



# ESG

Report

GRUPO  
MOURA

2024

GRUPO  
MOURA



# ESG Report 2024

ESG  
Report 2024



# Table of Contents

| 2024 ESG Report

3 | ESG Report

4 | Message from the Board of Directors

## CHAPTER 1 **Moura Group**

6 | Moura Group: a history of innovation, pioneering, and sustainability

7 | Business model

8 | E-bike Ella: smart mobility and sustainable solutions for cities

9 | Protagonism in the new lithium battery production chain in Brazil

10 | Expansion in Latin American market

11 | Value Creation

12 | Governance: the force of a new model strengthening relationships and the vision of the future

13 | Structure

14 | Ethics and integrity: principles of Moura's culture

15 | Continuous evolution in cybersecurity

16 | Highlights 2024

CHAPTER 2

## **Positive-impact energy for a better world**

18 | Our ESG journey

19 | ESG Priority Themes

20 | B Corp certificate drives our ESG journey

21 | Moura ensures the reverse logistics of 100% of its batteries

22 | Circular waste management is a permanent commitment at Moura

23 | Recycling and Metal Unit takes Moura's Circular Economy ecosystem to a new level

24 | Driving neoindustrialization in Brazil

25 | Integrated consume management and focus on power efficiency

26 | Self-sufficiency in clean power

27 | Interactions, impacts, and commitment with water

28 | Water balance: collection and efficient reuse

29 | Environmental reserve: conservation as legacy for the future

30 | Water security and soil preservation

31 | Rede Moura: growing hand in hand with our customers

32 | Propig has democratized credit access for five years

33 | Logistics as a purpose: the sustainable route of Moura Group's carriers

34 | Commitment to our customers' positive experience

35 | Strengthening the local value chain

36 | Digital optimization with the lowest environmental impact

CHAPTER 3

## **Our people and community relations**

38 | Commitment to development, care, and inclusion

40 | Moura among the best companies to work for in Brazil and Argentina

41 | Education dirving strategy and creating value

42 | Strategic succession and leader education for the future

43 | Moura advances in its zero-accident culture

44 | Commitment to education in all its stages

45 | Social investment with shared value creation

46 | Expanding coverage: transformation through incentive laws

SPECIAL CHAPTER

## **10 years of Conceição Moura Institute**

48 | A decade of social transformation

49 | Moura Sociocultural Hub: land for education, culture, and inclusion

50 | Art as a leverage for the future

51 | Full-time education as a base for social transformation

52 | Avançã Ideb: strategic action for educational evolution

53 | Creativity and young protagonism through educational robotics

54 | Overcoming deficits, creating opportunities

55 | Sound base for a more promising and sustainable future

56 | The right to play as a development tool

57 | GRI table of contents

# How to navigate this Integrated Report

This Integrated Report was designed to offer a global and connected view of Moura Group's value creation in the short, medium, and long terms.

CHAPTER

1

## Moura Group

It presents Moura Group's strategic principles: value proposition, supply chain, employed capital, 45 years as a supplier to automakers, evolution of the Research, Development, and Innovation portfolio (RD&I, corporate governance, international presence, ethics, integrity, and cybersecurity programs). It concludes with the main products launched in 2024 and their impacts on capital.

CHAPTER

2

## Positive-impact energy for a better world

It highlights the organization's sustainable core: alignment with the SDGs, B Corp certificate, materiality matrix, Circular Economy ecosystem, power efficiency, clean power self-sufficiency, and water management. It also highlights the local development purchasing policy, the green IT strategy, and the role of the Rede Moura in boosting micro and small businesses throughout Brazil.

CHAPTER

3

## Our people and community relations

It portrays the more than 7,000 people who make up the Moura Group in Brazil, Argentina, and Uruguay. It details the complete cycle of education and development, continuing education programs, health and safety, and the socioeconomic results of corporate inclusion and volunteer initiatives.

SPECIAL CHAPTER

## 10 years of Conceição Moura Institute

It celebrates the first decade of activities, describing the path, its four fronts of action, and the positive impact in the lives of children, adolescents, and young people in Belo Jardim, making them effective agents of social transformation in their lives, their communities, and the world.



# ESG Report

GRI 2-2, 2-3

This ESG Report presents Moura Group's main advances in its Environmental, Social, and Governance journey in 2024, reflecting its commitment to responsible management and sustainable value creation.

Prepared based on the guidelines of the Global Reporting Initiative (GRI), we have achieved a 100% coverage of the organization's priority topics according to this standard. We also introduce the concepts of Integrated Reporting according to the International Financial Reporting Standards (IFRS). The document covers the operating period from January 1st to December 31st. This publication is based a robust materiality process, aligned with the UN Sustainable Development Goals (SDGs), and covers the Group's main businesses in Brazil. This edition reinforces the connection of strategy, performance, and impact, highlighting how Moura creates, preserves, and transforms value through the integrated management of human, natural, manufactured, intellectual, and social capital.

## Message from the Board of Directors

GRI 2-22

Moura Group has consolidated another cycle of sustainable growth in 2024, aligning increased productivity, Circular Economy ecosystem alignment, and deepening of the social and environmental commitments that underpin our corporate governance.

We have reached the milestone of 11 million batteries produced a year, keeping our non-negotiable focus on environmental responsibility and creating shared value in the short, medium, and long term.

We have taken a decisive step forward by reaching the final stage of the implementation of the new Recycling and Metals Unit—the largest industrial investment in our history. It can double our annual lead recycling capacity. This achievement reflects a strategic choice: to grow while creating a positive impact on the environment, the communities, and future generations.

This position also guides the acknowledgment of the Conceição Moura Institute, which celebrated 10 years of transformative work in Belo Jardim, Pernambuco, surpassing 427,000 participants in its projects. We have also officially established the Moura Environmental Reserve as a Private Natural Heritage Reserve, reinforcing our commitment to the Caatinga conservation.

We remain steadfast in building an ethical, innovative, and inclusive organizational culture. Achieving the B Corp certificate reinforces our evolution as a company committed to high standards of social and environmental performance and transparency. Regarding the human pillar, we are among the best companies to work for in Brazil and Argentina, according to the GPTW.

Our 45 years of experience as a strategic supplier to the leading automakers in South America proves the strength of long-term partnerships. This legacy is projected into the future with the expansion into new business models, such as the Energy as a Service offer and the launch of Ella, an electric bicycle developed with our expertise and strategic and global partnerships.

We have advanced in key fronts of innovation, decarbonization, Circular Economy, and social inclusion. More than results, we deliver consistency between what we believe, do, and plan.

We continue to provide energy to the future with responsibility, innovation, and the courage to transform.

Today developing  
the energy  
of the future

**Paulo  
Sales**

Chair of the Board of  
Directors at  
Rede Moura



**Sérgio  
Moura**

Chair of the Board of  
Directors at  
Acumuladores Moura





17

Moura  
Group

# Moura Group: a history of innovation, pioneering, and sustainability

GRI 2-1, 2-6

Driven by the courage to dream big, Edson Mororó Moura and Conceição Moura started, in 1957, in Belo Jardim (PE), a journey that would transform Moura Group into the largest battery production center in South America. It now manufactures over 11 million units per year, supplying the main automakers and operating throughout the entire supply chain, from new product development to after-sales service, with more than 100 Rede Moura and Moura Service Network distributors in Brazil, Argentina, and Uruguay. Our brand is now the preferred, most remembered, and best-selling brand in these three countries, reaffirming our leadership and consumer trust.

For over 40 years, it has practiced reverse logistics, recycling 100% of the batteries traded in Brazil. This process relies on three owned transport companies, which are integrated into the Group's Circular Economy ecosystem, ensuring the safe and efficient return of unusable batteries and the delivery of new products to the market. It also reuses water and uses renewable energy in its operations. Initiatives such as the fintech Propig reinforce the integration between innovation and sustainability, with solutions as the first national BESS and advances in lithium batteries.

In the social area, it maintains Conceição Moura Institute, created in 2014, which encourages children and young people empowerment in Belo Jardim. With talent and commitment, Moura Group continues to drive energy transformation and contribute to a more efficient, inclusive, and sustainable future.



# Business model

GRI 2-1, 2-6

**MANUFACTURE**

**Acumuladores Moura**

- 7 operating factories:** 6 in Brazil | 1 in Argentina
- 1 new Recycling and Metal Unit** in the factory hub in Belo Jardim (PE)
- 11 million batteries** manufactured every year

**DISTRIBUTION**

**Rede Moura**

- 91 exclusive distributors** in Brazil, Argentina, and Uruguay
- +55,000 resales** in South America


**Service throughout  
Brazil**

**Moura Fácil:**  
battery delivery assuring  
purchase and installation  
within 50 minutes

**45 years providing for automakers:**

**6 in every 10 cars** manufactured in Brazil and Argentina leave the factory with a **Moura battery**.

**ENERGY TO MOVE THE FUTURE**
**Innovation and  
nationalization of  
lithium batteries**
**Automotive  
(light and heavy)**  
**Stationary  
Batteries**  
Telecommunication  
and Photovoltaic Systems

**Working  
fronts**  
Traction batteries  
for industrial vehicles  
Power storage

 **E-bike Ella,**  
Moura's electric  
bike

 **Moura BESS:**  
first powers storage  
system developed  
in Brazil

 **Energy as a Service**  
Moura's technology and  
expertise for business safety  
and profitability.

**SOCIAL TRANSFORMATION**


Conducts the Group's social transformation programs, aimed at developing children and young people in Belo Jardim (PE).

**LOGISTICS**
**Bitury TB** **LAM** SOLUÇÕES  
LOGÍSTICAS  
**LOG|M**

3 companies, with a fleet of 50 owned and 1,378 third-party vehicles, working all over Brazil.

**FINANCIAL SOLUTIONS**

Five years strengthening Brazilian retail and including micro- and small-sized companies based on access to credit.

**2024 Financial Results**
**R\$ 4,59  
billion**  
of net revenue  
in 2024

 **15% growth**  
in net revenue  
compared to 2023



## Smart mobility and sustainable solutions for cities

GRI 3-3

Launched in 2024, Ella marks Moura Group's entry into urban electric mobility, diversifying its portfolio. More than just an electric bicycle, it reflects the company's vision of uniting technology, sustainability, and quality of life to positively impact cities. Developed with Moura's expertise in energy and innovation, it features a pedal-assisted motor and a removable lithium battery, lasting for up to 80 km. A clean, smart, and connected solution that reduces emissions and makes travel faster and healthier.



## Moura BESS is a reference in power storage

With over 20 projects installed in Brazil, Moura BESS stands out as a reference in sustainable energy storage solutions.

A highlight is the 912 kWh system implemented at Expofrut (BA), which ensures efficient grape cooling with solar energy. In the healthcare sector, Hospital do Câncer de Pernambuco (PE) and the Hospital Obras Sociais Irmã Dulce (BA) operate with modules of up to 2,236 kWh, which meets 80% of peak-hour demand, ensuring uninterrupted security for medical and hospital activities. At the São Francisco Hydroelectric Company (CHESF) wind power plant in Casa Nova (BA), the 1,49 MWh Moura BESS ensures stability in hybrid generation, reinforcing the organization's strategic role in R&D&I in the Brazilian electricity sector.



## Energy as a Service

Moura Group has introduced its new operating model to the market: Energy as a Service. This solution integrates consulting, project modeling, operations, monitoring technologies, and reverse logistics, ensuring efficiency, safety, performance, and environmental compliance for its customer. In practice, Moura takes on the management and power challenges of its stationary battery and Moura BESS customers, reducing costs and risks and allowing companies to increasingly focus on their growth strategies.

# Protagonism in the new lithium battery production chain in Brazil

GRI 3-3

As the leading proponent of one of the projects awarded the Rota 2030 Call for Proposals – Structuring Projects, Moura reaffirms its leading role in RD&I applied to electromobility. This initiative aims to develop a new generation of lithium batteries for light-weight hybrid vehicles, positioning Brazil as a global hub for advanced electrification technologies. Based on a strategic consortium model, this project integrates institutions of excellence and leading companies in the automotive, auto parts, and technology sectors, such as Stellantis, Volkswagen, Horse, Iochpe-Maxion, EMBRAPII/UFCG, ISI-TICs, Voltbras, and HwIT. It covers the entire production chain, from research to industrialization, responsibly and synergistically driving innovation. This project addresses all the value chain, from battery prototype creation to manufacturing process structure aligned to 4.0 industry principles. It is also clearly focused on the creation of a resilient and sustainable supply chain, emphasizing Circular Economy..

## RD&I-driven development strategy

GRI 3-3

 Investments

**R\$ 77 million**

invested over the last three years, for the development of new technology and products, process and system improvement, reaffirming the role played by innovation as a sustainable growth and value creation driver.

