



# ANNUAL REPORT 2016

## Social Responsibility Results Report



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Mexico City, October 2, 2017

Dear reader:

It is a pleasure for me to present our first Annual Social Responsibility Results Report 2016, in which we present the practices that we have implemented inside and outside of our company. We know that modernizing and transforming the city is vital for the real estate sector, and that additionally it is one of the principal motors of Mexico's economy, that is why we have decided to focus our attention on innovating and offering the best housing options and thereby contribute to a better quality of life for the inhabitants.

Our commitment as a company is to push for operations to adhere to the Social Responsibility axes and thereby positively impact the social, economic, and environmental, always taking into account the interests of the groups that we interact with and which make us better day by day. For this, we are focusing on incorporating Social Responsibility standards through Socially Responsible Company (ESR) and in turn, aligning our strategies with the principles of the Global Nations Compact in matters of human rights, labor rights, environment, and the fight against corruption.

I thank each of the people who make up this company, since thanks to their work today we are happy to present this Annual Report. We know that the following year important challenges are coming for us, but together we can confront them as we have done up to now.

Sincerely.

**José Shabot**

Executive President

## ABOUT THIS REPORT

The report that is presented below corresponds to the advances and results that for the first time Inmobiliaria Quiero Casa has the privilege of presenting through the initiatives corresponding to the Global United Nations Compact. The actions that are mentioned below correspond to the year 2016

For Quiero Casa it is important to adhere to the principles set by the Global United Nations Compact, therefore, the practices done during this period promote actions in support of human and labor rights; care, protection, and regeneration of the environment; as well as the actions done against corruption.

This report presents the initiatives and impacts created in the real estate sector, the workplace environment, as well as in the community and the environment.

Thanks to this report, a new area of opportunity was opened to create indicators that allow for measuring the commitment that it has of responsibility to foster and promote the principles of a socially responsible company.

It is necessary to point out that this report would not have been able to be completed without the participation of each division that makes up the company, and those who contributed the necessary information to reports and meetings that generate evidence for the actions done during this period.

## PROFILE QUIERO CASA

### Who We Are

Inmobiliaria Quiero Casa S.A. de C.V. is a development and construction company that was founded in 2009 with the wish to build housing for the inhabitants of Mexico City. It is a company that seeks to be a point of reference in the real estate market to offer great results to its investors, as well as provide dignified, quality homes close to urban centers that ensure the housing equity of those who purchase a house.

Over the course of seven years, it has focused on having the best professionals in charge, reflecting being a financially stable company. Given this and the joint effort that has been made during these years, Quiero Casa has been able to have a presence in a large part of the Valley of Mexico Metropolitan Area.

The idea to build principally in this zone is due to the fact that it is considered a political, economic, business, educational, and cultural center, that is, a point of reference in the face of the major events and the headquarters of large corporations and SMEs that create different sources of employment.

During these seven years, Quiero Casa has had the need to add new employees, new departments, and greater workspaces, that allow for providing the best options to the various groups that surround this company. For this, it has worked constantly on getting its operations in line with the Social Responsibility principles, which allow it to be a sustainable company in the economic, social, and environmental.

Currently, it is a member of:

- U.S Green Building Council
- Urban Land Institute
- Association of Real Estate Developers
- Chamber of the Construction Industry
- CANADEVI
- Global United Nations Compact

And thanks to the constant effort, it has been recognized by:

- Great Place to Work
- Socially Responsible Company
- CEMEX 2012 Award. First Place in Social Interest Housing Category
- CEMEX 2014 Award. Third Place in Social Interest Housing Category
- INFONAVIT Sustainable Housing Award 2014
- National Housing Award 2014. Middle Interest Category
- Award for Industry Innovation 2015 for Concrete Group
- ADI Awards 2015. Honorable Mention in Sustainable Housing Generation Category.
- LEED and LEED GOLD Certification in Corporate Developments

As part of the Social Responsibility actions, for this year 2016, the Corporate Volunteer Program was implemented, under the name EXTRAORDINARY, whose purpose is to facilitate the mobilization of the talent, time, and energy of the personnel that make up the company in support of the social development of the communities where Quiero Casa operates.

Additionally, and under this principle of collectivity, Fundación Quiero Casa was founded, which is a regenerative development project that seeks to positively influence the communities through four strategic axes: Development, Environment, Surroundings, and Community. All of this in order to integrate the new inhabitants to the social fabric and strengthen the existing community relations.

With construction being the pillar of this company, it is clear that Quiero Casa has taken on a responsibility toward construction workers, that is why it created an alliance with Fundación Construyendo y Creciendo, whose principal objective is to offer literacy services for those workers that live with educational lag, or that interrupted their formal education, providing them with better development opportunities.

## Corporate Philosophy

### Mission:

Build well-being and value.

