



PROGRAM

QUERO + SAÚDE

“i want + health”



GROWTH AND
SUSTAINABILITY
OF CURRENT
BUSINESSES SHALL
BE IN LINE WITH
THE IDEAS BEHIND
THE PLATFORM.

**WHO
WE
ARE.**



MARISOL

in numbers



**55 YEARS
>> SINCE 1964 <<**



**TWO FACTORIES IN THE
NORTHWEST AND SOUTH
OF THE COUNTRY.**



+ 2,400 EMPLOYEES.



**LEADER IN CHILDREN'S
FRANCHISES
AND MANUFACTURING
IN THE COUNTRY.**



**18 MILLION PIECES
PRODUCED ANNUALLY.**



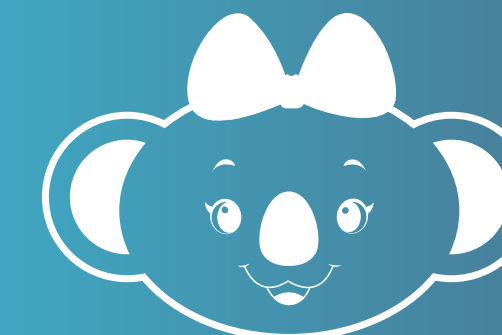
**500,000
PAIRS OF SHOES
SOLD
EVERY YEAR.**



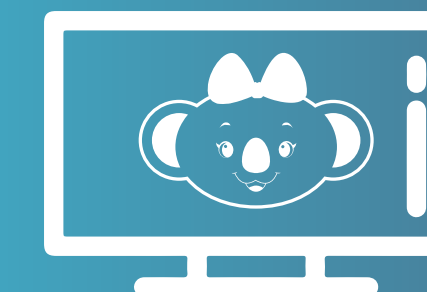
**THREE FASHION
BRANDS.**



**+400 OWN STORES
AND FRANCHISES.**



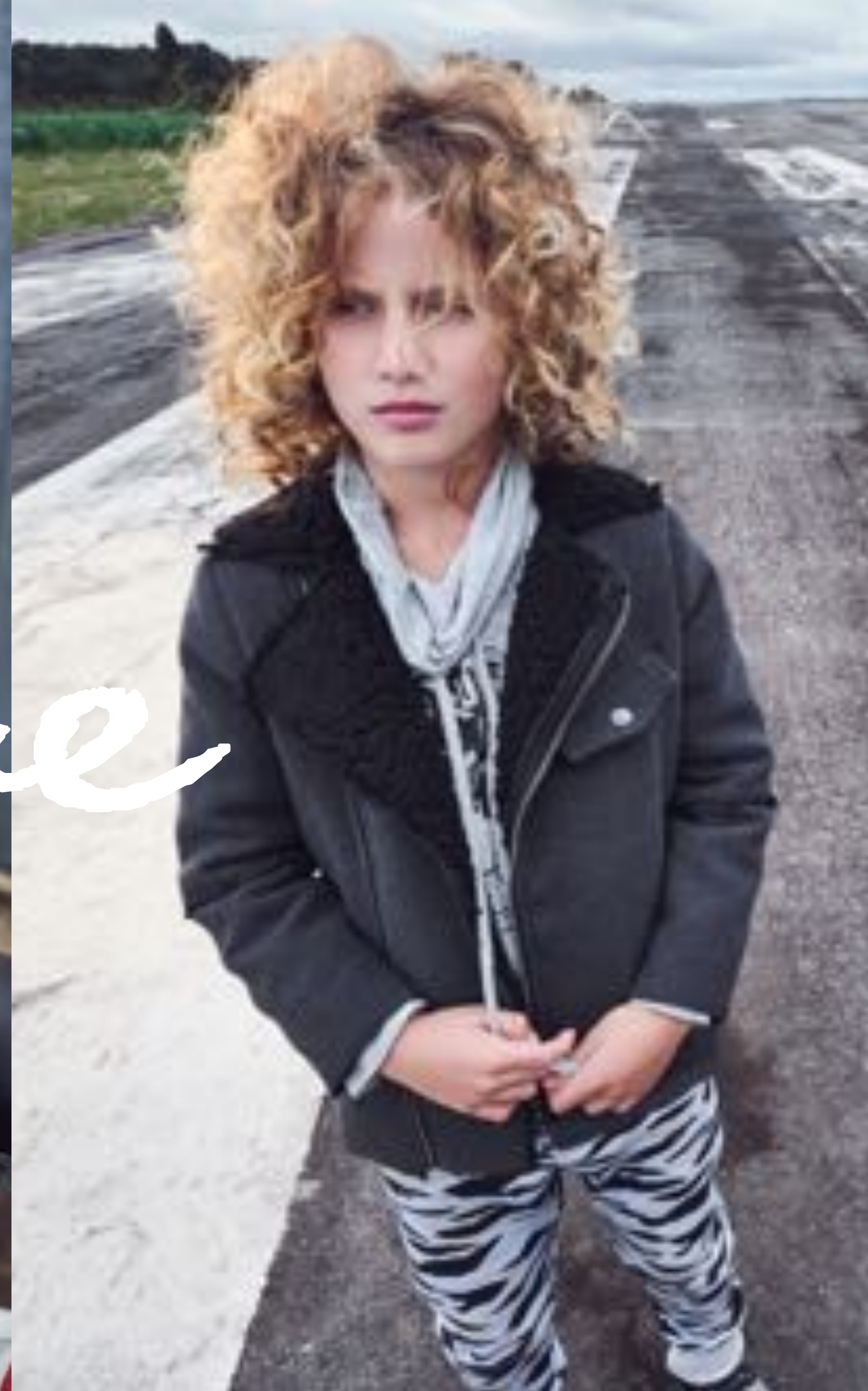
**CHARACTERS
RECOGNIZED
NATIONWIDE.**



**RIPILICA WORLD
ANIMATED SERIES
26 EPISODES**



Lilica Ripilica



Tiger T. Tigre







WHO
WE
ARE.
GOING
TO BE.

STRATEGY STATEMENT 2030.



WE WILL BE PROTAGONISTS IN THE CHILDREN'S UNIVERSE, CREATING BUSINESS OPPORTUNITIES AND NETWORKS THAT SUPPORT SOCIETY'S DEVELOPMENT THROUGH CHILDREN.

WE WILL PROMOTE EDUCATION AND DEVELOPMENT AND ENCOURAGE UNIQUENESS WITH STRONG AND LOVE BRANDS THAT OFFER PRODUCTS, SERVICES, AND CONTENTS FOR THE WHOLE FAMILY.

WE WILL BE THE MOST RELEVANT BRAZILIAN BUSINESS PLATFORM IN THIS UNIVERSE.

GROWTH AND SUSTAINABILITY OF CURRENT BUSINESSES SHALL BE IN LINE WITH THE IDEAS BEHIND THIS PLATFORM.

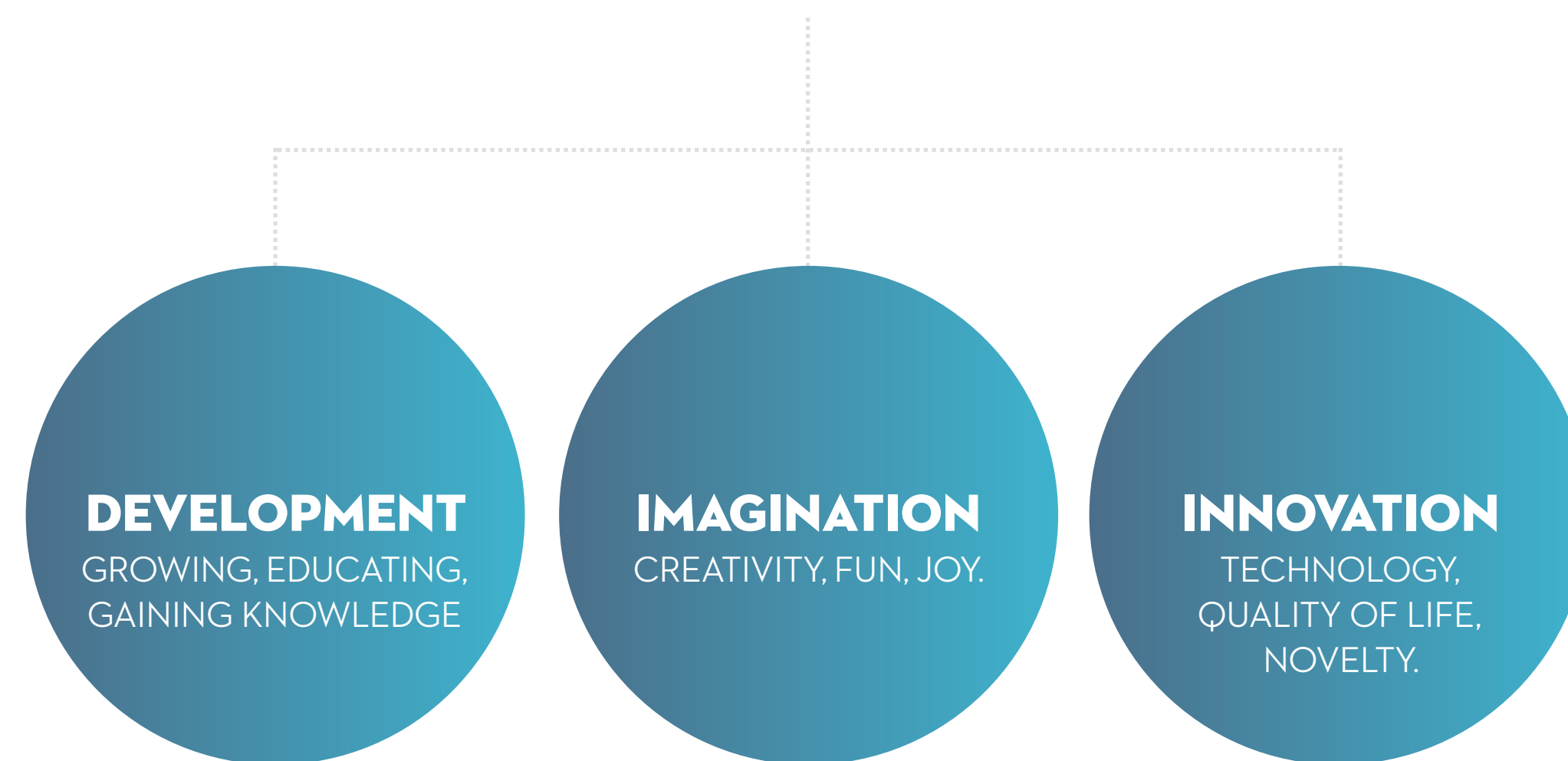
“
**CREATE
A BETTER
FUTURE.**
”

MARISOL IS A COMPANY THAT HAS ALWAYS RECOGNIZED THE IMPORTANCE OF PROMOTING HEALTHY WORK ENVIRONMENTS, NOT JUST RHETORICALLY, BUT THROUGH ITS VIEW, THROUGH HIGHER MANAGEMENT ACTIONS, AND IN ITS STRATEGIC PLAN.

