

# Grupo Valorem

## Corporate Presentation



April 2021



# Contents

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## 1. Profile

- 1.1 History and background
- 1.2 Profile
- 1.3 Grupo Valorem's diagram

## 2. Companies

- 2.1 Grupo Valorem's significant figures
- 2.2 Main companies

## 3. Valorem's Team

- 3.1 Organizational Chart

# 1. Profile

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1.1 History and Background

1.2 Profile

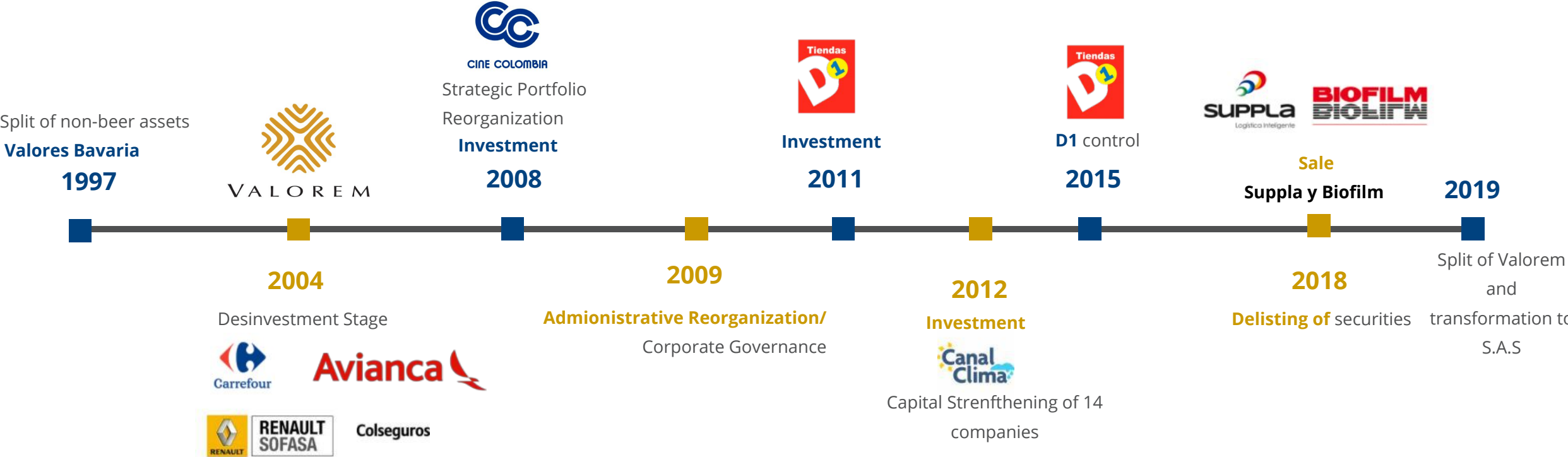
1.3 Grupo Valorem's Diagram



VALOREM

# 1.1 History and Background

Valorem is the main investment vehicle of the Santo Domingo family in Colombia



It has evolved over the years to focalize its investment portfolio in the services industry



## 1.2 Profile

Valorem leads a business group that grows sustainably investing in companies in the services industry in order to transform or escalate them with disruptive business models, leveraged on its talent and corporate reputation

**Current portfolio includes these sectors:**



Media and Entertainment



Retail



Environmental Services



Transport

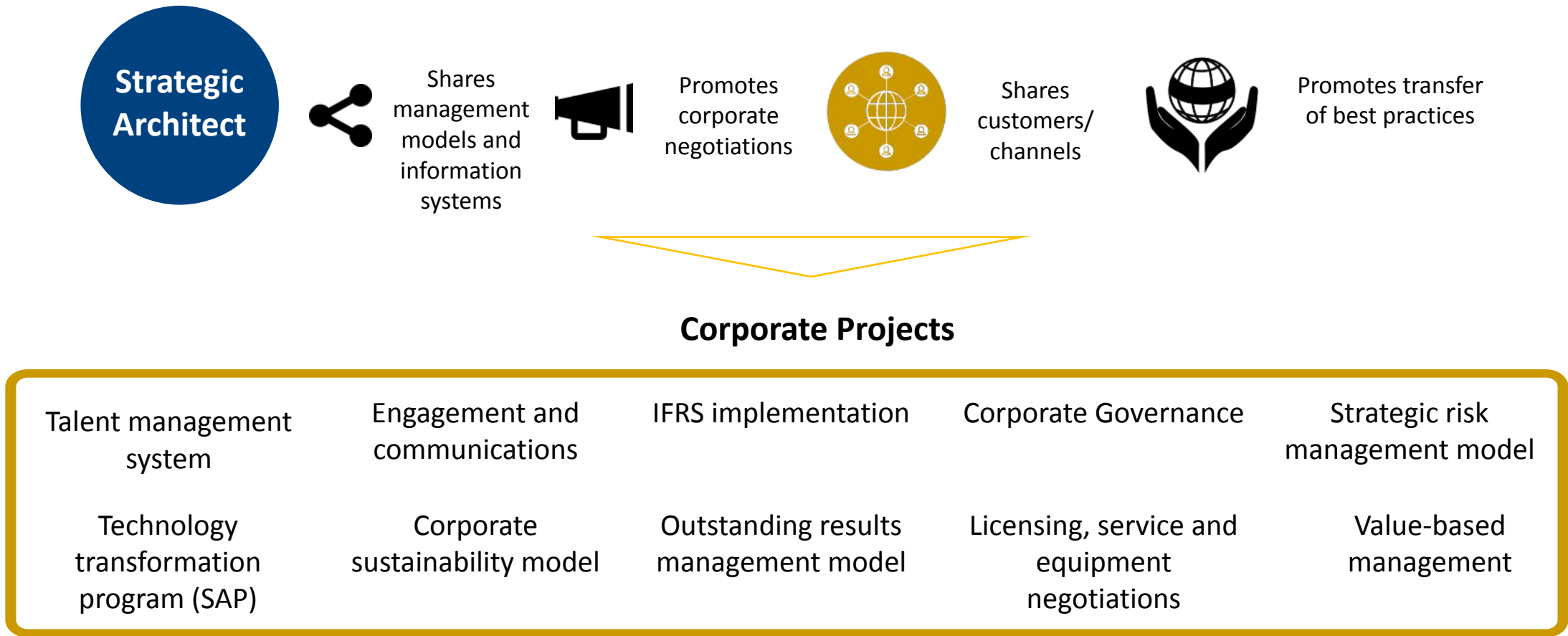


Hospitality Services

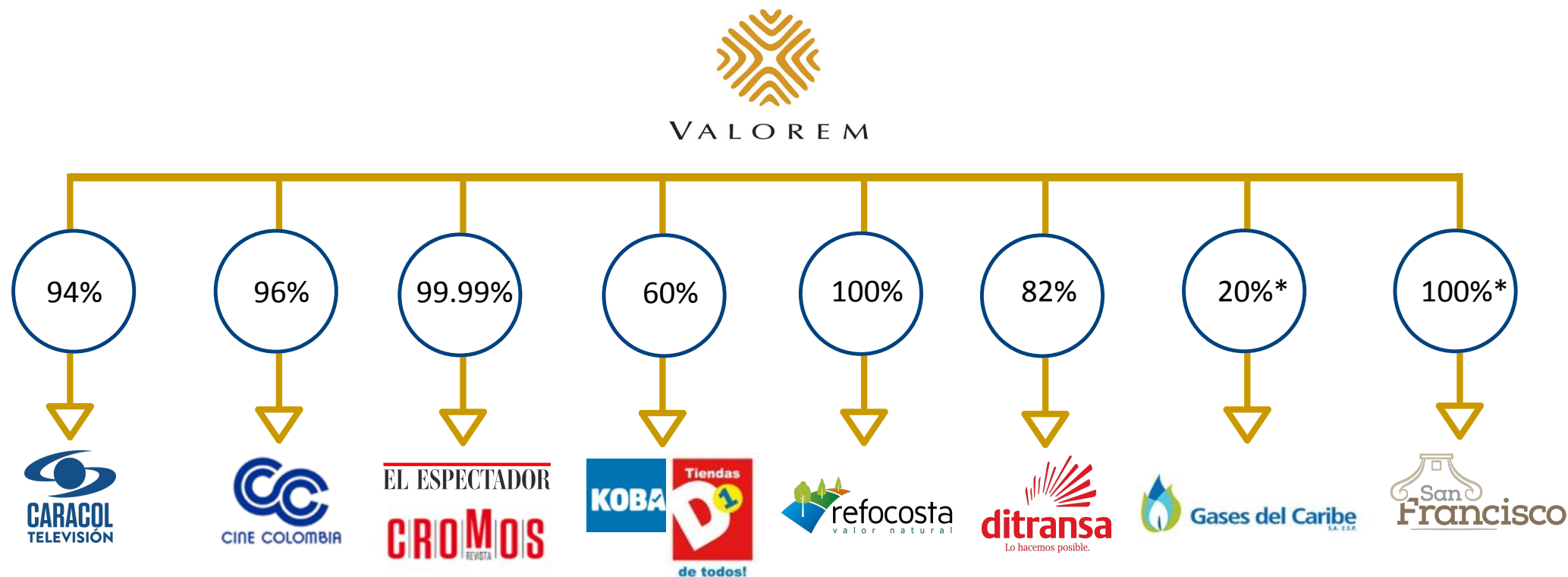


Public Services

# Role as strategic architect through Corporate Projects



# 1.3 Grupo Valorem's Diagram



\*Refers to direct and indirect participation



## 2. Companies

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2.1 Grupo Valorem's significant figures

