



INSTITUTIONAL PROFILE



Mantecorp



Contents

Mission, Vision and Values	{ 4
Who We Are	{ 6
Background	{ 10
Business Areas	{ 12
Quality and Development	{ 16
Personnel Management	{ 20
Environmental Responsibility	{ 24
Social Responsibility	{ 30
Corporate Responsibility	{ 36



1 Mission, Vision and Values

mission

To develop distinctive products and services that promote the health and well-being of society, creating wealth and opportunities for investors, employees and partners.

vision

To be one of the best companies within the various markets of the healthcare industry in which we do business, seeking sustainable growth, international credibility and the consolidation of good corporate responsibility practices, as well as generating satisfaction and pride among our employees.

values

Valuing human capital: Constantly investing in people, appreciating diversity and recognizing individual and collective contributions to the success of our business activities.

Ethics: Commitment to integrity, fairness in all relationships and transparency in organizational decisions and employee relations.

Entrepreneurship: Commitment to sustainable growth based on continual investment and maintaining profitability, objectivity and sense of urgency and priority in managing the business.

Professionalism: Respect the principles of corporate governance, value productivity and professional efficiency and practice precision, assertiveness, austerity and coherence in conducting business.

Responsibility: Continuously exercise corporate responsibility in the social and environmental spheres.

Quality: Maintain the company as a benchmark in technology and production processes.

The pursuit of innovative solutions that contribute to the well-being and quality of life of people is the foundation on which Mantecorp develops its activities and enhances the company's credibility before society. Despite its brief history as an independent business organization, Mantecorp is already one of the key players in Brazil's pharmaceutical industry, ranking among the top laboratories in the market.

Set up in 2006, Mantecorp is controlled by the Mantegazza family, whose entrepreneurial background is closely associated with the development of the country's pharmaceutical industry over the past three decades. Its chief executive officer, Gian Enrico Mantegazza, is a shining example of the representation of international brands in the Brazilian market. For 17 years, he was responsible for managing the successful joint venture that combined the expertise of his family-owned business with that of the U.S. based laboratory Schering-Plough.

Mantecorp quickly achieved public recognition. In 2007, for example, it was named the best pharmaceutical company in the country, by *Exame* magazine's "Melhores Et Maiores" (*Best and Biggest*). This early distinction was perfectly aligned with the corporation's strategic objective: to be the best Brazilian company in the commercialization of products and services that promote the health and well-being of the population.

To this end, Mantecorp's entire organizational architecture is based on three important pillars: industrial excellence, ethics in relations with society, and research and development capabilities. This model has ensured the company and its brands key positions in domestic rankings of prescription medication and over-the-counter (OTC) products.

2 Who We Are





Located in Jacarepaguá, in the city of Rio de Janeiro, the company's industrial facility occupies a total area of 300,000 m², of which 50,000 m² are exclusively earmarked for production activities. With an installed capacity capable of producing 150 million product units annually, it is considered a center of scientific and operational excellence, as well as an environmental model, given its continuous striving for production-process improvements, aimed at minimizing impacts, managing waste and reutilizing natural resources.

Such care reflects a strategy committed to the perennial development of the business. The focus is always on improving the quality and reliability of products, so as to perpetuate the Mantecorp name as synonymous with advanced research that produces first rate medication and services for the prevention, treatment and cure of illnesses.

The concern to offer increasingly more effective medication makes Mantecorp an organization with the vocation to work together with research institutes and major laboratories. The company maintains effective long-term associations with the scientific community, aimed at enhancing the product discovery and development processes. This same principle of exchanging knowledge governs Mantecorp's relationships with other companies in the Brazilian and international pharmaceutical sector.

1989



Formation of a joint venture with U.S. based Schering-Plough to create Indústria Química e Farmacêutica Schering-Plough Ltda., a project headed by entrepreneur Gian Enrico Mantegazza to whom the management of the business was entrusted.

2001



- Change in the joint venture's shareholding structure, through the consolidation of 70% of the shares in the name of Mantefarma Participações S/A, a company controlled by Gian Enrico Mantegazza.
- Start-up of the *Projeto Praia Segura* (Safe Beach Project) in partnership with the Fire Department, aimed at improving safety conditions and saving lives on beaches along the coast of the state of São Paulo.

