

COMBATING CORONAVIRUS (COVID-19)

OUR INITIATIVES





YOU ARE OUR BEST CHOICE

EVERYTHING WE DO IS TO ALWAYS BE THE FIRST CHOICE OF OUR CUSTOMERS.

Therefore, aware of the essential role of the supermarket sector for society, especially at this time with the global concern regarding the spread of the new coronavirus (Covid-19), we reaffirm our commitment to keep full operation.

We are working together with our entire value chain to maintain the agility of supply, working at our maximum capacity so that customers can buy what they need, when they need and through the channel they choose.

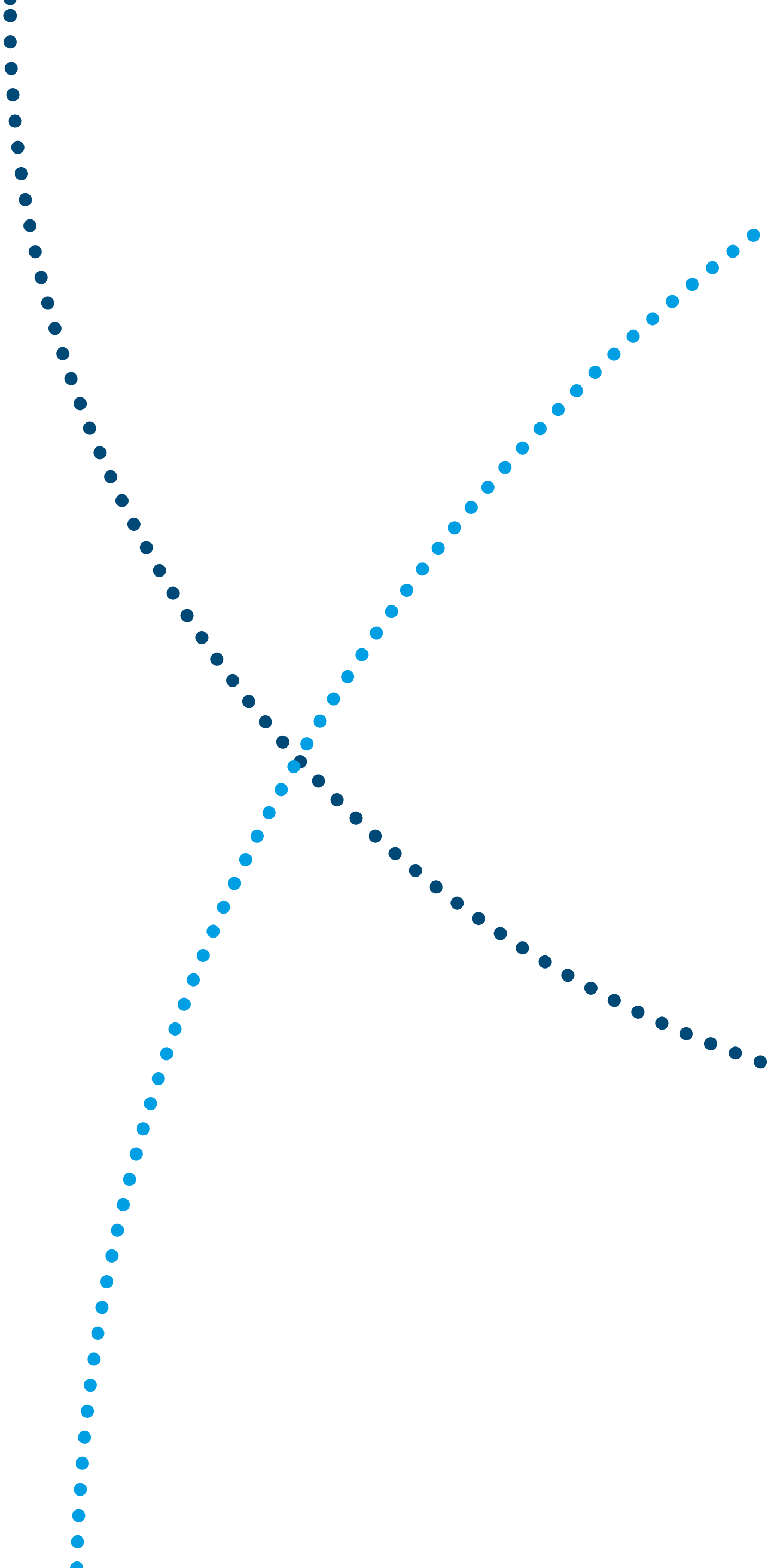
We monitor and follow all recommendations of the health agencies regarding preventive measures to ensure the well-being and safety of our team and our customers, who are our priorities.

