



## **GPA Community and Stakeholder Relations Policy**

### **1. Purpose**

The Policy on Relationship with the Community and Stakeholders provides guidelines (general and specific) that allow the establishment of a long-term communication channel with all Stakeholders, who influence or are influenced by the company's activities, based on dialogue, engagement, ethics and transparency of information, aiming at the generation of shared value, the identification of opportunities between the parties and the management of social and relationship capital.

### **2. Scope**

This document applies to all GPA employees, its business units and related companies/institutions, in addition to suppliers, service providers, customers, social institutions and partners of the company.

### **3. Terms and Conditions**

**Interested parties or Stakeholders** – also known as strategic audiences, these are all relevant audiences with interests relevant to GPA, or even individuals or entities that assume some type of risk, direct or indirect, in relation to society. Among others, the following stand out: shareholders, employees, community, customers, suppliers, creditors, governments and non-governmental organizations.

**Sustainable Development** – Development that allows meeting the needs of present generations without compromising meeting the needs of future generations.

**ESG** – Environmental, social and corporate governance. The acronym translated from English is the set of environmental, social and governance practices carried out by companies.

**Materiality** - In the context of sustainability, it is the basis for the company to identify priority agendas for its performance, investments and management of externalities, risks and opportunities. It is necessary for an organization to know and manage relevant information on aspects that, due to their impacts (positive or negative), risks or opportunities, are a priority in its activity and, therefore, should be considered essential in strategic decisions as well as in processes management, operation, communication and reporting. Aspects that can significantly impact and/or influence assessments and decisions of the company's managers or its stakeholders are considered material.



#### **4. Contextualization and Operating Principles**

We are a retail trade company operating throughout the country and, given the characteristics of our operations, we interact with different audiences on a daily basis. Therefore, we value the good relationship with our Stakeholders, always guided by respect, ethics and transparency, being always open to dialogue and having different means of communication with each public.

The relationship with Stakeholders is a strategic priority for the group and, therefore, we believe that by establishing this solid interface, we create more sustainable relationships by improving and optimizing our processes, mitigating risks, creating opportunities and consequently generating benefits for the parties involved and strengthening our relationships.

#### **5. General Guidelines**

The guidelines in this document follow the United Nations priorities defined in the Sustainable Development Goals (SDGs), the UN Guiding Principles on Business and Human Rights, and are aligned with the other GPA Corporate Policies, Codes and Regulations.

Open and transparent dialogue with our Stakeholders is essential for us to ensure:

- The feasibility of our strategic planning and excellent performance, the strengthening of corporate governance and the search for innovative solutions;
- The consolidation of relationships of trust, sharing of knowledge and learning, anticipating challenges and identifying new opportunities for cooperation.
- The implementation of important practices for accountability in the economic, social and environmental dimensions and, as a consequence, the constant feedback process from our stakeholders; and,
- Compliance with the legal requirement, especially in evaluating the impacts of new products and/or services, adjusting and regularizing when necessary.

##### **5.1 Identification**

We dynamically and systematically identify our stakeholders who influence and are influenced by our business, analyzing and seeking to understand their expectations and interests. We map, identify and assess the risks and impacts generated by our business in the locations where we operate and in other Stakeholders resulting from GPA's



activities, as well as the matters identified as relevant, prioritizing, in a balanced and equitable manner, the Stakeholders and related matters.

## **5.2 Relationship**

We have an open channel for dialogue and we constantly promote a two-way dialogue with our Stakeholders through informative and consultative actions. Our process of listening, informing and responding to our Stakeholders must be made in a consistent, clear and transparent manner, ensuring that all Stakeholders are listened to and dialogued with. Complaints or inquiries must be treated with seriousness and respect. We actively provide clear and understandable information, promoting and providing appropriate means of engagement through our various available communication channels. We take into account the particularities of each stakeholder, adjusting channels, listening plans and responses to relevant issues identified by each one of them, when necessary.

## **5.3 Engagement and Collaboration**

We believe that the promotion of trusting relationships with our stakeholders is essential for them to be sustainable, healthy and long-term. Our relationship with our stakeholders is based on values such as transparency, integrity and mutual respect, even in situations of disagreement. We base our actions on GPA's values, policies and ethical principles, respecting the opinions of our stakeholders, treating them fairly, without discrimination, respecting diversity and their rights (further details in our Diversity and Human Rights Policy).

