



Sustainability Report

Fiscal Year 2024

PwC Colombia

Photography taken by: Alejandra Cárdenas Beltrán
Parque Nacional Natural el Cucuy (Boyacá).



Carlos Mario Lafaurie Scorza

Colombia Leader Partner
GRI 102-14



16.9



In these times of change in social, economic and environmental aspects that increasingly demand a great commitment from all actors in society, aimed at having a better quality of life, educational opportunities, fair jobs, care for the environment, the use of new technologies and innovation among other aspects, framed in the highest standards of quality, ethics and transparency, PwC Colombia understands that the Sustainability of the business must respond to the needs of our clients and the growing expectations of our stakeholders, through our management in environmental, social and governance (ESG) matters in line with our purpose of building trust in society and solving important problems.

Therefore, I welcome you to read our seventh Sustainability Report fiscal year 2024 (period between July 1, 2023 and June 30, 2024), where you will find a detail of all the aspects related to the sustainability of our business.

This report is aligned with the GRI (Global Reporting Initiative) methodology. This year we updated our double materiality analysis, which allowed us to identify how we can manage the existing risks and opportunities to continue contributing to the sustainable development of the country.

In addition, committed to being an example, this document seeks to celebrate the 16th Conference of the Parties (COP16) that took place last October in Colombia. All the chapters listed here seek to represent some of the ecosystems of our territory, captured through photographs of our collaborators and that you can enjoy throughout this report that reflects the wonderful biodiversity that we have.

The New Equation is our global strategy and defines our behavior and the way in which we achieve our objectives, through attracting the best talent and combining the latest technologies to provide sustainable results over time, thanks to the integrity and quality of the services we offer.

One LoS is the local strategy and seeks through 5 cores: 1. Profitable and sustainable growth, 2. People, 3. Technology, innovation and operational excellence, 4. Risk and quality and 5. Corporate sustainability. For this fiscal year, we are proud to highlight that we are the first Big Four in Colombia to be certified as Carbon Neutral by ICONTEC, in addition, we are also the first to be affiliated with the Chamber of Diversity, two important milestones that allow us to be pioneers in our sector.

Likewise, during the validity of this fiscal year, we were recognized as the main auditing and consulting company in managing its sustainability, according to the prestigious Merco ESG ranking, which means for us the result of our management and the work that all our collaborators do day by day to live our purpose.

Also, one of our flagship programs for the community, Access Your Potential (AYP), was recognized as a Success Story by the Alliance for Labor Inclusion, formed by Fundación Corona, the National Association of Entrepreneurs of Colombia (ANDI per its Spanish acronym) through its Foundation, USAID through ACDI/VOCA, the United Nations Development Program (UNDP) and as a strategic ally, the Promigas Foundation. AYP was published in the National Inclusive Employment Report (I NEI) 2022-2023 for its contribution to the recovery of learning in school-age children and youth after the pandemic.

de calidad y la integridad de nuestro negocio. We recognize the importance of the private sector in achieving the Sustainable Development Goals, which is why, since 2002, we have been signatories to the United Nations Global Compact and we contribute locally to 10 of the Sustainable Development Goals (SDG) and 33 of its targets.

Finally, I would like to thank all of our people who, with their motivation, commitment and leadership, contribute to PwC Colombia being recognized for our example, our high-quality standards and the integrity of our business.

Photography taken by: : Alejandra Henao - Nuquí (Chocó).





Acknowledgements

This report has been prepared collectively. Special thanks to the following PwC Colombia teams:

Project management, drafting and editing
Corporate Sustainability Teams

Technical Support
Sustainability and Climate Change Team

Proofreading and copy-editing
Word Processing Team

Design and layout
Marketing & Sales Team

Thanks to all the people in the support areas who contributed to the provision of information for this report and to our winners of the photography contest, images that illustrate this document and which seek to highlight the ecosystems of Colombia, its fauna and flora. In addition, we would like to highlight that the contest is part of COP16 (Conference of the Parties) and the outstanding participation of PwC Colombia in this important event.

Winner:

Alejandra Cárdenas Beltrán, TLS.

Cover photo: Moorland (Cocuy National Natural Park).

Moorlands are ecosystemic treasures. Colombia is home to approximately 50% of the world's moorlands, even the fact these ecosystems cover around 1% of the national territory.

Retrieved from: "We have 50% of the world's moorlands": Minister of Environment on Mountain Days.

Finalists:

Laura Daniela Hueza Chaparro, Assurance. **(2nd place).**

Hida Rocio Cante Reyes, TLS. **(3rd place).**

Alejandra Henao Zuluaga, Administration.

Angela Patricia Silva Fonseca, TLS.

Diego Fernando Hernández, Advisory.

Fernando Gómez Díaz, Assurance.

Natalia Carolina Castillo Barrera, Advisory.

Tatiana Yumayusa Sánchez, Assurance.

Retrieved from: "We have 50% of the world's moorlands": Minister of Environment on Mountain Days.

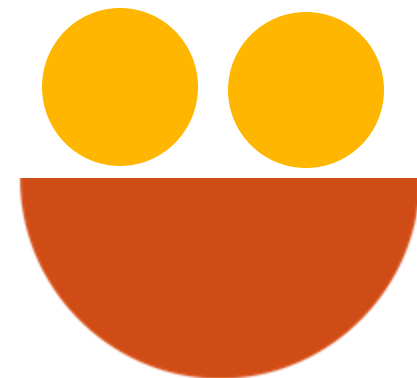


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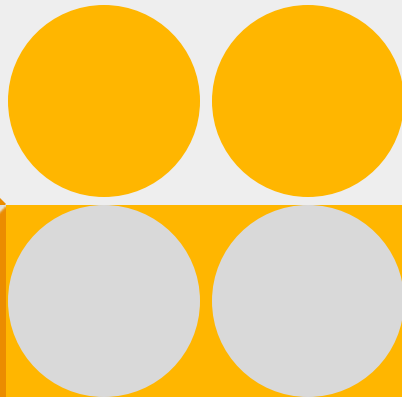
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Corporate
governance, trust and
integrity



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Our business



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Our people



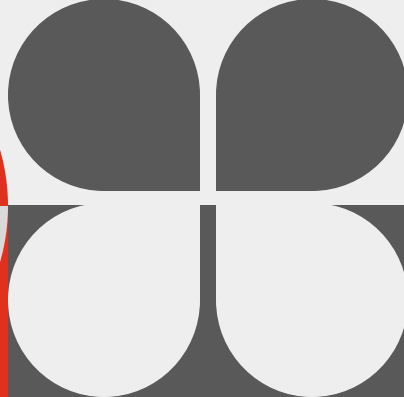
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Our commitment to
the environment



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01

Introduction

Photography taken by:
Hida Rocio Cante Reyes –
Parque Natural Regional
Páramo Rabanal.

Andean Forest: This ecosystem is distributed across the three mountain ranges of Colombia. The variation in altitude allows the creation of microclimates, benefiting speciation (the process by which new species are “created” from the isolation of natural populations). It is estimated that the Andean vegetation contributes to 29% of the country’s total flora, representing approximately 100,000 plant species.
Source: [Colombia, la casa de los bosques](#)

1.1

About Us

Global PwC

We are part of the PwC Global Network of Firms, which has a presence in 151 countries and 688 cities around the world, generating trust in society and solving important problems, thanks to more than 364,000 professional. We are committed to the financial and sustainable development of our clients and we do so by providing services with the highest quality standards and the integrity that characterizes our people.

PwC Colombia

GRI 2-1

PricewaterhouseCoopers (PwC) arrived in Colombia 77 years ago and during all this time we have been agents of change at the service of our stakeholders.

We have a presence in four cities in the country, providing coverage in different departments and municipalities. In addition, in order to offer our specialized services, we have five legally constituted corporate names:

- PricewaterhouseCoopers Asesores Gerenciales S.A.S.
- PricewaterhouseCoopers S.A.S.
- PwC Contadores y Auditores S.A.S.
- PricewaterhouseCoopers Servicios Legales y Tributarios S.A.S.
- PricewaterhouseCoopers Information Services S.A.S.



GRI 2-6

We have an excellent position in different sectors and markets, as we offer a diversified range of professional services, our main ones being:



Tax and Legal

Tax services

- Tax advisory and compliance.
- Tax accounting.
- Tax litigation.
- Transfer pricing.

Legal services:

- Legal advisory.
- Labor, commercial, corporate and contractual advisory.
- immigration advisory.
- Family Strategy Unit.
- International trade and customs.



Audit and Assurance

- External Audit and Statutory audit.
- Special audits.
- Risk Assurance Services.
- Capital markets.



Mergers, Acquisitions, and Project Structuring

- Transactions.
- Valuations.
- Corporate finance.
- Business recovery.
- Infrastructure and project structuring.



Business consulting

Risks:

- Forensic Services and Fraud Prevention.
- Comprehensive Risk Management and Actuarial Services.
- Sustainability and Climate Change.
- Internal Control Services.

Technology:

- Digital Transformation.
- Intelligent Process Automation.

Business Strategy:

- Human Talent Transformation.
- Performance Improvement.
- Supply Chain
- Strategy
- Fixed Asset Management
- Mergers, Acquisitions, and Project Structuring
- Project Management

Industry-Focused Solutions



Outsourcing

Public sector:

- Financial processes.
- Administrative processes.
- Management and monitoring.
- Accounting regulatory frameworks
- Digital solutions.

Private sector:

- Outsourcing Contable.
- Administrative and financial management.
- Outsourcing de nómina .
- Personnel management.
- Digital solutions.



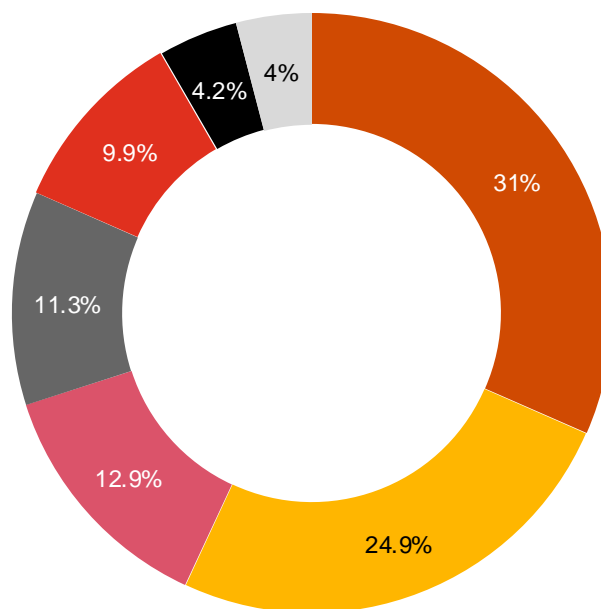
Knowledge and Experience Center

- In-house or tailored programs
- Knowledge Club.
- Diplomas, courses, seminars, and workshops.
- International certifications.
- Accounting, financial, and tax community.

Our clients

We contribute positively to the financial and sustainable development of our clients, offering innovative and high-quality work that allows us to reflect our purpose of building trust in society and solving important problems.

Industries to which our clients belong



- Retail and consumer goods industry.
- Industrial and automotive manufacturing industry.
- Energy, utilities and resources industry.
- Financial Services industry.
- Technology, Media and Telecommunications (TMT) industry.
- Health Industry.
- Government and public services industry.
- Private Equity industry.

One Los strategy - One Firm

Our One LoS - One Firm strategy is based on five strategic pillars that focus our efforts and guide our actions as part of the PwC Global Network. Its purpose is to maintain our position as a leading firm in Colombia, ensuring profitable growth and sustainable results.

01

Profitable and Sustainable Growth

Act proactively in response to market changes to effectively adapt, making efficient and profitable use of all resources to achieve sustainable results.

02

Risk and Quality

Ensure compliance with the quality, independence, and risk requirements established by the PwC Global Network and maintain integrated management systems.

03

Tech + Innovation and Operational Excellence

Develop and leverage technology and innovation to enhance productivity in the delivery of all professional services and in the Firm's internal management.

04

People

Attract, retain, and develop our human capital by enhancing their competencies in line with market needs and changes in the environment.

05

Corporate Sustainability

Incorporate environmental, social, and governance (ESG) considerations into the development of all Firm activities.

Strategy the New Equation

Our vision as a PwC Network is driven by our purpose, to be the world's most trusted and relevant professional services firm. One that attracts the best talent and combines the most innovative technologies to help organizations build trust and deliver results that last amid digital transformation.

We call our refreshed global strategy The New Equation, and it speaks to the two most fundamental needs that clients and organizations are grappling with today.

First, there is the urgency to successfully respond and change in the face of the major challenges that are shaping the world: technological disruption or digital transformation, climate change and sustainability, fractured geopolitics, economic development and social tension.

Second, there is the need to build trust at a time that is extremely fragile and harder to win.



Corporate Sustainability Strategy (SC)

For PwC Colombia, Corporate Sustainability represents a new way of understanding business, which is why we are committed to positively impacting the community and the environment through our decisions and actions, aligning our Sustainability strategy with the United Nations Sustainable Development Goals (SDG), the ambitions of the PwC Global Network and our corporate values.

Taking this into account, our SC strategy focuses on being agents of change and doing the right thing through four strategic axes:



Affiliations

GRI 2-28

We are interested in generating alliances and strategic relationships with various organizations and associations, as this allows us to provide comprehensive solutions more efficiently to the needs of our stakeholders. Therefore, we work collaboratively with regulatory bodies, associations, NGOs and other key entities.

During FY24, our main affiliations with national and international entities were:

Acrip
(Colombian Federation of Human
Resources Management).

AMCHAM
(Colombian-American Chamber of
Commerce).

ANDI
(National Association of Entrepreneurs
of Colombia (Access to all sections))

Britcham
(Colombian - British Chamber of
Commerce).

CEA
(American Business Council).

CCI
(Colombian Chamber of
Infrastructure).

CCI France Colombia
(Colombian-French Chamber of
Commerce and Industry).

ColCapital
(Colombian Private Equity
Association).

Colombo – Holandesa).
Holland House Colombia (Colombo-
Dutch Chamber of Commerce).

INCP
(Colombian Institute of Public
Accountants).

Invest Pacific
(Colombian Pacific Investment
Promotion Agency).

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Executive Summary

Corporate Governance

The highest corporate governance body of the Firm is the Country Leadership Team (CLT), responsible for ensuring the proper functioning of PwC and prioritizing strategic issues that may affect economic, social and environmental capital.

We generate trust in society and solve important problems by providing a service with high standards of quality and integrity.

In FY24, the courses related to ESG topics had an 84% compliance rate among the Firm's Partners.

For all interested parties, we have direct, anonymous and open channels that seek to create an environment of effective communication, promoting a culture of active and proactive listening to identify actions and solutions when necessary.

Trust, Integrity and Transparency

We foster an environment of transparency and Speak Up in which we encourage reporting any situation that deviates from our values: we act with integrity, we are interested, we reimagine the possible, we make the difference, we work together.

We held our second annual Ethics Week, an important time to raise awareness on issues related to ethics and integrity.

We update policies and processes in response to changes in the regulations on Politically Exposed Persons (PEPS), the detection of final beneficiaries, the subject of SAGRILAF and the Business Transparency and Ethics Program.

In fiscal year 2024, 100% of our partners and employees were informed about our anti-corruption policies and processes. As a result, no corruption incidents linked to the Firm were detected during this year.

We performed 4,819 Due Diligences on Clients.

We have a PwC Global Human Rights Declaration, supported by the Universal Declaration of Human Rights and our Code of Conduct.

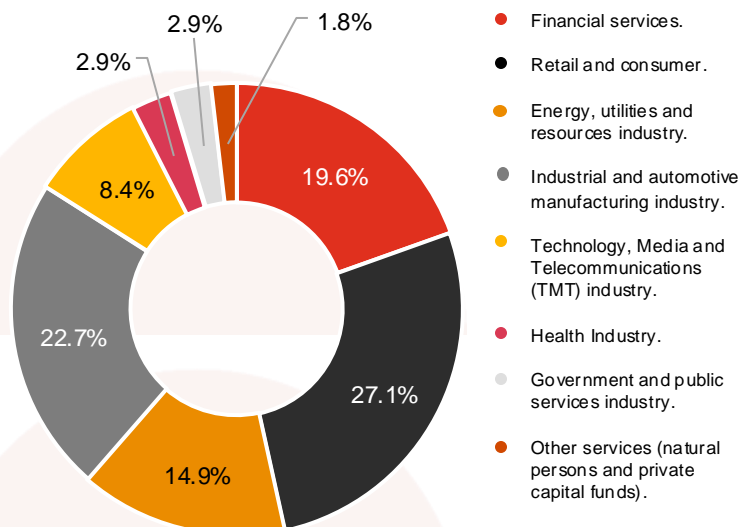
We have an Ethics and Workplace Coexistence Committee available to all employees, through which we promote various prevention and resolution methods, in cases linked to the company's codes and policies.

Economic Performance

We achieved overall compliance of 100% of revenues.

We maintained our Firm's financial debt level.

Industries to which our clients belong



Laws and Regulations

In the past 5 years, there have been no cases of non-compliance with laws and regulations.

We have kept our policies and programs up to date. In addition, alternate compliance officers have been appointed, focused on maintaining continuity in compliance programs, in accordance with the Firm's standards.

We maintain ongoing training for our employees on legal and regulatory compliance, personal data protection, and anti-competitive and anti-corruption practices. For example, during FY24, the e-learning course Combatting Corruption and Money Laundering had a compliance rate of 98.75%.

Excellence and Quality of Service

Thanks to our Integrated Management System for Occupational Health and Safety, Environment and Quality (SIG-HSEQ), we are able to anticipate, evaluate and control the possible impacts on our employees, the environment and the satisfaction of our clients.

Ranking World Tax 2024, categorías:
-General Corporate Tax - Tier 1
-Transactional Tax - Tier 2
-Transfer Price - Tier 1

We are ranked #2 as a leading company in sustainability in the Bogotá Chamber of Commerce ranking.

We achieved a score of 9/10 in our Client Loyal Index, which demonstrates the trust and preference of our clients towards the work carried out by the Firm.

We are ranked #1 in the audit and consulting category of the Merco ESG ranking.

Innovation and digital transformation

During this fiscal year we invested COP 62,848,498 million Colombian pesos in innovation issues.

Thanks to the Access Your Potential Corporate Sustainability program: Digital Skills, we trained 500 students.

During FY24 we worked on the development and implementation of 11 professional services, seeking to ensure that our professionals are leaders in current technological knowledge.

Social Development

We benefited 5,432 people and 21 social organizations, thanks to 516 volunteers

For fiscal year 2024, we had 215 contracts with suppliers, of which, we are pleased to highlight, 99% of them were local.

Access Your Potential (AYP) was recognized as a Success Story by the Alliance for Labor Inclusion, formed by Fundación Corona, the National Association of Entrepreneurs of Colombia (ANDI by its Spanish acronym) through its Foundation, USAID through ACDI/VOCA, the United Nations Development Program (UNDP) and as a strategic ally, the Promigas Foundation.

Information security and cybersecurity

We have restructured the process of consolidating personal and contact data by Marketing & Sales, to ensure the appropriate treatment of each contact.

We designed a course for Latin America in Spanish, which allows us to better understand the importance of information security and the way in which we can be exposed.

We had a 96.4% compliance rate in the Network Data Protection Programme course.

We developed the 2023 Global Digital Trust Insights study.

We have an information security management system (ISMS) which is ISO 27001:2013 certified.

There were NO well-founded complaints of privacy violations, leaks, thefts or losses of customer data this year.

Human talent

During FY24, we continued to intensify our efforts to keep our employees' knowledge up to date and strengthen their skills. As a result, training hours totaled more than 170,000.

Winners of the AXA Colpatria Safe Work Awards for initiatives and promotional activities ensuring safe work environments for stakeholders and compliance with SST management system procedures.

We are the first Big Four to be part of the Diversity Chamber.

Number of cases of discrimination presented in the organization and corrective actions taken

Due to outstanding professional performance and in line with our commitment to foster the growth of our team, 669 promotions were made during FY24.

Environmental performance and climate change

We offset 100% of our carbon footprint with carbon credits and the purchase of renewable energy certificates (RECs).

We maintain our Environmental Management System certified under the ISO 14001:2015 standard and the Norsok SWA-006:2020 standard. In addition, we obtained certification as a carbon neutral firm from ICONTEC.

Our Environmental Management System remains certified under ISO 14001:2015 and Norsok SWA-006:2020, as evidence of our commitment to good environmental practices in our operations.

We have energy saving, water saving, paper saving and proper waste disposal programs to encourage good environmental practices among our employees.

Our Greenhouse Gas (GHG) inventory was certified by ICONTEC.

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About this report

GRI 2-2; GRI 2-3

This Sustainability Report covers the period from July 1, 2023, to June 30, 2024 (fiscal year 2024 or FY24) and has been prepared in accordance with the GRI 2021 Standard. In addition, we have reviewed and updated the Firm's material information, which has been carefully identified, and is evidence of our commitment to maintaining open and transparent communication with all our stakeholders.

The material issues identified in the double materiality process addressed in this report correspond to the management carried out for the five corporate names of PwC Colombia; however, the information was analyzed equally and independently of the corporate name involved.

During this period there were no mergers, acquisitions or disposals that affected the entities.

We want to know the points of view of our stakeholders, so we invite you to share your opinion about the report, as well as any aspect related to our performance in terms of sustainable development.

Contact:

PwC Colombia Corporate
Sustainability Team.

Email:

co_sostenibilidad_corporativa@pwc.com

Our stakeholders

GRI 2-29

At the Firm, we are interested in creating shared value for our stakeholders, seeking to reaffirm our purpose

of building trust in society and solving important problems. Therefore, it is essential to be able to identify and update our stakeholders, recognizing their dependence and influence on the Firm. These groups will be consulted in the impact materiality component of the double materiality analysis.

Employees

Suppliers and
contractors

Media

Clients

Society and
Communities

Former employees

Senior management
and partners

Chambers and
associations

PwC Global Network

Regulatory Entities

Competitors

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We recognize the important role that groups or individuals play in our strategic and sustainable development, as well as the impact of the Firm on the environment. Therefore, we build solid relationships, where trust, integrity, participation and constant feedback are the bases for our performance, always seeking to understand the needs, expectations and concerns of interested parties to integrate their opinions assertively in business decisions.

Annual Frequency: ● Monthly or bi-monthly frequency : ● Permanent Frequency: ● Periodic Frequency: ●

Grupo de interés	Propósito del relacionamiento	Canales de comunicación	Frecuencia
Employees	Attract and retain the best talent, as well as promote the quality of life, development, social responsibility and productivity of our employees.	GPS (<i>Global People Survey</i>)	●
		Induction	●
		Coaching procedures	●
		Training	●
		Digital communications	●
		Events	●
Suppliers and contractors	Properly manage the relationship with our suppliers and contractors, promoting anti-corruption, ethical and safety practices throughout our supply chain.	Meetings	●
		Digital communications	●
		Telephone communication	●
Clients	To offer results of the highest quality, responding to the needs and expectations of our clients, through the provision of a comprehensive service.	Satisfaction surveys	●
		Industry events and conferences (in person and virtual)	●
		Committees and working groups	●
		Websites	●
		Digital communications	●
		Publications	●
		Telephone contact	●

Annual Frequency: ●		Monthly or bi-monthly frequency : ●		Permanent Frequency: ●		Periodic Frequency: ●	
Grupo de interés	Propósito del relacionamiento	Canales de comunicación			Frecuencia		
Society/Communities	Contribute to capacity building in communities and to environmental protection with sustainable and responsible practices.	Participation in the Boards of Directors of social organizations			●		
		Digital communications			●		
		Website			●		
		Satisfaction survey			●		
		Social media posts			●		
Senior management and partners	Create sustainable economic value by promoting the adoption and implementation of best social, environmental and governance (ESG) strategies and practices.	Digital communications			●		
		CLT (Colombia Leadership Committee)			●		
Regulatory bodies	Promote anti-corruption, ethical and corporate governance practices, as well as compliance with Human Rights and the fight against climate change.	Periodic reports			●		
		Response to formal requirements			●		
		Audit			●		
		Website			●		
PwC Global Network	Strengthen our positioning on the Internet and disseminate our knowledge and results on best practices and trends by industry.	Clusters by industry			●		
		Clusters by business lines and special projects			●		
Chambers and associations	Contribute to the development of public policies to benefit society and the environment and share our knowledge on the topics in which we are experts.	Participation in forums			●		
		Participation in the Boards of Directors of chambers and associations			●		
		Participation in committees of chambers and associations			●		
		Digital communications			●		
		Worktables			●		
		Events			●		

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Annual Frequency: ● Monthly or bi-monthly frequency : ● Permanent Frequency: ● Periodic Frequency: ●

Grupo de interés	Propósito del relacionamiento	Canales de comunicación	Frecuencia
Media	Share topics of interest to industries and disseminate relationship strategies with customers and suppliers.	Press releases	●
		Website (PwC Times)	●
		Interviews	●
		Events	●
Former Employees	Promote sustainable, trust-based relationships with those who were previously part of the Firm.	Events	●
		Website	●
		Social media and digital communications	●
		Publications	●
Competitors	Promote the adoption of good practices and position ourselves as leaders in the market, attracting the best talent.	Events	●
		Website	●
		Social media	●
		Sustainability Report	●

Double materiality analysis

GRI 2-14; GRI 3-1; GRI 3-2

Understanding that we face a world with growing expectations and permanent evolution, we recognize the importance of periodically measuring and quantifying the management associated with our material issues. Taking this into account, we developed the materiality exercise, with a double materiality approach, which we update and evaluate every two years. The above, with the purpose of understanding and being able to efficiently address the impacts that our business has on society and the environment, as well as the risks and opportunities that were identified in the environment and that could have some financial effect on the business with their materialization.

What is the double materiality analysis?

The double materiality analysis seeks to prioritize the Environmental, Social and Governance (ESG) issues that as an organization we must manage in line with our One Firm strategy, corporate sustainability and the current context in which we carry out operations, following the new "dual" track analysis approach. This approach analyses impacts, risks and opportunities from two perspectives:

Financial materiality (outside-in view): analysis of the effect of environmental risks and opportunities on PwC's economic value creation.

Impact materiality (inside-out view): analysis of PwC's positive and negative impacts on the environment and society.

Note: The exercise was carried out based on the most recent guidelines of international standards on Sustainability at a global level, which have included the concepts of impact materiality (GRI) and double materiality (EFRAG - ESRS).

Methodology:

In this process, the potential risks and opportunities that could financially affect PwC Colombia were identified, classified and assessed, as well as the positive and negative, real and potential impacts that the organization generates in its environment. These impacts were then associated with ESG issues and prioritized according to the perspective of internal and external stakeholders.

*Information taken from: GRI 2021, p.28.da

In addition, an exercise was developed to group the business risks and opportunities in ESG issues to define, through an evaluation process of the perception of the possible financial effect that its materialization would have on the business and thus define its rating corresponding to the financial materiality component. These results were used to build the double materiality matrix.

Stages		Result
1	Identification and updating of stakeholders.	Identification of 11 interest groups for the double materiality exercise.
	In order to define the methodology of internal and external consultations within the framework of the analysis of double materiality.	
2	Analysis of the context and identification of impacts, risks and opportunities:	Identification of 93 impacts, 124 risks and 29 opportunities.
	Review and analysis of internal and external inputs for the identification of impacts, risks and opportunities relevant to the Company from the perspective of double materiality.	
3	Identification of preliminary ESG issues:	Identification of 160 preliminary Environmental, Social and Governance issues, which are consolidated into 14 preliminary ESG issues.
	The Environmental, Social and Governance (ESG) issues that are the basis for the exercise are identified based on a benchmarking of the material issues reported by companies in the same industry and standards applicable to the sector. These preliminary ESG issues are associated with the impacts, risks and opportunities identified in the previous phase.	

Impact materiality analysis:

4

Design of the spaces and channels for consultation with stakeholders, both internal and external, who rated the ESG issues according to their relevance in relation to the importance of the management of the issues (magnitude) and the probability of generating an impact (positive or negative) with the management of these..

Prioritization of ESG issues based on obtaining 53 responses from the 6 interest groups through the different consultation processes.

