

# Informativo Gerencial

## **Edition 16**

November 2021

---

### **Empathic brands**

What companies need to do to maintain trust.

[Page 3](#)

### **Fresh vs. Frozen**

The future of fresh food, in a competitive and constantly evolving environment.

[Page 5](#)

### **Economic figures**

Inflation, interest rates, employment and unemployment, trade balance.

[Page 13](#)



**Deloitte.**

# Content



Page 3



Page 5

Deloitte refers to Deloitte Touche Tohmatsu Limited, a private liability company Limited in the United Kingdom to your network of the signatures member and their related entities, each a of the them as a entity legal only e independent. See [www.deloitte.com](http://www.deloitte.com) to learn more about our global network of member firms.

Deloitte provides professional audit and assurance services, consulting, financial advice, advice in risks taxes and services legal related with our public and private clients from various industries. With a global network of member firms in more of the 150 countries Deloitte provides capabilities of the class world and service high quality to their customers providing the experience necessary for do front to the more complex business challenges. Deloitte's more than 330,000 professionals are committed to impact significant.

As it is used in this document, Deloitte and Touche Ecuador Cía. Ltda., which has the exclusive legal right to engage in, and limit its business to, the provision of audit and accounting services, as well as other professional services under the name "Deloitte".

This presentation contains only general information and Deloitte is not, through this document, providing audit and accounting advice or services.

This presentation no replaces these tips or services professional or must use as a basis for any decision or action that may affect your business. Before taking any decision or take any measure what can affect your business should consult to a advisor professional qualified. No provides no representation, warranty or promise (neither explicit nor implied) about the veracity or integrity of the information in this communication and Deloitte shall not be liable for any loss suffered by any person what trust in this presentation.

© 2021 Deloitte & Touche Ecuador Cía. Ltda.



Page 7



Page 9

## 03

### Empathic brands

The winners of consumer affection. In an interview with Rocío Canal, WorldImpact Lead Partner at Deloitte Spanish Latin America.

## 05

### Fresh vs. Frozen

The future of fresh food, in a competitive and constantly evolving environment.

## 07

### Official gazette

Learn about the main laws, decrees, resolutions and agreements published in the Official Register.

## 09

### Economic figures

We provide you with the economic figures of the following variables: inflation, interest rates, employment and unemployment, trade balance, exchange rates, among others.



# Empathic brands

According to the Deloitte Consumer Dashboard, more and more people are showing a preference for companies that have responded appropriately to the pandemic and other major Environmental, Social and Governance (ESG) challenges of the past months.

In recent years, the entire world has experienced major health, social and climatic challenges. These circumstances have meant that, today, people in various countries, including Mexico, are modifying, among other things, their consumption habits, in order to positively impact their respective environments.

In turn, this has resulted in companies being faced with new opportunities not only to act responsibly, but also to approach more and more customers who are looking for, from the brands, products and services that are aligned with the Environmental, Social and Governance (ESG) criteria.

These changes in consumption patterns are part of what we can observe in the latest edition of the Deloitte Consumer Dashboard, which indicates that 54% of Mexicans want to buy more from brands that have adequately responded to the ESG challenges they have emerged during the pandemic period.

However, what is the true scope of this

consumer trend for organizations and how can they start to make their operations, products and services more sustainable? To learn more about it, we spoke with Rocío Canal, WorldImpact Lead Partner at Deloitte Spanish Latin America.

What are the characteristics that, during the pandemic period, have been most sought by consumers in certain products and services, and in what way have brands addressed these new needs? What kinds of challenges do companies face when aligning with ESG principles?

First of all, it is important that companies do not consider their response to new consumer demands as an expense, but as an investment and risk management. It is an investment, because, thanks to the fact that they allocate resources to the development of more sustainable products, their brands are more valued in the market and obtain higher sales; at the same time, it is valuable risk management, because they are helping to combat challenges that are a priority for their clients and that, if they escalate, could

Companies need to carry out dissemination plans that allow them to improve their image in the market and that consumers start to consider them empathetic and responsible.