We believe that together we can make a difference and overcome this delicate and challenging moment.



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1. IN OUR STORES AND BUSINESSES



- We adopt increased care with **cleaning and hygiene**, with the increase in the frequency of hygiene of **carts, baskets** and other points of contact, such as **handrails, elevators, payment terminals, mats**, among others.



- We **check the temperature** of our employees and third parties before they enter the stores.



- We offer **gel alcohol** at store entrances and at all checkout units, as well as **personal protective equipment** for all teams.



- We implemented the **mandatory use of face protection masks in all of our stores**. We also reinforced the visual communication for this orientation and offered disposable units to customers, in addition to selling fabric masks.

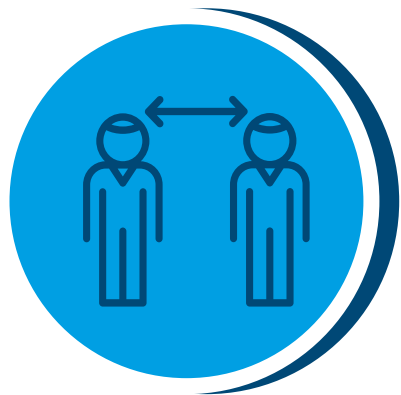




- We installed innovative devices, such as **alcohol gel totems activated by the feet** and “**elbow pads**” for opening refrigerators doors without contact with hands.



- We reduced **the service hours** in stores and created an exclusive time to **customers over 60 years** in Pão de Açúcar units throughout Brazil: from 6am to 7am, so they can do their shopping with more tranquility and safety.



- We implemented **control of the number of customers** in stores; **safety distance** between customers in the queues of checkout units and service counters; and acrylic protection between the checkout unit and customers.

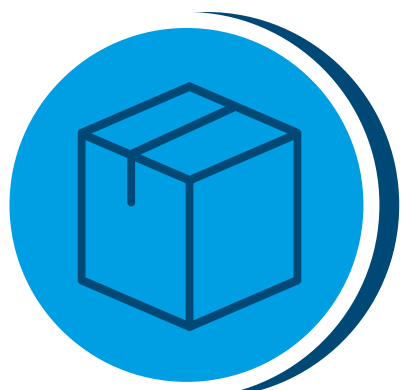


- We eliminated all **tastings** offered in store.





- We **closed Pão de Açúcar's coffee services** during the most critical period of the pandemic. In some locations where government authorities allowed, the spaces were **reopened with all necessary care and safety**, such as **spacing between tables**, **bags available for storing the mask** during the consumption of food and drinks, **limit of two people per table**, use of **disposable items**, **acrylic dividers on the tables**, and others initiatives, in addition to the limitation of occupation and period of operation.



- We make **perishable products available in packs** to facilitate handling.



- We provide **disposable gloves** for handling and **choosing fruits and vegetables** at Pão de Açúcar stores.





- We made **automation/release** of parking gates.



- We do not allow **abusive price increases** to be passed on to our customers.



- We started to receive **payment of slips and invoices from fashion retailers**, such as Renner, Riachuelo and Marisa, in our stores of Pão de Açúcar, Extra Hyper and Mercado Extra to offer another option to customers and reduce customer displacements to the least possible.



