

CONTIGO
El camino del espíritu emprendedor



Grupo Peña

Thanks to: This precious book is a legacy which compiles 50 years of management history, in which we reflect our culture and DNA, and that could not have been completed without all of Peña's women and men's aid, without our suppliers and contributors and our clients. To all of them, we thank their collaboration, their cheerful words, their implication and their support, that resulted on this book.

Dedication: We want to dedicate this book to Francisco Peña Ocaña and Guadalupe Ortiz Aguilera, because we feel happy and satisfied to follow their example of bravery, modesty, respect, wisdom and generosity. They were who initiated their business dream, which became a project that after 50 years is now a consolidated company with great future ahead.

Editing date: 1st of March

| Prologue |

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When we talk about undertaking, it seems like we are referring to something new, modern and exclusively linked to technological development. Nevertheless, the entrepreneurial drive has always existed in our region and **Grupo Peña** constitutes, doubtlessly, a clear and consolidated example of itself.

The work you have in your hands – or screen – represents the celebration of 50 years of corporate success coming from compromise, teamwork and continuous innovation. A story which started with the foresight of a man, Francisco Peña Ocaña who, thanks to his entrepreneurship, but above all his effort, cemented the big company that **Grupo Peña** is nowadays.

If we focus in the present, something that we are clear about in the current business environment, is that companies cannot exist turning a blind eye to reality. In this sense, **Grupo Peña** goes beyond, considering that the company's prosperity necessarily goes through their client's progress, the satisfaction of their human team and the tight collaboration with their suppliers. Due to this, all of them are embraced in the big family that **Grupo Peña** is, making them feel endorsed and supported.

Finally, when we look towards the future, **Grupo Peña** demonstrates, once again, its non-conforming nature. This manifests in its tireless bet for constant innovation and technological transformation. Doubtlessly, one of the biggest revolutions this century will bring is the deep transformation that the automotive sector and mobility will live.

Grupo Peña keeps the enterprising spirit since its inception and is preparing to be the protagonist of the fascinating changes which are to come, never forgetting that big family that will make it come true: its clients, its team and its collaborators.





WITH YOU, the path of the *entrepreneur spirit*

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| Chapter 1 |



The beginning... ***History of undertaking***

| 1.1 |

The context of a successful path

An athlete's cross of the finish line becomes more valuable when you know the race has been full of obstacles. When they make it to their long-awaited victory, the athlete feels happy and proud, as all the effort, the arduous and long training sessions, each of the painful injuries, finally pay off, and allow them to reach their goal.

Likewise, Francisco Peña Ocaña's race as an entrepreneur was not exempt from obstacles. It was his perseverance, the long working days, the determination and his family's unconditional support, what allowed him to reach his goal: a successful family business. What probably started being a future dream turns now 50 years of reality, since **Grupo Peña** has managed to become what this modest man wanted, a big family business which keeps on growing and reaping rewards. As in every other race, there were obstacles and challenges to face since its professional beginning. One of these challenges was the situation Córdoba – as well as the whole country – was going through at that moment. To get to know this situation better, we date back to Córdoba in the 60s.

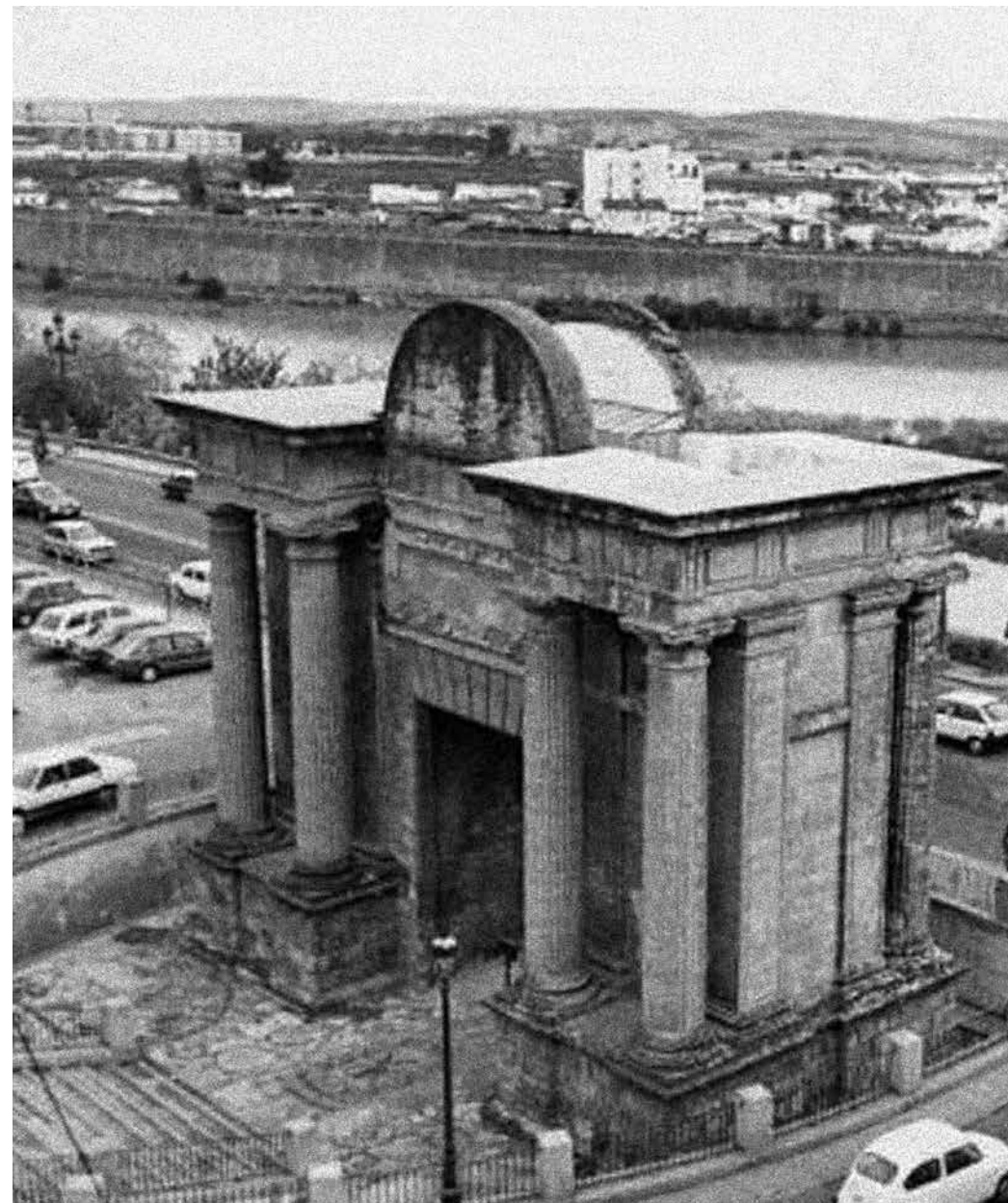


Córdoba's historical background

This decade began when Spain was still recovering from a fateful civil war. Andalusia suffered this war's consequences, and at that time, the city of Córdoba started progressing.

The citizens' economy seemed to be improving, but not in an equitable way. Not all of them saw their standard of living improve. A middle class that earlier didn't exist was formed, and it divided Córdoba's society between dozens of poor people and a small group of wealthy people.

Because of this, Cordoban people realized their personal freedom and politics were being repressed, and the situation didn't change. Consequently, workers and students decided to mobilize against the laws of a dictatorship leaded by Francisco Franco.



/ Local government of Córdoba's municipal archive

In Córdoba, between 1930 and 1975 a series of important incidents influenced the economic sector. The work at the primary sector was found specially affected and suffered a radical reduction, principally because of the mechanization of the farmhouses, due to the power these landowners had to invest and



mechanize all the different processes. This was one of the reasons why the population abhorred tasks related to agriculture.

In regard to the city's industrial sector, a Social and Economic Development Plan was installed,



/ Local government of Córdoba's municipal archive

established in various cities across the peninsula, such as Valladolid and Vigo where Renault and Citroën car factories were installed.

It was a decision taken by the minister Laureano López Rodó, aiming to surmount the sector in the post-war era. In Córdoba, the Second Development plan was accomplished between the years 1966 and 1971. However, the industrial sector also decreased in the city, since no one was encouraged to work in it.

Some decades before, in 1917, electromechanical arose, a business that entailed the day in the sun for industrial Córdoba. Commonly known as “La letro”, this business employed 4000 cordoban people, men and women.

In addition to being the biggest industrial initiative of the 20th century in Córdoba, it would change

the population economy and start encouraging the first syndicalists. As a consequence, many people and families moved from the villages to the city to improve their lives. After a period of economic uncertainty, the Cordoban people tendency was to find a steady job to retire from. Due to this no one dared to start a business back then.

We find a period of time in which most of the population wanted to work in the service sector. With an economic structure based on this sector, Córdoba specialized in occupations such as construction, electricity, the commercial sector, transport and services.

Despite this, the economy's weak and vulnerable character was noticeable, where the income per capita was low and unemployment abounded. Many professionals in the directive and administrative area started to arise, this linked to the public administration and business owners.

Being a city located in the centre of Andalusia, it became a first-class commercial core where people from the province would attend in order to make all kinds of purchases.