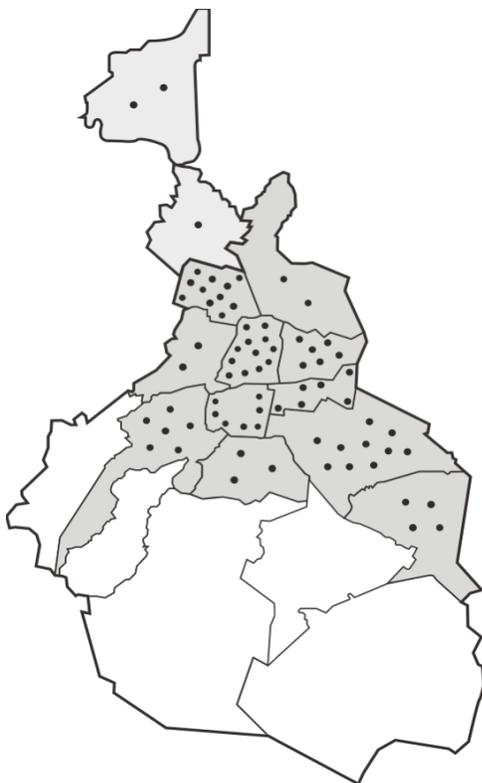
### Vision:

Being the company reference of excellence in the real estate sector for clients, investors, communities, and associates.

### Values:

- Collaboration
- Excellence
- Social Impact
- Trust
- Passion

## Size of the Organization



Quiero Casa is a Mexican company, leader in vertical interurban medium housing in Mexico City.

It is a young company in constant growth that has been able to stand out in very little time, therefore, it has had the need to add new Associates, new departments, and greater workspaces to comply with the goals and impact the community. The objective not only is to grow to be larger, but to mature, professionalize, and have the best team that is governed under the values and culture that are built day by day.

For 2016 alone, there were a total of 574 employees, of which more than 75% are under an indefinite contract, this means that that percentage met the selection criteria set by the requesting division.

To gather this information, the Human Capital Division provided information from the databases in which the active employees could be identified, and those whose contract was indefinite, for this, the information was classified to determine the total employees by sex and type of contract.

TYPE CONTRACT GENDER	FEMALE	MALE	TOTAL
INDEFINITE	175	257	432
TEMPORARY	56	86	142
TOTAL	231	343	574

## Corporate Government

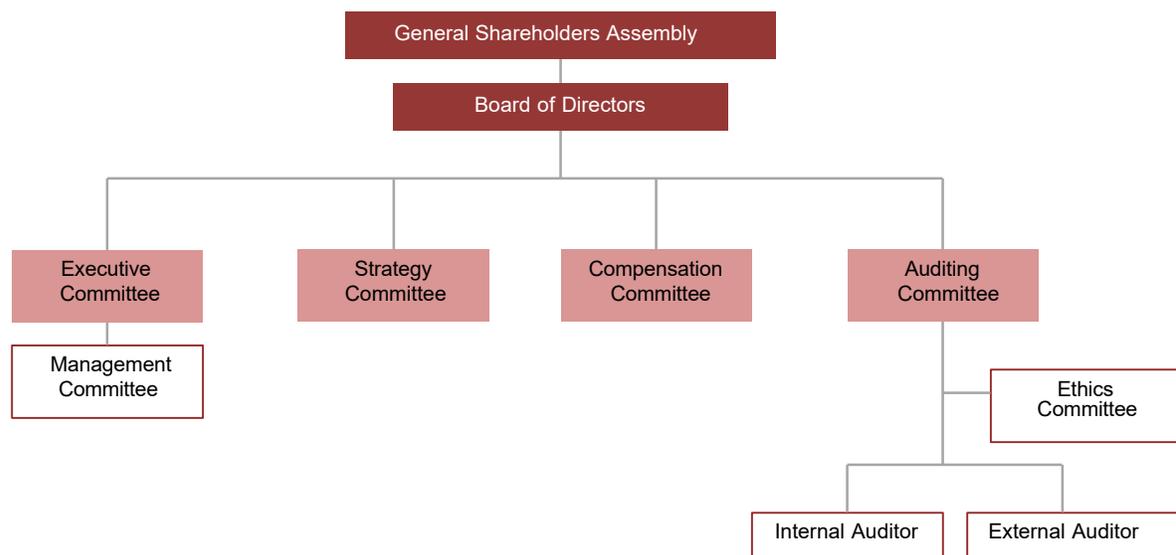
The incorporation of the Corporate Government Model to Quiero Casa was in the year 2015 and has allowed for having a Board of Directors responsible for approving and supervising the strategic direction to achieve the company's vision and goals. Additionally, it delegates responsibilities to the general directors of each business unit, which allows for operating and implementing the strategy defined by the Board of Directors under an executive conception.

Parallel to this, the Corporate Government Model has different objectives to define the action, organization, and functioning principles of the Board of Directors, in which the fundamentals of transparency, accountability, and fairness are set.

