



Women who inspire: “The Mastery of Motherhood”

- FIFCO promotes development programs that strengthen key skills such as resilience, commitment, and time management.
- In celebration of Mother's Day, the company recognizes how motherhood can enhance leadership skills for life, which are highly valued in the workplace.

August 2025. In a work environment increasingly aware of the importance of comprehensive development, FIFCO strengthens the skills of its employees through programs that promote equity, human growth, well-being, and prosperity. One example is the **AstroDesarrollo** program, which offers tools for growth and comprehensive prosperity.

FIFCO recognizes women who have strengthened their skills throughout their careers within the company. From leadership training to resilience, highlighting commitment, good time management, and personal transformation. Many of these skills find fertile ground in meaningful experiences such as motherhood, but they can also be developed in other life contexts. Under the concept “The Mastery of Motherhood,” FIFCO highlights how this role can enable skills that positively impact the work environment, being a transformative process that enhances leadership from home to work.

“Motherhood teaches us about problem solving, flexibility, communication, negotiation, creativity, planning, and all those skills are valuable in business. At FIFCO, they have also helped me become a person with a broader vision, to grow, to create moments that I may not even have planned. They have opened my mind to want a little more than what I have achieved so far,” says Ruth Chinchilla, an employee at MUSI, FIFCO's convenience store chain, and a member of the AstroDesarrollo program.

This employee, a mother of two school-age children, also highlights the impact her development within the company has had on her family. *“My children say that I encourage them, that seeing me doing my part to achieve things I couldn't before makes them happy. It has been motivating for them to see me gradually achieve what I want”.*

In 2024, AstroDesarrollo impacted 992 employees and their families through workshops, training, and support on topics such as emotional health, finances, employability, and respectful parenting. The program has also contributed to reducing the Multidimensional Business Poverty Index (IPMe), in line with FIFCO's sustainability goal of reducing this condition by 50% by 2027.

Likewise, the company is moving toward its goal of achieving 40% women in leadership positions, reinforcing its vision of expansive sustainability with a human and equitable approach. *“Don't give up, there is always an open door for us to start over. There is always time, it's never too late,”* concludes Ruth.

This testimony demonstrates that professional development is closely linked to personal growth, and that leadership is also forged at home. *“FIFCO promotes comprehensive development as part of its vision of expansive sustainability through programs such as AstroDesarrollo. We believe in an inclusive development model that starts with people and their*

strengths. We recognize that skills such as empathy, active listening, and commitment can be strengthened through diverse life experiences, including motherhood, and that all of these enrich teams, projects, and shared growth," explained Maria Pía Robles, FIFCO's Director of Corporate Relations.

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.