



¡por sabor!®

CODE
OF **ETHICS**
AND **CONDUCT**

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INTRODUCTION

Since it was established more than one-hundred years ago, **La Costeña™** has been driven by human values and principles of conduct that have contributed to its consolidation as a solid company in every respect.

This **Code of Ethics and Conduct** is aimed at raising awareness of and strengthening the corporate values of the company among of its staff. The concepts mentioned in this Code have been developed in accordance with the philosophy of its founder, Mr. Vicente López Resines.

A regular performance following clear ethical principles strengthens the skills of all associates and contributes to improving the relationships of the company with its customers, providers, the government, and society. As a consequence, it is essential that the Senior Management, executive officers, managers, heads and all other associates who form part of La Costeña™ assume the guidelines provided by this Code; and to enforce them in their professional activities and daily life, at all times within a framework that complies with the internal regulations (policies, procedures, and rules), external regulations (laws in effect in Mexico), and socially acceptable conduct standards.



**Living with ethics helps
us for a better
coexistence and
strengthens!**

**Senior Management of
Conservas
La Costeña S.A. de C.V.**

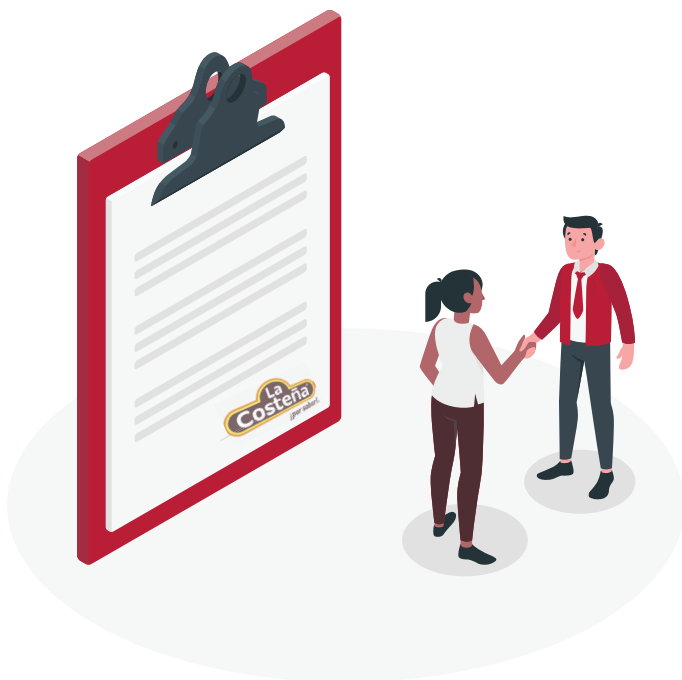
PURPOSE AND SCOPE OF THE CODE OF ETHICS AND CONDUCT

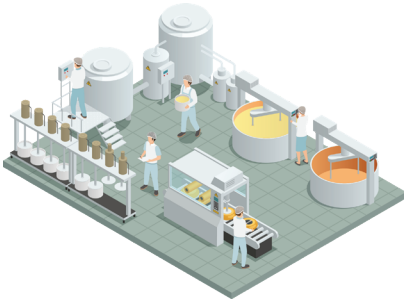
Stipulating the conduct guidelines that the Senior Management, executive officers, managers, heads and all other -company associates, customers and providers- must fulfill, relying on our human values and principles.

ETHICS AND CONDUCT FOR ASSOCIATES

Ethics, for **La Costeña™**, is a general guideline governing people's behavior, based on the provisions in this Code.

Conduct shall mean a set of actions that **La Costeña™** associates will fulfill both in their work performance and in their personal environment, both inside and outside the company.





PHILOSOPHY

In the words of La Costeña's founder, a company philosophy is:

"We are a constant effort of skilled, productive, specialized people committed in manufacturing healthy food products with the highest quality, and at a reasonable price."

MR. VICENTE LÓPEZ RESINES



MISSION

"To provide families with high-quality packaged food that preserves the good flavor of meals, and makes them easy to prepare, and accessible to all consumers."



OVERVIEW

"To be the leading company in the domestic market, with growing international presence; that through its goods and services it provides its customers and consumers with the greatest possible satisfaction, built upon developing the highest skilled and committed staff, and also using leading-edge technology to create new products."

HUMAN VALUES AND PRINCIPLES

Our human values are:

RESPECT

- Acknowledging and appreciating the work of others.
- Treating everyone in a dignified manner.
- Knowing how to listen to others, and accept differences.

INTEGRITY

- Thinking, saying, and acting in a consistent manner.
- Knowing to admit one's errors.

