

# nobis Brief



## » Nobis Celebrates its Twentieth Anniversary

» **Consortium NOBIS** reached its twentieth creation anniversary with good results in its enterprises, and great expansion and internalization expectations. “I am convinced that NOBIS was born with the clear intent of working every day to create opportunities, to create progress, to create well-being; all of this is because we believe in our people, and we believe in our country and its great possibilities” stated Mrs. Isabel Noboa Ponton, Executive Chairwoman of Consortium NOBIS, when referring to the Holding’s ever-optimistic philosophy, during a brief 20th anniversary celebration with her staff that took place at the Consortium’s headquarters.

Currently, NOBIS is a Consortium of enterprises working in different areas of domestic production, with an aggressive growth, aspiring to consolidate itself as an international investment holding by 2020. According to its corporate strategy, NOBIS Consortium expects to consolidate a growing, diversified and global portfolio, with high levels of responsibility, while ensuring that its large-scale projects promote the

development of the country and are based on innovation, entrepreneurship and solid principles. “What a great joy it is for us reaching these first 20 years, where we have dedicated ourselves to create opportunities, to innovate our products and services, putting our hearts into every project and each enterprise we have participated in, working tirelessly and delivering our best efforts in order to write history. We have always known that everything we do today will find its echo in the future and in the coming generations”, highlighted Mrs. Noboa.



## » Pronobis, 20 Years of Real Estate Innovation

» **Promotores Inmobiliarios S.A., Pronobis**, also reached its 20 years of foundation, with an extraordinary portfolio of iconic works in Ecuador that places it as one of the most disruptive and innovative enterprises in the Ecuadorian market. With 46 Real Estate projects to date and an investment over 607 million dollars, Promotores Inmobiliarios S.A. has its hallmark in building cities within cities.

“Undoubtedly, during these first 20 years of activity, Pronobis has been an example of innovation in the city and country’s property development. Within this field, we are the referral for the concept of building cities within cities. This concept seeks to develop autonomous urban spaces, where inhabitants have access to all of its amenities and fulfill their needs”, said Mr. Andres Casal – B.S. Finance.



## » Sweet Harvest!

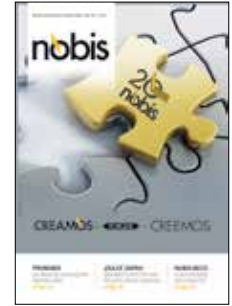
» **“Teamwork leads us to success”** is the slogan printed on the wristbands that Milagro City authorities, Compañía Azucarera Valdez’s executives and collaborators wore during the Mass of Thanksgiving and to a small event that the oldest sugar mill in Ecuador organized on the occasion of the beginning of sugar harvest No. 133. Mrs. Isabel Noboa said “Best results can only be achieved when people get involved, commit and join in to get them and enjoy them. The only way we conceive success is not when we achieve our goals, but when we share this happiness in the team instead, when we know that part of those achievements belong to a family. When we all win, the country wins”.

For this year, the Agroindustry Business Unit is committed to harvest 2 million tons of sugar cane. This raw material will derive in 3,335,240 50kg-sugar sacks; almost 129 million KWH of clean energy and over 33 million liters of alcohol to produce biofuel, ethylic alcohol and anhydrous.

## THE MISSION OF NOBIS BRIEF

Inform the economic and social life of the Nobis Partnership and its companies, in such a way that it contributes to the integration of its personnel under the Values of the organization and to a positive public image of its management.

**This Nobis Brief is a summary of the Nobis Consortium Business Magazine No 51 »**



### » Mall del Sol, a Loved Brand

» **Mall del Sol** has signed up for the new wave of consumer research and understanding, i.e. neuromarketing. This study explores, with scientific tools, the consumer's subconscious mind where the true reasons for preference or purchase lie. NOBIS Shopping Mall underwent such type of study. We already have our initial results and we can give you great news. Mall del Sol is a brand that is loved by target consumers. This is vital because in today's competitive environment in Guayaquil, there are other shopping malls that offer something similar. What makes customers prefer, even love, Mall del Sol over the other shopping malls?

Mall del Sol is a brand that enjoys a close emotional relationship with its consumers. Throughout these twenty years, the Mall has carved a deep and positive emotional bond on its consumers. The major challenge many brands face worldwide is to shorten the psychological distance between the consumer and its brand. It turns out that Mall del Sol has not only shortened this distance, but it has built a strong emotional attachment with its target consumers.



### » La Universal Took Maluma's Concert to Manta

» **Students from Unidad Educativa Teresa de Calcuta**, from Manta City, achieved their team goal: to win the contest La Universal launched in June that awarded a private concert with Maluma, the renowned reggaeton singer of the moment, to the high school that collected the most Manicho, Zambo and Chupiplum empty packs. The winning high school was announced by the artist himself through his Instagram account, last August 3rd. This Educational Unit has over 1,200 students, who received the news with joy.

The contest summoned the interest and excitement of thousands of high school students around the country, who gathered to jointly collect empty packages and deposit them in the authorized containers that were strategically located in the main cities.



### » Family Feeling

» **According to** a special article in Vistazo Magazine called "Where I Would Like to Work", Consortium NOBIS is the second best ranked holding. Their union as a group encourages drawing labor. NOBIS is a huge family that stays together despite their differences. The 13 enterprises composing the Consortium operate in different markets; they have a diverse age and gender composition, and perform in diverse sectors such as: agroindustry, construction, mass consumption and entertainment.

The message is, nevertheless, the same in all of them: to generate progress. "We want to be a development pillar for the country and for those who work with us", pointed out Ms. Maria Eugenia Alban, NOBIS Organizational Development Corporate Manager. As she explained, the entrepreneurial group's vision applies to all relationships with its collaborators. It is precisely within this diversity that NOBIS spots an opportunity. Having different kinds of enterprises gives room for personal development to anyone, stated Alban.