



Sustainability
Report
2024

Do Well. Be Well.

umpidus

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Message from the President

At Limpidus, our work goes beyond simple cleaning—it's about making a meaningful impact on the world around us. In today's ever-changing environment, the need for responsible and sustainable business practices has never been more urgent. Our commitment to Environmental, Social, and Governance (ESG) principles reflects this belief and guides everything we do.

This report marks a significant milestone for us, but more importantly, it represents our vision for the future. We are dedicated to reducing our environmental footprint, ensuring ethical governance, and building a business

that meets the expectations of our thousands of clients and franchisees across 14 countries.

In 2025 and the years to come, we will continue to drive sustainable innovation, promote inclusion, and lead by example in our sector. Our path is clear: We are already leaders in Latin America and aim not only to maintain this leadership but to become the largest cleaning franchise network in the world by 2040.

We recognize that change doesn't happen overnight, but by taking concrete action today, we can make a measurable difference for future generations. This report is more

than a reflection of our progress—it is a declaration of our ongoing commitment to creating a better, cleaner world.

I invite you to join us on this journey as we move forward towards a brighter and more sustainable future.



Fernando Sodré
President and Founder

Our Essence

People and environments have been at the core of our mission for 45 years. As a leading cleaning services company, we are fully committed to ensuring clean, safe, sustainable, and pleasant environments where people can work, relax, enjoy, and thrive.

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Our business may appear simple: picking up trash, dusting, vacuuming carpets, polishing floors, cleaning restrooms, and disinfecting surfaces in offices, stores, clinics, hotels, schools, gyms, warehouses, and more. However, the results we deliver and the impact we generate are far more complex than the services might suggest.

We are guided by our core values: Integrity, High Performance, Unmatched Customer Service, Long-Term Vision, Best People, and Attention to Detail. These values define our actions and guide our decisions.

Through them, we deliver superior service with a well-selected, trained, and committed workforce. Each franchisee has the opportunity to grow personally and professionally in an inclusive and empowering environment.

Our Purpose

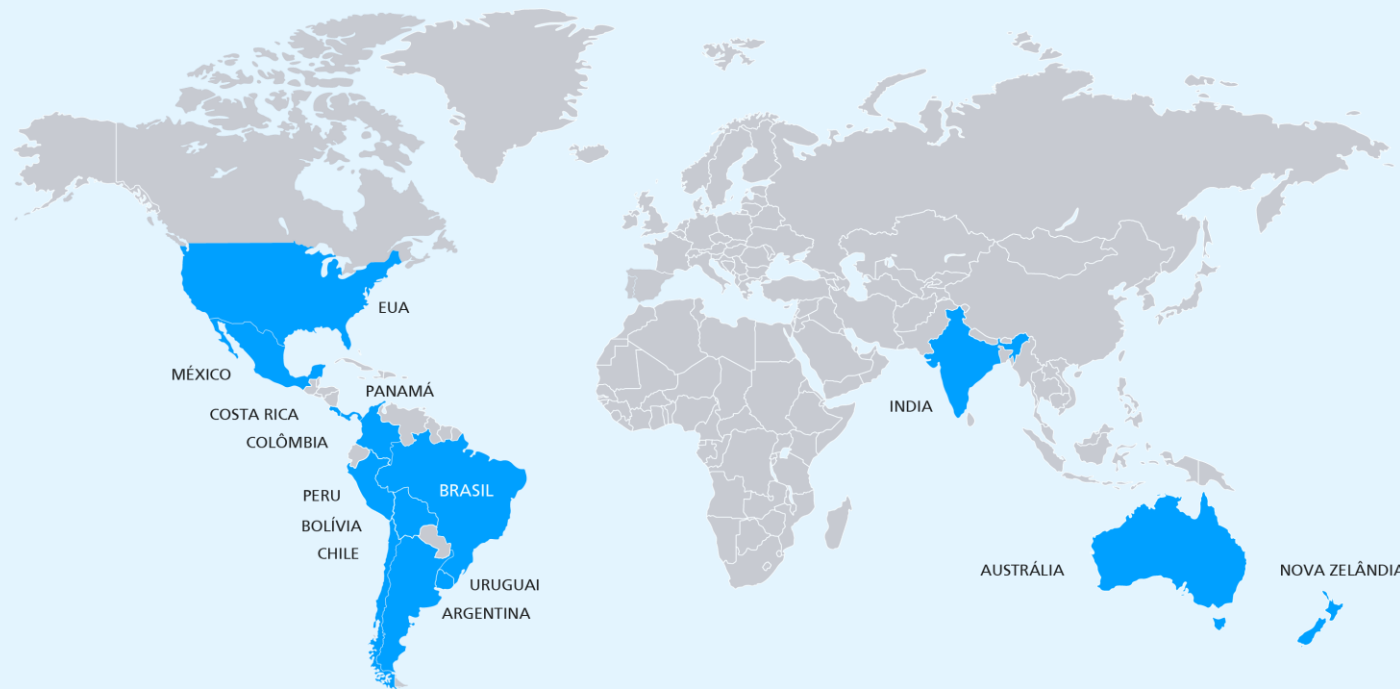
To provide clean environments and business opportunities for people.

Our Vision

To be recognized as the best global cleaning network.



45 Years Caring for People, Environments, and the Planet



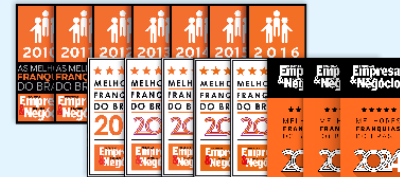
For 45 years, we have been committed to people, the environment, and the planet. Founded in 1980, Limpidus serves **over 5,000 clients** daily through a network of more than **200 franchises** with regional offices in major capitals and in **13 other countries**. We are the largest cleaning services network in Latin America with national coverage.

