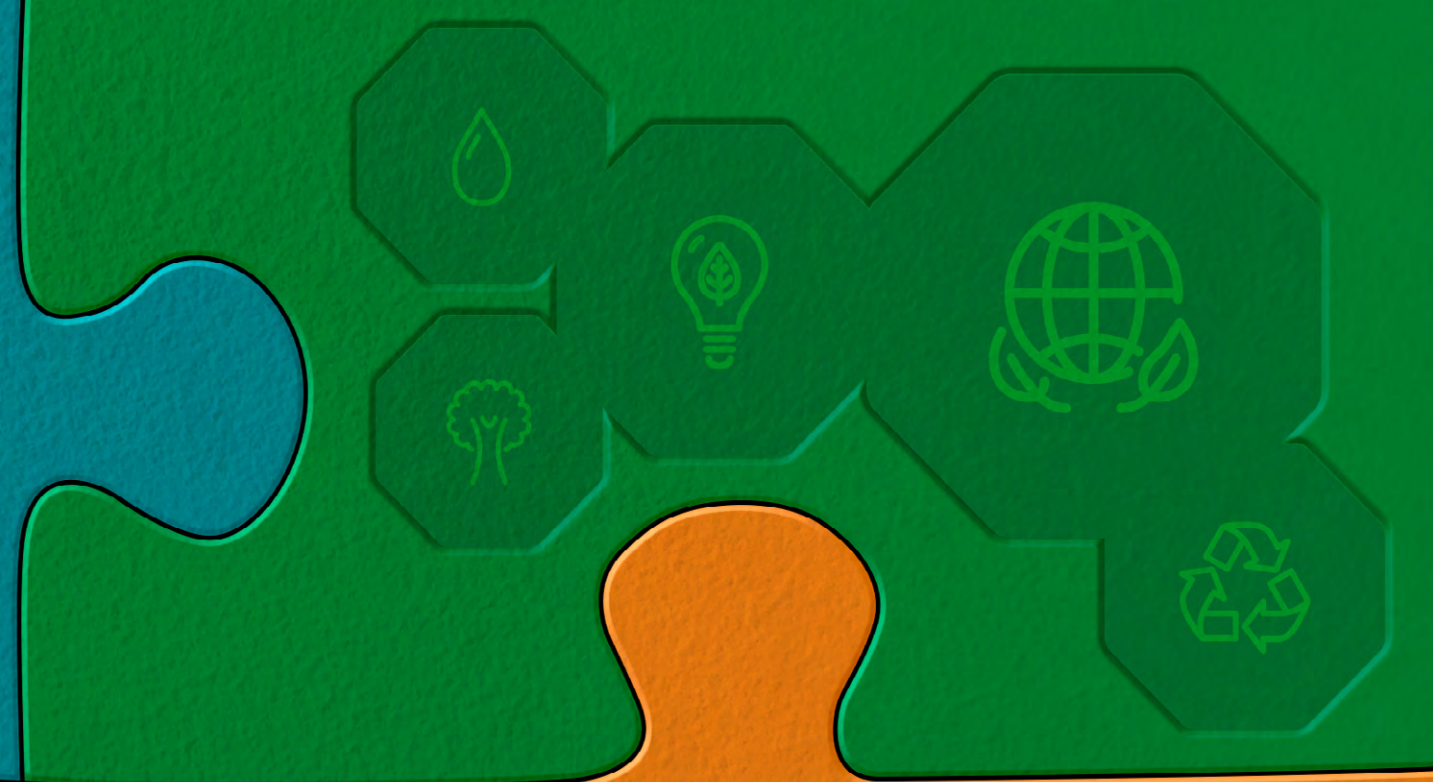


3corações Sustainability Report 2024



Summary

03 About the report

04 Message from the President

05 Who we are?

21 Market context

24 Sustainability strategy

36 ESG - Governance Pillar

74 ESG - Social Pillar

120 ESG - Environmental Pillar

145 Future prospects

147 GRI Notebook



In 2024, we celebrated 20 years of issuing our Sustainability Report, which we then called the Social Balance Report. Since then, we have shared our results, achievements, and challenges from the year, as well as future prospects, with the general public. In this edition, which covers the period from January 1st to December 31st, 2024, we continue to provide this information with an increasingly focused focus on our ESG agenda and its environmental, social and governance pillars.

This report was prepared based on the GRI (Global Reporting Initiative) Standards, which contain a set of internationally established standards for communicating ESG impacts in a clear, consistent, and comparable manner. For contributions, information, suggestions, and criticisms, please email: sustentabilidade@3coracoes.com.br.

The **3corações** Group companies included in this report are listed in the Corporate Structure topic in the Governance pillar.

About the report

(GRI 2-2, 2-3)

SDG related to this page



Sustainability Report launched in 2005, at the time, entitled Social Balance 2004.



Message from the President

(GRI 2-22)

The year 2024 was a landmark in the history of **3corações** Group – the year we celebrated our company’s 65th anniversary and the centenary of our founder, João Alves de Lima. He taught us to create genuine and lasting bonds with those we connect with, with simplicity and sincerity. And it is with this sincerity in my heart that I say that 2024 was also a challenging year: the price of our main product, coffee, saw significant increases, and we had to reinvent ourselves due to these changes.

With courage and discipline, we persisted on our journey, maintaining our commitment to delighting our consumers with quality services and products that are successful at points of sale and on Brazilian tables. In 2024, we also strongly embraced the essence of our company. We were pleased to share our Leadership Principles with employees throughout Brazil and further strengthen our Consumer in the Center Program.

Since we’re talking about Leadership Principles, I’d like to highlight Principle 9 – Build a Sustainable Enterprise, which addresses the ESG agenda. This report presents a series of initiatives led by our people that demonstrate how we work to minimize the environmental impact of our operations, create a positive social impact, and improve our governance. We believe that it is through practical actions that we act as citizens and build a sustainable future and mindset. I’d like to highlight some of the initiatives that strengthen our sustainability strategy: in the governance sphere, our Integrity Program; in the environmental sphere, our Reverse Capsule Logistics Program; and in the social sphere, our Florada and Tribos Projects.

These actions and many others are described throughout the report and are examples of how we support and disseminate the principles of the Global Compact, of which we have

been signatories since 2014, and how we are committed to achieving the 17 Sustainable Development Goals (SDGs), which align with the organization’s material themes.

I also emphasize that our sustainability and care journey was only possible because we have committed and happy people on our team. Therefore, I feel gratitude. To consumers, for their trust in our products; and to our employees, for their courage and energy in reinventing this company and for working collaboratively, enthusiastically, and dedicatedly to make the business thrive. For 2025, we remain steadfast and passionate about what we do.



Who we are

- Our story
- Where we are
- Our essence
- Management policy
- Our brands
- Our products
- Achievements

The history of the **3corações** Group is a journey of entrepreneurship that began in São Miguel, a city in the countryside of Rio Grande do Norte, with João Alves de Lima. A simple man and a visionary of faith, João believed in the strength of work and the power of relationships. In 1959, he founded what would become Brazil's largest coffee company, cultivating relationships and creating genuine and lasting bonds with everyone, with sincerity and simplicity. His legacy, based on these values, was perpetuated by his sons, Pedro, Paulo, and Vicente, who took over the business in 1985. Under the brothers' leadership, a new brand was born—Santa Clara—which established itself within the family business and in the minds and hearts of consumers throughout the North and Northeast regions. In 2005, the company reached a new level by establishing a joint venture with the Israeli company Strauss. Five years later, in 2010, the company adopted the name that made it famous in Brazil and around the world: **3corações** Group.

With over six decades of dedicated customer delight, **3corações** continues to grow steadily, driven by the acquisition of new brands and the expansion of its presence in the food market. In 2024, we celebrate the company's 65th anniversary and the centenary of its founder's birth. This date invites us to revisit the well-deserved honors received by Mr. João, a reflection of his contribution to development and innovation.



The Euvaldo Lodi Institute (IEL) building in Mossoró, Rio Grande do Norte, is named after João Alves de Lima. The tribute is a recognition of his contribution to professional development and innovation in the region.



The place where Mr. João Alves de Lima sold roasted and ground coffee in São Miguel and became a coffee shop, Cafeteria Santa Clara. The space tells the story of our founder and also of the Group. In a memorial of photos, important records of meetings and achievements strengthen Mr. João's legacy and celebrate the history of the bonds built.

Who we are

Our story

(GRI 2-1)



A tunnel located near **3corações** Group headquarters in Eusébio, Ceará, has been named the João Alves de Lima Tunnel by the Ceará State Government. The tunnel is one of municipal public spaces named after **3corações**, including the neighborhood and Santa Clara Street, where the Group's activities are concentrated in the municipality.



João's teachings—passion for work, integrity, and customer care—are, to this day, the driving force behind **3corações** and the foundation of our values. It is on this solid foundation, built over six decades ago, that our history continues to be written by our more than 9,000 employees.



Check out **3corações** Timeline

Who we are

Our story



The **3corações** Group generates value at every touchpoint in the coffee industry, providing the best experience for its customers. We are a living system, interconnected by Green Coffee Purchasing and Processing Units, Factories, Sales and Distribution Centers, Transit Points, Cafeterias, and Technical Assistance Centers, all connected to the market and interconnected by an Integrating Unit.

The company's corporate headquarters are located in the city of Eusébio, Ceará. The João Alves de Lima corporate building pays homage to the Group's founder and to the lasting, genuine ties we've built since 1959. This integrated platform allows us to monitor coffee from processing to consumers' tables in Brazil and around the world. We currently operate in every Brazilian state, reaching over 400,000 points of sale. This means we can always be where the people are, produce coffee the way they like it, and create pleasurable experiences and memories with our products and services.

Each year, **3corações** also expands its international presence, exporting green coffee and processed products to more than 20 countries. In 2024, the company

established commercial relations with five new destinations: Argentina, Australia, the Canary Islands, Panama, and Turkey.

New Unit in 2024

With the acquisition of Zaya by Positive Company, the Group incorporated a new Industrial Unit in Vinhedo (SP).

Who we are

Where we are

(GRI 2-1, 2-6)

1 Integrating Unit

Divided into three locations:

- Eusébio (CE) – João Alves de Lima Building Monte São Complex
- São Paulo (SP)
- Santa Luzia (MG)

1 Export - Sales Office

- Varginha (MG)

10 Manufacturing Plants

- Manaus (AM)
- Montes Claros (MG)
- Eusébio (CE)
- Santa Luzia (MG)
- Mossoró (RN)
- Nova Iguaçu (RJ)
- Natal (RN)
- Araçariquama (SP)
- Cuiabá (MT)
- Vinhedo (SP) **NEW!**

3 Sales and/or Distribution Partners

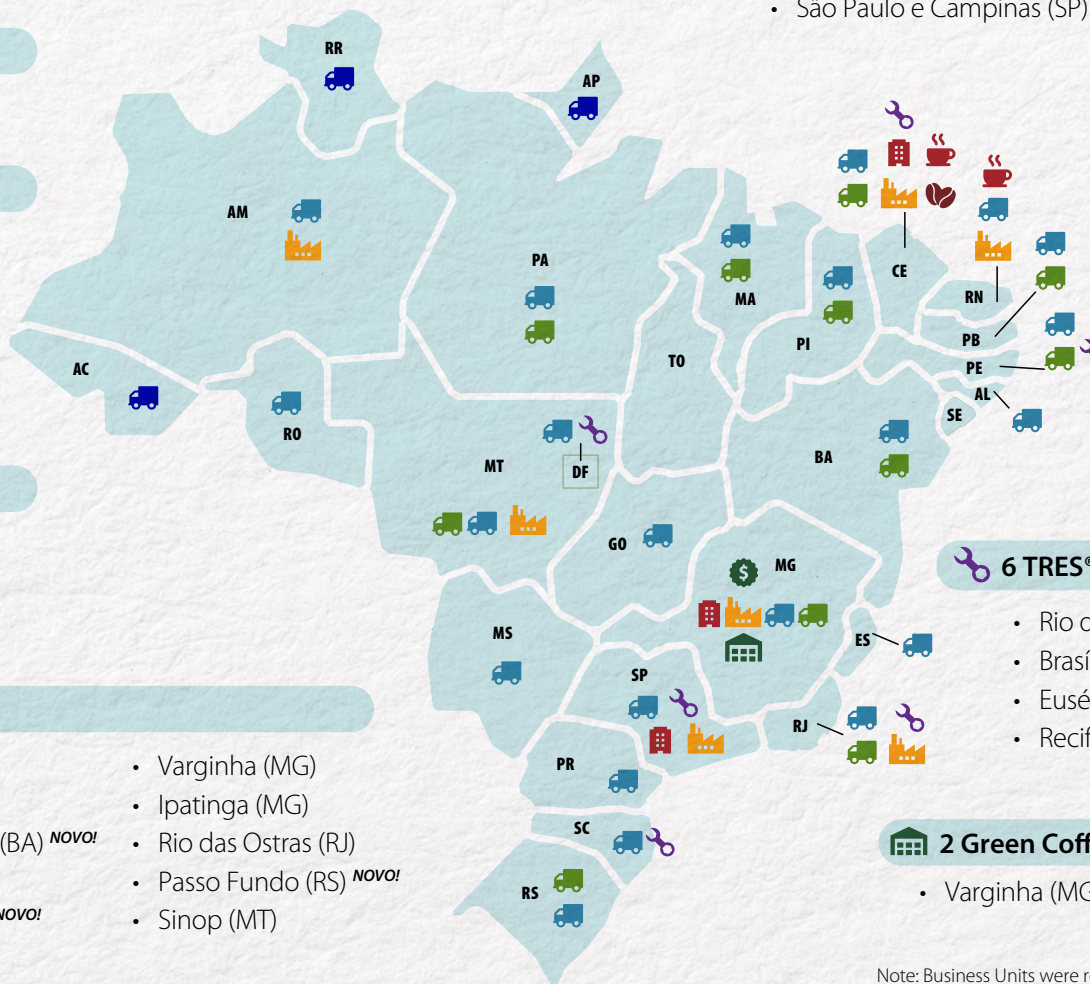
- Amapá (AP)
- Rio Branco (AC)
- Roraima (RR)

17 Transit Points

- Marabá (PA)
- Salgueiro (PE)
- Imperatriz (MA)
- Petrolina (PE)
- Caxias (MA)
- Vitória da Conquista (BA) **NOVO!**
- Picos (PI)
- Barreiras (BA)
- Sobral (CE)
- Montes Claros (MG) **NOVO!**
- Sousa (PB)
- Uberlândia (MG)
- Varginha (MG)
- Ipatinga (MG)
- Rio das Ostras (RJ)
- Passo Fundo (RS) **NOVO!**
- Sinop (MT)

26 Sales and Distribution Centers (DCs)

- Manaus (AM)
- Eusébio e Barbalha (CE)
- Salvador (BA)
- Curitiba e Londrina (PR)
- Belém (PA)
- Mossoró e Natal (RN)
- Santa Luzia e Vespasiano (MG)
- Florianópolis (SC)
- São Luís (MA)
- João Pessoa (PB)
- Brasília (DF)
- Porto Alegre (RS)
- Teresina (PI)
- Recife (PE)
- Vitória (ES)
- Campo Grande (MS)
- Maceió (AL)
- Rio de Janeiro (RJ)
- Porto Velho (RO)
- São Paulo e Campinas (SP)
- Cuiabá (MT)



3 Coffee Shops

- Eusébio (CE) – João Alves de Lima Building
- Fortaleza (CE) – Dragão do Mar
- Natal (RN) – Midway Mall

1 School of Services and Flavors

- Eusébio (CE)

6 TRES® Technical Assistance and Food Solutions

- Rio de Janeiro (RJ)
- Governador Celso Ramos (SC)
- Brasília (DF)
- Guarulhos (SP)
- Eusébio (CE)
- Recife (PE)

2 Green Coffee Purchasing and Processing Units (Warehouses)

- Varginha (MG)
- Manhuaçu (MG)

Note: Business Units were represented only once in each state, although in some states there may be more than one of the same type.

Where we are



There are 24 destinations to which we export the final product:

- Germany
- Argentina **NEW!**
- Australia **NEW!**
- Bolivia
- Cabo Verde
- Canada
- Chile
- China
- Singapore
- South Korea
- El Salvador
- Ecuador
- USA
- Hong Kong
- Canary Islands **NEW!**
- Japan
- Maldives
- Panama **NEW!**
- Paraguay
- United Kingdom
- Switzerland
- Taiwan
- Turkey **NEW!**
- Uruguay

The **3corações** Group is a company of people passionate about what they do. Our success is based on the commitment of those who make it happen and take the company to new heights. We pride ourselves on growing through hard work, without forgetting our essence and values. It's through our simple approach that we celebrate diversity and the experiences that intertwine stories. The result is a company with quality products, happy employees and consumer, suppliers and partners integrated in a mission: to provide pleasurable experiences that promote joy and well-being. We have over 9,000 passionate hearts, committed to building a better country and a better world. We respect and value all people and cultures, and we believe that diversity enriches our work environment. Building genuine and lasting bonds with those we interact with is part of our essence. When we talk about organizational essence, we're talking about culture, identity, and work.

The essence of **3corações** is based on three important pillars:



Corporate Identity

It says who we are, it is what defines us as a company, our mission, vision and values.



Charter of Conduct

The company's ethical document, which expresses our way of being and how we relate to our various stakeholders.



Leadership Principles 3corações

Leadership Principles

They guide the way we work and make decisions.

Our three essential pillars have been carefully reviewed and formally approved by our Board of Executives who are **3corações'** senior management. These commitments apply to all employees and fully guide our relationships with various stakeholders, ensuring that our essence serves as the compass for all business activities and relationships. To ensure transparency and awareness of our values, these pillars are clearly published on our official website and are reinforced in various interactions with our stakeholders, through training, rituals, and events throughout the year.

Who we are

Our essence

(GRI 2-23, 3-3)



Who we are

Management Policy

(GRI 2-23)

Satisfy consumers and customers with quality products and services, through continuous improvement, innovation and strengthening of the ties established with our stakeholders, aiming at sustainable growth, through:

- Food quality and safety assurance;
- Compliance with legal requirements and others, applicable to the business and interested parts;
- People development according to our essence and culture;
- Implementation and application of processes that promote people's health and safety, environmental protection and pollution prevention;
- Innovation through processes, products and services;
- Continuous improvement of the Management System to achieve the desired results;
- Assessment of opportunities and risks to support the application of good practices in operations.

The Management Policy is published on the company's official website, and its content is included in the two Corporate Identity panels available at all **3corações** Group units. The Management Policy applies to all those who interact with the company and has been reviewed and approved by senior management.



At **3corações**, the consumer is at the center of all our actions. We continually work to exceed their expectations, creating pleasurable experiences and memories with our products and services. The result is a product portfolio with over 30 brands and 900 SKUs, bringing flavorful, high-quality food to Brazilians' tables. Our company is a national leader in the roasted and ground coffee and cappuccino segments and second in instant coffee. In addition to these segments, we also offer multi-beverage machines, capsule beverages, plant-based products, dietary supplements, ready-to-drink beverages, chocolate, coffee with milk, powdered juice, corn products, coffee filters, and filter holders.

In 2024, with the aim of expanding the mix of products aimed at healthy and nutritious food offered to consumers, we entered the healthy snacks and flours market with the Zaya and Zaytas brands, resulting from the acquisition of 67% by Positive Company in the company Unnix Indústria e Comércio S.A. The brands A Tal da Castanha, Possible and Plant Power are the result of the 50/50 joint venture between **3corações** and the Carvalho family in the company Positive Company.

Discover our main brands by segment.



Who we are

Our brands

(GRI 2-6)

2024 Launches

Who we are

Our products
(GRI 2-6)



3 Corações Capsules - compatible line

The 3 Corações line of compatible capsules has been expanded with the arrival of the Decaf Espresso, Maximum Intensity 13, Colombia World Regions and Peru World Regions options.



Santa Clara Capsules - compatible line

The 100% Arabica Gourmet line from Café Santa Clara was also developed in the version of compatible capsules. There are three options available: Chapada Diamantina, Matas de Minas and Dark Roast.



Rituals 85+ in capsule

The Rituals 85+ line is an invitation to coffee lovers to explore the universe of flavors of specialty coffees. In 2024, the line was launched in the TRES® capsule version, in Chocolate and Exotic flavors.

2024 Launches

Who we are

Our products



Regions of the World - India

TRES® has launched another coffee from the Regions line of the World in a capsule: the India espresso. This special blend of Arabica coffee, grown in Shevaroy region (South India), has notes of spices, hazelnuts, honey and chocolate.



Neapolitan Cappuccino in capsule

Cappuccino capsule with Neapolitan flavor by TRES® is part of the Cappuccino Lovers line, and its creaminess is composed of 3 iconic flavors: chocolate, strawberry and vanilla. A perfect combination for any time of day!



Iced cappuccino Ready to drink

3 Corações has expanded its line of cappuccinos ready-to-drink ice cream with two new unmistakable flavors: Salted Caramel and Cookies'n Cream. Products are available in practical bottles.

2024 Launches

Who we are

Our products



Creamy hot chocolate

3 Corações Creamy Hot Chocolate brings a new hot chocolate recipe that's very creamy and tasty, which provides the experience of making Swiss chocolate, as if the consumer were in a coffee shop.



Santa Clara Single-Dose

The individual sachets, or single doses, of Coffee Santa Clara were launched in flavors of cappuccino and coffee with milk. They bring practicality, as it contains 20g and fits in a bag, allowing consumers to enjoy their creamy drink wherever they are.



New filter holders

3 Corações Group has launched new filter holders from the brands 3 Corações and Santa Clara. Available in sizes 102 and 103, they bring details designed to extract the best from filtered coffee.

Positive Company Launches

A Positive Company, a joint venture of **3corações**, also launched several new products in 2024.



Ultracoffee - Vanilla cream e Double shot

Ultracoffee Vanilla Cream has a soft touch of vanilla and ensures the perfect balance between flavor, lightness and functionality. Double Shot has a striking flavor offering double of caffeine than a traditional espresso.



Stick supplements - Nitro400 e Creapower

Available in 30g sachets, the natural supplements Nitro400 and Creapower can be easily prepared, making the consumption of vitamins and creatine extremely practical and convenient.



Possible - new formula and flavor

Possible has arrived with a new formula and also in the new version of Strawberry, combining delicious flavors to a low-calorie proposal and sugars. There are three options available: Strawberry, Chocolate and Original.



New Jungle Flavors

Jungle is a functional drink which guarantees hydration complete and natural, capable of helping in maintaining immunity and in muscle recovery, providing energy for high-performance sports intensity. The new flavors are: Pineapple and mint and Watermelon and lemon.

Who we are

Our products

Healthy snacks and flours

With the arrival of the Zaya and Zaytas brands to **3corações** Group portfolio, we entered the Healthy snacks and flours market. See the products below.



Chips

The Zaytas Chips line offers baked, sweet and savory snacks, made by Zaya flour. Available in brownies and cream, coconut, olive, rainbow, original, rosemary & fleur de sel, caramel & fleur de sel, chocolate chips, lemon pepper, and parmezaya flavors.



Protein

The Zaytas Protein line is a baked snack made with Zaya flour, with 20g of protein and 2.5g of hydrolyzed collagen, helps maintain healthy skin. Available in rosemary & fleur de sel, parmesan, and olive flavors.

Who we are

Our products

Healthy snacks and flours

With the arrival of the Zaya and Zaytas brands to **3corações** Group portfolio, we entered the Healthy snacks and flours market. See the products below.



Cake and pie mixes

In addition to bread mixes, Zaya also offers consumers cornmeal cake mix and the pie crust mix.



Flours

Zaya flours are multipurpose, gluten-free and with a single ingredient. There are two types available: cassava flour and cassava flour cashew nut.



Bread mixes

Zaya offers two types of bread mixes: The Bread, mix for sliced bread, and The Little Bread from the Galaxies, low carb bread mix.

Who we are

Our products



In 2024, we remain resilient in the face of challenges—which have been numerous—and strive for excellence in everything we do, with the consumer at the center of our actions. The result of this work, carried out with such energy, collaboration, enthusiasm, and dedication, has earned us awards and recognition that celebrate our way of being and work. We are a company that innovates every day, delights consumers with our products and services, and has the passion of our employees as the driving force behind a project we are proud of: the largest coffee company in Brazil!

Institucional Awards

- Forbes Agro100: 34th in the ranking of the 100 largest companies and cooperatives in the country, according to Forbes magazine
- **Best in Agribusiness:** for 12 consecutive years, the best agribusiness company in the coffee industry
- ESG-FIEC Seal: maximum score (triple A) in the three ESG pillars: Environmental, Social and Governance
- Deloitte Seal of Best Management Company, for the 2nd consecutive year
- 100 most influential companies in Brazil, according to Veja Negócios magazine and LIDE
- Cinco Jangadas Trophy: winner of the Industry category



People Management Awards

- **GPTW Brazil**, for the 14th time
- GPTW Ceará, ranking in the Top 3 of the state
- GPTW Agribusiness
- GPTW Industry, for 5 consecutive years
- Gupy Feedback Seal

Who we are

Achievements

Innovation Award

- Valor Inovação Brasil 2024: among the 150 most innovative companies in the country
- Legal Team recognized as Legal Department 4.0 by the Brazilian Association of Lawtechs and Legaltechs (AB2L)
- [AEVO Intrapreneurship Award](#): highlighted in 5 categories, including innovation in ESG with emphasis on the Florada and Tribos Projects and the Capsule Reverse Logistics Program.



Who we are

Achievements



Brand and Product Awards

- Best Brands in the World: 3 Corações, Santa Clara, TRES® and A Tal da Castanha (Positive Company) are among the best brands in Brazil, according to Time Magazine
- POPAI 2024 Award: gold in the Store Execution category and silver in the Display and Merchandising Items category
- Top Natal: Santa Clara is the most remembered coffee by the people of Rio Grande do Norte
- [Folha Top of Mind Award](#) - Coffee Machine Category, for 5 consecutive years
- Gente Nossa Trophy: winner of the Coffee and Tea and Product innovation and/or launch of the year categories
- Kantar BrandZ Ranking: 3 Corações is the most valuable coffee brand in Brazil

Consumer-related award

- [Reclame Aqui Award](#): champion of the Food - Coffee and Grocery Food categories and runner-up in the Niche E-Commerce category





Market
context





Market context

Coffee market in Brazil

The year 2024 was a complex one of significant change for the Brazilian coffee market. The context was marked by a combination of adverse weather conditions that impacted the cost of **3corações** Group's main input (green coffee), price fluctuations, increased global consumption, and export records.

In 2024, the roasted coffee industry in Brazil recorded a significant increase in revenue. This growth was largely driven by the transfer of production costs, which resulted in a 140% increase in the final price of robusta coffee and a 121% increase in the price of arabica coffee, resulting in higher prices* on the shelves. It is important to emphasize that, although the industries' gross revenue grew, this increase was still not enough to restore the industry's gross and operational profitability. For a detailed analysis of **3corações** Group's financial performance, see the "**3corações** Financial Performance" section of this report.

Additionally, the following factors influenced the coffee market in Brazil in 2024:

- **Irregular weather and crop selectivity:** Unfavorable weather conditions, such as prolonged periods of drought and high temperatures in some of the main producing regions, notably Minas Gerais, negatively impacted the 2024 harvest. Additionally, the negative biennial cycle of Arabica coffee also contributed to lower production in certain areas. This phenomenon, common in Arabica coffee cultivation, means that, after a year of high productivity (a full harvest), the plant tends to produce less the following year (a low harvest), in a natural recovery cycle. Therefore, the price of green coffee, the main input for **3corações** Group, was strongly influenced by these conditions.
- **Export Records:** Despite lower production, Brazil recorded a record volume of coffee exports in 2024. High international demand and attractive prices resulting from the devaluation of the Brazilian currency against the dollar boosted foreign sales.
- **Growth in Global Consumption:** There has been an increase in global coffee consumption, with China being one of the main drivers of this increase due to the changing habits of its population and the opening of coffee shops in the country.
- **Price Increase:** Coffee prices in the domestic and international markets showed significant appreciation throughout 2024, driven both by the increased cost of green beans and by the lower global supply due to weather problems in other producing countries, lower international stocks, and strong demand.

*The numbers described here are the result of a comparison between the price of grains in December 2024 and December 2023, according to the Center for Advanced Studies in Applied Economics - CEPEA.

Market numbers

Brazil, the world's largest coffee producer



50,4 M



Brazil exported 50.443 million 60-kilo bags of coffee in 2024, an increase of 28.5% compared to 2023. (Source: Cecafé)



US\$ 12,5 B

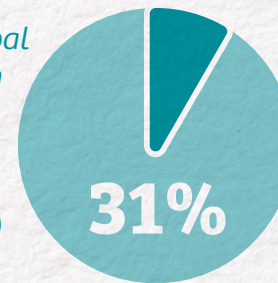
Foreign exchange revenue of US\$12.515 billion, an increase of 55.4% compared to 2023. (Source: Cecafé)

54.2 million 60kg bags produced nationally, representing a drop of 1.6% compared to the previous year. (Source: Conab)

1,6%



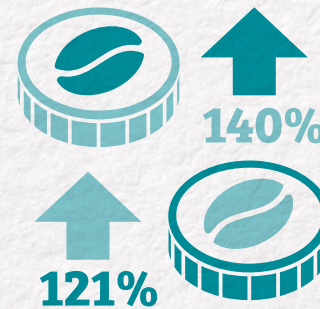
Brazil's share of global coffee production in 2024 was between 30.7% and 31%, lower than the 34% in 2023. (Source: Embrapa)



60,85%



Coffee Industry Revenue was R\$36.82 billion in 2024, which represents an increase of 60.85% compared to 2023. (Source: Abic)



Increase in the cost of green beans: 140% in the price of robusta coffee and 121% in the price of arabica coffee. (Source: Cepea)



Sustainability Strategy

- Commitments made
- Materiality matrix
- ESG Agenda
- Sustainability Timeline
- Achievements related to sustainability



Sustainable Development Goals (SDGs)

Committed to building a better country and a better world, since 2003, **3corações** Group has been committed to the Millennium Development Goals (MDGs) and, in 2015, to achieving the Sustainable Development Goals (SDGs), a collection of 17 global goals established by the United Nations General Assembly.

Sustainability Strategy

Commitments Made

(GRI 2-23, 2-24)



HUMAN RIGHTS

- 01 Businesses should support and respect the protection of internationally proclaimed human rights;
- 02 Businesses should make sure that they are not complicit in human rights abuses.



LABOUR

- 03 Uphold the freedom of association and the effective recognition of the right to collective bargaining;
- 04 Uphold the elimination of all forms of forced and compulsory labour;
- 05 Uphold the effective abolition of child labour;
- 06 Uphold the elimination of discrimination in respect of employment and occupation.



ENVIRONMENT

- 07 Businesses should support a precautionary approach to environmental challenges;
- 08 Businesses should undertake initiatives to promote greater environmental responsibility;
- 09 Businesses should encourage the development and diffusion of environmentally friendly technologies.



ANTI-CORRUPTION

- 10 Businesses should work against corruption in all its forms, including extortion and bribery.