In 2024, investments exclusively focused on **new product development** represented around

**R\$ 10 million.**


## Intellectual property

**35 IP assets registered**

10 already granted

25 under examination

**28** invention patents, representing highly original technologies for industrial application.

**6** industrial drawing registers aimed at protection of ornamental and aesthetic aspects.

**1** utility model related to a functional improvement in a practical use object.

**7 technological solutions under internal analysis,** that can be filed before Inpi.



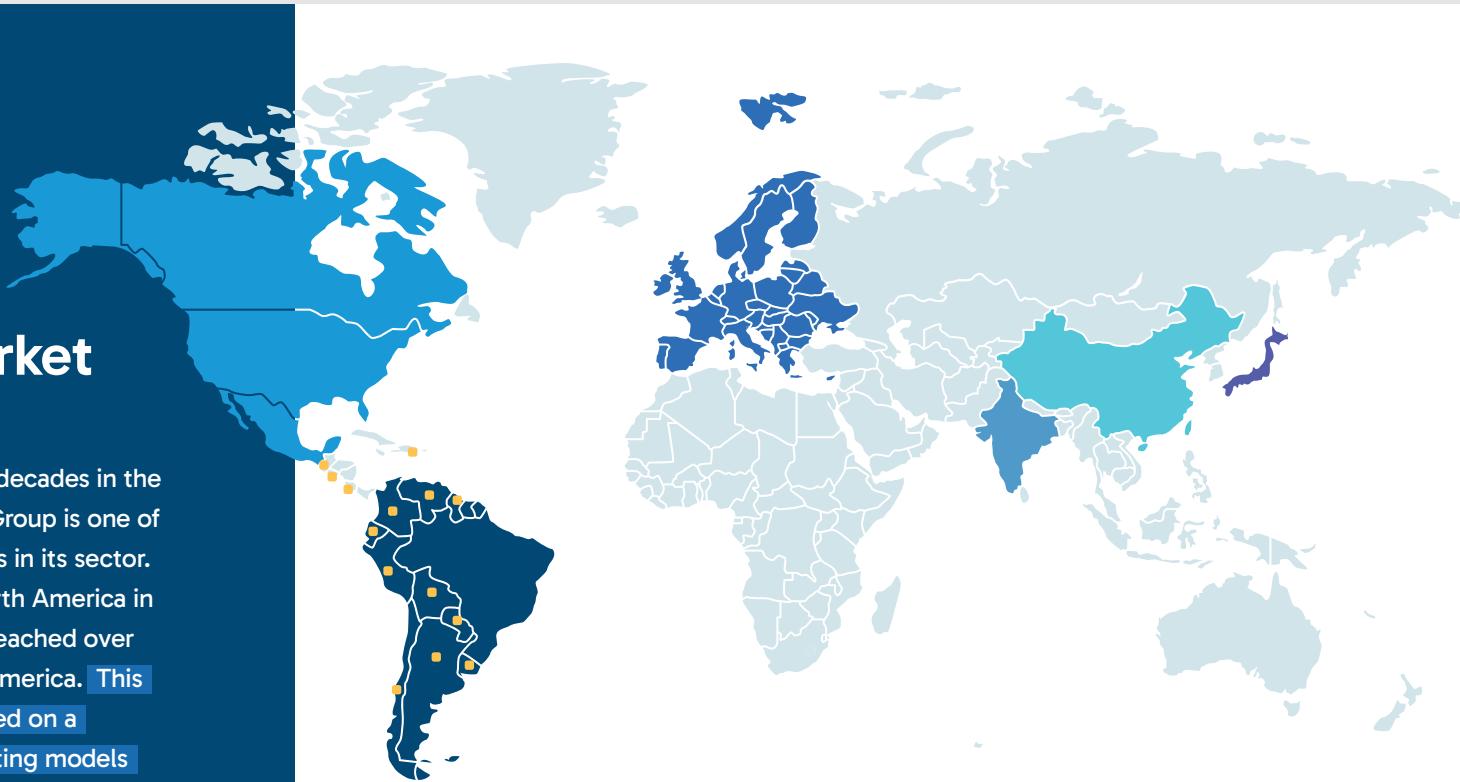
## Organizational Structure

**+130 people encompassed in Moura's RD&I development process:**

engineers, leaders, technicians daily developing solutions and making management easier so Moura can keep innovating.

## Expansion in the Latin American market

With a presence of over four decades in the international market, Moura Group is one of the leading Brazilian exporters in its sector. Since its first operation in North America in the 1980s, the company has reached over 20 markets, notably in Latin America. This international presence is based on a strategy of integrating operating models and a focusing on finding local partnerships in organizations that know the regulatory and operational requirements of each country. This global expansion strengthens the company's mission of offering excellent energy solutions and its commitment to sustainable competitiveness..



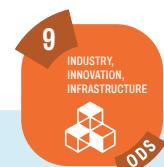
### Technology exchange:

■ South America ■ North America ■ Europe ■ Japan ■ China ■ India

## Global technology partnerships

GRI 3-3, 2-28

With strategic global partnerships and continuous technological exchange, Moura Group strengthens its position in the global battery chain. It is the only South American representative in the Consortium for Battery Innovation (CBI) and actively participates in international forums such as the International Lead Association (ILA) and the Battery Council International (BCI). Said connections reinforce the company's long-term vision: to be a reference in sustainability and innovation in the global energy accumulation and storage market.



# Value generation

Moura Group's capacity to create value is based on a business model combining operational excellence, technology innovation, social and environmental responsibility, and long-term vision.



## Value creation

### For Moura Group:

- Sustainable growth and profitability.
- Market leadership and brand awareness.
- Operating resilience and competitiveness.
- Talent attraction and retention.
- Innovative capacity strengthening.

### For customers and society

- Trustworthy and efficient power solutions for different applications (mobility, industry, logistics, infrastructure, health).
- Contribution for energy transition and electrification.
- Environmental impact reduction through lasting and recyclable products and clean energy in production.
- Social and economic development in the areas where we work (creating revenue and taxes and improving quality of life).
- Circular Economy promotion.
- Advances in education and professional qualification.
- Natural resource and biodiversity conservation.

## ➤ Accessed capitals

### Manufactured capital



With seven factories and R\$ 1.2 billion invested between 2023 and 2024, Moura drives innovation and productivity with a focus on efficiency and circularity. Its new Recycling and Metal Unit increases competitiveness and strengthens the local industry.

### Intellectual capital



With over 3,000 SKUs and a strong RD&I presence, Moura leads innovation with disruptive solutions for the market, such as Moura BESS and Energy as a Service. In partnership with ITEM, it promotes electromobility and the formation of a national lithium battery supply chain.

### Social Capital



With over 427,000 people impacted by Conceição Moura Institute in 10 years, we promote social development in education, culture, and early childhood in Belo Jardim (PE) and the surrounding region. We employ 33% of the local labor in this city.

### Natural Capital



In 2024, we recycled 143,000 tons of batteries through PAM, avoided 9,900 tons of CO<sub>2</sub> emissions with clean energy, and achieved 83% water reuse — in addition to reducing water consumption in our operations by 36%. The new Environmental Reserve protects 347 hectares of caatinga.

### Human Capital

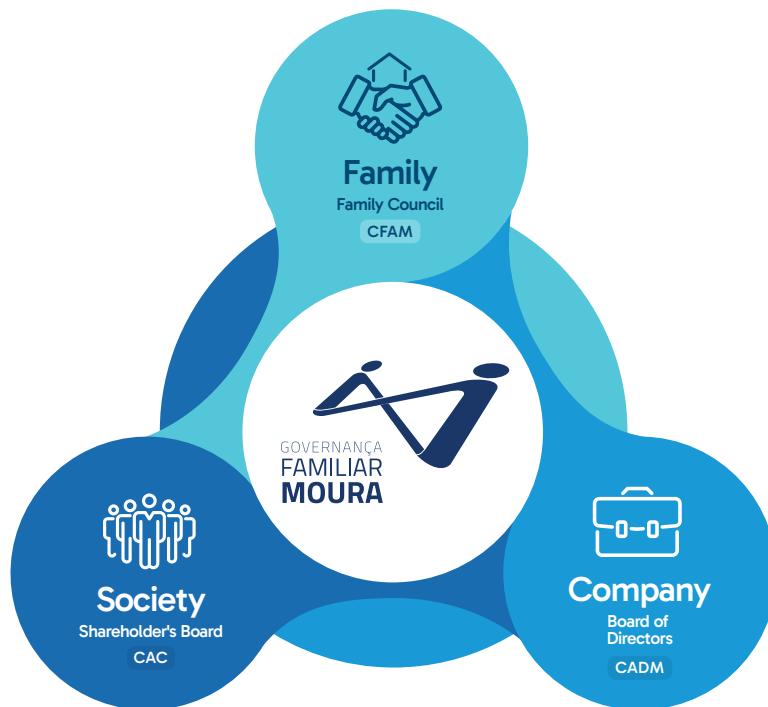


We recognize that our approximately 6,800 employees are the backbone of our sustainability and success. We promote human development through continuous investment in technical training, leadership development, and organizational culture strengthening.

# Governance: the force of a new model strengthening relationships and the vision of the future

GRI 2-9, 2-10

Moura Group maintains solid governance aligned with best corporate practices. As a private family business, it has strengthened its governance with professionalized succession and structured boards. Governance reflects the values of the Moura Family, now in its fourth generation, and guarantees synergy between tradition and innovation, ensuring decisions aligned with long-term strategy, risk management, and integration between the expectations of shareholders and stakeholders. Since 2021, it has operated with a Shareholders' Council and two Boards of Directors — one focused on manufacturing and the other on distribution, both comprising shareholders and independent directors with recognized market experience.



## Family Governance

In 2024, Moura's Family Governance continued its trajectory of institutional strengthening, consolidating practices that promote corporate unity and ensure business continuity across generations. This year was marked by initiatives that deepened family engagement, encouraged intergenerational dialogue, and reinforced its commitment to the social legacy in Belo Jardim.

## Progress in succession planning

Moura Group has consolidated another stage of its succession planning with the support of the consulting firm EgonZehnder. Starting in 2025, members of the third generation will be deputy chairs of the Shareholders' Board and Board of Directors, strengthening the alignment between the business family and management and the ability to create value with longevity, ethics, and transparency.

### Deputy Chairs:

 **Mariana Moura**  
Deputy chair of the Shareholder's Board

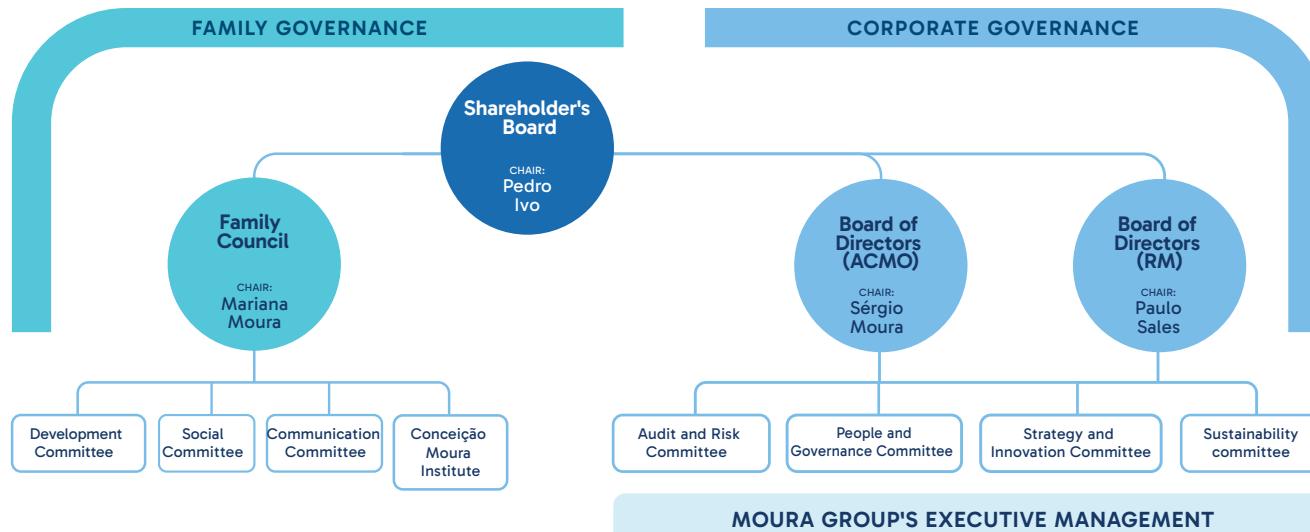
 **Gustavo Moura**  
Deputy Chair of the Board of Directors at Rede Moura

 **Manuela Moura**  
Deputy Chair of the Board of Directors at Acumuladores Moura

## > Moura Business Family's Purpose

"We exist to achieve and prosper together, as a business family that serves business and businesses that serve society."

## ➤ Structure GRI 2-9, 2-13



## Committees qualify decision-taking

GRI 2-12, 2-14, 2-17

Acumuladores Moura's and Rede Moura's Boards of Directors have four advisory committees: Audit and Risk, Strategy and Innovation, Sustainability, and People and Governance. These Committees have a fixed compositions and are led by a third-generation shareholder, with independent advisors and market experts in each area. They are permanent forums for in-depth discussion on topics relevant to the organization and contribute to improving the quality of decisions and strengthening the connection between the boards and the management. Discussions among these bodies are based on the internalization of lessons learned, such as those from the Sustainability Committee, to create consistent recommendations that guide the Boards' decisions, ensuring alignment with the long-term vision, ESG commitments, and material risk management. the long-term vision, ESG commitments, and material risk management.



## Board Composition GRI 2-11

### Board of Directors at Acumuladores Moura

- CHAIR: Sérgio Moura
- SHAREHOLDER MEMBERS: Pedro Ivo Moura, Manuela Moura and Mariana Moura
- INDEPENDENT MEMBERS: Marcelo Silva and Sylvia Leão

### Rede Moura's Board of Directors

- CHAIR: Paulo Sales
- SHAREHOLDER MEMBERS: Gustavo Moura and Ana Renata Moura
- INDEPENDENT MEMBERS: Eduardo Gouveia, Sylvia Leão and Halim Nagem

### Shareholder's Board

- CHAIR: Pedro Ivo Moura
- MEMBERS: Sérgio Moura, Paulo Sales, Edson Moura, Manuela Moura, Gustavo Moura, Mariana Moura, Ana Renata Moura and Guilherme Moura

# Ethics and integrity: principles of Moura's culture

GRI 3-3, 2-13, 2-15, 2-16, 2-23, 2-24, 2-25, 2-26

Ethics is a non-negotiable commitment for Moura Group. Since its founding, integrity has guided decisions, practices, and relationships. It is among Moura Corporate Culture (CEM) values and principles. Said base is consolidated in the Moura Integrity Program (PIM), which structures the compliance system and supports the organization's governance.

