



Communities strong as steel

Annual Report 2024



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Introduction

Closer to our communities



Dear community, collaborators and allies:

I am pleased to share with you the Fundación DEACERO 2024 Annual Report, a document that reflects our commitment to the social progress of communities.

During 2024, we focused on optimizing our operating efficiency, reaching a remarkable 88%.

This achievement allowed us to allocate most of our resources directly to our social purpose. In addition, we began centralizing information in a CRM, which significantly improved the management of programs such as Health Alliance and Donations to CSOs.

I would like to highlight some of the most important achievements this year:

- We increased donations to civil society organizations by 30%.
- We resolved 39% more Health Alliance cases, with a 42% faster turnaround time.
- We carried out 306 social actions, directly benefiting 15,339 people and indirectly benefiting 27,208.

I am deeply grateful to our collaborators, allies and volunteers, whose efforts and dedication are fundamental to achieve these results.

At Fundación DEACERO, we reaffirm our commitment to continue working with transparency and efficiency to forge a better future for all, in a Mexico as strong as steel.

I invite you to read about the results of our work in in this report.

With gratitude,



Alicia Núñez
Director
Fundacion DEACERO



About Us



We are the corporate foundation of DEACERO Group

We fund projects of Civil Society Organizations (CSOs) to promote the **development and well-being** of the **communities where we operate.**

Mission

Promote the social development of Mexican families in the communities near the DEACERO Group.

Vision

Ensure the most efficient use of resources, allocating the highest percentage of each peso invested to the beneficiary population.



Lines of action



Educational promotion

Scholarships to access middle and high school education.



Community spaces

Support to improve and conserve spaces in our communities.



Health promotion

Access to health services for people in vulnerable situations.



Humanitarian aid

Actions to reduce the vulnerability of those who need it most.



Stakeholders

We prioritize attention to:

Communities neighboring our plants

DEACERO Collaborators

Corporate volunteering



20th Anniversary



20 years of forging communities as strong as steel

At Fundación DEACERO we are part of a legacy of more than seven decades of social commitment that began with our founders.

2025 marks the 20th anniversary of our work to improve the quality of life of Mexican families living near our plants and in vulnerable communities throughout the country.

Our institution represents a philanthropy that adds social value to DEACERO's business strategy.

This year we celebrate with pride and gratitude all that has been achieved, and above all, the opportunity to continue improving the lives of the people and communities to which we belong.

Thank you for your trust in Fundación DEACERO.





Introducing our new brand identity

Celebrating 20 years with a new identity that proudly highlights our legacy.

Our logo is aligned with DEACERO's new corporate identity, emphasizing the promotion of economic, environmental and social development in the communities where we work.

A new symbol

We also created a new symbol that we hope will accompany many stories of change and positive impact.

It combines the star symbolizing steel and our company, forming a happy face.

He also draws a person with a star in his hands, representing the causes and social value we generate.

We want this symbol to be increasingly present in the actions we carry out and the spaces where we are. Above all, we hope that all our collaborators, neighbors and allies see themselves reflected in it.





Thanks to the work of the foundation over the past 20 years, **we have achieved...**

+700

Civil Society Organizations
supported

\$398.5

Million pesos granted in donations

+18

Stats of Mexico
reached

+1,700

Donations granted



Institutional Achievements



Our 2024 at a glance

306

Total social actions

1,238,463

Beneficiaries reached by CSOs

15,339

Total direct beneficiaries
reached by the foundation

27,208

Total indirect beneficiaries

Institutional achievements 2024



Unqualified external tax audit

The 2023 fiscal proved that it is possible to invest in the Fundación DEACERO with confidence, by making correct use of resources.

Adoption of a CRM to centralize work

The migration of all the foundation's work to a CRM has begun, which allows the traceability of investments and all activities.

New work scheme

An intensive exercise ended in which the foundation was restructured to be clearer than ever about the work that adds value to DEACERO's business strategy.

Alignment of donations to DEACERO's materiality

With the results of a dual materiality study conducted at DEACERO, the donation strategy was aligned so that philanthropy also adds social value to the business strategy.