Pacto Global
Rede Brasil

Global Compact – Brazil Network

In September 2024, **3corações** Group celebrated 10 years of commitment to corporate sustainability: in 2014, the company became a Signatory of the Global Compact – Rede Brasil, developing and supporting actions that contribute to facing society's challenges.

The Global Compact is the world's largest corporate sustainability initiative, and Rede Brasil is the second-largest local network in the world, with over 1,900 participants. The Global Compact engages the global business community to embrace fundamental values and internationally accepted principles on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development and the United Nations Convention Against Corruption, organized into the segments: Human Rights, Labor, Environment and Anti-Corruption.

In its commitment to sustainability, **3corações** implements concrete actions on several fronts. Detailed actions for 2024 reinforce this ongoing commitment and will be presented throughout this report.



3corações Group attended the 3rd edition of the Ambition 2030 Forum, Brazil's largest corporate sustainability meeting, hosted by the UN Global Compact and held in São Paulo. According to the event organizers, the 2024 edition aims to provide inspiration, information, and, above all, to amplify Brazilian companies' engagement with corporate sustainability issues.

Business Pact for Integrity and Against Corruption

3corações is committed to playing an important role in promoting a more ethical and honest market. To this end, it is a signatory to the Business Pact for Integrity and Against Corruption, a movement promoted by the Ethos Institute, which brings together companies with the aim of promoting a more honest and ethical market and eradicating bribery and corruption.

By maintaining our commitment to this important Pact, we publicly declare our zero tolerance for corruption and our commitment to promoting a more ethical and transparent market. This is not just a signature on a document; it is the validation of ongoing work and the foundation of our corporate culture, which strengthens our governance and the trust of our customers, investors, partners, and society as a whole.

The Business Pact guides us in implementing and constantly improving integrity policies, including a robust and active compliance program, a clear Code of Ethics and Conduct disseminated to all employees, secure reporting channels, and a commitment to banning bribery practices.



Clean Company Seal

Part of the Business Pact for Integrity and Against Corruption, the Clean Company seal is a certification granted by the Ethos Institute to companies that demonstrate a commitment to integrity and ethics. In 2024, **3corações** Group received the seal again, achieving a score of 8.0—a result that exceeds the industry average (7.4) and the regional average (6.8). Maintaining this recognition demonstrates our continued investment in governance and compliance policies. For us, being a “Clean Company” means demonstrating to our consumers, partners, and employees our active role in building a fairer and more honest market for all..



100% Transparency Movement

In March 2024, **3corações** Group joined the 100% Transparency Movement, an initiative promoted by the UN Global Compact’s Brazil Network, which aims to foster corporate transparency in Brazil. In Brazil, 76 companies are part of the movement and have committed to strengthening their transparency and integrity mechanisms.

For **3corações** Group, joining the movement reinforces our culture of integrity, ethics and transparency and strengthens Leadership Principle 9: Build a sustainable company.

By signing the Letter of Commitment to Join the Movement, **3corações** Group is committed to achieving 5 goals by 2030:

- 100% transparency of interactions with the Public Administration
- 100% full compensation for senior management
- 100% of the high-risk value chain trained in integrity
- 100% transparency of the Compliance and Governance structure
- 100% transparency on reporting channels



MOVIMENTO
TRANSPARÊNCIA 100%

Sustainability
Strategy

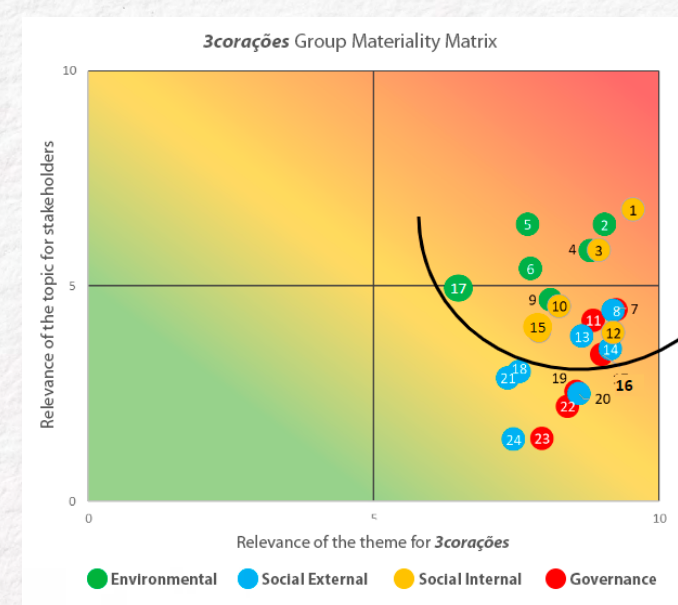
Commitments
Made

Materiality Matrix

(GRI 2-29, 3-1, 3-2)

In 2024, we maintained the same Materiality Matrix as in 2023, which was constructed with methodological rigor and stakeholder participation, following the concept of dual materiality that considers both socio-environmental impacts and strategic relevance for **3corações**. The process, developed in 2023, resulted in 17 material themes that comprise the current Materiality Matrix, following the steps below:

- 1. Defining material themes:** We conducted interviews with the Group's strategic leaders to assess the criticality of the themes, risk analyses, and business strategy. We also considered market trends and requirements of international initiatives and standards, in line with external frameworks.
- 2. Stakeholder Survey:** We launched an online survey for our internal stakeholders (employees, directors, shareholders, and joint ventures) and external stakeholders (customers, consumers, suppliers, financial institutions, trade associations, and society), covering 24 topics grouped into ESG pillars. The survey received over 2,300 online responses.
- 3. Validation and Compilation:** We assess, with Leadership and Senior Management, the relevance of the topics, considering the stakeholders' perception and the impact on **3corações'** business strategy.



ENVIRONMENTAL PILLAR

- Waste management
- Packaging life cycle
- Water management
- Energy management
- Climate change
- Biodiversity

SOCIAL PILLAR

- Mental and physical health of collaborators
- Development of collaborators
- Quality and safety of food
- Occupational health and safety
- Organizational culture
- Relationship with the community
- Supplier management and strengthening the coffee chain
- Diversity, equity and inclusion

GOVERNANCE PILLAR

- Sustainable growth of business
- Ethical conduct
- Technology and innovation



Sustainability Strategy

ESG Agenda

(GRI 2-12, 3-3)

3 **corações** reaffirms its belief that the future is built now and remains committed to working with a focus on best practices to minimize the impact of our operations on the environment, create a positive social impact, and improve our governance. Identifying material risks and issues remains fundamental to directing the company's focus and resources. The 17 material themes resulting from the 2023 materiality matrix were consolidated into 10 ESG levers that guide strategic decisions, as illustrated on the next page.

Monitoring and managing this agenda remains integrated into the company's governance structure, and throughout this report, we highlight how our projects and initiatives contribute to the Sustainable Development Goals and are related to the 10 ESG levers.

Enviromental Pillar



DEVELOP EFFICIENTLY

- Waste Management
- Water Management
- Energy Management



STRENGTHEN THE CIRCULAR ECONOMY

- Life Cycle of Packaging



REDUCE IMPACTS IN CLIMATE CHANGE

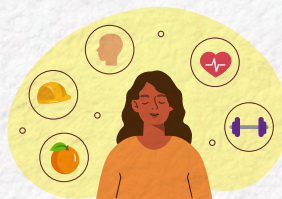
- Climate Change
- Biodiversity

Social Pillar



RESPECT AND VALUE PEOPLE AND CULTURES

- Employee Development
- Organizational Culture
- Diversity, Equity and Inclusion



PROMOTE PHYSICAL AND MENTAL INTEGRITY

- Mental and Physical Health of Employees
- Health and Safety at Work



PROMOTE THE SUSTAINABLE VALUE CHAIN

- Supplier Management and Strengthening of Coffee Chain



DELIGHT CUSTOMERS AND CONSUMERS

- Food Quality and Safety



POSITIVELY IMPACT THE COMMUNITY

- Relationship with the Community

Governance Pillar



ACT ETHICALLY AND TRANSPARENTLY

- Ethical Conduct



SUSTAINABLE GROWTH

- Sustainable Business Growth
- Technology and Innovation

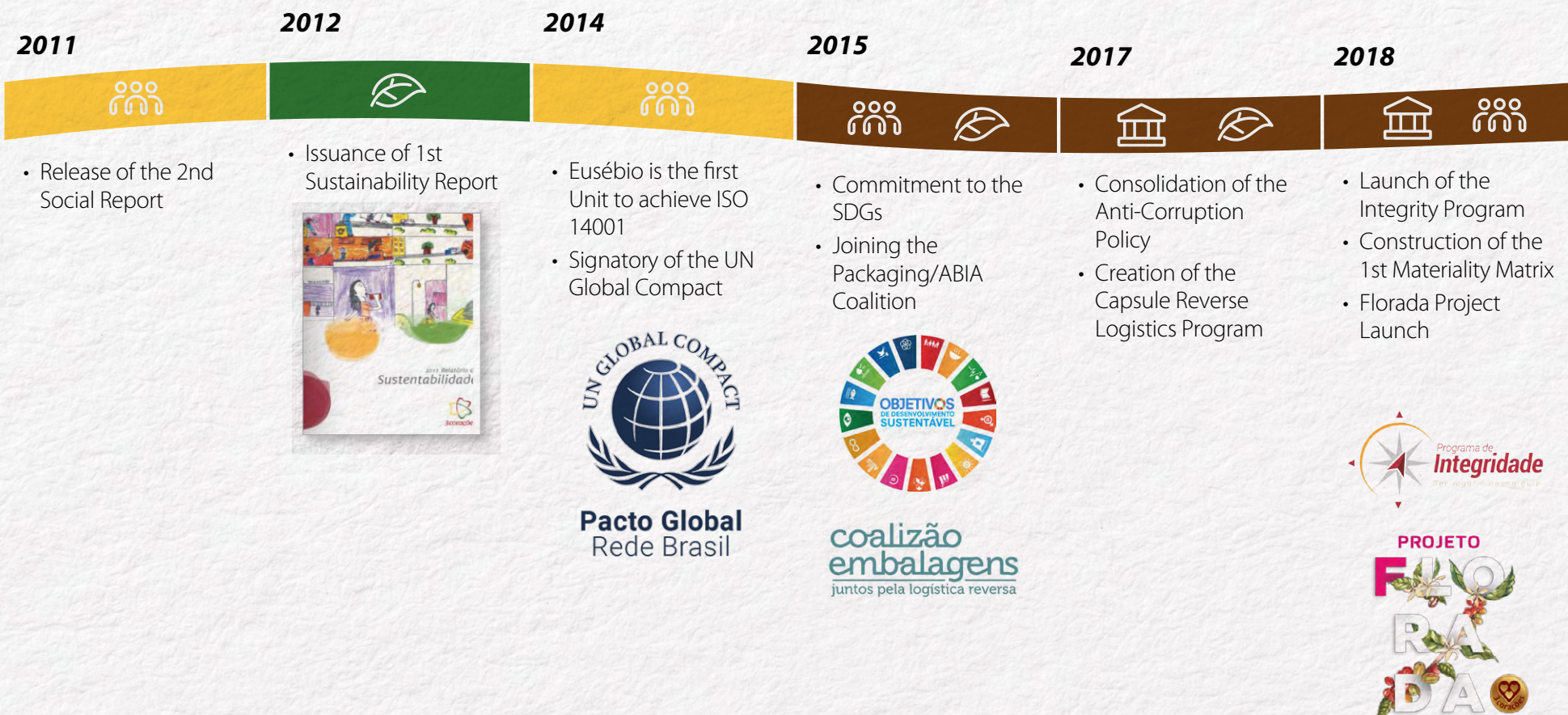
Since 1999, with the achievement of ISO 9001 certification, **3corações** has been on a growing path of commitment to sustainability. Over the years, the company has continually invested in and implemented various initiatives aimed at collaborating with society, preserving the environment, and strengthening its governance practices, marking a constant evolution in its responsible operations.

See below for the milestones along this journey

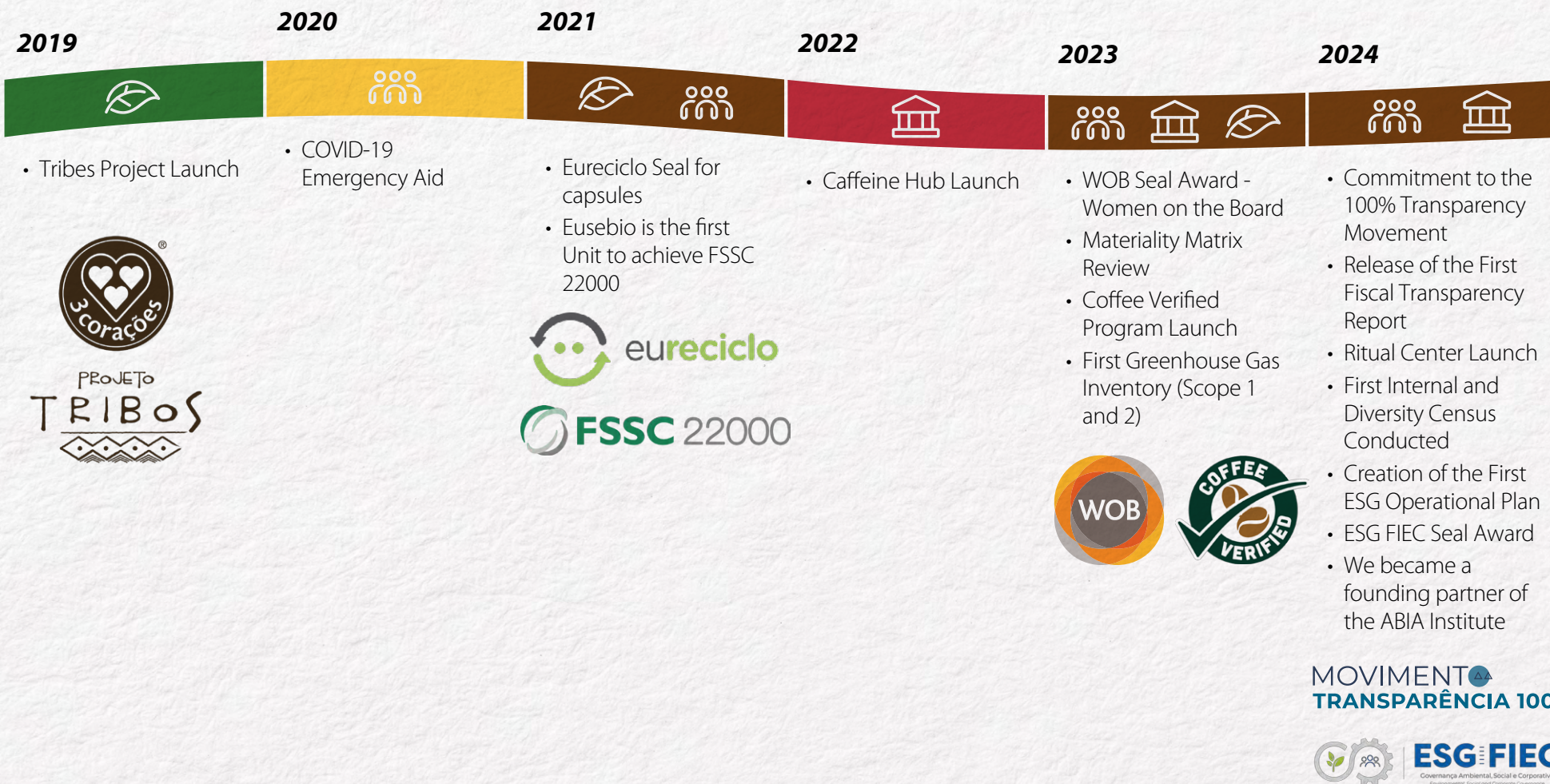


Sustainability Timeline (GRI 3-3)

Sustainability Timeline



Sustainability Timeline





ESG/FIEC AAA Seal - Highest ESG rating

In November 2024, the 3corações Group was awarded the ESG-FIEC Seal, achieving the highest rating (triple A) in the three ESG pillars: Environmental, Social, and Governance. With this new award, 3corações is part of a select group of Ceará's industry: 23 companies in the state have the certification, and only 8 are triple A. The seal certifies the good environmental, social and governance practices of the Eusébio Unit.

Created in 2022, the ESG-FIEC Certification Program recognizes companies that excel in sustainability, social responsibility, and corporate governance practices, aligning with global ESG standards. Since the program's launch, the **3corações** Group has been working to achieve this recognition. The certification is endorsed by Bureau Veritas, a certification body present in over 140 countries. Achieving this certification demonstrates how **3corações** is continually advancing, strengthening its corporate image worldwide.





Rock in Rio Sustainable Attitude Award - Selected Label

In 2024, **3corações** achieved important recognition in its sustainability journey by receiving the “Selected” seal from the Rock in Rio Sustainable Attitude Award in the Supporter and Media Partner category. This distinction, granted by a globally visible event like Rock in Rio, celebrates our remarkable practices and initiatives toward a more sustainable future, within the context of our partnership with the festival.

The “Selected” seal is a significant testament to the alignment of our actions with Rock in Rio’s sustainability goals. This public recognition enhances our credibility as an organization genuinely concerned about the environment and social issues, setting us apart from the festival’s many partners for our unique initiatives.

Main actions carried out at the festival:

- Formalization of a team designated to manage environmental aspects related to the event.
- Training of **3corações** employees on the environmental guidelines established in the documents and manuals made available by Rock World (Rock in Rio), such as the Relationship Manual and the Sustainability Plan.
- Training of all third-party companies and employees hired by **3corações** to work at the event.
- Accounting for greenhouse gas emissions (inventory).
- Promotion of actions for the rational use of employee transportation to the event (public and shared transportation).
- Solid waste reduction, reuse and recycling (3Rs) targets associated with the event.
- Monitoring the achievement of goals.
- Awareness initiatives related to the 3Rs and correct segregation of waste at the event.
- Donation of materials and/or leftover food from the event.



Sustainability Strategy

Achievements related to sustainability



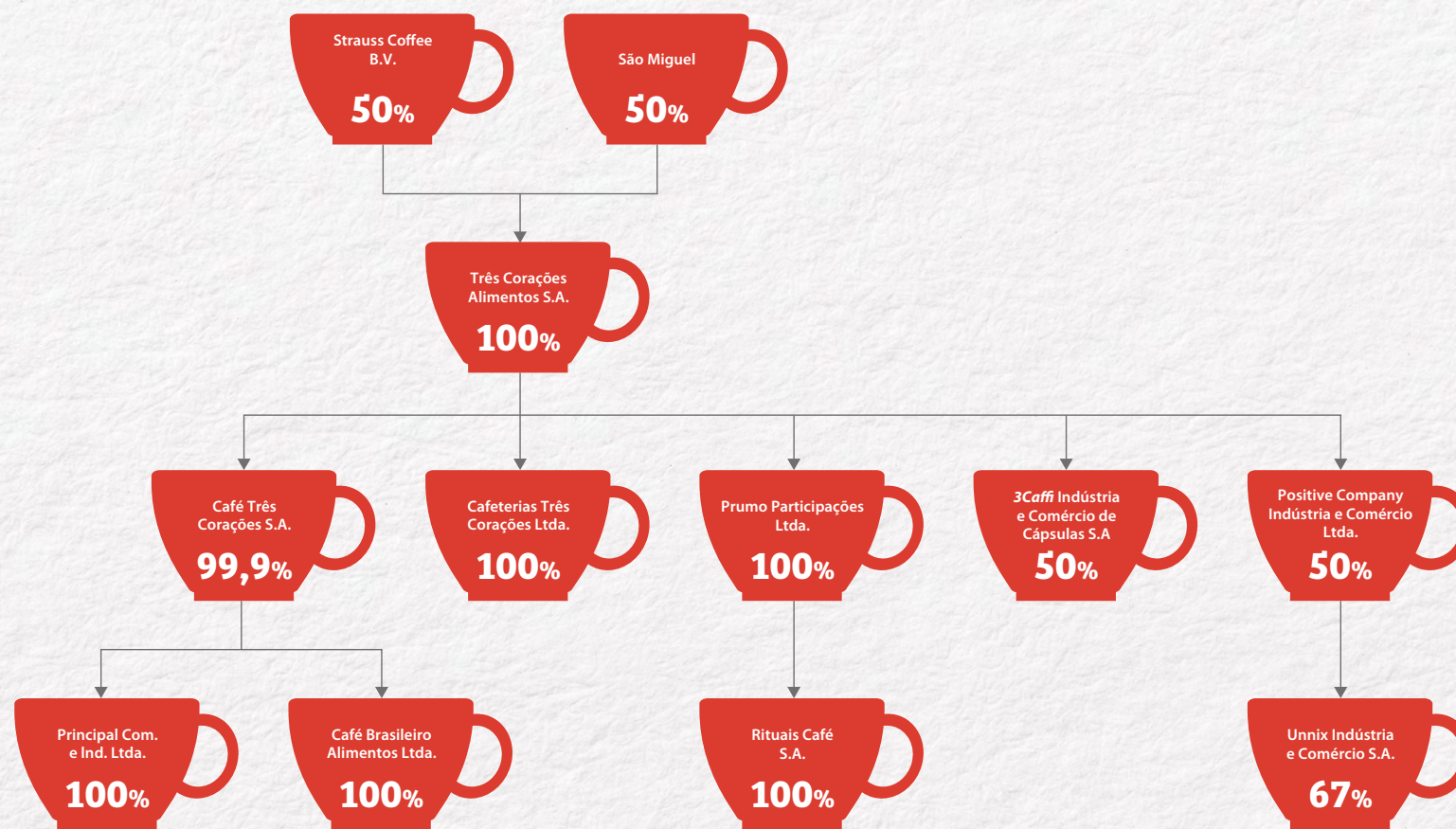
Governance

Levers

- Act ethically and transparently
- Sustainable growth

3 **corações** Group is a joint venture established in 2005 between the Brazilian company São Miguel and the Dutch company Strauss Coffee, which belongs to the Israeli Strauss Group. This partnership was extended for another 20 years in 2022. Três Corações Alimentos S.A. controls the entities: Cafeteria Três Corações Ltda., Café Três Corações S.A., and Prumo Participações Ltda. Furthermore, through Café Três Corações S.A., the company also holds indirect control over Principal Comércio e Indústria Ltda. and Café Brasileiro Alimentos Ltda. Similarly, with Prumo Participações Ltda., the company has indirect control over Rituais Café S.A. Três Corações Alimentos S.A. is part of two joint ventures, sharing with third parties the control of the companies 3Caffi Indústria e Comércio de Cápsulas S.A. (3Caffi) and Positive Company Indústria e Comércio Ltda., with 50% of the shares of each company.

In 2024, Positive Company took control of the entity Unnix Indústria e Comércio S.A. (Zaya) with 67% share, and Prumo Participações Ltda. took 100% of Rituais Café S.A.



Act ethically and transparently

Shareholding structure

(GRI 2-1, 2-9)

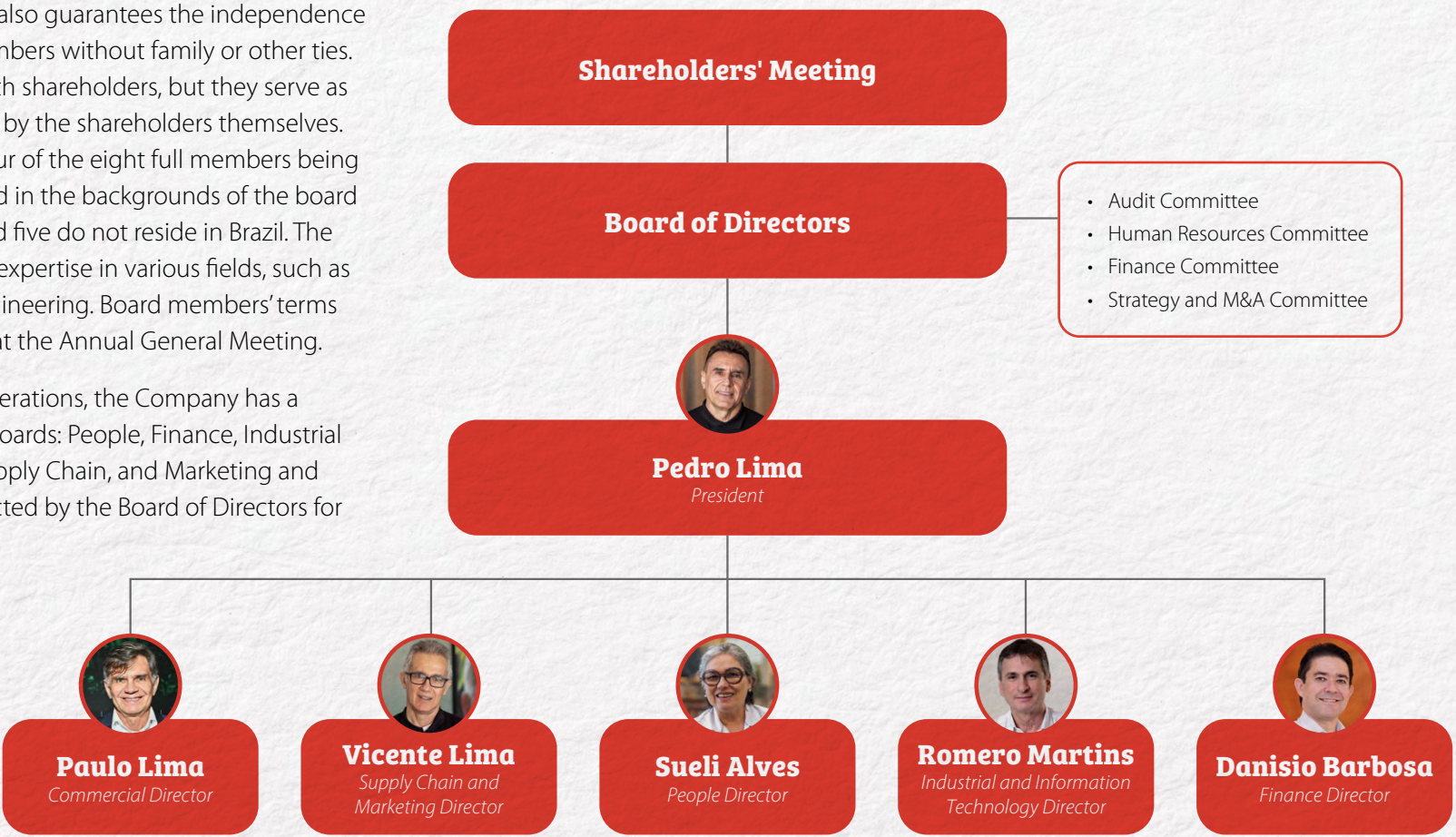
SDG related to this page



The company's hierarchical structure has the Shareholders' Meeting as its highest body, composed of the shareholders São Miguel and Strauss Coffee. In addition to the Meeting, the company also has a Board of Directors and its executive boards. The Board of Directors is composed of eight members, who meet quarterly. To support the Board, there are four advisory committees in the areas of Audit, Human Resources, Finance, Strategy, and Mergers & Acquisitions (M&A). Board members are appointed proportionally by shareholders, considering criteria such as professional qualifications, reputation, and business knowledge. Each shareholder can appoint four members, prioritizing trust and professional qualifications.

The composition of the Council also guarantees the independence of the Councilors, including members without family or other ties. They are not in a relationship with shareholders, but they serve as executives in companies owned by the shareholders themselves. There is gender balance, with four of the eight full members being women. Diversity is also reflected in the backgrounds of the board members: five are foreigners, and five do not reside in Brazil. The board members have extensive expertise in various fields, such as business administration and engineering. Board members' terms are one year, renewed annually at the Annual General Meeting.

For the management of daily operations, the Company has a Presidency and five executives boards: People, Finance, Industrial and Information Technology, Supply Chain, and Marketing and Sales. The Executive Board is elected by the Board of Directors for terms of up to three years.



Act ethically and transparently

Organizational structure

(GRI 2-9, 2-10, 2-12, 2-13, 2-14, 2-24)

SDG related to this page





In 2009, the **3corações** Group created the Charter of Conduct, a document that formalizes our way of being and shows how to strengthen ties with everyone we interact with. It consolidates our integrity guidelines by guiding our decisions and practices of all our stakeholders, establish clear ethical principles, and define expected and unacceptable behaviors. It is the manifestation of our essence!

To ensure our employees are aligned with the principles of this document, the “Charter of Conduct in Practice” initiative was launched in 2012. The content is presented monthly at team meetings and business area meetings. Using excerpts taken directly from the Charter of Conduct, employees learn examples of how the **3corações** culture is lived out daily. The topics are varied, and topics such as the environment, information security, consumer relations, health and safety, diversity, and others have already been addressed.



Act ethically and transparently

Charter of Conduct

(GRI 2-26)

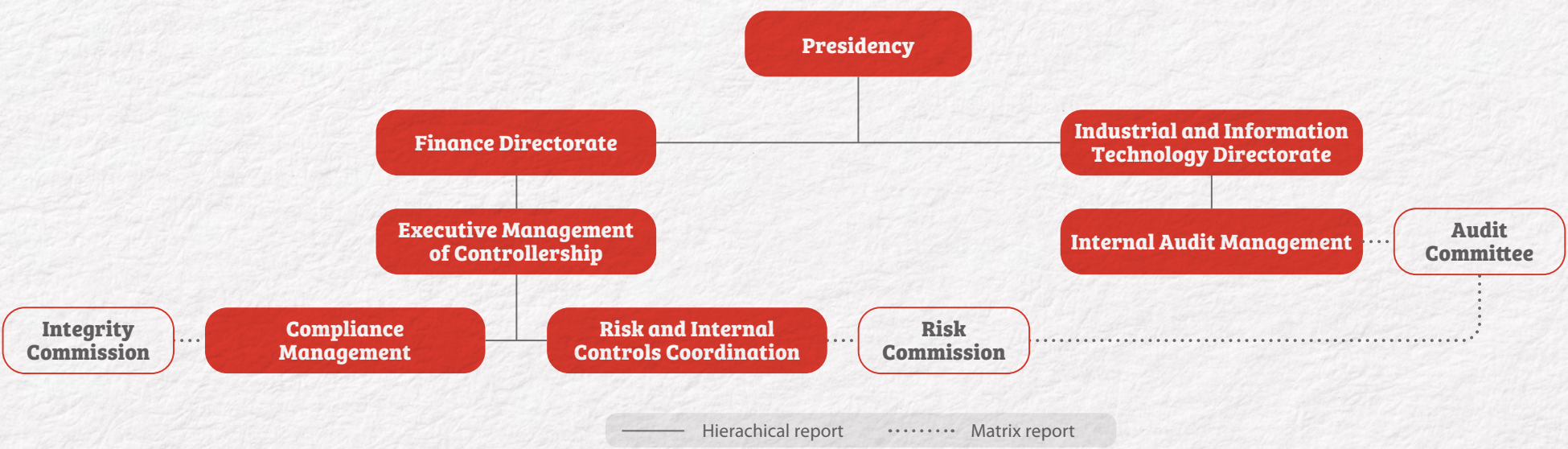
SDG related to this page



In 2024, the Corporate Risk Management and Compliance departments underwent a significant transformation and were integrated into the Controllershship team, reporting administratively to the Controllershship Executive Manager, who reports directly to the Chief Financial Officer. This strategic change recognized the existing synergy with areas already managed by the Controllershship and aimed to centralize Governance issues within the Group. The new structure seeks to optimize the management of these issues, including the analysis of corporate risks and socio-environmental opportunities, giving greater impact and influence to their treatment throughout the organization.