2.2 Main companies



VALOREM



# Valorem

## Media and Entertainment



**EL ESPECTADOR**



## Retail



## Environmental Services



## Transportation



## Hospitality



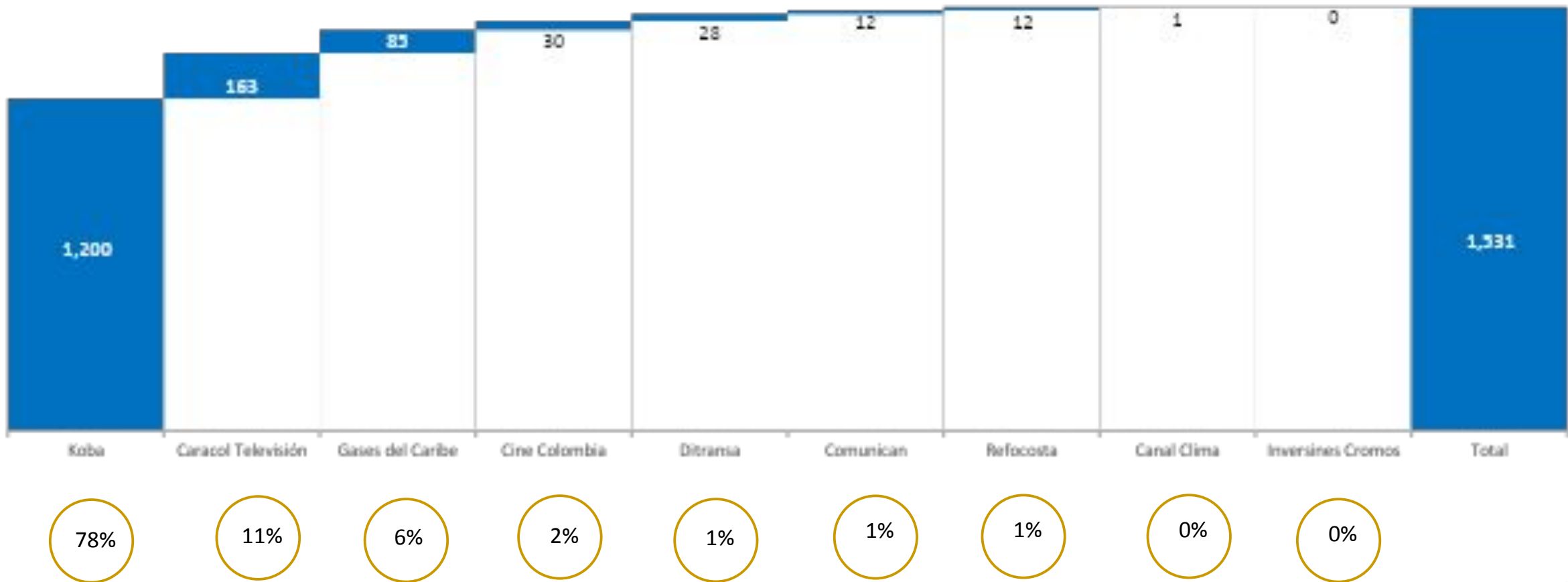
## Other



Non-controlling

# 2.1 Grupo Valorem's significant figures

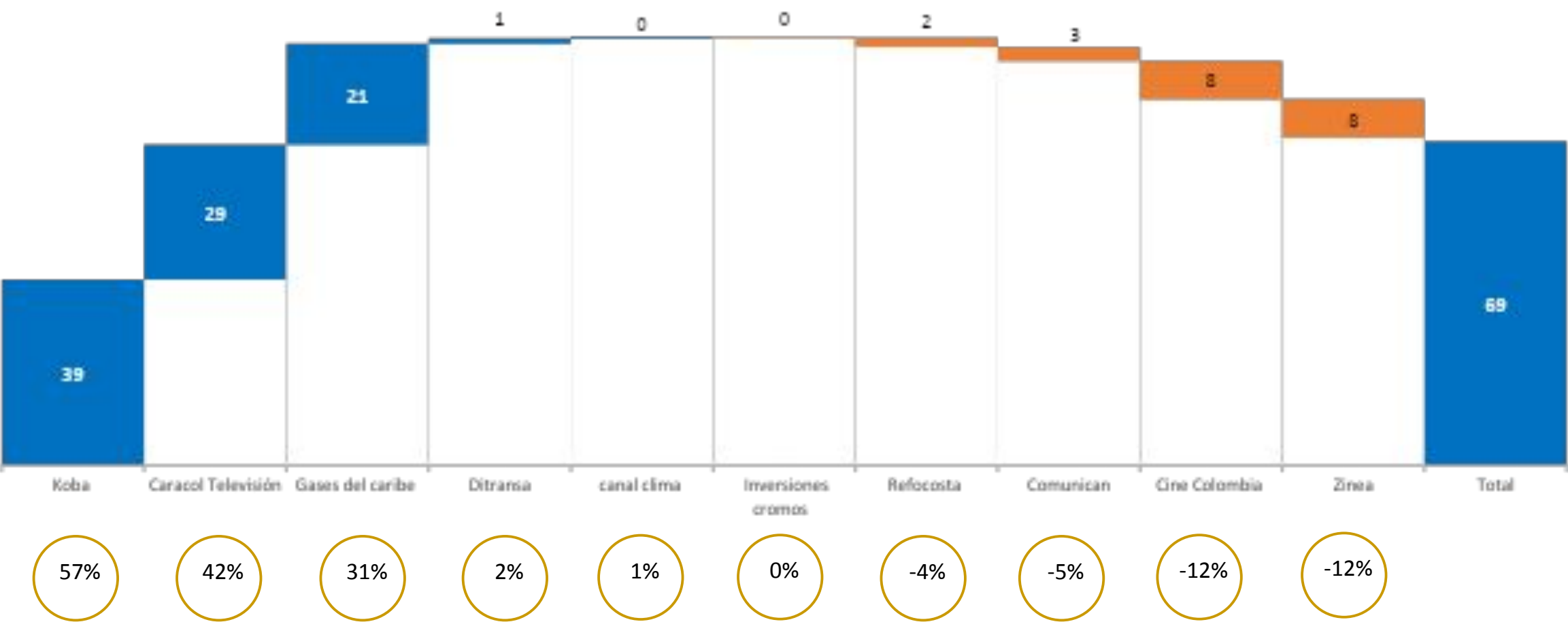
Sales per company 2020 (weighted per share)  
Figures in millions of dollars USD



\*Rounded figures  
Source: Valorem analysis

# 2.1 Grupo Valorem's significant figures

EBITDA per company 2020 (weighted per share)  
Figures in millions of dollars USD

