

# alfa



WE SUPPORT

COMMUNICATION  
ON PROGRESS

# 2010



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## SUPPORT LETTER

ALFA and its Subsidiaries reiterate our commitment to continue working according to each and every one of the 10 principles included in the Global Compact summoned by the United Nations, as we have been working since 2006 when we first pledged.

We are convinced that the universal values that the Global Compact encourages, will allow us all to build a better society, with greater respect to human rights, better work conditions, the continual preservation of our natural environment and the abolition of all forms of corruption. For this we will continue inviting others to join this initiative.

During the last five years that we have participated in the Global Compact we have been able to use it as a very effective business tool, helping us strengthen even more our sustainability programs developed in every one of our companies.

Therefore ALFA and its Subsidiaries reaffirm our pledge to this initiative and to continue operating within the framework of the 10 principles established in the Global Compact.



**Armando Garza Sada**  
Chairman of the Board of ALFA



**Álvaro Fernández Garza**  
President of ALFA

# WHO WE ARE

ALFA is the world's leading manufacturer of high-tech aluminum auto components and the fourth of PTA (a petrochemical product). In addition, it is the second largest producer of PET in the Americas where it also operates the largest EPS production site. ALFA is Mexico's leading producer of processed meats and cheese, and one of the most important telecommunications services companies.

Founded in 1974 in Monterrey, México, ALFA currently operates 79 plants in 16 countries in the Americas, Europe and Asia, where it also employs more than 54,500 people.

In 2009, ALFA reported revenues of Ps. 115,632 million (U.S. \$8.5 billion), EBITDA of Ps.14,280 million (U.S. \$1.1 billion), and assets of Ps. 108,088 million (U.S. \$8.3 billion). ALFA's shares are quoted on the Mexican Stock Exchange and on Latibex, the market for Latin American shares of the Madrid Stock Exchange.

“  
**ALFA currently operates 79 plants in 16 countries in the Americas, Europe and Asia, where it also employs more than 54,500 people.**  
”





# OUR COMPANIES



## ALESTRA

One of the leading telecommunications services companies in Mexico. Alestra provides last generation connectivity solutions and advanced value-added IP services: data, Internet, managed services, security and hosting, as well as local telephone and long distance services. In addition, Alestra provides transparent access to the AT&T Global Network. Alestra focuses primarily on multinational companies, large and small Mexican companies and institutional customers. Located in more than 200 cities around Mexico.

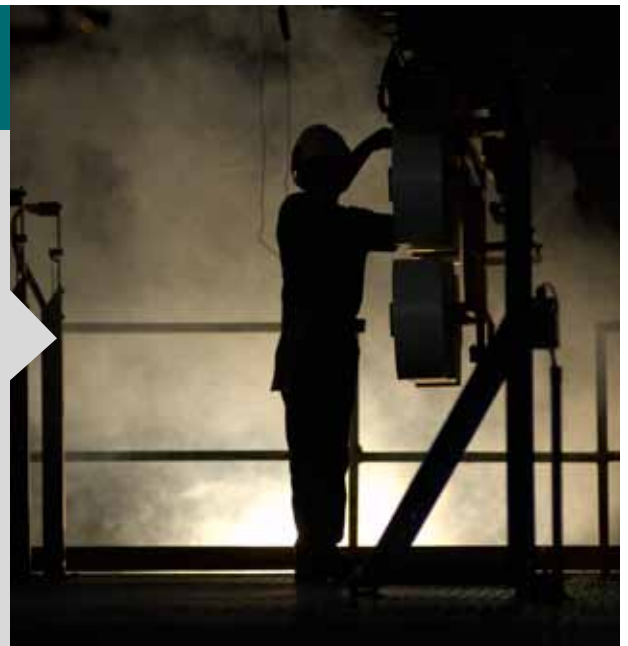
[www.alestra.com.mx](http://www.alestra.com.mx)

## ALPEK

ALFA's companies grouped under the ALPEK name produce petrochemicals such as PTA, PET, polypropylene, EPS, caprolactam, urethanes, glycols, chemical specialties, polyester fibers and nylon polymers.

