

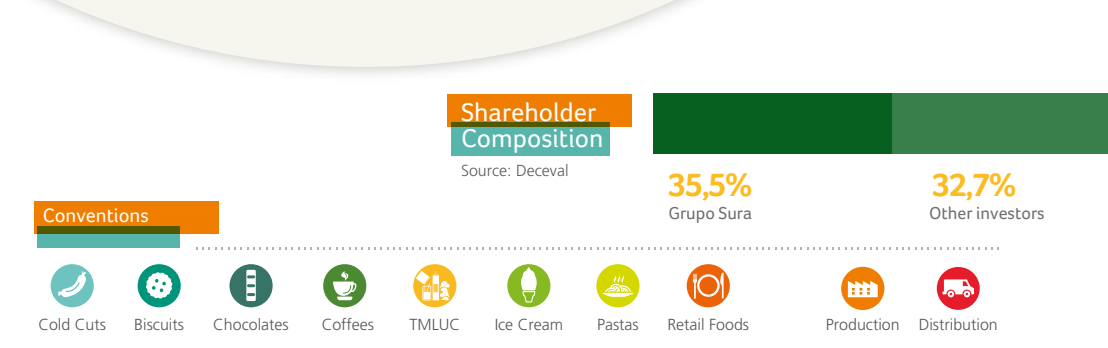
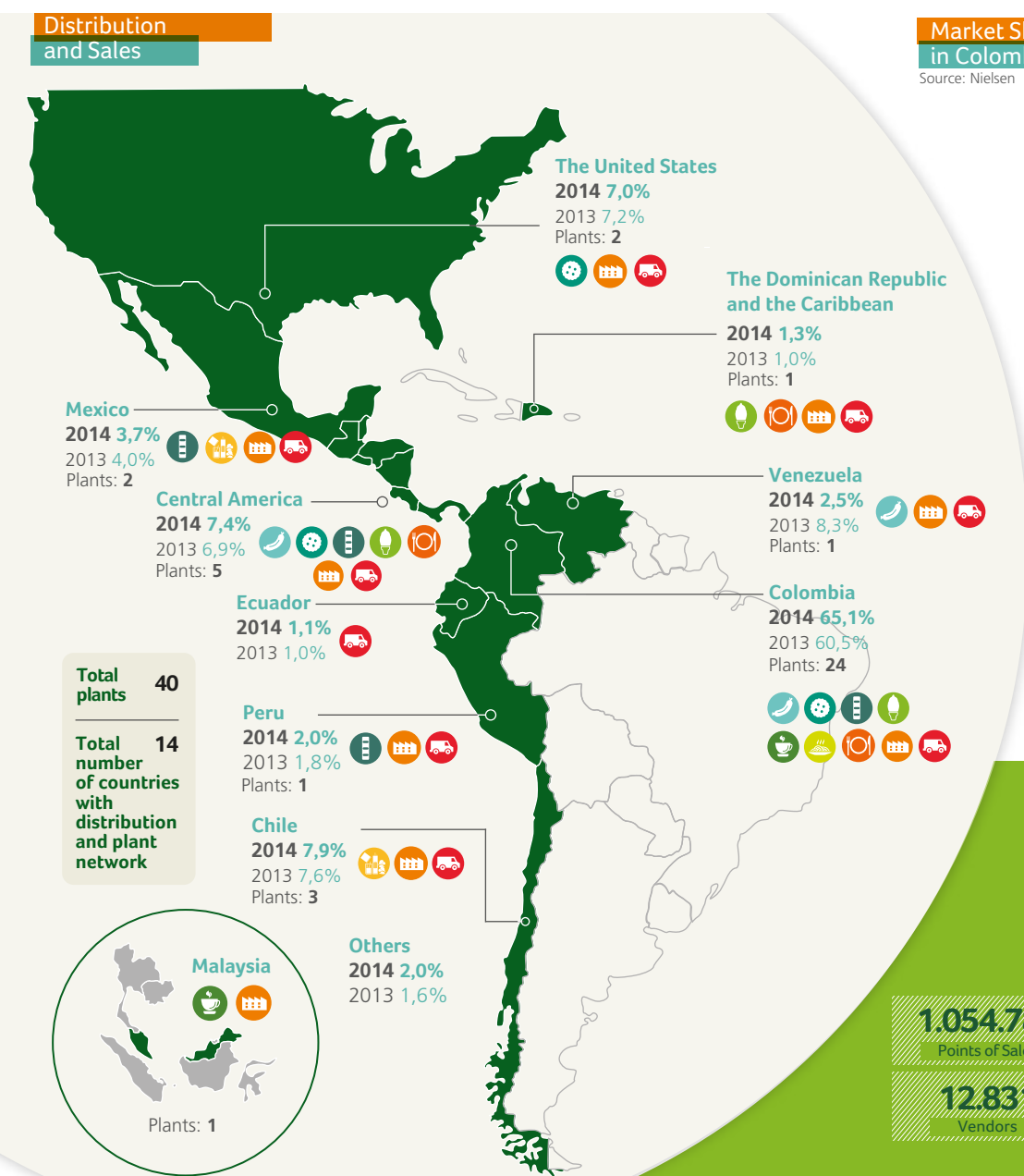


