



# SUSTAINABILITY

REPORT

# 2024



[C0127.4.3.3.2]



If you would like more information about this report or have any questions, please contact us through our digital channels::

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Thank you for your interest in this report and for contributing to the purpose of Juan Valdez.

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Colombia, 2025





# ABOUT THIS REPORT

## **[GRI 2-3]**

This Sustainability Report outlines the key actions and results in environmental, social, and governance (ESG) matters carried out by Procafecol S.A.

If the report includes initiatives related to other legal entities in partnerships or franchises, they will be specifically mentioned to ensure clarity and transparency of the information.

For more information about this report or if you have any questions, you can contact us through our digital channels:

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This document focuses on the environmental, social, and governance management of Procafecol S.A. If it includes actions related to other legal entities in partnerships or franchises, they will be specifically mentioned.

We appreciate your interest in this report and your contribution to Juan Valdez's mission.



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# COMMITMENTS IN ACTION:

## DATA HIGHLIGHTING CORPORATE MANAGEMENT

This chapter presents data illustrating how Procafecol S.A., through its management, creates value for Colombian coffee growers and its stakeholders.

## PROGRESS:

### MANAGEMENT AND IMPACT IN 2024

## RECOGNITIONS

### Inclusive Company Seal



Recertification for good social practices in the value chain

### LIST OF INSPIRING COMPANIES



Inclusion in the Inclusive Purchasing program list.

### PRIVATE SOCIAL INVESTMENT INDEX – RANKED 10TH



Recognition among 175 evaluated companies.

### FENALCO SOLIDARIO DISTINCTION



Recognition for the “Jóvenes Renacer” (Young Coffee Growers) program.

### PREMIO XPOSIBLE



Recognition for the “Mujeres Cafeteras” (Women Coffee Growers) program.





# STRATEGY

## PROCUREMENT PLATFORM AND SHARED VALUE RELATIONSHIPS:

### “PLAN AMIGO CAFICULTOR” (COFFEE GROWER FRIEND PLAN):



#### Jóvenes Renacer (Young Coffee Growers):

- Marketing of **48,598 packaged coffee units** (“Special Christmas Edition”), produced by young coffee growers from Huila.
- **42 young participants** with **500** hours of training on the multidimensional strengthening platform.



#### Mujeres Cafeteras (Women Coffee Growers):

- Marketing of **282,555** packaged coffee units, available in 17 countries.
- **267 beneficiaries** with 4,666 hours of support through the multidimensional strengthening platform.



#### Plan Amigo Inversionista (Investor Friend Plan):

- **970 coffee-growing shareholders registered**, from 16 departments across the country.







## DONATIONS:

\*In-Kind Donations

8,430 kg of food=  
**COP \$203.600.467**

## CIRCULAR ECONOMY:



Transition from plastic cutlery to wooden cutlery and from plastic cake domes to Polyboard, **aiming to reduce 25 tons of plastic by 2025.**



**212,860 beverages served in reusable cups** through the “Vaso Reúso” (Reusable Cup) program in Colombia.




**Recovery of 82 tons of recyclable waste and 263 tons of organic waste** through the **Don't Break the Sustainability Cycle** (“No rompas el ciclo de la sostenibilidad”) program.



**Collection of over 34.992 coffee capsules in the first year** of the Juan Valdez® Capsule Collection program, repurposed into new products.





# CLIMATE ACTION:

- **Emissions Inventory:** conducted under international standards (ISO) and the Greenhouse Gas Protocol (GHG), accounting for both direct emissions and those from the extended supply chain (Scopes 1, 2, and 3).
- **Implementation of three projects to reduce emissions:**
  1. Incorporation of **sustainability criteria** in decision-making regarding refrigeration equipment.
  2. Creation of an **Energy Efficiency** and Responsible Water Use Guide.
  3. Improvement in the **quality of Scope 3 data** for the Carbon Footprint.
- **Participation of Juan Valdez in the COP16 Biodiversity Conference in Cali.**

## INTERNATIONALIZATION

- **Progress in the sustainability strategy** in key markets: Spain, Chile, Mexico, Ecuador, the United States, and Turkey.
- **Definition of sustainability guidelines** adapted to the six regions where the brand operates coffee shops: Latin America, Central America, North America, Europe, Asia, and the Middle East.
- These guidelines consider economic, social, and governance aspects, allowing for effective risk and impact management in international operations.



# APPROACH AND COMMITMENT

## MATERIALITY AND STAKEHOLDER PRIORITIZATION

The sustainability strategy is aligned with the materiality matrix defined in 2022, which is based on the work carried out with Procafecol's stakeholders:

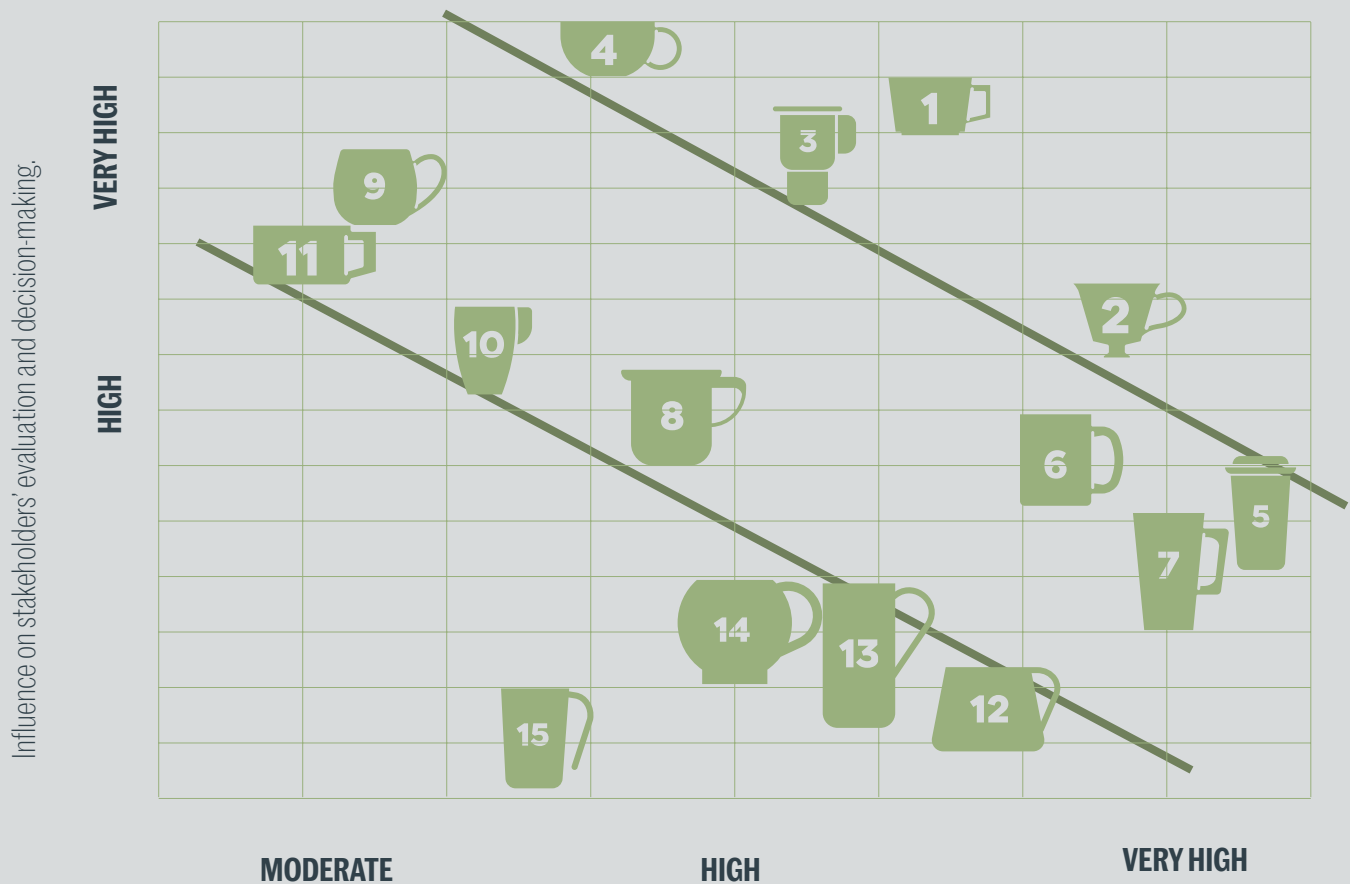
- Employees
- Franchisees
- Consumers
- Clients
- Shareholder investors
- National Federation of Coffee Growers of Colombia
- Certification entities
- Coffee growers
- Suppliers



# MATERIALITY GRAPH

[GRI 2-29] [GRI 3-1] [GRI 3-2] [GRI 3-3] [C012 7.4.3.3.2 - Anexo 2 - 5.1.1]

According to the results of our materiality analysis, the 15 consulted topics are presented below in order of relevance.



## VERY HIGH RELEVANCE

1. Women Coffee Growers
2. Investor Relations
3. Quality and Safety
4. Fair Trade Concept

## HIGH RELEVANCE

5. Reputation
6. Value Generation for Coffee Growers
7. Innovation
8. Anti-Corruption Policies and Procedures
9. Assessment of Environmental and Social Best Practices in the Supply Chain
10. Sustainable Investment
11. Regenerative Agriculture

## MODERATE RELEVANCE

12. Circular Economy
13. Responsible Purchasing Criteria
14. Climate Change Adaptation
15. Corporate Governance

This analysis gives us a view of the challenges that have a high impact on our sustainability strategy, which we will continue to strengthen with a vision of what we dream of building for the future.





# THE PATH TO BECOMING **A BETTER COMPANY** FOR THE WORLD

[GRI 3-3]

With the goal of continuing to create value for more than **548,000** coffee-growing families in Colombia and captivating the world with its premium coffees, the company advanced in 2024 with the implementation of its sustainability strategy, aligned with its 2030 vision.



# STRATEGIC PILARS OF SUSTAINABILITY

## PROCUREMENT PLATFORM AND SHARED VALUE RELATIONSHIPS

Development of a sustainable sourcing model, creating a differentiated market value.

1

2

3

## CLIMATE ACTION AND CIRCULAR ECONOMY

Implementation of a climate change mitigation strategy, integrating the circular economy as a key contributing model.

## INTERNATIONALIZATION

Establishment of an international sustainability governance framework, positioning it as a competitive advantage

The sustainability strategy and its implementation are based on the B Corporation certification, which reaffirms the company's commitment to being a better organization for the world and remains the core pillar of its business model.