As a leader in the industry, we have developed exclusive, pioneering concepts, methods, and techniques that offer high-performance, innovative cleaning solutions to the corporate market-ensuring safe, healthy, and clean working environments.

RECOGNITIONS



Best Supplier Award North/Northeast
2016/2020/2021/2022
Grupo Votorantim



#1 in the 'Best Franchises in Brazil'
Ranking for 20 Years
Cleaning Segment



Trusted Supplier Award
2009/2010/2011/2012/2013/2014/ 2015
Revista Melhor RH



Top 5 of Mind Award 2024
Among the five most remembered
cleaning companies by HR managers



Most Conscious Companies Award
Revista ISTO É



**Top 100 Fastest Growing
SMEs in Brazil**
Deloitte / Exame

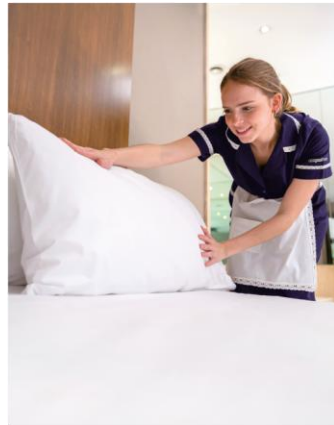
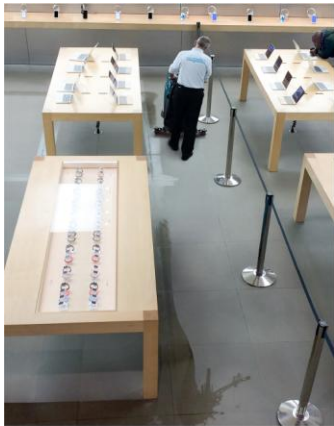


**Top 25 Brazilian Franchising Award for
Franchisee Engagement - 2024**
Grupo Bittencourt



INDICADOS INFRA Award
2015 / 2017 / 2018 / 2019 / 2021 / 2022
2023 / 2024

Specialization: A Pillar for Safe and Healthy Environments



The COVID-19 pandemic undeniably highlighted the importance of cleaning as an essential vector for health and collective safety in corporate environments. In this context, it is crucial to distinguish between companies that operate with a dedicated technical focus on professional cleaning and those that offer multiple services with a generalist approach.

Limpidus' strategic decision to operate exclusively in professional cleaning since its founding is directly aligned with our commitment to the health, safety, and sustainability of our

clients' environments. Our specialization allows us to:

- Ensure ongoing technical training and rigorous selection of operational teams;
- Adopt standardized and certified processes based on best practices and environmental requirements;
- Incorporate clean technologies and methodologies that reduce environmental impact;
- Implement specific performance and quality indicators to guide a results-driven management approach.

In contrast, generalist providers that bundle services such as security, reception, firefighting, pest control, and cleaning often face operational challenges due to a lack of technical focus, dispersed management, and the absence of function-specific processes.

In a post-pandemic scenario, where user confidence in clean and safe environments is a critical factor, specialization is not just a differentiator — it is a strategic responsibility.

Outsourcing with a Results-Driven Approach

In the traditional cleaning service outsourcing model, organizations often outsource people - hiring based on headcount and fixed work shifts - instead of outsourcing services focused on scope execution and measurable outcomes.

While this approach may initially seem simpler from a contractual standpoint, it imposes serious limitations on operational efficiency and misaligns with ESG principles, particularly regarding the health, safety, and well-being of people - core to the United Nations Sustainable Development Goal (SDG) 8.

Outsourcing people without ensuring proper technical training, adequate supervision, decent working conditions, and clearly defined objectives compromises:

- The quality and safety of service delivery;
 - The dignity and well-being of workers, often exposed to hazardous environments or chemicals;
 - The commitment to responsible labor practices and the fair treatment of people involved in the operation.
- By contrast, Limpidus adopts a

scope- and performance-driven outsourcing model, where clients engage a specialized technical service - not merely a headcount. This approach enables:

- Flexibility to tailor operations to actual needs and environmental conditions;
- Ongoing investment in training, technology, and innovation, with a focus on efficiency and sustainability;
- Transparent, metrics-based management that enhances traceability and aligns with clients' ESG goals.

By prioritizing results and valuing technical expertise, we promote a service model that respects frontline professionals, improves corporate environments, and reinforces our commitment to sustainable development.



Capillarity: National Presence, Local Engagement

Limpidus' expansion strategy is based on a structured capillarity model, in which our franchisees are local entrepreneurs with deep knowledge of the socio-economic, cultural, and operational dynamics of their regions.

This local presence, combined with a national operational standard, gives our network a unique ability to deliver:

- Operational agility and close proximity to clients;
- Adherence to corporate

policies and standards, with consistent use of processes, equipment, and supplies;

- Direct franchisee involvement in service quality, fostering accountability and performance focus.

To ensure consistency in client experience, Limpidus assigns a dedicated Account Manager who acts as the central liaison between the client and local franchisees. This model offers the best of both worlds: localized service and centralized, high-level management.

Unlike models that consolidate multiple services under a single generalist provider, Limpidus believes that specialization and choosing the best suppliers in each area lead to higher quality, reduced rework, and greater client confidence.

Our model proves that decentralizing operations through local franchisees does not hinder efficiency-on the contrary, it elevates service delivery excellence under unified oversight.



In 2021, **Limpidus joined the United Nations Global Compact**, adopting the UN's Sustainable Development Goals (SDGs) as the foundation for developing its ESG program - Do Well. Be Well.