3

Background

2006



- Corporate restructuring of the company, with the end of the joint venture. Mantecorp is created.
- Named the best company in the pharmaceutical sector, in the *Gazeta Mercantil* business newspaper's "Balanço Anual" (Annual Review) publication.

2007

- Selected by *Exame* magazine's "Melhores Et Maiores" (Best and Biggest) publication as the number one company in Brazil's pharmaceutical sector.
- *Valor Econômico* business newspaper ranks Mantecorp among the 20 largest companies in the sector.
- Implementation of the carbon neutralization projects, which transformed Mantecorp into a 100% carbon-free organization.
- Start-up of the partnership with *Instituto Onça-Pintada*, aimed at protecting the jaguar, its natural prey and its habitats.

2002



Following six successful years since its creation, the *Projeto Criança é Vida* (Children are Life Project) becomes an independent social organization, approved to share health education experiences and programs with other partnering companies.

2005

- Identified as the most profitable company in the country, over the period 1995-2004, by *Exame* magazine's "Melhores & Maiores" (*Best and Biggest*) publication. This same magazine named Mantecorp the leading company in its business field, in terms of Wealth Created per Employee.

- Selected by the Group of Pharmaceutical Market executives (Grupemef) as the best company in prescription performance.

2008

Mantecorp is certified by Bureau Veritas Certification as complying with the ISO 14001:2004 standard, comprising the production, packaging, warehousing and shipping of medication.



2009

- Named for the tenth consecutive year as one of the 100 best companies to work at, one of the five best companies to work for in Rio de Janeiro, the best company in Rio de Janeiro for women to work at, and one of the 30 best companies for executives to work at, as reported by the Great Place to Work Institute and *Época* magazine.

- Once again chosen as one of the 100 best companies in corporate citizenship by *Gestão & RH* magazine.



4 Business Areas

Mantecorp conducts its operations focusing on two main Business areas: Medication and Cosmetics, always seeking to ensure productive excellence and satisfy consumer and market demands.

The Medication area comprises four segmented business units, to wit:

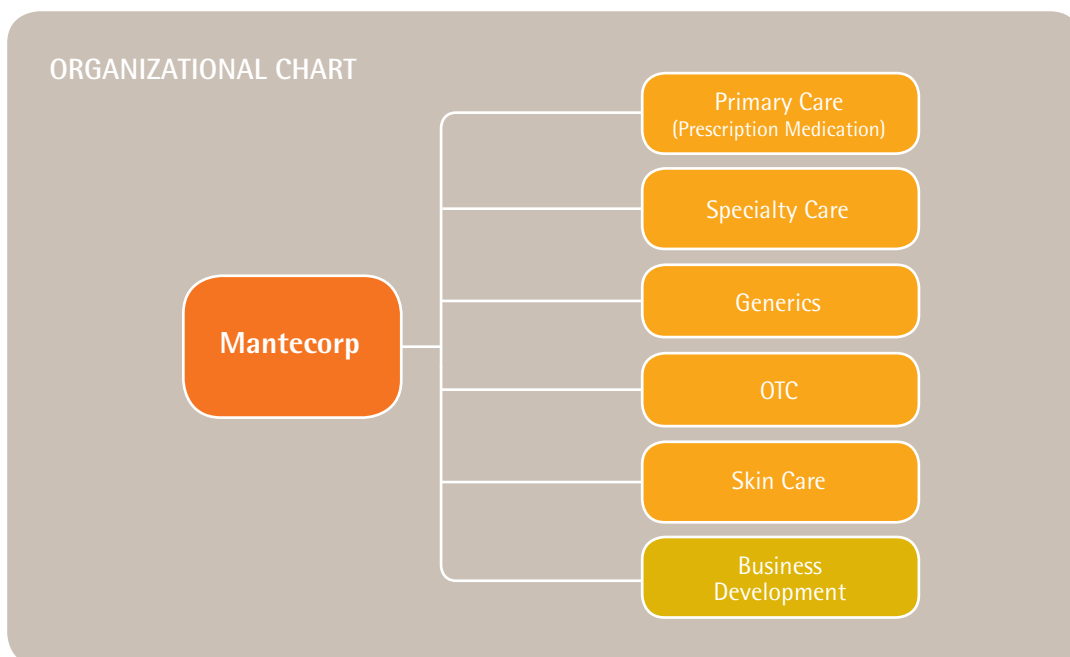
- Primary Care (prescription medication);
- Specialty Care (highly complex, biotechnological medication);
- OTC (prescription-free medication);
- Brainfarma (generic medication).