**Rocío Canal**  
WorldImpact Lead Partner  
Deloitte Spanish Latin America.



compromise their operations.

## Identify, Measure, Manage and Communicate.

In the first step, Identify, it is necessary for companies to make an evaluation of their products and services, to define the environmental, social and governance risks that could impact them; as well as its operations, in order to improve its efficiency. This, as a whole, is a materiality analysis and it will be recommended that, in it, they do not forget to include the impact of the pandemic.

Later, in Measure, it will be highly recommended that companies assign numerical values to the different risks, to constantly monitor their increase or decrease over time. In this way, by making risks measurable, organizations can focus on reducing them, because it is not possible to improve what is not measured.

To Manage, it is advisable that companies develop strategies to reduce the identified risks of their products and services, and

that they make specific projections of consumer behavior at two, three and five years, in which they stipulate the adaptation measures of their organization to each context.

Finally, with regard to Communicate, companies need to carry out dissemination plans that allow them to improve their image in the market and that consumers begin to consider them empathetic and responsible. Companies not only have to migrate towards ESG criteria, but they have to communicate their initiatives, current and future, to build or consolidate a good reputation.

What aspects will organizations have to consider for a sustainable future?

In addition to climate change, it will be recommended that Mexican companies begin to worry about reinventing their products and services, and adapting them to more sustainable versions.

## Actual trends

- Local consumption and seasonal products
- Circular economy
- Digitization
- Experiences
- Advertising

In addition to considering these trends, it will be important that, as each industry determines its main ESG objectives, the companies that comprise them are attentive to them, in order to adapt quickly your operations to the demands of consumers.

**i** For more information, please visit [www.deloitte.com/ec](http://www.deloitte.com/ec)



# Fresh vs. Frozen

Even amid the success fresh produce is having with consumers, frozen alternatives are finding their way further. Fresh food remains one of the most important for consumers. However, frozen foods are rapidly gaining presence in the market.



## Do consumers prefer to buy fresh or frozen food?

To answer this question, in July 2021, Deloitte surveyed more than 2,000 consumers to learn about the main trends in this area.

According to the study, sales of fresh products increased more than 10% in 2020 in the US and, in the first half of 2021, they have significantly exceeded those of 2019; However, in 2020, frozen food sales increased 21%, thus doubling the growth registered by fresh foods in the same period.

This situation of greater interest and growth in sales of frozen foods is mainly explained by three reasons: the characteristics of perishable products, price and preference.

### Characteristics of perishable products

Fresh foods, by definition, are perishable, that is, they can expire or deteriorate quickly, and in that sense, today's consumers are not as tolerant of these types of products as they were before the pandemic. How often we shop is a factor.

Consumers cannot stock up on perishable food and expect it to be edible weeks later. Even though consumers feel less stressed about shopping in brick-and-mortar stores, the new shopping habits acquired in recent months appear to persist.

Similarly, it is important to highlight the ability of consumers to stock up on frozen foods, without generating waste. Three out of four of them indicated that they store frozen food, which, in general, shows a greater investment on their part in this type of product.

But food itself is not the only type of waste related to perishable food, there is also waste from the packaging that is used. In this regard, six out of 10 people believe that packaged perishable foods will remain in that state for much longer than those without. This shows us that preventing food from being wasted appears to be more important than the waste generated by packaging.



### Price

Price is still 'king': nine out of 10 consumers report that price is, again, the most important purchase engine for fresh produce; It is a factor that is currently more present in the minds of consumers.

In a general environment characterized by price increases, frozen products may have another advantage over fresh ones. Fresh food can be significantly more expensive initially than its frozen counterpart. Almost half of consumers think that the price of frozen food has not risen at all.