Alpek is the fourth largest producer of PTA in the world and the second of PET in the Americas where it also operates the largest EPS production site; it is the only producer of polypropylene in Mexico. The company has 18 plants in 11 sites, strategically located in North and South America.

[www.alpek.com](http://www.alpek.com)



## NEMAK

The world's leading manufacturer of high-tech gas- and diesel-engine aluminum heads and blocks. NEMAK has the most complete technological platform in its industry. Its cost competitiveness, high product quality, excellent service and global coverage, allow the company to supply more than 40 customers with more than 600 platforms. Made up of 27 plants in 16 sites located around the world.

[www.nemak.com](http://www.nemak.com)



## SIGMA

The largest manufacturer of processed meats and cheese in Mexico and the second player in yogurt. Sigma has a leading portfolio of brands and products, a broad technological capability in developing processes and products, and operates one of the industry's largest refrigerated distribution networks in Mexico.

34 plants and 145 distribution centers in North, Central and South America as well as in the Caribbean.

[www.sigma.com.mx](http://www.sigma.com.mx)



# OUR PRESENCE







## ALESTRA



Located in more than 200 cities around Mexico.

## ALPEK



The company has 18 plants in 11 sites in Argentina, Mexico and USA.

## NEMAK



27 plants in 16 sites located in around the world.

Argentina, Austria, Brazil, Canada, China, Czech Republic, Germany, Hungary, Mexico, Poland, Slovakia and the U.S.

## SIGMA



34 plants and 145 distribution centers in Costa Rica, U.S.A., El Salvador, México, Peru, Dominican Republic; with sales distribution in Guatemala, Honduras and Nicaragua.

# OUR PHILOSOPHY

## Mission

Become a source of pride for our workers and shareholders; exceed stakeholder expectations through leadership, innovation and long-term exceptional performance.

## Vision

Commitments with our stakeholders

**Stockholders:** Achieve outstanding long-term value creation through profitable growth, continuous portfolio optimization and careful investment in new opportunities.

**Employees:** Be a great place to work. Attract and develop the best talent, motivating them to achieve their full potential.

**Clients:** Exceed expectations with superior experiences and innovative offerings.

**Suppliers:** Build long lasting mutually benefit relationships.

**Community:** Encourage safe and sustainable operations. Contribute to the development of our communities.

## Values

**Result Oriented:** We are committed to value creation value and to the continuous improvement of our businesses. All our employees embody a personal commitment to improving the performance of the company.

**Client Based:** Dedicated to exceeding our clients' needs.

**Integrity:** Our actions are governed by our commitment to ethical conduct and social responsibility.

**Respect and Empathy:** We consider diversity as a strength. We seek to incorporate individuals with different backgrounds and experiences. We aspire to provide a work environment that promotes trust and cooperation.

**Innovation and Corporate Training:** Encourage and reward innovation and development of new business opportunities.

# THE 10 PRINCIPLES

Businesses should support and respect the protection of internationally proclaimed human rights.

1

2

Businesses should make sure that they are not complicit in human rights abuses.

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

3

4

Businesses should urge the elimination of all forms of forced and compulsory labour.

Businesses should support the effective abolition of child labour.

5

6

Businesses should advocate for the elimination of discrimination irrespective of employment and occupation.

Businesses should support a precautionary approach to environmental challenges.

7

8

Businesses should undertake initiatives to promote greater environmental responsibility.

Businesses should encourage the development and diffusion of environmentally friendly technologies.

9

10

Businesses should work against corruption in all its forms, including extortion and bribery.

# HUMAN RIGHTS



*In ALFA we consider any offense to human rights, any unfair action and any abuse as unacceptable. We forthright condemn it; we value life and are deeply committed to our people and the general community.*

## COMUNITY

Helping families in need has always been part of ALFA's ideology. Such is the case that since 2005 we have donated over 3,011 tons of food to the Mexican Food Bank Association. Due to this over 450,000 families were benefited.