On the other hand, this Model also aims for the company's continuity and development through the adequate implementation of corporate practices and compliance with the laws, regulations, and judicial and legal frameworks to which companies have to be subject.

The Corporate Government Model is reviewed by the Board of Directors and may be modified, except for those topics related to the Board's composition or powers, which it must propose as recommendations before the General Shareholders Assembly, passes its analysis and, if applicable, possible approval.

## Organization Chart



The Quiero Casa Board of Directors is made up of proprietary board members, independent board members, and related board members. The duties and powers of the Board of Directors are to report what corresponds to management of the business, as well as make strategic decisions and the company's direction. It is made up of the Strategy Committee, the Compensation / Human Resources Committee, the Executive Committee, and the Auditing Committee.

To comply with the decrees set by the Board of Directors, the Executive Committee has been created, which is responsible for making the decisions and everything related to management of the company generally. Within this committee is the Management Committee, which is represented by the Business Unit directors, the Support Divisions directors, a member of the Executive Committee, the Administration and Finances director, as well as an Independent Board Member.

On the other hand, the Strategy Committee is in charge of giving follow-up to implementation of the strategic plan, as well as defining indicators at the company level, Business Unit, and Support Divisions. This committee is made up of a member of the Executive Committee, the Administration and Finances Director, the Corporate Director of Strategy, and an Independent Board Member.

The Compensation / Human Resources Committee's duty is to design the policies that regulate the promotions, benefits, and any other issue related to hiring the employees, therefore, it is made up of a member of the Executive Committee, the Human Capital Director, the Administration and Finances Director, a Related Board Member, and the Corporate Strategy Director.

To guarantee the safety of the operations and verify that there are policies and procedures that regulate the operation, the Auditing Committee was created, made up of an Internal Auditor, an External Auditor, and an Independent Board Member. Parallel to this, the Ethics Committee was created, whose duty is to lay out all the issues related to personnel's behavior, and which is made up of a member of the Executive Committee, the Human Capital Director, the Administration and Finances Director, external advisors and members, an Internal Auditor, and the Corporate Strategy Director.

## Standard Compliance

During this year 2016, the methodology *Committee of Sponsoring Organizations of the Treadway Commission* (COSO) began to be implemented, based on the execution of policies, controls, and best practices for the company. This inventiveness is focused on the issue of control and linked to the financial part that allows for setting policies, processes, and controls that adopt effectiveness and efficiency in the operations.

Prior to this implementation, and as set by the methodology itself, surveys were applied on the control environment and the areas of opportunity to provide an appropriate degree of security and therefore create reliability for any financial information and compliance with the applicable standards.

Under this context, it is expected that in 2017, this methodology will be implemented in more areas and therefore evaluate and improve the internal control systems.

## Internal Codes

For Quiero Casa there are values, principles, and standards of conduct under which the operations and businesses are carried out that guarantee an environment of cordiality between the interest groups.

The Ethics Code with which the company is governed was prepared by the members of the Board of Directors, Division Directors, group Managers and Associates. This code sets the ethical principles applicable to clients, associates, providers, the environment, and ecology.

The structure under which it is formed is a divided into five sections, in which the general and specific guidelines for each group are explained clearly and personally. Highlighting diversity, tolerance, honesty, transparency, respect, values, and commitment.

Parallel to this, Quiero Casa has a Policy that sets the denunciation mechanisms for those situations that may indicate the conflict of interest. This document sets of the definition and classification of them, as well as the solution, sanction, and reprimand for each difficulty that one of the interest groups may be involved in.

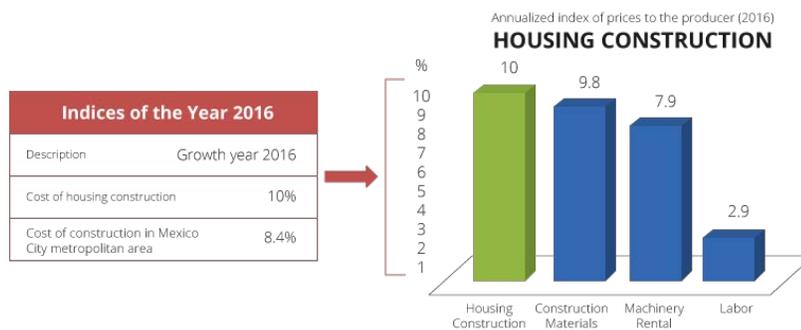
It is worth highlighting that in the months of September and October, an update of both documents was carried out, whose principles will be implemented

the next year and which shall be talked about in the report corresponding to 2017.

In addition to the actions to be implemented for the next year, and to provide continuity to these issues of ethics and integrity, a series of initiatives has been planned that allow the interest groups to understand the ethics guidelines and exercise them responsibly.