## Preference

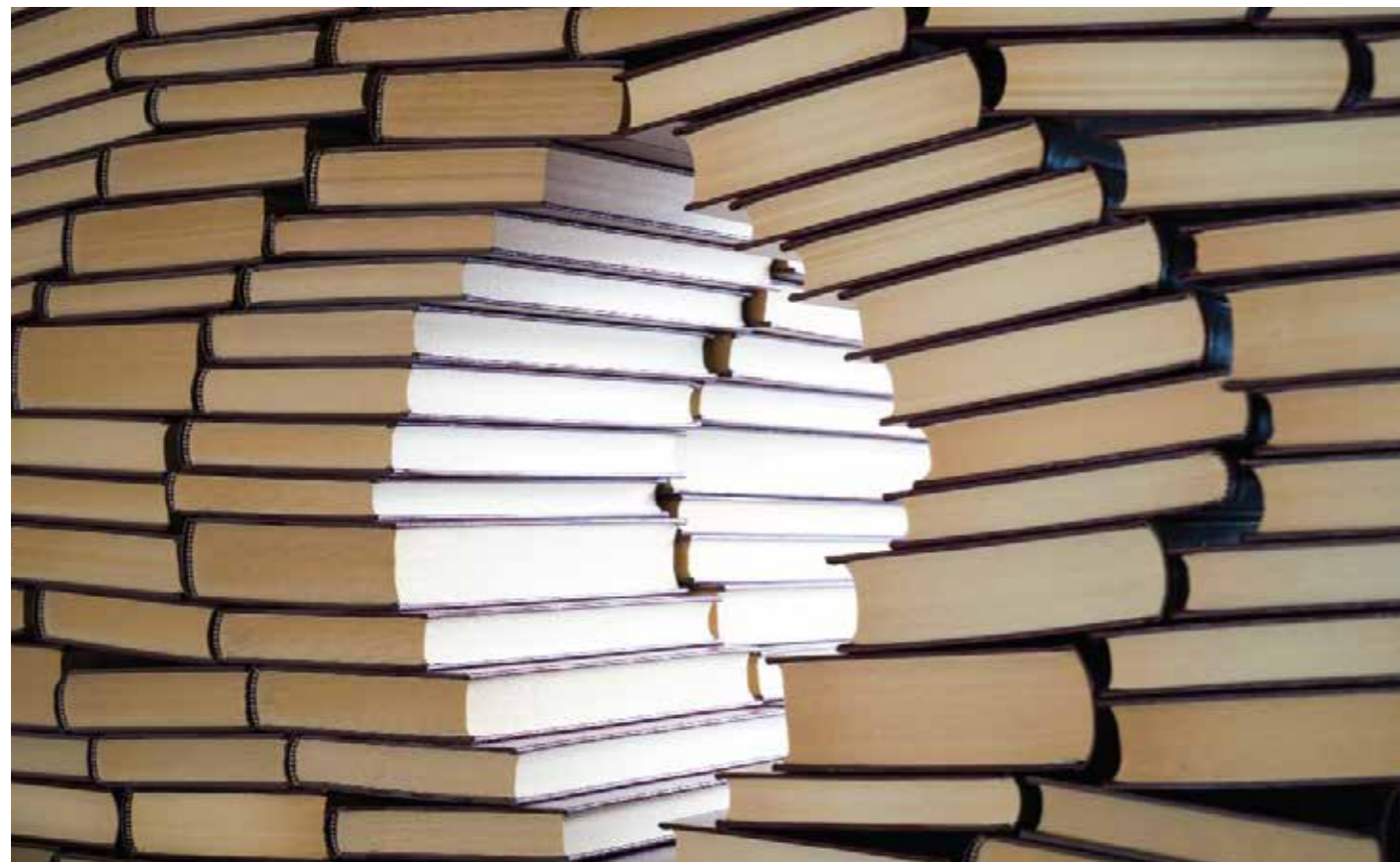
Today's frozen food is not the old frozen food; it is of better quality, it presents a greater variety, as well as several premium options. Today's frozen foods are just as likely to emphasize their health and nutritional attributes as they are to taste or convenience. Consumers say that preparing frozen foods is even easier than preparing fresh ones.