/ Local government of Córdoba's municipal archive



/ San Rafael bridge's inauguration (Córdoba) in 1953

The UNESCO has recognized, until today, four World Heritage Sites in Córdoba, such as the Mosque, the Jewish Quarter or the Historic district, the Patios and the Caliph City of Madinat Al-zahra.

On that subject, in the 60s the city already started to stand out and gain leverage of its artistic and monumental richness to attract tourism, through the hospitality sector.

Historical context in automotive industry and the spare parts sector

These were taking off years for the automotive and spare parts sector. Around the 60s and 70s, the spare parts stores were usually found in the city centre. This location allowed them to be very close to the train station, where they would pick up the orders – or “baggage” as they were called – the providers sent. Delivery back then wasn’t so easy, and it required planning; if a client from the province ordered something and had no delivery person for it, the client would depend on the carriers. These messengers or shippers, would establish themselves at the Cervantes avenue at a precise time, and deliver orders to their clients.

Within the spare parts business, apprentices had a fundamental role, since there was barely any workforce. They would start laboring since a young age, between their 14s and 18s, and had to pay close attention to what their chief would do in order to learn the office. Many times they were the ones delivering orders to their clients, on foot or by motorcycle – usually without a license – to arrive faster.

Back then, every company should have a switchboard, usually attended by a secretary who would redirect calls to the shop assistants. Also, the secretary was in charge of the providers or clients’ calls within the peninsula, since it wasn’t possible yet to hang up and directly call numbers which were outside the local scope.

And, how did they make their business known?

The exchangers’ first steps within the marketing of the time were based in using apprentices to leave company advertising pamphlets on cars’ windshields.

Still, what makes the difference and helps understand the **Grupo Peña** story is the mindset with which Francisco Peña undertook his business.

As we see, he wasn’t in a favorable economic and social time. Despite this, someone’s attitude is what determines their path, and with bravery and conviction he got to make a place for himself in the city’s sales sector.

| 1.2 |

Founder's biography

The eternal entrepreneur

Baena, cradle of the entrepreneur

Francisco Peña Ocaña's story begins in Baena, a town in the province of Córdoba, Spain. He was born on the 4th of January 1930, becoming the second child of Pablo Peña and Dolores Ocaña.

He had three more brothers: Enrique, the oldest, and Pablo and Antonio, the youngest.

His childhood and teenage years were harshly troubled by the Spanish Civil War, which started in 1936 and lasted for three years. It was a very tough time in Spanish history, and it marked a before and after on its citizens' lives. Specially to Spanish kids of the moment, such as Francisco. We can imagine the post-war years in which Francisco lives his teenage years. A historical moment in which necessity didn't allow kids to study, but forced them to help their families in order to eat, which caused many of them to be illiterate.





I The Peña Ortiz couple in their youth



I Francisco Peña Ocaña, on the left, during his military service.

He grew up inside a family of workers and without many other options, he dedicated his youth to learn the farmer labour together with his brothers in a family vegetal garden. Nevertheless, Francisco also learned to read, write and some calculus, with the little learning resources available in a devastated region as the Guadajoz river area was. Years later, he meets Guadalupe Ortiz Aguilera and they get married on the 21st of July 1951. Together they enjoyed 54 years of marriage along their kids: Francisco, María, Isabel and Antonio. However, their love lasted evidently until 2005, the year in which she passed away.

Baena's family house, a place of countless memories for the family >







I Guadalupe, Antonio and Maria celebrating the traditional Andalusian festivities



I Francisco Peña Ortiz the family's first – born at the Baena family house.

A few months after his first child was born, Francisco, he joins the military service in April 1952 to serve between Barcelona and Sevilla. After graduating he comes back to Baena, and there he receives his grandfather Juan's support who, aged, asks him to establish with his young family in his Rosales street house, while continuing being a farmer. At that moment, together with his wife, he starts taking his first steps as an entrepreneur, and he decided to open a bar in that house's first floor.

Francisco and Guadalupe together with their three kids, still very young, and the rest of the family





I The “Casa Peña” bar was the beginning of the business life of Francisco Peña Ortiz. Preserving these drinking-glasses is a very valuable memory to the family

The first steps into the business world

“Casa Peña” became the first business that Francisco and Guadalupe started, making the most of the little resources they had back then. This bar was located in a working-class neighborhood, therefore it quickly became a meeting spot for countrymen. According to the custom of that time, after their workday and before family dinner, they would drop by the bar to have a glass of fine wine or beer.

His ambition for innovation made him step up in his professional life. He initiated on meat products commercialization and the hospitality industry, becoming a distributor for the company Campofrío, representative of San Miguel beers and the Montilla Moriles wines. He even gets to rent a storehouse, called “corralones” to start a chicken farm. Along the same business lines, they decided to open a big booth for multiple celebrations in Baena, in the public school “Los Grupos”.

Francisco Peña together with some friends and clients at the “Casa Peña” bar. They were, from left to right: José Carmona, a vehicle reparations business owner who also owned an important electricity repair shop. Rafael García, who in his youth traveled for the first time to Barcelona on his truck, associated to Francisco Peña, to sell wine. The last one, the man on the right, was called Antonio Gómez Alcántara. The photographer was Santillana, a friend of the four men. This photography wasn't taken on accident since the three of them were united by a strong friendship, alongside their business alliance. All of them were entrepreneurs who added value to Baena.



On the way to Córdoba

The experience acquired in the selling world and his ability as a salesperson, together with the wish of allowing his children to grow up in an environment with more chances to be formed professionally, resulted in them making the important decision of relocating into the capital in 1968. That way, Francisco and Guadalupe, together with their three children, changed their professional path and sold their house to establish their residence in Córdoba, in the neighborhood of Ciudad Jardín.



I Guadalupe Ortiz, example of working woman and unconditional support of her husband.



I Antonio and his older sister, Maria Isabel, once they came back to the capital.



María Isabel started collaborating on the family business at a very young age, denoting the noble and very willing personality which characterized her.

Together with their new house they got a commercial office of around 100m², where Guadalupe, together with her daughter Maria Isabel took charge of a corner stone. All the family members collaborated for the business to go like clockwork. Francisco and his oldest son Francis, attended every day at the crack of dawn to buy the necessary fruits and vegetables. Meanwhile, the youngest son Antonio, used his bicycle to offer house delivery to ladies of the house. Back then, Francisco also worked as a commercial agent for the public limited company Reunisa, commercializing vans and motorcycles. It was at that moment when his interest in the automotive world arose.



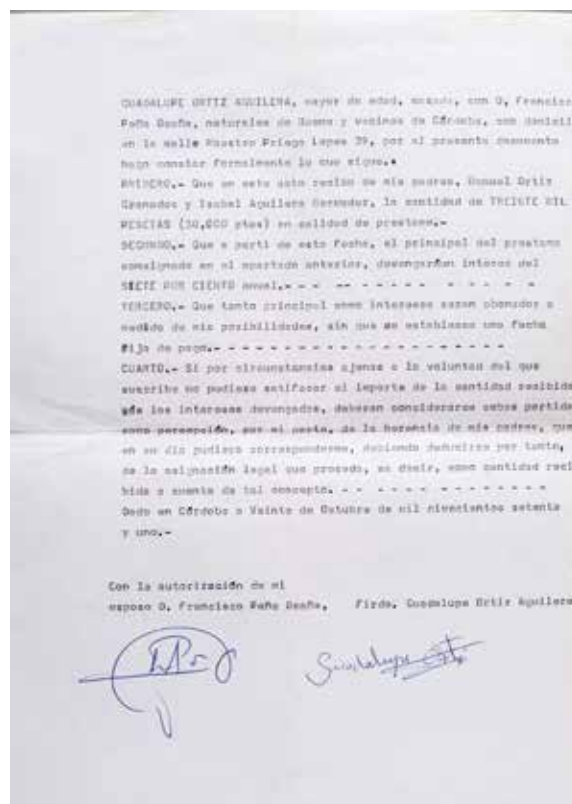
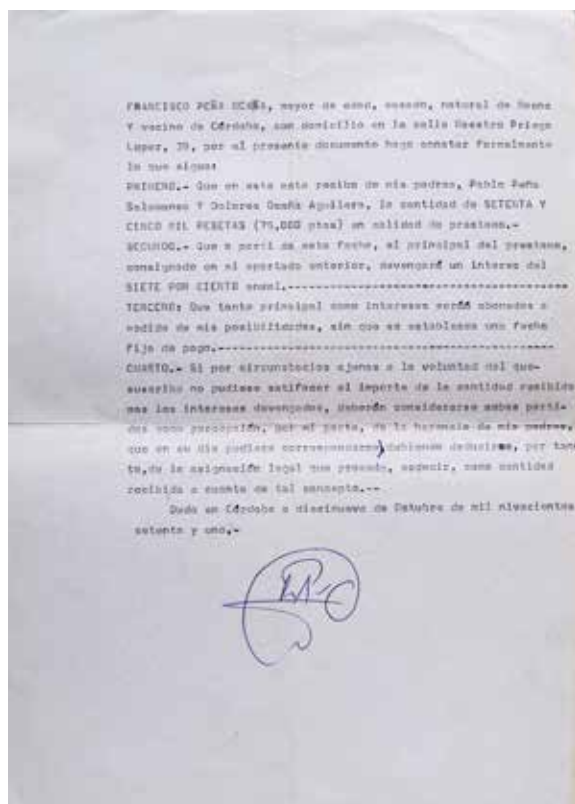
Francisco Peña Ocaña is given the Sales agent title by the Trade Ministry in 1967, since in those days there were no universities nor other ways of getting a certification.