- From July 17 to September 30, 2020, we grant a **discount for purchases** paid with the **Emergency Aid** or **FGTS Emergency Withdrawal** by “**Caixa Tem**” application. The initiative was possible through an exclusive partnership with Caixa and is available in all Extra Hiper, Extra Super, Mercado Extra, Mini Extra and Extra Drugstore all over Brazil (except service stations and e-commerce).





- To ensure that **Cheftime** products, our exclusive gastronomy brand, reach stores and customers with maximum security, **we have intensified hygiene measures in the production center**, with an increase in the frequency of cleaning all floors and **disinfecting areas of production**. In addition, **individual protective equipment** was distributed to employees, both for use during working hours and on the way to the Central. Also, in each shift, the employees need to **measure the temperature**.

Our care for hygiene and safety of our customers when shopping was recognized by the City of Rio de Janeiro with an official certification to Extra and Pão de Açúcar stores in the prevention against Covid-19. The initiative recognizes the establishments that are strictly following the preventive measures, verified in inspections of the capital's trade.





2. IN OUR E-COMMERCES AND DELIVERY

- **Free delivery** to purchases above R\$ 99.00 **and priority in deliveries** of purchases to **customers over 60 years old** in *PaodeAcucar.com* and *ClubeExtra.com*.
- Expansion of the number of our physical stores that operate both e-commerce.



- During a month of pandemic, a special action was carried out with **free shipping** for customers in the risk group - the elderly, people with chronic diseases, health professionals - through the Prime subscriptions from **James**, which is part of our business portfolio.
- Awareness of **self-employed couriers of James** regarding **cleaning** of work equipment and hands, in addition to distribution of 40,000 **alcohol gel** sachets. They all were instructed and received informative material with the main prevention tips.
- Creation of **double tip**, which encourages customers to tip **James** curriers, and the startup will also pay the same value to this partner. Customers can also opt for delivery without direct contact, informing the currier through the app chat about this preference and he will leave the order at the door.





3. CARE WITH OUR PEOPLE



- We created a **multidisciplinary committee** to monitor and address the issues related to the subject, always aligned with the procedures and determinations of health agencies and medical entities and ensuring **the well-being and safety of employees**.



- We intensified **communication with our employees**, highlighting the importance of preventive measures and awareness. We released the **App Web**, which gathers all our guidelines, actions and protocols.



- We dismissed temporarily and anticipated vacations for **employees of risk groups** – elderlies, people with chronic disease - and pregnant women, and hired **more than 5,000 temporary professionals to strengthen our team of stores and e-commerce**.



- We adopted **home based work** for employees of the headquarters and administrative offices.





- We reinforced the work of **night supply**, avoiding concentration of employees in other times.



- We promoted an **incentive campaign** with differentiated remuneration for store employees.



- We provided **medical outpatient care** dedicated to employees of the headquarters and administrative buildings, as well as **telephone line** to attend the entire team. We also acquired quick tests for confirmation of Covid-19.



- We anticipated **influenza vaccination** to employees and dependents.





4. WHAT YOU CAN DO WHEN CHOOSING GPA TO DO YOUR SHOPPING



Practice **conscious consumption** and collaborate by shopping according to your needs. Make a list of everything that is missing and what you really need to buy.



Define who will shop and opt for **just one person of the family** going to the market. People in the risk group, children and pregnant women should stay at home to avoid as much as possible environments with agglomeration of people.



Wash your hands thoroughly before leaving home and, if possible, carry a small bottle of gel alcohol in your pocket to enhance hygiene during shopping.



Avoid touching multiple packages or products you will not buy. Observe, think, analyze and, when you are sure, take the product and put it in the cart or basket.





Try **not to touch your face with your hand** while shopping. If necessary, sanitize them before touching your face.



When **coughing or sneezing**, cover your mouth and nose with the inner side of your arm or a tissue and discard it immediately in the trash.