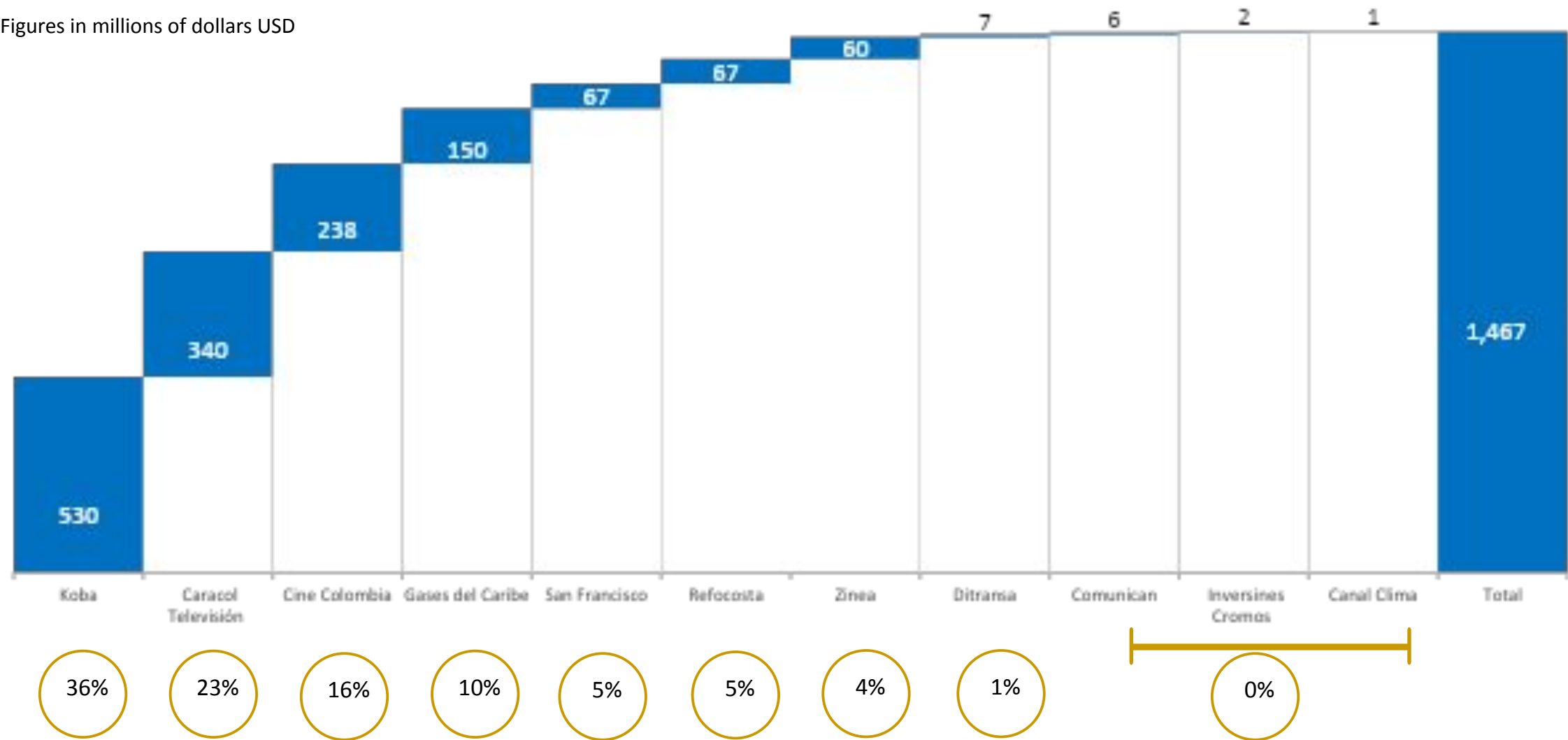


\*Rounded figures      \*Zinea is a company that emerges from the spin-off of Caracol TV in December 2019  
Source: Valorem analysis

# 2.1 Grupo Valorem's significant figures

Assets per company 2020 (weighted per share)

Figures in millions of dollars USD



\*Rounded figures

Source: Valorem analysis

\*Zinea is a company that emerges from the spin-off of Caracol TV in December 2019

# Caracol Televisión



- Caracol Televisión is the private television channel with highest rating in Colombia and one of the world's largest distributor of Spanish content
- In 2020, of the 20 most watched television programs in Colombia, 16 were produced by Caracol Televisión. "Pasión de Gavilanes" was the most seen tv show in the country. Additionally, on March 6<sup>th</sup>, 2021, the film inspired by the book by the Colombian writer Héctor Abad Faciolince and produced by Caracol Television and Dago Garcia Producciones, "The Forgetfulness We Will Be" received the Goya Award for "Best Ibero-American Film"
- It is the number one network for publishing digital content, according to Comscore in Colombia
- Its brands include: BLU Radio, the third most listened to FM station in the country, Caracol Noticias, Caracol Play and Gol Caracol and La Kalle music brand that is the second most listened to music station in the country.



## Relevant Data



Year of creation

1969



Employees

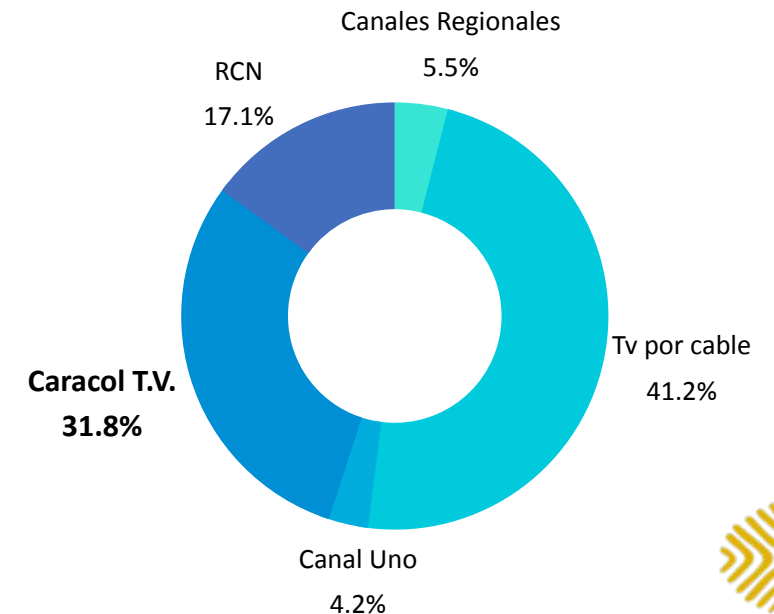
1.778



Total day rating from Monday to Sunday (2020)