1 Pablo Peña Salamanca writes a letter to his son Francisco in which he shows his support but advises him, as a good father, to be careful with this business investments. This letter is a moving memory for the Peña Ortiz family.

The birth of Repuestos Peña

Nevertheless, it's in 1971 when Francisco feels the need to undertake a new activity on a more autonomous and independent way. His father, Pablo Peña Salamanca, gave him permission to sell some lands he had inherited in order to obtain money to invest on his business. Without any doubts, Francisco learned a lot about his father's character, who proved to support his son's projects. This way, thanks to the



| The family business is born from the generosity of the parents who bet for their children's enterprising will. In these documents, the signatures of Pablo Peña Salamanca are registered, co-signing this way to their children Francisco and Guadalupe's business.

generosity of his father and father-in-law, Manuel Ortiz Granados, **Repuestos Peña** was born, with that special feeling opening your own business together with your family brings.

Repuestos Peña was located in a commercial office at the Fray Luis de Granada street. Francisco, now 41 years old, selects his son Francis as his first employee at the age of 18, who then stops studying and joins his father's project.

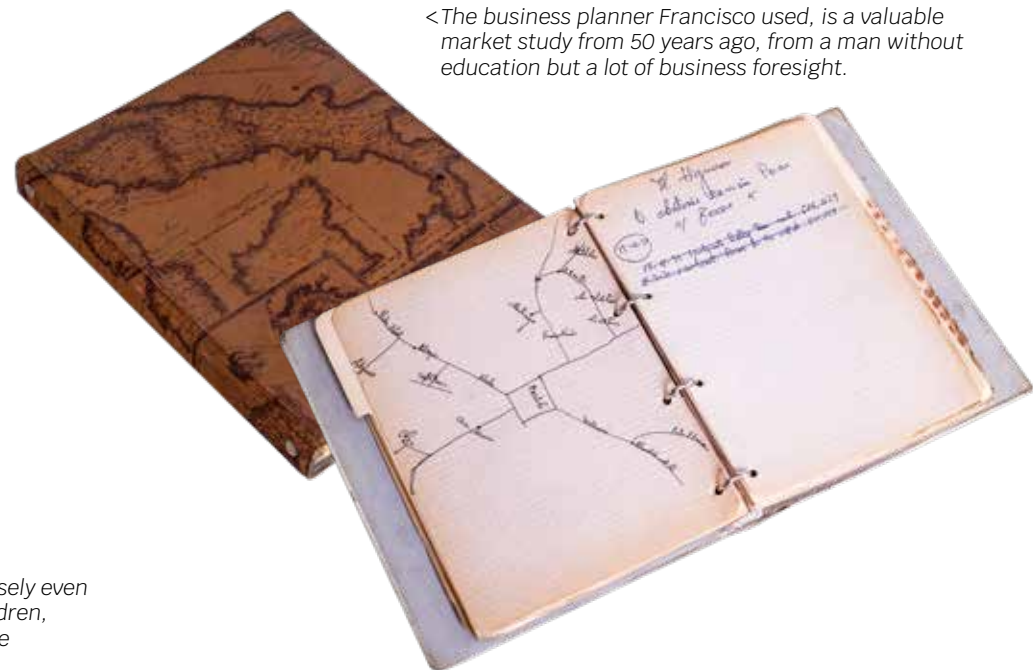
Father and son were clear about their small business' goal: to give their clients the best service regarding time and prize, offering them name-brand products and always looking for covering their main needs. We can highlight how in the 70s, Francisco and his oldest son were the pioneers in introducing the motor hoes or cultivators, also called the "mechanical mules", as well as the first spare part pieces specialized in bodywork.

Francisco was described by everyone as a man dedicated to his job and with excellent salesman abilities, making enough money to take care of his people. Unfortunately, in 1976, his daughter M^a Isabel passed away all of a sudden, which supposed a setback for the Peña Ortiz Family. At that moment, the company was only 5 years old, and Francisco focused on his job, isolated by the sadness that losing a child causes.

I Francisco Peña Ocaña in one of the first trade fairs, located in a park at his native town, Baena.



He poured himself for 24 years into **Repuestos Peña** body and soul, reaching the hand of a small company and helping it grow. Guiding all of his colleagues and employees who, even if they regarded him as a serious person, knew they could trust Francisco Peña, as his professionalism was something he was distinguished by.



<The business planner Francisco used, is a valuable market study from 50 years ago, from a man without education but a lot of business foresight.

| Francisco Peña Ocaña and his wife Guadalupe followed the business activity closely even after they retired. In this photography we can see them together with their Children, Francisco and Antonio, and their daughters-in-law, Juana and M^a Carmen, in the inauguration of the Pozoblanco store in 1997.





Francisco and Guadalupe, in a 54 years-old marriage, the basis of a family and a business.

An enterprising's retirement

A person's golden time, life's twilight, the warrior's rest... but not for Francisco. He retired in 1995, at the age of 65, a moment in which he decides to come back to those strong origins. Francisco and Guadalupe go back to Baena, to spend their last decades of living in the olive fields that saw them grow up.

As we mentioned earlier, Francisco Peña started his business activity thanks to the selling of some lands. Still, once they came back to the town of Baena and, honoring their farmer origins, they decided to buy an olive farm. This way, Francisco and Guadalupe would return to its origin what was from the land and the family.

For them, their retirement was yet another chance to undertake. Non-compliant with this, they created an olive mill and produced Extra Virgin Olive Oil. But we will further on tell about the farmer side of the Peña Ortiz family, in this book's last pages.

Francisco and Guadalupe after a whole life dedicated to their company and their family.>





/ The grain farming in the Alférez ranch, another one of the signs to the farming origin of the family business.



/ Francisco Peña, example of a persevering worker, at the olive lands of Baena.

As years went by, he made some statements on the local newspaper “Cancionero” where he captured perfectly what his incentive to fight daily for his business was.

“The secret is, I believe, working every day with anticipation, making it responsibly, in a way that every client asking for any product in any of the Grupo Peña stores, be in person or through the phone, always finds a professional who wishes to do their job properly, being reliable for whatever they’re asked for. Another secret has been trying to have a vision of where the companies’ necessities have been going towards. We’ve always tried to be aware that the best way to foresee the future is to understand the present.”

These words from the founder teach us how he always had a clear growth strategy based in product’s specialization and the closeness with their clients by logistics and diversification. And in this clear way, but firmly, the path of Grupo Peña Started. A company which for 24 years was managed outstandingly by its owner, Francisco Peña Ocaña.

Francisco Peña Ocaña at the emotive company's 40-year anniversary of the company he found and directed outstandingly. He left his legacy to the second generation: Francisco and Antonio Peña.





Francisco Peña Ocaña observes, together with his children, the trophy that symbolizes his well-deserved recognition.



| 1.3 | Second generation

Paco and Antonio follow his father's example

Every successful project has a big, hardworking team behind to accomplish their goals. In Grupo Peña Automotive the team leader was his founder, Francisco, but specially at the beginning, he had the best team an entrepreneur can have by his side: his family.

His wife Guadalupe and his daughter M^a Isabel, two strong and brave women who worked hand in hand in the first projects, like the supermarket. The first time the automotive business started, the women of the house supported Francisco in an exemplary manner.

The sons worked hand in hand with their father to get the family business off the ground. Paco, the oldest one, played a very important role during the business' first years, being only 8 years old, as well as Antonio who, at the young age of 14 helped as much as possible.

It's very moving to talk about them and see how, even 50 years later, they still talk about their father's first steps with a special sparkle on their eyes. And which better way to know the second generation Peña Ortiz than talking directly to them.




Francisco Peña Ortiz President of Peña de Baena

The first-born son of the family and the oldest of three siblings. He lived along his father the first steps into the business world and, doubtlessly, these facts have marked his personality.

What were your beginnings in the company alongside your father like?

I started when the first family business initiated, in the 60s, in the Casa Peña bar in Baena. My first tasks were to help serving foods and working as a beer boxes delivery-man, riding a bicycle with a cart. With only 8 years of age I could closely appreciate the great working ability my father had, which amazed me.

Some years after, in 1967, we closed the bar and the whole family moved to Córdoba. While my father worked as a salesperson in Reunisa, he decided to

A black and white photograph of an elderly man with grey hair, smiling and sitting at a wooden table. He is wearing a light-colored, vertically striped button-down shirt and dark trousers. His hands are clasped on the table. The background is a plain, light-colored wall.

“My first tasks were to help serving foods and working as a beer boxes delivery-man, riding a bicycle with a cart. With only 8 years of age I could closely appreciate the great working ability my father had, which amazed me.”

open a grocery store, Ultramarinos Peña, right below our flat, located in the Maestro Priego López street, in Córdoba. All the family members worked in this store. Within my tasks there, I had to go to the market shopping, restock the shelves with what we had bought, and work as a counter clerk.

