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# ABOUT OUR REPORT

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We are proud to present our third Sustainability Report, prepared within the framework of the Competitive Business Program, in reference to the GRI (Global Reporting Initiative) Standards. This report covers the period from January 1<sup>ST</sup> to December 31, 2023.

Our annual report reflects the company's efforts and achievements during the year 2023. In addition to maintaining the Table of Contents of the previous report, we have incorporated new indicators based on the GRI's materiality principle. This principle determines the importance of issues to us and our stakeholders, thus ensuring a more complete and relevant presentation of our sustainable performance.

For any questions about this report, please do not hesitate to contact Samantha Sophia Meyer Buendia, Manager of Institutional Affairs and External Communication, at samantha.meyer@sider.com.pe.



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# WELCOME LETTER

GRI 2-22

#### Dear friends:

It is a pleasure to present the third Sustainability Report of SIDERPERU, a company with B Corp Certification. This distinction confirms our commitment as an organization that has aligned its purpose with environmental, social and governance objectives. The rigorous international certification reflects our promise to continue making a positive impact on Peru and the planet.

The year 2023 was a period of important achievements for our company, the first steel company in Peru, with more than six decades of experience serving the construction, industrial and mining sectors, and part of Gerdau, the leading scrap metal recycler and producer of long steel products in Latin America.

In addition to the B Corp certification, we are proud to report that we achieved optimal economic results, even higher than those recorded before the pandemic, with an EBITDA of S/ 246 million and sales totaling S/ 2,385 million.

In environmental terms, we made significant investments, including more than S/ 600.000 for the maintenance of solar water heaters and the water network of the water treatment plant (PTARI), as well as the implementation of improvements to reduce water consumption. We have also surpassed the established goal (72%) for the reuse of the main co-products such as laminate, wood, plastics, etc.

We emphasize that the heart of our business is 100% framed in the circular economy, since we transform scrap metal into steel, promoting development in Peru and beyond our borders.



#### Welcome Letter

the country's construction industry.

employees.

scholarships for quality technical education. Our social responsibility materialized in the support of more than 16,000 people and more than 50 institutions through various initiatives, as well as in the more than 2,613 volunteer hours performed by our employees.

At SIDERPERU, we also work to take care of our customers and continue to build

customer loyalty through a comprehensive service and quality products. Thanks to this effort, in 2023, we increased the level of satisfaction by 17 points compared to 2022. In

addition, we deeply value our collaboration with small and medium-sized companies,

which represent around 90% of our suppliers, thus contributing to the generation of

thousands of jobs. During the year, we trained 62 metal suppliers and more than 3,500 master builders in order to continue contributing to the formalization and development of

We are firmly committed to increasing the presence and contribution of women in our sector. In 2023, we maintained our goal of having at least one woman on the shortlist in each selection process. In addition, 25% of our leadership positions were held by female

We have been recognized with the ABE (Good Employers Association of the American Chamber of Commerce) award in the "Environment Development" category for our work

with the Technical School (Steel Professionals), which in 2023 provided 123 students with

These achievements are the result of the hard work of each of our teams who, together with the guidelines of our parent company Gerdau, provide us with the consistency and vision necessary to lead not only our industry, but also to be a benchmark for private investment in the country. We are grateful for the tradition and experience of our employees who support our work, as well as the support of the city of Chimbote, which has welcomed us since our beginnings. We hope that in 2024 we will be able to multiply the value we have been generating while remaining committed to sustainable development that impacts our company, Peru and the planet, our common home.

> **Marcos Mattiello** CEO - Chief Executive Officer

The year 2023 was a achievements for our company, the first steel company in Peru, with more than six decades of experience serving the

construction, industrial and mining sectors; and which is part of Gerdau,

period of important

the leading scrap metal

recycler and producer of

long steel products in

Latin America.

Welcome Letter



## 1.1. We are SIDERPERU

GRI 2-1 | GRI 2-2 | GRI 2-6

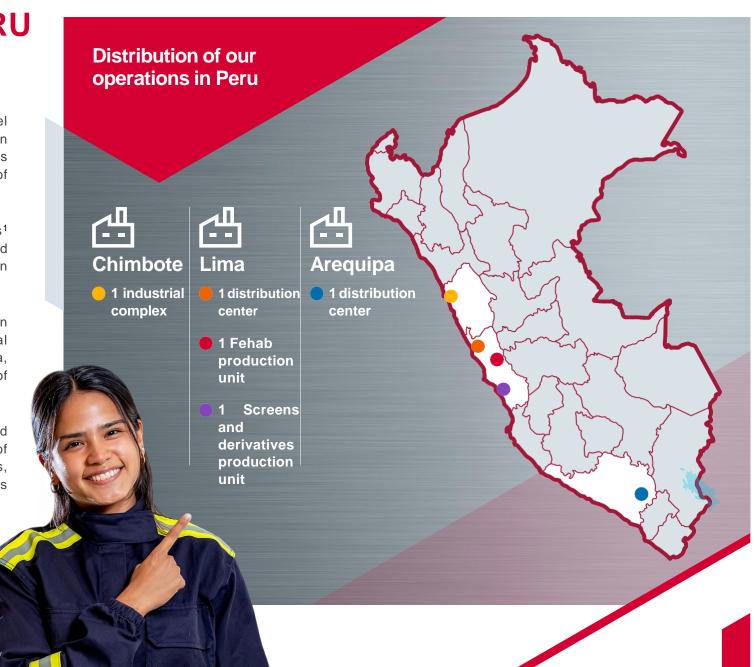
We are proud to be the first Peruvian steel company and one of the most important recyclers in the country. For more than 67 years, our products have accompanied the growth of thousands of Peruvians and their families.

We have been part of one of Gerdau's 9 units1 since 2006, the largest Brazilian steel producer and one of the main suppliers of long steel products in the Americas and of special steels in the world.

Our 550-hectare industrial complex is located in Chimbote (Ancash). We also have a commercial unit in Lima and three distribution centers (Lima, Areguipa and Chimbote), as well as the support of two industrial plants thanks to our strategic allies.

mining sectors, taking the steel we produce to all of Peru and even Bolivia, thus impacting the progress, safety and quality of life of the families in this region.

We supply the civil construction, industrial and



SIDERPERU: Peruvian Steel

<sup>1</sup> During 2023, we proceeded with the sale of 2 units in the region (Colombia and the Dominican Republic), effective for the second period of 2024.

# 1.2. SIDERPERU Prestige

We are delighted and grateful that our environmental, social and governance efforts to promote sustainable management have been recognized during 2023.



## Award "Companies Transforming Peru 2023"

We were recognized as one of the 32 companies that transform Peru by Radio Programas del Peru (RPP) and IPAE Business Association. The project recognized was "We are more than steel", which talks about our business model based on scrap metal recycling as our main input.



### ABE Award in the category "Development of the Environment"

In this contest, organized by the Good Employers Association (ABE) and Amcham Peru, we won in the "Development of the Environment" category with our educational program and own Technical School.



### Award for Best Integral Occupational Risk Management

We received the RIMAC Seguros Award of Excellence for Best Integral Occupational Risk Management in the Manufacturing category. This achievement has been possible thanks to our culture focused on putting the lives and safety of our employees first.



## EGS Distinction "Company with Sustainable Management"

Thanks to our performance in 2022, we obtained Distinction "Company with Sustainable Management", a recognition granted by Sustainable Peru, which reinforces our commitment to responsible management and to the sustainable development of the country.



### Access to green financing

The Bank of Credit of Peru (Banco De Credito Del Peru, BCP) granted us a green loan for USD 4 million, which we used as working capital, primarily to acquire scrap metal, the main raw material for steel production.



#### **Blue Certificate**

The National Water Authority (Autoridad Nacional Del Agua, ANA) awarded us the first Blue Certificate for the Water Footprint project (Proyecto Huella Hidrica), which consisted of the implementation of a solar water plant and mixed solar water heaters. In this way, we demonstrated our good practices in the efficient use of water and the management of water resources.



#### "Clean Power" Certificate

We received the first exclusive certificate from Enel X, which ensures that the first solar plant we have implemented in our facilities contributes to the generation of renewable energy for self-consumption and evidences our commitment to the environment.



#### "Clean Peru" Seal

Within the framework of the I Business Meeting, organized by the Department of the Environment (Ministerio Del Ambiente), we were recognized as a company committed to the Clean Production Agreements, signed in our 2021 convention, due to the fact that we implemented improvements in our productive activities. This demonstrates that we have a business model oriented towards the circular economy and the emission reduction.



### Renewal of the Anti-Bribery Certification

This certification, awarded by Entrepreneurs for Integrity, validates that our company has adhered to a culture of integrity and that we have robust anti-bribery policies in place.

# 1.3. The journey of our steel



Our product follows a flow that reflects our commitment to the circular economy and the generation of value to society.

Use of ferrous scrap metal as raw material and inputs that comply with current technical standards and meet the highest expectations

Steel processing and marketing

Use in the construction, industrial and mining

sectors

Steel present in the homes of families, in buildings, bridges, and development

spaces

Steel Recycling sent in

SIDERPERU 3

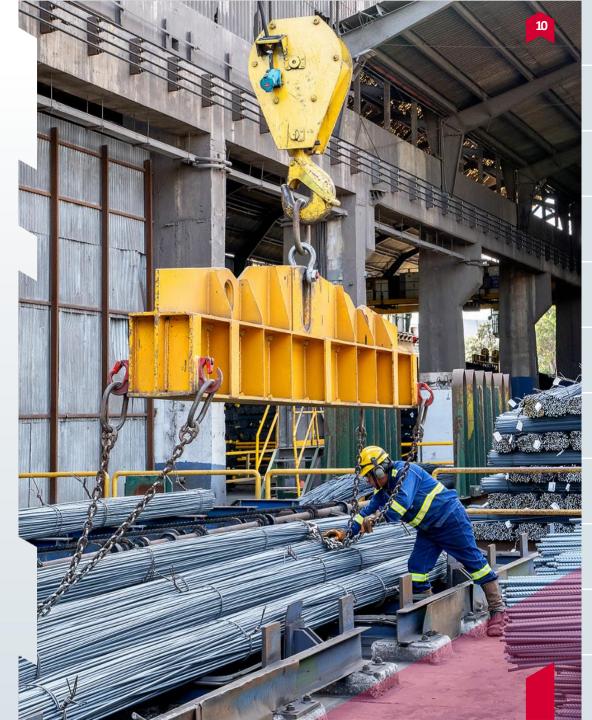


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# 1.4. Products that build development



Building bars, corrugated steel machined mechanical connectors, nails, drawn rods, annealed wires, galvanized corrugated culverts, structural meshes, guardrails other derivatives.



Hot-rolled cold-rolled electro-welded galvanized pipes, round and square sections, angles, drawn wires, meshes and derivatives.



Rods and balls for mineral grinding.











# 1.5. Customers and strategic allies

Our main customers are trading companies, retailers, the metal-mechanic industry, construction companies, mining companies and end users.



## Satisfied customers

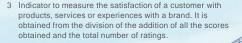
In 2023, we maintained healthy levels of customer satisfaction in our Civil Distribution business, which represents the majority of our sales.

## Net Promoter Score<sup>2</sup>



In 2023, we increased our NPS by 17 points compared to 2022 (+44 points), achieving +61 points.

#### 2 It is a tool to evaluate the degree of customer satisfaction with respect to the experience they had. It is obtained from the subtraction of the percentage of promoters and the detractors.



# Customer Satisfaction Score<sup>3</sup>



▶ CSAT 2022: > 83% satisfaction

▶ CSAT 2023: 77% satisfaction



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We maintain close and constant communication with our customers, through visits made by the commercial team, as well as through different digital communication media. This communication is structured according to the commercial work, customer classification and demand for specific cases.