Despite the structural integration with the Comptroller’s Office, the Corporate Risk Management and Compliance departments maintained their functional reporting to relevant internal committees. The Compliance department presents crucial ethics, integrity, and transparency issues to the Integrity Committee, of which the CEO is a full member. In parallel, the Risk department reports its activities and analyses to the Risk Committee, composed of senior management members. Material topics discussed and addressed by these committees are then brought to the attention of the Board of Directors for deliberation, ensuring senior leadership involvement in governance matters.

In line with this governance structure, the Corporate Risk Management and Compliance departments work closely with the Internal Audit team, sharing strategic information for an integrated and comprehensive view of **3corações**’ governance, risks, and internal controls. This robust approach includes proactive analysis of social and environmental risks and opportunities, ensuring that factors such as climate change, community impact, and natural resource management are considered in our strategies and operations.



Act ethically and transparently

Structure of Risk Management and Compliance

(GRI 2-26, 201-2, 205-1, 205-2)

SDG related to this page





Ser legal
é o nosso
guia



Nosso jeito de ser

“Ter uma conduta íntegra é questão inegociável na **3corações**, desde sua fundação. Temos políticas e documentos que falam para o mundo sobre como fazemos as coisas com ética, integridade e transparência e, entre eles, está a nossa Carta de Conduta. Ela é a expressão máxima do nosso jeito de ser e orienta como devemos nos relacionar com todos os nossos stakeholders. É por meio dela que nossos colaboradores aprendem que o comportamento ético está na nossa essência, no coração das pessoas e da empresa.”

Ana Flávia Esteves - Gerente de Comunicação e Cultura



ACCESSE A CARTA DE CONDUTA

ESTE TEMA SE CONECTA COM O PRINCÍPIO DE LIDERANÇA.

2 CONSTRUÍAMOS LAÇOS LEGÍTIMOS E DURÁVEIS



Não foi legal?
FALE COM A OUVIDORIA!

0800 0312161
ouvidoria@3coracoes.com.br



At **3corações**, integrity is part of our way of being. It's been present in all our actions since the company's founding. Acting ethically, transparently, responsibly, and honestly is a behavior we encourage in everyone we interact with. By practicing this, we're not only doing the right thing, but also reinforcing the solid foundation on which we've built our history. Since 2003, we've been partners with the Ethos Institute, and since 2019, we've been recognized with the "Clean Company" seal.

Integrity Campaign

The **3corações** Group's annual corporate calendar includes the Integrity Program's promotional campaign, which aims to provide employees with information about the program's topics. In 2024, the campaign reinforced the program's tagline, "Being nice is our guide," and reinforced the connection between the Leadership Principles and the theme. The campaigns featured testimonials from corporate and unit leaders, demonstrating how integrity is applied in practice across the company's various departments.

To close the campaign, President Pedro Lima recorded a message about the importance of employees maintaining legitimate and lasting ties with those they interact with, and performing their duties with integrity, transparency, and ethics, always guided by the Leadership Principles and the Charter of Conduct. Both the statements from leaders and the video with the President were distributed across the company's communication channels, including email, WhatsApp, intranet, physical bulletin boards, and team meetings.



Act ethically and
transparently

Integrity Program

(GRI 2-26, 205-1, 205-2, 3-3)

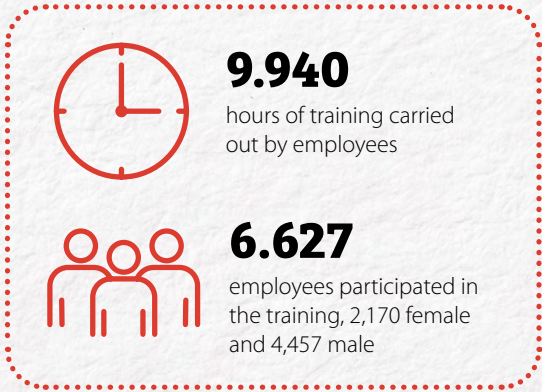
SDG related
to this page



Training

In 2024, new Integrity Program training was made available to all Group employees, across all positions and business areas, on **3corações'** training platform, Saber.

In a series of short videos, the mandatory training demonstrates how to implement a culture of commitment to transparency and integrity through the actions, procedures, and documents that comprise our Integrity Program, covering the following topics: Charter of Conduct, Anti-Corruption Policy, Conflicts of Interest, and Combating Harassment. Another new feature is that the videos feature interpreters in Libras.



Act ethically and transparently

Integrity Program

Supplier Management

At **3corações**, we value intellectual property and extend it to third parties, and we expect our suppliers to share the same values of conduct and ethics. We require all business partners to follow best labor practices, fully comply with applicable laws, pay their taxes, and actively contribute to a healthy environment. We do not tolerate misappropriation of any kind—financial or related to products, gifts, or samples for personal or third-party benefit—and such cases are handled with the utmost rigor, in accordance with the law.

Our commitment to integrity is reflected in our rigorous business partner approval process. In 2024, out of a total of 6,385 submissions, we approved 1,138 new registrations. To achieve this, we use the Mercado Eletrônico tool, which allows us to conduct in-depth public searches across several essential databases, such as the National Registry of Unfit and Suspended Companies (CEIS), the National Registry of Punished Companies (CNEP), the Dirty List of Slave Labor, the Federal Clearance Certificate of Debts (CND), and their FGTS status. Additionally, all suppliers receive a compliance questionnaire and are guided through an exclusive training video on our Integrity Program, ensuring alignment with our values.

For specific groups of suppliers considered critical, we apply an additional layer of due diligence. In these cases, we request additional information and documentation, such as an environmental operating license, a waste transportation license, a waste management plan, and registration with IBAMA. These additional requirements ensure that our activities comply with the legal and environmental requirements of the municipalities and states where we operate, mitigating risks and promoting social and environmental responsibility throughout our supply chain.

To formalize and solidify our partnership with our suppliers, we include anti-corruption clauses in all contracts and develop the General Contracting Rules (GCR), a document that establishes the fundamental pillars for a transparent, honest, and respectful partnership between **3corações** and its partners. We are committed to honoring contracts and agreements, maintaining a sincere and transparent approach in all relationships with employees, customers, and especially our suppliers.



Integrity Program | **3corações**



Check our GCR document



Act ethically and transparently

Integrity Program

(GRI 3-3, 308-1, 308-2, 407-1, 408-1, 409-1)

SDG related to this page



Anti-Corruption Policy

In 2017, **3corações** consolidated its Anti-Corruption Policy, which was validated by the Board of Directors. The Policy is explicitly stated in employment contracts, supplier agreements, and our Charter of Conduct, and is reinforced annually with employees through our Integrity campaign and training. We do not tolerate corruption or bribery, nor do we tolerate embezzlement of any kind, nor do we allow anyone to use their position within the company to obtain personal favors or services.

Our relationship with the government is guided by the Charter of Conduct’s declaration that the company’s sales and profits are the result of honest work and are fully compliant with the law. Documenting all transactions, with taxes duly paid, ensures that all company activities also generate the best social outcomes.



Act ethically and transparently

Integrity Program



Ombudsman

The Ombudsman's Office, implemented at **3corações** in 2010, is a direct, secure, and accessible communication channel between the company and all its stakeholders. It acts as a mediator, receiving, recording, and addressing complaints. Anyone can contact the Ombudsman: employees, customers, consumers, suppliers, partners, and the community at large. Contact can be made by email, phone, and through the corporate website, and the channel is communicated internally through the Integrity and Anti-Harassment Program campaigns.

Reports from our stakeholders, which are received by the independent and specialized company Aliant, are forwarded for investigation and treatment, and their accountability is carried out with the Integrity Committee, the internal body responsible for directing and monitoring the **3corações** Integrity Program.

Each report is analyzed individually, and whenever necessary, actions are taken to improve our internal controls or appropriate disciplinary measures are applied. At the end of each investigation, we provide feedback to the reporter through the Ombudsman's Office.

Ombudsman in numbers

In 2024, we received a total of 410 complaints, of which 246 (60%) were found to be valid or partially valid, resulting in the application of disciplinary measures, as appropriate for each situation. Below, we detail the categories, service channels, and reporting audiences for the complaints, as well as highlighting the decrease in the number of open complaints compared to the previous year.

Category	2024
Behavioral Collaborators	84,63%
Ethics	6,59%
Suggestion and/or Compliment	4,39%
Relationship with Suppliers	3,41%
Other typologies	0,98%



Ombudsman

Something wrong?

REPORTED IT TO THE OMBUDSMAN

0800 0312161

ouvidoria@3coracoes.com.br

www.3coracoes.com.br/ouvidoria/



Act ethically and transparently

Integrity Program

(GRI 2-26)

In 2024, the data highlighted stability, compared to the previous year, in the proportions of origin of complaints, demonstrating that the website is the main communication channel for recording complaints.

Distribution of complaints by service channel (2024)

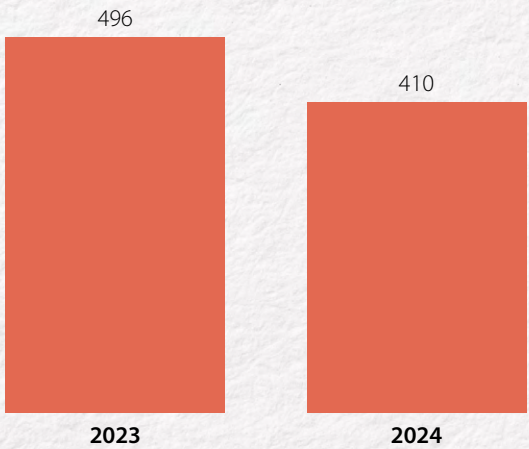
Website	Telephone	E-mail
74% (303)	25% (102)	1% (5)

The 410 complaints recorded and processed came from internal (employees) and external (suppliers and community) audiences.

Origin of the complaints (2024)

Internal	External
80% Collaborator	20% Others

In 2024, we observed a decrease in the number of open demonstrations during the year of 17.33% compared to 2023.



Act ethically and transparently

Integrity Program



Every year, the Compliance and Information Security areas of **3corações** promote Security and Privacy Week, an event that aims to encourage employees to care for the safety of information and data privacy of our company.

In 2024, based on the theme “Be the guardian of data. Share only what is essential and use strong passwords,” **3corações** promoted workshops, in-person activations in various Units and online lectures, covering topics such as business continuity plan, digital scams, artificial intelligence, internet safety for children and teenagers and privacy culture.

There were 721 views on the lectures and workshops, with emphasis on the topics “PCN - Business Continuity Plan” and “Digital Scams Podcast”.

The novelty this year was the inclusion of social action who took the topic to 30 children and teenagers from Raimundo Fagner Foundation, in Ceará. On that occasion, they were guided on how to navigate the internet securely and received a comic book, which brought, in a playful way, a story about a city invaded by technology villains. The same comic book was distributed to Group employees, with the purpose of facilitating the understanding of a subject which many consider technical.



Act ethically and transparently

Information security and data privacy

SDG related to this page



Security and Privacy Blog

In 2024, we launched Mercafé, a data security and privacy blog at **3corações'** e-commerce information security department. The blog offers guidance on safe internet browsing and alerts about cyber scams, demonstrating the company's commitment to protecting its consumers online.



Visit the Mercafé Privacy and Data Security page



Act ethically and transparently

Information security and data privacy

Every quarter, all of the Group's leadership and senior management participate in "Coffee and Results", an essential forum for transparent communication and strategic alignment led by the teams of Corporate Communications and Results Management. These meetings present and discuss key recent developments impacting our brands, products, operations, and projects, as well as the evolution of our strategic vision.

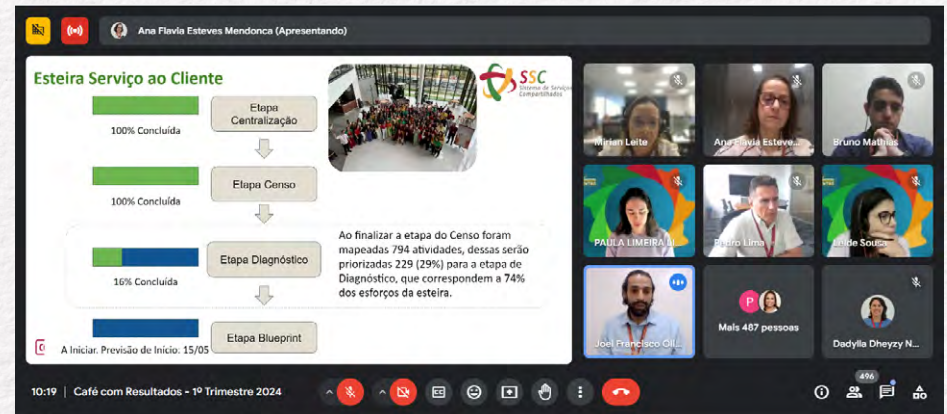
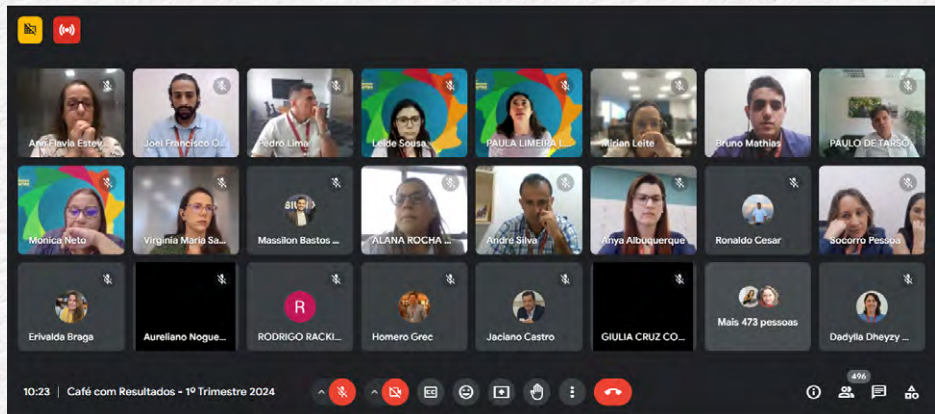
The results of the Group's global indicators are detailed in an open and transparent manner, providing a clear view of our performance. Additionally, the Executive Board shares its analysis of the previous quarter, highlighting achievements and challenges, and presents the outlook and priorities for the next period.

This direct and regular dialogue reinforces our commitment to ethics and transparency, ensuring that leadership is fully informed and engaged with the Group's objectives and results. Coffee with Results meetings fosters a culture of shared responsibility and contributes to more informed strategic decision-making aligned with our sustainability values.



Act ethically and transparently

Coffee and Results




Fiscal Transparency Report

For the second consecutive year, we present the **3corações** Group's Annual Fiscal Transparency Report. Aligned with the international GRI 207 standards, this document was prepared to demonstrate to our consumers and stakeholders the relevance and scope of fiscal and tax aspects in our business, briefly explaining our governance and tax strategy, taxes paid, incentives obtained, operational and legal innovations and respective contribution to society.

The **3corações** Group recognizes the essential role of taxes in financing public policies and assumes its responsibility in collecting these resources, guiding its actions by transparency and collaboration with public administration, combining the use of technologies to reduce operational impacts and the continuous pursuit of tax compliance. Our organizational commitment transcends Compliance with tax obligations. We strive for sustainability in all aspects of our business, aiming to build a solid and positive economic, social, and environmental legacy.

Our strategy is not only about ensuring efficient operational performance, but also about creating genuine value for everyone we interact with. The taxes we collect represent just one way we fulfill this role. We hope this information is well received, considered relevant, and understandable.





Check, fully, our Fiscal Transparency Report of 2024



Act ethically and transparently

Relationship with the Government

(GRI 201-4, 207-1, 207-2, 207-3)

SDG related to this page



Total Tax Contribution

3corações is among the main companies in the food sector with significant collection of taxes. Our sales and profit are the result of honest work and therefore completely within the law. In the year 2024, we were responsible for the collection of R\$1.074 billion in taxes (R\$ 778.8 million in 2023, growth of 37.9%).

Tax Incentives

3corações benefits from tax incentives in some states where it operates. On the other hand, it contributes directly and indirectly to the generation of jobs and income for local development. These incentives are based on local regulations and national and comply with the Complementary Law in 160/2017. Incentives are available to other taxpayers and, as a rule, are intended for the stimulation of local investments, development and sustainability of the country's regions.

State incentives reduce the collection of ICMS through presumed credit, reduction of calculation basis or tax rate reduction. Within the scope federal, **3corações** has incentives related to to profit from exploration, reinvestment, social programs and Law of Good.

By Federative Entity

Unity	292 MI 317 millions in 2023
States	776 MI 457 millions in 2023
Municipalities	6 MI 4 millions in 2023

By Type

Own	814 MI 505 millions in 2023
Retained	12 MI 13 millions in 2023
About the Sheet	248 MI 260 millions in 2023

Total ICMS state incentives in 2024 represented 2.4% of revenues of products sold, net of taxes
(2,6% as of December 31, 2023)

Total federal incentives in 2024 represented 0.06% of these revenues
(0,28% as of December 31, 2023)



Act ethically and transparently

Relationship with the Government



Tenders

In 2024, **3corações** reaffirms its unwavering commitment to ethics and legality in all its operations, as outlined in its Charter of Conduct. We believe that the company's success is intrinsically linked to honest business practices and transparency, ensuring full compliance with current legislation and proper tax payment. This principle extends to our relationship with society, always striving to generate value that goes beyond financial results. We maintain a serious and honest approach in all interactions with government agencies and authorities, actively supporting the fight against corruption and the strict application of anti-corruption legislation.

Our participation in public tenders, a regular practice of the company, is always guided by high ethical standards and strict compliance with legal regulations. To ensure the integrity of our business processes, we conduct annual internal audits with the support of our Compliance team. Transparency in our activities is essential, and information about our participation in public tenders is available for public consultation on the Federal Government's Transparency Portal (<https://portaldatransparencia.gov.br/>), using the CNPJ numbers of Três Corações Alimentos SA (63.310.411/0001-01), Café Três Corações SA (17,467,515/0001-07) and Café Brasileiro Alimentos Ltda. (58,128,190/0023-12).



Act ethically and transparently

Relationship with the Government



3 **corações** Group, through its members, actively participates in the most relevant discussions within organizations representing business categories and groups of companies. These include:

- ABIC: Brazilian Coffee Industry Association - Board Member
- ABIA: Brazilian Food Industry Association - Board Member
- ABIR: Brazilian Association of Soft Drink and Non-Alcoholic Beverage Industries
- ABNC: Brazilian Association of Nuts, Chestnuts and Dried Fruits
- BSCA: Brazilian Specialty Coffee Association
- CONAR: National Council for Advertising Self-Regulation Relationship
- GS1 Brazil: Brazilian Automation Association with entities
- LIDE: Business Leaders in the State of Ceará
- ABAA: Brazilian Association of Alternative Foods - Member of the Board of Directors

In addition to these, we actively participate in the following Federations:

- FIEC: Federation of Industries of the State of Ceará - Member of the Board of Directors
- FIERN: Federation of Industries of the State of Rio Grande do Norte - Member of the Board of Directors
- FIEMG: Federation of Industries of the State of Minas Gerais.

We also serve on the Board of Directors of the coffee unions of the states of Ceará, Minas Gerais, São Paulo, and Rio Grande do Norte.

For the 2024-2026 biennium, the **3corações** Group is an active member of the Board of Directors of the Brazilian Food Industry Association (ABIA), reinforcing its commitment to the sustainable development of the sector. In this position, the Group assumes the responsibility of defending the interests of the industry through science, innovation, and transparent dialogue with consumers, society, and the planet.

In December, the ABIA Institute for Reverse Logistics was created to meet the National Solid Waste Policy. **3corações** is one of the founding members. The institute will begin operations in 2025.



Act ethically and transparently

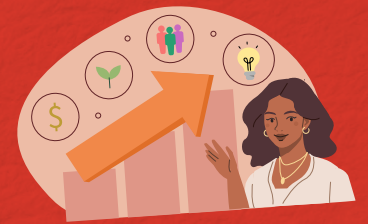
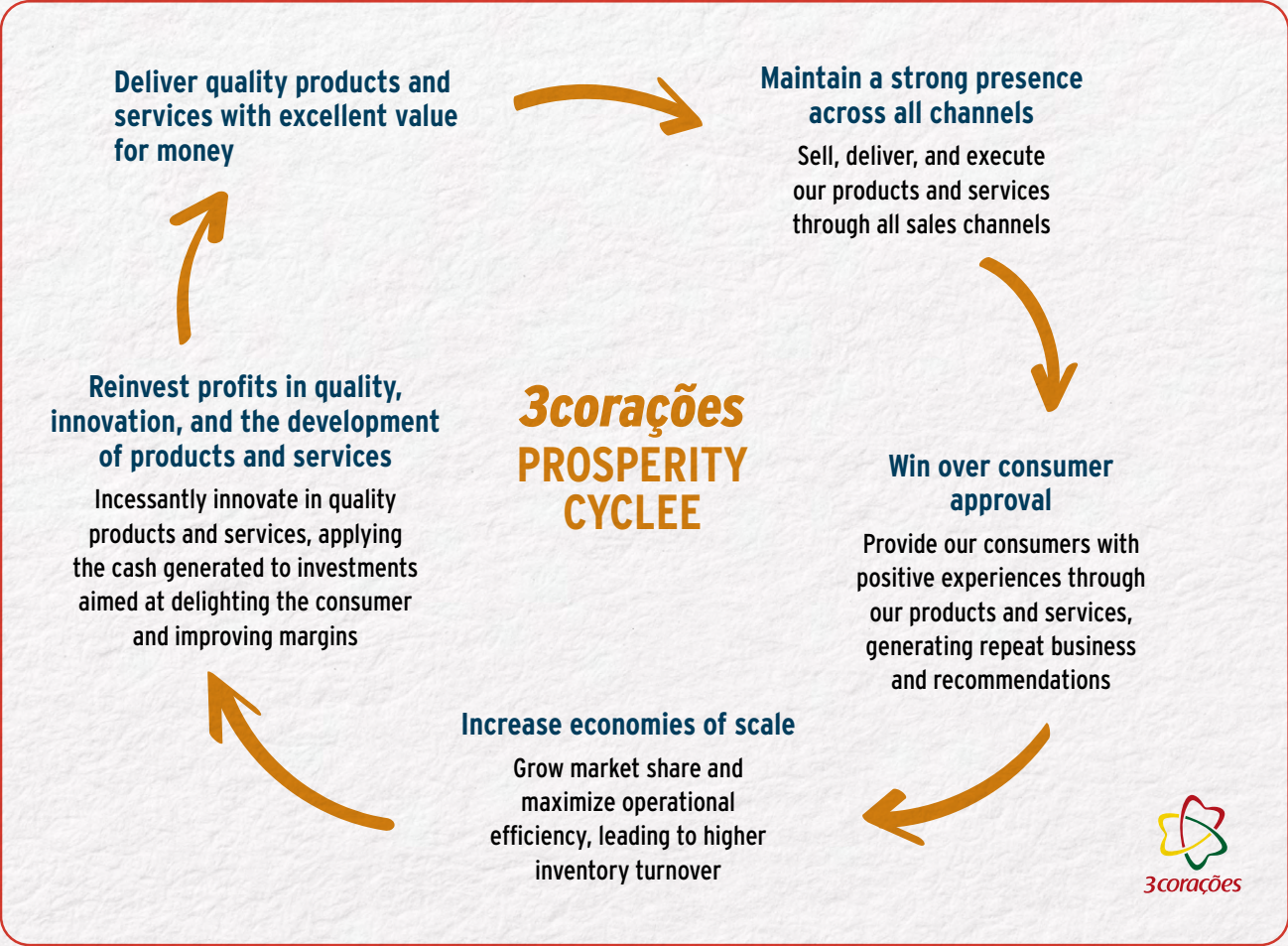
Relationship with professional associations

(GRI 2-28)

SDG related to this page



The Prosperity Cycle (Flywheel) represents what we've accomplished so far and what we must continue to do to succeed as an organization. The more we focus and continually work on each of its five pillars, the better we will be as a company and the greater the likelihood of becoming excellent and a benchmark in what we do. Each pillar drives the cycle and impacts the other pillars, characterizing it as a virtuous cycle of prosperity for **3corações**.



Sustainable growth

Prosperity Cycle (Flywheel)

(GRI 3-3)

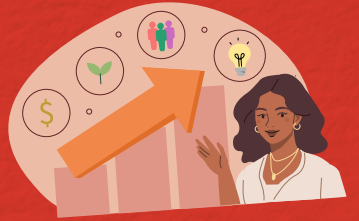


In 2023, we embarked on a significant journey of cultural and management evolution with the creation of the Consumer in the Center Program, whose ultimate goal was to enable the fulfillment of our corporate mission, reinforcing our focus on the consumer, strengthening our culture, and positively impacting the 2022/2026 Strategic Plan. For 2024, the goal was to consolidate the mechanisms that had been created the previous year:

- **Leadership Principles:** guide the way we work and make decisions at **3corações**;
- **Bar Raiser:** brings a new method of selecting people based on the connection the candidate demonstrates with the Leadership Principles;
- **PR/FAQ:** tool that supports the innovation process;
- **Metrics:** establishes a new way of measuring our performance, based on our Prosperity Cycle;
- **Narratives:** resource used for producing content and conducting meetings, replacing Slides or PowerPoint presentations;
- **Operational Plan (OP):** model that brings together, in a single process, the planning of metrics, initiatives and budget for the following year;
- **SSC (Shared Services System):** joint processes that are common to several company activities.

Leadership Principles

The **3corações** Leadership Principles were launched in 2023 as part of the Consumer at the Center Program initiatives. They reflect a lifetime of learning: our experiences, reflections, and paths to overcoming challenges and helping us thrive. Our Leadership Principles guide our way of working and making decisions, serving as a cultural artifact connected to the company's strategy. By formalizing them among all employees, at all hierarchical levels, we perpetuate our culture and way of working.



Sustainable growth

Consumer in the Center Program

(GRI 3-3)

SDG related to this page





Sustainable growth

Consumer in the Center Program

To create the Principles, **3corações** formed a multidisciplinary committee composed of leaders who not only had in-depth knowledge of the company's culture but were also role models within it, with direct input from the Executive Board. The process included interviews with both experienced and new leaders to consolidate diverse perceptions and ensure that the Principles reflected the company's reality and aspirations. This collaborative and inclusive approach, with the direct involvement of senior leadership, ensured that the Principles were aligned with **3corações'** strategic vision and values.

Among the Leadership Principles, one directly connects to the ESG (Environmental, Social, and Governance) agenda: Principle 9 – Build a sustainable enterprise. The inclusion of this principle was a strategic decision by the committee, with a key role played by our President, Pedro Lima. **3corações** continually strives for improvement in this area. Therefore, having a Leadership Principle dedicated specifically to ESG demonstrates the company's firm commitment to further development in this vital area.

Our Leadership Principles are alive and well, and are embedded in everyone's daily lives at **3corações**. They are constantly being worked on and cited at the beginning of every company meeting, ensuring they are always present in the minds and actions of employees.

To ensure that employees learn about and experience these cultural artifacts, we offer training, promote rituals, and hold events throughout the months. Below are some examples.



Actions to strengthen Leadership Principles and the Prosperity Cycle throughout the company

Leadership Principles Launch Meetings at Units. All employees, from all business areas, were able to participate in the events, which had a specific ritual: local leaders presented the 2024 Theme (Consumer at the Center) and explained the concepts of the Leadership Principles and the Prosperity Cycle, using practical examples of actions and behaviors. Participants received buttons and folders and had a moment to reflect on the content displayed.



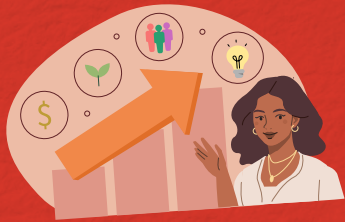
Sustainable growth

Consumer in the Center Program

Principles Journey. Another initiative to strengthen the Leadership Principles was a leadership training session, which explored each Principle in more detail and provided a solid foundation for understanding and application in the workplace. The content was produced internally, through a collaborative effort between the Human Organizational Development (HOD), Training, and Communications departments. In total, 24 pieces of content were made available to leadership, and 94% of leaders completed the journey. The training was also made available to other Group employees.



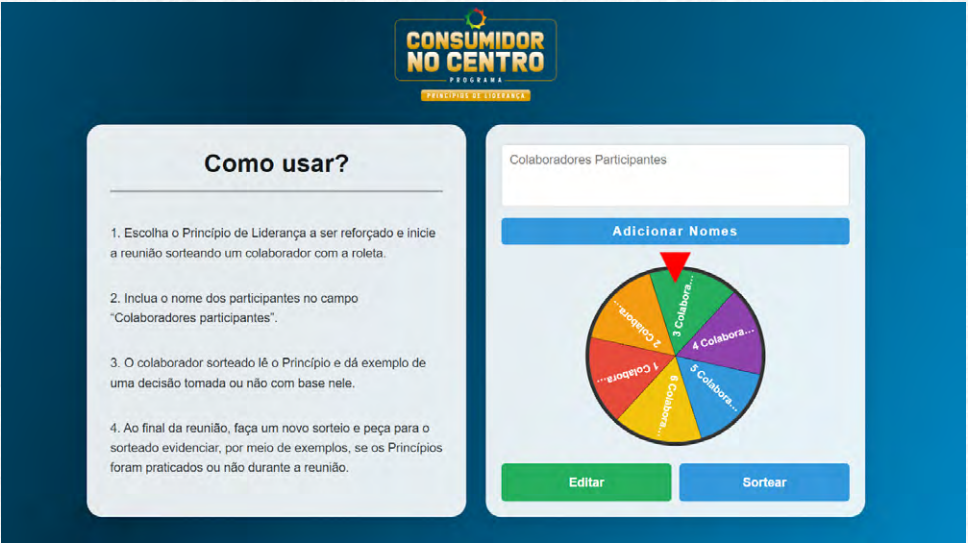
Principle-Based Assessment. In 2024, the Competency-Based Performance Assessment was replaced by a new assessment based on our 9 Leadership Principles. The change was driven by the replacement of Organizational Competencies with Leadership Principles, representing an evolution in the people development process. To support employees in this transition, the HOD team at Saber provided training with guidance on the new process. Principle-Based Assessment is applied to employees in Management, Specialist, Analyst, and equivalent positions. Integrator employees, including Assistants and similar positions, also participate in the process.



Sustainable growth

Consumer in the Center Program

Principles Roulette. The Leadership Principles Roulette is a dynamic way to materialize Principles at the beginning of meetings. It works like this: the meeting organizer chooses a Leadership Principle to reinforce and randomly selects a collaborator to read the Principle and give an example of a decision made or not based on it, during that week or period. At the end of the meeting, a new draw is made, and this time, the chosen participant must demonstrate, through examples, whether or not the Principle was practiced during the meeting.