Preferably **pay with card** instead of cash. This payment method is safer for both you and the checkout operator.



The use of **masks**, including homemade ones, is recommended for those who need to leave the house.



When leaving our stores, **sanitize** your hands, cell phone, keys and wallet with paper towels and alcohol 70%.





5. SUPPORT TO THE SOLIDARITY NETWORK

We know that during this period, many social institutions and communities around our stores are facing difficulties to continue their activities. Through GPA Institute, we have developed a series of actions to support this solidarity network involving donation of our brands and encouraging customers and partners to also donate.





5.1 DONATION OF NON-PERISHABLE FOOD AND HYGIENE AND CLEANING PRODUCTS

GPA Institute **donates tons of products to various partner institutions** to assist their beneficiaries amid the Covid-19 pandemic scenario. Donations focus on contributing to people at risk or vulnerability, such as residents of communities around our stores.





5.2 SUPPORT TO EMERGENCY FUNDS

Each of our banners will support emergency funds to assist microentrepreneurs, small community businesses and communities in regions of high social vulnerability in subsidizing their initiatives and businesses during this period.

Check out each of them below:



CONEXSUS
CONEXÕES SUSTENTÁVEIS

MATCHFUNDING
ENFRENTA



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5.2.1 SUPPORT TO EMERGENCY FUNDS

PÃO DE AÇÚCAR

SUPPORT TO CONEXSUS EMERGENCY FUND FOR SMALL COMMUNITY BUSINESSES

Conexsus, partner of GPA Institute, works on the promotion and development of Brazilian sustainable small businesses. One of its lines of action is through a fund for investment in those businesses, to get structured and able to grow. Within this fund, an emergency line was created to benefit 450 small community businesses, which will be chosen by União Nacional das Cooperativas da Agricultura Familiar e Economia Solidária (National Union of Cooperatives of Family Agriculture and Solidarity Economy) (Unicafes) and Conselho Nacional das Populações Extrativistas (National Council of Extractive Populations) (CNS). The chosen businesses will be monitored by the team of these institutions, ensuring a good use of this resource during this period.

Learn more about Conexsus at:
<https://www.conexsus.org/>



CONEXSUS
CONEXÕES SUSTENTÁVEIS



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5.2.2 SUPPORT TO EMERGENCY FUNDS **EXTRA**

SUPPORT TO THE FUND OF MATCHFUNDING ENFRENTA

Matchfunding Enfrente is a crowdfunding platform focused on initiatives of the Brazilian peripheries to cope with the impacts of Covid 19. Projects up to R\$ 30,000 are made available for fundraising of individuals. All fund raised was tripled: for every R\$ 1 donated, other R\$ 2 were invested by the fund. The Fund is composed of several partners, including Extra, through GPA Institute.

Learn more about the platform at: <https://benfeitoria.com/canal/enfrente>



MATCHFUNDING
ENFRENTA





5.3 SOLIDARITY DONATION

In the applications Pão de Açúcar Mais and Clube Extra, our customers have the possibility to reverse the stars accumulated in the 'Meus Prêmios' program into donations of food baskets to the institutions:





5.3.1 SOLIDARITY DONATION **CLUBE EXTRA**

REDES DA MARÉ

‘Redes de Desenvolvimento da Maré’ Association works to ensure the rights of the population residing in the 16 communities of Maré. The food baskets collected will be distributed to residents of the Complex and beneficiaries.

Learn more about the institution at: <http://www.redesdamare.org.br/>



5.3.2 SOLIDARITY DONATION **PÃO DE AÇÚCAR MAIS**

RED CROSS

The world’s leading humanitarian aid institution, the Red Cross, is present in 21 states and will distribute those baskets to various locations they operate in São Paulo.