SEEKING TO GUARANTEE A SYSTEMATIC PERSPECTIVE AND TO PROMOTE EFFICIENCY AND EFFICACY OF INITIATIVES, PROJECTS USUALLY INVOLVE EMPLOYEES FROM DIFFERENT HIERARCHY LEVELS AND DIFFERENT DEPARTMENTS.

THOSE PROJECTS ARE ALSO ALWAYS IN LINE WITH THE COMPANY'S PURPOSE OF "CREATING A BETTER FUTURE".

THIS PURPOSE HAS THREE KEY PILLARS



MARISOL PRESENTS:

PROGRAM

QUERO + SAÚDE

“i want + health”

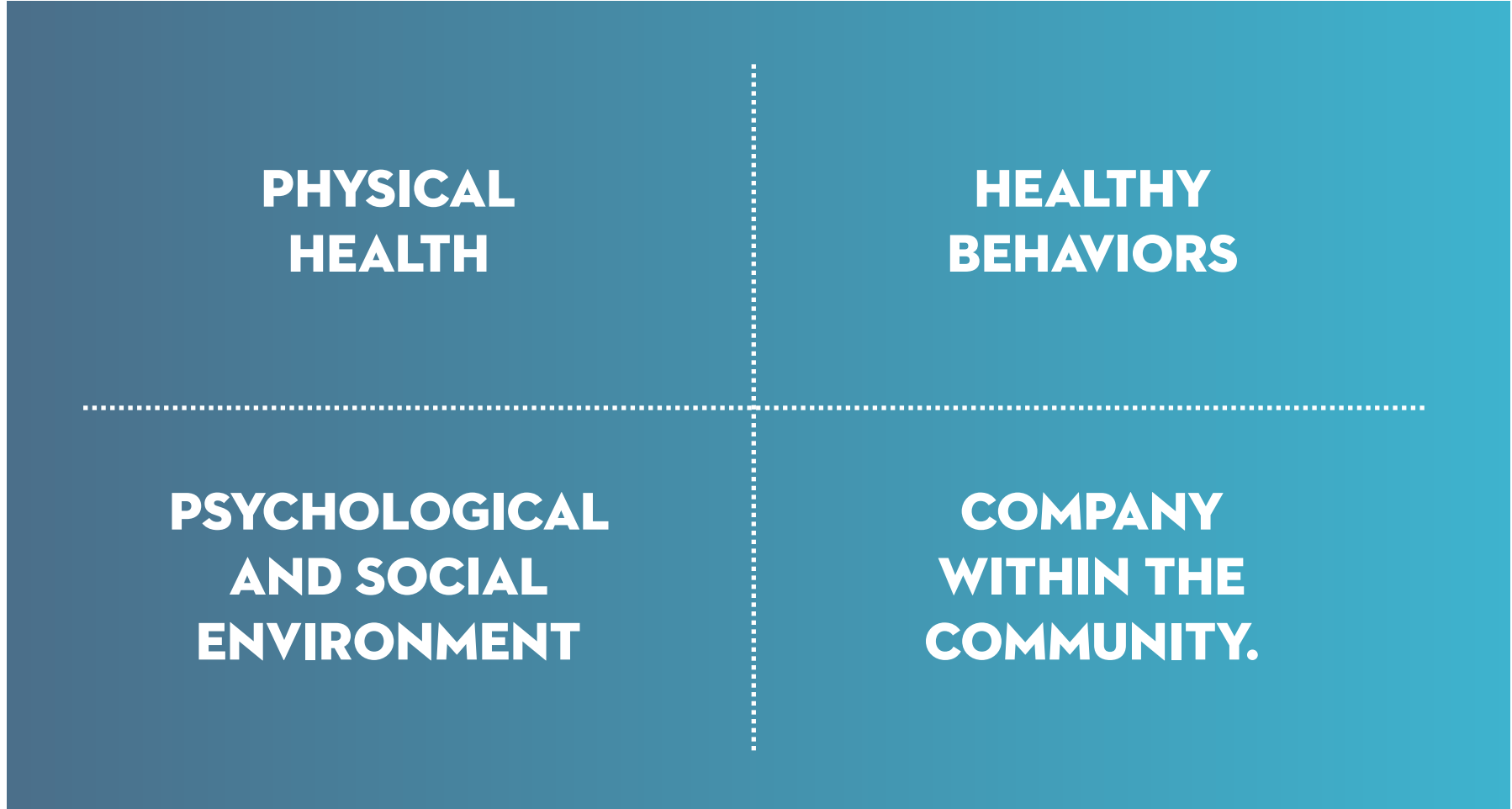
1.

ENGAGEMENT



THE RESULTS OF A BROAD RESEARCH PROJECT EMPLOYING SHARECARE’S HEATHWAY PLATFORM SURVEY ASSESSED THE HEALTH AND WELL-BEING OF **98%** OF OUR EMPLOYEES AND SERVED AS THE STARTING POINT TO CONCEPTUALIZE **MARISOL’S “QUERO + SAÚDE” PROGRAM**, WHICH WAS OFFICIALLY CREATED IN **2017** BY CURRENT CEO GIULIANO DONINI.

THIS PROGRAM, ORGANIZED IN PARTNERSHIP WITH **SESI** (INDUSTRY SOCIAL SERVICE), INCLUDES HEALTH PROMOTION ACTIONS THAT WERE ALREADY CARRIED OUT BY THE COMPANY PLUS NEW ACTIONS IDENTIFIED AS PRIORITIES AND DIVIDED **INTO 4 DIMENSIONS THAT WE WILL EXPLAIN IN DETAIL BELOW:**

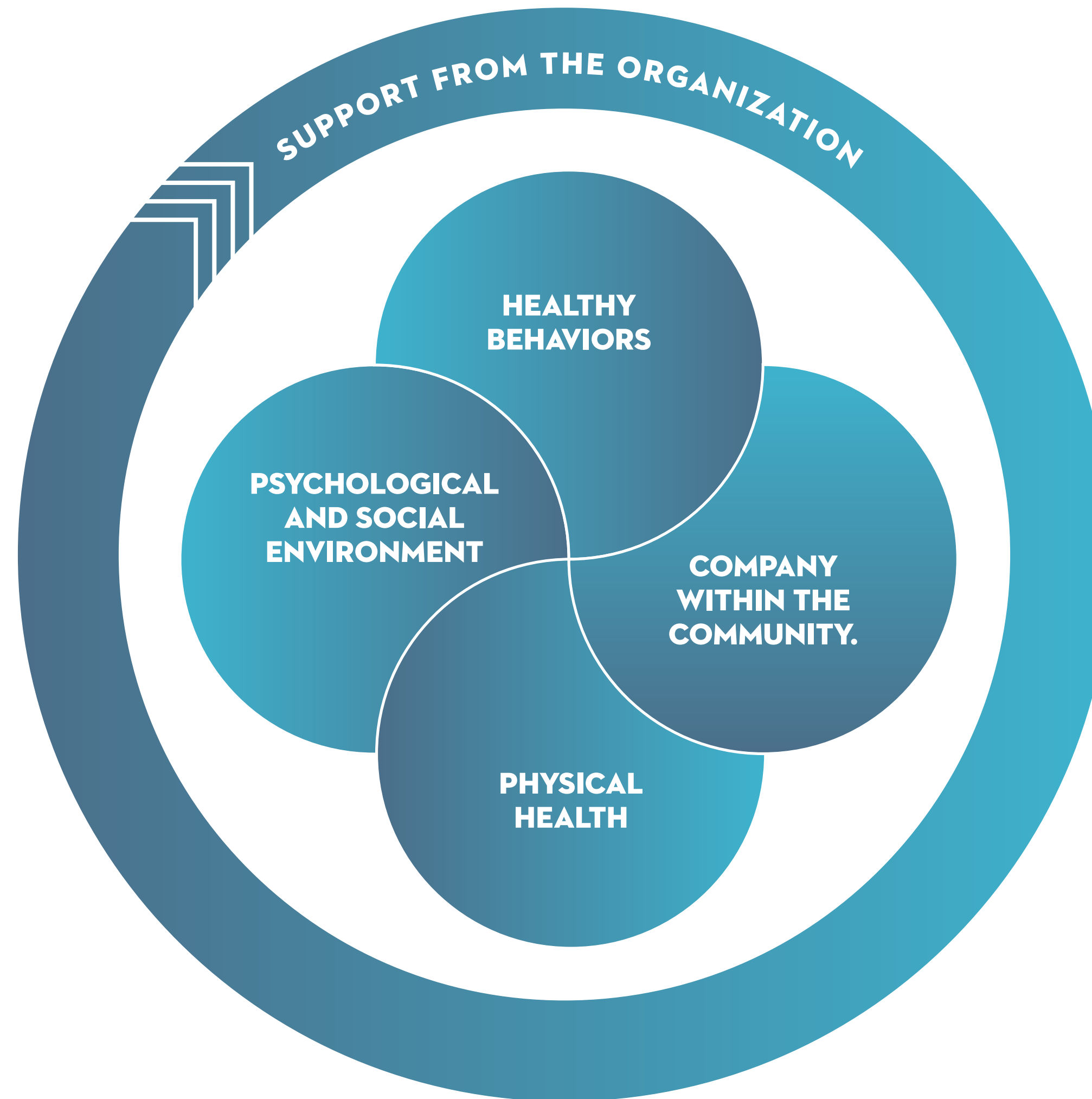


DIMENSIONS OF OUR HEALTH

promotion program

THOSE DIMENSIONS INCLUDE INITIATIVES SEEKING TO:

- ▶ ENCOURAGE HEALTH HABITS AND EATING HABITS
- ▶ INCREASE HOW OFTEN EMPLOYEES EXERCISE
- ▶ DEVELOP LEADERSHIP
- ▶ MANAGE CHRONIC DISEASES
- ▶ ENGAGE THE COMMUNITY



2.

