

# *Descriptive Data* *of Empresas Polar*





**Empresas Polar** is a Venezuelan industrial corporation that has 70 years of history. Its productive activities are focused in the food and beverages sector, where it has gained the preference of the consumers. This has allowed it to achieve the leadership in the market through a diversified products, categories and brands portfolio.

Empresas Polar is constituted by three businesses: **Cervecería Polar C.A., Alimentos Polar C.A. and Pepsi-Cola Venezuela C.A.**

Cervecería Polar participates in the categories of beers, malts, wines and sangrias. Alimentos Polar is the business that contributes with more products to the portfolio of the organization with precooked flours, oils, rice, pasta, margarines, mayonnaise, ketchup, tuna, sardines, arkshells, vinegars, salsas, cheeses, marmalades, chocolate beverages, lacteous modifiers, oatmeal, rice cream, ice creams, soaps, fabric softener and balanced food for animals. While Pepsi-Cola Venezuela includes sodas, juices, cold tea, mixers, sports beverages, as well as energetic and lightly gasified beverages.

At Empresas Polar we have the most important infrastructure of production, commercialization and services of the Venezuelan private sector. We have 28 plants and 191 agencies, branches and distribution centers, located all along the Venezuelan territory. Additionally, we have a food producing plant in Colombia and a malt producing plant in the United States. The leader products of the organization are also commercialized in other countries of Latin America, the Caribbean, North America and Europe.

# 31.593

**DIRECT EMPLOYEES**

We generate more than 31 thousand direct jobs and around 150 thousand indirect jobs. This is equivalent, approximately to **1,32%** of the labor force of Venezuela.

# 3,03%

**OF THE NON OIL GDP**

We contribute to the country with approximately 3,03% of the non oil Gross Domestic Product (GDP).

# 3,83%

**TAX CONTRIBUTION**

We contribute with 3,83% of the non oil tax income, due to the taxes applicable to the corporation and to the products we manufacture.

# 18%

**PRODUCTS OF THE FAMILY SHOPPING BASKET**

We contribute with 18% of the products that constitute the Normative Family Shopping Basket





## Empresas Polar **Work**

Empresas Polar daily activities are to produce, distribute and offer brands of foods and beverages that satisfy the needs and expectations of the consumers, with the best **quality** and **price-value** ratio.

We see persons' work as the main force to carry out the company's labor. We select the personnel with a criterion of affinity to our **principles** and **values**, as well as for their competencies. We provide a free accountability environment where our personnel can be committed to the achievement of common objectives. We demand results that require efforts of development and personal growth. We recognize the contribution of our workers with competitive benefits and an integral wellbeing that takes into account the family, stimulating short and long term opportunities.

The products of Empresas Polar satisfy basic needs and tastes of persons; for this, we demand excellent results as quality standard. We know the importance of using **state of the art technology** to achieve it.

We look for the closeness to the consumers to identify their needs and expectations. We understand that **innovating** with flexibility and velocity is a key factor to give an answer, on a timely fashion, to the persons that consume our products and services.

We compete for the **preference of the consumers** in the market and this stimulates the constant search for better and more effective ways to reach success. Fair competition gives us the energy to always demand and deliver the best, as well as the dynamism to develop internal capacities and offer value contributions.

We continuously search for efficiency and competitiveness in all our processes. We share with the consumer the costs reductions in the final price of our products, especially those that satisfy basic needs.

We consider that profitability is indispensable for the existence and development of companies, since only that way it is possible to offer competitive benefits to employees, **reinvest** in operations, **generate** wellbeing in communities and **pay back** to shareholders.

From its beginnings, our organization has reinvested in an efficient manner a good part of the profits in Venezuela and in the other countries where we operate, moved by genuine love, trust and a **long term** vision. This has allowed us to modernize and increase our production and distribution capacities, as well as to sustain ourselves, grow and develop.

We feel we are an integral part of the communities where we are present. Traditionally, we relate to them in order to ease their wellbeing with priority in the areas of **health**, **education** and **communitarian development**. We also take care of persons and communities that are in a greater vulnerability situation.

We promote **sports' activities** with the support of our brands and initiatives in different sports, giving preference to child and young categories. We sponsor sports' talents, supporting them so they reach their best.

In order to take the best decisions, we contemplate different times and scenarios in our **strategic planning**. We always take into account how all the related groups may be affected, specially our workers. In the decisions that affect the internal interests of the company, we give preference to long term benefits and common interests, beyond particular interests the company.

In Empresas Polar we face our work as a challenge. We transform difficulties in opportunities, looking to contribute to the daily life quality of all and each one of the persons with whom we relate, focused in our **Philosophy, Values** and **Principles**.





# Commitment

to related groups

In Empresas Polar we freely and responsibly decide to strive to:

- **Guarantee** the excellence of all our brands, offering products that satisfy the needs and expectations of the consumers, with the best quality and price-value ratio.
- **Give** our clients a service that allows the achievement of common objectives, mutual support relationships, growth and development.
- **Respect** and **value** our workers as persons that are equally deign, unique in their individuality and different in their talents and interests. **Favor** the conditions for their optimum labor development, their integral growth and transcendence of their work.
- **Maximize** the benefits for the company, in order for its value to increase progressively, granting our shareholders an adequate profitability in a sustained manner.
- **Give** our suppliers convenient information for the preparation of their offers. Provide objective evaluation, fair treatment and growth opportunities.
- **Respect** and **contribute** to the strengthening of the communities where we perform. **Favor** mutual support relationships that ease the wellbeing of the communities with priority, strengthening the social network.
- **Develop** our activities in strict compliance of the Constitution and laws of the country. **Cooperate** with the protection of the environment, being aware of the relevance of managing resources in a sustainable manner.



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