

# 2. STAKEHOLDER ENGAGEMENT

As food specialists, our Group believes in creating value through regular and proactive dialogue with its various stakeholders.

In a spirit of continuous improvement we have strengthened our engagement with all stakeholders, using specific communication channels, aiming at ensuring greater alignment with their needs and expectations.

Stakeholders	Interfaces	Communication Channels
Shareholders and investors	Investor Relations Department, Communications and Corporate Responsibility Department and Ethics Committee.	Corporate website, e-mail, Annual Report, financial releases, meetings, conferences, roadshows, Investor's Day and General Shareholders' Meetings.
Official bodies, supervising entities and local councils	Investor Relations Department, Tax Departments, Legal Departments, Communications and Corporate Responsibility Department, Institutional Relations Department and Ethics Committee.	Corporate website, e-mail, meetings and post.
Suppliers, business partners and service providers	Commercial, Marketing, Quality and Food Safety, Environment, Development of Private Brand, Regional Operations, Technical, Expansion, IT Departments and Ethics Committee.	JM Direct Portal, follow-up visits, Quality and Food Safety audits, business meetings and direct contacts.
Employees	Human Resources Department, Training School, Ethics Committee, Communications and Corporate Responsibility Department.	Employee Assistance Services, telephone lines, internal magazines, Intranet, corporate website, operational and management meetings, annual performance appraisal, training sessions, internal environment surveys and "Open Letter".
Customers and consumers	Customer Services, Customer Ombudsman and Ethics Committee.	Toll-free phone lines, e-mail, corporate website and post.
Local communities	Communications and Corporate Responsibility Department, Stores, Distribution Centres and Ethics Committee.	Follow-up visits, meetings, protocols and partnerships/patronage.
Journalists	Communications and Corporate Responsibility Department and Ethics Committee.	Corporate website, press releases, press conferences, meetings and Annual Reports.
NGOs and associations	Communications and Corporate Responsibility Department, Institutional Relations Department and Ethics Committee.	Follow-up visits, meetings and partnerships/patronage.

In order to ensure compliance with the Principles of Corporate Responsibility and in order to disclose and reinforce them, the Committee on Corporate Governance and Corporate Responsibility works closely with the Board of Directors and the Ethics Committee monitors both the disclosure of and the compliance with the Code of Conduct in all the Group's Companies.

The responsibilities of each of these Committees are described at [www.jeronimomartins.pt](http://www.jeronimomartins.pt), in the "Investor" area.

The professional social network LinkedIn has been an important vehicle in all the countries, to attract employees and to disclose relevant topics about the Group, including the actions carried out within the scope of the five pillars of Corporate Responsibility. Within this context, throughout 2015, 28 Corporate Responsibility posts were released, resulting in over 950 thousand print-outs<sup>1</sup>. The number of followers of the Jerónimo Martins page on this social network was in excess of 50 thousand at the end of the year.

The Jerónimo Martins Group is part of various national and international organisations and initiatives concerning Corporate Responsibility. For further details on our relations with stakeholders and on the organisations the Group is part of, go to [www.jeronimomartins.pt](http://www.jeronimomartins.pt) in the "Responsibility" area.

<sup>1</sup> This indicator refers to the number of times each post was displayed to LinkedIn users.