5

Financial materiality analysis:

Evaluation of the possible financial effect that the materialization of the previously identified risks and opportunities would have. To do this, the risk assessment is obtained through the company's different matrices, and to evaluate the opportunities, consultations are held with the leaders of the processes, where, based on their knowledge of the organization, they determine the level of impact and the probability that a financial effect will be generated with the materialization of the opportunities.

Risks:

- 9 critical.
- 76 significant
- 38 important

Opportunities:

- 1 critical.
- 11 significant.
- 17 important.

Prioritization of material issues:

6

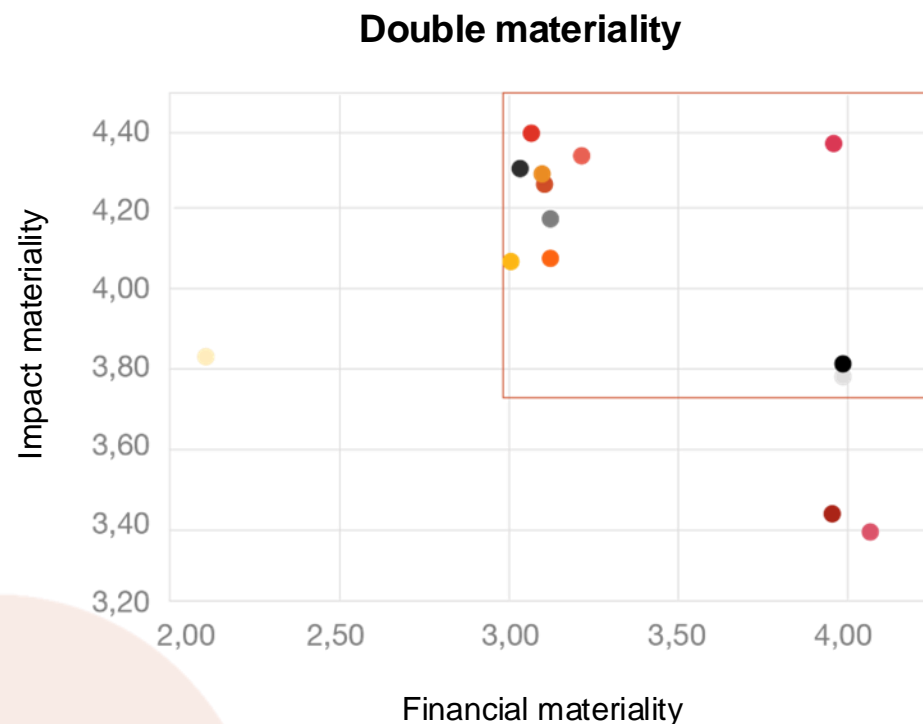
Based on the results of impact materiality and financial materiality, the location of ESG issues within the double materiality matrix is obtained. Material issues are those that fall within the threshold defined in the exercise and correspond to those priority and management issues for PwC.

Outcome of 11 material matters

Materiality Matrix

As a result of this process, the following eleven material topics have been prioritized:

- Human Talent Management
- Information Security and Cybersecurity
- Excellence and Quality of Service
- Economic Performance
- Legal and Regulatory Compliance
- Corporate Governance
- Environmental Performance
- Climate Change and Net Zero
- Safety and Health at Work
- Business Practices
- Inclusion and Diversity



- 1. Human Talent Management
- 2. Inclusion and Diversity
- 3. Safety and health at work
- 4. Corporate Governance
- 5. Business Practices
- 6. Excellence and Quality of Services
- 7. Information security and cybersecurity
- 8. Social, political and economic instability
- 9. Climate change and Net Zero
- 10. Environmental performance
- 11. Nature and biodiversity
- 12. Legal and regulatory compliance
- 13. Social performance
- 14. Economic performance

¿What changes have there been in relation to the material issues of the previous period?

The content of the material topics remains mostly the same as in the previous year; however, for fiscal year 2024 it is important to highlight:

- Innovation and digital transformation are not identified as a material topic.
- Several topics were redefined and renamed considering what was identified in the double materiality exercise, particularly those corresponding to Trust, integrity and transparency, which is now included within the Corporate Governance topic.

- The topics included are: business practices, inclusion and diversity, Safety and Health at Work

Regarding the latter two, we are currently going through an era surrounded by the transformation of business models, where diversity and inclusion have become critical issues for organizations, due to, among other aspects, new regulations and market demands. Inclusion fosters collaborative and productive environments that help reduce discrimination by promoting respectful and fair work environments. Diversity allows for a greater degree of creativity and increases the possibilities of problem solving since the different

backgrounds and experiences of heterogeneous groups of people can offer a greater variety of responses. The product of all these elements combined allows companies to have stronger organizational cultures and be more sustainable over time.

On the other hand, Occupational Health and Safety (OHS) has emerged as a critical component. This aspect goes beyond being a legal and ethical requirement, becoming a pillar in the sustainability strategy of organizations. This approach not only guarantees the protection of human capital, considering it the most asset of any company, but also demonstrates the commitment to safer and more sustainable conditions**.

Revista Protección & Seguridad 2024.

*Information taken from: Great Place To Work.























** Information taken from: Special: SST and Sustainability – Protection & Security Magazine 2024.

Our contribution to the Sustainable Development Goals (SDG)

At PwC Colombia we recognize the importance of the private sector in contributing positively and actively to the fulfillment of the United Nations Sustainable Development Goals (SDGs). Therefore, as signatories of the United Nations Global Compact since 2002, we recognize the fundamental responsibility we must contribute to the achievement of these global objectives.

From our vision of an integrated business, we align our operations and strategies with the SDGs, seeking to generate a positive impact on society and the environment in which we operate.

Through an analysis of our management, we managed to identify 10 SDGs and 33 goals to which we contribute through our work with clients, our own operations and in collaboration with allies.

Chapter	SDG	SDG Goals
Corporate Governance	5, 16  	5.5, 16.6, 16.7, 16.9
Trust, Integrity and Transparency	16 	16.3, 16.5, 16.6, 16.9
Laws and regulations	16 	16.3, 16.6
Economic performance	8, 9  	8.1, 8.2, 9.1, 9.4, 9.5
Innovation and digital transformation	4, 8, 9   	4.4, 4.5, 4.7, 8.2, 9.5
Information security and cybersecurity	16 	16.3; 16.10
Human talent	3, 4, 5, 8, 10     	3.3, 3.4, 3.9, 4.4, 4.5, 5.1, 5.5, 8.2, 8.3, 8.5, 8.6, 8.8, 10.2, 10.3, 10.4
Social development	8, 9  	4.4, 4.5, 4.7, 8.3, 8.8, 9.3
Environmental performance and climate change	3, 6, 8, 12, 13     	3.9, 6.4, 8.4, 12.2, 12.4, 12.5, 13.1

*We align our management with the SDGs and their specific goals using the guide "An analysis of the sustainable development goals and objectives" of the Global Compact, Global Reporting Initiative (GRI) and PwC.

**Photography
taken by:**

Diego Fernando
Hernández –
Isla de los micos,
Amazonas.

2

Corporate governance, trust and integrity

We guide our business management by a set of principles and policies that allow us to operate with integrity, maintaining high quality standards. Likewise, we adapt to the needs of clients and stakeholders, developing our capacity for resilience and maintaining ethical behavior in the decisions and actions we take.

The trust of all stakeholders is our most valuable asset, therefore, through the strategy of The New Equation Global Network, we seek to be a community of change agents that provides solutions and solves important problems, combining human intelligence, experience and technological innovation to deliver sustainable results.

Tropical Rainforest (Amazon Region): Squirrel monkeys (genus *Saimiri*) are primates found only on the American continent, currently there are seven genetically distinguishable species recognized. They are highly social animals, living in groups of about 30-50 individuals. Their diet is very diverse, as they have been observed feeding on fruits, leaves, eggs, small invertebrates and vertebrates.

Source: Squirrel Monkeys

2.1

Corporate Governance



Stakeholders

- Senior Management and partners
- PwC Global Network
- Employees



PwC Values

- We act with integrity
- We work together



SDG and Goals



SDG 5:
Goal 5.5



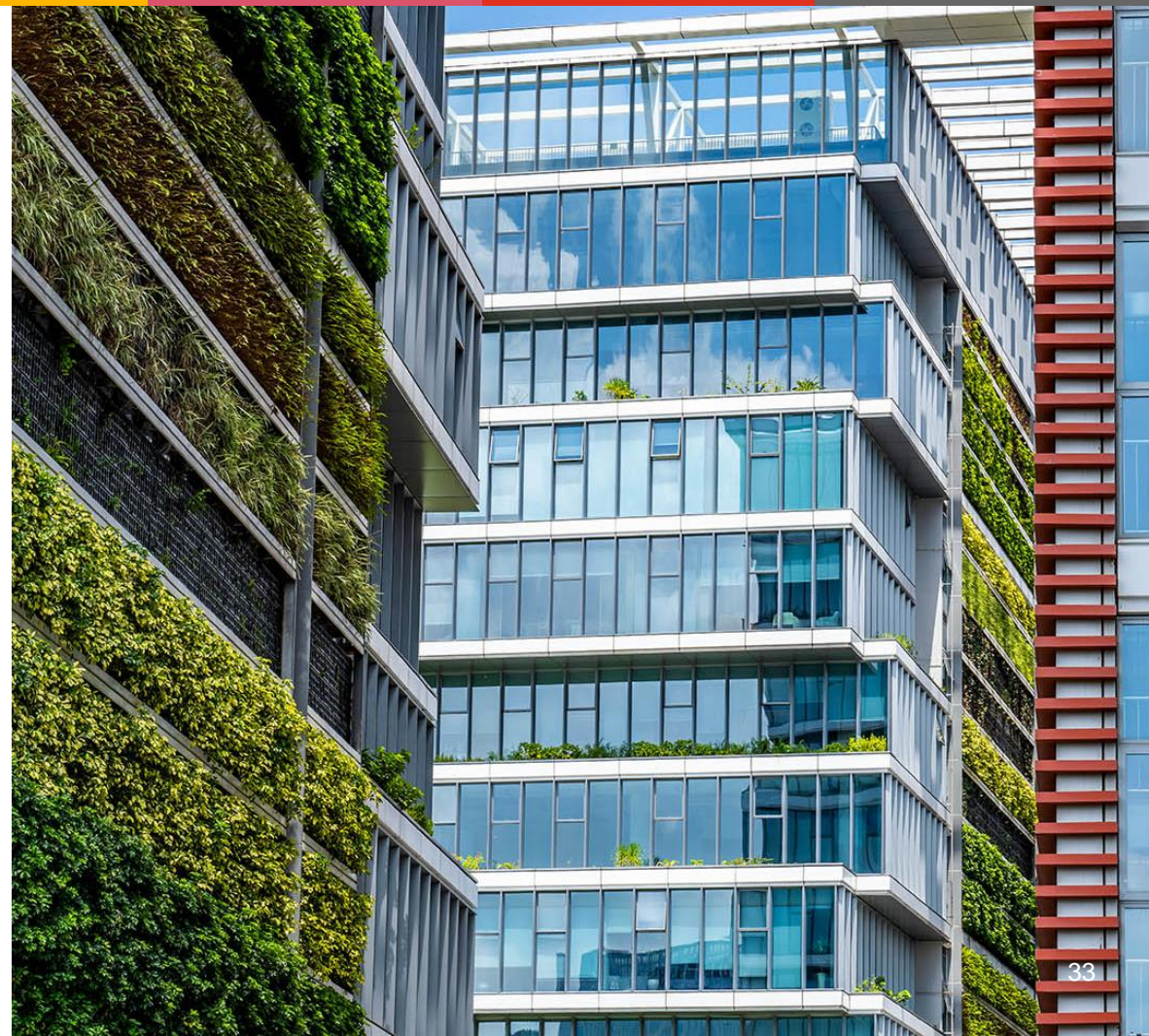
SDG 16:
Goal 16.6, and 16.7

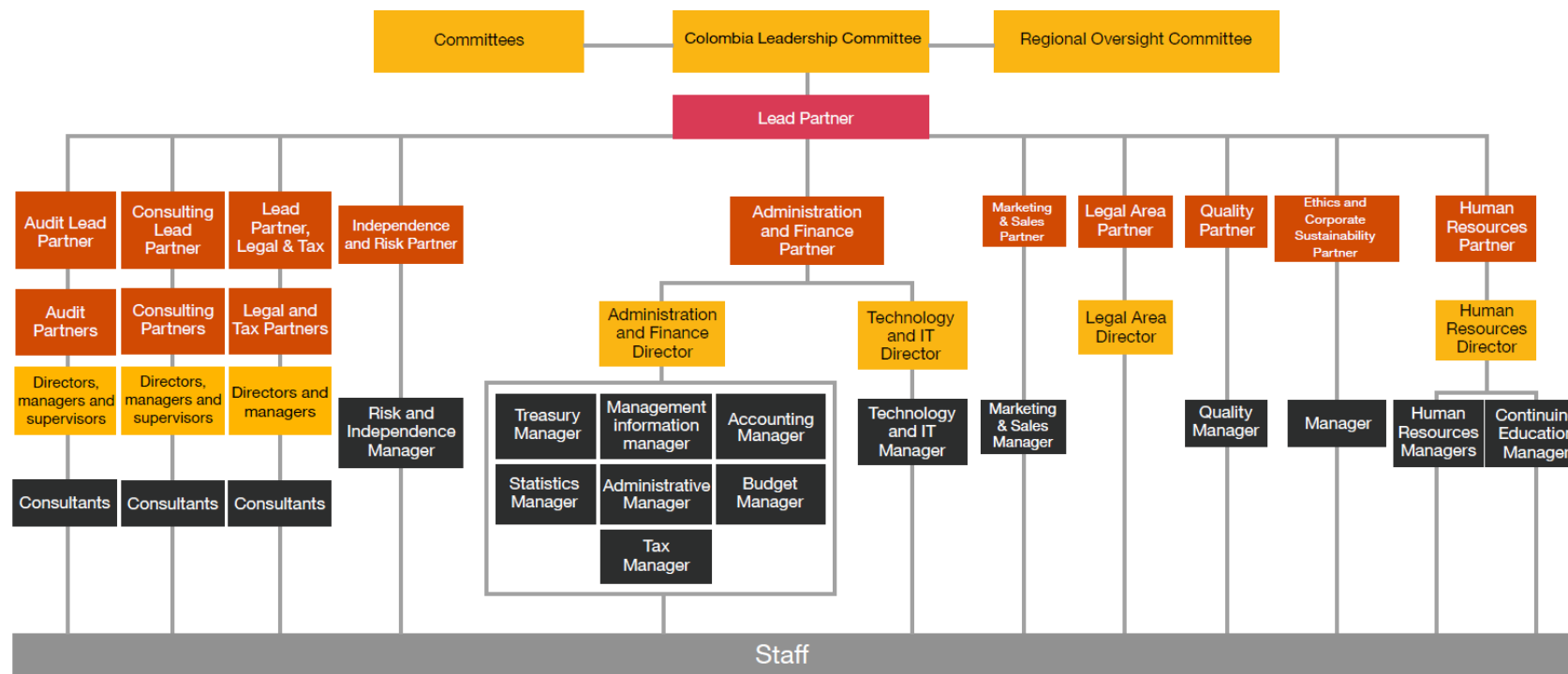
Composition of our corporate governance GRI 2-9, 2-10, 2-11, 2-18

According to SAP Concur, corporate governance is a system that seeks to facilitate the implementation of business strategy in an environment of transparency, responsibility and equity, helping to balance power and responsibilities among the various stakeholders. In addition, it helps to avoid conflicts of interest and encourages ethical behavior in decision-making. At PwC, we are interested in offering the highest quality services within an integrated framework.

PwC Colombia is part of an international Global Network, in the country it operates through five independent local Firms, which are aligned with PwC's global standards and policies. These Firms are made up of the partners responsible for the 3 service lines: Audit, Consulting, Legal and Tax Advisory. These service lines share and operate under a common corporate governance structure.

*Taken from: [SAP Concur Colombia](#).





Within the organizational structure there is a figure called the Lead Partner or TSP (Territory Senior Partner), who is the one who leads our organization. This figure is selected through a nomination and voting process carried out by the other partners of the Firm. Once appointed, the Lead Partner designates the partners in charge of leading each service line offered by the Firm. This group of partners, together with the Risk and Independence leaders of each line, form the Country Leadership Team (CLT), which aims to lead the Firm's practice, aligning with the global strategy and adapting it to local needs, ensuring compliance with national and international regulatory and administrative requirements, to achieve a sustainable operation of high quality, ethics and transparency in all service lines.

Impact management from governance GRI 2-12, GRI 2-13, 2-16, 2-18

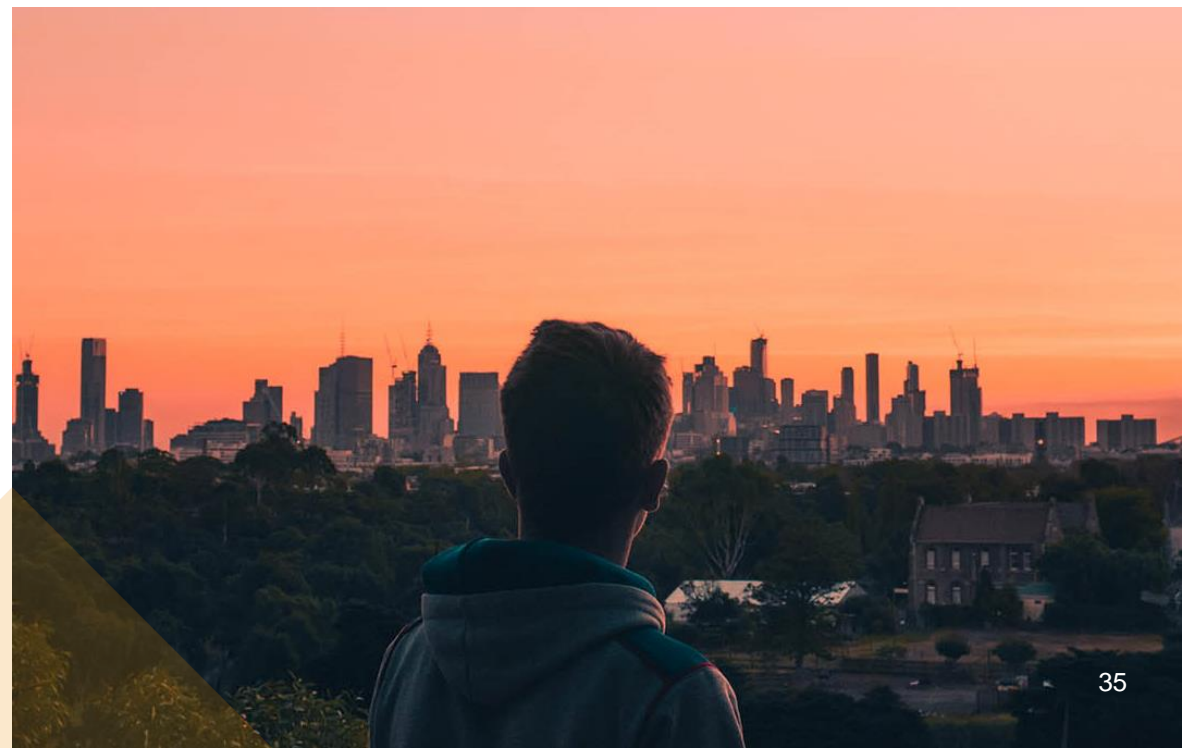
The highest corporate governance body of the Firm is the CLT, responsible for ensuring the proper functioning of PwC and prioritizing strategic issues that may affect the economic, social and environmental capital of the branch and its stakeholders.

Seeking to promote a culture of transparency, we have implemented various communication channels. These not only address strategic issues but also concerns that our employees or suppliers may have. We have direct, anonymous and open channels that seek to create an environment of effective communication, promoting a culture of active and proactive listening to identify actions and solutions when necessary. The reports include performance metrics, improvement initiatives in the different service lines and critical concerns about real and potential negative impacts for the organization.

In addition, it is reviewed monthly in the CTL and quarterly in the Partners' Meeting. The information and data collected are used to continuously improve processes and strengthen corporate strategy.

*SWOT analysis looks at an organization's weaknesses, strengths, opportunities and threats with respect to a specific topic.

On the other hand, relevant issues are evaluated through a SWOT analysis*, from which actions are established for their timely management. All leaders of the different service lines carry out constant monitoring of the issues under their responsibility and, if necessary, can call extraordinary meetings of the CLT to address specific cases that require their attention or the creation of an action plan.



Performance assessment

It is essential to define goals to achieve the established objectives, therefore, in the Firm the performance of our main Corporate Governance body is linked to the fulfillment of the indicators assigned to each of its members. An annual evaluation of the performance of each partner and the goals that were proposed at the beginning is carried out. This evaluation is carried out independently at the beginning of the fiscal year and is then reviewed and approved by the leaders of the different service lines and by the leading Partner of the territory.

The supervision of the CLT before the Global Network falls on the Oversight Board (OB), a regional committee whose main purpose is to monitor the



actions of the Executive Committees of each country, ensuring their adherence to the rules, regulations and policies of the Global Network, as well as the correct application of all the rules related to the duties and obligations of the partners.

Furthermore, it is revised monthly on the CLT and quarterly in the partners' meeting. The collected information and data are used to constantly improve the processes and strengthen the corporate strategy.

Training in Environmental, Social and Governance (ESG) issues GRI 2-17

It is important for a company to integrate ESG factors into the core of its strategy, as these aspects are aligned with its mission and represent a way to manage its impacts, face risks, take advantage of opportunities and make decisions taking into account its social and environmental impact in a territory*. At PwC, we recognize and highlight the relevance of environmental, social and governance issues. For this reason, we offer a series of virtual courses for the members of our highest governing body. At the same time, we seek to ensure that each person can make decisions considering ESG aspects, thus ensuring proper management of available resources.

In FY24, the courses related to ESG topics had an 84% compliance by the Firm's Partners. These courses were the following:

Our ESG story:

Covers why ESG criteria are a strategic priority for the Firm and the opportunity for their application in the business.

Our Moment:

It covers why we need to integrate ESG criteria into everything we do at PwC.

Industry Essentials: Pathway

Industry ESG Essentials - Energy, Utilities and Resources.

It provides an overview of ESG criteria in the Energy, Utilities and Resources sector to help you develop your work with clients; starting with benchmarking and covering aspects such as:

- Why is ESG important in the Energy, Utilities and Resources industry?
- What are the challenges and opportunities in Energy, Utilities and Resources?
- How is the Energy, Utilities and Resources market responding to the challenges and opportunities?
- What are we doing with clients and how can I start a conversation?

Industry ESG Essentials - Consumer Markets.

It provides an overview of consumer markets on ESG, so you can develop your work with clients or expand the work you do with them; based on benchmarking and covering aspects such as:

- Why is ESG important within the consumer markets industry?
- What are the challenges and opportunities within consumer markets?
- What does ESG look like in consumer markets practice?
- What tools can I use to start conversations with our clients?

* Taken from: [La clave para el inversor socialmente responsable](#)

Industry Essentials: Pathway

Industry ESG Essentials: Capital, Project & Infrastructure.

Provides an ESG perspective for capital and infrastructure projects so you can begin working with your clients or expand your work with them; starting with benchmarking and covering aspects such as:

Why is ESG important within the capital and infrastructure industry?

What our clients are looking for: decarbonization in infrastructure.

A closer look at the three decarbonization issues our clients are looking to address. Industry tools to engage in conversations with clients.

ESG Essentials: E-learn:

Describes what ESG criteria are and the interaction with clients in relation to these topics.

Industry ESG Essentials - Financial Services.

Addresses ESG issues in financial services, so you can develop your work with clients; starting with benchmarking and covering aspects such as:

Why is ESG important in the financial services industry? What are the challenges and opportunities in financial services?

How is the financial services market responding to the challenges and opportunities?

What are we doing with clients and how can I start a conversation?

Industry ESG Essentials - Technology, Media and Telecommunications.

It provides a technology, media and telecoms perspective on ESG criteria to help them develop their work with clients; starting with benchmarking and covering aspects such as:

Why is ESG important in the technology, media and telecoms industry?

What are the challenges and opportunities in technology, media and telecoms?

How is the technology, media and telecoms market responding to the challenges and opportunities?

What are we doing with clients and how can I start a conversation?

Climate Essentials – Curriculum

Addresses ESG concepts and interaction with customers in relation to these issues.

2.2

Trust,
integrity and
transparency**Stakeholders**

- Senior Management and Partners
- PwC Global Network
- Employees

**PwC Values**

- We act with integrity
- We work together

**SDG and Goals**

SDG: 16
Goals: 16.3, 16.5,
16.6, 16.9

GRI 3-3

The trust of our clients is an integral part of our purpose as a Firm. For this reason, we constantly build a culture of anti-corruption, ethics and transparency at different organizational levels through policies, regulations and PwC Professional standards. This has forged in our employees and partners an exemplary conduct based on corporate values which allows us to generate security in our interest groups.



We make a difference

- We stay informed and ask questions about the future.
- We generate a positive impact on our stakeholders.
- We adapt flexibly to the environment around us.

We reimagine the possible

- We dare to challenge the established order and try to do new things.
- We innovate, test and learn from mistakes.
- We have an open mind to see all the possibilities.

We care

- We strive to understand each person and what matters to them.
- We recognize the value that each person brings.
- We support others in their personal and professional development.

We work together

- We collaborate and share ideas and knowledge across the network.
- We seek and integrate diverse perspectives, ideas and people.
- We give and ask for feedback to improve.

We act with integrity

- We stand up for and say what is right.
- We expect and deliver top quality results.
- We make decisions and act ethically.

Through training, we promote awareness in our staff to make informed and objective decisions, with the aim of updating and enhancing their knowledge and skills. In addition, we use internal communication media to disseminate our policies and commitments, fostering an environment of transparency and Speak Up in which we tend to report any situation that deviates from our values.

At PwC, we take a responsible attitude towards compliance with regulations, and the management team has therefore allocated the financial, human and technological resources necessary to carry out the procedures established in the SAGRILAF* Manual and the Anti-Money Laundering – AML Policy, applicable to the entire Global Network of Firms.

Additionally, on an annual basis, we monitor potential annotations that modify the condition and/or contractual relationship with our counterparties.

We also carry out Due Diligence** procedures to warn about these risks and incorporate an anti-corruption clause in agreements with third parties. In this way, any individual who attempts to establish a business relationship with us must abide by the ethical principles that guide our actions.

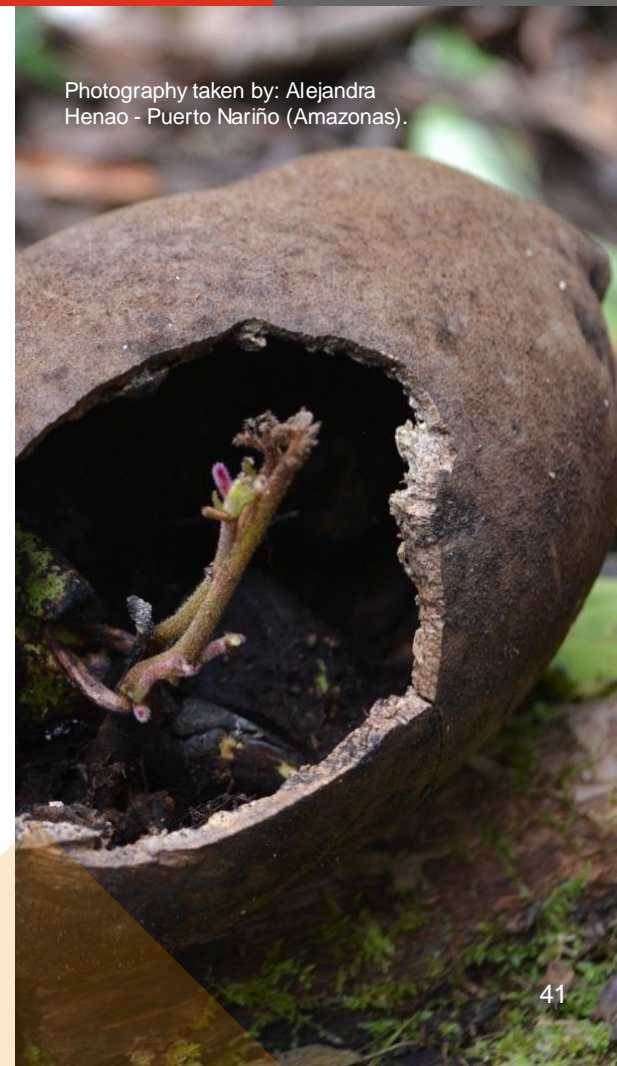
The Annual Sustainability Report is an act of transparency and accountability in which we expose the positive and negative effects that we generate in our environment, in relation to our economic, environmental, social and governance performance.