Little time after, my father's enterprising spirit would arise again. At the same time he continued his work as a salesperson, he realized there was a commerce sector which was barely exploited in Córdoba: the spare parts selling industry. It is true that the automotive sector was starting to develop in Spain, and the car models were scarce, and the spare parts demand was high, whilst the offer was very low. It seemed like that was the road to take.



I Young Francisco Peña Ortiz alongside his father.

How do you remember the first working years in Repuestos Peña?

Those were fascinating years, but also of lots of work. At the same time my mother and my sister were working in Corner Store Peña, my father decided to open our first **Repuestos Peña** store in 1971.

I would wake up very early to go to the market and come back to the corner store to place everything and help my mum with the pricing. Afterwards, my workday started in **Repuestos Peña** where, together with my father and brother, I sold replacements and learned the office. We started to build what **Grupo Peña** is today, little by little. We were specialized in plate, aluminum metalized fenders and the cars' lightning, since those were the most requested articles at that moment. We also included motor hoes, which were pretty prosperous.

Little by little we grew up and the 80m2 the store in Fray Luis de Granada occupied started to not be enough. So he bought a new store in Fernando de Córdoba, and two years later we bought it basement as well. At that time, we had closed the corner store, and we focused all of our efforts in the spare parts business.

Which of your father's qualities would you highlight?

My father was a hardworking man, tireless and tenacious and, contrary to what it may seem, he gave everything a lot of thought. Still, this wouldn't stop him from undertaking.

He would always offer his clients easy solutions, which made him make a name for himself, making him an outstanding salesman.

The results of his professional path have demonstrated the big ability my father had for business and his entrepreneur attitude, since he became many commercial brands' distributor. All of this would have a big effect, on my nature and my entrepreneurial vision.

“I started in 1964, attending Bar Peña’s clients and delivering with a bicycle. A few years later, in 1971 I was a counter clerk in Spare Pieces Peña together with my father. Little time after I was also responsible for the purchases and the negotiation with providers, even though I still carried out many other functions.”

How was the company back then, and how do you see it now?

We started as a family business which, little by little, was joined by workers and associates until becoming the big family of hundred of workers that it is today.

Also, the way in which we work has changed a lot through the years. As a fun fact, back then we used to do deliveries by bicycles; it’s easy to imagine how challenging it was to transport plates, fenders and alike products on a bicycle. We also made use of the delivery services available at the time: carriers or Alsina Graells.

Seeing our growth and expansion, we reached the conclusion that if we wanted to continue going forward we had to modernize our management process, as everything was done manually until that moment.

It was time to take a step forward and implement new advances in our management, so we decided to use computer tools to carry out these tasks. Today we count with very advanced computer tools which allow us to be agile and productive, turning us into a very competitive group in our sector. In addition, we have multiple websites that help our clients know us and explore the multiple activities and services we offer, as well as our extensive national network of stores and collaborative workshops they can attend.

Which functions did you have in this company across the years?

I started in 1964, attending Bar Peña's clients and delivering with a bicycle. A few years later, in 1971 I was a counter clerk in Spare Pieces Peña together with my father. Little time after I was also responsible for the purchases and the negotiation with providers, even though I still carried out many other functions.

In 1994, we created a new business line dedicated to truck exchange and distribution, so I focused more on agricultural activities. It has been a very beautiful and productive time for me.

Lastly, at the beginning of 2000 I assumed the management of Peña de Baena, together with my father, where I am working nowadays. We bought the olive plantation Izcar and its olive mill, developing the business of selling, distributing and packaging oil. From there, the oil brands Peña de Baena were born, as well as Corona de Baena and Molino de Izcar which had great acceptance in the international market.


Antonio Peña Ortiz Grupo Peña's president

Antonio, the youngest sibling, is currently Grupo Peña Automotive's manager. His path during the 45 years he's been working in the company shows how he truly took his father's example at a young age.

Antonio, how was your beginning in the company alongside your father?

"The little tree since I was little" and as many of the third generation members, I started to collaborate while I studied and during the holidays.

When I was only 10 years old I used to collaborate with my mother and my sister in the Peña corner store, where I was the errand boy every day, going up and down floors to carry their purchases to each of our client's houses, something very common in district stores. For many years all the family helped in the family corner store.

A black and white portrait of a middle-aged man with short, dark hair, looking directly at the camera. He is wearing a dark suit jacket over a light-colored button-down shirt. The background is dark and textured. A quote is overlaid on the bottom left of the image.

“My first years were for learning. I performed small tasks, such as making and controlling license plates or Tara plates.”



I Antonio Peña Ortiz during the family business' beginnings.

When my father and brother asked me for help, since they needed one more person for the exchange sector, I accepted with pleasure, because since I was a kid I was aware of my destiny: to collaborate on the family business. I was only 14 and, without having finished the school year of 1974, I quit studying to start my working life as an apprentice in that modest family company, starting to work full-time in **Repuestos Peña**, at the Fray Luis de Granada street.

How do you remember the first working years at Repuestos Peña?

I have to recognize those weren't calm times at the city, due to Francisco Franco having passed away quite recently.

My first years were for learning. I performed small tasks, such as making and controlling license plates or Tara plates.

I even sold and put seatbelts, which became mandatory at that time. It was a very important phase in my youth, and it has helped me set the knowledge for my business maturity.

Not only I performed the small tasks that were requested to me, but I also carefully observed my father and brother's steps. It can be said that I learned about business in the best school I could have had.

I remember how my brother Paco was in charge of the counter, of selling and also buying from manufacturers and other spare parts distributors.

The first employees to start supporting **Grupo Peña** were men with great selling abilities. I keep good memory of colleagues such as Antonio José Navarro Castro or Miguel Heredia, people who started working as apprentices at the young age of 14 and still worked in the company. This team helped us initiate in the exchange sector, them being specialists in body work spare parts, apart from motorbike's maintenance and selling, mopeds and motor hoes, alongside their spare parts.

Being not many exchangers, in 1978 we adventured in the opening of our second branch, which had more space for storing. Those were thrilling years, where we contributed with hope to the maturity and development of a spare parts store.

“Not only I performed the small tasks that were requested to me, but I also carefully observed my father and brother's steps. It can be said that I learned about business in the best school I could have had.”



I Antonio Peña receives a certificate for his master degree on General Management.

Which things did you admire from your father?

My father was a man who loved his family and his town, Baena. He was selfless, a tireless fighter. Among his biggest qualities there is the “responsibility” to follow his principles. I remember how he’d rather lose money, before losing a friend or client’s trust. I knew how to pass onto my brother and me the importance of keeping a promise, and always value words spoken than any temporal benefit: you can never lose a client’s trust. He always knew how to value whoever was in front of him and knew how to be surrounded by the best people. He valued saving, discipline and quality, and transmitted this to the team.

How was the company back then, and how do you see it now?

At the beginning, I remember there was a lot of work to do and a lot to manage. If we keep in mind that back then everything was managed by hand, we can imagine the amount of attention needed for a better organization and economic control.

What were your responsibilities in the company through the years?

Communication back then, between clients, providers and collaborators were mainly through the phone, using post mail to send invoices. Telefónica and Correos were national companies which ensured all the country's companies would work smoothly.

I remember that, those first years, the speed in which we worked was way less rushed. We could clean the car in the street, apart from taking some good time to have breakfast at the Los Toneles bar or have a snack at the Salazar bakery, in the Reyes Católicos street. The financial management or delivery process were daily accomplished in entities close to our small store.

The delivery of our client's orders were provided thanks to the different transport companies through the whole country, installed in Córdoba. Times have changed enormously, especially since computing made it to our workspace. For us, the introduction of those first computers in the company marked a before and after.

Apart from the simple tasks I did when I was little, once I finished my secular studies, I started working full time in **Repuestos Peña**, learning the profession alongside my father and my brother. By 1992 I would combine purchasing to providers, the relationships with Grupo Unión and **Repuestos Peña** management.

In 1996 the building of the first organigram for the company started. Those were important years in my professional path, since together with the board of directors we could start changing the managing direction. This mainly entailed a change in the mentality towards the pyramid shaped direction, leading to a horizontal disposition which recognized the bravery of those around it. Our goal was to create a professionals team who provided the company with value. Now, enough time after, I can look at the team that surrounds us with satisfaction and I see an organization composed by many valuable professionals.

With the goal of keeping learning to deliver excellently my duty, in the year 2000 I got a Master Degree in Management Direction. From then on, the process through which I became General Manager of the company began.

| 1.4 |

Chronology, A 50-year effort path



The company we nowadays know as Automotive Grupo Peña, joined Córdoba's automobile sector in 1971, named as Repuestos Peña.

The beginning

The beginnings date back to the Fray Luis de Granada Street, where Grancisco Peña opened a small company dedicated to car and moped spare parts. We installed at the city's core, the logistic centre of the time. Around the Gran Capitán Avenue the carriers were gathered, men who would be in charge of carrying all the replacements from our little store to their town. Also, the city centre was important because it worked as a meeting point. Close by it the railroad station was located, as well as transportation companies like Alsina Graells, Auto Transportes San Sebastián and Auto Transportes López, among others. We could say it was the best place for **Repuestos Peña** to begin its path.

Repuestos Peña opens in 1917 at a strategic location in Córdoba: the Fray Luis de Granada street.





