

2. STAKEHOLDER ENGAGEMENT

We use different communication channels, aiming to be better aligned with our stakeholders' needs and expectations.

We believe that stakeholder engagement is an important step in identifying and managing material environmental, social and economic aspects, which should, therefore, be included in our activity and communication strategy. To do so, and in order to guarantee continuous improvement, we use different communication channels, aiming to be better aligned with the stakeholders' needs and expectations.

Stakeholders	Interfaces	Communication Channels
Shareholders and Investors	Investor Relations Department.	Corporate website, e-mail, annual report, half-yearly corporate magazine, financial releases, meetings, conferences, roadshows, Investor's Day and shareholders' meetings.
Analysts	Investor Relations Department, Communications and Corporate Responsibility Department.	Corporate website, e-mail, annual report, half-yearly corporate magazine, financial releases, meetings, conferences and Investor's Day.
Official Bodies, Supervising Entities and Local Councils	Investor Relations Department, Tax Departments, Legal Departments, Communications and Corporate Responsibility Department.	Corporate website, e-mail and post, half-yearly corporate magazine and meetings.
Suppliers, Business Partners and Service Providers	Commercial, Marketing, Quality and Private Brand Development, Food Safety, Environment, Regional Operations, Technical, Expansion, IT Departments and Ethics Committee.	JM Direct Portal, follow-up visits, quality and food safety audits, business meetings, direct contacts and half-yearly corporate magazine.
Employees	Human Resources Departments, Training School, Ethics Committee and Employee Assistance Services.	Employee Assistance Services (telephone line, post and electronic mail), internal magazines, intranet, operational and management meetings, interpersonal relationships, annual performance appraisal, training sessions and internal climate surveys.
Customers and Consumers	Customer Services, Customer Ombudsman and Ethics Committee.	Toll-free phone lines, e-mail, corporate website and post.
Local Communities	Communications and Corporate Responsibility Department, Stores and Distribution Centres.	Follow-up visits, meetings, protocols and partnerships/patronage.
Journalists	Communications and Corporate Responsibility Department.	Corporate website, press releases, press conferences, meetings, annual report and half-yearly corporate magazine.
NGOs and Associations	Communications and Corporate Responsibility Department.	Follow-up visits, meetings, partnerships/patronage and half-yearly corporate magazine.

At an institutional level and with regard to our Companies, we are also part of various national and international organisations and initiatives concerning Corporate Responsibility, which enable us to know the trends in these areas³.

As a result of our ongoing engagement with our stakeholders, we would highlight the following material aspects, in descending order⁴:

1. Food quality and safety;
2. Suppliers selection based on sustainability criteria;
3. Offer of products from a sustainable origin;
4. Labour conditions;
5. Preference for local suppliers;
6. Engagement and support to employees, their families and surrounding communities;
7. Offer of healthy products;
8. Waste management and recycling;
9. Energy efficiency and water consumption reduction;
10. Suppliers' relationship management.

In order to ensure compliance with the Principles of Corporate Responsibility, and to disclose and reinforce them, we also have the Committee on Corporate Governance and Corporate Responsibility, which works closely with the Board of Directors and with the Ethics Committee⁵.

At the end of 2017, LinkedIn, the professional social network, which had around 110 thousand followers, continues to be an important vehicle for disclosing our activity, including the actions carried out within the scope of the five pillars of Corporate Responsibility. Within this context, throughout 2017, 72 posts were released relating to Corporate Responsibility, resulting in over 2.2 million impressions⁶.



³ For further details on the way we engage with stakeholders and on the organisations the Group is part of, please go to www.jeronimomartins.com, in the "Responsibility" area.

⁴ Our reporting of our activity in each of these topics can be found throughout this chapter, in the area dedicated to each of the action pillars that embody the commitment to sustainable development and in our Responsibility channel at www.jeronimomartins.com.

⁵ The responsibilities of each of these Committees are described at www.jeronimomartins.com, in the "Investor" area.

⁶ This indicator refers to the number of times each post was displayed to LinkedIn users.