Covering all the companies in the group, Ethics Channel, the Responsibility Matrix, and the due diligence model for partners. Prevention, detection, and response actions include ongoing training, annual campaigns, and technology to investigate conduct. Ethics and integrity are promoted across the board, ensuring operational safety, respect for diversity, and transparency with all stakeholders.



## Ethics Channel Results

GRI 205-2, 205-3

**217** reports



**215** completed cases

**30%** applicable

**22%** partially applicable

**62%**

growth in analyzed and completed cases in the year, in comparison with 2023

## Training

**87%**

of employees completed trainings on PIM and the Ethics Code

Specific training for subcontractors and apprentices

New integration contents and new Harassment Handbook launched

## Ethics Channel



Managed by Aliant, an independent company specialized in whistleblowing



Ensuring absolute secrecy of reported information

[www.canaldeetica.com.br/grupomoura/](http://www.canaldeetica.com.br/grupomoura/)

[canaldeetica@grupomoura.com](mailto:canaldeetica@grupomoura.com)

**0800 721 1282** (available 24/7)

# Continuous evolution in cybersecurity

**GRI 3-3**

Moura has been consolidating its cybersecurity evolution curve focused on progressively reducing exposure to digital risks. In 2024, we reached 336 points in the cyber exposure index, placing us above the energy sector average and achieving a "low risk" rating according to the Tenable One methodology. Strengthening our information security architecture is focused on expanding controls across all companies in the Group and implementing industrial security solutions. Internally, we have intensified training and awareness campaigns, expanding our incident prevention and response capabilities.

We have also expanded our technological standards to the Rede Moura, covering all Southern Cone.



## Information Security Architecture



**Focus on continuous improvement, with a team including analysts and hunters**

- ✓ Periodical "penetration test" on servers
- ✓ Event monitoring in dark web and web
- ✓ Anomaly identification and risk alert consolidation
- ✓ Endpoint Detection and Response (EDR) system implementation; it assesses malware behavior



**Multiple defense fronts:**

- ✓ Operational Technology (OT)
- ✓ Internet of Things (IoT)
- ✓ Mobile
- ✓ Applications (Apps)
- ✓ Information/Confidential Document Classification

## Risk management

**GRI 3-3, 2-13, 2-18, 2-24, 2-25, 205-1**

Risk is managed at Moura Group with technical strictness and structured governance. The Audit and Risk Committee, supported by Deloitte's consulting, performs periodical analyses based on key indicators (KRIs), strengthening environmental, operations, and integrity risk prevention. The due diligence model assures partner and provider assessment, while the Code of Ethics guides conducts and sanctions.

# Highlights 2024

## > Moura's impact for a better world

### Plant



- > **100% of the energy mix from renewable sources.**
- > **Reverse logistics of 100% of traded batteries:**  
140,000 tons of unusable batteries reused through Moura's Environmental Program (PAM).
- > **347 hectares** of caatinga conserved in Moura's Environmental Reserve.
- > **31,662 GJ** of energy saved.

### People



- > Among the **55 best companies to work for in Brazil** and **top 10 in Argentina**, according to **Great Place to Work**.
- > **+420,000 hours** of employee education and training activities.
- > **1,433 corrective glasses donated** for children and adolescents in Belo Jardim through Olho no Olho program.
- > **+5,000 hours of voluntary work** in the organization.

### Future



innovation, education, and sustainable development

- > **R\$ 850 million invested in the Recycling and Metal Unit**, creating **300 direct and indirect jobs**.
- > **R\$ 3 million invested through incentive laws** in projects for Children and Adolescent, Elderly, and Sport funds. **Directly benefiting 3,450 people**.

### > Certified as a B Corp



L 2

# Positive-impact Energy for a better world



8

 DECENT WORK AND  
ECONOMIC GROWTH  
AND ADMINISTRATIVE


9

 INDUSTRY,  
INNOVATION, AND  
INFRASTRUCTURE


10

 REDUCED  
INEQUALITY


12

 RESPONSIBLE  
CONSUMPTION  
ANDON


## Our ESG journey

GRI 2-22, 2-23

The Moura Group has consolidated **sustainability**, expressed in its governance, organizational culture, business model, and brand management. **Development Goals (SDGs)**, our strategy highlights actions focused on environmental protection, responsible innovation, reduced inequalities, and local development. In our manifesto, which expresses the goal of being a positive impact energy for a better world, we detail to our stakeholders our actions along four integrated lines: "Our People," focused on safety, diversity, and ESG culture; "Our Product," aiming for a Circular Economy and supporting decarbonization; "Our Business," promoting innovation in sustainable energy solutions; and "Our Place," strengthening civic engagement in communities.

### Commitments to water security and quality education

GRI 2-28

Moura Group has joined the Global Compact Network's +Water Movement, a collective initiative mobilizing the business sector around SDG 6, focusing on expanding access to basic sanitation and promoting water security in Brazil. Through Conceição Moura Institute's Education front, Moura Group contributes to achieving SDG 4 by promoting inclusive, equitable, and quality education. The actions focus on the comprehensive development of children and young people, with programs that encourage student empowerment and lifelong learning.


 4  
QUALITY  
EDUCATION  
ODS

 6  
CLEAN WATER  
AND SANITATION  
ODS

# ESG priority themes

GRI 2-14, 2-29, 3-1

Moura Group's materiality matrix reaffirms the organization's commitment to taking and improving strategic management aligned with the expectations of its key stakeholders. The review process, which took place in 2023, ensured the creation of a matrix robust enough to be maintained for 2024. The document is overseen by the Sustainability Committee, the highest governance body on the topic within the organization, using the Global Reporting Initiative (GRI) recommendations as its main reference.

Materiality includes two of the main distribution – focusing in identifying externalities, risks, and opportunities associated with sustainability.

Each topic is integrated into the 2024-2028 Strategic Plan and linked to goals, indicators, and resources, with continuous monitoring and direct reporting to Acumuladores Moura's and Rede Moura's Boards of Directors, reflecting transparency, ethics, and value creation in the short, medium, and long terms.

## Materiality matrix

GRI 3-2



### HIGH RELEVANCE and HIGH IMPACT

- 1st (N) Purchasing practices: human rights and environmental issues in the supply chain
- 2nd (B) Climate: emissions and energy
- 3rd (O) Design for efficiency and end-of-life of materials and products
- 4th (C) Waste management and air pollution
- 5th (I) Ethics, transparency, integrity, and fighting bribery and corruption

- 6th (L) Innovation
- 7th (M) Anticompetitive laws and practices
- 8th (H) Product and service quality and safety and customer satisfaction
- 9th (E) Decent work, health, safety, and well-being
- 10th (F) Employee education, development, and engagement

### MEDIUM RELEVANCE and HIGH IMPACT

- 11th (D) Biodiversity protection

### HIGH RELEVANCE and MEDIUM IMPACT

- 12th (A) Water and waste management
- 13th (G) Diversity and inclusion
- 14th (J) Risk management and audit
- 15th (K) Data security and privacy

# B Corp certificate drives our ESG journey

GRI 2-17

The international B Corp certification, awarded in 2024, positions Moura Group among the companies that most stand out in the world regarding social, environmental, and governance standards.

This recognition reinforces the organization's commitment to a business model creating shared value and contributes to more fair, inclusive, and regenerative development. The assessment has considered over 150 criteria covering governance, people management, environmental impact, community relations, and meeting customer needs. Said achievement marks a new stage in Moura's ESG journey, aligning purpose, innovation, and sustainability as strategic pillars. By joining the B Corp network, Moura Group strengthens its international reputation and expands its ability to positively influence the markets where it operates, consolidating a business approach connected to global challenges and driven by the future.

**Empresa**  
  
**Certificada**



## Awards

6th most innovative automotive company in Brazil, among the 150 organizations with an innovative culture



10th Valor Inovação Award

Moura BESS as an innovation and sustainability case with high impact



ECO – Amcham-Brasil Award

Moura BESS' role in social inclusion and decarbonization in the Amazon



2023 Social and Environmental Responsibility Award – Mercedes-Benz

Connectivity and Social & Diversity Partnership for our ESG journey



Two categories in The One Award – Volkswagen South America

Best battery for internet providers

RTI Annual Research



Among the 55 best companies to work for in Brazil



Great Place to Work (GPTW)

Best Management Company 2023



Deloitte Consultancy

Top 10 in the industry in Argentina



Great Place to Work (GPTW) Argentina

Moura's Environmental Program (PAM): best "Life Cycle Perspective" project



Suppliers of IVECO Group in Latin America

Lithium Stationery Battery Industrialization: Best project

Prêmio PMI Brasil Award – Best of 2024



Moura Solar Line: best battery for photovoltaic systems



FotoVolt magazine's excellence brand survey

# Moura ensures reverse logistics of 100% of traded batteries

GRI 3-3, 301-2, 301-3, 306-1, 306-2

For over four decades, Moura Group has been a Circular Economy protagonist in the battery industry, leading one of the most comprehensive reverse logistics programs in Brazil. Moura's Environmental Program (PAM), created in the 1970s, has set Moura as a pioneer in the collection, recycling, and reuse of lead batteries in this country.

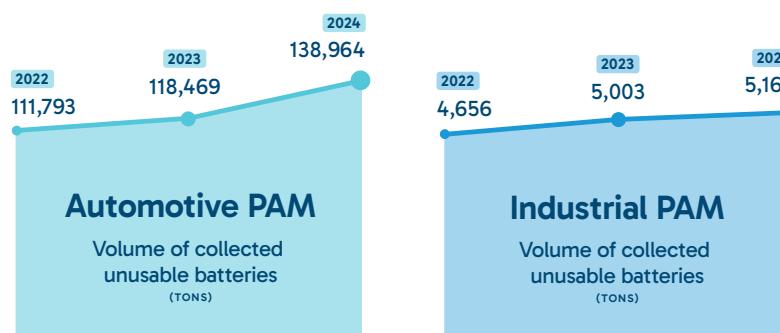
PAM integrates the organization's entire value chain—from end consumers to retailers, distributors, transporters, metallurgical plants, and plastic components factories—ensuring the collection of 100% of batteries traded in Brazilian replacement market. As a result, more than 140,000 tons of unusable batteries are returned every year for recycling, transforming waste into new production inputs.

This model has enabled Moura to be the largest lead recycler in South America, with unprecedented traceability and operational control in the industry. This process is certified by the ISO 9001, ISO 14001, ISO 45001, and IATF 16949 standards, which guarantee high quality, environmental management, health, and safety standards, in addition to automotive supply excellence. By integrating innovation, social and environmental responsibility, and governance, PAM serves as an example of how Moura creates sustainable value in the long term.



## Moura's Circular Economy Ecosystem

GRI 306-1



# Waste circular management is a permanent commitment at Moura

GRI 3-3, 306-1, 306-2, 306-4, 306-5

At Moura Group, waste management is beyond mere legal compliance; it is a pillar of our sustainability strategy and a reflex of our commitment to Circular Economy. We continually strive to minimize waste generation in our operations and maximize material value, transforming challenges into opportunities for innovation and sustainable development.

In 2024, the total waste generated in our operations was 5,485 tons. This volume, despite annual variations inherent to production dynamics, remained below our historical average over the last three years

(5,550 tons between 2021 and 2023), showing our management's stability and responsibility, even in a scenario of increased industrial activities. For non-hazardous waste, we achieved the Zero Landfill Program target for the third consecutive year in our main operations, recycling 100% of the 4,645 tons generated in 2024. This result consolidates the maturity of our practices of segregation, awareness, and partnership with qualified suppliers.

## History of waste generation (TONS)

GRI 306-3, 2-4

|   | 2021   | 2022  | 2023  | 2024   |
|---|--------|-------|-------|--------|
|  Non-hazardous waste (t) | 4.480  | 5.152 | 5.600 | 4.645  |
|  Hazardous waste (t)     | 556    | 346   | 516   | 840    |
| Total waste generated (t)   | 5,036  | 5,498 | 6,116 | 5,485  |
| % hazardous in total  | 11.04% | 6.29% | 8.44% | 15.31% |

## Progress in valuation and responsible final disposal

GRI 3-3, 306-2, 306-4, 306-5

The volume of hazardous waste in 2024 reflects significant progress in our monitoring, control, tracking, and classification processes.

By updating NBR 10004:2024 and incorporating concepts from the Globally Harmonized System of Classification and Labeling of Chemicals (GHS), we have improved material identification and classification accuracy, ensuring stricter and safer management. In 2024, we achieved a historic breakthrough: for the first time, 16.15% of this flow was sent to reuse and recycling processes. This is a milestone in the valuing critical materials. The remaining waste was properly disposed of in licensed industrial landfills, in strict compliance with environmental laws.

# Recycling and Metal Unit takes Moura's Circular Economy ecosystem to a new level

GRI 3-3, 201-2, 306-2

The start-up of the furnaces at the Moura Group's new Recycling and Metals Unit in Belo Jardim (PE) inaugurates a new cycle of transformation for the Circular Economy in the electric battery sector. The operation took place in the first half of 2024. This project is the result of the largest investment in the company's history — R\$ 850 million — and doubles its installed lead recycling capacity. Now the company will further expand its participation in the battery recycling chain, where it is already responsible for around 40% of all recycled volume in the country, according to data from the Brazilian Institute of Recyclable Energy (Iber). Through its integrated technologies and embedded best practices, this new plant consolidates Moura's leading role in sustainable practices for reusing critical raw materials and strengthens Brazil's position in the international industrial circularity scenario. It also enhances the entire supply chain with recycled inputs.

## › Plant's highlights



**R\$ 850 million**  
in investments



**130,000 m<sup>2</sup>**  
of built area



**140,000 t/year**  
of production capacity



**+300** direct and  
indirect jobs expected  
for its operation



**Significant progress in recyclability**, with technologies expanding unusable battery component reuse, thus reducing the demand for extracting raw material from nature.



**First plant in the industry in Brazil designed as per 4.0 Industry principles**, with automated operations, process digitization, and real-time monitoring, leveraging efficiency, safety, and sustainability standards.