Also known as the Global Goals, the SDGs were adopted by the UN as a universal call to action to end poverty, protect the planet, and ensure that by 2030, all people can enjoy peace and prosperity.

In 2024, we presented our third 'Communication in Progress' report, outlining our goals, activities, and results achieved throughout the year.



Pacto Global
Rede Brasil

The 17 SDGs - Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the UN in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030, all people enjoy peace and prosperity.





United Nations
Global Compact



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WHO WE ARE

THE SDGS

PARTICIPATION

TAKE ACTION

ENGAGE LOCALLY

EXPLORE OUR LIBRARY

THE COMPACT JOURNAL

See who's involved

Our Participants

Limpidus



TYPE



INITIATIVE

COUNTRY



SECTOR



STATUS



Searched for: "limpidus" – 1 results

10 per page

| NAME | TYPE | SECTOR | COUNTRY | JOINED ON |
|---|----------------------------------|-----------------------------|---------|-------------|
| LIMPIDUS SISTEMAS AVANCADOS DE LIMPEZA LTDA | Small or Medium-sized Enterprise | Industrial Support Services | Brazil | 28-Jul-2021 |

MATERIALITY ASSESSMENT

We use a Materiality Matrix to identify the environmental, social, and governance issues that could impact our business or are most important to our stakeholders. This matrix highlights the priorities and concerns of our shareholders, franchisees, clients, employees, and suppliers across our value chain.

The Materiality Assessment helps us understand what matters most to these groups and informs our decisions to implement initiatives aimed at reducing or eliminating risks. We grouped the concerns into three key sustainability areas: People, Environment, and Governance.



Do Well. Be Well. Program

Launched in 2021, our ESG program Do Well. Be Well. accelerates our sustainability efforts by ensuring safe and healthy work environments, promoting inclusion, and fostering prosperity with the least possible environmental impact.

This program expresses our priorities and ambitions, defines where we should focus our efforts, and inspires our entire organization. It reflects our dedication to operational excellence, reducing our environmental footprint, and driving positive impact in our communities while reinforcing our business value proposition.



Do Well. Be Well.

Our sustainability strategy is guided by **three pillars** that steer our short, medium, and long-term initiatives, helping us go beyond traditional cleaning services by prioritizing our environmental, social, and governance responsibilities.



ENGAGE

Engaged people become agents of change, capable of transforming realities, inspiring solutions, and driving progress.



ENSURE SAFE ENVIRONMENTS

Modern and sustainable cleaning methods that ensure clean, healthy, and safe environments for people.



POSITIVE LEGACY

We are committed to transformative actions that generate immediate positive impact and contribute to a better future for the next generations.

We are committed to leading by example and driving meaningful change in the cleaning industry by staying at the forefront of sustainable business practices. This includes reducing our environmental footprint, promoting sustainable practices, and supporting the transition to net zero.

Our strategy also emphasizes building a dynamic, inclusive work environment while maintaining high standards of governance and transparency.

As part of our commitment to transparency and long-term alignment, we monitor and will regularly publish our progress through an annual Sustainability Report, providing a clear and transparent view of our achievements and opportunities for improvement along our sustainability journey.

We hope this inspires additional action both within and beyond our market.

ENGAGE

Engaged people become agents of change, capable of transforming realities, inspiring solutions, and making things happen.

1. Health, Safety, and Well-being
2. Training and Development
3. Diversity and Inclusion
4. Our Way of Doing Things



Engaging People

At Limpidus, we are committed to being the most trusted and admired corporate cleaning company in the market. To achieve this, we believe that creating a welcoming, inclusive, and engaging culture is essential. Our operations fall under the “hard service” category - delivered in real time and directly in front of clients.

Every action, behavior, and operational detail is visible and reflects our brand's image. That's why excellence depends fundamentally on those on the front lines. Attracting, engaging, and retaining top talent is not just important - it's strategic. These are the people who deliver our value

proposition: superior quality, reliability, and high standards.

We take pride in seeing that this focus on people is reflected in market perception. We regularly receive messages via social media from individuals eager to join our team. Many say they heard about Limpidus from friends, relatives, or former colleagues - and they want to work with us not just for on-time pay or benefits, but because of how we treat people.

Our reputation as a fair, respectful, and human-centered employer is built daily through real actions. We invest in training, emotional well-

being, individual recognition, and growth opportunities—because we know that well-treated people deliver better service.

At Limpidus, we believe that when we care for those who are with us, they care even more for our clients - and this is what sustains our long-term excellence.



Our Way of Doing Things

CODE OF ETHICS

Limpidus is committed to integrity in conducting its business and in its relationships with stakeholders. We are dedicated to ensuring that our employees, franchisees, and all business partners adhere to the following 8 principles:

Personal Respect

We respect all individuals regardless of their background, beliefs, age, race, or color, and we do not tolerate discrimination. We also uphold the principle of equity in employment.

Respect for Society

We act honestly, efficiently, and courteously in all interactions with institutions, authorities, and organized entities, as well as with their representatives.

Compliance with Corporate Policies and Procedures

We fully comply with corporate policies and procedures and do not deliberately circumvent them.

Compliance with Business Standards

We do not engage in illegal business operations or participate in underground markets for goods and services. We do not use blackmail or any other illegal means in business negotiations.

Respect for Clients

Clients are our priority. Therefore, we always interact with them honestly, efficiently, and courteously. We also honor all commitments made to them.

Environmental Responsibility

All Limpidus business activities comply with applicable environmental regulations. We do not pollute or pose any environmental risk on our clients' premises or on our own.

