

veritas

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Chief Communication, Marketing & Impact Officer

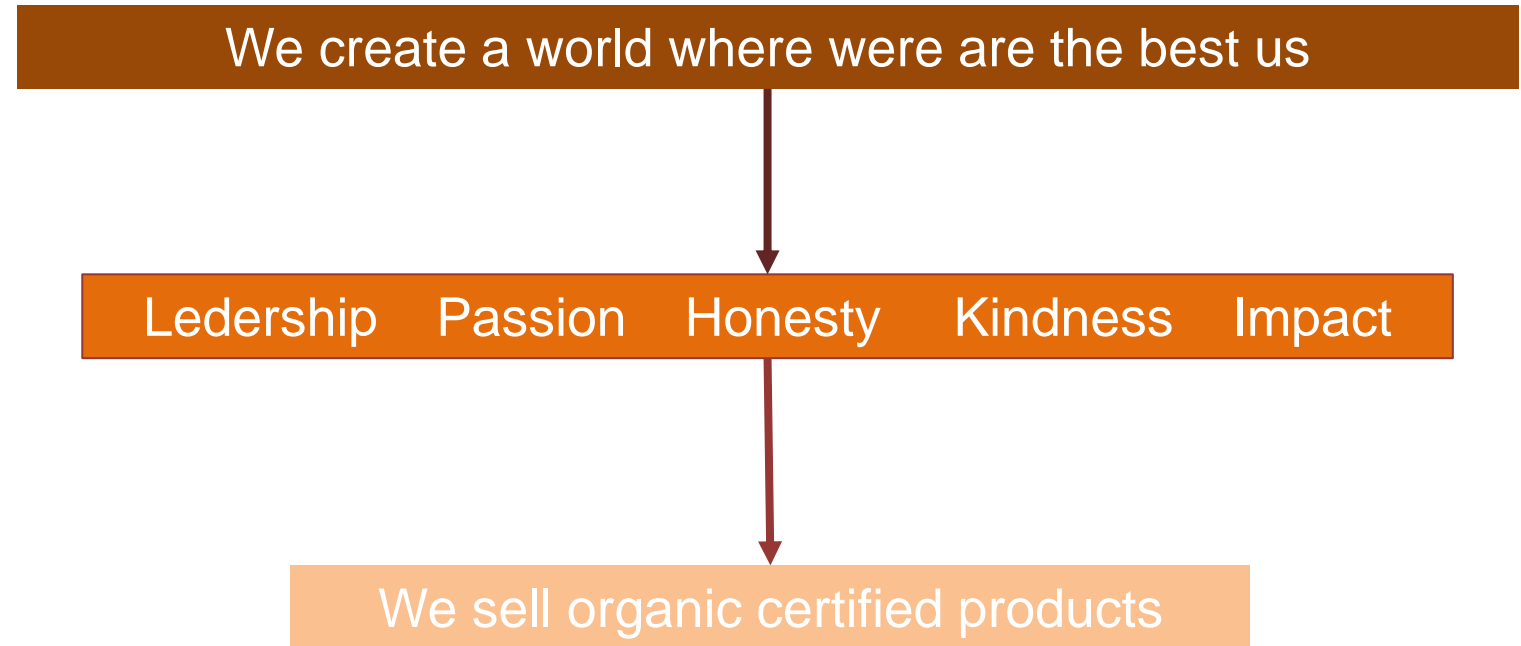
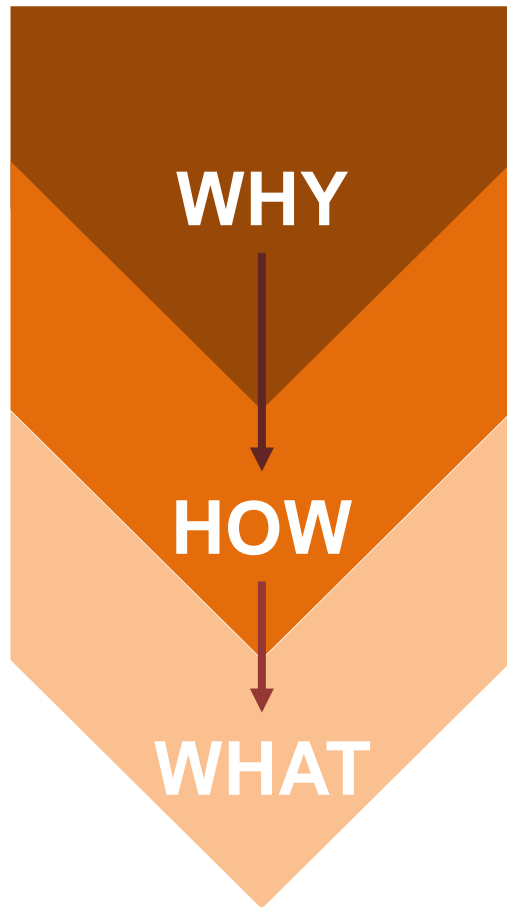
¿HOW AN HOLISTIC APPROACH CAN PROMOTE A CATEGORY?