Learn more about the institution at: <http://www.cruzvermelha.org.br/pb/>



The redemption of 'Meus Prêmios' (My Prizes) can also be reversed into cash for the initiatives:

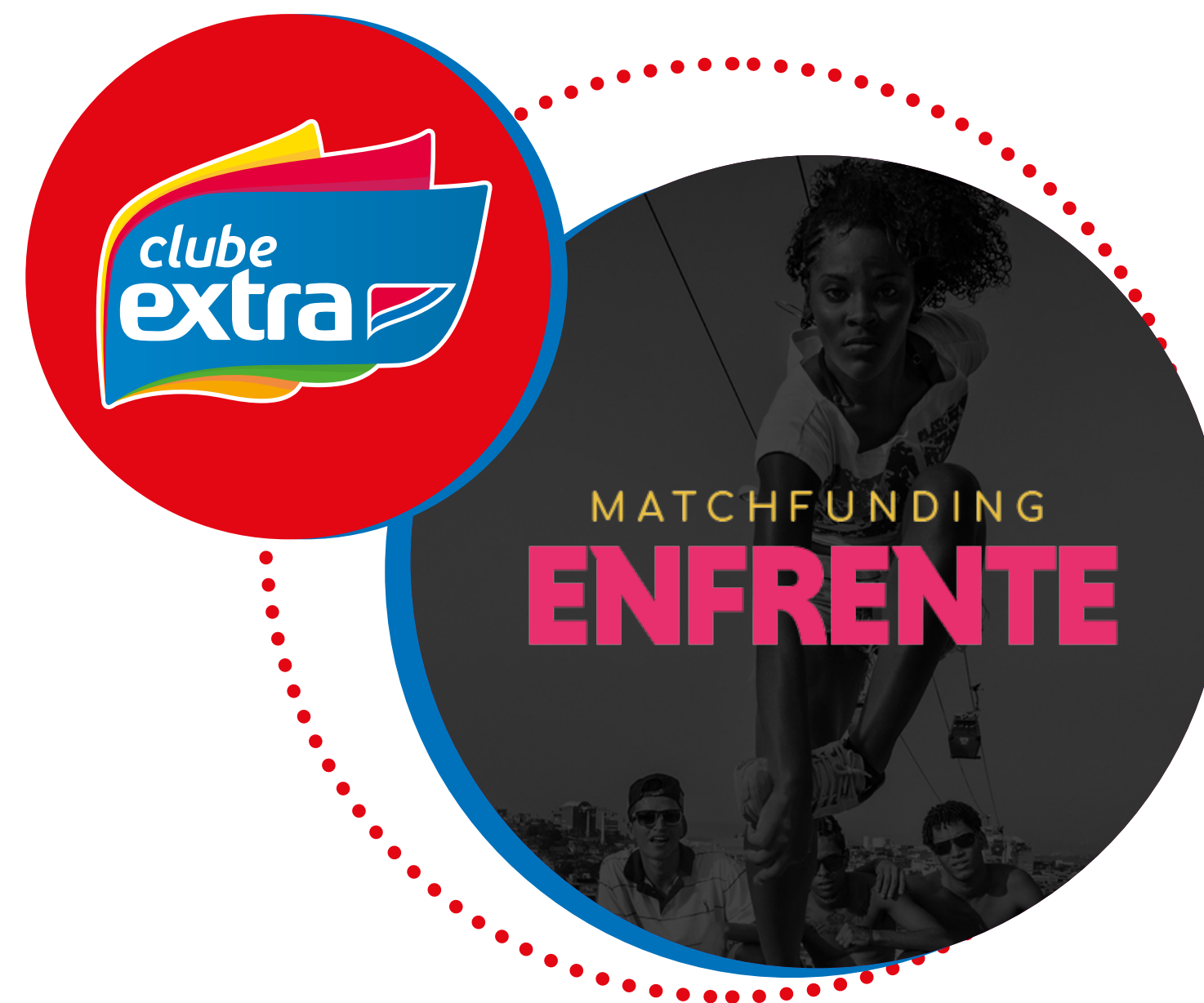


5.3.3 SOLIDARITY DONATION **CLUBE EXTRA**

MATCHFUNDING ENFRENTA

Crowdfunding platform focused on initiatives of the Brazilian peripheries to cope with the impacts of Covid 19. All resource donated will be targeted to the Fund, which will triplicate the amount raised by the projects: for every R\$ 1 donated, other R\$ 2 are invested by the fund.

