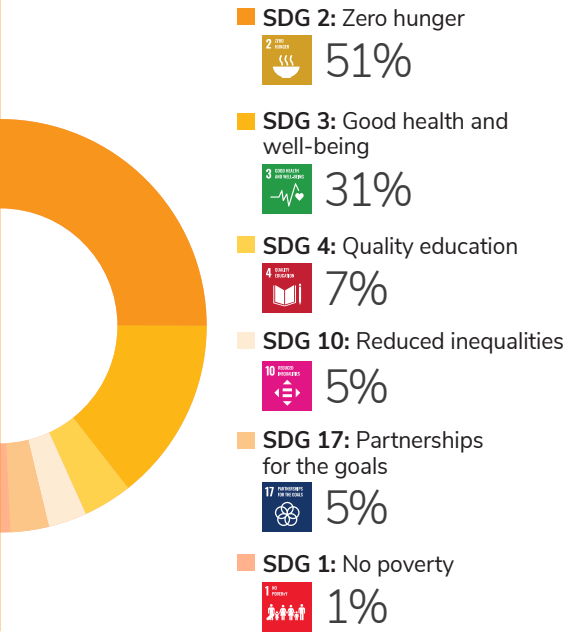
VOLUNTEERS FROM CARITAS IN VILLARROBLEDO COLLECTING FOOD FROM THE PROFIT PROGRAMME

SOCIAL ACTION AND SPONSORSHIPS

The Cooperative has a Donations and Sponsorship Policy aimed at supporting a range of social projects that generate a positive impact on the communities in which it operates. In 2024, a total of 1,077 social action collaborations were carried out, representing a social investment of €172,747 and reaching an estimated 156,000 people.

Seventy-nine per cent of this support was provided in the form of food and product donations, either directly or in the form of shopping vouchers. The remaining contributions were in the form of financial assistance, primarily in the form of annual donations to various social organisations supported by Consum. The main Sustainable Development Goals (SDGs) targeted by these efforts in 2024 were SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being), receiving approximately 50% and 33% of the support, respectively.

INVESTMENT IN SOCIAL ACTION BY SDG



As a cooperative with strong roots in the local communities it serves, Consum also sponsors activities of social, cultural or gastronomic interest. The total amount allocated to donations and sponsorships in 2024 was €374,112.

Highlights of the main collaborations this financial year include:



SDG 1 - CHARITABLE TOYS

Thanks to an initiative by the Social Committee, Consum employees have contributed to giving a second life to nearly 7,700 toys over the past eight years. These toys have been donated to various associations for distribution to families in greatest need. Since the initiative began, over 19,700 toys have been donated. This charitable and environmentally conscious initiative collects new or nearly new toys that do not depict violence or war and do not require batteries.

In 2024, the donations also included school supplies, which were sent to schools in areas affected by the cold drop.



SDG 3 - SHELTER FOR CHILDREN WITH CANCER

For the twelfth consecutive year, Consum has maintained its commitment to the Association of Family and Friends of Children with Cancer (AFANOC), increasing its contribution over time. The Cooperative's financial support, totalling €38,000 during this period, helps to fund maintenance and services at the Casa dels Xuklis, a temporary residence for child cancer patients who live outside the Barcelona Metropolitan Area and require accommodation close to the hospital during treatment. In addition, vulnerable families staying at the residence are supported with vouchers to purchase basic food items.



SDG 3 - PATIENTS WITH TOURETTE'S SYNDROME

Consum has supported the activities of the Valencian Community Tourette's Syndrome and Associated Disorders Association (ACOVASTTA) for the past 11 years. The association offers scientific outreach, support groups and psychoeducational workshops for children, adolescents and adults affected by these disorders. Over the years, the Cooperative has contributed a total of €11,500, helping to provide services and support that improve quality of life for those affected.



SDG 4 – LLEGIR EN VALENCIÀ

Consum has collaborated with the Bromera Foundation's Llegir en valencià campaign for 18 years, promoting reading, culture and traditions linked to the Valencian region. Each year, a themed book collection is published with technical features designed to support reading comprehension. The 2024 edition, titled Llegir en valencià, sense por ("Reading in Valencian, without fear"), focuses on promoting a healthy lifestyle and emphasising the importance of health and emotional well-being through reading.



STORE IN PAIPORTA
(VALENCIA)

SOLIDARITY DURING THE COLD DROP (DANA)

HELP FOR TOWNS AFFECTED BY THE COLD DROP

Consum implemented five lines of action to support people in areas of the province of Valencia affected by the cold drop. These measures comprised humanitarian aid for vulnerable groups, including the delivery of food, water and essential goods to nursing homes, centres for people with disabilities, children's centres, and coordination with the Emergency Coordination Centre and the Vice-President of the Valencian Government. Direct support was also provided to the town councils of the affected municipalities, along with supplies for Law Enforcement Agencies and provisions for the Valencian City Council. As part of its food donation efforts, Consum collaborated with World Central Kitchen, led by chef José Andrés, and FESBAL, the Spanish Federation of Food Banks.

Following the initial phase of supplying food and essential products, the Cooperative redirected its support to responding to specific requests from local councils. This included the provision of cleaning and hygiene products, housing repair equipment, household goods and linen.

