

AGUA STA.MARÍA® EARNS RECOGNITION FOR CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

- CEMEFI recognizes Agua Sta.María® for Best Practices in CSR in 2020
 - Agua Sta.María® teamed up with Mexico's National Forestry Commission to protect the Izta-Popo National Park basin

October 2020 - The Mexican Center for Philanthropy (CEMEFI) awarded its Recognition for Best Practices in Corporate Social Responsibility 2020 to Agua Sta. María® and the National Forestry Commission (CONAFOR) for their collaborative efforts in the Izta-Popo National Park basin.

Sta.María® is a leader in the spring water market, its purity achieved by filtration through the forest ecosystem and preserved natural area around the source. To align its business objectives with the creation of shared value, in 2017 and 2018 Agua Sta.María® signed two agreements with CONAFOR involving payment for environmental services to preserve and protect this valuable resource. In all, 25 million pesos (USD 1.2 million) were allocated to support the owners and holders of forest land to guarantee environmental conservation and promote sustainable forestry management practices to benefit the basin's water balance.

This program has benefited 15 agricultural centers with the active participation of the local community. It contributes to the preservation and community management of 5,671 hectares of forest land in the Izta-Popo region, through activities such as:

- Limited grazing
- Preventing and fighting forest fires
- Monitoring for pests
- Posting signage
- Protecting wildlife
- Organizing informational workshops

One highlight of this unique collaborative model is the way it has brought together a private enterprise, a public entity such as CONAFOR and the local community, all working together successfully for more than three years. This marks the first time in Mexico that a collaborative project of this magnitude has been conducted.

Objectives	Initiatives	Participants	Results	Verification methods
7,000 workdays	Community workdays in the field	Individuals from the community	7,265 workdays	Annual report of <i>ejidos</i> (public lands) and field visits
15 kilometers	Firewall gaps	Forest Brigades	18 kilometers	Annual report of <i>ejidos</i> (public lands) and field visits
40 hectares	Reforested land	Individuals from the community	44.5 hectares	Annual report of <i>ejidos</i> (public lands) and field visits
500	Surveillance tours	Forest Brigades	576 surveillance tours	Annual report of <i>ejidos</i> (public lands) and field visits

Agua Sta. María® appreciates and takes care of the gifts of nature, because it knows that the characteristics that distinguish it from the rest are based on its connection with the original, natural source.

About Waters Partners México

Waters Partners Mexico is a strategic alliance between Nestlé® Waters, the world's leading company in healthy hydration, and Grupo Modelo, the leader in the production, distribution and sale of beer in Mexico with a presence in more than 170 countries. The Waters Partners Mexico portfolio consists of products that contribute to the health and well-being of families in Mexico through the production and distribution of quality healthy beverages with brands such as Gerber®, Agüitas Nestlé Pureza Vital®, Nestlé Pureza Vital®, Santa María®, Perrier®, S.Pellegrino®, Sanpellegrino® Sparkling Fruit Beverages and Acqua Panna®.

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