Quote of the week. Every Monday, a card is shared via corporate WhatsApp with a quote that reinforces a Leadership Principle. The quotes can be behaviors expected or phrases said by thinkers or important figures.



Sustainable growth

Consumer in the Center Program

Other supporting materials. To recognize people, initiatives, behaviors, and actions that exemplify our Leadership Principles, the Principles are present in the content developed by the Communications department, such as campaigns, articles, and announcements; in-person and online training; and in results reports and meetings.

Individually, employees are also encouraged to use the Principles in team activities, in WhatsApp and Google Chat groups, and at other times in their work routine. Due to this, support materials, such as WhatsApp stickers, institutional presentations, and WhatsApp cards, have been made available. These materials reinforce the content of each Principle, highlight expected and unacceptable behaviors, and can be used across a variety of media.



Leadership Principles and Prosperity Cycle Handbook

During the end-of-year celebrations, employees received a booklet on the Leadership Principles and Prosperity Cycle. The result of a long process of cultural development and evolution, the booklet represents a commitment to the Principles. The document aims to help internalize this cultural artifact in everyone’s daily lives, serving as a reference for decision-making, with the consumer at the center of everything we do. The booklet is available in print and digital versions.



Consumer in the Center Program

Bar Raiser

In November 2024, **3corações** Group celebrated its first anniversary of implementing Bar Raiser, a mechanism within the Consumer in the Center Program that introduced a new way of hiring managers and specialists, based on our Leadership Principles. Since then, the company has been reaping the rewards that have positively impacted its results. We trained 923 leaders and HR professionals, and the attrition rate (percentage of employees who left the company) among those hired decreased from 15.60% to 11.61%, indicating an improvement in employee retention after implementing the method.

How does the method work?

- Resume screening and behavioral interview with HR;
- Functional interview with the hiring leader, to check knowledge of the role;
- A cycle of up to seven interviews based on Leadership Principles, conducted by **3corações** leaders from various areas. The objective is to assess candidates on the nine Leadership Principles, through their accounts of their previous professional experiences.

Who are the Bar Raisers?

Bar Raisers are leaders chosen by senior management to be the guardians of the methodology's application within the company, with expertise in all aspects of the recruitment and selection process, including conducting interviews, assessing talent, and applying the Leadership Principles. We currently have 11 certified Bar Raisers, and another five are in training. To become a Bar Raiser, an employee must complete a three-phase qualification process: training, qualification, and practical training.

The remaining leaders, who are not Bar Raisers, participate in online training to strengthen the recruitment and selection process for new employees. This training consists of three courses: on the Saber platform, participants attend theoretical training on the Bar Raiser Process and Interview Techniques. The Talent Acquisition team conducts practical experiences, including the opportunity to simulate interviews with market executives, prepare an Interview Report, and conduct a Debriefing. So far, 992 people, including leaders and HR professionals, have been trained.



Sustainable growth

Consumer in the Center Program

Management Model Evolution

The 3corações Group has undergone an evolution in its Management Model that will make the company more efficient and productive in its operational planning and daily routines. With a customer focus and integration of metrics, initiatives, and resources, the company's new management model is more integrated and dynamic, allowing employees to focus on what truly matters, preparing them for future challenges.

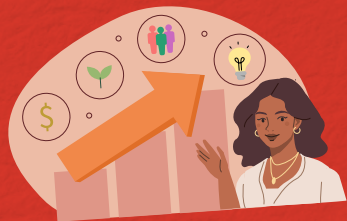
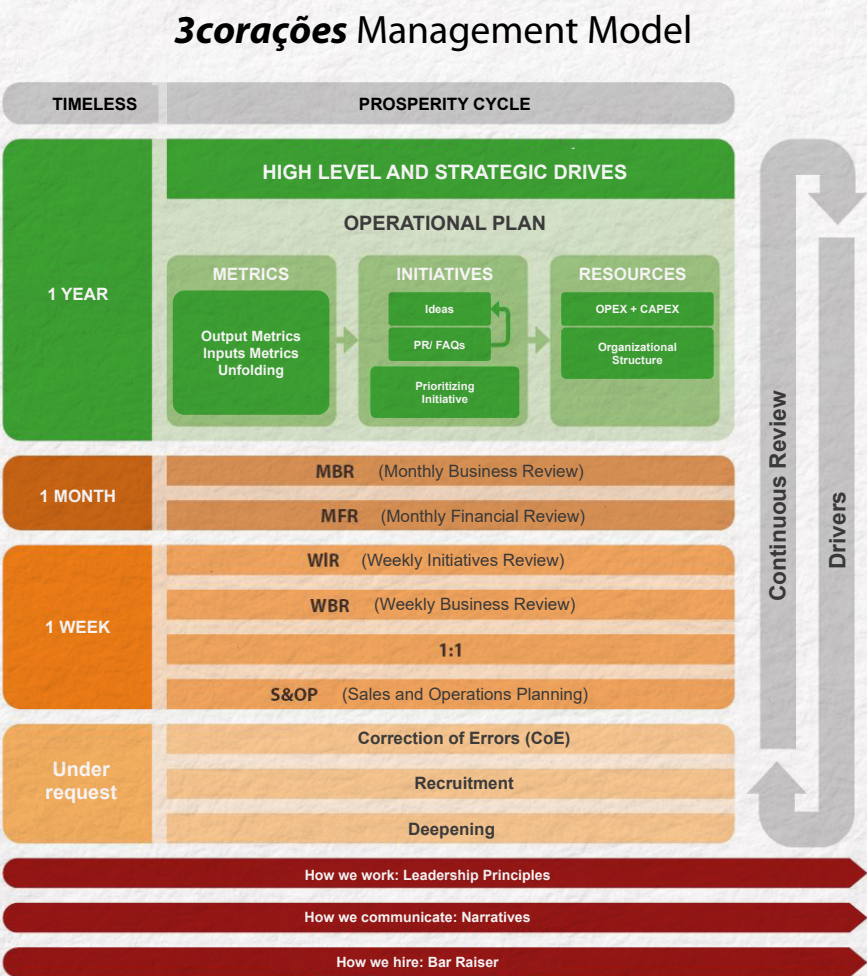
In the new model, everything is interconnected to ensure focus and efficiency.

- **Metrics:** We monitor input (controllable actions) and output (results) indicators to quickly adjust our strategies.
- **Initiatives:** Projects and ideas are prioritized based on impact and strategic alignment, using clear and objective processes.
- **Resources:** Budget and organizational structure are directed to support priority initiatives, maximizing results.

This connection ensures that every action has a purpose and that every resource is used wisely, always focusing on generating value for the consumer and the business. The model is also supported by rituals that ensure continuous focus, execution, and learning.

- **Weekly and Monthly Reviews:** Clear rhythms, such as WBR (Weekly Business Meeting), WIR (Weekly Initiative Meeting) and MBR (Monthly Business Reviews) enable constant monitoring of metrics and initiatives, ensuring agility in responding to deviations and opportunities.
- **On-Demand Reviews:** Bug fixes, deep dives, and targeted discussions ensure urgent issues are addressed without delay.

These rituals create a collaborative environment in which the Board's strategic direction is constantly fed back into the discussions and learnings generated during the meetings. Thus, our strategy is not static, but rather living and adaptable to the needs of the business. The model is anchored in three fundamental pillars that guide our culture and practices: Leadership Principles, Bar Raiser and Narratives.



Sustainable growth

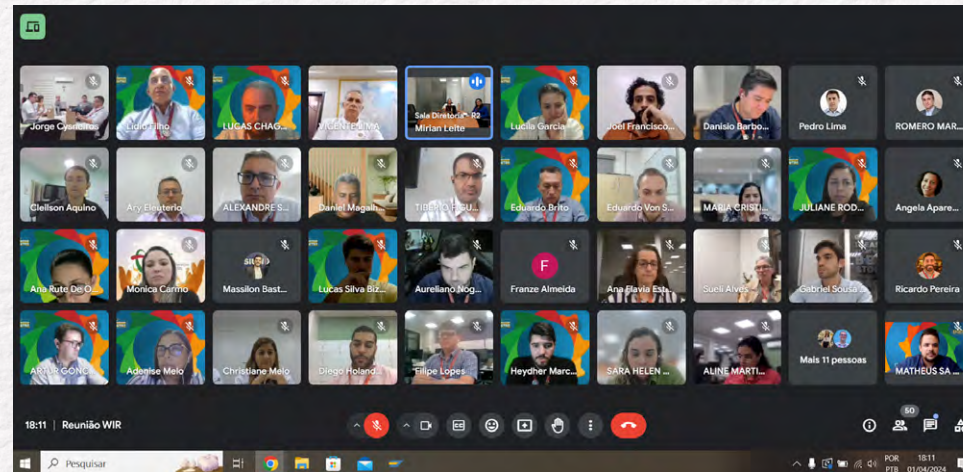
Consumer in the Center Program



Management Rituals

With the Consumer at the Center Program, the **3corações** Group implemented new management rituals focused on leadership and their subordinates. The new meeting formats help monitor people's development and monitor the company's results. Check it out.

WIR (Weekly Initiatives Review) - This review aims to review the status of each critical initiative that the company has identified and included in its annual operational plan (or added to the plan based on new opportunities identified during the year). It is a comprehensive meeting to monitor initiatives, including projects, software enhancements, process improvements, the status of ongoing PR/FAQs, high-impact ideas registered in Caféia Ideias, and new products.



Narratives

In 2024, **3corações** Group implemented another mechanism as part of the Consumer in the Center Program to make communication increasingly objective and transparent: Narratives. They are a powerful content preparation mechanism that replaces slide or PowerPoint presentations in all meetings whose purpose is to: inform, explain, debate (seek the truth) and decide on a matter.

To ensure better governance of the content created, an app was created that brings together all the narratives developed within the company. Additionally, training on the topic is available on our learning platform, Saber, and we have facilitated book readings on the topic.



Sustainable growth

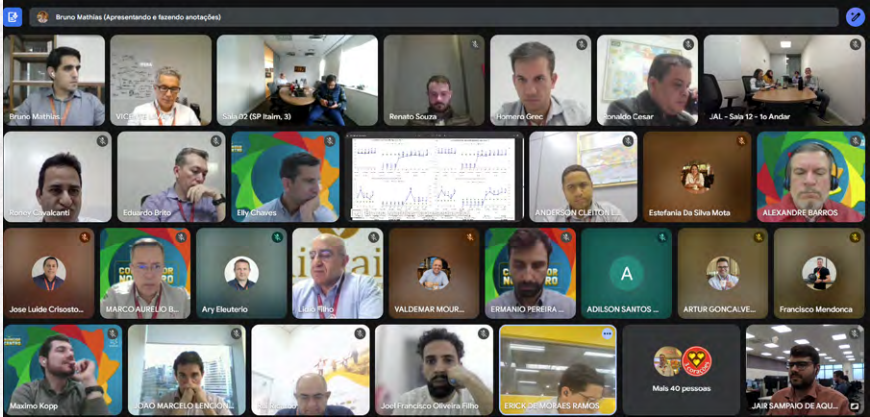
Consumer in the Center Program



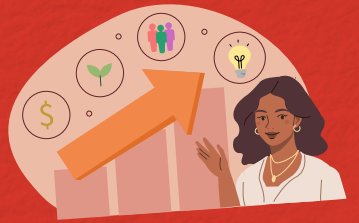
WBR (Weekly Business Review) - This is a meeting attended by the entire **3corações** Executive Board and its leaders, where the results of relevant metrics for the Group's operations are reviewed weekly. The goal is to delve deeper into the understanding of the results presented so there is time to correct course if the metrics are not met. It is important to emphasize that the leaders who manage the metrics and their teams review the information before the meeting and dedicate the necessary time to investigate and understand each variation, coming to the WBRs prepared to explain these variations in a detailed, data-driven manner.



MBR (Monthly Business Review) - This is the company's monthly results meeting, which discusses the performance of the indicators that comprise each manager's performance breakdown. The content to be discussed is prepared in a narrative format (not PowerPoint slides), up to 6 pages long, presenting the data concisely. The goal is to promote a rich and engaging discussion among meeting participants, emphasizing the most relevant data and results and ensuring that time is optimized for analysis and decision-making.



1:1 Meetings - Weekly meetings between the leader and their subordinate. The agenda is proposed by the subordinate, and other topics such as feedback, problems faced by subordinates, deliverables and deadlines, goals, personal and professional development, and support needs are also addressed. All leaders and the administrative team received training with guidance to optimize the meeting. In-person meetings were also held to encourage leaders to foster connections and strengthen teams, such as the 2nd Meeting of Leaders from the Commercial and Logistics areas of the state of São Paulo, where employees were trained to conduct 1:1 meetings and provide feedback.



Sustainable growth

Consumer in the Center Program



Operational Plan

At **3corações**, we strive for excellence in everything we do, and we're always striving for improvements to ensure increasingly efficient results. With this goal in mind, we implemented the Operational Plan in 2024: an annual planning model that provides us with an integrated and strategic vision, in which metrics, initiatives, and resources are defined in a cohesive and interdependent manner.

With OP, we now have a single process for metrics, projects, initiatives, and resources. By planning and executing, we ensure that each area aligns with the organization's objectives (EANs), effectively contributes to the Prosperity Cycle, and utilizes resources efficiently and strategically.

Relay Campaign

To engage employees in the development of the OP, the OP Relay campaign was developed. Inspired by the Olympic spirit, the campaign brought the concept of a relay race to monitor the teams' deliveries in the construction of the plan, marking the completion of the schedule stages with the symbolic passing of the baton.

Baton passings took place during online and in-person meetings and became a ritual, with employees receiving baton passes from their colleagues so they could continue the race until the end. Company directors were present, reinforcing the lessons learned during the process, as well as best practices.



In this first cycle, 25 consolidation plans were developed, bringing together the main themes that guide **3corações'** business strategy. Among these, one plan was exclusively dedicated to consolidating practices and initiatives focused on the pillars of governance and socio-environmental issues. This dedication demonstrates the relevance of ESG and its strategic integration at **3corações**, reinforcing our commitment to sustainability and corporate responsibility.



Sustainable growth

Consumer in the Center Program



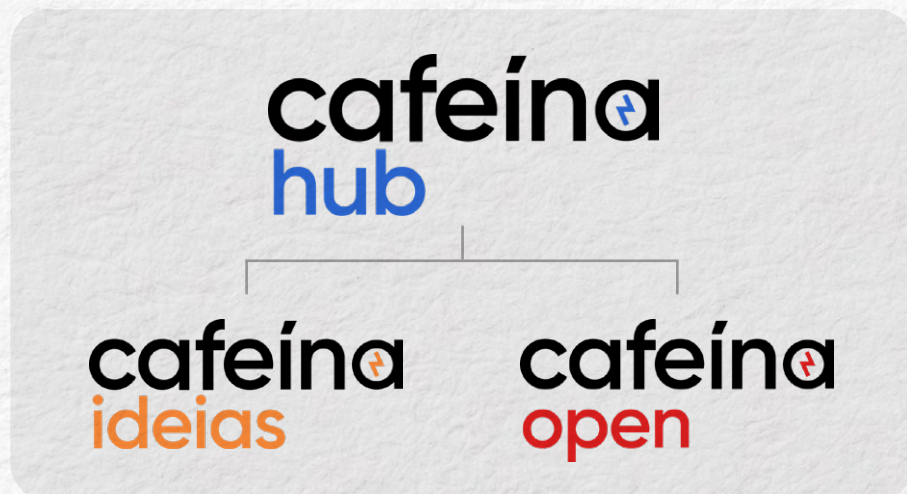
Construction of the SSC (Shared Services System)

In 2024, **3Corações** Group began creating its Shared Services System. The project is part of the company's cultural and management evolution process and aims to improve the level of service to customers, consumers, employees, and suppliers by grouping processes that are common to several of the company's activities. The SSC reinforces the concept of synergy between related activities to ensure a well-executed end-to-end operation, with greater agility, synchronization, and, consequently, better results. It is structured around the triad of people, processes, and technology, consisting of three tracks: Customer Service, Employee Service, and Supplier Service.



Sustainable growth

Consumer in the Center Program



Driven by Leadership Principle 4 - Enterprise and Innovate, which stimulates restlessness, curiosity and the transformation of needs into opportunities, **3corações** incorporates innovation as a fundamental aspect to its governance and its essence. We believe that the constant search for new ideas, agile testing and learning, and internal entrepreneurship are essential vectors for employees to generate value for the business and act as agents of transformation, paving a path for growth that considers both business success and the positive impact on society and the environment.

Caffeine Hub

Cafeína Hub is a digital hub that houses our innovation programs, Cafeína Ideias and Cafeína Open. Through them, we seek to improve our business, empower our employees, and foster initiatives that drive innovation and delight consumers. Since our launch, we've connected with startups across Brazil, and our employees have contributed new ideas to solve the organization's challenges by participating in ideation and innovation workshops. We also have a group of innovation ambassadors, the Cafeíners, who have embraced their role of disseminating innovative practices and encouraging their colleagues to participate.

In 2024, the Innovation team consolidated Cafeína Hub's operations, expanding the reach of its programs, as we will see below.

Caffeine Ideas

Cafeína Ideias focuses on intrapreneurship, seeking to encourage and consolidate a culture of innovation in the daily lives of employees. In 2024, the online idea submission platform was redesigned, allowing ideas to be submitted at any time and by any employee, regardless of position, unit, or department. This impacted nearly 20% of employees, who, in addition to submitting ideas, can also volunteer to evaluate their colleagues' ideas.

Caffeine Open

Cafeína Open aims to connect **3corações'** various business areas with startups in the ecosystem, fostering the company's innovation, technology, and competitiveness. Through public challenges, we receive applications from startups or actively seek partners. Submitted solutions undergo internal evaluation, and those selected are invited to Pitch Day. After the final decision, the selected solutions will develop a Proof of Concept (POC) in partnership with the **3corações** team.



Sustainable growth

Innovation

(GRI 3-3)

GDS related to this page





Caffeine Week

Cafeína Week, a week dedicated to innovation-related topics, boosted innovation and the generation of new ideas with exclusive content from experts and guests. The program offered lectures and discussions on continuous learning, the application of artificial intelligence in business strategies, and future trends in technology and professions information.

A highlight was the hackathon, where participants explored the potential of AI to develop disruptive solutions. Another highlight was the closing ceremony, where we recognized the support provided by managers, evaluators, and Cafeíners and celebrated the ideas presented by our collaborators, rewarding those that brought the greatest impact (qualitative and financial return).



Sustainable growth

2024 numbers

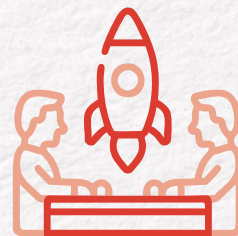


Record of **1,127 ideas** generated and **17 MVPs** created



50 workshops, with **1,740 employees** trained and **81 hours** training

+ 10 hours of content that impacted about **2,000 collaborators**



Contact with **135 startups**, resulting in nine partnerships and proofs of concept

64 Cafeíners active in the program



+ R\$ 1,3 million invested, achieving a **ROI of 326%** and a return projection of **R\$ 8,1 million** only in Cafeína Ideias



2 national awards of innovation: Award of Intrapreneurship from AEVO and Valor Inovação

Innovation



Digital Legal

The Legal department promoted innovation and efficiency through strategic initiatives. In collaboration with the Digital Transformation department, it held its first RPA Day, identifying 55 automation opportunities, of which 22 were prioritized. The team participated in the AB2L Congress in São Paulo to update and gain new perspectives. Internally, they created tools to optimize information searches and implemented automation for reports, processes, and workflows. Recognition for these efforts culminated in AB2L's Jurídico Infinity 2024 certification, a testament to the Legal Department's excellence in innovation, people management, efficiency, and strategic partnerships.

My HR Project

To give employees across Brazil greater autonomy in managing time and paycheck checks, and electronically signing documents such as time sheets, notices, and vacation receipts, **3corações** Group implemented an app called "My RH". The project was completed in 2024 and represents a significant milestone in the company's digital transformation journey. It is expected that over 90% of HR documentation will be digitized or natively digital, contributing to reducing paper use and reinforcing our environmental commitment.

Project numbers in 2024

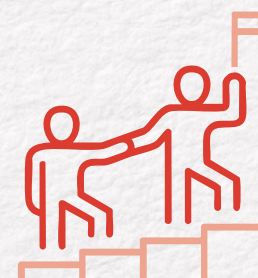


100% of Units
with access to
My HR



23 training classes for HR
and Leadership - in person
and online

More than 30,000
documents were
electronically
signed, between
February and
December 2024



All leaders were
trained to use the
platform



Sustainable
growth

Innovation



TPM Program

The Total Performance Management (TPM) Program is a methodology that aims to minimize losses and waste across all operations. In addition to focusing on equipment maintenance, there is also a component focused on training and developing the skills of our employees. The goal is to ensure everyone's involvement in improving the quality of manufactured products and ensuring "zero breakages," "zero waste," and "zero accidents."

TPM Highlights in 2024

In December, **3corações'** Eusébio Unit celebrated its employees' achievements at an event themed "Cafés pelo Brasil," focusing on the TPM methodology and the Consumer in the Center Program. The ceremony recognized the year's highlights.

Several categories aligned with Productivity, Quality, Delivery, Costs, Safety, Morale, and Environment indicators were recognized. Employees with the best Point-to-Point Lessons (LPPs), the autonomous cell with the greatest adherence to TPM, outstanding performance in 5S and the Care Card, and the best Kaizen Express were recognized, demonstrating the Unit's commitment to operational excellence and a safe and engaged work environment.

The Natal and Mossoró Units also made significant progress in implementing the TPM methodology. In Natal, leadership underwent intensive training on the four pillars of TPM, culminating in the official launch of the methodology with the participation of all employees, becoming the third plant in the group to adopt TPM. The Mossoró Unit was certified in Step 2, focusing on the elimination of dirt sources and hard-to-reach places, preparing for the next stage of Autonomous Maintenance with the aim of training operators and ensuring autonomy and ideal operating conditions for the equipment.



Sustainable growth

Innovation



3corações, through its joint venture with Positive Company, has entered into a strategic alliance with Unnix Indústria e Comércio SA, owner of the healthy snack and flour brands Zaya and Zaytas. This initiative represents a significant shift in the “Grow Sustainably” lever, expanding our presence in the promising market for healthy, nutritious, and conscious food.

The synergy provided by **3corações** Group’s sales and distribution platform will allow new brands and products to reach a greater number of points of sale quickly and efficiently, further increasing the company’s availability and visibility in a wide range of market segments. This merger demonstrates our commitment to identifying and integrating growth opportunities that align with consumer trends and strengthens our position in segments with long-term sustainable development potential.



Sustainable growth

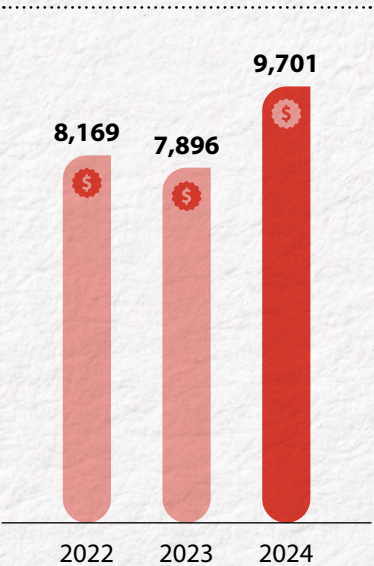
Acquisition of new business

SDG related to this page



To demonstrate our commitment to sustainable growth in a clear and transparent manner, we present below a comparative overview of **3corações** Group's main accounting and financial indicators for 2024, compared to previous periods. A key highlight is gross revenue, which reached R\$11.794 billion in 2024, representing significant growth of 19.76% compared to 2023. This detailed numerical analysis report aims to reflect the company's performance, highlighting the evolution of our results and the financial strength that underpins our continuous and responsible growth. Through this demonstration, we reinforce our commitment to transparency and accountability to our stakeholders, including the creation of long-term value for our shareholders, allowing an objective assessment of our sustainable growth trajectory.

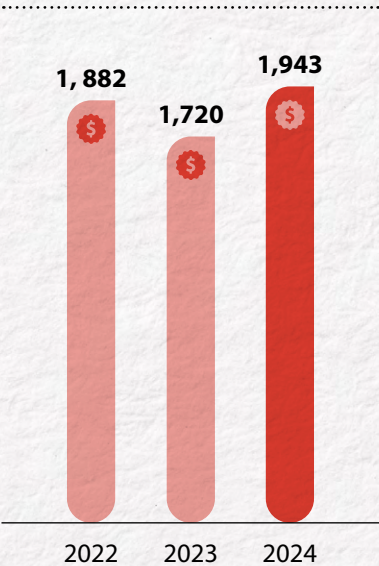
NET REVENUE
(R\$ MILLION)



**Net revenue of R\$9,701 million in 2024
(22.85% vs 2023)**

The increase in net revenue was mainly due to the increase in sales price to protect against constant cost increases of its main raw material.

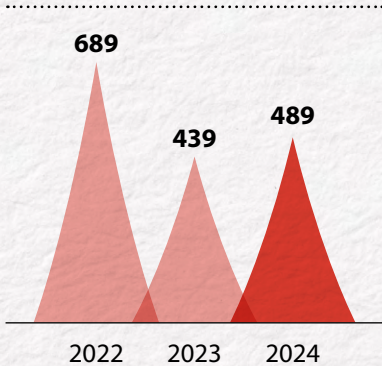
GROSS PROFIT
(R\$ MILLION)



**Gross Profit of R\$ 1,942 million in 2024
(12.96% vs 2023)**

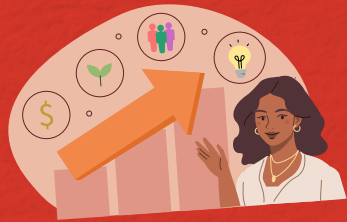
Despite there being an increase in gross profit compared to 2023, there was a drop in the gross margin in 2024 (20.03%) compared to 2023 (21.78%), showing that the price transfers made were still not sufficient to offset the increase in costs and maintain the same margin as in 2023.

EBITDA
(R\$ MILLION)



**Final EBITDA of R\$489 million
(11.44% vs 2023)**

The increase in EBITDA demonstrates the resumption of growth, driven by the expansion of the mix products, even in a challenging year for the coffee segment.



**Sustainable
growth**

**Financial
performance**
(GRI 201-1, 3-3)

SDG related
to this page

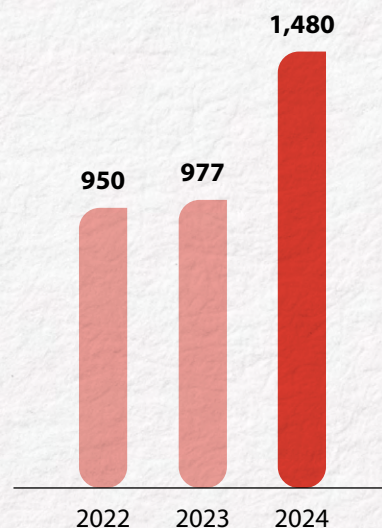




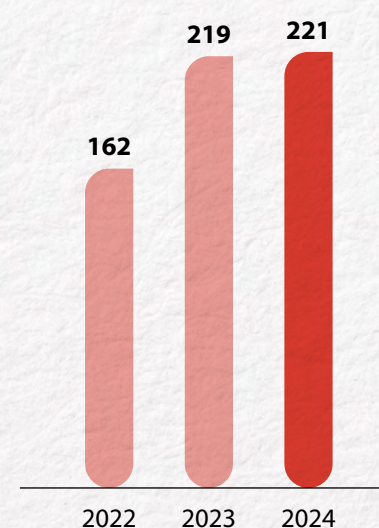
Sustainable growth

Financial performance

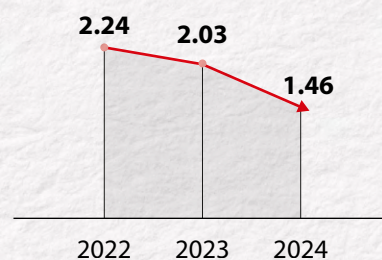
WORKING CAPITAL (R\$ MILLION)



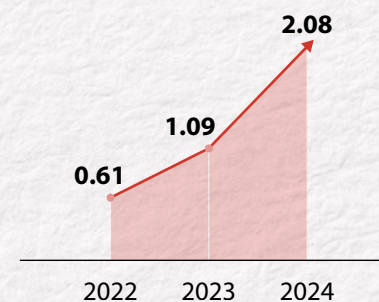
CAPEX (R\$ MILLION)



WORKING CAPITAL / NET DEBT



NET DEBT / EBITDA



Explanatory note: Figures disclosed in the Financial Statements, that is, the consolidated result of **3corações** Group.



Social

Levers

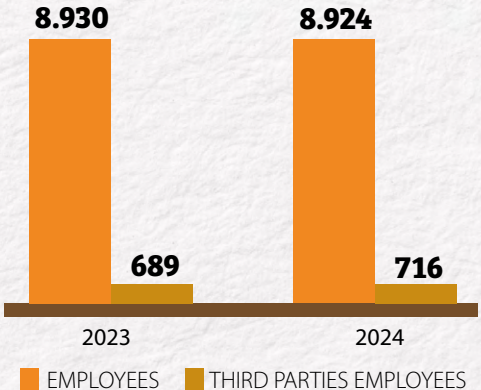
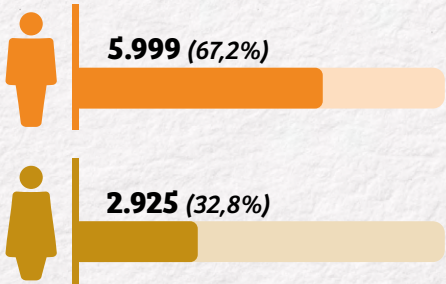
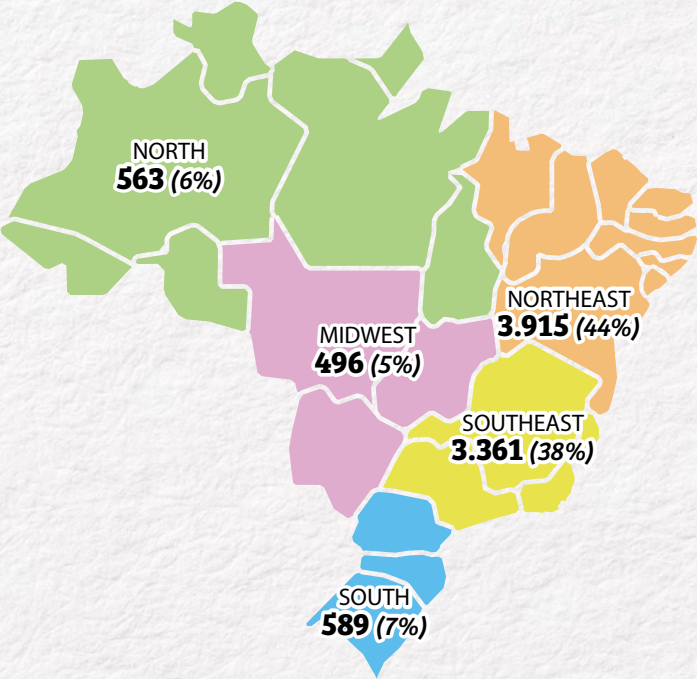
- Respect and value people and cultures
- Promote physical and mental integrity
- Delight customers and consumers
- Promote the sustainable value chain
- Positively impact the community



Imagine a place where commitment to workplace excellence isn't just a promise, it's the very heartbeat of the company. At **3corações**, we build a vibrant space where simplicity and sincerity weave genuine and lasting human bonds. This philosophy, inspired by the vision of our founder, João Alves de Lima, has been the compass that has guided us since 1959.