# Integrated Report 2014

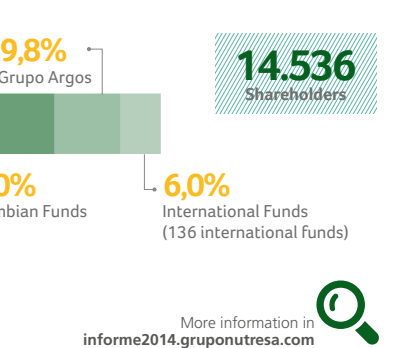
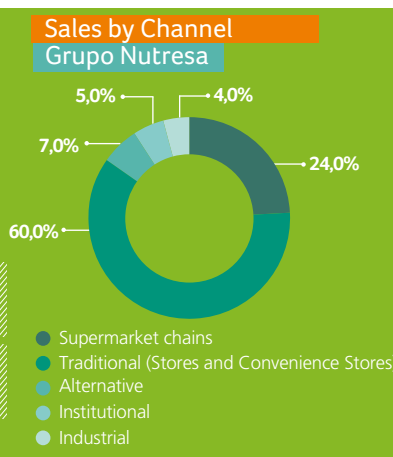
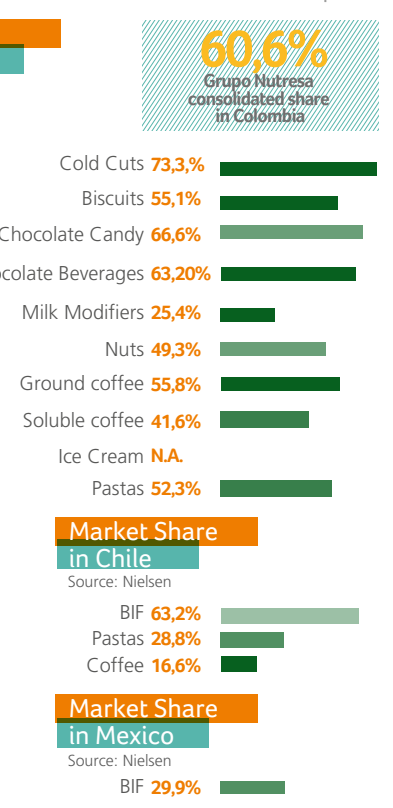
Pocket edition



## Presence and sales in our strategic region



## Market Share in Colombia



## Business Structure



## Our long-term commitment

Our Centennial strategy aims to double our 2013 sales by 2020, with sustained profitability between 12% and 14% of the EBITDA margin. To achieve this, we offer our consumers foods and experiences of recognized and beloved brands, that nourish, generate wellness and pleasure, that are distinguished by the best price/value relation; widely available in our strategic region, managed by talented, innovative, committed and responsible people, who contribute to sustainable development. Achieving this goal means ending 2020 with sales for COP 11.8 Trillion (MEGA 2020) which corresponds to 5.1 times the sales of 2005, when we proposed our first great goal.

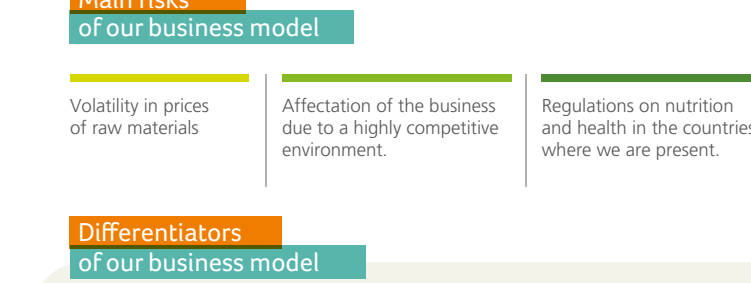
The information included in this executive summary is consistent with the information of the Grupo Nutresa S. A. Integrated Report, available at: [http://informe2014.gruponutresa.com/pdf/informe\\_integrado\\_nutresa.pdf](http://informe2014.gruponutresa.com/pdf/informe_integrado_nutresa.pdf)

In order to form a broader and deeper opinion on the actions taken and the results obtained by Grupo Nutresa S. A. on the economic, social and environmental performance, read the Grupo Nutresa S. A. Integrated Report together with this publication.

