

acosta⁺ group

Connecting tomorrow's
commerce today.

Responsibility Report 2023



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Message from the CEO

Dear Stakeholders,

I am pleased to present our 2023 Corporate Responsibility Report, reflecting our unwavering commitment to the three pillars that define our corporate ethos: People, Performance, and Purpose.

At Acosta Group, our agency collective of leading sales and marketing teams is known for its work with more than 2,500 brand owners in North America and Europe—with a business purpose of connecting people with the brands they love.

We believe that our success as a service-focused organization is deeply rooted among investing in our associates and the relationships we have with clients, customers, and the communities where we live and work.

Let me share with you how these principles guide our actions and shape our vision for a better future.

PEOPLE

When each associate is at their best, our organization is at its best, which in turn benefits brand owners (our clients) and retail partners (our customers).

From the dedicated efforts of our early-in-career associates to the strategic leadership provided by our teams, we value and support the health, well-being, and professional development of all our people.

We are committed to a culture of inclusivity, and we foster a workplace where associates thrive by making connections across our agencies and by discovering their path to career growth.

PERFORMANCE

Our commitment to doing the right thing is at the core of our corporate responsibility and a driving force behind our business performance. Sustainable business practices are essential for meeting stakeholder expectations and for the long-term success of our organization.

To minimize our environmental impact and carbon footprint, we are simplifying and modernizing our operations with multiple strategies: Optimizing workforce planning, rightsizing our real estate footprint, providing a flexible hybrid work environment, streamlining fleet administration, implementing route optimization, and adhering to high industry standards such as SOC 2 Type II and ISO 27001 certifications.

PURPOSE

Doing great work also means doing good in our communities. Our company-wide associates actively engage in a wide range of meaningful fundraising, volunteerism, and cause-related partnerships with our clients and customers.

We are also committed to aligning our business objectives with our core values and ethical standards. We embrace our role as responsible corporate citizens and are committed to maintaining the trust and respect of our stakeholders.



On behalf of everyone at Acosta Group, I am grateful for your ongoing support and partnership as we strive to exceed expectations in all that we do. We remain steadfast in our commitment to investing in our people, fostering accountability, improving our operations, delivering great results, and positively impacting our communities.

Thank you for your trust in Acosta Group.

Brian Wynne
President and Chief Executive Officer
Acosta Group

Company Overview + Structure

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Acosta Group At A Glance

A growing agency collective with exponential impact.

We are a collective of the most trusted retail, marketing and foodservice agencies focused on empowering brands and retailers to win in the modern marketplace. We fuse legacy expertise, unmatched connectivity, and advanced insights to help accelerate brand growth everywhere our partners sell.



PURPOSE

We connect people with the brands they love



VISION

To be the go-to team for integrated, best-in-class sales and marketing solutions



MISSION

Enable our clients to win in the modern marketplace by delivering progressive solutions and exceptional service

Associates

37,000+

across the United States, Canada, and Europe

Brands Represented

2,500+

Emerging Brands: **1,000+**

Billion Dollar Brands: **60+**

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What We Do



Acosta Group Agencies

Comprised of Acosta, CORE Foodservice, Mosaic, Premium Retail Services, and ActionLink along with a portfolio of agencies in specialty and category focused divisions, Acosta Group delivers transformative commerce solutions and more than 96 years of expertise to help connect our partners with people at every point in the consumer journey.

Trusted Brands Trust Acosta

Acosta helps brands of all sizes and stages drive profitable sales growth across all retail verticals and categories. Whether an emerging brand, disruptor, or an established name, Acosta provides brands with a tailored blueprint for growth, including headquarter sales, omnichannel strategy, revenue growth management, trade fund management, back office solutions, and business intelligence to help our partners secure retail shelf space, accelerate sales, and win in the modern marketplace.

Foodservice Built for the New Reality

CORE Foodservice is a reimaged, best-in-class North American agency focused on providing solutions for the foodservice industry's evolving operating environment. We help brands penetrate every growth segment opportunity in foodservice with a progressive, disruptive, and engaged workforce determined to deliver results through unmatched tenacity and business intelligence.



Acosta Group Agencies

Building Brands in Dimension

Mosaic is an integrated marketing agency that looks at the nexus between culture, creativity and consumer context to build brand experiences that drive action and create impact. Through assisted sales and training, experiential marketing, brand design and content, integrated commerce, strategy, performance media, and analytics, Mosaic believes that great work makes an impact on culture, communities, and the bottom line.

Behind Every Decision

Premium helps today's brands and retailers grow sales, uncover insights, and deliver quality customer experiences, everywhere. Our seasoned retail experts, proven processes, and best-in-class technologies provide our partners with the right tools and tailored merchandising and selling solutions to excel in omnichannel retail. Whether it's flexible in-store execution or fully-dedicated sales teams, Premium helps bring your brand to life with flexibility and transparency at retail.