Every day, we dedicate ourselves to creating a unique universe: a mosaic of welcoming diversity, where each individual feels truly included. Here, trust is the foundation, transparency illuminates the paths, and genuine care for people is our most precious asset.

At **3corações**, we don't just work; we cultivate an ecosystem where everyone is valued, opportunities blossom, and the future is built with passion and purpose. Come experience the human warmth that energizes every cup and every smile on our journey!



Respect and value people and cultures

Our people

(GRI 2-7, 2-8)





In 2024, employees from the Human Organizational Development (HOD) and Human Resources Business Partners (HRBs) departments provided feedback to leadership and presented the results to employees, reinforcing active listening. This resulted in action plans monitored by HODs and HRBs, totaling 223 initiatives (118 ongoing, 104 completed), with ongoing monitoring.

Additionally, the continuous Engagement Survey “Pulses by Gupy” monitors the climate in real time, identifying trends and enabling agile interventions. The Pulses platform highlights critical areas and empowers leadership with a dashboard for analysis, feedback, and rapid action, reinforcing engagement. This tool has been in use since 2022. Currently, Pulses is applied to 9% of employees, and we are evaluating its expansion to strengthen people management and engagement within the company.

Between September and October 2023, **3corações** conducted its 7th Climate and Engagement Survey, collecting employee opinions on the work environment, leadership and pride in the company.



Respect and value people and cultures

Climate and engagement management



Working Group - Diversity, Equity and Inclusion

2024 was the Year of Diversity and Inclusion at **3corações**. To strengthen this theme within the company and build a more welcoming, safe, diverse, and inclusive work environment, the Working Group (WG) - Diversity, Equity, and Inclusion was created. The WG was created to plan and promote actions aimed at developing the company's culture, aiming to make it more diverse and inclusive, which also contributes to strengthening Leadership Principle 2 - Build legitimate and lasting bonds.

The WG is made up of 12 volunteer employees from various areas of the company, representing different aspects of diversity and committed to the cause. They also have the ability to communicate with other colleagues and engage them in our future diversity initiatives. In monthly meetings, the WG studies, learns, discusses, maps needs and opportunities, and proposes actions and improvements for **3corações**, across the different dimensions of diversity.



Respect and value people and cultures

Respect and inclusion

(GRI 3-3, 405-1)

SDG related to this page





The first training classes were aimed at the areas of Tax, Costs, Human Resources, R&D, and Controllershship. The course is expected to be adapted to an online format in 2025 and made available on the company's virtual learning platform.

1st Internal and Diversity Census

Between November and December 2024, the first edition of **3corações'** Internal and Diversity Census was conducted. A form was made available to all Group employees, who could respond, anonymously or identified, on aspects such as marital status, education, race, disability, gender identity, and sexual orientation. With the participation of 7,279 employees, we reached 83% of participation in the Census. During the campaign, videos of employees self-identifying and sharing their perspectives on diversity were released. The data collected will serve as a basis for considering actions that promote a more welcoming, safe, diverse, and inclusive work environment. All information provided was treated confidentially, in compliance with the requirements of the LGPD.

Among the actions implemented by the WG in 2024, the following stand out:

Literacy

Literacy initiatives for our people: Based on the theme "Building a respectful and inclusive workplace," employees understand the importance of practicing a culture of respect and inclusion. During the course, they learned about concepts related to diversity, equity and inclusion, and unconscious bias. They understood why it's so important for companies to invest in diversity, and learned examples of how prejudice can manifest itself in the workplace.



Respect and value people and cultures

Respect and inclusion



Relationship with the Government

3corações was invited by the Ministry of Labor, through the Regional Labor Prosecutor’s Office 7th Region, to participate in two meetings: on June 25, which dealt with the project “LGBTQIAPN+ Employability: Public Policies, Companies and Human Rights”, which is executed by the Regional Coordination for the Promotion of Equal Opportunities - COORDIGUALDADE, and, on December 5, with the theme “Practicing racial and gender literacy in leadership spaces”.

“In our way of being, there is RESPECT” Campaign

Every year, we run an anti-harassment campaign. In 2024, the highlighted theme was RESPECT, which aimed to reinforce to our employees that we do not accept behavior that affront people’s dignity, such as practices such as ageism, racism, sexism, LGBTphobia, sexual harassment, among others. And, to make this a reality, we work with the motto: In our way of being, there is RESPECT. The pieces were released throughout the year on dates celebrating diversity and the fight against various types of harassment and prejudice, sharing the Ombudsman’s contact information. The themes were as follows:

Theme	Disclosure period
Respect for all religions	January - Day to Combat Religious Intolerance
Respect for LGBTQIA+ people	May - International Day Against LGBTphobia
Respect for all generations	June - World Elder Abuse Awareness Day
Respect for women	August - International Women’s Equality Day
Respect for black people	November - Black Consciousness Day
Respect for people with disabilities	December - International Day of Persons with Disabilities

RESPEITO

A TODAS AS PESSOAS COM DEFICIÊNCIA

SAIBA MAIS SOBRE O TEMA



3 de dezembro

Dia Internacional das Pessoas com Deficiência



Na **3corações**, respeitamos e damos valor a todas as pessoas com deficiência. É nossa responsabilidade oferecer um ambiente de trabalho acolhedor, seguro, diverso e inclusivo aos PCDs auditivos, visuais, físicos e intelectuais, para citar alguns. Acreditamos que, ao garantir oportunidades iguais em todos os níveis da empresa para as pessoas com deficiência, valorizando sua paixão e talento, promovemos a inclusão e construímos uma empresa sustentável.

Combater o capacitismo é mais que legal, é nosso jeito de ser.

0800 0312161 | ouvidoria@3coracoes.com.br





Respect and value people and cultures









Respect and inclusion

Women on the Board

In 2024, we celebrated significant progress in gender equity within our leadership: our Board of Directors became 50% women, bringing the total to four directors with the addition of one additional female member. This significant progress reinforces our ongoing commitment to gender equity across **3corações**, a commitment that earned us the WOB Seal in 2022, an independent initiative that recognizes the presence of women on boards of directors or advisory boards.



Board of Directors

 Shai Babad <i>Chairman</i>	 Ofra Strauss <i>Director</i>	 Hila Mukevisuis <i>Director</i>	 Hilel Kremer <i>Director</i>
 Pedro Lima <i>Vice Chairman</i>	 Vicente Lima <i>Director</i>	 Daniela Manãs <i>Director</i>	 Paula Lima <i>Director</i>



Respect and value people and cultures

Respect and inclusion



International Women's Day

Every year, we celebrate International Women's Day, highlighting the importance of those who, with optimism, resilience, and courage, transform society, the job market, and their homes. As is tradition, the campaign featured the participation of female employees representing the female talents of the company's business areas. The celebrations began with a lecture hosted by Getúlio Vargas Foundation (FGV), where our employees, both men and women, learned more about Diversity, Equity, and Inclusion from Professor Dr. Denize Rodrigues. Our units hosted celebrations, gift giving, and activities such as self-defense classes, lectures on the Maria da Penha Law, and a discussion with psychologists about sisterhood based on the book "Make It Happen."



*Respect and value
people and cultures*

**Respect
and inclusion**



School Program

With the School Program, the company subsidized undergraduate, postgraduate and technical courses for 60 employees in 2024, demonstrating its support for academic and technical development. For another 16 employees whose roles require fluency in one or more languages, the company offered the Language Grant, an opportunity to enhance language skills and abilities through deep immersion in language learning. More than 800 hours were dedicated to learning, with an average of 46.68 hours of study per employee. Additionally, 108 employees participated in external courses focused on improving behavioral and technical skills and business knowledge.



3 *corações* constantly invests in the development of its employees through a series of structured programs that, in 2024, resulted in 61,909 hours of training, 32% of which were aimed at women.

Heart Accelerator Program

In partnership with FGV, **3** *corações* promotes the Heart Accelerator Program, an in-company MBA. In 2024, the initiative trained 39 leaders and impacted more than 40 other listeners through lecture series, covering topics related to the company's ESG agenda.



Respect and value people and cultures

Employee Development

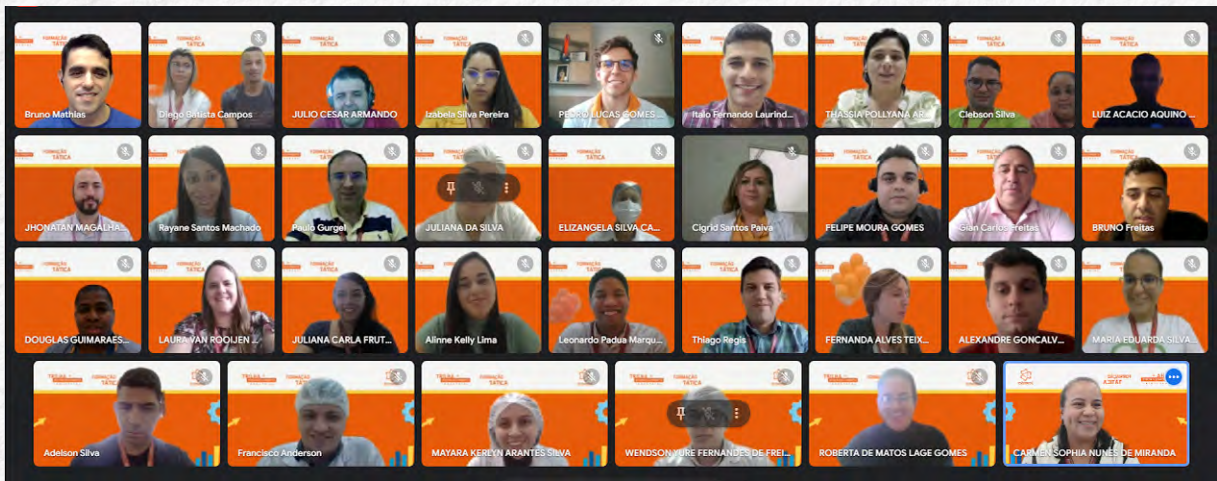
(GRI 3-3, 404-1, 404-2)

SDG related to this page



Development Path

The Development Path Program aims to develop employees so they are ready to take on future opportunities as they arise. Training is divided into three levels:



- **Base Category:** aims to train our operational team and those in entry-level positions within the company so that they can take on positions of greater complexity and responsibility.
- **Tactical Training:** *3corações*' career acceleration initiative that aims to train employees to ensure they are ready to take on future management opportunities within the company.
- **Strategic Leadership:** this training aims to accelerate the development of leaders and prepare them for future opportunities..



Respect and value people and cultures

Employee Development

2024 numbers



COMMERCIAL

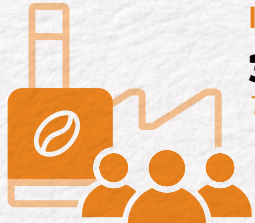
185 employees
Base Category

35 employees
Tactical Training



LOGISTICS

13 employees
Driver Training (Base Category)



INDUSTRY

30 employees
Tactical Training

Coaching Program

Leadership development was prioritized with the Coaching Program, which supported and developed 14 leaders in 2024. The meetings offer the opportunity to promote self-awareness, define strategies to establish and achieve goals related to professional performance, and develop the skills necessary for successful performance.



Training Journey

The Accounting Journey developed 16 employees from the Finance Department, the Digital Trade Journey trained 56 employees from the Commercial Department, and the 1st Industrial Automation Training Journey brought knowledge to 16 employees.

Internship Program

“Fall in love”, **3corações** Internship Program, promoted development activities for 213 interns, focusing on behavioral and technical skills and business knowledge.



Respect and value people and cultures



Você conhece?

1º Encontro de Estagiários 2024

2012 - 2013 - Estágio
2013 - 2014 - Téc. em P&D
2015 - 2017 - Eng. de desenvolvimento de produtos
2017 - 2019 - Coord. de P&D
2019 - atual - Especialista em P&D

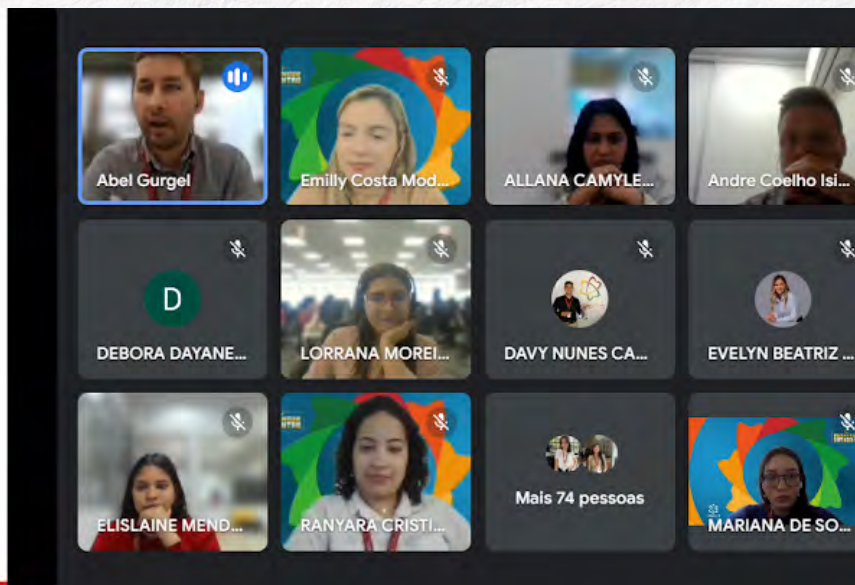
Engenheiro de Alimentos (UFC, 2014)

Pesquisa e desenvolvimento de produtos - na 3corações já atuou com foco em análise sensorial de alimentos, aplicações de produtos e posteriormente teve mais foco em projetos, pegando o desenvolvimento de produtos de ponta a ponta, ou seja - desde a elaboração da fórmula / testes em bancada e industriais / adequação legal e implementação na fábrica (produção). Mais recentemente, lidera uma célula de inovação aberta no P&D, criada no fim de 2023.

Abel Gurgel

12 anos de 3corações
Especialista de P&D
Pesquisa e Desenvolvimento Integradora CE

Apaixone-se
PROGRAMA DE TÍTULOS
3CORACOES



Employee Development



In 2024, we achieved important recognition for the **3corações** Group: we received, for the first time, the Feedback Seal, Awarded by Gupy to companies with a high candidate feedback rate and job opening activity over the past three months. To receive this seal, candidates must receive at least 90% of their feedback and ensure that at least 90% of externally posted job openings are active. The feedback seal is a milestone that reflects the company's commitment to providing feedback to those participating in the selection process. This recognition also highlights **3corações** Group as a company that adopts best feedback practices, promoting an even more delightful and transparent experience for candidates.



Respect and value people and cultures

Employer brand

We implemented the Family Visit Program at the Monte Sião Complex in Eusébio, Ceará, to strengthen the relationship between the company and our employees' families, fulfilling a desire of the teams. The initiative takes place every Saturday and provides a two-hour experience that includes: a presentation of the corporate spaces in the João Alves de Lima building, a moment of fellowship and tasting of products prepared by the Santa Clara Cafeteria located in the building, a visit to the Emporium, a brief institutional presentation, and a tour of the Factory. At the end of the tour, everyone returns to the building for a farewell, receiving a **3corações** product kit as a gift. The following week, employees receive a digital photo to immortalize this moment. Visits are conducted in groups of up to 20 participants, and each employee can invite up to three family members to enjoy this ritual of strengthening ties with **3corações**.



Respect and value people and cultures



Family visits Program

Remuneration

To promote equity, **3corações** maintains a fair wage ratio between the work contracted and the compensation paid. Salary surveys are conducted periodically to ensure that the salary policy is compatible with the market while also aligning with the company's annual budget.

Benefits

3corações reaffirms its commitment to the comprehensive well-being and quality of life of its employees by offering a robust benefits package. "Live Well", as it is known, is structured around five pillars: Finance, Health and Life, Mobility, Food, and Partnerships. In 2024, we maintained essential practices such as Medical and Dental Care, Life Insurance, Funeral Assistance, Payroll Loans, Food/M meal Cards, Basic Food Baskets, Chartered Transportation, Transportation Vouchers, Product Packs, and Educational and General Partnerships, in addition to new features such as:

Health and Life

- Free telepsychology (via Conexa App), 24 hours a day, for employees and 100% subsidized by the company
- 100% free Wellhub Digital Plan for employees and dependents;
- We also demonstrate our care by absorbing most of the amount charged in the annual adjustment of health plans, passing on a partial amount to the employee, minimizing the financial impact of this update.

Finance

- Payroll loan with partner Banco Industrial do Brasil - BIB and its customer service representative (FPE Brasil).
- Individual advice/consulting on retirement through the RGPS (General Social Security Regime) for employees with over 20 years of experience and 50 years of age.

Partnerships

Expansion of the number of educational, commercial, health, and other partnerships, which provide special conditions in various segments for employees and their dependents, such as: CARSYSTEM (vehicle protection), FPE Brasil (benefits administrator and banking correspondent), Dom Cabral Foundation (educational partner), FIA Business School (educational partner), among others.

These actions reflect our continued investment in the overall well-being of our team.



*Respect and value
people and cultures*

Compensation and benefits

(GRI 401-2, 405-2)

SDG related
to this page



Regulatory Standard No. 1 (NR-01)

Regulatory Standard No. 1 (NR-01), which guides Occupational Risk Management (ORM), is constantly updated to improve occupational health and safety. Among the latest changes is the inclusion of psychosocial risk management in the Risk Management Program (PGR). This means that companies must also manage issues such as stress and harassment, reinforcing the importance of employee mental well-being. 3corações has demonstrated a strong commitment to the comprehensive health of its employees, acting proactively to identify, assess, and prevent these risks.

Health and Safety Management System

3corações operates a health and safety management system in compliance with regulatory standards and its internal management process. The program aims to strengthen physical, systemic/organizational, and behavioral defense barriers, defining practices that promote safe behavior and the continuous improvement of facilities and processes. Initiatives such as the safety self-assessment empower employees to stop unsafe activities and report risks, while the Care Program encourages protagonism in safety, encouraging the identification and intervention of substandard behaviors, with monthly records for unit compliance.

Occupational risk management at **3corações** is rigorous, with identification, analysis, and classification in accordance with NR-01 and the ISO 31010 methodology. Specific action plans, based on the hierarchy of controls, are established for Factories, Warehouses, and Distribution Centers, covering employees, contractors, and visitors. These plans are systematically monitored by the Risk Management Program (RMP), an integral part of the Occupational Health and Safety Program (OHSP), a strategic indicator audited annually. In addition, hazardous and unhealthy work reports (NR-15 and 16) are prepared by Safety Engineers and monitored monthly by the SESMT area, which also conducts regular inspections (Safety Route, Emergency Brigade and CIPA) and ensures a structured process of communication, analysis and learning from accidents and incidents. The PST is reviewed annually to ensure continuous improvement and direct security investments.



Promoting physical and mental integrity

Health and safety management system

(GRI 3-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8)

SDG related to this page





Telepsychology

3corações understands that taking care of your mental health is essential for a balanced work-life balance. With this in mind, in 2024, a new benefit was implemented: the telepsychology services, 100% subsidized by the company, free of charge, for all employees. This new feature was the result of an employee request during the Climate Survey and is directly linked to the Care value and Leadership Principles 2 - Build Legitimate and Lasting Bonds and 9 - Build a Sustainable Company. The service, available 24 hours a day, is provided by psychologists in partnership with Dr. Aon..

Integrated Support

Employees with mental health need to receive close support from HR, a multidisciplinary team from the Occupational Health department, and their managers. This team ensures that appropriate treatment is being provided, connects employees to the Health in Focus program, and provides meal vouchers as a social benefit for those awaiting the INSS (National Institute of Social Security) process.

Wellhub

The platform offers health and wellness activities to care for the body and mind, with options for guided meditation apps, therapy sessions with psychologists, and holistic therapies.



Promoting physical and mental integrity

Mental health
(GRI 3-3)

Taking Care of Emotions

The Benefits department, in partnership with Dr. Aon, hosted a lecture on “Caring for Emotions,” delivered by Sharon Feder, a psychology graduate from Brown University (USA) and Director and Partner at Carevolution. The event was part of the efforts to reinforce the Telepsychology benefit, launched in October 2024. Attendees were able to learn more about the concept of comprehensive health and learn how to help the team manage their mental health, serving as a bridge to their employees’ emotional self-care. In addition to learning more about the topic, participants were able to ask questions about everyday situations.



Philosophy and Coffee

Approximately 160 **3corações** employees attended the lecture “How to Overcome Your Inner Limits”, given by renowned professor and philosopher Lúcia Helena Galvão. The event, which celebrated World Philosophy Day, was held at the Ceará Events Center and had **3corações** as one of the supporting companies, in partnership with Nova Acrópole Ceará. The lecture, which attracted a total audience of over 2,000 participants, offered a journey of self-discovery and overcoming. Participants were invited to reflect on how to overcome limiting beliefs, procrastination, fears, and emotional blocks, as well as strengthen their psyche to deal with life’s challenges. Drawing on the work of Steven Pressfield, Lúcia Helena Galvão emphasized the importance of thought, action, and philosophy as essential tools for uniting cultures, giving meaning to life, and shaping individuals with solid values in a constantly evolving world.



Promoting physical and mental integrity

Mental health

3 **corações'** Occupational Health and Safety Program is a fundamental pillar for employee safety and well-being. It encompasses a series of strategic initiatives, such as the Safety Route, Machine Pre-Use, Take Care cards, Golden Safety Rules, Emergency Drills, Safe Driving, and other ongoing campaigns that reinforce the culture of a safe and healthy workplace. The company also has an Occupational Medicine department dedicated to team health. This department is responsible for promoting health and preventing both occupational and non-occupational diseases. Its activities include conducting periodic exams, vaccination campaigns, and health-focused actions, as well as promoting a calendar of dates to promote awareness and prevention of certain diseases.



Promoting physical and mental integrity

Occupational safety commemorative dates
(GRI 403-3, 403-4, 403-5, 403-6, 403-7, 403-8)

SDG related to this page





The Internal Week for the Prevention of Accidents at Work (SIPAT) was held from September 9 to 13. In 2024, the event addressed the theme “Chance will not protect you while you are distracted”, inspired by a song by the band Titãs, a reminder that safety is everyone’s responsibility and is not the result of luck or chance. During the week, the HR and SESMT teams at the Units held online lectures and in-person activities, such as: walks to encourage healthy habits, massage therapy, vaccinations, hepatitis B testing, healthy coffee, games and activities, blood pressure checks, blood sugar tests, discussions about mental health, workplace gymnastics, first aid and safe driving training, among others.



Promoting physical and mental integrity

SIPAT

(GRI 403-6, 403-7, 403-8)

SDG related to this page



In response to the largest climate disaster in the history of Rio Grande do Sul, which significantly impacted several municipalities, including areas where our employees live, we implemented a structured emergency action plan to provide comprehensive support. Led by a multidisciplinary committee, the initiative prioritized the well-being and safety of affected employees, following a three-phase action plan:

1

Reception, security and immediate support:

offering accommodation in hotels out of risk areas for employees and their families in situations of greater vulnerability.

2

Collective support and meeting basic needs:

implementation of support actions aimed at all employees at the Gravataí Unit, aiming to meet their basic needs.

3

Loss inventory:

detailed survey of the losses suffered by collaborators to direct the most appropriate and viable support actions.

This immediate and organized response demonstrates our commitment to the well-being of our employees in times of crisis, reinforcing our values of social responsibility and support for the internal community.



Promoting physical and mental integrity

Support for employees who were victims of the floods in RS

SDG related to this page





Delighting customers
and consumers

Reclame AQUI Award

In 2024, the Reclame AQUI Award received over 15 million votes. **3corações** achieved a remarkable feat, winning in every category in which it competed. The company won the Food - Coffee and Grocery categories, and was runner-up in the Niche E-commerce category. This victory is a result of each employee's commitment to providing high-quality products and services, embodying Leadership Principle 1 - Delight the consumer, and highlight the team's care and efficiency in exceeding their expectations. This recognition recognizes the culture of valuing the consumer and the relentless pursuit of excellence that drives **3corações**.



3corações understands that being close to those who consume our products makes all the difference, and therefore, we provide moments that will surely remain in our consumers' memories. Our brands have been present at over 1,200 events of the most diverse types—from cultural festivals to sports and scientific meetings. The goal was one: to delight and strengthen ties with people across Brazil, showing that **3corações** is part of their lives in a lighthearted and meaningful way.

Check out the main events:

Business

- APAS SHOW, in São Paulo (SP)
- Naturaltech, in São Paulo (SP)
- International Coffee Week, in Belo Horizonte (MG)
- Expominas, in Belo Horizonte (MG)
- Expert XP, in São Paulo (SP)

Populars

- Carnivals, in Rio de Janeiro (RJ) and Salvador (BA)
- São João, in Petrolina (PE)

Cultural and Artistic

- Festival of Culture and Gastronomy in Tiradentes (MG)
- War and Peace Theater, in Fortaleza (CE)
- Rock in Rio, in Rio de Janeiro (RJ)
- Cirque du Soleil Crystal, in São Paulo (SP)
- Vogue Ball, in Rio de Janeiro (RJ)
- Winter House, in Campos de Jordão (SP)
- Christmas at Ibira, in São Paulo (SP)
- Ceará Christmas of Lights, in Fortaleza (CE)
- Casa Cor Ceará, Fortaleza (CE)

Religious

- Passion of Christ, in Nova Jerusalém (PE)
- Hallelujah, in Fortaleza (CE)
- Círio de Nazaré, in Belém (PA)

Technology

- Pixel Arena, in São Paulo (SP)
- CCXP 24, in São Paulo (SP)



*Delighting customers
and consumers*

*Presence
at events*



Throughout 2024, **3corações** Group strengthened ties with its consumers by participating in several road races. This strategic participation focused primarily on promoting healthy habits and valuing well-being. Being directly connected to our audience. Through event sponsorship, brand activations, and encouraging our employees to participate as runners, we create opportunities for interaction and connection with consumers in an environment that celebrates health and physical activity.

Check out the main races:

- Eusébio Fest Run - 1st edition of the Eusébio Fest Run, in Eusébio (CE).
- Boníssima Run 2024 Race - Summer Stage in Belo Horizonte (MG).
- Santander Track & Field Run Series in Fortaleza (CE), Ribeirão Preto (SP), Sorocaba (SP), Vila Velha (ES), Curitiba (PR), João Pessoa (PB), Campinas (SP) and Villa Lobos (SP).



*Delighting customers
and consumers*

Road races



Cafeteria in Ibirapuera Park

The coffee shop offers a unique experience by combining the pleasure of good coffee with a vibrant and natural atmosphere of one of the 10 most visited parks in the world. There, visitors have the opportunity to enjoy a high-quality coffee while immersed in the tranquility and greenery of the park.



Delighting customers and consumers



Cafeteria at Beach Park

In 2024, Cafeteria Santa Clara arrived in one of the country's main tourist destinations, Ceará, with a menu inspired by the park's attractions and brand ambassadors.

New partner coffee shops



*Delighting customers
and consumers*

**Partnerships
with influencers**

3 **corações** invests in influencer marketing on an ongoing basis for the 3 Corações and Santa Clara brands, with 55 and 27 influencers hired, respectively. In 2024, we launched the Rituais Experience project, taking ambassadors Silvia Braz, Alex Atala, and Thiago Nigro on an immersive experience in specialty coffee production at Fazenda Sequóia and the **3caffi** Factory in Montes Claros, Minas Gerais. The goal was to showcase the behind-the-scenes aspects of coffee production and the **3corações**' commitment to quality standards.

We also attended several strategic events, promoting activations and coverage with influencers selected for each occasion. We were at Rio de Janeiro Carnival, Vogue Ball, Rock in Rio, CCXP, São João de Petrolina, SP Coffee Festival, International Coffee Week, Cirque du Soleil, Casa de Campos do Jordão, Rio Gastronomia, Porsche Cup, Mitsubishi Cup, Passion of the Christ, among others.



At **3corações**, we work to ensure that the food we produce and that reaches our consumers' tables is safe. We follow regulations and have a Quality and Food Safety Management System that monitors our processes, from bean to cup. In 2024, we invested in analytical technologies, expanding our internal laboratory network. With these, we can ensure improvements in parameter control that enhance the quality of our products and validate good practices and food safety. There were 5 (five) laboratories installed and dedicated to the analysis of classification, microbiology, micro and macroscopy of food, located in the Units of Eusébio (CE), Natal (RN), Araçariguama (SP), Cuiabá (MT) and Santa Luzia (MG).



*Delighting customers
and consumers*

Quality and food safety

(GRI 3-3, 416-1)

SDG related
to this page





3 *corações* Group adopts a comprehensive quality management system. In addition to ensuring food safety, strict quality control of our products and processes, and legal compliance, this system also adds value to the business through certifications that validate and legitimize our operations.

In 2024, we celebrated the achievement of three new certifications:

- The **3caffi** Plant, located in Montes Claros, Minas Gerais, has obtained FSSC 22000 (Food Safety System Certification 22000), joining its factories in Eusébio, Ceará, Natal, Rio Grande do Norte, and Araçariquama, São Paulo, which also hold the certification. FSSC 22000 is a globally recognized certification for food safety management systems and reflects the extent to which our products adhere to the highest international safety standards, minimizing contamination risks and ensuring the quality of what reaches our consumers' tables.

- The Mossoró Plant (RN) implemented the organic production control system for the new sachet sugar production cell, being certified by Ecocert Brasil.
- The Eusébio Plant (CE) promoted, between 2023 and 2024, the implementation of the requirements to obtain the ESG - FIEC certification, being certified in 2024 with the Seal's seal, achieving the maximum score (triple A) in the three ESG pillars: Environmental, Social and Governance.

Product Certifications



Social and Environmental Certifications



Management Certifications



Infrastructure



Delighting customers and consumers

Certifications

(GRI 3-3, 416-1)

SDG related to this page





At **3corações** Group, we understand that our responsibility for sustainability extends far beyond our direct operations, spanning our entire value chain. We believe that building a more sustainable future depends on the collaboration and engagement of all the links that make up our ecosystem, from the field to the consumer's cup.

Our relationship with our suppliers, as detailed in the Supplier Management (Governance Pillar) topic, is based on our General Contracting Rules (GCR). Formal acceptance of this document in our selection and monitoring process guarantees that our partners share our values and commitment to best ESG practices, including social, environmental, and governance aspects.

In this chapter, we'll explore projects and partnerships that demonstrate how the **3corações** Group actively works to generate positive impact, promoting responsible agricultural practices and community development. Our goal is to illustrate how, together, we are building a path to a more prosperous and conscious future.