Increased opportunities to be a key partner

In addition to carrying out community activities, the foundation had more opportunities to be an ally for DEACERO to maintain its social license.

2024 Key Results



Social actions

5 (2%)

Volunteer activities

55 (18%)

Community activities

122 (40%)

Donations granted

124 (41%)

Resolved cases of Health Alliance

Beneficiaries

505 (44%)

Total corporate volunteers

655 (56%)

Total community volunteers

Geographic scope

17

States reached

33

Communities reached

26

Participating Business Centers

4

Participating schools



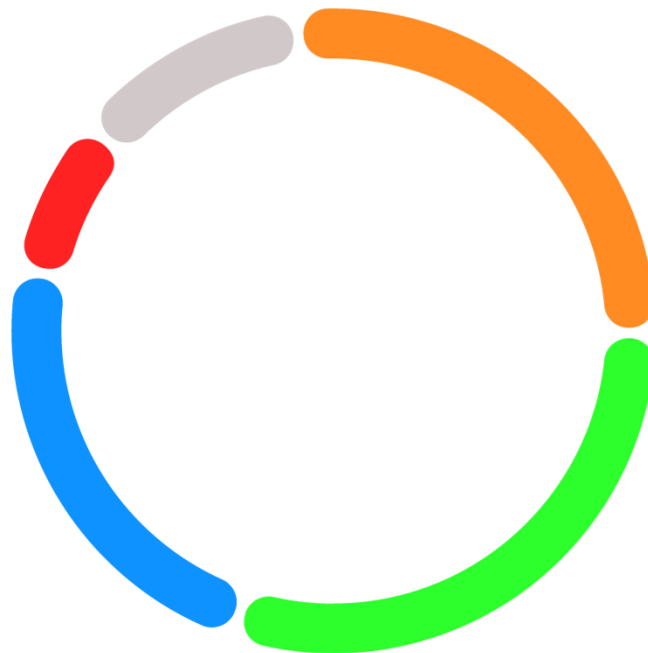
Main results

Community and volunteer activities

60

Total activities

- ◆ Community spaces - 30%
- ◆ Humanitarian aid - 27%
- ◆ Educational promotion - 23%
- ◆ Community development - 12%
- ◆ Health promotion - 8%