Expertise and Tenacity in Action

ActionLink forges unity between brands and retailers, bridging the gap to create exceptional shopping experiences that drive sales. Our team of experts thrive on tackling even the most intricate retail challenges, translating unique value propositions to bring world-class brands to life at retail – no matter the complexity. ActionLink drives physical search engine optimization – ensuring discoverability, engagement and conversion at retail.



People

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People

Committed to investing in the hearts and minds of our workforce.

The enduring strength of our workforce has an indelible influence on the continued success of our service-focused organization.

From our entry-level associates through our leadership teams, we are committed to providing programs designed to engage talent of all kinds, support individual health and well-being, develop personal and professional growth, and unlock opportunities.

When each associate is at their best, we are at our best for the brands and retail partners who depend on our expertise.



Acosta Group is a vibrant, growing entity, and growth creates career opportunities. Our associates can discover and build careers they didn't even think were possible.



Brian Wynne

President and Chief Executive Officer



Foundational Ways of Working

To foster greater collaboration, operate more efficiently, strengthen our culture, and empower our people to take quick and decisive actions for our clients and customers, we established eight ways of working that are critical for building a single, high-performing global team.



Client &
Customer
Focused



Deliver Results,
Honor Our
Commitments



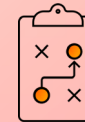
Embrace
Change



Progressive
& Disruptive



Owners
Mindset



Debate in Huddle
& all in on Running
the Play



Talent
Obsessed



Collaborate
Internally &
with Clients

Associate Total Rewards

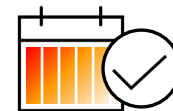
Our associates are our most valuable assets, and their well-being is a top priority for us.

We continuously strive to offer a robust benefits package that caters to the diverse needs of our associates and supports their overall health and wellness.



Stay Healthy

Top-Tier Health Care Coverage



Relax & Recharge

Paid Time Off & Hybrid Work



Prepare For The Unexpected

Life & Disability Insurance,
Accidental Death & Dismemberment



Save On Everyday Purchases

Employee Discount Program



Plan Ahead

401K & Tuition
Reimbursement



Access To Special Care Programs

Dependent Care FSA &
Employee Assistance Programs

Associate Development Continuous Learning:

Ongoing Self-Serve Courses

At the core of our associate learning and development are opportunities for both personal growth and professional development. To support associates in their current role and equip them with tools for the future, we offer a blend of skill- and knowledge-based programs delivered live and on-demand.

Acosta Corporate Orientation

A welcome course for all new associates to provide an overview of who we are, what we do, a summary of our systems, and details about how we stay connected.

LinkedIn Learning

Membership is provided to all corporate associates to support our strategic objective of building high-performing teams. Employee Assistance Program offered to all associates as a resource for accessing help with health and wellness, financial advice, childcare, crisis support, and much more.

Curated Courses

Leadership Development Program

One of the most extensive and well-rounded programs for eligible college graduates to gain experience in the consumer-packaged goods industry.

Foundations Program

Essential skills training for professionals embarking on their careers, aspiring to leadership positions, or seeking to advance their comprehension of crucial professional competencies, including communication, time management, problem-solving, teamwork and interpersonal, and Diversity, Equity, and Inclusion (DEI).



Acosta 101 Business Overviews

An educational webinar series featuring overviews of each Acosta Group business units and their role in the agency collective.

Manager Essentials Program

An engaging and interactive development program that educates manager-level supervisors on competency and skill-based training focused on developing high-performing teams.

Manager Fundamentals

An on-demand course designed to provide a hands-on review of all key systems and tools needed to be an effective manager.

Leadership Acceleration Program

A development program designed to increase the business skills and leadership capabilities of directors through competency and skill-based training.



TESTIMONIALS

Find a skill that is in demand and learn it. There are so many great resources out there from books to LinkedIn Learning to YouTube. Then get hired to a job applying that skill. First, get really good at it, and then figure out how to love it. It is very rare for a person to find their dream job. What's important is finding the parts of your job you're passionate about and chase it. When I came over from Best Buy, I had no clue how to run a program at a 3PL, but I learned the skills to be able to do it and found success because I was passionate about it.



Nate Bornstein

VP, Samsung Field Operations, Premium

Step out of your comfort zone and say 'yes' to any opportunities at work that come your way. You never know where they will take you or when you'll find a client team you call home. Turn the unexpected into long-term possibilities.



Kristie Siman

Director, Sales Solutions Canada, Mosaic



Diversity, Equity and Inclusion (DEI)

More than a program,
an operational imperative.

With an organizational vision to create an inclusive culture as unique and diverse as the brands we represent, we take great pride in the diversity of skills and perspectives demonstrated by our teams throughout the United States, Canada, and Europe.

We represent and value all dimensions of diversity and invite every associate to cultivate an inclusive environment where everyone feels safe, supported, empowered, and respected.

In our commitment to the tenets of DEI, we acknowledge and embrace them as embedded within our organization's culture and operational processes. It is the lens we use for all people processes. Our intentional work to honor and celebrate them will evolve accordingly throughout our journey.