COMMUNICATION



TO STRENGTHEN PUBLIC RECOGNITION AND ENGAGEMENT, **WE CREATED THE PROGRAM'S VISUAL IDENTITY**, WHICH IS INCLUDED IN ALL ITS ACTIVITIES AND COMMUNIQUÉS.



ALL PROJECTS PROMOTED BY THE COMPANY ARE PUBLISHED TAKING INTO ACCOUNT ITS AUDIENCE, BY MEANS OF INTERNAL COMMUNIQUÉS: INTRANET, EMAIL, MURAL ON SITE, INSTITUTIONAL RADIO, AND IN DEPARTMENTS' FACE TO FACE MEETINGS.



ACTIVITIES INCLUDING COMMUNITY PARTICIPATION ARE PUBLISHED IN LOCAL MEDIA OUTLETS SUCH AS **RADIOS, BILLBOARDS, NEWSPAPERS, AND MAGAZINES.**



3.

CONTROL



THE IMPORTANCE OF INDICATORS

in health management.

MARISOL UNDERSTANDS HEALTH AS AN INVESTMENTS, NOT AS A COST OR AN EXPENSE. THEREFORE, HAVING METRICS TO MONITOR HEALTH PROMOTION PROGRAMS AND TO FOLLOW-UP ON THE EFFECTS OF THOSE ACTIVITIES IS FUNDAMENTAL TO INCREASE THE EFFICIENCY OF OUR EFFORTS AND INVESTMENTS, AS WELL AS TO SHOW THE DECREASE IN EXPENSES PERTAINING TO MEDICAL ASSISTANCE AND THE INCREASE IN EMPLOYEE PRODUCTIVITY.



MARISOL'S “QUERO + SAÚDE” PROGRAM

*is monitored mainly through
18 key performance indicators (kpi), which are:*

1.

**HEALTH SCORE
CARD INDEX
“HSC >>
BENCHMARKING”**

2.

**HEALTH AND
WELL-BEING INDEX
(GALLUP INDEX),**

3.

**INCIDENCE
OF SEDENTARISM**

4.

**INCIDENCE OF
HEALTHY
EATING HABITS**

5.

**HEALTHY
BEHAVIOR INDEX**

6.

**NUMBER
OF HEALTH
RISK FACTOR
(ACCRUED)**

7.

**NUMBER OF
ELIMINATED
HEALTH RISK
FACTORS**

8.

**OVERWEIGHT
INDEX**

9.

**OBESITY
INDEX**

10.

**INCIDENCE OF
BONE AND MUSCLE
PAIN COMPLAINTS**

11.

**NUMBER
OF HEALTH
CERTIFICATES
PER ICD-M**

12.

**TOTAL
MISSED DAYS
PER ICD-M**

13.

**TOTAL MISSED
HOURS PER ICD-M**

14.

**INCIDENCE
OF STRESS
PERCEPTION**

15.

**NUMBER
OF HEALTH
CERTIFICATES
PER ICD-F**

16.

**TOTAL MISSED
DAYS PER ICD-F**

17.

**TOTAL MISSED
HOURS PER ICD-F**

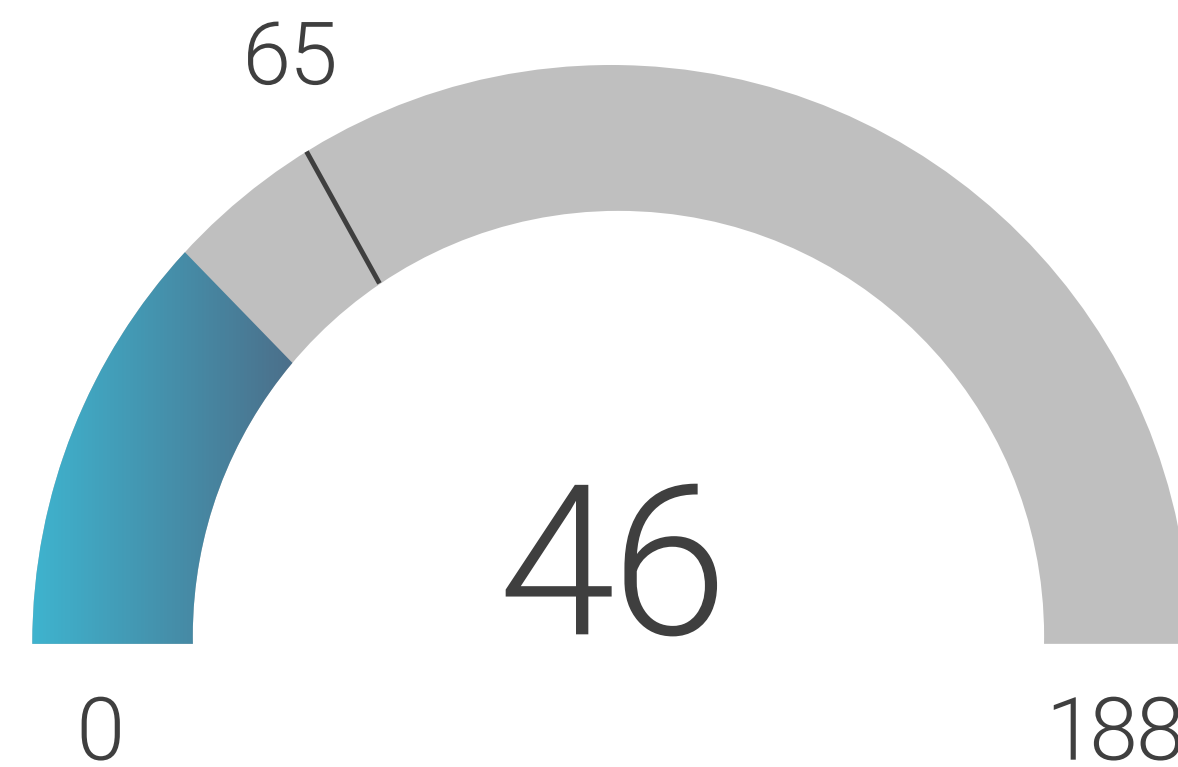
18.