**Rainwater collection and reuse system with a capacity for 40 million liters**, expanding water efficiency and contributing to the operation's climatic resilience.



**Expressive reduction in atmospheric emissions**, based on oxygen combined with natural gas in fusion furnaces, promoting environmental gains without harming industrial performance.



**100% renewable energy mix**, with self-sufficiency ensured by a self-generation contract signed with Casa dos Ventos, wind power provider, in addition to the installation of sun panels in administrative blocks.



**Decrease in the dependence on primary lead mining**, by integrating recycled materials to production, reducing social and environmental impacts to the supply chain and strengthening the Brazilian Circular Economy.

## Driving neoindustrialization in Brazil

The new Recycling and Metal Unit positions Moura Group as a leader in Brazil's neoindustrialization, focusing on fostering green economy and connecting industrial innovation to sustainability.

The project is directly aligned with the objectives of the Brazilian New Industry Program and the guidelines of the Northeast Regional Development Plan (PRDNE), as a strategic driver of sustainable industrialization in the semi-arid region.

Recognized by Banco do Nordeste as one of the most innovative projects ever financed by the institution, the unit strengthens the consolidation of the clean technology chain in Brazil.

With national reach and international operations, Moura Group reaffirms its long-term vision: to create value with environmental, social, and economic responsibility, promoting regional development and innovation connected to global challenges.

# Integrated consume management and focus on power efficiency

GRI 3-3, 302-1, 302-4

In 2024, total energy consumption within Moura Group's operations was 1,313,714 GJ.

As a result of Moura's Energy Efficiency Program, through our conservation and process we have reduced, compared to the previous year, by 31,662 GJ, equivalent to 8,795 MWh. This is a conversion carried out in accordance with the guidelines and conversion factors published in the 2024 National Energy Balance (BEN), prepared by the Energy Research Company (EPE). This positive result proves our commitment to sustainable growth, dissociating, whenever possible, productive expansion from the proportional increase in energy consumption. Total fuel consumption from non-renewable sources in 2024 totaled 667,241 GJ. The largest part of said consumption corresponds to natural gas (599,566 GJ). We have observed an increase in this category compared to the previous year (603,600 GJ in 2023). This increase is directly associated with the expansion of our production capacity, driven by growing market demand, which naturally increases the energy needs for essential thermal processes.



## Data on power consumption within the organization (GJ)

GRI 302-1

| Items  | 2021             | 2022             | 2023             | 2024             |
|--|------------------|------------------|------------------|------------------|
| <b>Non-renewable sources</b>   |                  |                  |                  |                  |
| Mineral coal   | 0                | 0                | 0                | 0                |
| Fuels derived from crude oil (gasoline, diesel, etc.)                          | 41.243           | 70.823           | 74.48            | 62.753           |
| Fuels extracted from natural gas and petroleum refining (propane, butane, LPG) | 4.310            | 2.387            | 4.055            | 4.922            |
| Natural gas (CNG, LNG)   | 551.683          | 528.128          | 525.058          | 599.566          |
| Others   | 0                | 0                | 0                | 0                |
| <b>Total non-renewable sources</b>   | <b>597.236</b>   | <b>601.337</b>   | <b>603.600</b>   | <b>667.241</b>   |
| <b>Renewable sources</b>   |                  |                  |                  |                  |
| Wind   | 0                | 549.033          | 568.946          | 646.473          |
| <b>Total renewable sources (self-generated energy)</b>                         | <b>0</b>         | <b>547.652</b>   | <b>552.355</b>   | <b>646.473</b>   |
| Total electricity consumption  | 571.393          | self-generated   | self-generated   | self-generated   |
| <b>Total energy consumption</b>  | <b>1.168.629</b> | <b>1.148.989</b> | <b>1.155.955</b> | <b>1.313.714</b> |



**3.5%** was the efficiency gain in energy consumption for battery production at the end of 2024.



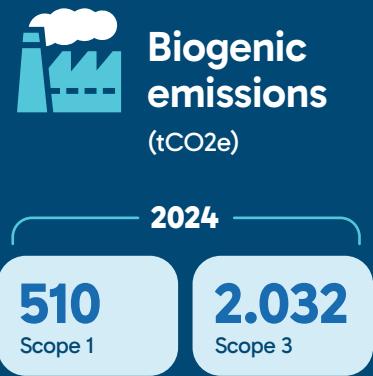
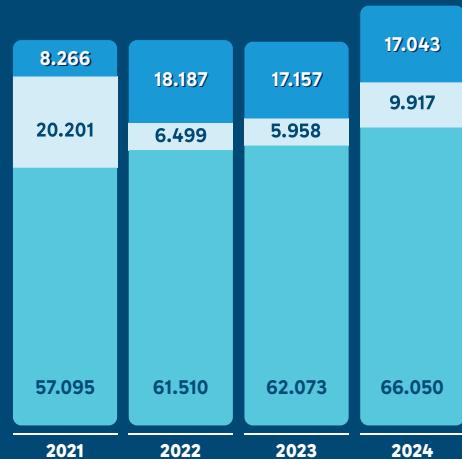
## Self-sufficiency in clean power

GRI 3-3, 302-1

Since 2022, Moura Group has been self-sufficient in clean electricity through a self-generation contract signed with the wind complex Ventos de Santa Sofia, in partnership with Casa dos Ventos. In line with our long-term vision, we have moved forward and signed a new agreement to expand our wind energy contracting by 5.1 MW. This initiative anticipates regulatory trends and reaffirms Moura's commitment to a sustainable and resilient growth model. In 2024, for the third consecutive year, we supplied 100% of our electricity consumption with our own wind power, making up 646,473 GJ. This performance not only exceeds the industry average for energy storage; it also positions us as a global benchmark. The traceability and renewable origin of our electricity are attested by the International REC Standard (I-REC) certification, ensuring that every Moura battery is manufactured and charged with proven clean energy, reinforcing our commitment to customers, partners, and the environment.

### Emissions by scope (in tons of carbon dioxide equivalent - tCO<sub>2</sub>e)

- Scope 1
- Scope 2
- Scope 3



## Decarbonization of our operations

GRI 3-3, 305-1, 305-2, 305-3, 305-5

All of our electricity demand was met by our own wind generation, zeroing out our Scope 2 (market-based) emissions. Considering the location-based approach, our Scope 2 emissions in 2024 were 9,917 tCO<sub>2</sub>e — including all relevant greenhouse gases. We keep our commitment to transparency, annually reporting our emissions as per the GHG Protocol, for which we hold a Gold Seal. In 2024, our direct emissions (Scope 1) totaled 66,050 tCO<sub>2</sub>e. This figure, which includes all greenhouse gases, represents an increase compared to direct emissions in 2023. Said increase is directly associated with increased production and the technical specifications of our heat-intensive processes.

## Oxygen application to combustion process in order to reduce emissions

The application of oxy-combustion in the Recycling and Metal Unit marked a sustainable advancement in our production process. By enriching natural gas with oxygen, we increase furnace energy efficiency and productivity, reducing input consumption and NO<sub>x</sub>, CO, and CO<sub>2</sub> emissions.

# Interactions, impacts, and commitment to water

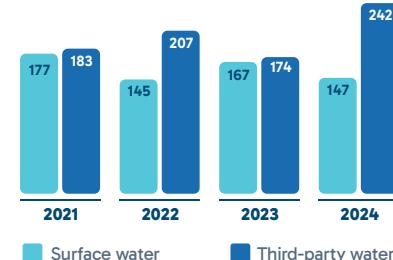
GRI 3-3, 303-1, 303-2

With the largest battery manufacturing complex in South America located in the semi-arid Northeast, a region historically known for long droughts, Moura Group acknowledges the role played by water as a shared resource. It is committed to the responsible management of its interactions with the Ipojuca River basin water ecosystem.

Structured on three pillars (conscious consumption, industrial water our Water Management Program is essential to achieving our goal of a 55% reduction in water consumption across all operations by 2025 (compared to 2016 figures). Our main interactions with water include surface and third-party water collection for industrial use in manufacturing process; resource reuse in cooling, cleaning, and gardening systems; and the discharge of treated waste back into the Ipojuca River, as well as water quality monitoring. To this end, we follow the environmental standards set by Conama Resolution no. 430/2011 and the CPRH 2001 Technical Standard. Furthermore, our ongoing investments in technologies and processes for efficient water use reduce, year after year, our waste. We also have an Industrial Effluent Treatment Plant (ETE) within our production hub, ensuring discharged effluents meet the standards required by environmental laws.

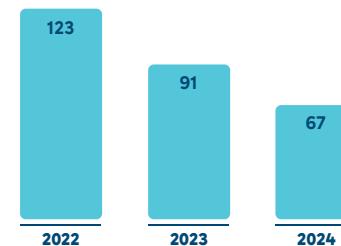
## Water collections

(in megaliters) GRI 303-3a | 303-3b



## Water disposal

(in megaliters) GRI 303-4



**Goal of a 55%**  
reduction in water  
consumption across all  
operations up to 2025

(comparing with  
2016 indexes)

## Water consumption

(in megaliters) GRI 303-5



# Water balance: collection and efficient reuse

GRI 3-3, 303-2

The Water Management Program was implemented in 2016, based on several actions aimed to improve our water and effluent management. We have begun with a detailed diagnosis of all units, followed by the installation of a new Effluent Treatment Plant (WWTP) and reuse systems. We have further conduct a weekly water balance and maintained working groups focused on optimizing processes, fighting waste, and finding solutions to reduce water consumption.

Implemented practices already lead to concrete results. Total water consumption, which had been decreasing, has changed due to increased production, especially the 2024 drought, which impacted surface water collection and required a greater volume from third parties. However, even with said increase, **our water disposal continues the decrease we've seen in recent years, consolidating our water reuse practices in manufacturing process.** As a result, our Water Effective Consumption Index (Icea) in 2024 was 83%.



## Water Effective Consumption Index (Icea)

2022

65%

2023

73%

2024

83%

Environmental indicator used to measure water use efficiency. Calculated based on the ratio between the total consumed water volume and the manufacturing reference units:

## New infrastructure for using rainwater

GRI 3-3, 201-2

We have built a new rainwater storage dam with a capacity of 40 million liters. This volume is sufficient to supply five months of consumption for our manufacturing units. Said reserve increases water autonomy, mitigates operational risks, and ensures production continuity.

This initiative integrates our materiality, strengthens ESG governance, and reaffirms the public commitment to efficient water use.



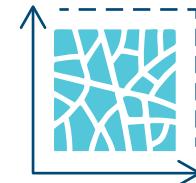
# Environmental reserve: conservation as legacy

GRI 3-3, 304-1, 304-3, 304-4

The year 2024 marked a decisive step in our conservation journey with the official recognition of Moura's Environmental Reserve as a Private Natural Heritage Reserve (RPPN). Located at Fazenda Taboquinha in Belo Jardim (PE), a property belonging to the Moura family, the 347-hectare area of preserved caatinga is now a legally protected sanctuary, reflecting the organization's and the family business' commitment. This initiative is particularly relevant considering the caatinga is one of the most threatened biomes in Brazil, with less than 8% of its total area remaining, now under legal protection. It is the third biome in Brazil in the number of fauna and flora species at risk of extinction. **With the creation of this RPPN, we ensure the full protection of a rich and unique ecosystem, home to 118 fauna and 150 flora species, including endangered ones.** The Environmental Reserve is, therefore, a strategic, managed, and monitored environmental asset, showing how the company and the Moura family are determined not only to maintain, but to expand environmental protection and scientific knowledge about this essential biome.



## Preservation activities



**347**  
hectares of Caatinga  
preserved:  
commitment to the most endangered  
biome in Brazil.



## Implemented activities

GRI 304-2

- ✓ Plant species found were classified according to the International Union for Conservation of Nature (IUCN) criteria for assessing endangered species.
- ✓ Application of the Natural Environmental Impact Index (NII)
- ✓ Restoration of a permanent preservation area of 6 springs
- ✓ Analysis of regeneration using geospatial images
- ✓ Progress in the natural recovery of the reserve vegetation confirmed



## Water security and soil preservation

GRI 3-3

A central priority is the protection of the Bitury river springs, an essential water source for the Ipojuca river basin and the region's water sustainability. In 2024, we made significant progress by mapping of 45 outcrop points and recording in detail 21 of said Bitury river springs. This work initiated a systematic monitoring program, which allows us to monitor the type of spring (perennial or intermittent), its conservation status, and water quality. Continuous monitoring has already revealed the predominance of intermittent springs — 17 of which are active in July and only 3 in August, with a flow variation exceeding 1,100 m<sup>3</sup>. In parallel, our work in the reserve includes climate monitoring and the promotion of soil conservation practices. We monitor soil carbon stocks, a key indicator of the positive impact of our management actions. Over nearly two decades, we have observed an upward trend, rising from 17,200.39 tons per hectare (t/ha) in 2003 to 17,336.97 t/ha in 2023. This increase in soil organic carbon not only reflects responsible management but also actively contributes to atmospheric CO<sub>2</sub> sequestration.



## ➤ Social sustainability with local roots

GRI 3-3, 413-1

Moura Group plays a leading role in socio-environmental development projects in the territories surrounding the Environmental Reserve. In 2024, the organization made progress in consolidating a social baseline by mapping eight rural communities in the region. This assessment supports the development of policies aligned with local needs and reinforces the commitment to long-term sustainability. The initiative includes actions focused on active aging and food security, such as creating 80 agroecological backyards using low-carbon social technologies.

## Planting Stories Project

- ✓ 200 elderly interviewed
- ✓ 40 backyards implemented
- ✓ 35 backyards under implementation
- ✓ 40 cisterns implemented, summing up 339,000 liters of water
- ✓ 50% of initial backyards suspended and adapted for accessibility reasons
- ✓ Initial self-sufficiency in fruit and legume crops at a cost of R\$239.50 per backyard

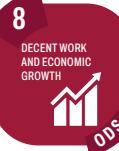


### Mapped communities:

Patos, Queimadas, Serrinha, Taboquinha, Jurema, Jussara, Canabrava, and Currais.