L1: Inactive
No work has begun



L2: Reactive
A compliance mindset; actions are taken primarily to comply



L3: Proactive
A clear awareness of the value of DEI; starting to implement systematically



L4: Progressive
Implementing systematically; showing improved results and outcomes



L5: Best Practice
Demonstrating current best practices for other organizations



The beauty of our DEI is that we've aligned it to match the organization, so we truly have representation in every function and every agency in the U.S., Canada, U.K., and Europe. I like to say our DEI has heart, hands and feet in every part of the organization.



Dawn Kirk
VP, DEI & HRBP In-Store Services
Acosta Group



DEI in Action



Won Shelby DEI Award for advancing DEI in the US grocery industry 2021/2022



Driving inclusion of those with Disabilities among the world's top businesses

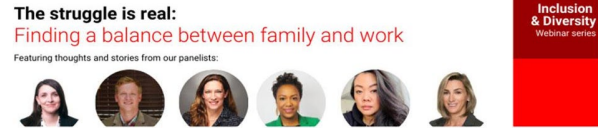


Candidate Selection Aspiring to be bias free



Premium Canada awarded Best Workplace Ontario, Inclusion, Retail & Hospitality

Applicant Sourcing
Striving for Diverse Talent Pools



Educating with Diversity Webinar Series (7)



5 Women Awarded 2022
10 Women Awarded 2023



Diverse & High Performing Team



Celebrating Cultural Holidays 2022- 1,142 associates engaged in the webinars

Clients & Vendor Relationships
Partner to pursue initiatives that support our I&D commitment

Associate Development
Create career growth for all associates



Partnering to Advance All Women (110 members)



"Acosta Group is committed to fostering an inclusive, accountable, and empowering culture that celebrates the differences of our diverse workforce and reflects our core values."

— **Brian Wynne**
President & CEO,
Acosta Group



Commitment to DEI

2022

Six months devoted to foundational work, establishing benchmarks of our organizational workforce census

2023

JUL: Established and assigned **Executive DEI Council** with a role to ensure our DEI strategy ties back to the organizational strategy
AUG: Launched **Acosta Group DEI Council** as the executional and tactical arm of the Executive DEI Council
NOV: Launching **Business Resource Groups**, focusing on **Women** with national partnership with **NextUp**

2024

FEB: Launching **Multi-cultural Business Resource Group**, focusing on more inclusivity
NEXT: Expanding more Business Groups to accelerate, set goals and add scorecards



Celebrating Our People

We believe in the power of acknowledgment and appreciation.

We fully endorse our robust rewards and recognition program, aimed at celebrating our dedicated team's exceptional efforts and achievements.

We strive to cultivate a culture of encouragement and motivation, fostering an environment where every contribution is valued, and every success is celebrated.

Associate Recognition Program Examples

Aspire Award
WINNER

2023

In recognition of consistent excellent work throughout the year or a single significant accomplishment, this award is given to 50 associates annually. It includes an invitation for the winner and a guest to attend a special recognition event.

Quarterly
CHAMPION
AWARD

In recognition of consistently outstanding performance, this award is given to exceptional individuals every quarter.

WOW
MANAGER
AWARD

In recognition of an associate who exemplifies the Acosta Group Ways of Working (WOW) through their daily actions and contributions in the workplace, this award is a way for leaders to recognize members of their team.

Performance

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Performance

Accountability is the measure of our own grit.

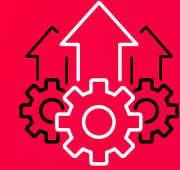
Our commitment to doing the right thing drives business performance for our organization, our clients and their customers.

To minimize our environmental impact, we're modernizing operations wherever possible across the company, including our real estate footprint, workforce planning, fleet administration, route optimization, policy implementation and tracking, and governance certifications.

As we continue to establish clear goals and targets, we look forward to achieving and exceeding our business goals while delivering them in alignment with our values and commitment to stakeholder responsibility.



Value Creation



Operational Excellence



Sustainability



Integrity

Right-Sizing our Real Estate Footprint

As our depth and breadth of services grows through acquisition, we're taking big steps to minimize our real estate footprint.

Since June of 2021, we have reduced our real estate footprint by 49% in square footage and 62% in number of sites.

To date, we have right-sized to a combined 124 sites totaling 1,486,753 square feet.