We act with integrity; therefore, our business model is based on corporate excellence practices and the adherence to rigorous behavioral policies. This enables us to provide lasting results to our clients in an ethical context and, at the same time, contribute positively to sustainable development.

*System for Self-Control and Management of the Integral Risks of Money Laundering, Terrorism Financing and Financing of the Proliferation of mass-destruction weapons.

**Through Client Due Diligence (CDD), we evaluate the client, its parent company, its subsidiary companies, its board of directors, its legal representative, its auditor and its main shareholders, thus carrying out a complete risk study. For its part, Advanced Due Diligence (ADD), as a complement to the CDD process, includes the review of litigation, sanctions and disciplinary processes, media profile and confirmation of restrictive, binding and cautionary lists, for those counterparties determined by the different responsible parties.

Photography taken by: Alejandra Henao - Puerto Nariño (Amazonas).



Milestones

01

We held our second annual Ethics Week, an important time to raise awareness on issues related to ethics and integrity.

03

We minimized security issues associated with data loss.

05

Completion of the design and parameterization process of the counterparty knowledge form in GRIP*.

02

We created dialogues with the aim of promoting an ethical culture based on respect and integrity.

04

Updated policies and processes in response to changes in the regulations on Politically Exposed Persons (PEPS), the detection of final beneficiaries, subject matter of AML/CFT (Anti-Money Laundering and Counter-Terrorism Financing System) and the Business Transparency and Ethics Program.

*PwC internal platform that was initially used for comprehensive supplier risk management and will soon be used to manage administrative ethical lines.

Commitments and policies

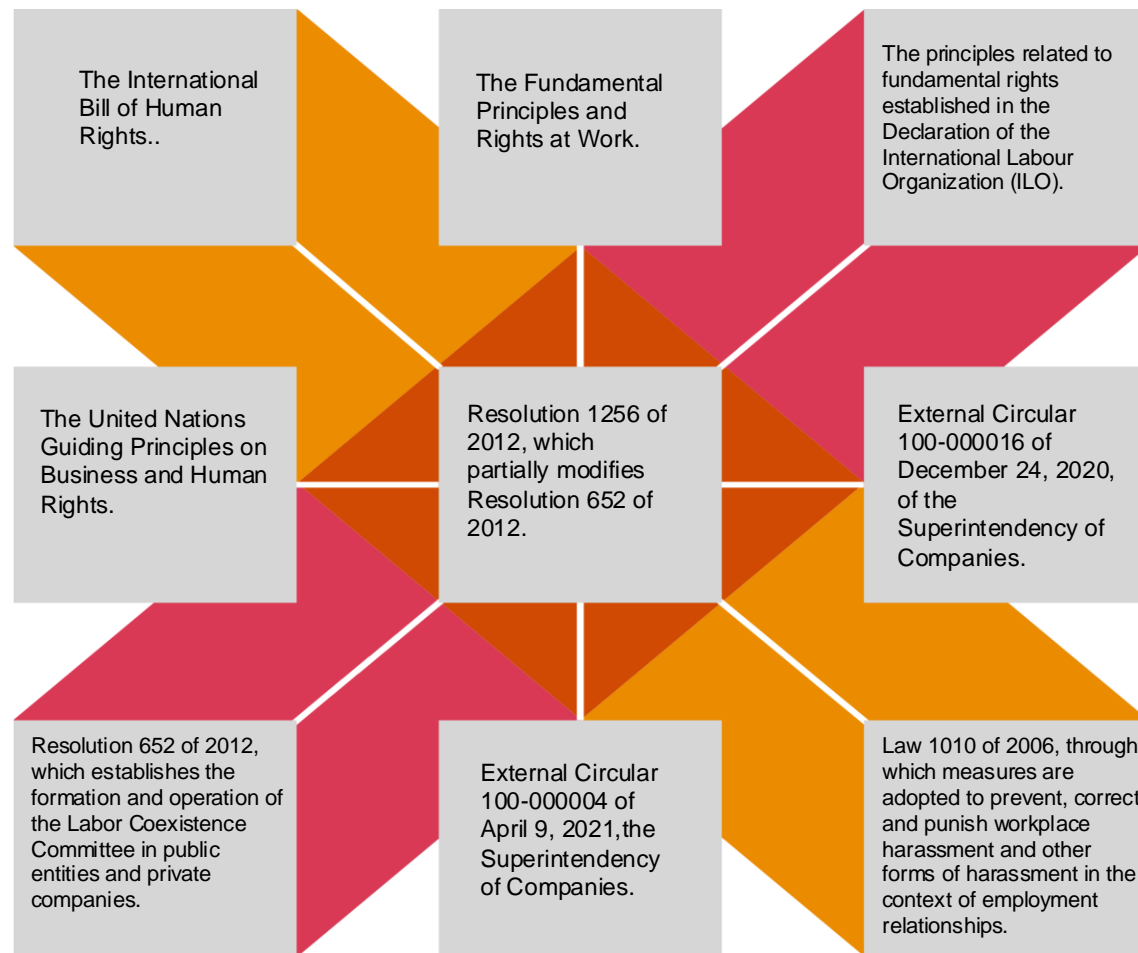
GRI 2-23; 2-24.

At the Firm we have developed policies to continue fulfilling our purpose of building trust in society and solving important problems. For this reason, we have implemented various guidelines both nationally and internationally, such as, for example:

Likewise, we have the PwC Global Human Rights Declaration, supported by the Universal Declaration of Human Rights and our Code of Conduct. This guarantees and reaffirms the protection of the human rights of all our stakeholders (partners, employees, clients and suppliers) as a crucial component of operations and business relationships.

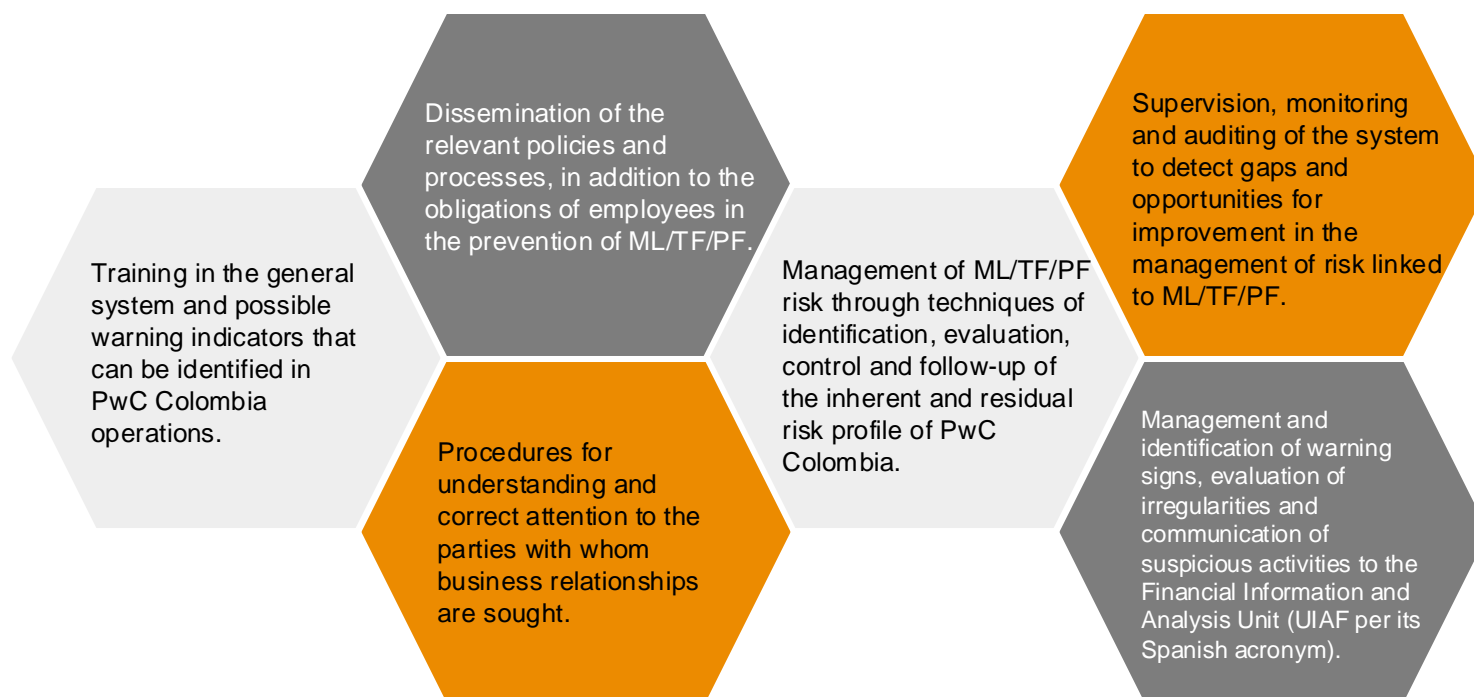
Since 2002, the PwC Global Network has ratified its commitment to the United Nations (UN) Global Compact. This reinforces our principle to assist organizations in their responsible behavior, in accordance with the 10 key points of the agreement and aimed at strategically promoting the Sustainable Development Goals (SDG).

On the other hand, to ensure execution at each level of the Firm, both the Senior Partner (CSP) and the Board of Partners appoint the responsible working group and the organizational structure in charge of preserving and supervising the operation of the risks linked to ML/TF/PF.



For PwC Colombia, it is crucial to establish a Self-Control and Comprehensive Risk Management System for Money Laundering, Financing of Terrorism and Proliferation of Weapons of Mass Destruction (AML/CFT), given that these are criminal acts that produce adverse effects on the national economy and on companies, which can materialize in operational, legal, reputational and market risks, among others.

Some actions we take to prevent and effectively manage risks include:



The system is under the supervision of the Board of Partners led by the Compliance Officer, the AML Team*, the Client Due Diligence (CDD) Team, the RCS - ICS Internal Audit Team, the Statutory Audit, and the Human Capital and Learning & Education Team.

In this context, we adhere to the recommendations that the Financial Action Task Force - FATF- has formulated in relation to the prevention of the Risk of ML/FT/FP, international conventions and Colombian legislation.

*Anti-money Laundering

Polices, guides and directives

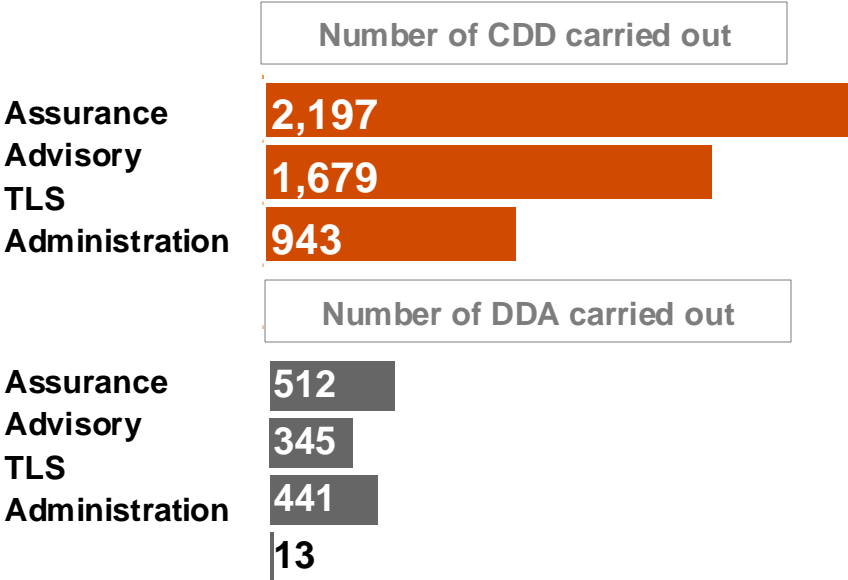
To maintain trust, integrity and clarity in our decisions, these are guided by the following guidelines and policies of the Organization:

- PwC Global Human Rights Declaration.
 - Code of Conduct, Ethics and Integrity.
 - Global Code of Conduct for Third Parties.
 - Ethics, Business Conduct and Workplace Coexistence Policy.
- Personal Data Processing Policy.
 - Information Security Policy.
 - Anti-Corruption Policy.
 - AML/CFT Manual.

Due diligence

Own indicator G.E.3; 4; 6.

To comply with national and international standards, as well as internal policies and commitments, we continue to carry out our Customer Due Diligence (CDD) process. As for fiscal year 2024, we carried out 4,819 of these and 1,311 Advanced Due Diligences (ADD), with a total investment of \$582,783,000, representing an increase of 23.5% compared to the previous fiscal year.



Conflict of interest

GRI 2-15.

At PwC, we understand conflicts of interest* as situations that may generate uncertainty about PwC's ability to act impartially when providing services or in relation to the services we offer. For this reason, we try to detect real and potential conflicts, and we develop client acceptance and continuity processes that allow us to determine which entities we can offer our services to without putting our objectivity and independence at risk.

Considering the above, we communicate to our stakeholders about conflicts linked to:

*Information taken from PwC México: Code of Conduct for third parties.

01

Membership of various boards of directors.

02

Existence of majority shareholders.

03

Cross-shareholding with suppliers and other interest groups.

04

Related entities, their links, operations and accounts receivable.

Ethical concerns

GRI 2-26.

At PwC, our interest lies in the ethical guidance tools that we offer to our employees. For this reason, we have the Ethics Site, where it is possible to consult the documentation and information related to Business Conduct and Workplace Coexistence. In addition, all policies and procedures are available on SharePoint, an internal platform accessible to members of the Firm. Finally, in the corporate induction, topics related to Ethics are addressed so that New Joiners have the knowledge from the moment they join. The above is periodically reinforced through the established communications plan.

Furthermore, we have an Ethics and Workplace Coexistence Committee available to all employees, from which we promote various prevention and resolution methods, in cases linked to the company's codes and policies. Some of these procedures include:

Talk to your immediate supervisor and/or the Human Capital area.

01

Contact the Lead Partner for Ethics and Conduct of Business in Colombia: Eliana Bernal.

02

Consult the members of the Ethics, Conduct of Business and Workplace Coexistence Committee.

03

Send an email to CO_Etica@pwc.com

04

Help Line, which is a chat channel available 24/7 to file complaints or claims regarding the conduct of an official. Its objective is to be able to report anonymously or on your own behalf the situations that may arise. Each complaint receives confidential treatment and is investigated by our Ethics team.

05

Communication and training on policies

GRI 205-2; 205-3. own G.E.2

How we communicate our commitments and policies:



Employees

- New Joiners Induction.
- Training.
- Emails.
- Internal sites.
- PwC Colombia website.



Clients and suppliers

- PwC Colombia website.
- Emails.
- Contracts.

In the Firm we have several means to transmit and disseminate information that allows us to experience our values, highlighting the relevance of the fact that each action or omission can produce an adverse effect both internally and externally.

In fiscal year 2024, 100% of our partners and employees were informed about anti-corruption policies and processes. Additionally, all of our partners and 97% of our staff received training on this subject.

The training we offer to our employees includes mandatory virtual learning courses, highlighting the Combating Corruption and Money Laundering course, which aims to raise awareness about the complexity of anti-corruption and money laundering issues. In turn, we have the Annual Ethics & Compliance Training and Managing

Sanctions Risks at PwC courses that seek to foster this ethical culture.

In addition, we link the compliance rate of these trainings with the performance evaluations* of all employees as part of the Recognition and Accountability Framework (RAF).

As a result of our efforts and dedication, during fiscal year 2024 no incidents of corruption linked to the Firm were detected.

*To be evaluated, the employee must have a minimum of eight months of permanence in the Firm prior to the close of the evaluated fiscal year.

Indicators and goals

To assess the progress and effectiveness of the actions implemented to promote trust, integrity and transparency, PwC established the following objectives:

Indicator	FY24 Goal	FY24 Result	FY25 Goal
Completion rate for the mandatory virtual course Combating Corruption and Money Laundering.	100%	98.75%	100%
Percentage of training versus advisory mechanisms and ethical concerns.	90%	99.10%	90%
Confirmed corruption cases and measures taken.	0 (Zero)	0 (Zero)	0 (Zero)
Percentage of employees to whom the policies and communication and reporting channels are communicated.	100%	100%	100%
Number of conflicts of interest reported related to members of the highest governing body.	0 (Zero)	0 (Zero)	0 (Zero)
Number of observations on internal audits carried out.	0 (Zero)	0 (Zero)	0 (Zero)
Number of sanctions and/or statements from regulatory entities regarding compliance with AML/CFT policies that affect our reputation as a Firm.	0 (Zero)	0 (Zero)	0 (Zero).

Challenges and opportunities

Considering what is presented in this chapter, together with the national and international standards and trends linked to Trust, Integrity and Transparency, we identify the following risks and opportunities for PwC Colombia:

Challenges

- Difficulty in constantly updating the rules issued by regulatory bodies.
- Security incidents involving third-party information.
- Use by third parties of the Firm's name as a means of giving the appearance of legality to illicit activities.

Opportunities

- Strengthen our training and internal communications plan to continue generating a culture based on trust among all our stakeholders.
- Actively participate in the forums of regulatory entities to achieve greater and better involvement and positioning of PwC Colombia.
- Strengthen the various communication channels to continue promoting ethical culture.
- Create spaces for awareness on ethical issues.
- Create spaces for constant communication between the ethics and workplace coexistence committee and employees.
- Continue optimizing counterpart knowledge processes.
- Increase business opportunities based on the positioning of the PwC brand in relation to services and technological means of protection.

2.3

Laws and regulations



Stakeholders

- Government
- Employees
- Clients
- Suppliers



PwC values

- We act with integrity



SDG and goals



SDG: 16
Goals: 16.3 and
16.6

GRI 2-27

Our purpose as a Firm is to generate trust in society and solve important problems, therefore, we seek to integrate in an ethical and rigorous manner the rules, laws and regulations applicable to our operations. In addition, we recognize that, in order to manage the constantly changing risk of corruption, companies must implement robust compliance programs, supported by technology that allows them to make faster and more informed decisions.* The above allows us to create value not only by complying with local and international regulations, but also by maintaining long-term relationships with all our stakeholders.

Milestones

01

We have kept our policies and programs up to date. In addition, alternate compliance officers have been appointed, focused on maintaining continuity in compliance programs, in accordance with the Firm's standards.

02

We maintain ongoing training for our employees on legal and regulatory compliance, personal data protection, and anti-competitive and anti-corruption practices. For example, during FY24, the e-learning course Combatting Corruption and Money Laundering had a compliance rate of 98.75%.



Training on policies for new employees in their induction process.



E-learning courses on policies, regulations and best practices.

01

02



Regular mapping of the issuance of new regulations or standards by leaders and experts in each area.

03

04



Training sessions to keep work teams abreast of the latest information.

GRI 2-27

Recognizing the importance of implementing solid internal mechanisms to ensure that our change agents are up to date with the latest legal and regulatory information, we achieved that during FY24 there were no cases of non-compliance with laws and regulations. This is thanks to the fact that we are permanently improving training processes to generate awareness of the risk assumed in the provision of services, and the need to comply with the procedures that have been established to mitigate them.

Our policies, commitments and guidelines

Own G.E.5

We understand and recognize that the first step to safeguard the safety and well-being of our clients, suppliers and the environment is to design policies and procedures that establish a solid framework for our operations, and that also reflect our commitment to maintaining high ethical and quality standards.

Our policies, commitments and guidelines	Related chapters	Our policies, commitments and guidelines	Related chapters
PwC Global Human Rights Declaration: demonstrates our commitment as PwC Colombia and Global Network to respect Human Rights in all our operations.	<ul style="list-style-type: none"> Trust, Integrity and Transparency Human talent 	Flexibility Policy: describes the flexibility guidelines, which refer to the different ways, spaces and schedules in which our employees can carry out their work while always maintaining responsibility and trust.	Human talent
Code of Conduct, Ethics and Integrity: guides employees to reflect on each situation and feel comfortable expressing their concerns, representing our values in their actions and fostering a culture in which open dialogue is encouraged in cases of concern.	Trust, Integrity and Transparency	Study Financing Policy: contributes to the professional development of the Firm's employees, through the development of English language skills; the training programs that the Firm offers to its clients; postgraduate programs, diplomas, certifications and special support for undergraduate programs.	Human talent
Global Code of Conduct for Third Parties: Framework detailing the standards of integrity and business practices we seek from third parties, defining the expectations that guide our interactions and agreements, expecting subcontracted entities or persons to demand the same levels of integrity and conduct from their contractors.	Trust, Integrity and Transparency	Extra time Policy defines the methodology to carry out the economic recognition established by law to the personnel who, at the request of the Firm, must work on days or hours different from those established in the agreed workday.	Human talent

Content	01 Introduction	02 Corporate governance, trust and integrity	03 Our business	04 Our people	05 Our commitment to the environment	06 GRI Content Index
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Our policies, commitments and guidelines	Related chapters	Our policies, commitments and guidelines	Related chapters
<p>Personal Data Processing Policy: defines the guidelines, procedures and guidelines for the proper processing of information of the Firm's clients, employees and suppliers.</p>	<ul style="list-style-type: none"> Trust, Integrity and Transparency Information security and cybersecurity 	<p>Mental Health and Comprehensive Wellbeing Policy: aims to promote mental health and physical, emotional and spiritual wellbeing in all employees and their families, contractors, suppliers and visitors of PwC Colombia, preventing pathologies derived from stress and reducing the stigma associated with mental health problems.</p>	Human talent
<p>Information Security Policy: presents the basic principles of action that govern PwC for the protection of our information assets and the technology used for their treatment and protection, to ensure their integrity, availability and confidentiality.</p>	Trust, Integrity and Transparency	<p>Work Disconnection Policy: As of Law 2191 of 2022, the policy ensures that all employees of the Firm have the right to have clarity about their work schedule and that productivity and work-life balance are achieved.</p>	Human talent
<p>Integrated Management System Policy for Occupational Health and Safety, Environment and Quality presents the integrated management system, the objective of which is to anticipate, recognize, evaluate and control the risks that may cause injuries or illnesses in our employees, the negative impacts on the environment, due to working conditions and the risks that impact the satisfaction of our clients.</p>	Excellence and quality of service	<p>Risk, Opportunities and Stakeholder Matrix (ROS): presents the impact analysis and the probability of the materialization of the risks and opportunities to which the Firm may be exposed, considering internal and external areas, and the definition of the relevant controls for their mitigation.</p>	Human talent

Content	01 Introduction	02 Corporate governance, trust and integrity	03 Our business	04 Our people	05 Our commitment to the environment	06 GRI Content Index
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Our policies, commitments and guidelines	Related chapters	Our policies, commitments and guidelines	Related chapters
<p>Privacy Policy: establishes the guidelines by which third-party information will be treated on our website.</p>	Information security and cybersecurity	<p>Comprehensive Solid Waste Management Plan: describes the methodology for the comprehensive management of waste generated by the Firm's different processes. Procedure for identifying hazards and environmental aspects and assessing risks and impacts: Methodology for identifying hazards and environmental aspects, assessing risks and impacts and determining controls, according to their significance and/or acceptance by PwC Colombia.</p>	Environmental performance and climate change.
<p>Cookies Policy: presents information about the cookies used on the website to visitors who access it to learn about the services we offer, blogs from publications of different industries, information on job opportunities and professional development, and advertising content.</p>	Information security and cybersecurity	<p>ISO14001:2015 Environmental Management System Certification: PwC Colombia is certified under the ISO 14001:2015 Standard, which highlights our good environmental performance and helps us to: identify, evaluate, communicate and control environmental aspects and their impacts; protect and promote environmental care; comply with current national regulations applicable to environmental impacts; and ratify our commitment to minimize the environmental impacts of our operations.</p>	Environmental performance and climate change.

Content	01 Introduction	02 Corporate governance, trust and integrity	03 Our business	04 Our people	05 Our commitment to the environment	06 GRI Content Index
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Our policies, commitments and guidelines	Related chapters	Our policies, commitments and guidelines	Related chapters
<p>Data Controller Policy: describes the obligations and rights, as well as the general guidelines under which PwC must be governed in its capacity as controller of protecting and ensuring the proper treatment of information, understanding this as the use, collection, storage, circulation or deletion of personal data.</p>	Information security and cybersecurity	<p>ICONTEC Carbon Neutral Certification: certification that involves a mix between the implementation of actions aimed at reducing GHG (Greenhouse Gas) emissions and the compensation of residual emissions. Positioning us as the first Big Four to obtain this important recognition.</p>	Environmental performance and climate change
<p>Inclusion and Diversity Policy: establishes the guidelines and position of the Firm in relation to the promotion of a culture of respect for diversity, equality, non-discrimination and labor inclusion; guaranteeing equal opportunities for all employees.</p>	Human talent	<p>ISO 9001:2015 Certification: We promote the continuous improvement of all our processes, guaranteeing the highest quality standards in the market, which allows us to have an efficient and consistent performance in our operations.</p>	Excellence and quality of service.
<p>Anti-Corruption Policy: establishes the guidelines on the prohibition of requesting, accepting, receiving, offering, promising or paying bribes by our employees.</p>	Trust, Integrity and Transparency	<p>ISO 45001:2018 Certification: We are interested in taking care of the health and well-being of our people and interest groups visiting our offices, which is why we have an Occupational Health and Safety system that guarantees a safe environment for all people.</p>	Human talent

Content	01 Introduction	02 Corporate governance, trust and integrity	03 Our business	04 Our people	05 Our commitment to the environment	06 GRI Content Index
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Our policies, commitments and guidelines	Related chapters	Our policies, commitments and guidelines	Related chapters
<p>AML/CFT Manual: defines the AML/CFT system (Anti-Money Laundering and Counter-Terrorism Financing System) of our Firm, which is governed by the guidelines of the Superintendency of Companies of Colombia. These policies complement the guidelines defined by our Global Network.</p>	Trust, Integrity and Transparency	<p>One LoS, One Firm Strategy Policy: describes the structure and each of the axes defined in the One Firm - One LoS strategy, focusing our efforts and acting as part of the PwC Global Network, to remain a leading professional services Firm in the global market.</p>	Human talent
<p>Ethics, Business Conduct and Workplace Coexistence Policy: formalizes the implementation of procedures related to the standards and requirements of Ethics, Business Conduct and Workplace Coexistence, in order to reinforce an ethical culture in our people and in the way we do business.</p>	Trust, Integrity and Transparency	<p>Corporate Sustainability Policy: Responsibly integrates ESG (Environmental, Social and Governance) interests and criteria, maintaining the quality of the services we offer and fulfilling our commitment to communities and the environment.</p>	<ul style="list-style-type: none"> • Social development • Environmental performance and climate change.
<p>Internal Policy on the Processing of Personal Data: informs all employees and the different Service Lines (LoS) of the system for the use, circulation, storage and filing of Personal Data. Additionally, it establishes PwC as responsible for the processing of the Information of the members and other natural persons who are linked to PwC.</p>	Information security and cybersecurity	<p>Transparency and business ethics program: formulates and communicates the policies, values and principles established by the company to ensure the achievement of its strategic and business objectives in an ethical, transparent and honest manner.</p>	Trust, Integrity and Transparency
<p>Complaint and Claim Reporting Policy: encourages people to report unsafe conditions and ask questions regarding the identification and control of hazards and/or risks that may generate repercussions on their health and safety, ensuring that no retaliation of any kind will be taken against people who make such reports.</p>	Human talent		

Indicators and goals

In order to measure the progress and effectiveness of the measures implemented to promote compliance with laws and regulations, at PwC Colombia we defined the following indicators and goals:

Indicator	FY24 Goal	FY24 Result	FY25 Goal
Representative findings of non-compliance with regulations or laws that result in sanctions or fines for the Firm.	0 (zero)	0 (zero)	0 (zero)

Challenges and opportunities: Considering the information reflected in this chapter, as well as international standards and trends related to laws and regulations, we recognize the following challenges and opportunities for our Firm:

Challenges

- Difficulty in ensuring that all staff are always up to date with regulations that may affect the provision of the service.
- Inconvenience in identifying the issuance of new laws in time, given the regulatory dynamism that Colombia has.