**WORK
ENVIRONMENT
INDEX
(PSYCHOLOGICAL
AND SOCIAL)**

WORKSITE

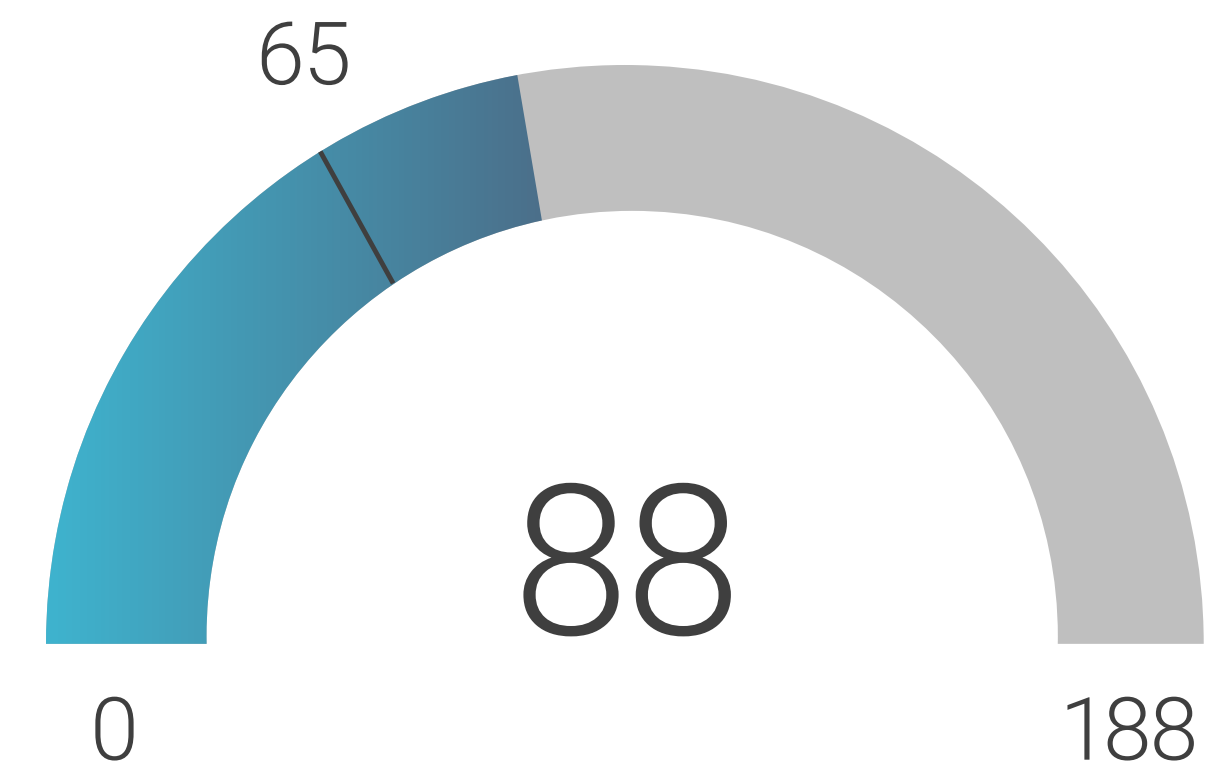
health score card - HSC

HSC
DIAGNOSTIC
ASSESSMENT
- APR/2017 -



91.3%

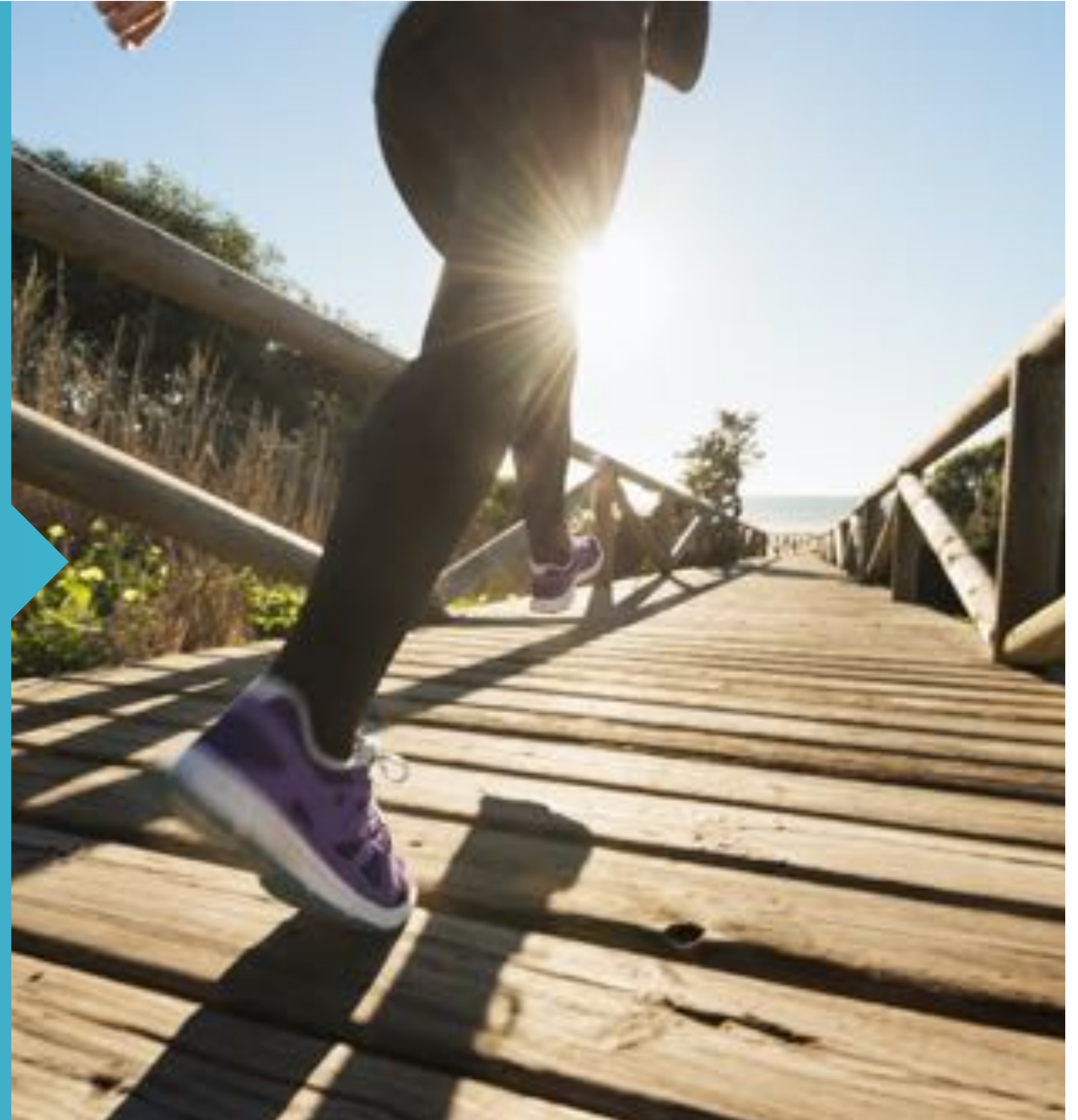
HSC
DIAGNOSTIC
ASSESSMENT
- NOV/2018 -



QUERC+SAÚDE

4.

PHYSICAL HEALTH



HEALTH PROGRAMS
health management.

AS WELL AS COMPLYING WITH ALL
WORK HEALTH AND SAFETY
LEGISLATION, MARISOL
MAKES EVERY EFFORT TO IMPROVE
WORK ENVIRONMENTS AND
CONTINUOUSLY INVESTS IN KEEPING ITS
EMPLOYEES HEALTHY.

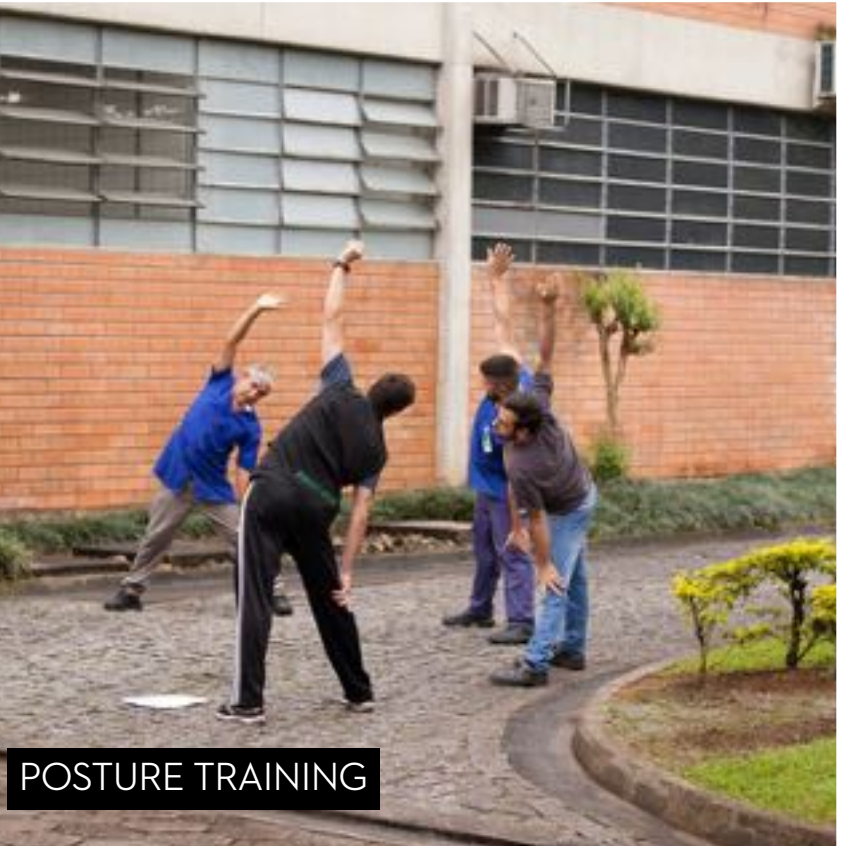
AMONG PROGRAMS DEVELOPED FOR
PHYSICAL HEALTH ARE:



WORKPLACE CALISTHENICS



FLU/INFLUENZA VACCINATION
CAMPAIGNS.



POSTURE TRAINING



HEAVY LOAD LIFTING
AND HANDLING TRAINING



ABSTINENCE CONTROL



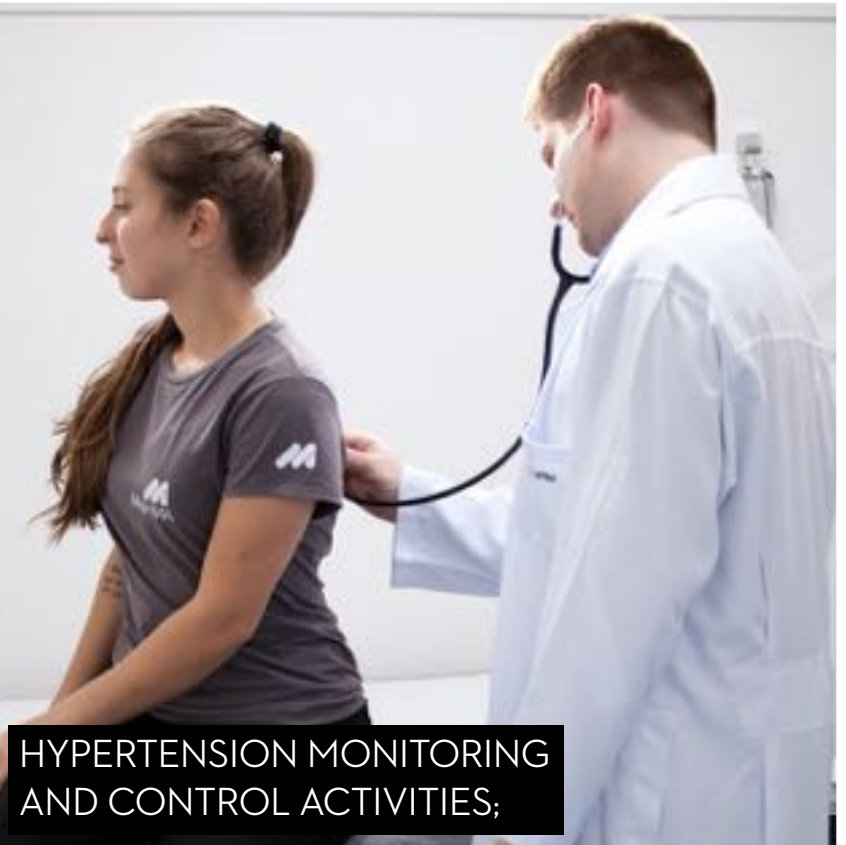
ASSESSMENT OF WORKSTATION
ERGONOMICS AND ERGONOMICS
MANAGEMENT.