The Cosmetics area, in turn, is responsible for the Skin Care business unit, totally dedicated to skin health and beauty. This unit possesses a large portfolio of cosmetic and dermocosmetic brands, with more than ten market leading items.

PRODUCT INNOVATION AND DIVERSITY

Medication

With the preferred focus on sales to drugstores and the government sector, the Medication area accounts for the greatest proportion of the company's business and results. The owner of several well-known brands, the Primary Care BU (prescription medication) works with various product lines, such as Respiratory, Dermatology, Central Nervous System, Orthopedics and Pediatrics. Mantecorp is the national sales leader for pediatric medication and one of the main producers of steroid and non-steroid anti-inflammatory and anxiolytic medication.



Various medications from its product lines are the most highly prescribed within their categories, as in the cases of Predsim, Celestamine, Diprosan and Celestone. Privileged positions like these are grounded in the company's excellence and the reliability of its products.

The offer of products resulting from the application of cutting edge technologies for treating complex illnesses is one of the commitments of the Specialty Care BU (highly complex medication), which specializes in biotechnological medication prescribed by specialists in the nephrology and oncology areas.

The OTC Business Unit comprises both famous and traditional brands, and focuses on the production and commercialization of prescription-free medication. The unit centers its business activities on antipyretics, cold and flu medication, expectorants, nasal

decongestants and vitamins. Well-known brands in the OTC business unit include Alivium, Coristina, Polaramine and Calminex.

Meanwhile, the Generics BU (Brainfarma) offers products in various therapeutic classes, such as analgesics, anti-inflammatories, antihistamines, antibiotics, antidepressants, muscle relaxants, antilipemics, antimycotics, antifungals and corticoids, among others.

Cosmetics

The Skin Care BU focuses on the development of innovative cosmetics (Newcare) and dermocosmetics, with products catering to personal hygiene, moisturizing, photoprotection, antiseptics and sensitive skin. Key Mantecorp products in this segment include Episol sunscreen and sunblock and the Epidrat line, with various products that moisturize, protect and prevent skin aging.

Business Development

The Business Development BU has the task of looking into the future. It is up to the business unit to continuously investigate and identify opportunities, which also encompasses improving ties with research centers for the development of innovative products and solutions for the pharmaceutical market.

RELATIONSHIPS AND PARTNERSHIPS

The credibility of Mantecorp's products is also directly related to the quality of the relationships maintained with all sorts of institutional representatives, particularly those that can contribute to improve operations and provide better services to society. For example, the company is committed to strengthening its ties with the scientific community, with which it maintains partnerships for developing new products. In addition, the critical and impartial opinion of this audience is vital for the company to remain at the forefront in the supplying of efficient solutions for the well-being of the population.

Beyond satisfying the determinations set forth by government bodies that analyze and supervise the public health area, the company utilizes the know-how of a multidisciplinary team, composed of employees, doctors and specialized consultants, to analyze and evaluate all products and the clinical studies carried out.

As a means of cultivating an open and direct dialogue with scientists in the healthcare area, Mantecorp maintains relations with specialists and representatives from medical societies, which enables the company to identify

demands that are not yet being met by the pharmaceutical industry. At the same time, roughly 100,000 doctors receive regular visits from company representatives, with the objective of offering objective and up-to-date information regarding Mantecorp products.

The interaction with the various population groups in its business field reveals Mantecorp's vocation for establishing and collaborating in partnerships, intrinsic characteristics of its history that, not by chance, emerged from a joint venture and has been marked by joint projects with international companies.

Faithful to this value-added principle, Mantecorp also develops, manufactures, promotes and markets medication in partnership with other pharmaceutical laboratories, as well as presenting itself as a potential partner for international companies looking to do business in Brazil.