Opportunities

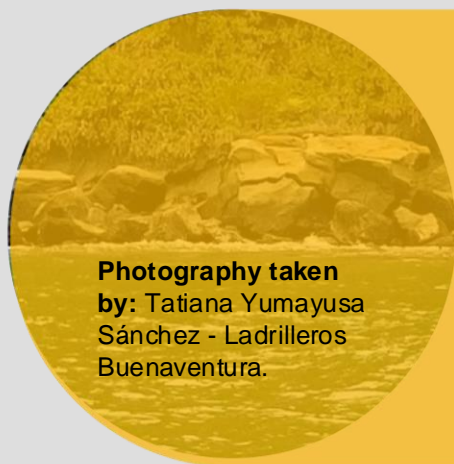
- Creation of new services following the publication of new regulations.



03

Our business

We recognize the importance of providing high-quality services to our clients, while ensuring compliance with Human Rights and recognizing the value and dignity of each person, without discrimination throughout our value chain. We are aware of the complex needs that the world faces, and seeking to enhance our ability to create economic, social and environmental value, we have developed different lines and business models to solve these problems. The above, maintaining the highest quality standards, protecting our own information and that of our clients and incorporating the best practices in each of our service lines.



Photography taken by: Tatiana Yumayusa Sánchez - Ladrilleros Buenaventura.



Pacific Ocean: The Waters of the Colombian Pacific Ocean are of great importance in the migration of the hammerhead shark (*Sphyrna lewini*). This species migrates annually to Malpelo Island, which is considered a breeding site for the shark. Therefore, the island is of great importance for the conservation of the hammerhead shark, which has experienced a population decline of more than 70% in recent years.

Source: Área de crianza para el Tiburón Martillo.

3.1

Economic
performance**Stakeholders**

- Senior Management and Partners
- Employees
- Clients
- Global Network PwC
- Government

**PwC Values**

- We act with integrity
- We make the difference

**SDG and goals**

SDG: 8
Goal: 8.1, 8.2



SDG: 9
Goal: 9.1, 9.4, 9.5

GRI 3-3

Colombia has significant potential to increase its contribution to Gross Domestic Product (GDP) growth by increasing productivity, which has remained stagnant for decades, and by diversifying and expanding its exports. Addressing infrastructure gaps, improving educational outcomes, and strengthening institutions are crucial steps to further boost the country's economic development.*

At PwC, we are interested in the business and financial development of our clients. We seek to be at the forefront in order to offer a broad portfolio of services and products, where quality is the most important factor, which allows us to continue contributing to the country's economic development.

To achieve this, we align ourselves with the global standards of the PwC Network and, in turn, we adapt to the needs and expectations of stakeholders with our policies on independence, financial statements, debt, among others.

Additionally, we frequently monitor our portfolio, billing processes and management of the Firm's financial resources, seeking to ensure that these are managed appropriately, with the quality, ethics and integrity that always characterizes us, thus meeting the expectations not only of our clients, but also of all our stakeholders. Thanks to our monthly committees with partners, weekly committees with the leaders of each service line and daily monitoring by the financial area, we manage our financial assets in a timely manner with the aim of fulfilling our purpose.



Milestones

01

100% of revenues
were met.

02

We maintained our
debt level.

03

We met the liquidity,
solvency and
profitability
indicators.

*Information taken from Grupo Banco Mundial.

Our policies, commitments and guidelines

To ensure our proper economic performance, we reflect our commitments and guidelines in the following policies and guides:

Network Standards.

Financial management policies.

Our financial results

GRI 201-1, Own indicator N.N.1

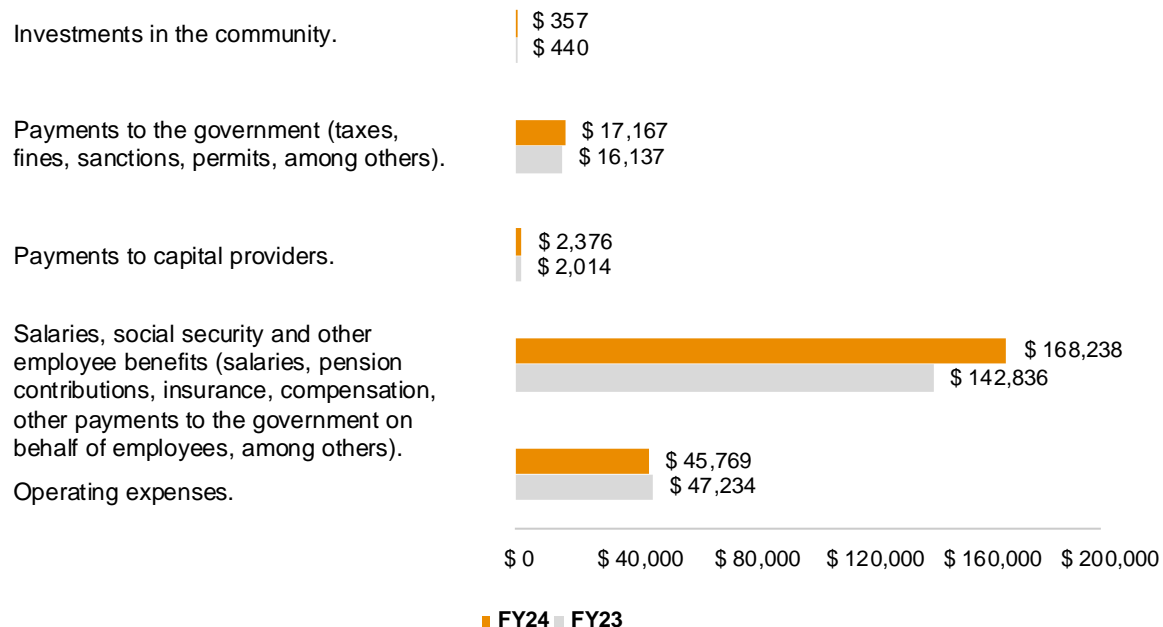
We are very satisfied with our financial results, which demonstrate not only the Firm's positioning, but also the commitment of all our employees to achieve our goal of being the most reliable and relevant professional services firm.

The financial results for our fiscal year, from July 1, 2023, to June 31, 2024, were:

FY24		Variation
Direct economic value generated (DEVG)	\$268,917	19.50%
Distributed Economic Value (DEV)	\$233,550	11.93%
Retained economic value	\$35,367	

*Values in billion colombian pesos.

Distributed Economic Value (DEV)



The percentage by industry taking into account the total income obtained in FY24 is:

Industry	% (of total FY23 revenue)	% (of total FY24 revenue)
Financial Services	11.5%	19.6%
Retail and consumption	16.7%	27.1%
Energy and utilities	11.2%	14.9%
Manufacturing and automotive industries	39.7%	22.7%
Technology, telecommunications and media	10.7%	8.4%
Health industries	7.6%	2.9%
Government and public sector	1.4%	2.9%
Other services (individuals and private equity funds)	1.3%	1.8%
Total	100%	100%

Challenges and opportunities

Being aware of the importance of having solid policies and procedures that allow us to have a good economic performance, we recognize the following challenges and opportunities for our Firm:



Challenges

- Comply with the annual budget, maintaining adequate control and management of expenditure.
- Adapt the business model to the current volatile environment, facing political and economic challenges at local and global level.
- Invest in and update new technologies, which allow the optimization of processes and improve their efficiency.

Opportunities

- Generate a greater degree of awareness and commitment in all the Firm's employees to comply with the annual budget.
- Automate the different financial and accounting processes, through the implementation of technological tools, that allow improving the capacity for data analysis.
- Improve internal controls in accounting and tax matters.
- Train managers to achieve a greater understanding of the business and the processes associated with billing and project management.

3.2

Excellence
and quality
of service



Stakeholders

- PwC Global Network
- Senior Management and Partners
- Employees
- Clients
- Competitors



PwC Values

- We act with integrity
- We make a difference
- We reinvent the possible

GRI 3-3

At PwC we help our clients evolve and adapt to a world that is constantly changing, always seeking the well-being and benefit of their investors, suppliers, employees and other interest groups. Through different advisory processes, we help them make decisions so that they operate effectively, and, in this way, they can obtain sustainable results over time.

From Senior Management, we maintain an active participation in the review of the performance of the Quality Management System (SoQM)*, which allows us to ensure that it is efficient and thus guarantee that it is available, effective, aligned with our strategy and that it has the appropriate resources for our operations.

In addition, we constantly work to employ improvement processes in all PwC activities and processes, allowing us to ensure a successful and outstanding provision of services in the market. Likewise, we are interested in the evaluation of risks and opportunities that we may face as an organization, and we establish the appropriate control measures to mitigate potential risks and take advantage of opportunities.

Likewise, we carry out several internal audit processes to verify compliance with the quality standards established in each of our Service Lines (LoS).

" They are a company with a high quality of knowledge and protocol, their leaders are people with a high level of knowledge of what they do and that gives rise to recommending them without problem to others because it is known that they will do an exemplary job ".
-Client from the basic precious metals industry sector

*The Quality Management System (SoQM) is part of our Firm's Integrated Management System, which is made up of other additional systems: Environment, Safety and Health at Work, and Information Security.





Thanks to the above, it is in our interest to constantly fulfill the promise of value to our different interest groups and our clients, with whom we manage to know, integrate and understand their perspectives for the improvement of our services and internal processes through various consultation mechanisms.

These are some of our consultation mechanisms:

- A mailbox for complaints, claims and suggestions.
- Conducting satisfaction surveys, in which our projects are classified on a scale of 1-10, with a minimum score goal of 7 points.
- Periodic meetings where PwC leaders and partners are involved to share feedback from our clients.
- Having multidisciplinary work teams that define action plans for the effective management of improvement opportunities when working.

In order to ensure the quality of the work we do and work on, which is our fundamental pillar, we are committed to maintaining the development, monitoring and research of those changes that occur in the market; therefore, we train our employees and employees about current trends and innovations in the different industries that are in the market.



Milestones

- € We have improved our clients' perception in satisfaction surveys.
- € We continue to work on the development of commercial and industry-specific sheets.
- € We implemented commercial training using the Pursuit methodology.
- € We continue to work on and improve the School of Industries.
- € We optimized the way we provide our services.
- € We increased the registration and identification of opportunities.
- € We obtained positive results in the audits carried out on the Firm.
- € We comply with the strategic objectives of the SoQM quality management system.
- € We effectively manage complaints, claims, suggestions and results of satisfaction surveys.



Policies

We are dedicated to excellence and quality in the service we offer, which is why we have established the following policies in the Firm:

One LoS, One Firm Strategy
Policy: we highlight the importance of generating trust in society and addressing significant problems.

Integrated Occupational Health and Safety, Environment and Quality Management System Policy (SIG HSEQ): in this policy, we express the commitment of senior management to excellence in the quality of our services.

Standards and practices of excellence

Own N.N.7

The Firm's Global Network has established a set of quality standards, which are framed in **15 strategic objectives**, which seek to highlight the commitment of PwC and Senior Management to comply with the requirements and implementations of international excellence practices for the provision of an outstanding and high-quality service. In this way, we meet the expectations and needs of our clients, employees and interested parties.

The objectives are:

1. Leadership and quality management process.
2. Ethical requirements and values.
3. Objectivity and independence.
4. New solutions.
5. Customer selectivity.
6. Quality controls in the execution of engagements.
7. Expert knowledge.
8. Learning and education.
9. Direction, training and supervision.
10. Support for engagement performance.
11. Technological resources.
12. Evaluation and compensation.
13. Assignment of people to engagements.
14. Recruitment, development and retention.
15. Acceptance and continuation of the engagement.

These strategic objectives are subject to a series of evaluations seeking to identify potential risks and appropriate responses that facilitate the definition of controls intended to prevent their materialization and mitigate them, as follows:

We carry out a global assessment,

in which the identified deficiencies are evaluated, in order to determine the magnitude and impact of the incidence in the scope of the quality objectives.

We carry out a risk assessment and application of responses,

allowing us to determine which risk components, circumstances and events incorporate the results of the performance metrics and analysis of the identified root causes.

We supervise the quality,

in a periodic manner, of our internal processes, as well as during the provision of our services.

We analyze the results,

by examining the root causes, to identify those possible factors that generate them; we also carry out the necessary corrective actions.



In addition, we have the following Network Standards which reflect the excellence and quality of the services we offer to clients:

- **Network Standard 1 - PwC Strategy and Alignment:** This standard aims to maintain an organized and efficient Network, which will allow us to achieve greater coherence between our strategy and its implementation. In this way, we increase our efficiency and strengthen our organization for future generations. Therefore, an aligned network and a coherent culture are essential for each member firm of the Global Network to serve its clients and foster a sense of permanence in local markets, identifying and developing talent that manages to generate knowledge and perspective.

- **Network Standard 5 - Leadership and Management:** This standard seeks to establish the requirements for each member firm to have a leadership team trained to promote a sustainable, profitable and high-quality business. Likewise, this team must implement strategies that allow it to be aligned and coherent with the ambitions of the Network.

Awards and recognitions

Own N.N.9

At PwC we are committed to making a difference. Therefore, we have a team of exceptional employees, who through their knowledge, excellence and dedication have allowed the Firm to be highlighted and nominated for different national and international awards. This allows us to constantly reaffirm our value and leadership in the different lines of services we offer. Below are some of the awards and recognitions received during FY24.



Position #1

in the audit and consulting category Merco ESG ranking.

This ranking evaluates the ESG responsibility of Colombian companies by collecting data on specific metrics and KPIs, analyzing the impact of the work they do in relation to the perception of various interest groups regarding ESG criteria (Environmental, Social and Governance).

Position #2

as a leading company in sustainability in the Bogotá Chamber of Commerce ranking.

The Sustainability Ranking is a self-assessment tool that allows companies to determine their current situation in terms of sustainability. It also highlights those that have significant management in the economic, environmental and social dimensions.

Women in Business Law Award (Jurisdiction Award category)

Recognizes excellence and innovation across the legal sector.

2023 Success Cases Awards

from the Alliance for Labor Inclusion

The Firm won in the “learning recovery” category thanks to the Access Your Potential corporate volunteering program.

Ranking World Tax 2024

Categories:

- General Corporate = Tax Tier 1
- Transactional Tax = Tier 2
- Transfer Price = Tier 1

This ranking is presented as the most comprehensive guide to the main tax firms worldwide, since it evaluates and analyzes in detail the most competent professionals and firms.



“We have had a very good experience with the service in general, but especially with the team we have had to work with. The communication, response times, problem solving and technical knowledge of the team, in addition to their kindness and good will, have been the highest points of the service.”

-Client from the information and communication technology sector.



" I have always counted on
excellent service and quality of
professionals ".
-**Financial sector client.**



Sandra Carolina
Agudelo

Recognition from
the World
Economic Forum -
Fellow in carbon
market innovation
initiative.



Carlos Miguel
Chaparro Plazas

*Ranking World
Tax 2024.*



Carlos Mario
Lafaurie Scorza

*Ranking World
Tax 2024.*



Nacira
Lamprea
Okamel

*Ranking
World Tax
2024.*



Marta Toro

*Ranking World
Tax 2024.*



Carlos Mario
Lafaurie Scorza

*Ranking World
TP 2024.*



New Services

Own N.N.8

We are interested in being at the forefront of emerging market trends and providing solutions with a focus on the needs and expectations of our clients and stakeholders. During FY24, we launched two new services offered in the TLS area:

- Legal and tax advice for entrepreneurs: This service provides comprehensive advice and support to entrepreneurs, seeking to avoid the imposition of sanctions for non-compliance or lack of knowledge.

- Landing PwC: This service is aimed at offering legal advice on foreign trade and tax aspects to foreign companies that plan to establish themselves in Colombia, seeking to provide comprehensive support during the different stages of the process.

" The rating reflects the technical quality, the good support of the manager and project partner. It has been an enriching experience of learning, change and they have been allies to strengthen the processes".

-Client in the public services sector of cleaning, surface care, water supply, sanitation and energy.

The voice of our clients

Own N.N.3

At the Firm we are committed to providing our clients with a high quality and professional experience, seeking to provide value solutions that exceed expectations. Therefore, through our Client Loyalty Index (CLI), we measure the probability that our clients will use our services again and recommend us to others. This allows us to identify and transform opportunities for improvement and increase future satisfaction.

The CLI, during fiscal year 24, was recorded at 9.0 out of 10, which shows the trust and preference of our clients towards the work done by the Firm.

Among the characteristics that our clients highlight are:

- Professionals with a high level of knowledge and experience.
- High degree of knowledge regarding the advice provided.
- Quality in the services we offer.

" Great commitment from all team members, dedication and availability to advance in each of the proposed milestones. Development of meetings to review areas of greatest impact. Effort to provide a timely response to communications made by us. Increasingly deep knowledge of our business".
-Healthcare Client.

Indicators and goals

Continuing with our objective of measuring the effectiveness and progress of the measures implemented to promote the excellence and quality of our services, the Firm has identified the following goals:

Indicator	FY24 Goal	FY24 Result	FY25 Goal	Associated impacts
Opening of new services.	Leveraging Artificial Intelligence tools, information visualization and automated diagnostics.	Positioning of services through events and workshops, AI tools were used to enhance and improve experiences.	Increase the positioning of services and customer experience through the use of Artificial Intelligence, for the visualization of information and the creation of automated diagnoses.	Improvement of products, services, processes and customer reputation thanks to the knowledge, expertise, experience and relationships of the firm's employees and partners in the provision of the services offered.
Client Loyalty Index (CLI)	Improve CLI by increasing Satisfaction Surveys for the 3 LoS, to have a greater perception of customers.	The CLI One Firm was 9.0, exceeding the global target of 8.0.	Improve the CSS process for greater customer perception in service delivery.	Emergence of competitors with a higher level of knowledge, specialty and experience that diminishes the Firm's position in terms of quality and excellence in the provision of service, affecting customer preference.

Challenges and opportunities

Through the information presented in this chapter, and thanks to national and international trends in quality standards and service excellence, the Firm recognizes the following opportunities for improvement and risks:

Challenges

- Promote business opportunities through Cross Selling.
- Increase the number of participants in satisfaction surveys.
- Increase alignment with the business on prioritized services to generate greater impact with campaigns and obtain a greater number of business opportunities.

Opportunities

- To have a better understanding of the services by the employees and improve the Cross Selling process, according to the needs of each LoS.
- Improve the CSS process to increase the perception of the clients in the provision of services.

3.3

Innovation and digital transformation



Stakeholders

- Society / Communities
- Employees
- Clients



PwC Values

- We care
- We make a difference
- We reimagine the possible



SDG and Goals



SDG 4:
Goal 4.4



SDG 8:
Goal 8.2



SDG 9:
Goal 9.5

Investment in innovation

Own N.N.11

According to an article by Repsol*, Technological innovation, such as the use of virtual assistants and customer management systems, improves the experience delivered and strengthens the relationship and help provided, allowing easy adaptation to your needs.

In line with the “New Equation” strategy, at PwC we seek solutions led by highly trained professionals driven by technology. The above, with the purpose of merging digital transformation and human talent. To achieve this, during this fiscal year FY24 we made an investment of \$62,848,498 million Colombian pesos destined for innovation issues. This investment means a considerable increase in the Firm's effort, showing the commitment it has to these issues. This increase allowed the Firm to manage and optimize the bidding processes, achieving a 51.1% reduction in the time of classification, segmentation and sending to interested parties.



Likewise, the first PwC industry analysis and study for Colombia was carried out, where 22 variables were studied and both industries and commercial sectors were ranked, topics provide valuable insights for the business strategy managed by the Firm.

On the other hand, market and competition studies were carried out for our Assurance, Tax & Legal and Advisory business lines, offering a detailed understanding of the market and the main competitors for decision-making.

In addition, five specific sector studies were carried out related to particular topics such as podcast trends, trends in the fiduciary sector, trends and figures from Open Banking in Colombia related to renewable energies and the Horse business leaders ranking.

Finally, 26 business files were restructured and updated, seeking uniformity, updating and relevance in decision-making in customer relationship scenarios.

*Information taken from: [A Boost to Progress](#).

Digital Upskilling

Own N.N.13; 14

At PwC, we believe that flexible, diverse and accessible learning can facilitate the development of meaningful skills. For this reason, the Digital Quest program, launched during fiscal year 21, is designed to provide our employees with an immersive virtual experience that allows them to expand their understanding of key technological concepts. This is achieved through four courses in which you can explore various teamwork situations or various industries, allowing you



to develop your skills in these areas. Once all four courses are successfully completed, individuals receive a badge called “Digital Acumen Knowledge,” which demonstrates that the relevant skills have been developed and that there is a basic understanding of the digital skills that are of great importance to the Firm and our PwC clients.

*Information taken from: [A Boost to Progress](#).

01

Quest 1 Digital Course
“Squad Fuel Project”
94% (97% in FY23)

02

Quest 2 Digital Course
“BankSure Project”
92% (97% in FY23)

03

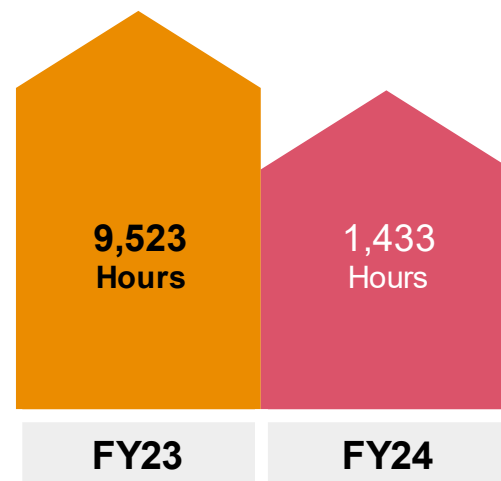
Quest 3 Digital Course
“LocalHealth Project”
92% (96% in FY23)

04

Quest 4 Digital Course
“Auto Experience Project”
91% (95% in FY23)

Digital Upskilling

Following this line of thought, PwC Global recognizes that this initiative is very important for digital transformation, meaning that, as the company evolves, we must continue to improve the skills of our employees. Which means that our journey towards a digital business will not stop, and we are transforming into a Network of Firms driven by technology and human knowledge. To do this, we must continue to equip ourselves with new tools, skills and capabilities.



The decrease in training hours for this fiscal year is because most employees have already completed their training hours in the Academy and other digital courses in previous years.

Digital transformation in communities

Digital transformation in communities Own N.N.15

According to ANDI (National Association of Entrepreneurs of Colombia per its Spanish acronym)* 54.7% of digital skills training is carried out within the companies themselves, demonstrating that there is a lack of prior training for employees in these areas. For this reason, at PwC we have been developing programs for innovation, development and transformation of digital skills in the country's communities and it has become a main topic of our Firm. Currently, we have a program that seeks to enable entrepreneurs, children and young people of school age to learn and be part of technological change and digital evolution.

Number of beneficiaries	FY23	FY24
Impacted by the programs of the Corporate Sustainability area*	147	500
Impacted by Digital Transformation programs*	637	43

*Taken from [Habilidades Digitales en Colombia](#)

Our portfolio of digital solutions:

Own indicator N.N.12

At the Firm we seek to make a difference, which is why we have a broad and diverse portfolio of digital solutions based on new emerging technologies. The above is with the purpose of implementing them internally, seeking that our professionals are references of current technological knowledge, with the aim of offering them to our clients and interest groups. For this reason, during FY24 we worked on the development and implementation of 11 professional services.

Andean Forest : did you know?

Colombia ranks number one in butterfly species. It has been confirmed that Colombia is home to 3,877 different species of butterflies, of which 218 are found exclusively in the country. The regions with the highest number of species are the Eastern Andean forest and the Chocó biogeographic region.

Source: Colombia se ratifica como el país más diverso en mariposas con 3.877 especies: según nueva lista de chequeo de estos insectos.

Photography taken by:
Fernando Gómez Díaz - Betulia,
Santander.

1	Hailo	This is an Employee Advocacy platform that connects the most active employees in the digital field with specific content from the Firm, according to the business area. This allows them to easily share relevant information about their respective services through their professional social networks, increasing the impact and visibility of the company. In this way, employees become spokespersons for their service lines, spreading valuable content that highlights their experience and generates interest among their contacts, who could become potential clients.
2	Metricool	Metricool is a tool that allows you to manage, optimize, measure and administer the Firm's digital strategy on the different social networks it is part of. Its advantages include the organization of assets, shared content and time optimization. In turn, the data generated by the platform is available in its entirety to the Firm and its services to monitor the behavior of our digital channels and make sound decisions based on the data provided.
3	Hotjar	This is an online analysis tool that provides information about how users interact with our website. With this information, we can make decisions to improve the usability of the interfaces and the experience we provide on our website.
4	Google Analytics	This is a free web analytics tool available on the market. It helps us understand the data generated by the traffic coming to our website, which is the result of campaigns and other actions. Unlike Hotjar, the data provided by this platform includes information about users, sessions, pages visited, among others.
6	Visual Studio Code	This is a tool that allows you to edit and modify lines of code, thus allowing you to organize and visualize information for the assembly of a landing page.
7	Streamyard	This is a live streaming platform, which allows connection with the different social networks managed by the Firm, allowing the content to reach a greater number of users.
8	Adobe Creative Suite	It is a suite of solutions for the development of creativity and prototyping tasks. It includes tools for visual design, interface design and user experiences.
9	Master Base	Master Base is a platform that allows easy management and automation of sending email campaigns in an efficient and personalized way. Designed to facilitate the creation, segmentation and sending of mass emails, communication with clients, employees and subscribers is optimized.
10	Salesforce	This digital platform is used primarily for two reasons. On the one hand, it is used by the sales team to manage and record relationships with current clients. On the other hand, the marketing department uses it to track promotional actions that generate business opportunities.
11	Workbench and Power BI	These are platforms that allow data science teams to develop and apply their skills. They allow access to various types of data from multiple sources, such as file uploads, APIs, and database connections. They also allow you to clean information, create functions, run analytical models, calibrate models, and more.

Indicators and goals

Continuing with our commitment to strengthen and measure the progress and effectiveness of the different actions established in the Firm for the promotion and digital transformation, we have established the following goals for the fiscal year FY25.

Indicator	FY24 Goal	FY24 Result	FY25 Goal
Percentage of employees who completed the Digital Quests.	100%	92%	100%
Total number of training hours per year on digital topics per employee.	It was not defined	1,433	To be defined
Total number of training hours on digital topics (Digital LAN Academy).	It was not defined	4,468	To be defined
Number of beneficiaries of the innovation and digital transformation programs guided by the Firm.	It was not defined	543	To be defined

3.4

Information
security and
cybersecurity



Stakeholders

- Employees
- Clients
- Suppliers



PwC Values

- We act with integrity
- We make the difference



SDG and Goals



SDG 16
Goals: 16.10
and 16.3



GRI 3-3

We recognize that protecting the privacy and integrity of our stakeholders' data is a **priority to maintain** trust and deliver sustainable results over time. The increase in hybrid cyberthreats and the blurring of the line between espionage and cybercrime is driving cybersecurity to occupy a more prominent place in the field of national security*.

For this reason, we foster a culture of awareness and responsibility regarding the management of information in our employees, through internal training that ensures that our change agents are up to date on cybersecurity issues. We also seek to ensure that our services provide full compliance with local regulations, as well as international standards.

*Information taken from: [La ciberseguridad en el epicentro de la innovación empresarial.](#)

Milestones

01

We restructured the process of consolidating personal and contact data by Marketing & Sales, in order to ensure the proper treatment of each contact.

02

We standardized a report on the status of contacts for Email marketing exercises.

03

The Global Digital Trust Insights for 2023 was developed

04

We designed a course for Latin America in Spanish, which allows us to better understand the importance of information security and the way in which we can be exposed.