## Rede Moura: growing side to side with our customers

GRI 203-2



Rede Moura consolidates a partnership model that shares success with its more than 90 distributors and 55,000 resellers, boosting small and medium-sized businesses. The digital solutions hub is a platform that connects partners with access to credit, qualifies their operations, and promotes efficiency gains, digitalization, and sustainability. Internal data shows that distributors enrolled in these programs have experienced, on average, superior growth. Some of them have recorded performances up to twice that of others — in addition to excellent satisfaction rates. The Network strengthens its ability to create value in the chain. These actions directly respond to targets 8.3 and 8.10 of SDG 8, promoting decent work, financial inclusion, and business innovation.

## Training creating value in full

GRI 203-2

Moura Academy has proved as a strategic lever for strengthening the Network in 2024, significantly expanding its reach and impact. With over 3,650 students enrolled and 2,476 courses completed, this program tripled the number of resellers served and more than doubled the number of courses completed. Aimed at developing entrepreneurial skills of retail customers, the initiative strengthens the competitiveness of the production chain integrated with Rede Moura.

## Digital solution hub

› Distributors in the programs present an average growth twice higher than those not included in the digital solution hub.

› This integrated action in digital solutions, training, credit, and logistics strengthens trade development and expands competitiveness of small-sized business. Network's customers.



Launched in 2017, Moura Fácil is Moura's official battery delivery service that connects end consumers to its network of dealers nationwide. This is a fast service, with free delivery and installation in up to 50 minutes. Payment is made only upon completion, which ensures convenience, transparency, and trust. For resellers, the channel represents an important sales level, with no customer acquisition costs, increasing inventory turnover, and strengthening business's online presence.



Complete solution for resellers to go digital, with websites, Google campaigns, and real-time management. Resellers connecting directly to the end consumer.




**Parceiro  
Moura**

A 24/7 platform that simplifies sales, customer management, and increases reseller autonomy with speed, transparency, and real-time productivity.


**+21,5%**  
in comparison with 2023


**NPS 92**

**Digital  
Performance  
Index**

Monthly indicator that measures Rede Moura resellers' digital performance, revealing opportunities and optimizing online business presence.


**CREDMOURA**

Digital credit solution in partnership with Propig. Expands consumer access to batteries and boosts resales.


**+23,9%**  
of annual growth


**NPS 71**

**academia  
moura**

Resellers served **2,767**

Students enrolled **3,654**

Courses available **29**

Courses completed **2,476**

 Completed courses  
**29**


**NPS 95**

## Propig has democratized credit access for five years now

**GRI 203-2**

In 2024, Propig celebrated five years of operation as Moura Group's fintech dedicated to expanding access to credit and financial services for micro and small businesses throughout Brazil. Porto Digital, in Pernambuco, one of the largest innovation hubs in Latin America, Propig has been consolidating its mission of boosting retail through secure, integrated technological solutions. Through the operation of the CREDMOURA program, it has strengthened the management of small businesses, offering competitive rates, simplified platforms, and a financial experience connected to each customer's needs. Its innovative proposal eliminates banking intermediaries, enabling a direct relationship between industry, distributors, and resales. It is committed to productive and financial inclusion, business formalization, and progress in the SDG 8 goals by transforming technology into real access to opportunities.



# Logistics as a purpose: the sustainable route of Moura Group's carriers

GRI 2-6

Moura Group's logistics companies play a strategic role in the organization's Circular Economy ecosystem through the Sustainable Route Program. Focused on unusable battery collection and transportation for safe disposal, the program covers all Brazil, with teams specialized in reverse logistics and in full compliance with the Brazilian Solid Waste Policy (PNRS). Using active return routes and standardized processes, the operation reduces emissions and operating costs, expanding the traceability of hazardous waste. Another benefit is personal and professional development. The circular logistics model shortens journeys for both in-house and third-party drivers, guaranteeing a paid cargo return and improving quality of life by optimizing free time. The strategy also includes the loyalty of Autonomous Cargo Transporters (TACs), who undergo training and periodic audits, operating under environmental goals aligned with Moura Group standards. Results are significant: a direct contribution to the results of Moura's Environmental Program (PAM).

## Extended efforts for child protection

GRI 413-1

In 2024, Moura Group expanded the reach of its Na Mão Certa program, operated by its logistics companies. It reinforces the company's commitment to the rights of children and adolescents. This initiative, acknowledged by Childhood Brasil, trains drivers from the organization's three carriers on protection agents against child sexual exploitation. With the expansion, it began to include outsourced professionals and the civil society, through a partnership with Belo Jardim (PE) local government, by means of the local Specialized Reference Center for Social Assistance (Creas). One of the initiatives was the organization of an educational walk with students from the local public schools.



## Overview of sustainable activities in carriers









### Fleet electrification

E-delivery electric truck, with Moura batteries, in Bitury carrier's fleet.



### Emission control

**27 tests**  
conducted in Depoluir program



### Operating efficiency

**104 hours**  
of training in economic driving  
for drivers



### Circular Economy



**2.300 liters**  
of lubricant oil



**158**  
tires

correctly disposed of for  
treatment and reuse

# Commitment to our customers' positive experience

GRI 3-3, 2-29

In recent years, Moura has consolidated a customer-centered culture, with significant progress in the end-to-end experience. The creation of the Customer Experience (CX) department, with the support of specialized consulting, has strengthened active listening and enabled mapping customer journey based on qualitative and quantitative data. Results include a case resolution rate of 90% in the month it was created and a 10% increase in service levels.

The company has also expanded service channels, integrated systems, and invested in innovation — such as machine learning in technical assistance and QR code traceability for batteries. Consumer acknowledgment is evident: in 2024, more than 90% of the nearly 70,000 visits to the brand's page on the Reclame Aqui platform were to check its reputation — a solid sign of consumer trust.



## Energy with responsibility and trust

### Highlight activities in CX

- ✓ Creation of faster workflows, with the support of CX Ambassadors in key areas in the organization.
- ✓ New experience recovery strategies in cases of failures or deviations.
- ✓ New experience recovery strategies in cases of failures or deviations.
- ✓ Automation of the Audible Response Unit (URA) of the institutional toll-free number.
- ✓ Customer Relationship Management (CRM) system update — with improvements in data collection and analysis — making the process more efficient and integrated.

### Service channels

- 👉 [www.moura.com.br/fale-conosco](http://www.moura.com.br/fale-conosco)
- 📞 0800 326 0815
- 📞 +55 11 3090-5555

# Strengthening the local value chain

GRI 3-3, 204-1, 308-1, 403-7, 414-1

Our Purchasing Policy reinforces our commitment to sustainable development and local economy valorization. In 2024, 36% of all the organization's suppliers were located in Pernambuco — with 22% of the total concentrated in Belo Jardim, where the Group's production complex was built. This strategic relationship contributes to shared value creation, especially in segments strategic to our ESG Agenda, such as waste management. Based on careful mapping, technical capabilities, governance practices, and maturity of suppliers are evaluated, including their commercial dependence on the Group, enabling the development of long-term diversification and sustainability plans. The nationalization of purchases — 92% of orders placed with companies headquartered in Brazil — reinforces internal value generation. Furthermore, ESG criteria are integrated into the auditing and monitoring processes, with a focus on human rights, health, safety, and integrity in business relationships.

## Contributing to regional and national development

Total Moura Group's suppliers

4,241

Companies headquartered in Brazil

3,575

Northeast Providers

1,440

Local Providers (Pernambuco)

1,562

6% of the total



High level of nationalization and value creation for Brazilian economy

Number of processes (number of orders) 2024

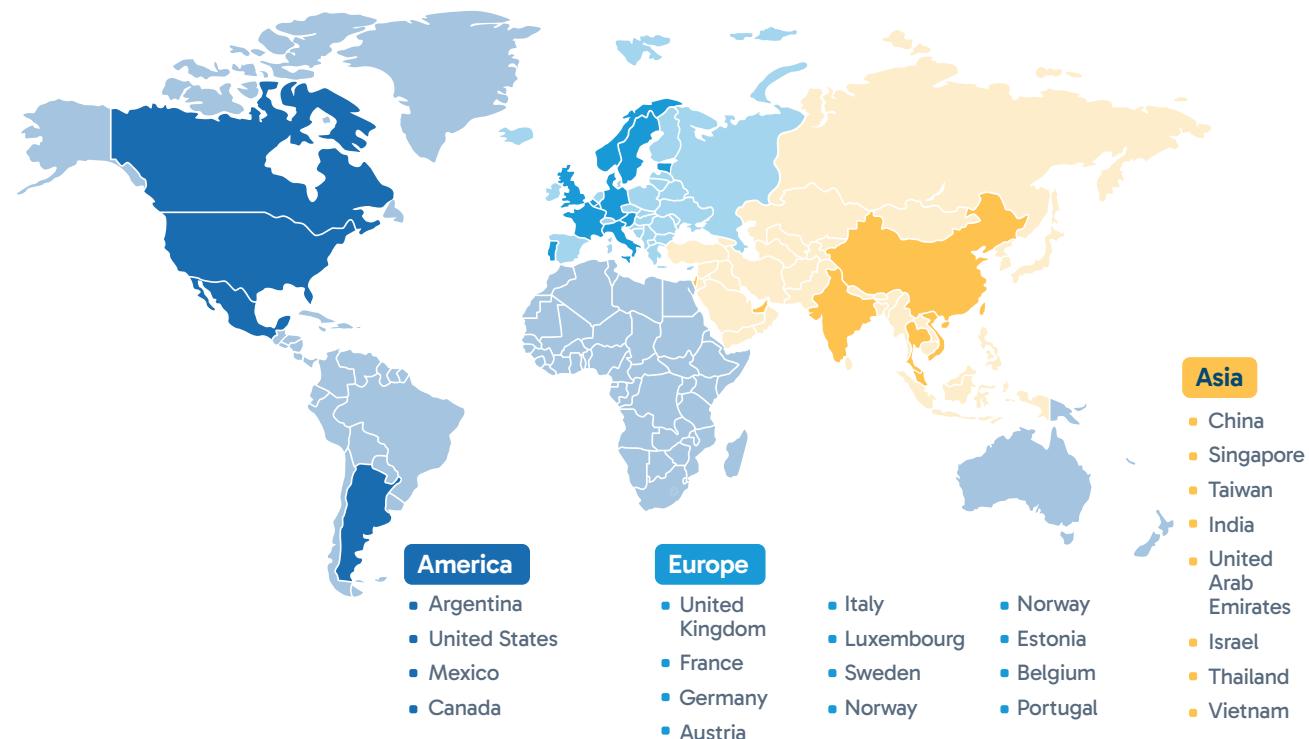
62,668

22% concentrated in Belo Jardim

36% in Pernambuco

92% in Brazil

666 international providers, in charge of serving 5,266 order in 2024



# Digital optimization with less environmental impact

GRI 3-3

The Moura Group's Information Technology department advances year after year in the sustainable management of its systems, aligning technological performance and environmental responsibility. As part of its strategy to reduce its digital carbon footprint, the company restructured data architectures and adopted high-efficiency algorithms, significantly reducing computational energy consumption. One of the main initiatives was. One of the main initiatives was the redesign of internal financial transaction flows, which enabled a reduction of more than 50% in data processing demand without compromising the accuracy or performance of operations. This approach reflects a commitment to responsible innovation and integrates ESG governance, with positive impacts on natural, technological, and financial capital.

## Climatic awareness in the selection cloud technology

GRI 3-3

Making progress on the journey toward more sustainable IT, Moura Group has adopted environmental criteria when selecting cloud providers and language models. Based on metrics such as carbon emissions per workload and energy consumption per token processed, we prioritize solutions with a lower environmental impact without compromising analytical and AI performance.

## Technology as a driver of environmental sustainable

GRI 2-29, 413-1

Moura Group has strengthened the innovation ecosystem in Belo Jardim (PE) by promoting inclusion, empowerment, and social transformation through technology. In 2024, we held the second edition of Jardim Digital, bringing together companies, academia, and public authorities to discuss innovation. This initiative expands the positive impact of our ESG strategy, creating value for society and the production chain we lead.





# 3

## Our people and relationship with communities

# Commitment to development, care, and inclusion

GRI 3-3, 404-1

We place education, well-being, and diversity at the center of our corporate responsibility, continually investing in educational initiatives that drive economic and social growth, strengthen employability, and expand opportunities within and outside our organization. In 2024, our education and development initiatives impacted over 8,000 people, totaling more than 424,000 hours of training activities.

It translates as one of the most extensive qualification programs in the Brazilian industrial sector, which, in an integrated way, serves — with care and support for true personal and professional development — all stages of our employees' lives.

## › Full education and development cycle

GRI 3-3, 203-1, 203-2, 401-2, 404-2, 404-3, 413-1

### 1 Pregnancy



Social workers provide ongoing support throughout the prenatal and maternity leave stages. Since 2022, monthly meetings have been held to provide guidance to pregnant women, strengthen bonds, and expand the support network.



### 2 Early childhood



In 2023, 34 families of Moura employees were served by the home visit program of the Early Childhood front of the Conceição Moura Institute, benefiting 40 children with developmental stimulation.



### 3 Kindergarten and Secondary Education



In Belo Jardim (PE), the Sesi Reference School, in partnership with Sesi, served 336 children of employees in 2024, ensuring a comprehensive education for the new generations.



### 4 High School



In partnership with the Fiepe System, Moura made possible the new headquarters of the Sesi School in Belo Jardim, with full-time and bilingual education for up to 1,000 students. The pedagogical proposal is based on STEAM, with a maker classroom methodology, stimulating youth leadership and positioning the city as a reference in the new high school system.