In 2023, we implemented training and development programs for our customers and end-users, both on-site and virtual.



More than 670,000 people trained out of a total of 39 training courses to master builders, civil engineers and engineering students.

The topics were: construction process blueprint techniques. reading, assembly of structures with products.

We obtained an NPS of +80 points.



16 training courses, through which we were able to grant more than 1,300 certificates to master builders, civil construction workers and metal carpenters.

The topics were: bending and placement of stirrups in columns and beams, and construction of resistant foundations.

We reach the cities of Piura, Chiclayo, Trujillo, Chimbote, Lima, Ayacucho, Huancayo, Arequipa and Cusco.



## Our strategic commercial allies are:

Ally	Description
Progresol	Alliance with UNACEM and its hardware stores network PROGRESOL, with presence in Lima, Sur Chico, Norte Chico, Ica, Ayacucho, Huancayo, Huanuco and Huaraz; in order to strengthen our competitive position in the traditional retail channel. We are a sponsoring brand of PROGRESOL's loyalty program, offering the possibility of accumulating points to hardware dealers and master builders for each purchase they make.
PERUAL	To expand our portfolio with a focus on market needs, we established a alliance with PERUAL, which manufactures cold-rolled wires, drawn rods, electro-welded mesh, nails, annealed wires, etc.
La Mezcladora	Construction innovation hub that attracts, promotes and designs technological solutions for the construction and real estate industry. It promotes topics such as access to financing; housing design and massification, and urban planning; industrialization and productivity; customer experience and digitalization; and sustainability.
Ferralia	In order to develop differentiating and 100% integrated solutions, we partnered with Ferralia Peru SAC of the Spanish group Ferralia, which provides reinforced concrete structure fabrication services globally and has developed an integrated system based on innovation and modernization of its processes. Its industrial plant located in Lurin has a capacity of 100,000 tons per year.
DIGICEM	We maintain an alliance, in order to strengthen our competitive position in the traditional retail channel, by using the brand on the PROGRESOL + platform, which targets hardware stores in the Lima area.
EQUIP	In order to expand our sales channels, we have an alliance with the startup EQUIP, whose target audience is small and medium-sized construction companies.

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SIDERPERU's DNA

© Purpose

**Empowering the people** who build the future.



To be, in 10 years, one of the safest, most profitable and admired companies in the steel business in the world. and one of the most relevant in the Americas.

### Strategic plans

Increase our competitiveness and grow in long, flat and SBQ<sup>4</sup> steel products in the Americas.

**Invest in new** complementary to steel.

3

Improve our ESG (environmental, social and corporate governance) practices.



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**IBNORCA Certifications** 

They evaluate products, processes or services to determine if they comply with the requirements of a Bolivian or international Technical Standard or technical regulation.





They guarantee that the company or professional that owns it follows the rules or standards to ensure the quality, safety and efficiency of its services or products.





They recognize that a laboratory or body is authorized to carry out testing, analysis, inspection and certification activities.





## 1.7. Shared economic value

GRI 3-3

At SIDERPERU, we have placed sustainability at the center of our business, which is why our search for maximum profitability goes hand in hand with environmental and social commitment. In this context, it is thanks to our profitability results that we continue to sustain our purpose in the long term and, therefore, contributing to the social and environmental development of the country.

According to the business model we propose, our economy is based on the reuse of our main input "scrap metal;" likewise, we seek to maintain and increase decent jobs, continue investing in Peru, and increase the scope of our social projects, empowering Peruvians.

- ▶ Within the framework of our economic management, we have guidelines that allow us to control 100% the management of resources.
- We submit our financial statements to the securities market on a quarterly basis (with the Securities Market Superintendence [Superintendencia Del Mercado De Valores]), and they are audited annually by an external auditor. GRI 2-2

Key figures of our management

GRI 201-1

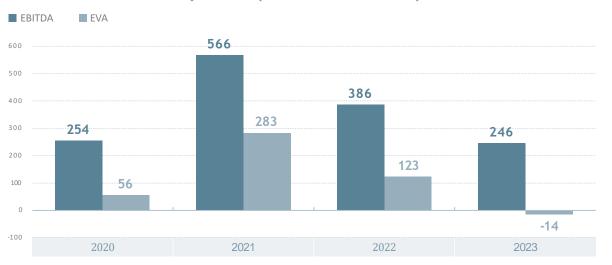
- ▶ Our sales decreased by 13.1% (S/ 2,385 million) compared to 2022, mainly due to a lower price per ton sold (linked to the price of raw materials), accompanied by a lower volume of shipments.
- We obtained an EBITDA<sup>5</sup> of S/ 246 million. lower than in 2022, due to the challenging context for the construction sector. However, we deployed a strategic plan to reduce costs and expenses in all our lines, and we significantly reduced inventories.
- ▶ The economic value distributed was S/ 2,724 million (6% less than in 2022), due to greater control of production costs.
- ▶ We generated an economic value added (EVA) of -S/14 million (-USD 4 million). In this sense, our profitability was affected and results were lower than expected; however, in the second half of the year, the strategic plan to increase EBITDA was activated.



SIDERPERU: Peruvian Steel

5 Financial indicator that expresses earnings before interest, taxes, depreciation and amortization.

## **EBITDA** and **EVA** Comparison (in millions of soles)



## Direct economic value generated and distributed

Economic Value Generated	2023		2022		2021	
Revenues	2,385*		2,743*		2,440*	
Distributed Economic Value	S/	%	S/	%	S/	%
Payments to suppliers	2,253	82.7%	2,511	78.7%	2,166	78.1%
Payments to workers (salaries and social benefits)	126	4.6%	133	4.2%	111	4.0%
Payments to the State (Taxes)	345	12.7%	549	17.2%	497	17.9%

(\*) Millions of soles.

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## 2.1. How do we govern ourselves

At SIDERPERU we have strong governance driven by our leaders, who promote ethical and transparent management at all levels.

Our corporate governance is based on Gerdau's compliance system. We also have several councils and governing bodies that allow us to manage good governance and decision making in SIDERPERU.

- Board of Managers of our parent company:
- it is composed of members of the Gerdau Johannpeter family and independent members. It is responsible for defining longterm strategies and monitoring business guidelines and goals.
- > Tax Council: monitors the acts of the administrators and the financial statements.
- **▶** Executive Management and operations business in charge of leaders: corporate management.
- Board of Directors: comprised external two specialists and our CEO-Chief Executive Officer. It should be noted that the members of our Board of Directors are not shareholders of SIDERPERU. In addition, performance evaluations are carried out every three years by the General Shareholders' Meeting, at the expiration of the term for which they were elected.
- Chairman of the Board of Directors: Leslie Pierce Diez Canseco, who is not an executive of the company, nor is he a majority shareholder.



Strong Governance



## **Conflict of interest management**



We avoid and manage conflicts of interest by ensuring that our employees comply with the Code of Ethics and Conduct<sup>6</sup>.

2

During 2023, there were cases in which members of the Board of Directors abstained from voting on matters involving conflicts of interest with the majority shareholder due to their employment relationship. These were addressed by abstaining during deliberation and voting.

3

Conflicts of interest related to the controlling shareholder were reported to Gerdau S.A. in accordance with the procedures established in the Code of Ethics and Conduct<sup>7</sup>.

#### **Executive Committee**

\_

We have an Executive Committee headed by the CEO and made up of nine top managers. Its main function is to make the daily decisions of SIDERPERU, ensuring the safety and wellbeing of employees, the business and all stakeholders, based on a sustainable operation.

Regarding risk and impact management, the Executive Committee has a relevant role in SIDERPERU. It focuses on the prevention and mitigation of risks in the areas and processes, establishing controls to reduce the effect or supervise the evolution of the identified risks with potential impact.

We identify and evaluate risks according to their probability and impact on the company, and we adapt mitigation actions to the level of exposure, through action plans that guarantee the operability of the business and its ethical actions. In this sense, the Executive Committee is responsible for ensuring that all operations and processes perform adequate analysis to keep critical risks under control, and for periodically evaluating the risk indicators provided by the different areas.

The following is a list of our committees:

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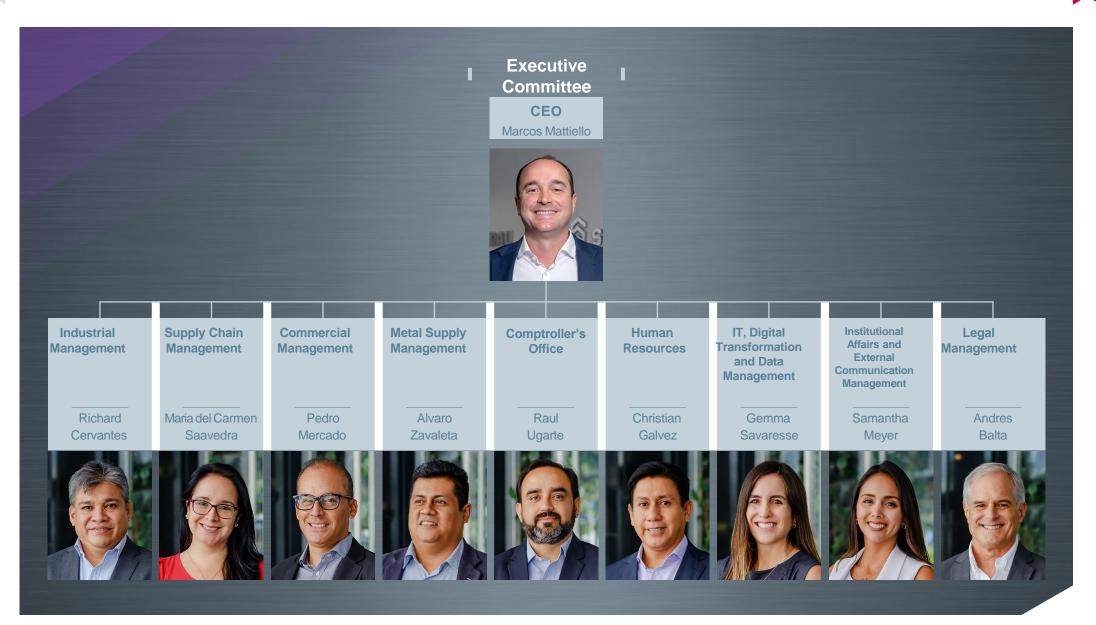
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<sup>6</sup> The Secretary of the Board of Directors, who also serves as Compliance Ambassador, facilitates the management and visibility of conflicts of interest for both the Board of Directors and Gerdau's corporate Compliance area.