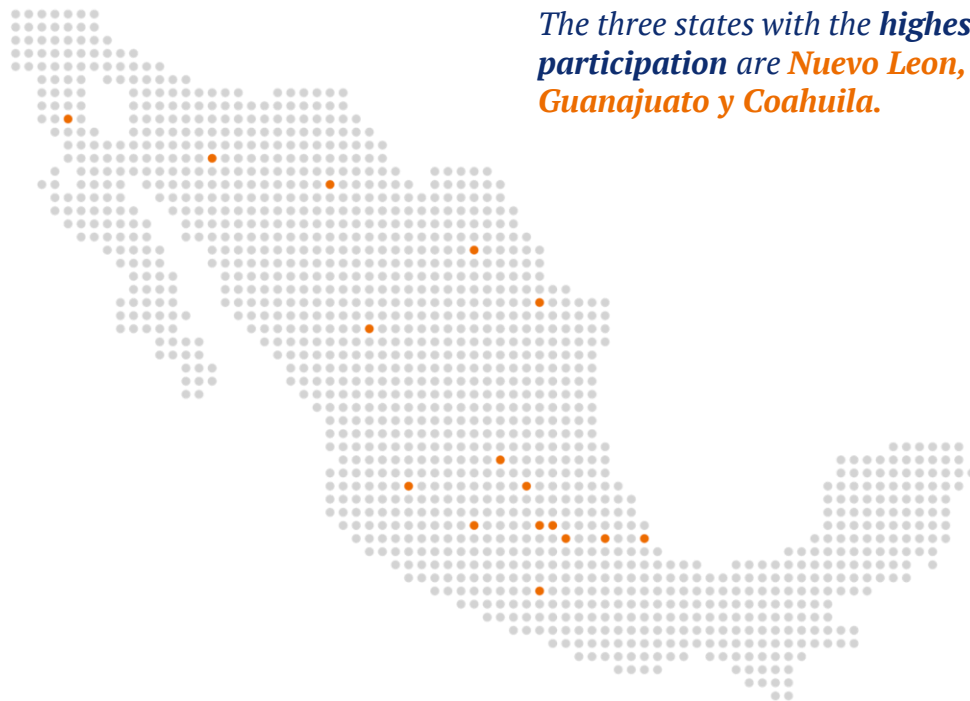


Main results



Geographic scope detail

States	Actions	
Nuevo Leon	130	42%
Guanajuato	70	23%
Coahuila	58	19%
Mexico City	11	4%
State of Mexico	8	3%
Puebla	7	2%
Queretaro	6	2%
Baja California	4	1%
Chihuahua	2	1%
Durango	2	1%
Guerrero	2	1%
Jalisco	1	.25%
Michoacan	1	.25%
Morelos	1	.25%
Sonora	1	.25%
Veracruz	1	.25%
Missouri	1	.25%





Programs



We work in 4 programs:



**Donations
to Civil Society
Organizations**



Health Alliance



**Corporate
volunteering**



**DEACERO
Communities**



Donations to Civil Society Organizations

We help civil society organizations become more professional and change the lives of more people in our operating communities.



Donations to CSOs

We team up with civil society to achieve great changes in our communities.

What you need to know:

- ♦ Health and education were the priority issues.
- ♦ 50% of the donations were granted in Nuevo León, followed by Guanajuato with 13% of the total.

Results

1,238,463
CSO beneficiaries

\$43.6
million pesos granted
in donations

122
donations granted

91
supported organizations



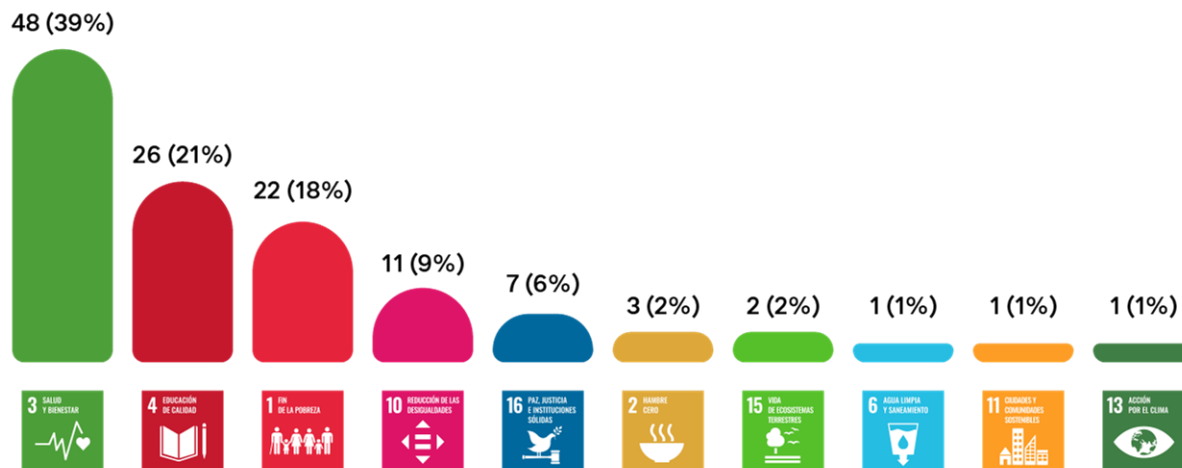
Categorized donations

- ♦ Health promotion - 26%.
- ♦ Educational promotion - 25%
- ♦ Community development - 25%
- ♦ Humanitarian aid - 19%
- ♦ Community spaces - 5%

Donations to CSOs



Contribution to sustainable development goals through donations.





Thanks to the support of Fundación DEACERO, we continue to transform education in Mexico so that more children have access to life-changing opportunities. We are closing inequality gaps and building a fairer and more equitable future.”



Victoria Arciniegas
Director of Fundación Carulla
About the project "aeiotü"
Nuevo León

Donations to CSOs: Highlighted case



Enabling children's access to STEAM education

Monterrey, Nuevo Leon

“For me, it was an experience, I would say wonderful. In these times we teachers need to be one step ahead in education with advanced tools, given that students come to our classrooms already technologically savvy”.