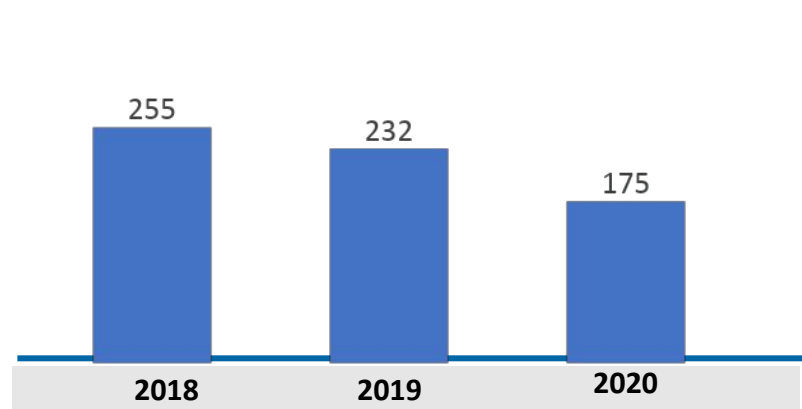
31.8%

## Market Share 2020

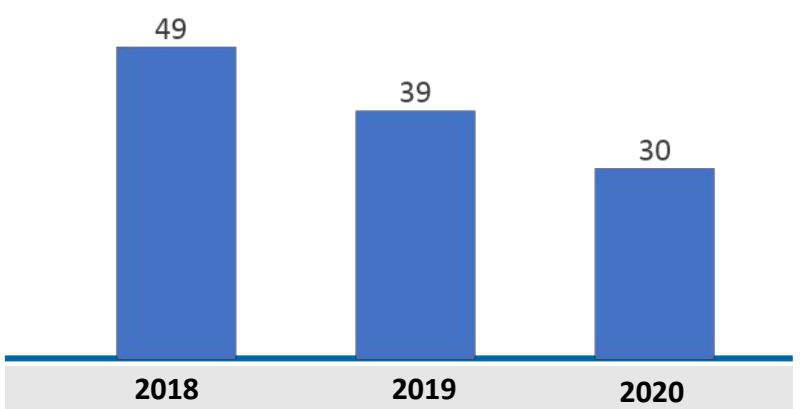


# Financial Summary

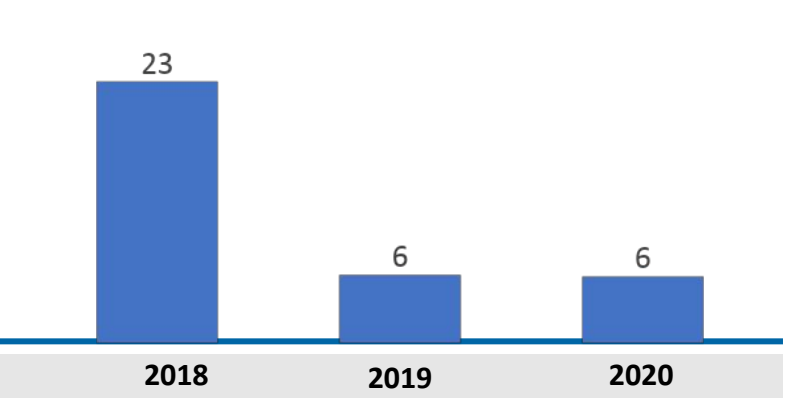
Operating Income



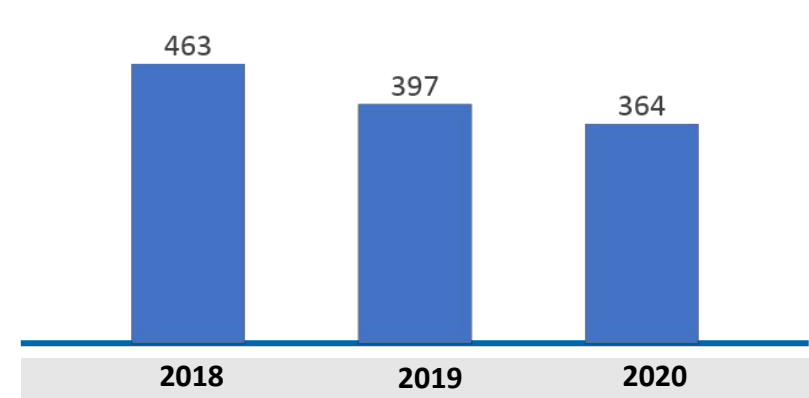
Ebitda\*



Net Profit



Assets



Figures in millions of dollars  
\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses



# El Espectador

EL ESPECTADOR

- El Espectador is the oldest newspaper in the country
- Under the direction of Fidel Cano, it is considered one of the most serious and professional newspapers because of its independence, credibility and objectivity
- Based on its experience and track record, it has led a digital transformation with new formats and platforms targeted to new audiences
- It was the first media in Colombia to commercialize its contents through on-line subscriptions
- It is a leader in the dissemination of socially inclusive and responsible content (La Pulla and Las Igualadas), the promotion and care of the environment (Human well-being and biodiversity BIBO), and promoters of peace, the fight against corruption, justice and solid institutions ( promotion of peace, through content from Colombia 2020 and Colombia in Transition).



## Relevant Data



Year of creation

1887



Employees

447



Website users x month

+12.500.000



@elespectadorcom  
+ 4.800.000



@elespectador  
+ 1.500.000

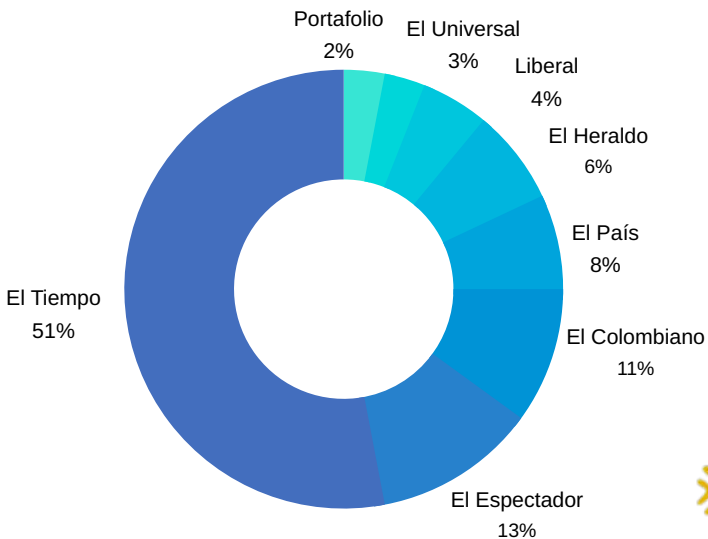


El Espectador  
+510.000



@elespectador  
+5.400.000

## Market Share 2020



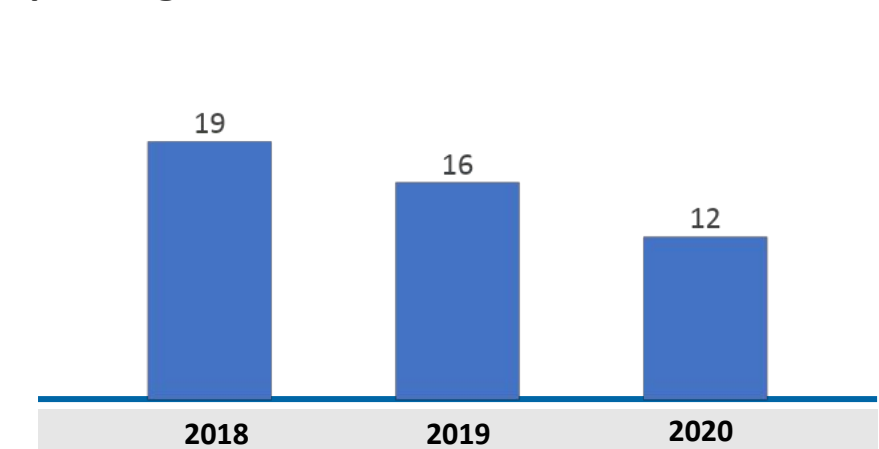
VALOREM

Source:EGM OLA 2020 – 3. Does not include popular and free press

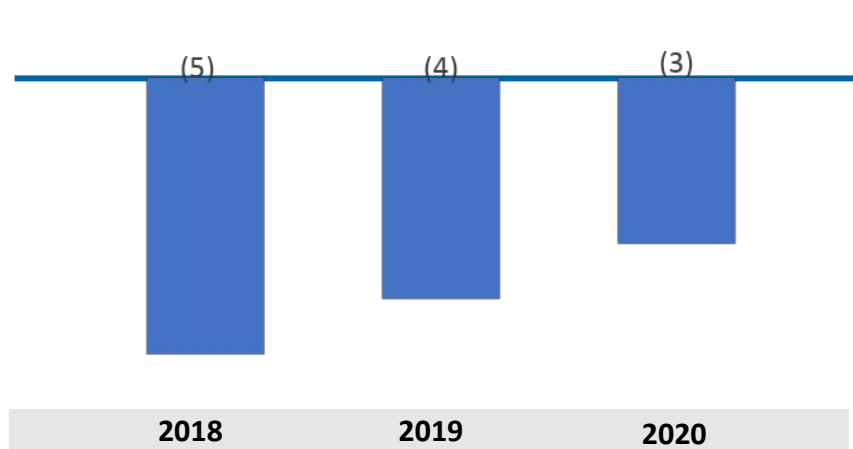


# Financial Summary

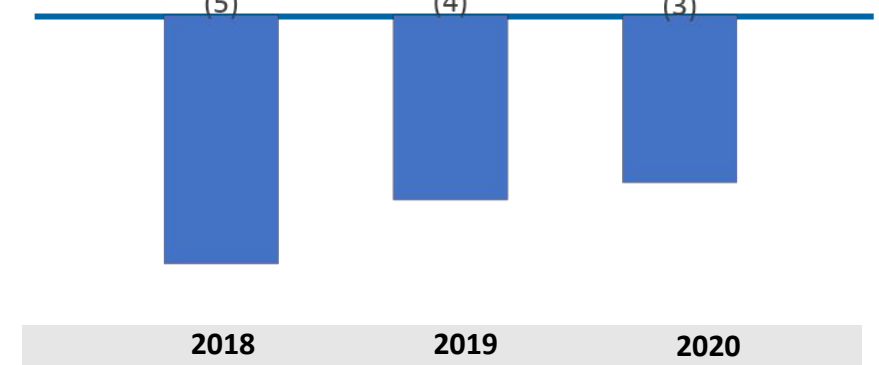
Operating Income



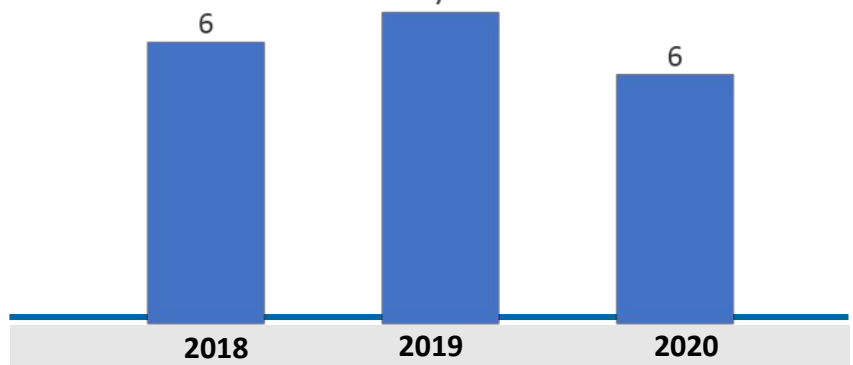
Ebitda\*



Net Profit



Assets



Figures in millions of dollars  
\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses



# Cine Colombia



- Cine Colombia is the largest film exhibitor and distributor in Colombia
- It has the only alternative content division in the country, with exhibitions from the MET of NY, the Bolshoi Ballet and the London Theater, among others
- In 2019, the company reached the largest number of spectators in its history: 30.7 million. In March 2020, due to the Covid-19 pandemic, Cine Colombia had to close its theaters
- However, it opened new business lines, such as Cineco Plus, Drive-in theater and home service for the confectionery products.
- As part of its corporate social responsibility program, "Ruta 90", has crossed the country, taking the cinema experience to more than 390.000 spectators in 493 municipalities of Colombia. During the pandemic, "Ruta 90" supported the delivery of groceries to vulnerable populations.