ORGANIC RETAILER

leader on the organic spanish market



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An abstract graphic featuring a series of vertical bars of varying heights and colors (orange, green, yellow, blue) against a dark orange background. The word 'veritas' is written in white lowercase letters at the top, and 'TU MEJOR VERSIÓN' is written in green uppercase letters on a white horizontal bar in the center.

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TU MEJOR VERSIÓN



FIGURES

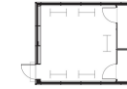
21 years history



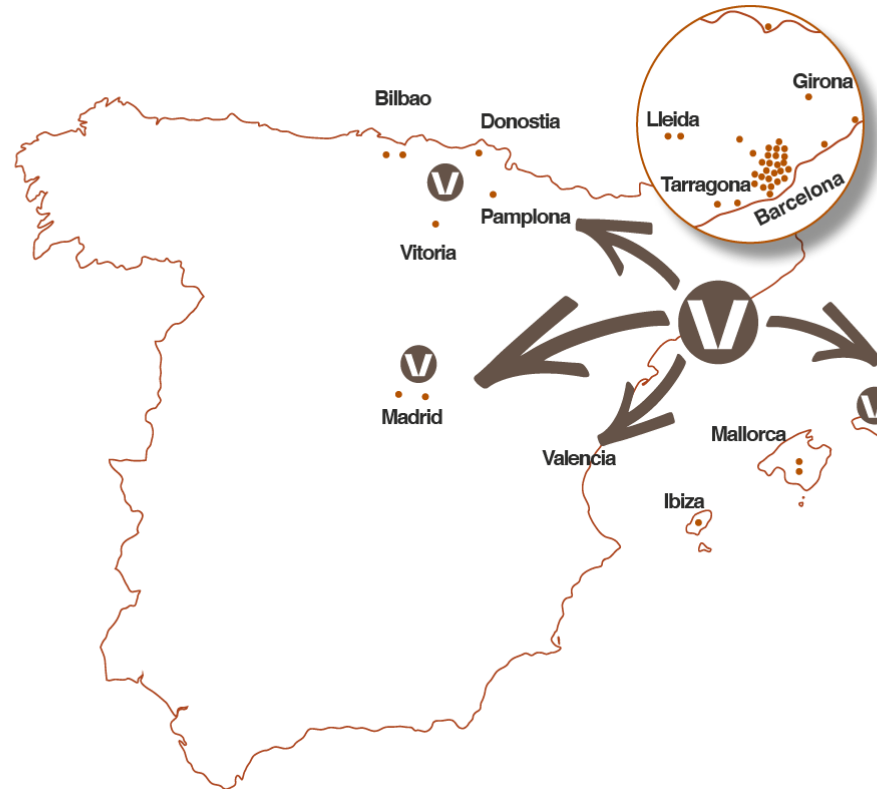
80 supermarkets + on-line store.



People: +800.



