# ESG REPORT



FINANCIAL PERFORMANCE 3

CORPORATE GOVERNANCE 4

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# INTRODUCTION

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The years 2019 and 2020 were challenging years for most of the market, and it were no different for SYN. Unexpected events have suddenly occurred, reshaping much of society, transforming habits and values, and accelerating transformation in several sectors of the economy around the world.

SYN has the enormous pleasure of, along with the moment of brand reformulation, to announce and disclose to the market what we have always done, as principles of a strong, promising and concerned culture with sustainable development, in all its many facets this important term carries with it.

Our first ESG Report aims to demonstrate to the market and our shareholders that, since the Company's spin-off in 2007, much has been accomplished and achieved in the Environmental, Social and Governance fronts, reflecting the values that have already been inherited of the original Company and preserved by management. The Company is presenting its various social and environmental programs that are the result of a responsible and traditional governance that imprints its non-negotiable values on its projects and on the how it deals with its stakeholders.

## MESSAGE FROM MANAGEM

SYN understands that there will always be a lot to be done and is committed to take measures that bring real benefits to society, raise awareness among employees and contribute to the surroundings of our business units. A good example of our commitment is the creation of the CCP Institute, now SYN Institute (ISYN). With a strong sense of corporate citizenship, the Company annually allocates 1% of its net income to the promotion of the ISYN activities, in addition to other sporadic donations in specific initiatives. It is noteworthy that the company is a founding member of the Green Building Council in Brazil (GBC Brazil), which has as its fundamental premise the socio-environmental responsibility practices to promote and maximize sustainable development.

In addition, SYN has a strong commitment to foster the development of the capabilities of individuals, generating prosperity and socioeconomic mobility. To make this shared value viable, we strengthen local potential, promoting social mobility and the well-being of the people in their communities. We propose to be a vector of socioeconomic development.



Inevitably, the reporting period of this report was largely impacted by the COVID-19 pandemic. In this challenging time, SYN spared no effort to care for and give the best possible help and support to its employees, tenants, shopkeepers and the communities surrounding its enterprises, while looking after the interest of its shareholders. During this period, which still lasts until the time of this report elaboration, SYN took several measures to help maintain the financial health of its tenants, especially shopping center tenants - heavily impacted by the need to interrupt their activities during the period of restrictions imposed by the government in order to mitigate the spread of the coronavirus. In order to mitigate the impacts caused by the pandemic, the Company maintained active contact with its tenants in order to deal with each case in an individual and personalized manner, implementing measures such as rental discounts and other ancillary funds, flexible collections, assistance in the provision of alternative sales

channels, support in accessing credit, among other initiatives.

In addition, several food and clothing donation campaigns took place, such as the "Let's Do Good Together!" campaign, which raised more than R\$ 360 thousand, which enabled the purchase of more than 4,300 food baskets, around 80 tons of food, which were distributed around SYN's malls.

Donations were also made to specific campaign funds, such as the Connectivity Project in the Periphery, which aims to promote access to online classes for young people who did not have access to internet, and the Entrepreneurial Periphery Fund, which aims to help "nano-entrepreneurs" suburbs to maintain their businesses through microcredit and entrepreneurial training. The Company made its parking lots available for some of

its malls for vaccination, resulting in the administration of more than 100,000 doses of vaccine.

We understand the Company's relevant role as a fundamental gear in the construction of a more sustainable society. Synergy, also proposed by our new brand, brings with it the relevance that this theme and its implications have on our SYN way of being.

We will remain committed to being prominent in our sector, both in our operation and in the adoption of practices that positively impact the entire ecosystem in which we operate. We are committed to keeping the market in general informed about the progress of our initiatives, honoring our culture of transparency and encouraging other agents to also contribute to this very important agenda.

Elie Horn Board Chairman

#### Thiago Muramatsu CEO



## ABOUT THE ESG REPORT

GRI 102-46 • 102-48 • 102-49 • 102-50 • 102-51 • 102-52 • 102-53 • 102-54 • 102-55 • 102-56

This report aims to present the measures implemented by SYN over the years 2019 and 2020, demonstrating the Company's management structure and its guidelines on the environmental, social and corporate governance fronts. In 2019, the Company's projects operated in full capacity, which did not occur in the following years because of COVID-19. Considering the great impact of the pandemic, some initiatives that were carried out throughout 2021 will also be found, whose values have already been consolidated and were relevant in the period.

The purpose of preparing the first ESG Report is mainly to convey what the Company adopts as best practices in each of these major areas, demonstrating in greater detail the observed impacts. We also intend to open this communication channel between the company and stakeholders even further, in order to move closer in this fundamental direction to all sides of the relationship.

This report was prepared based on the guidelines contained in the Global Reporting Initiative (GRI) guidelines, Standards version, Essential option. The correlation summary of the GRI items can be found in the annexes of this document. As this is the Company's first ESG Report, there is no reformulation of information or changes in relation to previous reports.



For the preparation of the report, questionnaires were sent to SYN's Shopping Malls and Commercial Buildings, in order to understand the environmental and social practices adopted by the projects under the Company's management. It was also prepared in partnership with other areas related to the subject within the Holding. This report has not been subject to independent third-party audit.

When mentioned in the report regarding SYN's developments, these are the 6 Shopping Centers, as well as the 8 Triple A and 7 Class A projects managed by the Company, on the base date of December 31st, 2020.

The report was prepared by SYN's Investor Relations team in partnership with other departments of the Company and members of senior management. The information collected and disclosed in this report refers to the period from January 1, 2019 to December 31, 2020, except for additional information with due breakdown of the reference period. The issuance cycle of this report will be annual, this being the first ESG Report of the Company.

During the elaboration of this report, the topics listed by the United Nations Global Compact (UN) and the Sustainable Development Goals (SDGs) were also analyzed.

For any questions or suggestions regarding this Report, please contact SYN's Investor Relations team via e-mail or telephone below.

#### IR & ESG Team

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## COVID 19

ODS 1•3•8

SYN's shopping malls had their operations suspended, with the exception of essential services, as of March 18<sup>th</sup>, 2020.

As of June 11<sup>th</sup>, 2020, the shopping malls in the Company's portfolio began to resume their activities, initially in the cities of São Paulo, Rio de Janeiro and Santo André, followed by Goiânia and finally Belo Horizonte. Shopping Metropolitano Barra, in Rio de Janeiro, returned to full-time operations from September 1<sup>st</sup>, 2020, while the malls in São Paulo, Santo André and Goiânia only from October 10<sup>th</sup>, 2020.

Shopping Estação BH, in Belo Horizonte, remained open on reduced hours. The operation of all projects followed strict cleanliness and health protocols throughout this period. In addition, the projects continue to work with limited capacity of vehicles and people and restrictions on operations that may generate agglomerations, in accordance with the recommendations of the respective government authorities.

At the end of December, the shopping malls in the State of São Paulo were subjected to new restrictions that prevented them from operating for some weekends, extending throughout January with reduced opening hours.



In January 2021, Shopping Estação BH was again banned from operation, returning only at the end of the month. In March, new restrictions were announced due to the increase in the number of cases of contamination and deaths related to the COVID-19 pandemic. The shopping malls in the cities of São Paulo and Santo André had their activities interrupted from the middle of the month, with the exception of essential services, only opening again with restrictions on April 18<sup>th</sup>, 2021.

Shopping Cerrado (Goiânia/GO) had its activities interrupted (except for essential services) from the first day of March to the penultimate day, returning on March 31<sup>st</sup>, 2021. At the Shopping Metropolitano Barra (Rio de Janeiro/RJ), between March 11<sup>th</sup> and March 25<sup>th</sup>, the working hours of several activities were limited. From March 26<sup>th</sup> to April 8<sup>th</sup>, the mall was closed, except for activities considered as essential. Shopping Estação BH (Belo Horizonte/MG) resumed its activities with operating restrictions as of April 22<sup>nd</sup>, after having its activities interrupted on March 6<sup>th</sup>.

The significant reduction in operating hours both in 2020 and 2021 in the Company's malls caused large variations in the consumption of natural resources. The reduction in the use of air conditioning significantly impacted energy consumption. These and other variations will be presented in greater detail in this report.

Regarding offices, the impact of the pandemic on the main operating indicators was low and did not generate a relevant impact on the Company's results. The projects remain with a low occupancy rate, with a more intense return expected for the year 2022. The reduction in occupancy caused some distortions in the normal consumption of energy and water, as well as in the generation of waste, as will be presented in a specific section of this report.

# COMPANY PROFILE



## ABOUT SYN

GRI 102-1 • 102-2 • 102-3 • 102-4 • 102-5 • 102-6 • 102-7 • 102-16 • 103-2 • 203-2

SYN prop e tech S.A. (SYN) is one of the main leasing, acquisition, sale, development and operation of commercial real estate in Brazil. The Company's headquarters is located at Av. Brigadeiro Faria Lima, 3600, 14th Floor, in the Itaim Bibi district, in São Paulo. It focuses on the high standard corporate buildings and shopping centers segments, with investments in the states of São Paulo, Rio de Janeiro, Minas Gerais, Goiás and Bahia. It currently has 251,874 thousand m<sup>2</sup> of leasable area in operation. It is recognized by its portfolio of Triple A assets that cannot be replicated in the largest CBD in the country – Faria Lima and JK Avenues.

In addition, the Company is increasingly investing in digital initiatives with adherence to the Real Estate sector, such as the investment in Delivery Center, a startup focused on logistics, and SYN's own e-commerce platform – ON Stores.

The Company is strongly active in providing various services, a line that has historically become more representative every year. Among the main services are the administration of condominiums and shopping malls, the management of parking lots, the administration of third-party assets, the sale of rental spaces, shared services and the administration of a digital commerce platform.

With more than 18 years of experience in the sector, the Company is the result of the spin off carried out in 2007 of activities related to commercial real estate by Cyrela Brazil Realty and has repeatedly presented solid results, both in terms of growth and profitability. Its experience, combined with the quality of its projects, guarantees a low vacancy rate and high profitability.

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SYN's corporate buildings are relevant in the corporate real estate market in São Paulo, moving R\$145 million and R\$211 million in rents, throughout 2019 and 2020, respectively. On December 31<sup>st</sup>, 2020, SYN served 65 tenants in its corporate offices, medium and large companies, national and multinational, from various sectors of the economy.

