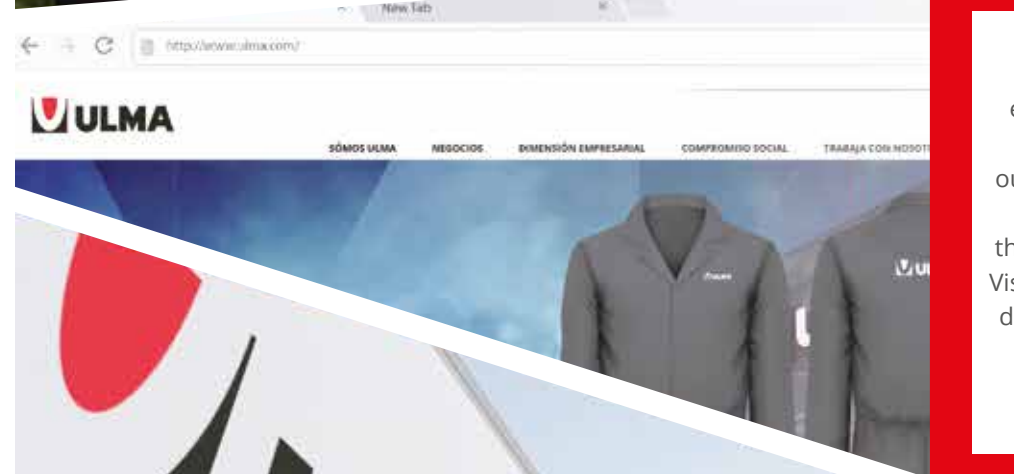


NEW IMAGE AND CORPORATE VISUAL IDENTITY FOR ULMA

Throughout 2020 and the first months of 2021, the Group's Communication Committee worked on and coordinated the project to review the corporate image and visual identity, which has recently been approved by the corporate bodies of the ULMA Group. This is an important revision project that has adapted, ordered and defined all the graphic and visual keys of ULMA for the next decade.

To put the project in context, it is important to note that the ULMA Group's Communication, Image and Identity Policy is defined in the POGU (ULMA Group Organisational Policy) and is specified in the management and coordination of the Group's external and internal communication and in the use and protection of the ULMA brand. It is precisely on this issue of the Brand where most of the weight of our Corporate Image and Visual Identity is focused. The final objective is to build a consistent, distinctive and sustained Group image and corporate identity over time.



Photomontages created from the design prototypes

Image and Corporate Visual Identity Manual

The defined and approved rules and regulations will be specified in the new ULMA Group Corporate Visual Identity Manual, which will include all aspects linked to our image and identity and that will be mandatory. From there, the materials, messages and corporate content will be developed to reinforce the brand image and support the positioning of our Businesses in their respective markets.

OBJECTIVES

1

Consolidate and enhance our corporate personality to support our Cooperative Business Culture as a Group through a new image and Visual identity that is more digital and more suitable for the 21st Century.

2

Communicate and consistently project our Values through the correct use and application of the ULMA Brand.

3

Repeatedly transfer and disseminate a powerful ULMA Group project through **Strong Brand Support** in all our messages and communications.



We want to lay the foundations and graphic and visual references of our entire Image and Identity as a Group for the next decade

CARLOS SARABIA

Head of the Brand and Communication Area at ULMA and Coordinator of the Group's Communication Committee.