The scope and results of our work is described in the assurance report that is published on the Webpage: [http://informe2014.gruponutresa.com/pdf/informe\\_verificacion.pdf](http://informe2014.gruponutresa.com/pdf/informe_verificacion.pdf).

KPMG Advisory Services Ltda.

March 2015

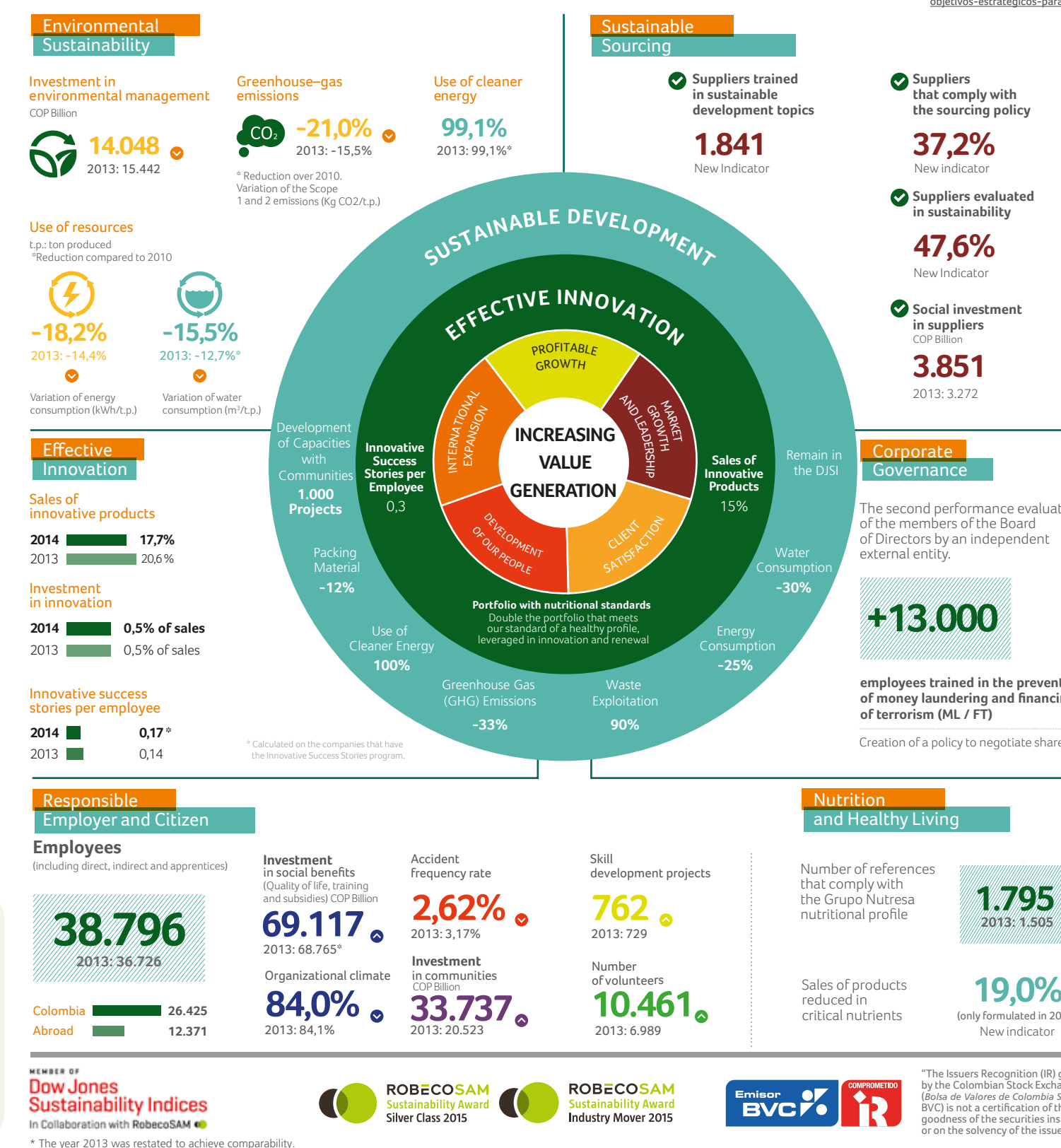


**Our people**  
Human talent is one of our most valuable assets. The cultural platform is based on the promotion of participatory environments, development of skills of being and doing, recognition, building a leading brand, as well as a balanced life for people.