Ma. del Rosario Licea, M.Sc.

Secondary School Academic Coordination.

Undersecretariat for Basic Education of Nuevo Leon

Fundación DEACERO promotes, through the supported CSOs, access to STEAM (Science, Technology, Engineering, Arts and Mathematics) education. To add to this purpose, we partnered with the Horno3 Museo del Acero and its extracurricular offer aimed at the educational community of public schools.

In 2024, we trained 25 teachers with a course to adapt their teaching practices in STEAM areas in order to promote educational innovation in their work. 25 children participated in medical, mechatronics and robotics diploma courses to stimulate their interest in these areas.

While the course increases teachers' capacity to educate with this innovative approach, for the majority of these economically vulnerable infants, it is an opportunity that could transform their future academic and professional vision.



Health Alliance

We facilitate access to health services for people in extraordinary situations who require support and lack the resources to receive care.



Health Alliance

*Promoting greater access
to health services*

What you need to know:

- ◆ 44% more cases resolved than last year.
- ◆ 50% of requests attended were related to mental health.

Results

196

applications received

71

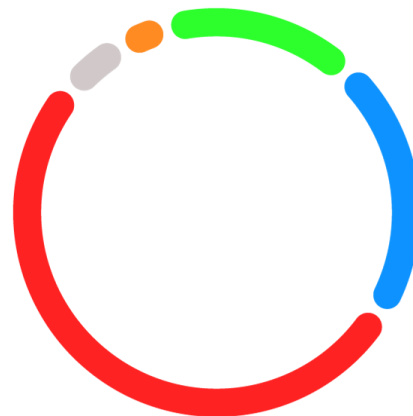
inadmissible requests

124

cases solved

1

case being
handled in 2025



Categorized requests

- ◆ Mental health - 65%
- ◆ Surgery - 27%
- ◆ Neurodiversity - 20%
- ◆ Oncology - 5%
- ◆ Others – 7%



Business Centers with the highest number of referrals.

31 (16%)

Celaya Wires and Wire Drawing

28 (14%)

Celaya Steel Mill

27 (14%)

Office Headquarters

108 (56%)

Others

194

Total



It's a great support and boost for the worker, as (DEACERO) cares for its employees when social security lacks the necessary resources. And it's a relief for my finances because, in my case, I didn't have the amount needed for my surgery.”



Marcial Pérez
Celaya Steel Mill, Guanajuato
(Surgery support case)

Health Alliance: Highlighted case



A life opportunity and a relief for the family economy

Ramos Arizpe, Coahuila

“I received support at a critical time in my life, giving me hope for life and peace in times of uncertainty. And it has allowed me to move forward in this fight against cancer. They really seek to improve people's quality of life.”.

Mónica Gómez

Program beneficiary and partner
of a DEACERO collaborator, Ramos Arizpe Steel Mill

Mónica is a social security beneficiary in Mexico who, like many others, has faced an increasingly common situation: not receiving care at her local clinic or hospital due to the lack of necessary resources.

Fortunately, Mónica's husband, who works at DEACERO, learned through his Human Resources agent about the Health Alliance program. He requested support so that his wife could address her cancer diagnosis, a situation that threatened both her health and her family's economic stability.

Thanks to the program, the necessary treatment was arranged for Mónica after verifying that social security could not provide timely care. Today, Mónica continues to fight her illness, but thanks to this help, her family can focus on providing her with the support she needs without the worry of gathering economic resources that are beyond their reach.



Corporate Volunteering

We unite the energy of collaborators, family and friends in causes for the common good.



Corporate volunteering

*We are a neighbor committed
to the environment*

What you need to know:

- ♦ The 2024 volunteer efforts focused on the reforestation of communities.