We ensure that all our stakeholders are aware of and understand GPA's objectives, through an ongoing agenda of transparency about our business, its impacts and risks.

We promote the construction of a strategic partnership, collaborating with stakeholders by sharing knowledge, skills and tools, seeking to manage risks and identify opportunities and solutions that produce positive results for both parties.

As a link between various actors in this chain, we work in cooperation, always taking into account the contributions of our stakeholders in our strategic planning and in our actions.

## **6. Specific Guidelines and Segmentation of our Stakeholders**

The relationship with all of our Relationship Publics, including, but not limited to local Communities, is fundamental to the Company. Through proactive engagement, we



create the opportunity for dialogue and act with social and environmental responsibility in order to maintain a mutually positive relationship, ethically creating and sharing value.

Our Relationship Publics are all entities, individuals, or legal entities that influence or are influenced by our activities, products and services and are organized as follows: Competitors/Competitors, Financial Entities, Shareholders, Investors, Controller, Employees, Unions, Suppliers, Clients and Trade Associations, Governments, Institutions or Regulatory Bodies, Trade Associations, Society, Civil Society Organizations and Communities Places and Media.

## **6.1 Interaction and Relationship with stakeholders**

It will be the responsibility of the Sustainability, Investor Relations, Corporate Communication and Institutional Relations Department, together with the other related areas, to manage the engagement and relationship projects with stakeholders, guiding the other employees that play this role of interaction.

## **7. Dialogue Channels with GPA**

In addition to specific channels for each of our Stakeholders, we have established transparent communication channels and relationship spaces, encouraging consistent dialogue and a relationship of trust between all Stakeholders in general, establishing a clear and objective channel for handling complaints.

Our channels:

E-mail - [sustentabilidade@gpabr.com](mailto:sustentabilidade@gpabr.com)

GPA Site - [www.gpabr.com](http://www.gpabr.com) and [www.gpari.com](http://www.gpari.com)

LinkedIn - [www.linkedin.com/company/gpabr](http://www.linkedin.com/company/gpabr)

Twitter - [www.twitter.com/gpabr](http://www.twitter.com/gpabr)

Flickr - <https://www.flickr.com/imprensagpa>

YouTube - <https://www.youtube.com/gpabr>

## **8. Complaints Channel**

Failure to comply with the rules and guidelines set forth in this document may be considered serious misconduct, subject to the application of sanctions based on the Ethics Committee Management Policy, GPA Code of Ethics and the Disciplinary Consequences and Sanctions Policy.

GPA provides its employees, suppliers, service providers, customers, social institutions and partners with the Ombudsman Channel, which is the official tool for



receiving complaints, dissatisfactions and allegations of violations of non-compliance with the Policy.

Violations of this Policy, the Company's Code of Ethics or any item in the Supplier's Letter of Ethics can be reported through the channel: [ouvidoria@gpabr.com.br](mailto:ouvidoria@gpabr.com.br). The complaint will be investigated in a confidential manner, even allowing for anonymity.

Contact:

08000 55 57 11 – [ouvidoria@gpabr.com](mailto:ouvidoria@gpabr.com)

Office hours: Monday to Saturday, from 8 am to 8 pm.

## **9. References**

Our direct action with the Community and Relations with other Stakeholders are based on a series of guidelines:

- Principles of United Nations Organization (UN)
- Guiding Principles on Business and Human Rights (UN)
- 17 Sustainable Development Goals (SDG\UN)
- ISO 26000
- Corporate Communication Policy

Allied to this Policy, there is the Code of Ethics that presents the main guidelines related to the conduct of business and the expected behavior of all those who interact with GPA, internally and externally. For cases not covered by this Policy, see GPA's other corporate policies on our website [www.gpabr.com](http://www.gpabr.com)

## **10. Policy Approval**

This Policy was approved by the Sustainability Committee in July 2021.

## **11. Final provisions**

This Policy is valid for an indefinite period and without prejudice to the provisions contained therein, GPA reserves the right to revise it, as often as it sees fit.

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