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For the SERES foundation 2013 has been a year of accomplishments. Despite the economic climate, the number of companies committed to the SERES project has risen. For us it is very important to have reached one hundred: one hundred companies committed to the same challenge, to build a stronger society.

The companies awarded in the fourth edition of the SERES Awards are an example of this: they have managed to get both sides to win.

Built into our DNA is a transformative drive that seeks responsible leadership from companies and a commitment to society. Our challenge is to make Spain a benchmark: an example in the world of good business practices. It is an ambitious challenge and one that requires a great deal of effort. SERES is convinced that we are capable of achieving this.

Our essence and our strength lie in each and every one of the businesses that make up the project. They are the driving force, thanks to which we will keep growing, evolving, innovating and improving our activity.

I wish to end by thanking the companies that make up SERES for their support, the social entities with whom we are collaborating more and more and, above all, the foundation’s team, who daily strives to meet the SERES challenge.
1. OUR COMMITMENT
OUR COMMITMENT

WHAT?

GROUP
of companies that strives to carry out more and superior social action

CAMPUS
that favours individual and collective learning

COMPANIES
106

¿HOW?

SHARED VALUE
Solving social problems whilst generating economic value

WE STRIVE TO

TRANSFORM
business reality in order to achieve a better society

BE BENCHMARKS
due to social actions carried out by the companies in Spain


To June 30, 2014
2. OUR ACTIVITY
AREAS OF ACTIVITY

WE WORK

To transform business reality and achieve a better society:

- **Acting on the company**
  - we help it to manage social action with business criteria that favour cultural change

- **Comunicating with the outside world**

- **Transferring knowledge of the social reality**

- **Interacting with other social agents**

---

"They help me to find out the next steps"

"I benefit from the knowledge"

"They provide me with tools that help me to embed CSR into the strategy of my company"

"They tell me the people I should work with" “Unbeatable forum for debate, a meeting of companies and innovation on CSR issues, zeal and commitment”
ACTIVITY 2013

jan
• Director’s Plan 2013
• International alliances
 CSR Europe 360
• Shared value:
  We participate in the 49 Joint Responsibility Days
• Knowledge of the consumer.
  Trust Barometer study 2013
• Social Agents:
  Members of the DISCAPNET jury and the Jury of Banco Popular’s Momentum Project

feb
• Business culture:
  Meeting of food business companies in Valladolid

mar
• Measurement:
  Second practical csr2 workshop
• Innovation - CSR:
  Sharing solutions
• Business culture:
  “Variable remuneration linked to CSR”:
  SERES – ESADE

apr
• “Innovation 4 good”.
  SERES Foundation – US Embassy
• Knowledge of the social reality: aging.
  Day on “Aging, crisis and CSR”
• Business culture:
  SERES company meeting to “Advance voluntary work

may
• Business culture:
  evolution of CSR. SERES – ESADE. How have the functions of CSR evolved?”
• SERES team - Innovation

jun
• Generating Value
  Tool developed with Mckinsey&Company “sustainability compass” for measuring the economic impact of CSR. In 2013, 15 companies implemented the tool
• ALLIANCES
  The SERES foundation collaborates periodically with the United States Embassy.
ACTIVITY 2013

**jul**
- **Social Agents:**
  - We participate in the UCM Summer Courses

**sep**
- **Business Culture:**
  - Annual meeting with the representative of the Upper Management of SERES companies
- **Social Agents:**
  - One year, Together for Employment

**oct**
- **Measurement of the social impact of CSR:**
  - Presentation of the tool in Madrid
- **Social Agents:**
  - SERES enters CERSE (State Council on Social Responsibility)
- **Business Culture:**
  - We present csr2 to teachers
  - CSR and the supply chain: SERES – ESADE cycle

**nov**
- **Measurement of the social impact of CSR programs:**
  - Presentation in Barcelona
- **Business Culture:**
  - Communicating with the outside world: SERES Awards 2013

**dec**
- **Business culture:**
  - Deloitte design project: “Addition of the social value of SERES companies” and the KPMG design project: “Patterns of improvement in CSR management”
- **Social Agents:**
  - At the SERES head office we house the Disability Policy Commission for the Members of Congress and a group of SERES companies significant because of their work in the integration of disabled persons.
Ana Bella Social School

Empowers women so that they have confidence in themselves again and begin a new life in positivity and freedom. The women, after having been recognized as victims and suffering from violence, obtain legal protection. Subsequently, in the Ana Bella Social School they complete the process of social integration on receiving personal and professional development training.