Results

4,184

beneficiaries

206

corporate volunteers

152

community volunteers



Reforestation in Business Centers

DEACERO

2,500 beneficiaries

120 volunteers

State of Mexico - Community spaces

Training for volunteering in emergencies

1,500 beneficiaries

54 volunteers

Queretaro - Humanitarian aid

Reforestation of the Sierra de Arteaga 2024

108 beneficiaries

108 volunteers

Coahuila - Community spaces



Business Centers with the highest number of participants

2 (40%)

Steel Mill Ramos
Arizpe

1 (20%)

Wires Mexico

1 (20%)

Wiremax Queretaro
Wire Plant

1 (20%)

Office Headquarters

5

Total



When we participate in volunteer work, we develop values such as empathy, cooperation, and commitment. These values, transferred to work life, also help us develop the organizational competencies that are sought at DEACERO; such as respect for the individual, and leading with humility and responsibility.”



Veronica Villarreal
Risk Manager
DEACERO – Business Unit AFySO

Corporate Volunteering: Highlighted Case



Company and quality time that give hope in the face of adversity

Guadalupe, Nuevo Leon

“After what I witnessed in the hospital, it is impossible for my conscience to remain the same. Seeing those brave women welcoming their children in complete solitude has driven me to commit to offering them emotional support, dedicating my time to them in the future”.

Margarita Stille

Inventory Manager. DEACERO – Business Unit AFySO

The Regional Maternal and Child High Specialty Hospital in Guadalupe, Nuevo Leon is one of the most equipped medical centers in Mexico to manage complex conditions in children. Every month, this hospital receives thousands of patients from all over the country. Although the services are free, many women face their situation in solitude and abandonment.

During a volunteer activity in December, DEACERO staff visited the hospital and contributed by creating a mural to brighten the children's environment. Inspired by this experience, a group of 20 employees decided to continue visiting the hospital once a month. Voluntarily, they continue to provide companionship to these women who face the health care of their children in an uncertain future.



DEACERO Communities

We contribute to solving priority needs in our communities and improve the quality of learning in the schools neighboring our plants.



DEACERO Communities

We believe in the power of community action

What you need to know:

- ♦ Health and education were the priority issues.
- ♦ 50% of the donations were granted in Nuevo León, followed by Guanajuato with 13% of the total.

Results

299

corporate volunteers

503

community volunteers

55

community activities



Rehabilitation of "María Elena Flores Gaona" School

830 beneficiaries

Coahuila - Community spaces

Improvement of sports field in Santa Anita

767 beneficiaries

Guanajuato - Community spaces

Arts and culture workshops for elementary and high school students

600 beneficiarios

Coahuila - Educational promotion



Business Centers with the highest number of participants

11 (20%)

Wires Guadalupe

11 (20%)

Steel Mill Celaya

8 (15%)

Steel Mill Ramos Arizpe

25 (45%)

Others

55

Total



(Madrinas DEACERO) has changed my way of seeing the needs of my community, now more closely. It has meant a lot to me because it gives me the satisfaction of serving my community and the communities that are part of my environment.”



Imelda Olvera
President of Madrinas DEACERO
Villagran, Guanajuato

DEACERO Godmothers

A link between the DEACERO communities and the foundation

What you need to know:

- ♦ We doubled the number of beneficiaries reached vs. 2023.
- ♦ Coahuila and Guanajuato were the states with more program activities, with a focus on education and health.