Since 2021, **Acosta Group** has right-sized its **Real Estate** footprint by:

49

Reduction in
Square Footage

62

Reduction
in office sites

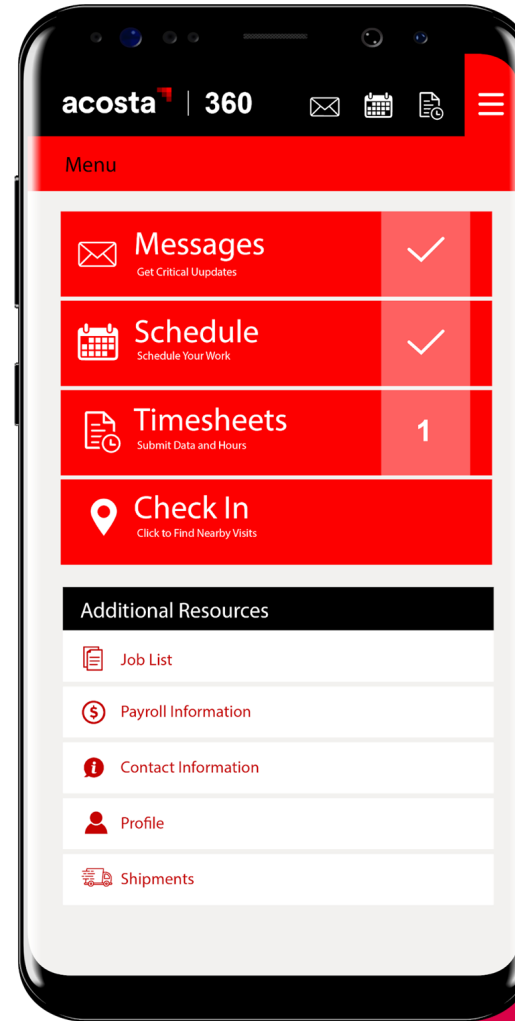


Driving Operational Efficiencies: SmartRetail

To provide unparalleled service and value to our clients, we adopt a forward-thinking, customized, and results-driven strategy: **SmartRetail**.

SmartRetail drives value through optimization, ensuring our team:

- Executes the right work
- Deploys at the right time
- Consistently evaluates the right locations
- Manages workforce to provide the right talent
- Ensures the work is done the right way
- Delivers at the right cost



At the core of SmartRetail is our proprietary technology: **360**

360 is a web-based enterprise management system that serves as the nerve center of Acosta Group field operations.

Developed and refined in-house, 360 enables optimal field workforce flexibility, execution and refinement, creating synergies that guarantee success for both our team and our clients in the competitive marketplace.

Driving Operational Efficiencies: Program Simplify

We're leading the way with Program Simplify to strengthen and modernize our services, systems, and capabilities. This project aims to positively and efficiently transform how we work and deliver to our clients.

FINANCIAL REPORTING

- Forecast and budgeting tool to drive **cross-functional business planning**
- Timely management reporting and dashboards to **drive business performance**
- **Consolidated** financial statements

LEAD TO CASH

- Lead to Contract
- Consolidated pipeline management
- Client / customer performance tracking
- Contract to Cash
- Contract to Cash platform
- Enterprise forecast of revenues

TALENT MANAGEMENT

- A unified platform to source, manage, and pay associates
- Faster, easier hiring and onboarding
- Manager and associate self-service capabilities
- Intuitive, accessible, accurate data and reporting

Enabling Transportation Efficiency

The best retail merchandising service is delivered timely and in person. Because our associates in the field use their own vehicles for this important work, our organization has a monumental task of accurately tracking, reporting and processing associate business trips completed each month.

To do it effectively and efficiently, and to issue reimbursement in a timely manner, our associates use Everlance, a mobile app that helps them (and our organization) manage all aspects of their trip reporting.

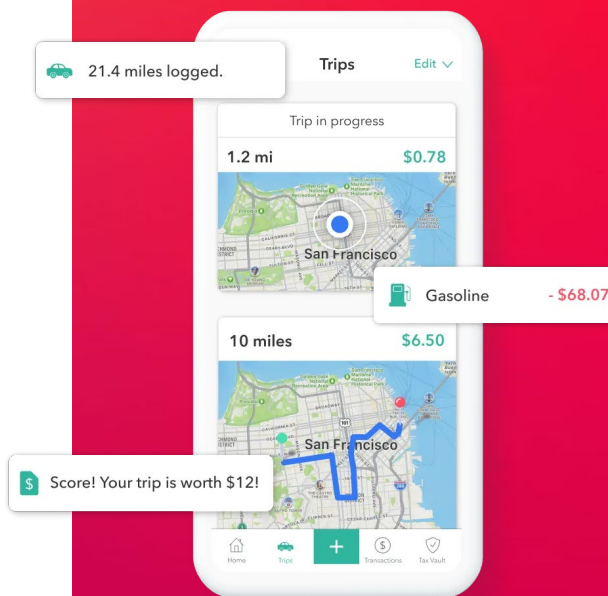
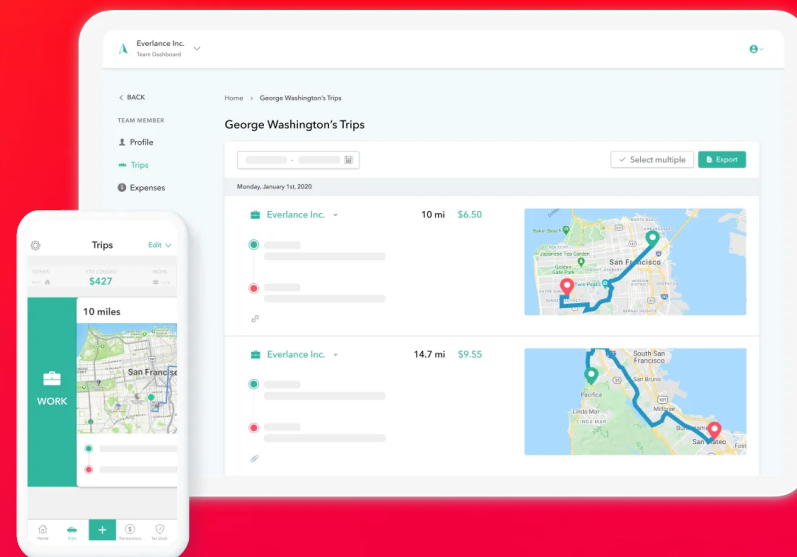
Capabilities