HYPERTENSION MONITORING
AND CONTROL ACTIVITIES;



DIAGNOSING AND PRIMARY
CARE OF EARLY CASES OF BONE
AND MUSCLE PAIN



HYPERTENSION MONITORING
AND CONTROL ACTIVITIES;

PHISICAL HEALTH

health risk factors

2017

3373

NUMBER OF ACCRUED RISK FATORS

IMPROVEMENT

5.6%

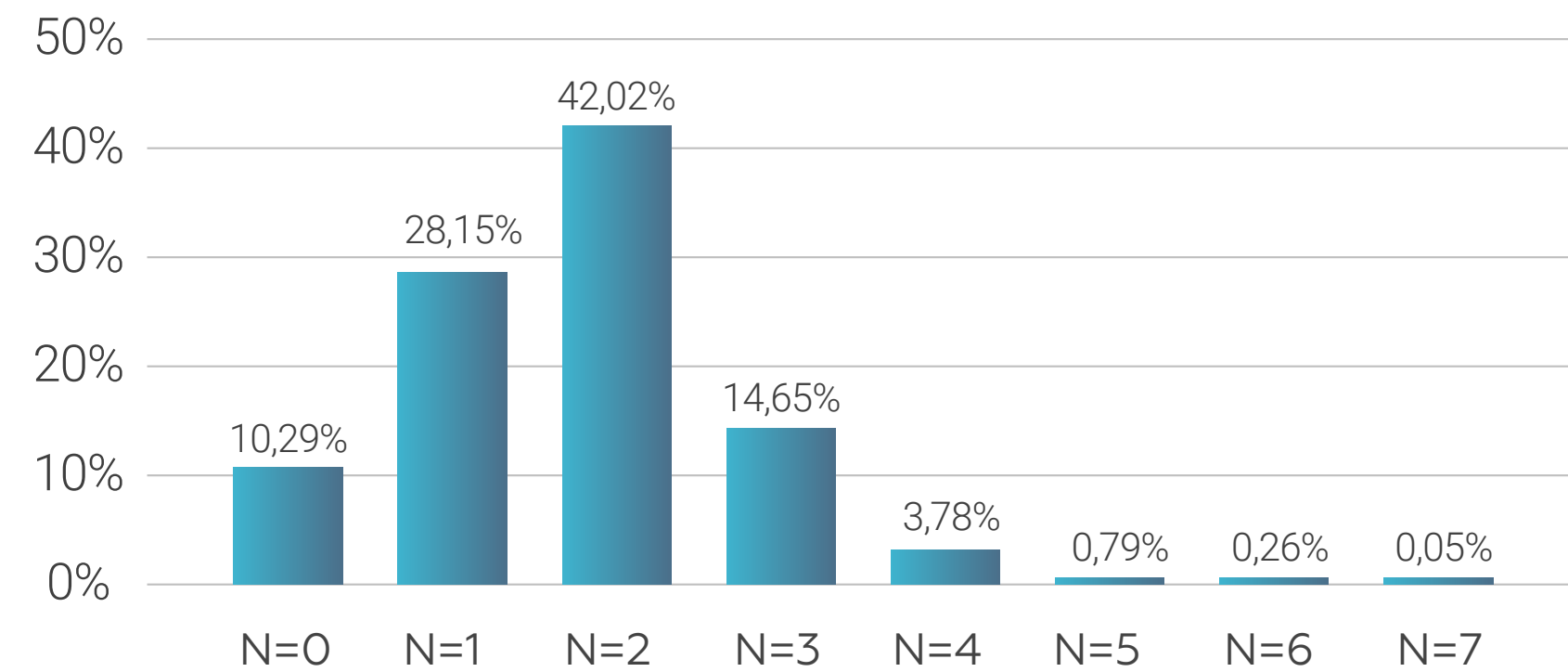
2018

3183

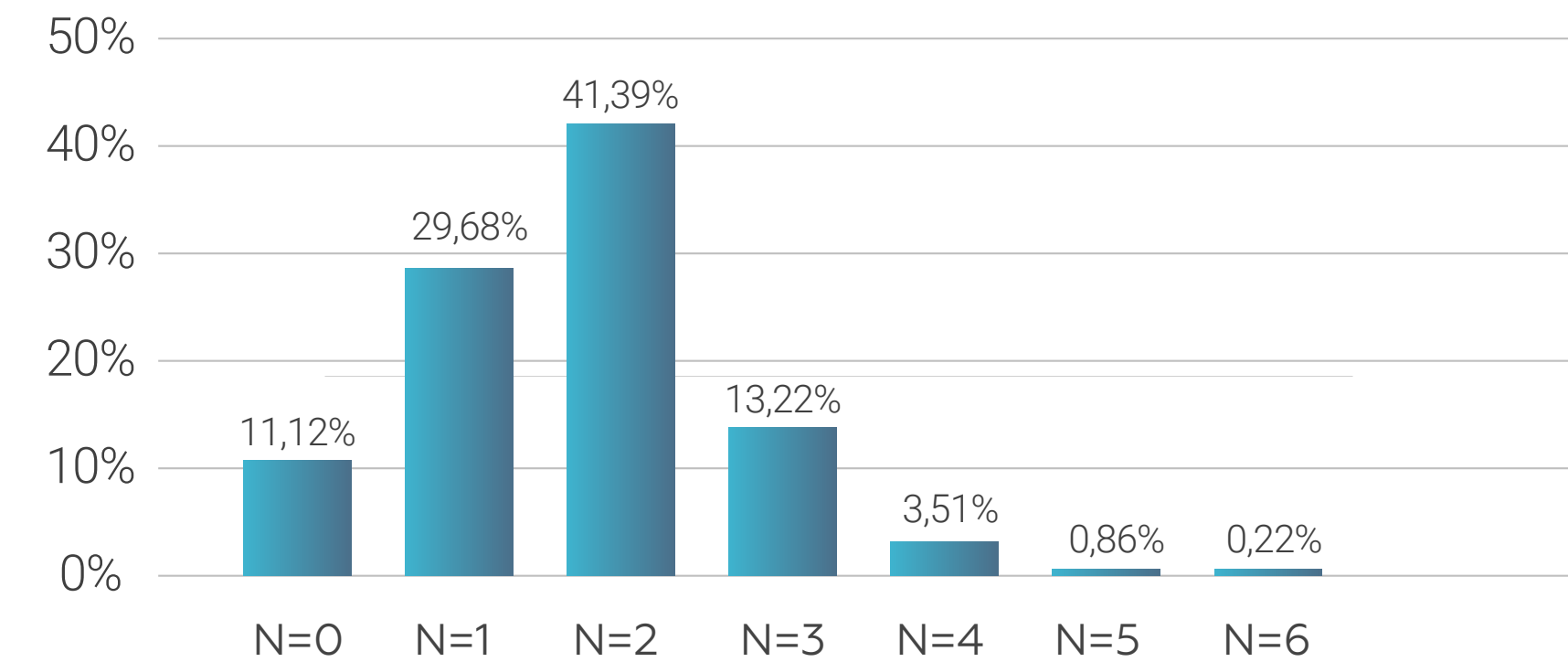
NUMBER OF ACCRUED RISK FATORS

190 ELIMINATED RISK FACTORS

% EMPLOYEES BY NUMBER OF RISK FACTORS



% EMPLOYEES BY NUMBER OF RISK FACTORS



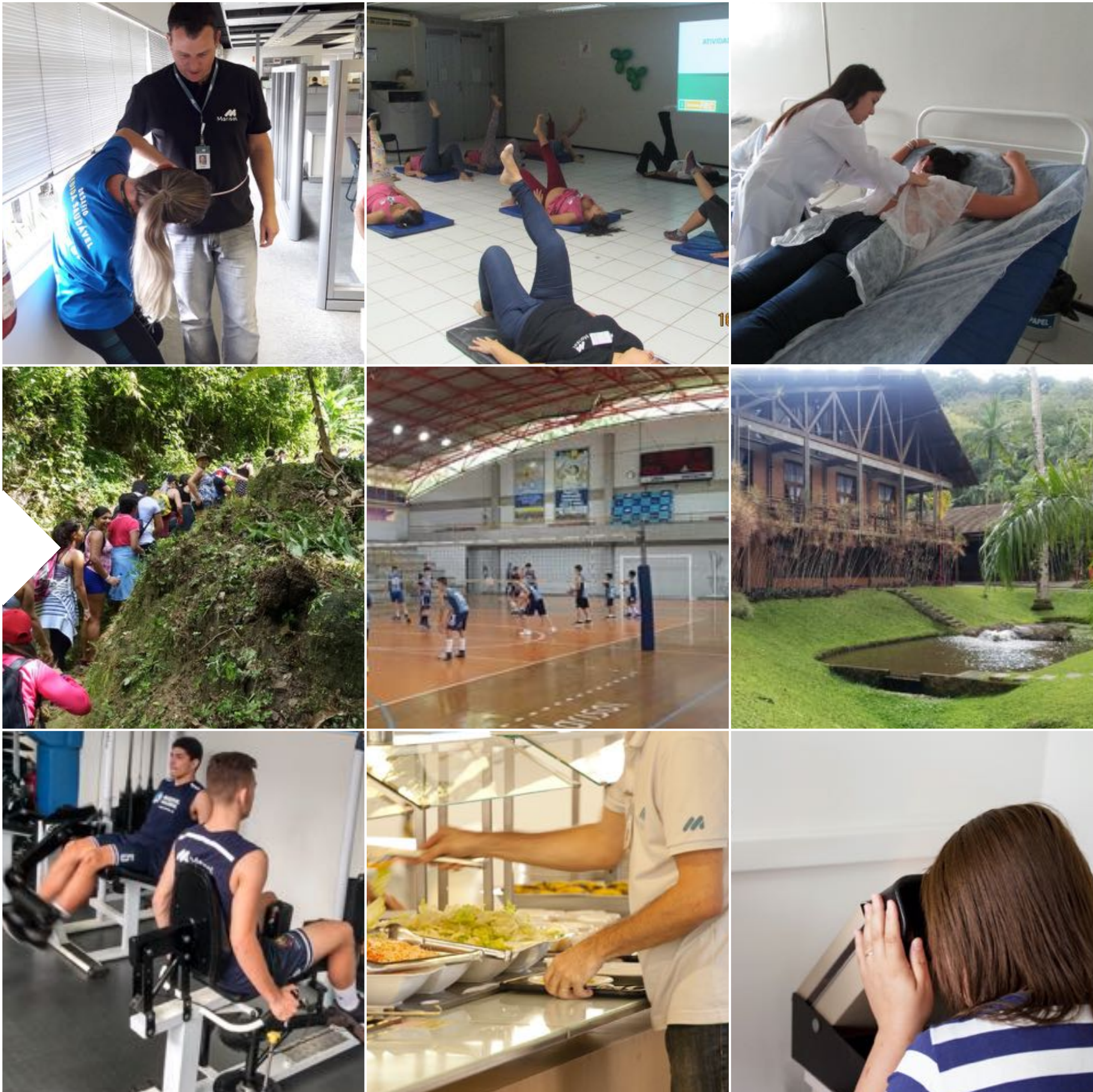
5.