**Currently, the company is undergoing the verification process for recertification, aiming to strengthen its triple impact across its entire value chain.**



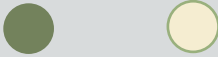
# TOWARDS A MORE SUSTAINABLE FUTURE:

## 2024 STRATEGY RESULTS

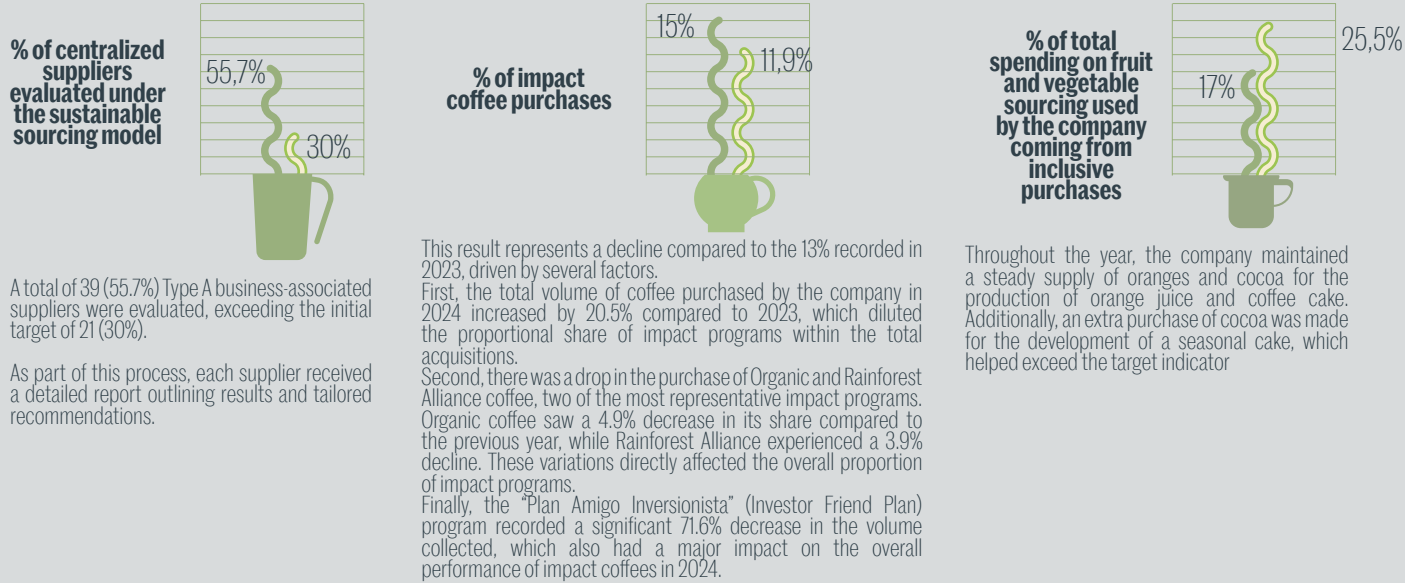
[GRI 2-22] [GRI 2-23] [204-1]

### ACTION PLAN

GOAL COMPLIANCE



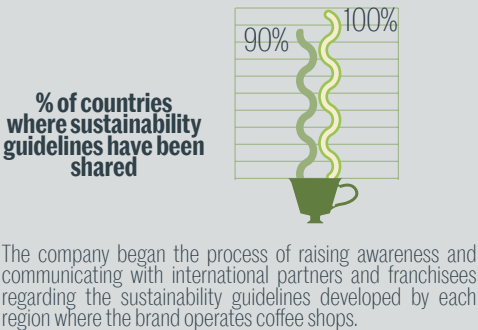
#### Scale the sustainable sourcing model, achieving a distinctive market value.



#### Implement a zero-emissions strategy



#### Consolidate the sustainability governance framework into the international expansion plan to turn it into a competitive advantage in both local and global markets.



## PROCUREMENT PLATFORM AND SHARED VALUE RELATIONSHIPS

### Sustainable Sourcing Model

100% of centralized Type A suppliers have been evaluated under sustainable procurement guidelines, and all have established action plans aimed at meeting minimum requirements.

### Inclusive Purchasing

30% of total spending on fruit and vegetable sourcing used in the plant comes from suppliers identified under the inclusive purchasing category.

### “Plan Amigo Caficultor” (Coffee Grower Friend Plan)

30% of total green coffee purchases come from impact programs.

## CLIMATE ACTION AND CIRCULAR ECONOMY

### Climate Action

- Reduce Scope 1 and 2 emissions by 42% compared to the 2022 baseline, equivalent to 701 tons of CO<sub>2</sub>.
- Reduce Scope 3 emissions by 25% compared to the 2022 baseline, equivalent to 5,557 tons of CO<sub>2</sub>.

### Circular Economy

- 100% of the packaging portfolio is recyclable or compostable.
- 2023 Baseline: 92% of references used were recyclable.

## COMMITMENT TO SUSTAINABILITY: 2030 GOALS

[GRI 3-3] [GRI 2-28] [GRI 203-1] [GRI 203-2] [GRI 204-1] [GRI 308-1] [GRI 308-2] [GRI 413-1] [GRI 414-1] [GRI 414-2]

To establish sustainability at the core of Procafecol's business model, the company has set 2030 targets based on environmental, social, and governance (ESG) criteria. These overarching goals span multiple areas of the organization and were defined through an internal consultation process, with approval from the Board of Directors.

## INTERNATIONAL SUSTAINABILITY GOVERNANCE FRAMEWORK

### Internationalization

100% of partner and franchisee countries with stores comply with the minimum sustainability guidelines within their business model, according to their respective region.



# PROCUREMENT AND SHARED VALUE PLATFORM

## SUSTAINABLE PROCUREMENT

Procafecol S.A. reaffirms its commitment to being a responsible and sustainable company throughout its supply chain by implementing programs and measures aimed at strengthening environmental, social, and governance (ESG) best practices with its suppliers.

### SUSTAINABLE PROCUREMENT MODEL

#### 2024 Evaluations

39 centralized Type A suppliers evaluated, representing approximately 60% of total purchases.

#### Evaluation Dimensions:

Social  
Environmental  
Governance

#### Performance:

Governance: 64.64% (best-performing area)  
Social: 63.15%  
Environmental: 53.08% (area with the greatest opportunity for improvement)

#### Development Level of Evaluated Suppliers:

38.46% of suppliers achieved a classification of Good or Excellent.

### Key Learnings from the Process

#### Effective Communication:

- A clear and consistent strategy to build trust with suppliers.
- **55% participation rate**, exceeding the initial **30%** target.
- Two-way interaction fostering greater commitment.

#### Information Management:

Need to establish a reporting culture to ensure **reliable and accessible data**.

#### Process Standardization:

Design and implementation of a unified evaluation model covering all supplier categories, ensuring consistency and effectiveness in ESG criteria application.

#### Purpose-Driven Approach:

The evaluation is positioned as a tool for validating best practices and encouraging improvements, avoiding negative perceptions associated with audits

- Expand the process to all strategic suppliers, prioritizing those with the highest environmental impact.
- Develop manuals with **minimum sustainability criteria** to facilitate implementation.

### Projections

2025

2030

- Establish a supply chain with **standardized ESG performance**, aligned with the sustainability commitments of Procafecol S.A.

### EVALUATION OF NEW SUPPLIERS

The incorporation of sustainability criteria into the evaluation and selection processes was implemented as follows:

#### Calls for Bids with Invitation Terms

Specific criteria were applied based on the category:

- Beverages and Food
- Sanitation
- Plant and Equipment Quality
- Operations
- Supplies
- Packaging
- Maintenance
- Furnishings
- Transportation
- Marketing

#### Calls for Bids without Invitation Terms

General questions focused on:

- Inclusion
- Sustainability
- Female Leadership

#### Results:

- Prioritization of suppliers with best sustainable practices.
- Strengthened Procafecol's commitment to a responsible supply chain.



# TURNING COMMITMENTS INTO ACTION

## CAGE-FREE EGGS



Progress in 2024:

- 9.2% of the eggs used in pastry production were cage-free.
- With the support of Sinergia Animal, suppliers were informed about the 2025 sourcing goal.
- Individual meetings were held with suppliers to establish action plans.

### 2025 GOAL

100% of the eggs used by the company will be cage-free.

### 2030 GOAL

**Commitment** from partners and franchisees to ensure 100% cage-free egg sourcing worldwide in Juan Valdez stores.

## SOURCING2EQUAL COLOMBIA

This initiative reinforces the company's commitment to gender equality, promoting the participation of women-led businesses in its commercial processes.

Progress in 2024:

- **100% of inclusive purchases** were sourced from women's associations: orange and cocoa.
- **33% increase** in coffee purchases under the "Mujeres Cafeteras" (Women Coffee Growers) program.
- **44 social media posts** highlighted gender-focused products.
- Among 152 evaluated companies, **20.5% were women-led**, **16% had more than 60% female representation in executive roles**, and **13.6% had more than 60% female participation in operational roles**, thanks to new purchasing evaluation criteria.







## INCLUSIVE PURCHASING

### **Commitment to Communities:**

The company increased its procurement of fresh produce from associations of female farmers in Huila and Cundinamarca as part of its inclusive purchasing policy. This initiative works with strategic partners to maximize the impact on communities.

### **Orange**

- 54,140 kg purchased (40% of the annual orange volume used for juices in Juan Valdez stores in Bogota).
- Supplier: Dulce Caña Association (Villeta, Cundinamarca).
- Composed of women who are heads of household and in situations of displacement.
- Strategic partner of the company since 2023.



### **Cocoa**

- 1,035 kg for coffee cake.
- 945 kg for chocolate cake.
- **Supplier:** Women cocoa producers from Huila, affiliated with the **Legado Cacao** organization.



## Projection for 2025

- Expand the variety of products in the production plant.
- Reach more communities by strengthening sustainable practices in the value chain.



INITIATIVES BACKED BY ACTIONS:

# AGREEMENTS AND CERTIFICATIONS

empresas  
**{ in }**  
inspiradoras

Recognition by ANDI  
for the Inclusive  
Procurement  
Program



BASC  
Certification

OEA  
Acreditación



Operador  
Económico  
Autorizado  
COLOMBIA



Certified  
B Corporation

Halal  
Certified



Kosher  
Certified



Organic  
Seal



Rainforest Alliance  
Certification



Coffee, Forest and  
Climate  
Voluntary Agreement



# PLAN AMIGO CAFICULTOR

## (COFFEE GROWER FRIEND PLAN)



Procafecol S.A. sources coffee from over 13 departments in Colombia, representing 97% of the country's total coffee producers.

### ECONOMIC IMPACT:

More than 60% of the coffee purchased comes from premium-priced purchasing programs, aiming to create shared value for over 548,000 Colombian coffee-farming families.

### SHARED VALUE PROGRAMS FOR COFFEE GROWERS:

Mujeres Cafeteras  
(Women Coffee Growers)



Jóvenes Renacer  
(Young Coffee Growers)

Plan Amigo Inversionista  
(Investor Friend Plan)



### Coffee from Impact Programs:

- In 2024, 11.7% of the coffee acquired by the company came from impact programs.\*
- This represents a decline compared to 13% in 2023.

This decrease is explained by several factors. First, the total volume of coffee purchased by the company in 2024 increased by 20.5% compared to 2023, which diluted the proportional share of impact programs in the total volume acquired.

Second, there was a drop in the collection of products such as Organic and Rainforest Alliance coffee, two of the most significant impact programs.

**Organic coffee saw a 4.9% decline compared to the previous year. Rainforest Alliance coffee decreased by 3.9%. These variations directly impacted the total proportion of impact programs.**

Lastly, the "Plan Amigo Inversionista" (Investor Friend Plan) program experienced a significant 71.6% decrease in collected volume, which also had a major effect on the overall performance of impact coffees in 2024.

Despite the recorded decline, the company reaffirms its commitment to impact programs and is moving forward with strategies to strengthen their implementation, increase participation, and ensure their contribution to the sustainable development of coffee-growing communities.

As a result of these programs, a positive impact can be observed through the following figures and achievements:

### TRAINING IMPACT

282  
women  
(91%)



309



27  
men  
(9%)

through the platform supporting shared value programs for coffee growers and their communities.

5.166

hours of training for the beneficiaries of the programs.