- Standard mileage tracking
- Automatic trip detection
- Long session tracking



6K–8K

weekly number of associates driving to locations to serve customers



350K–400K

monthly number of trips our employees make to serve customers

Protecting the Environment

Recycling and Upcycling In-store Displays

At a time when shoppers demand transparency and social responsibility from their favorite brands, Premium provides an answer to a commonly asked question:

“What happens to old assets and fixtures when they’re removed from retail stores?”

🏠 We always try to be resourceful and responsible to our community—it’s just who we are.

Craig Merrifield, Senior Director of Logistics, Premium Retail



How Does It Work?

Displays are prepared for outbound shipping to Premium’s National Logistics and Distribution Center (NLDC) in St. Louis, MO, where displays, technology and containers are dismantled down to the various raw materials and distributed back up the supply chain.

70

total computers and monitors donated to Best Buy Teen Tech Centers and other educational non-profits around the country

700

total sheets of plywood donated to local organizations—some used for a kid’s maze, some used to shelter a community art project

ELECTRONICS

Broken down to separate processors, cables, cords, monitors and mice for the e-waste processing plant

WOOD

Disassembled to remove and recycle nails and screws; unusable wood is turned into mulch for local use

STEEL

Cut into smaller pieces, melted down for creating new displays, appliances, or cars

CARDBOARD

Compressed into 750-lb bales, sent to a local cardboard recycling plant for reuse

GLASS

Sent to a glass recycling plant

Hybrid Working Meets Fleet Management

Acosta Europe: Going Green

Our hybrid working environment has a direct impact on reducing the combined miles driven by participating associates and their contribution to Co2 emissions. In locations where our field associates are required to drive to client retail locations on a daily basis, we're focused on transitioning the fleet to greener energy.

2021

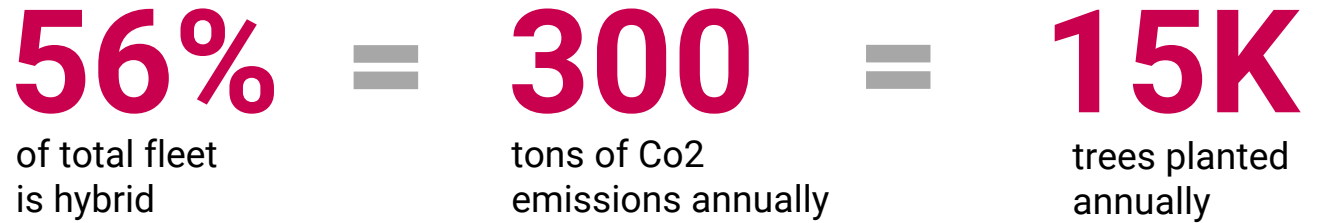
Zero hybrid or electric vehicles in fleet of **800+**

2022

150 new Kia Niro Hybrids introduced to the fleet

2023

290 new Kia Niro Hybrids



Incentivizing the Switch

Through salary sacrifice, we've made it easier for fleet drivers to make the switch from a combustion-powered vehicle to an electric vehicle.

4 electric vehicles leased = **10.4** tons of C02 emissions prevented

Certifying Our Commitment to Serving Clients

Third-party certifications carry strategic importance for building and maintaining trust among our current and prospective clients and partners.

As our agency collective expands and our list of global retail clients grows, certifications demonstrating our commitment to high standards of compliance will continue to deliver a competitive advantage.



ISO 27001 Certification

The ISO 27001 standard is a best practice framework for an Information Security Management System (ISMS) and is issued by the globally recognized International Organization for Standardization (ISO). This certification demonstrates our commitment to continual improvement, development, and protection of information assets by implementing appropriate risk assessments, appropriate policies and controls.



SOC 2 Type II Certification

Acosta Group holds the prestigious SOC 2 Type II certification established by the American Institute of Certified Public Accountants (AICPA). This esteemed accreditation highlights our commitment to mitigating information-related risks and maintaining robust governance practices.