Learn more about the platform at: <https://benfeitoria.com/enfrente>



5.3.4 SOLIDARITY DONATION **PÃO DE AÇÚCAR MAIS**



CONEXSUS FUND

Emergency fund to support 450 small community businesses, with monitoring of the management of this financial resource, thus ensuring their recovery during this period. All funds collected will be allocated to this Fund.

Learn more at: <https://www.conexsus.org/>



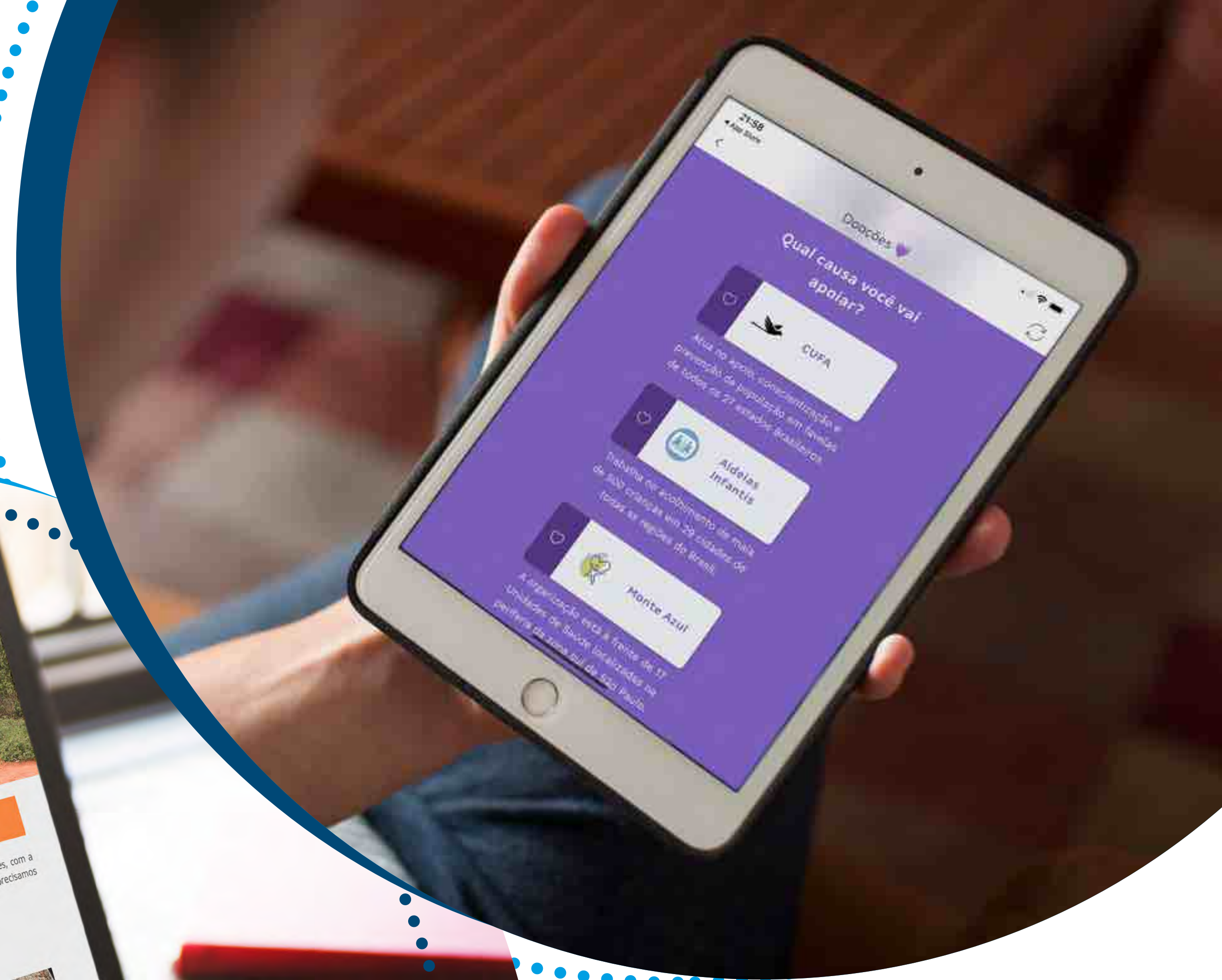
5.4 SOLIDARITY CAMPAIGN

Our Pão de Açúcar, Extra and Compre Bem stores are also collection points of donations of food and hygiene and cleaning products to more than 350 partner institutions of GPA Institute throughout Brazil.





5.5 ONLINE DONATION





5.5.1 ONLINE DONATION **PÃO DE AÇÚCAR**

AMIGOS DO BEM

Through *PaodeAcucar.com*, it is possible to donate food baskets to Amigos do Bem institution, which works to change the reality of 75,000 people in the northeastern hinterland. They are projects of education, income generation, health, access to water and housing, in addition to distribution of products and food to families.