\*Coffee growers participating in impact programs deliver their product as dry parchment coffee (CPS) to collection centers, either from cooperatives or Almacafé. The National Federation of Coffee Growers purchases it at a price that includes an additional premium, determined by quality, which also acknowledges the participation of coffee growers accordingly. Additionally, coffee traceability is ensured, allowing for identification of the producer selling the coffee. For Rainforest and Organic coffee, this premium price reflects the added value of these certification seals.

Moreover, when considering only the coffee actually purchased by the company (green coffee), rather than the coffee delivered by farming communities (dry parchment coffee) to collection points, there may be variations in reported volumes compared to previous reports.



# MUJERES CAFETERAS

## (WOMEN COFFEE GROWERS)

Promoting gender equality in rural settings

Since 2017, the “Mujeres Cafeteras” (Women Coffee Growers) program has been the flagship initiative for supply and shared value with coffee farmers. It promotes the social and economic empowerment of women in coffee farming through the commercialization of their coffee. Additionally, it encourages good production and environmental practices, and associativity, incorporating a cross-cutting gender equality component with a family-centered approach.





# 2024 RESULTS

## 85.539kg

of green coffee acquired, a **14.82%** increase compared to 2023.

Direct benefits for

## 506

women coffee growers across **8 regions**.

## EXPANSION IN 2024

2 new associations joined the "Mujeres Cafeteras" (Women Coffee Growers) program, strengthening its impact on rural communities.

### PARTICIPATING ASSOCIATIONS IN 2024:

1. Cooperativa de Caficultores del Suroccidente del Valle (Valle del Cauca): 70,113 kg of dry parchment coffee.
2. Coocafica (Caquetá): 20,010 kg of dry parchment coffee.
3. AMUCC (Cauca): 20,000 kg of dry parchment coffee.
4. Catatumbo Cooperative (Norte de Santander): 9,731 kg of dry parchment coffee.
5. Red Ecolsierra (Magdalena): 5,194 kg of dry parchment coffee.
6. Amcecafé (Risaralda): 3,461 kg of dry parchment coffee.
7. Asogloriellas (Huila): 2,016 kg of dry parchment coffee.
8. Association of Women Coffee Growers from the Center Huila (Huila): 2,000 kg of dry parchment coffee.
9. Asomucavit (Cundinamarca): 1,390 kg of dry parchment coffee.
10. Grupo Asociativo Vida Verde Amigos del Mañana (Huila): 886 kg of dry parchment coffee.

### PARTNERSHIP FOR THE MULTIDIMENSIONAL STRENGTHENING OF WOMEN COFFEE GROWERS

#### Women Beneficiaries through Sales and Strengthening

#### Kilograms of Green Coffee Purchased Per Year:

	Sales	Strengthening	
<b>2019</b>	65	21	14.969
<b>2020</b>	21	21	7.840
<b>2021</b>	250	153	33.837
<b>2022</b>	426	242	55.806
<b>2023</b>	372	168	74.499
<b>2024</b>	506	267	85.539

In 2024, Procafecol, in collaboration with the National Federation of Coffee Growers, the Departmental Coffee Committees of Antioquia and Valle del Cauca, and international organizations such as Solidaridad Network, Desjardins International Development (DID), and USAID, along with the Southwest Valle Coffee Growers Cooperative, launched two projects aimed at women\*:

\*For more information on partnerships and the role of each actor in impact programs, refer to the 2022 Sustainability Report.





In February 2024, Procafécol launched a comprehensive project structured around five key components to strengthen the role of women in coffee farming:

### PRODUCTIVITY IMPROVEMENT

- Soil analysis and nutrition plans.
- Delivery of plant material for renovation and new plantings.
- Optimization of crop yields.

### TECHNOLOGICAL CONVERSION AND EMISSION REDUCTION

- Modernization of wet and dry processing methods.
- Introduction of energy-efficient equipment.
- Proper management of by-products to reduce water consumption and emissions.

## WOMEN COFFEE GROWERS IN VALLE DEL CAUCA

### SOCIAL AND ECONOMIC EMPOWERMENT

- Training in gender equity, financial education, and family relationships to enhance the leadership of women coffee growers and encourage active participation in decision-making within their households and communities

**49**  
participants in the program.

### ECOLOGICAL RESTORATION

- Live fences and agroforestry systems.
- Restoration of conservation areas to protect coffee ecosystems and promote environmental sustainability.

**806**  
training hours provided

### SALE OF COFFEE AT A PREMIUM PRICE

- Market articulation to ensure a premium price for high-quality and sustainable coffee.

In partnership with the Committee of Coffee Growers of Valle del Cauca, the Cooperativa de Suroccidente del Valle, Solidaridad Network, and DID, the initiative includes:

- Gender equality workshops.
- Training in coffee processing practices.
- Sensory analysis and coffee cupping workshops.
- Financial education.
- Family relationship workshops.

**The training offered through the multidimensional strengthening platform enables:**

- Strengthening leadership and active participation of women in family and community decision-making.
- Promoting economic and social autonomy.
- Improving coffee quality by optimizing production processes, leading to better earnings.
- Positioning women as agents of change to drive sustainable practices.
- Leading initiatives that benefit families and communities.

### 2025 Projections

- The program aims to continue focusing on:
  - The right to a life free from gender-based violence.
  - Technological conversion and productivity improvement.
  - Emission reduction and reforestation in the farms of the 41 beneficiaries.



# WOMEN COFFEE GROWERS IN ANTIOQUIA

2024 IMPACT

218

participants.

PROJECT

“SEMILLAS DE EQUIDAD: MUJERES  
QUE CREAN A TRÁVES DEL CAFÉ”

(SEEDS OF EQUALITY: WOMEN CREATING THROUGH COFFEE)

3.840

training hours provided.

- Two community gatherings in Briceño and Ituango:
  - Sharing of experiences with women coffee growers from the “Mujeres Cafeteras” (Women Coffee Growers) program (since 2021).
  - Workshops on female leadership, self-awareness, self-esteem, self-image, and communication.

**Objective:** Strengthen self-perception and empowerment of rural women by promoting their active and conscious participation in coffee farming.

## KEY PROJECT COMPONENTS

### PERSONAL SKILLS AND LEADERSHIP

- Self-awareness, self-esteem, and female leadership development.
- Encouragement of active participation in communities.

### GENDER EQUITY:

- Awareness on roles and rights in coffee-growing families.
- Promotion of equal relationships and violence-free environments.

### FOOD SECURITY

Implementation of home gardens, fruit trees, and small livestock for self-sufficiency.

### ECONOMIC EMPOWERMENT

Recognition of women as coffee producers through new plantings, promoting their financial independence.

### MARKETING OF COFFEE AT A PREMIUM PRICE

Market linkage to secure higher prices for sustainable, high-quality coffee.

## 2025 Projections

- Ongoing support for women and their communities.
- 600 indirect beneficiaries.
- Multidisciplinary strengthening, enabling women and their families to build solid business foundations in coffee farming with a family-centered, gender-equity approach.

This initiative is led by Procafécol in partnership with:

- USAID (Generating Equity Program).
- National Federation of Coffee Growers of Colombia
- Departmental Coffee Committee of Antioquia





# JÓVENES RENACER

(YOUNG COFFEE GROWERS)

A COMMITMENT TO  
STRENGTHENING  
GENERATIONAL  
SUCCESSION  
IN COLOMBIAN  
COFFEE GROWING

At Procafécol S.A., young coffee growers are a priority group for generating value in coffee-growing communities. Since 2017, the “Jóvenes Renacer” (Young Coffee Growers) program has highlighted and strengthened the leadership of this new generation across various regions of the country.

## PROGRAM IMPACT

**SINCE 2022**  
**+Than 80** young people  
have benefited in  
the department  
of Huila.

### STRATEGIC ALLIES:

FAO, Microsoft, Fundación Manuel Mejía, DID, and the National Federation of Coffee

### KEY COMPONENTS:

- Training in leadership and digital literacy.
- Good agricultural practices.
- Coffee marketing strategies.

## 2023

Program consolidation through:

- Training in photography and financial education.
- Coffee marketing for the Juan Valdez **Christmas Special Edition** produced with coffee from the program's young beneficiaries.

## 2024

- Continuation of marketing and capacity-building components in Huila.
- Reaffirming Procafécol's commitment to the sustainable development of young people in the sector.



# MULTIDIMENSIONAL STRENGTHENING PLATFORM (2024)

42

young people from the municipalities of Agrado, Hobo, Garzón, Gigante, and Tello (Huila) benefited from the program.

500

hours of capacity-building in key topics:

## • Entrepreneurship and Digital Marketing:

Training led by Biz Nation.

## • Topics covered:

- Productivity
- Leadership and communication
- Mental health
- Fundamentals of digital marketing
- Personal branding, Canvas Model, and Design Thinking
- Business plan development

## CERTIFICATION:

The young participants received a certificate accredited by the Ministry of Education, enhancing their profiles for employment and entrepreneurship in the rural sector.



CHRISTMAS  
SPECIAL  
EDITIONS

2022

2024



## 2024 RESULTS

**48.598** units of packaged coffee produced by young coffee growers from Huila were sold in 2024.

**136.687** coffee beverages prepared using this special edition coffee.

**26.071 kg** of green coffee purchased from 26 young coffee growers in Huila.

Higher price for quality and an additional premium for participating in the program

2023





# PLAN AMIGO INVERSIONISTA (INVESTOR FRIEND PLAN)

## A Partner for Coffee Growers

The program aims to create value for the shareholder coffee growers of Procafécol S.A. by recognizing and highlighting their work through the purchase of their coffee at a higher price based on quality. Registrations for the Investor Friend Plan are open, allowing any interested shareholder coffee grower to sell their coffee according to the quota assigned to the department where they are located.\*

**PROGRESS  
IN 2024**

**970**

shareholders  
registered across  
16 departments

**154**

new registrations  
in 2024

### PARTICIPATING DEPARTMENTS:

Antioquia, Caldas, Cauca, Cesar, Cundinamarca, Huila, La Guajira, Magdalena, Meta, Nariño, Norte de Santander, Quindío, Risaralda, Santander, Tolima and Valle del Cauca.

### PILOTS

#### INVESTOR FRIEND PLAN

In 2024, two pilot programs were implemented in **Caldas and Cundinamarca** in partnership with:

- Coffee growers' committees from both departments
- Alto Occidente Coffee Growers Cooperative.
- Manizales Coffee Growers Cooperative.
- Departmental Coffee Growers Cooperative of Cundinamarca.
- National Federation of Coffee Growers

#### ACTIVITIES:

- Program promotion through the extension team
- Creation of radio content
- Distribution of informational materials via WhatsApp
- Installation of physical information boards at cooperative offices
- Direct contact with shareholder coffee growers through personalized calls



### RESULTS:

These  
efforts led  
to an

**18,87%**

increase in registrations  
compared to 2023,  
reaching a total of

**970**

shareholder coffee  
growers registered  
by the end of 2024

\*For more information, visit the website: <https://juanvaldez.com/plan-amigo-inversionista>

\*\* (Magdalena, Cesar, La Guajira)

# SHAREHOLDER AND INVESTOR SERVICE OFFICE

Since July 7, 2023, the Shareholder and Investor Service Office of Procafecol S.A. has implemented an enhanced communication channel designed to optimize interactions with shareholders and ensure compliance with personal data protection regulations.