SUPPORT FOR WORKERS AFFECTED BY THE COLD DROP

To support nearly 1,000 of its employees impacted by the cold drop, the Cooperative activated a non-repayable Donations Plan and a 0% interest loan scheme. The Donations Plan was initially funded by a 4 million euro contribution from the Cooperative, and was subsequently augmented by donations from employees themselves. The total amount collected was distributed through the Social Committee among affected colleagues, based on the extent of the damage they had suffered.

Additionally, to help staff recover from the loss of their homes, vehicles and personal belongings, a credit line was approved, offering loans with 0% interest and a two-year grace period. These loans were guaranteed by share capital or by the Cooperative itself in cases where employees had limited or no share capital, and came with a five-year repayment term.



COLLABORATION
WITH THE WORLD
CENTRAL KITCHEN



50 YEARS OF EFFORT TO IMPROVE SOCIETY.



Celia Gisbert: Student, 12 years old.

For Celia, Consum is the family supermarket. Her father has worked at the Cooperative for more than 30 years, and her older brother picks orders for the online store when he is not studying. After her dance class, Celia usually has fruit as a snack because she knows she should eat five portions of fruit and vegetables each day. It is a habit she has learned not only at home and in school, but also through Consum.

SOLIDARITY
THROUGH
PRINCIPLES

As a company fully integrated into the social fabric of the regions in which it operates, Consum is a member of various supermarket sector and social economy associations, as well as foundations and research centres. Membership fees paid during the 2024 financial year amounted to €233,399.56. The associations to which Consum belongs are listed below:

Membership of these associations is approved by the General Management. The Cooperative's Policy on Collaborations and Sponsorships explicitly prohibits contributions to political parties. Furthermore, none of the governing body members have held a public role in the two financial years preceding 2024.

SECTORAL AND PROFESSIONAL



SOCIAL ECONOMY



FOUNDATIONS, RESEARCH CENTRES AND OTHERS



COLLABORATION AGREEMENTS

As a socially responsible company, the Cooperative participates in a range of social projects that align with its values and principles. The most notable collaborations during this financial year are listed below:



HOSPITAL CLOWNS

This year marks the twentieth consecutive year that the Cooperative has collaborated with Payasospital to provide emotional support to children admitted to hospital and their families. Each week, professional clowns from the organisation, in coordination with healthcare staff, deliver personalised performances for young patients in hospitals across the Valencian Community. Thanks to this collaboration agreement, more than 1,600 hospitalised children have benefited from the support of Payasospital over the past 20 years, helping to improve their emotional well-being and quality of life. To date, Consum has contributed a total of €119,000 to this initiative.

In addition, the Cooperative has renewed its commitment to Pupaclown's therapeutic project at the Virgen de la Arrixaca University Clinical Hospital, a leading hospital in the Region of Murcia.



JOSEP CARRERAS FOUNDATION

Consum has supported the work of the Josep Carreras Foundation in the fight against leukaemia for eleven consecutive years. Over this period, the Cooperative has donated a total of €23,000 to help support patients and fund research into the disease, which sees around 6,000 new cases diagnosed annually in Spain. Consum also distributes shopping vouchers to patients who have travelled far from home to receive treatment and are temporarily staying in accommodation provided by the Foundation.



SPANISH ASSOCIATION AGAINST CANCER (AECC)

Consum has renewed its commitment to the Spanish Association Against Cancer (Asociación Española contra el Cáncer, or AECC) for the third consecutive year, participating in its campaign "The Purchase of Your Life." Thanks to the generosity of Consum's customers, a total of €289,849 has been raised. All donations are transferred in full to the AECC to support cancer research and fund support services for patients and families affected by the disease. As part of its collaboration with AECC, Consum also donates products to local AECC committees and provides shopping vouchers to individuals suffering from cancer who are also in vulnerable financial situations. Since 2019, the Cooperative has taken part in the annual charity gala Nit Solidària Barcelona Contra el Càncer, aimed at raising funds for oncological research projects.

AWARDS AND RECOGNITION

FEBRUARY

Consum received the Company with a Heart (Empresa con Corazón) Award from Cáritas, in recognition of its commitment to specific initiatives that contribute to social well-being.



MARCH

The Gold Down Award was presented by the Almería Down Syndrome Association, recognising Consum's support for the labour integration of vulnerable groups.

MAY

Consum was honoured with the Gran Asociación Award during a charity gala marking the 170th anniversary of the Gran Asociación.



JULY

The Confederation of Cooperatives of the Valencian Community (Concoval) awarded Consum the title of Largest Cooperative in the Spanish Mediterranean Area.

SEPTEMBER

Consum was presented with the Responsible Company Award by Banco Sabadell and Prensa Ibérica CV, recognising its values and strong alignment with sustainable development.



OCTOBER

Consum won the Liderpack Award in the Best Packaging – "Save Food" category for the innovative packaging of its own brand pharaoh cuttlefish.



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Legal Deposit Number: V-1330-2014

Consum's Corporate Report is the result of the joint work of the Sustainability Committee and outlines all the actions undertaken by the Cooperative to contribute to a more sustainable model of development. It serves as a tool for transparency with stakeholders and supports the continuous improvement of sustainability management.