**i** For more information, please visit [www.deloitte.com/ec](http://www.deloitte.com/ec)



# Official gazette

Learn about the main laws, decrees, resolutions and agreements published in the Official Register.



We present the official records of the month of October:

## Tax Matters

**Official Gazette No. 550**  
**Second Supplement, October 1, 2021**  
**Executive function**  
**Resolution 40**

The rules are established for the application of the rate of 0% of the Currency Exit Tax (ISD) to the transfers, shipments or transfers of currency made by foreign airlines.

**Ministry of Economy and Finance**  
**Official Gazette No. 551**  
**Third Supplement,**  
**October 4, 2021**

**Ministry of Economy and Finance**  
**Agreement No. 90**

Ministerial Agreement No. 009 of February 2021 that establishes the budgetary guidelines for fiscal year 2021 of the oil company EP PETROECUADOR is repealed.

## Financial Matters

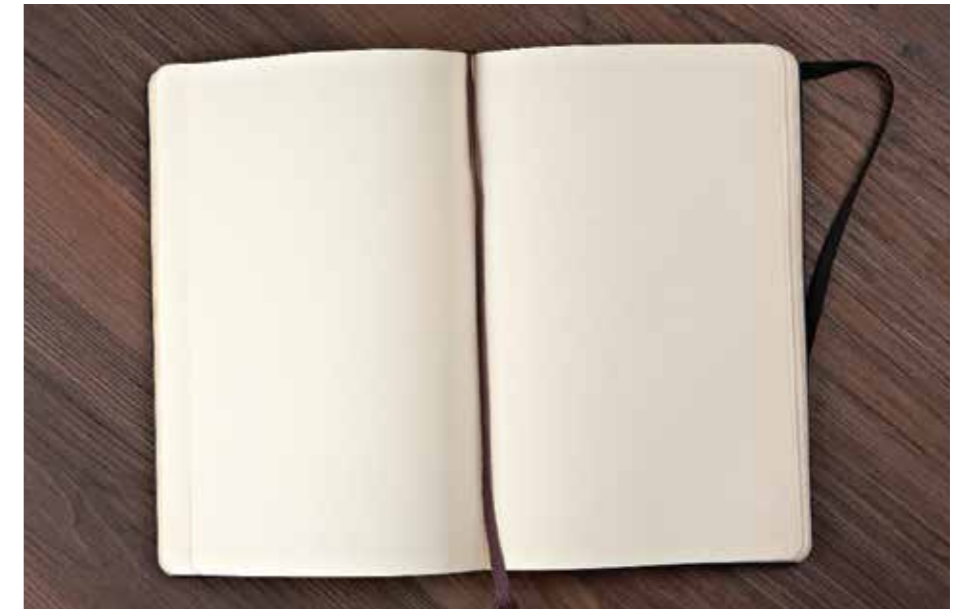
**Official Gazette No. 554,**  
**October 7, 2021**  
**Financial and Economic Analysis Unit -**  
**UAFE**  
**Resolution. 0362**

The regulations are issued for the subjects obliged to deliver information on the investment sector and real estate brokerage and construction that are obliged to inform the UAFE.

## Social Security Matter

**Official Gazette No. 553,**  
**October 6, 2021**  
**National Assembly**

The Social Security Reform Law and the Bank Law of the Ecuatorian Social Security Institute are issued for the return of funds administration.



## National Security Matter

**Official Gazette No. 569,**  
**October 29, 2021**  
**Executive function**  
**Decree No. 224**

A state of exception is declared throughout the national territory for a period of 60 days from the signing of the state in which it provides for the mobilization of the armed forces to protect the rights of citizens based on the high levels of crime in the country.

