



*¡por sabor!*®

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



# INDEX

<b>Preamble</b>	<b>3</b>
<b>CHAPTER ONE</b> <b>Fundamentals</b>	
• Code of ethics and conduct objective	<b>4</b>
• Partners Ethics and Conduct	<b>4</b>
• Philosophy, mission and vision	<b>4</b>
• Human values and principles	<b>5</b>
<b>CHAPTER TWO</b> <b>Relations with interest groups</b>	
• La Costeña® and its partners	<b>6</b>
• Our customers and consumers	<b>6</b>
• Our suppliers	<b>7</b>
• Relation with the Government	<b>7</b>
<b>CHAPTER THREE</b> <b>Compliance with law</b>	
• Observance of laws and agreements compliance	<b>8</b>
• Anti-corruption policy	<b>8</b>
• Conflict of interest	<b>9</b>
<b>CHAPTER FOUR</b> <b>Social and environmental responsibility</b>	
• Health and safety	<b>10</b>
• Industrial safety and hygiene	<b>10</b>
• Use of computer, audiovisual and communication equipment	<b>11</b>
• Confidential information	<b>11</b>
<b>CHAPTER FIVE</b> <b>Reporting system</b>	
• Complaints and penalties system	<b>12</b>

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# EAMBLE

La Costeña® has been guided since its foundation more than ninety years ago, by human values and principles of conduct, which have contributed to consolidate it as a solid company in all aspects.

We have developed a Code of Ethics and Conduct aimed to strengthen the institutional values of the company based on its funder philosophy, Don Vicente López Resines.

Everyday performance observing ethical principles strengthens the competences of all partners and contributes to improving the relations of the company with its customers and suppliers; as well as with the Government and society.

Therefore, it is fundamental that everyone who is part of La Costeña® acts according to the guidelines referred to in this code; by applying it in their professional activities, and even in their everyday life, in the context of compliance with internal (policies, procedures and regulations) or external regulations (laws of Mexico) and the socially acceptable standards of conduct.

Living ethically helps us to improve our coexistence and strengthens us!

# CHAPTER ONE

# FUNDAMENTALS

## CODE OF ETHICS AND CONDUCT OBJECTIVE

Establish the guidelines of behavior that must be followed by employees, customers and suppliers based on our human values and principles

## PARTNERS ETHICS AND CONDUCT

For La Costeña®, **Ethics** is the general guideline that governs behavior, based on the provisions of the present Code.

The **Conduct** must be understood as the set of actions that La Costeña® partners must follow, both in their work performance and on the personal level, inside and outside the company.

## PHILOSOPHY, MISSION AND VISION

### PHILOSOPHY

In the words of the founder of La Costeña®, the philosophy of our company can be summed up as:

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

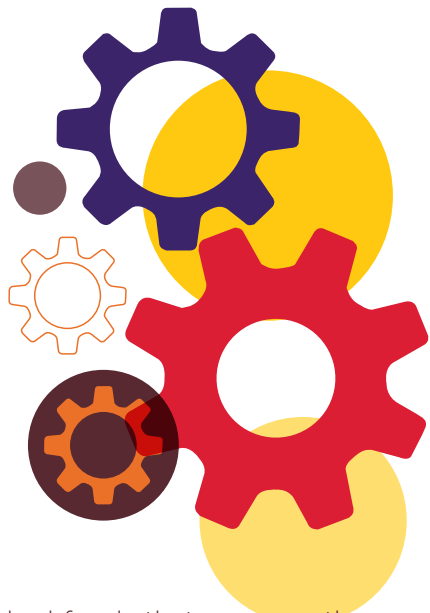
DON VICENTE LÓPEZ RESINES

### MISSION

To provide families with high quality packed foods that preserve the delicious flavor of Mexican cuisine and ease its preparation, at a reasonable price that makes them accessible to all consumers.