Average 400m2 per point of sale



Organic supermarkets (B2C – retail)

69 stores

- ☐ Cataluña (50)
- ☐ País Vasco (9)
- ☐ Baleares (5)
- ☐ Madrid (2)
- ☐ Navarra (1)
- ☐ Comunidad Valenciana (11)
- ☐ Andorra (1)

On-line shop



- ☐ B2B channels (Horeca, collectivities, Industry, corners,)
- ☐ Coverage of Peninsula and Balearic Islands

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PRODUCTS ASSORTMENT

- + 6.000 certified organic products
- +900 own brands products (+550 Veritas brand)
- Exclusive brands
- Own bakery
- Own kitchen

100%

The most sustainable bread

Healthy ready to eat.
Sustainable packaging.

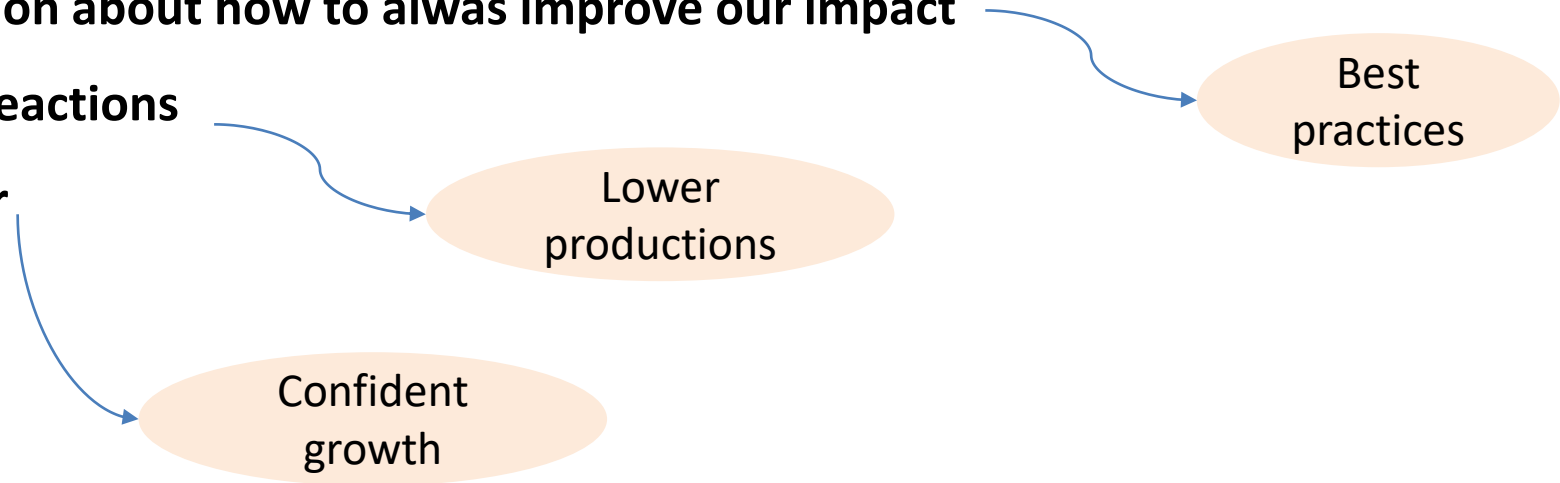


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MUTUAL COMMITMENT WITH OUR SUPPLIERS

- **Sharing information about how to always improve our impact**
- **Comprehensive reactions**
- **Growing together**



VALUES BEYOND THE EUROLEAF

- **Healthy formulas**
- **Fair trade**
- **Local purchases**



SUSTAINABILITY HIGHLIGHTS

CARBON
FOOTPRINT
-50% ACHIEVED
AND LOCALLY
COMPENSATED

**CARBON
NEUTRAL**

Provoquemos
UN CAMBIO

**EN VERITAS QUEREMOS
CAMBIAR LAS LEYES.
SÚMATE Y CONSIGUE
TUS VENTAJAS YA.**

Certified
(B)
Corporation

**Best For
The World
2019** Changemakers
Honoree

veritas | AQUÍ
PURE AIR | SE RESPIRA
AIRE PURO.



...cruzar la d
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blar v emne

#LevantaLaMano
para cuidarte
para ayudar a otras mujeres



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Thank you!