An anecdote which demonstrates Francisco's enterprising ability happened in 1974: a new road safety regulation became effective, making the usage of seatbelt in every car mandatory. At that moment, Francisco didn't hesitate to contact the Samart Industries, located in Figueras, Gerona, to make a seatbelt purchase.



The growth starts

Little by little, new vanguard products and an important range of agricultural machinery were introduced. Later on, in 1978, the chance to open a new subsidiary in the Cañero neighborhood, Córdoba, arose. The founder's goal was no other but to grow closer to his clients and, because of it, he decides to open the new subsidiary, since in that location there was a big gathering of repair shops.

With this opening, the chief's plan is obvious; to strategically be closer to his clients. At that moment, only 8 employees were part of the personnel in **Repuestos Peña**. Nevertheless, from the 80s, the number increased to 22.



/ Repuestos Peña soon gave approaching their clients importance. Here we can see the first company advertisement, published on September 19th, 1976.



The first alliances

In 1981 a project led by Francisco Peña Ortiz began, which was exciting and, at the same time avant-garde, together with three companies from the exchange sector with which we joined this common project. These companies were: Repuestos Varona, represented by Luis Varona, Commercial Gas which owner was José Lara and Repuestos Rescatado, whose manager was Julio Sánchez. This association was a before and after in the sector, since it was the first time on a national level time that competitive companies joined together in a purchase group.

The goal of this new society was to unify three Córdoba's exchanger purchasing abilities, especially for high turnover products such as brakes, direction and clutches. This way, together with the purchases, the best prices were obtained, at the same time the stock was optimized.

The company Autofrenos Sur is created, a new selling branch

In 1982 a company named **Autofrenos Sur** was created. For **Repuestos Peña** this opening supposed a landmark of business expansion. It conformed to a new selling branch, centered in the brake specialization, suspension, direction and clutch.

With the addition of specialists in industrial vehicle replacements, the selling of these vehicles flourished naturally, and a Tool stock was established.

The other two stores at the capital wouldn't stop growing. Consequently, it was decided to expand the store located in Córdoba's centre in 1983. We were no longer a 80m2 store, since it became a 600m2 facility when we bought the adjacent establishments.



/ This store, at the Cañero neighborhood was the second subsidiary .in Córdoba, inaugurated in 1978



< At the beginning, Repuestos Peña would use this die cutter to print the company's logo.



The company's computerization

Back then, **Repuestos Peña** tried to make a difference by offering its clients a quality service. With this goal in mind, the company gave a step forward to differentiate itself from the rest, in a context where companies didn't have computers and would bring their papers to third parties for these to be computerized. This way in 1986 a management computerization process was initiated. They acquired computers and hired certificated personnel with the vision of accelerating the intern managing processes. As a result we became pioneers on integrating a



/ Jose María Fernández, Repuestos Peña' employee, at the subsidiary's counter at the beginning of the computerization process.

working method which was uncommon those years. It was also an important moment organization-wise, since we decided to incorporate to the employee team administrative personnel of its own. The introduction of computers meant the beginning of a whole adventure and pilgrimage in a world on its way to developing. Nowadays, it would be impossible to not have all the technological advances and software to manage any company.



The facilities are expanded

In 1988, it was needed to look for a place to give room to more and more references. We took a step forward and decided to open a new subsidiary at the La Torrecilla industrial park dedicated to automotive where we had spacious facilities which allowed us to centralize purchases, storage and all the stores' management.



|

In 1988 we inaugurated the La Torrecilla industrial park subsidiary.





For the company it supposed a considerable improvement in costumer service and reducing costs in storage. A few years later, in 1991, the **Repuestos Peña** headquarters is moved from the Fernando de Córdoba street to the industrial park. Besides, there was an important branch of tractor selling and agricultural exchange added, for which we used a flat land located close to this new store, to exhibit a few of them.

By the time, the noticeable growth of the company was not an obstacle for the Peña chief to keep thinking about his roots. In fact, no one was surprised when he invested in buying a plantation, called El



Duque, in his hometown, Baena (Córdoba). Along the same lines we'll say that soon after he would invest in another plantation, Izcar, which had its own olive mill. These events supposed the beginning of a passionate project of which we'll talk in detail in the next chapter.

A new ally, Grouauto Unión

Another milestone for our company was the incorporation of Grouauto Unión in 1992. With this move we started to become part of a purchases group, at an international level, with other exchangers in the national field. This



> In the years 1985 and 1986 we participated for the first time in a trade fair, in Córdoba's council office.

Strategic decision supposed benefits for our clients, since we gained better purchasing conditions which allowed us to offer them better prices.

Supporting the farming world

In 1994 a new company dedicated to answer the necessities of farming regarding tractors and agricultural machinery arises. This new society and its facilities are born with the name “Tractores y recambios” and it would distribute prestigious brands such as Lamborghini, Same, Deutz, Agria and Motores Lombardini. We tried to sell the best agricultural machinery.





1 The 22nd of May 1995, Montilla joins the list of the company's subsidiaries.

A year later, the chief Peña, continuing his idea of being closer to the client, developed what would be our second strategic aim of growth. In the face of the growing demand by the farmers of the area, mainly agricultural, it is decided to open a new subsidiary in Montilla, selling rototillers, beginning this way an important activity.

Increasing our client's offer

Until 1996 our growth strategy was based on the opening of subsidiaries and the addition of new products. That year, to avoid falling on the companies monotony and the negative standstill, we took a turn on the strategy with our first experience buying a company: we acquired Sociedad Pintucor, a small business specialized in automotive painting. In little time we became one of the sector's companies to provide effective and professional service, applied to car bodywork.

Without decreasing the enterprising and growing spirit, that same year we decided to go forward with **Autofrenos Sur** and open the first subsidiary located in the Quemadas industrial park, in Córdoba. The establishment was directed towards selling replacements and accessories for tourism, vans and industrial vehicles, specializing in brakes, suspension, direction and brakes. In these new and great facilities there was also located a workshop for repair shops where they made connecting tubes and manufactured brake shoes and brakes for all kinds of vehicles.



In 1996 we acquired "Sociedad Pintucor" for the specialization in automotive painting

The industrial unit was built with an exemplary and modern design for its time, in capacity and architecture. It had office spaces and training rooms, projected according to the time's necessities and thinking about future development.

Expansion to new geographical areas

At the gates of a new century, **Repuestos Peña** is still developing expansively with the opening of new subsidiaries in the capital, Lucena, Baena and the "Polígono de las Quemadas". This way, little by little we achieved our goal to be present in different



geographical zones. Following our expansion goal, the opening of a store in Pozoblanco in 1997 made us find a privileged place at the Valle de los Pedroches, a location of strategic importance for being the engine of Córdoba's economy.

Also, 1996 was a special year for **Repuestos Peña**, since the company turned 25 years old, 25 years of effort and dedication, with the happiness of harvesting great results.



/ Paz Mena, in representation of the company Chiloeches and Associates, handing over to Francisco Peña Ocaña, this effort award in the 25th anniversary of the company.



/ In 1996 we opened a new subsidiary in Lucena. 8 years later, 4th of July 2004 we moved to another location in the same town in order to have more space.



Bronitec, a perfect complement

During 1998 Bronitec was created, a company with its headquarters in the subsidiary of Amargacena that covered the selling of replacements of industrial vehicles and tools. The team grew and the selling expectations skyrocketed very positively, which encouraged the whole team to keep on working with enthusiasm.

As Bronitec was the perfect complement for **Repuestos Peña** on its growth and specialization of product supply, from its creation **Repuestos Peña**



directed Bronitec's strategy to strengthen the group's position, since it already counted with five companies, growing with the opening of **Repuestos Peña** subsidiaries in towns and markets, even in other provinces as Cádiz and Sevilla.

The growth not only includes the growth in number of facilities and companies, it also has a strong component in the improvement of our work's quality and costumer service. Keeping this in mind, **Repuestos Peña** chose Bronitec as the group's pioneer to obtain the certificates and homologation in the norms ISO 9001 for quality management and the ISO 14001 for environment, to which the rest of the companies that formed **Grupo Peña** would quickly join.



In 1998 Bronitec is created, covering the necessities for replacement in industrial vehicle

Beginning of the workshop network, EuroTaller

February of that same year, the network EuroTaller was introduced, surging as the result of the continuous effort of **Grupo Peña** to make their clients work, in union with GroupAuto Unión Ibérica. Our premise has always been that our clients are the best workshop. This network was born with the goal to collaborate in those aspects to which the

network couldn't access easily by itself, specifically with concepts like computer managing, the image, marketing and, over all, the continuing education. This last aspect, continuing education, has turned out to be absolutely strategical and important for workshop on its preparation to confront future challenges.



In February 1998, EuroTaller is born, a workshop network created together with Groupauto Unión Ibérica, aiming to be closer to our clients.



Conquering other provinces

If that wasn't enough, that same year the company started packaging to visit Linares, putting inside the backpack all the nervousness and thrill that setting off Córdoba for the first time entailed. The opening of a new subsidiary in Linares wasn't a perilous act, instead it answered to a need of covering a zone where no exchanger was in charge of serving a big amount of workshops.

