

begira

EMPLOYER BRAND

December 2022
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It's
my
choice!
I CHOOSE **ULMA**

FOTO: Ruben Plaza

Merry Christmas

 **ULMA**

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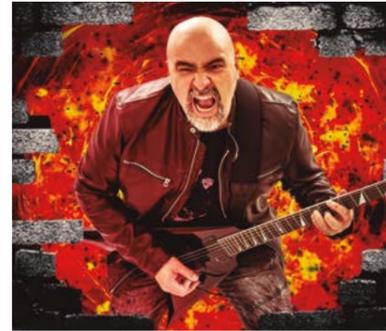
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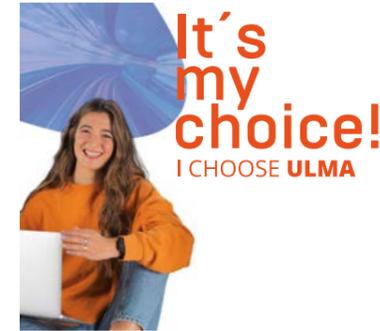


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ULMA HANDLING SYSTEMS AT THE AIRPORT OF ABIDJAN IN IVORY COAST



ULMA HANDLING SYSTEMS

Aeria, operator of the airport of Abidjan in Ivory Coast, has trusted ULMA Handling Systems for a new Baggage Handling Systems project.

Traffic at this airport is recovering, reaching pre-pandemic levels, and 2 million passengers are expected to travel through this airport in 2022. **The lack of capability is a problem that worries the company,** therefore, Aeria and ULMA have signed a contract to **increase the**

capability of the South terminal for international traffic, to handle the additional flights that the current international terminal is not able to assume.

The project includes a departure system with 6 check-in counters for normal baggage and an additional counter for extra-large size baggage as well as an inspection line equipped with a conventional X-ray machine.

The awarding of this order entails that ULMA will now operate in a new country in the African continent. Joining other countries like Morocco, Algeria, Libya, Egypt, Ethiopia, Burundi and Nigeria, for a total of 8 African countries, sets ULMA up in an optimal position for being awarded the future BHS (Baggage Handling Systems) of the new terminal that is being built and to be tendered next year.

RENEWAL OF THE DISTRIBUTION AGREEMENT BETWEEN ULMA AND MLE

ULMA Maintenance Services (UMS) and international supplier of logistics and material handling solutions **Mitsubishi Logisnext Europe (MLE)** have renewed their **distribution agreement for Spain** for the next five years.

From the start of the cooperative, which was initially called OINAKAR, a permanent collaboration has been maintained with the Mitsubishi Forklift Trucks brand. As years went by, the business consolidated its position and ULMA has progressively expanded, occupying an increasingly more important role in terms of offering maintenance and associated service equipment in Spain.

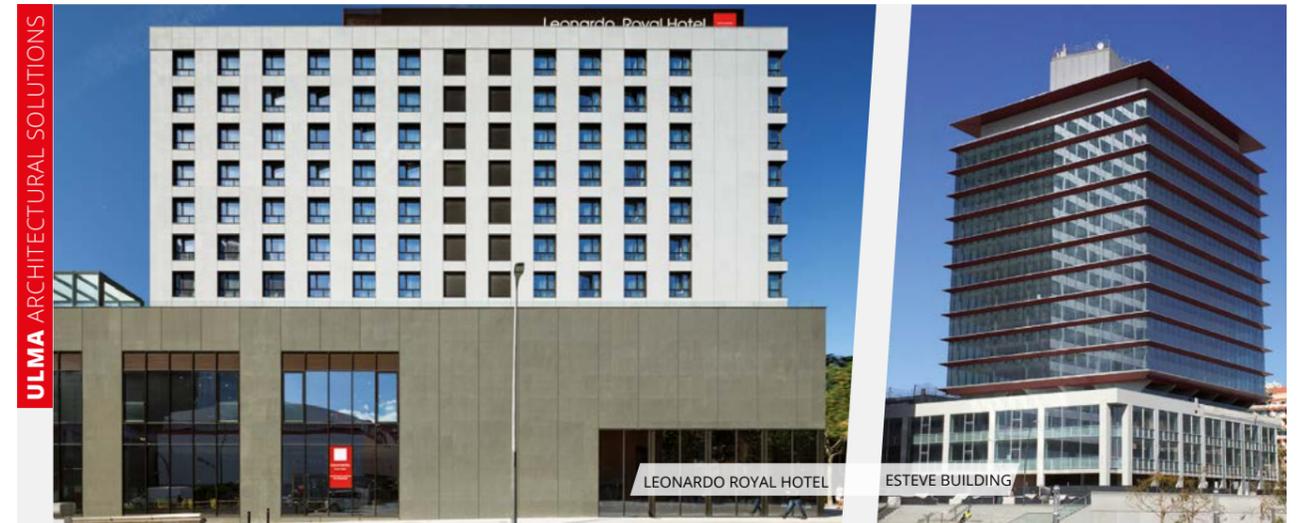
Today, after nearly four decades associated with the brand and thanks to the sharing of know-how, experience and continuous improvement, this collaboration agreement is ratified with the aim of tackling new and exciting strategic challenges.



ULMA ULMA MAINTENANCE SERVICES

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AESTHETIC COHERENCE BETWEEN BUILDINGS



ULMA ARCHITECTURAL SOLUTIONS

ULMA Architectural Solutions has installed a ventilated facade cladding system on the Leonardo Royal Hotel, located at the Portal Firal complex of Barcelona, where it is discretely and coherently integrated with the other five buildings that comprise the complex. Two of these five buildings are equipped with ventilated facades from ULMA; the

ESTEVE building and the Leonardo Royal Hotel.