### VISION

To be a leading company in the national market of canned food, with growing international presence, providing —through our products and services— the greatest satisfaction to our customers, based on the development of a highly qualified and committed staff, as well as the use of state-of-the-art technology for the creation of new products.



## PRINCIPLES AND HUMAN VALUES

Our human values are:

### RESPECT

- Recognize and appreciate the work of others.
- Decent treatment to all persons.
- Listen and accept differences.

### INTEGRITY

- Think, say and act in a consistent manner.
- Admit mistakes.
- Act in a constant and consistent manner.

### HONESTY

- Speak with the truth.
- Act with ethics and righteousness.

### EQUITY AND JUSTICE

- Treat everyone equally regardless of sex, age, religion or ethnic origin.

### LOYALTY

- Be loyal to the company and search for belonging inside it.
- Proceed with discretion.
- Love the team.
- Achieve affinity of interests between the company and the person.

### RESPONSIBILITY

- Make commitments, as well as undertake duties and obligations.
- Answer by the own actions.

The principles that govern our work behavior are as follows:

### TEAMWORK

- Participation.
- Collaboration.
- Commitment.

### COMMUNICATION

- Clear.
- Effective.
- Direct.
- Objective.
- Formal.
- Timely.

### SPIRIT OF SERVICE:

- Assistance.
- Cooperation.
- Austerity.
- Humility.

### OPENNESS TO CHANGE

- Adaptability.
- Innovation and creativity.
- Promote change.

### ENTREGA AL TRABAJO

- Love it.
- Comply with it.
- Be punctual.
- Engage.

### ENTHUSIASM

- Positive attitude.
- Personal fulfillment.

### QUALITY

- Exceed expectations.
- Obtain satisfactory results.
- Continuous improvement.
- Comply with the rules.
- Work in an efficient and productive way.
- Satisfy the customer.

## CHAPTER TWO

# RELATIONS WITH INTERE

### LA COSTEÑA® AND ITS PARTNERS

#### LA COSTEÑA®

- Recognizes its staff as its greatest competitive advantage.
- It respects its employees and does not allow any kind of discrimination either by age, religion, sex, ethnic origin or any other status protected by law.
- It does not tolerate any harassment or conditioning, whether it is verbal by intimidating or offensive conduct.
- It encourages a healthy and productive work environment by promoting teamwork and clear and direct communication.

#### THE PARTNERS

- They recognize and respect the hierarchical levels and the lines of command established.
- They comply with the laws and regulations, as well as policies and internal rules.
- They have the obligation to act and express in compliance with the guidelines of this code, by behaving with discretion, even in their family circle.
- They commit themselves to take care of economic and material resources of the company.

### OUR CUSTOMERS AND CONSUMERS

Customers and consumers of La Costeña® are the same reason for its existence, so it is essential to satisfy them. The quality and safety of products and services provided by it are the main commitment with them.

All La Costeña® customers are equally important and, consequently, arrogance is unacceptable in any of the commercial relations that the company establishes.

Sale commitments must be honest and truthful, in relation to availability, delivery date, quality and general conditions.

In our dealing with customers, there is no place for corruption, bribery, favoritism or any other activity contrary to morality, that goes against the health of the population.





# BEST GROUPS



## OUR SUPPLIERS

La Costeña® considers its suppliers as strategic partners for the development of its operations and performance; therefore, the company only works with those who share its human values and principles.

Partners that negotiate the acquisition of goods or institutional services must provide and require fair and honest treatment from suppliers in each transaction, based on the policies and procedures of the company, in order to always guarantee the benefit of the latter. The selection of suppliers will be based on impartial, consistent with rigorous quality criteria, profitability and service.

Employees may not receive or give gifts, sops or other courtesies to the suppliers. Exceptions to this case can only set under written authorization from senior management.

Partners are required to raise awareness of our code of ethics and conduct with suppliers.

## RELATION WITH THE GOVERNMENT

La Costeña® requires extensive interaction with the Governments of the countries where it produces, sells or distributes its products.