## DIVERSITY

One of the main reasons our businesses are so successful is due to the cultural and gender diversity of our employees. This we find that creates a great environment for

individual and collective development within. Diversity has such importance in our company that it has been included in our ethics code, and both our vision and mission statements.

## FREEDOM/RESPECT

We are proud to have a working environment where every employee feels included and valued. This environment encourages employees to feel free to express themselves in both a personal and professional manner. Our horizontal organization lets all employees have easy access and communication with corporate personnel.

# LABOUR RIGHTS



*Labor rights should be considered as the foundation of all productive society. As a company we disapprove any practice, activity or politic that weakens the principles of work freedom and labor fairness.*



[www.congruencia.org.mx](http://www.congruencia.org.mx)

Since 2004 ALFA has had the privilege of being part of the Movimiento Congruencia, an organization that seeks social and labor integration for disabled people, within companies, universities and non-government organizations. ALFA is honored to be part of this ONGs board. Being able to involve other companies in this movement so that they too become more inclusive, by applying three actions:

- **Jobs for Disabled People:** Opening the possibility for disabled people to apply for positions within the company and be hired.
- **Accessibility:** Building and remodeling their offices with the intention of making a more Disabled Friendly Environment.

- **Supply Chain Inclusion:** Invite our supplier companies/shops to hire disabled people.

Since long before our incorporation to this organization, we have been committed on developing and including disabled people within our workforce.

## DISABLED PEOPLE

As we mentioned before, such is our commitment in the social and work inclusion, that our company leaders have generated a movement in which everyone gets the opportunity to propose changes so that we are able to hire disabled people. Thinking in both an innovative and simple solution way.

With this new philosophy and in our attempt to be proactive. We are proud to report that 5 years ago we just had over 50 employees with this condition, this number grew up to almost 100 in 2009 and in 2010 we were able to double this amount.

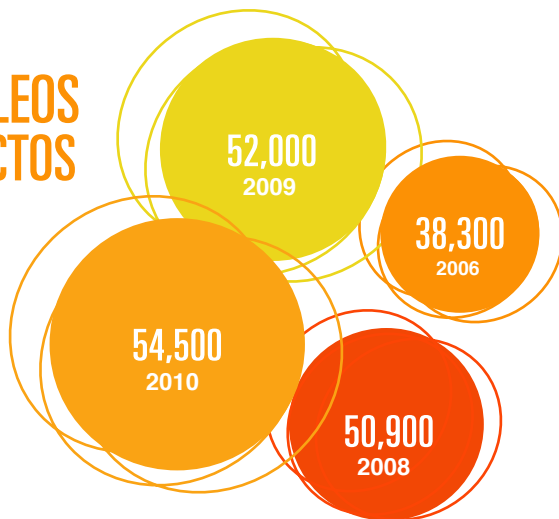




## JOBS

ALFA has managed to continue its growth not only by income or operation-wise, but also in its work force.

## EMPLEOS DIRECTOS



## EDUCATION AND TRAINING

We consider education as one of the most important pillars in a productive community. It lets society in general and individual people achieve continuous improvement. This is why since ALFA's establishment in 1974 we've bet on our personnel's training and education.

During 2010 we offered our employees and their families over 18,000 scholarships and grants; 15,500 more than we offered in 2005. We also delivered more than 2,400 training programs in 2009; 1,000 more than in 2008.

## GENDER EQUALITY

Women are an essential and important part in our organization's operation. May it be in the production lines, project management, brand management or making our products get to our clients.

## WOMEN IN OUR WORKFORCE



We are happy to be working hard and to be able to attract women to ALFA and include them in our teams.

We are pleased by the success that during these hard times we have been able to achieve and continue integrating very prepared women to our team.