Results

3,847
beneficiaries

225
volunteers

24
activities



Medical attention brigade for children in the Guayulera neighborhood

500 beneficiaries

Coahuila - Health promotion

Delivery of school supplies for children in public schools

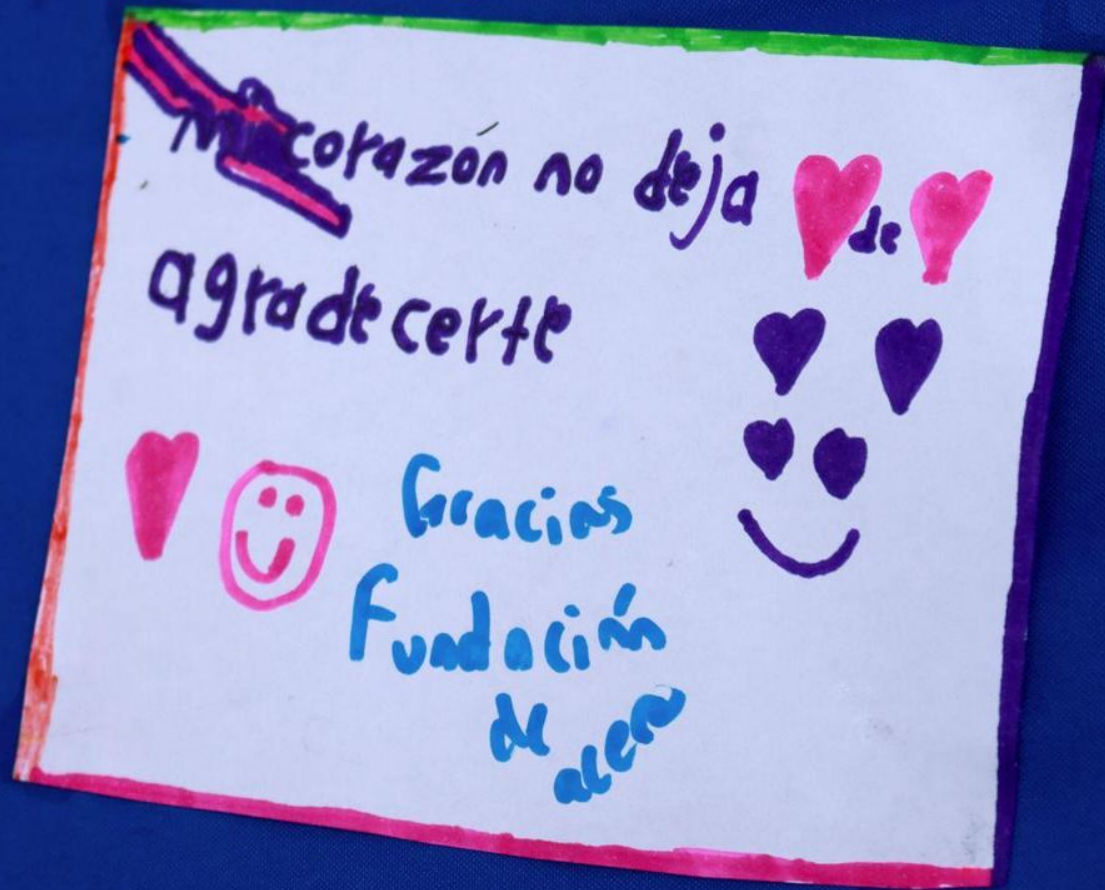
251 beneficiaries

Guanajuato - Educational development

Delivery of orthopedic items for economically vulnerable people

48 beneficiaries

Coahuila - Health promotion



DEACERO Godmothers: Highlighted case



Classical music as the key to change destiny.

Villagran, Guanajuato

“Giving them this opportunity to study music helps them and broadens their outlook to acquire tools for the future. More and more children are coming to the orchestra and they consider it as a family”.

Carlos Figueroa

Conductor of the Community Orchestra of Villagrán
Conservatory of Music and Arts of Celaya

Every week, at the Social Impact Center in the "El Rehilete" neighborhood in Villagrán, an enthusiastic group of girls, boys, and young people gather. United by classical music, these young people see in it the key to a future full of better life opportunities. They are part of the Villagrán Community Orchestra, an initiative led by the Conservatory of Music and Arts of Celaya that seeks not only to promote the personal and social development of its members, but also to strengthen the social fabric and community integration.

The orchestra, composed of 39 talented string musicians, represents an innovative and transformative project for all its members. Each rehearsal offers these young people the possibility to explore and expand their academic and professional horizons, overcoming preconceived expectations and the limitations imposed by their immediate environment.

Business Units Participation

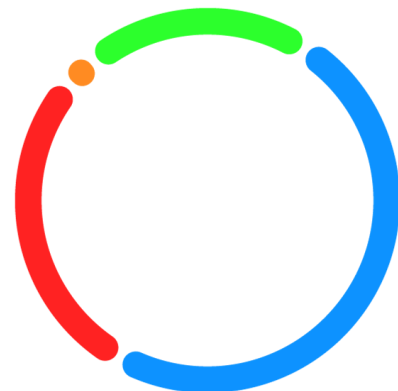
Each DEACERO Business Unit is an essential part of the social outreach actions.



Business Units Participation



Each DEACERO Business Unit forms an essential part of the foundation's work.