## Relevant Data



Year of creation 1927

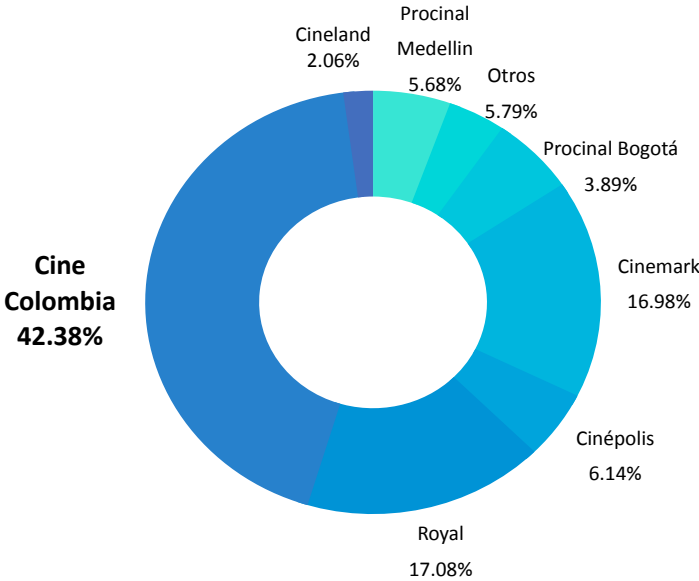


Employees 866



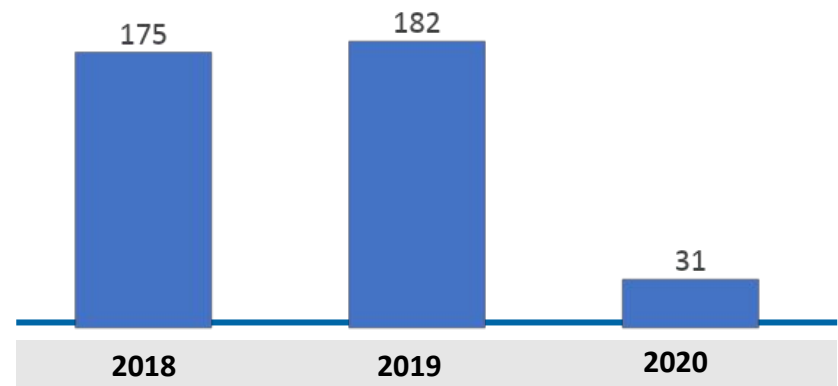
Multiplex 46

## Market Share 2020

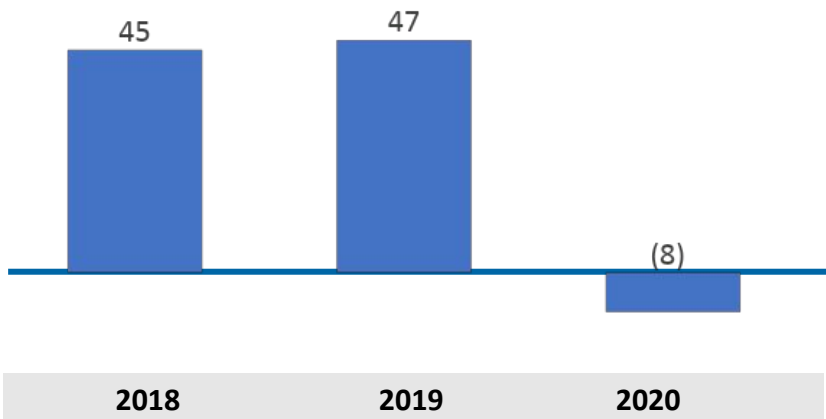


# Financial Summary

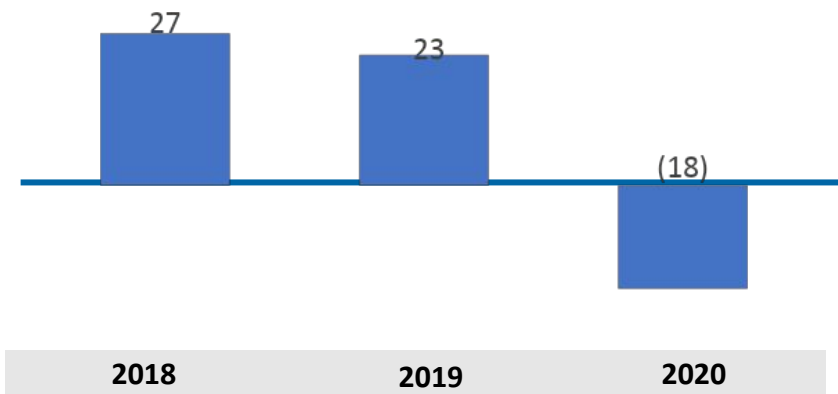
Operating Income



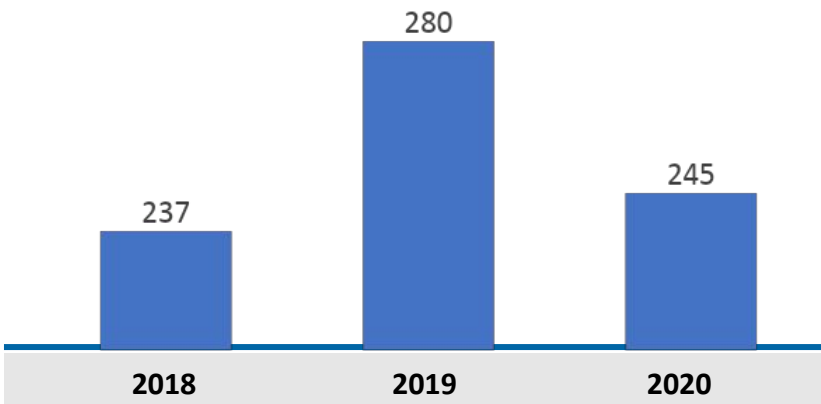
Ebitda\*



Net Profit



Assets



Figures in millions of dollars  
\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses



# D1



- D1 was the first hard discount retailer in Colombia and maintains the leadership in the hard discount model. It had a FMCG basket share of 17% in Colombia at the end of 2020, according to data from Kantar Worldpanel
- It offers high quality products at low prices, with limited SKUs and a significant number of own brand products
- D1 promotes development of its employees, gender equality, and inclusion
- The operation aims to mitigate its environmental impact and raise awareness among its consumers