# Economic figures

We provide the economic figures for the following variables: inflation, interest rates, employment and unemployment, trade balance, exchange rate, among others.

Currencies	Quote International	Rate Official	Transactions	
			Purchase	Sale
Bolívar soberano	4,13	4,13	4,13	4,13
Euro	0,86	0,86	0,86	0,86
Libra esterlina	0,73	0,73	0,73	0,73
Nuevo sol	3,96	3,96	3,96	3,96
Peso argentino	99,40	99,40	99,40	99,40
Peso boliviano	6,83	6,87	6,87	6,87
Peso chileno	815,20	813,01	813,01	813,01
Peso colombiano	3.777,86	3.777,86	3.777,86	3.777,86
Yen	113,45	113,51	113,51	113,51
Real Brasil	5,70	5,70	5,70	5,70

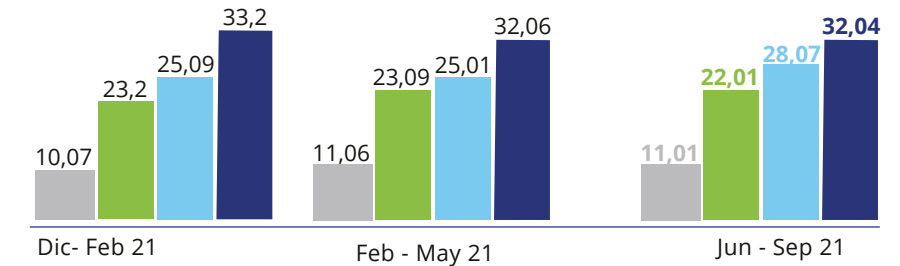
01

01 Values express units of each currency that are obtained by every \$1US

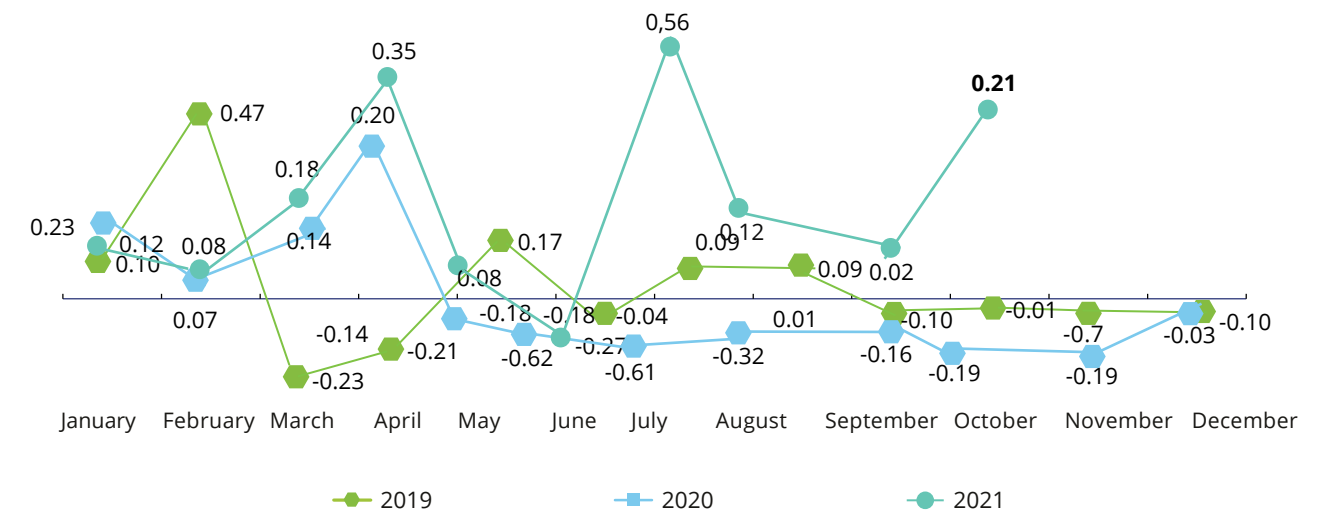
03 Reference rates

02 Evolution of indicators

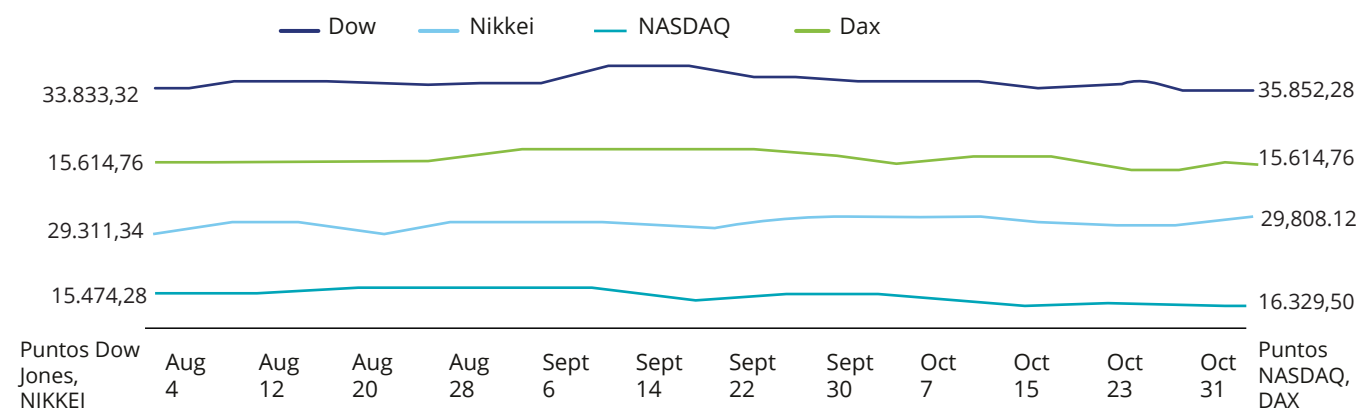
■ Unpaid employment ■ Unsuitable employment ■ Underemployment ■ Suitable employment  
 \* Quarterly figures for 2019



02



03



04