## Business Model

2016 began with many challenges for the country's social and economic life and for Quiero Casa it was not the exception. According to the document from the Construction Sector Center for Economic Studies (CEESCO) and the National Index of Prices for the Producer (INPP), calculated by the INEGI, the Housing Construction Cost had an annual growth of 10%, this commitment was influenced by increase in construction materials, lease of machinery, and labor.



For the Mexican real estate sector, this year 2016 meant maturing and balance, since the growth was resounding and, in spite of the fact that the last trimester became a bit uncertain for the international panorama, positive numbers were achieved. According to the Bank of Mexico, recovery in tertiary activity occurred thanks to the maturity achieved by its actors, private and foreign investments, as well as the impulse that they have given to their development. In addition to the strength of the large Mexican internal market.

On the other hand, the housing and commercial sectors were the most strengthened, since housing prices underwent a considerable appreciation since 2016. In addition to this, housing for rent had a very interesting and upward behavior, due to the internal migration movements, the arrival

of foreigners as part of the work team of transnationals located in the country and, of course, to the Millennial generation.

The panorama that the real estate investment sector will confront in a few years will be one of multiple and rapid economic and social changes that will transform the environment. On the one hand, technology is already having a disruptive effect on the economic foundations of the sector, and on the other, it will have assumed an even greater role in the financial ecosystem, absorbing in part the space left by banking entities.

Parallel to this, the Mexican real estate market has known how to keep itself at the forefront by listening and responding to the demands of the market, but above all to overpopulation and the demand for housing, since today, Mexico is classified as the 14th largest country in the world and around 78% of the population lives in urban areas.

In the face of this context, verticality is playing a very important role, since it is based on the construction of residential plus housing, that meets the demands of the population to which it is directed, since it is a population group that has a flexible and adaptable budget that allows it to improve its lifestyle and that intends to contribute to the resolution of the mobility problem.

That is why Quiero Casa has developed a business model whose objective is to prospect, design, and manage quality real estate developments in Mexico City.

To comply with the demands of the clients and investors, this model has been grounded on three fundamental axes:

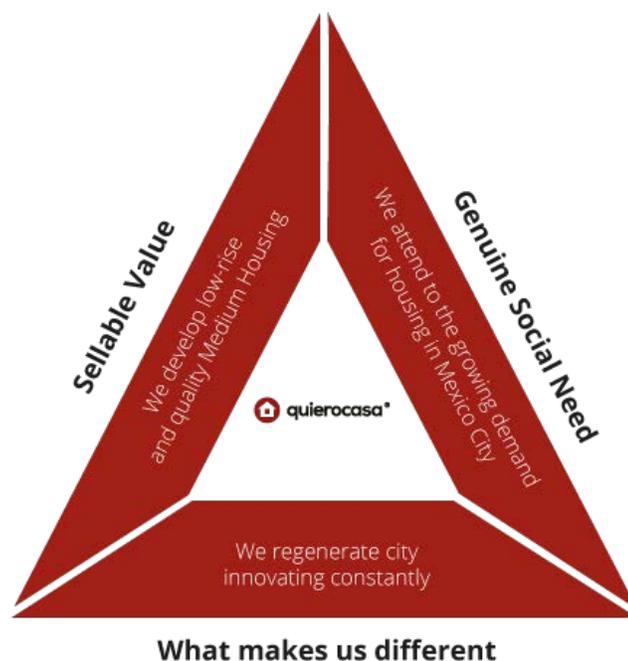
1. **Developing quality housing:** Is based on the construction of vertical housing under the Urban Low Rise Model, which consists of buildings from 6 to 8 levels, which allows for shareholder investment with low financial leverage, guaranteeing attractive investment returns.

For the final clients, their housing and value-added equity is ensured by locating all the developments in key zones of Mexico City with access to different public transportation systems, as well as to urban, health, school, and commercial services, among others. Finally, high quality of life is ensured, considering the four parameters that govern real estate value added: location of the building, accessibility, services, and development plans.

2. **Attending to the genuine social need to build urban spaces that attend to the actual demand for housing in the market.** We not only seek to attend to the demand for housing, we base ourselves on Building City under the Regenerative Development model, therefore we work with neighbors, government entities, employees, and providers, so that ethically, transparently, and collaboratively a better city is built.
  
3. **Do things differently, innovate and change constantly to adapt to the changes of the great metropolis.** By being a vertically integrated real estate company, the value chain begins with looking for land, so that later the architectural project may be designed, and finally built and sold. By being present in each of the value chain processes it guarantees to each client and investor the best medium housing option in Mexico City.

In addition to this, it seeks to innovate from the selection of materials and the construction processes with compensated foundations and load-wall buildings that are very efficient from the structural point of view.

It is necessary to highlight that all the housing that is built under the Quiero Casa Name is equipped with ecotechnology, in which sustainable development is always aimed for and therefore it is voluntarily an active participant in the EcoCasa program, promoted by the Federal Mortgage Corporation (SHF), the German Development Bank KfW, and the Interamerican Development Bank (IDB), to increase the supply of more energy efficient housing.