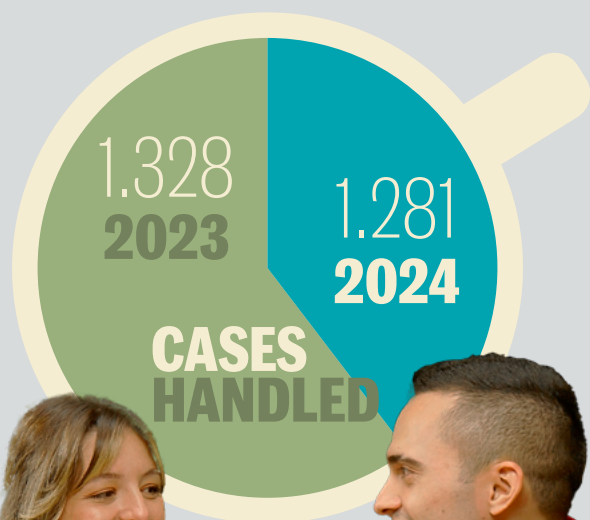
Aligned with commitments made in previous meetings, these new channels have improved engagement between shareholders and the company, facilitating access to information on:

- Shares
- Processes for buying, selling, succession, and donation
- Issuance of tax return certificates
- Details about the **“Plan Amigo Inversionista” (Investor Friend Plan)**

## KEY RESULTS:

In the first half of the year, the number of cases handled grew by 46% compared to the same period the previous year, demonstrating the initial effectiveness of the channels in efficiently meeting shareholders' needs. However, the annual total closed at 1,281 cases, reflecting a 3.5% decrease compared to 2023.

This slight decline indicates a natural stabilization in interactions, attributed to the efficiency of the new channels in resolving concerns faster, reducing the need for repeated inquiries. Additionally, proactive communication and clearer information may have contributed to minimizing the overall case volume.



## AVAILABLE COMMUNICATION CHANNELS

In-person service:  
**Central Office Bogota,**  
**Calle 73 # 8-13**  
**Torre A, 3rd floor**



Email:  
[acciones.procafecol@juanvaldezcafe.com](mailto:acciones.procafecol@juanvaldezcafe.com)

Since the launch of these service channels, Procafecol S.A. has reaffirmed its commitment to efficient and personalized support for its shareholders and investors, solidifying these tools as a cornerstone of communication



# DONATIONS

## CONTRIBUTING TO A BETTER FUTURE

In 2024, the company's donations focused on food contributions, delivered through the Association of Food Banks of Colombia (ABACO) and the San Mauricio Foundation.

**8.430 kg**

of food donated, equivalent to

**COP 203.600.467**



# THE PLANET AS A PRIORITY

## CLIMATE ACTION AND CIRCULAR ECONOMY

[GRI 3-3] [GRI 301-1] [GRI 301-2] [GRI 301-3] [GRI 302-1] [GRI 302-2] [GRI 303-1] [GRI 305-1] [GRI 305-2] [GRI 305-3] [GRI 305-4] [GRI 305-5] [GRI 306-1] [GRI 306-2] [GRI 306-3] [GRI 306-4] [GRI 306-5]

## CLIMATE ACTION

Since 2022, Procafecol S.A. has been part of the United Nations' global Race to Zero commitment, which aims to achieve carbon neutrality by 2050.

In 2024, as part of the company's emission reduction plan, three key projects were implemented, focusing on operational best practices, resource efficiency, and reducing greenhouse gas emissions.

### ACHIEVEMENTS

1

Defined sustainability criteria for acquiring energy-efficient equipment, prioritizing refrigerants with lower Global Warming Potential (GWP), set for implementation in 2025. (Scope 1 & 2)

2

Developed an energy efficiency and water usage guide to optimize resources across brand stores. (Scope 2)

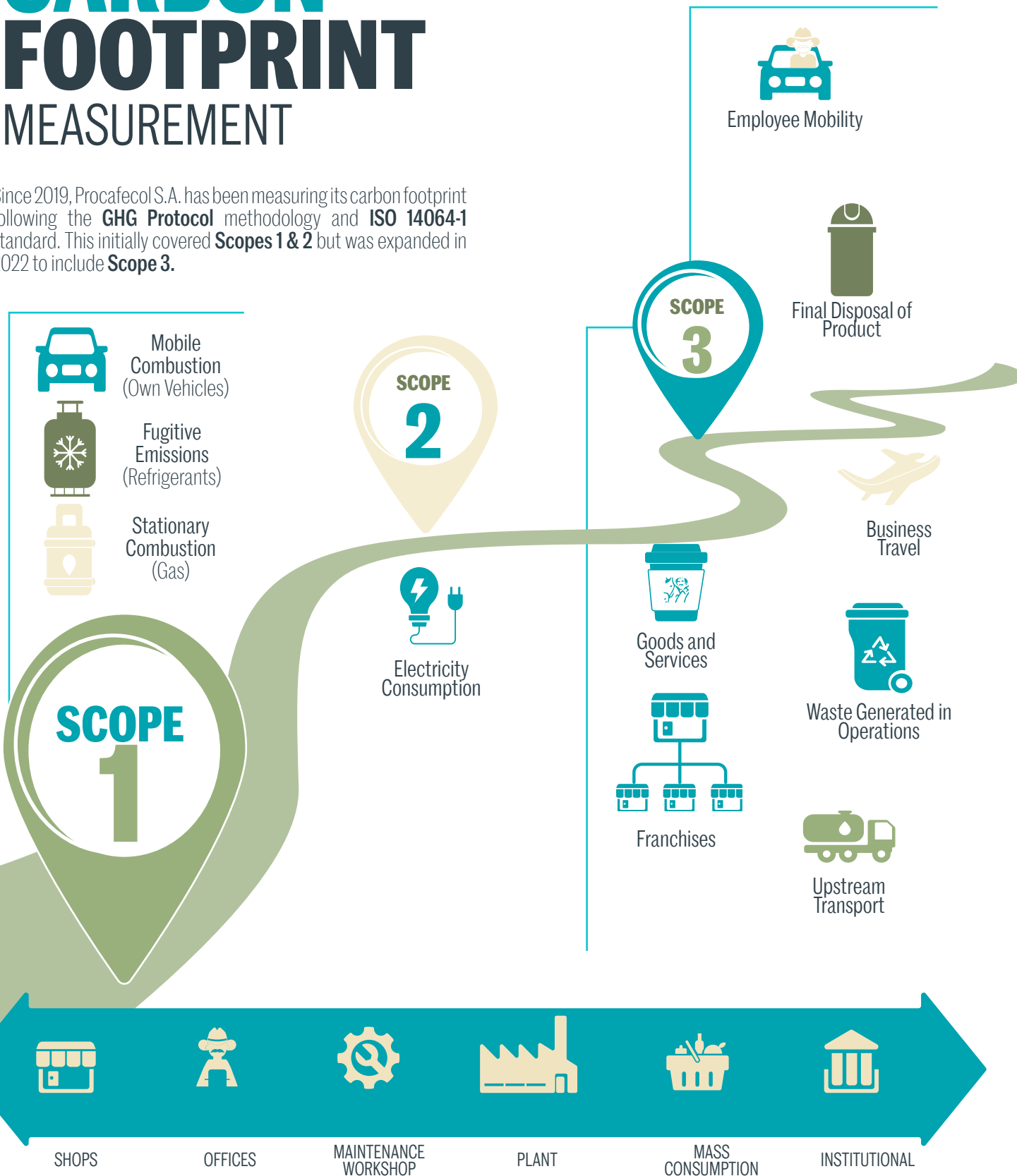
3

Partnered with logistics providers to enhance the quality of collected data. (Scope 3)



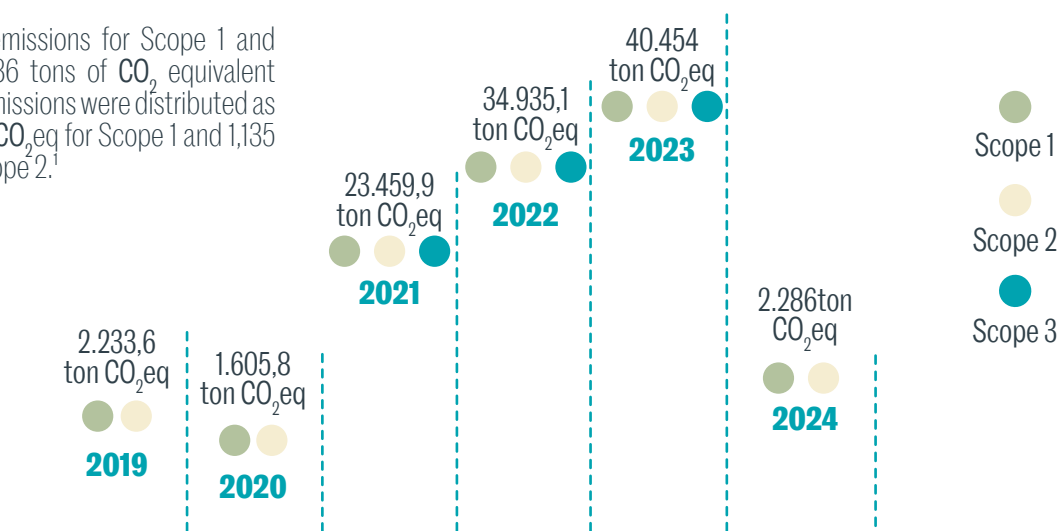
# CARBON FOOTPRINT MEASUREMENT

Since 2019, Procafecol S.A. has been measuring its carbon footprint following the **GHG Protocol** methodology and **ISO 14064-1** standard. This initially covered **Scopes 1 & 2** but was expanded in 2022 to include **Scope 3**.

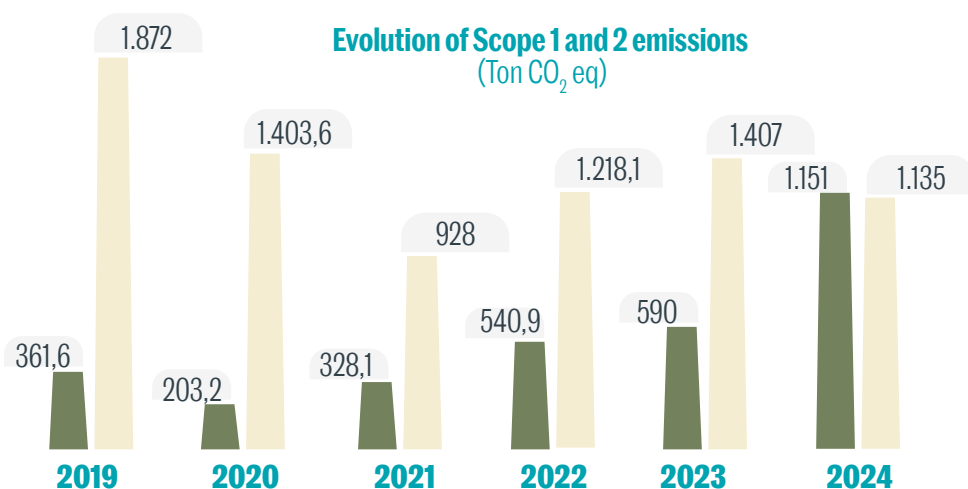


*\*Measurement of the operation only in Colombia*

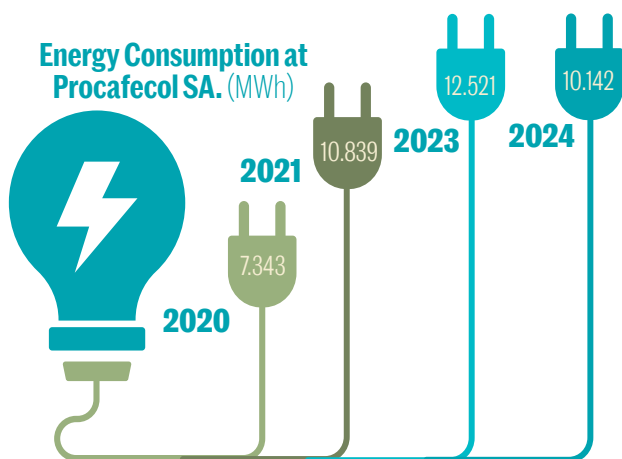
In 2024, the total emissions for Scope 1 and 2 amounted to 2,286 tons of CO<sub>2</sub> equivalent (CO<sub>2</sub>eq). This year, emissions were distributed as follows: 1,151 tons of CO<sub>2</sub>eq for Scope 1 and 1,135 tons of CO<sub>2</sub>eq for Scope 2.<sup>1</sup>