182

Total participation
of the Business Units

Participación categorizada

- ♦ Steel - 51 actions (28%)
- ♦ Wires, Subsidiaries and Operating Services - 89 actions (49%)
- ♦ Corporate Services and Finance - 36 actions (20%)
- ♦ DEACERO USA - 6 actions (3%)

306

Total social actions

122 (59%)

Health Alliance
cases resolved

182 (67%)

Actions with UN
participation

60 (33%)

Community and
volunteer activities

Highest number of activities

11 (6%)

Celaya Steel Mill

11 (6%)

Guadalupe Wires

10 (5%)

Office Headquarters

Highest number of volunteers

354 (31%)

Ramos Arizpe Steel Mill

207 (18%)

Wiremax Queretaro
Wire Plant

189 (16%)

Office Headquarters

More supported employees

21 (11%)

Office Headquarters

21 (11%)

Celaya Wire and Wire
Drawing

13 (7%)

Ramos Arizpe
Steel Mill

Communication: disseminating our social outreach

We are committed to spreading the reach of our work in the communities the activities of the organizations we support.



Communication: disseminating our work



We are committed to expanding the influence of our work in the communities, making it visible through the various activities and organizations we support.

2,779

Total followers of Fundación DEACERO

New followers

496

followers on LinkedIn

317

followers on Instagram

300

Facebook followers

62

YouTube subscribers

1,728

(62%)

Non-profit organizations
on the diffusion list

461

(17%)

Non-profit organizations
in the WhatsApp
dissemination channel

591

(21%)

DEACERO collaborators
on the mailing list

99

(4%)

DEACERO collaborators
in the WhatsApp Channel

Applied Resources

We professionally select the causes and organizations we support, seeking to maximize creation of social value in our communities of operation.



Applied resources



We professionally select the causes and organizations we support, seeking to maximize the creation of social value in our operating communities.

\$67.8

Millions pesos authorized

\$2.1

Millions pesos remaining

\$65.7

Millions pesos invested



Categorized resources

- ◆ Donations – 67%
- ◆ Communities – 11%
- ◆ Health Alliance – 7%
- ◆ Operation – 14%
- ◆ Volunteering – 1%

Our team



Nuestro equipo



Aldo Tapia

**Project Community
Leader**



Miriam Elías

**Social Investment
Coordinator**



Misael del Río

**Social Investment
Leader**



Nidia Cantú

**Administration
Leader**

Funded Organizations



Funded Organizations



ANDARES

APAC IAP ASOCIACIÓN PRO PERSONAS CON PARÁLISIS CEREBRAL
ASOCIACIÓN ALZHEIMER DE MONTERREY
ASOCIACIÓN DE FAMILIARES Y AMIGOS DE PACIENTES
ESQUIZOFRÉNICOS AFAPE DE LEON GUANAJUATO
ASOCIACIÓN MEXICANA DE DIABETES EN NUEVO LEÓN
ASOCIACIÓN NACIONAL PRO SUPERACIÓN PERSONAL
ASOCIACIÓN REGIOMONTANA DE NIÑOS AUTISTAS
AUGE AUTOGESTIÓN Y EDUCACIÓN COMUNITARIA
BOMBEROS DE NUEVO LEÓN
CAMBIANDO FAMILIAS PARA MÉXICO
CÁRITAS DE LA SAGRADA FAMILIA DE GÓMEZ PALACIO DURANGO
CÁRITAS DE MONTERREY
CASA HOGAR ALEGRÍA
CENTRO DE CIRUGÍA ESPECIAL DE MEXICO
CENTRO DE REHABILITACION INFANTIL HOGA
CENTRO REGIOMONTANO DE EDUCACION ESPECIAL
CENTROS DE INTEGRACIÓN JUVENIL
CENTROS EDUCATIVOS Y CULTURALES
CERO POBREZA EXTREMA EN MÉXICO
COLECTIVO Y JUB TOMATE
COLEGIO ANGLO ESPAÑOL
CONSEJO CÍVICO DE INSTITUCIONES DE COAHUILA
CONSEJO CÍVICO DE INSTITUCIONES DE NUEVO LEÓN
CONSERVACIÓN SAN LORENZO
CONSERVATORIO DE MÚSICA Y ARTES DE CELAYA
CO-PLATAFORMA DE INVESTIGACIÓN GENERATIVA
CRUZ ROJA MEXICANA DELEGACIÓN CELAYA