The malls managed by the Company, considering 2019 as a year of operation at 100% capacity, received around 34.5 million people, resulting in R\$1.8 billion of total sales. In total, the Company's malls serve more than 1,500 retailers from the most varied segments.

SYN is a joint-stock company, with shares listed on the Novo Mercado segment of B3 (Brazilian Stock Exchange), where they are traded under the ticker SYNE3, committing itself to its stakeholders to follow the best Corporate Governance practices.

The Company's administrative structure consists of the Board of Directors and the Executive Board, as provided for in its Bylaws. In addition to these bodies, the Company also has in its administrative structure the Ethics Committee and the Audit and Risk Committee, which have specific attributions. The details of the Company's management approach will be further explored in this report.

#### In June 2021, the Board of Directors approved the Company's new brand, conceived after nine months of extensive research and analysis. The change in corporate identity aims to enhance and strengthen the sense of synergy between people, business and technology The initiative symbolizes a new cycle in the Company's trajectory.

SYN seeks new ways to change the commercial property segment in Brazil. This means reinventing business models and ensuring prominence, giving visibility to a company that is up-to-date, modern and young, even within a traditional segment. Although new, the name change only reflects an attitude that has been present in the Company for many years: the commitment to innovation. A concrete example is InovaCCP, a program created in 2017 and which has already implemented dozens of open innovation projects in partnership with several startups – which is now also renamed InovaSYN and has a new path permeated with many new challenges.

Under the SYN brand, our purpose is to continue innovating through models based on business integration and strategic partnerships. The new brand comes to further strengthen the spirit of a company formed by curious, versatile, interested and creative professionals, determined to take the lead.

#### PURPOSE

Offer the best commercial properties, services and technology to facilitate people's lives.

#### MISSION

Establish strategic relationships with our customers, offering the best solutions in technology, services and commercial properties.

#### VISION

Become a reference in the property and technology market and generate values for customers, employees and shareholders

#### VALUES

Ethic, Philanthropy, Democracy, Diversity, Pioneering, Focus on results, Innovation, Partner, Creativity, Transformation, Agility, Transparency.



## PORTFOLIO

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### Shopping Malls

State	City	Total GLA	%
SP	São Paulo	29,799	3
SP	Santo André	69,261	6
MG	Belo Horizonte	37,448	4
RJ	Rio de Janeiro	44,035	8
SP	São Paulo	37,448	2.
SP	São Paulo	16,691	9
GO	Goiânia	27,688	5
	SP SP MG RJ SP SP	SPSão PauloSPSão PauloSPSanto AndréMGBelo HorizonteRJRio de JaneiroSPSão PauloSPSão Paulo	SPSão Paulo29,799SPSanto André69,261MGBelo Horizonte37,448RJRio de Janeiro44,035SPSão Paulo37,448SPSão Paulo16,691





### Offices

Offices	Class	State	City	Total GLA	Ċ
JK Financial Center	Triple A	SP	São Paulo	13,144	2
Faria Lima Financial Center	Triple A	SP	São Paulo	26,693	5
Faria Lima Square	Triple A	SP	São Paulo	18,244	Z
JK 1455	Triple A	SP	São Paulo	22,148	(7)
CEO – North Tower	Triple A	RJ	Rio de Janeiro	14,968	1
Miss Silvia Morizono	Triple A	SP	São Paulo	16,289	8
JK Tower D	Triple A	SP	São Paulo	10,475	
JK Tower E	Triple A	SP	São Paulo	19,418	(2)
Nova São Paulo	Class A	SP	São Paulo	11,987	6
Verbo Divino	Class A	SP	São Paulo	8,386	6
ITM	Class A	SP	São Paulo	45,808	3
Brasílio Machado	Class A	SP	São Paulo	10,005	5
Leblon Corporate	Class A	RJ	Rio de Janeiro	4,200	1
Suarez Trade	Class A	BA	Salvador	19,524	1
Birmann 10	Class A	SP	São Paulo	12,162	1





### 8 Triple A assets

7 in São Paulo 7 managed by SYN

### **7 Classe A assets** 5 in São Paulo

3 managed by SYN



## SYN'S HISTORY

GRI 102-7 • 102-10

## ESTABLISHMENT

Start of operation as a Joint Venture between IRSA and George Soros

- JK Financial Center
- Corporate Park
- Faria Lima Financial Center
- Faria Lima Square





## SPIN-OFF AND STRATEGIC PARTNERSHIPS

2007 Spin-off 2008 JK 1455 2009 Strategic Partnerships

## FOCUS IN EXPANSION

- Shopping Estação BH
- Park Shopping Belém
- Cajamar Industrial Park
- Shopping Metropolitano Barra
- Thera
- Tietê Plaza Shopping

SUMMARY

-2010 2007

2010-2014



## FOCUS ON OPERATION

#### 2015

- Capital increase of R\$400 mm
- Shopping Cidade SP

#### 2016

Shopping Cerrado

#### 2017

- Miss Silvia Morizono
- Exchange of Assets (Participation of CPPIB in Prologis)
- Joint Venture with CPPIB
- Sale of the warehouse portfolio to Prologis R\$ 1.2 bi
- Launch of ON Stores





## ACQUISITIONS AND SALES

#### 2018

- Sale of Parque Shopping Belém
- Sale of 8% of Shopping Cidade SP
- Sale of Parque Logístico Tamboré
- Acquisition of a unit at JK 1455
- Call option in the Miss Silvia Morizono

#### 2019

- Acquisition of unit at Miss Silvia Morizono
- Acquisition of a unit at Faria Lima Financial Center
- Acquisition of Edifício Birmann 10

12,160 m²

- Follow On (Re-IPO)
- Sale of Centro Empresarial Faria Lima
- Acquisition of JKD and JKE Towers

35,152 m²

SUMMARY

ém de SP 1boré 55





#### 2020

- Two Share Buyback Programs R\$ 177 MM
- Acquisition of units at Faria Lima Financial Center
- Sale of Corporate Park R\$ 36.6 MM

2021

- JV SPX R\$ 150 MM
- MOU XP MALLS Shopping D Shopping Estação BH Shopping Cidade SP (7%)
- R\$ 265 MM







# INANCIAL PERFO

1201-1



## NET REVENUE (R\$mm)



## ADJUSTED EBITDA (R\$mm)

#### 486

Despite the pandemic, total net revenue in 2020 grew by 3.3% compared to the previous year. This is mainly due to the increase in revenue from the JK Towers, acquired in December 2019. The increase in revenue offset the lower performance of the malls during periods of interruption of operation.

2020



In 2020, Adjusted EBITDA was R\$291 million and EBITDA was R\$313 million, maintaining levels close to 2019. Adjusted EBITDA margin in 2020 was 64.5%. EBITDA excluding the result of Park Place, the company that manages the parking lots of buildings and malls, registered a margin of 69.9%, representing an increase of 5.4 p.p when compared to the Adjusted EBITDA margin. This effect is due to the transfer of revenue from parking lots to the enterprises.

IFRS





FFO and Adjusted FFO in 2020 had positive variations when compared to 2019, reaching R\$196 million and R\$176 million, respectively. The adjusted FFO margin in 2020 was 38.9%, an increase of 12.4 percentage points compared to the margin recorded in the previous year.

2020



In 2020, SYN's operations recorded a profit of R\$ 128 million, representing a significant increase (+32.3%) in relation to the profit obtained in the previous year. We highlight the growth of profit attributed to the controlling partners in the year, 54.4% compared to 2019. The net margin also increased throughout 2020, ending the year with an increase of 5.8 percentage points compared to 2019, with net margin of 26.3%.

2020

#### GROSS REVENUE BREAKDOWN ODS 8

Throughout 2020, the share of Corporate Buildings in rental revenues was more significant when compared to 2019, due to the acquisition of Torres JK and the drop in the performance of the malls due to interruptions in operation that occurred by restrictions of the pandemic. Parking revenues were also heavily impacted in 2020 due to the pandemic. This reduction was offset by the sale transaction of the Corporate Park.

Rent of Corporate Buildings Rent of Shopping Malls Parking Lot Services Properties Sales







IFRS

## SERVICES BREAKDOWN

Service revenue was impacted by the performance of the projects in 2020, affected by the pandemic. Property and parking management services are, in general, a percentage applied to the results of the projects and, therefore, proportional to their performance.

Management of Malls and Condominiums
Asset Management - Funds
Marketing (Leasing Malls)
Shared Services
Market Place (On Stores)





#### 3%

### R\$ 30 MM 2020







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## GOVERNAN



## **BOARD OF DIRECTORS**

GRI 102-18 • 102-22 • 102-24 • 103-1 • 103-2 ODS 8

SYN is a company listed in the Novo Mercado segment of B3, which envisages the adoption of the best Corporate Governance practices. Among these is the minimum composition of independent members on the Board of Directors, respecting at least 2 (two) independent members – or 20% (twenty percent), whichever is greater.

The Company is committed to constantly improving and adopting the best governance practices.

The Board of Directors will be composed of, at least, five and, at most, twelve members, one being designated as President, one designated as Vice President and the other designated as Directors. At least two or 20% of the members of the Board of Directors, whichever is greater, must be independent Directors, as defined in the Novo Mercado Regulation, and the characterization of those appointed to the Board of Directors as independent Directors must be resolved at the general meeting that elect them Recently, the Company elected 3 new members, all of them independent. As a result, independent directors now represent 67% of SYN's Board of Directors. The profiles are quite complementary and reinforce our value creation strategy through the synergy between property and technology.

#### Composition of the Board of Directors

Elie Horn	Kristian S
Chairman	Independ
Leo Krakowiak	José Carle
Vice Chairman	Independ
Claudio Bruni	Flavio Cel
Independent Board member	Independ

Schneider Huber ndent Board member

<mark>rlos Reis de Magalhães Neto</mark> ndent Board member

elso Pripas ndent Board member

## STATUTORY EXECUTIVE OFFICERS

GRI 102-18 • 102-22 • 102-24 • 103-2 ODS 8

SYN's statutory officers are responsible for the day-to-day executive management of the Company. Officers have individual responsibilities established by the Bylaws and the Board of Directors.