In planning these projects, the aim was to show the complicity and a common language between them and this was achieved by opting for the same construction system, the ventilated facade, and finished using Stoneo cladding.

Leonardo Royal Hotel has **more than 3,000 m² of facade**, with a **stony finish from the PURE product line**. The bottom section has a dark and almost black tone and the high section of the rooms have a light grey tone; the same finish that was used in the adjacent Esteve building.

NEW RFID-BASED FORMAT CONTROL SYSTEM TO MAXIMISE THE AVAILABILITY OF PRIMARY PACKAGING MACHINES

ULMA Packaging has developed a new verification system with wireless sensors that identifies and checks that the components the packaging machine is equipped with are suitable for the recipe that is ongoing.

This new format control system is **capable of checking both the tray transport arms as well as the moulds, using alerts to indicate if any of them is not suitable**. This way, possible operating errors are avoided and the stoppage times to change formats are minimised.



ULMA PACKAGING

This represents a further step in ULMA Packaging's goal to provide its machines with more intelligent features that help improve the OEE (Overall Equipment Effectiveness).

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ULMA SIGNS COLLABORATION AGREEMENTS WITH DIFFERENT ENTITIES

The aim of the agreements signed is to improve the collaboration between ULMA and the different institutions among which we have Miguel Altuna Lanbide Heziketa, the Engineering School of Gipuzkoa, Tecnum - The Engineering School University of Navarra and Mondragon Unibertsitatea.

The commitment undertaken is to **promote collaboration in the fields of technological and non-technological know-how** in activities of mutual interest, promoting the generation, exchange and transfer of knowledge for developing and attracting talent for ULMA.



ULMA GROUP

SPECIAL SOLUTIONS FOR AN OFFICE COMPLEX IN WARSAW, POLAND



ULMA CONSTRUCTION

IN WARSAW, THE FOREST OFFICE AND SERVICES COMPLEX, A 120 METRE HIGH SKYSCRAPER, IS UNDER CONSTRUCTION. THE NEW BUILDING WILL BE A GREEN OASIS, WITH GREEN ZONES THE SIZE OF TWO FOOTBALL PITCHES.

The Forest office complex is going to provide the city of Warsaw with a rental space of 78,000 m², including areas for cafés and service facilities. It consists of a 120-metre tower and other adjacent buildings, with 6 and 8 floors.

The well-being of users has been factored into this new space, with terraces around the whole perimeter, small vegetable gardens, special shelters for birds and insects as well as outdoor gyms.

Working closely with the project managers, we developed special solutions, formwork systems that were adapted for the stairwell with two simultaneous evacuation routes, and storage platforms in the perimeter area of the building with a 6.8 m cantilever.



ULMA SOLUTION:

- Walls, cores and columns: 3.5 m - ORMA, ATR, KSP
- Standard slab: 1,385 m² - CC-4, ENKOFLEX
- Shoring: 12.9 m - T-60
- Safety: 39 safety screens – HWS

MORE THAN A TRAINING WORKSHOP



ULMA EMBEDDED SOLUTIONS

THE ENTIRE ULMA EMBEDDED SOLUTIONS TEAM HAS PARTICIPATED IN A TRAINING WORKSHOP ABOUT THE POWER OF COMMUNICATION.

The different sessions held in ArantzazuLab and led by Álvaro Simón, mentor and instructor in public speaking techniques, had **two main objectives**; on the one hand, **discover a series of tools for improving the ability to communicate** and on the other hand, take advantage of the workshop for **team building and getting to know personnel better from the different offices and areas.**

In recent years, as part of their strategic plan, the turnover of ULMA Embedded Solutions has been

growing as a result of an increase in orders. Consequently, among other things, they have expanded their human team. Nowadays, the team of 40 professionals are distributed between Oñati, Bilbao and Madrid and as time went by, we noticed that the distance makes it harder to communicate and also affects the sense of belonging.

Also, many projects require teamwork between different specialities and both internal as well as external interactions are essential.



ULMA FORGED SOLUTIONS EXPANDS THEIR TEAM IN THE USA



ULMA FORGED SOLUTIONS

ULMA Forged Solutions has strengthened their sales team in the USA, with the addition of Chris Willie this past September, a professional with extensive experience in the sales of special forged components to OEMs in the forging industry. With this addition to the team, a new milestone is added to ULMA's evolution in the United States.

For decades now, ULMA has been a key supplier of high quality flanges in the North American supply chain. For the future, they expect to maintain their position and continue strengthening the existing relationships in the tubing, accessories, and flange industry.

ULMA is committed to growing and adapting to new industries and markets, becoming a high quality supplier that is focused on the customer. They are also firmly committed to continue being the best supplier of flanges and forged components for many decades to come in the North American market.

NEW BENCH MODEL CALLED LORA, AN ADAPTATION OF A CLASSIC

The new Lora model, one of the benches from ULMA Architectural Solutions street furniture's collection, is an **adaptation of the classic bench located at Hyde Park in London**, one of the most famous urban benches by excellence.

