

Materiality Matrix



GRI 3-1	GRI 3-2
GRI 2-14	GRI 2-29


Serena's Materiality Matrix


The last materiality review took place in 2021, with approval from the Board of Directors. This process began with indirect involvement of stakeholders through the analysis of internal documents, international indices, reports' frameworks, and sector benchmarking, resulting in 19 initial topics for consultation with stakeholders.

The consultation continued with the direct involvement of 12 stakeholders (364 people) through interviews or online surveys (questionnaire). Based on the information collected and analyzed, the materiality matrix was developed by overlapping the external perspective axis (external stakeholders) and the company's perspective, with topics arranged according to the value assigned by each group.

Finally, the entire process of building the matrix, as well as the validation of material topics, was submitted for approval by the Board of Directors, resulting in a list of seven material topics directly correlated with the SDGs (Sustainable Development Goals) of the UN's (United Nations') 2030 Agenda.


Consequently, the five priority SDGs derived from the materiality matrix contribute to the business strategies and the analysis of the positive and negative externalities of the Company's activities.

1  Indirect stakeholder engagement through the analysis of internal documents and benchmarking resulting in **19 initial topics**.

2  Direct engagement of stakeholders through consultations with nearly **400 people** from **12** priority internal or external **stakeholder groups**, who provided their opinions on the relevance of each topic for Serena, through:

- 19** interviews carried out individually and as a group with:
- 7** members of senior leadership
- 3** members of the Board of Directors
- 3** investors
- 2** customers
- 2** suppliers
- 2** financiers and
- 1** sustainability working group.

Online questionnaires answered by clients, communities, co-entrepreneurs, financiers, suppliers and partners, the press, investors, environmental consultancy firms and agencies, sector agencies, regulatory agencies and insurance companies

3  Consultants analyze answers, apply metrics and weight and compile a list of topics

4  Senior leadership analyses the list of most relevant topics

5  It is validated by the Board of Directors, leading to our Materiality Matrix, described in detail below:

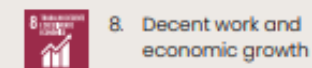


Health and Safety at Work

GRI 3-2 MATERIAL TOPICS

We have implemented policies, directives and processes designed to ensure safe and healthy operations, identifying risks to the health and safety of individuals.

GRI 2-24 PRIORITY SDGS



8. Decent work and economic growth



Governance, Ethics and Compliance

GRI 3-2 MATERIAL TOPICS

We are focused on the highest standards of corporate governance, compliance with regulations and laws, promotion of the code of conduct and ethics in our organizational processes, and combating anticompetitive practices, corruption and bribery, as well as promoting transparency of communication.

GRI 2-24 PRIORITY SDGS



7. Clean and accessible energy



Climate strategy

GRI 3-2 MATERIAL TOPICS

We identify and manage those risks and opportunities related to climate change that can have an impact on the business model, including commitments, targets and climate governance.

GRI 2-24 PRIORITY SDGS



13. Action against global climate change



Socioenvironmental responsibility

GRI 3-2 MATERIAL TOPICS

We aim to promote sustainable development in the regions where we operate through actions that have a positive effect on the environment and local communities, prioritizing initiatives in education and income generation.

GRI 2-24 PRIORITY SDGS



4. Quality education



Attraction, development and retention of employees

GRI 3-2 MATERIAL TOPICS

We aim to attract and retain talents, develop the team, recognize ability through meritocracy, and employ a strategy of remuneration, benefits, engagement and experience.

GRI 2-24 PRIORITY SDGS



8. Decent work and economic growth



Energy Efficiency

GRI 3-2 MATERIAL TOPICS

We prioritize the use of renewable energy, reduce the consumption of energy and optimize energy management.

GRI 2-24 PRIORITY SDGS

None.



Innovation and resilience of the business

GRI 3-2 MATERIAL TOPICS

We invest in innovation and technology, allowing us to adapt to new scenarios, foresee market trends and guarantee the Company's longevity.

GRI 2-24 PRIORITY SDGS



9. Industry, innovation and infrastructure