Social Infrastructures

Provides, as well as funds, technical assistance, technology and the participation of specialists in the development of projects, involving the company in a transversal manner in a strategic social action program.

Accesible Tecnologies

Fosters the research and development of projects in the area of accessibility and inclusion in order to make technology more accessible and with it encourage the integration of people with disabilities, mainly through the financing of professorships and the execution of R+D projects on Accessible Technology that further these lines of research.

Get Ready, Time Bank

Provides an online peer to peer platform for the exchange of knowledge for personal and professional development. In this platform people collaborate and help each other to improve their employability or display their own business ideas, using time as currency.

The SERES Awards for Innovation and Social Commitment are aimed at recognizing business actions that, forming part of a strategy, help to improve society and reduce the existing gap with disadvantaged groups. In recognition of this decisive work for good business development in its social dimension.
SOME 2013 FIGURES

106
SERES COMPANIES

+800
ATTENDEES

14
DAYS

106
DAYS

IMPACT ON THE PRESS

2,000
Twitter followers

SOMETHING
SERES WEBSITES

476
users

54,784
page visits

2,067
content
## IMPACT ON THE PRESS

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Image</th>
</tr>
</thead>
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<tr>
<td>Cadena Ser</td>
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<tr>
<td>El País</td>
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<tr>
<td>Expansión</td>
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<td>Europa Press</td>
<td><img src="image7" alt="Europa Press" /></td>
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<td>El Día de Córdoba</td>
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<tr>
<td>Cinco Días</td>
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<td>ABC</td>
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<tr>
<td>Servimedia</td>
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**Total Impact:** 267

**IMPACT IN THE PRESS**
3. **WHO** WE ARE AND HOW WE ARE ORGANIZED
The Executive Committee is the foundation’s administrative body which, under the direction of the president, watches over the activities carried out and aimed at fulfilling the foundation’s objective.

One of Seres’ main differences and strong points is the involvement of the upper management of all the companies. This involvement is reflected in the Executive Committee.
The Operational Committee is made up of CSR experts from companies that support the Foundation.

Its task is to promote leadership, encourage participation, augment both the number and quality of projects and to generate and share ideas and trends.
patrons
Accenture
Atlantic Copper
BBVA
Caixabank
Citi
Coca-Cola España
Deloitte
DKV Seguros
El Corte Inglés
Endesa
Estudio de Comunicación
Europa Press
EY
Ferrovial
Fundación Repsol
Garrigues
Gómez Acebo & Pombo
Grupo Caser
Grupo Fundosa
Grupo Hospitalario
Quirón
Grupo Siro
Grupo Vips
hibu
Inditex
Konecta
Manpower
McKinsey & Company
Meliá Hotels International
Microsoft Ibérica
ONCE
Philip Morris Spain

partners
Acciona
Aguirre Newman
Barclays Bank
Bassat Ogilvy
Comunicación
BT España
Campofrío Food Group
Canal de Isabel II Gestión
Cepsa
CMS Albiñana & Suárez
de Lezo
Corporación Grupo Norte
Crédit Agricole CIB
Cuatrecasas
Gonçalves
Pereira, S.L.P.
Enagas
Ernst & Young
Freshfields
Bruckhaus Deringer
Ford España
Fujitsu
Fundación Adecco
Genetsis
GMP
Grupo Banco Popular
Grupo Correó
Grupo Eulen
Grupo Joly
Grupo Mahou-San Miguel
Grupo Softland
IBM España
Indra
ING Direct
ISS Facility Services
JPMorgan
KPMG
Lupicinio Abogados
Mapfre
MARSH
MediaResponsable
Metroscopia
ONO
Orange
Osborne
Perez-Llorca
Prisa
Schindler
Seur
Spencer Stuart
Sodexo
Telecinco
Vocento
Willis Iberia

business schools
EADA
ESADE
IE
IESE

SERES COMPANIES

To June 30, 2014
GOOD GOVERNANCE

43%

OF SERES COMPANIES PARTICIPATE IN MANAGEMENT BODIES

360º ANNUAL EVALUATION SERES TEAM

BIENNIAL EVALUATION PRESIDENT, EXECUTIVE COMMITTEE AND DIRECTOR GENERAL

ANNUAL SURVEY OF SATISFACTION OF SERES COMPANIES

ASSESSMENT OF BOARD MEETINGS
"The closeness with the partners and the unequivocal will to help give us great value"

"The Seres team has always shown itself to be entirely available"
There are more of us because Spanish companies want to be agents of change and are determined in their active participation in the improvement of society.