**5** **Apprentice and  
Technician Education**


a) By donating property to Senai, Moura has facilitated technical courses in Belo Jardim, including training in lithium batteries. This initiative strengthens the skills of young people and positions their region as a knowledge hub for emerging technologies, in line with the Apprenticeship Law.

b) Partnership between Moura Group and the technology multinational Oracle has trained 80 young students over 18 in full-stack development, programming logic, and soft skills useful for the job market.


 Internal audience

**6** **Professional  
Development**


Moura Track structures career development within the organization, integrating meritocracy, culture, and corporate strategy. With three complementary fronts — career, performance, and development — the program drives each employee's journey.

 **PLM -  
Moura's Leadership Program**

Continuous leadership development aligned with sustainability and corporate strategic challenges.

 **PDM -  
Moura's Development Program**

Strengthens core competencies and connects teams to Moura's Corporate Culture. In 2024, we more than doubled the number of Moura Group's employees who attended these training programs.

 **Intern  
Academy**

Corporate education program designed to go beyond imparting knowledge, but also to awaken essential skills. Out of the 449 participants in 2024, more than 50% were women.

 **FVM - Moura's Salesperson Training**

Comprehensive training for the entire Rede Moura, with a technical, practical, and behavioral focus.

 **FVM Beginner**

Training in four monthly blocks with supervised practical simulations.

 **FVM Master**

Advanced training for experienced salespeople, focusing on field challenges.

 **PMCE -  
Moura's Strategic Consolidation Program**

Moura Group's main lever for leadership development connects the Boards of Shareholders and Boards of Directors with management levels.


 Internal audience

**7** **Life in  
Maturity**


Structured support for employees in the pre-retirement stage, promoting life planning, financial education, and well-being. The initiative reinforces care for people and the appreciation of career paths.


 Internal audience

# Moura among the best to work for in Brazil and Argentina

GRI 3-3

Moura Group achieved important acknowledgment in the Great Place to Work (GPTW) rankings throughout 2024, consolidating its position as an organization that prioritizes human development, inclusion, and well-being.

In Brazil, we were ranked among the 55 Best Companies to Work For, occupying 52nd place among more than 5,000 participants — a result that places us among the top 3.5%

evaluated in this country. In Argentina, we reached 24th place and made significant progress in the sector rankings: we were among the top 10 in Manufacturing and Production and the 6th Best Company for Women, in the category from 251 to 1,000 employees. In Uruguay, we obtained a GPTW certificate for the second consecutive year. These milestones reflect our commitment to ESG governance, to sustainable value creation through people engagement, and to building safe, diverse, and productive environments.



## Employee Profile 2024

GRI 2-7

| Brasil            |             |             |            |             |            |             |
|-------------------|-------------|-------------|------------|-------------|------------|-------------|
| TYPE              | CENTER-WEST | NORtheast   | North      | Southeast   | South      | TOTAL       |
| <b>Apprentice</b> | <b>11</b>   | <b>117</b>  | <b>9</b>   | <b>22</b>   | <b>8</b>   | <b>167</b>  |
| ♀ Female          | 7           | 67          | 6          | 10          | 3          | 93          |
| ♂ Male            | 4           | 50          | 3          | 12          | 5          | 74          |
| <b>Intern</b>     | <b>11</b>   | <b>260</b>  | <b>6</b>   | <b>50</b>   | <b>12</b>  | <b>339</b>  |
| ♀ Female          | 7           | 130         | 4          | 24          | 7          | 172         |
| ♂ Male            | 4           | 130         | 2          | 26          | 5          | 167         |
| <b>Employee</b>   | <b>236</b>  | <b>4152</b> | <b>201</b> | <b>1199</b> | <b>413</b> | <b>6201</b> |
| ♀ Female          | 58          | 816         | 49         | 253         | 72         | 1248        |
| ♂ Male            | 178         | 3336        | 152        | 946         | 341        | 4953        |
| <b>Total</b>      | <b>258</b>  | <b>4529</b> | <b>216</b> | <b>1271</b> | <b>443</b> | <b>6707</b> |

| Argentina and Uruguay |            |           |            |
|-----------------------|------------|-----------|------------|
| GENDER                | ARGENTINA  | URUGUAY   | TOTAL      |
| ♀ Female              | 87         | 5         | 92         |
| ♂ Male                | 313        | 22        | 335        |
| <b>Total</b>          | <b>400</b> | <b>27</b> | <b>427</b> |

 In 2024, the number of **female employees** grew **11.6%** compared to the previous year.

## Main deliveries of the Diversity & Inclusion Program | 2024

GRI 3-3

### ✓ Launching of Generation Pillars in Acumuladores Moura

Initiative aimed at fighting ageism and valuing professionals over 50. Promoted with an affinity group and intergenerational awareness-raising activities.

### ✓ Diversity and Inclusion academy

Structured with three training tracks – D&I, Racial Literacy, and Basic Sign Language Course – with support from Unimoura, reinforcing our commitment to inclusive education.

### ✓ D&I Route for Manufacture Leaderships and Unimoura completion

Employee training on strategic inclusion topics as part of continuous talent development. Inclusion of specific modules in Moura's Leadership Program (PLM).

### ✓ Engagement Actions

Activities on representative dates (Lilac August and Pink October for Gender Equity), promoting the event "Mulheres que inspiram." Activities on Black Memory Day, with racial literacy, promoted by Tree Diversidade. And the "Construindo Espaços Inclusivos" workshop as an inclusive action for the LGBTQIAPN+ community.

# Education driving strategy and creating value

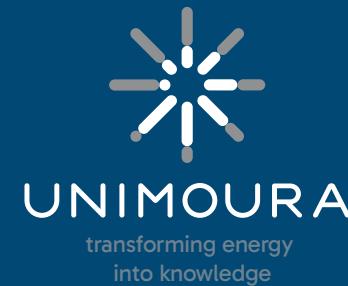
GRI 3-3, 404-2

In May 2024, Unimoura celebrated five years as one of the vectors of development for the professionals who make up Moura's team.

**Created to connect learning to business priorities, it has evolved consistently, adapting to the realities of different units and audiences.**

Solutions such as Espaços Unimoura, implemented near production areas, have made access to knowledge more inclusive and effective. To increase engagement, the platform has adopted audience-segmented approaches. The content is cocreated with the employees themselves, adapted to different profiles — factory, distributors, offices, transportation companies, and social institutes — and offered in accessible formats, such as short videos and microlearning. Combining gamification, recognition, and paths connected to the RDI, the platform has achieved 89% adherence in recent actions, consolidating its position as a catalyst for digital culture and continuous learning.

Internal  
audience



## Five years of sound results

- ✓ +230 courses available on the platform.
- ✓ +300,000 certificates issued since implementation.
- ✓ 93 NPS points, proving the platform's high acceptance.
- ✓ 86% is the average practical applicability of the content.
- ✓ 89% engagement in just 20 days in the ESG course with gamification and internal network campaign.
- ✓ +1,500 certificates issued in training courses.



# Strategic succession and leader education for the future

GRI 404-2

Moura's Strategic Consolidation Program (PMCE) is the main driver of leadership development at Moura Group, fostering a connection between the Board of Shareholders' and Board of Directors' view on the future and that of the management levels. Created in 2014 and restructured in 2024, the program consolidated four areas of action that integrate people management practices with Moura's Management System and the organization's strategic goals. Now celebrating its 10th anniversary, PMCE demonstrates maturity and solidity: an average of 84% of leadership positions have been filled in recent years by professionals developed internally, aligning individual improvement with succession planning.

By modernizing its areas and practices, the PMCE reinforces Moura's commitment to valuing internal talent and business perpetuity, strengthening its culture and long-term vision.



## Trilha Moura: paths to grow with protagonism

### Moura's Strategic Consolidation Program

 151  
impacted people

 10,419 hours  
of employee training

### Moura's Leadership Program

 803  
impacted people

 20,300 hours  
of employee training

### Moura's Development Program

 1.290  
impacted people

 23,000 hours  
of employee training

### Salesperson Education

 482  
impacted people

 5,748 hours  
of employee training

### Intern Academy

 449  
impacted people

 23,756 hours  
of employee training

## Retirement with care and expert support

GRI 401-2, 404-2

The Vida na Maturidade program offers comprehensive support to Moura employees in their transition to retirement. Focusing on well-being and preparation for a new stage in life, it includes social security guidance and financial and legal planning, as well as psychological support and activities focused on self-awareness. This initiative reinforces the company's commitment to caring for and valuing people at all stages of their careers.

## Moura advances in its zero-accident culture

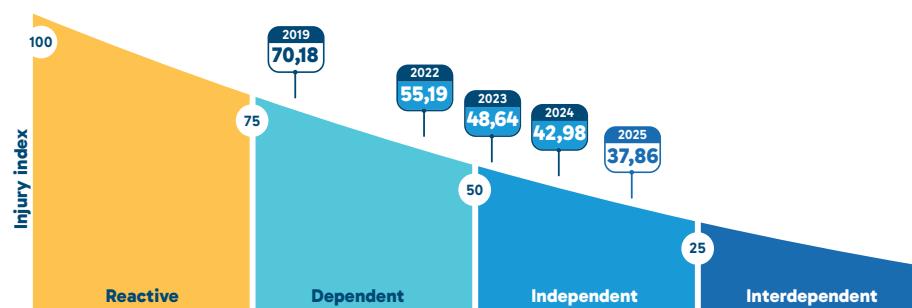
GRI 3-3, 403-1, 403-2, 403-4

At Moura Group, people's safety is a non-negotiable commitment. In 2024, we strengthened the "Nosso Jeito Seguro de Ser" Program, which represents a solid preventive culture based on active care and the value of life. The program is implemented in all manufacturing units, including Argentina, as well as offices and carriers, with support by the international standard ISO 45001:2018. In this cycle, we have controlled over 2,400 occupational risks and 290 fire risks, resulting from the integrated work of the Internal Accident Prevention and the SESMT, which prepare and update risk maps with the active participation of employees.

The safety goal is clear: no employee exposed to uncontrolled risks. To achieve this goal, we have standardized hazard management through the SGSSO-Moura matrices, which prioritize engineering, administrative, and personal protection actions. Since 2019, our journey of evolution along the Bradley Curve has consolidated us, in 2024, at the independent level, with a maturity index of 42.98.

## Permanent safety evolution

➤ **42.98** in the Bradley Curve in 2024



## Health and well-being driving value

GRI 3-3, 403-3, 403-6

Ensuring our employees' health is a pillar of our organizational culture. Based on the 13th principle of Moura's Corporate Culture (CEM), we promote the well-being and prosperity of our people and the communities where we work. We take a preventive approach and pay special attention to mental health, with initiatives such as the Occupational Health Medical Control Program (PCMSO), monthly meetings for pregnant women, social support, and implementation of breastfeeding rooms in our units since 2022. The annual influenza vaccination campaign has reached 2,493 employees and third-parties. The provision of leisure facilities through BateMoura, in Belo Jardim (PE), is also a distinguishing feature: this space offers free classes of different sports, such as swimming, dance, functional activities, and indoor soccer. The space plays an important social role, fostering camaraderie and strengthening ties within the city.

## Commitment to education in all its stages

GRI 3-3, 203-2, 413-1

For four decades, Moura Group has consistently invested in the educational development of Belo Jardim (PE) and Pernambuco's Agreste region, promoting social transformation through knowledge. Acting in an integrated way, Conceição Moura Institute — with a structural focus on Quality Education — and Acumuladores Moura implement initiatives including all stages of education, from early childhood to graduate studies. This systemic approach proves an ongoing commitment to strengthening human capital and building a fairer and more innovative and sustainable future for the communities where the organization works.



### Educating talents to drive future technologies

GRI 413-1

Moura Tech has stand out as a strategic training path for new talent in Pernambuco's and Paraíba's Agreste regions.

The program combines technical and practical training in technology, focusing on inserting young people into information technology, industry 4.0, and energy markets. In 2024, its scope was greatly expanded: its second class of Full Stack developers progressed, a new Industrial Automation route was launched, and Energy Storage class was inaugurated — the latter in a partnership with

Universidade Federal de Campina Grande (UFCG). With over 50 students graduated and 10 projects delivered, this program further counts on partnerships with the Instituto Federal de Pernambuco (IFPE) and Universidade Federal Rural de Pernambuco (UFRPE), based on these institutions' campuses in Belo Jardim (PE). Moura Tech is also a catalyst for the innovation ecosystem in Belo Jardim.

Engaging, mobilizing, and empowering human capital is a fundamental part of Moura Group's initiatives, aiming not only to leverage our business competitiveness through technology, but also to make it a driver of social transformation in the communities and sectors where we work.

# Social investment with shared value creation

GRI 3-3, 2-29, 413-1

Our commitment to people and territories goes beyond operations. Guided by active listening and territorial intelligence, our social investment seeks to generate shared value, drive human development, and strengthen communities. An example of this is the Olho no Olho Project, launched in 2024, after we identified that 22.9% of school dropout rates in the early years were related to vision problems. We screened over 6,000 children in Belo Jardim (PE), provided 1,433 glasses, and referred 38 critical cases for specialized treatment. This initiative proves how we use data and purpose to transform realities.

## Corporate engagement in action

We believe social transformation is driven by collective engagement. Moura's Volunteer Program is a living expression of this value, mobilizing our employees' time and talent for the common good. In 2024, we carried out 14 volunteer initiatives involving more than 300 volunteers and impacting more than 14,000 people in areas such as education, income generation, and citizenship.



## Highlights of social transformation in 2024

GRI 413-1

### PROGRAMA olho no olho

#### 1,433 glasses delivered by Olho no Olho program,

fighting one of the school dropout causes and improving the quality of life of children.