Promoting the sustainable value chain

Value Chain

(GRI 3-3, 308-1, 308-2, 414-1)

SDG related to this page



In celebration of National Coffee Day on May 24, 2024, **3corações** took a significant step toward strengthening its partnership with producers: valuing the sustainable cultivation of specialty coffees and encouraging their consumption. The launch of the Specialty Coffee Rituals Center 85+ reflects this commitment, with mission to generate a positive impact throughout the coffee chain. The Center acts as a strategic partner for specialty coffee producers, aiming to ensure excellence in quality and promote concrete opportunities to value and recognize their dedicated work. These actions are based on six major initiatives.

Direct Trade with Appreciation

Direct negotiation with coffee growers, with above-market prices and the construction of a transparent relationship based on the appreciation of specialty coffee cultivation.

Free SCA Reports

Free provision of up to 20 reports per harvest, signed by Silvio Leite and Q Graders, with no commercial ties and meeting the Specialty Coffee Association (SCA) standard. The Specialty Coffee Association (SCA) sets a global standard for Coffee quality assessment, which classifies beans based on sensory attributes on a scale of 0 to 100 points, requiring a minimum of 80 for specialty coffees. By providing these reports, **3corações** offers producers an impartial and internationally recognized validation of the quality of their coffees, encouraging continuous improvement and differentiation in the market, which translates into greater added value for their products.



Promoting the sustainable value chain

Rituais Center

SDG related to this page



Educa Rituals Center

In collaboration with Rehagro, a leading agribusiness education company, the project provides producers with a training platform on the Rituals app. The program features five modules with nearly 100 video lessons on topics such as people management, financial management, family succession, and crop management, coordinated by Silvio Leite and other experts

Quality Competitions

Initiatives such as the Florada Contest and the Tribos Contest offer, in addition to recognition, a powerful showcase to highlight the work and dedication of specialty coffee producers, bringing visibility and recognition to the entire production chain.

App-Based Governance

The Rituals app is a tool that ensures project governance and puts it in the palm of specialty coffee producers' hands. It centralizes all management and relationships with ease and offers producers essential features, such as supplier registration, SCA report requests, sample approval and tracking for sale, and access to sales history and data submission for customization of their sold lots. It also integrates the Coffee Verified Protocol, allowing monitoring of verification status and compliance with social and environmental criteria.

Coffee Verified Protocol

A Verification Protocol created by **3corações** Group in partnership with Agrottools for the acquisition of 85+ point coffee beans, with guaranteed quality, traceability, value, and compliance in social, environmental, and governance areas. The Rituals 85+ line connects the work of Centro Rituals with enthusiastic consumers and experts in specialty coffees.



Promoting the sustainable value chain

Rituals Center



The Coffee Verified Verification Protocol, a pillar of Centro Rituals, demonstrates the company's commitment to **3corações** Group supports sustainability in the coffee chain. Developed in partnership with AGROTOOLS, a leading independent agribusiness technology company, the protocol uses digital monitoring to verify producers' and their properties' compliance with Brazilian legislation and the protocol's own requirements. Initially implemented in the Rituals 85+ line, the Coffee Verified Protocol was born with the ambitious commitment to track and monitor 100% of the beans purchased by 2030.

NEWS IN 2024


In 2024, the protocol verified 1,002 producers, 69 territories and monitored 14,603.74 hectares in 44 municipalities in 6 states, with emphasis on the Atlantic Forest Biome, which represents the largest area monitored by the protocol, highlighting the importance of traceability and environmental preservation in coffee production.



Promoting the sustainable value chain

Coffee Verified
(GRI 308-1, 308-2, 414-1)



 Click here and access the page.



However, it was with the launch of the Tribos Project that the communities focused their coffee production on quality, sustainability, and productivity planning. Since its launch, Tribos has directly benefited more than 150 Indigenous families in 28 villages located in the municipalities of Cacoal and Alta Floresta D'Oeste (RO), generating sales of more than 600 tons of 100% Amazonian Robusta coffee.

The Project model is based on a sustainable and long-lasting cycle that offers free training, investment in infrastructure, operations to finance the harvest, guaranteed purchase of 100% of the harvest, promotion of annual coffee competitions, recognition of the best micro-lots, presentation of coffee to Brazilian consumers nationwide and, finally, a guarantee that 100% of the profits will be returned to indigenous peoples.

Created by **3corações** Group in 2019, the Tribos Project is based on three interdependent and inseparable pillars: Indigenous leadership, forest protection, and the production of high-quality 100% Amazonian Robusta coffee. The initiative is in partnership with Funai (National Foundation for Agricultural Research), Embrapa Rondônia (National Institute of Agricultural Research), Emater Rondônia (Emater Rondônia), the Coffee Sector Chamber, the State and Municipal Secretariats of Agriculture, the AGROCAF consultancy, and the technical support of agronomist Poliana Perrut and global specialty coffee expert Sílvia Leite, who serves as the project ambassador.

Coffee cultivation in these areas began approximately 40 years ago, before the demarcation of Indigenous lands.



Promoting the sustainable value chain

Tribes Project

(GRI 203-1, 203-2, 413-1)

SDG related to this page





Tribes Contest 2024: a historic cafe!

The 6th edition of the Tribos Competition, held in 2024, marked a historic milestone not only for Indigenous coffee growing but also for the production of canephora coffees worldwide. For the first time, a robusta coffee received the maximum score of 100 points, according to the Fine Robusta Cupping Form criteria. This perfect coffee was cultivated by Chief Rafael Suruí, evaluated by a panel of nine experts led by Silvio Leite, and recognized for its exceptional quality and sensory complexity. The final average for this extremely rare coffee was 95.11 points. The perfect coffee, as the winning coffee of the Tribos Competition has been called, was tasted firsthand during International Coffee Week, held in November in Belo Horizonte (MG). The coffee was prepared by Celeste Suruí, the first indigenous barista.

The ten best lots in the competition were awarded recognition, financial incentives, and commercial appreciation, resulting in bags being sold at prices above market rates. 100% of the profits generated by the coffees sold by Projeto Tribos will be donated to the indigenous communities in order to promote sustainable development.



Promoting the sustainable value chain

Tribes Project



First Indigenous Barista in Brazil

The new Tribos ambassador is also a coffee farmer for the project. Entrepreneur Celeste Paytxayeb Suruí embraced the opportunities and became Brazil's first Indigenous barista. After witnessing the benefits of coffee production for her community, Aldeia La Petanha, in Cacoal, Rondônia, the young woman decided to improve her skills, from production to the cup. She says that although she never imagined working with coffee, her family's experience in the industry made her realize the lack of a indigenous representative in the preparation of the drink, especially at national and international events.

Tribes Project Documentary

To document, share, honor, and celebrate the journey of indigenous coffee farmers, **3corações** Group released a documentary with three exclusive episodes on its official YouTube channel, highlighting the project's mission, the partners involved, the production stages, the challenges faced, and the impacts generated in the communities involved.

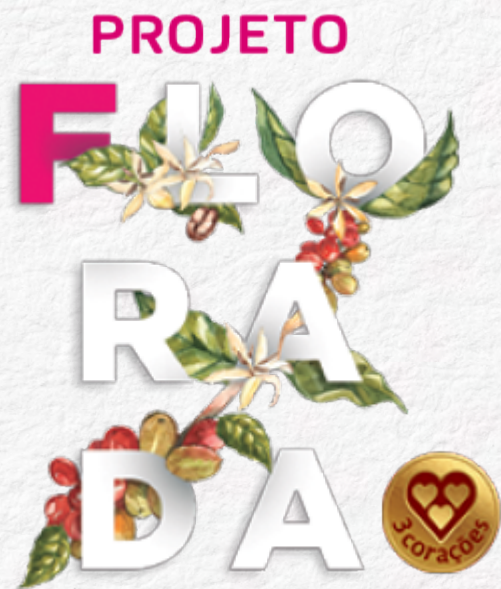


Click next to
watch the
documentary.



*Promoting the
sustainable value chain*

Tribes Project



Since 2018, **3corações** Group has promoted the Florada Project to recognize and support women coffee farmers. This project was developed based on a sustainable cycle that aims to raise awareness, foster meetings, and strengthen relationships among these women. To drive development for these producers, the program offers training through Florada Educa. In 2024, Florada Educa was expanded and enhanced through a partnership with Rehagro, making more than 80 video classes available. These classes cover essential topics such as family succession, economic and financial management, agricultural management, and best practices in specialty coffee production.

The work of female coffee farmers is valued and encouraged by the Florada Contest, the largest global initiative dedicated to women coffee farmers. Furthermore, the project strengthens the connection between producers and consumers with the “Join Them” campaign, which brings to market high-quality microlots of coffee grown by these women. In 2024, 283 tons of personalized microlots were sold, resulting in more than 1.1 million coffee packages that tell the stories and feature the faces of the producers. It is important to highlight that 100% of the profits from sales go to the project’s coffee farmers, ensuring the continuity of the transformation cycle, strengthening communities, and promoting women’s coffee farming in Brazil.

Technical mission

The winners of the 6th edition of the Florada Contest, held in 2023, had a transformative experience with a technical trip to El Salvador, accompanied by Silvio Leite, ambassador of the Florada Project and one of the greatest experts in specialty coffees from around the world. During this immersion, the coffee growers were able to visit farms renowned for producing high-quality coffee, exchange knowledge with local producers, and deepen their expertise in cultivation, harvesting, and post-harvest processes.



Promoting the sustainable value chain

Florada Project

(GRI 413-1)

SDG related to this page





Promoting the sustainable value chain

Flowering Contest

In the 2024 Florada Contest, more than 35% of participating samples received scores above 85 points, demonstrating the high level of performance and the advancement of women coffee growers in producing extraordinary coffees. The Canéfora category was a particular highlight, with samples from nine producing regions and 38 cities across the country, demonstrating the advancement and excellence of women in producing high-quality Canéfora coffees. In total, the Contest covered more than 36 coffee-growing regions and more than 408 municipalities.

The 7th annual awards ceremony took place during International Coffee Week in Belo Horizonte, Minas Gerais. The event brought together coffee growers and experts for a moment of recognition and celebration of women's coffee growing, beginning with a special breakfast for the producers. In attendance were Pedro Lima (President of **3corações** Group), Carmem Lúcia (President of BSCA), Vinicius Estrela (Executive Director of BSCA), Marisa Contreras (Coffee grower partner of Projeto Florada), and the project's ambassadors: Sílvio Leite, Father Fábio de Melo, and singer Simone Mendes. With over 1,200 spectators in the auditorium, the grand champions were awarded, recognizing the excellence and commitment of these producers in delivering high-quality specialty coffees.

Florada Project



3 **corações** positions itself as an agent of social transformation, seeking to generate positive impacts on people's lives, especially the most vulnerable. Our approach to community relations goes beyond physical proximity, encompassing audiences such as children, young people, women and the elderly. We operate through areas such as culture, education, health, social assistance, food security, social entrepreneurship, and sports, seeking integration that maximizes our positive impact in the communities. Recognizing the economic, social, cultural, and environmental impacts of our activities, we establish an ongoing commitment to identify needs and vulnerabilities, offering support and rapid mobilization in emergency situations, such as natural disasters.

One of our main forms of social action is establishing strategic partnerships with third-sector organizations, strengthening them by recognizing their expertise and aiming to expand their contributions. This collaboration, driven by the active

participation of our volunteer collaborators, enhances support for people in vulnerable situations, empowering them to be agents of change in their communities. To our Volunteers Bem de Coração, our deepest gratitude. In 2024, we expanded our reach, supporting 132 social organizations in 18 Brazilian states with 65 tons of products and R\$3.5 million in financial donations.

18
Brazilian states



132
Social organizations supported



R\$ 3,5
million in financial donations

65

tons of products



*Positively impacting
the community*

Social responsibility

(GRI 3-3, 203-1, 203-2, 413-1)

SDG related
to this page



Emergency Aid to Rio Grande do Sul

We respond to emergencies, such as the flood disaster in Rio Grande do Sul, when we provided more than 15 tons of supplies to various shelters to assist flood victims. We also support initiatives by clients and partners, such as DJ Alok, and organize charity dinners.

Donation of 3corações Products to the Food Bank

SESC Mesa Brasil has been working to combat hunger and food waste in Brazil since 1994. In 2024, the initiative partnered with 3,300 companies, including **3corações**. This collaboration enabled the distribution of over 57 million kg of food and other donations, benefiting approximately 2.3 million people per month through 7,300 organizations across 743 municipalities. **3corações** supports Mesa Brasil in several cities, such as Belém (PA), Juazeiro do Norte (CE), Porto Alegre (RS), São Paulo (SP), and Natal (RN), contributing to the achievement of these results and the food and nutritional security of vulnerable populations in these regions. In addition to distribution, 12,400 educational initiatives were carried out, reaching 133,000 participants.



*Positively impacting
the community*

**Social
responsibility**



Access to Health

Dr. Vera Lúcia Rêgo Family Health Unit

3corações Group implements its ESG agenda and creates a positive social impact on those it serves, such as the communities surrounding our units. The Santa Clara neighborhood in Eusébio, Ceará, is a prime example of this. In addition to strengthening the local economy through job creation, in January 2021, the company donated land neighboring the Eusébio (CE) Factory through a public-private partnership. The goal was for the city government to use the site to build a daycare center and a health clinic.

The daycare center, called the José Façanha da Silva Early Childhood Education Center (Dedé do Belo), was delivered in October 2023 and, in July 2024, the Dr. Vera Lúcia Rêgo Family Basic Health Unit was inaugurated.

AACD TELETON Charity Event

We are partners with AACD (Association for Assistance to Disabled Children). In 2024, the organization hosted the 27th edition of the AACD Telethon Campaign, which provided over 282,000 services to people with physical disabilities undergoing rehabilitation for full social integration.

Support for the publication of the book “The girl with many interests”

3corações supported the publication of the book “A menina de muitos interesses” (The Girl with Many Interests), which addresses Laura’s challenges with multiple interests, feelings of incapacity, and the importance of professional mental health support. This initiative by **3corações** demonstrates its commitment to raising awareness about mental disorders and promoting well-being.

Support for GRAACC - Chain of Good

Every year, **3corações** contributes to the Support Group for Adolescents and Children with Cancer (GRAACC), a nonprofit organization that provides treatment and support to children and adolescents with cancer, ensuring access to the most advanced medical treatments available. During the Cacau Show Easter Egg auction, we purchased a 70kg chocolate egg. The proceeds went to GRAAC, and the egg was donated to the Raimundo Fagner Social Foundation, thus enabling one institution to help another.



*Positively impacting
the community*

**Social
responsibility**



Social Entrepreneurship

Grandpa's Cafeteria

Grandpa's Cafeteria, created in partnership with the Instituto Primeira Infância (Iprede), is an example of social transformation. It sells items made by the mothers of Iprede patients, who are part of the Transformaria Project, an initiative that promotes training in gastronomy and cooking, with the goal of boosting entrepreneurship and the productive integration of these women, directly impacting their families. Furthermore, the Cafeteria is also a social accelerator and offers training through practical internships, valuing the work and talent of these women.

Sport for inclusion

Plant Power Move

Positive Company, a joint venture of **3corações** Group, brought together Positiveers, **3corações** employees, and sports advisors for a morning focused on well-being and sports practice in Eusébio, Ceará: Plant Power Move. The event featured a street running training session with 5km and 10km routes and took the opportunity to reinforce its commitment to social responsibility and environmental impact, with a 1kg non-perishable food entry fee. Approximately 670 people signed up, and the food received was donated to IPREDE.

Autism Run Race in Fortaleza (CE)

The Autismo Run aims to promote the inclusion of people with disabilities and raise awareness about Autism Spectrum Disorder (ASD). The event is an initiative of the Fortaleza Azul Association (FAZ), in partnership with the Pernambuco Runners Association (Acope), Fortaleza City Hall, and the Children and Family Citizen Foundation (FUNCI). In addition to the registration fee, race participants donated 1 kg of non-perishable food, and all food collected was donated to The Fortaleza Azul Association (FAZ). Café Santa Clara and our employees contributed to the cause and were present at the road race! Our booth offered coffee and cappuccino tastings.



*Positively impacting
the community*

**Social
responsibility**

Culture and History

On October 8, the Museum of Industry in Fortaleza opened its doors to the exhibition “Caminhos do Café no Ceará”, sponsored by **3corações** Group. The exhibition, located on the first floor of the museum, offers visitors a complete immersion into the history of coffee, from its global origins to its arrival and expansion in Brazil, the Northeast, and specifically, Ceará. The exhibit explores the historical panorama of how coffee spread throughout the world and, in reverse, the influence of Ceará coffee on the global stage. Visitors can learn about the different types of cultivation, the grinding and roasting processes, and the innovation surrounding this, the second most consumed beverage on the planet. To conclude the experience, a café at Café Santa Clara overlooking Passeio Público invites you to enjoy a tasting. The exhibition is a true journey through the history, expansion, and evolution of coffee, highlighting the contexts that transformed Ceará into a significant producer.



Women

3corações supports the Women of Brazil Group in Fortaleza, Ceará, and in 2024, two initiatives were supported: the exhibition “Entre Linhas e Agulhas - Rendas tells the story of Ceará” and the 7th edition of the Road Race to End Violence Against Women and Girls. 1,400 participants registered, reinforcing that this road race represents much more than a sporting event: it is a fight for respect, safety, and equality.



Positively impacting
the community

Social
responsibility



Children and Adolescents

Raimundo Fagner Foundation

Raimundo Fagner Social Foundation operates in the municipalities of Orós and Fortaleza, Ceará, focusing on the comprehensive development of children and adolescents through the Learning with Art Project. The project serves 400 children and adolescents, including those with disabilities and special needs, as well as their families and communities. The initiatives, which cover areas such as citizenship, culture, education, accessibility, digital inclusion, the environment, and health, were made possible thanks to the support of partners such as **3corações** Group and cooperation with the Federal and State Governments.

The Foundation seeks to strengthen family ties, promote health initiatives such as medical and dental care and prevention lectures, and expand the cultural horizons of its students. The Foundation's mission is to foster holistic human development by investing in the education of future generations of young people capable of transforming their lives.

In 2024, the Foundation carried out several initiatives, such as administering psychosocial questionnaires to families (serving 46 families) and collective activities such as "Caminhos da Consciência" (Paths of Consciousness) (110 students), workshops, and health discussion groups (40 students). Psychological and social support resulted in educational, psychological, and behavioral improvements for the 210 direct beneficiaries served. The Foundation also establishes partnerships with CREAS (National Council for Social Assistance), CAPS (National Social Assistance Center for Social Care), the Child Protective Services Council (Child Protection Council), and the municipal departments of Social Assistance, Health, and Education.

Hope House

3corações collaborates with Casa Hope, a philanthropic institution that supports more than 25,000 biopsychosocial services annually. Casa Hope supports low-income children and adolescents with cancer or post-transplantation who come from all over Brazil for treatment in São Paulo, as well as their companions. The institution offers comprehensive support, including housing, food, transportation, social and psychological assistance, medication, clothing, education, therapies, and recreational and cultural activities. The goal is to normalize the lives of these patients, improve their prospects, and ensure hope and dignity.

Junior Achievement - JA

Junior Achievement (JA) is one of the world's largest social organizations, focused on inspiring and preparing young people for success in a global economy. Founded in 1919, the organization operates through practical and experiential education programs in the areas of entrepreneurship, financial literacy, and job market preparation.

3corações supports JA Ceará, which, in 2024, operated in 114 municipalities, 247 schools, and provided 152,080 learning experiences.



*Positively impacting
the community*

**Social
responsibility**



Empowering Community Youth

Fábrica Santa Luzia (MG) launched the “Empowering Young People in the Community” project. The initiative offers training on professional ethics, behavior, organization, communication, relationships, and teamwork to local public school students (ages 14 to 17). The project aims to foster collaboration with the community, introduce **3corações** to young local talent, and strengthen the brand.

Charity show

Café Santa Clara sponsored the 2nd Great Amigos Express Charity Concert in Fortaleza, Ceará. Conducted by Maestro Arley França and the Brazilian Contemporary Orchestra, the event brought together several artists from Ceará and celebrated solidarity with the institutions Casa da Criança, Lar Amigos de Jesus, Q'Alegria, and CAVIVER, which serve vulnerable children and adolescents.

Elderly

The partnership between **3corações** and Lar Torres de Melo, which began in 2014, demonstrates the company’s social commitment to the elderly in Fortaleza, Ceará. This decade-long collaboration supports the institution in various ways, contributing to the well-being of residents and inspiring other social initiatives. Founded in 1905, Lar Torres de Melo is a non-profit civil association dedicated to the comprehensive care and human development of the elderly. In 2024, the institution continued its noble mission of providing a safe and welcoming environment, with a total area of over 13,000 m² and infrastructure that includes residential apartments, adapted wards, and spaces for sports, leisure, and socializing. The institution provides care to over 200 elderly residents, supported by a dedicated team.

Volunteering

Bem de Coração

The **3corações** Group values its employees’ social engagement through the “Bem de Coração” (Good from the Heart) program. This initiative encourages and recognizes our people’s involvement in volunteer activities, strengthening the company’s positive impact on the communities where it operates and celebrating the team’s spirit of solidarity.



Positively impacting the community

Social responsibility



Solidarity June Festival

The Festa Junina (June Festival) at **3caffi**, the capsule factory of the **3corações** Group, promoted solidarity among its employees. The event raised approximately 170 kg of non-perishable food, as admission for family members was conditional on the donation of 1 kg of food. This amount was donated to Arraiá do Pequiza, a June dance group with social activities in Montes Claros, which distributed the food to local charities. The initiative highlights the strong social commitment of both **3caffi** and the “quadrilheiros” group.

Music and solidarity

The Mossoró Unit (RN) promoted social initiatives by uniting apprentices and employees to benefit local NGOs. In October, they visited Desafio Jovem, bringing donations, snacks, and music to people undergoing treatment for drug addiction. In November, the initiative was repeated at the Amantino Câmara Shelter, with food donations, music, and interaction with the 65 seniors. These initiatives aim to strengthen the organizational climate, promote social responsibility, and provide learning and experience sharing.



Hospital da Baleia

Vespasiano Distribution Center’s employees visited Hospital da Baleia (Whale Hospital) in Minas Gerais to deliver donations to the people it serves. Employees voluntarily came together and put together more than 80 kits containing personal hygiene products. The institution, which provides medical and hospital care throughout the state, is supported by **3corações** Group.



Positively impacting the community

Social responsibility



Solidarity SIPAT

Every year, company employees participate in the SIPAT Solidária (Solidarity SIPAT), exchanging donations (food, toys, notebooks, personal hygiene items, milk) for the event's t-shirts. Participation, while voluntary, is high and demonstrates employee engagement in social responsibility initiatives. In 2024, the items for donation varied by Unit and beneficiary institution. The initiative was carried out in Santa Luzia, Eusébio, Nova Iguaçu, Vespasiano, Campo Grande, Curitiba, Porto Alegre, Santa Catarina, Natal, Manaus, Montes Claros, and Mossoró.

Blood donation

The Eusébio Unit received a truck from the Ceará Blood Center (HEMOCE). Fifty-seven employees were able to donate blood voluntarily.



Positively impacting the community

Social responsibility



Recognition to our partner institutions

Raimundo Fagner Social Foundation

The work carried out for 24 years by the Raimundo Fagner Social Foundation was celebrated at the Legislative Assembly of the State of Ceará, in a formal session hosted by Representative Simão Pedro. President Pedro Lima sat at the ceremony, alongside Marta Maria Cândido Lopes (Vice-President of the Foundation) and Teresa Cristina Tavares Gondim (Executive Director of the Foundation).

Durval Paiva House

In 2024, Casa Durval Paiva was recognized nationally and statewide as one of the best NGOs, receiving awards from the Doar Institute (100 Best NGOs and best in RN and the A+ Seal for management and transparency), in addition to the Impulso Awards (good practices in management and communication) and Salvador Arena (innovation in social impact).

Junior Achievement (JA)

Junior Achievement's (JA) nomination for the 2024 Nobel Peace Prize recognized its global work empowering young people for economic success in conflict-affected areas. Although it did not win (the award went to Nihon Hidankyo), the nomination highlighted JA's impact through entrepreneurial, financial, and job-readiness education. JA operates in over 100 countries, including Brazil, preparing young people to be leaders, job creators, and peacemakers in their communities. The nomination serves as an incentive for JA to continue its mission of offering hope and opportunities for a more peaceful future.



*Positively impacting
the community*

**Social
responsibility**



Environmental

Levers

- Develop efficiently
- Strengthen the circular economy
- Reduce the impacts of climate change

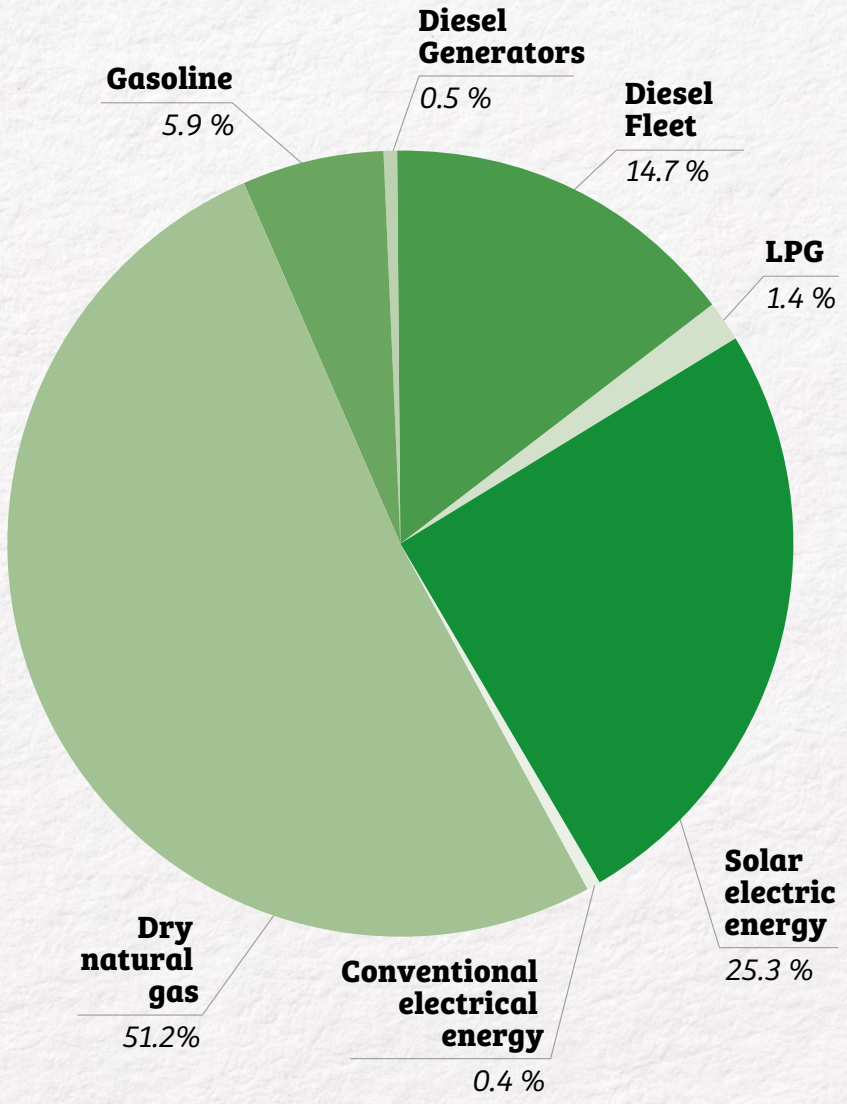
At **3corações** Group, energy is a vital resource that drives all our operations, from raw material processing to the distribution of our products throughout the country. We recognize the importance of efficiently and responsibly managing consumption of energy, seeking a balance between operational needs and commitment to sustainability.

Our energy matrix is diverse, reflecting the complexity and scope of our activities. It comprises different sources that meet the specific demands of our Industrial Units, Distribution Centers, and vehicle fleet. The main energy sources we use include: dry natural gas, automotive diesel fuel, conventional electricity, electricity generated by renewable sources (solar), gasoline, automotive ethanol, jet fuel, liquefied petroleum gas (LPG), and diesel fuel for power generation (using our own generators).

This diverse composition allows us to operate flexibly, but also presents us with the challenge of monitoring and optimizing each type of consumption to reduce our carbon footprint and promote energy efficiency.

We are constantly evaluating the performance of each source, seeking cleaner alternatives and implementing actions aimed at reducing the environmental impact of our operations.

In the graph on the side, we detail the proportion of consumption of each of these energy sources, in gigajoules (a measurement that represents one billion joules, which is the unit of energy in the International System of Units). Our objective is to demonstrate the management of our energy resources and the initiatives we have implemented to move towards an increasingly sustainable and efficient matrix.



Note: Ethanol (0.2%) and Aviation Kerosene (0.4%) have hidden captions in the graph.



Develop efficiently

Energy matrix

(GRI 3-3, 302-1)



We recognize electricity as an essential pillar of our operations and, at the same time, a critical factor for sustainability. Our commitment to efficiently managing this resource is reflected in a strategic approach that aims to reduce our environmental impact, optimize operating costs, and strengthen our resilience to climate change.

Measuring and monitoring electricity consumption is essential for understanding our energy profile and identifying opportunities for continuous improvement. To this end, we use the GRI 302: Energy guidelines as a reference, which guide us in collecting, analyzing, and reporting data transparently and consistently. This methodology allows us to compare our performance over time and against industry benchmarks, driving the search for increasingly efficient and sustainable solutions.

Our focus goes beyond simply measuring consumption. We actively seek to reduce the energy intensity of our production and administrative processes through initiatives such as modernizing equipment, implementing more efficient technologies, and raising awareness among our employees.

In a significant step toward decarbonization, we acquired renewable energy certificates (I-RECs). This initiative allowed us to track and ensure that 93% of our electricity consumption comes from certified renewable sources, as illustrated below.

Total consumption in 2024

All Units

Manufacturing Plants

Total consumption

55,490 Mwh

49,701 Mwh

**Traceability with
renewable energy**

51,604 Mwh (93%)

48,939 Mwh (98%)



*Develop
efficiently*

**Electricity
consumption**
(GRI 302-1, 302-3, 302-4, 305-5)



International Renewable Energy Certificates, known by the acronym I-REC, are global instruments that function as a reliable system for tracking and verifying the renewable origin of electricity. Each certificate represents 1 Megawatt-hour (MWh) of electricity generated from clean sources—such as hydro, wind, solar, or biomass—and injected into the grid. Adopted in several countries, including Brazil, the I-REC standard allows companies to acquire the environmental attributes associated with this generation, ensuring transparency and credibility in proving renewable energy consumption. This mechanism is essential for accounting for Scope 2 greenhouse gas (GHG) emissions, following the market-based method recommended by the GHG Protocol.