5

Quality and Development

Offering the best that today's pharmaceutical technology can provide the population, in the form of proven safe and effective medication, is the reason for Mantecorp's existence. To this end, it follows quality parameters that are utilized worldwide, such as the Good Manufacturing Practices (GMPs). The company continually invests in research and development as a means to achieve solutions with effective results for the population. Once presented to the market, Mantecorp's innovative products also end up serving as a parameter for the pharmaceutical sector's own advancement, with clear benefits for consumers.

For new discoveries to reach the population requires money, time, research and dedication on the part of a great many professionals. Mantecorp participates simultaneously in various scientific research projects, in partnership with public and private academic institutions.

And in order for advances to become effective products, produced on a large scale, it is necessary to possess productive know-how and technologies that meet the rigorous standards set by the pharmaceutical sector. Hence the constant need to train people and modernize the industrial complex, through the incorporation of new technologies. In this effort, Mantecorp also monitors market trends and the demands of the public health sector, by participating in trade fairs and seminars, as well as developing programs and courses for updating employees in the technical areas and exchanging information with raw material suppliers.

Recognized for its production capacity and flexibility, Mantecorp's industrial unit is capable of operating with large volumes and a wide variety of pharmaceutical solutions. In order to achieve end-result excellence, all stages of the production process are subject to rigorous standards and procedures, the main ones being:


- sanctioning of raw material and service suppliers, which involves contributing to their development and submitting them to periodic audits;
- performing efficacy, safety and pharmacotechnical stability tests during the development of products, in order to ensure that medications produced preserve all the quality attributes throughout their useful life;
- monitoring and control during the production and packaging phases, from the time the raw materials are received until the product batch is released to the market;
- selection and ratification of partners responsible for product distribution and transportation;
- monitoring any consumer pronouncements or complaints in the post-sales phase, as well as providing explanations and identifying solutions for cases reported.

In addition to favoring excellence in internal operations, this set of rules has helped build the reputation of the Jacarepaguá industrial complex, which is considered to be a model in Brazil's pharmaceutical sector. On account of this, the unit not only handles Mantecorp's demands, but is also responsible for a portion of the production of other large laboratories located in Brazil.





6 People Management



The credibility accumulated by Mantecorp during its evolution is mainly due to the technical excellence and commitment of its employees in performing their daily tasks and, consequently, the customer service provided and business success achieved. The personnel management policy therefore focuses on recognizing this contribution, by creating a working environment that is stimulating, respectful and at the same time challenging. This means adopting the following principles: valuing individual and collective performance, encouraging professional qualifications and self-development, attracting and retaining talent, respecting citizenship values and maintaining an advanced policy for compensation, rewards and social benefits.

It is not by chance that Mantecorp is recognized as one of the best in the area of personnel management in Brazil, occupying top positions in the main corporate rankings. Mantecorp has continuously been included in the "150 Best Companies to Work At" ranking prepared by the *Exame* and *Você S/A* business magazines. Similarly, it also appears in the annual "100 Best Companies to Work At" survey conducted by *Época* magazine.

Such recognition is even more valuable for reflecting the opinion of key stakeholders – our employees, who total 1,500 in all.

As a group that represents more than 40% of the company's work force, women receive special attention in the daily routine. The Expectant Mother Program, for example, offers female employees continual medical follow-up and care – from the prenatal period until returning to work. The Jacarepaguá unit also offers a milk bank for mothers to draw and store milk. The concern about meeting the principal needs of mothers also includes a daycare allowance, which is offered until the children reach five years of age. The Gynecological Cancer Prevention Program is another important initiative offered to female employees.

These initiatives have contributed to the company being recognized by society and continuously figuring in national rankings of best places for women to work, such as the one issued by *Época* magazine.

Satisfying the basic demands of women is just one aspect of establishing an environment in which, without distinguishing gender and offering equal conditions, all company employees can fully enjoy the personal and professional opportunities offered. In the working environment, these opportunities are provided in the form of managerial development courses, on-site training, language courses, internships, internal recruitment programs, career plans, technical visits and assessments of potential.


DIALOGUE AND RESPECT

Actions such as these are backed by a corporate culture that praises open dialogue among all hierarchical levels as a means for improving working conditions and improving operations. Employees are continually encouraged to discuss any and all issues pertaining to daily activities with their supervisors, coordinators and managers.