Early years of  
Secondary Education

654 glasses  
delivered

Late years of  
Secondary Education

535 glasses  
delivered

High School

224 glasses  
delivered



### MOURA VOLUNTEER PROGRAM

✓ +5,000 hours of voluntary work.

✓ +14,000 people impacted by the  
14 initiatives of Moura's Volunteer  
Program, with the engagement of over  
300 employees.

✓ Focus on territorial intelligence: using  
data to identify social problems and  
create high-impact solutions.

✓ Experience-based initiatives.

✓ Clothing drive.

✓ Having fun with the elderly.

✓ Christmas initiative.

✓ "I Am" experience.

✓ Easter initiative.



## Support for social, educational, and cultural projects through incentive laws

With a total investment of R\$ 3,284,483.60, Baterias Moura's incentive resources directly benefited approximately 3,450 people in 2024. The following institutions received support:

- ✓ Conceição Moura Institute (Belo Jardim-PE)
- ✓ ASBR – Fittipaldi
- ✓ Associação Pode (Pesqueira-PE)
- ✓ Serta (Belo Jardim-PE)
- ✓ Belo Jardim Futebol Clube (Belo Jardim-PE)



# Expanding coverage: transformation through incentive laws

GRI 413-1

To enhance our impact and support an even broader range of initiatives, we strategically use incentive laws in force in Brazil as a mechanism to strengthen our contribution to the development of key areas of civil society. In 2024, we significantly expanded our support through this front, with the transfer of R\$ 3.38 million to approved projects, representing an increase of almost 300% over the previous year. With this investment, we foster projects in different areas and life cycles, from child development to the development of the elderly, including culture and sports. These initiatives, led by partner organizations, directly benefited more than 3,400 people.

## Child and Adolescent Fund

### Integrated Art School

Comprehensive development in early childhood. Highlights: Adoleta Festival and Play Week.

### Early Childhood Strengthening Bonds

Strengthening family bonds focused on social-emotional skills.

### Art Therapy and Inclusion

Expert care for children with syndromes and disabilities.

### Young People of the Future

School support and life plan for young people aged 14 to 24.

### Support

Psychological support and training for teachers.

### Territory of Doing

Teaching and research in educational robotics.

### Young Entrepreneurship

Entrepreneurial training focused on innovation and local impact.

## Elderly Fund

### Planting Stories

Promoting active aging with food security and low-carbon agroecological gardens.

## Sport Fund

### Belo Jardim Champion

Sport training for 100 adolescents, with continuous good educational and citizenship practice.



SPECIAL CHAPTER

# 10 years of Conceição Moura Institute

# A decade of social transformation

In 2024, we celebrate a decade of Conceição Moura Institute in Belo Jardim (PE), a period during which it was responsible for a great increase in effectiveness in Moura Group's ESG agenda. We have always focused our efforts on amplifying Mrs. Conceição Moura's visionary legacy — founder of the organization and a pioneer of corporate social responsibility initiatives in the Northeast. Over these 10 years, our mission remains the same: to contribute to the development of children and young people so they can become agents of transformation in the world. We believe they can (and should) be protagonists of a more inclusive, critical, and civic-minded society. With structural actions on four fronts —Quality Education, Early Childhood, Art, and Youth Development — we have already registered over 427,000 enrollments in our projects. We continue to create shared value, directly contributing to reducing inequalities and paving the way for a future where opportunities are within reach of future generations. Dreaming together transforms. And more and more we believe this.



## Benchmarks of a positive impact trajectory and structuring actions

- **427,000** enrollments in projects in actions over 10 years
- **14,689** people benefited from the Quality Education front programs
- **+15,000** people impacted by the Art and Culture projects
- **+5,000** adolescents and young people reached by the Youth development front
- **3,149** people impacted by the Early Childhood pillar

Check the report  
of 10 years of Conceição  
Moura Institute:





## Moura's Sociocultural Hub: land of education, culture, and inclusion

GRI 203-1, 413-1

Comprising the Institute's headquarters, Space Conceição Moura, and Cinema Theater Culture, Moura's Sociocultural Hub has set itself as a strategic hub for human and territorial development. With modern infrastructure, educational offer, and free cultural schedule, it promotes inclusion, memory, well-being, and innovation



### > Center

Conceição Moura Institute's headquarters occupies the former Mariola Factory, a cultural and economic heritage of Belo Jardim. Restored with modern infrastructure, this space expands community access and strengthens the offering of education, art, and technology projects. The initiative connects innovation and creation of social and intellectual value. Starting in 2025, this place will house the Memórias Vivas Museum, conceived throughout 2024. Its mission is strengthening Belo Jardim's cultural identity and boosting the region's artistic and educational development. The museum will offer free and accessible activities for all ages, fostering a connection between past, present, and future.

### > Coexistence and well-being

Space Conceição Moura is a sustainable urban facility that promotes well-being, inclusion, and community bonds. Spanning 6,000 m<sup>2</sup>, it integrates culture and the environment, valuing Belo Jardim's intangible heritage. Its design began in 2017, after a 48-hour marathon that directly involved the people of Belo Jardim. A square full of trees, connected to the city's cultural facilities (Cinema Theater Culture and Museu Memórias Vivas) and dedicated to leisure, family life, community — strengthening relationships between generations — and health and well-being. It is an example for the government, which began to replicate its concepts in other squares and revitalized spaces.

### > Democratizing access to art and culture

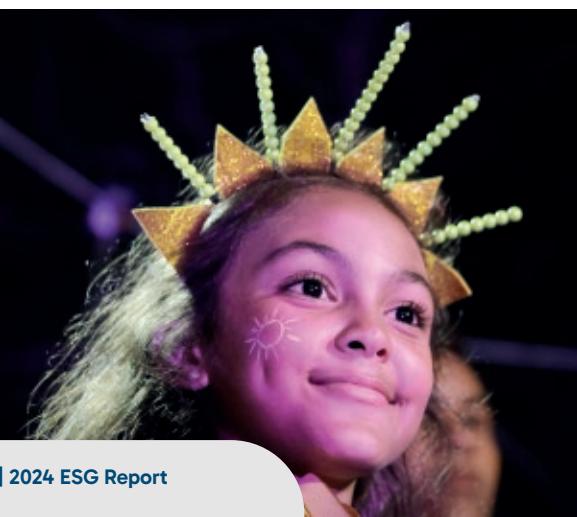
A free art and culture training space in Belo Jardim, Cinema Theater Culture promotes sociocultural inclusion through cinema and theater. In 2024, 122 weekend film screenings were held, reaching over 8,000 people. It is home to the Conceição Moura Institute's School of Integrated Arts. It also monthly serves public and private schools through Cineduc, expanding children and young people's access to culture and encouraging the formation of discussion groups.

# Artistic education as leverage for the future

GRI 413-1

The School of Integrated Arts was created in 2022 and is currently run together with the Ministry of Culture through the Culture Incentive Law. It offers theater and music classes as tools for human development and inclusion. It is one of the main projects within Conceição Moura Institute's Art and Culture area. With biweekly classes, this project serves an average of 165 students per semester, all with free access to artistic training and additional pedagogical support. The activities are designed to be interdimensional: they encourage expression, self-esteem, and critical thinking, developing socio-emotional skills essential for children and young people leadership. Everything through artistic and cultural expression.

The Theater Research Center, which includes 22 students, expands the project's intellectual dimension, promoting artistic investigation as a field of development. Due to its broad positive impact, the School of Integrated Arts awakens and values new local talent and reinforces Belo Jardim's cultural identity.



## The stage for the biggest arts and crafts fair in Latin America

At the 24th Fenearte, the School of Integrated Arts promoted social inclusion through the Exploring and Creating Sound workshop, focused on rhythms from Pernambuco. This initiative benefited 40 children from socially vulnerable areas of the Recife Metropolitan Region. Students from the project's percussion group also attended the event, which impacted approximately 1,000 people and reaffirmed the transformative power of art.



# Full-time education as a base for social transformation

GRI 413-1

Since its very creation, Conceição Moura Institute has considered direct contributions to improving public education as a strategic pillar. In 10 years, it has already impacted over 14,000 people in Belo Jardim (PE) on this front. In 2021, in a partnership with the local government, the Local Full-Time Education Program – Florescer was created. It is a co-responsibility model that extends the school day and enhances learning with toy libraries, creative workshops, and teaching material donation. In addition to helping implement new initiatives, the Institute influences the development of structural public policies, supports the implementation and improvement of existing ones, and monitors their compliance, consolidating a robust practice of public-private cooperation. Thus, the private sector plays an active role in promoting equity and inclusion, collectively envisioning a better future and generating long-term sustainable value for the community.

## Reception as a base

Project Acolher promotes the development of social-emotional skills essential for students' comprehensive development. This initiative strengthens emotional intelligence in school, contributing to healthier relationships and a culture of inclusion, aligned with the goals of equity, well-being, and sustainable human development. In 2024, the Trilha das Emoções project was launched, with workshops and experiences guided by psychologists and focused on self-knowledge, empathy, and self-management. Throughout 2024, 4,853 students received emotional support in 10 local schools in Belo Jardim. Three psychologists worked directly in the collective support, promoting social-emotional skills and transforming the school environment into a safe space for dialogue and self-knowledge. It also provides each student with the means to deal with the challenges experienced at school and in their families.



## Full-time education in Belo Jardim

The implementation and expansion of the full-time education model in Belo Jardim's local network already includes four schools – three in the urban area and one in the rural area.

**1,336**  
students  
directly benefited

**118**  
teachers  
included



## Avança Ideb: strategic action for educational evolution

GRI 413-1

With a systemic and data-driven approach, the Avança Ideb plan aims to improve the quality of public education in Belo Jardim (PE). Coordinated by Conceição Moura Institute, with support from Moura Group and the local government, this plan is part of a set of projects and actions developed by the Institute and that now work in synergy to contribute to the goal of positioning the city among the top 15 in the Ideb rankings in Pernambuco. It actively contributes to achieving SDG 4, strengthening human and social capital as drivers of long-term sustainable value for the city and region. Avança Ideb has full-time education as its structuring axis and articulates six action areas: monitoring indicators, training, financial efficiency consulting, benchmarking, support for school management, and building of new units. The implementation of the methodology designed by Institute Corresponsabilidade pela Educação (ICE) is a central focus. In 2024, three training sessions were held for 118 teachers from the Belo Jardim local school system, focusing on developing socio-emotional skills. The initiative strengthens pedagogical practices, values teachers, and expands the impact of comprehensive education.

### New full-time school expands social impact in Belo Jardim

GRI 203-1

As part of the Avança IDEB plan, Conceição Moura Institute has announced the building of a new full-time school in Belo Jardim, Pernambuco, in the Santo Antônio district, with a capacity for over 300 elementary school students. This modern structure includes classrooms, a library, a playroom, and a cafeteria, fostering a welcoming, high-quality environment. The initiative strengthens educational indicators and creates a positive impact on up to seven communities located within the project's area of influence, combining social development and local economic dynamism.

### Immersion in Brazil's sociocultural roots

Focused on valuing Brazilian cultural roots, the Once Upon a Time Program... Brasil program impacted 497 students and 15 teachers from the Belo Jardim public school system in 2024. This initiative provided an educational journey on the contribution of Indigenous, African, and European peoples to Brazil. The goal is to present and value the set of traditions, differences, and the unique contribution made by each group. By deepening their knowledge of the past, adolescents and young people can better understand contemporary challenges and be empowered as protagonists in creating solutions for the future.





## Youth creativity and protagonism through robotics educational

GRI 413-1

In 2024, Conceição Moura Institute impacted over 1,400 children and young people with educational robotics initiatives through the Territory of Action Program.

This project combines technology and active learning, promoting the development of essential skills such as critical thinking, creativity, and problem solving. By building and programming robots, students learn mathematics, physics, and engineering in a practical and engaging way, aligned with the demands for STEM (science, technology, engineering, and mathematics) education. The results can already be seen: the projects by the Institute have been awarded at national events, with Junior Scientific Introduction scholarships awarded by the CNPq. Joint efforts with the public education system, through workshops and training, democratize access to technology and foster innovation on a regional scale.



### Territory of Action connects education, technology, and future

#### Lab Visit

- ✓ Guided tours to the maker laboratory and historic machinery at the former Mariola Factory.
- ✓ Hands-on workshops with electronics and programming.

#### Introduction to Robotics

- ✓ Course for students from 13 to 15 years old (late secondary education)
- ✓ 86 attendants in 2024
- ✓ Projects including basic electronics and digital manufacturing

#### Free Robotics

- ✓ 2- to 3-month training for young people in high school, technical school, and higher education.
- ✓ 121 participants in 2024.
- ✓ Topics: programming logic, electronics, Arduino, and 2D/3D printing.

#### Science at Home \*

- ✓ Hands-on experiments with children and families
- ✓ Democratic access to technology in the home environment
- ✓ Encouraging curiosity and shared learning

#### Girls in Science

- ✓ Partnership with UFRPE
- ✓ Encouraging female participation in hard sciences and engineering.
- ✓ Engaging female students from elementary to higher education

#### Event Attendance\*\*

- ✓ Presence at Campus Party, National Science and Technology Week, FECIAD, and Jardim Digital
- ✓ Public presentations focusing on robotics and innovation

#### Technology moving and inspiring

Conceição Moura Institute hosts the BJ Bots Cup, one of the largest robotics tournaments in Pernambuco's Agreste region, focusing on science popularization and technological innovation. The event gained momentum in its second edition, held in 2024, mobilizing teams not only from neighboring cities but also from other Northeastern states. In the end, it brought together more than 700 people and 50 volunteers, with support from UFRPE and IFPE, strengthening the region's educational and creative ecosystem.