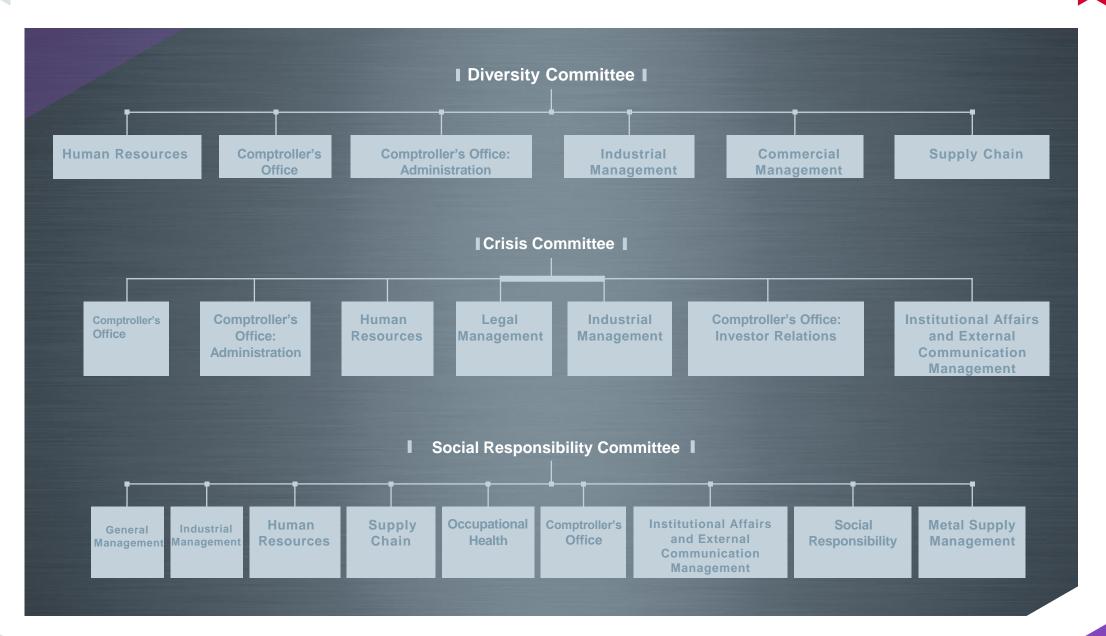
<sup>7</sup> We comply with the regular disclosures of our controlling shareholder, through regulated communications to the Securities Market Superintendence and the Lima Stock Exchange.



2 Strong Governance

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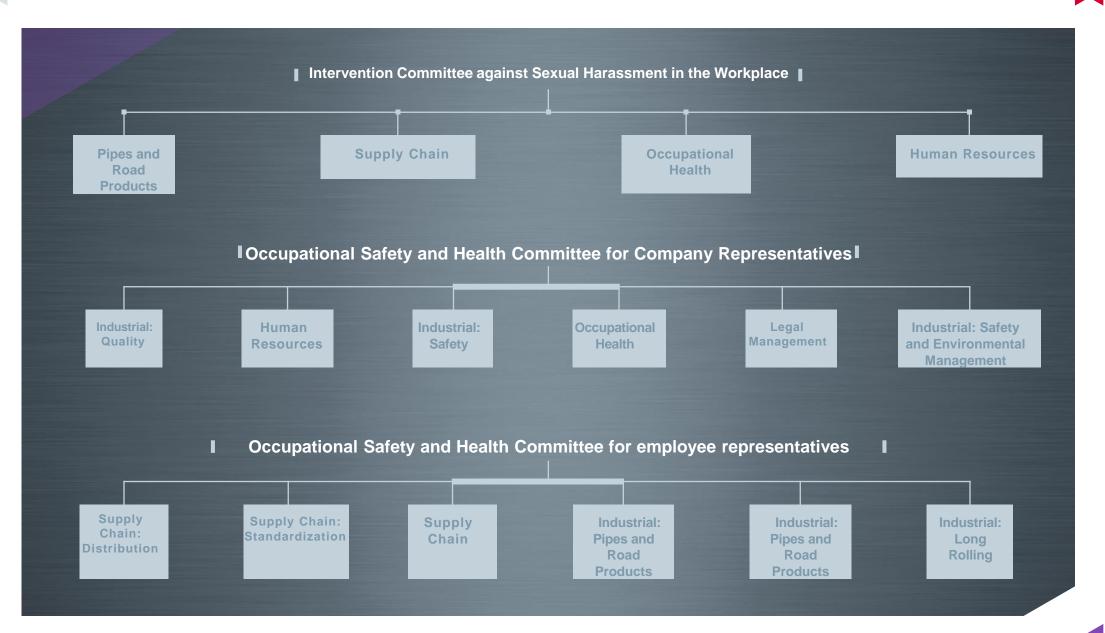


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## 2.2. Ethics and Anti-Corruption

GRI 3-3

In alignment with our "Act Ethically" principle, regulatory we consider compliance a fundamental pillar that allows us to maintain our commitments and reputation.

In this sense, our policies, which are approved at the highest level in Gerdau and are mandatory for all employees, guide our relationships, commitments and actions. These guidelines can be found on a portal that is permanently accessible to our employees, while public documents are located on our website.

- Code of Ethics and Conduct
- Code of Ethics and Conduct for Third Parties
- Anti-Corruption Policy
- Compliance Policy
- Human Rights Policy
- Sustainability Policy
- Risk Management Policy

In addition, we have an Ethics Channel, which is strictly known SIDERPERU employees and is publicly accessible on the website.8

#### What does the Ethics Channel consist of?

It allows us to investigate and take action in relation to conduct that does not comply with Gerdau's ethical principles.

It also makes it possible to evaluate the level of adherence, through reports, of SIDERPERU to ethical and compliance practices, and is therefore a management mechanism.

It is worth mentioning that all reports are received by Gerdau's Compliance area to define the area of investigation, manage investigation deadlines, indicators and outlook.

## **Ethics Channel** Complaint flow:

GRI 2-25

Entry of a complaint to the ethics channel, which involves the preparation of a report received by our Compliance

Research (sources, interviews and other resources) to determine the extent of the complaint and the

procedure to follow. Deployment of the action plan in response to the complaint and determination of the disciplinary measure to be applied to the accused.

## Complaints received:

Indicators	2021	2022	2023
Not admissible	5	2	0
Admissible	1	2	7
Partially admissible	2	1	1
General total	8	5	8

## **Outstanding results**

- We received eight complaints in the Ethics Channel, which were investigated in accordance with the corresponding procedure.
- ➤ We have no record of anv fines or sanctions. GRI 2-7
- We did not receive complaints for unfair competition and monopolistic and anticompetitive GRI 206-1 practices.
- With respect to conflicts of interest, two complaints were processed through the Ethics Channel, and the corresponding procedure was applied.

Strong Governance

https://www.siderperu.com.pe/conocenos/etica-y-compliance

### **Crime Prevention Model**

Our Crime Prevention Model, which also applies to suppliers and customers, includes procedures and standards to manage the risks of committing corruption offenses and promote integrity and transparency. In addition to including strategies for raising awareness and reporting any ethical breaches, this model includes a risk matrix that allows us to properly identify and, therefore, implement controls in a timely manner.

#### GRI 205-2 | GRI 205-3

100% of our Board of Directors and members of the Executive Committee. trained in:

- Our Code of Ethics and Conduct and its various updates.
- Anti-corruption and Crime **Prevention Model.**
- Prevention of sexual harassment.

In 2023, no corruption complaints have been reported or confirmed.

Due diligence-**Current and new** employees / **Customers and** suppliers

**Continuous Monitoring** 

and Evaluation -

Review, audit plan and

continuous

improvement

Governing Body -Senior Management



Crime **Prevention** Model

Prevention Manager -Autonomy, Independence and Authority

Risk

Identification,

**Evaluation and** 

Mitigation - Risk

Matrix

Dissemination and Training - Awareness raising, e-learning course

Whistleblower Procedure -**Ethics** Channel

### **Competitive practices**

At SIDERPERU, we strive to ensure that our good results are accompanied competitive practices accordance with competition and antitrust legislation -communicated to our employees in the Code of Ethics and Conduct- to protect the sector and strengthen relationships of trust with all our stakeholders.

The Legal area is responsible for reviewing possible cases of unfair competition. In the event of a suspected violation, it is reported to the immediate superior manager and the Compliance manager, or to the Ethics Channel.

#### Unionization

GRI 2-30

At SIDERPERU we respect unions and collective bargaining agreements. We believe that the participation of our employees in these negotiation spaces contributes to create a fairer and more inclusive work environment.

At year-end 2023, 272 employees were members of the workers' union and 301 were members of the employees' union.

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## 3.1. Commitment to sustainability

GRI 2-5 | GRI 2-29 | GRI 3-1 | GRI 3-2

Before being the best in Peru, we are interested in being the best for Peru and the planet. That is why for several years we have been implementing a culture of sustainable management at all levels of SIDERPERU and with all our employees, customers, suppliers, contractors and other stakeholders.

In this sense, we guide our actions based on the Sustainability Policy that establishes

the guidelines to conduct our activities and reinforces our commitment to generate value for the business and society. At SIDERPERU, we start our commitment to sustainability at home: we share with our employees, on a permanent basis, the importance of acting in favor of sustainable development. This allows a true internalization of the practices and the purpose of the projects and activities we carry out.

## **External Verification**

We are a B Corporation!

After two years of evaluation and hard work, in 2022 we became the first steel company in Peru and the second in the world with this certification.

What are B Corporations?

B Corporations measure, analyze and follow good sustainability practices in 5 aspects: government, workers, customers, community and environment. Thanks to the commitment of all areas, SIDERPERU achieved 100 points (out of a minimum required score of 80). This achievement was a milestone for the company and the industry.





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# 3.2. Development for all: Stakeholders and relationship

Our growth is linked to the development of our stakeholders, which is why we are concerned about knowing the perceptions, expectations and impacts we generate in them, in order to take the necessary actions for the common good. We maintain the same stakeholders as our parent company, Gerdau, who map the categories of stakeholders impacted and capable of impacting their operations, identifying the most relevant audiences:

Communities	Employees (direct and indirect)
Government	Shareholders  Suppliers

Other target audiences include trade unions, civil society, investors, the capital market, associations and institutions, and the press.

### How we communicate with stakeholders and what they expect:

Stakeholder	Communication channels	Expectations
Communities	<ul> <li>Social networks, website and landing page</li> <li>Annual Report</li> <li>Sustainability Report</li> <li>Sustainability Projects</li> <li>Volunteering</li> </ul>	<ul> <li>Respect for human rights</li> <li>Community development projects</li> <li>Creation of shared value</li> </ul>
Customers	<ul> <li>Claims management</li> <li>Social networks, website and landing page</li> <li>Certifications</li> <li>Products and applications</li> </ul>	<ul><li>Product quality</li><li>Trust and closeness</li><li>Satisfaction index</li><li>Understanding of needs</li></ul>
Shareholders	<ul> <li>Reports</li> <li>Annual Report</li> <li>Sustainability Report</li> <li>Certifications</li> <li>Financial Results</li> </ul>	<ul> <li>Financial strength</li> <li>Good sustainability practices</li> <li>Ethical practice and sound compliance practices</li> </ul>
Government	<ul> <li>Reports: events and performance</li> <li>Certifications</li> <li>Volunteering</li> <li>Cooperation alliances</li> </ul>	<ul> <li>Good sustainability practices</li> <li>Ethical practice and sound compliance</li> <li>practices Transparency of information</li> </ul>
Suppliers	<ul> <li>Annual Report</li> <li>Sustainability Report</li> <li>Field visits</li> <li>Training</li> </ul>	<ul> <li>Agile and ethical procurement processes</li> <li>Personal and professional development</li> </ul>
Employees (direct and indirect)	<ul> <li>Internal channels</li> <li>Dialogue session with leaders</li> <li>Ethics Channel</li> <li>Feedback</li> <li>Talks and webinars</li> <li>Training</li> </ul>	<ul> <li>Personal and professional development</li> <li>Open culture</li> <li>Work environment</li> <li>Staff training and support</li> <li>Balance between professional and personal life</li> </ul>

GRI 3-1

Based on the GRI methodology, we proceeded to update SIDERPERU's material topics, identifying the economic, environmental and social impacts of the organization, and the expectations of our stakeholders. All this, with the purpose of aligning actions and building long-term value. The materiality process followed for the 2023 report included three

Review documentation regarding the sector's trends, in SIDERPERU's processes, order to have a frame of guidelines and objectives. reference

internal Comparative analysis of with industry's expectations.

Contrast analysis of all the information gathered on the material topics from the previous report (2022), thus identifying the 9 material topics for this report.