Elevating Excellence:

Nurturing a Culture of Appreciation and Acknowledgment

A quick thank you or unsolicited praise is our favorite kind of recognition for the work we do every day on behalf of our clients. So, when an associate, a team or our organization is officially recognized by a client or the whole industry, we are pleased to celebrate the achievement and its contribution to our strategic goals.



2022 Diversity & Inclusion Award

The Shelby Report

In receiving this award, Acosta joined companies across all sectors of the retail food industry who demonstrated an exemplary commitment to driving and imparting positive changes across their organizations by removing barriers and creating environments where individuals can thrive as their authentic selves.

2022 Adweek Experiential Awards

The team at Mosaic was recognized by the advertising industry's premiere publication, Adweek, for its experiential work on behalf of agency client, Anheuser-Busch. Adweek's experiential awards celebrate the best innovative activations of the year.

2023 TWIG Awards *Progressive Grocer*



The annual Top Women in Grocery Award is the most prestigious honor for female leaders in the grocery industry, representing top talent across all levels within the retailer and supplier communities.

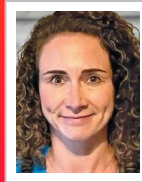
2023 Emerging Leaders Award *The Shelby Report*



Three of our associates received the Emerging Leaders Award in recognition of their community service work, leadership qualities that motivate others, and dedication to solving problems and implementing solutions in retail grocery that maximize the customer shopping experience.



Jessica Diamond
VP, Acosta



Marie Findlay
*SVP, Talent Acquisition,
Acosta Group*



Shannon Hodock
*SVP, Client Development,
Acosta*



Julie Oxner
*SVP, Business
Intelligence, Acosta*



Luke Beatty
*SVP, Digital Commerce,
Acosta Group*



Bryan Chartrand
*EVP, Business Development,
Acosta Group*



Jeff Curry
*Director, AWG Team,
Acosta*



Lacey Rogers
*VP, Client Development,
Acosta*



Michia Stalbaum
*VP, Client Development,
Acosta*



Karen Watkins
VP, Acosta

Purpose

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Purpose

Rising above the bottom line.

Doing great work for Acosta Group means also doing good. Our associates are encouraged to give back in the communities where they work by lifting up the people and causes in most need of their support.

Whether through charitable giving, client initiative partnerships, event sponsorships, or team volunteering, we're committed to having a presence with a purpose in our communities.

We actively seek opportunities for engaging our brand clients and retail partners to amplify their sustainability and DEI initiatives. Standing and working together, we can lift up more people.



A Legacy of Charitable Giving



A passion for supporting fundraising for a good cause has always been a part of our DNA. We've been fortunate to work with many like-minded (and like-hearted) brand clients and retail partners who joined our fundraising efforts and multiplied the impact.

Chief among the recipients of our cash donations is the Muscular Dystrophy Association (MDA), a partnership that began in 1985 and is still going strong in 2023 at the time of this report.

Empowering Hope: A Transformative Alliance

Our longstanding support of and partnership with MDA makes us exceptionally proud.

For nearly 40 years, we've raised awareness and funding for those with muscular dystrophy, expanding our efforts to include partnerships with our clients and customers.



Hope for a longer, more independent life is now becoming a reality for patients with muscular dystrophy and related diseases. And the pipeline of promise—more life empowering treatments and cures—is growing and creating ever more hope for the millions of patients and their families who are at the heart of MDA's mission and vision.

Donald S. Wood Ph.D.,
President & CEO Muscular Dystrophy Association



Our partnership with MDA begins when Acosta associate Hank Lautrup, whose son lived with muscular dystrophy (MD), saw an opportunity to bring attention to MDA while pioneering in-store charitable marketing

\$3 million donated during MDA Telethon

Over \$1.19 million raised by Acosta Group agencies during Aisles of Smiles and Golf tournament marketing events in CA, TX, WA, MN, NY & New England

\$100 million milestone for funds raised over 38-year partnership

1985

2010

2022

2023



Partnering with Brands and Retailers to Amplify Our MDA Partnership



Examples of Participating Brands



Examples of Participating Retail Partners



Best Buy Teen Tech Centers



Premium.
an Acosta Group agency

Welcome to a place where teens from disinvested communities develop critical skills and engage with the latest technology, mentor support, technical training, and college guidance.

"We are so incredibly grateful for the outstanding support of our Best Buy Teen Tech Centers from Premium. Their commitment to supporting seven Teen Tech Centers across the country is truly amazing, and we are thrilled for the opportunity to continue our partnership and mission together."

Andrea Ward
Head of Social Impact, Best Buy



2019

2021

2023

ST. LOUIS, MO
Opening of first Teen Tech Center, Premium is first to co-sponsor multiple

ORLANDO, FL
Opening of Teen Tech Center

RICHFIELD, MN
Opening of Teen Tech Center

Ongoing, Premium has committed to opening five additional Teen Tech Centers around the U.S.