This model created by designer Miguel Angel Ciganda is inspired in the adaptation to the new times of a classic model, but this time it has been **made using a material like Stoneo, which is more durable and resistant to water.**



ULMA ARCHITECTURAL SOLUTIONS

HAS PARTICIPATED IN THE 3RD EDITION OF EUSKARALDIA

From 18 November to 2 December, personnel from ULMA had the opportunity of participating in this social exercise. Each person chose the most suitable role for them, Ahobizi or Belarriprest. Also, like in previous editions, Ariguneak were created, identifying groups where Basque can be used easily and we tried to meet the agreed usage objectives.

Although the preparatory work began in spring, it wasn't until November when training was carried out to learn more about the roles of Belarriprest and Ahobizi.

On 18 November ULMA inaugurated Euskaraldia 2022, taking **group photos**, and continuing with other activities: A **photography contest and subjects that brought together Basque and the street, a talk by Eneko Axpe** who explained



ULMA GROUP

the space to the attendees... and, on 2 December, the eve of Basque day, a **presentation by the president of ULMA Group, who explained everything that Basque contributes to ULMA as well as what ULMA contributes to the Basque language.**

As mentioned by Kike Amonarriz *"Euskaraldia is a lever, as it is a practical exercise that requires commitments and challenges"* and ULMA is committed to maintaining the achievements and active dynamics obtained with this lever over time.

ULMA CONVEYOR COMPONENTS AND REMA TIP TOP SEAL THEIR PARTNERSHIP IN CHILE

ULMA Conveyor Components has participated in the 4th conveyor belts Congress called "Fast and Powerful" at Viña del Mar (Chile).

At this event, attended by suppliers as well as clients, ULMA achieved its goal of presenting themselves jointly as a team offering comprehensive solutions and additionally, they were able to communicate that they have finally solidified their operations in this important market.



ULMA CONVEYOR COMPONENTS

ATR, RKS AND HWS SYSTEMS ARE ESSENTIAL IN THE CONSTRUCTION OF 6 TOWERS IN GIBRALTAR

HCT GIBRALTAR IS A PROJECT FOR BUILDING 665 STATE-SUBSIDISED HOMES DEVELOPED AND PROMOTED BY THE GOVERNMENT OF GIBRALTAR, THE MOST IMPORTANT RESIDENTIAL CONSTRUCTION PROJECT UNDERWAY NOW AND IN THE YEARS TO COME.

The Hassan Centenary Terraces project consists of 6 high-rise towers and it is being constructed in two phases: towers 4, 5 and 6 in the first phase and towers 1, 2 and 3 in the second. Tower 4 is the tallest and has 35 floors while towers 5 and 6 vary in geometry and height, with 26 floors. From the beginning of the project we have been **working shoulder to shoulder with the customer.**

As this is an area exposed to wind, the crane had to be available at all times. For this reason **the use of ATR self-climbing systems, RKS and HWS perimeter safety screens have played a vital role** throughout the entire process with weekly cycles for each floor.



ULMA CONSTRUCTION

ULMA SOLUTIONS FOR THE PROJECT:

- Walls, cores and pillars - 3.05 m: ORMA, LGW, RKS, ATR
- Standard slab - 1,050 m²: ENKOFLEX, VR table
- Shoring - 2.8 m - 18.2 m: EP, ALUPROP
- Safety - depending on tower 13 and 27 screens: HWS
- Scaffolding: BRIO and DORPA

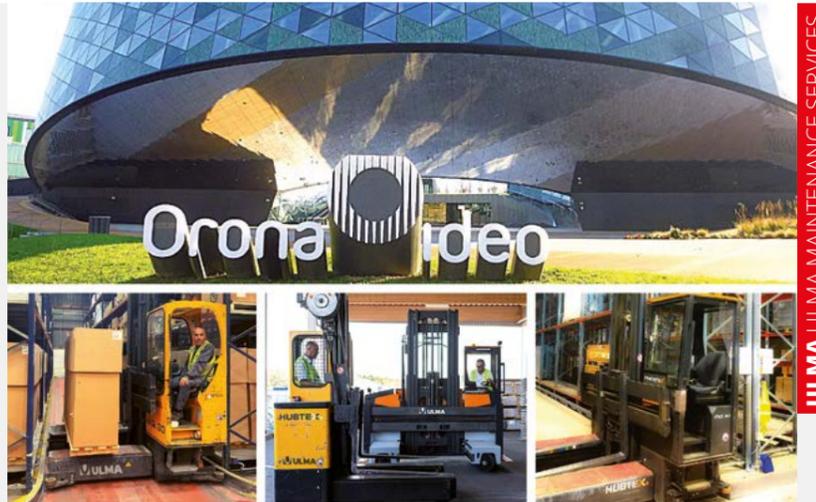
PROJECT DETAILS:

- Surface area: 120,000 m²
- Max. Height: 106 m

ONCE AGAIN ORONE CHOOSES ULMA, CONSOLIDATING A RELATIONSHIP THAT LASTS SEVERAL DECADES

ULMA Maintenance Services has once again been chosen by Orona to **supply HUBTEX forklifts as well as provide after-sales solutions and services.** This new agreement between the companies strengthens a relationship dating back to the year 2003, during which time both cooperatives have maintained operations as a trusted local supplier in addition to sharing cooperative values and generating value for the immediate environment.

This agreement means being able to handle long and heavy loads as well as an optimum use of storage space and transport of heavy and different size materials. The purchasing of



ULMA ULMA MAINTENANCE SERVICES

these new forklifts from ULMA will allow for these loads to be transported with flexibility down passageways that are narrow and of different widths thanks to these adaptable vehicles.