FMCG: fast-moving consumer goods  
SKU: stock-keeping unit

## Relevant Data



Year of creation 2009

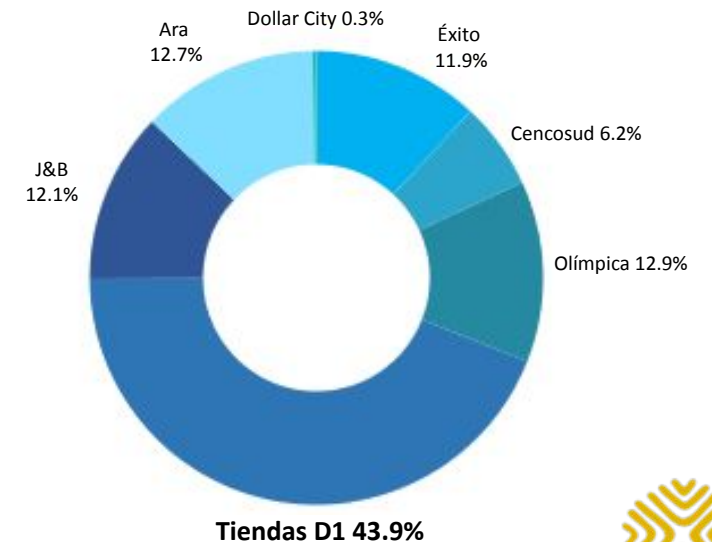


Employees 14.089



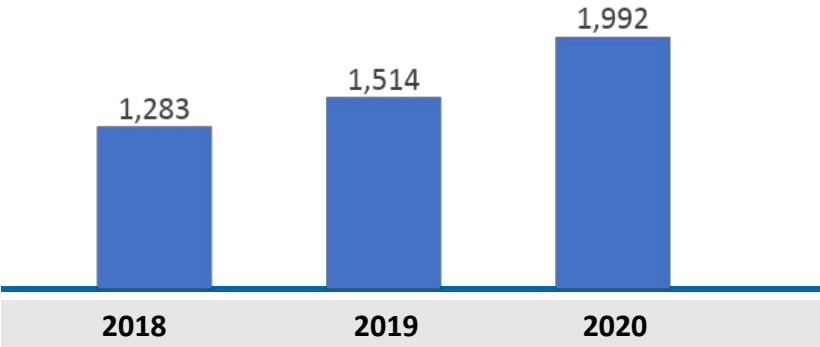
Stores 1.600

## Market Share 2020

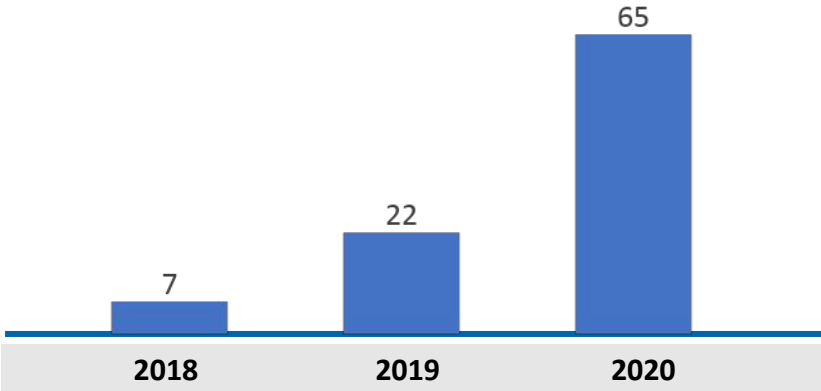


# Financial Summary

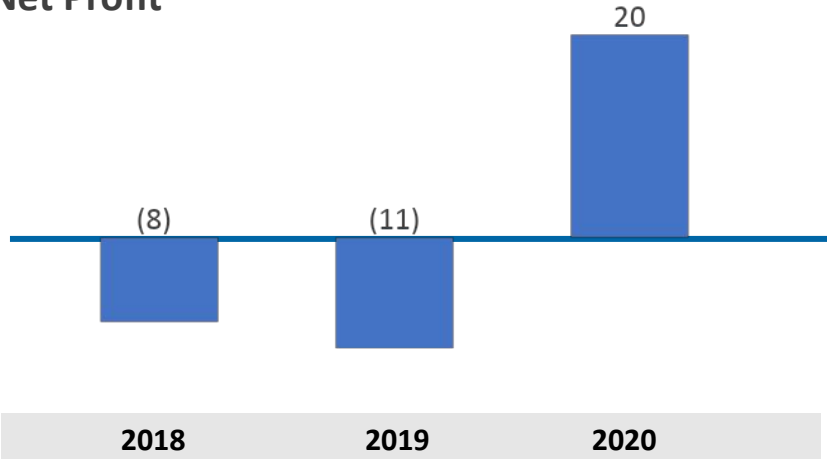
## Operating Income



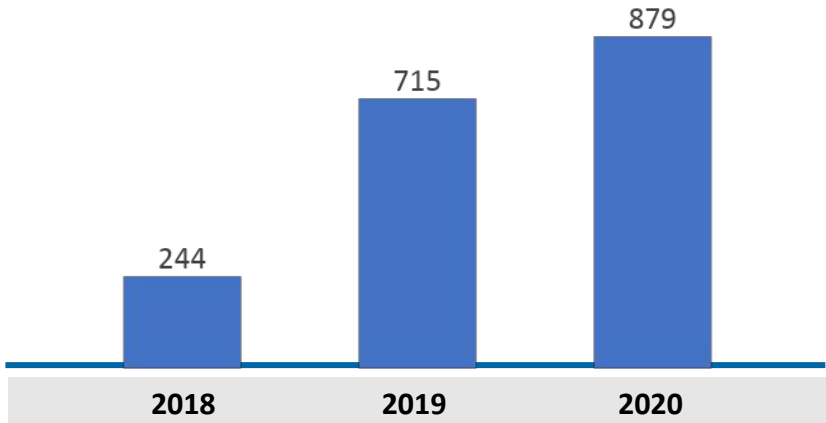
## Ebitda\*



## Net Profit



## Assets



Figures in millions of dollars  
\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses

# Ditransa



- Ditransa is a transport company, catering to serve cargo generating companies
- It is recognized for its innovations in logistics management, with offices in 15 cities in Colombia and presence in Ecuador
- Ditransa has the following business units: national cargo, imports, exports, international and last mile services. By 2021, the expansion of the Home D business unit will begin, which focuses on the delivery of goods to homes.
- It also provides complementary services such as loading and unloading, vehicle escorting, border control documentation and customs support services, among others
- Today, it has its own four alternative fuel vehicles (Natural Gas Vehicles), to contribute to the mitigation of environmental impact.



## Relevant Data

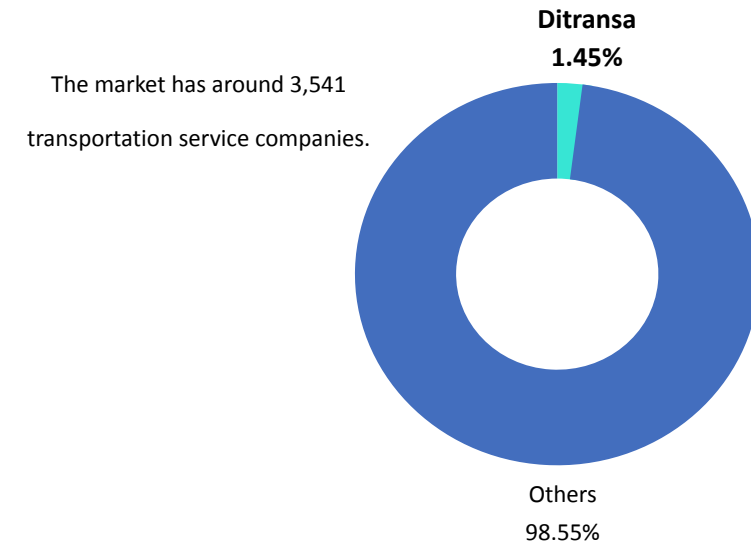


Year of creation 1994



Employees 229

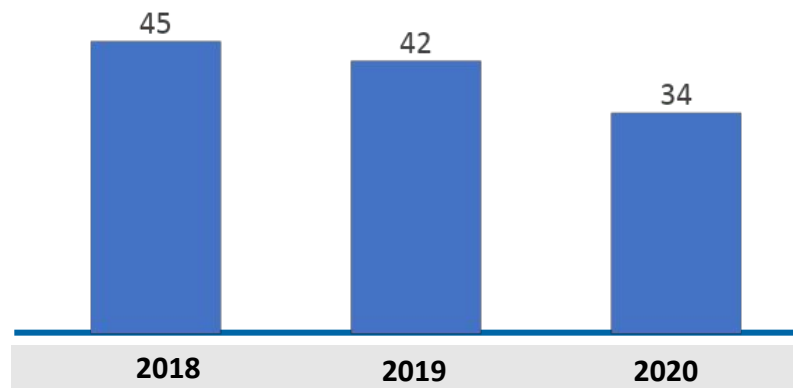
## Market Share 2020



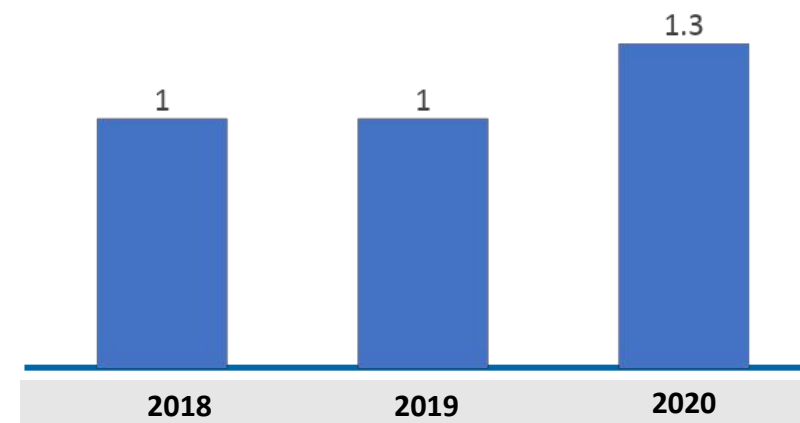
Source: Analisis Ditransa, own calculations