Learn more at: <https://www.paodeacucar.com/amigos-do-bem/>





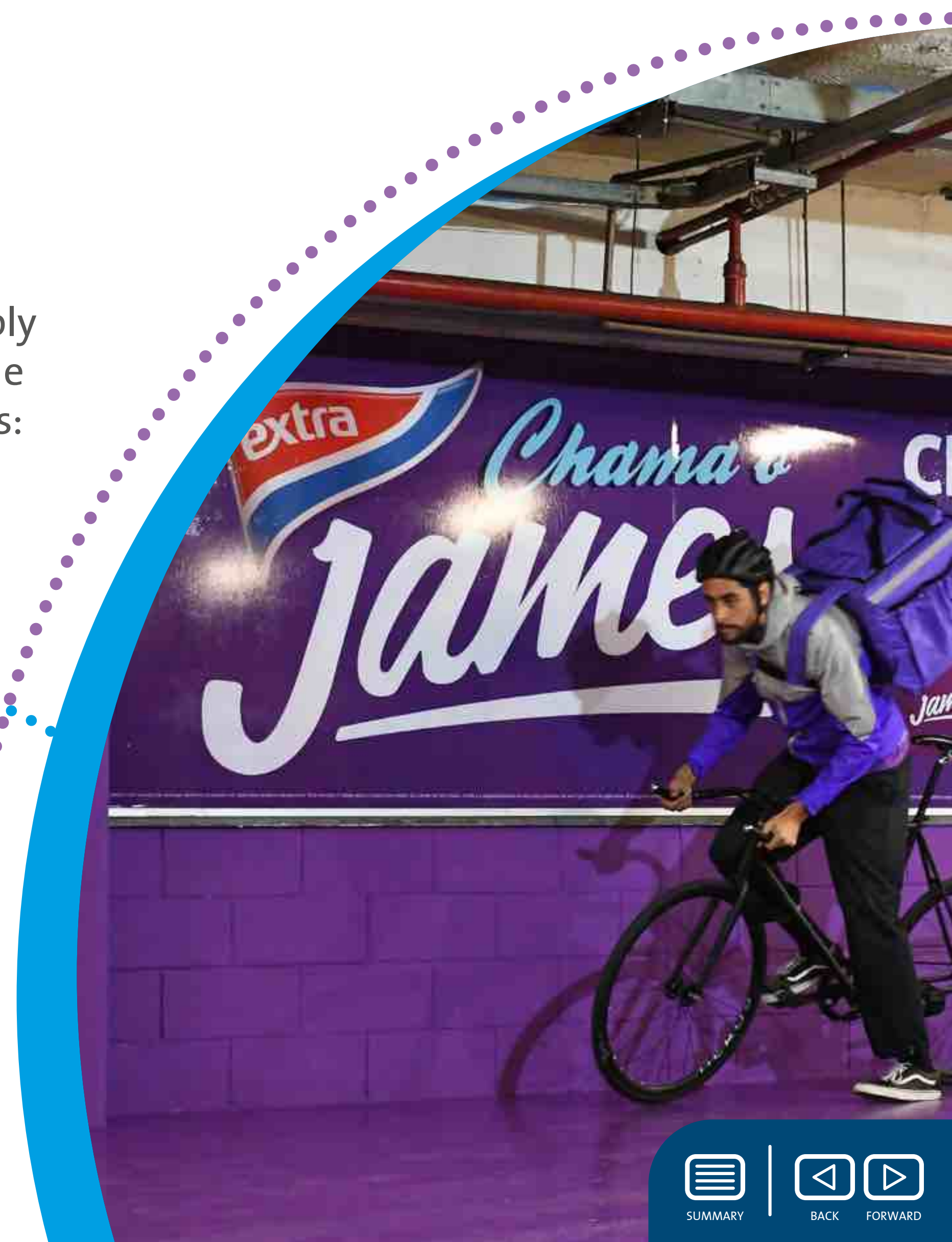
5.5.2 ONLINE DONATION **JAMES**

CUFA, MONTE AZUL AND ALDEIAS INFANTIS

In the app, there is a specific section for customers who want to make donations. Simply choose the amount to be donated, fill out a form with the details and choose one of the payment options (bank slip or credit card). Donations can be made to three institutions: **Cufa** (Central Única das Favelas), **Monte Azul** (health-oriented organization in neighborhoods on the outskirts of the southern region of São Paulo City) and **Aldeias Infantis** (working as a childcare center in all regions of Brazil).



ALDEIAS
INFANTIS SOS
BRASIL



SUMMARY



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5.6 SUPPORT FOR PARTNER DONATION

Entrepreneurs or legal entities partner of GPA who also want to participate in this network, can count on our support to:

- Purchase of food baskets at cost price for withdrawal in our Distribution Center;
- Purchase of credits for purchases of products in our stores, with additional credit of 3% over the amount donated.





5.7 PARTNERSHIP WITH 'FAVELA SEM CORONA' PROJECT

James, in partnership with the “Favela sem Corona” project, supported small entrepreneurs from the Rocinha community, selling and delivering products through the app. The main goal was to ensure the income and continuity of those small businesses and jobs generated. The value of the sale is reverted entirely to the entrepreneur.