According to the Bylaws, the Executive Board will be composed of at least 2 Officers elected by the Board of Directors for a unified term of three years, reelection being permitted. Any Officer may be destitute by the Board of Directors before the end of his term.

Officer

Thiago Kiyoshi Vieira Muramatsu	Juliana Cavalcante
CEO, CFO and Investor Relations Officer	Commercial Office
	Buildings
Paula de Mesquita Tauil	Paulo Roberto Naz
Innovation and New Business Officer	Engineering and A

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**e Morandeira** cer of Corporate

azar Administration

#### SUMMARY

As of June 30<sup>th</sup>, 2021

## AUDIT AND RISK COMMITTEE

GRI 102-18 • 102-22 ODS 8

The Company has established an Internal Audit and Risk Committee whose purpose is to advise the Company's Board of Directors, with regard to the fulfillment of its responsibilities for supervising the integrity of the processes of the financial statements, internal audits and internal control systems of the Company. In conjunction with the Compliance Committee, it also checks the effectiveness of the risk management actions and practices adopted by the Company

## COMPLIANCE COMMITTEE

GRI 102-18 • 102-22

ODS 8

The Compliance Committee is permanently installed at SYN and is composed of members who occupy positions of Executive Board, Superintendence or Management, and may also be composed of a member of the Board of Directors or someone appointed by it. Currently, the Compliance Committee is formed by the Chief Executive Officer and Chief Financial Officer, the person responsible for the Compliance area, the person responsible for the People & Management area, and a Legal Manager of the Company. The Compliance Committee is responsible for promoting ethical behavior and maintaining the standard of conduct throughout the Company, seeking to implement and comply with the Code of Ethics and Conduct and anti-corruption laws. In addition, it seeks to receive information about possible violations and ensure that complaints are treated with impartiality and impartiality, proposing appropriate sanctions and forwarding complaints to higher levels for

decision-making. The Committee is also responsible for regularly evaluating the applicability of the Company's Code of Ethics and Conduct and carrying out, when necessary, any updates or amendments. In addition, the Compliance Committee has the following duties:

- Monitor, improve and approve other business conduct policies;
- Train, raise awareness, disseminate and apply the rules of ethical conduct;
- Interpret and clarify the internal rules of the business ethics and conduct program;
- Implement and maintain the Ethics Channel, ensuring the preservation of anonymity;
- Conduct the polling and investigation of any violation of anti-corruption laws, the Code of Ethics and Conduct and other applicable policies;
- Recommend to the Board of Directors the application of applicable penalties;
- Directly and periodically report to the Board of Directors on matters related to the achievement and development of activities within its competence, in particular all violations of ethical precepts, as well as any punitive, mitigating or remedial measures adopted; and
- Verify the effectiveness of the risk management actions and practices adopted by the Company.

The Compliance Committee is responsible for monitoring and managing situations involving:

- Use of Company assets for private purposes;
- Violations of internal controls and systems, leakage or misuse of Company information;
- Conflict of interest situations;
- Misuse, falsification or tampering with documents and records;
- Illicit favoring of employees, suppliers, service providers, third parties and customers;
- Misuse of funds from treasury, cash and others;
- Theft or theft of supply (inputs or assets)
- Environmental damage and other similar issues.

Additionally, the Compliance Committee is the internal structure responsible for monitoring and investigating the conduct of its employees and work issues involving discrimination or prejudice of any nature, sexual harassment, moral or physical aggression, and conflicts in general.

## SHAREHOLDING COMPOSITION

Elie Horn (Controller) Leo Krakowiak (Controller) ASA Asset Verde Asset Other shareholders TOTAL

38.6% 22.0% 5.8% 5.6% 28.0% 100.0%

As of June 30<sup>th</sup>, 2021







## MANAGEMENT REMUNERATION

The Company's compensation for its managers, including the members of the Board of Directors, statutory and non-statutory Officers, fiscal council, seeks to be in line with market practices and is directly linked to the alignment of the interests of the executives in question and the shareholders of the Company. In the case of statutory Officers, the existence of the variable remuneration practice allows the sharing of the Company's risk and results with its main executives, characteristic of a transparent practice aimed at achieving lasting results and the Company's perpetuity.

To determine all compensation items, market salary surveys and performance assessments and individual goals are considered, linked to the level of responsibility of the function performed. Additionally, the professional qualification for the exercise of the function is considered. The indicators taken into account in determining variable remuneration are part of a system for managing individual goals and the Company's strategic intentions, which consider corporate results, individual results and behavioral assessment. The definitions of the Company's strategic planning are considered in the variable remuneration of the Statutory Board, encompassing the financial results of the respective areas under the responsibility of the administrators and the consolidated financial resultsof the Company, such as sales and profitability, as well as operating indicators, such as the vacancy rate portfolio, among others.

GRI 102-35



In addition, the theme of innovation is one of the components of the variable remuneration of the Statutory Officers. The Company only adopts fixed compensation for the Board of Directors and Fiscal Council (only when the latter is installed).

Any change in the compensation components is directly linked to the individual performance of the Officers and the Company and the achievement of goals in the period in question, since salary increases and variations in salary multiples received as bonuses are directly linked to the performance shown in the period evaluated.

To define the individual remuneration of the administrators, salary parameters of companies in the same segment or companies that have good human resources and/or corporate governance practices are used. In addition, the Company's budget and strategic planning are taken into account, as well as market conditions.

The global remuneration of the administrators is defined in line with the Company's strategic planning, approved by the Board of Directors and, subsequently, by the General Meeting of shareholders.

The Company does not currently have a compensation plan based on shares of the Board of Directors and Statutory Board.

## **BOARD OF DIRECTORS**

The members of the Board of Directors are entitled to fixed compensation (pro-labore) consisting of 12 monthly installments and life insurance as a benefit. The remuneration of the Board of Directors is in line with the shareholders' intention in the search for professionals who add to the company's results.

## OFFICERS

The statutory and non-statutory Officers are entitled to fixed (pro-labore), variable remuneration and benefits. Fixed remuneration consists of 12 monthly installments. Variable compensation is made up of the payment of an annual bonus to statutory and non-statutory Officers, linked to the Company's goals established by the Board of Directors. Benefits consist of meal vouchers, health insurance and life insurance.

The amounts paid as fixed compensation are in line with market practices, thus allowing the Company to concentrate a significant part of the total compensation on variable incentives, which makes the Officers share the risk and the result with the Company through established goals, thus enabling greater alignment of interests between the Company's Officers and shareholders.


## POLICIES

GRI 102-16 • 102-17 • 103-2 ODS 16

As a way of constantly improving our internal processes, the Company has recently reformulated its internal policies, in line with the moment of launching the new brand and adapting its Corporate Purpose. SYN's policies can be found in the Policies section on our global Investor Relations website.

## **ANTI-CORRUPTION**

GRI 205-2

ODS 16

SYN is committed to ensuring the economic development of its business by applying strict measures aimed at preventively combating corruption in all its activities. The Company, through a specific policy, extends bribery or kickback mitigation practices to all the company's relationships with external agents, in which any type of interaction takes place, regardless of the involvement of government officials, private companies or individuals and the value involved. Therefore, SYN does not allow or condone any corrupt act within its business.

The Company has an Anti-Corruption Policy, available on our global Investor Relations website, which aims to ensure compliance with the Brazilian Anti-Corruption Law (Federal Law No. 12,846/2013) and the Law on Corruption Practices Abroad ("FCPA" – Foreign Corrupt Practices Act), which establish the objective, administrative and civil liability of legal entities for the practice of acts against the national or foreign public administration.



The policy aims to:

a) Present the main legal provisions related to the obligations of legal entities to prevent acts of corruption;

b) Present the risks related to non-compliance with anti-corruption legislation and practices;

- c) Present SYN's vision on preventing acts of corruption;
- d) Define the scope and purpose of anti-corruption mechanisms and practices;
- e) Clarify the main concepts covered in this policy;
- f) Establish rules and procedures to be adopted in order to prevent acts of corruption;
- g) Reinforce and detail points already established in our Code of Ethics and Conduct;
- h) Issue warning signals; and
- i) Type violations and establish sanctions.

## **GENERAL DATA PROTECTION LAW**

GRI 102-16 • 102-17 • 103-1 • 103-2

SYN is committed to only handling personal data, whether of its employees, customers, suppliers, partners and third parties, with the highest severity. The Internal Policy on Personal Data Protection aims to present the applicable rules for the processing of personal data, in compliance with the provisions of Federal Law No. 13.709/2018 (General Law on Personal Data Protection or "LGPD"), as amended by the Federal Law n<sup>o</sup> 13.853/2019, as well as organizing all the necessary points for the construction of a privacy program that guarantees compliance with that legislation. The policy is available on the Company's global Investor Relations website.



# ENVIRONMENT 39



# SUSTAINABILITY AND THE ENVIRONMENT

GRI 103-1 ODS 3 • 11 • 12 • 13

SYN is a founding member of the Green Building Council (GBC Brasil), a global, independent, non-profit organization present in more than 80 countries that works to transform the construction industry towards sustainability. In order to foster this relationship and honor our founding member seal, we carry out several measures in our buildings as a way to make our projects less harmful to the environment.

We carry out selective collection, implement equipment that reduces water consumption, carry out retrofits to implement equipment to reduce energy use, in addition to operating in the energy Free Market. SYN uses the Free Energy Market in all its shopping centers, with 50% of this resource coming from incentivized energy sources. In Triple A buildings, the Company uses the Free Market for 90% of these projects, with around 70% of these resources coming from incentivized energy

#### sources.

In the case of shopping malls, we reached the mark of approximately 30% reduction in energy consumption, when we look at data for June 2021 compared to the same month in 2017. The result over these years was the result of work carried out in the projects which involved retrofitting of LED lamps, Operation Blackout, which aimed to adjust operations in the malls by reducing night work, retrofitting of air conditioners, in addition to several operational adjustments adopted in order to reduce energy consumption in the malls.

This section presents the Company's relationship with the various environmental aspects related to its operating activities



Water consumption in our projects aims to respect the basic principles of local legislation and sustainability. In this sense, consumption is constantly monitored and, in addition, partnerships were established that aim to supply and treat this consumption in order to reuse this resource.