We are a company that is always looking for the chance to satisfy, as fast as possible, the client's necessities. That is why in 1999, when the Law that obliged all drivers to wear two triangles on their vehicles became effective, we didn't hesitate. In



/ We begin the 21st century with the opening of a new store in the Granadal industrial park, the 1st of July 2000. This subsidiary was the first one to have a Tuning workshop on it.



/ Press clipping from 1999, where we announce the availability of warning triangles, which became mandatory that year.

Spain there was a lack of these elements, since only one small company was making them. For this reason, we travelled to Portugal, Italy and Poland in order to bring into our company the maximum amount of triangles we could. Doubtlessly, it was

an experience that took us hours and hours of travelling, but it was fulfilling to see each week 2 or 3 trucks loaded with triangles head towards the country each week.

Our growth was also evident in Córdoba. At the same time we welcomed the new century, we also welcomed two new subsidiaries: two in the capital, in the El Granadal industrial park and the Poniente Zone, and another two in Puente Genil and Priego de Córdoba. **Grupo Peña** consolidated like this its presence in Córdoba's market.



| 7th September 2001, Puente Genil joined the list of subsidiaries.

Regarding the opening of the subsidiary in Granadal, it is worth mentioning that it was a new milestone for us, since it was the first time we opened a headquarters which included a workshop specialized in the Tuning service. This way we wanted to address a younger public, looking for personalization and characterization of their car. There we had sound specialists, alarms, sunroofs, tires, and all kinds of accessories which allow the customer to personalize their car.



| The 22nd February 2002 we open a new subsidiary in Poniente, with a memorable opening ceremony.

The Association of Small and Medium Business of Córdoba (APEPEMCO) awarded us in the year 2000 an award as the best salesmen of the province. Francisco Peña received the prize to Córdoba's salesman of the year.



> Francisco Peña Ocaña receives the prize to salesman of the year 2000 by the Association of Small and Medium Business of Córdoba.



<Next year, on the 3rd of October, we opened a store in another cordoban town: Priego.



The professional events, a marketing success

In 2001, we challenged ourselves to something else: to organize a professional fair that promoted the approach between our suppliers and our clients. This way “Professional Peña” was born, a selling success for **Grupo Peña**, besides from being a new landmark in the sector, very successful and with a great acceptance between our costumers and the public, allowing it to continue celebrating in the subsequent years. These events have been celebrated in different environments in Córdoba such as Ifecto, the Parque Joyero, La Carlota or Forum Conocimiento, the environment by excellence of **Grupo Peña** to teach in person education. In these professional fairs around 80 stands of



/ Córdoba's Fair Institution (IFECO) has located three different editions of our professional fairs

suppliers would join, bringing their novelties to our costumers, which implied many work days for the logistic, marketing and sales teams of **Grupo Peña**. Each year approximately 4000 clients and interested people have attended in just a weekend. Nowadays, it is a very important event to which a numerous public attends.

The creation of a new workshop network, Intertaller
In 2002 Intertaller is born, joining the previous network Eurotaller as a formula to cover the need to increase the opening of workshops in the same location, avoiding the competition between them.



I The trade fair of 2007 was one of the fairs celebrated at the "Parque Joyero" in Córdoba.





<La Carlota has placed two different editions of our professional fairs.



By this time, we expanded our supply, adding tires. Our first contract was with Michelin. This was a very meaningful gesture as it was a novelty that a product as specific as the tire could be included in the traditional spare. With this step, we had the chance to show our clients a new market niche not very exploited by them since then. The results of this specialty nowadays confirm how correct it was to take that decision.

<Our fair's latest location has been Forum Conocimiento, with the visit of 4000 costumers in a weekend.

Grupo Peña Automoción is born

Back in the day the diversification of companies was a strategical answer to the market's different necessities. Differentiating, in particular the tourism, industrial vehicle and agricultural vehicle. Now, in 2003 other factors led us to fuse together the five existent companies: **Repuestos Peña**, Bronitec, Trucks and Replacements, Pintucor and Control Consortium, the management company. This company union under only one name was the origin of the current "**Grupo Peña Automoción**". This was an extremely important change in our business path in which the pillars to take only one way and direction for the journey were built, regarding the trading areas, the purchases, management and logistics. New necessities, new workshops network.

12 years after we incorporated the first network to our supplies and, already confirming its efficacy, we saw the need to create new networks which responded to concrete necessities. With this idea in mind, Top Truck is born in 2004, the first multi-branded network focused on Industrial vehicles, which constituted a whole new innovation that didn't exist in Spain or Europe until then. Its development was exponential in a brief time span.



In 2004 the founder and the company are granted the award of "Cordobans of the year". This prize is granted by Córdoba's Diary annually to different people or entities in Córdoba, with the goal of highlighting their implication in economic, cultural and social development of the province, through different aspects.

During the next years, we continued maintaining our growth model based on the opening of new subsidiaries, specifically in Juncaril, Granada, as well as in Écija and Morón de la Frontera in Sevilla.

Thus far we have 18 subsidiaries, covering with them andalusia's territory.



CÓRDOBA

cordobeses
del Año

CÓRDOBA



Assistance to our clients, computing

In 2005, we developed, together with a computing company which was precious to **Grupo Peña**, the workshop management program: Gestaller.

The program had an evident goal, to help the workshops with the invoicing and administrative tasks in order to follow the current regulations. It turned out to be a whole landmark for the workshop networks. Today we have more than 600 licenses installed, and it is a differentiating element in our sector. The costumers demand it and, without a program like Gestaller or similar, managing a workshop would become an impossible mission.





I On the 28th of October 2005, we opened a subsidiary at the industrial park of Juncaril, Granada.



| Écija was the next subsidiary to open, the 18th of July 2007.



| Another town in Sevilla, Morón de la Frontera, was open the 2nd of October 2009.

Awards and mentions to the company

The communication company in Baena “Cancionero” awarded us in 2008 a new prize, in which the labor developed by entities and people in different fields is recognized. This time the prize was given to the manager Antonio Peña for his work as a businessman, from his beginning in Baena until continuing the family business across the province.

Grupo Peña, because of its inquisitiveness as a family business and to make sure it kept going forward, decides to consolidated the company’s structure by combining with the Family Business Chair San Telmo. This Chair defends family businesses as a role model, since its future vision is different to other companies, and they have a strong system of principles which guides their strategy.

The same BBVA International Institute Chair of Family Business of San Telmo and its Consultant Council, awarded us in 2009 with the Family Business award. This prize is awarded to family business in the south of Spain which, through the years have demonstrated their effort in creating social richness.

The business family grows, Auto Sport Andalucía.
In 2009 a new member arrived to the **Grupo Peña Automoción** family. Since October of that same year the company Auto Sport Andalucía started to be managed by our company. This purchase meant the growth of our personnel, from 189 to 284 workers and increasing the number of local offices from 16 to 26. Also, having no presence until now in Cádiz and Málaga, we continued our territorial expansion through Andalucía, where we already had local offices in Córdoba, Jaén, Granada and Sevilla.

The acquisition of Auto Sport entailed a cultural change for the employees who joined **Grupo Peña**. To help them, the management team and human resources saw the need to send people from Córdoba who they trusted to manage these changes. These months provided us with experience regarding the hard work and the complexity that integrating a society into labors like invoicing, people, resources and structure entails...



< In 2008, Antonio Peña was acknowledged by his birthplace's local newspaper, Baena, which would award him the Cancionero award.



> In 2009 we received the Family business prize from the International Institute San Telmo

Innovation, a core idea for the company

Later on, a Stock Managing System was introduced, called SGA, based on a software of our own. It entailed a revolution at the distribution center of **Grupo Peña**, specially operational-wise. It allowed the 30% increase in storage capacity and 20% in productivity. This way two different processes are accomplished, placement and preparation, depending on the product's characteristic, segmenting the logistic center in 4 different zones. This new computing system allowed us to improve costumer service, since from a better reliability and order tracking, we could drastically reduce preparing and delivery mistakes.



We celebrate our 40th anniversary

We are certain that Francisco Peña in 1971, when he first opened an establishment in Córdoba, already trusted his idea of investing to have a great result. In 2011, we celebrated the company's 40-year anniversary, a very special event as at that moment we had 300 employees along six of all the eight Andalusian provinces.

A company doesn't turn 40 every day, hence why decided to properly celebrate it. The location by excellence was Paraninfo at the Rabanales University in Córdoba, which accommodated more than 600 guests such as employees, suppliers and important political figures from Córdoba. This event helped us put on the table all the landmarks of the company, the virtues and errors which helped us move forward towards business maturity. At that moment we were aware of the growth, even if balanced, that we had during the last years. We also empathized on the constant re-investment and the search for excellency at work, meaning the training, which helped us make our company stronger.

23rd of January 2011 was an important day for our company. It was time to celebrate our 40th anniversary.



El Paraninfo in the Rabanales University was a witness to this unforgettable event, with more than 600 guests.

We used that special day to honor the founder, Francisco Peña Ocaña. We also wanted to honor the defunct employee José Manuel Silva and there were also awards given to the workers who had been working for the company for 25 years: Manena Lozano, Pedro Gámez and José Luis Montes. The last honor was given to Antonio Cintado, responsible for the Auto Sport Andalucía company, before it was acquired by **Grupo Peña**. We enjoyed the performance of the cordoban guitarist Vicente Amigo and, later on, shared a lunch with all the people, friends, associates, employees and providers who accompanied us through those 40 years of hard work.