The idea is to exchange information and make it flow in a constructive and transparent manner, including through formal vehicles, such as: institutional newsletters, the intranet, corporate magazines, flyers, bulletin boards and even the Human Resources Department portal. The *Programa Fala Você* (Speak Out Program) functions as a free space for employees to express their opinion on any subject, using the intranet or suggestion boxes distributed throughout the company premises and other holding company units.



7 Environmental Responsibility



Defending sustainable development is one of Mantecorp's priorities as a business organization that is an integral part of society. In its activities, the company seeks to balance the economic needs of the business and the social and environmental demands that stem from its community obligations and sense of responsibility.

To fulfill this objective, Mantecorp continually focuses on perfecting productive processes and raising the level of employee awareness, in order to mitigate the impact on nature caused by its operations. The company also seeks to exercise its role as an agent inspiring good practices, by investing resources and developing and supporting socio-environmental initiatives that contribute to the population's quality of life and, consequently, the quality of life on the planet – today and in the future.

As a principle, Mantecorp bases its socio-environmental actions on complying with a series of commitments, as follows:

- Promoting, at all levels of the company, a sense of individual responsibility with regard to the environment and the prevention of potential sources of risk associated with products, operations and workplaces.
- Seeking to continuously improve environmental performance, by reducing waste and optimizing the use of natural resources and raw materials.
- Establishing and updating environmental objectives and goals, and making them available for consultation at the plant.



The company also manifests its responsibility in this area by allocating 5% of its annual investment budget to environmental management. The funds allow for the continued development of actions to improve production, aimed at becoming an increasingly “clean” company.

In the belief that a company's environmental responsibility is only legitimate when its people know their duties as citizens and professionals, the company seeks to engage its team, through a process of awareness building that includes offering information, education and training. This is done by sponsoring initiatives such as educational campaigns on garbage separation, waste, recycling, and using water and electricity in a rational manner, as well as operational training for minimizing possible negative impacts resulting from its industrial activities.

Mantecorp's socio-environmental responsibility is also expressed in its effort to neutralize emissions, so as to contribute to the world's efforts to reducing the effects of global warming. Since 2007, the company has neutralized 100% of the impact of greenhouse gas emissions by its industrial unit, distribution and logistics center, offices, vehicle fleet and air travel.

For this purpose, the company created a Private Natural Heritage Reserve (RPPN) in the middle of the Pantanal region, with the dual objectives of ensuring carbon sequestration from the atmosphere and perpetually protecting the local biodiversity in an area of native vegetation.

IMPACT MONITORING AND CONTROL

The progress achieved by Mantecorp in the area of eco-efficiency is closely linked to activities pertaining to its Environmental Management System (SGA) at the Jacarepaguá industrial complex.

Based on ISO 14001 standards, the SGA guidelines serve as parameters for the maintenance and conservation of environmental pollution control equipment and for monitoring production activities, particularly operations that pose a potential risk. In the event of a fire, explosion, chemical



spill or leak, Mantecorp possesses an Emergency Control Plan that is executed by duly trained employee teams.

Prevention is also a top priority in the Waste Management Policy, which includes such measures as the incineration and co-processing of medication and cosmetics deemed hazardous and treatment of wastewater. Special attention is given to controlling the unit's solid waste, with industrial waste being disposed of in accordance with the environmental legislation, as well as waste separation and recycling of roughly 400 tons annually (including industrial greases and oils).

Meanwhile, the Integrated Water Resources Management Program seeks and implements solutions for reducing the consumption of drinking water in industrial processes, in addition to

reducing the volume of wastewater released into the sewage system. As a result of having adopted the program's measures, the unit captures water on a regular basis from three alternative sources: processed domestic and industrial sewage coming from a wastewater treatment station; rainwater collected from the roofs of the unit and recycled water discarded from purification processes.

The program allows the Rio de Janeiro industrial unit to save more than 30,000 m³ of drinking water annually, which amounts to roughly 30% of all water used in production activities. Another achievement relates to the quality of the wastewater released into the water systems in the area, the quality of which is superior to that required by state legislation for granting operating licenses.

The water management model used at Mantecorp's industrial facility is a benchmark in the pharmaceutical industry. Aware that its successful experiences may be replicated, the organization participates in actions aimed at further developing environmental responsibility practices in the sector.