HONESTY

- Speaking the truth.
- Acting with ethics and honesty.

EQUITY & JUSTICE

- Treating all others equally, regardless of sex, age, religion, or ethnic origin.

LOYALTY

- Being loyal to the company, and seeking to identify oneself with it.

RESPONSIBILITY

- Assuming commitments, and also fulfilling the duties and obligations undertaken.
- Answering for one's own actions.
- Acting with discretion.



The principles guiding our conduct at work are:

TEAMWORK

- Taking part
- Cooperating
- Engaging

COMMUNICATION

- Clear
- Direct
- Formal
- Efficient
- Objective
- Timely

SPIRIT OF SERVICE

- Austere
- Cooperative
- Humble

OPENNESS TO CHANGE

- Adaptable
- Innovative and creative
- Driver of change

DEDICATION TO WORK

- Loving it
- Getting it done
- Meeting deadlines
- Being dedicated at all times

ENTHUSIASM

- Keeping a positive attitude
- Seeking self-fulfillment in all activities performed

QUALITY

- Fulfilling all established standards and rules
- Achieving ideal results
- Surpassing expectations
- Continuously improving
- Working in an efficient and productive manner
- Achieving customer satisfaction



LA COSTEÑA™ AND ITS ASSOCIATES

CHAPTER TWO

Associates are the company's greatest competitive advantage, and it defines guidelines that, together with proper and safe spaces and labor conditions, promote developing work in a proper labor environment.

INCLUSION POLICY

We respect our associates and do not tolerate any discrimination, due to age, religion, sex, ethnic background, sexual preference, differently abled, or due to any other condition protected by law. This policy is applicable to all work aspects, ranging from recruitment to termination of employment.

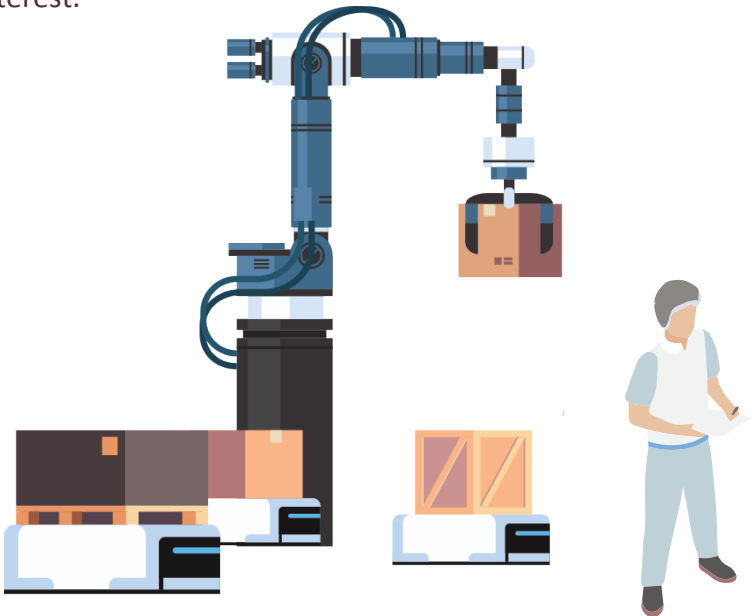


WORK ENVIRONMENT

- We promote a healthy and productive work environment, based on our human values and principles.
- We do not tolerate any abuse, harassment, or conditioning, whether verbally or through intimidating or offensive conducts.
- We do not hire minors, and no forced labor or involuntary work is allowed.