This 2023 report describes our performance on the most relevant environmental, social and economic aspects for our stakeholders, as well as for SIDERPERU. We call these aspects "Material Issues", which total nine and are related to our operations and the way we manage our business. We have included an indicator on our work with our customers called "Customer Focus," another one referring to our innovation efforts "Innovative DNA," and we have also added an additional indicator for the material issue of Strategic Suppliers.



We are more

1. Safety first		Related stakeholder	Coverage
i. Guicty in St	403 - Occupational safety and health	Employees, government, suppliers, community, customers, shareholders, press.	Internal and external
2. Shared value	413 - Local communities	Community, partners, government.	External
	201 - Economic performance		
corporate governance	205 - Anti-corruption	Employees, suppliers, customers, shareholders, press, government.	Internal and
2	206 - Unfair competition		external
	302 - Energy		
management	303 -Water and effluents	Employees, suppliers, customers, shareholders, community, environment,	
3	305 - Emissions	government, press.	Internal and external
3	306 - Waste		
	405 - Diversity and equal opportunities		
Human Rights Compliance	406 - Non-discrimination		
2	407 - Child labor	Employees, government, press.	Internal and external
2	408 - Forced labor		
	401 - Employment		Internal and
development and well-being	404 - Training and education	Employees, community, press, government.	external
7. Customer focus	2-6 - Activities, value chain and other business relationships	Circlement	Estamas
3	3-3 - Management of material topics (Projects)	Customers.	External
8. Strategic suppliers	404 - Sourcing practices	O markets	Fatamal
2	414 - Social evaluation of suppliers	Suppliers.	External
9. Innovative DNA	3-3 - Management of material topics (Innovation and digital transformation)	Employees, suppliers, customers, shareholders.	External

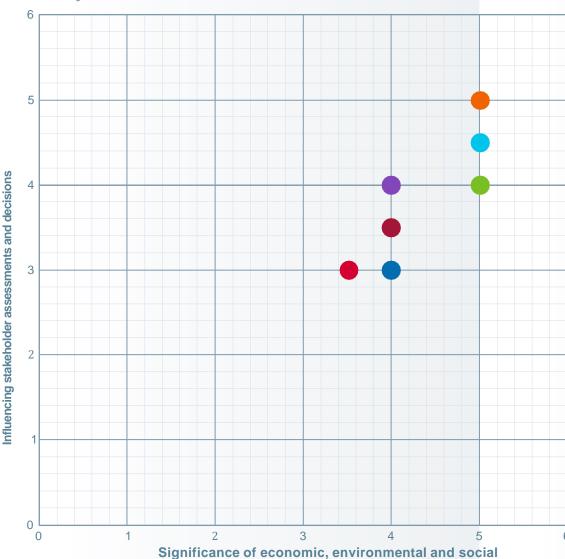
We are more than Steel

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impacts

## **Materiality matrix 2023**



Safety first

 Transparency and corporate governance

Shared value

Environmental management

Diversity and human rights compliance

Strategic suppliers

People development and well-being

Customer focus

Innovative DNA

with the participation of company representatives, where we shared opinions and prioritization issues related to sustainable management.

this document took place within the framework of the Competitive Business Program of the Global Reporting Initiative (GRI) and has been guided by our implementing partner Impacto Positivo, who invited us to prepare our third Sustainability Report under the GRI methodology in 2023.

We conducted a strict materiality analysis

The process to define the contents of

We are more

ECONOMIC GROWTH

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# 3.4. Innovation and digital transformation

GRI 3-3

At SIDERPERU we know that technology is the catalyst to make our processes more efficient and innovative. In relation to our material issue "Innovative DNA," we have been transforming our business to generate digital value for our end users, employees and customers. To achieve this, we have axes and approaches, which are:

## Our core values



Innovative and sustainable culture



efficiency

Revision and redefinition



technology

Tech driven



Integrated and automated

## Our approaches

**Approaches** 

Approacties	Actions
Information Technology	<ul> <li>We manage projects on demand with the prioritization matrix.</li> <li>We ensure cybersecurity in SIDERPERU and that of its customers.</li> <li>We guarantee connectivity and the appropriate digital transformation process.</li> <li>We manage Cloud platforms and other digital operations.</li> <li>We have digital services such as Managed Services IT, Printer Management, Devops Management.</li> </ul>
Digital Transformation	<ul> <li>We implement digital projects focused on SIDERPERU's strategic objectives.</li> <li>We automate our processes to improve efficiency (RPAs).</li> </ul>
Data and Analytics	<ul> <li>We document and organize data flow and provide control and management dashboards.</li> <li>We develop predictive models and use modern technologies.</li> </ul>
Innovative Culture	• We promote the adoption of innovation and creativity through communication and cross-cutting initiatives.

Actions

## How do we foster an innovative culture at SIDERPERU?

- We developed three editions of the Transformation Workshop to incorporate knowledge on technology and innovation issues in the operating employees, through practical and face-to-face sessions.
- We conducted the SIDERDigitales Webinar for our administrative employees. Through this, we seek to incorporate knowledge on technology and innovation issues in all of them through digital spaces.
- where interested in hearing the perceptions and queries of the different teams; therefore, at the beginning of the year, we held a **kick off** to present the Information Technology and Digital Transformation (ITDT) and Data strategy to all our employees in person in Chimbote. Likewise, in another session at the end of 2023, we validated the actions implemented during the year, in order to carry out a diagnosis and implement improvements in 2024.

## Our most outstanding projects

Projects	Actions	Results 2023
Associates 1.0	We developed the <b>Sider Sales</b> tool, a web platform and application that allows an agile, efficient and timely price management in the different links of the chain.	We managed more than <b>55 thousand tons of iron ore</b> and more than <b>1,700 requests</b> , both in Lima and in the north of Peru.
MIA (Intelligent Asset Monitoring)	Intelligent system for monitoring, analyzing and diagnosing the condition of plant assets and processes.	It has developed a total of <b>190 contents and 179 alerts</b> in all plants to identify, in a preventive manner, deviations and, thus, act in advance in order to reduce interruptions.
Connection	We have created the digital highway for Industry 4.0 projects.	This year we inaugurated our <b>Industrial Datacenter</b> , providing reliable access to information, simplifying the collection and centralized storage of operational data.
Sider Planning	Comprehensive platform that allows us to model, simulate, analyze and optimize our operational and sales planning processes.	The <b>Demand Plan was 90% accurate</b> and, with respect to stock out, it does not exceed 3% of total orders.
Warehouse 2.0	It was created to achieve product traceability, improve purchasing management and digitize processes. We have automated the reception of orders.	We obtained <b>96% of revenues through the WMS system</b> . This has allowed us to improve entry time, material inspections and reduce manual labor.
RPAs	It reduces manual processes so that our employees can focus their efforts on the activities that add the most value.	We developed <b>16 RPAs</b> <sup>9</sup> that impacted <b>five management areas</b> , achieving an FTE <sup>10</sup> of 3.57.



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<sup>9</sup> Robotic Process Automation is a business process automation technology that uses virtual software robots to perform timeconsuming manual tasks or jobs.

<sup>10</sup> Full Time Equivalent shows the impact in hours worked and number of operations that the robot has had within the user's process (employee).

### We are now TITD & Data!

At the beginning of 2023, we incorporated the Data Analytics area within the TITD Management and began the new era of data in SIDERPERU, seeking to integrate and transform data into valuable information. We are making improvements to the area based on feedback from management departments and employees to achieve our goal of being a Data Driven company.

We are about to incorporate a corporate data lake that will allow us to have a centralized data repository for advanced analytics and develop strategic business cases.





## Innovation for our customers

**SiderExpress** is brokerage platform that connects the demand for materials construction from owners and master builders with the supply in hardware stores and associated distributors. This platform saves time in quotations, they receive personalized attention and the order arrives directly at the construction site. It has coverage in: Piura, Lambayeque, La Libertad, Arequipa,

In 2023, we had a turnover with SiderExpress of USD 1,913,762 out of a total volume of 759 sales. In addition, we obtained an NPS of 98 points, which indicates that we are highly recommended by our customers.

Lima and Cusco.









25% of the leadership positions are held by women. We met the goal of having at least one woman on the shortlist in each selection

process.

The steel professionals that make up SIDERPERU, mostly come from Chimbote and other provinces who work every day with leadership, passion and purpose to support their families and make us an emblematic company for Peru. Pillars that guide our management to make our employees the best in the steel industry:

**Organizational** culture and climate

Human resources development

**Performance** management

> Differentiated benefits within our sector

**Employer** brand

### 4.1. SIDERPERU 2023 Professionals

GRI 2-7 | GRI 2-8 | GRI 401-1



2023, we had 917 direct employees, 76 of whom were women and 841 men. While the majority of our employees are men due to our historically male-dominated industry, we are consistently working to foster a more diverse and gender-equal environment.

On the other hand, our largest workforce is local: 790 of our employees are based in Chimbote.



### 4.2. Selection and turnover

Our actions to attract talent are focused on people from Chimbote, Ancash and people from the northern cities of Peru: Lima, Trujillo, Chiclayo and Piura.

- > For the attraction process, we alliances with local generate institutions that disseminate our vacancies. We also share technical knowledge, through our specialists, in employability spaces.
- ▶ We carry out internal calls, betting on internal talent, which allows our employees to enhance their development and make a career line in this exciting sector.



■ We recorded a voluntary turnover rate of 3.2% (29 terminations).



We are part of the steel industry and

### 1 woman

on the shortlist of finalists in each external selection process was the goal we set and successfully achieved.

# Out of 100%

of our processes, 28% of the hires have been women (86% administrative and 14% executive).

### **Testimonials from our employees**



"The women at SIDERPERU are determined and persevering. All of us are always ready to overcome new challenges and, above all, we are confident that we can achieve everything we set our minds to. Like me, there are many women in the company who are a great example of how capable we are of developing ourselves in an industry like ours."

#### Alicia Blas

Mobile Equipment Operator at the Metals Yard



"I joined SIDERPERU at the age of 22 and since then it has been my home. Here, great teachers stimulated my curiosity, infected me with the desire to improve myself every day and inspired my decision to go for more and start my university studies."

### Claudia Barbi Head of Administration and Corporate Security



"At SIDERPERU, more and more women are occupying leadership positions and many are in the running to become leaders. In addition, we work hard to promote a diverse and inclusive environment, and we encourage women to continue making history in the industry."

### Vanessa Rodriguez Head of Quality Assurance

### 4.3. Well-being

GRI 401-2

The performance and well-being of each of our employees require a balance between personal and work life, which is why, in addition to what is required by Peruvian law, we offer them the following benefits:

> For our employees

Meal vouchers. Transportation services. Vacation allowance. Special bonuses. Day off for birthday. Private health insurance and oncology insurance.

For our employees' families



Scholarships for children. Grant for studies at Innova Schools, Allowances (transportation, school issues, marriage, death of employee, death of direct family members, etc.)

#### Paternity and maternity leave

GRI 401-3

In compliance with national legislation, in 2023, we provided maternity and paternity leave to 35 employees, of which 29 were men and 6 were women. All employees who took this leave returned to work and have remained 12 months after their return; in other words, we have a 100% return to work and retention rate in this case.

### 4.4. Safety and health first

GRI 3-3 | GRI 403-1

Within the framework of our "Safety First" principle, we seek to ensure a safe environment in all our processes. In this sense, we have management instruments that govern our actions and are monitored by our Occupational Safety and Health Committee:



- Integrated Health, Safety, Environmental and Quality Policy.
- Corporate Principles.
- Internal Occupational Safety and Health Regulations (RISST).
- ▶ The Occupational Safety and Health Management System for our employees and third parties that carry out activities within our facilities and at their different headquarters.