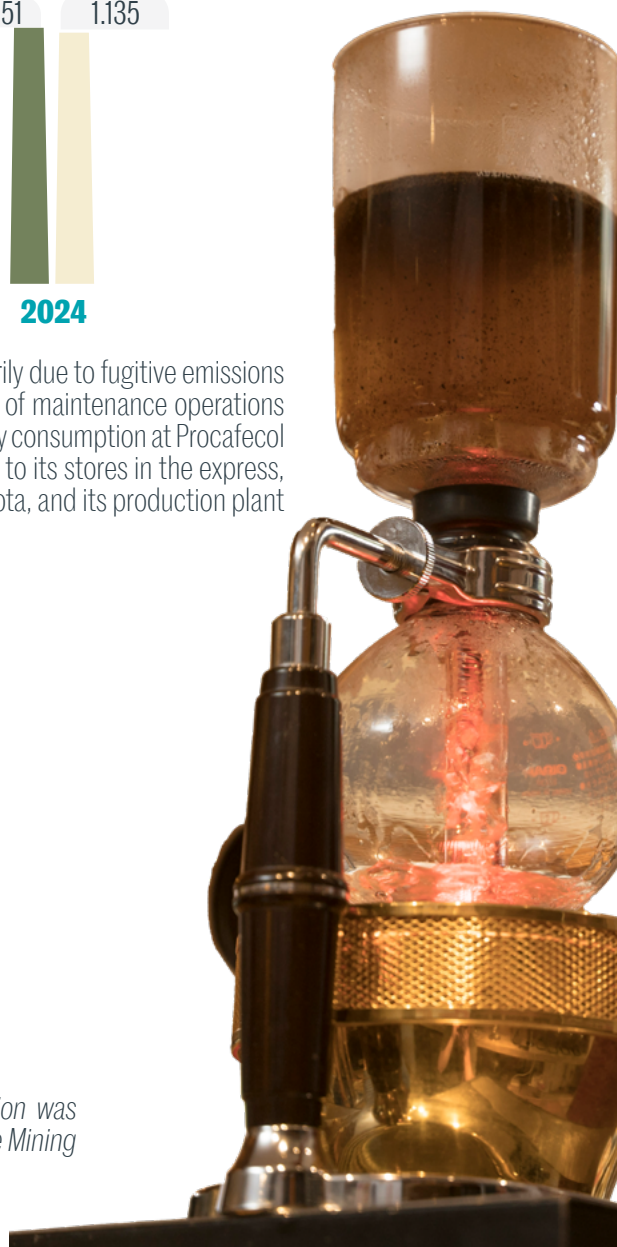
### Evolution of Scope 1 and 2 emissions (Ton CO<sub>2</sub>eq)



For the year 2024, compared to 2023, Scope 1 emissions increased by 95%, primarily due to fugitive emissions from refrigeration equipment. The main reason for this increase was the number of maintenance operations performed on the equipment, which rose from 88 in 2023 to 255 in 2024. The energy consumption at Procafecol S.A. comes from the National Interconnected System (SIN), which supplies power to its stores in the express, bar, and terrace formats, as well as to its offices in Barranquilla, Medellin, and Bogota, and its production plant located in Funza, Cundinamarca.



<sup>1</sup> The calculation of emissions generated by the company's energy consumption was carried out using the emission factor established in Resolution 1198 of 2024 by the Mining and Energy Planning Unit (UPME).

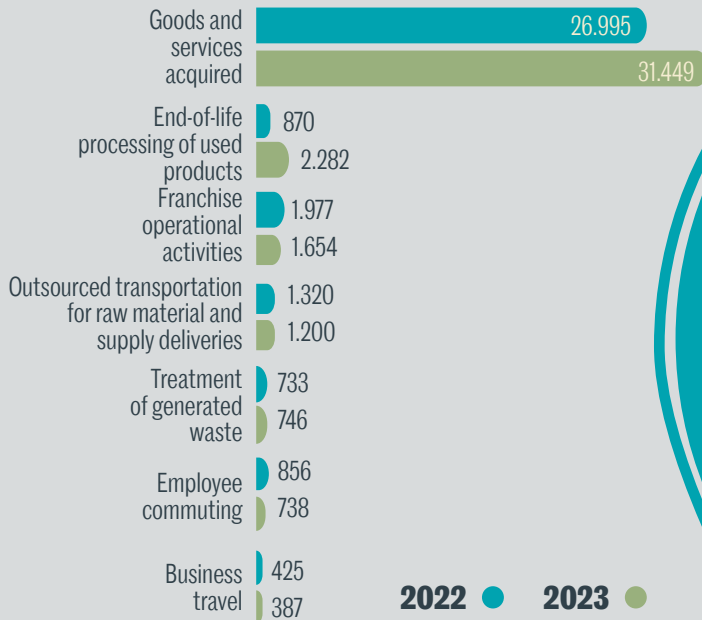




# MEASUREMENT IN CARBON FOOTPRINT

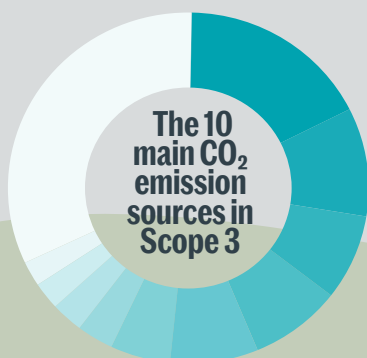
## THE SUPPLY CHAIN (SCOPE 3)

In 2024, Procafecol S.A. calculated Scope 3 emissions following the guidelines of the GHG Protocol and ISO 14064-1 standard, considering the following categories:



78% of Scope 3 emissions came from the **Goods and services acquired** category, followed by Product end-of-life disposal at 6%, and **Franchise operational activities**, which accounted for 4%.

- 78% of indirect emissions are concentrated in activities related to the consumption of goods and products acquired for the store, mass consumption, and production plant channels.
- 50% of upstream transport emissions correspond to the distribution of products to the mass consumption channel.
- Within the Goods and services acquired category, 52% is linked to the consumption of food products such as powdered dairy blends, pastries, ground and whole bean coffee, milk, and freeze-dried coffee.



Powdered Milk Blend	17%	4.095	6.977	70%
Pastry	10%	3.638	3.969	9%
Ground Coffee	9%	3.773	3.558	-6%
Milk	8%	3.311	3.205	-3%
Freeze-Dried Coffee	8%	2.981	3.183	7%
Glass	5%	1.083	2.214	104%
Ordinary Waste	3%	473	1.390	194%
Cream	3%	1.393	1.204	-14%
Chocolate	3%	1.114	1.039	-7%
PET	3%	1.257	1.019	-19%
Others	32%	11.831	12.963	10%

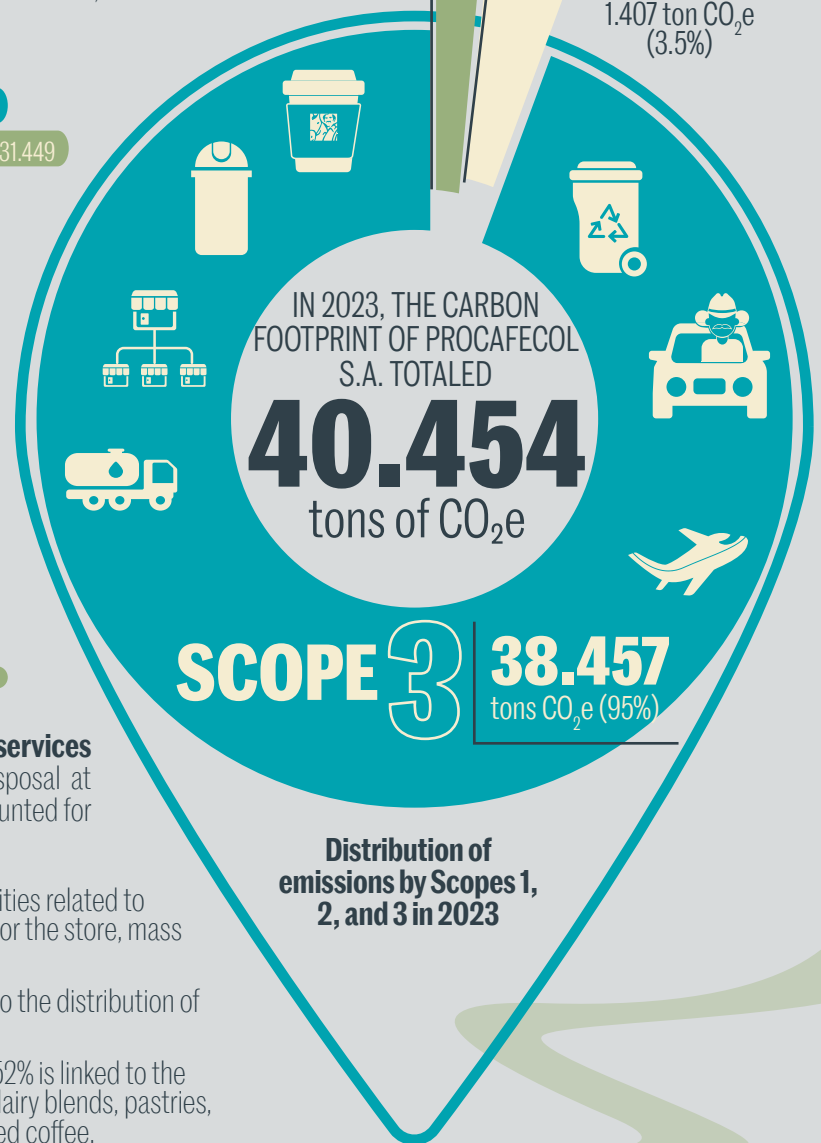
**Scope 3** emissions increased in **five of the eleven categories**, specifically in **powdered dairy blends, pastries, freeze-dried coffee, glass, and ordinary waste**. This increase is directly related to the company's commercial growth during the year. Additionally, in 2024, the waste calculation methodology was updated to align with the national recycling rate. This change led to an increase in recorded waste volumes, particularly glass, which was classified under both Waste and Material Usage categories.

**SCOPE 1**

590 ton CO<sub>2</sub>e  
(1.5%)

**SCOPE 2**

1.407 ton CO<sub>2</sub>e  
(3.5%)



# ACTIONS FOR EMISSION REDUCTION

In line with the climate action strategy of Procafécol S.A. and its commitment to the global Race to Zero campaign, concrete actions were implemented in 2024 to mitigate environmental impact. These initiatives significantly advanced the company's corporate sustainability goals by integrating sustainability criteria into operations and the value chain, while also fostering meaningful discussions with strategic partners.