In the case of shopping malls, 4 of the 6 SYN malls have a partnership with General Water, a company that implements and operates with its own resources, water supply systems and treatment systems for domestic or industrial effluents for disposal and for the generation of reuse water for non-drinking purposes. The malls that have a partnership with General Water are Shopping D, Tiete Plaza Shopping, Shopping Cidade São Paulo and Shopping Grand Plaza.

In the case of shopping malls, 85% of all water resources come from alternative sources, which does not overload the local water matrix.

In corporate buildings, all our Triple A developments are LEED certified. Each project aims to adapt its consumption based on the local reality of each project and each one has well-established goals to reduce consumption and reuse. Some measures established in Triple A buildings already provide environmental and economic benefits, with the reduction of water consumption through reduced consumption for irrigation, such as: (a) the specification of vegetable species with low water consumption or that do not need irrigation, (b) capture, treatment and storage of rainwater, air conditioning water and gray water for use in irrigation and (c) the use of hydrometers to enable better management of the volume used in this activity.

In AAA corporate buildings, both Faria Lima Financial Center and Miss Silvia Morizono have water treatment station.

We can cite the case of the Miss Silvia Morizono building. In the month with the highest consumption of water in green areas, the adoption of the aforementioned measures provided sufficient savings in drinking water to:

Supply 8 homes with 4 residents for a month

> Fill 6 water trucks







All SYN projects, malls and buildings, carry out strict water control and implement measures aimed at mitigating consumption. In addition, in most of the triple A buildings, equipment was installed to reduce the consumption of drinking water in changing rooms and toilets.





At Shopping D, through the effluent treatment system for the production of reuse water, 18,116 m<sup>3</sup> of reuse water were supplied in 2020, a volume that represented 46% of the mall's total consumption. In 2019, 33,922 m<sup>3</sup> were supplied, totaling more than 50,000 m<sup>3</sup> of reuse water in that period. In 2020, the drinking water collection and treatment system made 21,189 m<sup>3</sup> of potable water available to Shopping D. It is noteworthy that General Water, in addition to guaranteeing the quality of the parameters stipulated with the customer, exploits underground water in a sustainable manner. it is, within the replenishment capacity of the aquifer, preserving the supply of this resource for the future.

The biological sludge resulting from the EPAR (Reused Water Production Station) is sent for composting in our partner (Tera Ambiental). In 2020, 25,480 kg of sludge were used for composting. The composting process produces organic fertilizer intended for safe use in agriculture and adopts the concept of upcycling with the recovery and transformation of waste that, without proper treatment, would pollute various environmental matrices.

At Shopping Tiete Plaza, in 2020, the drinking water collection and treatment system provided 33,152 m<sup>3</sup> of drinking water. Through the effluent treatment system for the production of reuse water, 14,618 m<sup>3</sup> of effluent were treated in 2020, a volume that represented 31% of the Shopping's total consumption. This volume of reused water is sufficient to supply the annual consumption of more than 330 inhabitants. In 2019, the potable water collection and treatment system provided 49,408 m<sup>3</sup> of potable water to Shopping Tiete Plaza. Through the effluent treatment system for the production of reuse water, 36,049 m<sup>3</sup> of effluent were treated in 2020, a volume that represented 73% of the Shopping's total consumption.

At Shopping Cidade São Paulo, in 2019, the potable water collection and treatment system made 84,721 m<sup>3</sup> of water available to Shopping Cidade São Paulo. 14,315 m<sup>3</sup> of water from the water table was also used. In 2020, the potable water collection and treatment system provided 43,882 m<sup>3</sup> of water. 11,892 m<sup>3</sup> of groundwater was also used. Also in 2020, a sewage treatment system was implemented to supply reuse water to toilets and an air conditioning system. Through the effluent treatment system for the production of reuse water, in 2020 13,298 m<sup>3</sup> of effluents were treated, a volume that represents 25% of Shopping Cidade São Paulo's total consumption. This volume of reused water is sufficient to supply the annual consumption of more than 300 inhabitants.

In 2020, Shopping Metropolitano Barra consumed 52,974 m<sup>3</sup> of potable water from the supply of the local concessionaire and water truck. To reduce the consumption of water from these sources, the Shopping has installed a reuse water treatment plant. The water is treated and made available for non-potable purposes (irrigation of green areas including the vertical garden and supply of the air conditioning system). With the system in operation, there was a reduction of 48,875.25 m<sup>3</sup> of potable water consumption in 2020. In 2019, 64,172 m<sup>3</sup> of water from the local concessionaire and 62,932 m<sup>3</sup> of reuse water were consumed.

In 2019, the potable water collection and treatment system provided 114,033 m<sup>3</sup> of water to Grand Plaza Shopping. Through the effluent treatment system for the production of reuse water, in 2019 132,467m<sup>3</sup> of effluents were treated. In 2020, the potable water collection and treatment system provided 69,328 m<sup>3</sup> of water to the Grand Plaza Shopping. Through the effluent treatment system for the production of reuse water, in 2020 78,679 m<sup>3</sup> of effluents were treated,

volume that represents 53% of the Grand Plaza Shopping's total consumption. This volume of reused water is sufficient to supply the annual consumption of more than 1,800 inhabitants.

Shopping Cerrado does not have a collection system, water treatment, sewage treatment or reuse water. In 2020, potable water consumption in the Shopping was 21,736 m<sup>3</sup> and in 2019 consumption reached 35,838 m<sup>3</sup>. Measures are being established to improve the consumption and control of water in the Shopping and SYN is committed to presenting data to prove this in the near future.

SYN is committed to ensuring that, within 5 years, 90% of the water resources in its malls come from an alternative source of water, thus seeking to reduce the impact of the projects on the ecosystem in which they are located.





In 2019, 108,126.680 MWh were consumed by the SYN projects. In 2020, consumption was 87,793.111 MWh. SYN uses the free energy market for all of its shopping centers, and in 50% of these the energy comes from incentivized sources, such as wind, solar and hydroelectric power. In the case of corporate buildings, 80% of them acquire energy through the free market and in around 60% of the buildings this resource comes from incentivized sources.

Due to the measures imposed to mitigate the proliferation of the coronavirus, it should be noted that the energy consumption data in 2020 reflects a moment where all SYN shopping centers were closed at some point during that period. In addition, in the case of corporate buildings, energy consumption reduced due to the emergence of new habits, such as the home office work model, which caused the flow of people circulating in these projects to drop considerably.

However, SYN's commitment to energy intensity in its projects should also be highlighted. As a way to reduce energy consumption, retrofits were carried out for the installation of LED lamps, all SYN malls underwent retrofitting of the air conditioning system, from chemical cleaning of fan coils to replacement of ventilation ducts, equipment demand control during peak hours, installation of capacitive filters in the power panels for filtering and draining spurious currents, reviewing the operating hours of the air conditioning system and making the team aware of the importance of such an operation.

In addition, actions were also taken to optimize the use of the CAG (Cold Water Center) responsible for cooling the common areas of SYN malls, such as changing the start time and shutdown of the CAG, on days with lower temperature some shopping malls worked only with external air supply and also optimized the parking space, isolating some areas on less busy days, leaving the lighting off. The actions were taken without compromising the customer experience and there were no complaints regarding the air conditioning system during this period.

In order to reduce energy consumption in SYN corporate buildings, the teams involved established savings strategies related to the following systems: building wrap, lighting, air conditioning, water heating and automation and controls. All energy consuming systems were commissioned in order to ensure that the strategies established in the project to reduce consumption are correctly installed and working.

SYN is committed to ensuring that, within 5 years, 100% of the electricity consumed in the managed projects comes from encouraged sources (such as wind energy, solar photovoltaics, small hydroelectric plants, among others). For projects that are not linked to the free market, the possibility of distributed generation through the lease of a solar or wind farm will be analyzed.

# EFFLUENTS

GRI 303-2 • 303-4

ODS 6

# 559,502 m<sup>3</sup> of effluents generated in 2019



# 259,010 m³ of treated effluents in 2019

348,875 m³ of effluents generated in 2020



161,810 m<sup>3</sup> of treated effluents in 2020 All disposal of effluents from SYN projects is carried out in accordance with current legislation and with respect to the rules of the local concessionaire. From all SYN malls, only Shopping Cerrado does not have a sewage treatment plant. In AAA corporate buildings, both Faria Lima Financial Center and Miss Silvia Morizono have water treatment station.

The Tietê Plaza Shopping, Shopping Cidade São Paulo, Grand Plaza Shopping, Shopping D and Shopping Metropolitano Barra malls have partnerships with companies specialized in the implementation and operation with their own resources of water supply systems and effluent treatment systems for disposal and generation reuse water for non-potable purposes.

Thus, sewage treatment is divided into three phases: Primary Treatment, Biological Treatment and Membrane Filtration (MBR). In this treatment, the system removes up to 99% of sodium chloride, in addition to having almost the same effectiveness for other minerals present in the water, which makes the reuse water from this treatment suitable for use in cooling towers, for example, which have greater restrictions on water quality parameters, making the most of the effluents.

The Company is committed to carrying out, over the next year, studies on the implementation of ETA and ETE for projects that do not yet have these resources.

# EMISSIONS

GRI 303-2 • 303-4 ODS 3 • 12 • 13

An important issue for SYN is the concern with the impacts caused by its operational activities on climate change and that is why the company developed its GHG Emissions Inventory (Greenhouse Gases) in 2019, as part of the Company's Climate Management. This was the first step for SYN to qualify its emissions, to seek mitigation actions, with the objective of strengthening a low-carbon economy.

In addition, the Company raised awareness about the impacts of climate change for employees in the company in order to present the relevance of the topic. Thus, based on the results of the emissions inventory, SYN is already analyzing ways to mitigate its emissions while seeking opportunities to improve the efficiency of its activities and also to save resources.

The inventory was prepared based on the activities of the corporate buildings listed below for the year 2019 and the inventory for the year 2020 was not prepared, due to interruptions in the operation of the projects arising from restrictions imposed by the authorities to contain the pandemic.

SYN will carry out the Greenhouse Gases inventory throughout 2022 for the year 2021 of its portfolio assets.