WORKING CONDITIONS

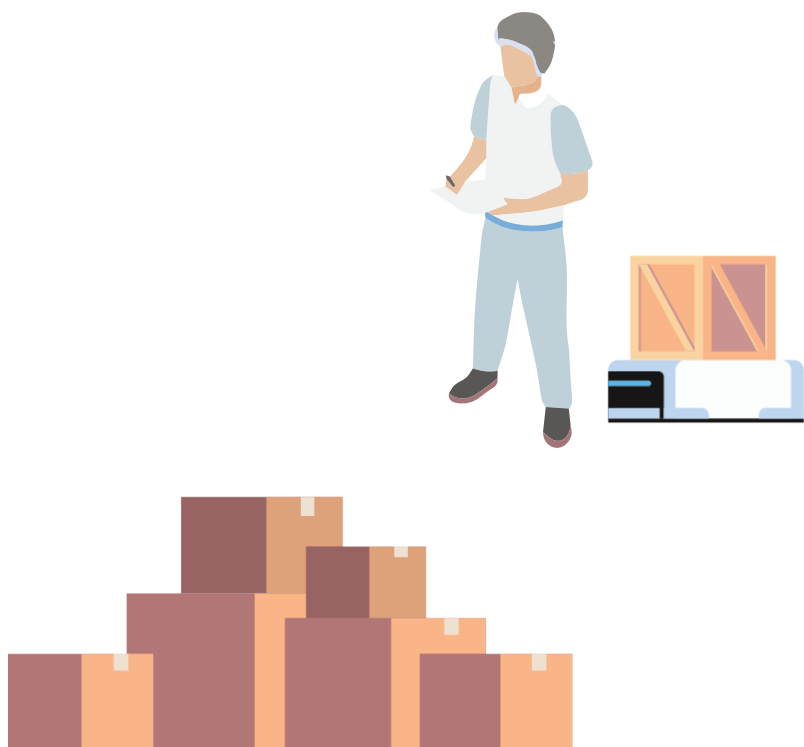
- We offer our employees the possibility to develop their talent and skills in a job position, based on their training and/or experience.
- Tasks are carried out within work hours allowed by the law in effect, and fair wages and benefits are earned. This information is clearly set forth in an individual employment contract.
- Income and deductions applied are clearly and periodically reported in the salary slip. It is important to point out that only those deductions provided in the law in effect are applied.
- We respect the labor associations and their independence, provided that they represent the employees' legitimate interest.



HEALTH AND SECURITY

The company has actions measures aimed at preventing accidents at work or occupational diseases, in order to safeguard all its associates' life, health and physical integrity, and also to protect its premises and assets. Therefore, it regularly trains its staff on Safety and Hygiene, and it additionally provides sanitary facilities for workers to wash and eat.

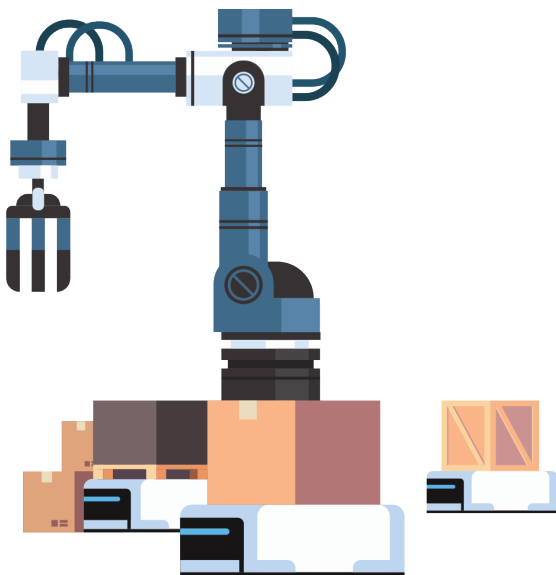
It is important to mention that all associates, visitors, and service providers are obliged to fulfill the security and hygiene standards set up and applicable at the workplace.



ASSOCIATES

For their part, they must:

- Comply with the laws and regulations, as well as with the established internal policies and rules.
- Adjust their actions and expressions to the guidelines in this Code, and behave with discretion, even within their family environment.
- Report to their supervisor any accidents, insecure conditions or contagious diseases taking place in their workplace.
- Make the commitment to take care of the company's financial and material resources.
- Know, understand and fulfill this Code, and attend training sessions [adhere to the training] related with it.



CHAPTER THREE

RELATIONS WITH DIFFERENT STAKEHOLDERS

OUR CUSTOMERS AND CONSUMERS

La Costeña's customers and consumers are the very reason the company exists; therefore, it is fundamental to satisfy them. Quality and safety of the goods and services offered by the company are the main commitment with them.

All La Costeña's customers are equally important, consequently arrogance is unacceptable in any business relationship held by the company.

Sales commitments must be true and honest in regard to availability, delivery date, quality, and general conditions.

When dealing with customers, there is no room for corruption, bribery, favoritism, or any other activity contrary to good morals or that may disturb people's health.



OUR PROVIDERS

La Costeña™ considers its providers as strategic allies for developing its operations and performance. Therefore, the company only works with those who share its human values and principles.

Associates who make deals for acquiring institutional goods and services must offer and demand an equal and honest treatment to providers in each operation, and based on the company policies and procedures, in order to secure a mutual benefit at all times.

Selection of providers must be impartial and in accordance with rigorous quality, profitability, and service criteria. Associates may not receive or give gifts or courtesies to providers. Regarding gifts, exceptions may be allowed, but only with previous knowledge and consent of the Senior Management.

Associates are obliged to make our **Code of Ethics** known to providers.



