

5- Stakeholders that add sustainability.

The company's activities have repercussions not only between the parties that maintain commercial relations. Ismael Quesada is aware that there are numerous interest groups who legitimately have expectations about the performance of the company and therefore considers it necessary to maintain an orderly and bidirectional dialogue with each of them.

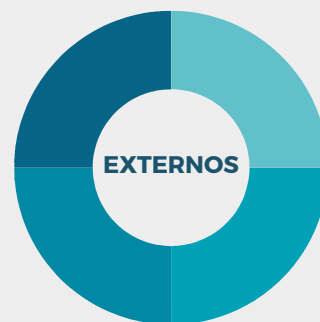
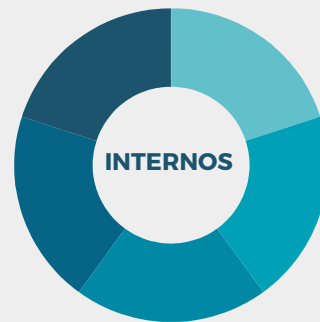
The governance of the firm incorporates the qualified contributions made by these interested parties as sources of information.

To understand the approaches and needs of stakeholders, it is essential to establish a loyal relationship and constructive communication, in the conviction that each organization must align with the aspirations that are part of that mutual commitment.





Although not all identified stakeholders have the same relevance for the company, expectations about each of them have been analyzed, commitments have been made and communication channels capable of conveying information are used.

At the internal level, the shareholders, the management committee, the commercial department and the staff have been differentiated, while at the external level the clientele and suppliers are considered, in addition to the competition, the administrations or the local community.





The assessments made by interest groups on diverse topics are very useful for identifying points of convergence and priorities in a simple way. Taken together, it **becomes clear that the fight against climate change and environmental management are the most relevant issues**, followed closely by economic, safety and health aspects. Ethical aspects and corporate governance are important because of the high consideration they receive from interest groups.



INTERNAL interest groups

INTEREST GROUP 	EXPECTATIONS 	COMPROMISE 	COMMUNICATION CHANNELS 
Ownership/ shareholders	To meet the expectations of economic, social and environmental profitability that have been deposited in the company	To work efficiently. Maximize value creation.	Annual and semi-annual boards of directors, plus ongoing informal communications
Management Committee	To be able to conduct their task efficiently and professionally	To provide the necessary tools and resources to optimally perform their functions	Monthly meetings
Employees	Maintaining and improving collective and individual working conditions	To provide a stimulating work environment, in which working and working conditions allow talent to be retained and well-being generated	Quarterly meeting, WhatsApp group, daily contact
Comercial department	To facilitate the work of the department so that it can develop its work in accordance with the values of the company	To provide them with the necessary means so that they can conduct their work in the best conditions	Regular quarterly meetings, minutes, ongoing dialogue with management

EXTERNAL interest groups

INTEREST GROUP 	EXPECTATIONS 	COMPROMISE 	COMMUNICATION CHANNELS 
Public admin.	Compliance with current legislation and anticipation of new regulatory developments	Keep an eye on legal compliance and collaboration with the administration	Direct administrative relationship and through sectoral associations, with regular communications
Customers (B2B)	Meet the expectations of this interest Group, build customer loyalty, expand their number and turnover	Apply comercial, quality, environmental and social responsibility policies to be reference suppliers	Contracts, email, surveys, commercial visits, telephone conversations, web, service chart
Suppliers	Have the most competitive, sustainable and reliable. Expand the range of products according to the needs of our customers	Efficiency and compliance with commitments in trade relations	Email, telephone, commercial visits, surveys.
Local Community	Contribute to the projection of the city of Elche and social improvement	Maintain collaboration with social organizations	Email, periodic communications.
Competencia	Respect our competition and be respected by them	Act in accordance with the company's values, respect the rules of competition and conduct the company in accordance with the business ethics	Commercial relations, collaboration in European Rubber Journal and US Chamber of Commerce in Spain, INESCOP, CETEC, Centro Tecnológico Riojano (CTR)