During this period, critical areas identified as key to achieving sustainability targets were prioritized, including:

## SCOPE 1

### Prioritized Actions

Documentation of best practices for refrigeration equipment maintenance to reduce fugitive emissions.

### Area

Maintenance

## SCOPE 2

### Prioritized Actions

Energy consumption assessment in stores and implementation of an energy efficiency and responsible water use guide.

### Area

Operations / Maintenance

## SCOPE 3

### Prioritized Actions

Sustainability attributes incorporated into equipment procurement.

Agreements with suppliers to improve data collection and quality.

### Área

Procurement / Sustainability

Supply Chain / Logistics





# ACTIONS FOR REDUCTION

1

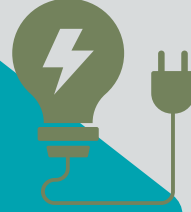
## FUGITIVE EMISSIONS FROM REFRIGERANT GASES.



This category represents 1.5% of the carbon footprint, with a total of 541 T/CO<sub>2</sub>, based on the 2022 baseline.

2

## ENERGY



This category represents 2.25% of the carbon footprint, with a total of 1,218 T/CO<sub>2</sub>, based on the 2022 baseline.

3

## OPTIMIZING SUPPLY LOGISTICS TO STORES



This category represents 3.97% of the carbon footprint, with a total of 1,387 T/CO<sub>2</sub>, based on the 2022 baseline.

### SITUATION

The main impact comes from fugitive emissions of refrigerant gases used in company assets such as refrigerators, freezers, slush machines, and air conditioning units.

Energy consumption in stores significantly impacts Scope 2 emissions, which originate from indirect sources such as electricity use for lighting, refrigeration equipment, air conditioning, and other essential operational devices.

To significantly reduce upstream transportation emissions (Scope 3), it is essential to implement actions such as:

- Optimizing the quality of supplier data collection.
- Transitioning to low-carbon vehicle fleets.

### PROPOSED OBJECTIVE

Reduce **Scope 1** emissions associated with the use of polluting refrigerant gases.

Reduce **Scope 2** emissions by implementing practices and equipment that promote energy efficiency

Reduce emissions from the supply chain by optimizing the logistics process.

### ACTIONS IMPLEMENTED

- Documentation of best practices in refrigerant use.
- Definition of sustainability criteria for refrigeration equipment procurement.
- Development of a business case for transitioning to lower-impact equipment.

- Energy consumption assessment to identify high-impact equipment in stores.
- Documentation and dissemination of best operational practices, such as optimized equipment on/off schedules.
- Definition of sustainability criteria for acquiring more energy-efficient equipment.
- Employee awareness campaigns on responsible energy use and implemented savings measures.

Engagement with suppliers to optimize the quality of provided data.

### KEY CONCLUSIONS

A business case was conducted to evaluate **the pre-feasibility of gradually replacing** current equipment. This process includes a short-, medium-, and long-term transition to more efficient refrigeration equipment with lower global warming potential.

The implementation of these actions aims to reduce average energy consumption in stores, directly lowering emissions associated with electricity use. Additionally, a framework is established to prioritize investments in more efficient technology, generating both environmental and economic benefits in the medium and long term.

Agreements were defined with various logistics suppliers, both in transport chains and cold storage lines, to establish better practices in data collection and improve data quality.

Next year, the focus will be on consolidating best operational practices nationwide through training programs and strengthening organizational culture. Findings on energy efficiency will also be applied in store design and remodeling.

# CIRCULAR ECONOMY

At Procafecol S.A., Circular Economy is a fundamental pillar in building a resilient and sustainable business model for the long term. Through the Circular Economy Committee, various areas of the company coordinate and track initiatives that drive operational transformations toward a more sustainable approach.

In 2024, several actions were implemented to close material loops, introduce innovations to reduce waste, and strengthen recycling practices.

These initiatives were structured into four key programs:

## 1 PACKAGING MATERIAL TRANSITION

**In 2024, the company advanced in the transition of five types of packaging, with expected results by 2025.** This effort is guided by circular economy principles and compliance with current regulatory frameworks.

### Interdisciplinary Collaboration

- Procurement
- Quality
- Innovation
- Marketing
- Other key areas that strengthened each stage of the value chain

### Commitment to Sustainability

- Since 2021, Procafecol S.A. has been part of the 30/30 Vision Plan by ANDI.
- Regulatory compliance: Resolution 1407 of 2018 (Extended Producer Responsibility).
- Goal achieved: 16% of packaging materials placed on the market were recovered in 2024.





# 2 VASO REÚSO

(REUSABLE CUP)

The program was launched in November 2018.

**Objective:** Encourage customers to use their own cup or tumbler for hot and cold beverages at Juan Valdez stores nationwide, reducing single-use plastic and cardboard consumption.

## EXPANSION & KEY RESULTS

### COVERAGE

Initially launched in five major cities, the program now spans all stores nationwide

### 2024 IMPACT

**over 210.000**  
beverages served in reusable cups.

### WASTE REDUCTION

Since the program's inception, the initiative has prevented

**1,9** tons of  
plastic and cardboard  
waste

Equivalent to

**411,4 m<sup>3</sup>**  
of water consumption and  
**28.253,8 kWh**  
of energy usage.

## COSTUMER BENEFITS

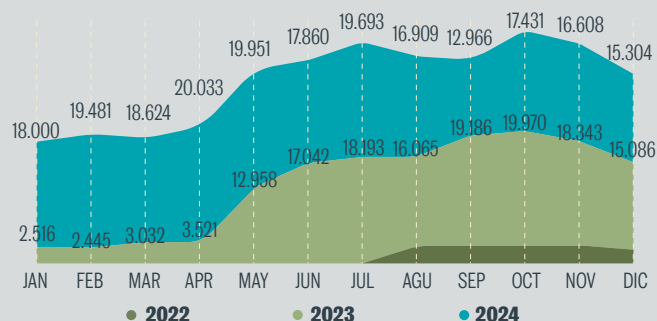
### INCREASED INCENTIVE

Since April 2023, the Reusable Cup Program discount increased to

**\$1.000**

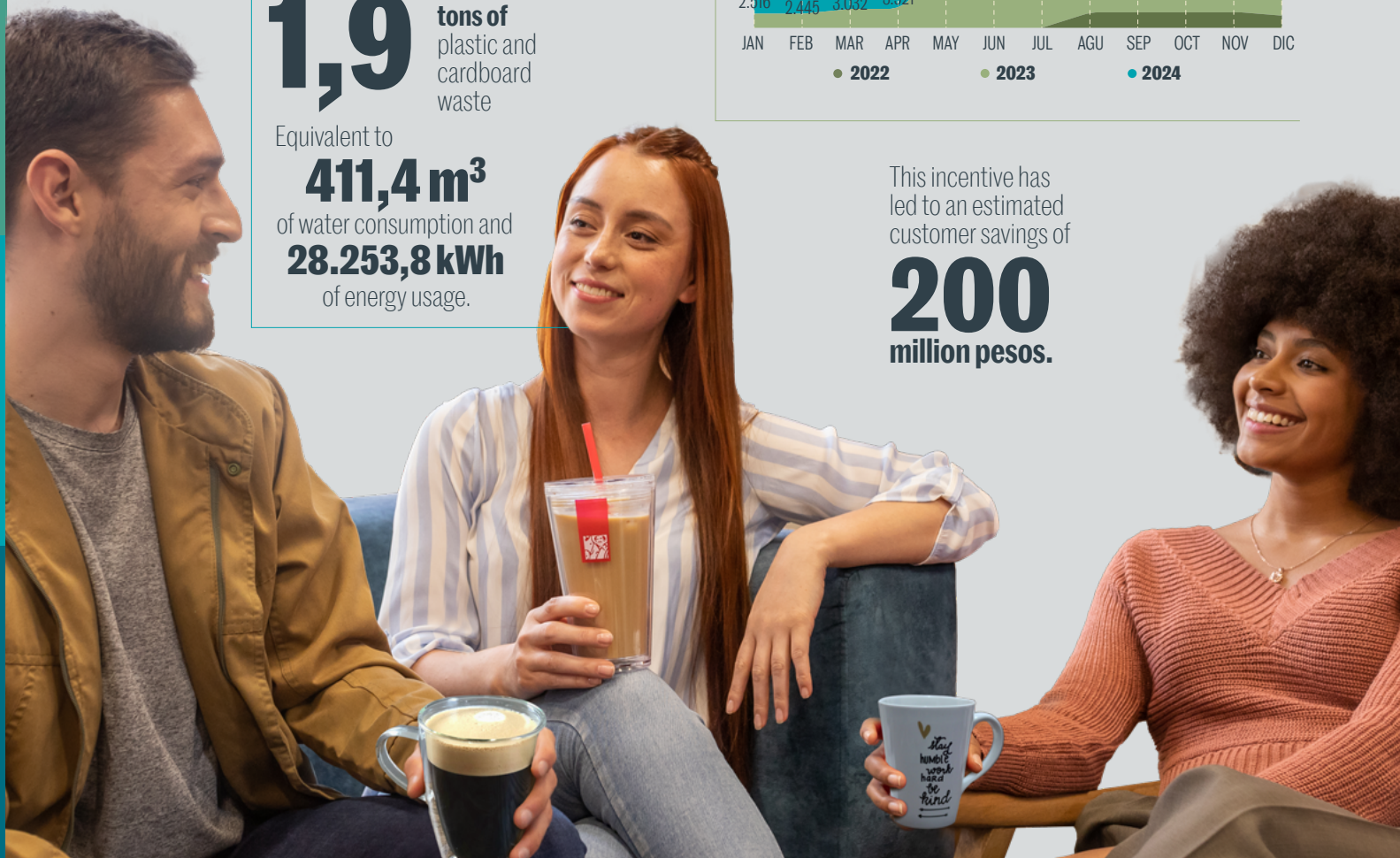
**pesos** per beverage served in a reusable cup or tumbler.

## POSITIVE IMPACT



This incentive has led to an estimated customer savings of

**200**  
million pesos.

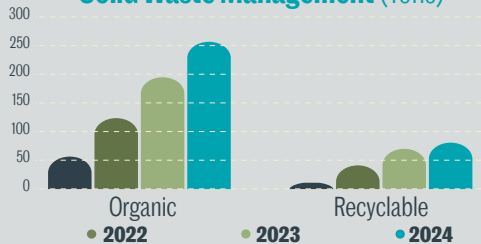


## SOLID WASTE MANAGEMENT

### RECYCLABLE AND ORGANIC WASTE

For more than 10 years, Procafecol S.A. has managed over **2,400** tons of solid waste, including recyclables and organic materials.

**Solid Waste Management (Tons)**



SHOPS

#### BOGOTÁ

##### Recyclable Waste Collection

- **27 company-owned** shops have selective waste collection for recyclables, managed by Aseo Ecoactiva, in partnership with Empacor.
- In 2024, **73.8** tons of cardboard, plastic, and glass packaging were collected. cartón, plástico y vidrio.

##### Organic Waste Collection:

- **24 company-owned** shops have organic waste collection, which is transformed into organic compost in collaboration with SAID.
- In 2024, **146.3 tons of organic waste were collected.**

#### CALI

##### Recyclable Waste Collection:

At the Granada shop, **200 kg** of recyclable waste was collected in 2024, with support from ASOBOCE.

#### BARRANQUILLA

##### Pilot Program: Coffee Grounds Collection and Reuse with Coffee Kreis

- In 2024, 3.2 tons of coffee grounds were collected.
- This waste was repurposed to manufacture reusable cups and tumblers, replacing 30% of conventional materials.



