



Our Strategy

In line with our new purpose, we strengthened our strategy by adding a new pillar called "Explore the Future." Additionally, we bolstered the pillar "Strengthen the Organization," with a culture that empowers people, where we are convinced that the evolution begins to discover additional value in our current offering for the benefit of our key stakeholders.



PURPOSE

Delicious Food for a Better Life

FINANCIAL OBJECTIVES

Organic EBITDA Growth

+

Mergers & Acquisitions

STRATEGY

PILLAR	DEFINITION	ELEMENTS		
1 GROW THE CORE BUSINESS	Develop the potential within our businesses by leveraging our group strengths and adapting strategies to local contexts.	Consumer-centric innovation: Connecting with consumers through our foods' taste, satisfying their needs, likes and preferences Brand equity: Enhancing Brand value Efficiency & profitability: Operating discipline		
2 NEW SOURCES OF REVENUE	Identify, validate, and incubate opportunities with disruptive growth potential in new categories for Sigma, as well as new business models that can be leveraged within the core business.	Local opportunities: New segments and consumption moments Scalable categories: Better Balance®, Snack'In For You® New business models: Netport®		
3 EXPLORE THE FUTURE	It involves betting early and contributing to the transformation of the industry through food science, process technology, and the evolution of the value chain.	Health: Food and its potential for quality of life, prevention, and longevity Sustainability: Products, processes, and technologies that protect the planet		
4 STRENGTHEN THE ORGANIZATION	Through the evolution of culture, the development of capabilities, and an operational model that characterizes and drives our talent's potential.	Culture: Fundamentals <ul style="list-style-type: none">• Mindsets & Behaviors• Essentialism & Alignment• Passion for Consumer• Talent Ownership	Capabilities <ul style="list-style-type: none">• Prepare the organization with the skills to serve the consumer today and in the future.	Systems <ul style="list-style-type: none">• Governance• Processes• Management