The year 2024 marks a significant step in the **3corações** Group’s sustainability strategy and climate agenda: we made our first acquisition of I-REC certificates. This pioneering decision for the Group reflects our ongoing commitment to reducing the environmental impact of our operations and transitioning to a green low carbon economy. By ensuring, through I-RECs, that 93% of our electricity consumption comes from certified renewable sources, we take a concrete step towards decarbonizing our activities, allowing us to report zero GHG emissions under Scope 2 (market-based method) for the energy covered by the certificates. In addition to aligning our practices with our values and the growing expectations of our stakeholders, this initiative demonstrates our socio-environmental responsibility and actively contributes to the promotion of the renewable energy market in Brazil.

On the side, an example of one of the 11 certificates received by **3corações** in 2024.



**The International
Tracking Standard
Foundation**
Founders of I-REC

This Redemption Statement has been produced for

TRES CORACOES - EUSEBIO

by

COMERC ENERGIA S.A.

confirming the Redemption of

2 794.000000

I-REC Certificates, representing 2 794.000000 MWh of
electricity generated from renewable sources

This Statement relates to electricity consumption located at or in

**R. SANTA CLARA, 100 -PQ SANTA CLARA - EUSEBIO - CEARÁ
Brazil**

in respect of the reporting period

2024-01-01 to 2024-12-31

The stated Redemption Purpose is

Comprovar e rastrear a energia elétrica pela opção de compra (origem de energia elétrica a partir de fontes renováveis) e rastrear a titularidade dos atributos ambientais associados à essa energia.





Develop
efficiently

Certificates Renewable Energy I-REC

(GRI 302-1, 302-3, 302-4, 305-5)

SDG related
to this page

7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



CERTIFICADO

Somos agentes de transformação hoje, para um futuro mais sustentável para essa e para as próximas gerações. Certificamos que a empresa abaixo, inspirada pelo senso de construir um futuro mais sustentável, aderiu as iniciativas propostas pelo Green Carbon by NDD com foco em reverter as mudanças climáticas.

TRES CORACOES ALIMENTOS SA

CNPJ: 63.310.411/0001-01
Site: NÃO INFORMADO

Total de CO² compensado
17.58

Número de árvores
27.47

Green Carbon University | Licenças
NÃO DISPONÍVEL

Unidade de manejo
[Clique aqui](#)

Data de liberação
01/08/2024

Tipo de compensação
Neutro

Descrição
Compensação das emissões de GEE de acordo com as especificações do Programa SimSustentável promovido pela Simpress ref. 09/2024



powered by
Green Carbon



Código de certificação:

GC | 7543-6717-3323-JKDZ ✓

Para mais informações e validação do certificado acesse o site greencarbonzero.com.

Green Carbon
by NDD

Valmir Tortelli, CEO
NDD Tech Ltda e Green Carbon Zero by NDD
Santa Catarina, Brasil

Este certificado em si não constitui evidência de que um determinado produto fornecido pelo titular deste certificado possui qualquer vínculo com o Green Carbon. Este documento certifica de forma central a aquisição de licenciamento de árvores das unidades de manejo Green Carbon com o fim de compensação de carbono. Secundariamente, se fizer parte do acordo comercial, a aquisição de licenças do Green Carbon University, NDD Tech Ltda (com sede à Rua Dr. Walmar Ribeiro, 431 - Lages/SC, inscrita no CNPJ 06.255.692/0001-03, isenta de Inscrição Estadual) se declara detentora de todos os direitos da marca "Green Carbon", incluindo: (i) marca distintiva que aqui se convencionou chamar de "Selo Green Carbon" e "Carbon Zero"; (ii) marca

We've begun offsetting CO2 emissions from the electricity consumption of our multifunction IT equipment. Since 2024, our printer outsourcing agreement with Simpress has enabled us to do this. Simpress, in partnership with Green Carbon (since 2016), has already offset 67.49 tons of CO2 from the energy consumption of its equipment installed at **3corações**. This offset is equivalent to planting 112 trees. Above, we present one of the nine certificates we received as an example of our commitment to sustainability.



Develop
efficiently

Carbon
neutralization
of IT equipment
(GRI 305-5)

SDG related
to this page





The efficiency and sustainability of our logistics chain are fundamental pillars for **3corações** Group. We recognize that the transportation of our products, from their origin to the end consumer, represents a significant portion of our environmental footprint, especially with regard to greenhouse gas (GHG) emissions. Therefore, managing and constantly renewing our fleet are strategic actions to minimize our impact and optimize our operations.

A key differentiator in our logistics strategy is the fact that a portion of our vehicle fleet is owned by **3corações** Group. This gives us more direct control and a greater ability to implement sustainability and energy efficiency policies in our vehicles. By having centralized ownership and management of the fleet, we can accelerate the adoption of cleaner technologies and closely monitor each vehicle's environmental performance, ensuring the traceability and accuracy of our emissions data. We are committed to the continuous search for solutions that reduce fuel consumption, air emissions, and noise, contributing to greener transportation aligned with our sustainability values.

In 2024, **3corações** invested in renewing its truck fleet, acquiring 115 new vehicles, 69 of which are heavy-duty vehicles that comply with Euro 6 legislation, capable

of reducing emissions by up to 77% compared to the previous legislation. This renewal, which also includes new vehicles compliant with Euro 6 and Proconve (Vehicle Emissions Control Program) P8 standards, aims to improve efficiency, fuel economy, and significantly reduce pollutant emissions.

In addition, we replaced 5 trailers with road trains, which resulted in a significant reduction of an estimated 500 annual trips, equivalent to approximately 600,000 km per year, reducing pollutant emissions and fuel consumption.



Develop
efficiently

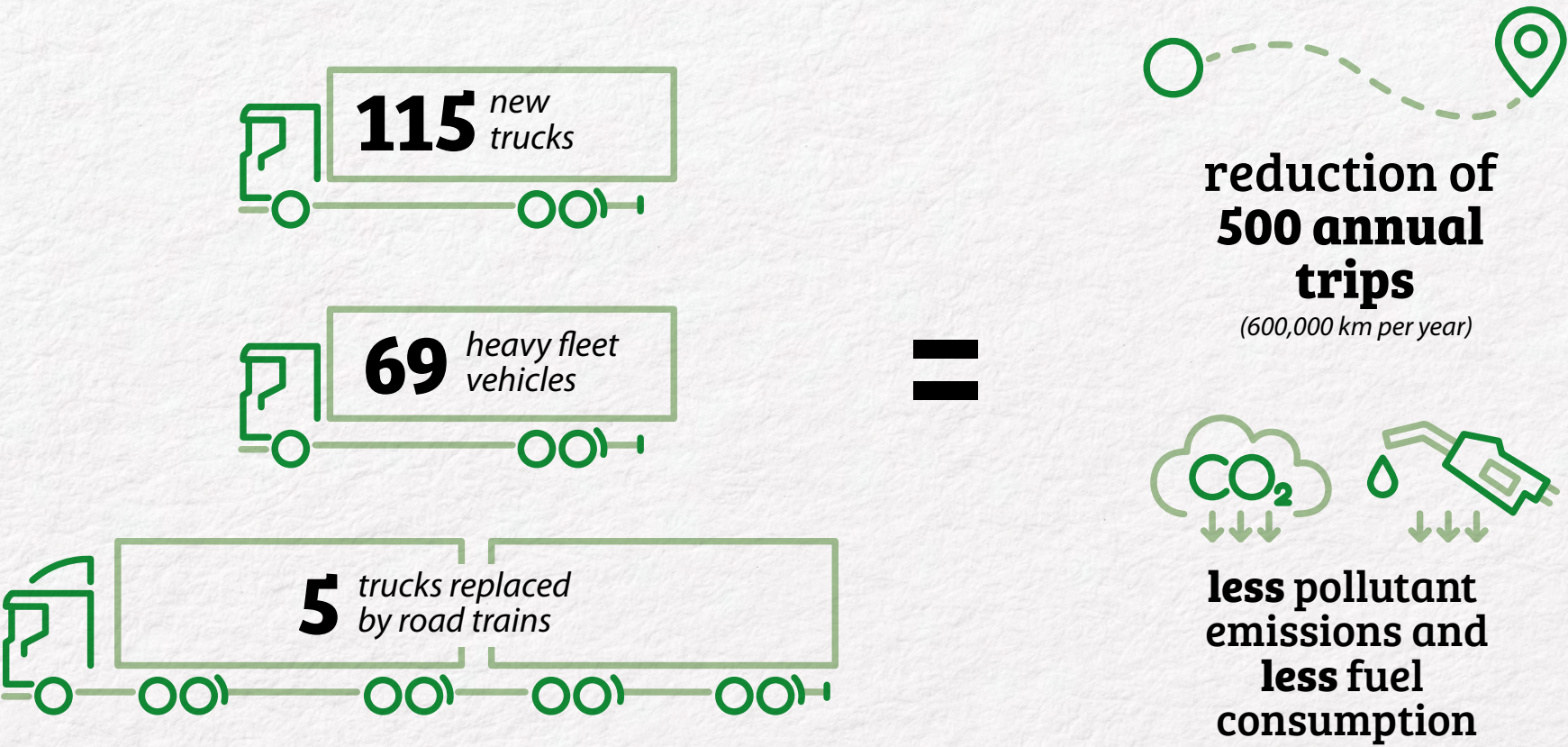
Fleet Renewal

(GRI 305-5)

SDG related
to this page



Environmental practices in logistics operations in 2024



Develop efficiently

Fleet Renewal



For internal material handling, the company invested in the acquisition of 14 forklifts and 5 electric pallet trucks equipped with lithium-ion technology, which significantly reduce heavy metal and acid pollution while also offering greater energy efficiency and a longer service life, resulting in less waste generation in the long term. The new equipment replaces existing models. Previously, we used Liquefied Petroleum Gas (LPG)-powered vehicles, which were sources of CO2 emissions. Additionally, we are eliminating forklifts with lead-acid batteries, which posed an environmental challenge due to the need for specialized disposal to avoid soil and groundwater contamination, given the presence of lead and sulfuric acid in their composition. This investment reinforces our commitment to cleaner, more efficient practices throughout the value chain.



Develop efficiently

Investment in electrical equipment

(GRI 305-5)

SDG related to this page



We prioritize reducing water consumption with targets and daily monitoring (Water Consumption Indicator: m³/ton produced). We achieved a reduction in absolute water consumption at our Industrial Units, totaling 142,455.74 m³, compared to 148,659.72 m³ consumed in 2023. This decrease, of approximately 4.17%, accompanies a 5.62% reduction in production, which totaled 351,421.74 tons in 2024, compared to the 372,365.37 tons produced in the previous year.

Despite the reduction in total consumption, we observed an increase in our water consumption indicator per ton produced, which went from 0.399 m³/ton in 2023 to 0.405 m³/ton in 2024. This increase can be attributed to several factors:

- **Rising temperatures:** Historically higher average temperatures year after year increase the demand for water in various processes and for the maintenance of our extensive green areas.
- **Improvement in measurements:** The implementation of more precise measurement systems provides a more accurate accounting of specific consumption per unit produced.
- **New facilities:** The entry into operation of new facilities dedicated to the production of instants and supplements influenced specific water consumption due to the initial process optimization phase.

Best practices

At the Araçariçuama Plant, a system for collecting condensed water from the air conditioning system saved approximately 768 liters of well water per month, which was then used for floor cleaning. At the Nova Iguaçu Plant, QR Codes installed near the plumbing fixtures allow employees to immediately report leaks, speeding up repairs.



Araçariçuama (SP)



Nova Iguaçu (RJ)



*Develop
efficiently*

Water consumption

(GRI 3-3, 303-1, 303-3, 303-5)

SDG related
to this page





3 **corações** Group maintains a Effluents Treatment Plant (ETEs), with reuse for irrigation or disposal into a network/water body, in accordance with current legislation governing the subject, in the following Units:

- Santa Luzia (MG)
- Montes Claros (MG)
- Eusebio (CE)
- Natal (RN)
- Mossoró (RN)
- Nova Iguaçu (RJ)
- Manaus (AM)
- Araçariguama (SP)

100% reuse for irrigation

- *Eusebio (CE)*
- *Manaus (AM)*
- *Mossoró (RN)*
- *Santa Luzia (MG)*
- *Montes Claros (MG)*



ECONOMY WITH REUSE

.....
In 2024, we achieved an economy of approximately 25,362.54 m³ of water with reuse. This volume is significant, as it would be enough to supply, throughout the year, four of our Industrial Units (Araçariguama, Eusébio, Manaus and Montes Claros), whose total consumption in 2024 was 24,286.74 m³.



*Develop
efficiently*

Effluent Treatment and reuse

(GRI 3-3, 303-2, 303-4)

SDG related
to this page



General Waste

3corações prioritizes environmental management of solid waste, preventing waste and ensuring responsible disposal under strict governance and continuous monitoring. In 2024, we generated approximately 12,309.80 tons of waste, of which 90.02% was destined for recycling, reuse, and composting, 1.10% for other recovery operations, 6.26% for landfills, 2.37% for other disposal (effluent treatment), and 0.25% for hazardous waste disposal [LM1].

Industrial Waste

The company achieved 96.59% recyclability of industrial waste, with a notable increase at the Cuiabá, Eusébio, and Nova Iguaçu Units (above 99%). Waste data management was improved for better traceability and control. Of the 10,730 tons of non-hazardous waste generated by the plants, 29% (3,088 tons) was composted and 42% (4,564 tons) was recycled. Despite a 2.26% increase in total generation due to the expansion of the Industrial Units, there were significant reductions in the disposal of organic waste (-8.20%), metal (-36.64%), and glass (-32.21%), reinforcing the focus on prevention, monitoring, and continuous improvement in waste management.

Zero Landfill

In 2024, the Zero Landfill initiative, implemented at the Montes Claros (MG), Manaus (AM), Cuiabá (MT) and Eusébio (CE) Units, prevented 34.8 tons of non-recyclable waste from being sent to landfills.

Voluntary Delivery Point

At the João Alves de Lima Building, where Integradora Ceará is located, we have a Voluntary Drop-Off Point (PEV) for our employees to properly dispose of recyclable waste, including waste generated in their homes. In addition to proper disposal, this collaboration generates revenue for the Eusébio Recyclable Waste Collectors Association (ACEU).



Develop efficiently

Waste Management

(GRI 3-3, 306-1, 306-2)





In 2024, the Eusébio Plant marked a significant step forward in our sustainability journey with the pioneering launch of the Environmental Pillar in the TPM (Total Performance Management) Program. This strategic initiative aims to empower operations, granting teams greater autonomy in identifying and proactively resolving environmental challenges. Furthermore, the pillar encourages the implementation of continuous improvements to prevent and mitigate potential environmental impacts, strictly aligning with the Environmental Aspects and Impacts Assessment (LAIA). By integrating environmental issues across other crucial areas, such as Maintenance, Production, and Occupational Safety, the TPM Environmental Pillar strengthens our culture of environmental responsibility at all levels of the organization.



Develop
efficiently

TPM Program

SDG related
to this page





We carry out environmental education and awareness actions among our employees and implement initiatives to integrate sustainable practices into all operations, with the aim of minimizing environmental impacts and enhancing social aspects and improve governance. Throughout the year, we promoted several environmental education campaigns to raise awareness among our internal and external audiences on crucial issues, including World Environmental Education Day, World Climate Change Awareness Day, World Water Day, Earth Day, World Recycling Day, Environment Week, Pollution Prevention Day, and Conscious Consumption Day. Environment Week, whose theme was “Raising Awareness of the Importance of Preserving Nature,” mobilized our Units throughout Brazil with lectures, group activities, quizzes, and raffles, demonstrating our employees’ commitment to environmental causes.



*Develop
efficiently*

**Education
and Awareness**



Cecilia's Gift

One of our environmental education highlights is our participation in the project "O Presente de Cecília" (Cecilia's Gift), a transmedia initiative that uses the power of storytelling to educate about sustainability. The project had a significant launch in October 2024 in Fortaleza, with the premiere of the animated film in theaters across the Ceará state capital. In a special initiative of the Ecocitizen Program, Shopping Parangaba hosted a screening of the film and an interaction with the game "O Presente de Cecília." This educational experience reached children from various institutions, including the Raimundo Fagner Foundation and 400 students from the Fortaleza municipal school system. Our goal is to instill environmental awareness from childhood, cultivating values that will endure for future generations.

The project's reach expanded even further on January 1, 2025, when the film was broadcast nationwide on TV Cultura. The story of Cecília and Marquinhos, who promote sustainable practices through the innovative EcoHUB, reinforces our commitment to supporting projects that enrich environmental education in Brazil.



Click next to watch the film Cecilia's Gift.



Develop efficiently

Education and Awareness



We reaffirm our commitment to excellence in environmental management through the successful maintenance of ISO 14001 certification for important units of the **3corações** Group. Between October 21st and 25th, we conducted the external audit that confirmed continued adherence to the strict requirements of the international standard at the Montes Claros (MG), Manaus (AM), Eusébio (CE) Units and at Integradora CE.

This achievement demonstrates the maturity and effectiveness of our environmental management systems in these locations, demonstrating our commitment to minimizing the environmental impacts of our operations, optimizing the use of resources, and promoting the continuous improvement of our environmental performance. Maintaining our ISO 14001 certification reinforces our commitment to integrating sustainability into all stages of our processes, from production to the integration of our activities.



*Develop
efficiently*

**ISO 14001
Certification**

SDG related
to this page



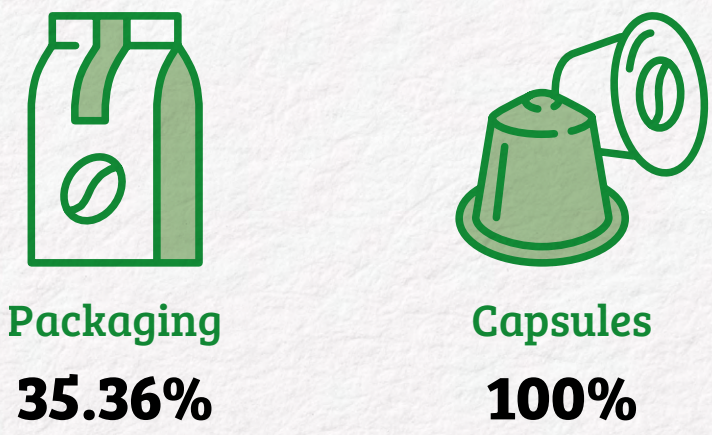
General Waste

The **3corações** Group celebrates remarkable progress on its sustainability journey. In 2024, we successfully surpassed our reverse logistics target, achieving 35.36% packaging offset relative to 2023. This result represents a leap from the 31.15% achieved in 2023 (relative to 2022) and, crucially, exceeds the 22% legal requirement of the National Solid Waste Policy (PNRS) for 2022 and 2023 by 13.36 percentage points. Our commitment to the circular economy and post-consumer responsibility is reflected in this superior performance.

This result was driven by the environmental offsetting of circulating packaging, carried out in partnership with Ambipar Environment. Additionally, for capsule beverages, we guaranteed offsetting of 100% of the packaging placed on the market, encompassing both our Capsule Reverse Logistics Program and full offsetting of the previous year's sales through our partnership with Eureciclo.

3corações integrates social impact into its Reverse Logistics, contractually stipulating that at least 70% of all recycling credits acquired come from waste picker cooperatives and associations, regardless of the contracted management entity. Furthermore, we invest directly in these cooperatives. The financial transfer, linked to reverse logistics credits, grants cooperatives full autonomy over their use of these resources. A notable example is the ASCR Association - Três RS, in Paraná, which allocated part of this funding to pay off installments related to the purchase of a truck, essential for its collection activities. This active collaboration not only exceeded the requirements of the National Solid Waste Policy by 3.36%, but also strengthened the recycling chain and generated a positive social impact in the waste picker communities. By prioritizing these partnerships, **3corações** reinforces its commitment to sustainability, valuing the work of waste pickers, and advancing toward a more circular economy.

Compensation in 2024



Partners



Strengthen the circular economy

Reverse Logistics
(GRI 3-3, 301-3, 306-2)





and, crucially, waste picker cooperatives and associations, reinforces our commitment to inclusion and strengthening the recycling chain. The results achieved in 2024 surpassed the previous year's performance in terms of capsules collected and broke the Program's all-time record, signaling growing adherence and effectiveness.

Electronics

Within the scope of Reverse Logistics of Electronic Devices, 3corações participates in the Collective Reverse Logistics of ABREE (Brazilian Association for Recycling of Electronic Devices) for the compensation of our multi-beverage machines. It is important to note that the 3corações equipment available on the market belongs to the Blue Line in the electronics classification, which includes portable appliances and small-scale items. In 2024, we surpassed the 12% target established by the National Solid Waste Policy (PNRS) for Blue Line machines, achieving a 12.13% offset rate.

Capsules

Our Capsule Reverse Logistics Program has solidified its positive impact, collecting approximately 15 million capsules through an expanded network of more than 800 Voluntary Drop-Off Points (VDPs). Our collection infrastructure covers the capitals of 12 states (BA, CE, GO, MG, MT, PE, PR, RJ, RN, RS, SC and SP) and the Federal District, demonstrating our national reach. The diversity of our PEVs, which include retail stores, restaurants, private companies, government agencies, distribution centers,



Strengthen the circular economy

Reverse logistics



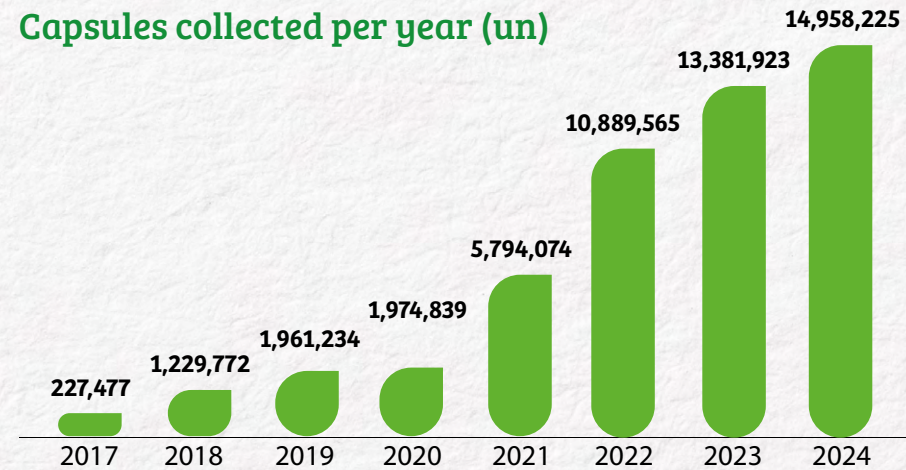


Strengthen the circular economy

Reverse logistics

2024 numbers

Capsules collected per year (un)



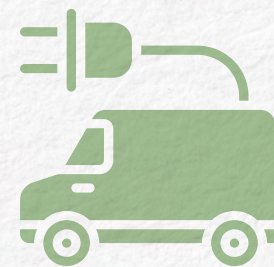
Capsule Reverse Logistics Program Timeline

55 PEVs Begin	118 PEVs Expansion	201 PEVs Expansion	312 PEVs Pandemic	493PEVs Expansion	745PEVs Expansion	782 PEVs Expansion	817 PEVs Maintenance
2017	2018	2019	2020	2021	2022	2023	2024
<ul style="list-style-type: none"> São Paulo Fortaleza 	<ul style="list-style-type: none"> Belo Horizonte Rio de Janeiro Natal 	<ul style="list-style-type: none"> Jericoacoara Fernando de Noronha Brasília Curitiba Portao Alegre 	<ul style="list-style-type: none"> Creation of the Sustainable Development Area + Cooperatives + Condominiums 	<ul style="list-style-type: none"> Recife Goiania Florianópolis 	<ul style="list-style-type: none"> Londrina Cuiabá + Equipment testing 	<ul style="list-style-type: none"> Salvador + Decharacterizing machine 	<ul style="list-style-type: none"> Program continuity Operations Improvement Caffeine Open Challenge



Electric Vehicle

Coopercaps (Cooperativa de Coleta Seletiva da Capela do Socorro), a key strategic partner that manages our reverse logistics operations in the city of São Paulo, further strengthened its collaboration in 2024. Coopercaps is also responsible for operating our two electric vehicles dedicated to collection in the city of São Paulo, which traveled 53,352 km during the year, resulting in a significant reduction of 5.45 tons of CO₂eq in our emissions in the region.



53,342 km

Driven

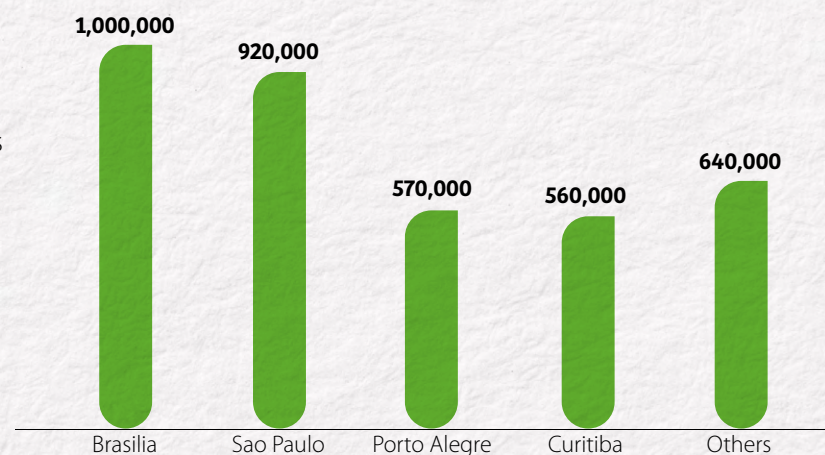
5.45 t

of CO₂eq avoided

Partner Collectors

In 2024, we collected more than 3,6 million capsules from approximately 106 waste picker associations and cooperatives, distributed among 12 of the 16 entities participating in the Program. We reached approximately 2,438 waste pickers, considering the national average per enterprise, as mentioned in the 2024 Recycling Yearbook, prepared by the Pragma Institute. The seriousness of our Reverse Capsule Logistics Program with cooperatives is demonstrated by the partnerships we have built with the main waste picker networks, cooperatives, and associations in Brazil, such as CENTCOOP, Rede Sul, Coopercaps, and ACAMJG.

Capsules Collected from Cooperatives by Location in 2024



Strengthen the circular economy

Reverse Logistics

Care

Just as the welcoming aroma of coffee reminds us of care and well-being, in 2024, we extended this comfort to our partners in the cooperatives and associations of recyclable material collectors. We donated nearly 3 tons of coffee to these organizations in the states of Bahia, Goiás, Paraná, Rio de Janeiro, São Paulo, and the Federal District. This initiative is a way to recognize the hard and essential work of waste collectors. They are the true guardians of a cleaner and healthier environment, and their invaluable service deserves our full support and recognition.

In São Paulo, which accounts for over 40% of the volume collected through our Reverse Capsule Logistics Program, we intensified our partnership with local cooperatives, hosting coffee tastings for approximately 300 members. This sensory experience, which showcased the diversity of our capsules, not only strengthened our bond with these important partners but also significantly contributed to the success of the program in São Paulo.



New use

The capsules collected through our program open up a range of possibilities for developing new products. At 3corações, for example, the panels for capsule collection displays are already made from this material. Furthermore, in Bahia, the waste is shredded and used to produce recycled roof tiles.

There are other possible uses for the material, such as capsule holders and plant pots. Capsule holders are available for purchase on 3corações' e-commerce site, Mercafé.



Display
Collector made
of plastic



Ecological tile
Collector made
of plastic



Plastic wood
Wood made from plastic
waste, aluminum and
other components



Capsule holder
First product
available at Mercafé



Vase
Plant pot made
of plastic

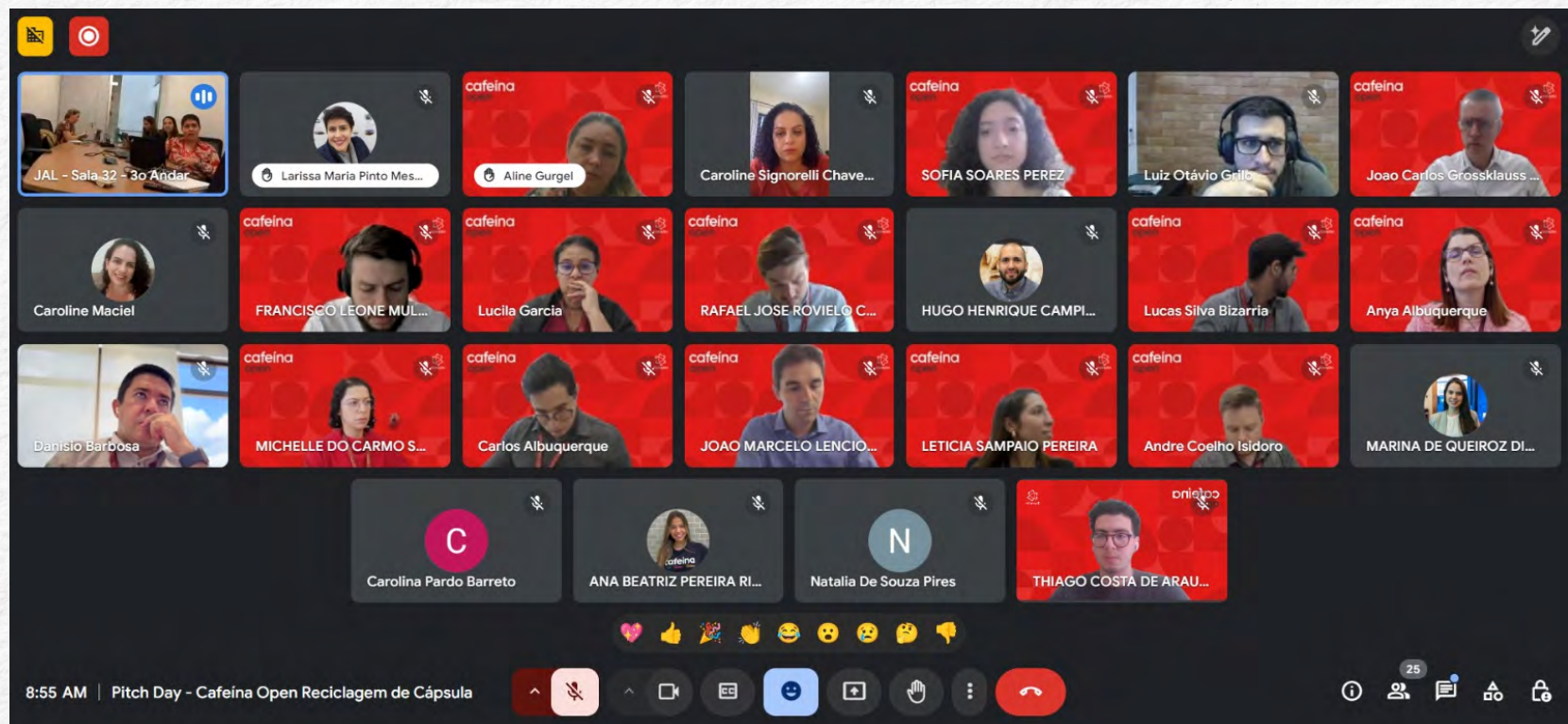


Click here and access Mercafé.