Period	Referential interest rates				International rates				
	Central Bank rate	Pasive referential	Active referential	Legal	Prime NY	Libor			
						30 days	90 days	180 days	360 days
2016	0,20	5,12	8,10	8,10	3,75	0,77	1,00	1,32	1,69
2017	0,20	4,95	7,83	7,83	4,50	1,51	1,64	1,79	2,07
2018	0,20	5,43	8,69	8,69	5,25	2,48	2,79	2,87	3,05
2019	0,20	5,70	8,82	8,82	5,50	2,50	2,74	2,82	3,02
2020	0,20	5,82	8,58	8,58	3,25	0,15	0,25	2,69	2,87
January 2021	0,20	5,70	8,82	8,82	3,25	0,15	0,25	0,26	0,34
February 2021	0,20	5,52	8,12	8,12	3,25	0,12	0,19	0,20	0,28
March 2021	0,20	5,55	8,28	8,28	3,25	0,11	0,19	0,21	0,28
April 2021	0,20	5,54	9,33	9,33	3,25	0,11	0,18	0,20	0,28
May 2021	0,20	5,51	8,06	8,06	3,25	0,09	0,13	0,17	0,25
June 2021	0,20	5,66	8,12	8,12	3,25	0,16	0,26	0,32	0,46
July 2021	0,20	5,51	7,57	7,57	3,25	0,09	0,12	0,15	0,24
August 2021	0,20	5,51	7,57	7,57	3,25	0,10	0,12	0,16	0,24
September 2021	0,20	5,47	7,49	7,49	3,25	0,15	0,21	0,24	0,33
October 2021	0,20	5,48	7,64	7,49	3,25	0,15	0,21	0,24	0,33