Enterprise	Scope 1 (tCO2e)	Scope 2 (tCO2e)	Scope 3 (tCO2e)
ITM Centro Empresarial	2.632	111.394	1.538
Verbo Divino	259.613	70.889	0.841
Birmann 10	0.000	8.920	0.300
Faria Lima Square	134.061	203.585	1.897
Faria Lima Financial Center	529.921	317.226	2.848
JK 1455	170.336	215.109	1.599
Miss Silvia Morizono	16.817	150.737	1.490
JK Financial Center	41.580	105.421	1.330
Nova Sao Paulo	10.684	115.264	0.131
Corporate Executives Offices (CEO)	287.800	262.630	7.904

## SOLID WASTE GRI 306-3

ODS 3 • 8 • 15

The total volume of solid waste generated by SYN projects in 2019 was 8,167 tons, of which 7,084 tons of non-recyclable waste and 1,083 tons of recyclable or reusable waste, whether in the form of plastic, cardboard, glass, metals, oils, electronics and waste of food.

In 2020, the total volume of solid waste generated by SYN projects in 2020 was 4,834 tons, of which 4,217 tons of non-recyclable waste and 617 tons of recyclable or reusable waste, whether in the form of plastic, cardboard, glass, metals, oils, electronics and food scraps.

SYN projects manage waste in line with Brazilian legislation, more specifically with the National Policy on Solid Waste, Law No. 12,305/2010, which provides for the preparation of the Solid Waste Management Plan - PGRS, which consists of a project containing specifications for the operation of the project and the waste generated in all stages of operation, operation and maintenance.

Shopping D, in order to reaffirm its commitment to the environment, entered into a partnership with TrashIn, a company that works with consulting, plans and waste management systems, reverse logistics projects, destination and transformation of the most different types of materials.

TrashIn conducts employee training, implements clear signage for waste identification, organized collection and proper disposal. In addition, the company designs customized collectors for different types of waste that are returned to the production chain, avoiding sending them to landfills, performing reverse logistics and contributing to the circular economy.

In addition, through working in partnership with recycling cooperatives to handle and sort waste, activating a layer of positive social impact, by increasing income and training the professionals involved.

For further information, please visit: <u>www.trashin.com.br/shoppingd</u>

The Company is committed to achieving a 70% recycling level across its entire portfolio over 3 years. In addition, SYN is committed to, over the next 5 years, using primarily sustainable materials in its operations, replacing the main inputs, such as: toilet paper, paper towels, liquid soap, plastic bags, cleaning supplies, paints, among others.





Increased income of associated members





# O Shopping D faz o correto

A Trashin certifica que os residuos descartados nas dependências do Shopping D têm a destinação adequada, respeitando todas as normas da sustentabilidade.



saiba mais em trashin.com.br/shoppingd

eletromidia





3





SYN has a strong commitment to foster the development of the capabilities of individuals, whether our employees or not, generating prosperity and socioeconomic mobility. To make this shared value viable, we strengthen local potential, promoting social mobility and the well-being of people in their communities. We propose to be a vector of

## PEOPLE & MANAGEMENT ODS 1•8

People & Management is the area responsible for Human Resources at SYN, which manages 506 employees, 302 women and 204 men, distributed in each of the Company's business units and in its corporate office, located in São Paulo. The company has a macro vision of being an innovative and technological company, having human capital as a strategic differential for obtaining results, and for this reason it values and develops talent, through Employee Experience: Improve employee experience; Attraction and Retention: Retain talent and train successors; Organizational Development: Leadership Empowerment.

# **COMMUNICATION CHANNELS**

SYN understands that communication with employees is essential to maintain engagement and transparency with employees and is carried out through lives on various subjects, Connect SYN – the Company's Intranet, Team and individual meetings, Informa SYN – Internal Communications carried out via email and newsletter.

In addition, the Company provides all employees with the Contato Seguro, a specialized external service for receiving and handling anonymous reports and complaints about potential irregularities observed within the Company.

State	Men	Women
SP	155	228
RJ	31	44
GO	18	30
Total	204	302



# PEOPLE & MANAGEMENT

## TALENT DEVELOPMENT INITIATIVES

SYN aims to be the most admired company in the income real estate sector and understands that this goal can only be achieved with people who relate to the company, especially with employees who strive to transform the strategy and projects into practice and everyday reality. Therefore, it devotes constant attention to the development of each one of them.

We believe that the best way to develop people is to offer them opportunities, so that each one can identify their best path.

Opportunities are advertised as an internal opportunity for all employees. In the admission process, the contractors participate in a centralized integration, getting to know a little more about the company. We have an annual people management cycle,

starting with the definition of individual and shared goals, competency assessment, performance assessment, feedback and an Individual Development Program (PDI) with constant monitoring.

In the Program format, we focus on three distinct groups: Leaders, Trainees and Interns. In the Leaders Program, we seek to develop the skills of our leadership, together with a meritocratic environment that encourages innovation. Thinking about the sustainable future of our company, we also have the Trainees & PDP Program (Professional Development Program) which aims to ensure the preparation and training of future leaders and the Internship Program, our storehouse of talents to feed and oxygenate our structure of professionals.

# ODS 8

## eNPS



Employees answer the question "From 0 to 10, how likely is it that you recommend a friend or family member to work at your Company". The answer reflects the employee's degree of satisfaction and loyalty with the company: 9 or 10 are promoters, 7 or 8 are neutral and between 0 and 6 are detractors.

In 2020, there was a collaboration of 430 participants representing 85% of engagement.



## **DIVERSITY** GRI 405-1 ODS 1 • 5 • 8

## **COLORS AND ETHNICITIES**



The number of survey participants who chose not to answer this question decreased from 29.5% to 3.4% from one year to the next, which is evidence of an increase in reliability and familiarity with the methodology and also with the Company.



## DIVERSITY GRI 405-1 ODS 1•5•8

## GENRE

The percentage of women in leadership positions at SYN is 40% on the Executive Board for the year 2019 and 50% for the year 2020. At the management level, this figure is 40% for women and 60% for men in 2019 and 43% for women and 57% for men in 2020. The Company's Board of Directors was composed only of men in 2019 and 2020.

The share of survey participants who chose not to answer this question decreased from 23% to 2% from one year to the next. This is an example of the effect of a few years' dedicated work at the Company, reinforcing the value of diversity and causing noticeable changes in the environment.

## SYN



## **Board of Directors**



## Statutory Officers



## Managers & Superintendents



#### SUMMARY

50%

40%

43%

40%



## DIVERSITY COMMITTEE GRI 405-1

ODS 1•5•8

SYN is an ally of diversity guidelines, promoting respect, inclusion, equity between individuals and synergy between groups. Since January 2020, SYN has had a Diversity Committee, composed of representatives of minorities, which holds monthly meetings with the mission of strengthening the pillars of diversity, which are respect, equity, inclusion and synergy.

The Committee works to review and establish solid policies that are aligned with the pillars of diversity. It also works with internal engagement, always seeking to promote and include its employees in matters on this agenda.

## HOW DOES THE COMMITTEE WORK?

- POLICIES: Review and establish solid policies aligned with the pillars of diversity
- INTERNAL ENGAGEMENT: Bringing employees into diversity agendas
- EXTERNAL ENGAGEMENT: Communicate beyond the company the diversity actions practiced at SYN

Pillars of Diversity:

- EQUITY: We value impartiality and fairness, offering equal opportunities of access to goods and services for all
- RESPECT: SYN respects the plurality of human beings and their individuality in all areas
- SYNERGY: We value companionship, commitment to the company's values and collaboration within and between teams
- INCLUSION: We provide a receptive environment, free from prejudice and committed to creating value for all.

## **DIVERSITY AGENTS**

- One person per business unit
- ACTING ON THE COMMITTEE: The diversity agent must be a participant in some of the diversity fronts
- TOUCHPOINT: It should be the contact between employees and the committee, forwarding doubts and suggestions
- COMMUNICATOR: The agent must tell the members of management about the committee's actions



## ACHIEVEMENTS

## BATHROOM WITHOUT GENDER

Inaugurated at the Grand Plaza Shopping, in the city of Santo André, in October 2020, it was designed to be a place for everyone to use without distinction. It is a bathroom with more than 50 individual cabins, which has three employees to guide and supervise the use, to serve ALL our customers, respecting the individuality of each user.

We understand that this new type of service reinforces our purpose of offering a democratic space, in which all people, regardless of gender, can exercise their right to choose, enjoying safety and comfort.



#### SUMMARY



Estes sanitários podem ser usados por qualquer pessoa, independente da identidade ou expressão de gênero.

## ACHIEVEMENTS

## Black Consciousness

The event took place physically in SYN shopping malls in November 2020. With a diversified program and a proposal to promote and value Afro-Brazilian culture, bringing visibility to black artists and entrepreneurs, it brought together Exhibitions of sculptures, paintings, videos, urban art; Fashion shows; Soiree of poetry and conversation with black writers; Entrepreneurship and financial management; Children's content; Conversation circles, chats and talks on the most diverse topics; Mutirão for jobs and opportunities; and Artistic music and dance performances.



#SemanaDaConscienciaNegra

novembro de 2020



GRAND

..........









# ACHIEVEMENTS MONTH OF THE WOMEN

Held in March 2021, the Women's Month program brought weekly content to our employees, through lives, reports, conversations and demonstrations of actions and entrepreneurship aimed at women and about female leadership.

Engagement in the Company, including all business units, was very significant, so the Program was extended for another month.





## ACHIEVEMENTS

## **OPEN LETTER FOR DIVERSITY**

An open letter shared with our partners in order to establish a public commitment to the diversity and inclusion guidelines within the Company, thus ensuring the continuity of the mission, vision, values and pillars of the Diversity Committee.

#### WHY MAKE A LETTER?

- It brings our values, which are defended by the Committee and on which it acts
- Guide our commitments and organize our actions
- Materialization in a document for our investors, customers and other stakeholders



A CCP proporciona um ambiente igualitário garantindo a liberdade de todo e qualquer tipo de diversidade por entender os benefícios proporcionados por ela, como por exemplo, mas não se limitando à inovação, ambiente de trabalho agradável, produtivo e emocionalmente seguro para todos os colaboradores, atingindo assim a missão empresarial.

Em 2019, a CCP iniciou ações originadas do comitê de diversidade e pretende intensificálas no decorrer dos anos vindouros.

Os membros do comitê juntamente com a CCP, através da presente carta aberta, pretendem firmar um compromisso público, com pautas de diversidade e inclusão dentro da Cia., garantindo assim a perenidade da missão, visão, valores, bem como os pilares do comitê de diversidade.