We have been certified with ISO 4500111, since 2020, which evidences our commitment to the safety and health of our employees.

Identification of hazards and risks

GRI 403-2

The activities for the identification of hazards and evaluation of occupational risks (IPER), and the associated control measures, are carried out as the provisions of Act 29783 and based on the reference of Minister's Resolution No. 050-2013-TR.

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<sup>11</sup> ISO 45001 is the international standard for occupational safety and health management systems, designed to protect workers and visitors from occupational accidents and illnesses.

The **IPER** matrix is updated annually and in the following cases:

- When there are changes in processes, equipment, materials, supplies, tools and work environments that affect the occupational safety and health of workers.
- When accidents and/or incidents that require it are recorded.
- When labor legislation undergoes changes.

We have tools that help us identify hazards, assess risks and investigate accidents, which are:

\*\*HSE software, which allows the recording and treatment of events due to substandard acts and conditions identified by employees. Opportunities for improvement identified in planned general inspections, equipment pre-use inspections and inspections by the Occupational Safety and Health Committee can also be recorded.

- Internal and external audits of the Integrated Management System.
- Accident and incident investigation procedure. The cause tree and Ishikawa diagram methodologies are used for this process.
- Hazard identification matrices.
- Safety Guidelines:
- 1. DC 21 Critical Risks
- 2.DC 25 Safety and Health Management
- 3.DC 28 Safety and Health Management in the Contracting of Services

We deploy mechanisms for our employees to participate and consult on safety and health issues:

GRI 403-4

- Participation in elections of the Occupational Safety and Health Committee (joint).
- Use of HSE software.
- Internal and external audits of the Integrated Management System.
- Audit of the Safety System Management Index (IGSS).
- ▶ Rejection of tasks.¹²

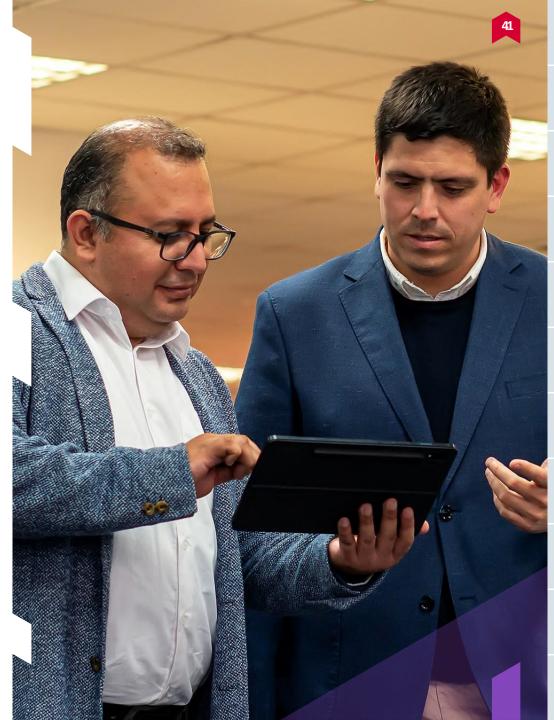


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<sup>12</sup> Employees are authorized to speak out, without fear of reprisal, against the existence of extreme and unusual exposures to potential safety, health, environmental and other uncontrolled hazards that may jeopardize their physical or functional integrity in the short or long term.

Indicators	2021	2022	2023
Lost time accidents	4	3	5
Non-lost time accidents	4	4	6
Weighted safety index <sup>13</sup>	4.80	4.35	5.5
First aid	12	13	7
Severity rate <sup>14</sup>	77	25	144
Percentage of PSIF <sup>15</sup> events	16%	19%	19.5%
Security System Management Indicator (IGSS) <sup>16</sup>	85%	83%	85%

In 2023, there were no deaths resulting from an occupational illness or disease for both our employees and our contractors' employees. In terms of occupational diseases, 7 work-related musculoskeletal injuries ("rotator cuff syndrome") were recorded for our employees, while no cases of occupational diseases or

(\*) Including man-hours worked on

Engineering Projects.

illnesses were recorded for our contractors' employees.

The main types of occupational diseases and illnesses are musculoskeletal disorders and work-related hearing loss. The incidence rate of work-related hearing loss is less than 2% per year.

3,576,263 revised and authorized total man-hours safety plans, worked\*. including annual 1.041.321 hours worked shutdowns at the Steel by third parties and Mill and Long Steel 2,534,942 hours worked Products. by own employees. third party security third party employees enter our facilities daily supervisors. (Monday to Friday). evaluated, licensed

SIDERPERU

- 13 It measures the total accident rate, considering lost time accidents (LTA), non-lost time accidents (NLTA) and first aid (FA). The weighted safety index considers all accidents occurring at our facilities, including first aid.
- 14 It measures the severity of accidents by calculating the number of days lost per million hours
- 15 Potential for serious or fatal illness or injury.
- 16 Quantifies compliance with safety management tools aimed at preventing occupational accidents and illnesses. This indicator includes timely attention to occurrence reports, safety hour of facilitators, planned general inspections, behavioral approaches and communication and participation of employees.

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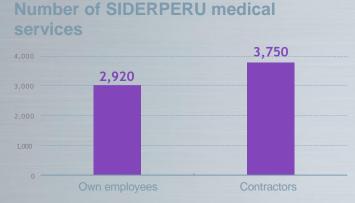
#### Steel health

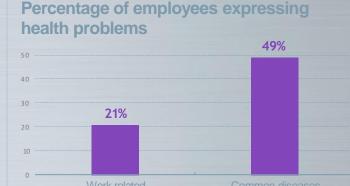
GRI 403-3 | GRI 403-6 | GRI 403-8 | GRI 409-1

We know that in order to form a steel talent it is necessary to provide the maximum degree of physical, mental and social well-being to each one of our employees. To this end, we guide our actions based on the Occupational Safety and Health Policy and the area in charge of deploying the necessary actions and programs is Occupational Health. It is also in charge of measuring the impact of the jobs on the employee's health in order to prevent possible illnesses in the workplace.

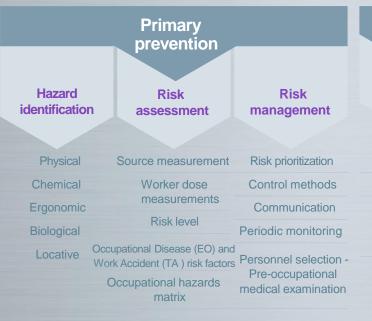
### How do we protect the health of our employees?

- 100% of our directly hired (917) and outsourced¹¹ (455) employees are covered by an occupational safety and health management system.
- As every year, in 2023, 100% of our employees were evaluated through the Occupational Medical Examination, to identify that all employees are in optimal conditions to develop in their jobs.
- All employees and contractors have access to health services throughout the year. In 2023, the following results were obtained:





### **Health risk prevention process**



# Secondary prevention

Early identification

Medical exam

Annual occupational

Medical consultations with an occupational focus

Diagnostic criteria

## Tertiary prevention

Treatment and rehabilitation

Early treatment

Restricted work

Job relocation

Occupational rehabilitation

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<sup>17</sup> Subject to internal audit or third party certification.





At our facilities there are different forms of medical insurance such as Social Security, Complementary Risk Work Insurance (universal), Family Medical Self-Insurance (a program self-supported by the company and its employees), as well as contracts with private health insurance companies (EPS).

#### Health challenges 2024

implement to ergonomic Continue improvements in the plant to further reduce

the high and very high dysergonomic risks of our operation.

- 2. Reduce the risk of accidents among our employees, through a plan of coaching sessions to reduce the accident-prone personality.
- 3. Implement medical and psychological job profile diagrams for each position, with the objective of finding and empowering the right employee to meet the physical and mental demands of the tasks.

### **Health Highlights**

- SIDERPERU's medical service completed a total of 6,670 treatments, of which 2,920 were to its own employees and 3,750 to contractors' workers.
- In response to the growing demand for mental health services, in 2023 we provided 255 psychological care services to our own employees in the Chimbote and Lima regions, and three services to third party employees.
- We managed to reduce by 60% the high and very high dysergonomic risks identified in SIDERPERU's operations,

based on ergonomic improvements in the plant. One of these was implementation of the project Reduction of dysergonomic risks through the use of artificial intelligence (ERGOIA) by the Pipes and Road Products area. Thanks to this experience, we were awarded a prize at the 1<sup>st</sup> International Congress on the Digitalization of Occupational Safety and Health.

We achieved 50% reduction in work-related absenteeism due musculoskeletal disorders (WMSD) in the last five years.

Steel **Professinals** 

6

At SIDERPERU we know that training is key to prevent occupational safety and health risks. We have a risk prevention management service, with physical, chemical and biological agent evaluation programs, as well as ergonomics and mental health programs to identify risk factors and generate a safe, healthy and inclusive work environment<sup>18</sup>. Our employees have access to these programs 24 hours a day.

We have a joint occupational safety and health committee that meets monthly to communicate<sup>19</sup> the needs of other employees and propose improvements to the work environment. In addition, we provide our third parties with training workshops on RPA (Preliminary Risk Analysis) and hazard identification, and they also participated in the safety activities we organized at SIDERPERU.



<sup>18</sup> To do so, we make use of state-of-the-art technology such as RPA, Machine

<sup>19</sup> We use digital and face-to-face means to communicate with our employees, such as: internal communications, WhatSider, En Sintonia [In Tune],

# 10,855 training hours

for our own employees in: critical risks, OSH tools, occupational health and environment.

Training modalities for our employees



LMS<sup>20</sup> our "Learn with platform SIDER" on topics such as vehicle and people circulation, emergency response plan, energy blocking and control, and occurrence reporting.



deployed the brigade program, risk perception workshop, safety culture, and the legal and regulatory safety framework.













Steel **Professinals** 

20 Online learning management system developed in a virtual environment.

## 4.6. Training and performance

GRI 3-3

In response to our purpose of "Empowering the People who build the future" and in order to ensure that our employees are prepared to act, we invest resources to provide them with tools to develop the technical and soft skills required by the sector. We achieve this through specialized programs and courses in safety, leadership, digital transformation and skills, through technical two modalities: virtual and face-to-face.



### How do we promote training in SIDERPERU in 2023?





In 2023, we continue to develop courses on this e-learning platform so that our employees, suppliers and the community in general can be trained free of charge in various courses on Safety, Sustainability, Compliance, etc. All our courses are designed according to our needs.

- Sustainability B Corporation
- ▶ Fight against Corruption
- Safety Report

Virtual reality courses



We taught three courses on critical safety risks through a virtual reality room. This has been an important effort for the continuous improvement of our employees in safety issues and in compliance with our goal of zero accidents.

**Local mentoring** program



In 2023, we promote the second edition of this program that seeks to develop soft skills. In this way, our employee mentors, who have been trained and have a deep knowledge of the business, accompany young employees development and in their cultural alignment with SIDERPERU. These spaces have been very enriching and have created a scheme of interaction between teams from different areas. This second edition ends in march 2024.

GRI 404-2

**Vocational training** support



We continue to provide support to our employees (full or partial grants. agreements institutions flexible and schedules), so that they can pursue their master's degrees, diplomas and specializations in recognized national international universities. In 2023, 8 of our employees received this support.