Respect for the Company and Its Interests

We act with honesty, loyalty, and transparency in performing our duties and responsibilities. We do not compete, directly or indirectly, with Limpidus or its franchisees, and we do not disclose confidential company information.

Compliance with Legislation

We ensure that all Limpidus operations comply with current legislation in all respects. We do not tolerate any activity, conduct, act, or omission that constitutes a crime.

Commitment to Inclusion and Entrepreneurship

At Limpidus, we believe the dream of entrepreneurship should not be limited to those with significant capital. Many individuals, even with limited financial resources, have a legitimate desire to own their own business and transform their lives through hard work.

We understand that when these individuals are given a real opportunity, they devote their energy, determination, and personal effort to make it happen. This entrepreneurial, committed, and resilient profile is exactly what we seek to attract to our network.

Inclusion means opening pathways. That's why we've developed franchise models with lower initial investments to facilitate the first step for aspiring entrepreneurs with limited resources.

We believe in the power of opportunity to transform lives. When supported, people with drive and purpose become inspiring leaders, grow with the business, and soon begin to dream even bigger.

We are confident that by embracing the Limpidus culture, our values, and our way of doing things - along

with our ongoing support - these individuals will have all the conditions necessary to achieve success.

We offer training, personalized support, and a proven business model that transforms effort into results and purpose into sustainable growth.

Our commitment goes beyond economic growth: we aim to build a franchise network that reflects the diversity of society and is driven by responsibility, empathy, and excellence.



38%

Percentage of women in leadership roles increased from 31% to 38%



21%

Percentage of employees aged 60+ exceeded the target, reaching 21%



5%

Percentage of employees with disabilities (PWD)

Health, Safety, and Well-being

We are deeply committed to ensuring that the cleaning processes used by our franchisees and their teams are as safe as possible—for both the individuals performing the work and for our clients.

We continuously develop new support materials covering topics such as workplace safety, product dilution, equipment usage, posture, hygiene and personal care, teamwork, customer service, among others.

Our commitment to respecting people's health and safety is embedded in our corporate policies and in our way of doing things.



0%

Zero workplace accidents in 2024



Entrepreneurial Vision

Franchising: Our Key Strategic Differentiator

The strength of Limpidus lies in the entrepreneurs who share our vision. Our business model-100% based on franchising-goes beyond commercial expansion; it is the foundation that enables us to engage people, ensure safe environments, and leave a positive legacy. These are the three strategic pillars of our ESG program: Do Well. Be Well.

Over the decades, this model has led us to a leadership position in the professional cleaning sector, with an established presence in 14 countries.

Our commitment is to remain exclusively focused on cleaning, delivering superior quality, consistency, and responsibility to demanding companies that value high performance alongside sustainable practices.

Unlike centralized models, we place local entrepreneurs at the core of our system-the Limpidus franchisee, owner of their own business, who invests capital, leads their team, and is directly involved with client experience and satisfaction.

This structure ensures real commitment, attention to detail, and a constant standard of excellence - essential qualities for those seeking more than the basics.

Our franchise model, combined with our methodologies, technology, and continuous support, is what makes it possible to put our ESG pillars into practice: Engage People, Ensure Safe Environments, Leave a Positive Legacy.



"My journey at Limpidus began as an employee in 2002. After nearly 10 years as a staff member, I became a franchisee with full confidence in the model, having experienced firsthand the support, quality standards, and commitment to the network. Today, I manage five units with my family in a solid, transparent business with a clear vision for the future. Limpidus stands out for its continuous support, environmental responsibility, and constant innovation."

Limpidus Franchisee – São Paulo

ENSURING SAFE ENVIRONMENTS

Modern and sustainable cleaning methods that ensure clean and healthy environments for people.

1. Innovation and Sustainability Leadership
2. GreenClean Program
3. Supplier Engagement



GreenClean Program (GCP)

Sustainability applied to professional cleaning

Launched in 2008, the GreenClean Program positioned Limpidus as the first cleaning company in Brazil to be certified by the Green Clean Institute (USA).

Exclusively available to Limpidus franchisees, the main objective of the program is to assess and certify the sustainability level of cleaning contracts, promoting practices aligned with environmental preservation and operational efficiency.

The GCP is structured into four levels - the higher the level, the more advanced

the sustainable practices adopted. Certification is based on the evaluation of 70 criteria, covering operational cleaning best practices, efficient use of natural resources, reduction of waste and pollution, and the adoption of innovative technologies and methods.



+124

Certified clients in
2024



Limpidus Cleaning University

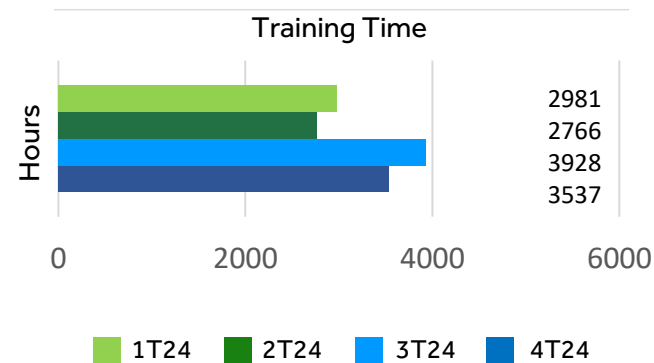
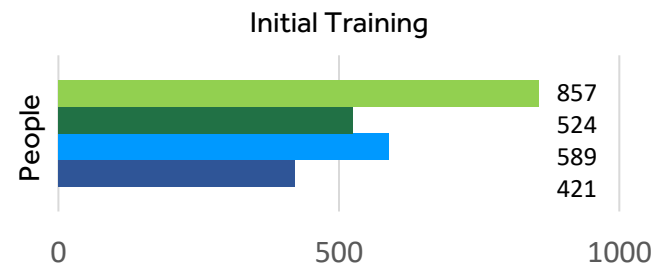
The objective of the Limpidus Cleaning University is to train our franchisees and employees, preparing highly qualified professionals to perform with excellence at all levels of operation.