*Fernando Pardo, representing GroupAuto Unión Ibérica, wanted to honor the funder of Grupo Peña, Francisco Peña Ocaña
 The recognition of Francisco Peña Ocaña, not forgetting the agricultural roots of the company.*

Growing in different locations

In 2012, we packed again to open a new subsidiary, but this time we were going to exit Andalusia after the buying of **Repuestos y Frenos Ciudad Real, S.L.**, known as Garmo. This way we set in Ciudad Real, in the capital and Puertollano, aiming to maintain Grupo Garmo's business relationships with their costumers, trying to make them stronger by introducing the working system and the logistics developed in the rest of our company.

On the 25th of January 2013 the opening of the Puertollano and Ciudad Real stores happened, reaching this way our costumers outside Andalusia.





New challenges, new workshop networks, Pro-Car and Agrotaller



In this period of time we saw how a necessity arose between our clients, since there were workshops that didn't want to be under any trademark. This is why in 2013 the network Pro-car was born, our first network developed on its integrity by **Grupo Peña**. Along the same lines, a few years later the network AgroTaller would be created, the first multi-branded workshop network specialized in agricultural vehicles in Spain and Europe.



/ On the 5th November 2016 we present the network Agrotaller, specializing this way in the sector of agricultural vehicles.



I Summer of 2013, specifically the 19th of July, we opened our store in Medina Sidonia, Cádiz.



I Jerez was the next location in Cádiz to become one of the subsidiaries, on the 5th of July 2014.



I On the 15th of February 2014 our store in Algeciras was opened.





I We open our subsidiary in Jaén on the 1st and 2nd of December 2017

On its needing of growth **Grupo Peña** opened 22 subsidiaries in 40 years. Some of the most important openings were the stores in Málaga, Algeciras and Jerez in 2014.

Even though we had been in Linares for long, this opening was a landmark for the company since we substituted the desk zone for a professional training classroom. Our vision has always given this aspect a lot of importance, and that's why we made this big change on the store distribution, because we were convinced of our morals.

We don't want to sell to the public merely to sell and obtain a benefit but, as added value, we want to bet for the future of our costumers and their education.



I The inside of one of our stores in Málaga, which was open on the 13th of December 2014.



Looking towards the future with online selling, GPCat

After an intensive developing and work in the product support and computing areas our catalog is launched via online: GPCat. This way, we adapt to the market's necessities and the online selling. For **Grupo Peña** this was a big step forward that granted us strength and conviction in following the right path to be here in the future.

This software is integrated with our managing program Gestaller, making it an excellent tool which allows the workshop to be even more beneficial, which agrees with our vision.

Training, an important necessity in our clients

We didn't want to abandon this line of offering education, so in 2018 Forum Conocimiento was created. We believed in our vision, but we didn't want it to be just an idea, we had to materialize it. Furthermore, we needed a proper place to teach this training. So we got on it, and we transformed an industrial unit to make it a place completely dedicated to our clients and employees' learning.



In 2018 we opened Forum Conocimiento, our location by excellence for giving out information.



/ Our costumers and workers always receive the best quality learning



/ The second congress celebrated in 2019 in Forum Conocimiento was about the topic "bodywork and painting".



I Forum Conocimiento, in 2018 discussed the topic: "Euro VI: challenges and perspectives"

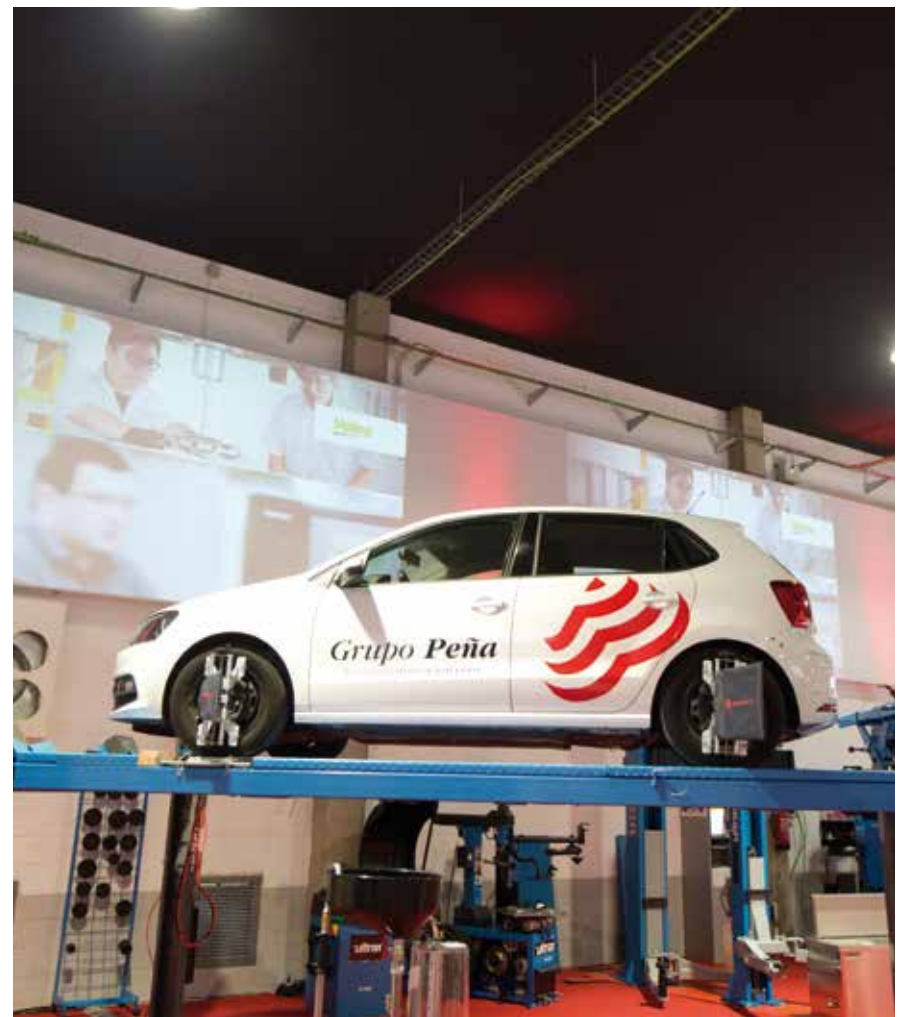
Forum Conocimiento is a place for the creation and exchange of knowledge about all the technological tendencies, as well as social and environmental which affect the future of the automotive after sales period. All the professionals in the sector of vehicle reparations are welcomed (tourism, industrial, agricultural, bodywork and painting) manufacturers,





experts, specialists, opinion leaders, workshop associations and distributors. In these 2000m² of exhibition two congresses have been held, related to the anti-pollution regulations in workshops and the second one about the plate and paint workshop.





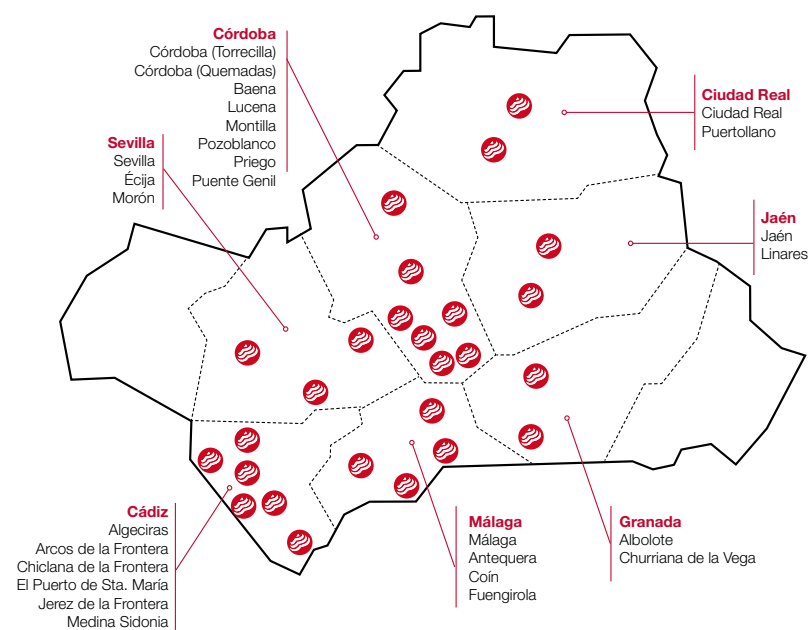


<In 2020, we presented one of Grupo Peña's novelties: GP Academy, an online training platform adapted to the current needs, which opened the way for the digital transformation.

In order to teach a learning adapted to the current times, with an obvious inclination towards digital and an online environment, in 2020 we created GP Academy, a new platform of online training where everyone can access the knowledge. This environment is created to cover the need to adapt this training we were giving out in person to the virtual world. We know we are immersed in a period of transition and, to confront all these changes effectively, we must first change our way of thinking, acting and be in contact with people, hence why this training is as important as the way of receiving it.

We aim to adapt to the workshop work habits, and the time and space in which the professional is ready to receive the training, since GP Academy can be used anywhere, whenever and in any device. Likewise, we want to offer the necessary learning to adapt to our costumers and employees' needs, and this way we'll get more profitability for **Grupo Peña** and the workshop.