HEALTHY BEHAVIORS

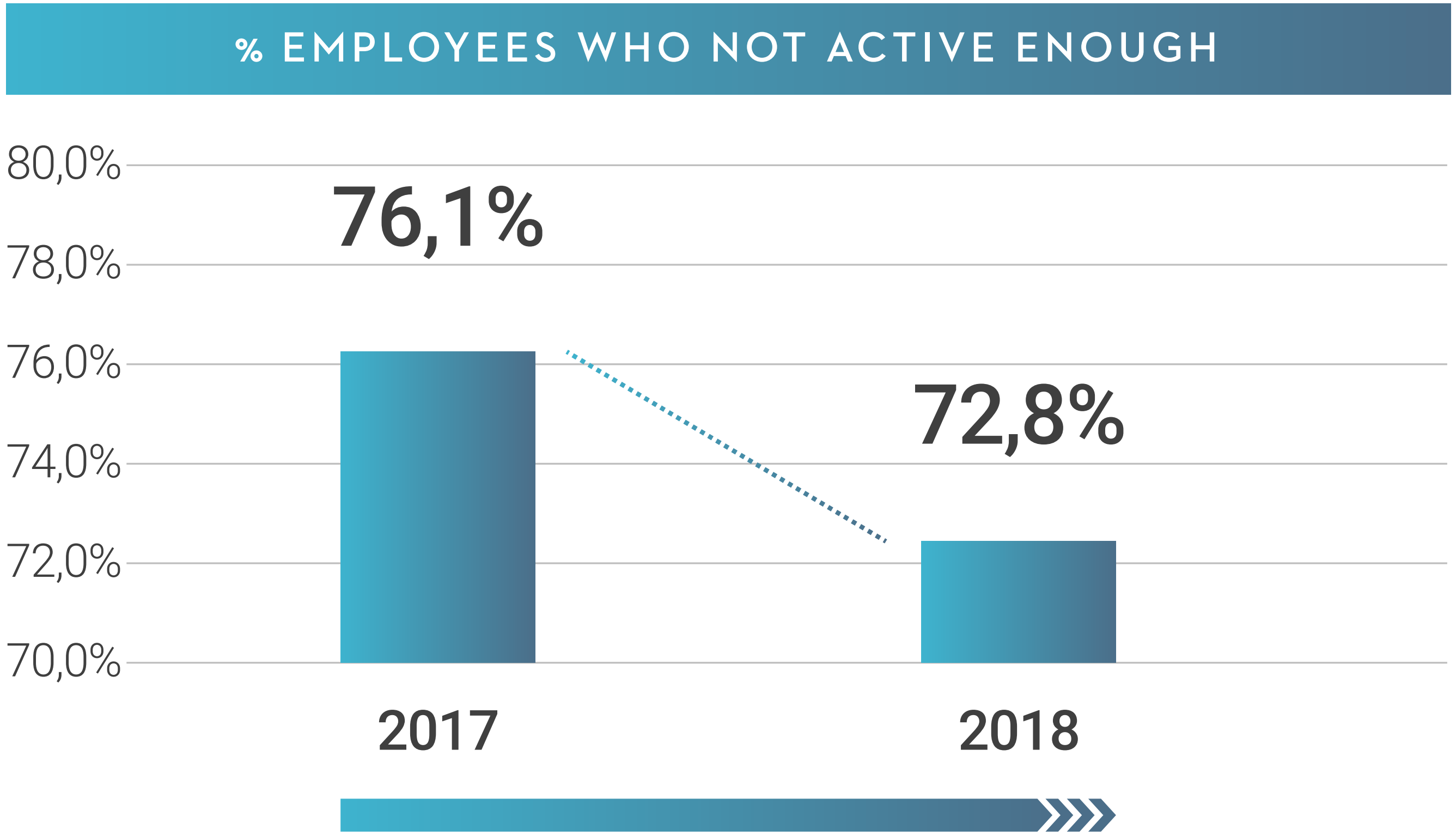


WE PROMOTE ACTIONS BASED ON INFORMATION, AWARENESS,
and motivation to adopt healthier habits and more active lifestyles.

- ▶ THE COMPANY HAS A CLINIC WITH FREE NURSING, DENTAL, PHYSICIAN, GYNECOLOGIST, AND SOCIAL SERVICE CARE.
- ▶ CAMPAIGNS PROMOTE BALANCED DIETS, CANCER AND HIV PREVENTION, “MEDIDA SAUDÁVEL” PROGRAM, AND OTHERS.
- ▶ CARE FOR PREGNANT EMPLOYEES, WHO RECEIVE GUIDANCE ON THEIR PREGNANCY, PRE-NATAL CARE, AND PARENTING COURSES.
- ▶ EMPLOYEES, THEIR FAMILIES, AND THE COMMUNITY ALSO HAVE FREE ACCESS TO SER MARISOL, THE COMPANY’S SPORTS AND LEISURE CLUB, A LARGE AREA PROMOTING PHYSICAL ACTIVITY.
- ▶ IT INCLUDES SPORTS COURTS, A GYM, A BALLROOM, AND GRILLS.



HEALTHY
behaviors



IMPROVEMENT
4,5%

6.

SYSTEMIC ACTION



**OTHER RESULTS SHOW
EMPLOYEE ENGAGEMENT**

with different areas of the program:

- ▶ PINK OCTOBER: **17.7%** EMPLOYEES DONATED THROUGH THE PURCHASE OF CAMPAIGN SHIRTS AND **1.24%** DONATED HAIR;
- ▶ NOVEMBER: **7.45%** MEN PARTICIPATED IN THE FUTSAL TOURNAMENT, **13.98%** DONATED THROUGH THE PURCHASE OF CAMPAIGN SHIRTS AND **2.21%** HAD PRE-EMPTIVE EXAMINATIONS;
- ▶ DIVERSITY WEEK: **1.62%** OF EMPLOYEES WROTE ABOUT DIVERSITY AND **54%** IMPACTED THROUGH THE DIVERSITY PANEL;
- ▶ SECOND ROUND OF THE HEALTH AND WELL-BEING SURVEY: **99%** OF EMPLOYEES;
- ▶ “MEDIDA SAUDÁVEL” PROJECT: **1,217** EMPLOYEES PARTICIPATED;
- ▶ HEALTHY EATING HABITS CAMPAIGN: **100%** OF EMPLOYEES PARTICIPATED;
- ▶ CARNIVAL CAMPAIGN: **100%** OF EMPLOYEES REACHED



7.