ULMA COLLABORATES IN FSC FOREST WEEK, FROM 24 TO 30 SEPTEMBER

By obtaining the FSC (Forest Stewardship Council) certification, ULMA is doing its part to guarantee responsible forest management practices, thus protecting biodiversity and numerous ecosystems.

ULMA's FSC® Chain of Custody Certification demonstrates that **our wood products are fully traceable to sustainable sources.** The scope of the FSC® certification is applicable to the sale of phenolic plywood panels.

This certification represents another step toward fulfilling ULMA's commitment to use sustainable sourced wood and other forest products, testament to the value we place on **guaranteeing congruity**



ULMA CONSTRUCTION

between our economic activity and social well-being in a manner that is environmental friendly.

Furthermore, this enables ULMA to meet the needs of our clients, who are increasingly concerned with the

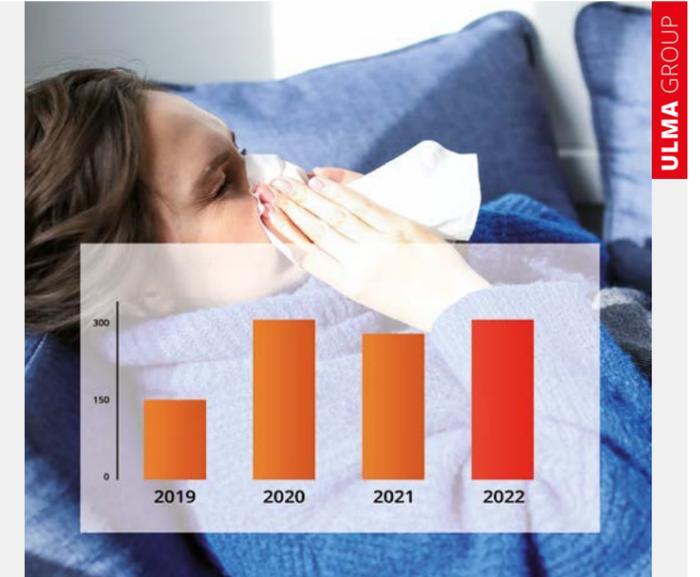
use of products with FSC® Chain of Custody certification as well as sustainable building methods such as BREEAM or LEED among others.

NEW FLU PREVENTION CAMPAIGN AT ULMA

As they do every year in the month of November, ULMA's health Service has begun their Flu Prevention Campaign. **Participation was very high among ULMA employees,** matching the figures of the 2020-2021 campaign, but far exceeding the pre-pandemic vaccination rates.

Seasonal flu is a highly contagious disease as it is an acute infection of the respiratory airways. Currently, vaccination is the best way we have to prevent this disease and its main objective is to reduce serious cases and complications.

Protect yourself and your environment!



ULMA GROUP

ULMA AGRÍCOLA AT FRUIT ATTRACTION 2022



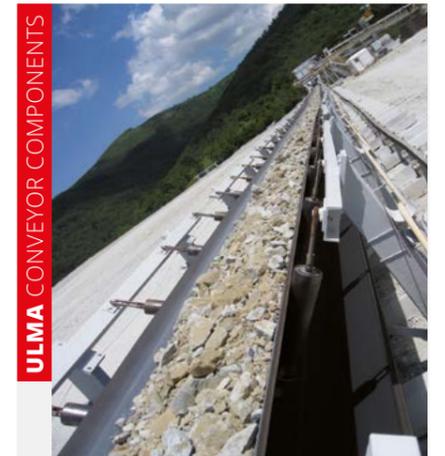
ULMA AGRÍCOLA

ULMA Agrícola has been at the Fruit Attraction fair, which was held in Madrid from 4 to 6 October 2022, with the objectives of **building and enriching relationships to generate links and set up future projects in the fruit and vegetable sector.**

Fruit Attraction has become an indispensable sales component for

worldwide distribution of fruits and vegetables. In recent years, it has become a **commercial meeting point for all professionals in the sector's value chain.** ULMA Agrícola, as a supplier of high-tech comprehensive solutions, attended this important event where it presented its ideas and comprehensive solutions for the production of horticultural crops

ULMA AT LAST PRESENT IN CHILE



ULMA CONVEYOR COMPONENTS

ULMA Conveyor Components carried out its **first project for the leading mining company in Chile,** a great milestone that will help the company increase their presence in the mining market of this country.

After an intense marketing effort, this new project in Chile has become strategic for ULMA, as we expect Chile to become our main market in the next three years.

ULMA DRAINAGE CHANNELS AT ONE OF THE OLDEST PORTS IN FRANCE

ULMA HAS SUPPLIED DRAINAGE SOLUTIONS TO THE PORT OF NANTES, FRANCE; ONE OF THE OLDEST PORTS IN THE COUNTRY, BUILT MORE THAN 3000 YEARS AGO.

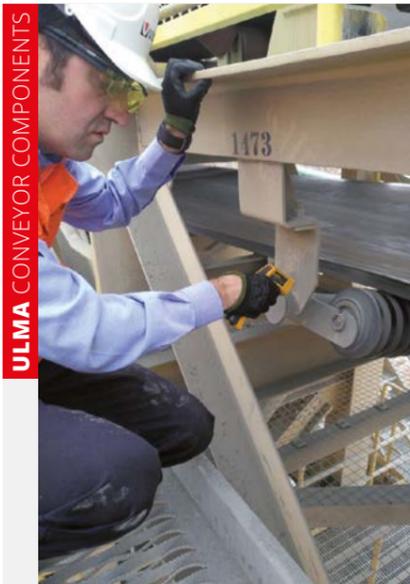
The channels of the Civil F product range installed in this project have been especially designed for sections that support heavy loads. For this reason, it is equipped with a system for fastening the grating to the channel using 8 screws per linear metre and not with 4 screws as is the case for most channels on the market. This way we achieve increased safety and resistance as the stability and distribution of forces throughout the grating and the channel are increased.