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6. OTHER INITIATIVES



PAIS, FILHOS, IRMÃOS, MARIDOS E AMIGOS :
JUNTOS PELO FIM DA VIOLÊNCIA CONTRA MULHERES



FAÇA PARTE DA TRANSFORMAÇÃO!

@ PAPO DE HOMEM
@IMAGINEEDESENHE

INSTITUTO
AVON



6.1 PARKS REOPENING IN SÃO PAULO

We supported, through our banner Pão de Açúcar, the reopening of Ibirapuera, Burle Marx and Carmo Parks, in July. The initiative, in partnership with São Paulo's City Hall, included the implantation of social distance markings on the lawns and the installation of gel alcohol devices for the use of the regulars.



**CIDADE DE
SÃO PAULO**





6.2 PARTNERSHIP WITH AVON INSTITUTE

The social isolation brought new cases of domestic violence against women and we support, in partnership with Avon Institute, the platform **#IsoladasSimSozinhasNão**. Our banners Pão de Açúcar, Extra and Compre Bem, in our websites and apps, released information about this issue and provided channels to support who needed it. One of the initiatives is the presence of a button of help for women who may been suffering violence that leads to a conversation with a virtual assistant by WhatsApp.

INSTITUTO
AVON

#IsoladasSim
SozinhasNão



GPA