# ENVIRONMENT



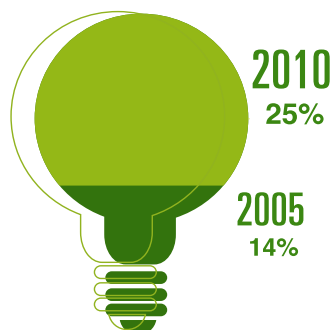
*Actions for the conservation of the environment are part of the business strategy. The company allocates significant resources to reduce the impact of its operations in the environment, including the responsible use of natural resources, reduction, reuse, and recycling of inputs, as well as promoting environmental awareness within and outside its facilities.*

## ENERGY

Energy is of great importance to ALFA, given the economic and ecological benefits it represents. Due to this, in 2006 we established an Energy Department, an area fully dedicated to the development of energy consumption optimization programs, including the design of more efficient equipment and the use of technologies that allow for a more efficient consumption of energy and/or the use of alternative sources.

The energy conservation continues to be one of our priorities. Such that in last 5 years we have developed over 400 projects, that have thrown us great results:

## ENERGY REDUCTION



During this last year we continued working on projects related with the reduction of energy and gas consumption, as well as the innovation of energy sources such as steam and alternative sources.

### Energy conservation achievements during 2009:

In 2009 our Polioles Lerma plant made huge improvements on their industrial boilers, generating a 6% electricity consumption saving. The equivalent of 1.6 million Kw/h. On the other hand Sigma Alimentos' Energy Reduction Team developed over 100 projects in its mexican frozen meat and dairy product plants. Saving up to 820,000 Kw/h a year.

## WATER

Water is another important input in ALFA's operations. For this reason, actions to reduce and optimize its use are of particular importance. All operations where this

input is relevant have water treatment plants that allow reusing the fluid in the processes and its discharge according to standards set by environmental authorities.

To this day ALFA has over 32 water treatment plants. With the capacity to process over 10.5 million cubic meters of water a year.

### Water conservation achievements during 2009:

**Petrotemex, Cosoleacaque** was able through the installation of an Inverse Osmosis Process, to recuperate over 400,000 cubic meters of water. Enough water to sustain 1,100 homes for a year.

**DAK Americas, in Lelan North Carolina** developed a Vapor Optimization System, with which they achieved the reduced consumption of 230,000 MBtu's of carbon energy, enough energy to sustain 1,600 homes a year. It also helped to reduce 21,000 tons of CO2 emissions per year.

**Sigma Alimentos in Dominican Republic** initiated operations of a new water treatment plant, with the capacity to process 125,000 cubic meters of water per year.

**Sigma Alimentos** Durante plant processed over 1.8 million cubic meters of water.

**Sigma Alimentos Occidente** plant developed a water recuperation system that helps reutilize water in the boiler cooling process.

**Sigma Alimentos Atitalaquia** plant delivered exhaustive leakage elimination program. This program allows the company to save up to 113,000 liters of water a day.

**Akra Polyester** continued its water reutilization program in processes such as the boiler cooling process. Which means it is able to reduce the consumption of 220,000 cubic meters of clean water a year.

**Nemak's Monterrey** plant implemented a water reduction plan that involves its cooling towers, resulting on 100,000 cubic meters of water a year saving.

**Nemak's Monclova** plant managed to recover 25% of water, through its Water Recuperation Process.

## AIR QUALITY

In addition to investments in equipment and technology to eliminate or reduce the generation of greenhouse gases into the atmosphere, ALFA's businesses drive initiatives such as energy efficiency programs that result in better control and lower emissions of gases.

Actions such as Petrotemex's Energy Integration Program awarded it the opportunity to be one of the first companies to receive the United Nations Certificate of Emission Reductions (CERs). This program reduces 260,000 tons of CO2 emissions a year. Amount that compares to 50,000 compact cars emissions.

### Air conservation achievements during 2009:

**Nemak's Monterrey** plant implemented an Anti-contaminating Equipment Control Program, in an attempt to standardize and make over 40 dust collectors more efficient.

**Indelpro** implemented a Hydrocarbon Recuperation Program, achieving the reduction of 4,500 tons of CO2 emissions.

**Sigma Alimentos Occidente** plant applied a Natural Gas Energy Source Program on its boilers, which generated a 33% reduction of emissions.