Our learning program is robust and comprehensive, offering both technical and behavioral development.

It includes complete and ongoing training in environment cleaning procedures, floor care, disinfection protocols, customer service skills, occupational safety, human relations, as well as leadership, communication, teamwork, and emotional well-being.

We believe that investing in people is the best way to ensure quality, standardization, and sustainable growth. This approach enables us to build a motivated, confident, and qualified team

- ready to grow with Limpidus and deliver services that truly make a difference in our clients' lives.



Responsible Product Practices

We are committed to conducting all operations ethically, sustainably, and with full transparency for all stakeholders.

We constantly seek solutions that contribute to safer, healthier, and more sustainable environments. Therefore, we regularly review our product line, prioritizing those with low environmental impact, high efficiency, and safe daily use.

Among the products approved by Limpidus for franchisee use, we highlight hydrogen peroxide as a replacement for chlorine and other traditional cleaners. This multifunctional product acts as an all-purpose cleaner, disinfectant, bactericide, and whitener.

It is effective on multiple surfaces, offers high performance, and has reduced environmental impact. Its

use reduces the need for various chemical products, standardizes processes, and enhances the perceived quality and hygiene of serviced spaces.

As part of our commitment to operational excellence and sustainability, we also maintain a list of restricted products, which should only be used when absolutely necessary under specific technical guidance:

- **Alcohol:** Easily replaced by safer all-purpose cleaners with lower volatility and fire risk.
- **Green/yellow scouring sponges:** Can scratch surfaces such as plastic,

laminate, brushed stainless steel, and acrylic.

- **Petroleum-based removers:** Pose a high risk of staining fabric and should be avoided whenever possible.
- **Furniture polish:** Leaves a greasy residue and should only be used on natural wood that can absorb the product-never on laminates or formica.

These guidelines reinforce our commitment to process standardization, team safety, preservation of client facilities, and environmental responsibility.



85%

Vacuum cleaners
equipped with
HEPA filters

Innovation and Leadership

On October 8, 2024, Limpidus received one of the highest honors in the Brazilian franchising industry—the TOP 25 Award presented by Grupo Bittencourt during the Bconnected 2024 event.

As one of the most prominent events in franchising and retail, BCONNECTED offers a unique opportunity for entrepreneurs to access strategic insights that can transform their businesses.

"In this edition, we looked for the boldest franchise networks in the country—those transforming the market through innovation, courage, and impact. Nearly 130 companies from Brazil and abroad submitted

entries," said Lyana Bittencourt, CEO of Grupo BITTENCOURT, a nationally recognized consultancy with international reach specializing in franchising, network management, and business expansion.

This year's winners included Limpidus, Natura, Stone, McDonald's, ReMax, Cacau Show, Casa Bauducco, Fazano, Arezzo, O Boticário, 5àSec, Copenhagen, Sorridents, among others.

According to Lyana Bittencourt, business boldness goes beyond adopting new technologies, artificial intelligence, or disruptive innovations. It is reflected in the ability to generate impact and scale

operations through the effective integration of all stakeholders—consumers, suppliers, franchisees, and the community itself.

This includes investments in research and development, education, and delivering on meaningful promises.

The selection process for the TOP 25 Award begins with an open survey to the entire franchising market, allowing companies to share their strategies and practices. Submissions are reviewed by a committee of experts who evaluate the impact of each initiative on business growth and market adaptation. This year, 121 companies were considered, and 25 were awarded.



POSITIVE LEGACY

We are committed to transformative actions that have an immediate and lasting positive impact on future generations.

1. Changing how the market purchases cleaning—from labor-hour quotes to more sustainable service-based models
2. Investing in community initiatives
3. Climate Action
4. Waste Management



Making a Difference Through Support and Sponsorships

We bring our values to life through meaningful **partnerships and sponsorships** that support communities, promote inclusion, and encourage environmental responsibility.

Through these partnerships, **we continue to generate positive impact**, strengthen communities, and uphold our commitment to a cleaner, more sustainable future.

*"There are only two days in the year when nothing can be done.
One is called yesterday, and the other is called tomorrow..."*
Dalai Lama



PISCO DE LUZ

Pisco de Luz NGO

We are proud to support this project that brings electricity to families living in remote areas. Through solar panels with MPPT technology, energy is captured and stored in batteries. With just two hours of sunlight, the battery is fully charged and provides lighting for up to five nights!

By replacing kerosene lamps - which cause serious health problems and

emit only 15 lumens - with solar - powered lamps emitting 150 lumens, we significantly improve quality of life.

In 2024, Limpidus resources enabled the installation of solar lighting systems in five rural homes located in Arinos/MG and Flores de Goiás/GO.





To
Limpidus,

*The partnership between the Pisco de Luz Association and Limpidus Advanced Cleaning Systems has generated measurable impacts in communities facing energy vulnerability. This effort aligns with the **United Nations Sustainable Development Goals (SDGs)**, particularly:*

- **SDG 7 – Affordable and Clean Energy**
- **SDG 10 – Reduced Inequalities**
- **SDG 17 – Partnerships for the Goals**

Thanks to Limpidus' continued support in 2024, we were able to deliver solar lighting systems to five rural households, including transportation, food for volunteers, installation, and technical support.