Our policies, commitments and guidelines

Through the following commitments, we promote an organizational culture that considers issues related to information security and cybersecurity in all its decisions and actions:

**Website
Privacy
Policy.**

**Information
Security
Policy.**

**Internal Policy
on the
Processing of
Personal Data.**

**Personal Data
Processing
Policy.**

**Data
Processor
Policy.**

Cookies Policy.

Measures to ensure information security

Own N.N.16 ; 17

In order to reflect our purpose of building trust in society and solving important problems, we would like to highlight that PwC is a global leader in the development and implementation of privacy security services and third-party verification services. Our leadership is established not only by the range of experience we have in development, but also by our own example.

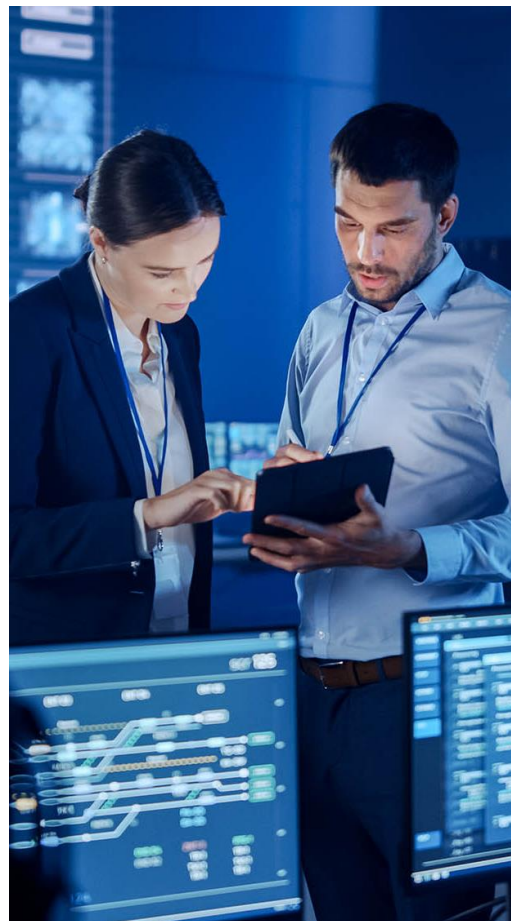
Our vision of an integrated business allows us to be aligned with the best practices in information security, as well as the regulations applicable in all the regions in which we operate. Therefore, some of the laws, decrees and regulations are the following:

- Introduction Protection Regulation of the European Union 679 of April 27, 2016.
- Political Constitution of Colombia, Article 15, to Law 1266 of 2008.
- Statutory Law 1581 of 2012.
- Regulatory Decree 1727 of 2009.

- Regulatory Decree 2952 of 2010.
- Partial Regulatory Decree 1377 of 2013.
- Decree 1759 of 2016.

The above will allow all clients of the different Service Lines (LoS) of PwC Colombia to know the system of use, circulation, storage and archiving of Personal Data.

In addition, we have an information security management system (ISMS) which has the ISO 27001:2013 certification, promoted by Senior Management, seeking to ensure the confidentiality, integrity and availability of information.



Investment in information security and cybersecurity

Own N.N.18

Managing information and data responsibly, ensuring their privacy and confidentiality in society, allows us to mitigate risks and protect ourselves against any type of threats such as: data leaks, cybercriminals and cyberattacks. Therefore, at the Firm, we allocated a budget of \$1,100,000,000 million pesos in digital security during fiscal year 2024.

Information Security Training

Own N.N.20

Considering the importance of keeping our employees up to date on information security, we have the mandatory course **NDPP - Network Data Protection Program**. This seeks to ensure that all people have basic knowledge of the implications of data protection and how to collect, manage and use personal data under PwC's quality and security standards. During FY24, the compliance percentage for this course was **96.4%**.



Substantiated claims

GRI 418-1

Thanks to the correct handling of data and information, during fiscal year 2024, there were no well-founded claims related to privacy violations, nor were there leaks, thefts or losses of our clients' data. However, we highlight the importance of continuing to work on the permanent improvement of processes and technological updates, so that the security standards established by the Firm at a global level can be maintained.

Cybersecurity related services

At PwC Colombia we seek not only to be an example of good business practices, but we are also interested in the protection of our clients' information, and we do so through our Advisory service line, where we develop a wide range of specialized services in cybersecurity and privacy, seeking to ensure that institutions can operate with confidence, knowing that their most valuable data and assets are protected, among some of them we find:

- Cybersecurity operations center.
- Threat intelligence.
- Penetration testing and social engineering.

- Incident management and response.
- Disaster recovery planning.
- Privacy and data protection.
- Information security management.
- Forensics.
- Threat analysis and modeling.
- Cloud security.
- Business continuity management.
- Identity and access management.
- Source code review.

Indicators and goals

In order to measure the progress and effectiveness of the actions implemented to promote information security and cybersecurity, PwC defined the following goals:

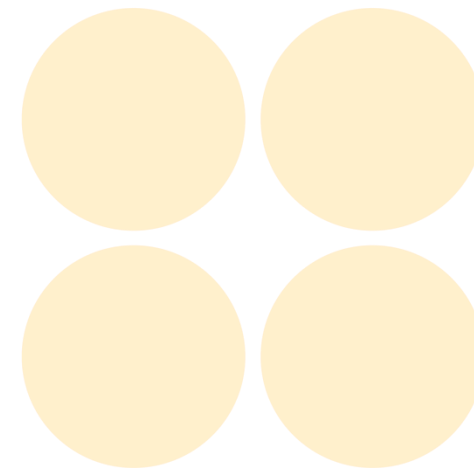
Indicator	FY24 Goal	FY24 Result	FY25 Goal
Percentage of employees trained in NDPP.	100%	96.4%*	100%
Substantiated claims relating to breaches of customer privacy and loss of customer data.	Have 0 complaints from third parties regarding the processing of information.	No complaints were received from third parties regarding privacy violations.	Have 0 complaints from third parties regarding the processing of information.
Policies, processes and practices related to data security.	Updates to our Contracts and Policies	Satisfactory **	Satisfactory

*Due to a massive hiring exercise, there was a decrease in the indicator compared to the previous year, taking into account that the staff is currently in the development phase of this training.

**By satisfactory level we mean that, as a result of the audits carried out on the contracts and policies, the terms and clauses referring to information security are up to date.

Challenges and opportunities

Taking into account the information related in this chapter and the international standards and trends in information security and cybersecurity, we recognize the following challenges and opportunities for our Firm:



Challenges

- High costs associated with security breaches.
- Increase in information security incidents associated with virtuality at a global level.

Opportunities

- Designing a comprehensive risk management program that includes assessments, advanced measures, training, and collaboration with experts.
- Updating and improving integrated solutions, emerging technologies such as AI (Artificial Intelligence) and machine learning.
- Structuring a comprehensive cybersecurity framework that includes risk assessment, clear policies, training, updates, and monitoring.

04

Our people

We have working conditions that not only comply with current legislation, but also promote a culture that respects diversity and provides equal opportunities for all people, which allows us to offer a safe work environment for all our collaborators.

At the Firm, we recognize our people for their capabilities, skills and experience, training diverse leaders and generating flexible spaces where everyone can fully develop, with the purpose of creating work teams based on trust and that are prepared to face the challenges of the future, generating a positive impact on society and the environment.

4.1

Human Talent
Management,
Occupational Health and
Safety, and Inclusion
and Diversity**Stakeholders**

- Senior Management and Partners
- Society/Communities
- Employees

**PwC Values**

- We make the difference
- We work together
- We care

**SDG and Goals**

SDG 3:
Goals 3.3, 3.9



SDG 4:
Goals 4.4, 4.5



SDG 5:
Goals 5.1, 5.5



SDG 8:
Goals 8.2, 8.3, 8.5, 8.6, 8.8



SDG 10:
Goals 10.2, 10.3

GRI 3-3

As a Firm we Firmly believe that the essential to generate happiness and deliver lasting results that make a difference, lies in the ability of our community to be agents of change and lead with their talent, taking advantage of technology to develop skills, thanks to the global strategy (The New Equation). We are convinced that promoting and empowering everyone's talent creates environments where each person can reach their full potential and shine from their authenticity.

In this context and in line with our PwC Global Statement of Human Rights, we work together with the objective of attracting, training and retaining the best talents and professionals, while promoting their welfare and quality of life, likewise, we seek to strengthen the competitive advantage of PwC Colombia with differentiating talent, not only attracting and developing professionals who, as current and future leaders, manage the strategy and performance of the business, but as a human force committed to the fulfillment of the Firm's objectives.

Our commitments

01

Adjust our selection processes to offer employment opportunities that align with the salary and professional expectations of the market.

02

Establish wellness and flexibility policies that improve the quality of life of our employees, such as the PwC Flex initiative, the Be Well, Work Well program and a hybrid work model.

03

Identify expectations of our Employees through the Global People Survey, which allows us to understand their perceptions and guide actions both locally and globally to improve their work experience at PwC.

04

Promoting the development of interpersonal skills and strengthening the competencies of our change agents through online courses, the Leadership Development Experience (LDE) and the Global Mobility experience.

05

Implement an Occupational Health and Safety Management System that, through prevention, identification and appropriate management of risks and opportunities, ensures the protection and coverage of all employees, contractors and stakeholders of the company, all of this associated with the Integrated HSEQ Management System (Occupational Health and Safety, Environment and Quality).

Our policies and guidelines:

In order to effectively manage human talent, as a Firm we have established the following policies and guidelines that guide the development of our activities:

PwC Flexibility Policy.	Adapt some of PwC's work practices to current changes in the labor market, which supports the improvement of the quality of life, the work/life balance of our people, and productivity.
Work disconnection policy.	In compliance with the provisions of Law 2191 of 2022, the work disconnection policy is issued, which is aligned with labor legislation, productivity, and work-life balance.
Overtime policy.	Provide the economic recognition established by law to personnel who, at the request of the Firm, must work on days or hours different from those established in the agreed working day.
Mental Health and Comprehensive Well-being Policy.	Promote mental health and physical, emotional, and spiritual well-being in employees and their families.
Protocol for handling cases of gender violence.	Publish the guidelines for handling cases of gender violence.
Internal work regulations.	Publish the circumstances and conditions that will govern the development of the work performed by employees.
LDE - Leadership Development Experience.	Develop mechanisms for the professional development of human talent, in accordance with the guidelines defined by PwC Network Standard, taking into account feedback, performance measurement and continuous coaching.



Milestones

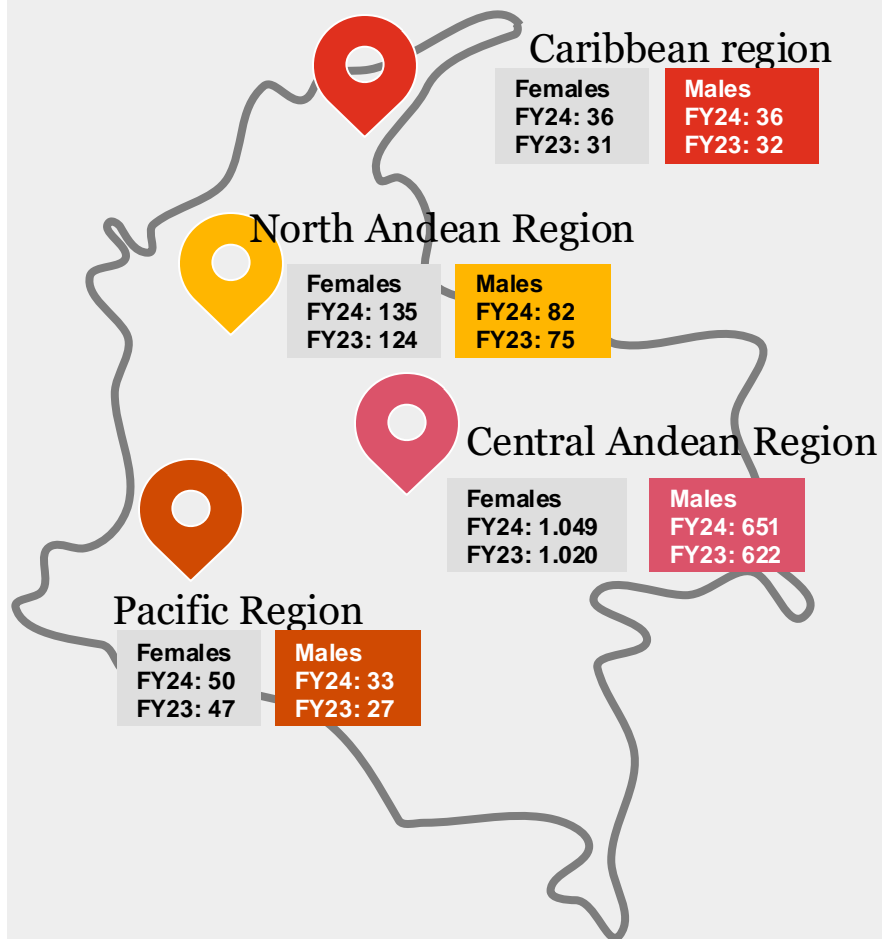
- Positive results and participation in the GPS (Global People Survey) in the last measurement.
- Development of "Plan Verte" program.
- Conducting workshops with New Joiners.
- Greater presence in universities.
- Reduction of voluntary turnover in the Firm.

Our People

GRI 2-7; 2-8, Own G.E.1

Our talent consisted of 2,072 change agents during FY24. This reflects a 5% increase in the workforce compared to the previous year, of which 94% had open-ended contracts.

Employees by gender and by region



Employees by gender



Females:

FY23: 1,222
62%

FY24: 1,270
61%



Males:

FY23: 756
38%

FY24: 802
39%

Employees by region

	Bogotá	Medellín	Barranquilla/ Cartagena	Cali
FY24	1,700	217	72	83
FY23	1,642	199	63	74

Type of contract by gender

Females:



Fixed	Indefinite	Apprentice
FY24: 18	FY24: 1,185	FY24: 73
FY23: 28	FY23: 1,131	FY23: 63

Males:



Fixed	Indefinite	Apprentice
FY24: 13	FY24: 755	FY24: 34
FY23: 18	FY23: 708	FY23: 30

Type of workday by gender

Females:



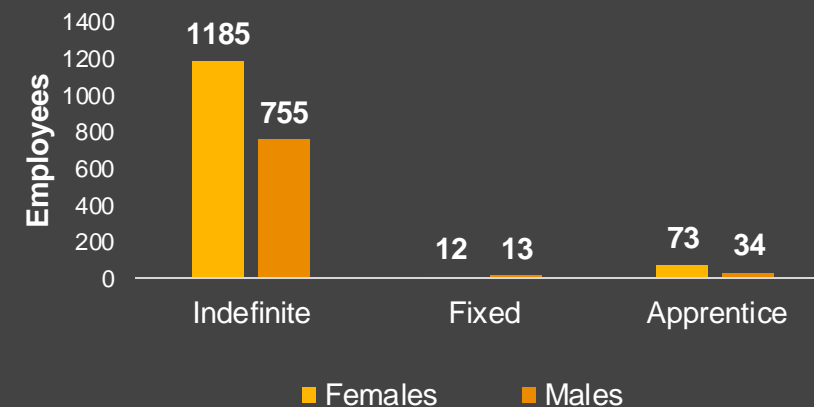
Full-time	Part-time
FY24: 1,267	FY24: 3
FY23: 1,218	FY23: 4

Males

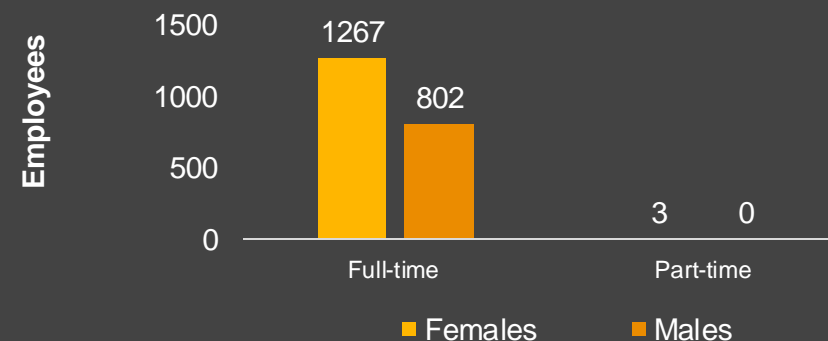


Full-time	Part-time
FY24: 802	FY24: 0
FY23: 755	FY23: 1

Type of contract by region:



Type of workday



The story of our people at the Firm

GRI 2-7; 2-8. Own NG.1

Our goal as a Firm is to attract the best talent, creating and providing services tailored to the needs of our clients and stakeholders, with the aim of strengthening trust in society and achieving sustainable results through our value proposition.



With this in mind, we are pleased to report that in fiscal year 2024 our exchange agent workforce grew by 5% over the previous year, adding up to a total of 748 new hires.

New Hires

By Age	Total	Composition
Under 30 years old	483	65%
30 to 50 years old	261	35%
Over 30 years old	4	1%

By Gender	Total	Composition
Females	458	61%
Males	290	39%

By Region	Total	Composition
Bogotá	600	80.21%
Medellín	97	12.97%
Barranquilla/Cartagena	21	2.81%
Cali	30	4.01%

Withdrawals

By Age	Total	Turnover
Under 30 years old	344	36.6%
30 to 50 years old	235	27.76%
Over 30 years old	13	16.88%

By Gender	Total	Turnover
Females	374	63%
Males	218	37%

By Region	Total	Turnover
Bogotá	477	31.5%
Medellín	86	42.1%
Barranquilla/Cartagena	10	15.4%
Cali	19	24.8%

During FY 2024, we had 57 new additions between interns and apprentices, of which 19 were hired at the end of their internship period.

Staff turnover decreased by 4% compared to the previous period, to 31.8%. In this context, the staff under 30 years old are those with the highest turnover rate, 36.6%; however, there is a trend of 4.16% decrease compared to the previous year, taking into account the turnover rate.

At the Firm, we value our people as our most important and valuable asset. Their dedication, permanence, effort, dedication and commitment is what allows us to be a leading Firm in the development of innovative and sustainable solutions for our clients and stakeholders. For this reason, we are proud to have 245 problem solvers, who for more than 11 years have traveled this important path with PwC.



<i>Number of years in the Firm</i>	<i>FY23 Number of employees</i>	<i>FY24 Number of employees</i>
< 5 years	1,518	1561
6 - 10 years	241	266
11 - 15 years	106	131
16 - 20 years	33	44
+ 20 years	80	70

PwC Professional

GRI 404-3. Own G.E.6; G.G.13



We are convinced that in order to attract the best talent, it is essential to encourage and support the development of different skills and competencies in our Employees. It is for this reason that we continually strive to ensure that each of our professionals obtains and reinforces the competencies that we know are essential within the PwC Professional.

- **Comprehensive leadership:** I guide myself and others to make a difference and create a positive impact in a responsible, authentic, solid, inclusive and passionate way.
- **Business perspective:** I provide business knowledge, innovation and perspective to create distinctive value for clients and PwC.
- **Technical and digital capacity:** I apply a set of technical, digital and professional capabilities to deliver quality and generate value.
- **Global and inclusive:** I work and collaborate effectively with a mindset that transcends borders and accepts diverse perspectives.
- **Relationship-building:** I build high-value, genuine and meaningful relationships.

In order to achieve the strategic objectives of the PwC Professional, at PwC we have the Leadership Development Experience (LDE). The purpose of this program is to provide continuous feedback to our Employees with an open-ended contract and those with more than two months of seniority, through a Career Coach (a more experienced employee). The LDE includes:

Planning

Definition of goals and performance plan for the fiscal year, which involves career plan, professional interests and objectives, experiences and growth opportunities for continuous development.

Snapshots

Management of continuous feedback on projects executed during the year, always within the five attributes of PwC professional framework.

Leadership Development Experience (LDE)

Career Roundtable

Performance evaluation in which the line's lead partner, the team leader and the human resources team meet to review and issue a rating to each employee and establish possible promotions and category changes.

100%

Coverage of assessments
completed.





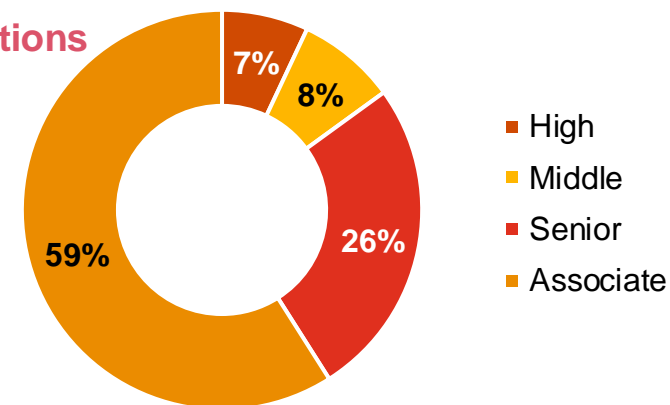
Due to outstanding professional performance and in line with our commitment to foster the growth of our team, 669 promotions were carried out during FY24 *, distributed as follows:

*The categories described include different positions within the organization that are categorized as follows:
Staff: Junior Consultants, Associates, P&L, Consultants, Analysts, Assistants, Auxiliaries, Secretaries, Trainees and Apprentices; Senior: Heads, Senior Associates P, M and L, Senior Consultants and Coordinators; Middle: Managers; High: Partners, Associate Partners

Number of promotions

Category	FY23 Total	Females	Males	FY24 Total
High	12	23	22	45
Middle	29	29	26	55
Senior	52	112	61	173
Associate	154	262	134	396

% of promotions



Training

GRI 404-1; 404-2. Own G.E.11

We are committed to supporting the constant growth of the skills and competencies of our change agents. Therefore, we have created a solid training system that includes virtual sessions and self-learning courses (e-learning), focused on the Firm's identity and the development of soft, technical, and digital skills for our change agents.

Thus, during our FY24:

Total participants	Scope	Associated course
981	47%	Digital Upskilling.
2,566	100%	Courses on the operation of the Firm, both global and local.
934	45%	Courses associated with independence issues.
2,256	100%	Courses on technical aspects and knowledge.

During FY24, we continued to intensify our efforts to keep our employees' knowledge up to date and strengthen their skills. As a result, training hours totaled more than 170 thousand.

	Total	Assurance	Advisory	TLS	Management
High	9,162	4,376	1,702	2,501	582
Middle	18,424	8,895	4,143	3,845	1,541
Senior	43,993	24,923	6,504	10,905	1,660
Staff	107,370	51,836	23,223	26,372	5,938



178,947

Total training hours.

Remuneration

GRI 2-19; 2-20; 405-2

As a Firm, we are committed to offering fair salaries and respecting all the rights of our employees, in accordance with our Human Rights Declaration, our compensation guidelines, as well as our Inclusion and Diversity policy and the rules of the Substantive Labor Code.

In addition, to ensure transparency and clarity in our procedures, we have developed a salary structure that is closely monitored by the Board of Directors. This scale considers the labor market and the level of responsibility of each position.

When establishing the differentials between the middle and high categories of each position, skills, responsibilities, academic training, experience, level of English, certifications and performance evaluations, as well as the profile of the position by each of our professionals, are considered.

The salary ratio between men and women who joined the Firm in FY24 is as follows:



*Base salary refers to the minimum wage income per employee income category. The ratio for the high category is not reported because people who occupy this position usually move up within the company and are not new hires.



Less than 1, men have a higher remuneration.



Equals 1, equal remuneration between men and women.



Greater than 1, women have a higher remuneration

Job Category	Base Salary Ratio	Average Remuneration Ratio
High	1.00	0.98
Middle	0.94	0.90
Senior	1.07	0.95
Staff	1.00	0.97

As for the compensation of Equity Partners, there is a set of internal rules that determine their salary and their connection to the Firm. However, in directing PwC's strategies and operations, these partners contribute capital, which means that their remuneration is influenced by the capital invested, their responsibilities, their performance as partners and the overall performance of the Firm.

Wellbeing and development of our people

Own N.G.4

To continue optimizing the experience of our change agents, we conduct the Global People Survey (GPS) annually as part of the Global Network strategy. This survey allows us to measure the level of engagement and detect strengths, challenges and opportunities in the management of our human talent. The results are reflected in the People **Engagement Index**. It is important to mention that this year we had a response rate of 95% and this is reflected in the decrease in key indicators. Therefore, for FY25, a campaign will be carried out with the aim of familiarizing employees with the survey, the key indicators and everything that is done in this regard during the year.



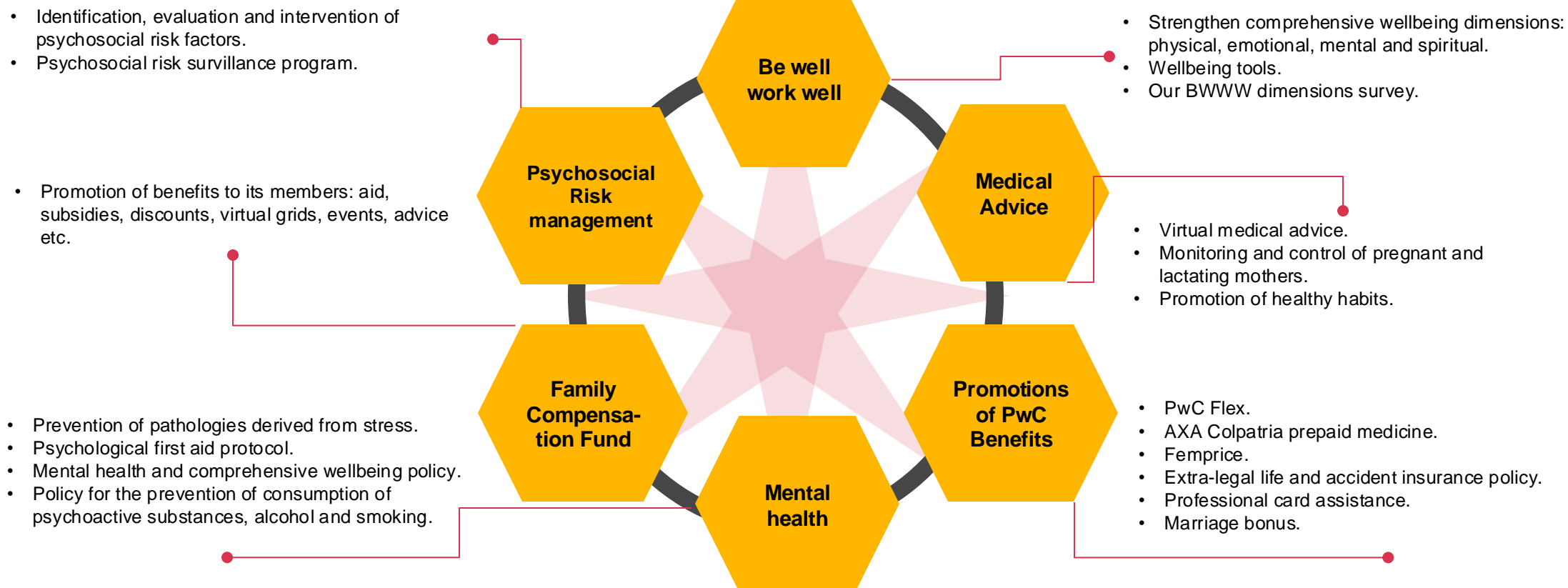
95.11%

of all change agents who
responded to the survey.

1,731

responses obtained.

Likewise, with the aim of contributing to the personal and professional growth of our agents, we have created a strategic well-being framework that is based on six fundamental pillars:





Within the strategic well-being framework, the following benefits are also found*:

 Life insurance	 Seniority recognition	 Recognition of important dates	 Payment of 100% of disability benefits
 Marriage allowance	 Year-end party	 Host program	 Technical certifications inside and outside the country
 Prepaid medicine	 Support in processing visas	 Welfare allowance	 Extra- legal vacations
 End-of-year gift for employees' children	 Professional card issuance assistance		

*Access to benefits applies according to criteria defined by the Firm's internal policies.

PwC Flex Flexibility Policy:

Own G.E.14

With the aim of promoting a balance between work, personal and family life, we have created the Flexibility Policy, which includes seven programs aimed at improving the quality of life and well-being of our Employees, adapting to and improving the new trends in the labor market.