To be able to demonstrate the recurrence of the results of Quiero Casa, during this year 2016 the requirement was developed by the Board of Directors jointly with the Strategy Department to prepare a preliminary Scorecard to lay out the key performance indicators that allow for decision making in the short, medium, and long term.

These strategic indicators are 100% related to profitability, efficiency, and value for the company, therefore, it is intended for them to measure the quality of the products and services offered, as well as measurement of organizational efficiency, innovation, and of course the communities where it operates.

Thanks to this first risk-control initiative, it has been laid out that for 2017, more indicators begin to be measured and a consensus version is agreed to in which each Business Unit leader reports to the Management Committee each month on the performance of their Unit, contributing to the analysis of the results over time.

## **Business Challenges**

The challenges that Quiero Casa has raised to continue growing and strengthening its relationship with government, civil society, communities, and clients, it will be with teamwork that allows for positioning it as a socially responsible brand, through implementation of quality programs that have an impact on the economic, the social, and the environmental.

The modeling methodologies will be perfected to project prices, return rates, construction and delivery times, margins, and any other relevant indicator for the company. Additionally, it intends to prioritize efforts and advance strategic towers to maximize value and comply with the goals that are set.

It also must create products that adhere to the needs of its potential clients, the millennial generation, and take advantage of technology for all the activities of the value chain.

Parallel to the above points, attention and follow-up must be given to the projects that began and were planned during this year to be able to implement them in the following period and which will be talked about in the corresponding report.

## Quiero Casa's Interest Groups

As part of the actions that Quiero Casa does to substantiate its vision and social commitment with actions that not only take the company down a good path, it also seeks to positively impact the interest groups that make it up, that is why dialogue mechanisms have been established that allow for knowing the expectations of its interest groups in order to strengthen the relationship with each one.

Interest Group	Commitment with Quiero Casa	Dialogue Channels	Division Responsible
<b>Investors</b>	Provide profitability and guarantee attractive investment returns.	<ul style="list-style-type: none"> <li>• Shareholders Assemblies</li> <li>• Reports</li> <li>• Conferences</li> <li>• Communiques</li> <li>• Roadshows</li> </ul>	Administration and Finances
<b>Clients</b>	Offer personalized and quality attention during the purchase process, reflected in the search for better solutions.	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Webpage</li> <li>• Email</li> <li>• WhatsApp</li> <li>• Social Networks</li> </ul>	Follow up for the client
<b>Employees</b>	Provide the best work opportunities, as well as comfortable spaces where each employee can do their work.	<ul style="list-style-type: none"> <li>• Email</li> <li>• Complaint boxes</li> <li>• Bulletins</li> <li>• Internal communiques</li> <li>• Screens</li> </ul>	Human Capital

<b>Providers</b>	Develop an ethical and transparent relationship.	<ul style="list-style-type: none"> <li>• Email</li> <li>• Telephone</li> <li>• Meetings</li> <li>• Contact box</li> </ul>	Supply Chain
<b>Community</b>	Positively impact the communities in which it develops, to create a healthy environment.	Social Programs Company Blog Social Networks	Fundación Quiero Casa and Institutional Relationships

For Quiero Casa it is very important to maintain communication with its interest groups, since they are the base for Sustainability, that is why it is the company's task to share, periodically, the actions, performance, and achievements obtained during this period, so that they may know the impact in support of human, social, and environmental rights, that make Quiero Casa the best option.

## STRATEGIC SOCIAL RESPONSIBILITY PRINCIPLES

### Company Quality of Life

As part of the actions that Quiero Casa does for human and labor rights, it has set policies, practices, and programs that reinforce each of the values and institutional culture that has been built during the seven years of operation.

These actions aim for the well-being of its employees, since they are the fundamental piece for meeting the goals, as well as to make this company a better place to work. The work conditions that it provides to its personnel adhere to the relationship that they have with their personal and professional life, and that is why the policies that it sets fully respect the statutes enacted by labor standards.

Consequently, the flexible hours policy has been implemented, which allows the employees to spend more time with their families. It also provides the opportunity to celebrate important dates of the year. For this last point, a notice that specifies the day and the festivity is sent in advance by email.

At Quiero Casa, the personal life of each employee has a lot of value, therefore, two paid rest days have been set in the event that they are in important events like:

- Birth of a child.
- Marriage.
- Death of a parent, child, spouse.
- Hospitalization of a parent, child, or spouse.

As was already mentioned, it does not only seek to be a point of reference in the real estate market, it has also positioned itself as one of the best companies to work at, therefore, it provides the infrastructure and tools necessary for the workspaces to be more enjoyable and comfortable for the employees' tasks.

On the other hand, the formation of leaders is also one of the principal objectives that has been proposed and therefore a series of initiatives have been implemented that promote the professional and personal growth of each employee, all this in order to increase their productivity, their ability to negotiate, and of course the way in which they appropriate their responsibilities.