PRODUCTION PLANT

- In 2024, 100% of organic and recyclable waste was properly managed.
- **11.5** tons of recyclable materials and **117** tons of organic waste were collected.

### HAZARDOUS WASTE MANAGEMENT

End-of-life equipment is responsibly disposed of in partnership with specialized waste management companies.

In 2024, **9 tons** of hazardous waste were managed from the production plant and Juan Valdez stores.

## LIQUID WASTE MANAGEMENT



SHOPS

- 99.9% of Juan Valdez stores are equipped with grease traps, improving the quality of wastewater from beverage preparation.
- In 2024, 21% of shops used biotreatment tablets, optimizing grease breakdown and wastewater treatment.
- We continued implementing automatic grease traps with Zhana Solutions, enabling the extraction of supernatants and sediments while ensuring that wastewater meets the required physical conditions for discharge into sewage networks. As an added value aligned with the circular economy, the extracted material is transformed by another Zhana partner company into certified second-generation biodiesel. This year, we reached five traps, with plans to install eight more by 2025.



PRODUCTION PLANT

- In 2024, two new dishwashers were installed, reducing operation time and improving water efficiency.
- Of the three installed grease traps in 2023, two automatic systems remain, ensuring adequate treatment of wastewater flows.

## TRAINING AND AWARENESS

To strengthen environmental awareness and culture, 93% of the operations team in company-owned shops across major cities received training in 2024 on the following topics:

- Solid waste separation
- B Corporation certification
- Liquid waste treatment
- Inclusive purchasing
- Sustainable coffee programs
- Capsule collection and recycling



# 4 COLLECTION AND RECOVERY OF JUAN VALDEZ® CAPSULES

## Juan Valdez® Capsules

- Since its launch in February 2023, the company has installed 31 dedicated bins for the temporary disposal of used coffee capsules.
- Collected capsules will be repurposed to manufacture store furniture.
- In 2024, nearly 33,000 capsules recovered.

## Polyboard Cup Collection Project

Expansion of polyboard cup recovery program in six shops in Medellín: Parque Lleras, CC Viva Envigado 1 & 2, Calle 43, CC Mayorca and Laureles.

**Collection managed by Arglo**, a recycler association, which delivers the material to **Tork (Essity)**, the company's supplier, repurposed into institutional product lines.

**221 kg of polyboard recovered** in 2024.







## JUAN VALDEZ AT COP16

As part of COP16 - Conference of the Parties, held in Cali in October, Juan Valdez actively participated, showcasing its commitment to biodiversity through its sustainability strategy and collaborative efforts with coffee-growing communities.



In the Green Zone, Juan Valdez set up a coffee shop designed to highlight the brand's efforts in ecosystem protection and climate change mitigation. Additionally, a special edition coffee was launched in commemoration of the event.



Juan Valdez also hosted a panel discussion in partnership with Movilizadorio, an organization that promotes citizen participation and social innovation in Latin America. The discussion focused on the intersection between biodiversity and coffee, showcasing the sustainability efforts implemented across the value chain. Among the panel participants were young influencers from various countries, part of TikTok's "Creators of Tomorrow" program. Their role is to raise awareness about sustainability initiatives and educate younger audiences on environmental topics.



# BIODIVERSITY PROTECTION

## THROUGH COFFEE FARMING

Procafecol is part of the Colombian coffee industry network, led by the National Federation of Coffee Growers of Colombia and supported by institutions such as the National Coffee Research Center (CENICAFE). CENICAFE plays a crucial role in adapting and preserving coffee varieties against climate and biodiversity challenges.

Through collaboration with these institutions, Procafecol has strengthened the environmental component of its sustainability strategy, fostering a climate-adaptive coffee farming approach. This includes initiatives such as tree planting, live fences, ecological connectivity areas, water resource management, and organic waste management. These efforts are complemented by an environmental education strategy, enhancing producers' farming practices throughout the entire production process.

These efforts are reflected in three fundamental components that have driven the adoption of good environmental practices among women coffee growers and their families, who benefit from the 'Mujeres Cafeteras' (Women Coffee Growers) program.

The work developed under these components is directly aligned with the Global Biodiversity Framework established at COP15 - Conference of the Parties, held in Montreal in 2022, particularly Target 15, which calls on businesses to assess, disclose, and reduce biodiversity-related risks. Other relevant targets include:

### TARGET 8

Minimize impacts of climate change on biodiversity and build resilience.

#### TRANSFORMATION OF COFFEE PROCESSING

Between 2019 and 2021, in Cundinamarca, women coffee growers adopted sustainable processing technologies:

- Tina and Tolva Seca tanks were installed, reducing water usage in coffee washing from 25 liters to just 4 liters per kilogram.
- The Ecomill LH 300 system, an advanced technology developed by CENICAFE, was introduced, achieving a 90% reduction in water consumption for wet coffee processing. Additionally, pulp processors and circulation systems were installed for leachate management.
- By 2025, these technologies will be implemented in 41 coffee farms operated by women in the Valle del Cauca region, further advancing sustainable coffee production.

### TARGET 11

Restore, maintain, and enhance nature's contributions to people.

#### REFORESTATION OF COFFEE ECOSYSTEMS

- In 2018, 2,388 trees were planted in the Bugalagrande River basin (Tuluá).
- In 2024, more than two hectares were restored in Valle del Cauca through live fences and forest enrichment.
- In 2025, the goal is to plant 5,285 trees in the El Cerrito River basin, Valle del Cauca.

### TARGETS 20Y21

Strengthen capacity-building and development, access to and transfer of technology.

Ensure that knowledge is available and accessible to guide biodiversity action.

#### ENVIRONMENTAL EDUCATION

- In 2018, 23 coffee-growing families from the Aprovecha Association participated in environmental awareness training under the "El Agua Nos Une" (Water Unites Us) project.
- In 2022, with the support of the Manuel Mejía Foundation, 53 women from Cundinamarca and Tolima were trained in general environmental concepts and strategies to reduce pollution and deforestation.





# INTERNATIONALIZATION

## A COMMITMENT TO SUSTAINABILITY GOVERNANCE

[GRI 2-23]

Sustainability has become a fundamental pillar of the Juan Valdez brand's global value proposition, supported by two key actions:

1

Support for priority countries in the expansion plan.

2

International sustainability guidelines.

These components have been essential in outlining the governance roadmap and strengthening sustainability's impact as a differentiating attribute of the brand.

The work done with prioritized countries has yielded key results, reflecting the adoption of best social and environmental practices by partners and franchisees. Through on-site visits and strategic plans tailored to each country's opportunities, comprehensive support has been provided to implement programs and initiatives.

Additionally, the establishment of international sustainability guidelines has created a clear governance framework, facilitating the definition of measurable and achievable objectives in the short, medium, and long term. This approach has also fostered synergies across different company areas, reinforcing their role in project design and planning in each country. As a result, sustainability has been positioned as the central axis of Procafécol's business model, making it a distinctive element in the brand's global value proposition.



# SUPPORT FOR PRIORITIZED COUNTRIES IN THE EXPANSION PLAN

In 2024, Procafecol collaborated with partners and franchisees in key markets where the brand seeks to strengthen its presence:

## UNITED STATES

- Strengthening of the purpose-driven communication strategy, highlighting products such as Finca, Organic, and Women Coffee Growers.
- Communication of the brand's B Corporation certification, emphasizing its environmental and social best practices.
- Implementation of the Reusable Cup Program, encouraging customers to bring their own mugs instead of disposable cups. The initiative was also adopted by shop operations teams, achieving 248 reuses throughout the year.
- Reduction of 122 kg of plastic by switching to wooden cutlery and paper straws.
- Installation of napkin dispensers in stores to promote responsible consumption.
- Secured contractual adherence to ensure compliance with sustainability standards by 2025.

## MEXICO

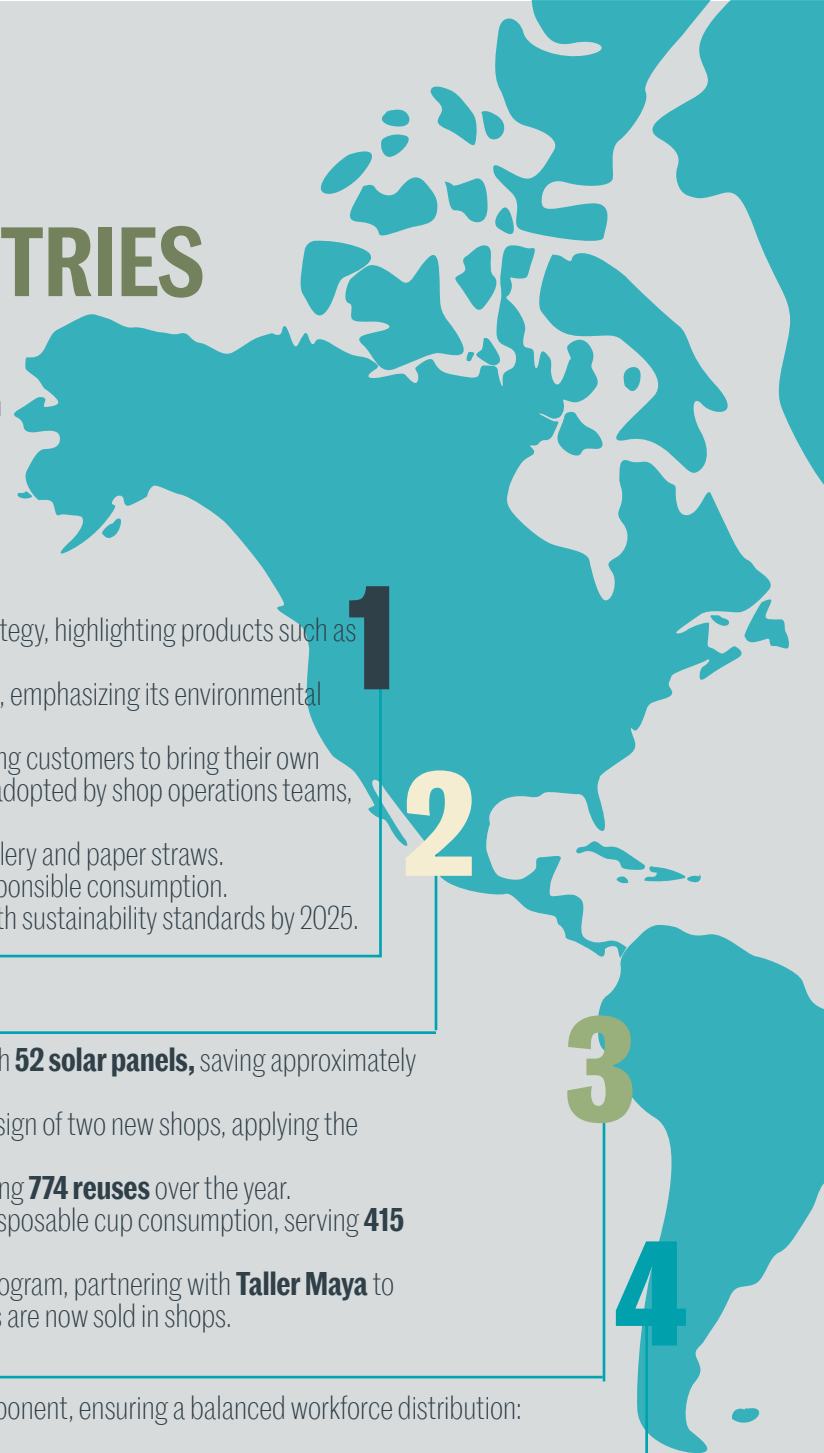
- **Opening** of the first store in Mérida, equipped with **52 solar panels**, saving approximately 57,000 kWh per year.
- **Incorporation** of 19th-century roof tiles in the design of two new shops, applying the circular **economy concept**.
- **Launching** of the Reusable Cup Program, achieving **774 reuses** over the year.
- Promotion of the use of ceramic cups to reduce disposable cup consumption, serving **415 coffees** this way.
- **Implementation** of the Inclusive Procurement Program, partnering with **Taller Maya** to support Yucatán artisans, whose handmade crafts are now sold in shops.