Ports are highly demanding areas as a result of the volume of traffic as well as due to the salt that is present in the environment. Thus, these characteristics require installing drainage systems that are durable and resistant.



ULMA ARCHITECTURAL SOLUTIONS

ULMA CONVEYOR COMPONENTS STRENGTHENS ITS POSITION IN PERU



ULMA CONVEYOR COMPONENTS

ULMA Conveyor Components will carry out an important **expansion project of one of the most important copper mines in Peru**. To be awarded this project, ULMA had to compete against other leading companies in this market. In this case, the engineering firm directing the conveyor section is from Mexico, which is a new experience for us because until now, most engineering firms we have worked with have been either German or American.

ULMA, a leading supplier of conveyor rollers and supports for the most important mines in Peru, will use **heavy load bearing rollers suitable for high speeds** in this project, specifically CEMA E and CEMA F type rollers. These components provide ULMA with a great competitive advantage as a result of the high specialization developed in this segment in recent years.

ULMA PACKAGING PROMOTES THE REMOTE SUPPORT TO MINIMISE ITS CUSTOMER'S MACHINE DOWNTIME



ULMA PACKAGING

ULMA PACKAGING INCORPORATES A VIDEO-CALL TOOL BASED ON AUGMENTED REALITY FOR SMARTPHONES AND TABLETS THAT ALLOWS IDENTIFYING INCIDENTS REMOTELY AND VIEWING THEM IN REAL TIME.

This way, communication errors are reduced, clear instructions can be provided and the machine can return to a full operation as quickly as possible.

-The **communication** between ULMA and the customer is more **fluid and precise**.
-Facilitates **quick and easy access to assistance** from expert technicians from ULMA.

ULMA **customers** that have used it have given it **great reviews**, highlighting the following aspects:

-The **speed of response**. The problem resolution time has been reduced. Thanks to the accurate diagnostic provided, the problem was completely fixed.

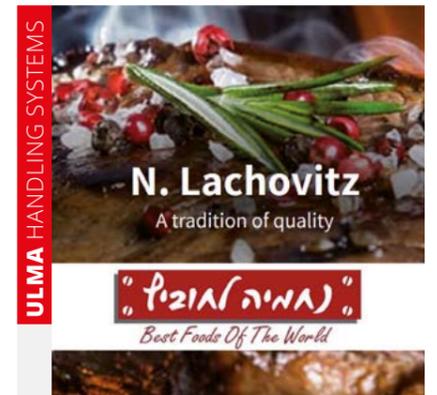
-**Machine downtime is reduced**.

-In many cases, technicians do not have to travel to the site, which can entail a considerable **cost savings**.

Through **augmented reality**, the expert team from ULMA is able to provide instructions based on the image it gets from the camera on the customer's device as well as accurately identify the components where attention need to be focused.

Also, the tool allows sharing documents and making entries in real time and complies with the highest security standards.

NEW PROJECT FROM ULMA HANDLING SYSTEMS FOR LACHOVITZ IN ISRAEL



ULMA HANDLING SYSTEMS

ULMA Handling Systems will equip a new automated warehouse for company Lachovitz in Israel. This new warehouse will be built adjacent to the current one and will provide a **solution to the increased production and sales this Israeli company is experiencing, while also guaranteeing the possible future increase in turnover**.

This new warehouse will be equipped with two 1000 x 1200 mm passageways for frozen pallets and another two 430 x 730 mm passageways for frozen trays. In total, the warehouse will have approximately 3,900 pallets and nearly 6,000 trays.

The warehouse will be divided in two levels, one at the ground level for pallet entry from the outside and 2 U Picking solutions and one VTD Shuttle-Car. The second level will be located 5 metres above the ground and will be used as a warehouse pallet exit as well as for the entry and exiting of trays.

BRIDOR ONCE AGAIN PLACE THEIR TRUST IN ULMA HANDLING SYSTEMS



ULMA Handling Systems will carry out a new project for the production centre that company BRIDOR has in Louverné, France. This company, which belongs to the Le Duff group, is one of the leading manufacturers of frozen bread, pastries and cakes worldwide.

The new project is about a finished product pallet buffer that occurs throughout the day and need to be expedited. To accomplish this, the system is equipped with a transport system at -18 °C with 6 lines measuring 70 metres each and capable of transporting 350 pallets weighing up to 1200 kg/pallet.

The goal is to begin and deliver the installation at the end of 2023.

INNOVATIVE THERMOFORMER-BASED SOLUTION WITH ZERO BASE SCRAP FOR LEAFSKIN™ PACKAGING

ULMA Packaging has developed a new thermoforming machine model for packaging fresh products in vacuum skin packs on a flat cardboard base. This new solution is in keeping with ULMA's commitment to developing sustainable packaging solutions.

This new thermoforming machine provides important cost savings of up to **11% of film as result of the absence of base cardboard scrap** compared to other conventional pull chain thermoforming machines and up to **48% cost savings in base material and eco-taxes** compared to pre-cut trays for heat-sealing. On the other hand, **the use of plastic is reduced by up to 80%** compared to traditional skin packaging.

In terms of logistics, it is also worth mentioning **the reduced carbon footprint** as it relates to the transport of packaging material and waste management.