CRUZ ROJA MEXICANA DELEGACIÓN NUEVO LEÓN
CRUZ ROJA MEXICANA DELEGACIÓN PUEBLA
CRUZ ROJA MEXICANA DELEGACIÓN QUERÉTARO
CRUZ ROJA MEXICANA DELEGACIÓN SALTILLO
CRUZ ROJA MEXICANA DELEGACIÓN TLALNEPANTLA
CRUZ ROJA MEXICANA DELEGACIÓN VILLAGRAN
DESARROLLO COMUNITARIO
DESARROLLO EDUCACIONAL
DESARROLLO INTEGRAL DE LA FAMILIA DE MEXICALI BAJA
CALIFORNIA
ECOPIL ARTE CREA CONCIENCIA
EDNICA INSTITUCIÓN DE ASISTENCIA PRIVADA
EFFETA
ENCUENTRO MUNDIAL DE VALORES
ENLACE CIUDADANO DE MUJERES INDÍGENAS IN YOLOTL SANTA ANA
TZACUALA
ENSEÑA POR MÉXICO
ESPERANZA AL DÉBIL
EZER
FUNDACIÓN ALIAT MÉXICO
FUNDACIÓN ASHE UNÁMONOS POR MÉXICO
FUNDACIÓN BECA
FUNDACIÓN CASA DE SANTA HIPÓLITA
FUNDACIÓN DR SONRISAS
FUNDACIÓN GENERANDO BIENESTAR PARA LA SOCIEDAD
FUNDACIÓN GIST MÉXICO
FUNDACIÓN HOGARES
FUNDACIÓN HOLCIM MÉXICO

Funded Organizations



FUNDACIÓN KAWOQ 13:20
FUNDACIÓN LORENA RAMIREZ
FUNDACIÓN MEXICANA DEL PIE EQUINO VARO
FUNDACIÓN MVS RADIO
FUNDACIÓN NUTRICIÓN Y VIDA
FUNDACIÓN PARA UNIR Y DAR
FUNDACIÓN PEDAGÓGICA DE MONTERREY
FUNDACIÓN ROBÓTICA PARA LA EDUCACIÓN
FUNDACIÓN TELETÓN MÉXICO
FUNDACIÓN UNIVERSIDAD AUTÓNOMA DE NUEVO LEÓN
GIRL UP ALC
HÁBITATS RESILIENTES
I CARE FOUNDATION
INSTITUCIÓN DE BENEFICENCIA PRIVADA ESCUELA HOGAR
NUESTROS PEQUEÑOS HERMANOS
INSTITUTO NUEVO AMANECER
INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE
MONTERREY
LAZOS
MAC FUNDACIÓN MÉDICA AVANZADA
MUNDO DE TALENTOS
MUNICIPIO DE RAMOS ARIZPE
MUNICIPIO DE SAN PEDRO GARZA GARCIA
MUSEO DEL ACERO
NIÑO X NIÑO
OBSERVATORIO DE LOS DERECHOS DE LAS VÍCTIMAS DEL DELITO EN
CONDICIÓN DE ORFANDAD
PAME FUERZA DE JUVENTUD
PARQUE ECOLÓGICO CHIPINQUE

PARQUE GRATITUD
PATRONATO PARA LA COMUNIDAD TERAPÉUTICA
PROGRAMA ADOpte UN TALENTO
PROYECTO CONCENTRARTE
REFORESTANDO EJIDOS MEXICO
SANA EN CASA
SERVICIOS A LA JUVENTUD
SISTEMA PARA EL DESARROLLO INTEGRAL DE LA FAMILIA DEL
MUNICIPIO DE GOMEZ PALACIO DURANGO
TECNOLOGÍA SIN FINES DE LUCRO
TERRA HABITUS
YA PUEDO ESCUCHARTE

Annual Report 2024

20 years forging communities strong as steel



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