## RECYCLING

Due to the benefits of recycling, this is a permanent activity in ALFA, as it helps to conserve natural resources, and decrease the use of energy and harmful emissions into the atmosphere. ALFA mainly recycles aluminum, plastics, paper, steel and wood. Being able to gather more than 24,000 tons of plastic, 19,000 tons of wood, 15,000 tons of paper and 3,000 tons of metal.

Alfa Corporativo offices alone recycled more than 500 kilos of material (paper, plastic, aluminum) and 1,000 batteries, through its **“ALFA Green Actions”** program.

**Nemak Mexico** was able through its diverse recycling programs to become the biggest aluminum recycler in the country. It processed over 360,000 tons of aluminum, avoiding the emission of 4.1 million tons of CO2. What a million compact cars would emit in a year.

**Nemak Poland** operated a recycling program with which it was able to recuperate 90% of the 43 recyclable materials, generated by the company.



## WILDLIFE

**ALFA's companies participate in the protection, recovery and improvement of the natural habitat of various species of flora and fauna. This includes the conservation of nature reserves, both own and third parties, especially those surrounding their facilities.**

We are happy to inform that our DAK Americas subsidiary, once again was given the Wildlife Habitat Council's "Wildlife at Work Award", acknowledging the Cape Fear plant's wildlife conservation program.

## Awards and Certifications

### Responsible Care

Granted by the Mexican Chemical Industry Association.

#### ALPEK

Nyltek,  
Petrotemex,  
Poliolés-Lerma,  
Univex

### Environmental Leadership for Competitiveness

Granted by the Ministry of Environment and Natural Resources of Mexico.

#### ALPEK

Poliolés

### “Wildlife at Work”

Granted by the Wildlife Habitat Council (WHC).

#### ALPEK

DAK Americas

### Clean Development

Granted by the Clean Development Mechanism within the Framework Convention on climate change of the UN.

#### ALPEK

Petrotemex

### Cradle to Cradle

Granted by McDonough Braungart Design Chemistry (MBDC).

#### ALPEK

DAK Americas

### Clean Industry

Granted by the Ministry of Environment and Natural Resources of Mexico.

#### ALPEK

Akra Polyester  
Petrotemex  
Poliolés Altamira  
PTAL  
Univex

#### SIGMA

Planta Atitalaquia, Planta Chihuahua, Planta Guadalajara, Planta L. de Moreno, Planta Linares, Planta Monterrey, Planta Xalostoc.

#### NEMAK

García, N.L.

#### ALESTRA

Alestra



## 2010 and beyond:

ALFA continues to keep a very special respect to the environment and the communities in which it operates. This commitment is obvious due to our remarkable efforts to preserve and conserve nature through different investments, such as in:

- Latest technology, which lets us optimize our consumption of our energy and water resources.
- High-end equipment that lets us control and reduce in an adequate manner our liquid, air and solid emissions.
- Programs and installations for recycling materials such as iron and aluminum.
- Training and teaching our personnel, their families and the community at large about the importance of the diverse environmental issues that we face today.

As an example of our commitment, Nemark Monterrey invested over \$1.6 million USD in the anti-contamination equipment renovation. When in operation (mid 2010) we expect the reduction of emissions in up to 22%. Also we have to mention that Dak Americas in North Carolina in collaboration with Shaw Industries, created "CLEAN PATH RECYCLING"

### CLEAN PATH RECYCLING

*A company dedicated to the production of RPET (Recycled PET), product made up of post consumed PET bottles/packages. Once in operation (mid 2010) it is expected to be able to recycle more than 127,000 tons of PET, about 5 billion bottles.*

*With which it will reduce the consumption of 2.5 trillion BTUs a year, about enough energy to sustain 18,000 U.S. homes.*

[www.clearpathrecycling.com](http://www.clearpathrecycling.com)





# ANTI CORRUPTION



*ALFA and its subsidiaries have undertaken big efforts to make our labor, commercial and business relations more transparent, secure and reassuring. We believe ethical, moral, intelligent and transparent business generates greater short and long term growth advantages.*

## **CONFLICT OF INTEREST LETTER**

In ALFA, we believe that providing our employees the opportunity to work with peace of mind while doing their job, especially those involved in the decision making process, with tools such as the "CONFLICT OF INTEREST LETTER" is essential. This tool lets them work with the knowledge that their loyalty and objectivity will not be doubted. It also helps us preserve our assets image as well as our internal and external corporate image intact.