JOINT PROJECTS

The company's firm commitment to the environmental cause and the dissemination of awareness building messages has led Mantecorp to develop actions that transcend its corporate boundaries, becoming a partner in far-reaching initiatives that raise the institutional profile.

An example is the *Projeto Pomar Urbano* (Urban Orchard Project), which is carried out along the Rio Pinheiros riverbanks, in the city of São Paulo, in cooperation with the State Environmental Department. The program focuses on the environmental and landscaping revitalization and conservation of green areas along one of the busiest expressways in the city of São Paulo, comprising an area of 40,000 m².

Urban Orchard is also a vocational training and income generation tool for people outside the labor market, offering an occupation to scholarship recipients who perform such tasks as soil preparation, tree planting and maintaining cultivated areas. Over the past few years, Mantecorp has organized a series of educational trips for public and private school students, through the project's Environmental Education Center.

Mantecorp also participates, along the banks of the River Pinheiros, in the *Projeto Canteiros* (Linear Park Project), an initiative of the city of São Paulo aimed at revitalizing and maintaining the land beside the expressway, covering an area of more than 10,000 m².

Since 2007, the company has partnered the *Instituto Onça-Pintada* (www.jaguar.org.br) in a project aimed at protecting the species, its natural prey and its habitats, seeking a peaceful coexistence between man and the animal. The institute also looks to create "biodiversity corridors", interconnections linking habitats favorable to the survival of America's largest feline. This initiative is involved, for example, in the Private Natural Heritage Reserve (RPPN) maintained by Mantecorp in the *Pantanal* region.

The *Instituto Onça-Pintada* develops scientific research in four Brazilian biomes (Amazon, *Cerrado*, *Caatinga* and *Pantanal*). Mantecorp finances the equipment for tracking and monitoring the species, and also contributes to the project's social actions.

The project's reach will be expanded in 2010, upon incorporation of the River Araguaia Biodiversity Corridor, whose adjacent areas, of major ecological wealth, have been threatened by the intensive advance of agribusiness.

The Araguaia Corridor will serve as a space for developing, over the long term, a major conservation project for local biodiversity. To this end, five species of fauna have been selected for monitoring and protection: jaguar, giant otter, Amazon river dolphin, Piraiba catfish and *Amazon cayman*. These animals were chosen because they are considered bioindicators of environmental quality, that is, they only inhabit areas that offer ideal food and refuge conditions, important indicators of biodiversity conservation.

BRAZILIAN AVIFAUNA GUIDE

The dissemination of knowledge to various population groups has also been a way for Mantecorp to express its commitment to environmental protection. An example was the sponsorship it provided in 2009 to publish the *Field Guide to the Birds of Brazil*, the most comprehensive guide on Brazilian birds in their natural habitats. With roughly 3,000 illustrations, the guide catalogues more than 1,800 bird species. In addition to serving as a source of information to those who love birdwatching, the guide is also an ecological ally, as it fosters the protection and conservation of nature.





8

Social Responsibility



Fully integrated into the Brazilian way of life, Mantecorp has the clear view that its duties towards society go beyond the offering of medication and services for preventing, treating and curing illnesses. Besides the nature of its business and commitment to the quality of life and well-being of the population, the company also seeks to maintain close ties with its habitual audiences and communities where it does business.

EDUCATION AS A FACTOR IN GOOD HEALTH

Intense involvement in the community is one of the trademarks of Mantecorp's social responsibility policy, which aims to promote the company's integration with the population, through the development of initiatives that generate positive and long-lasting impacts for the public benefited. One of the best examples of what Mantecorp believes to be an effective social action is the *Instituto Criança é Vida* (www.criancaevida.org.br), a non-profit organization that works to improve the population's quality of life, through the dissemination of knowledge about hygiene and preventive health care. Introduced in 1996 as a corporate project, *Criança é Vida* (Children are Life) gained autonomy in 2002 and now receives support from various partners, with whom it shares its knowledge and experience.

The institute focuses on developing the physical and emotional well-being of children, working with more than 160 social institutions that cater to infants, and training educators, employees and volunteers from partnering companies to become "health care agents". As a Civil Society Organization of Public Interest (OSCIP), *Criança é Vida* directly benefits 16,000 families in the cities of São Paulo, Santos and Rio de Janeiro.