We give our partners the freedom to choose the time slot that best suits their convenience and interests.



We have a hybrid work modality, using presence in a strategic way.



We support mothers by providing more time with their children and families to strengthen their ties and personal life.



We support fathers by providing more time with their children and families to strengthen their ties and personal life.



We celebrate our employees' birthdays by giving month of their birthday.



We offer new employees who are completing their undergraduate studies the opportunity to dedicate part of their daily workday to their studies.



We give our employees the opportunity to enjoy half a working day off per month.

100%

of our agents were able to enjoy the benefits of the PwC Flex program during our FY24.



Parental leave:

GRI 401-3

During FY24, 51 change agents accessed the parental leave provided by the Firm. Of these, 39 were women and 12 were men, with 100% returning to work after completing their leave.

PwC study financing program:

Own G.E.10

As a Firm, we are committed to making a difference by promoting the professional development of our Employees through our study financing program, which encourages learning English, participation in training offered to clients, and supports the financing of technical and university studies through two modalities: the first is intended for postgraduate programs, diplomas, and certifications, and the second focuses on people who do not have a professional degree (excluding university interns and trainees), which allows providing support for studies in technical, technological, or professional training.

546

Total number of change agents who benefited from financing

English
program

323

Internal
programs
(Experience and
knowledge center)

10

Graduate
programs

145

+76% than FY23

Technical,
Technological or
Undergraduate
Studies

68



Inclusion and Diversity

GRI 3-3.

As a Firm, we believe that to offer complete and personalized solutions to our clients, it is essential to have a diverse team, where everyone feels free to be themselves at work. This allows us to focus on developing their professional skills and enhancing their role as agents of change.

Our commitments

At PwC Colombia, we are committed to fostering and empowering each of our talents, creating spaces in which all people can develop their full potential.

For this reason, our commitments are:

- Promote an organizational culture that values diversity, inclusion, equity, and rejects discrimination.
- Develop the local Inclusion and Diversity strategy, which seeks to strengthen the development of the New Equation, have a diverse DNA, where inclusion comes first, and promote a generation of inclusive leaders.
- Ensure compliance with the Firm's Inclusion and Diversity Policy.
- Build a culture of equal opportunities at all levels of the organization.
- Build inclusive leadership and develop capabilities in employees.
- Have a leading group in Inclusion and Diversity that will implement the strategy in this area, generating a positive impact on the visibility of all aspects defined by the Firm.
- Create safe work environments, which translates into efficiency and effectiveness in the work performed by our professionals, since their well-being, not only physical but also emotional, is key to their comprehensive development.



Our policies and guidelines:

1. Diversity and Inclusion Policy.

It establishes the guidelines and position of the Firm in relation to the promotion of a culture of respect for diversity.

2. Corporate Sustainability Policy.

Responsibly integrate ESG (environmental, social and governance) interests and criteria, through an individual and Firm commitment.

FY24 Milestones

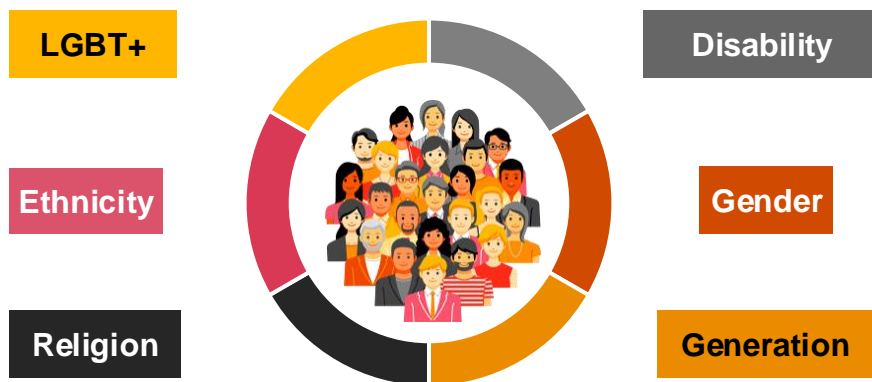
- First Big Four to be part of the Diversity Chamber.
- Reactivation of the Inclusion and Diversity Committee, as well as the creation of 6 subcommittees for each of the aspects defined by the Firm.
- Launch of the second version of the characterization survey on inclusion and diversity.

Inclusion and Diversity Committee

GRI 405-1; 406-1. Own G.E. 2

To foster a Firm that is not only diverse, but also inclusive, we have created our Diversity and Inclusion Policy; in addition, we have a committee that is responsible for establishing and overseeing the Firm's guidelines and position on the development of a culture of respect, equity, and inclusion.

The Committee, made up of members from all areas and categories of the Firm, plans and executes various inclusive activities and practices to guarantee safe environments that address the six dimensions of diversity defined by us:



Over the course of our fiscal year, we highlighted several initiatives designed to promote inclusion and diversity:

Characterization Survey: An Inclusive Firm

The purpose is to identify how the workforce of the Firm is formed in terms of diversity and with the results of this survey, develop action plans and initiatives to foster a culture that values and appreciates the individual characteristics of people.

ERG Shine for LGBT community members and allies

In line with the PwC Global Network initiative, the Shine Inclusion Group or ERG is a safe space for members of the LGBT+ community and their allies (people committed to equal rights, opportunities and non-discrimination based on sexual orientation or gender identity). Created by the Inclusion and Diversity Committee, it seeks to promote the collective construction of a diverse and inclusive culture, where our people can work fully.

ERG Women and Allies

We have our inclusion group or ERG Women and Allies, through which we seek to:

- Promote meeting spaces in which greater sisterhood can emerge among women.
- Generate proposals for improvement or solutions to common and/or shared challenges.
- Facilitate mentoring and the development of role models and examples to follow.
- Highlight the role of men as allies on the path to gender equality.

Content	01 Introduction	02 Corporate governance, trust and integrity	03 Our business	04 Our people	05 Our commitment to the environment	06 GRI Content Index
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Membership of the Chamber of Diversity	We are the first Big Four in Colombia to be affiliated with the Chamber of Diversity, whose objective is to work to provide tools that enhance the development of businesses, ventures and products of people who are sexually diverse, in terms of ethnic or racial origin, migratory or national origin, special needs or disabilities, and generational or intergenerational differences.
Participation in the LGBT+ Pride March	We participate in conjunction with the Pride Connection Network (Group of organizations inclusive of the LGBT+ community that seeks to highlight and promote the value of diversity) of the LGBT+ Pride March in the city of Bogota, An event in which pride is expressed in being diverse by gender identity or sexual orientation, highlighting the dignity of all people and the freedom to be from authenticity.
Intersectionality and LGBT+ Community Talk.	We were part of the Pride Connection Network Summit, an annual event whose purpose is to continue promoting inclusion and diversity in organizations with the talk: Intersectionality and the LGBT+ Community, led by our Human Capital Director, Claudia Sierra.
PwC Women's Week	As part of the commemoration of International Women's Day, this campaign aimed to discuss different stories and roles that women have assumed in their families, work and society in general, seeking to break paradigms and stereotypes about their role.
Talk: Don't turn your back on your breast	We continue to promote diverse leadership by learning about self-care, as well as the tools necessary for the early detection of breast cancer.
Inclusion and Diversity Site	Internal use site, which provides information on the different actions that the Firm is carrying out to promote inclusion and equity. In addition, the different initiatives in which employees can take part are announced, important dates for each of the aspects of diversity and inclusion are announced, access to recordings of past events is provided, and a virtual library is shared, from which the learning of an inclusive mentality with diversity continues to be promoted.
Social Inclusion	<p>We have a diverse DNA not only within the Firm, but also externally with the communities where we interact. That is why, through corporate volunteering, we seek to:</p> <ul style="list-style-type: none"> • Positively impact girls, boys, and young people of school age from traditionally vulnerable populations, through our Financial Education, Digital Skills, and English programs. • Leverage entrepreneurs, social organizations, women, and farmers as vehicles for economic growth and sustainability, through our Education for Entrepreneurs program (We have Pro-Bono services for small and medium-sized entrepreneurs in the country). • We are developing our Scholarship program: Students with a Purpose, where 5 young people are accessing higher education, thanks to the scholarship granted for 50% of the value of their tuition, the other 50% is covered by the El Minuto de Dios Organization Corporation with whom we are developing the alliance.

On the other hand, this year we participated in the Women in Business Law Americas Awards, an event that seeks to honor the contributions and initiatives of female lawyers in the legal field, as well as Firms that have implemented good practices in promoting diversity and inclusion throughout America. As a result of our efforts in these areas, the Firm was recognized as a winner in the “Jurisdiction Awards”, reflecting our commitment to female leadership and diversity.

* See all winners at [here](#)

At PwC, we consider diversity not only as a requirement for business sustainability, but as a fundamental element of our brand identity and promise. For this reason, we are proud to say that 61% of our change agents are women and that in all our job categories there are people of different ages.

Percentage of employees by employment category, gender and age.

Work category and gender	Mujeres	Hombres
Staff	64%	36%
Senior	59%	41%
Middle	55%	45%
High	48%	52%

Work category and gender	< 30 years old	30 a 50 years old	+50 years old
Staff	70%	28%	2%
Senior	28%	68%	4%
Middle	3%	91%	6%
High	0%	74%	26%

Diversity of professions

Programs	No. of professionals	% of total
Public accounting	990	62.50%
Business administration and management	90	5.68%
Systems engineering, computing and informatics	107	6.76%
Industrial engineering	70	4.42%
Law and political science	8	0.51%
Other engineering programs	60	3.79%
Other	259	16.35%

+100

Professions

We have a diverse team of professionals from different fields and perspectives, which gives us a holistic view when creating solutions for our clients.

Finally, during our FY24 we had zero reported cases of discrimination.



Occupational Health and Safety

GRI 3-3

With the aim of providing a safe work environment that protects the physical and mental health of all our Employees, under the direction of Senior Management, the Firm ensures full coverage and protection of our associates, whether direct, indirect, temporary or contractor employees, both in person and remotely, through the Occupational Health and Safety Management System (SG-SST, per its initials in Spanish). This system promotes and ensures safe workspaces, controls risk factors that can cause occupational accidents and diseases and implements epidemiological surveillance programs to reduce the most significant occupational risks.

Our commitments:

As a Firm, we work together to prevent accidents and illnesses, as well as the well-being of our employees. With this in mind, we are committed to:

1

Involving Senior Management in the health and safety of employees, with the Integrated HSEQ management system, through the definition of policies, the allocation of resources, the establishment of measurable objectives and permanent involvement in decision-making based on the results obtained. Senior management promotes a culture of safety by encouraging open communication, regularly reviewing performance and developing skills in employees.

2

Compliance with the applicable legal requirements and the guidelines of ISO 45001:2018 and NORSOK SWA-006:2020, defining a work plan to achieve the prevention of incidents, accidents and occupational diseases, generating a safe environment for employees.

Our commitments:

3

Continuous identification and monitoring of the hazards and risks present in the Firm, ensuring a preventive approach to our SST management system, the HSEQ team and the Firm's Employees maintain a constant commitment to the identification and reporting of situations or hazards that may arise in the development of their work activities.

4

Generate and promote a "Zero Harm" self-care culture, with which we seek to promote a comprehensive safety culture in the Firm, enhancing leadership skills in HSEQ (Health, Safety, Environment and Quality) at all levels of the organization.

5

Have an interdisciplinary team committed to implementing strategies and practices aimed at protecting and promoting the health of workers by preventing diseases and reducing occupational risks. This includes conducting periodic health assessments, monitoring medical conditions, promoting healthy lifestyles and identifying and controlling risk factors in the work environment.

6

Continuous improvement to identify opportunities for improvement, evaluate performance and implement changes to the OHS management system procedures, to increase efficiency, quality and safety of employees and interested parties.

Our policies and guidelines:

Our policies and guidelines: We have defined the following policies in order to ensure safe and healthy working conditions for employees and stakeholders:

Risk, Opportunities and Interested Parties Matrix (RIOPI)

Controls are defined to mitigate or take advantage of risks and opportunities, aligned with the expectations of stakeholders and the macroeconomic, social, environmental and technological environment.

Integrated Occupational Health and Safety, Environment and Quality Stoy (SIG-HSEQ).

Establishes the commitment of Senior Management to the health and safety of employees in order to prevent occupational accidents and disease.

Legal Requirements Matrix.

Groups the legal requirements applicable to PwC Colombia.

Industrial Hygiene and Safety Regulations.

Defines the perspective of risks and occupational hazards according to the activities carried out in the Firm for each service line.

Work incident reporting and investigation procedure.

Methodology that establishes the steps to carry out the investigation of the incidents presented, composition of the investigative team, as well as the guidelines for the respective investigation and the actions to prevent the occurrence of new events.

Occupational Medicine Program.

Focused on the pillar of prevention, promotion and control of the health of employees in the face of occupational risk factors.

Integrated Management System Manual.

Defines the approach of the transversal elements for the planning, implementation and improvement of the Occupational Health and Safety Management System.



FY24 Milestones

Achievement of the targets set for the Firm's OSH indicators.

Strengthening awareness among employees to promote a culture of self-care in the Firm.

Winners of the AXA Colpatría Safe Work Awards for their initiatives and activities to promote safe working environments for stakeholders and compliance with the procedures of the OSH management system.



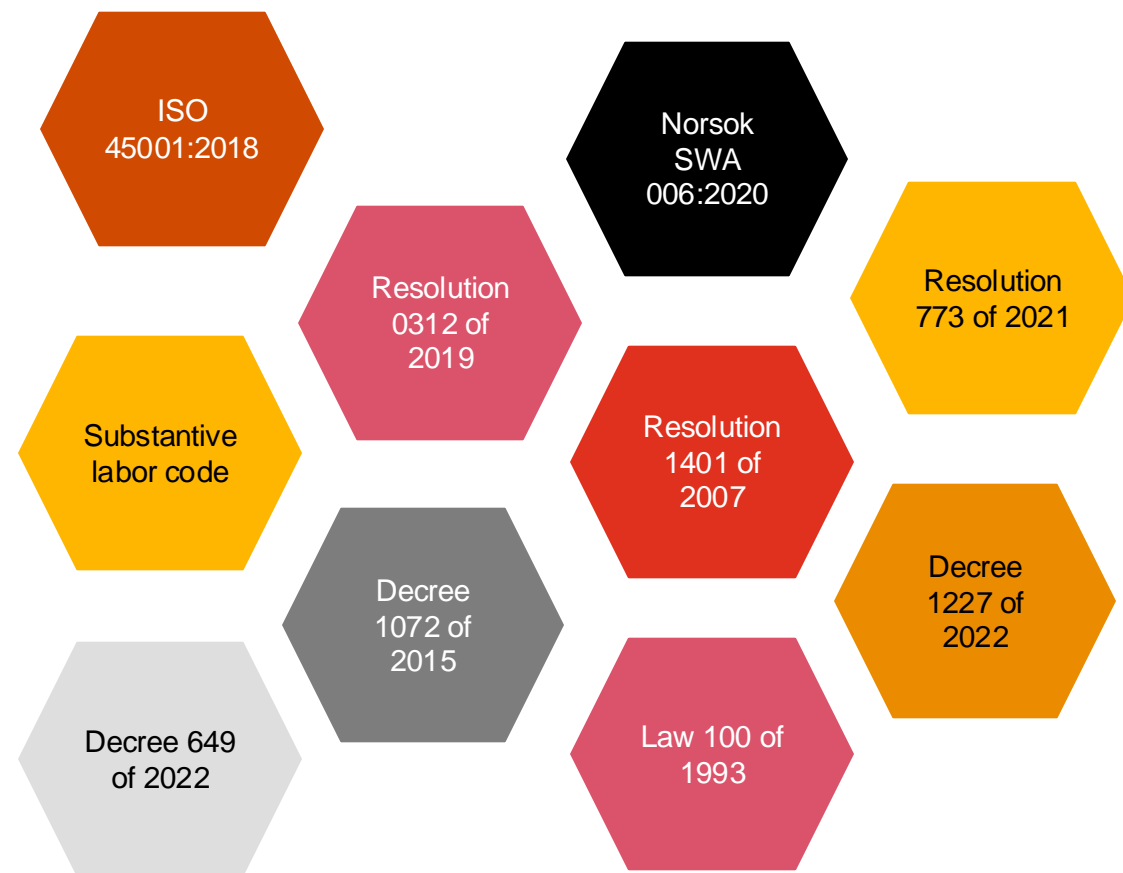
GRI 2-25; 403-1; 403-2; 403-6; 403-8; 403-10.

In addition to all the above, constant monitoring of the applicable legal requirements is carried out to ensure compliance.

Among the most notable requirements are:

The evaluation of compliance with these requirements is carried out through internal audits, external audits, reviews by control entities and the use of a tool provided by the ARL called RADAR. According to the latest RADAR report, the implementation of the SG-SST reached 100%. In addition, the Firm has the ISO 45001:2018 certification and the Norsok SWA-006:2020 standard qualification, with a result of 96.92%, which confirms the compliance of the SST management system, ensuring good practices in terms of health and safety at work, the prevention of accidents and occupational diseases and promoting healthy habits that guarantee the well-being of all staff.

Likewise, we have a methodology to identify hazards, evaluate and assess risks, as well as apply controls, following the Colombian Technical Guide GTC45. This ensures an adequate and timely definition of measures that allow eliminating or reducing damage or injuries to our associates, facilities, equipment and the environment. Among the controls implemented, the risks associated with teleworking have been considered.



Be Well Work Well

Highlighting our commitment to protecting the health of our team, both in the workplace and in their personal lives, we address well-being in a comprehensive manner through our Be Well, Work Well program:

Physical dimension: It is the main source of energy, which is preserved by good sleep habits, exercise, nutrition and rest.



Mental dimension: It is the ability to direct attention where you want and when you want during the day. These are the cognitive abilities (attention, memory, concentration) that help you make better decisions and have critical thinking.



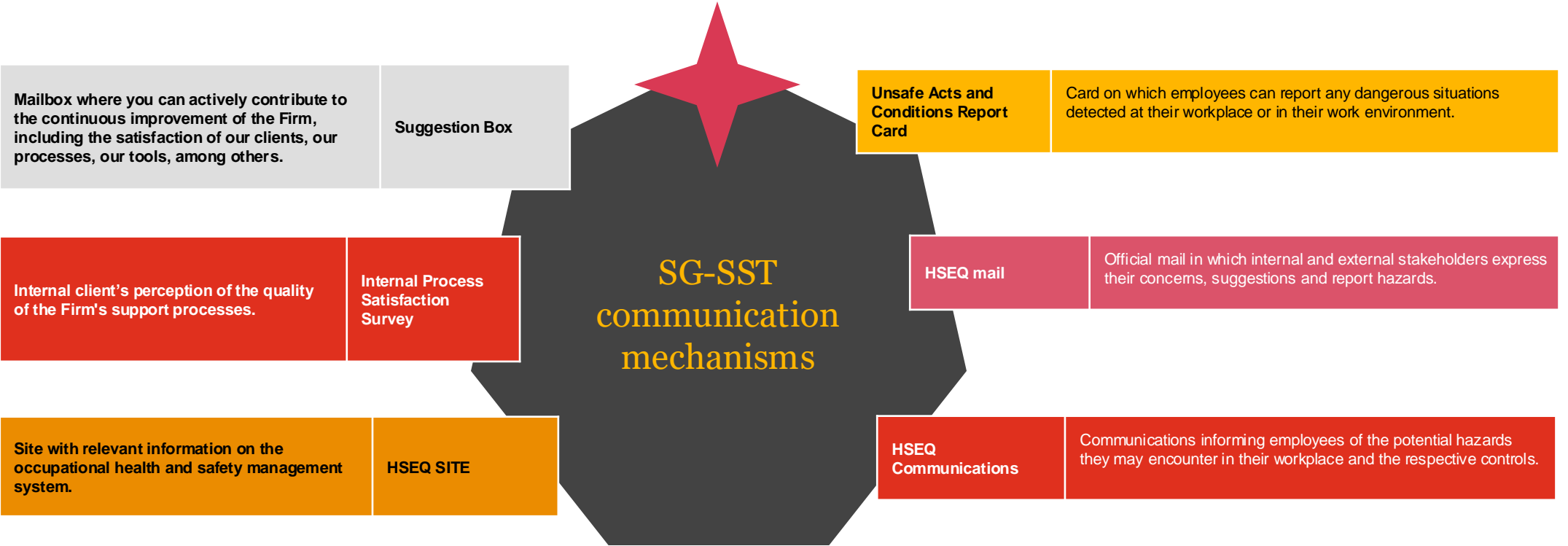
Emotional dimension: It is the ability to manage emotions and feelings. Possessing a greater number of positive emotions (empathy, gratitude and compassion) makes people more resilient and effective.



Spiritual dimension: It is the personal source of motivation, inspiration and determination inside and outside of work. It is about what matters most on a personal, family and social level and how it influences life purpose and meaning.



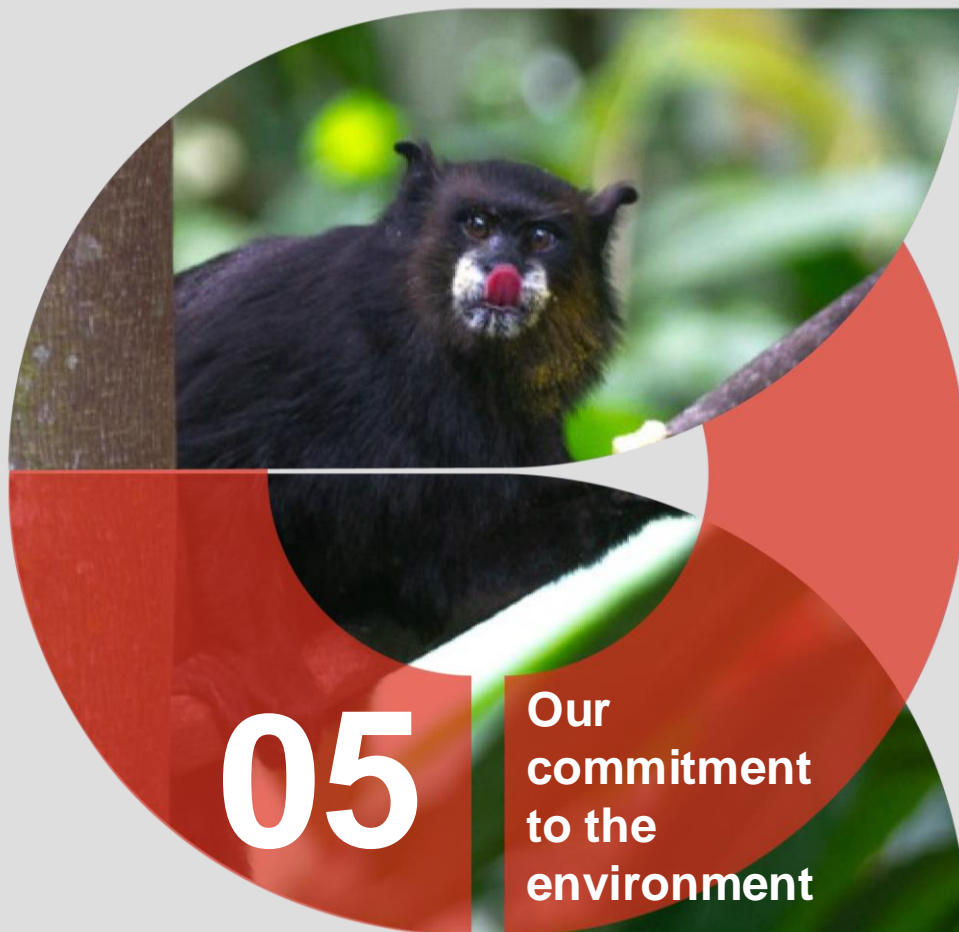
In FY24, three cases of occupational illnesses and diseases were recorded, which were effectively managed by the Firm's Labor Risk Administrator (ARL). To facilitate communication about hazards or situations that may cause occupational accidents or illnesses, the Firm has several reporting channels.



Indicators and goals

Thinking about the development and constant improvement, as well as the measurement of the effectiveness of the measures implemented in the management of Human Talent, the Firm defined the following goals:

Indicator	FY24 Goal	Result FY24	FY25 Goal
GRI 406-1 Number of cases of discrimination presented in the organization and corrective actions taken.	0	0	0
GPS participation rate.	96%	95% For this year we had a response rate of 95% and this is reflected in the decrease in key indicators. For this FY we will carry out a campaign so that people become familiar with the survey and the key indicators and everything that is done during the year.	96%
GRI 403-1 Scope of workers, activities and workplaces covered by the occupational health and safety management system.	100%	100%	100%
GRI 403-10 Number of deaths and/or number of occupational illnesses and diseases recorded in employees and non-employees.	Fatal incident target: 0 Prevalence of occupational disease Target: <=200	Fatal incidents: 0 Occupational disease: 3	Fatal incidents target: 0 Prevalence of occupational disease Target: <=200



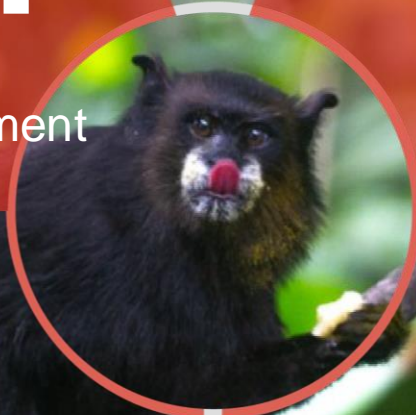
We are committed to the financial and sustainable development of our clients and to the impact that we as a Firm can generate on society and the environment. For this reason, we seek to be a benchmark in the way we care for natural resources and contribute positively to the development of the communities where we operate.

We have our Net Zero commitment with objectives for 2030, we promote sustainable practices and foster a culture of environmental care in our collaborators, working to implement measures to reduce our carbon footprint. In addition, we have different corporate volunteer programs and initiatives, which allow us to promote social dialogue, transfer knowledge and contribute to the development of skills in our people.

Photography taken by: Alejandra Henao – Puerto Nariño, Amazonas.

5.1

Social development



Stakeholders

- Clients
- Suppliers
- Society/Communities
- Planet



PwC Values

- We make a difference
- We care
- We work together



SDG and goals



SDG 4:
Goals: 4.4, 4.5, 4.7

At PwC Colombia, we are interested in generating a positive impact on the community and the environment, contributing through our actions to the sustainable development of the country. We do this thanks to the time, knowledge and experience of our people, because by being agents of change, they manage to generate value in society, while we promote social dialogue, the development of skills of our volunteers and we generate a business culture that recognizes the importance of transforming the realities of those who are most vulnerable.

Our contribution to the community lies in recognizing education as a tool for transformation, thanks to this transfer of knowledge, we manage to empower people and promote the progress of the country. Taking this into account, we focus our decisions on creating inspiring experiences for our beneficiaries and on building solid

foundations for their growth, promoting equity, inclusion and maintaining the highest quality standards that characterize the Firm.

Our contribution to the community

Own Com.1; 2; 3; 4

Within the framework of the Corporate Sustainability strategy, we manage to work with different actors, generating added value together for children, young people, entrepreneurs, social and environmental organizations in the country. Our actions are framed within the commitment that we have as a PwC Global Network, to invest in the future and growth of people, different

NGOs, micro-enterprises and entrepreneurship.

