



**FIRST EDITION OF THE GLOBAL AWARD  
"CREATING CONNECTIONS - HIGHLIGHTS OF MINERVA FOODS' YEAR"**

**INNOVATION CATEGORY REGULATIONS - 2024**

**1 PURPOSE AND PARTICIPATION CRITERIA**

To ratify 2024 as the "year of innovation," the 1<sup>st</sup> edition of the global award **"CREATING CONNECTIONS - HIGHLIGHTS OF MINERVA FOODS' YEAR"** will **start with the INNOVATION category**, with the purpose of encouraging innovation in the production environment, with creativity, disruptive thinking, and the implementation of innovative and simple solutions with a positive impact on **MINERVA**.

- 1.1** Employees may participate through interested groups consisting of up to 05 (five) members, provided each member meets the participation and registration criteria, as per the general regulations.
- 1.2** The members of interested groups confirm, upon formalization of the group's registration, that all members have read the general regulations and agree that the intellectual property over the results obtained from the project will be owned by **MINERVA**, pursuant to laws in force.
- 1.3** The 1<sup>st</sup> edition of the Global Award will be held in 2024, in the INNOVATION category, broken down into 02 subcategories as follows:
  - 1) **Transformative ideas**; and 2) **On the Path to Innovation**.
- 1.4** **1 - TRANSFORMATIVE IDEAS:** projects, actions or initiatives implemented in 2023 and 2024, at any **MINERVA** business unit that produced results with evidence, may participate, meeting at least 01 (one) of the 03 (three) criteria below:
  - a) optimization of time or significant improvement in processes (the project must include clear and demonstrable metrics confirming the benefits of innovation);
  - b) optimized use of natural resources (sustainable practices, reduced environmental impact and/or improved energy efficiency);
  - c) positive financial return or impact (reduced production, maintenance, or operating costs).
- 1.5** **2 - ON THE PATH TO INNOVATION:** project, action or initiative ideas not yet implemented but with the potential of performance and innovation, considering the following criteria, may participate:
  - a) originality and creativity (the project must introduce new ideas or methods, or have significant improvements in relation to existing ones);



- b) feasibility and scalability (the project must demonstrate that innovation can be implemented in a practical and effective manner within the production environment and be scaled up or replicated to other areas or units);
- c) organizational objectives (innovation must be in line with **MINERVA's** strategic objectives and values).

**1.6** For the purpose of these regulations, the following can be considered innovation – the introduction of novelty or improvement in the production and social environment of **MINERVA**, resulting in new products, services or processes, or encompassing the addition of new features or characteristics to an existing product, service or process, which may result in improvements and actual quality or performance gains.

## **2 CATEGORY, REGISTRATION DEADLINES, AND SELECTION METHODS:**

2.1. Employees may participate in the contest through an interested group consisting of up to five (05) members, with the option of participating in another group, provided the project scope is different from the first one.

2.2. Each registered project will go through the 03 selection phases, according to the GENERAL REGULATIONS, being:

- **Phase 1:** Organizing Commission: consists of the analysis of the registration made by the members of the work groups, considering criteria established in the General Regulations, classifying each one as ACCEPTED or REJECTED. In the event of rejection, the interested employee will receive clear explanation about the reason.

In the event of a member of the work group being rejected or disqualified, the other members can proceed with the remaining members, or appoint a new member. The decision must be communicated to the Organizing Commission in up to 02 (two) days as from the notice of rejection.

- **Phase 2:** The Technical Judging Commission will be responsible for analyzing the registered projects based on criteria required by the category of the current contest. The members of the Commission will score each project on a scale of 1 (one) to 5 (five).

The project with the highest sum of scores of each country will be selected to phase 03. In the event of only 01 project registered from a certain country (origin), it will be voted by the Commission and then proceed to voting in phase 03.

- **Phase 03:** 3 (three) or 5 (five) members of the Executive Board, from among the Chief Executive Officer, Executive Officers, the Chief Operating Officer, and/or the Supplier Officer, will be responsible for analyzing the projects selected in phase 2, being the national finalists. Each member will score the projects on a scale of 1 (one) to 5 (five).

The Executive Board cannot have access to the names of the creators of the presented projects. If this situation occurs, the Executive Organizing Commission must replace the Executive Officer so the project is given a new score.



2.2. CRITERIA FOR BREAKING TIES: (i) in the event of a tie in phase 2, all projects for which there is a tie will proceed to phase 3; (ii) in the event of a tie in phase 3, all projects for which there is a tie will be reevaluated by the Executive Board and, on such occasion, each member must choose one from among the presented projects.

**2.3** Registrations for this category begin at 8:00 a.m. (Brasília - BR time zone) of August 12, 2024 through 11:59 p.m. (Brasília - BR time zone) of September 30, 2024, at [www.minervafoods.com/en/creating-connections](http://www.minervafoods.com/en/creating-connections). Selection phases 01, 02 and 03 begin on October 01, 2024 and end on October 31, 2024. The results and ceremony awards for the national winners should be held in November. The global result will be held in December, with date, time and location to be widely disclosed on internal communication channels.

### **3 AWARDING:**

**3.1** The winner projects in the national phase (01 project per country) will be locally and publicly rewarded by the People & Management team, being widely disclosed on internal communication channels.

**3.2** The result of phase 03 will represent the global recognition award, as the most voted project will be chosen from among the most voted ones in phase 02. The recognition and award ceremony will be publicly held, with the date and location widely disclosed on internal communication channels.

**3.3** The winning employees scoring first and second place will be informed over telephone call and/or email used at registration.

**3.4** The members of the interested groups will receive an individual trophy customized with their names, country of origin, native language, and the winning project. The prize will be given at a public ceremony that will be subsequently informed by the Company.