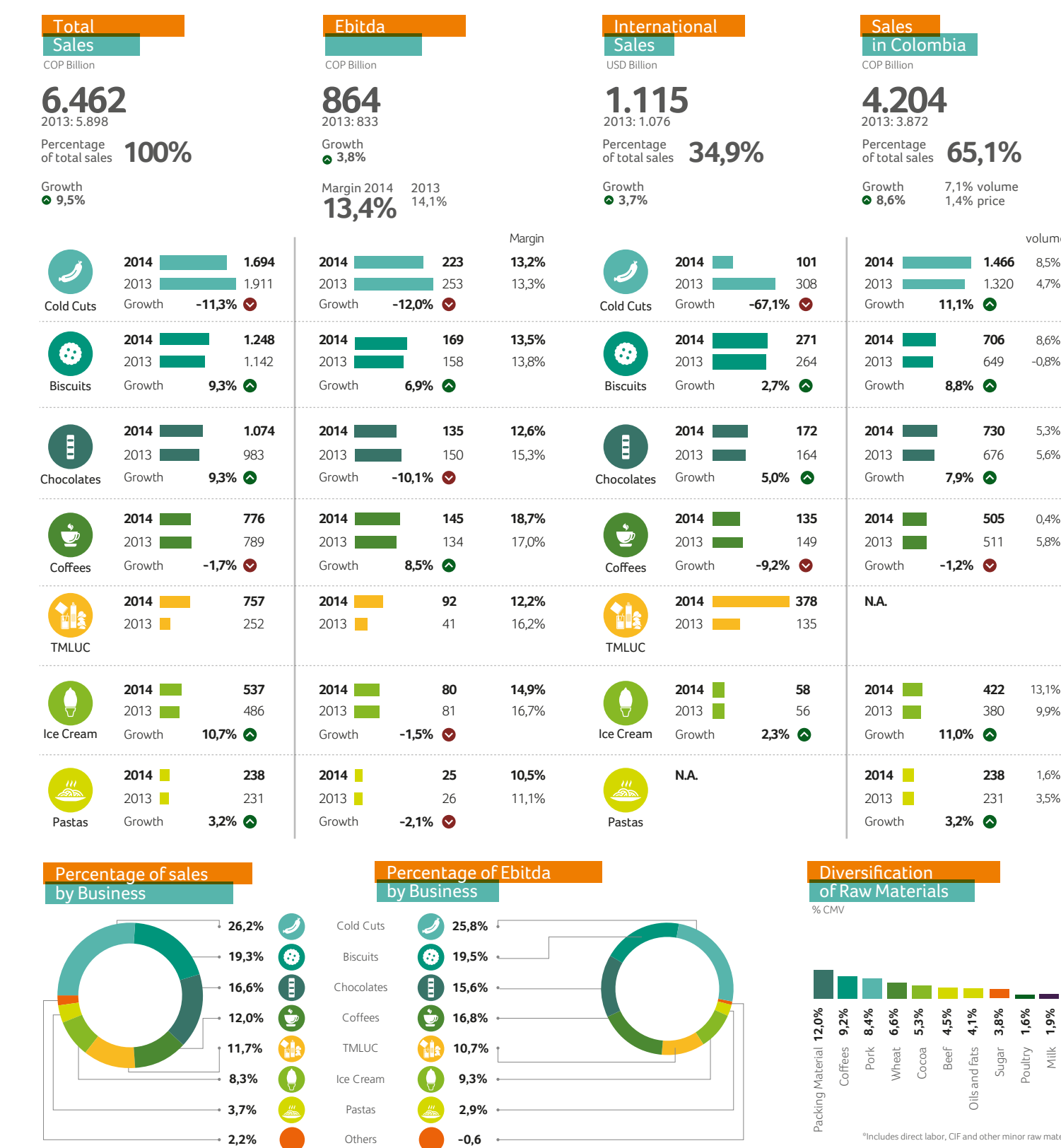
**Our brands**  
Our brands are leaders in the markets in which we participate; they are recognized, loved and part of people's daily life. They are based on nutritional, reliable products with an excellent price-value relation.

**Our distribution network**  
Our extensive distribution network, with an offer differentiated by channels and segments, with teams of specialized staff, allows us to have our products available, at an appropriate frequency, and a close relationship with clients.

## Strategic objectives for 2020



## Economic Sustainability



\*Includes direct labor, CIF and other minor raw materials.