



ABOUT GPA

GPA is one of the largest food retail groups in Brazil.

We are a company belonging to the Casino Group and we are present in different cities. With over 700 physical stores and food e-commerce leaders in Brazil, we work to offer our customers the best shopping experience every day, when they want it and wherever they are.

With a multiple-format and multi-channel business model, we've put together some of the most well-known and valuable brands in the retail industry, such as Pão de Açúcar and Extra Mercado, besides the exclusive brands Qualitá, Taeq, Club des Sommeliers, among others.



OUR CULTURE

We have a passion for our customers and work to build the best shopping experience in our stores, websites, and apps.

In the dynamics of retail, we seek to make it simple and well done, in an agile way, and focused on results. Moreover, always accompanied by innovation, a critical characteristic for us to keep leading the digital transformation of retail.

Here, we do not leave for later, we are **a team of thousands of protagonists**, very diverse, who respect each other and, above all, who are responsible for the story we want to tell together.





PURPOSE

feeding
dreams and lives

MISSION

BEING THE

BEST CHOICE

OF OUR CUSTOMERS AND THE

PRIDE

OF OUR TEAM.

WE ARE POWERED BY

**PASSION IN SERVING
AND SUCCEEDING!**

VALUES

PASSION FOR CUSTOMERS

**Customers are our raison d'être;
therefore, we are passionate
about serving and delighting
them every day.**

- We know our customers and prioritize them in all our actions and decisions.
- We respect all our customers for their diversity and work to meet their needs.
- We serve our customers with happiness to delight and offer them the best experience, every single day.



VALUES

MAKE IT SIMPLE AND **WELL DONE**

We know our business is challenging, so we should seek simplicity, agility, and excellence in every delivery.

- We act in a simple and agile way in our daily lives without losing focus on quality.
- We are productive and act with excellence in everything we do.
- We implement practical and sustainable solutions, energetically and making it happen.



VALUES

ATTITUDE TOWARDS **INNOVATION**

We are pioneers and we always seek innovation, driven by delivering increasingly better experiences for our people, our customers, and society.

- We do differently to do better.
- We don't stay in our comfort zone, as we are always seeking the best experience for our customers.
- We embrace the challenge of always being ahead of the market, bringing innovative solutions to our business, society, and the planet.



VALUES

WORKING TOGETHER, FOR **RESULTS** TODAY AND ALWAYS

We are results-oriented, and our strength lies in exceeding goals for GPA's sustainable growth.

- We know the business strategies and work for sustainable results and high performance.
- We focus on exceeding goals, inspiring collaboration between teams and areas, always with ethics and compliance.
- We celebrate each other's achievements and contributions to our growth, because **together we get stronger!**



VALUES

I'M ON IT

We are made of people who are protagonists, who take risks, assume responsibilities, and make it happen.

- We are proactive and have an ownership attitude; we do not leave for later what can be resolved now. **I'm on it!**
- We are made of stories. We work happily by feeding dreams and lives. We respect and value inclusion and diversity in all our environments.
- We are ambassadors of values and are proud of belonging to GPA.

 **deixa
comigo!**



GPA'S NUMBERS



700+
STORES



12
DCS AND WAREHOUSES



14 STATES + DF
PRESENCE IN BRAZIL
PHYSICAL STORES



39,000+
EMPLOYEES



NUMBER 1
IN FOOD E-COMMERCE IN
BRAZIL



+29 MILLION
OF CUSTOMERS REGISTERED IN
LOYALTY PROGRAMS

NUMBER OF STORES BY BRANDS AND FORMATS



194



172



178



147



4



71

767

**STORES
OF GPA
IN BRAZIL**



OUR BRANDS STORES





Pão de Açúcar

As GPA's **premium** supermarket chain, the Pão de Açúcar stores offer a wide assortment of products, from the basic to the most sophisticated ones. This brand is known for being a pioneering in retail services, such as **consultants and specialists in wines, coffees, and cheeses**. It is a reference in innovation, promoting the concepts of healthiness and sustainability. In 1995, it launched the first e-commerce food store in Brazil, now available at **paodeacucar.com**. It was also the first chain to create a relationship and loyalty program in Brazilian retail, known as **Pão de Açúcar Mais**, in year 2000.





extra
MERCADO

The **Extra Mercado** brand is our supermarket format to serve consumers in their surroundings, with a full assortment for everyday life. It stands out for its assortment, quality, and savings. Besides offering a daily fair with products such as fresh fruits, vegetables and greens, and service at the Butcher, Bakery, and Fish shops.

minuto
Pão de Açúcar



GPA'S **Proximity** banners are aimed at customers who seek convenience in their everyday lives. Launched in 2014, the **Minuto Pão de Açúcar** is our premium Proximity brand. Always with a store close to the customer, the **Mini Extra** brand is like a "neighbor", focused on the needs of everyday life, with competitive prices and quality





The newest GPA flag-**Pão de Açúcar Fresh** specializes in fresh and perishable food and has arrived to complement the portfolio of neighborhood stores and serve consumers who have been increasingly seeking fresh, good-quality, and healthy perishable products. It offers a complete specialized assortment of fruits, vegetables, and greens (so-called FLV), butcher shops, fishmongers, sushi, bakery, and cold & cheese counter, besides a basic, complementary, and liquid grocery convenience assortment, as breakfast items, olive oil, pasta, and wine in a cozy atmosphere that combines easiness and convenience.

Qualitá



Casino

CLUB DES
SOMMELIERS

GPA **pioneered** the launch of **private labels in Brazil**, still in the 1970s. Since then, the Company has been keeping a continuous process of monitoring and improving these products.

GPA has the private labels Taeq, Qualitá, Casino, Club des Sommeliers, among others that comprise a variety of product categories ranging from sanitation and cleaning to food, including textile and home solutions. They offer customers quality items at competitive prices.





INSTITUTO GPA

Founded in 1999, the GPA Institute aims to contribute to the **awakening of empathy and raising both individual and collective awareness**, fostering **social transformations**. For that, it acts on two fronts:

- **Awakening work skills per calling:** contributing to the development of individual skills, expanding the possibilities for people to follow their life purpose and work on what they like.
- **Encouraging mobilizing actions:** deepen the relationship between employees, customers, suppliers, and social organizations for joint action as agents of transformation.

GPA ONLINE



gpabr.com



LinkedIn

linkedin.com/company/gpabr



YouTube

youtube.com/gpabr



Press releases

gpabr.com/noticias-releases



Investor Relations information

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