## Corporate Rituals

Part of the strategies that Quiero Casa implements with its employees is the “Corporate Rituals” program, based principally on employee satisfaction through different activities whose purpose is to provide well-being and equilibrium with personal life. For this, four initiatives have been laid out:

**Cakes.** By email, all the employees are called upon to suspend their activities for a few minutes to celebrate the personnel who have a birthday that month.

**Living your day.** This activity goes hand-in-hand with the cake activity, since it sets a day to bring the employees who have birthdays that month to spend a moment outside of the office and celebrate, spend time together, and do integration activities.

**Life balance.** Different annual events are done at the corporate level of that foster the employees’ health, such as the Corporate Games and Corporate Run.

**Team times.** The principal objective of this initiative is to promote well-being and integration between the employees through recreational activities outside of the company.

## Quiero Crecer

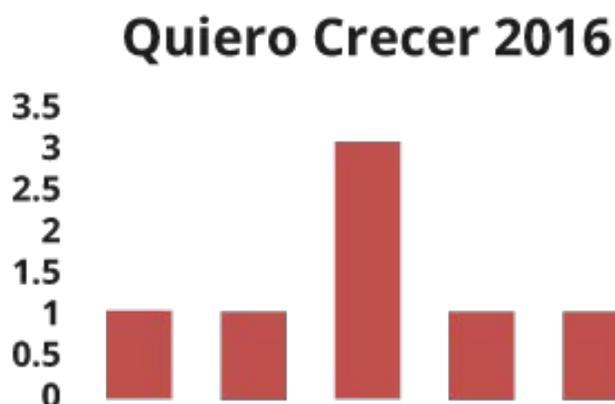
Is a scholarship program that encourages the employees to continue their studies with courses, certificates, bachelor’s degrees, and masters degrees that adhere to the aspirations, responsibilities, and projects related to the area that they are in.

To be able to request a study plan, it is necessary for the employee to comply with a series of requirements and put in their request for the Committee to analyze it individually, and therefore give a resolution with regard to the scholarship percentage. It is necessary to clarify that all the employees have the

opportunity to request these scholarships, since each one's growth will allow the company to grow with them.

During this year 2016, 7 scholarships of different modalities were granted to strengthen the areas of opportunity and take advantage of the talent that there is in the company.

Modality	Number
Bachelor's	1
Master's	1
Certificate	3
Course	1
High School	1



## Quiero Casa University

In July 2016, Quiero Casa University was inaugurated, a space to bolster the development of the employees with courses that allow for guaranteeing quality practices and ensure an exercise of excellence.

During this period, four programs were carried out, implemented through Universidad Quiero Casa.

- Continuity with the Quiero Crecer program. New agreements were created with different prestigious institutions that allow the employees to have more study plan options.
- Live One Day. Is a program that allows each employee to know the company's nuclear processes, that is, include them for one day in another area of the business units.
- Corporate Induction. Is the process through which Quiero Casa receives its new employees to give them information about the company and show them the different processes that are part of it.

- Training for the Commercial Division. Is a training program focused on developing knowledge, abilities, and attitudes in the Commercial Divisions to provide practical tools to the sales force and optimize the relationship with the clients.

For the next period, it is planned to design and implement new programs and courses that allow for evaluating the various practices and align them with the strategic objectives.

Thanks to these initiatives implemented, it contributed to the company being considered one of the best companies to work at in Mexico, positioning it in 49th place according to the Great Place to Work Institute. In addition to getting recertification as a Socially Responsible Company (ESR)

## Commitment to the Community

One of the firsts under which Quiero Casa operates is the development of sustainable cities and communities that seek to improve the quality of life for the city's inhabitants. This social investment that has been proposed helps to identify the deficiency and expectations that the community has to strengthen social relationships.

Under this principle and during this year 2016, initiatives were implemented that contribute to the improvement of the social, material, and environmental surroundings through internal programs and foundations.

### Foundation

Is a regenerative development project that emerged during this year 2016 and seeks to positively influence communities through four strategic axes: Development, Environment, Surroundings, and Community. All this in order to integrate the new inhabitants to the social fabric and strengthen the existing community relationships.

This is why dialogue with the neighbors and community in general is aimed for, to highlight their needs and through this locate the areas of opportunity that allow for proposing common goals that carry a benefit.

To achieve the objectives, a methodology has been established that goes on five strategic axes:

- I Want Community. Promote activities that allow for strengthening the community relationships with integration and empowerment of the citizenship.
- I Want Development. Support the growth of the local economy to increase and ensure the continuity of the existing businesses in the community.

- **I Want Environment.** Raise awareness on the use of natural resources and waste management that directly affect the environment.
- **I Want Surroundings.** Improve the public spaces that contribute to the community's well being and, in turn, to the urban landscape.
- **I Want Equality.** Reduce the opportunity gaps for everyone.