Sobre os pilares, destaca-se: o respeito, a pluralidade e individualidade de pessoas em todos os âmbitos, equidade de oportunidades, sinergía entre grupos, companheirismo, e inclusão, proporcionando um ambiente receptivo que resultará em um ganho de valor para todos.

#### De forma mais específica, existem os seguintes objetivos:

- A proposta na área de Responsabilidade Social é ampliar a atuação do Instituto CCP para apoio das comunidades do entorno dos empreendimentos, estando presente por meio programas de capacitação ao mercado de trabalho, empreendedorismo, geração de renda e Relacionamento, atendendo os grupos em vulnerabilidade social;
- Compreensão, determinação e articulação de metas de responsabilidade social;
- Supervisão, contribuição e suporte ao desenvolvimento das ações do comitê de diversidade e inclusão;
- Implementação de políticas não discriminatórias através do código de ética/conduta, bem como da revisão das políticas de recrutamento, remuneração e treinamento.

A empatia é a chave para compreensão das necessidades da diversidade, por isso estaremos atentos e dispostos para ouvir os pedidos desta comunidade, a fim de entender as realidades e desafios dos colaboradores.

Por fim, a CCP convida à todos, para participarem desta transformação, fazendo com que a empatia se torno um hábito, que processos sejam revisitados, aplicando a cultura e valores da Cia., e contribuindo com o comitê de diversidade e inclusão, buscando constantemente conhecimento e transparência. Desse modo, estaremos contribuindo para uma sociedade mais justa e igualitária para todos, sendo a mudança que gostariamos de ver no mundo.

Contem com total envolvimento e comprometimento do comitê para fazer da CCP uma empresa cada vez mais diversa e com um ambiente profissional justo, agradável e respeitoso para todos.







## COVID-19 odd 3 IMPLEMENTED MEASURES

SYN has spared no efforts to care for and give the best possible assistance to its employees, tenants and the communities surrounding its projects.

During this period, SYN carried out several measures to maintain the financial health of its shopping center tenants as they had to close their business because of restriction measures imposed by the government as a way to remedy the spread of the coronavirus.

In order to mitigate the impacts caused by the pandemic, the Company maintained active contact with its tenants in order to deal with each case individually, in order to preserve their financial health, implementing measures such as reducing rents and other expenses, such as condominium fees and policies. concession of IGP-M discounts, so as not to further burden tenants.

In addition, several food and clothing donation campaigns took place, as an example of the "Let's Do Good Together!" campaign. which raised more than R\$ 360 thousand, resulting in the purchase of more than 4,300 food baskets, which totaled more than 80 tons of food that were distributed around SYN's shopping malls. It is noteworthy that to encourage donation, for every R\$ 1.00 collected, SYN and ISYN donated R\$ 5.00.





In addition, SYN made the parking lot available at its malls for vaccination against COVID-19, resulting in the administration of more than 100,000 doses of vaccines in the Company's malls. Vaccination campaigns were also carried out in all SYN units in the months of April and May 2020, in order to avoid other flu-like illnesses.

During this period, which extends to the time of publication of this report, the strictest personal hygiene and social distancing protocols were established and respected. The cleaning of the buildings' bathrooms and cafeterias was intensified. Signage was implemented on work desks, cafeterias, elevators and floors in the Company's administrative office, providing guidance on the minimum distance of 1 meter between employees throughout the building, hand hygiene and the mandatory use of masks.

Sanitizing mats were included and the temperature of employees and the public is also checked at the building's access entrances. In addition, alcohol gel dispensers were made available in the elevators, alcohol gel totems in the hall of the building and signage in the elevators with limited users.

All employees and contractors received COVID-19 serology tests for return to work. For positive results, a counter test was performed using the PCR test, if the result was negative, the return to work was authorized. In the case of positive results, it was



advised to consult a doctor and remain isolated for 14 days. SYN also carried out internal surveys with employees belonging to a risk group (age group, pre-existing diseases and health treatments), in order to make the hybrid return to its offices in the fairest and safest manner for all Company employees.

SYN believes that by taking the strictest cleaning and hygiene measures, respecting sanitary protocols and the vaccination schedule, our lives will return to normal, in a timely manner, in the best possible way.

> More than 100,000 doses were administered by SYN malls

# HEALTH COMMITTEE ODS 3

## SYN HEALTH AND WELL-BEING

Established in May 2021, SYN's Health Committee has as its main objective to promote practices in the Company that aim at the well-being of its employees and collaborators. The proposal implies the development of a Health Management Program, including weekly events and workshops that will encourage healthy habits in order to reduce casualties.

The Committee has the participation of collaborators from the Department of People & Management, the Health Plan and Occupational Health. The Company understands that the Committee will be able to encourage the practice of sports activities, value the right to medical assistance of its employees, prevent the spread of diseases and monitor the accident rate.

## FIRST CARE PROGRAM

It is a partnership with Amil, aimed at SYN's future fathers and mothers, which aims to accompany the mother-to-be throughout the gestation period, from pre to postpartum and the baby during the first 5 years of life. The program includes monitoring by a multidisciplinary team (specialist doctors) and nurses, a course for pregnant women, guidance on tests and medications, online courses for parents, digital Ebook, guided visit to the maternity hospital and a meeting for pregnant women. All at no additional cost to our employees.

### **CLINICAL WEIGHT LOSS PROGRAM**

Aimed at employees, as another way of encouraging health and an increasingly better lifestyle. Its objective is to ensure the clinical quality of care for overweight people and to improve strategic indicators. Through a multidisciplinary team (nutritionists, psychologists and doctors), regular meetings in groups or individuals, tele-monitoring with a nutritionist, focus on food re-education, psychological support, encouragement of physical activity, attendance and scheduling through the app and website.



## SYN INSTITUTE ODS 1 • 3 • 8 • 10

The SYN Institute (ISYN) is the SYN's social arm, operating since 2014 and was born from the conviction of SYN Prop and Tech that, in order to have prosperity where the company operates, it is essential that the surrounding community develops together. With a view to corporate citizenship, the Company allocates 1% of its annual net income to promote ISYN activities. Promoting initiatives with our volunteers and social partners who join in various activities in our shopping centers, whether professional training or prevention of health, well-being, entertainment and culture. We believe that the collective, when articulated, reveals sociocultural manifestations that define and enhance the way of being of each community.

To make this shared value viable, we strengthen local potential, promoting social mobility and the well-being of people in their communities. We propose to be a vector of socioeconomic development, articulating and supporting innovative and relevant initiatives in income generation, employability and culture.

This is because, at SYN Institute, we believe that social mobility is directly related to access to qualified work opportunities, whether through formal employment or through entrepreneurship. Culture, on the other hand, provides spaces for coexistence between people, the establishment of bonds, creativity and individual and collective well-being, in general.

Valuing collective action, our performance is guided by the establishment of partnerships to carry out actions with a social impact, involving the surrounding communities, reference social organizations, visitors to the shopping centers we operate and our employees, among other key players. These programs and projects of the Institute are made possible annually by transferring 1% of SYN's net income, within the principles of ethics and transparency that mark our trajectory

We believe that social mobility is the way to increase levels of inclusion in our country. The three pillars that guide our strategy have this purpose, considering learning through technical training as a guide to developing the communities in our surroundings. But also in this movement, ISYN believes that it can broaden in each individual a more critical look and, with that, an educational and cultural experience that is richer in contents and experiences of citizenship.

# Instituto

## WHERE WE OPERATE?

We are present in the surroundings of our shopping centers (São Paulo, Rio de Janeiro and Goiás). Our social responsibility guides us towards nearby communities, undertaking actions that can generate income, a decisive factor for improving the quality of life of people in social vulnerability.

Our shopping centers are open environments, with interactivity and community relationship. Through our social investments, we want to contribute to local socioeconomic development. These are "win-win" investments, as there is development around our malls, so everyone wins. We call these investments "shared value" when, at the same time, we have positive social and economic results for all stakeholders.

#### SHOPPINGS, OUR SOCIAL HUBS

We have an estimated population of 1,850,000 people around the six malls. Six vulnerability scales were mapped by the Ponte a Ponte consultancy in this great environment. The social actions implemented by Instituto SYN are guided by these scales.

## **RESPONSABILIDADE SOCIAL**

## MISSION

Foster the development of individuals' capacities, generating prosperity and socioeconomic mobility.

### VISION

Be a reference as a local vector of socioeconomic development.

## VALUES

Valuing the development and autonomy of individuals.

Transparency in actions.

Commitment to ethics and innovation.

## PILLARS OF ACTION

Three pillars guide the actions, social programs and volunteer work of SYN Institute.

- Employability
- Entrepreneurship
- Relationship

## HOW DO WE ACT?

## EMPLOYABILITY

ISYN's commitment in this axis of action is to guarantee the opportunity for professional training for inclusion in the labor market.

### SOCIO-EMOTIONAL TRAINING WITH A RETAIL FOCUS

Rede Cidadã is an important partner in this context. In 2019, the "Emprega CCP" ("Employs CCP") training brought together 120 participants, with classes given in four malls we manage in São Paulo and Santo André. In 2020, the number was increased to 300 trained, as the project was also carried out in the cities: Rio de Janeiro (RJ) and Goiânia (GO).

2019	Invested Value
Emprega CCP	R\$ 181,311.00

2020	Invested Value
Emprega CCP	R\$ 128,918.08









## SYN INSTITUTE & RECYCLE INSTITUTE

By the end of the year, around 120 young people between 16 and 19 years old will receive personal and professional training. In addition, our employability team is conducting screenings and referring young graduates to interviews with our partner retailers. There was also an increase in the collection of basic food baskets, which contributed to the livelihood of approximately 480 residents of São Paulo.





### ENTREPRENEURSHIP

ISYN's commitment in this axis of action is to guarantee, for those who have this vocation, the opportunity to become micro-entrepreneurs.

An example of the performance in this pillar was Realidade Empreendedora, a program carried out in partnership with Associação Aventura de Construir. Aimed at creating consultancies and training for low-income micro-entrepreneurs from the periphery, in 2020 the action had 104 subscribers and 85% effective participation.

