



## **FIFCO ranks among the top three most attractive companies to work for in Costa Rica**

- **FIFCO is the third company in the country that attracts and retains the most talent, according to *MERCO Talento 2025*.**
- **The company focuses on promoting comprehensive and systemic leadership aimed at driving transformative change and encouraging continuous training.**

FIFCO stood out in the **second edition of the *Merco Talento Costa Rica* ranking, placing in the top 3 of the list of most attractive companies to work for.**

The Costa Rican food and beverage company ranked **second in the food and beverage sector and third in the overall ranking**, standing out for its strategy to attract and retain human talent. In turn, **the human resources team** was recognized as one of the **best in terms of leadership and management, ranking third.**

The ranking, prepared by the Corporate Reputation Business Monitor (MERCO), integrates the assessments of different audiences relevant to the measurement, including workers, university students, human rights specialists, and the general population.

This recognition demonstrates FIFCO's interest in developing key leadership competencies and strengthening the skills of its employees.

"Our corporate sustainability strategy for 2027 includes specific social goals. We look after the well-being of our employees; we want them to grow and achieve their personal, professional, and family goals. We promote comprehensive prosperity through various programs: education, emotional well-being, skill strengthening, and family development, contributing to a culture of resilience," explained Maria Pía Robles, FIFCO's Director of Corporate Relations.

The company also has a goal for 2027 of reaching at least 40% women in leadership positions, with 38% as of December 2024.

### **Strengthening the culture**

FIFCO designed a comprehensive strategy to strengthen its organizational culture, creating spaces that promote open dialogue, transparency, and alignment with its institutional values. Initiatives such as TownHalls (open meetings between the CEO and employees) strengthen connections, while the annual application of measurement tools allows for the evaluation of the work environment and the identification of opportunities for improvement. In addition, other programs reinforce an entrepreneurial mindset from a collaborative perspective.

In the area of inclusion and well-being, the company promotes programs such as SUMA, *FIFCO Sin Límites*, and *Líderes en Construcción*, which promote inclusive leadership, the integration

of people with disabilities, and positive masculinity. Added to this is *Aliados para la Inclusión*, which trains teams in equitable behavior, and *ASTRO Desarrollo* (ASTRO Development), which provides comprehensive well-being to employees and their families through leadership training, financial education, and academic support.

To enhance talent development, FIFCO has implemented a hybrid learning model through UFIFCO and the Retail Learning and Development Center. Also noteworthy is the *Onboarding with Buddies* program, which has achieved high satisfaction in the integration of new hires. Health is addressed comprehensively with the *Estar Bien* program, which includes preventive care, nutrition, physical therapy, and mental health. In addition, dual training has benefited more than 350 people, reaffirming the company's commitment to the professional and personal growth of its people.

### **Commitment to Human Rights**

In 2023, FIFCO reaffirmed its commitment to human rights through an updated policy that promotes diversity, inclusion, and gender equality as fundamental pillars of its organizational culture.

On the other hand, as of December 2024, the company was 0.26 points away from achieving its goal of reducing the percentage of employees living in multidimensional poverty by 50%. To achieve this goal, the Astro Desarrollo program provides opportunities for growth and well-being. Since its implementation, it has improved the quality of life of more than 170 households, reflecting FIFCO's commitment to an inclusive, healthy, and human-centered work environment.

### **About FIFCO**

FIFCO is a beverage and food company with 117 years of history, with operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include Florida Bebidas (food and beverages), FIFCO Hospitality (real estate sector) and FIFCO Retail (retail sales). It exports to over 10 countries around the world and has a portfolio of more than 2,000 products.