# Financial Summary

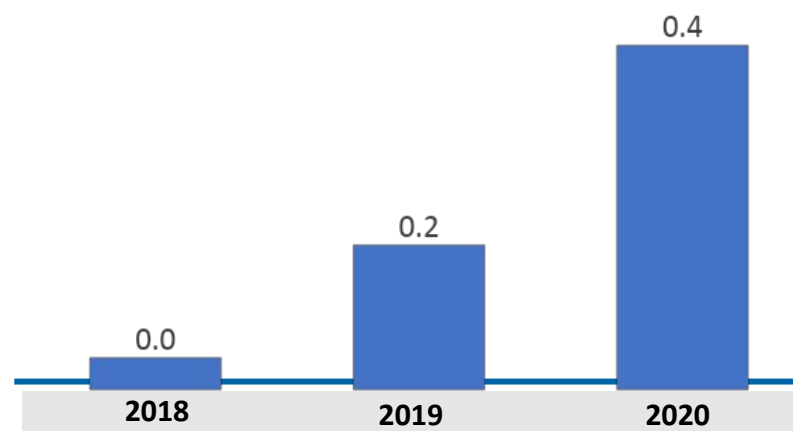
Operating Income



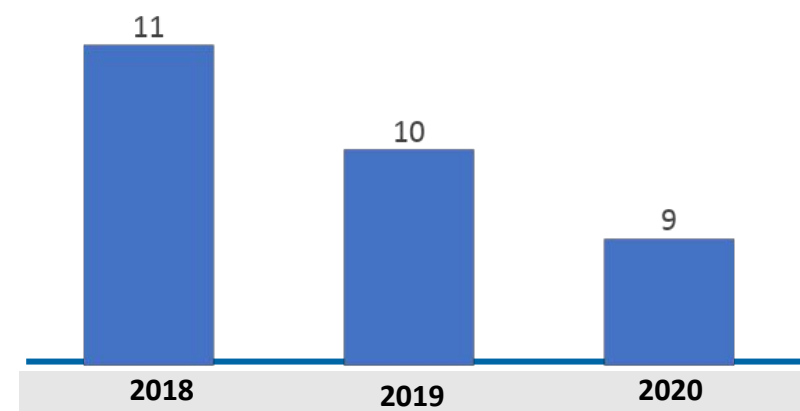
Ebitda\*



Net Profit



Assets



Figures in millions of dollars

\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses



# RFC Group



RFC is a group of investment and operation in sustainable businesses, which groups the following 6 companies:

- Refocosta: plantations, industry, commercialization
- Refopanel: panel industry
- Refoenergy: alternative energy generation
- Refomass: biomass production
- Refoser: environmental and forest services
- Canal clima: meteorological and environmental services

It stands out for having the FSC (Forest Stewardship Council) Forest Management and Chain of Custody Management certifications; PEFC (Program for the Recognition of Forest Certification Systems); ISO 9001 Quality Management; ISO 14001 Environmental Management, and ISO 45001 Occupational Health and Safety Management.



## Relevant Data



Year of creation 1980



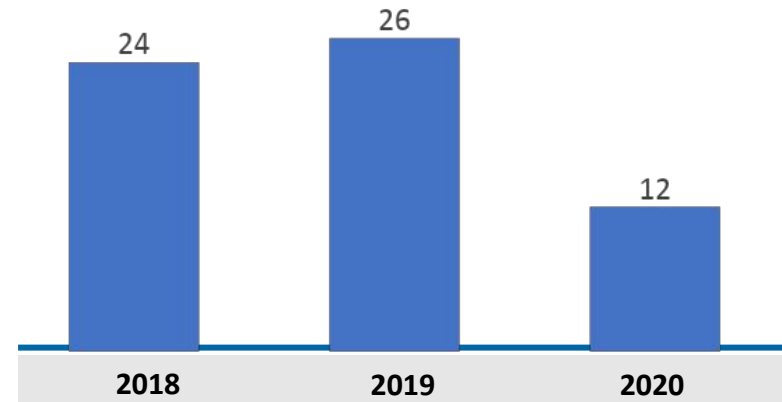
Employees 576

## Group Companies RFC

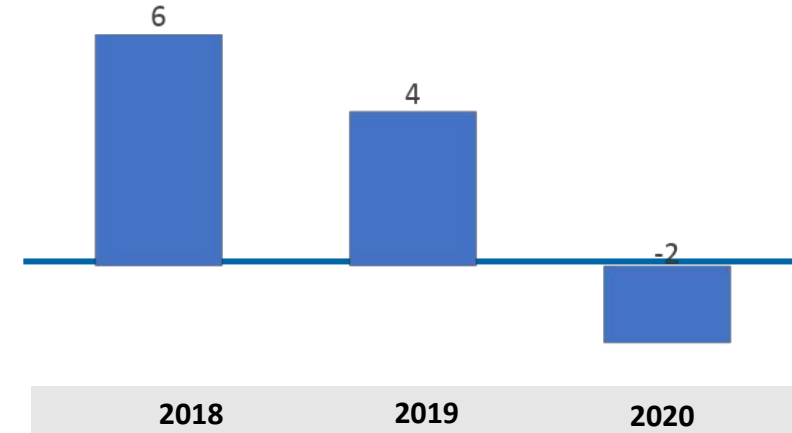


# Financial Summary

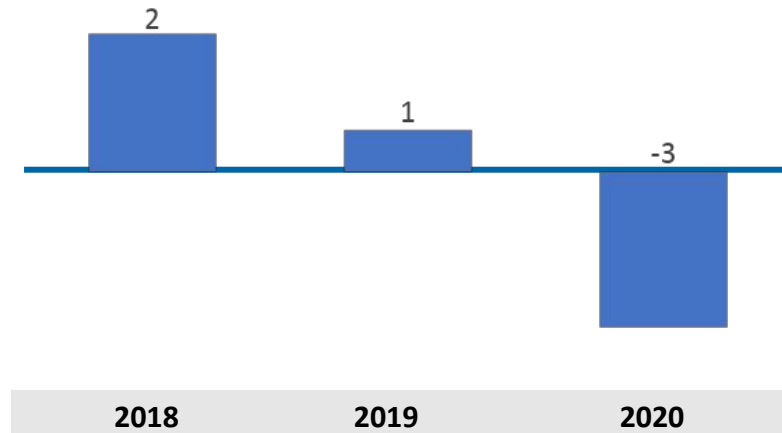
Operating Income



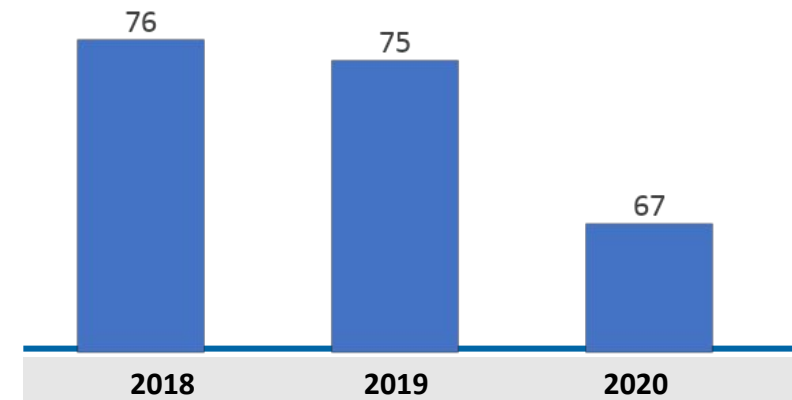
Ebitda\*



Net Profit



Assets



Figures in millions of dollars

\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses

# San Francisco Investments



- The San Francisco project is a large-scale real estate development project in the Getsemaní neighborhood in the historic center of Cartagena
- The project has an approved Special Management and Protection Plan issued by the Ministry of Culture. The buildings of Club Cartagena and Convento de San Francisco were established as Properties of Cultural Interest at the National Level
- The project will highlight the properties Club Cartagena, Casa Ambrad, Casa García, Cartagena Calamarí, Rialto and Bucanero Theaters, Puerta del Sol, Morales Hermanos Buildings, and San Francisco convent. The properties Club Cartagena and Convento de San Francisco were designated as Cultural Interest Assets of the National order (BICN), by the Ministry of Culture
- The National Council for Cultural Heritage (CNPC) endorsed the postulation of “ Life in the Neighborhood of Getsemaní, Catagena de Indias” as a national cultural heritage