## **CODE OF BEST CORPORATE PRACTICES**

ALFA is in substantial compliance with the code of "Best Corporate Practices" in use in Mexico. The purpose of this code is to provide Mexican companies with a set of recommendations, which will allow them to increase the efficiency of managerial performance and to provide timely and reliable information, for their stockholders and creditors.

## **INTEGRITY AND TRANSPARENCY HELPLINE**

ALFA and its subsidiaries joined efforts to give more transparency, confidence and security to their relationships with companies and employees.

In order to maintain the transparency environment in our company we have created the, "Integrity and Transparency Helpline". You are encouraged to contact us via email or telephone whenever you want to address any situation you consider is not achieving the transparency and security levels that our organization requires.

Your comments may be submitted anonymously, but we encourage you to leave your contact information in case a follow up is needed. You can be sure that the information you provide will be kept completely confidential. In order to conduct a full investigation, we need as much specific, factual information as possible.



# Integrity and Transparency Helpline

Available 24/7

|              |                       |                    |                        |
|--------------|-----------------------|--------------------|------------------------|
| Germany      | <b>0800-180-8939</b>  | Mexico             | <b>01-800-265-2532</b> |
| Argentina    | <b>0800-444-5685</b>  | Peru               | <b>0800-54-109</b>     |
| Austria      | <b>0800-293-215</b>   | Poland             | <b>00800-112-4028</b>  |
| Brazil       | <b>0800-892-2016</b>  | Czech Republic     | <b>800-701-160</b>     |
| USA / Canadá | <b>1-866-482-1957</b> | Dominican Republic | <b>1-888-751-4724</b>  |
| El Salvador  | <b>800-6541</b>       | Slovak Republic    | <b>0800-606-251</b>    |
| Hungry       | <b>06-800-16476</b>   | Rest of Europe     | <b>+43-720-880-303</b> |

You can write and send your message by accessing the following link:  
**[http://www.alfa.com.mx/CONT/formas/forma\\_coment\\_eng.html](http://www.alfa.com.mx/CONT/formas/forma_coment_eng.html)**

Or you can send an email to the following e-mail address  
**[transparency@alfa.com.mx](mailto:transparency@alfa.com.mx)**



*This institution promotes and supports initiatives that contribute to improving the quality of life of the communities.*

The ALFA Foundation is actively involved with several worldwide organizations on projects focused on three priority areas:

- **Education:** ALFA believes it is the main driver of a society's development.
- **Nutritional Health:** specially focused on improving child nutrition given its growing concern around the world.
- **Environmental Sustainability:** mainly by raising awareness of its importance and the impact that individual actions have.

**Some of the project done in 2009 where:**

In collaboration with Alfa Planetarium (Planetario Alfa A.C.) several events were celebrated, such as:

**“The International Year of Astronomy”.**Alfa with collaboration of the Nuevo León State's Secretary of Education and the Planetariums Astronomical Society organized a complete year activities program, which includes conferences, celestial objects observations and contests. We are proud to mention that the highlight event of the year was “Night of the Stars” an event that we adopted from an UNESCO initiative, this event was simultaneously celebrated in more than 100 countries around the world; in Monterrey with had over 1,000 participants.

**“Earth Day”.** We worked in collaboration with the Instituto Tecnológico y de Estudios Superiores de Monterrey and the U.S. Consulate in Monterrey, preparing several workshops directed to create awareness on kids about global warming. We had over 500 students from around the city participating.



**“Cultural Kids Fair”** was created to generate awareness about the environment. 250 workshops and demonstrations such as “Monarch Butterfly Metamorphosis” were given.

**“Science that you can EAT”** was celebrated to promote nutrition as an important health factor. Explaining participants about the chemical and nutritious properties of different foods.