Beneficiary Households:

Region of Arinos – MG:

- Zé Pira and Laura — Coordinates: -15.882477, -45.828124
- Danda and Vanesa — Coordinates: -15.883933, -45.819435
- D. Maria and Mr. Nelson — Coordinates: -15.915499, -45.832536

Region of Flores de Goiás – GO:

- Cláudio (Parcel 99) — Coordinates: -14.533114, -46.979318
- Aparecida (Parcel 97) — Coordinates: -14.535723, -46.971331

The energy we provide comes not only from the sun, but from a shared commitment to transforming lives.

By combining technology, empathy, and social responsibility, the Limpidus partnership brings more than just light - it brings renewed hope.

This impactful journey was made possible through Limpidus' consistent financial support. In 2024 alone, 12 donations were made. Despite varying payment dates, these contributions underscore the company's commitment and ensured continuity of Pisco de Luz's actions, even in hard-to-reach regions.

Thanks to this support, we were able to purchase solar kits, cover travel expenses, provide meals for teams, and - most importantly - ensure that light reached places previously shrouded in darkness.

Pisco de Luz Association expresses its gratitude to Limpidus for walking alongside us and contributing with purpose and social responsibility to a fairer, brighter Brazil.

Brasília, June 6, 2025

Gustavo Rabelo Mariano, CFO

Pisco de Luz Association





Autism Awareness Walk

On April 7, during the first Autism Awareness Walk, Limpidus franchisees José Carlos, Luci, and José Pedro participated as event sponsors.

The walk began in front of Penha Mall and proceeded through the São Paulo neighborhood, ending at Penha Sports Club, with hundreds of participants.



Donation to Verdescola Institute

In partnership with the Verdescola Institute, Limpidus donated 500 disinfectant containers to support communities affected by floods in São Paulo's North Coast during Carnival. The donation was delivered directly to Verdescola's headquarters in Barra do Sahy, where the NGO serves over 1,400 youth and had its facilities severely impacted by the storms.

Climate Action

Recognizing the urgency of climate change, in 2024 we began calculating emissions at our headquarters with the support of the SME Climate Hub, as an initial step toward implementing advanced carbon management practices.

Our goal in upcoming planning cycles is to conduct comprehensive modeling of Scopes 1, 2, and 3 based on a reference year, using more precise data to fully understand the climate impact of our operations and set realistic goals toward achieving net-zero carbon.

Scope 1: Direct emissions from our operations and assets;

Scope 2: Indirect emissions from electricity consumption;

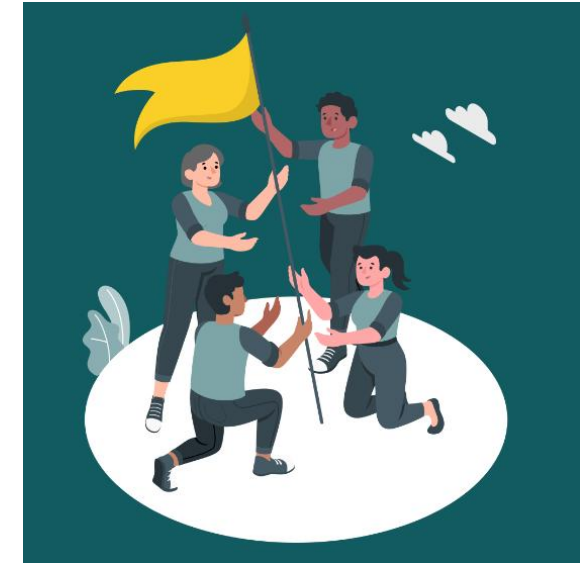
Scope 3: Emissions associated with the supply chain, travel, and purchased goods.

We recognize that Scope 3 presents a significant challenge, but we aim to develop collaborative processes with suppliers and partners to ensure greater accuracy and traceability.

Our plan includes reduction

targets based on scientific benchmarks such as the Science Based Targets initiative (SBTi). We will focus on energy efficiency, low-impact technologies, and supply chain engagement.

By integrating this vision into our franchise model, we aim to scale our positive impact, contributing to a cleaner, safer, and more sustainable future.



Participation in the 19th INFRAFM Latin America Congress

As part of our institutional strengthening and brand enhancement initiatives, Limpidus participated as an exhibitor and DIAMOND sponsor at the 19th INFRAFM Latin America Congress, one of the most relevant events in the Facilities Management sector in Brazil.

Held from June 3 to 5, 2024, at the Blue Pavilion of Shopping Center Norte in São Paulo, the congress brought together managers, specialists, and suppliers to discuss strategic and emerging topics such as artificial intelligence in building

management, PropTech, climate change, circular economy, workplace well-being, and ESG reporting—all aligned with the pillars of innovation, environmental responsibility, and corporate governance that guide Limpidus' ESG program.

Limpidus' presence at the event reaffirms its commitment to the sustainable development of the Facilities sector and the ongoing pursuit of solutions that generate value for clients, partners, and society. Participating in such relevant forums is essential to stay attuned to global trends,

promote best practices, and strengthen relationships with key market players.

In addition to reinforcing its position as a national leader in professional corporate cleaning, Limpidus' participation in the INFRA Congress highlights its proactive adoption of sustainable technologies and practices that contribute to safer, healthier, and more efficient environments.





Partnership with Egalité: Commitment to Inclusion and Diversity

Limpidus is proud to launch a strategic partnership with Egalité, a nationally recognized company in the inclusion of people with disabilities in the labor market. This collaboration aims to expand opportunities for professionals with disabilities and contribute to building more diverse, accessible, and inclusive corporate environments.