This must adhere to human values and principles promoted by the company.

For this reason, La Costeña® is clear about its commitment to respect and cooperate with the various orders of Government of the countries in which it develops its activities.

It also proclaims that none of the employees of the company can receive or give gifts, sops or other courtesies from the governmental authorities of any country in which it operates.



## CHAPTER THREE

# COMPLIANCE WITH LAW

### **OBSERVANCE OF LAWS AND REGULATIONS, AS WELL AS AGREEMENTS COMPLIANCE**

La Costeña® and its partners are committed to observe the laws and regulations directly related to their activity. This principle, without exception, applies to all areas of business. In this sense, the failure to comply with the law is considered a crime that can result in economic harm to the company; and it may affect its image.

The compliance and observance of the agreements and commitments that are established in our commercial contracts is also unavoidable.



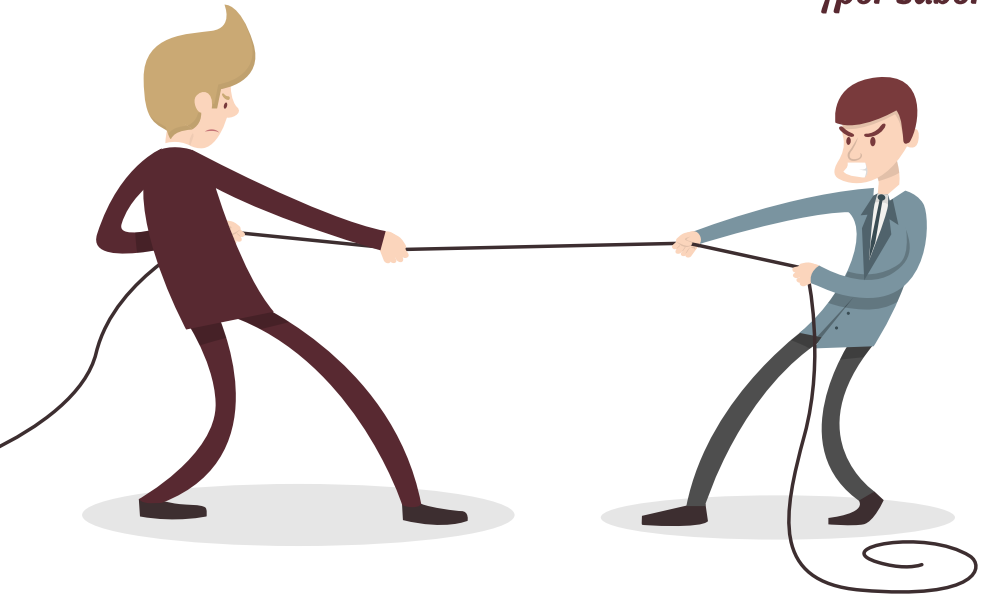
### **ANTI-CORRUPTION POLICY**

In La Costeña® we do not accept any act of bribery. Therefore, we do not receive or give money or gifts to get business or personal benefits contrary to the law.

Bribing, receiving money, gifts or sops to get the benefits previously outlined, can affect the results and the company's reputation, as well as that of our partners.

These actions are illegal and may constitute criminal penalties.





### **CONFLICT OF INTEREST**

Conflict of interest is understood as the contraposition of the personal benefit of any employee with the one of the company.

Employees must not take advantage of business opportunities that the company offers, to allow them to earn income from third parties.

No vendor shall have kinship, friendship or family relationship with the staff of the company, empowered to decide on the selection and procurement of goods and services for La Costeña®.

Also, no partner may be direct provider or in society's goods and services of the company.

Similarly, the use of facilities, resources, or staff of the company for private purposes is prohibited.

Exceptions to this chapter can only set under written authorization from senior management.

## CHAPTER FOUR

# SOCIAL, ENVIRONMENTAL RESPONSIBILITY AND SAFETY

### HEALTH AND SAFETY

La Costeña® considers vital to preserve and improve the quality of the environment and control pollution that may arise from any of its processes, so its operations are performed in a sustainable way, for the benefit of future generations.