### 48

8 employees



Management Departments

Supply chain (2)

**Business (1)** 

Comptroller's Office (2) Industrial (2)

Human Resources (1)



Institutions

Polytechnic
University of
Catalonia

University of Piura

**Berlitz** 

Technological Institute of Monterrey

Leda Baranda



Languages (English-Portuguese) (2)

Master's Degree in Occupational Risks (1)

Academic Mission (MBA) (1)

Korea Technology Immersion Program (1)

**Applied Analytics (1)** 

Contract management and purchasing (1)

Strategic training for high performance managers (1)



Between 2 months and 1 year



154,668.50

dollars invested



95% compliance with the program

Ô

**78%** 

in the survey of people



94% satisfaction



85% satisfaction in its efficiency



43.10 man-hours



6 new e-learning courses

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# **13** participants

in the Comprehensive Risk **Management Training** Program, provided by our insurance provider.

# technicians

have been certified nationally and internationally in maintenance and automation for the improvement of our processes.

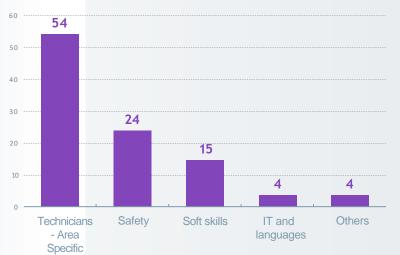
#### Average number of hours of training per employee GRI 404-1

On average, in 2023, each of our employees received 43.10 hours of training. The amount invested in training and development programs was USD 154,669.

### Hours of training by gender

Indicators	Women	Men
Number of workers	76	841
Hours of training per employee	4,180	35,758
Total number of hours	54.29	42.42

### Hours by course classification (%)



#### Performance evaluation

GRI 404-3

We evaluate all our employees based on feedback. Each year, the employee has access to information on their progress and opportunities for improvement in relation to their performance in SIDERPERU.

In addition, the employee's direct manager, peers, internal and external customers, and the team in charge, if any, participate in this process. During the year, the information is collected and it is the direct manager who must communicate the results to each employee in formal spaces.

### Our highlights

At the executive level, 100% of leaders were evaluated and 98% of them with specific action plans.

At the administrative and operational level, the scope of the evaluation process is also 100%.

> At the administrative level, we have worked in workshops for the construction of development plans, achieving that 98% of the administrative team, 5% more than in 2022, achieved a first version of their individual development plan.

### 4.7. Diversity and equal opportunities

GRI 3-3

In alignment with our principle "Diverse and inclusive environment" and being aware of the inequality of opportunities in the country and in our specific sector, we seek to generate in SIDERPERU a diverse, inclusive and more egalitarian environment. To achieve this, we have a

Diversity Committee, made up of diverse employees in terms of gender, job position, area and age, whose objective is to promote a diverse environment, measuring monthly the participation of women in the different occupational groups: operators, administrative personnel and executives.





### **Employees by employment category**

GRI 405-1

Indicators	2020	2021	2022	2023
Women in SIDERPERU	7%	7%	8%	8%
Women in leadership positions (including the Executive Committee)	27%	26%	26%	25%
Women in leadership positions (not including Executive Committee)	27%	27%	27%	24%
Professional level female employees (positions to which they do not report)	29%	25%	26%	28%
Female employees at operating level	0.7%	0.6%	0.5%	0.6%
Women trainees (technical, university and apprentices)	53%	38%	50%	59%



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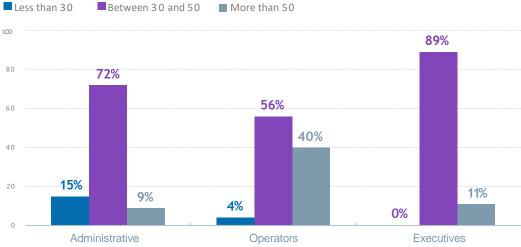
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### Percentage of employees by age group and employee category 2023



### Percentage of employees with disabilities

2020:	2021:	2022:	2023:
0.3%	0.2%	0.43%	0.4%

Other diversity indicators that we measure are the percentage of vulnerable population<sup>21</sup> in SIDERPERU, which is 12%, and of senior citizens, 12%.



#### Wage gap between men and women

We are committed to ensuring compliance with the principle of equal pay for work of equal value, regardless of gender. We present the percentages of the average salary of our female employees with respect to the average salary of our male employees for each occupational group. GRI 405-2

II	Occupational group	Base salary Women/ Men	Wage gap
	Administrative	87%	13%
	Executive	83%	17%
	Operator	90%	10%



<sup>21</sup> Refers to employees who are at risk (due to the Covid-19 pandemic), such as comorbidities and advanced age, or who meet any of the health conditions established as risky by the Peruvian Department of Health (Ministerio De Salud, MINSA).

### 4.8. Human Rights Compliance

GRI 406-1 | GRI 408-1

At SIDERPERU, we are committed to fostering an inclusive, diverse and respectful culture for all our stakeholders. We guarantee, in every process, equal opportunities without distinction of gender, sexual orientation, disability, among others; and this extends throughout our organization. This is evidenced in our Human Rights Policy.

None of our operations present any risk of hiring child labor and/or human exploitation. These commitments are stipulated in our Code of Ethics and Conduct, to which our employees at all levels have access.

We also have a Code of Ethics and Conduct for Third Parties, which includes guidelines so that our allies, in their practices and processes, are respectful of Human Rights to all its

audiences and a commitment against the prevalence of discrimination.

In case there are complaints of human rights violations, they will be registered in our Ethics Channel, which is publicly accessible and can be found on our website. All human rights complaints are handled and investigated in accordance with the procedures, and, if appropriate, an action plan is deployed and the corresponding disciplinary measure is determined.

### Cases of non-compliance with Human Rights

GRI 406 | GRI 407 | GRI 408

In 2023, we did not receive any complaints of discrimination, child labor or forced labor in our Ethics Channel.





### 4.9. Our suppliers





GRI 3-3

In SIDERPERU, we have a whole chain of allies that make possible the production of Peruvian steel. It all starts with a strategic supply of inputs, raw materials and services at the right price. Our contractors and suppliers are generally local and national, 90% of them small and medium-sized companies, which is why we contribute to the generation of

thousands of jobs. Our most important suppliers are metal recyclers, who supply us with scrap metal that we use as raw material. But we also have suppliers who provide maintenance for our equipment and highly specialized services.

### Ranking of our main suppliers

Category	Description
Metal recyclers	They are the ones who provide us with scrap metal, which serves as raw material for steel processing. They are characterized by being entrepreneurs who started working "from the bottom" and grew over time. These entrepreneurs buy the scrap metal from smaller suppliers, then make a quality control for its subsequent sale.
Industries	These are industrial companies that generate scrap metal as part of their production process. For example, steel pipe manufacturers, or metal-mechanic companies, tinplate packaging companies, etc.
Mining	Refers to those that generate scrap metal in two main ways. The first is through the grinding of minerals with mill balls, which are sold as scrap metal when they are worn out. The second is through the sale of obsolete equipment made of steel. For example: tractors or parts of mineral processing equipment.
EORS - Solid Waste Operators	Solid waste operating companies, which provide waste disposal services for industrial and mining companies. These companies segregate and dispose of plastic, cardboard, wood, and other solid waste, including scrap metal. The latter is sold to SIDERPERU.

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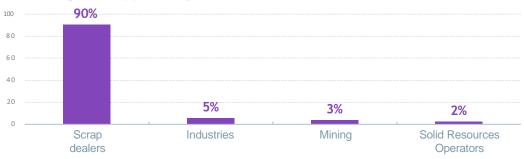
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In 2023, the type of supplier from which we purchased the largest volume of scrap metal was scrap dealers, followed by industries. Although this scrap metal tends to be domestic, we also import it from countries such as Chile, Bolivia, the United States and Canada.

### Percentage of suppliers by classification



#### **Ongoing training**

To ensure that our suppliers and contractors are aligned with our principles and can improve their performance year after year, we have provided the following training in 2023:

training courses to our metal recycling suppliers on material segregation and safety.

of our suppliers trained in **Ethics and Compliance, Leadership and processes** in each area.

### Proportion of spending on local suppliers



We work with small and medium- We also work with local metal sized companies that represent 90% of our supply. These are properly evaluated and have competitive payment terms (on average below 30 days).

recyclers, who supply us with scrap metal and from whom, mainly, we have increased our purchase quantity in 2023:





### Invoicing to local suppliers\*

2021: +S/180 million

2022: +S/250 million 2023: +S/350 million

(\*) Considering all types of local suppliers. In 2023, 17% of our metal suppliers (scrap dealers) were women.

22 Small companies: invoicing less than 100 t/month. Medium companies: invoicing up to 250 t/month.

### **Demanding** standards

All our contractors and suppliers must comply with the following standards and requirements:

▶ Sign the letter of responsibility and commitment.

> Training on sustainability issues (ethics and compliance, waste management, etc.)

Respect the Code of Ethics and Conduct for third parties (since 2022, the signing of the letter of responsibility applies).

Approve suppliers (applies to suppliers of raw materials and inputs, under the management of the import process).

To be evaluated in ESG terms every 3 years.

GRI 414-1 | GRI 414-2









+900 panels

implemented in our first solar plant.

5.1. Commitment to the environment

GRI 3-3

In SIDERPERU we seek to be environmentally friendly throughout our value chain, from the acquisition of our raw materials to the marketing and transportation of our products. This has allowed us to reduce our negative impacts and maximize the positive ones.

To achieve this, we have an environmental management approach that involves corporate management, our National Environmental Management System and the ISO 14001 standard. These guidelines have allowed us to establish six environmental pillars in our management, which strictly comply with the current standard.

**Environmental** Management

ISO 14001

**Emission** 

control

Water

treatment and recirculation

Legal

compliance

Waste

management

**Environmental** 

commitments

GE GERDAU

Our environmental pillars

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In addition, we have incorporated a continuous improvement approach to constantly assess the impact of our initiatives and improvement plans and to quickly identify contingency and preventive actions. This approach has enabled us to define responsibilities and progress indicators through the PDCA (plan, do, check, act) cycle.

PDCA (Plan, Do, Check, Act) cycle of environmental management

P

### Plan

Identify risks and opportunities of the aspects and impacts of its process.

Define objectives, goals and action plans for environmental improvement.

D

### Do

Define resources, roles and responsibilities.

Train and raise awareness of all employees.

Manage aspects and impacts and administrative controls.

Act in environmental emergency situations.



### Check

Measure and monitor environmental performance at all levels of the organization.



### Act

Take corrective and preventive actions when necessary. With our environmental management system:

- We compliance with ensure environmental regulations in order to prevent and mitigate possible adverse impacts, as well as to regulate our processes to avoid negative effects on the environment. In this sense, we guarantee compliance with all legal requirements in force and we have the environmental licenses granted by the Department of Production (Ministerio De La Produccion).
- We have an emissions treatment plant that uses special filters to capture particulate materials generated during steel production.
- We conduct environmental monitoring of air quality, process and combustion emissions, water quality and environmental noise. We pay special attention to our emissions through our annual environmental monitoring program at fixed combustion stations and preventive maintenance of our equipment.

# S/657,824

- Maintenance of solar









**Environmental** Management

### 5.2. Sustainable energy

GRI 3-3



In SIDERPERU we seek to ensure that all our electrical energy comes from renewable sources and we work towards efficient energy management to reduce it as much as possible.

To achieve this, we have management tools that allow us to align our actions and initiatives with our corporate objectives on Energy and Utility Management, which also strengthen our Environmental Management System. These are:

- ▶ ISO 14001 Certification (Environmental Management System).
- GLP-FP-521-001 Energy Process Sheet: includes the different indicators and documents used to monitor our processes.
- ▶ GLP-PR-521-012 Efficient Management of Electric Motors.
- GLP-PR-521-013 Efficient Management of Air Conditioning Equipment.
- ▶ GLP-PR-521-014 Efficient Management of Lighting Equipment.
- GLP-FP-522-002 Utility Process Sheet: which mentions the different indicators and documents used to monitor the processes related to water use.
- GLP-PR-522-007 Final Treatment Plant and Safety Lagoon: guidelines for proper operation of the industrial water treatment plant.