Although the program is still in its early stages, we have already identified relevant challenges, both in engaging clients willing to incorporate the project into their operations and in locating and hiring people with disabilities who meet the required profiles and activities.

Despite these challenges, we remain committed to strengthening this initiative, recognizing that inclusion goes far beyond legal compliance—it is a

human and strategic differentiator capable of fostering innovation, engagement, and positive social impact. Diversity strengthens organizations and contributes to a more just and balanced society.

Through this partnership, we also aim to engage our franchisees and clients in adopting good practices in diversity and inclusion, promoting more conscious, equitable, and forward-thinking people management practices.

This initiative is part of the Social Responsibility agenda of our ESG program and reinforces Limpidus' commitment to an ethical, plural, and transformative corporate culture.

Conscious disposal: Responsibility that creates positive impact

Conscious disposal is our commitment to the proper management of waste and used materials, respecting the environment and promoting sustainable solutions. At Limpidus, we understand that our impact goes beyond cleaning itself—it also lies in how we handle the waste we generate.

Two key areas of focus in our environmental strategy are the disposal of plastic packaging (bottles, drums, sprayers) and used uniforms across our network. In 2024, we began mapping packaging and found that only 4% was being properly discarded.

This finding led to the development of awareness campaigns, protocols, and reverse logistics partnerships to improve this rate in future cycles. In the case of uniforms, we face recycling challenges due to the fabric's mixed composition, which limits reuse.

Still, we are pursuing creative reuse solutions to avoid landfill disposal, with only 20% currently being disposed of responsibly. One alternative has been to repurpose uniforms into pouches, school bags, toiletry kits, and carriers for hygiene or medical supplies. We are actively seeking new partners for this initiative.

These solutions extend the lifecycle of materials and demonstrate, in practice, how waste can be transformed into useful, purpose-driven products. We remain committed to sustainability and responsible innovation, building an increasingly aware network aligned with ESG principles.



Sustainability Committee

The Sustainability Committee is composed of members of the company's leadership and franchisees from across the country. It plays an active role in guiding and overseeing our ESG strategy.

Monthly meetings focused on **our "Do Well. Be Well."** ESG Program are held to monitor progress and ensure we meet our targets. Key ESG performance indicators (KPIs) are reviewed quarterly by the board.

Leadership and Ethical Practices

We uphold a strong culture of Integrity, one of our six core values.

All employees and franchisees receive our Code of Conduct from day one, which includes several policies such as anti-bribery and anti-corruption.

Ethics-based decision-making has been central to all our activities since our foundation.

Ethical Business Practices

Our suppliers adhere to our Code of Conduct, which covers better employment conditions, healthy workplaces, and respect for human rights. We are committed to ethical and honest practices in selling our services.

Data Protection

Taking Cybersecurity Seriously

LIMPDIUS has a team of experienced professionals who have overseen our cybersecurity for over 20 years, using modern Security Incident and Event Management (SIEM) technologies to safeguard the company's IT environment.

We continuously invest in developing integrated management systems and proprietary applications, as well as in new solutions, adding extra layers of protection and visibility to safeguard data across the company. We maintain client data in aggregate form, meaning organizational data forms part of clients' master records.

Personally identifiable information is limited in scope, and we do not store demographic data.

All data is managed according to LIMPDIUS' data classification policy. As our team and technology continue to evolve, we focus on training and raising awareness among employees and franchisees about their critical role in the company's cybersecurity.

Over the past 10 years, LIMPDIUS has reported no data breaches or substantiated complaints regarding data protection.

We remain committed to complying with laws and guidelines, such as the Brazilian General Data Protection Law (LGPD), and improving our internal processes related to this topic.



Our Progress

ENGAGING PEOPLE

STARTED ●○○ IN PROGRESS ●●○ COMPLETED ●●●

| THEME / OBJECTIVE | GROUP | TARGET YEAR | PROGRESS |
|---|-------|-------------|----------|
| Health, Safety, and Well-being | | | |
| • Align training programs with national NR regulations. | FRQ | 2024 | ●●○ |
| • Promote physical and emotional well-being through health programs and psychological support. | LPD | 2024 | ●●● |
| • Provide basic financial guidance focused on personal planning. | FRQ | 2024 | ○○○ |
| • Ensure that operational staff receive occupational safety training. | COL | 2024 | ●●○ |
| • Develop simple visual materials to prevent everyday accidents. | COL | 2024 | ●●○ |
| • Create videos or brochures on financial wellness accessible via mobile devices. | COL | 2024 | ●○○ |
| People Development and Training | | | |
| • Ensure each employee has an individual development plan with annual goals. | LPD | 2024 | ●○○ |
| • Maintain ongoing learning paths focused on ESG and leadership. | LPD | 2024 | ●○○ |
| • Encourage knowledge sharing across departments. | LPD | 2024 | ●○○ |
| • Ensure access to quick and practical training modules focused on operations and customer service. | COL | 2024 | ○○○ |
| • Provide onboarding and standardization content (“How We Do Things Here”). | COL | 2024 | ○○○ |
| • Encourage franchisees to implement internal monthly micro-training programs. | FRQ | 2024 | ○○○ |