## ECUADOR

- Strengthening of the **gender equality** component, ensuring a balanced workforce distribution: 231 men and 312 women.
- Participation in the **'Sonrisas para toda la vida' (Smiles for Life)** program, which supports children with cleft lip and/or palate, providing surgeries and pre-/post-operative care.
- Donation of more than 6,000 cups of coffee to hospital staff, security guards, cleaning crews, public transport security teams, firefighters, and police officers through the initiative **'Un Café para los que nunca se apagan' (A Coffee for Those Who Never Stop)**.
- **Management of 177 tons of waste** responsibly through certified waste management partners.

## CHILE

- **Promotion** of organic coffee across communication channels, emphasizing its environmental impact and the brand's commitment to sustainable products.
- **Relaunching** of the Reusable Cup Program, introducing new mugs and tumblers, leading to **418 reuses** in 2024, marking a 101% increase from 2023.
- **Design** of sustainability strategy with the goal of getting the B Corporation certification by 2027.
- The franchisee is committed to sourcing 100% cage-free eggs by 2027, with **43%** progress achieved in 2024.



## SPAIN

- **Launching** of a communication campaign for the introduction of **Mujeres Cafeteras (Women Coffee Growers) coffee capsules**, showcasing the sustainable sourcing model and collaboration with Colombian women coffee growers.
- The Sustainability Department conducted a **visit** to identify opportunities and strengthen the 2025 strategy.

5

6

## TÜRKİYE

- Carried out an on-site **visit** to discuss the sustainability strategy with the management and operations team and identify implementation opportunities.
- **Design of a plan** for environmental, social, and governance (ESG) initiatives in collaboration with the franchisee, set to roll out in 2025.

## INTERNATIONAL SUSTAINABILITY GUIDELINES

In 2024, as part of the process of consolidating brand's international sustainability governance framework, significant progress was made in developing guidelines for partners and franchisees with shops, taking into account the regional particularities of sustainability adaptation. The covered regions include Latin America, North America, Central America and the Caribbean, the Middle East, Asia, and Europe.

To define these guidelines, an in-depth research process was carried out, involving multiple stages to determine which criteria should be prioritized within the company's strategy. This analysis included:

- National sustainability programs
- Local regulations
- Industry best practices
- Global standards
- Sustainability seals and certifications

Once the research was completed, the collected data was analyzed to identify recurring themes in each region, the best initiatives from sustainability-leading countries, and the maturity level of these actions, meaning their practical application and effectiveness.

Based on this research, three key categories of guidelines were defined:

## MINIMUM REQUIRED PRACTICE

**Fundamental practices** that establish non-negotiable or essential minimum sustainability requirements. These are defined based on legal and regulatory contexts in each region and the most common sustainability actions identified across sources.

## COMPLEMENTARY PRACTICE

**Advanced practices that enhance** the minimum requirements, maximizing sustainability value and impact. These are defined based on additional benefits or expert recommendations.

## EMERGING PRACTICE

**Innovative practices that are starting** to gain relevance in the regions and could become complementary in the future. These are based on emerging trends and pioneering actions with **high socio-environmental impact potential**.

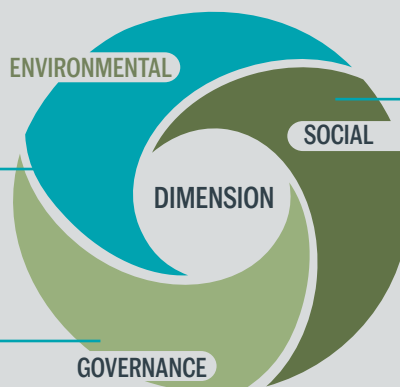
In alignment with this framework, **minimum required practices** were established for each region, directly linked to the company's sustainability strategy. These must be accomplished by 2030, with documented **management results** reported annually across the different sustainability dimensions.



## GOVERNANCE, SOCIAL, AND ENVIRONMENTAL GUIDELINES BY REGION FOR THE INTERNATIONAL OPERATION OF JUAN VALDEZ® CAFÉ FRANCHISES *(Applicable only to countries with coffee shops)*

- Circularity
- Climate change
- Packaging and container design
- Water management and efficient use

- Supply chain management
- Cage-free egg procurement
- Ethics and conduct
- Responsible, sustainable, and high-impact communication



- Diversity, equality, and inclusion
- Community development
- Human rights

These guidelines will direct partners and franchisees toward sustainable practices that enhance the Juan Valdez brand's value proposition in their respective markets. In 2025, Procafecol will provide detailed roadmaps by topic, enabling each country to develop tailored action plans.

### COMMITMENT

#### COMMITMENT – CAGE-FREE EGG PROCUREMENT

As part of these sustainability guidelines, by 2030, all Juan Valdez® Café franchise partners and operators worldwide will be required to source 100% cage-free eggs for their operations.



## COMPLIANCE WITH INTERNATIONAL REGULATORY FRAMEWORKS

As part of its internationalization efforts, Procafecol has implemented processes to ensure compliance with key regulations and legislation in international markets. These actions reinforce Juan Valdez's commitment to sustainability across its entire value chain.

### HUMAN RIGHTS

In 2024, the European Union approved the **Corporate Sustainability Due Diligence Directive (CSDDD)**, which mandates that companies conduct due diligence to identify and mitigate negative human rights and environmental impacts, in addition to developing climate plans.

To comply with this directive by 2027, the company has initiated a diagnostic process to identify the main gaps and risks related to human rights. This process will lead to the creation of a Human Rights Policy and a due diligence plan, which will continue to be developed throughout 2025.

#### Compliance with Human Rights Regulations

To meet these requirements and further strengthen its sustainability strategy, **Procafecol** has partnered with **CMS Rodríguez-Azuero**, a consulting firm specializing in **human rights** diagnostics, risk analysis, and due diligence. Their approach is based on international standards, including the United Nations Guiding Principles on Business and Human Rights, and methodological tools such as the **Corporate Human Rights Benchmark** and the **Corporate Sustainability Assessment** by S&P for the **Dow Jones Sustainability Index**.

During the year, two key stages of the project were completed:

# 1

#### DIAGNOSTIC PHASE

- Conducted an information-gathering and analysis process based on compliance indicators set by international standards.
- The aim was to identify priority gaps requiring immediate attention.

# 2

#### PLANNING OF THE HUMAN RIGHTS POLICY

Based on the identified gaps, the company has begun drafting its **Human Rights Policy**, set for publication in 2025.

**Human rights** due diligence will become a core pillar within **Procafecol's** operations, recognizing its critical role in mitigating negative impacts both internally and externally.

# EUROPEAN UNION REGULATION ON DEFORESTATION-FREE SUPPLY CHAINS

**Regulation (EU) 2023/1115** aims to ensure that key commodities such as **wood, soy, rubber, cattle, coffee, palm oil, and cocoa**, do not originate from areas that have undergone deforestation after December 31, 2020.

This regulation aligns with global efforts to promote sustainable and responsible practices across supply chains, seeking to mitigate environmental impact and foster a more sustainable economy.

## PROCAFECOL'S COMPLIANCE STRATEGY

To comply with this regulation, Procafecol has developed a robust traceability model, supported by the National Federation of Coffee Growers of Colombia (FNC). This model ensures the traceability of Juan Valdez coffee exported to the European Union. The FNC, provides key information on the coffee farms, which facilitates geo-referencing and ensures that the coffee marketed complies with the standards of the regulation.

Key compliance measures:

- Procafecol exclusively sources 100% premium Colombian coffee through the FNC, which guarantees crop traceability.
- The FNC provides the precise geographic coordinates of each coffee farm, a critical factor for georeferencing and compliance verification.

## TRACEABILITY MODEL:

The Procafecol's compliance model is built around two fundamental components:

1

### Deforestation-Free Zone Verification:

Use of satellite georeferencing technology to track the origin of coffee, relying on the geographic coordinates provided by the FNC.

### Due Diligence Plan

Implementation of a risk identification and mitigation plan focused on Colombian legislation compliance, land use rights, environmental preservation and human rights protection.

2

## NEXT STEPS:

This process will enable **Procafecol** to continue expanding in the European market, reinforcing its **commitment to sustainability** and supply chain **transparency**.

- Procafecol is preparing the necessary operational infrastructure, technological resources, and commercial strategies, along with a risk analysis plan, to ensure smooth exports to the European market.
- Key partners supporting this initiative include Enveritas, CMS Rodríguez - Azuero and the National Federation of Coffee Growers of Colombia
- The traceability and due diligence model is scheduled for implementation in Q2 or Q3 2025.



# SUSTAINABILITY COMMUNICATION STRATEGY

[204-1]

In 2024, the consolidation of the communication strategy was crucial in highlighting the impact of sustainability programs. Communication has become a key tool for strengthening relationships with both internal and external stakeholders, building trust, and positioning the company's purpose as the central axis of its business model.

Sustainability is one of the main pillars of the Juan Valdez brand communication platform, which includes social media, mass media, and corporate channels for employees.

## SOCIAL MEDIA:

- **127 posts** focused on **social** initiatives (Inclusive Procurement, Women Coffee Growers, and Young Coffee Growers) and **environmental** programs (Reusable Cup, Race to Zero, and Don't Break the Cycle of Sustainability).
- Highlighted the brand's **B Corporation** certification, reinforcing its reputation for best practices.

## MEDIA COVERAGE:

- **75 media publications** covering sustainability initiatives, including collaboration with **Tork** to recycle polyboard cups into hygiene products and the **special edition of Women Coffee Growers coffee**.
- Increased visibility of **B Corporation** certification and actions to transform disposable cups and promote sustainability.

## KEY PROGRAMS:



- **Inclusive Procurement:** Featured the contributions of local communities supplying goods to **Procafecol**, including women's associations from Cundinamarca and Huila, which supply **oranges** for juice production and **cacao** for coffee cake coating.

- **Women Coffee Growers:** Launched a **special edition** inspired by Colombia's women's national soccer team, showcasing the leadership of women from Tolima and Risaralda participating in the program.



## CORPORATE MEDIA:

- Engaged **employees** in environmental and social initiatives, strengthening their connection to the company's mission.
- During **B Corporation Month**, an internal event was hosted where employees learned about the impact of sustainability initiatives, with a focus on **Inclusive Purchasing** and the **Reusable Cup** initiative.

## PLANS FOR 2025:

In 2025, the sustainability-focused communication strategy will be further strengthened with the goal of positioning **Procafecol** as a leader in discussions on **triple impact**.



# INDEX SUSTAINABILITY REPORT STANDARD GRI

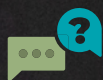
Statement of Use. Juan Valdez® (Procafecol S.A.) has prepared this report in accordance with the GRI (Global Reporting Initiative) Standards as a reference framework for the period from January 1, 2024, to December 31, 2024.

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