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How can we reduce our energy consumption by 2023?

**Energy savings from our main actions** 



241,184

**MWh** 







Installation of high-

efficiency air

conditioners

- In addition, we have implemented the first solar plant at our complex. This photovoltaic system consists of more than 900 solar panels with a production capacity of 500 kWp. We expect these panels to generate 850,000 kWh of energy per year. Since the plant began operating until the end of 2023, we have achieved a reduction of 80 tons of CO2. Our goal is to achieve a reduction of 170 tons of CO2 emissions in one year.
- > 100% of the electrical energy supplied came from renewable sources and was used to cover all of

our operations. This is possible thanks to our partnership with ENEL as a provider, as we will supply ourselves with renewable energy for the next 12 years.

we have a mixed solar heaters project, installed in the locker rooms of the five production areas at our Chimbote plant, to achieve energy savings of more than 26,110 kWh. In 2023, we achieved energy savings of around 44,763 kWh and reduced around 8,98 tons of CO2.

#### **Energy consumption**

#### GRI 302-1 | GRI 302-3 | GRI 302-4

In 2023, we reduced our energy consumption by 1% compared to 2022, thanks to our ongoing efforts in the area of energy efficiency. We also reduced our energy consumption per ton of finished product (kWh/ton) index23 by 5%, which means that for every ton produced in 2023, we used less energy in our processes.

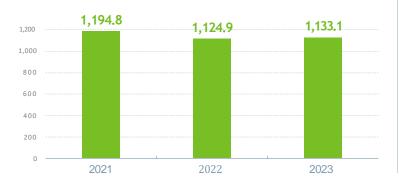


<sup>23</sup> This indicator includes electricity, natural gas, diesel and anthracite and, in addition, consumption covers both the energy resources used in the steel complex.

### **Energy consumption by type**

Energy consumption	Unit	2020	2021	2022	2023
Non-renewable fuel consumed	GJ	855,046	1,094,421	1,100,518	1,137,567
Renewable fuel consumed	GJ	0	0	0	0
Purchased electricity, heating, cooling and steam	GJ	808,092	983,309	1,040,297	1,038,219
Self-generated electricity, heating, cooling and steam	GJ	0	0	0	1,444
Total consumption	GJ	1,663,138	2,077,730	2,140,814	2,177,230
Electricity, heating, cooling and steam sold	GJ	0	0	0	0
Total	GJ	1,663,138	2,077,730	2,140,814	2,177,230

### **Energy index (kWh/ton)**





### 5.3. Emission reduction



GRI 3-3

Aware of the impact of climate change in the world, we have joined our parent company, Gerdau, and aspire to be carbon neutral by 2050. We have been working on managing our emissions, starting with measurement, so that we assess our impact on the environment and set clear reduction targets. To reduce our emissions, we have focused on changing our energy matrix by transitioning from the use of diesel and residual oil to liquefied petroleum gas (LPG).

In 2022, we initiated the development of a roadmap for CO2 emissions in order to meet the reduction targets established in the Gerdau Sustainability Policy, the first step of which is to identify short-, mediumand long-term opportunities. We currently have five Engineering projects, two of

which will be implemented during the annual shutdowns scheduled for 2024.

We will continue to monitor our emissions and promote initiatives to reduce our carbon footprint. One such initiative is our self-generation pilot project, through our solar power plant, which began operating in 2023.

#### Scope 1, 2 and 3 emissions

GRI 305-1 | GRI 305-2 | GRI 305-3

Although we have not yet established emission generation targets, we monitor the three scopes on an annual basis, which allows us to evaluate the impact of our operations throughout our value chain and to develop strategic actions to reduce our emissions.



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5 **Environmental** Management

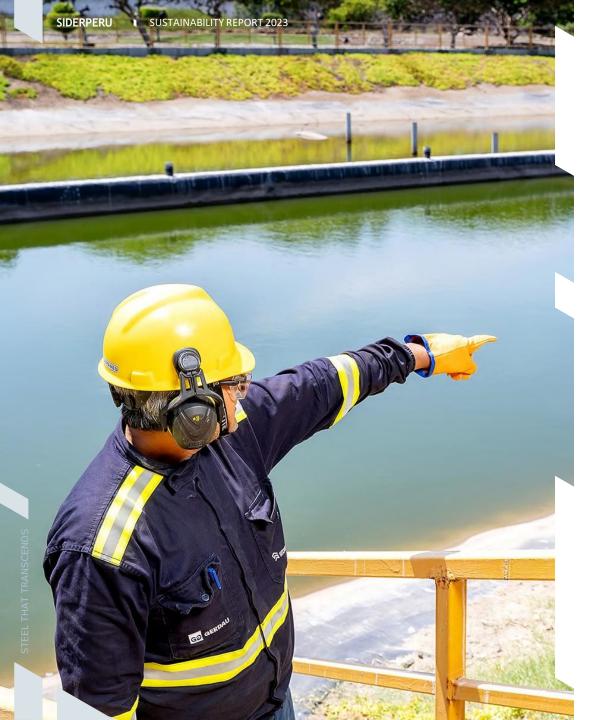
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Type of emissions	Results
Direct GHG emissions (Scope 1)	80,214.68tCO2e.
Direct GHG emissions (Scope 2)	61,620.37tCO2e.
Direct GHG emissions (Scope 3)	21,326.04tCO2e.
Biogenic CO2 emissions in metric tons of CO2 equivalent	11.88 eq

### Historical emissions measurement comparison

SIDERPERU emissions in 2023

Scope	Precursor	2021 Ton CO Eq	2022 Ton CO Eq	2023 Ton CO Eq
Scope 1	Stationary combustion	63,550.60	71,785.76	74,297.89
	Mobile combustion	40.21	39.81	137.32
	Fugitive emissions	2,193.78	634.02	511.83
	Industrial Processes	5,312.52	5,777.26	5,242.09
	Solid waste and effluents	17.91	26.02	25.55
Scope 2	Purchase of electrical energy	49,397.40	57,977.44	61,620.37
Scope 3	Goods and services purchased	20,032.84	21,694.46	21,307.21
	Waste generated in operations	22.46	78.50	18.83
Total		140,567.72	158,013.27	163,161.08



### 5.4. Water and effluent management



GRI 3-3

In SIDERPERU, our main water consumption comes from subway wells, which leads us to strictly control its consumption and ensure adequate treatment after use, through our treatment plant, which prioritizes its reuse.

To evaluate our water management, we keep a monthly historical record of our water consumption and use a specific consumption indicator, which is similar to the energy indicator, and allows us to control the amount of water required for each ton of finished product. In addition, we have metering points to control the consumption of replacement water in the processes.

Every year since 2013, we monitor industrial water and domestic effluents as part of our industrial water treatment system, which prevents effluent discharge into Chimbote Bay and complies with the commitments of the environmental monitoring program.

# **97.7% of water**

we consume is returned to the operation and the remaining percentage is used to irrigate our green areas.



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### Our highlights in water consumption



We surpassed our 2023 goal<sup>24</sup> consumption, achieving a total of 2.29 cubic meters<sup>25</sup> per ton of solid steel.



The volume of inlet water was 839,680 cubic meters, while the volume of recirculated water was 38,861,355 cubic meters per year; in other words, we recorded a 98% recirculation rate.

### Water consumption

#### GRI 303-5

SIDERPERU, in its commitment to the rational and efficient use of water, consumed 23% of the total available water authorized by the National Water Authority.

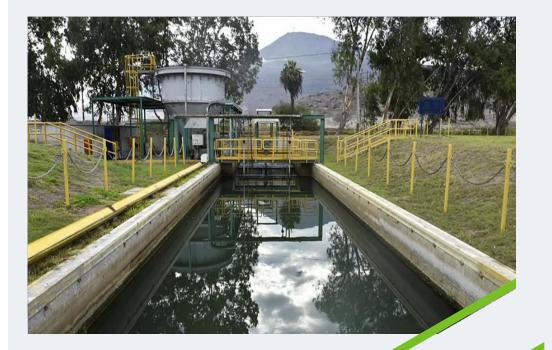


2.50 cubic meters per ton.

24 The goal established for 2023 was not to exceed

### Historical comparison of water consumption

Water consumption	Unit	2020	2021	2022	2023
Total water extraction (surface water + groundwater + sea water + third party water)	ML	810.09	976.67	851.10	839.68
Total industrial water discharge (surface water + groundwater + sea water + third party water)	ML	0	0	0	0
Total consumption	ML	810	977	851	840



<sup>25</sup> In the Sustainability Report 2022, the term "steel produced" was used, which included all of our finished products. The term is now more precise because, in coordination with our parent company, the number reported now includes only steel from the Steel Mill.

### **5.5. Waste management**

GRI 3-3



For SIDERPERU, recycling represents a continuous cycle of renewal that constitutes a fundamental part of our business strategy.

Waste management is a fundamental Each year we purchase large of our environmental aspect commitment, as it is a concrete action within the framework of the circular economy. Therefore, we train our employees in waste management techniques, which has allowed us to reduce the generation of hazardous waste, improving separation at the source and promoting reuse practices.

We are part of the main metal scrap recycler in Latin America. This scrap, in our steelmaking process using an electric furnace, is transformed into steel that is reintegrated into society for use in civil construction, mining and road infrastructure.

quantities of ferrous scrap and we make a commitment to our suppliers to ensure that it is properly managed and returned to the recycling cycle. We also carry out separation at the source and take advantage of the waste generated in our production process, giving it a second life. For example, our "Electric furnace slag" project uses these remnants internally to level land.

We also continue to work in the area of the circular economy and the use of waste such as wood, cardboard and plastics, which are sold to companies that add value to them according to the needs of their customers. As part of our



**Environmental** Management

In this sense, our approach has allowed us to have strategic partners that promote the circularity of waste considered environmental liabilities. Therefore, our waste management, both in terms of collection and disposal, is carried out by operating companies that comply with current regulations.

#### Waste generated

GRI 306-3

We reuse the waste resulting from our steel production process, focusing on those wastes that generate the greatest volume and are susceptible to reuse, such as slag, laminate and steel mill dust.

In 2023, we recorded a generation of 75,019.09 tons of waste, which represents an increase in waste generated compared to other years. The increase in quantity is attributed to improvements in accuracy over time and the internal categorization assigned to this waste.

### Oil consumption

Since oil is a relevant input for steel production, we measure its consumption in order to ensure that the waste generated from its use is

In 2023, we achieved a consumption of 31 gallons per 1,000 tons of steel, exceeding our proposed target.

adequately treated.

We have surpassed the established goal (72%) for the reuse of the main co-products such as laminate, wood, plastics, etc.

### Waste generation results

GRI 306-1

Type of waste	2020 (ton)	2021 (ton)	2022 (ton)	2023 (ton)
Hazardous	60.52	63.10	5730.79	6070.92
Non-hazardous	16,602.41	50,150.23	57954.02	68948.17
Total	16,662.93	50,213.33	63,684.77	75,019.09

### SIDERPERU Results (GLN/1,000 ton)



APL Clean Production Agreement	Results 2023
5% reduction compared to 2022	8%

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### 6.1. Strategic social management

GRI 3-3

We are aware that where society prospers, companies prosper. Thus, one of our principles is to "Generate Value for All" our stakeholders.

We are firmly committed to promoting social development in Chimbote, the city where we have grown as a company and where many of our employees belong. For decades, we have been building a close relationship with the people of Chimbote and our local partners,

with a common agenda in favor of education, children and youth.

