

# nobis Brief

## THE MISSION OF NOBIS BRIEF

Inform the economic and social life of the Nobis Partnership and its companies, in such a way that it contributes to the integration of its personnel under the Values of the organization and to a positive public image of its management.

**This Nobis Brief is a summary of the Nobis Consortium Business Magazine No 47 »**

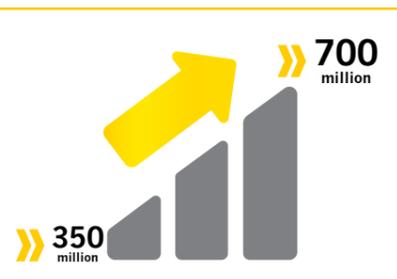


**» Karibao will create more than 28 thousand jobs**

**» Between** 28 and 30 thousand jobs will be generated by Karibao, a real estate megaproject promoted by Pro-nobis, providing a clear example of the social responsibility component with which Nobis ratifies the fulfillment of its values of faith in the country and its permanent commitment with Ecuador's development. Isabel Noboa Ponton, Executive President of Nobis, emphasized this during the project's formal launch. "These numbers don't include the amount of indirect jobs that will also be created during the construction of this megaproject", she pointed out during the ceremony.

Karibao is expected to cost over 700 million dollars, making it a significant development project for the country. "Playas is destined to become the most important tourist destination of the South American Pacific", highlighted Dr. Miriam Lucas, Mayor of the Guayas Province's only beach resort. "The project will increase the Municipal treasury's income through the collection of property taxes", said the Mayor of Playas, who also stressed the

importance of working with local human talent in order to support socio-economic progress, and the creation of areas for the personal and professional development of the town's inhabitants. On the other hand, the Municipality committed itself to improving basic services.



**» Nobis' 2020 Strategy**

**» Today**, organizations recognize the vital importance of strategic planning for their growth and prosperity in the long run. It is evident that the business leaders that efficiently define an organization's mission and vision will be better able to provide direction and orientation to their activities. With this as a background, Nobis outlines its new 2020 strategy that highlights the development of human resource, which is the cornerstone of its position and reputation within the markets in which it participates.

The new strategy has the following main objectives:

- Aggressive growth: Duplicate our annual sales by 2020.
- Sustainable profitability: Sustain and strengthen profitability levels through increased efficiency regarding each one of our activities.
- Internationalization and diversification: Position Nobis in the world map growing in a balanced way while participating in new businesses.

- The best team: Rely on a world-class professional staff working at their highest potential and with responsibility. Currently, Nobis is a consortium of companies that generate sales of around \$350 million dollars per year.



**» Pride and enthusiasm in the beginning of a new harvest**

**» With the pride** and enthusiasm that characterize the Agro-industrial Business Unit, we celebrate the beginning of harvest No. 131. This year, with a productivity of 95 TCH of our own sugar cane, and 85 TCH of product from sugar cane farmers, we will have enough raw material to process 1'797.456 tons of cane. This will be transformed by Valdez, Codana and Ecoelectric into 3'384.985 50-kilo sugar sacks, 18'124.465 liters of alcohol and 114'940.789 Kwh of energy, thus creating a synergy between these three companies that will allow us to keep growing in a sustainable way. Our staff, which works everyday with enthusiasm, commitment, honesty and responsibility, has been our main asset in maintaining the organization for a century, allowing us to become a great pillar to the community of Milagro.

**» Our Mission** To empower and generate progress for Ecuador based on innovation, professional excellence and strong ethical principles.

**» Our Vision** To be the leading conglomerate of international companies recognized for its business excellence and strengths of their values.



**» USI acquired cookie factory**

**» Universal Sweet Industries** recently acquired the assets of Nuvinat, a cookie factory located in Riobamba, Chimborazo province, that began its operation in 2009. The factory was built within an area of 11 hectares and was awarded with the GPM international certification regarding good manufacturing practices.

This acquisition demonstrates USI's dedication to achieving progress through corporate expansion and diversification of its product portfolio. In the next edition of Nobis magazine we will give more details about this new factory that has become part of our centenarian corporation.



**» Wyndham Hotel, one of the best in America**

**» The Wyndham Hotel** Guayaquil was recognized as "Property of the year 2014" after just two years in business, highlighting it as a high quality

hotel with great performance and a high guest satisfaction index. "Today, my heart is full of happiness, pride and gratitude. I feel happy because this award recognizes the hotel as one of the most important in America, among 137 hotels", said Isabel Noboa Ponton, President of Nobis. Wyndham is the first international brand hotel in the country with an entire Ecuadorian personnel.



**» 10 years of commitment with education**

**» 507 children** in scholarship programs is the number that summarizes the history of the program "Nobis Educando", initiative that is part of the corporate social responsibility commitment of Nobis. This program, which is being developed by Fundacion Nobis together with the companies of the consortium, is aimed to support the academic excellence of the sons and daughters of the people that work in the corporation, who strive everyday to keep their scholarships. Compañía Azucarera Valdez, Codana, Ecoelectric, Mall del Sol, Pro-nobis, Nobis, Wulfbi, Sertel and Universal Sweet Industries are the companies that provide this benefit. "Nobis Educando" is an institutionalized program.



**» The Nobis Foundation Inc. fulfilled its first voluntary activity in Ecuador**

**» The Nobis Foundation Inc.**, organization based in Miami and presided by Isidro Romero Noboa and Antonella Romero, shared with 23 young volunteers from Miami, a week of work with the children of the school Santa Maria Eufrasia, located in Isla Trinitaria, in Guayaquil, which is part of the social work carried out by Fundacion Kairos, led by Father Simon Mahish. This program was organized in alliance with Fundacion "Manos del Sur", also based in Miami, which develops this activity every year in other countries of America.

The Nobis Foundation Inc. promoted this activity as part of its humanitarian and social commitment with the objective of developing educational programs for the children of Ecuador. The social labor included donations for the Home for orphaned girls or those admitted by court ruling for domestic violence or abandonment. This activity represented an important occasion since three generations of the Romero Noboa family got together to carry out this social responsibility action. "It is never too late to give an example to our children about community service", said Antonella Romero.