\$1.4MM

total nationwide commitment by Premium

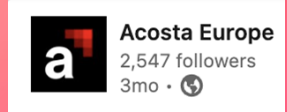
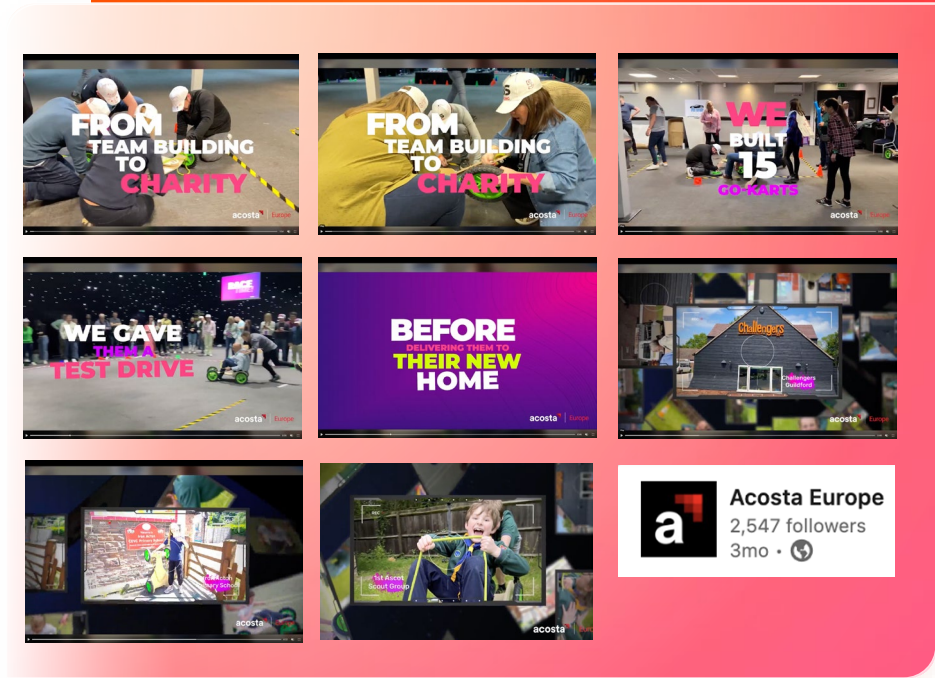
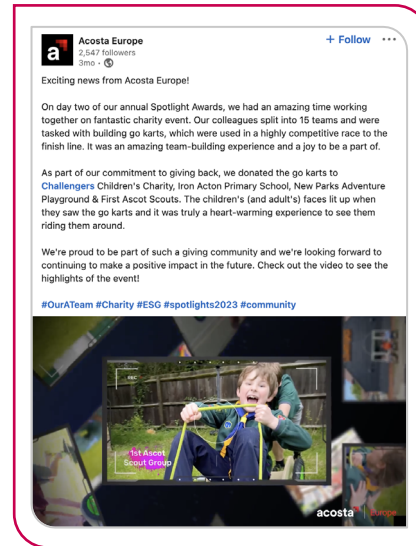


Giving Highlights



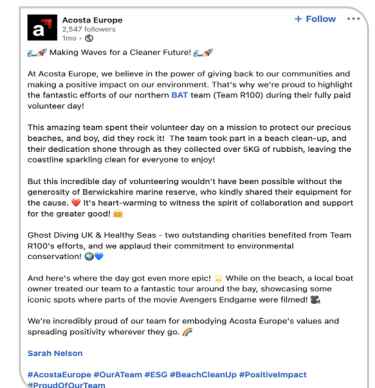
ATK All Terrain Kart Build

During the annual awards ceremony for their office, Acosta Europe associates built (and raced) **15 ATK All-Terrain wooden karts** before donating them to schools and play centers in their local communities.



Hitting the Beach on a Paid Day Off

Every associate at Acosta Europe is offered one day off annually to volunteer for a charity or community event of their choice. Two teams used their charity days to clean up a beach using equipment kindly provided by the Berwickshire Marine Reserve.



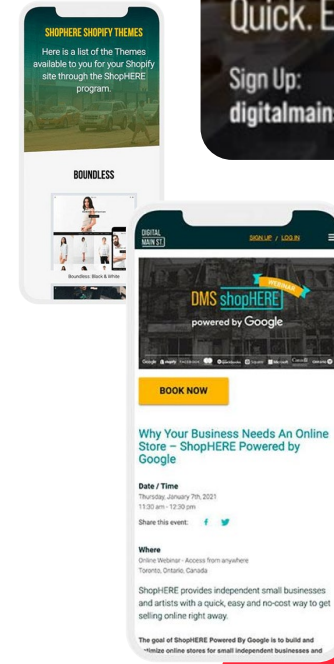
Empowering Emerging Businesses: Unveiling the Innovation Journey

CHALLENGE

Spring 2020, when thousands of emerging businesses suddenly had to shut their doors, **Digital Main Street (DMS)**, a nonprofit organization, wanted to help them open new ones. Despite being uniquely positioned to take on this challenge, the scale was monumental. In a race against the clock, DMS set a goal of getting **50,000 businesses online** before doors closed for good.