**Strengthen the
circular economy**

Reverse logistics



In April 2024, we launched an innovative challenge on the Cafeína Hub platform to find new technologies and uses for the capsules from our Reverse Logistics Program. The challenge, which ran for two months, connected startups from across Brazil and brought us 52 creative solutions. Six startups were pre-selected and participated in Pitch Day in September, where they presented their ideas in detail. During this selection process, we were surprised by the wide range of options identified, many of which went beyond the initial scope of the challenge. This demonstrated the project's great potential for innovation and sustainability, exceeding our expectations! Next year, we will begin implementing these projects, and we're already looking forward to seeing the positive impacts on the capsule recycling chain.



*Strengthen the
circular economy*

Reverse Logistics Challenge

(GRI 3-3, 306-2)

SDG related
to this page





At **3corações**, we understand that our packaging is essential to preserving the flavor and quality of our products, while also being environmentally responsible. Therefore, we are committed to continuously improve our design processes, material selection and post-consumer disposal, investing in initiatives that promote sustainability throughout the chain.

In 2024, we reached an important milestone: 56.7% of the materials used in packaging were of renewable origin, an increase of 9.4% compared to 2023, reinforcing our trajectory towards increasingly sustainable solutions.

Carton packaging

Currently, 100% of carton packaging (primary, secondary, and tertiary), as well as long-life packaging, is FSC (Forest Stewardship Council) certified. This guarantees that the forestry raw materials used are sourced from responsible management and contribute to environmental conservation.

Plastic

Prioritizing consumer health, we ensure that our capsules are free of BPA, a potentially harmful chemical compound.

Steel

The steel packaging of various products already incorporates 18% recycled material, strengthening the circular economy and reducing the demand for natural resources.

Laminated flexible packaging

We recognize the challenge posed by laminated flexible packaging, widely used in our food categories to ensure product integrity, preservation, and quality. Although theoretically recyclable, the lack of adequate infrastructure in the recycling chain to separate its complex structures requires the development of new materials. We are actively seeking solutions that overcome these limitations and promote greater recyclability for this type of packaging.



Strengthen the circular economy

Positive packaging

(GRI 3-3, 306-2)

SDG related to this page



2024 Initiatives

In 2024, we are moving forward with a series of innovative initiatives that demonstrate our dedication to efficiency and waste reduction:

- **Frisco Display Palletization Optimization:** An innovative project that resulted in a 33% increase in storage capacity per pallet for Frisco displays. This logistics optimization significantly reduced the number of transportation trips and the footprint in distribution centers, demonstrating our focus on operational efficiency and minimizing environmental impact.
- **Reducing the Thickness/Weight of Vacuum Packaging:** To reduce our environmental impact, we reduced the thickness and weight of our vacuum packaging. This initiative resulted in a reduction of 115 tons of plastic that would otherwise be discarded in 2024. Packaging
- **Inclusion of a Perforation Mark on PET Beverages:** To facilitate the separation of the label from the PET packaging during the recycling process carried out by cooperatives, we have included a specific “perforation mark.” This small change has a big impact on facilitating post-consumer recycling.

Previous initiatives

In addition to the initiatives initiated in 2024, we continue to reap the benefits of important changes implemented in previous years, which reduced the volume of plastic and cardboard. These initiatives reinforce **3corações'** ongoing efforts to develop products that not only meet our consumers' expectations but also meet the growing demands of society and the environment.

- Reduction of 34 tons/year of cardboard waste by replacing cardboard tubes with returnable plastic tubes.
- Reduction of 9 tons/year of plastic waste by changing the technical design of vacuum coffee packaging.
- Reduction of 43 tons of plastic in Santa Clara stand pack packaging



*Strengthen the
circular economy*

**Positive
packaging**



The **3corações** Group uses the Greenhouse Gas (GHG) Emissions Inventory to manage and reduce its climate impact. In 2024, the inventory, prepared using the operational control approach, covered all of the Group's Units and segments, in accordance with the Brazilian GHG Protocol Program, administered by the Getúlio Vargas Foundation (FGV). Total emissions were 40,656.88 tCO₂e, with 99.4% coming from direct sources (Scope 1) and 0.6% of indirect emissions from the purchase of electricity (Scope 2).

There was an overall reduction of 9.63% in emissions compared to 2023. Scope 1 emissions decreased 5.8% due to greater energy efficiency in stationary combustion, particularly in coffee roasters and boilers (-2,211.9 tCO₂e). However, Scope 2 emissions decreased 89.6% due to the acquisition of Renewable Energy Certificates (I-RECs), ensuring the traceability of 51,604 MWh of electricity produced from photovoltaic (solar) energy, out of a total of 55,490 MWh. This means that in 2024, 93% of the electricity consumed by the **3corações** Group came from renewable sources. In 2025, we will continue to adhere to the Brazilian GHG Protocol Program to further improve our management of the decarbonization plan.



Reduzir os impactos
nas mudanças
climáticas

GHG Inventory

(GRI 3-3. 201-2, 305-1, 305-2, 305-4, 305-5)

SDg related
to this page

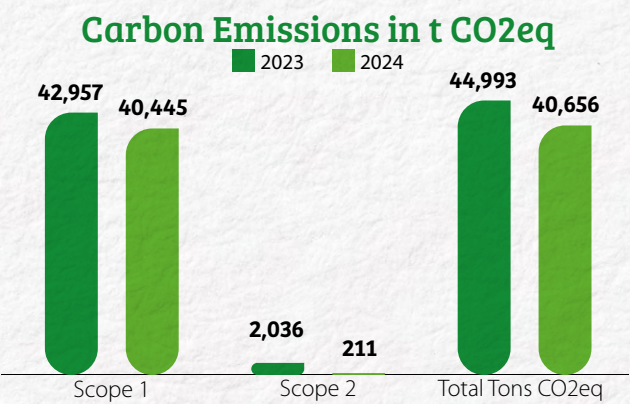


We also completed the survey of all fugitive emissions sources, generating an update to the 2023 Inventory, based on an internal methodology developed for annual monitoring and measurement of these emissions. Fugitive emissions are unintentional releases of gases or vapors from pressurized equipment, such as air conditioning systems and fire extinguishers. The amounts of 882 tCO₂eq and 850 tCO₂eq, from 2023 and 2024, respectively, were added and are already included in the overall results presented here.

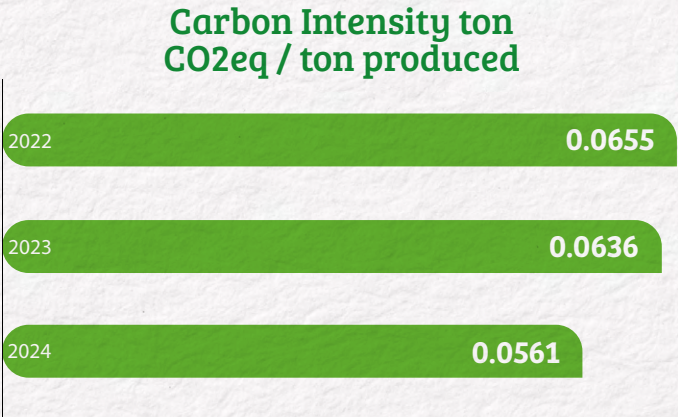
The graph on the side shows the absolute emissions of the **3corações** Group in 2024 compared to 2023.

Carbon intensity, an indicator used to demonstrate net emissions in tons or kilograms of CO₂ equivalent, in terms of production, emitted by the same Manufacturing Plants, can be seen in the graph below. In this study, carbon intensity was calculated taking into account emissions directly associated with production.

According to the graph, in 2024, we will emit 0.0561 tons of CO₂e for each ton produced, while in 2023, we will emit 0.0636 tons of CO₂e for each ton produced, a reduction of 11.79%. We can observe an evolution in the indicator, showing that the increase in production is decoupling from the increase in relative carbon emissions into the atmosphere.



9.63%
overall reduction in carbon emissions from 2023 to 2024



Reduzir os impactos nas mudanças climáticas

GHG Inventory

2025

Future
Perspectives

In a dynamic global scenario, **3corações** Group reaffirms its commitment to a future guided by responsible growth and continuous innovation. The experiences and lessons learned in 2024, a year marked by both challenges and celebrations—including our 65th anniversary and the centenary of our founder, João Alves de Lima—solidify our strategic vision for the coming years.

Our focus remains unwavering on the consumer, the foundation of our success and the reason for our company's existence. Therefore, the Consumer at the Center program, which was consolidated in 2024 as a major cultural and management transformation movement, will continue to be the central pillar of our strategy for the coming years. It will guide each of our actions, promoting greater alignment, agility, and autonomy across all teams, always with the goal of creating lasting bonds and generating value for each person who chooses our products. This process of evolution is grounded in our essence, reigniting our culture and establishing guidelines that guide our way of working and decision-making. We will continue to deepen and mature our management system to ensure that every decision and initiative results in a superior consumer experience, with greater alignment and agility.

To drive our sustainable growth, we will continue investing in the training and engagement of all our employees with the ESG (Environmental, Social, and Governance) agenda, as we believe that a conscious and prepared team is essential to integrating sustainability into all layers of our operations. The ESG agenda, strengthened by Leadership Principle 9 - Build a Sustainable Enterprise, will guide our practical actions, such as the Integrity Program, Reverse Capsule Logistics, and the Florada and Tribes Projects, which demonstrate our commitment to minimizing environmental impacts, generating positive social impact, and improving our governance.

Innovation also remains a key driving force behind our continued evolution. Despite the fluctuations and challenges of the coffee market, we will maintain our growth trajectory, expanding and diversifying our product portfolio, surprising and exceeding our consumers' expectations without diverting the attention and care we dedicate to our core business. This means innovating and exploring new opportunities, while maintaining the excellence that has brought us this far. Digital transformation and the strategic use of artificial intelligence are also allies in pioneering a new future, contributing to increased efficiency and productivity among our employees.

3corações Group moves toward 2025 with the passion and courage that are part of our essence. We are certain that, with the talent and dedication of our team, we will continue to build a bright future, exceeding expectations and strengthening the bonds that unite us with our consumers and society.

Future Perspectives

Sustainable Growth and Innovation Driven by Consumers



GRI Notebook

Declaration of use

3corações Group reported, in accordance with the GRI 2021 Standards, for the period from January 1 to December 31, 2024.

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
GRI STANDARD				
GRI 2: General Contents 2021	2-1 Organization Details	Our History p. 6 Where We Are p. 8 Governance p. 37	-	-
	2-2 Entities included in the organization's sustainability report	About the Report p. 3 Shareholder Structure p. 37	12	-
	2-3 Reporting Period, Frequency, and Point of Contact	About the Report p. 3	12	-
	2-4 Restatements of information	We inform you that the number published in 2023 regarding workplace accidents is incorrect. The incorrectly published number was 128 cases, when the correct number is 168 accidents.	-	-
	2-5 External verification	The 3corações Group's 2024 Sustainability Report did not undergo an external verification process.	-	-

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
GRI STANDARD				
GRI 2: Contents General 2021	2-9 Governance structure and its composition	Shareholding Structure page 37 Organizational Structure page 38	8	-
	2-10 Nomination and Selection to the Highest Governing Body	Organizational Structure page 38	5, 16	-
	2-11 Chairman of the highest governance body	The Chairman of the Board of Directors is different from the Chief Executive of the 3 corações Group.	16	-
	2-12 Role of the highest governance body in overseeing impact management	ESG Agenda page 29 Organizational Structure page 38	16	-
	2-13 Delegation of responsibility for impact management	The Board of Directors is responsible for the Company's strategic decisions. The Directors shall have full authority to administer and manage the Company's business, in accordance with their responsibilities and subject to compliance with the requirements established by law and in the Company's Bylaws, thus the Directors are responsible for decisions and the implementation of routine actions, in the normal course of business. Organizational Structure page 38		
	2-14 Role of the highest governance body in sustainability reporting	Organizational Structure page 38 The Sustainability Report is approved by the Group's President		
	2-15 Conflicts of interest	If a conflict of interest is identified, the Board, in any decision to be taken, may invite any Directors, company executives or specialist advisors to contribute additional information (without voting rights).		
	2-16 Communicating Critical Concerns	In more strategic matters, the Company's Executive Board shares the matter in a meeting of the Board of Directors for consideration and deliberation.		
	2-17 Collective knowledge of the highest governance body	The company defines its strategic objectives, including sustainability targets, through a committee composed of executives, management, and members of the Board of Directors. A report detailing sustainability actions and results is presented to the Executive Board and then published publicly on the Group's website.		
	2-18 Evaluating the performance of the highest governance body	Each nomination for a member of the Board of Directors includes an evaluation carried out by the Shareholder responsible for the nomination.		
	2-19 Compensation Policies	The members of the Board of Directors do not receive fees or any other remuneration.		
	2-20 Process for determining remuneration	The Directors' remuneration is set annually by the Board of Directors.		

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
STRATEGIES, POLICIES AND PRACTICES				
GRI 2: General Contents 2021	2-22 Declaration on a Strategy for Sustainable Development	Message from the President p. 4	-	-
	2-23 Policy Commitments	Our Essence page 10 Management Policy page 11 Commitments Made page 25	16	1 and 2
	2-24 Incorporation of policy commitments	Commitments Made p. 25 Organizational Structure p. 38		1 and 2
	2-25 Processes to repair negative impacts	Integrity Program page 41	16	10
	2-26 Mechanisms for advice and raising concerns	Charter of Conduct page 39 Risk Management and Compliance Framework page 40 Integrity Program page 41 Ombudsman page 45	16	10
	2-27 Compliance with Laws and Regulations	The fines applied to the Group's regular operations in 2024 totaled R\$893,000, which is not considered material.		-
	2-28 Participation in associations	Relationship with Class Entities page 53	17	-

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
STAKEHOLDER ENGAGEMENT				
GRI 2: Contents General 2021	2-29 Approach to stakeholder engagement	Materiality page 28		-
	2-30 Collective bargaining agreements	There is no single national collective bargaining agreement applicable to the entire organization; agreements are submitted to regional unions. There are 49 collective bargaining agreements in Brazil, covering 100% of our employees.	8	3
MATERIAL THEMES				
GRI 3: Themes Materials 2021	3-1 Process of defining material themes	Materiality pág. 28		
	3-2 List of material topics	Materiality pág. 28		1 to 10
	3-3 Management of material themes	ESG Agenda page 29 Sustainability Timeline p. 31 Packaging Life Cycle p. 141 Water Management p. 128 Electricity management p. 121 Waste management p. 130 Climate change p. 143 Employee development p. 82 Food quality and safety p. 99 and 100 Employee mental and physical health p. 89 and 90 Occupational health and safety p. 88 Organizational culture p. 55 Community relations p. 110 Supplier management and strengthening of the coffee chain, pages 43 and 101 Diversity, equity and inclusion, pages 77. Sustainable business growth, pp. 54 and 73. Ethical conduct, pp. 39 and 41. Technology and innovation page 67		-

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
ECONOMIC PERFORMANCE				
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Distribution of Value Added (DVA) - 2024 Personnel and Charges: R\$ 687,303,870.97 Government: R\$ 918,503,879.51 Third parties: R\$ 259,352,818.64 Shareholders: R\$ 242,115,549.68 Financial Performance page 72	9	-
	201-2 Financial implications and other risks and opportunities arising from climate change	GHG Inventory page 143 Risk Management and Compliance Framework page 40	16	-
	201-4 Financial support received from the government	Relationship with the Government page 50	17	-

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
MARKET PRESENCE				
GRI 202: Market Presence 2016	202-1 Ratio between lowest wage and local minimum wage, with gender breakdown	Considering all the 3corações Group's operating units (Integrator, CDS, Factories, Warehouses and Cafeterias), the salary guidelines are based on four principles: external salary survey, salary equity of positions according to grades, salary base of the location of operation and compliance with rules agreed upon in union conventions and agreements. It is not practice in the company to Salary differentiation is not based on gender, but rather on the position and its requirements, responsibilities, and performance. At 3corações Group, no employee receives less than the minimum wage, in compliance with current Brazilian legislation.	8	-
	202-2 Proportion of board members hired from the local community	The 3corações Group has 100% of its Board members hired locally.	8	-
INDIRECT ECONOMIC IMPACTS				
GRI 203: Indirect Economic Impacts 2016	203-1 Investments in infrastructure and support services	Tribes Project page 105 Florada Project page 108 Social Responsibility page 110 Reverse Logistics (cooperatives) pages 138 and 139	1, 2, 3, 4, 5, 8 and 10	1 and 2
	203-2 Significant indirect economic impacts	Tribes Project page 105 Florada Project page 108 Social Responsibility page 110 Reverse Logistics (cooperatives) pages 138 and 139	1, 2, 3, 4, 5, 8 and 10	1 and 2

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
PURCHASING PRACTICES				
GRI 204: Purchasing Practices 2016	204-1 Proportion of expenditure on local suppliers	Approximately 95% of purchases are from national suppliers.	-	-
FIGHTING CORRUPTION				
GRI 205: Fight against corruption 2016	205-1 Transactions assessed for corruption-related risks	Risk Management and Compliance Framework page 40 Integrity Program page 41	16	10
	205-2 Communication and training in anti-corruption policies and procedures	Risk Management and Compliance Framework page 40 Integrity Program page 41	16	10
	205-3 Confirmed cases of corruption and measures taken	There were no cases of corruption during the period.	16	10
UNFAIR COMPETITION				
GRI 206: Unfair Competition 2016	206-1 Lawsuits for unfair competition, antitrust practices, and monopoly	There were no legal actions involving unfair competition during the period.	-	10

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
TAXES				
GRI 207: Taxes 2019	207-1 Tax approach	Relationship with the Government page 50	17	-
	207-2 Governance, control and management of tax risk	Relationship with the Government page 50	17	-
	207-3 Stakeholder engagement and management of their tax concerns	Relationship with the Government page 50	17	-
PUBLIC POLICIES				
GRI 415: Public Policies 2016	415-1 Political contributions	The <i>3corações</i> Group did not make financial contributions to political parties in 2024.		10

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
MATERIALS				
GRI 301: Materials 2016	301-1 Materials used, broken down by weight or volume	Total 37,725 Tons 100% Non-Renewable 16,301 Ton 43.21% Renewable 21,424 Tons 56.78%	8, 12	7, 8 and 9
	301-3 Reused products and their packaging	Reverse Logistics of Packaging p. 135 Reverse Logistics of Capsules p. 136 Reverse Logistics of Electronics p. 136	8, 12	7, 8 and 9
ENERGY				
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Energy Matrix page 121 Electricity Consumption page 122	7, 8, 12, 13	7, 8 and 9.
	302-3 Energy intensity	We use 141 KWh per ton of product produced.	7, 8, 12, 13	7, 8 and 9.
	302-4 Reduction of energy consumption	Energy Management page 122 Increase of 17 KWH of energy per ton produced compared to 2023	7, 8, 12, 13	7, 8 and 9.

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
WATER				
GRI 303: Water and Wastewater 2018	303-1 Interactions with water as a shared resource	Water Resources Management page 128	6, 12	7, 8 and 9
	303-2 Management of impacts related to water disposal	Water Resources Management page 129	6	7, 8 and 9
	303-3 Water collection	Water Resources Management page 128	6	7, 8 and 9
	303-4 Water disposal	Water Resources Management page 129	6	7, 8 and 9
	303-5 Water consumption	Water Resources Management page 128	6	7, 8 and 9

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
EMISSIONS				
GRI 305: 2016 Emissions	305-1 Direct (Scope 1) greenhouse gas (GHG) emissions	Gas Emissions Inventory page 143	11, 12, 13	7, 8 and 9
	305-2 Indirect (Scope 2) greenhouse gas (GHG) emissions	Gas Emissions Inventory page 143	11, 12, 13	7, 8 and 9
	305-3 Other indirect (Scope 3) greenhouse gas (GHG) emissions	3 corações has not yet started collecting data for Scope 3, prioritizing its activities in collecting data and actions aimed at reducing emissions, firstly, from Scopes 01 and 02.	11, 12, 13	7, 8 and 9
	305-4 Greenhouse gas (GHG) emissions intensity	Gas Emissions Inventory page 143	11, 12, 13	7, 8 and 9
	305-5 Reduction of greenhouse gas (GHG) emissions	Electricity Consumption/Renewable Energy page 122 Carbon Neutralization - IT page 124 Gas Emissions Inventory page 143 Fleet Renewal page 125 Investments in electrical equipment page 127	11, 12, 13	7, 8 and 9

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
WASTE				
GRI 306: Waste 2021	306-1 Waste generation and significant waste-related impacts	Waste Management page 130	8, 11, 12	7, 8 and 9
	306-2 Management of significant waste-related impacts	Waste Management page 130 Reverse Logistics of Packaging p. 135 Reverse Logistics Challenge p. 140 Positive Packaging p. 141	8, 11, 12	7, 8 and 9
	306-3 Waste generated	The waste generated was disposed of as follows: Recycling 5,110 Tons Composting 3,856 Tons Incineration 140 Ton Co-processing 2,443 Tons Sanitary landfill 760 tons	11, 12, 15	7, 8 and 9

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
ENVIRONMENTAL ASSESSMENT OF SUPPLIERS				
GRI 308: Environmental Assessment of Suppliers 2016	308-1 New suppliers selected based on environmental criteria	In 2024, 17.8% of all suppliers were approved based on environmental criteria, as a priority. Integrity Program/Supplier Management p. 43 Value Chain p. 101 Coffee Verified page 104	8, 12	7, 8 and 9
	308-2 Negative environmental impacts in the supply chain and measures taken	The 3corações Group has not identified any negative environmental impact in its supply chain as it adopts the following measures to prevent this: it establishes criteria and mechanisms for selecting suppliers based on socio-environmental criteria for coffee producers, who supply coffee beans for our production of coffee-based products under the criteria of the Organic, Rainforest, and Coffee Verified certifications. To meet these certification requirements, we ensure that the raw materials used in these products are sourced from and meet the respective socio- environmental criteria of these certifications. Some certification criteria include: <ul style="list-style-type: none">• Respect for human and social rights;• Compliance with labor and social security legislation;• Compliance with occupational safety legislation for employees and third parties;• Compliance with environmental legislation. Integrity Program/Supplier Management p. 43 Value Chain p. 101 Coffee Verified page 104	8, 12	7, 8 and 9

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
ACTIVITIES AND WORKERS				
GRI 2: Contents General 2021	2-6 Activities, Value Chain, and Other Business Relationships	Where We Are p. 8 Our Brands p. 12 Our Products p. 13		
	2-7 Employees	Our People p. 75	8	
	2-8 Workers who are not employees	Our People p. 75	8	
JOB				
GRI 401: Employment 2016	401-1 New Hires and Employee Turnover	1,844 new hires, 735 women and 1,109 men.	8	
	401-2 Benefits offered to full-time employees that are not offered to temporary or part-time employees	Medical and Dental Assistance; Life Insurance and Funeral Assistance; Food/Meal Card; Basic Food Basket; Chartered Transportation for Employees; Transportation Voucher; 3c Product Pack; Educational Partnerships; General Partnerships in Various Segments; Payroll Loans; Free Telemedicine for 100% of Employees and Dependents, with or without Health Insurance, Members and Dependents; Implementation of Four New Lines of Care via Dr. AON (Teladoc); Pregnancy Monitoring, Second Medical Opinion, Nutritional Coaching, and Sports Coaching - at No Cost to Employees and Dependents; Revitalization of the Checkup Program and Contracting of a Partner Hospital in Ceará; Financial Consulting Offering for Employees in Critical Situations; Expansion of Partnerships Offering Special Conditions for Employees and Dependents in the Purchase of Products and Services, Tailored to Their Individual Expectations; Implementation of a Multi-Benefits Card with Access to Food Services, Psychotherapy, a Benefits Club, and Other Benefits for Employees Working Remotely. See page 87	8	
	401-3 Maternity/paternity leave	The 3corações Group registered 102 maternity leaves and 172 paternity leaves in 2024.	8	

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
OCCUPATIONAL HEALTH AND SAFETY				
GRI 403: Occupational Health and Safety 2019	403-1 Occupational health and safety management system	Health and Safety Management System page 88	3, 8	
	403-2 Hazard identification, risk assessment and incident investigation	Health and Safety Management System page 88	3, 8	
	403-3 Occupational health services	Health and Safety Management System page 88 Occupational Safety Commemorative Dates page 91 SIPAT page: 92	3, 8	
	403-4 Worker participation, consultation and communication with workers regarding occupational health and safety	The 3corações Group has CIPA - Internal Commission for Work Accidents implemented in all Units that fall under NR-05. This Committee includes designated members from outsourced companies. They participate in monthly meetings and can contribute to occupational health and safety issues. There is also an Emergency Brigade in our Units, which also have employees from outsourced companies.	3, 8	
	403-5 Training of workers in occupational health and safety	Health and Safety Management System page 88 Occupational Safety Commemorative Dates page 91	3, 8	
	403-6 Promoting worker health	Health and Safety Management System page 88 Occupational Safety Commemorative Dates page 91 SIPAT page 92 Regulatory Standard No. 1 (NR-01) page 88	3, 8	

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
OCCUPATIONAL HEALTH AND SAFETY				
GRI 403: Occupational Health and Safety 2019	403-7 Prevention and mitigation of impacts on occupational health and safety directly linked to business relationships	Health and Safety Management System page 88 Occupational Safety Commemorative Dates page 91 SIPAT page: 92	3, 8	
	403-8 Workers covered by an occupational health and safety management system	Health and Safety Management System page 88 Occupational Safety Commemorative Dates page 91 SIPAT page: 92	3, 8	
	403-9 Occupational accidents	We had a total of 206 work accidents in 2024. We inform you that the number published in 2023 is incorrect: in that year, we had the number of 168 accidents instead of 128 as previously reported.	3, 8	
	403-10 Occupational diseases	We had a total of 2 work-related illnesses in 2024.	3, 8	

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
TRAINING AND EDUCATION				
GRI 404: Training and Education 2016	404-1 Average training hours per year, per employee	Employee development page 82		
	404-2 Programs for employee skills development and career transition assistance	Employee development page 82		
	404-3 Percentage of employees receiving regular performance and career development reviews	Each year, the eligible group of employees subject to performance evaluations undergoes a feedback cycle, being assessed on their technical and behavioral capabilities. At the end of 2024, evaluations began to be changed to that employees would be evaluated according to the 9 Leadership Principles.		

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact	
DIVERSITY AND EQUAL OPPORTUNITIES					
GRI 405: Diversity and Equal Opportunities 2016	405-1 Diversity in Governance Bodies and Employees	Respect and Inclusion p. 77 Women on the Board p. 80	5, 8, 10	6	
	405-2 Ratio between base salary and remuneration received by women and those received by men	The salary policy at 3corações , such as the annual salary review via market research, is uniform for all employees, regardless of whether they are men or women. Compensation and Benefits page 87	5, 8, 10	6	
NON-DISCRIMINATION					
GRI 406: Non-Discrimination 2016	406-1 Instances of discrimination and corrective measures taken	The 3corações Group did not record any cases of discrimination in 2024.	10		
FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING					
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers where the right to freedom of association and collective bargaining may be at risk	The 3corações Group has not identified any instances of violation or risk of child labor, and no action is required in this situation. Integrity Program page 43	8		
CHILD LABOR					
GRI 408: Child Labor 2016	408-1 Operations and suppliers with significant risk of child labor incident	The 3corações Group has not identified any instances of violation or risk of violation of this right, and it is not necessary to take any measures to support the exercise of freedom of association and collective bargaining. Integrity Program page 43	8	5	

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
FORCED OR SLAVE-LIKE LABOR				
GRI 409: Forced or compulsory labor 2016	409-1 Operations and suppliers with significant risk of forced or compulsory labor	The 3corações Group has not identified any instances of violation or risk of violation of this right, and it is not necessary to take any measures to support the exercise of freedom of association and collective bargaining. Integrity Program page 43	8	5
INDIGENOUS PEOPLES' RIGHTS				
GRI 411: Indigenous Peoples' Rights 2016	411-1 Cases of violation of the rights of indigenous peoples	The 3corações Group did not record any incidents of violations involving the rights of indigenous peoples in 2024.	8	
LOCAL COMMUNITIES				
GRI 413: Local Communities 2016	413-1 Operations with engagement, impact assessments, and development programs aimed at the local community	Tribes Project page 105 Florada Project page 108 Social Responsibility page 110	1, 2, 3, 4, 5, 8 and 10	1
SOCIAL EVALUATION OF SUPPLIERS				
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers selected based on social criteria	In 2024, 17.8% of all suppliers were approved based on environmental criteria, as a priority. Integrity Program/Supplier Management p. 43 Value Chain p. 101 Coffee Verified page 104	8, 12	2, 4 and 5

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
MARKETING AND LABELING				
GRI 416: Consumer Health and Safety 2016	416-1 Assessment of health and safety impacts caused by product and service categories	100% of our products are evaluated for their impact on consumer health and safety through the Hazard Analysis and Critical Control Points (HACCP) program. Food quality and safety p. 99 Certifications p. 100	8, 9 and 12	
	416-2 Cases of non-compliance regarding health and safety impacts caused by products and services	The 3corações Group recorded an incident of non-compliance regarding consumer health and safety caused by products and services in 2024.	8, 9 and 12	
GRI 417: Marketing and Labeling 2016	417-1 Requirements for information and labeling of products and services	3corações Group products comply with current Brazilian labeling legislation. Their specialty coffees highlight the region of origin, producer, and other information, which is found at Cafés Rituais, Santa Clara Reserva da Família, and Tribos, among others. In all our products, we highlight recommendations for safe use of the product through the usage instructions. On our packaging, we highlight the type of packaging used and the recycling process, including the capsule boxes, where we have the Eu Reciclo seal. On our website, https://www.3coracoes.com.br/iniciativas-ambientais/ is possible to know about the recyclability of our products.		
	417-2 Cases of non-compliance with information and labeling of products and services	We had no cases closed in 2024 regarding non-compliance with product information and labeling.		
GRI Sector Notebooks: Food Processing	FP8: Policies and practices for communicating ingredients and nutritional information to consumers beyond legal requirements.	Our products undergo a robust development and approval process to ensure quality and regulatory compliance. In addition to mandatory information, we also communicate aspects such as “source” calcium, “zero lactose”, “source of vitamin”, “15 grams of protein” which are additional information that help consumers to have a better understanding of the benefits of our products.		

GRI Standard	Content	Location of the topic in the report/ Response to the indicator	Relationship with the Sustainable Development Goals - SDGs	Relationship as a principle of the Global Compact
CUSTOMER PRIVACY				
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints regarding breach of privacy and loss of customer data	The 3corações Group did not record any incidents of non-compliance regarding privacy and data loss issues in 2024.		

3corações Sustainability Report 2024

Três Corações Alimentos S.A.

Rua Santa Clara, 100 - Santa Clara - Eusébio (CE)

- 61768-300 - Brazil

Phone: +55 (85) 4006-5500

E-mail: sustentabilidade@3coracoes.com.br

Website: www.3coracoes.com.br

Acknowledgments

This report required input and reviews from various company departments. We sincerely thank everyone involved.

Coordination: Executive Controlling and ESG Management and Social Responsibility Management

Writing, Graphic Design, and Layout: 3corações Corporate Communications