RELATIONSHIP WITH THE GOVERNMENT

La Costeña™ needs to have a broad interaction with the governments in the countries it prepares, markets, or distributes its products. The company must follow the human values and principles it promotes. Therefore, La Costeña™ demonstrates its commitment for respecting and collaborating with the various tiers of government of countries it performs its activities in.

Likewise, it is expressed that no company associates may receive or give any gifts or other courtesies from or to, government authorities of any country it makes business in.



COMPLIANCE WITH THE LAWS

FULFILLING LAWS AND RULES, AND COMPLYING WITH AGREEMENTS AND CONTRACTS.

La Costeña™ and its associates assume the commitment to fulfill the laws and rules directly related to its activity. This principle applies, without exception, to all business areas. In this regard, it is considered that violating the law is a crime that may result in economic damages to the company and be detrimental to its image.

Also, honoring and fulfilling the agreements and commitments assumed as provided in our business contracts is inescapable.

ANTI-CORRUPTION POLICY

At La Costeña™ we do not accept any bribery act. Therefore, we do not take or give money or gifts in order to achieve personal or business benefits contrary to the law. Paying bribes, or taking money, gifts, or kickbacks to achieve the above-mentioned benefits is detrimental to the earnings and reputation of the company, and also of our associates. Those actions are illegal and may give rise to criminal sanctions.



CONFLICT OF INTEREST

Conflict of interest means to play any associate's personal benefit off that of the company. Associates must not take advantage of business opportunities offered by the organization that may allow them to gain revenues from third parties. No provider must have any degree of kinship, family relationship, bond relationship or friendship with company employees who have the authority to make decisions on the selection and contracting of goods and services for the company. Also, it is not permitted to use the company's premises, resources, or workers for personal purposes.



SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

SOCIAL RESPONSIBILITY

In its decision-making process, **La Costeña™** evaluates how its actions impact the environment and communities, and it also considers very important how it influences its associates base. In regard to the latter, the company seeks coinciding points that make possible to effectively integrate the interests and the results relevant to all parties. In line with those interests, the company seeks to hold relationships with other companies that also promote the social responsibility.

ENVIRONMENTAL RESPONSIBILITY

La Costeña™ considers it is highly important to preserve and improve the environment quality and control air pollution that may be caused by any of its processes, consequently its operations are carried out in a sustainable manner, to the benefit of future generations.

In the framework of environmental culture assumed by the organization, it always seeks comprehensive solutions to manage, reuse and optimize natural resources, raw materials, and waste.

In that context, the developed activities are governed through policies, actions, and programs that take care of the environment, based on domestic and international standards.



USE OF COMPUTER, AUDIOVISUAL AND COMMUNICATION EQUIPMENT

Associates must comply with the company's internal policies and procedures applicable to use of its computer, audiovisual and communication equipment, and the following is definitely prohibited:

- Viewing or using pornographic material.
- Expressing or issuing opinions on political and/or religious topics.
- Using any of these resources for business purposes not related to the company.
- Engaging in gambling and bets.

Generally, engaging in any expressly prohibited conduct by the company policies and the laws in effect

Using the email and communication systems for personal purposes is restricted, and must not significantly interfere with the resources productivity or use.



CONFIDENTIAL INFORMATION

Each associate acknowledges that he has entered into a confidentiality agreement with the company, whereby he reaffirms its responsibility to use the information in accordance with the terms and conditions therein agreed upon, and based on the principles stipulated in this Code.

Any information generated, received, or transferred by La Costeña™ associates while performing their applicable tasks, and not of a confidential nature, must be treated with discretion.

ETHICS REPORTING SYSTEM

ETHICS REPORTING SYSTEM AND SANCTIONS

This **Code of Ethics and Conduct** provides a personal or anonymous communication mechanism whereby it is possible to report, enquire and follow up conducts or facts that violate any of the provisions stipulated herein. The **Ethics and Conduct Committee** makes sure all concerns reported are received to be analyzed, assessed, investigated, and decided upon, and additionally with impartial decision being secured.

Breach of the provisions in this **Code** will be penalized in accordance with the provisions in the Internal Work Rules, and in the relative laws in effect, if applicable. Therefore, the disciplinary measures may range from a verbal reprimand to termination of employment.

To report a concern, enter:
<https://denuncia.lacostena.com.mx:8447/>
 and follow the applicable instructions.

**“Reporting concerns is everybody’s responsibility;
 do it with confidence and honesty.”**



CODE OF ETHICS AND CONDUCT



¡por sabor![®]

Living in an ethical manner helps us to have a better coexistence and strengthens the organization!

- Respect
- Integrity
- Honesty
- Equity and justice
- Loyalty
- Responsibility

3rd EDITION 2023