ULMA PACKAGING

REVIT® DESIGN: CEBU-CORDOVA LINK EXPRESSWAY, 3D TECHNICAL SOLUTION

This bridge is one of the largest infrastructure projects carried out in the Philippines and consists of two octagonal pylons, variable on all sides and 150 metres high.

In projects of this scale, which also feature complex geometries, **having easy access to the 3D model has made it possible to quickly resolve any problems or interference before and during the construction work process.** The digital model was updated when any changes were made, so **there was a continuous and effective flow of information between everyone involved in the project.**

Using REVIT® to design the pylon was essential to allow all of ULMA's systems to be used, given the complexity of its geometry. **This tool allowed us to verify that with this technical solution, there was no interference at any point along the entire shaft of the pylon or in each layer, making it possible to develop a suitable design in each phase.**

In short, two formwork solutions and the ATR Self-Climbing system were installed, one for phase 1 and the other for phases 2 and 3, as the geometry changed after the deck of the bridge.



ULMA CONSTRUCTION

EDI A XL ELECTRIC FORKLIFT, BEST SUSTAINABLE PRODUCT IN 2022

The EDiA XL electric forklift from ULMA Maintenance Services has received the most sustainable product of the year award at the Archie Awards granted by the prestigious UK Material Handling Association. This is the seventh award the brand has received in the history of this event.

The EDiA XL electric forklift, **the quietest and most energy efficient of its class, reduces noise pollution and eliminates emissions, while providing all the power of a diesel forklift.** This electric forklift is also equipped with an AutoBoost, which provides extra power when needed as well when driving up steep slopes or ramps.

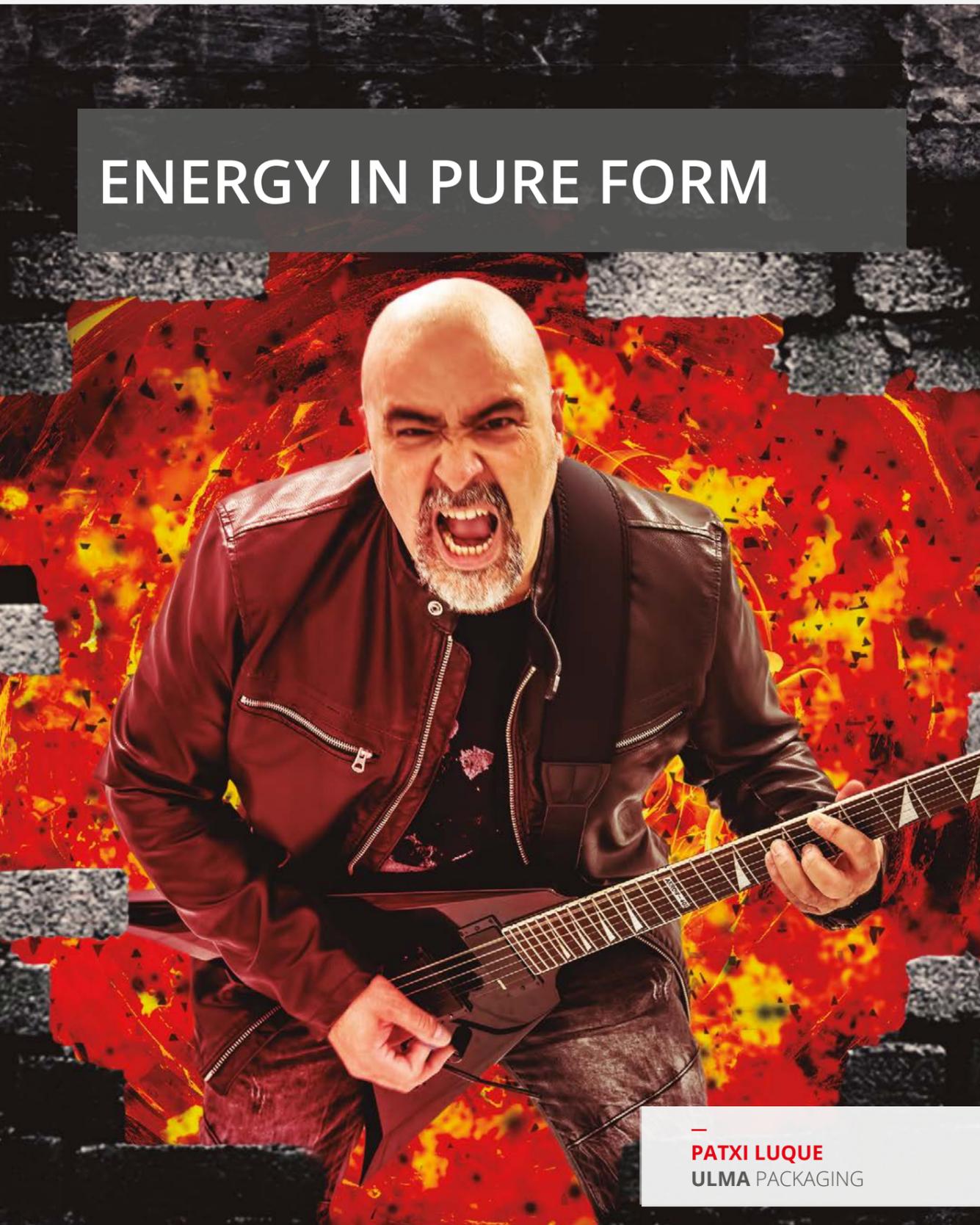


ULMA MAINTENANCE SERVICES

At these awards, the new technologies EDiA XL is equipped with were judged positively by the jury. These new technologies have made electric forklifts a real environmentally friendly alternative to those driven by internal combustion engines in more applications than before.