#### Traveling Workshops

- ✓ Activities in schools and regional events
- ✓ Open robotics and technology classes with interactive experiences



# Overcoming déficits, creating opportunities

**GRI 413-1**

The Youth of the Future Project works to reduce educational gaps and strengthen essential life skills. In partnership with **Alicerce Educação**, the initiative offers tutoring in Portuguese and mathematics, guidance for the job market, resume writing, interview skills, and entrepreneurship. In 2024, 218 students from nine schools participated in the program, which reduced the average academic gap by two years in just six months. With more than 5,000 young people impacted over 10 years, the project reaffirms the Institute's commitment to education as a driver of social development and long-term value creation. By encouraging self-development, creativity, and leadership, Jovens do Futuro broadens horizons, connects young people to real opportunities, and contributes to strengthening the region's human and social capital.

## Entrepreneur and innovative youth

The Entrepreneurship and Innovation program encourages young people to create solutions to real community challenges, based on the SDGs. In a partnership with Sebrae, it offers training in business modeling, digital marketing, and prototyping. In 2024, over 1,200 students attended the Young Entrepreneurs Fair and 40 attended Rec'n'Play, the largest innovation festival in the Northeast, expanding their repertoires and connecting talents to the future.



## Youth of the Future: skills for new life paths

### Trails of Knowledge

- ✓ Reinforcement in Portuguese and mathematics
- ✓ Individual diagnosis based on Pisa
- ✓ Focus on reading, writing, and logical reasoning

### Life Skills

- ✓ Self-awareness and emotional intelligence
- ✓ Assertive and nonviolent communication
- ✓ Social skills and work readiness

### Discovery

- ✓ Guidance for university, the job market, or entrepreneurship
- ✓ Innovation, the BANI world, resumes, and interviews
- ✓ Social media, Office software, and social and political awareness

### Life Project

- ✓ Planning personal and professional goals
- ✓ Defining purpose
- ✓ Developing an individualized plan for the future



# Sound base for a more promising and sustainable future

GRI 401-2, 413-1

Since 2020, Conceição Moura Institute has been developing structural initiatives focused on early childhood, a stage that extends from pregnancy to six years. With three pillars — family strengthening, community mobilization, and right guarantee — this initiative has already impacted 3,149 people. In 2024, 36 families completed the full cycle of the Home Visitation program, a pillar of the first axis, which guides caregivers in promoting appropriate stimuli for child development. The visits were now conducted by professionals from the Pipa Institute, expanding the initiative's technical qualifications. In the same year, 34 families of Moura Group's employees were served, summing up 40 children who benefited from it. Specialized services for neurodivergent children, such as those in the autism spectrum, including nutritional monitoring and feeding therapy sessions, were particularly noteworthy.

By strengthening family bonds and promoting care from the earliest years, the early childhood front contributes to social equity and healthier generations who are prepared for the future.

## › Institutional cooperation benefitting children and adolescents

GRI 2-29

Conceição Moura Institute has been a member of Belo Jardim's Local Council for the Rights of Children and Adolescents (Comdica-BJ) since 2021, contributing to the formulation of public policies for children and adolescents. This institutional cooperation is part of the right guarantee axis. In 2024, this work impacted 800 people, moreover the approval of the Local Early Childhood Plan, support for Baby Week, and the awarding of the UNICEF Seal, strengthening the rights to education, culture, and leisure.



# The right to play as a development tool

GRI 413-1

Ensuring the right to play is a central guideline of Conceição Moura Institute's actions focused on early childhood. In 2024, over 746 people were impacted by the donation of three new Living Playrooms to the public schools José Zeferino da Rocha, Teacher Maria Antonieta, and CMEI Mocinha Moura. In total, eight units have already been implemented, with playful environments, strategic toys, and playgrounds that promote the development of essential life skills. The proposal involves three stages: in the rooms, and training of the school staff to delivery of furniture and toys, playful painting ensure qualified and inclusive practices. After the inaugurations, the Institute held discussion groups with families, organized into four thematic modules, strengthening the bond between school, community, and childhood. The initiative is aligned with the Child and Adolescent Statute (ECA) and contributes to promoting equity from the earliest years of life.

## Ensured childhood, strengthened future

In its third edition, World Play Week mobilized more than 600 children and 69 teachers in workshops and playful experiences, promoting the right to play as an essential part of child development in Belo Jardim. The schedule included the 1st Thematic Seminar Perspective of Play, artistic workshops, and a show by Turma do Tio Iury, in a partnership with the Local Department of Education and schools benefiting from Living Toy Libraries.

## Art, affection, and inclusion on Children's Day

In its third edition, the Adoleta Festival celebrated Children's Day with a focus on valuing children's talents and social inclusion. The initiative impacted 1,462 children from vulnerable communities, with the support of 40 volunteers. The program included workshops on recyclable toys, storytelling, recreation, face painting, clay art, and cultural performances, fostering bonds and well-being from childhood.



## Table of GRI contents

### Declaration of use

Moura reported the information mentioned in this table of GRI contents for the period comprised between 1 January and 31 December 2024 based on the GRI standards.

### GRI used

GRI 1: Foundation 2021

| Standard   | Contents  | Localization | SDG |
|--|---|--------------|-----|
| GRI 203: Indirect Economic Impacts 2016  | <b>Organization and reporting practices</b>                       |              |     |
|  | 2-1 Organization details  | 6, 7         |     |
|  | 2-2 Entities included in the organization's sustainability report | 3            |     |
|  | 2-3 Period, frequency, and contact for information on the report* | 3            |     |
|  | 2-4 Information reformulation                                     | 22           |     |
|  | <b>Activities and employees</b>                                   |              |     |
|  | 2-6 Activities, value chain, and other business relations         | 6, 7, 33     |     |
|  | 2-7 Employees   | 40           |     |
|  | <b>Governance</b>   |              |     |
|  | 2-9 Governance structure and composition                          | 12, 13       |     |
| 2-10 Appointment and selection for the highest governance body   | 12  |              |     |
| 2-11 Chair of the highest governance body  | 13  |              |     |
| 2-12 Role played by the highest governance body in impact management supervision   | 13  |              |     |
| 2-13 Delegation of the responsibility for impact management  | 13, 14, 15  |              |     |
| 2-14 Role played by the highest governance body in the sustainability report   | 13, 19  |              |     |
| 2-15 Conflict of interest  | 14  |              |     |
| 2-16 Crucial concern communication   | 14  |              |     |
| 2-17 Collective knowledge of the highest governance body   | 13, 20  |              |     |
| 2-18 Performance assessment of the highest governance body   | 15  |              |     |
| <b>Strategy, politics, and practices</b>   |   |              |     |
| 2-22 Statement on the sustainable development strategy   | 4, 18   |              |     |
| 2-23 Policy commitment   | 14, 18  |              |     |
| 2-24 Policy commitment incorporation   | 14, 15  |              |     |
| 2-25 Processes to repair negative impacts  | 14, 15  |              |     |
| 2-26 Mechanisms for counseling and concern presentation  | 14  |              |     |
| 2-28 Participation in associations   | 10, 18  |              |     |
| <b>Stakeholder engagement</b>  |   |              |     |
| 2-29 Stakeholder engagement approach   | 19, 34, 36, 45, 55  |              |     |
| <b>Material Topics</b>   |   |              |     |
| GRI 3: Material Topics 2021  | 3-1 Material topic definition processes                           | 19           |     |
|  | 3-2 List of material topics                                       | 19           |     |
| <b>Purchasing practices: human rights and environmental issues in the supply chain</b>   |   |              |     |
| GRI 3: Material Topics 2021<br><br>GRI 204: Purchase Practices 2016<br><br>GRI 308: Supplier Environmental Assessment 2016<br><br>GRI 414: Supplier Social Assessment 2016 | 3-3 Material topic management                                     | 15, 35       |     |
|  | 204-1 Local provider expense ratio                                | 35           |     |
|  | 308-1 New providers selected based on environmental criteria      | 35           |     |
|  | 414-1 New providers selected based on social criteria             | 35           |     |

| Standard  | Contents   | Localization   | SDG              |
|---|--|----------------|------------------|
| <b>Climate, emissions, and energy</b>                                       |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 25, 26         |                  |
| GRI 302: Energy 2016  | 302-1 Energy consumption in the organization   | 25, 26         |                  |
|   | 302-4 Energy consumption reduction   | 25             |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 26             |                  |
| GRI 305: Emissions 2016   | 305-1 Direct emissions (Scope 1) of greenhouse effect gases (GEG)  | 26             | 3, 7, 12, 13, 15 |
|   | 305-2 Indirect emissions (Scope 2) of greenhouse effect gases (GEG) from energy purchase                       | 26             |                  |
|   | 305-3 Other indirect emissions (Scope 3) of greenhouse effect gases (GEG)                                      | 26             |                  |
|   | 305-5 Greenhouse effect gases (GEG) emission reduction   | 26             |                  |
| <b>Waste management and air pollution</b>                                   |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 21, 22, 23     |                  |
| GRI 306: Waste 2020   | 306-1: Waste generation and significant impacts related to waste   | 21, 22         |                  |
|   | 306-2 Significant impact generation related to waste   | 21, 22, 23     |                  |
|   | 306-3 Waste generated  | 22             |                  |
|   | 306-4: Waste not intended for final disposal   | 22             | 3, 11, 12, 13    |
|   | 306-5: Waste intended for final disposal   | 22             |                  |
| GRI 201: Economic Performance 2016  | 201-2 Financial implications and other risks and opportunities arising from climate changes                    | 23             |                  |
| GRI 301: Materials 2016   | 301-2 Raw material and recycled material used  | 21             |                  |
|   | 301-3 Products and their reused packaging  | 21             |                  |
| <b>Ethics, transparency, integrity, and fighting bribery and corruption</b> |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 14, 15         |                  |
| GRI 205: Anti-Corruption 2016   | 205-1 Operations assessed regarding risks related to corruption  | 15             |                  |
|   | 205-2 Communication and training in anti-corruption policies and procedures                                    | 14             | 16               |
|   | 205-3 Confirmed cases of corruption and measures taken   | 14             |                  |
| <b>Innovation</b>   |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 08, 09, 10, 36 |                  |
| <b>Product and service quality and safety and customer satisfaction</b>     |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 34             |                  |
| <b>Decent work, health, safety, and well-being</b>                          |  |                |                  |
| GRI 3: Material Topics 2021   | 3-3 Material topic management  | 38, 40, 43     |                  |
| GRI 401: Employment 2016  | 401-2 Benefits offered to full-time employees not offered to part-time employees                               | 38, 42, 55     |                  |
| GRI 403: GRI 403: Occupational Health and Safety 2018                       | 403-1 Occupational health and safety management system   | 43             |                  |
|   | 403-2 Hazard identification, risk assessment, and incident investigation                                       | 43             |                  |
|   | 403-3 Occupational health services   | 43             | 3, 5, 8, 16      |
|   | 403-4 Employee participation, employee consultation and communication regarding occupational health and safety | 43             |                  |
|   | 403-6 Employee health promotion  | 43             |                  |
|   | 403-7 Occupational health and safety impact prevention and mitigation directly related to business relations   | 35             |                  |

| Standard   | Contents   | Localization  | SDG             |
|--|--|---|-----------------|
| <b>Employee education, development, and engagement</b> |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 38, 41  |                 |
| GRI 404: Training and Education 2016                   | 404-1 Average hours of training per year, per employee<br>404-2 Programs for perfecting employee skills and career transition assistance<br>404-3 Percentage of employees who receive regular performance and career development evaluation  | 38<br>38, 41, 42<br>38  | 5, 8            |
| <b>Biodiversity Protection</b>                         |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 29, 30  |                 |
| GRI 304: Biodiversity 2016                             | 304-1 Owned, leased, or managed operating units inside or around environmental protection areas and high biodiversity value areas outside environmental protection areas<br>304-2 Significant impacts from activities, products, and services in biodiversity<br>304-3 Protected or repaired habitats<br>304-4 Species included in IUCN's red list and national conservation lists with habitat in areas affected by the organization's operations | 29<br>29<br>29<br>29  | 6, 14, 15       |
| <b>Water and waste management</b>                      |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 27, 28, 30  |                 |
| GRI 303: Water and Effluents 2018                      | 303-1 Interactions with water as a shared resource<br>303-2 Management of the impacts related to water disposal<br>303-3 Water collection<br>303-4 Water disposal<br>303-5 Water consumption   | 27<br>27, 28<br>27<br>27<br>27                                | 6, 12, 13       |
| GRI 201: Economic Performance 2016                     | 201-2 Financial implications and other risks and opportunities arising from climate changes  | 28  |                 |
| <b>Diversity and Inclusion</b>                         |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 40  | 5               |
| <b>Risk management and audit</b>                       |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 15, 35  |                 |
| <b>Data Security and Privacy</b>                       |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 15  |                 |
| GRI 418: Customer Privacy 2016                         | 418-1 Proved complaints related to customer privacy violation and data loss  | No record of proved complaints for the period of this report. | 16              |
| <b>Local Communities</b>                               |  |   |                 |
| GRI 3: Material Topics 2021                            | 3-3 Material topic management  | 30, 44, 45  |                 |
| GRI 413: Local Communities 2016                        | 413-1 Operations with engagement, impact assessment, and development programs aimed at local community   | 30, 33, 36, 38, 44, 45, 46, 49, 50, 51, 52, 53, 54, 55, 56    | 1, 4, 10        |
| <b>Indirect Economic Impacts</b>                       |  |   |                 |
| GRI 203: Indirect Economic Impacts 2016                | 203-1 Investments in infrastructure and service support<br>203-2 Significant indirect economic impacts   | 38, 49, 52<br>31, 32, 38, 44                                  | 1, 3, 4, 10, 11 |



**Drafted by  
Moura Group**

REPORT COORDINATION:  
Institutional Communication and  
Sustainable Management Areas

DEVELOPED BY:  
Entre Linhas | Conteúdo Criativo

GRI CONSULTANT IN CHARGE:  
Rodrigo Tavares

PICTURES:  
Image bank and Moura's collection.

DIAGRAMS AND INFOGRAPHICS:  
HSM