5,432 ▸ 21

People and

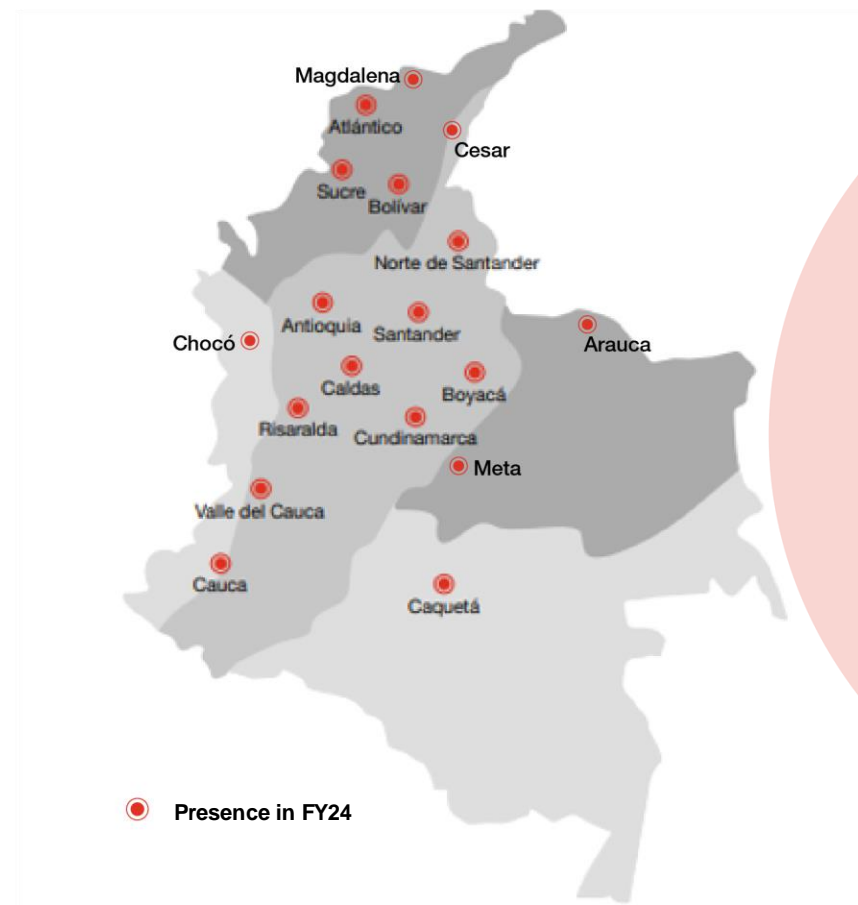
**Social organizations
benefited from our
programs.**

▲ 2,552 in FY23 and 18 social organizations.

Each fiscal year (FY), we seek to increase our impact by developing more initiatives and extending our reach to different departments and municipalities in Colombia. In addition, we seek to increase the number of employees who participate in the programs we develop, contributing to the development of their soft skills and taking advantage of digital tools and remote collaboration to continue promoting work in communities.

During FY24, more agents of change were part of our initiatives and thanks to the implementation of more innovative programs, we impacted more people with fewer hours in proportion to the previous year.

Department	Presence in FY 23	Presence in FY 24
Cundinamarca	X	X
Boyacá	X	X
Valle del Cauca	X	X
Antioquia	X	X
Santander	X	X
Atlántico	X	X
Caldas	X	X
Bolívar	X	X
Risaralda	X	X
Norte de Santander	X	X
Sucre	X	NO
Cauca	X	X
Caquetá	X	X
Cesar		X
Arauca		X
Meta		X
Magdalena		X
Chocó		X



516 PwC volunteers
(399 FY23)
**4.9 on the level of
satisfaction of volunteers***
(=4.9 FY23)

*Measurement based on a scale of 1-5, with 5
being the highest score).

**2,272 hours invested in our
corporate volunteering
activities**
(2,561 FY23)*
**\$265,161,189 COP Financial
contribution equivalent to
the hours invested in
corporate volunteer
programs.**
(\$280,000,000 COP FY23)

*This decrease is due to the development of more
initiatives that allowed us to impact more
beneficiaries in less time compared to the previous
year.

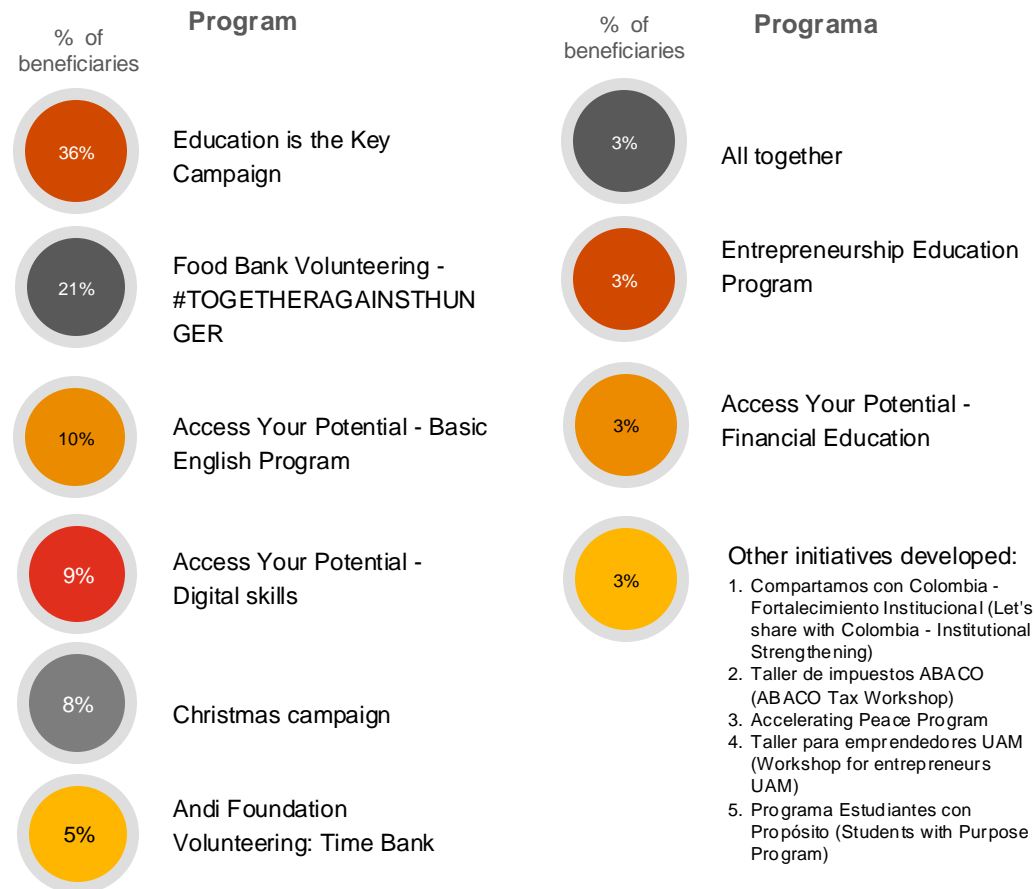
Our corporate volunteering strategy

Skills-based volunteering

We bring the knowledge and
experience of our volunteers into
contact with different realities in our
country, contributing to social,
economic and environmental
development.

Socially conscious volunteering

We contribute, through the time and
commitment of our volunteers, to the
development of social projects,
benefiting our community and being
part of the effort to build a better country
for all.



Skills-based volunteering

Access Your Potential: Financial education, Digital skills and Basic English

According to the International Development Bank (2023), based on previous experiences, remote tutoring has recently been used as an instrument specifically to reduce the impact of the pandemic on learning loss.*

For this reason, at PwC Colombia we recognize the importance of having programs that complement students' face-to-face classes, using virtual classes as a tool that easily adapts to different contexts.

According to research by the Bank of the Republic of Colombia (2024), in the measurement of **Financial Knowledge** in the country, only 16% of the Colombian population can correctly **answer 3 basic questions of financial knowledge**. **

Also, for the latest 2022 report on the Digital Gap Index of the Ministry of Information and Communication Technologies, the **Digital Skills dimension accounted for the largest part of the gap at the national level** ***. This index measures the relationship and capacity of access of the country's population to new technologies.

Furthermore, out of 113 countries evaluated in the EF English Proficiency Index of 2023, Colombia ranked 75th, being categorized as a region with a low level of language skills and in this same study, it is shown that better proficiency in English is correlated with **access to better job opportunities**, as it allows access to a greater number of contexts that **promote innovation, competitiveness and productivity** ***.

Our flagship program Access Your Potential (AYP) is the result of our commitment to recognize education as a tool for social transformation.

Through it, we create inspiring experiences for students, children and adolescents of school age thanks to the transfer of knowledge and skills necessary in financial education, digital skills and English, preparing them to face the challenges of the 21st century. AYP is part of the Global commitment "New World, New Skills", which seeks to empower students and encourage their personal growth, giving them opportunities to prosper.

*Information taken from: Programa de tutorías remotas para acelerar aprendizajes

** Information taken from: Educación financiera y bienestar financiero

*** Information taken from: Índice de Brecha Digital

**** Information taken from: EF English Proficiency Index de 2023

Thanks to our program we obtained:

1,111

students impacted in different
regions of the country.

155

PwC volunteers.

690

hours invested.

“The dynamics used to carry out the program helped me learn and look for new technological tools to put into practice, helping me in my personal growth. Thank you very much. I hope you can continue with this beautiful work”.

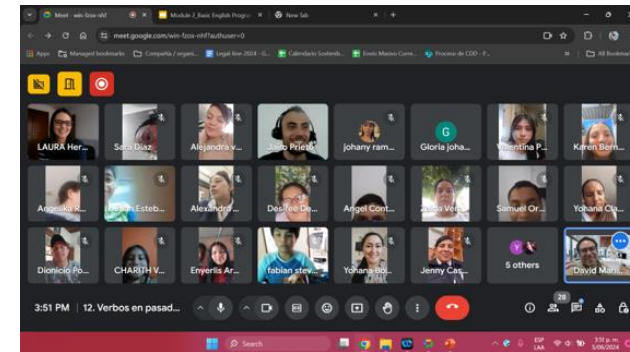
Beneficiary, Digital Skills Program.

“The classes were very educational and useful; I thought the way they approached the topics was excellent.”

Beneficiary, Financial Education Program.

“I thought it was incredible, the teachers explained things very well. Excellent use of spaces and I really liked learning to pronounce better.”

Beneficiary, English Program.



Entrepreneurship Education Program

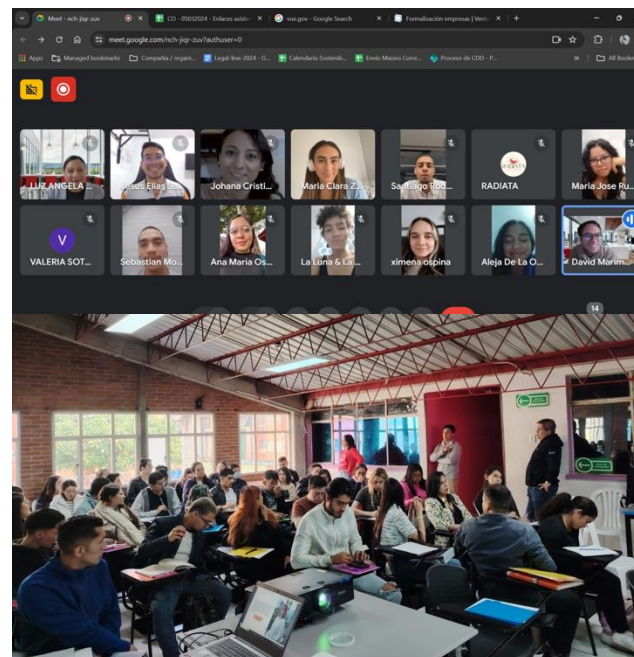
According to data from DANE and GEM (Global Entrepreneurship Monitor) Colombia, of which Ean University is a part, approximately 20% of the economically active population is involved in entrepreneurship, which is equivalent to about 4.8 million entrepreneurs in the country*. Taking this into account, at the Firm we recognize entrepreneurs as sources of economic development, innovation and productivity in Colombia, therefore, we seek to positively impact micro-enterprises and social and environmental ventures through our **entrepreneurship education program**.

Thanks to our program,
we had:

157
entrepreneurs
benefited.
25
PwC volunteers.
125
hours invested.

“These are contents that I am seeing for the first time. In fact, I think that the sessions present a very effective agenda for our ventures. **All the topics were very well explained and I know that they will be useful to us**”.

Beneficiary - Entrepreneurship Education Program.



*Information taken from:
[Panorama del emprendimiento
en Colombia a 2024](#)

1. Los costos

Un costo o coste es el **desembolso económico** que se realiza para la **producción** de algún bien o la oferta de algún servicio.

Ejemplo de estos pueden ser: el pago a trabajadores, gastos derivados de la actividad económica como servicios de marketing o la compra de mercaderías y servicios públicos, arrendamiento, entre otros.

Los costos **se incurrir de manera natural** durante el proceso productivo de un bien o servicio, sea por el desgaste o uso de un factor productivo o varios.

Exención del beneficio neto o excedente

Beneficio neto o excedente determinado Reconocimiento en la contabilidad y conciliación fiscal o sistema de registro de diferencias

- ✓ Programas que desarrollen el objeto social
- ✓ Designación aprobada por la Asamblea (debe constar en el acta la destinación y los plazos)
- ✓ Registro sobre la ejecución del beneficio en forma separada por periodo gravable.

Destinación en el año siguiente al de la obtención del beneficio

- ✦ Destinados a programas de largo plazo (más de 1 año y menos de 5 años)
- ✦ Ejecutarse en la actividad meritoria, incluida la adquisición de nuevos activos
- ✦ Se debe llevar control de la asignación permanente por programa y año de constitución en la contabilidad y/o conciliación fiscal
- ✦ En caso de requerir más de 5 años se debe solicitar autorización a la DIAN

Asignaciones permanentes

pwc

Video call participants:

- Juan Pablo - Fundador Pasos Libres
- Daniel Arango
- Substanti Arango Sanchez
- Andrés Giraldo
- Lina Juliana Muñoz Orjuela
- Juan Sparks
- Zarkary Lynn
- Osca Mauricio Leonan mora
- jumpaloooperaciones
- Fabrizio Bernades
- Sébastien Charet
- Lina María Serna - Abatn Ceballos
- Argendra Roberto
- Cristina Bravo - Piquito
- Olaya María Torja Robledo
- Juan José Rojas
- Coordinación Buenaventura
- Edgardo Martínez
- 21M Producciones
- Maria Montaña Martín Vangelis API

Professional Services for the Community

Thanks to the alliances that we generate with the aim of creating shared value for the community, we participate in initiatives with different NGOs, organizations, universities, among others, to contribute to the social and environmental development of the country.

During fiscal year 2024, we provided support, accompaniment and contributed with the time, knowledge and experience of our people in the following projects and initiatives:

Compartamos con Colombia: we participate in the **Institutional Strengthening Program** for Social and Environmental Organizations of the country, which seeks to strengthen the strategic capacities of community-based social and environmental organizations, in order to help them enhance their impact in a sustainable way over time.

ANDI Foundation: We joined the **Banco de Tiempo y talento initiative, Súmate Program**, whose objective is to generate trust between the public and private sectors through mentoring for ninth, tenth and eleventh grade

students from district schools in the country, on topics such as: financial education, soft skills, entrepreneurship, among others.

Fundación Pasos Libres (Free Steps Foundation): We were part of the Accelerating Peace program, which aims to help accelerate the growth of youth peacebuilders' initiatives in Colombia by strengthening their entrepreneurial skills. Our volunteers guided the entrepreneurs in different sessions on Corporate Social Responsibility (CSR), reporting, product development, piloting and validation.

Chamber of Commerce of Bogotá (CCB):

We joined the **Todos Unidos** program, which seeks to positively impact small and medium-sized companies with personalized advice and different webinars on topics related to business strategy, marketing and sales, financial planning, production and quality, digital transformation, innovation, sustainability, corporate governance and human talent management.

ABACO Colombia: We developed a tax workshop for the Special Tax Regime Organizations that are part of ABACO (Association of Food Banks of Colombia), whose objective was to train them in tax issues, donations and other generalities that apply to this type of companies.

Universidad Autónoma de Manizales (Autonomous University of Manizales): In partnership with the **University's Entrepreneurship Unit**, we provide different workshops and training on topics such as: costs, income statements and balance sheets, as well as practical and useful financial tools that entrepreneurs can implement within their business ideas.

558 people and **25** beneficiary organizations.
42 PwC volunteers.
482 invested hours.



We also have a Pro bono Services Policy aimed at non-profit organizations, social entrepreneurship projects and associations that work in the promotion of projects of public interest and social and environmental impact.

Socially conscious volunteering

During fiscal year 2024, we participated in different initiatives developed by our allies, impacting not only specific populations, but also, through these actions, we promoted social dialogue in our employees, developing in them other skills such as **social commitment and empathy**, seeking that they can face new challenges, serve unconditionally, dedicating their time to building a more egalitarian society.

Christmas campaign:

We joined the El Minuto de Dios Organization Corporation to bring smiles and joy to **451 children** from Barranquilla, Bogotá, Cali and Medellín during the Christmas season. In this activity, **103 volunteers** from PwC were part of the delivery of gifts.

Campaña La educación Es la Clave (Education is the Key Campaign):

We worked together with the El Minuto de Dios Organization Corporation for the children of Istmina, Chocó, through the donation of notebooks and packaging of school kits, contributing positively to their return to classes and academic activities. In this activity, **23 volunteers** participated, managing to positively impact **2,000 students**.

Voluntariado Banco Alimentos - #JUNTOSCONTRAELEHAMBRE (Food Bank Volunteering - #TOGETHERAGAINSTHUNGER):

In partnership with the Bogotá Food Bank, we directly supported the Bank's operational staff with the selection, classification and preparation of food and goods. In this activity, **30 volunteers** managed to prepare **1,150** markets for different families in the country.

El Centro Vive

We participated in this initiative led by the ANDI Foundation and the Mayor's Office of Bogotá, whose objective was to contribute to improving the security of the city, help rebuild the social fabric and contribute to the beautification of the spaces we inhabit. In this activity, **21 volunteers participated**.

"Thank you very much for the opportunity that you give us to be part of a time of blessing for the children and families. God bless you and a Merry Christmas."

-Volunteer - Christmas campaign.



"What a great initiative, I really like participating and the interactivity that there is with the other colleagues, I hope they continue doing this type of volunteering."

-Volunteer – El Centro Vive.

"The activity and the people who attended have a very cool attitude to work, you meet coworkers from other areas, and it allows you to reaffirm that human sense and value the life that we have. I really like the activities".

-Volunteer – Food Bank.



"I think that these spaces are very rewarding, since they allow you to provide a grain of sand in a good cause and it helps you understand that our contribution is not only through a corporate job, but from the actions that we take to impact others."

-Volunteer - Education is the Key Campaign.

During this fiscal year, we are proud to highlight that we have launched our scholarship program “Students with Purpose”, in alliance with the Corporation Organization El Minuto de Dios, through which we are positively impacting the personal and professional lives of 5 young people, contributing 50% of the semester value of their university tuition, as well as providing personalized mentoring from our partners to the students; the remaining 50% is assumed by the Corporation.

Our supply chain

GRI 204-1, 414-1. Own Com. 5

At PwC Colombia we strive to ensure that all our processes always maintain the highest quality standards and as part of our commitment to having a comprehensive business model that is concerned not only with financial aspects, but also social and environmental ones, we have implemented purchasing policies and procedures that incorporate sustainable purchasing guidelines, where we address key aspects such as the environment, safety and health at work, as well as equity.

Taking this into consideration, we conduct a periodic evaluation of the Firm's suppliers, validating their compliance with legal requirements and our internal policies. With this in mind, those who obtain a score between 70 and 100 points in this evaluation are accepted as suppliers, thus ensuring that suppliers share the Firm's corporate values and adhere to our vision of an integrated business.

For fiscal year 2024, we had 215 supplier contracts, of which, we are pleased to highlight, 99% of them were local, hence reflecting our interest and commitment to supporting the local market and contributing to the country's economic and sustainable growth.

Total amount of expenditure on suppliers	Amount of spending on local suppliers
Fiscal year 2024	
\$34,074,119,769 COP	\$6,919,592,146 COP
Fiscal year 2023*	
\$28,476,477,170 COP	\$9,957,365,778 COP

Information expressed in thousands of Colombian pesos.

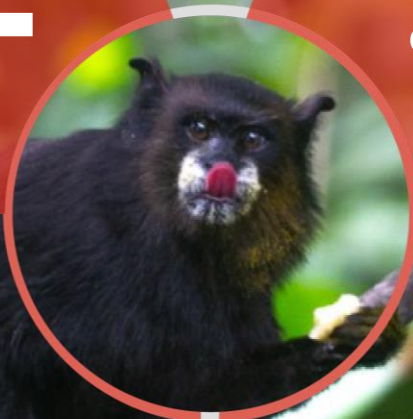
*Information related to supplier expenses for fiscal year 2023 was restated due to accounting adjustments.

Indicators and goals

To measure the progress and effectiveness of the measures implemented to promote social development, PwC defined the following goals:

Indicator	FY24 Goal	FY24 Result	FY25 Goal
Percentage of participation of total employees in volunteering activities.	≥ 10%	25%	≥ 10%
Number of beneficiaries impacted by volunteering programs.	≥ 800	5,432 people and 21 social organizations	≥ 800
Percentage of effective working hours invested by employees in corporate volunteering programs.	≥ 80%	100%	≥ 80%

5.2

Environmental
performance
and climate
change**Stakeholders**

- Clients
- Suppliers
- Society/Communities
- Planet

**Valores PwC**

- We make the difference
- We care
- We work together

**SDG and Goals**SDG 3:
Goal 3.9SDG 12:
Goal 12.2,
12.4, 12.5SDG 6:
Goal 6.4SDG 13:
Goal 13.1SDG 8:
Goal 8.4

GRI 3-3

We are aware of the relevance of facing environmental challenges and we are committed to working together to generate a positive impact on the environment in which we operate. We identify climate change as one of the greatest risks today, for that reason we strive to mitigate our impact on the environment through internal and external actions that involve the adoption of sustainable business practices, leveraged by the United Nations Sustainable Development Goals (SDGs).

Therefore, in PwC Colombia, we believe that we must promote positive and lasting change in time, both in society and in the environment, taking timely measures to mitigate and offset the effects of climate change.

*A Renewable Energy Certificate –(REC) – determines the environmental and social attributes of generating 1 MWh (1000 kWh) of renewable electricity. Because physical electricity received through the grid does not provide information on origin, RECs play an important role in accounting for, tracking, and assigning ownership of renewable electricity generation and use.

Milestones

Our Environmental Management System remains certified under ISO 14001:2015 and Norsok SWA-006:2020 standard, as evidence of our commitment to good environmental practices in our operations.

We offset 100% of our carbon footprint with carbon credits and purchase of renewable energy certificates (RECs).*

We were certified as a carbon neutral Firm by ICONTEC.

Our Greenhouse Gases (GHG) inventory was certified by ICONTEC.

Our policies, commitments and guidelines

1. Integrated management system policy.
2. Procedure for identification of hazards and environmental aspects and assessment of risks and impacts.
3. Matrix for identification of environmental aspects and impacts.
4. Integrated solid waste management plan (PGIRS, per its initials in Spanish).
5. PwC Colombia travel policy.
6. Matrix of environmental legal requirements.
7. Life cycle.
8. Greenhouse gas inventory procedure.
9. Paper handling procedure for printing.



Our risks and opportunities related to climate change

GRI 201-2. Own D.A.C.C.13

According to the latest United Nations SDG Report, by 2023, records associated with the climate crisis will be broken. Rising temperatures have not abated and global greenhouse gas emissions continue to rise. In addition, natural disasters associated with extreme weather conditions affect communities on a daily basis*. At the Firm, we recognize that these changes can impact our operations and stakeholders, so we have identified the risks and opportunities related to climate change in order to counteract its effects.

Climate risks can be segmented into the following categories: (1) physical risks as a result of extreme climate change events and (2) risks related to the transition to a low-emission economy.

Physical risks

Our offices may be exposed to extreme weather events. Therefore, we carry out a risk and impact analysis, taking into account geographic information, internal surveys carried out in different areas and our knowledge and skills on climate change.

Risks:

Our risk analysis involves several climatic events that could affect us.

Acute events: Floods, extreme precipitation, fires, hurricanes and droughts.

Chronic events: Rising sea levels, constant heat waves.

* Information retrieved from Sustainable Development Goals Report 2024.

Figure 1 shows the level of vulnerability of our offices to such events during the period from 2011 to 2040, based on their geographic location. This can criteria associated with the population, goods and services that may be negatively impacted. Additionally, it evaluates the degree of ecosystem conservation and adaptation to climate change, according to the technical and socioeconomic capacity of each region.

This analysis was based on the geographic information published by the Institute of Hydrology, Meteorology and Environmental Studies (IDEAM, per its initials in Spanish) and was adapted to our context. In this way, we are able to identify that the vulnerability of our offices to an event related to climate change is medium.

Decrease in productivity due to interruptions in operation.

Weather events could cause the delay or cancellation of land or air transportation services, and the interruption of the provision of public services. This could hinder our operations and result in financial losses for the Firm.

Impacts

Impact on our employees

Our personnel could see their health and professional performance negatively impacted, causing a higher turnover rate and increasing the level of absenteeism.

Impact on the Firm's physical infrastructure

The material structure of our offices may deteriorate due to weather events, generating temporary closures, which leads to economic losses related to the repair of these and the use of risk insurance.

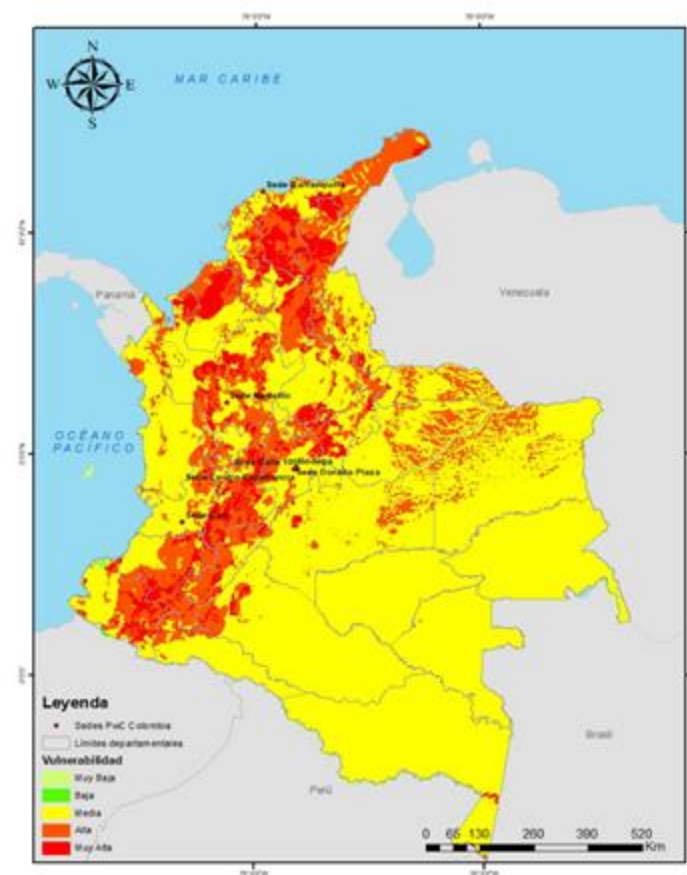
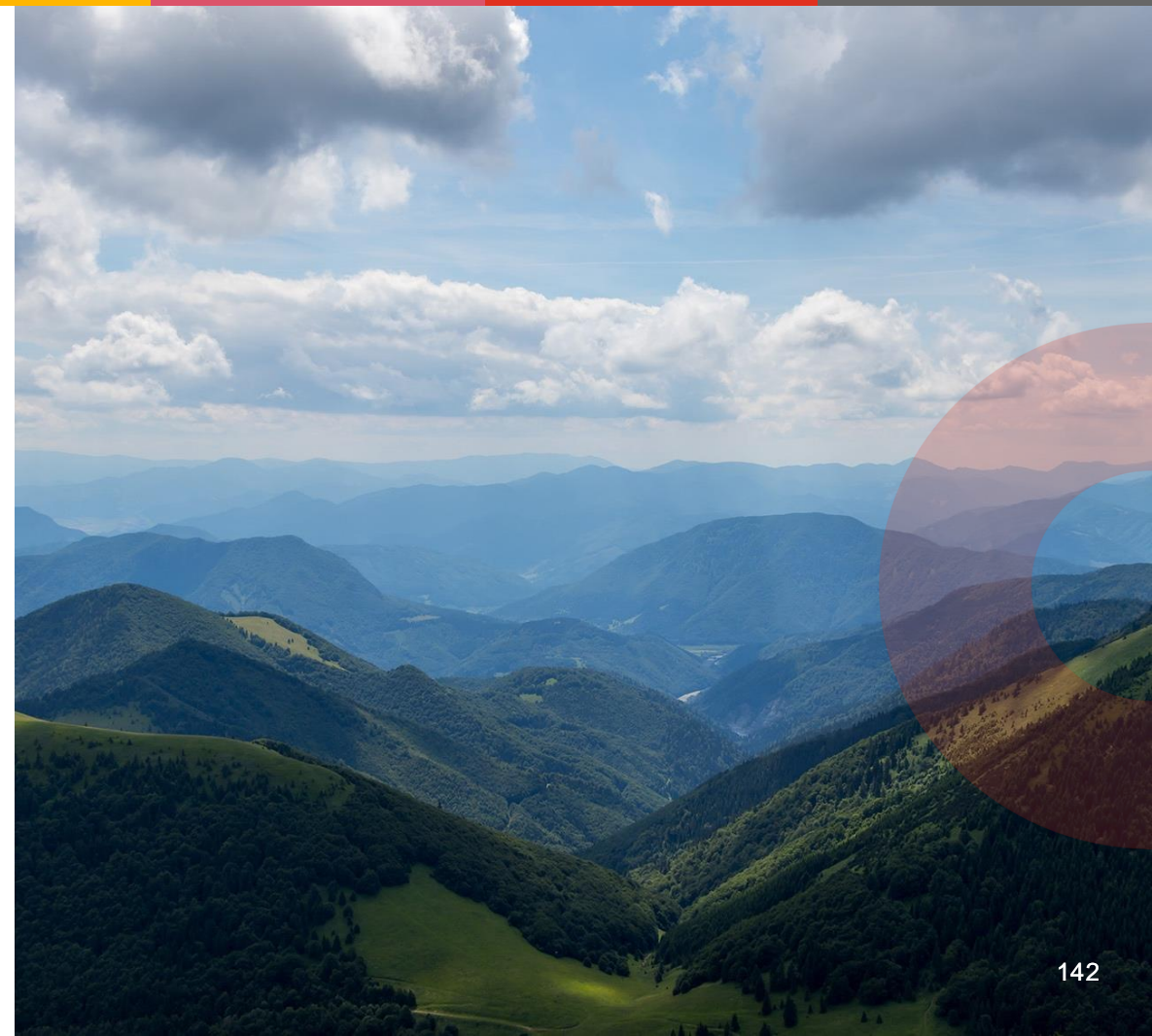


Figure 1. Level of vulnerability to climate change during the period 2011 to 2040 for our offices.