	2019
Empreenda CCP	R\$ 145,455.00
	2020
Zumbitec	R\$ 50,000.00
A Realidade Empreendedora	R\$ 69,181.00





## ENTERPRISE CCP

With the slogan "The strength your work needs to take off", the "Enterprise CCP" program is the first partnership with the NGO Aliança Empreendedora. Eight caravans were held in four SYN shopping malls in São Paulo. The entrepreneurship theme is the motto of activation in the communities, which seeks to register in the micro and small business program for identified companies, help them in their business development, training and recognizing entrepreneur-leaders in the classes taught

## THE ENTREPRENEURIAL REALITY

Through online training, enable small traders to be able to manage their businesses autonomously and protagonists, resulting in a positive social impact on their own community through the strengthening of the local economy and start-up entrepreneurs can be structured from the beginning.

Since March, Covid-19 has brought us great lessons and reinventing itself was one of them for the SYN Institute

Some details about the program:

- Conducted in SP, RJ and Goiânia Online Method
- 12 weeks
- Training: support for entrepreneurs and people who want to undertake in the surroundings of Shopping Malls Managed by SYN







SUMMARY

# de Construir Acompanhando protagonistas

## ZUMBITEC

In the surroundings of Shopping D, we partnered with Zumbitec "The innovation and technology agency", which has our support in the ideation, incubation, prototyping and promotion of projects presented by the members (students) or its members, incubation center of startups and entrepreneurship.

### SUSTAINABLE FASHION PROJECT

Sponsored by ISYN and the Center Norte Institute, the initiative is a partnership between the NGO CAMI - Support and Pastoral Care Center for Migrants - with Sebrae-SP and Senai. The action was created with the objective of empowering women by offering training to undertake in the fashion world with the beginning of the Sustainable Fashion project, focused on immigrants and refugees who reside in the capital of São Paulo and already have a business or experience in sewing so that they can formalize their companies and compete within the fashion market.





## PROJECT BeirArt

It is another result of the partnership between SYN Institute and Agência do Bem. The initiative has just benefited over 60 women from Cidade de Deus through free training in entrepreneurship. The classes took place on the premises of Shopping Metropolitano Barra, focusing on trends and communication as a promotional and sales tool.

Until September, the project will give life to two collaborative stores in the Shopping, giving the participants the opportunity to market their products and services and put the learning into practice.

### SOLIDARITY WOMEN COLLABORATIVE STORE

The Solidarity Women Collaborative Store project started at Tietê Plaza Shopping, in partnership with Sebrae SP and, like any good initiative, it soon spreaded. In São Paulo, Shopping D has also gained a collaborative store. In Rio de Janeiro, there will be two stores at Shopping Metropolitano Barra, developed in conjunction with Agência do Bem, and very soon we will have a unit at Shopping Cerrado, in Goiânia. The expectation is that, by December, we will have at least one collaborative store in each of the six malls managed by SYN.

In addition to fostering female entrepreneurship, the project contributes to the generation of income for women who live in vulnerable situations.


### RELATIONSHIP

ISYN's commitment in this front of action is to bring people together, interact with them, in dynamics of good living and full citizenship interaction.

Within SYN, for each goal developed by employees, 10% is directed towards innovation projects. There are several projects we are working on in 2020:

- 6 Projects via Incentive Laws;
- Diversity and Inclusion Support Projects;
- Sponsorships to Entrepreneurs and Online Projects;
- Support for Innovation Projects.

Among the projects for 2019 and 2020 is the one carried out with Parceiros da Educação. In September 2020 the IDEB 2019 was released and the Raul Antonio Fragoso school achieved a result of 7.9.

The advance was 11% since the entry of ISYN as a sponsor, since the school grew from 7.1 in 2017 to 7.9 in 2019, surpassing the established target.



### Fadas do Leite Parceiros da Educação Natal Solidário Aventuras de Construir Mutirão Limpeza Shopping D Idoso Amigo - GPS Inova Zumbi - Corrida Virada da Consciência Espaço Bem - Shopping Cerrado Start-Se - Junior Achievement



### 2019

R\$ 2,450.00 R\$ 150,794.00 R\$ 55,000.00 R\$ 4,500.00 R\$ 480.00 R\$ 466.00 R\$ 10,000.00 R\$ 3,420.00 R\$ 100,000.00

Parceiros da educação (E.E. Raul Fragoso) Movimento Covid-19 Empreendedorismo Palestra Doação de Máscaras Aventuras de Construir Firgurn Conectividade na Periferia Campanha Movimento AR ICCP PicPay ICCP OnStores Doação Mobiliários Shoppings Gestão a Vista Shopping Recrutamento e Seleção Diversity Movimento AR Doe Abraços Quentinhos Doação - Shopping Cidade SP Drive-Thru Junino Shopping D Urna do Bem Risadaria

### 2020

R\$ 144,946.84 R\$ 74,431.42 R\$ 5,000.00 R\$ 11,583.00 R\$ 1,389.00 R\$ 10,000.00 R\$ 3,600.00 R\$ 5,000.00 Sponsorship Sponsorship

### SUPPORT FOR INNOVATION PROJECTS

Within SYN, for each goal created for employees, 10% is directed to innovation projects, where one of the pillars of action is Positive Impact on the Environment: where SYN, mainly through ISYN, is very concerned about having a positive impact on the surroundings of the buildings and projects it manages. In this context, solutions that have a positive impact on the neighborhood are also welcome. And they are supported by ISYN through sponsorships, campaigns and donations.

### **ISYN IN ON STORES**

Another innovation project approved was "ISYN in On Stores", which, together with the Grand Plaza Team, created a space in the Company's marketplace, On Stores, for the donation of items to our surroundings.

### **CLEANING MUTIRON**

We supported the "Mutirão da Limpeza" Innovation project, together with the Shopping D Team. The entire surroundings of the mall was cleaned and sanitized on November 22, 2020, promoting the relationship with families and entrepreneurs around the mall and improving access to the site.

### SPACE OF GOOD

In partnership with Shopping Cerrado, we created the "Space of Good" project, where a space was designated in the mall to collect seals, caps and cans that will be used in the castration of pets. Innovation project approved!

### MILK FAIRIES

The SYN Institute, in partnership with the "Fadas do Leite" project, held a campaign in favor of the donation of breast milk at Grand Plaza Shopping, where mothers interested in donating had the breastfeeding space at the mall to receive information and make a donation. , registration, removal of the collection kit. Being a project originated from an approved innovation idea.

### DONATION OF SHOPPINGS FURNITURE

Together with the Shopping D Team, we also support the Innovation project "Donation of Shoppings Furniture". In this project, we donate the furniture left in stores to our partners in the surroundings.

### **DIVERSITY & INCLUSION**

### **BIKE DOWN UP**

Thinking about the inclusion of young people with Down syndrome, the NGO Nosso Olhar created a very special project, which begins with the customization of bicycles made by renowned plastic artists who incubate young people with Down syndrome or other disabilities in their studios. The young people contribute to the artist's creative process, in addition to developing authorial work on canvases that are displayed with the bike.

The bikes traveled through several commercial points, where young people with disabilities were hired to sell chocolates and sweets. Encouraging income generation. SYN Institute, in partnership with the Company's malls, contributed by making the space in our malls available for the project free of charge.



### ZUMBI DOS PALMARES UNIVERSITY

An operation to recruit and select students from the Zumbi dos Palmares University was also proposed. This action will be carried out in partnership with Diversity (the University's nucleus responsible for such activity in people management).

In 2019 ISYN supported the Zumbi dos Palmares University, aiming at the inclusion of black youth. On November 20, in the same year, we sponsored the "Race of the Turn of Conscience" and, for 2020, we closed the "Zumbitech" Internship Program with the college.

On July 30<sup>th</sup>, 2020, we signed the Manifesto together with Faculdade Zumbi dos Palmares, in support of Movimento Ar, saying that Black lives matter. SYN was the first commercial group to formalize a partnership with Zumbitek, the startup incubation and entrepreneurship nucleus of Universidade Zumbi dos Palmares.

### AID TO REFUGEES

The SYN Institute, in partnership with CAMI, promotes the Regularization of Documentation for Refugees, helping refugees to enter the labor market and interact with society.





## VOLUNTEERING

Our volunteers are where ISYN is. They work at administrative headquarters and on various fronts in shopping centers and corporate buildings. Each year, the number of employees who wish to work in volunteer actions is increased.

These are human exchange experiences in which we strengthen our culture and SYN way of being. Learning and teaching through volunteering is our vision of the future and social prosperity and the challenges experienced in this context add up to good results, among which we highlight the innovation projects in partnership with ISYN.

We believe that volunteer work enhances empathy, communication, leadership skills, and most importantly, it makes people realize that doing good is good for those who practice it. Acting in social causes, with the will to do good, makes us have more solid purposes and values of citizenship. It unites us. It makes us believe in a fairer and more egalitarian future.

In 2020, we had the voluntary participation of 25% of our team of employees, in the Innovation Camp and Carta e Carreira projects.

### Innovation Camp - JA Atados - Carta e Livros

Innovation Camp - JA Acampamento Natal Atados - Carta e Carreira R\$ 30,000.00 SUMMARY

### 2019

### R\$ 91,360.00 R\$ 29,916.00

### 2020

R\$ 58,513.00 R\$ 27,500.00

### SOCIAL GINCANA

The pilot edition of the ISYN competition had strong support from SYN volunteers, and with this action, we can say that the Institute's volunteer work was born. The pilot project made the contest attracted the attention of employees, due to its interactive and pioneering format.

Its regulation, with score levels, contemplated five social activities, with the volunteers being divided into five large teams, which, over the course of months, performed tasks to support social institutions. The unfolding of the project generated SYN's first social event, in 2016, in which the teams participating in the competition competed in the final of the competition with the support of family and colleagues, in a festive and integrating environment.

### JUNIOR ACHIEVEMENT

Boosting the future of young people and children across Brazil through entrepreneurial, financial education and preparation for the job market.

Innovation Camp 2020 (online):

- 6 Shoppings SYN
- 180 impacted students
- 100 SYN volunteers

Cases: Daily malls situations





SUMMARY

# Junior Achievement®

### **LETTER & BOOK**

In partnership with the NGO Atados, the Letter & Book Project consisted of the exchange of letters over a few months between SYN volunteers and children in the literacy process. Its objective was to encourage and give meaning to reading and writing, to create significant bonds and to generate contact with the variety of experiences that result from meeting different people and lives.