**“Biodiversity Box”**, is a program directed to prepare people for 2010s “International Year of Biodiversity” events, promoting the importance of protecting our ecosystem, our living spaces and our genetic diversity.

We helped over 55 schools with different education levels; most of the schools were located in marginalized areas in Monterrey, benefiting over 18,000 students.

We continue driving our support to technical schools and leader universities around the world, through joint-research agreements. In 2009, we operated 70 agreements which benefited 1,000 overachieving students, by complementing their learning in our different work sites in addition to this our plants received over 140 visits and over 3,100 school students.

We have celebrated alliances with international organizations, such as the World Education and Development Fund. In 2009, we worked with this organization on training programs directed to public primary school and middle school teachers in Mexico.

**“Integral Entrepreneurial Leaders”** is a program sponsored by ALFA and the Universidad de Monterrey, which grants full scholarships to economically disadvantaged honor students.

Nemak Linz celebrated the **“Day of the Youth”**, the event promotes young people to join more technical professions.

**“Sigma Day”**, is an event where Sigma Alimentos’ employees gathered with students from Ciudad de los Niños A.C.; an institution that offers education to orphans and poor kids. In addition to this, employees donated 800 books to Ciudad de los Niños A.C.’s library.

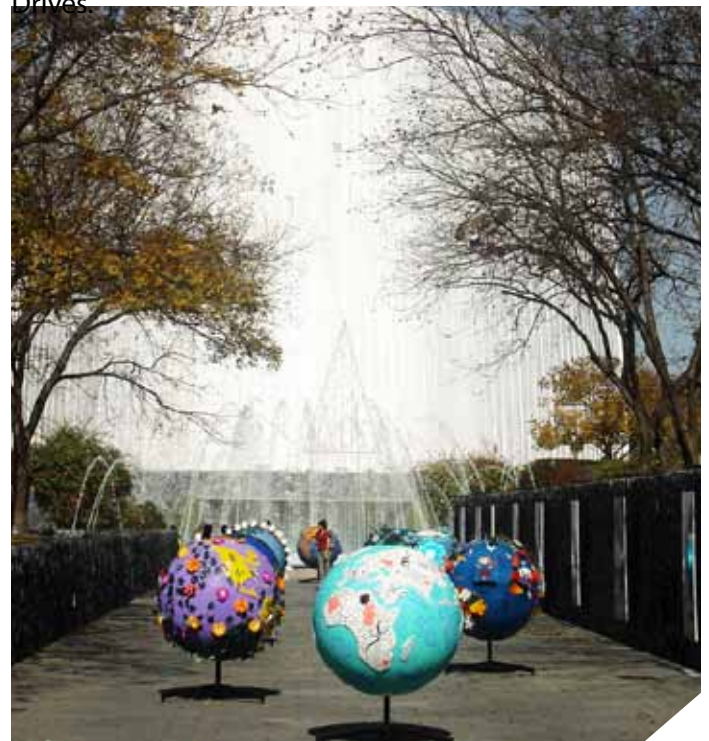
Sponsorship to diverse Classical Music Festival in the communities of Dillingen and Wernigerode were continued.

We also continued our collaboration with the Bielsko-Biala Regional Cultural Center and the Chelsea Art Club.

**“Alex and Bonnie Hurricane Relief Program”** was directed in giving economical and material relief to over 70 direct employees that were severely affected by this natural phenomenon in Mexico.

**“Asociación Mexicana de Bancos de Alimentos”** is a national food bank organization, through which Sigma Alimentos donated over 1,000 tons of food, helping over 200,000 people nationwide.

We collaborated with organizations that offer health services, such as Juvenile Diabetes and Canadian Blood Drives.



**“Backyard Program”** sponsored by the Desarrollo de la Mixteca, A.C. organization. This program promotes integral and sustainable development of marginalized communities with scarce resources in the state of Oaxaca, our goal is to help families cover up to 70% of their food necessities.