## Relevant Data



Approximate  
Opening date

Fourth trimester 2022



Project Stage

Construction



Employees

26



@sanfranciscogetsemani



VALOREM

# Gases del Caribe



- The Company distributes and commercializes natural gas as a clean energy source
- Its main headquarters are in Barranquilla and it has coverage in the Colombian Atlantic Coast in the departments of Atlántico, Magdalena, Cesar and Bolivar
- The company has implemented the use of natural gas as vehicular fuel with more than 20,000 users in the cities and municipalities where it operates, including mass transportation and heavy-load transportation
- The Brilla program of Gases del Caribe provides financing for construction materials, household electrical and gas appliances, furniture, computers, cell phones, college enrollment, school supplies, motorcycles, and many other products and services that improve the quality of life of consumers of socio-economic levels 1,2 and 3



## Relevant Data



Year of creation 1967



Employees 373

Formal Indirect Employees (Contractors) > 1.800



Number of clients +1.054.000

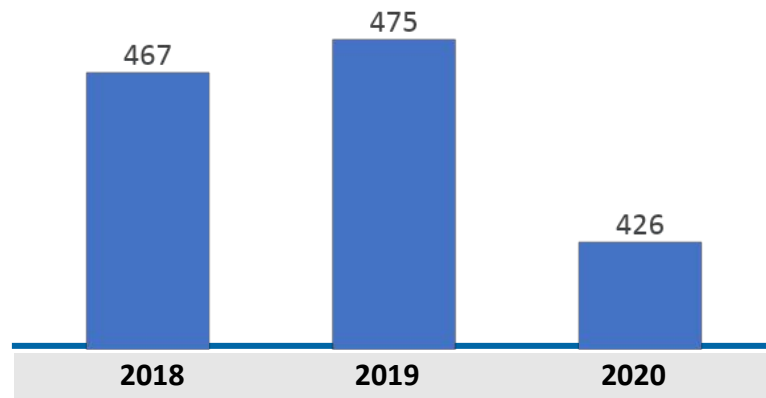
## Operations 2020



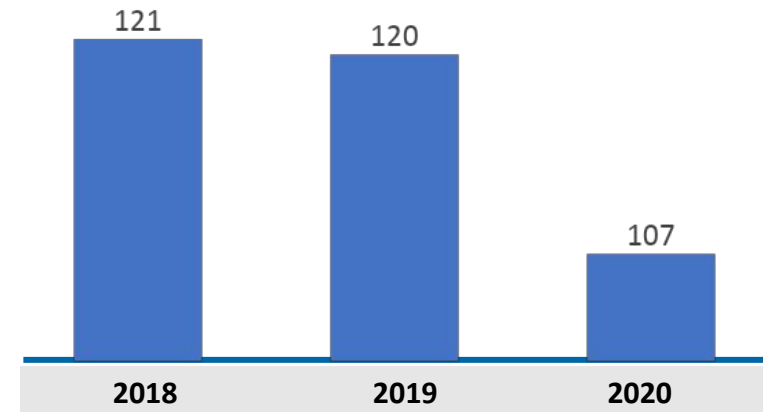
Note: Valorem owns 20% of the company

# Financial Summary

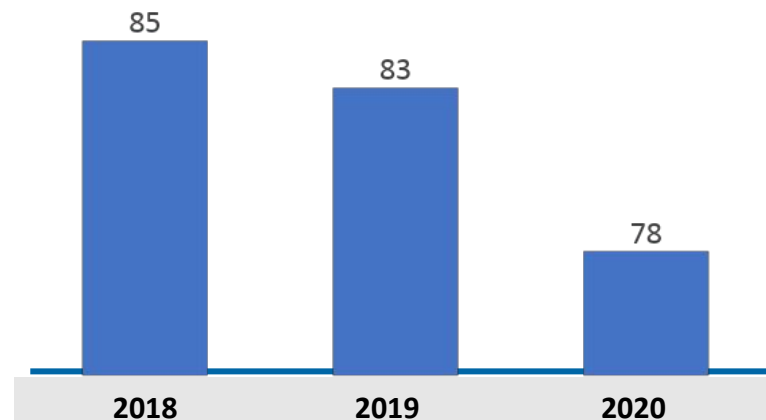
Operating Income



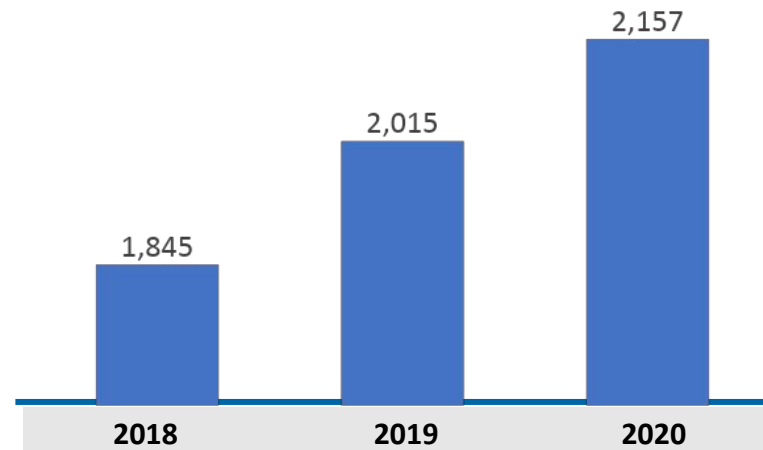
Ebitda\*



Net Profit



Assets



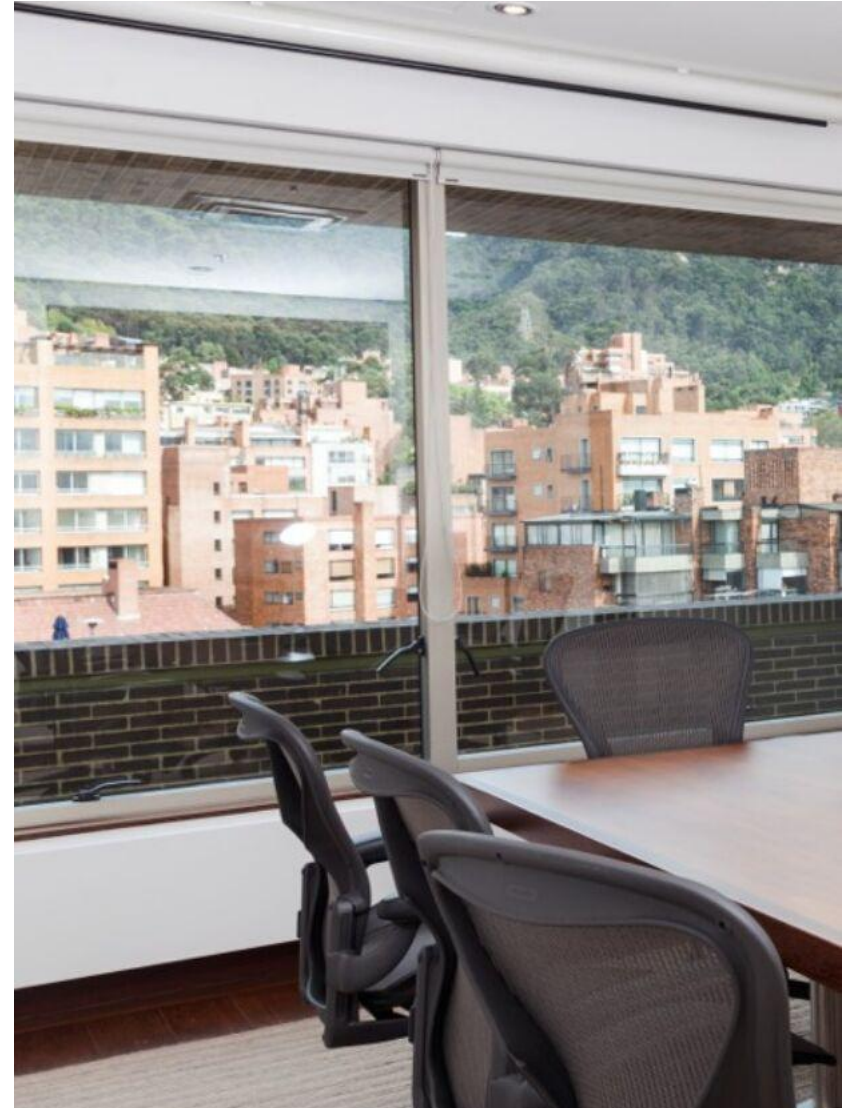
Figures in millions of dollars

\* Valorem management calculations, Pro forma EBITDA taking operating income and expenses

# 3. Valorem's Team

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## 3.1 Organizational Chart



# Organizational chart