Mantecorp stands out as the institute's main sponsor. Additionally, it acts as a multiplier of information in the corporate sphere, attracting employees to volunteer for the corporate cause – the institute trains those who are interested and supplies the methodology and materials for replicating the preventive health care educational projects in underprivileged communities. *Criança é Vida* also enjoys the support of Mantecorp volunteers who reserve and dedicate time on weekends to disseminate educational activities among those who need it the most.

The network of community partnerships maintained by the company also extends to the government, with whom it seeks to develop actions of major social relevance. As a partnership that started out back in 2001, the *Projeto Praia Segura* (Safe Beach Project) unites the company with São Paulo's 17th Fire and Sea Rescue Brigade, in an effort to improve safety conditions along the 650 kilometers of the state's coastline. The joint initiative seeks to offer beachgoers from 15 municipalities, such as Santos, São Vicente, Guarujá, Praia Grande and Ubatuba, explanations and orientation to help prevent accidents and drowning incidents at the beach.

Praia Segura also looks to improve the conditions for rescue, search and life-saving work carried out by lifeguards. Since its inception, the project has helped to cut by half the average number of drowning incidents registered in the areas covered.

The success of this initiative led the company and the Fire Department to launch a new partnership in 2009: *Salva Surf Mantecorp* (Mantecorp Surfer Savers), a project that trains surfers to help lifeguards do their work on São Paulo beaches.

Besides its decisive role in the development of music, the Mozarteum stands out for conducting a series of socio-educational activities to provide social inclusion through music.

In addition to free-admission outdoor concerts, the association reserves a quota of tickets to all shows for school groups in communities with a vulnerable social and economic situation. The Mozarteum is also a partner of the Instituto Baccarelli in a social project of major repercussion: by teaching children and youngsters in the southern section of São Paulo, the initiative led to the creation of the Heliópolis Orchestra.





9 Corporate Responsibility

The same sense of duty demonstrated in environment-related actions is present in Mantecorp's interaction with other participants in its relationship chain. Ethics and transparency form the foundation that guides the company's relations with consumers, employees, suppliers, the market, government and society. This vision translates into a model of responsible conduct that's widely known to the public. In 2008, Mantecorp ranked among the 100 best companies in corporate citizenship, in a survey conducted by *Gestão Et RH* magazine.

The Code of Ethics is the guiding instrument that governs business conduct with stakeholders. It is a document that presents the standards and regulations that direct corporate relations with the various interlocutors. With regard to suppliers, the code calls for equal treatment, which means that any and all products or services contracted must be submitted to technical, professional and ethical criteria, through an impartial assessment of proposals.

Outsourced workers, in turn, are entitled to participate in professional training and development programs – favorable opportunities for Mantecorp to present and explain its corporate responsibility practices and concepts.

Contact with consumers is also subject to the principles set forth in the Code of Ethics. The main premise is Mantecorp's duty to offer the public safe and reliable information about its products and services.

For this purpose, the company offers the population easy access communication channels through which consumers can resolve doubts, file complaints and offer suggestions. Staffed with health professionals trained to receive and solve issues raised by telephone, Mantecorp's Contact Center (0800 0117788) is a benchmark in consumer relations, having won awards several times for the quality of the service it provides. In addition to presenting a comprehensive set of information of an institutional nature, the company's website (www.mantecorp.com) offers explanations about diseases/illnesses, preventive health care and warnings regarding the risks involved in practicing self-medication.

The Code of Ethics also has the role of specifying the main commitments assumed by Mantecorp in relation to its consumer audience, such as:

- To not engage in abusive practices, based on the current state of the economy, nor coercive or disloyal practices or violations against the principles of free enterprise.
- To develop products using only raw materials, components, packaging and processes that are ethical and accepted by the country's official regulatory authorities.
- To avoid deceptive advertising that uses false or inaccurate data or information, misleading the recipient of the message with the objective of gaining advantages for the company.
- To not disseminate advertising messages with abusive content, that are discriminatory, incite violence, exploit fear or superstition, take advantage of the lack of judgment and experience of children, disrespect environmental principles or that induce consumers to behave in a manner detrimental to their health or safety.



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