

CEREALTO SIRO FOODS JOINS GLOBAL INITIATIVE TO PROMOTE DISABILITY INCLUSION IN BUSINESS

- *The Valuable 500, launched at the World Economic Forum's Annual Summit in Davos, is an initiative that strives to position disability equally on the global business leadership agenda*

Madrid, April 11, 2019. Cerealto Siro Foods, a global food manufacturer resulting from the merger of Grupo Siro and Cerealto, has become the first company in Spain to join The Valuable 500 - and one of the first companies to support it globally.

The Valuable 500, an initiative launched at the World Economic Forum's Annual Summit in Davos this year, calls on global business leaders to guarantee disability inclusion in their organisations. Cerealto Siro Foods has committed to place this topic at the top of its business agenda in 2019, and to generate awareness about the value of people with disability.

"We are very proud to support The Valuable 500. The integration of people with disabilities into our workforce is a guiding principle in our organisation. They are an example of tenacity, self-improvement and enormous commitment, and they teach us every single day that nothing is impossible", said Juan Manuel González Serna, President of Cerealto Siro Foods.

Currently, more than 500 of Cerealto's employees in Spain have some form of disability, while 12% of the company's global workforce, composed of more than 5,000 employees, consists of people who come from groups with barriers to work.

"My wife Lucía Urbán and I started this inclusion journey 28 years ago. Today, we reinforce our commitment to promoting high quality job opportunities for these groups and to ensure their inclusion in society", added Juan Manuel.

Cerealto Siro Foods is one of the first companies to reach Leadership status as a Disability Confident Employer in the United Kingdom, a scheme promoted by the British Department for Work and Pensions to ensure fair consideration for disabled job applicants and the implementation of measures to retain them for their skills and talent. The company has supported the initiative's internationalisation and has now achieved Level One status for all its sites, including work centres in Spain, Portugal, Italy and Mexico.

In line with its commitment, the company recently conducted a digital diagnosis with Purple and adapted its website to make it accessible for people with visual or auditive impairment.

Caroline Casey, founder of The Valuable 500, commented:

"It's wonderful to have Cerealto Siro Foods on board as the first global company in Spain to sign up to The Valuable 500- and one of the first to support it internationally, paving the way for other global businesses, and businesses in the food industry, to become more inclusive.

Cerealto's disability initiatives thus far have been monumental, so we look forward to working with them as they strive to become even more diverse and call on other businesses to follow in ending a la carte inclusion."

Along with their friends, families and communities, the one billion disabled people worldwide also hold a disposable annual income of \$8 trillion a year, equating to an opportunity that

business cannot afford to ignore. Of those one billion, 80% of disabilities are acquired later life, and our ageing global population means the prevalence of disability is on the rise.

Founder of #valuable Caroline Casey launched The Valuable 500 at DAVOS in January, with the support of global business leaders, including former CEO of Unilever Paul Polman, Bloomberg Chairman Peter T Grauer and Procter & Gamble Group President, North America, Caroline Tastad.

This was the first time the World Economic Forum has ever included disability on the main stage at DAVOS, with the support of global leaders.

#valuable is a catalyst for an inclusion revolution that exists to position disability equally on the global business leadership agenda. It is spearheaded by award-winning activist, social entrepreneur and Binc founder Caroline Casey, who is registered blind.

To apply to be a Valuable 500 business, please visit thevaluable500.com.

#valuable – it's everyone's business.

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About Cerealto Siro Foods

Resulting from the merger of Grupo Siro and Cerealto; Cerealto Siro Foods is a multinational company that manufactures cereal-based food products, supplying retailers and international branded food companies in the B2B sector.

The Group closed 2018 with a turnover of 600 million euros and a production volume of 400,000 t.

Cerealto Siro Foods has a workforce of more than 5,000 people in its 17 production centres located in Spain, Portugal, Italy, the United Kingdom and Mexico, as well as a commercial team in the United States.

The company has a strong commitment to developing the communities in which it operates and to the integration of people with barriers to work, who represent more than 12% of its global workforce.

Applying for Membership of The Valuable 500

To apply to be a Valuable 500 business, please visit thevaluable500.com.

Membership of The Valuable 500 includes:

- Unlimited access to our executive disability performance resource hub
- Membership to a community of like-minded business peer leaders, committed to raising their game on disability
- The platform and opportunity to raise your profile as an early adopter helping to shape this vital emerging economic and societal agenda.

By becoming a member of The Valuable 500, you agree to:

- COMMIT: Table disability on your board agenda from 2019
 - ACT: Make ONE firm commitment to action in 2019
- AMPLIFY: Share your commitment to The Valuable 500 internally and externally

About #valuable

Launched by Binc, #valuable is a campaign working to ensure businesses globally recognise the value of the one billion people around the world living with a disability. We believe that building a global society that recognises the value of the 1 billion people living with a disability starts with business. We're on a mission to make sure businesses across the world recognise the value of the one billion people living with a disability.

Binc was founded by social entrepreneur and activist Caroline Casey in 2015, with a mission to ignite a historic global movement for a new age of business inclusion. Binc is capitalising on Caroline Casey's 18-year track record of success engaging over 450 organisations and working with 500,000 business leaders. Binc fundamentally believes that inclusive business creates inclusive societies and is initiating a new approach to business that genuinely includes the 1 billion people living in the world with a disability. Binc is the founding team behind valuable, an ambitious global campaign to put inclusivity on top of the business agenda around the world in 2019. Binc is using a tried and tested formula that has worked in the past for gender, race and LGBT to leverage the exponential rise of The Diversity and Inclusion Agenda.