

# nobis Brief

## 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 48 »**



### » INNOBIS, business incubator

» **During** a conference carried out at the Campus Party 2015, Isabel Noboa Ponton, President of Nobis Consortium, presented INNOBIS, an initiative that seeks to support and promote Ecuadorian entrepreneurs around the world.

She expressed her desire to share with the world the education lessons and legacy left by her father, as well as the experience and knowledge accumulated or gained by the group over the past years, so the know how can be harnessed and shared with by present and future generations.

Noboa underlined the need to provide permanent and organized support, transfer the company's knowledge and expertise, and also promote new experiences and groundbreaking innovation to the entrepreneurial ecosystem of the country. The start up INNOBIS will partner with Kruger Labs, which is recognized as an expert in the field. Alongside Kruger labs, Nobis is designing a location that will serve as the headquarters for this new venture.

Nobis CEO highlighted that the company will seek to support ideas and entrepreneurs in general, "but we will prioritize those in which we will be able to help succeed with aggressive growth potential, in a sustainable way". The target ventures that will be selected will be within the scope of agro industrial services, energy, mass consumption, construction and technology".



### » Biofuel investment tripling production

» **Codana**, Nobis's biofuel company, and the Ministry for the Coordination of Production signed an investment agreement in a ceremony at the company's facilities in Milagro.

With this agreement, Codana will invest approximately \$ 7.5 million dollars in a new alcohol plant for the production of biofuel. This important investment will allow Codana to produce 8 million liters of anhydrous alcohol per year, with a maximum potential of 25 million liters from the period from July 2016 to July 2017.

The production of ethanol seeks not only to reduce the emissions of carbon dioxide in the environment, improving the quality of life for present and future

generations, but additionally delivers a substantial cost savings for the country, since high octane fuel that is currently being imported will be replaced by anhydrous alcohol.



### » Manicho Duo Effie award

» **Manicho**, the chocolate brand, and its product Manicho Duo were awarded a silver Effie within the small budget category, for the campaign called "Manicho Duo se queda" (Manicho Duo stays), during the Annual Effie Awards. This category evaluates the effectiveness of small budget advertising campaigns, giving prominence to results and strategy.

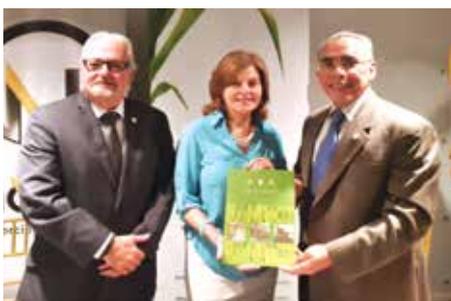
The campaign "Manicho Duo se queda" was created with the idea of changing the traditional perception that the market had about the brand Manicho. The aim was to show a new, dynamic and revolutionary product to young people between the ages of 18 and 25.

Manicho Duo became the main driver in the chocolate bar segment that showed the bigger contribution to the growth in volume and value of this category.



## » Valdez international RSE recognitions

» **Two** of Compañía Azucarera Valdez corporate social responsibility initiatives: “Generando valor ambiental” (Creating environmental value) and “Yo soy cañicultor Valdez” (I am a Valdez sugar cane worker) were awarded by CEMEFI (Mexican Center for Philanthropy) and AliaRSE (Alliance for Corporate Social Responsibility) in a ceremony held in the city of Guadalajara, Mexico. This prestigious award within the Latin America business community, had recognized companies of great stature in our region for their CSR practices, the impact to the community and the preservation of the environment.



## » Agro industrial Business Unit Sustainability Report

» **The** Agro industrial Business Unit formally introduced its 2014 Sustainability Report and handed the first copy to Isabel Noboa Ponton, President of Nobis Consortium.

» **Our Mission** To empower and generate progress for Ecuador based on innovation, professional excellence and strong ethical principles.

The document was completely printed on 100% sugar cane paper and illustrates the 2014 economic, social and environmental performance of Compañía Azucarera Valdez S.A., Codana S.A. and Ecoelectric S.A. This document is a key step in the implementation and integration of corporate social responsibility in the companies, since all the processes, actions and programs carried out by the three companies were based on the GRI-G4 regulations (Global Reporting Initiative) and ISO 26000, as well as by the principles of the United Nations Global Initiative.

Ricardo Rivadeneira, President of the Unit, expressed that “in the following years we will continue developing our sustainable business model, which is based in production efficiency, fair work atmosphere, good environmental practices and the consolidation of a long-term social responsibility strategy integrated to all operations”.



## » BingoSol prize awards

» **Jose Bastidas Pasmay** was the winner of the main prize of \$35,000,00 of the game that was held by BingoSol, the traditional bingo game that is organized by Mall del Sol for its customers every year.

» **Our Vision** To be the leading conglomerate of international companies recognized for its business excellence and strengths of their values.

The shopping mall is pioneer in the organization of this massive bingo, which convened more than 12.000 people this year. The customers arrived early and were accommodated in the tables located across the mall. BingoSol had 9 stations that had Closed Circuit TV through which the participants didn't miss any details of the show.



## » Santa Claus Mall del Sol arrival

» **As is customary**, the celebration of Christmas and New Year's Eve started with the arrival of Santa Claus at the Mall. The personality loved by children and families of Guayaquil descended from the sky in a helicopter and landed in the Mall's parking lot where a tent was placed to give him a warm welcome and the keys of the shopping mall. He will be staying inside the premises until Christmas Eve to take pictures with his fans.

The celebration ended with the concert “Alegrate” (Be happy), which was performed by great Ecuadorian artists such as Maykel, Jorge Luis del Hierro, Daniel Betancourth, Gustavo Herrera and many more.

During the time left until Christmas, several events will be held, among them, the famous choir festival of Christmas carols.