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

In this context, the activities developed by La Costeña® are governed by policies, actions and programs of environmental care, based on national and international standards.

### INDUSTRIAL SAFETY AND HYGIENE

La Costeña® takes measures and actions to prevent work accidents and diseases in order to safeguard the life, health and physical integrity of persons; as well as to protect the facilities and assets of the company.

It is obligation of all employees, visitors and service suppliers to comply with safety and hygiene standards.

Employees must notify their immediate supervisor of any accidents, unsafe conditions or diseases occurring in their work area.

## **USE OF COMPUTER, AUDIOVISUAL AND COMMUNICATION EQUIPMENT**

Employees must comply with the policies and internal procedures of the company related to the use of their computer, audiovisual and communication equipment; according to which, the following is prohibited categorically:

- Visualize or use pornographic material.
- Express or give opinions on political or religious topics.
- Use any of these resources for commercial purposes other than the company.
- Participate in gaming.
- And in general, engage in any other conduct prohibited expressly within the framework of the policies of the company.

The use of electronic mail and communication systems for personal matters is limited and must not interfere with productivity or the consumption of resources in a meaningful way.

## **CONFIDENTIAL INFORMATION**

All information La Costeña® partners generate, receive or transfer as part of the development of their respective functions, is confidential.

Each one of the partners recognizes that it has entered into a confidentiality agreement with the company, which reaffirms their responsibility for using the information on the terms and conditions agreed upon and in accordance with the principles that this code sets.

# CHAPTER FIVE

# REPORTING SYSTEM

## HEALTH AND SAFETY

This code of ethics and conduct establishes a mechanism of communication, personal or anonymous, through which you can report, consult and monitor behaviour or acts which violate any of the provisions contained therein.

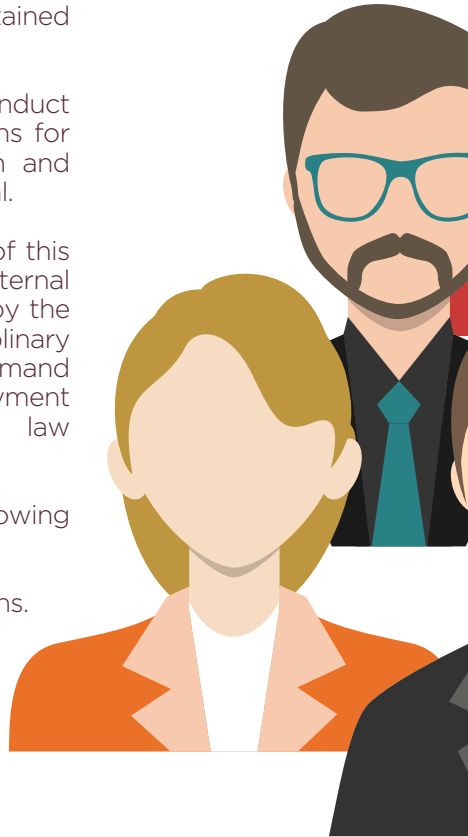
The Committee of Ethics and Conduct ensures the reception of any allegations for their analysis, evaluation, investigation and determination, and guarantees a fair trial.

Failure to comply with the provisions of this code shall be punished pursuant to Internal Work Regulations where appropriate, by the applicable laws. Accordingly, disciplinary measures can range from a verbal reprimand to termination of the employment relationship, or the application of law enforcement.

To file a complaint, go to the following address:

**[http //denuncia.iacostena.com.mx](http://denuncia.iacostena.com.mx)**

and follow the corresponding instructions.





**"Reporting is responsibility of everyone,  
do so with certainty and honesty."**

# CODE OF ETHICS AND CONDUCT



Living ethically helps us to improve  
our coexistence and strengthens us!

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

1<sup>ST</sup>. EDITION 2015