SOLUTION

Mosaic launched **ShopHERE powered by Google**, a transformative platform with a new kind of infrastructure designed to support small businesses, from coast to coast—for free. Mosaic screened, hired, and trained hundreds of Canadian youth, developed a DEI hiring strategy, and built a robust network to supply the bandwidth necessary to reach the program goals. Project partners included DMS, the Canadian Government, and Google.



50K

Sign-ups

830+

Students and Recent Grads Hired

10K+

Stores Launched Online

76%

Of Hires Identify as BIPOC

4.22%

Of Hires Identify as Indigenous to Canada

\$9MM

Annual Value



Community Fundraising Success

The only thing more rewarding than supporting a favorite cause is being an active part of making the fundraising event a community success.

In 2017, Mosaic entered a 5-year partnership with the **Princess Margaret Cancer Foundation (PMCF)** and has been instrumental in orchestrating over 10 events in support of conquering cancer in our lifetime.

PMCF Signature Events:

WALK TO CONQUER CANCER
21KM walk for thousands of participants through downtown Toronto

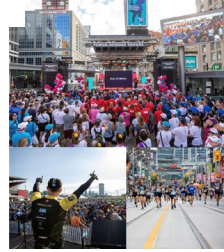
JOURNEY TO CONQUER CANCER
A day of community, family, and fun where participants walk or run 1KM, 3KM, or 5KM

ROAD HOCKEY TO CONQUER CANCER
1-day road hockey tournament with teams competing in five games each from dawn to dusk

RIDE TO CONQUER CANCER
3-day, 3-city event gathering bicyclists from 8 provinces, 12 states, 5 countries

The Princess Margaret Cancer Foundation 

 **mosaic**
an Acosta Group agency



Harvesting Hope, Nourishing Communities

To help qualifying independent restaurants cover rent, utilities, and payroll costs during the COVID-19 pandemic, Ocean Spray joined forces with the COREcares Foundation and Massachusetts Restaurant United to launch the **Ocean Spray Farmers for Chefs Alliance**. The program is designed to expand into other regions where Ocean Spray is committed to making a positive impact on communities worldwide.

COREcares Foundation creates opportunities for CORE Foodservice associates to volunteer on behalf of charities that impact their local communities, spanning 54 cities across the United States. COREcares believes in raising funds for community-based foundations that provide at least 98 percent of funds raised directly to a cause. CORE volunteers know their time and monetary contribution makes a direct and large impact.

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As a cooperative, Ocean Spray farmers know the importance of building and feeding communities and share these values with local independent restaurants. Restaurants are of paramount cultural importance in neighborhoods across our commonwealth and right now they need us. We know that by coming together, we can create real and lasting impact in our community.

Chris O'Connor

Vice President of Marketing, Ocean Spray



\$100K

in assistance funds
awarded to help strengthen
restaurants in need

Shaping Smiles With A Heartfelt Journey

CHALLENGE

The COVID-19 pandemic created unprecedented hardships in the Las Vegas, NV area. Parents with children undergoing much-needed medical treatment via **Cure 4 the Kids Foundation** were struggling to provide healthy and consistent meal options for their families.

SOLUTION

With funding and partnership from the **Johnny Crisstopher Foundation**, the COREcares Foundation assisted families in the program by providing meal kits, including fresh fruit, vegetables, dairy, meat along with other essentials.



Helping restaurants and operators avoid 15-40 percent commission charged by delivery apps, COREcares Foundation partnered with **MenuDrive** during the COVID-19 pandemic to provide commission-free delivery service.

\$25K+
committed to offset delivery costs

100 families assisted with meals while seeking medical treatment for a child



Moments of Impact: Capturing the Heartfelt Stories of Our Team's Volunteer Journeys

Adopting A Highway

The camaraderie our teams build working alongside one another for a cause pales only to the heartfelt joy of making a difference in their communities. Premium team members in St. Louis, MO and Bentonville, AR volunteer each quarter to help pick up trash on the highway in support of statewide Adopt-A-Highway programs.



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Engaging with MDA Summer Camp

Associates from our Acosta office in Jacksonville, FL visited the Muscular Dystrophy Association (MDA) Summer Camp, met the campers, and assisted with putting on a talent show activity. Campers showcased many talents and enjoyed using a variety of props donated among the gifts from Acosta.

Summary

RESPONSIBILITY REPORT | 2023

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In Summary

**Closer to our goals.
Far from complacency.**

Our commitment to establishing and expanding the foundational processes that contribute to building a more diverse workforce and more environmentally friendly business has shown immediate results in 2022 and 2023.

Yes, we are proud of the collective progress and impact we've made throughout our portfolio of agencies, locations, communities, and countries where we work.

And we are humbled and exhilarated by the challenges and opportunities in the journey ahead.

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