During this period, agreements with different entities and programs were able to be put in place:

### ***Instituto Oscar González Blakaller***

#### **I Want Equality**

In this school, a workshop was done that promoted awareness about bullying and the importance of eliminating violence.

### ***Dignified Health Vouchers***

#### **I Want Community**

In an alliance with Fundación Salud Digna, vouchers were distributed for electrocardiogram studies, mastography, ultrasound, Pap smear, and blood chemistry analysis, for members of the community.

### ***Improvement of Parks***

#### **I Want Surroundings**

Rehabilitations and reactivations were done in the Estudiante Park, the Azketl Park, and the Gorostiza Park to offer greater security to the inhabitants of the adjacent neighborhoods and in turn, contribute to improving the urban landscape.

### ***Estado de Morelos Primary School***

#### **I Want Community**

First aid workshops were done directed toward the professors of this institution to know what to do in the face of some situations that may occur with the students.

## ***Cartonería Workshops***

### **I Want Community**

In these workshops, different cartonería activities were done that promote Mexican traditions. On the one hand, piñatas were made for the Christmas parties; and on the other catrinas for the Day of the Dead offerings. The beneficiary institutions were Technical Secondary School No. 42, Cetis No. 13, Fundación Dolores Sainz, the Museum of Cultures Passion for Iztapalapa, and Professor Claudio Cortés Castro Primary School.

### ***Construyendo y Creciendo A.C.***

Through the classrooms that operate in the Quiero Casa, 100 pairs of boots were distributed to the workers to watch out for their security and therefore improve their work conditions.

Thanks to the work for the community and the constant work, the following was achieved:

<b>Año</b>	<b>Action</b>	<b>Borough</b>	<b>No. Beneficiaries</b>
<b>2016</b>	Regeneration of Space / Donation of Bathrooms / Azkatl Park	Azcapotzalco	2431 4788
<b>2016</b>	Map of Economic Units	Azcapotzalco Gustavo A. Madero	192 188
<b>2016</b>	Children's Day Event	Azcapotzalco	143
<b>2016</b>	Zumba Kids	Azcapotzalco	31
<b>2016</b>	"Effort Brings You to Success" Conference	Azcapotzalco	203
<b>2016</b>	Catrinan Workshop	Cuauhtémoc	118
<b>2016</b>	"Enough Bullying" Workshop	Gustavo A. Madero	109
<b>2016</b>	Piñata Workshop	Iztacalco Iztapalapa	365 30
<b>2016</b>	"6 Life Actions" Talk	Iztapalapa	15
<b>2016</b>	Cleaning Workshop	Cuauhtémoc	36
<b>TOTAL</b>			<b>8,619</b>

## Corporate Volunteering

Corporate Volunteering is an initiative that emerged under the leadership of the Institutional Relationships division in March 2016 with the name The Extra in Ordinary. The principal objective of this project is to take advantage of the talent, time, and energy of each employee to create actions that benefit the community.

According to an article from the Mexican Philanthropy Center (CEMEFI), corporate volunteering is an expression of the Company Social Responsibility that creates value for the company by acquiring new abilities among which leadership, teamwork, and communication are highlighted; institutional pride, motivation, and improvement of the work environment are also highlighted, as well as improving the company's image and therefore strengthening the institutional relationships and the bond with the community. In addition to training and retaining talent.<sup>1</sup>

For this, the activities established were selected according to the employee's interests. In addition to this, these activities must generate real and tangible social impact.

Under these principles, alliances were created with different institutions that allow for complying with the established objectives.

### ***Federico Gómez Children's Hospital of Mexico***

Is an institution that provides high-specialty medical treatment with safety and quality to children. Additionally, it bolsters the advance of pediatrics, as well as the formation of high-quality human resources capable of developing research that turns it into an international point of reference.

With this institution, different monthly educational activities are organized with children that are hospitalized and in medical consultation.

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<sup>1</sup>[https://www.cemefi.org/esr/images/stories/pdf/voluntariado\\_corp/McBrideVoluntariadoCorporativoCEMEFI18Mayo.pdf](https://www.cemefi.org/esr/images/stories/pdf/voluntariado_corp/McBrideVoluntariadoCorporativoCEMEFI18Mayo.pdf)

The Quiero Casa Dinner is also done, in which food is prepared to bring to the family members of the hospitalized children.

### ***Aldeas Infantiles SOS***

Is a Private Assistance Organization for social development at the international level, whose principal objective is the formation of families for children who have lost the protection of their parents, integrating them into a home, even if it allows them to develop a full life and respecting their human rights.

The support implemented for this organization is through a monthly donation that serves to support a family sponsored by the company. In addition to these, integration activities are created with the family (Family Day, Children's Villages Anniversary, Academic Recognitions).