Our Progress

ENGAGING PEOPLE

STARTED ●○○ IN PROGRESS ●●○ COMPLETED ●●●

| THEME / OBJECTIVE | GROUP | TARGET YEAR | PROGRESS |
|--|-------|-------------|----------|
| Equity and Diversity | | | |
| • Reinforce internal diversity and inclusion policies within HR processes. | LPD | 2025 | ●●○ |
| • Monitor diversity through quarterly internal reports. | LPD | 2024 | ●●● |
| • Promote training on unconscious bias and active inclusion. | LPD | 2025 | ●○○ |
| • Create simple and direct videos about respect and equality in the workplace. | COL | 2025 | ●○○ |
| • Monitor reports of disrespect or discrimination through the ethics channel. | LPD | 2025 | ○○○ |
| • Engage franchisees in the commitment to labor best practices. | FRQ | 2024 | ●●● |
| Work, Culture, and Inclusion | | | |
| • Maintain open channels for active listening and organizational climate monitoring. | LPD | 2025 | ●○○ |
| • Reinforce Limpidus values at all key moments: hiring, meetings, evaluations. | LPD | 2024 | ●●● |
| • Develop internal mentoring and integration programs. | LPD | 2026 | ●○○ |
| • Promote the Limpidus culture through visual kits, videos, and explanatory posters. | FRQ | 2025 | ○○○ |
| • Include “ethics and culture” as a topic in operational training. | FRQ | 2025 | ●○○ |
| • Create an internal recognition program for franchisees and teams aligned with our culture. | FRQ | 2025 | ●○○ |

Our Progress

SAFE ENVIRONMENTS

STARTED ●○○ IN PROGRESS ●●○ COMPLETED ●●●

| THEME / OBJECTIVE | GROUP | TARGET YEAR | PROGRESS |
|--|-------|-------------|----------|
| Sustainable and Responsible Products | | | |
| • Apply sustainability criteria in the selection and approval of products. | LPD | 2024 | ●●○ |
| • Research the market for new sustainable products and solutions. | LPD | 2025 | ●●○ |
| • Monitor suppliers' compliance with environmental criteria. | LPD | 2025 | ●○○ |
| • Ensure that only Limpidus-approved products are used in operations. | FRQ | 2025 | ●●○ |
| • Create simple visual lists of approved and prohibited products. | FRQ | 2024 | ●●○ |
| • Train operational teams on the risks and proper usage, dilution, and disposal of products. | COL | 2024 | ●●○ |
| Supplier Engagement | | | |
| • Evaluate and prioritize suppliers based on ESG criteria and responsible practices. | LPD | 2026 | ●○○ |
| • Use a simple ESG self-assessment questionnaire in the approval process. | LPD | 2026 | ●○○ |
| • Identify and engage with startups and local innovative suppliers. | LPD | 2026 | ○○○ |
| • Encourage franchisees to use the same approved suppliers. | FRQ | 2026 | ○○○ |
| • Provide an official and updated list of approved products and distributors. | FRQ | 2024 | ●●● |
| • Clearly communicate the importance of avoiding improvised solutions that compromise safety and sustainability. | FRQ | 2024 | ●●● |

Our Progress
POSITIVE LEGACY

STARTED ●○○ IN PROGRESS ●●○ COMPLETED ●●●

| THEME / OBJECTIVE | GROUP | TARGET YEAR | PROGRESS |
|--|-------|-------------|----------|
| Community Investment | | | |
| • Actively participate in company-led volunteer initiatives. | LPD | 2025 | ○○○ |
| • Develop institutional partnerships with NGOs and social causes. | LPD | 2024 | ●●○ |
| • Organize corporate campaigns focused on local impact. | LPD | 2025 | ○○○ |
| • Engage franchise units in regional solidarity initiatives. | FRQ | 2025 | ○○○ |
| • Encourage each unit to develop one annual social impact project. | FRQ | 2025 | ○○○ |
| • Communicate these initiatives to strengthen the sense of purpose and social responsibility within the network. | FRQ | 2025 | ●○○ |
| Climate Action | | | |
| • Calculate and monitor Scope 1 and 2 emissions (energy, fleet, headquarters). | LPD | 2024 | ●●● |
| • Develop a phased action plan toward Net Zero, with support from SME Climate Hub. | LPD | 2024 | ●●○ |
| • Begin partnerships with suppliers to engage them in Scope 3 emission reduction. | LPD | 2024 | ○○○ |
| • Promote rational use of energy, travel, and materials in daily operations. | FRQ | 2024 | ○○○ |
| • Provide a simple form for estimating local consumption and environmental impact. | FRQ | 2024 | ○○○ |
| • Engage franchisees in best operational practices. | FRQ | 2024 | ●●● |

Our Progress

POSITIVE LEGACY

STARTED ●○○ IN PROGRESS ●●○ COMPLETED ●●●

| THEME / OBJECTIVE | GROUP | TARGET YEAR | PROGRESS |
|--|-------|-------------|----------|
| Waste Management | | | |
| • Monitor proper disposal of waste and packaging at the headquarters. | FRQ | 2024 | ●●○ |
| • Seek partnerships with reverse logistics providers. | FRQ | 2024 | ●●○ |
| • Lead awareness campaigns about reuse and selective waste disposal. | FRQ | 2025 | ●○○ |
| • Create a visual guide on responsible disposal and distribute it to all units. | COL | 2025 | ○○○ |
| • Encourage the reuse of materials such as uniforms and packaging. | FRQ | 2025 | ●●○ |
| • Collaborate with clients to improve waste disposal systems at serviced facilities. | LPD | 2025 | ○○○ |
| Innovation and Leadership in Sustainability | | | |
| • Position the brand as an ESG benchmark in the cleaning industry. | LPD | 2024 | ●○○ |
| • Offer basic sustainability consulting services to clients. | LPD | 2024 | ○○○ |
| • Develop educational materials for internal teams and the broader market. | LPD | 2024 | ●○○ |
| • Share best sustainability practices across the franchise network. | LPD | 2024 | ○○○ |
| • Organize semiannual meetings to exchange experiences and recognize achievements. | LPD | 2024 | ●●○ |

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