Transition risks

On the other hand, the transition to a low-carbon economy involves political, legal and market variations as vehicles for mitigation and adaptation to those aspects associated with climate change, which may cause impacts for the Firm. In view of this, we conducted an analysis of risks and impacts based on the information provided in internal surveys, data on the sectoral behavior of emissions and the Firm's knowledge.

This analysis reflects the relevance of the climate change mitigation and adaptation strategies, as well as the importance of continuing with these good practices that we have implemented and identifying related opportunities.



Political and legal risks

Carbon Price Increase.

A possible national policy for setting and increasing carbon prices would affect the costs related to the supply chain of the Firm's operations, including air and land transportation, as well as the price of electricity. However, through our Net Zero strategy we have managed to mitigate these risks by reducing air travel, increasing energy efficiency and supporting our supply chain on the path of transition towards decarbonization.

Reputational risks

Loss of services and brand value

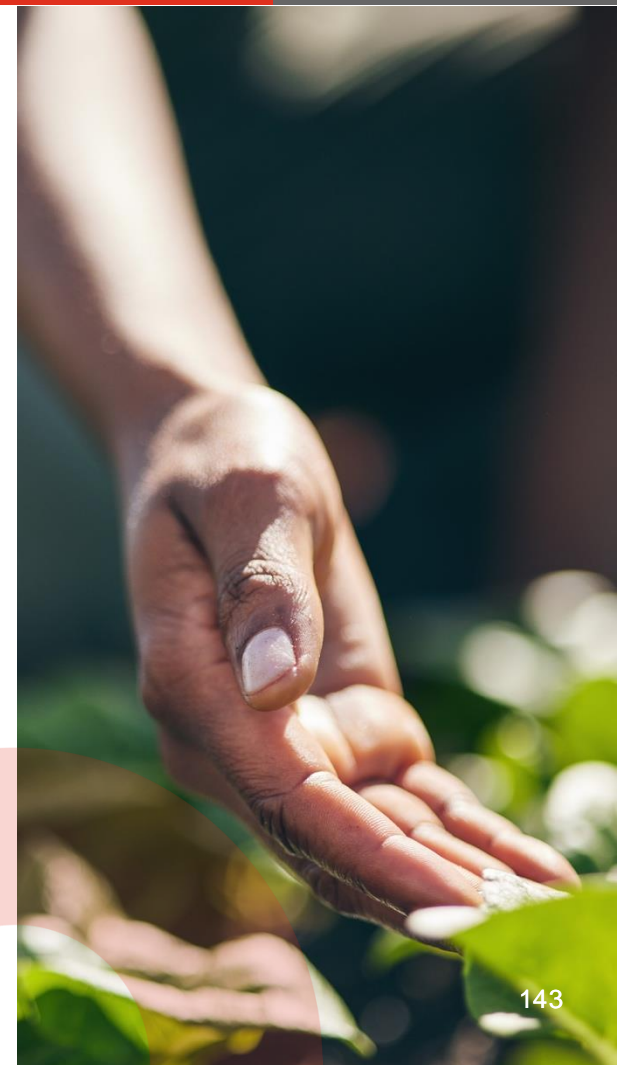
Climate change is leading to more stringent policies and regulations for organizations. Faced with this scenario, the different actors will have to accelerate their decarbonization processes and increase requirements throughout their supply chain.

This could represent a reputational risk for PwC Colombia, affecting the image of the brand and the services provided, if there are no robust actions against climate change. For this reason, we have our Net Zero commitment, through which we constantly demonstrate the Firm's commitment and contribution to climate action and integral sustainability.

Technological risks

Transition costs to low-carbon technologies, practices and processes.

The Firm's commitment to transition to a low-carbon operation involves economic and logistical efforts that may increase over time. However, our strategy transcends this risk to ratify our commitment and make a difference in our social and environmental surroundings. In addition, we constantly evaluate optimal alternatives from an economic, social and environmental standpoint.



Climate opportunities

Our Greenhouse Gas (GHG) emissions reduction strategies, as well as our Sustainability and Climate Change services, can generate opportunities and benefits for the Firm.

Corporate resilience

It is crucial for the Firm to identify the risks and impacts associated with climate action, to develop adaptive action plans that allow the continuity of our services and generate value for society, thus, building corporate resilience in our operations.

Reducing resource consumption

Our actions on the road to decarbonization include the responsible consumption of natural resources, as well as a travel policy that is conscious of the environmental impact of air travel. In this way, we can reduce operating costs associated with energy, water and paper consumption, as well as those related to business travel.

01

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03

04

Increasing demand for sustainability and climate change services

Organizations are currently focusing on reducing considering house Gas (GHG) emissions and measuring their environmental impact in light of the growing trend in the industry to measure the impact generated on the environment and analyze the risk associated with climate change. In this way, our Sustainability and Climate Change services become particularly relevant to ensure that our clients and stakeholders can comply with regulations and standards. The progressive requirement of these, in different sectors of the economy, increases the demand for these services, generating greater opportunities in the market.

Increasing brand value

The strengthening of our Sustainability and Climate Change Services allows us to establish ourselves as a leading organization in climate management and ESG issues. This reputational advantage generates the opportunity to provide support to the different stakeholders in our supply chain, which generates brand value and customer loyalty.

Our path to net zero

Own D.A.C.C.1.



Operations:

- Programs to adopt sustainable habits including responsible consumption of energy, water, and paper.
- Establishment of an internal travel policy to reduce our transportation and lodging emissions.
- Establishment of a paper handling procedure for printing to reduce the number of reams consumed.



Suppliers:

- Development of the Forum Science-Based Objectives: a tool to for sustainable business, in which suppliers learned more about the SBTi initiative and how it works as a tool to achieve their environmental goals.
- Completion of the Introductory Course on Climate Change and Corporate Decarbonization for clients and suppliers. In this, suppliers strengthened their knowledge of the Science-Based Objectives (SBTs) and learned the basic concepts to start or continue the path towards decarbonization.



Clients:

- Classification of clients according to their industry segment to offer the most convenient strategies and action plans.
- Continuous training that provides added value to the provision of our Climate Change services with respect to net zero emissions.
- Implementation of the introductory course on climate change and corporate decarbonization for clients and suppliers. In this course, clients strengthened their knowledge of Science-Based Targets (SBTs) and learned the basic concepts to start or continue the path towards decarbonization.

Our environmental impacts*

GRI 305-5; Own D.A.C.C. 3; 4; 5; 6; 8; 10; 12.

Every year we calculate our carbon footprint through our Greenhouse Gas inventory, which allows us to identify those strategies that guide us to meet our goals and the improvement actions we must take. This is done based on the Greenhouse Gas Protocol - A Corporate Accounting and Reporting Standard (GHG Protocol Corporate Standard)** . Through the results, we can make informed decisions to achieve our commitment to the environment.

For the purposes of this Sustainability Report, we identified the scopes, emission sources of the GHG inventory and the Key Performance Indicators defined by PwC Global in its Global Net Zero Reporting Manual FY24 for monitoring and reporting our emissions.

*The information related to the carbon footprint for fiscal year FY2023 was restated due to an adjustment in the emission factors, considering the alignment with our Net Zero commitment with 2030 targets.

** Standard developed by the World Resources Institute and the World Business Council for Sustainable Development, which aims to provide requirements and guidance to companies and other organizations preparing a GHG emissions inventory at Corporate level.

Scope 1: Direct emissions.

Fugitive emissions from recharging:

Refrigerants: 6.76 tCO₂e.

Fire extinguishers : 10.24 tCO₂e.

Scope 2: Indirect emissions associated with the consumption of electrical energy

Consumption:

FY24: 50.63 tCO₂e 354,659 kWh

FY23: 80.90 tCO₂e 350,815 kWh

Our carbon footprint
FY24: 381.21 TCO₂e
(443.52 TCO₂e FY23)

Scope 3: Other indirect emissions.

FY24: 313.58 tCO₂e. FY23: 350.78 tCO₂e.

Air travel.

FY24 230.30 tCO₂e

FY23 266.19 tCO₂e

Courier services.

FY24 14.31 tCO₂e

FY23 12.84 tCO₂e

Waste management.

FY24 5.82 tCO₂e

FY23 3.22 tCO₂e

Land based travel.

FY24 45.15 tCO₂e

FY23 33.45 tCO₂e

Paper consumption.

FY24 0.37 tCO₂e

FY23 0.32 tCO₂e

Water consumption .

FY24 1.14 tCO₂e

FY23 1.03 tCO₂e

Accommodation.

FY24 16.49 tCO₂e

FY23 33.74 tCO₂e

The base year considered for our inventory is fiscal year 2019 (FY19) i.e., the period from July 1, 2019, to June 30, 2020. This year was selected to avoid expected anomalies in the results, from the pandemic derived from COVID-19.

It is important to highlight that the emissions factor established by the Global network for fiscal year 2023 was considerably higher than that adjusted for fiscal year 2024. This implies a reduction in emissions despite the increase in energy resource consumption. Additionally, this increase is associated with the adoption of greater presence within the hybrid work model.

For fiscal year 2024, greenhouse gas emissions associated with our operations decreased compared to the previous period evaluated, thanks to our travel policy, which allowed us to reduce the impact associated with air travel and accommodation. In turn, in contrast to our base year 2019*, This consequently impacted the total calculation of the carbon footprint and therefore the percentage of reduction with respect to the base year.

*For the calculation of our carbon footprint, FY19 was considered as the base year, in order to avoid anomalies derived from the pandemic.

Initiatives to manage our impacts.

GRI 306-2, 306-5, Own D.A.C.C. 2.

Considering the environmental aspects and impacts related to our operations, we have developed initiatives and campaigns whose objective is to encourage responsible and sustainable consumption of natural resources by our employees.

Water consumption

Turn off the water tap, open your environmental awareness program: This program aims to stimulate environmental awareness in our employees by recommending a shower time of 5 minutes (time suggested by the World Health Organization, WHO).

Paper consumption

- We use paper made from sugarcane fiber, which is recyclable and biodegradable.
- Paper procedure: Seeks to limit the number of printouts made in our offices strictly to those that are indispensable

Air travel

Offset 100% of emissions associated with this source through the purchase of carbon credits.

Electric power

- Energy saving program, Vampire Energy: Seeks to encourage the use of energy resources by disconnecting electronic devices when they are not being used.
- RECs certificates: Through their acquisition, it is possible to certify that our total energy consumption is generated through renewable sources.

Waste management

- Our facilities have ecological points, in accordance with current legal regulations.
- The management of our waste is carried out by a supplier specialized in the treatment, recovery and proper disposal of this waste.
- Waste electrical and electronic equipment (WEEE) is sent to a third party, who restores these devices and then allocates them to social projects.

Indicators and goals

To evaluate the progress and effectiveness of the action plans established in line with our environmental commitment and to mitigate climate change, at PwC Colombia we have defined the following goals:

*This fluctuation with respect to the proposed goals is since one of our offices was handed over, which is why the amount of waste generated was greater than expected. This consequently impacted the total calculation of the carbon footprint and therefore the percentage of reduction with respect to the base year.

Indicator	FY24 Goal	FY24 Result	FY25 Goal
Tons of CO2 emitted by solid waste disposal.	≤ 3 tCO2e	5.82 tCO2e *	≤ 8 tCO2e
Tons of CO2 emitted by electricity consumption.	≤ 73 tCO2e	50.63 tCO2e	≤ 80 tCO2e
Tons of CO2 emitted by air travel.	≤ 442 tCO2e	230.30 tCO2e	≤ 400 tCO2e
Tons of CO2 emitted by water consumption and disposal.	≤ 10 tCO2e	1.14 tCO2e	≤ 6 tCO2e
Tons of CO2 emitted by paper consumption.	≤ 11.5 tCO2e	0.37 tCO2e	≤ 6 tCO2e

Challenges and opportunities

Considering the information presented in this chapter, we identify the risks and opportunities for the Firm as shown below:

Challenges

- Low interest of collaborators to be part of the environmental processes, programs and commitments assumed by the Firm.
- Low number of local suppliers that have established science-based objectives and are aligned with the SBTi initiative.
- Low interest of suppliers to begin their path towards decarbonization.

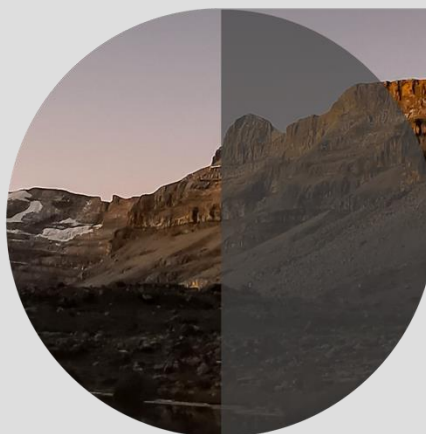
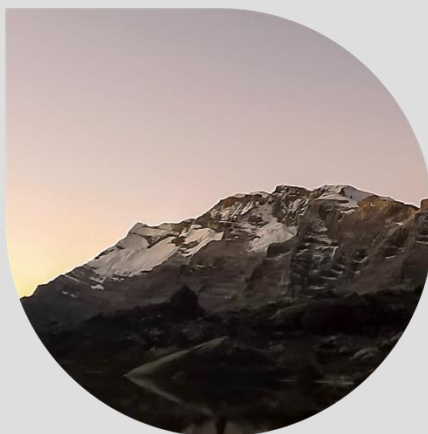
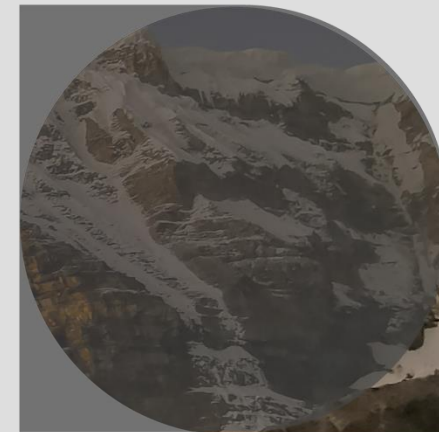
Opportunities

- Work together with the PwC Global Network to adopt good practices from other territories.
- Establishment of the firm as a sustainability leader in its Industry sector, leading to potential business opportunities.
- Generate Shared value with other actors in our supply chain, such as customers and suppliers, by supporting them in their decarbonization journey.
- Establishment of new strategies, programs and campaigns associated with the low carbon economy.
- Decrease in costs associated with natural resource consumption.
- Creation of an environmentally friendly corporate culture.

Glaciers (El Cocuy National Natural Park):
The snow-capped mountains of Colombia are tropical glaciers, which are relatively rare in the world and occurred due to low temperatures at high altitudes. It is estimated that Colombian glaciers are losing approximately 7.8% of their glacial area each year.

Source: Glaciares: Colombia pierde el 7.8 % de su área glaciaria cada año.

06








GRI
Content
Index



**Photography taken
by:** Laura Daniela
Hueza Chaparro -
Nevado del Cocuy




GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	



General contents

GRI 2: General contents 2021	2-1: Organizational details	See chapter 1.1 About us		
	2-2: Entities included in sustainability reporting	See chapter 1.3 About this report		
	2-3: Reporting period, frequency and point of contact			
	2-4: Update of information	-Information related to energy consumption, waste management, messaging, paper and water consumption was restated due to an adjustment in the emission factors, considering the alignment with our Net Zero commitment with 2030 targets. -The information reported in the NN18 indicator: Digital security budget in FY22 Sustainability Report was restated due to an update of the figure, being COP 283,386.		
	2-5: External verification	This report has not been subject to external verification.		

Estándar GRI / Indicador propio	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 2: General contents 2021	2-6: Activities, value chain and other business relationships	See chapter 1.1 About us				
	2-7: Employees	See chapter 4.1 Human talent				8.5 ; 10.3  
	2-8: Non-employees					
	2-9: Governance structure and composition	See chapter 2.1 Corporate governance				5.5 ; 16.7  
	2-10: Appointment and selection of the highest governing body					5.5 ; 16.7  
	2-11: Chair of the highest governing body					16.6 
	2-12: Role of the highest governing body in overseeing impact management					
	2-13: Delegation of responsibility for impact management					






GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 2: General contents 2021	2-14: Role of the highest governing body in sustainability reporting	See chapter 1.3 About this report				
	2-15: Conflicts of interest	See chapter 2.2 Trust, integrity and transparency				16.6 
	2-16: Communicating Critical Concerns	See chapter 2.1 Corporate governance				
	2-17: Collective knowledge of the highest governing body					16.7 
	2-18: Evaluating the performance of the highest governing body					
	2-19: Remuneration policies	See chapter 4.1 Human talent				
	2-20: Process for determining compensation					

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 2: General contents 2021	2-21: Annual Total Compensation Ratio		2.21	Confidentiality Restrictions	This is sensitive information for the market competitiveness of our industry. The application of standards for estimating competitive compensation is warranted.	
	2-22: Declaration on the sustainable development strategy	See chapter 0. Letter from the main partner				16.9 
	2-23: Commitments and policies	See chapter 2.2 Trust, integrity and transparency				16.6 
	2-24: Incorporation of commitments and policies					
	2-25: Processes to remedy negative impacts	See indicator 3-3 of material topics				
	2-26: Mechanisms for seeking advice and raising concerns	See chapter 2.2 Trust, integrity and transparency				16.3 

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 2: General contents 2021	2-27: Compliance with laws and regulations	See chapter 2.3 Laws and regulations				16.3 ; 16.6 
	2-28: Association membership	See chapter 1.1 About us				
	2-29: Approach to stakeholder engagement	See chapter 1.3 About this report				
	2-30: Collective bargaining agreements	PwC Colombia does not have collective bargaining agreements.				8.8 

Material Issues

GRI 3: Material Issue 2021	3-1: Process for determining material issues	See chapter 1.3 About this report			
	3-2: List of material issues				



GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Corporate governance, trust and integrity						
GRI 3: Material Issue 2021	3-3: Management of material issues	Chapter 2.2 Trust, integrity and transparency				
GRI 205: Anti-corruption 2016	205-2: Communication and training on anti-corruption policies and procedures	Chapter 2.2 Trust, integrity and transparency				16.5 
	205-3: Confirmed corruption cases and measures taken					16.5 
Own indicators	G.E.2: Compliance percentage for the e-learning course Combating Corruption and Money Laundering	Chapter 2.2 Trust, integrity and transparency				16.5 ; 16.6 
	G.E.3: Total Client Due Diligence processes carried out					16.5 
	G.E.4: Total Advanced Due Diligence processes - AML					
	G.E.6: Annual costs associated with the preparation of CDD and DDA					16.5 

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	

Laws and regulations

GRI 3: Material Issue 2021	3-3: Management of material issues	See Chapter 2.3 Laws and regulations				
Own indicators	G.E.5: Actions to supervise and manage laws and regulations	See chapter 2.3 Laws and regulations				

Economic performance




GRI 3: Material Issue 2021	3-3: Management of material issues	See chapter 3.1 Economic performance				
GRI 201: Economic performance 2016	201-1: Direct economic value generated and distributed	See chapter 3.1 Economic performance				8.1 ; 8.2 9.1 ; 9.4 ; 9.5  
Own indicators	N.N.1: Share of total revenue by industry	See chapter 3.1 Economic performance				


GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	

Excellence and quality of service


GRI 3: Material Issue 2021	3-3: Management of material issues	See chapter 3.2 Excellence and quality of service		
Own indicators	N.N.3: Client Loyalty Index	See chapter 3.2 Excellence and quality of service		
	N.N.7: Standards of Excellence and quality of service			
	N.N.8: Opening of new services			
	N.N.9:Awards and recognitions			

Innovation and digital transformation

Own indicators	N.N.11:Investment in innovation	See chapter 3.3 Innovation and digital transformation		8.2 ; 9.5  
	N.N.12: Portfolio of digital solutions			8.2 
	N.N.13: Percentage of collaborators who completed the Digital Quests.			









GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own indicators	N.N.14: Total number of training hours per year on digital topics per employee	See chapter 3.3 Innovation and digital transformation				4.4 
	N.N.15: Number of beneficiaries of the innovation and digital transformation programs guided by the Firm					














Information security and cybersecurity












GRI 3: Material Issue 2021	3-3: Management of material issues	See chapter 3.4 Information security and cybersecurity		
GRI 418: Customer Privacy 2016	418-1: Substantiated claims regarding breaches of customer privacy and loss of customer data	See chapter 3.4 Information security and cybersecurity		16.3 ; 16.10 
Own indicators	N.N.16: Policies, processes and practices related to data security	See chapter 3.4 Information security and cybersecurity		




GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own indicators	N.N.17: Information Security and Cybersecurity Standards	See chapter 3.4 Information security and cybersecurity				
	N.N.18: Digital security budget					
	N.N.20: Percentage of employees trained in NDDP					

Human Talent Management, Occupational Health and Safety, and Inclusion and Diversity





GRI 3: Material Issue 2021	3-3: Management of material issues	See chapter 4.1 Human talent		
GRI 401: Employment 2016	401-1: New employee hires and staff turnover			4.5 5.1 8.5 ; 8.6   
	401-3: Parental leave			5.1 8.5  
GRI 403: Occupational health and safety 2018	403-1: occupational health and safety management system			8.8 
	403-2: Hazard Identification, Risk Assessment and Incident Investigation			3.3 ; 3.9 8.8  





GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 403: Occupational health and safety 2018	403-6: Promotion of workers' health	See chapter 4.1 Human talent				3.4 ; 8.8  
	403-8: Occupational health and safety management system coverage					3.8 ; 8.8  
	403-10: Occupational illnesses and diseases					
GRI 404: Training and education 2016	404-1: Average training hours per year per employee	See chapter 4.1 Human talent				4.4 ; 4.5 5.1 8.2 ; 8.5 10.3    
	404-2: Employee skills enhancement programs and transition assistance programs					4.4 8.2 ; 8.5  
	404-3: Percentage of employees receiving periodic performance and professional development evaluations					5.1 8.5 10.3 ; 10.4   





GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 405: Diversity and equal opportunities 2016	405-1: Diversity in governing bodies and employees	See chapter 4.1 Human talent				5.1 ; 5.5 8.5   
	405-2: Ratio of base salary and remuneration of women compared to men					5.1 8.5 10.3 ; 10.4   
GRI 406: Non-discrimination 2016	406-1: Cases of discrimination and corrective actions taken	See chapter 4.1 Human talent				5.1 8.8 10.2   
Own Indicator	N.G.1: Total number of professions in the staff.	See chapter 4.1 Human talent				8.3 
	N.G.2: Policies, programs and initiatives to promote diversity					
	N.G.4: Global People Survey (GPS)					
	N.G.5: Percentage of interns and apprentices in new hires.					8.6 

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own Indicator	N.G.6: Percentage of total employees according to their years of service in the Firm.	See chapter 4.1 Human talent				
	N.G.10: Number of collaborators benefiting from the study financing policy					4.4 
	N.G.11: Total training hours					4.4 
	N.G.13: Number of promotions by gender and category					5.5 
	N.G.14: Flexible working options					

Environmental performance and climate change						
GRI 3: Material Issue 2021	3-3: Management of material issues	See 5.2 Environmental performance and climate change				
GRI 201: Economic performance 2016	201-2: Financial implications and other risks and opportunities arising from climate change	See chapter 5.2 Environmental performance and climate change				



GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
GRI 303: Water and effluents 2018	303-1: Interaction with water as a shared resource	In our offices, water is supplied by the water and sewage service providers at each location, and is used for cleaning, disinfection and human consumption. Once consumed, the water is discharged into the sewage networks of each city. The impacts related to water were identified by calculating our carbon footprint and the environmental impacts we generate from our consumption and disposal.				13.1 
GRI 305: Emissions 2016	305-5: Reduction of GHG emissions	See chapter 5.2 Environmental performance and climate change				13.1 
GRI 306: Waste 2020	306-2: Management of significant waste-related impacts	See chapter 5.2 Environmental performance and climate change				
	306-5: Waste intended for disposal					3.9  12.4  12.5



GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own indicators	D.A.C.C. 1: Decarbonization plan	See chapter 5.2 Environmental performance and climate change				13.1 
	D.A.C.C. 2: Total recyclable and ordinary waste generated					
	D.A.C.C. 3: TCO2 emitted by solid waste disposal					13.1 
	D.A.C.C. 4: Total energy consumption					
	D.A.C.C. 5: CO2 emitted by electricity consumption					13.1 
	D.A.C.C. 6: Number of trips by air					
	D.A.C.C. 7: Distance traveled in km by air travel					
	D.A.C.C. 8: TCO2 emitted by air travel					13.1 
	D.A.C.C. 9: Total water consumption					

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own indicators	D.A.C.C. 10: TCO2 emitted by water consumption and disposal	See chapter 5.2 Environmental performance and climate change				13.1 
	D.A.C.C. 11: Total paper consumption					6.4 8.4 12.2   
	D.A.C.C. 12: TCO2 emitted by paper consumption					

Non-material issues

Social development

GRI 204: : Procurement practices 2016	204-1: Proportion of expenditure on local suppliers	See chapter 5.1 Social development				8.3 
GRI 414: Social evaluation of suppliers 2016	414-1: New suppliers that have passed selection filters according to social criteria	See chapter 5.1 Social development				8.8 
Own indicators	Com. 1: Participation of collaborators in corporate volunteering activities	See chapter 5.1 Social development				

GRI Standard / Own Indicator	Indicator	Location / Direct Response	Omissions			SDG
			Requirements omitted	Reason	Explanation	
Own indicators	Com.2: Investment of effective working hours in corporate volunteering activities	See chapter 5.1 Social development				
	Com.3: Financial contribution equivalent to the hours invested in corporate volunteer programs					
	Com.4: Number of beneficiaries of Corporate Sustainability programs and activities					
	Com.5: Percentage of local suppliers contracted					8.3 9.3  





Sustainability Report

Fiscal Year 2024

PwC Colombia

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