We contribute to social development based on three investment pillars: entrepreneurial education, housing and recycling. In addition to the projects we promote, we provide technical, financial and volunteer individuals and support organizations, so that they can empower themselves and generate positive changes for themselves and their communities. We also have a Responsibility Committee made up of employees from different areas.

### Our pillars of social investment



Entrepreneurial education

We believe that the vital tool for empowering people is education. Therefore, we contribute to technical vocational training by providing scholarships for young people with the desire to excel. In addition, we have training projects for teachers and young people in vocational guidance and leadership.



Having safe and resistant homes is a great need in Peru. Through this axis, we train masons and master builders in the civil construction sector to improve the construction of safe homes that meet technical standards to avoid risks in the event of earthquakes.



Recycling

We participate in projects aimed at entrepreneurship to promote recycling, reuse of materials and conscious consumption. We support initiatives aimed at encouraging the recycling of materials, promoting the circular economy and improving the quality of life of the people who work in recycling.

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In SIDERPERU we have different social and environmental projects and initiatives that seek to positively impact our community of influence. Through our different social projects, in 2023, we have achieved:

GRI 413-1

# +USD 190,000

invested in social projects, benefiting more than 16,500 people and 50 institutions, and providing scholarships to 123 students at the Technical School.

**2,613** volunteer

hours

41.6% (386)

of our employees are volunteers

98%

volunteer satisfaction

#### **Technical School:**

#### The transformative power of education

More than 25 years ago, we created our most important social responsibility program: Technical School, a technical school that has been changing the lives of thousands of young people from Chimbote.

Through this program, we offer completely free and full scholarships so that low-income young people with the desire to

improve themselves and high school graduates from the Ancash region can access quality technical education.

This is possible thanks to our alliance with SENATI, where young people receive two years of theoretical instruction in modern classrooms within our facilities and complete a year of professional internships at

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SIDERPERU. During this period, in addition to technical knowledge, we seek to train honest, responsible and disciplined people who will build a better

Peru, providing them with tools to enhance their skills. As a result of the three years of effort, the young people obtain a professional title on behalf of the nation.

### 2023 Technical School Training Cycle

Annual admission of 50 students with full scholarships. In 2023, the careers offered were Industrial **Mechatronics and** Industrial Administration.

vears theoretical and practical training in modern classrooms and facilities, in alliance with SENATI.

1 year of professional internships in SIDERPERU. where they apply everything they have learned.

**Granting of** professional title in on behalf of the nation.





### Our 2023 highlights

### 50 students

began their education with our scholarships (35% women) and are currently studying. To date, there are more than 1,000 graduates, 30% of whom are women.

### **720** hours

of additional specialized training accumulated by Technical School young people in 2023.

6 Community **Empowerment** and Value

### 6.2. Volunteering at the service of people

We encourage our employees to be part of the development of the community, allowing them to put their solidarity into action through their participation in activities that benefit society.

41.6%

employees are volunteers, investing more than 2,613 hours in the initiatives developed.





### Actions carried out with our corporate volunteers

Activity	Description	2023 Results
Specialized training for teachers	Volunteers shared their experience and expertise with teachers from the province of Santa. More than 100 teachers received around 10 hours of training in relevant topics such as Leadership, Environmental Management, Health Care, Operational Excellence, etc. They were also able to learn about business practices that can be applied in their schools.	More than 100 teachers trained.
Bay Cleanup Campaign	Every year, volunteers come together to collaborate with the cleaning of the beach of La Caleta. This activity is carried out with the support and supervision of the Provincial Municipality of Santa.	Three volunteer campaigns were carried out and more than 7 tons of waste were collected.
Help Us Help	Campaign carried out after the heavy rains caused by cyclone Yaku, which affected Chimbote and nearby districts. We hired water tanks to meet the needs of the population. We also collected and donated food.	10,000 people benefited from our actions.
Vocational guidance	16 of our employees organized themselves to share their professional experiences, in order to help 5 <sup>th</sup> grade high school students from schools in Chimbote to make a better decision regarding the career they want to study.	High school students received guidance and testimonials to help them choose their vocation.
Volunteer games	The largest volunteer project, where participants form teams to support an institution of their choice. In 2023, the theme of the volunteer games was sustainability. More than 250 of our volunteers, from Lima and Chimbote, were sensitized to sustainability issues. In addition, they shared their time helping an institution through different activities such as painting classrooms, planting trees, fixing and improving environments, among others. Finally, the teams collected paper, plastic and other waste.	250 volunteers supported various educational institutions in painting classrooms, planting trees, repairing and improving environments, among others.
Christmas campaign	As every year, our volunteers organize to donate toys and food to different institutions that carry out social work for the benefit of children.	More than 1,000 children in Lima and Chimbote received toys and food.

6 Community **Empowerment** and Value

**Empowerment** 

and Value

### 6.3. Community service activities



#### a. Culture for development

For over 13 years, we have consistently supported the Children's and Youth Symphony Orchestra of Chimbote (OSIJCH), a social and artistic inclusion project aimed at children and young people from Chimbote. This initiative is developed in partnership with the Centennial Cultural Center and, since 2019, with APROFERROL. In 2023, we benefitted over 100 children and young people from Chimbote.

Objective: to develop the art and talent of the children and young people from Chimbote, in addition to developing skills such as responsibility, discipline, creativity, etc.

# +1,800 children

and young people benefited to date. We seek to continue impacting more lives.



#### b. Sowing Life

Since 2010, we have been implementing this environmental project in partnership with the Rotary Club. The work is done in conjunction with Environmental Support Committees and with the direct participation of the community to care for the trees.

**Objective :** To promote the generation of green areas in the province of Santa, by planting trees in parks, avenues and schools.

+600,000 trees of various species planted to date.



### c. Transforming violence into well-being

In partnership with SUCAMEC\*, we have been smelting weapons for more than 10 years. Thus, we transform these weapons into steel in the electric furnace at our Chimbote Complex. In 2021, in coordination with the Multisectoral Strategy "Barrio Seguro" Neighborhood"), we delivered mini gyms and recreational games in the "William Benites" park in San Juan de Lurigancho, benefiting more than 1,500 children and young people.

Objective: Turn weapons into steel, resulting in resources available to the community.

# +20,000 weapons

melted down by 2023, breaking records.

(\*) National Superintendence for the Control of Security Services, Weapons, Ammunition and Explosives for Civilian Use.

### d. Learn with SIDER Platform

developed this virtual learning platform to make available to the community (university students, technicians and teachers) more than 10 specialized courses on topics such as Safety, Environmental Management, Leadership, among others.



### e. Educate Me More

With this program we seek to train teachers, students and parents from five educational institutions in Chimbote. In 2023. more than 500 people benefited through topics for children such as "Educa Cuentos" (Educate Stories), as well as workshops for teachers and parents.



### f. EduAction

We developed the "EduAction" educational program, in which five young foreign volunteers shared their experience with more than 1,000 5th grade high school students from schools in Chimbote, Nuevo Chimbote, Santa and Coishco. During 8 weeks, the young volunteers contributed to broaden the cultural horizon of the students on topics such as diversity, globalization, interculturalism, environment, leadership, among others.



### g. Allies against cancer

Since 2016, we have joined the great work of the Peruvian Cancer Foundation, supporting them in their "Ponle Corazon" ("Put your heart in it") collection, through which they raise funds to provide comprehensive assistance to cancer patients in need.



### h. Gerdau Transforma

order to promote entrepreneurship, each year we develop the Gerdau Transforma program, which consists of one week of training for potential entrepreneurs, or entrepreneurs, in business management topics, in addition to providing them with technical assistance for two months.

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6 Community **Empowerment** and Value



Declaration of use	GERDAU-SIDERPERU has presented the information cited in this GRI content index for the period from January 1 to December 31, 2023, using the GRI Standards as a reference.
GRI 1 used	GRI 1: Fundamentals 2021

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**GRI Standard** 

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	305-3 Other indirect GHG emissions (scope 3)	62		
GRI 3: Material Topics 2021	3-3 Management of material topics	65		
GRI 306: Waste 2020	306-1 Generation of waste and significant waste-related impacts	66		
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GRI Standard	Content	Page No.	Omission			
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safety and health 2018	403-5 Occupational safety and health training for workers	45				
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and equal opportunities 2016	405-2 Ratio between basic salary and remuneration of women and men	51				
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GRI 409: Forced or compulsory labor 2016	409-1 Operations and suppliers with significant risk of cases of forced or compulsory labor	43			
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GRI 413: Local communities 2016	413-1 Operations with local community participation, impact assessments and development programs	69			
GRI 3: Material Topics 2021	3-3 Management of material topics	53			
GRI 414: Social evaluation of suppliers 2016	414-1 New suppliers who have passed selection filters in accordance with social criteria	54			



## Breakdown of employees by employment contract and by province

GRI 2-7

Employment contract	Women	Men	Total
Temporary	12	17	29
Permanent	64	824	888

Employment contract	Arequipa	Chimbote	Huancayo	Lima	Trujillo	Chiclayo	Total	
Temporary	0	16	0	13	0	0	29	
Permanent	6	774	1	97	3	7	888	

## History of total number of employees:



## Diversity in governing bodies and employees

GRI 405-1

Percentage of employees by employee category, 2023:

Employee	Admin	Administrative		utive	Operator	
Sex	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage
Female	60	28%	12	26%	4	1%
Male	157	72%	34	74%	650	99%
Total	217	100%	46	100%	654	100%

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## 2023

Туре	Women		N	Total	
	Quantity	Percentage	Quantity	Percentage	quantity
Union employees	2	0.2%	299	32.6%	301
Union workers	0	0.0%	272	29.7%	272
Non-affiliated	74	8.1%	270	29.4%	344
General total	74	8%	841	92%	917

# 2022

Туре		Women		M	Total	
		Quantity	Percentage	Quantity	Percentage	quantity
Union emp	loyees	2	0.2%	299	32.3%	301
Union work	kers	0	0.0%	222	24.0%	222
Non-affilia	ted	69	7.5%	333	36.0%	402
General total	I	71	7.7%	854	92.3%	925

## 2021

Туре	Women		N	Total	
	Quantity	Percentage	Quantity	Percentage	quantity
Union employees	1	0.1%	292	31.6%	293
Union workers	0	0.0%	218	23.6%	218
Non-affiliated	67	7.2%	341	36.9%	408
General total	68	7.4%	851	92.1%	919

## 2020

Туре	Women		Men		Total
	Quantity	Percentage	Quantity	Percentage	quantity
Union employees	1	0.1%	282	30.5%	283
Union workers	0	0.0%	217	23.5%	217
Non-affiliated	65	7.0%	354	38.3%	419
General total	66	7.1%	853	92.3%	919

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Information on marketing campaigns 2023:

- **Strength Idea:** Reinforce positioning by appropriating quality as the main attribute; in addition, begin to build positioning through emotional messages.
- ▶ Concept: SIDERPERU, Steel made to last.
- ▶ Reason Why: Generate impact in all the actors of the distribution chain of SIDERPERU products, with functional messages that reinforce the attributes of the product and with emotional messages that reinforce the main desire of the target: "That their houses last in time."
- **Duration:** September to October 2023.

#### Actions taken:

- 1. **ATL:** Billboards, LED advertising screens, painted murals, mobile billboards, advertising on public transportation.
- 2. **BTL:** Advertising material at the point of sale (signs, posters, billboards and samples), and external advertising (graffiti and advertising banners).
- 3. **Digital:** SEM and SEO actions, digital advertising, programmatic, communication pieces in social networks.
- 4. **Alliance with Latina TV:** Advertising spots with tips on how to build a safe home that lasts over time.

Storytelling and design:
Divelop Sustainability
www.divelop.pe

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Welcome Letter

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