PSYCHOLOGICAL AND SOCIAL ENVIRONMENT



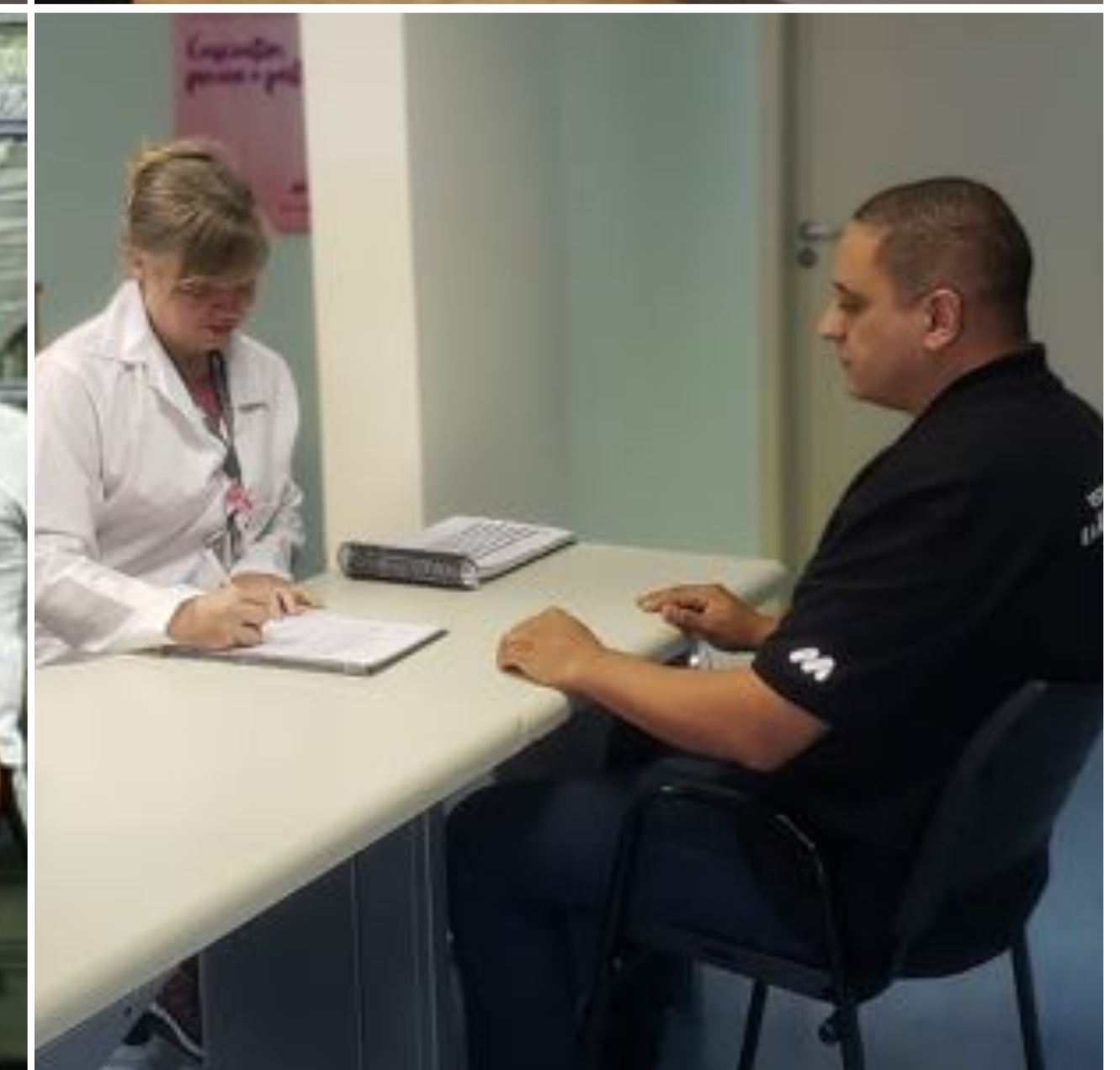
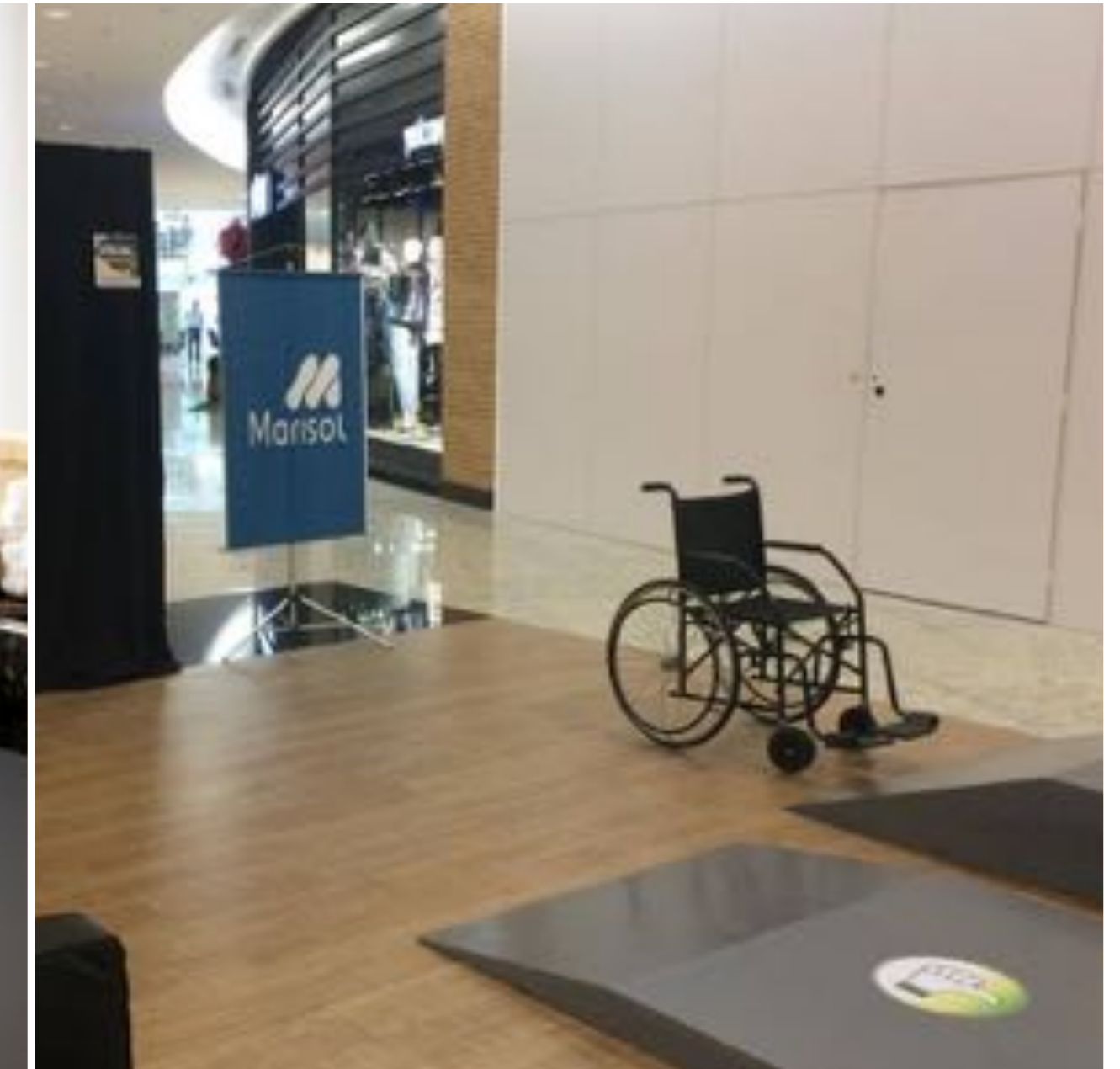
▶ **SOCIAL SERVICE PROFESSIONALS** SERVE EMPLOYEES AND SUPPORT THEIR SOCIAL NEEDS. AFTER TRIAL, EMPLOYEES MAY BE REFERRED TO PHYSICIANS OR PSYCHOLOGISTS.

▶ **SOCIAL SERVICE PROFESSIONALS** ALSO FOLLOW-UP ON EMPLOYEES WITH DISABILITIES, OBSERVING THEIR WORKPLACE INTEGRATION.

▶ EMPLOYEES COMPLETE A SURVEY TO ASSESS THEIR PSYCHOLOGICAL AND SOCIAL NEEDS. RESULTS ARE USED TO CREATE **ACTION PLANS TO IMPROVE THE WORKPLACE.**

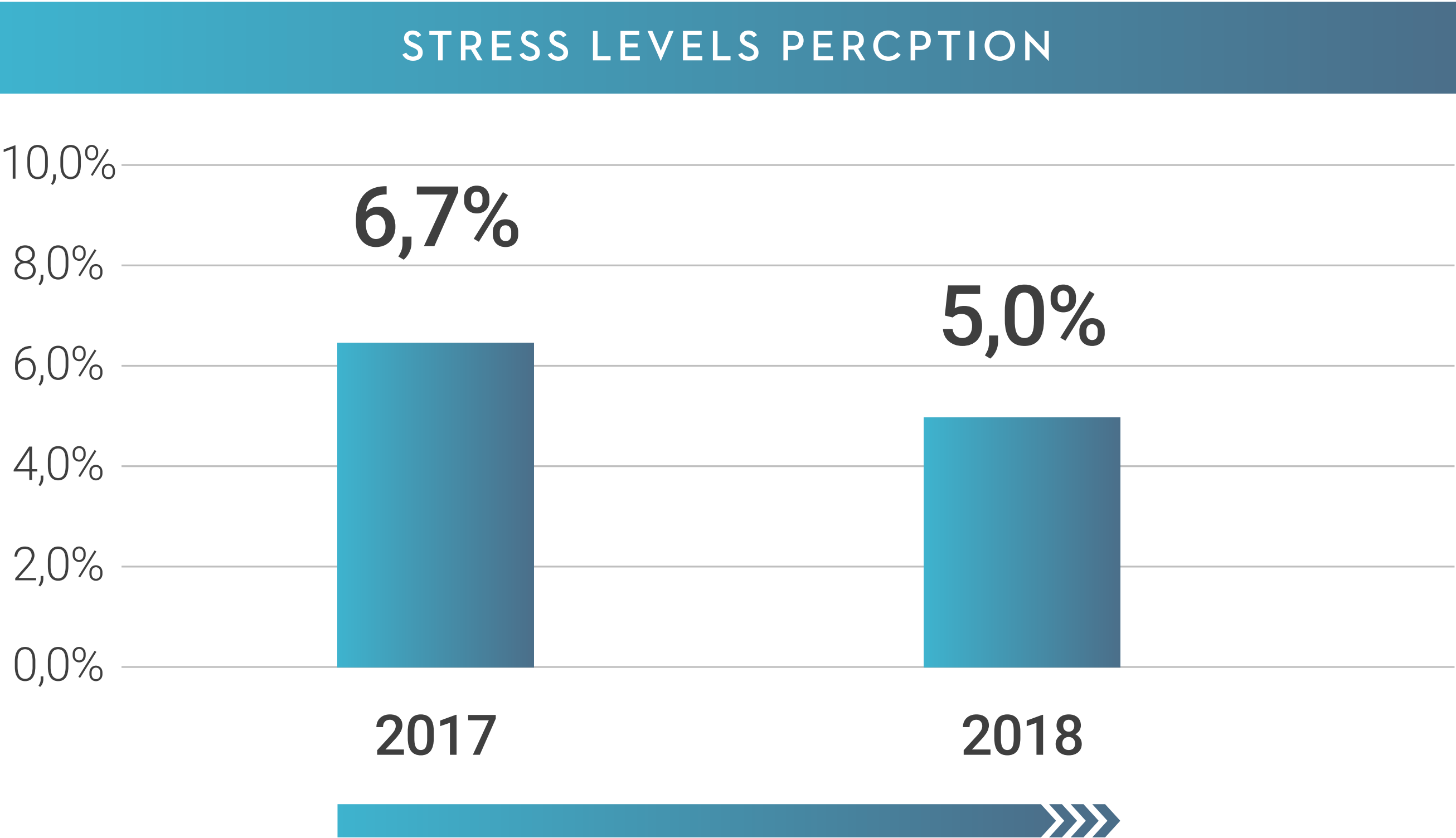
▶ COMMUNICATION CHANNELS ARE ENCOURAGED AT ALL LEVELS, SUCH AS “**SPEAK TO THE CEO**”. EMPLOYEES MAY EXPRESS ALL THEIR NEEDS AND CONCERNS DIRECTLY TO THE CEO VIA E-MAIL.

▶ MARISOL ALSO OFFERS **A PENSION PLAN FULLY FUNDED** BY THE COMPANY AS A BENEFIT TO ALL EMPLOYEES.



PSYCHOLOGICAL AND SOCIAL

environment



8.

COMPANY WITHIN THE COM MUNITY



▶ MARISOL HAS BEEN HISTORICALLY CLOSE TO THE COMMUNITY AND HAS ALSO ACTIVELY PARTICIPATED IN IT. SEVERAL ACTIVITIES SEEK TO IMPROVE HEALTH AND QUALITY OF LIFE OF THE AREAS WHERE THE COMPANY WORKS.

▶ **THE “EVOLUIR” PROJECT SEEKS TO PROMOTE HEALTH AND EDUCATION VIA SPORTS, AND SERVES APPROXIMATELY 1,400 CHILDREN EVERY YEAR. IN 2020, IT WILL BE THE 20-YEAR ANNIVERSARY OF THE UNINTERRUPTED SUPPORT TO THE PROGRAM.**

▶ THE PROERD (DRUGS RESISTANCE EDUCATIONAL PROGRAM) SEEKS TO PREVENT DRUG USE AND OFFERS GUIDANCE TO STUDENTS ABOUT THOSE ISSUES. WE ARE THE ONES WHO SUPPORT THE PROGRAM FOR THE LONGEST TIME IN THE STATE.