04  
Stock Market Indexes

05 - 06  
Interest rates

Effective lending rates calculated by the Central Bank

Credit segment	Corporate product	Reference rate	8,35%
			Maximum rate
PYMES product		Reference rate	11,55%
		Maximum rate	11,83%
Consumption		Reference rate	16,50%
		Maximum rate	17,30%
Housing		Reference rate	10,17%
		Maximum rate	11,33%
Microcredit accumulation extended		Reference rate	20,21%
		Maximum rate	23,50%

Source: Central Bank of Ecuador

06

	2020					2021				
	Inflation					Inflation				
	Index	Month	Accumulated (by year)	Annual (12 months)	Annualized (Month * 12)	Index	Month	Accumulated (by year)	Annual (12 months)	Annualized (Month * 12)
January	105,45	0,23	0,23	(0,30)	2,77	104,33	0,12	0,12	(1,04)	(9,59)
February	105,29	(0,15)	0,07	(0,23)	(5,31)	104,44	0,08	0,20	(0,81)	1,27
March	105,50	0,20	0,27	0,18	2,42	105,50	0,20	0,27	0,18	2,42
April	106,56	1,00	1,28	1,01	12,75	104,99	0,35	0,73	(1,73)	4,21
May	105,28	(0,26)	1,01	0,75	(13,50)	104,89	(0,18)	0,63	(0,69)	(2,15)
June	105,62	(0,62)	0,39	0,17	(3,94)	104,89	(0,18)	0,63	(0,69)	(2,15)
July	104,27	(0,61)	(0,23)	(0,54)	(7,14)	105,45	0,53	1,16	0,45	6,60
August	104,63	(0,32)	(0,55)	(0,76)	(3,82)	105,57	0,12	1,28	0,89	1,37
September	104,47	(0,16)	(0,71)	(0,90)	(1,82)	105,58	0,02	1,30	1,07	0,11
October	104,27	(0,19)	(0,90)	(1,60)	(2,27)	105,80	0,21	1,51	1,47	2,53
November	104,26	(0,19)	(0,90)	(1,60)	(0,12)					
December	104,23	(0,03)	(0,93)	(0,93)	(0,34)					

\*\*The CPI indices (Base: 2004=100) have been linked to the new CPI series (Base: 2014=100).

07

07  
Evolution of inflation

Important note:

As of September 2021, Central Bank of Ecuador classified the following indicators as confidential information: Libor 30 days, FED, Prime, Oil Barrel, Gold, Globale Bonds, Monetary Reserve.



Deloitte refers to Deloitte Touche Tohmatsu Limited, a private liability company Limited in the United Kingdom to your network of the signatures member and their related entities, each a of the them as a entity legal only e independent. See [www.deloitte.com](http://www.deloitte.com) to learn more about our global network of member firms.

Deloitte provides professional audit and assurance services, consulting, financial advice, advice in risks taxes and services legal related with our public and private clients from various industries. With a global network of member firms in more of the 150 countries Deloitte provides capabilities of the class world and service high quality to their customers providing the experience necessary for do front to the more complex business challenges. Deloitte's more than 330,000 professionals are committed to impact significant.

As it is used in this document, Deloitte and Touche Ecuador Cía. Ltda., which has the exclusive legal right to engage in, and limit its business to, the provision of audit and accounting services, as well as other professional services under the name "Deloitte".

This presentation contains only general information and Deloitte is not, through this document, providing audit and accounting advice or services.

This presentation no replaces these tips or services professional or must use as a basis for any decision or action that may affect your business. Before taking any decision or take any measure what can affect your business should consult to a advisor professional qualified. No provides no representation, warranty or promise (neither explicit nor implied) about the veracity or integrity of the information in this communication and Deloitte shall not be liable for any loss suffered by any person what trust in this presentation.