# HUMAN CAPITAL



*Human Capital ALFA, continues executing social responsibility programs for our employees. Hoping to give them safer and better work environments; by offering our people workspaces with opportunities for family and personal development. Always seeking the wellbeing of our collaborators, their families and the community in general. During last year certain actions in areas such as industrial safety and potential health emergencies stand out.*

## INDUSTRIAL SAFETY

In 2009 we invested over \$6.4 million USD in 140 programs oriented to promote a safe work culture.

### Some results were:

- Sigma Alimentos had a 30% reduction of incapacitating work related accidents and 57 worksites celebrated 0 accidents within the year.
- Univex celebrated zero work related accidents.
- Terza, Sigma Peru and Nemark Germany reduced significantly the number of incapacitating accidents.
- DAK Americas, U.S.A. was awarded the "NCDOL Award for Certificate of Safety Achievement".

## HEALTH

During 2009 we sponsored over 120 preventive health programs and campaigns that included medical evaluations, vaccination, early disease detection and weight control.

Due to the outbreak of AH1N1 Flu in Mexico and other countries, we organized through our Crisis and Risk Management Committee a common front with all of our companies seeking to reduce the probability of infection and to secure on time medical attention for employees and their family member affected by this disease.

We worked as soon as the first signs of alert appeared and maintain direct communication with sanitary authorities. We also vaccinated 87% of our employees in Mexico against seasonal flu.

## Health Programs:

### Sigma Alimentos

- Over 1,000 employees followed a healthy personalized eating plan.
- Celebrated 4 health fairs and 11 health workshops.

### Poliolos

- Operated 8 health programs, including one directed to the reduction of overweight and the increase in physical activity, combined with adopting a balance eating habit.

### Nemak

- Developed programs in some plants for the detection of diseases such as arterial hypertension, diabetes, obesity, cholesterol, tetanus and cancer.
- Carried out campaigns against tobacco and drug addiction.

### Alfa

- To promote physical activity and weight lose in some plants, we invited our employees to come to work in a bicycle.
- Invited a nutritionist to come on site, to help employees guide them to find a healthy eating balance.

### Terza

- We established preventive health programs, that reduced illness related employee absenteeism in 64%.

### Work Environment

We have always prided ourselves on having workplaces that helped employees develop work related activities. To achieve this every year we evaluate our work practices and search ways to improve them. Such as:

### Geese Community

This community is integrated by volunteer employees, that carry out initiatives, seeking cultural transformations and making their company a better place to work. 170 employees participate in 2009 as part of this community.

## LIVING WELL

We created the “Living Well” program to create awareness within our workforce about topics such as family, ecology, safety, security, culture and health. During 2009 we encouraged family, social responsibility, health, sports and cultural activities.



En POLIOLES nos preocupamos por la calidad de vida de nuestros colaboradores por lo que hemos desarrollado la campaña **vivirBIEN**, la cual se enfoca en los siguientes temas:



Próximamente recibirás información sobre estos temas, por lo que te invitamos a reflexionar sobre sus mensajes y a sumar esfuerzos para que juntos generemos una cultura de conciencia y logremos una mejor calidad de vida.

## Including Company

This year through our “We’ve got Talent” program, we have encouraged our different companies to include physically and mentally disabled people in our work force. This being possible due to different conferences, workshops and campaigns; promoting an involved work culture. This program made the hiring of an important number of employees with these conditions possible. In addition to this, we worked with Movimiento Congruencia A.C. in the development of a Better Practices Manual.



## “WHITE CHRISTMAS”

Is an initiative that Human Capital adopted in the hopes to encourage its collaborators and the community in general the necessity to be involved with the needy and poor of our society. Helping employees to perceive the reality of what happens in our society and the worth of giving a little bit of our time and receiving a smile back as a gift. As our first White Christmas project we decided to help out the Casa Simón de Betania; a home for the elder-

ly and terminal. This through different donations (money, games, clothes, medical equipment, etc) made by the employees. The event was a huge success, employees got to share very special moments. For 2010, it is planned to help out the Centro para el Desarrollo del Potencial Humano A.C., a nursery that only receives mentally and physically disabled born children.



We  
are all  
alfa

*fundación* alfa

  
planetario alfa

 Alpek

 nemak

*Sigma*  
alimentos

alestra 