OTHER TALENTS OF THE ULMA GROUP

ENERGY IN PURE FORM



—
PATXI LUQUE
 ULMA PACKAGING

"MUSIC IS THE MAXIMUM EXPRESSION OF FEELINGS FOR A MUSICIAN AND IN MY CASE THE GUITAR IS THE MEANS I USE TO CHANNEL, EXPRESS AND SHARE THEM...".

—
Patxi Luque works at ULMA Packaging in heat-sealing on the NPL (New Product Line) team at UPTC. He plays the electric, acoustic and classic guitars. Patxi has recently completed a project with the Itinerum group, with his first CD being released shortly. Parallel to this he has been performing solo in concerts where he plays covers in many different styles, from heavy metal to pop-rock and where the main focus is on the guitar.

Patxi Luque began his journey in music at the age of 17, when he was in his third year of secondary school. He remembers one day being in class during a break and a friend telling him he was thinking of buying a guitar and learning how to play. He was just thinking the same thing so they encouraged each other and began together. They began learning together and later on, they started a band.

However, what finally encouraged Patxi to play the guitar was the fact that a cassette tape fell in his hands, recorded by a friend with the records "Somewhere in time" and "Seventh son of the seventh son" by Iron Maiden... Luque was already familiar with some of the band's songs like "The Trooper", but this was a revelation! "I wanted to do that! I would wake up each morning and go to bed at night with those

guitars continually sounding in my head. They became embedded in my brain. I remember doing Math exams in secondary school with songs in the background playing in my head. It was incredible, really incredible. Something became awakened inside of me and this feeling still remains today. It is difficult to explain, but something incredible, almost a vital necessity" he says.

For years he learned in the shadows, gaining experience and knowledge to become ready... His first band was formed with his friend Jose Luís Delgado in Soralue - Placencia de las Armas; they played for years, but never live. After this, he practised with a band from Berriz and then, after participating in the Púa de Oro - Leize Gorria contest in San Sebastian, together with Aitor Alberdi and Haritz Uriarte, also members of ULMA Packaging, they formed the band PoLi-tiCks. They played many concerts with this band and even recorded an EP with 4 songs. Then came Arias & Rock, a project that is on the back burner after the stoppage caused by the pandemic.

"I love playing in small bars, it is really special... I usually have an open mike in case anyone wants to come on stage and sing with me. I love doing this and provide opportunities for others to experience what it feels like to be on stage" says Patxi.

I have had many experiences but possibly one of the most memorable moments was when I played "The Loner" from Gary Moore at the final of the Púa de Oro-Leize Gorria. "To play this song, THE SONG for me, live was a dream come true and to do so in front of an audience of 500 people was even more special" he says with emotion. Another great moment was the final of this same contest the following year with nearly 80 contestants, where he took second place and was presented with the Púa de Plata.

His last concert was held in October in Zumárraga. A charity concert for the Latxalin association and fight against breast cancer.

Patxi acknowledges that several years ago it was harder to balance work and rehearsals, with small children he only had time to play in the evenings. "I have always appreciated my wife Maria and my children Ivan, Daniel and Marcos for all the support they have given me in this regard" he says. As his children have gotten older and since he has flexible hours at work, everything is easier now. He has also changed the way he rehearses, he used to play with an amplifier until 8 PM but nowadays he uses a PC with amplifier simulation programmes and headset, which allows him to play until 1 AM.



scan QR code
 (version of the subject
 by Tony MacAlpine
 "The vision")

It's my choice!

I CHOOSE ULMA

Our young men and women have already decided and they have chosen ULMA. Some of these men and women have been collaborating for several months in the first phase of the employer brand campaign that ULMA has been carrying out. The aim of this campaign is to place value on the brand and its main attributes in order to, on the one hand, make our social-business position as a Group more attractive and, on the other hand, strengthen our business in terms of our strategy for attracting talent. The second phase of the campaign will begin in the spring of 2023 with impacts on outside advertising.

CAMPAIGN OBJECTIVES

From its launch strategy to being put into action on on-line and offline media, YO ELIJO has been ULMA's Employer Brand campaign. The aim, in short, is to support our Businesses by emphasising its message as it relates to attracting talent.