▶ **“SEMENTE DE ALGODÃO” PROJECT HAS DONATED 1,000 MATERNITY KITS (CROCHETED BABY SHOES AND ONESIES) TO JARAGUÁ HOSPITAL AND MATERNITY AND TO THE MUNICIPAL GOVERNMENT OF PACATUBA, IN THE STATE OF CEARÁ.**

▶ THE COMPANY FUNDS JARAGUÁ DO SUL'S ARTISTIC AND CULTURAL SOCIETY, WHICH OFFERS COURSES IN FINE ARTS, DANCE, MUSIC, AND THEATER.

▶ SUPPORT TO THE RENOVATION AND TRANSFORMATION OF SÃO JOSÉ HOSPITAL, IN JARAGUÁ DO SUL. WITH 222 HOSPITAL BEDS, IT CURRENTLY OFFERS HIGH-COMPLEXITY CARE IN ORTHOPEDICS, NEUROSURGERY, ONCOLOGY AND ABDOMINAL ORGAN TRANSPLANTS. THE PRESIDENT OF THE ADMINISTRATIVE COUNCIL, AND FORMER PRESIDENT OF MARISOL, VICENTE DONINI, PERFORMED A VERY IMPORTANT ROLE IN THE REVITALIZATION AND TRANSFORMATION OF SÃO JOSÉ HOSPITAL. HE PRESIDED THE CONSTRUCTION COMMITTEE OF THE HOSPITAL, AND WAS ALSO A FOUNDING MEMBER OF THE ASSOCIAÇÃO HOSPITALAR (AHSJ; AND PRESIDED THE DELIBERATIVE COUNCIL FROM 2014 TO 2017).

▶ **“ÁRVORE DA FELICIDADE” PROJECT HAS BENEFITED 130 LOW-INCOME ELDERLY BY OFFERING THEM HYGIENE AND FOOD PRODUCTS COLLECTED BY OUR EMPLOYEES.**

▶ IN PROJECT “CAÇA AO TESOURO”, EMPLOYEES COLLECT TOYS AND SCHOOL MATERIALS TO DONATE TO OVER 500 CHILDREN WITH DISABILITIES AND AUTISM

▶ **IN PARTNERSHIP WITH SESI, “CORRIDA DO BEM” IS A RACE THAT ENCOURAGES IMPROVEMENT IN QUALITY OF LIFE. THE CEO OF THE COMPANY HAS RUN THIS RACE.**

“JARAGUÁ MAIS SAUDÁVEL” *healthier jaraguá program*

SINCE **2017**, MARISOL - REPRESENTED BY ITS CEO GIULIANO DONINI - BOARD CHAIRMAN - HAS BEEN ONE OF THE MAIN SUPPORTERS OF THE INITIATIVE PROPOSED BY THE JARAGUÁ DO SUL ENTERPRISE ASSOCIATION (ACIJS), SESI/SC, AND THE JARAGUÁ DO SUL MUNICIPAL GOVERNMENT AIMED AT MAKING JARAGUÁ DO SUL MORE HEALTHY AND CONSEQUENTLY, INCREASING LONGEVITY IN THE CITY.

ACTIVITIES OF “JARAGUÁ MAIS SAUDÁVEL” PROGRAM ARE BASED ON MOBILIZING AND ENGAGING DIFFERENT SECTORS SO THAT TOGETHER THEY ORGANIZE HEALTH PROMOTION ACTIVITIES, MONITOR MUNICIPAL HEALTH INDICATORS, AND CREATE A COMMUNICATION STRATEGY ABOUT THIS ISSUE. THIS IS THE FIRST INITIATIVE OF ITS KIND IN BRAZIL. IT IS INSPIRED IN THE BLUE ZONES, AREAS OF THE WORLD WITH THE MOST LONGEVITY.



9.

COMMITTEES



TO INCREASE ITS INVOLVEMENT AND TO MONITOR THE CREATION OF A HEALTHY WORKPLACE, THE COMMITTEE RESPONSIBLE FOR IMPLEMENTING MARISOL'S "QUERO + SAÚDE" PROGRAM INCLUDES EMPLOYEES FROM DIFFERENT AREAS AND LEVELS: HUMAN RESOURCES, SOCIAL SERVICE, OCCUPATIONAL HEALTH AND SAFETY SPECIALISTS, NURSES, AND SECTOR LEADERS.



EVERY MONTH MARISOL HOLDS A STRATEGIC MANAGEMENT MEETING ATTENDED BY THE CEO, OTHER OFFICERS, AND MANAGERS. DURING THE MEETING, FEEDBACK ON THE WORK OF COMMITTEES IS PRESENTED AND ASSESSED. HIGHER MANAGEMENT APPROVAL, COMMENTS, AND SUGGESTIONS ARE RECORDED IN THE MINUTES, WHICH ARE THEN SUBMITTED TO ALL INTERESTED PARTIES.



MARISOL HAS SEVERAL OTHER PERMANENT OPERATING COMMITTEES, ALSO COMPRISED OF EMPLOYEES FROM DIFFERENT DEPARTMENTS AND LEVELS. THOSE COMMITTEES MONITOR AND WORK ON ISSUES PERTAINING TO A HEALTHY WORKPLACE, SUCH AS:



FIRE BRIGADE



DIVERSITY COMMITTEE



MENU COMMITTEE



ERGONOMICS COMMITTEE

10.

INVEST MENTS



INVESTMENTS

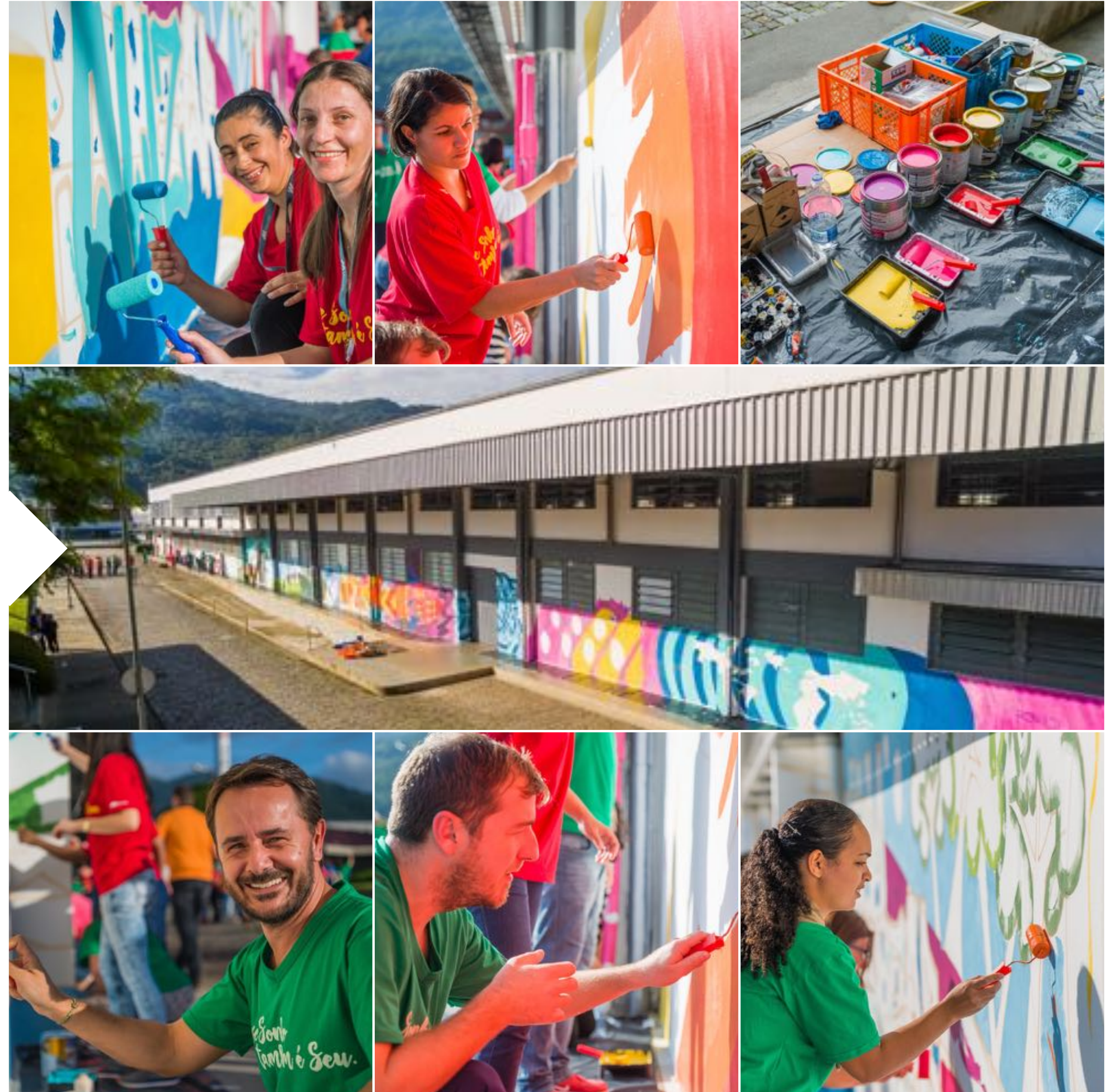


EVERY YEAR, **MARISOL'S "QUERO + SAÚDE" PROGRAM** IS SUBMITTED TO A REVIEW IN ACCORDANCE WITH ITS STRATEGIC PLAN. INDICATORS ARE MEASURED AND A SCHEDULE OF ACTIVITIES IS CREATED.

IMPROVEMENTS ARE CONTINUOUS AND BASED ON THIS THOROUGH, JOINT WORK DONE BY EMPLOYEES, COMMITTEES, AND HIGHER MANAGEMENT, WHICH PROUDLY GUIDES ITS DECISION-MAKING PROCESS **ON THE PURPOSE OF CREATING A BETTER FUTURE.**

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT TODAY. SEE YOU THERE!

THANK YOU.





PROGRAMA
**QUERO +
SAÚDE**

“i want + health program”



2019



GROWTH AND
SUSTAINABILITY
OF CURRENT
BUSINESSES SHALL
BE IN LINE WITH
THE IDEAS BEHIND
THE PLATFORM.