### LETTER & CAREER

Another partnership with the NGO Atados was the Letter & Career project, which in 2020 promoted the exchange of letters between Company volunteers and young people in vulnerable situations, developing the creation of bonds and encouraging reading, writing, seeking their first job and professional growth process. Generating meaning for life and serving as an inspiration for these young people and aimed to encourage young people to face some difficulties, such as reading and writing, interest in traditional education, concentration, unstable family structure and little knowledge about the labor market.



SUMMARY

# ATADDS juntando gente boa

## SOLIDARITY IN THE PANDEMIC

We develop actions to strengthen the surroundings of our projects and highlight SYN's culture and way of being. In 2020, with the beginning of the pandemic, we need to adapt projects to continue delivering opportunities in the pillars in which we operate, within the home office reality.

### **BE SOLIDARITY WITHOUT LEAVING HOME**

It was a fundraising campaign, carried out at the beginning of the COVID-19 pandemic, to help socially vulnerable families who live around our malls. This mobilization brought together 167 people and raised R\$ 71,700.00. The value was multiplied by 3 by the ISYN, resulting in R\$ 215,000.00 for donations of hygiene, cleaning and food kits for 6 partner institutions.



### a sua generosidade será multiplicada por 3

Para cada real doado por você, os acionistas da CCP doarão um real e o Instituto CCP mais um real. seja solidário sem sair de casa!

### **#DONOTFIRE**

SYN was one of the companies that adhered to the #DONOTFIRE manifesto, making a commitment not to fire any employee due to the impact generated by the pandemic and sought to encourage tenants and employees to unite during this period to minimize a possible economic and social collapse.



MANIFESTO

**#NÃODEMITA** 

"Esta crise vai passar. Vamos juntos construir esta travessia até o fim de maio. Mantendo nossos quadros ajudaremos a evitar ou minimizar um possível colapso econômico e social."







### **"I TAKE CARE" PROJECT**

ISYN supported the project "Eu Cuido" ("I Take Care"), which focused on the production of high quality masks by EUVISTOOBEM ("I WEAR GOOD"), which works in the professionalization and generation of decent income for vulnerable women and donation to people in a situation of social vulnerability. 67 people contributed, resulting in R\$ 23,167.00 and which resulted in the donation of 3,564 masks.

### COLLECTION CAMPAIGN #GiveWarmHugs

In 2020, SYN's shopping malls collected donations of coats, clothes, warm clothes, shoes and toys, the action had a partnership with the Support and Pastoral Care Center for Migrante (CAMI) and resulted in 4,000 items delivered.











## RESULTS

### 2019

- R\$ 935 thousands
  - 35% 2 Projects
  - 35% 11 Partnerships and Sponsorships
  - 13% 7 Volunteer Actions
  - 17% 3 Institutional Actions

### 2020

- R\$ 726 thousands
  - 46% 4 Projects
  - 39% 18 Relationship Actions
  - 13% 7 Volunteer Actions
  - 2% 2 Investments

## **SPONSORSHIPS**



Bike Trucks ONG Nosso Olhar





Mutirão Limpeza Shopping D

Corrida Virada Consciente ONG Inova Zumbi



Natal Solidário

parceria Maygrow

Aventura de Construir Acompanhando protagonistas

Aventuras de Construir

Exposição de Empreendedores SP

Fadas do Leite

Projeto de Inovação Shopping Grand Plaza

ONG Fadas do Leite



Projeto de Inovação Shopping Cerrado

ONG Tampatas

## PARTNERS

ONG Eu Resolvo



Every year, the participation of SYN volunteers in the social action "Mc Dia Feliz", which has national prominence, is expanded.



Idoso Amigo Projeto de Inovação para o Lar das Irmãs, Mauá, SP



Blood donation is one of the actions with strong support from the Company's volunteers.









Parceiros da Educação

Escola Raul Fragoso





# INNOVATION







We emphasize that the Company's brand reformulation aims to reflect the commitment and positioning that has been cultivated at SYN for some time. In a current scenario of great competition and competitiveness, companies must always seek to differentiate themselves from each other as a way to achieve a competitive advantage in the market. It is following this idea that SYN considers the topic "innovation" something so relevant.

Aiming to be the best and most profitable company in the commercial property sector, SYN continually invests and has invested in innovation. In October 2016, it launched InovaSYN, an initiative that aligns the organization's strategic objectives with the individual goals of each company employee, encouraging them to identify opportunities to innovate and valuing their intrapreneurial behavior in the Company. The program has a consultancy specialized in entrepreneurship and innovation, which supports projects in the following pillars:

- New on the market
- desired by the customer
- Positive impact on the environment
- Financial impact

In 2019 and 2020, the Company's innovation program accumulated 672 ideas registered by groups of employees. Of these registered ideas, 318 were approved by a specific committee. As of December 31, 2020, 189 of these ideas had been fully implemented.

In parallel and integrated with the internal innovation initiative, the Company also has Open Innovation projects, which aim to integrate the Company's various innovation opportunities with solutions developed by startups. In this context, SYN holds integration events with several startups in order to close commercial partnerships. Since the inauguration of the program until today, around 300 projects have been implemented with ideas that positively impacted the company and the market, mostly bringing significant financial gains.

In addition, in 2017, the Company became the first administrator in Brazil to launch an exclusive marketplace for shopping mall tenants, ON Stores, which today brings together retailers from all over Brazil, present or not at SYN malls.



### CLICKCOMPLIANCE

The InovaSYN Program generates solutions that have a positive impact on the daily lives of different areas of the Company. An example is ClickCompliance. Implemented in December 2019, #chatbot was designed exclusively for internal users, who now have an important tool for researching and resolving questions about compliance matters. Reduction of operating costs, scalable service, greater adherence to company policies and improved user experience are among the benefits already clearly perceived with the new feature. SYN's chatbot makes queries much more agile, in addition to eliminating the need for a professional dedicated to this type of task. Developed in partnership with startup Impeto, ClickCompliance is present in all of the Company's businesses, including commercial buildings, shopping malls and Corporate.



### PARTNERSHIP WITH EMPREGO LIGADO

Being a customer's partner is an attitude that makes a lot of difference. That is why in 2017 our company, through the InovaSYN program, sought support from the startup Emprego Ligado to facilitate the hiring of professionals to be employed in the stores of the malls managed by SYN and in service providers. Innovative at the time, the project consists of recruiting candidates based on geolocation. That is, prioritizing professionals who live closer to the workplace. This factor has a direct and positive impact on the quality of life at work, on reducing costs for the employer, on more lasting relationships and on the generation of opportunities for the communities surrounding the projects. Launched at Shopping D, the project now extends to other malls, the corporate area and commercial buildings.



### SUPPLY CHAIN WITH NIMBI

More efficiency, economy, reliability and transparency. These are some of the gains that the InovaSYN program has provided to the company with the adoption of the Nimbi S/A supply chain platform, a technology company specialized in supply chain management, with solutions that increase productivity, generating savings for organizations. Implemented in January 2019, the project was born from meetings with startups and helped the company to consolidate important changes that would come to encompass the relationship with 100% of suppliers. Present in all of the chain's malls, in the Corporate and expanding to all commercial buildings, the implementation of the platform added standard to the processes, reduced operating costs and increased bargaining power in purchases, resulting in even better margins.

### **OPEN INNOVATION AWARD**

SYN is one of the leaders in Open Innovation with startups in the country! Among more than 3.3 thousand companies, the Company was recognized in the TOP100 rankings, OpenCorps secured its position in the Top 3 Real Estate of the Ranking 100 Open Startups 2021. Published since 2016, this ranking is a reference for the market. Built on objective criteria, it recognizes and rewards leading companies in open innovation with startups and the most attractive startups for the corporate market. SYN is part of the main data collection source in the market, which ratifies the leaders in open innovation with startups in the country and, for one year, highlights and recognizes the collaboration work for innovation between these corporations and startups.







Since 2016 until today, SYN has received several awards in the retail and shopping center scope:

- 2019: SCSP/ON Stores Lide do Varejo Award– • category Digital and Shopping Centers Acting
- 2018: ON Stores Abrasce Awards (Bronze) category Technology and Inovation
- 2017: ON Abrasce Award (Bronze) category Marketing and Events
- 2016: TPS Campaign with Waze- Abrasce Award • (Silver) – Marketing and Events category
- 2016: SMB Facade Abrasce Award (Gold) inauguration/expansion category
- 2016: SMB Facade ICSC (The International Council of Shopping Centers) – Design and Development category





SUMMARY

# APPENDIX



# MATERIALITY MATRIX

Topics	Requirements	Limit of Aspects
Financial Results	Generate value for shareholders	Internal and External
Corporate Governance	Transparency, Accountability, Fairness and Corporate Responsibility	Internal and External
Water	Consumption Management, Waste Attenuation, Alternative Sources, Reuse, Treatment and Destination	Internal and External
Energy	Consumption Management, Waste Attenuation and Alternative Sources	Internal
Solid Waste	Waste Production Management, Selective Collection, Destination, Reuse and Recycling	Internal and External
Social Impact	Employability, Entrepreneurship, Relationships and Volunteering	Internal and External
Tenants	Communication, Policies, Contracts, Guidance, Training and Facilities	Internal

SUMMARY

### Relevance

### Very High

### High

Employees	Management, Compensation, Benefits, Training, Development and Diversity	Internal
Worplace Safety	Ergonomics, PPE, CIPA, Fire Brigade and Training	Internal
Information Management	Cyber Security, Data Protection, Privacy and Data Value Creation	Internal and External
Environmental Impacts	Monitoring, Remediation Plans, Liability Management	Internal and External
Accessibility	Compliance with Legislation and Adaptations for Inclusion	Internal
Communication	Transparency, Clarity, Precision and Inclusion	Internal and External
Marketing	Outreach Management, Lead Monitoring and Conscious Marketing	Internal and External
Supplyers	Policies, Anti-Corruption Clauses, Clauses against the exploitation of slave and child labor, LGPD Clauses, Licenses and Permits, Inspection and Audit	Internal and External
Emissions	Types of Gases, Emission Amount, GHG Report and Action Plans	Internal and External

High

High

High

Medium

Medium

Medium

Medium

Low

Low

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