### ***Fundación Construyendo y Creciendo***

Foundation that was founded as a Social Responsibility initiative for the construction industry, in which education is provided to the workers.

The commitment to the foundation generated has been supportive in the activities that are requested, as well as an annual donation of school supplies to provide them with the necessary tools that allow them to continue with their studies.

During this implementation year, 20 activities were carried out, in which the volunteers from corporations were involved and which are listed in the following table:

VOLUNTEER RESULTS 2016				
Año	Event	Institution	Hours	No. Volunteers
2016	Kermesse Spring	Children's Hospital	47	19
2016	Kermesse CyC	Construyendo y Creciendo	47	7
2016	Children's day	Children's Hospital	46	18
2016	Rally	Aldeas Infantiles	22	12
2016	Mother's day Hospital	Children's Hospital	81	17
2016	Mother's day Aldeas	Aldeas Infantiles	42	4

2016	June Dinner	Children's Hospital	65	33
2016	Open doors	Aldeas Infantiles	20	2
2016	Back 2 school Workshop	Children's Hospital	34	6
2016	Honor Roll	Aldeas Infantiles	17	4
2016	Park cleaning	Fundación Quiero Casa	22	6
2016	Reforestation	Izta-Popo Park	77	10
2016	August Dinner	Children's Hospital	39	16
2016	Back to school supplies delivery	Construyendo y Creciendo/ Aldeas Infantiles	14	11
2016	Mexican Kermesse	Children's Hospital	42	4
2016	Kermesse Day of the Dead	Children's Hospital	54	51
2016	Staff Ceremony	Fundación Quiero Casa	9	3
2016	November Dinner	Children's Hospital	36	25
2016	Ofrenda (Altars)	Fundación Quiero Casa	39	20
2016	Piñata Workshop	Fundación Quiero Casa	21	66
<b>TOTAL</b>			774	334

Thanks to these activities, the following results were able to be obtained:

- **127** active volunteers were added
- **774** hours of social work were done<sup>2</sup>
- They spent time with **1,110** external consult children
- They visited **200** children in hospitalization
- They prepared **527** sandwiches for the Quiero Casa Dinner
- They impacted **71** children in SOS Children's Villages
- They supported **13** SOS mothers
- They benefited **78** construction workers

It is worth mentioning that this initiative has been out of free will and that these figures represent the work and commitment that the volunteers have acquired throughout this period. The participation of each one has been through donations, support in corporate, and attendance to events.

<sup>2</sup>Se contemplan las horas en la sede del evento, de apoyo corporativo, así como de planeación

The challenges for the following year are to strengthen and to seek more alliances that allow for continuing to build an environment that offers the corporation and employees the satisfiers that it needs.

## **Environmental Care and Preservation**

Over the course of these years, we have heard constantly about climate change and what it brings with it, how it affects and also how each industry can do actions in support of caring for the environment. In the face of this, the real estate industry has become conscious of it and has set a sustainability and eco-technologies line that the market demands day by day.

In Mexico, the Leed Certification (Leadership in Energy and Environmental Design) is an insignia that has gained strength and importance with the passage of time, there are more and more real estate developers that seek to have this distinction, therefore they integrate these eco-technologies in their new buildings.

In the face of this context, Quiero Casa has been one of these, by implementing a Housing Model that involves a series of eco-technologies that contribute to a sustainable urban development and that makes its housing something unique and different in the market.

This Model is based on the efficient use of land, which allows for the redensification of the city, through the creation of vertical housing that has the necessary equipment to make better use of the resources that day by day become more scarce, as is the case with water. For this point, water-saving valves are placed on each faucet and bathroom installation, additionally, a special tank has been implemented to capture rainwater, which is used to supply the bathroom and irrigation of planted areas.

Architectural design, as well as the orientation that each building has, allows for taking advantage of natural light, being reflected in a considerable savings in energy consumption, which additionally is complemented by energy-saving lamps located inside the houses and common areas.

The idea is to continue with this sustainability work and take on more to be able to continue innovating in the market and offer quality housing that allows for building cities through sustainable urban development.

These actions promoted from the real estate sector are complemented with initiatives created from corporate, since for Quiero Casa it is very important for its personnel to not only maintain balance with their personal life, there also must be equilibrium with nature that allows for supporting caring for the environment.

In this sense, and to contribute to the environmental practices, this year the first reforestation workshop was carried out, in which the alliance was created with the Izta-Popo National Park, one of the oldest protected areas in Mexico on the slopes of the Iztaccíhuatl and Popocatepetl volcanoes. During this reforestation, 136 trees were planted, which will benefit the ecosystem.

Next year, it is expected to create more alliances and have a greater number of trees planted to rescue the flora and fauna of Mexico's protected areas, and therefore create awareness in caring for and preserving the environment.

Additionally, other actions implemented during this period and within corporate was the continuation of a sustainable savings campaign that promotes the responsible use of water, as well as electricity and paper.