For SERES, 2013 has been an enriching year in all aspects because we have set in motion, often with the collaboration with the companies of which it is comprised, projects that will enable us to reach our common objectives; we have contributed tools that provide rigour and innovation in CSR actions; we have imparted knowledge on social reality to the companies; we have remained in contact and collaboration with NGOs and other social agents...

At SERES we have a great challenge: to change the way of doing business and make our country an example and reference on this issue. Our objective and mission is that companies become agents of change.

Transparency and communication are also crucial. Thus, I hope that this summary we have prepared has served to convey to you our activity, objectives and results, which are those of 106 companies committed to our society.

Thanks everyone for the support you give us every day.

“At SERES we have a great challenge: to change the way of doing business and make our country an example and reference on this issue. Our objective and mission is that companies become agents of change”
4. ECONOMIC SUMMARY
INFORME DE AUDITORÍA DE CUENTAS ANUALES ABREVIADAS

Al Patronato de FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE.

Hacemos constar que hemos audito las cuentas anuales abreviadas de la sociedad FUNDACIÓN SERES, SOCIEDAD Y EMPRESA RESPONSABLE, correspondientes al ejercicio del año 2013, e informe de auditoría independiente a 31 de diciembre de 2013, de acuerdo con el marco normativo de información financiera aplicable a la entidad, tanto en España como en el resto de las naciones miembros de la Unión Europea.

Nuestra responsabilidad consistía en examinar y emitir opinión sobre las cuentas anuales abreviadas presentadas, con el fin de verificar que cumplan con los requisitos normativos de presentación y contenido de las cuentas anuales que se aplican en España.

En nuestra opinión, las cuentas anuales abreviadas correspondientes al ejercicio de 2013, cumple con las normas establecidas y con los requisitos de presentación y contenido.

MERNES AUDITORES, S.A.

Fecha: 30 de abril de 2014

Auditores de Cuentas

Iglesia, Celaya y Cía, S.A.

Dado en el Edificio 'A' de la Plaza de Castilla, Madrid, a 30 de marzo de 2014.
<table>
<thead>
<tr>
<th>Actividad</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Inversiones a largo plazo</td>
<td>333,535.71</td>
<td>205,303.71</td>
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<tr>
<td>2. Reservas</td>
<td>7,550.00</td>
<td>7,000.00</td>
</tr>
<tr>
<td>3. Excedentes de ejercicios anteriores</td>
<td>301,508.77</td>
<td>244,456.48</td>
</tr>
<tr>
<td>4. Excedente del ejercicio</td>
<td>20,204.76</td>
<td>60,602.20</td>
</tr>
<tr>
<td>5. Provisiones</td>
<td>34,000.00</td>
<td>40,000.00</td>
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<tr>
<td>6. Provisiones a corto plazo</td>
<td>134,431.00</td>
<td>125,341.00</td>
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<tr>
<td>7. Provisiones a largo plazo</td>
<td>8,450.30</td>
<td>1,105.74</td>
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<td>8. Provisiones a corto plazo</td>
<td>2,450.30</td>
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<tr>
<td>9. Provisiones a largo plazo</td>
<td>4,465.65</td>
<td>2,823.97</td>
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<tr>
<td>10. Provisiones a largo plazo</td>
<td>117,576.70</td>
<td>121,278.20</td>
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<tr>
<td>11. Provisiones a largo plazo</td>
<td>52,200.00</td>
<td>121,278.20</td>
</tr>
<tr>
<td>TOTAL PATRIMONIO NETO Y PASIVO (ARH)</td>
<td>440,735.55</td>
<td>484,315.00</td>
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<tr>
<td>Account Title</td>
<td>2018</td>
<td>2017</td>
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<tr>
<td>Earnings before extraordinary items</td>
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<td>Earnings before extraordinary items</td>
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<td>Ordinary income and expenses</td>
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<td>Other income (expenses)</td>
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<td>Total income</td>
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<td>Total income</td>
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</tbody>
</table>

**Notes:**
- Earnings before extraordinary items include all income and expenses of the company before extraordinary items.
- Ordinary income and expenses are all income and expenses of the company excluding extraordinary items.
- Extraordinary income and expenses are income and expenses that are not considered part of the company's normal operations.
- Income taxes are calculated based on the company's taxable income.
- Income after income taxes is the company's income after accounting for income taxes.
- Other income (expenses) include gains and losses not related to the company's core operations.
- Total income includes all income and expenses for the year.

**ECONOMIC SUMMARY**

[Signature]

[Date]