



REDES COMERCIALES SECAS



Juan Fernando Castañeda Prada

PRESIDENT

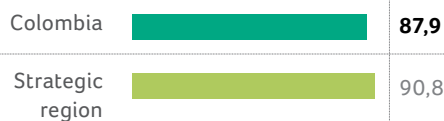
53 years old / Part of Grupo Nutresa since 2011

- The Business took advantage of its commercial and logistical capacity to generate superior growth in its pool of customers and clients: closeness-based segment (10%), province customers (14%) and digital channels (123%).
- Outstanding results were accomplished in terms of customer satisfaction and loyalty, with ratings at 89,7 and 79,1, accordingly.
- The greenhouse gas emissions were reduced with the creation of Novaventa's digital magazines, preventing the production of 1.973 tons of CO₂. Ten electric vehicles were incorporated in the distribution process, which allow reducing approximately 104 tons of CO₂ per month.
- The Business vitalized its digital and analytics capacity and put it to the service of its customers, clients and employees to create value in the order reception process, payment methods, portfolio visibility, e-category management and the digital focus of business initiatives for shoppers.

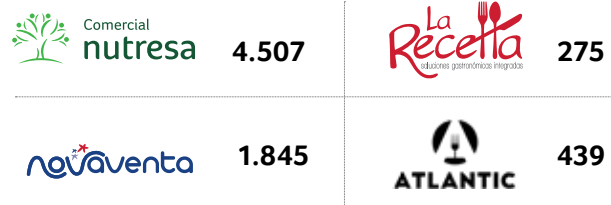
Customer satisfaction level in 2020



Customer loyalty level in 2020



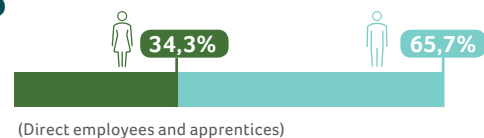
EMPLOYEES



7.066

TOTAL

(Direct employees, third-party employees and apprentices)



BUSINESS OUTLOOK

- Expanding the portfolio management to new categories, services and markets; creating business capacities and models; and generating memorable experiences for customers, clients, shoppers and employees, thus promoting the evolution and development of customers, clients and strategic segments.
- Boosting both technology and information; fostering engagement; enhancing the distribution capacity and commercialization in order to continue being the best partners of our customers and clients.