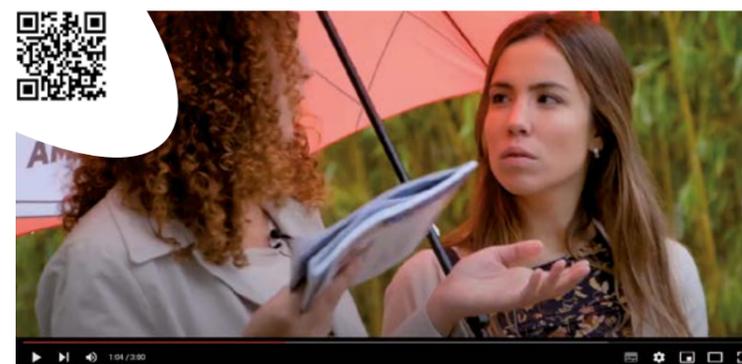
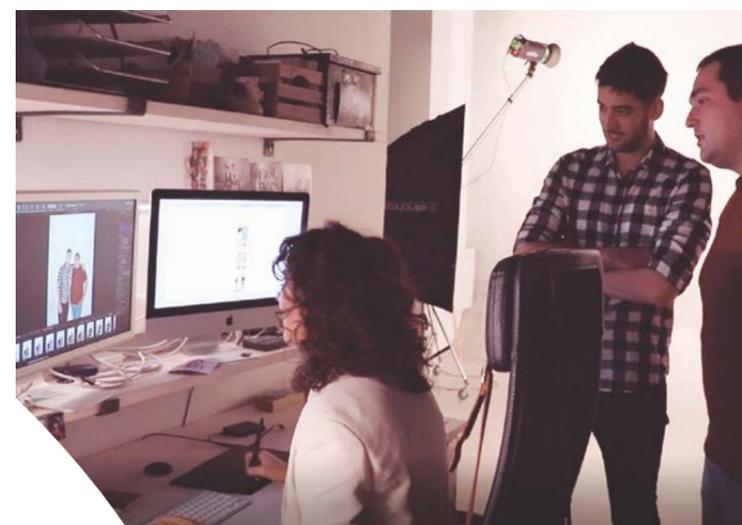
Throughout all the activities and initiatives, we wanted to highlight what has undoubtedly been the most relevant, the possibility of having our own people volunteer to be centre stage, which has made this campaign something unique with pictures and videos that reflect our essence as a group.

To carry out this campaign, a line of design and highly visual iconography was created with audiovisual pieces, photographs and formats for Social Networks. In the first phase, until this month of December, we have been directly on media off and on, our own as well as from third parties, in order to, in a second phase to start in the spring of 2023, directly impact the target public segment with outside advertising.

PRODUCTION AND ACTIVITIES

(first phase)

- Campaign presentation video
- Photographic sessions
- Visit to ULMA's VIP Box at Reale Arena
- Presentation of ULMA Group's Social Report
- News piece on "Noticias de Gipuzkoa" about Talent
- Audiovisual pieces for digital environments
- Communications on Social Networks and our own Digital Channels
- Advertising in Newspapers and Media



It's my choice!

I CHOOSE **ULMA**

18 young men and women from ULMA, younger than 25, from all Businesses, are participating in the Employer Brand advertising campaign. The campaign has been carried out with a fresh and dynamic tone aimed at young university as well as trade school students from our community. From here we want to thank them for their commitment and collaboration in the past few months.

Thank you!



— **DAVID DELGADO.**
ULMA CONVEYOR COMPONENTS

— **IKER AKESOLO.**
ULMA CONVEYOR COMPONENTS



— **MARÍA BODES.**
ULMA HANDLING SYSTEMS



— **IÑIGO SORALUCE.**
ULMA MAINTENANCE SERVICES



— **MAIALEN AZPITARTE.**
ULMA CONSTRUCTION



— **IZARO IRAOLAGOITIA.**
ULMA EMBEDDED SOLUTIONS



— **DANIEL MARTINS.**
ULMA ARCHITECTURAL SOLUTIONS

— **OUSMANE KEINDE.**
ULMA ARCHITECTURAL SOLUTIONS



— **JOSEBA RODRÍGUEZ.**
ULMA FORGED SOLUTIONS



— **HAIZEA DEL OLMO.**
ULMA HANDLING SYSTEMS

— **NATALE VERGARA.**
ULMA PACKAGING



— **JON ARRIARAN.**
ULMA CONSTRUCTION



— **GORKA MÁRQUEZ.**
ULMA FORGED SOLUTIONS



— **ANE SÁEZ.**
ULMA GROUP

— **ION ANDER GUERETA.**
ULMA PACKAGING



— **JONE ALUSTIZA.**
ULMA PACKAGING

— **AINARA TROJAOLA.**
ULMA AGRÍCOLA



THE MOST CARING TECHNOLOGY

TO SEE A BETTER WORLD

ULMA's solidarity, through technology promoted by its medical Technologies activity, reaches people who are at greater risk of social exclusion.



The activity of ULMA Group's Medical Technologies has joined forces with non-profit association "Abre sus Ojos" and Miranza Clínica Begoña, to improve the eye health of citizens with an activity directed at 500 people with intellectual functional diversity and at risk of social exclusion.

ULMA's technology has allowed professional volunteers to administer complete eye exams by ensuring access to high quality eye care.

The most caring technology



ITXASO HERRERA.

Ophthalmologist from Miranza Clínica Begoña, volunteer at "Abre sus Ojos" and member of ULMA's Scientific Consulting Committee.

We are lucky to be able to work with this professional and also to have the opportunity of participating in projects like "abre sus ojos". Meeting people, perfectly designed teamwork, collaborating with different eye care sectors and the industry, and the satisfaction of helping others.



REBECA ATIENZA.

Ophthalmologist from Miranza Clínica Begoña, volunteer at "Abre sus Ojos".

The "Abre sus ojos" initiative has a highly motivated team of professionals using state of the art technologies to ensure eye care is available to underprivileged groups that find it hard to get care and where poor eyesight in particular has an enormous impact on their quality of life.



JOSETXO DE FRUTOS.

CEO of ULMA Medical Technologies, S. Coop.

The technology we have developed ensures medical devices are accessible and used by different medical professionals and in situations where it was not possible until now.

2022

1 September - 31 December

RETIREMENTS

ENRIQUE OLASO



JESUS FERNANDEZ



ENRIQUE MIRANDA



PEDRO BORREGUERO



ALBERTO DE PEDRO



Thank you and enjoy!
Congratulations



Group picture of some of the people from ULMA that went to the game with their families.

Thanks for participating!