/ Grupo Peña currently owns 28 subsidiaries located along Spain's map.

/ On the 8th of February 2020 we celebrate the last opening of a new subsidiary in the capital of Andalusia, Sevilla.



Time line

I Most important landmarks I

1971

Activity beginning in the center of Córdoba. Opening of Repuestos Peña in Fray Luis de Granada Street
Francisco Peña Ortiz starts working in Repuestos Peña.

1974

Francisco Peña Ortiz starts working in Repuestos Peña.

1978

Opening of the first subsidiary in the Cañero town

1982

Creation and opening of Auto-brakes Sur (specialty in industrial vehicle)

1983

Constitution of Repuestos Peña as a limited liability company
Expansion of the center store facilities.

1984

Creation and opening of Bronitec

1986

Management computerization

1988

New facilities at the Torrecilla Avenue (Córdoba)

1992

We join Groupauto Unión

1994

Creation and opening of “Trucks and replacements” (Agricultural specialty)

1995

Opening in Montilla (first subsidiary in the province)
Francisco Peña Ocaña retires

1996

Acquisition of painting company (Pintucor)
Opening of stores in Lucena, Baena and Las Quemadas

1997

New store in Pozoblanco
Amargacena’s construction

1998

Beginning of Eurotaller network
logo Grupo Peña is born
Bronitec opening in Linares

2000

Creating of Peña de Baena
New store at the industrial Park El Granadal (Córdoba)

2001

First edition of Peña Professional Trade Fairs
Opening in Puente Genil

2000

Award to Businesspeople of the year, granted by the Chamber of Commerce of Córdoba.

2002

Intertaller network beginning
Opening the neighborhood of Poniente in Córdoba

2003

Fusion of 5 companies becoming Grupo Peña Automotive
New store in Priego de Córdoba

2004

Beginning of the TopTruck network
The founder and the company are awarded the prize “cordobans of the year”
Opening in Lucena

2005

The network management program is born: Gestaller
Opening of the subsidiary in Granada (Albolote)
Official distributors for Citroën

2006

Exclusive dedication to the professional network

2007

Usage of the concept “Peña man”
New store in Écija

2009

Adquisition of AutoSport Andalucía with 9 stores in Málaga and Cádiz
Opening in Morón de la Frontera
San Telmo award family business

2010

Introduction of the storage management program (SGA)

2011

We celebrate our 40 anniversary
Opening in Chiclana

2012

New store in Churriana de la Vega

2013

Buying of the first subsidiaries outside Andalusia (Ciudad Real y Puertollano)
Opening in Medina Sidonia
Creation of the Pro-Car network

2014

Opening in Málaga
Opening in Algeciras
Opening in Jerez
Opening in Arcos de la Frontera
Unification of specialties in just one Logistic Center (Córdoba)

2016

Agrotaller introduction first european agricultural multi-brand network
Electronic Catalog appears GPCat and starting of a new structure by business lines
Opening in Fuengirola

2017

Update of the mission, vision and company values
New subsidiary in Jaén

2017

First convention of the AgroTaller network

2018

Creation of Forum Conocimiento

2019

We finish the year being 407 employees

2020

Opening of the store in Sevilla
Forum Conocimiento 2020, virtual edition “Innovation to go forward”
GPAcademy. Presentation to clients

2021

Grupo Peña turns 50 old. Celebration event 1st virtual fair Peña Professional





| Chapter 2 |

The present... ***Grupo Peña Automoción***

| 2.1 |

Our company

Grupo Peña Automoción

Talking about Grupo Peña is to talk about a well consolidated company, with a clear orientation towards the customer's satisfaction, and making a constant effort on innovating, being pioneers in the sector, to answer their clients, collaborators and employees' expectations.

But, what is Grupo Peña? It is a family company which began in Córdoba, mainly dedicated to the selling of automotive spare parts in the province of Andalusia and Ciudad Real, more specifically operating in 744 towns, covering the 25% of the national territory. It stands out for its human capital of great level formed by a team of 402 workers who get excellent results.

In addition, we give our more than 10600 clients, most of them in workshops, all the tools necessary for their own workshop to be as efficient as possible.

This has made **Grupo Peña** take the lead in the after-sales for automotive sector in Andalusia. In fact, we are positioned between the first 50 family business in our region because of our sales volume, reaching the numbers



Our vision...

We want to summarize our **vision** in three words: GROWING WITH YOU. We want to be recognized as a company in which you can trust and that keeps a tight collaborative relationship with its clients. All this trust and cooperation makes us be seen as the replacement which gives their business more profitability.

This vision moves us to celebrate every year **Peña Profesional**, an event which gets our clients closer to the latest technological novelties, demonstrations

of 62 million euros in 2019. We count with 10688 clients specialized in repairing, with whom we tightly collaborate to achieve their technological transformation.

And as a clear example of our bet for innovation, digital transformation and the future, **Grupo Peña** has the lead in the digitalization sector nationally, with a 30% of our sales through the online store.





at the stands to get the most recent tendencies closer to the workshops, expositions from all the specialties such as painting and bodywork, injection of diesel and gas, electricity, climate control, tires, accessories, etc. All of this together with other areas from the workshop service: networks, online catalog, training, etc. The goal is to make the clients be at the vanguard in the reparation sector.

On the other hand, we have developed a specialized vision in in-person learning called **Forum Conocimiento** which, through classes, seminars, forums and other ways, brings closer things such as knowledge, products, novelties and innovation to our network of associated workshops.

Therefore, the **mission** of **Grupo Peña** is to provide **comprehensive solutions** for our clients. In a way in which, nowadays, we're more than mere replacement providers for our clients, we're their providers of "comprehensive solutions" which makes it easier to carry on with their business. **We're always there when you need us.**

Our goals...

Our vision marks the direction for our main goals which we can group and summarize in two big fields:

1. Make the **client's experience** with **Grupo Peña** be unbeatable. And this is because we don't want to limit ourselves to offer only one quality product, to a competitive prize, but we also look for offering the best level service. It's about giving a comprehensive and complete service to our clients that includes the wider aspects of their businesses, in a way that our clients feel embraced by a group that doesn't get stuck and goes forward at the same innovation speed that goes on in the sector and the commercial world
2. Carry on a **digital transformation** which allows the exploration of new opportunities, counting with the current resources, to reinvent the operative functions with which achieve the first goal. We're talking about promoting our events, communications and trainings, but giving them a more actual and future-directed character... digitalization. Something that will drive us to the increase of our presence and the digital usage directed towards digital events, digital communication, digital learning, social networks and digital marketing. To all of this, we want to include the potentiating and dynamization of online selling that we have already initiated.



Our values...

Which **values** move **Grupo Peña** to take action? This was the way of thinking that the funder introduced and demonstrated exemplarily: **the client's satisfaction ensures the future**. And that's the daily inspiration which gives meaning to our company's work.

It's the personal and professional characteristics which define the Peña Man and Woman, part of our DNA. We add our attitude oriented towards "I am compromised", "I work with my team" and "I am open to changes".

Still, this is not a unidirectional relationship, we want to grow WITH YOU... our clients, providers and associates. We don't want to impose our criteria, we rather want to know what our clients think, need and want to cover those necessities and, why not, their wishes also.



This makes us work and plan our future with an open mind towards innovation. With influences coming not only from the market tendencies, but also from the feedback of those who walk this path with us... our clients, providers, associates, and never forgetting our human team.

All of this is translated in a continuous and rough searching for NEW improvements, NEW changes, NEW criteria, NEW ideas... to evolve and get ahead to the sector's needs and tendencies



Products offer

We offer our clients replacements for tourism, agricultural vehicle, industrial vehicle, painting and tools for the workshop, offering a quality product from the best brands. During these 50 years we have always tried to be updated in the new automobile technologies, adding to our product lines the necessary things

to achieve a comprehensive service of supplies of workshop replacement.

Currently, we own a total of 45000m² or, in other words, 6 football fields, with infinite aisles of shelves which storage more than 100000 references of different articles, with a stock of more than one million units, to ensure an immediate service to our clients. All these products are managed by an excellent logistic team that uses a pocket system, making it easier to manage and attend an average of 8000 daily orders (1920000 orders a year).

We also got closer to our costumers through the opening of new subsidiaries, counting with 28 stores that, together with a complete network of 115 delivery routes and 197 vehicles, have made us get further in the shortest time possible. To be exact, we drive 29.708 km on a daily, which is translated to a bit more than 195 turns to the earth surface in just a year. Thrilling!





Service offer

In this way, the workshop networks have allowed us to serve 898 workshops associated to which we give information, learning, computing and marketing, being projected on their businesses and with positive results for the workshop activity.



Together with our wide and varied range of products, we also have a hydraulics workshop and a service of machinery repairs, completing our comprehensive service to the client.

We want to take innovation to our clients. We're talking about the diverse catalog of services our clients can opt to, such as GPCat, Gestaller, GPAcademy or the online stores.



GPCat: an original idea of **Grupo Peña**

and a tool programmed and developed by Desarrollos Informaticos BJ, which has meant a revolution in the area. This is a catalog that makes it easier to search for spare parts for professionals and makes it fast, since they obtain information about the product's availability, the price and when it would arrive to the workshop. All of this together with the amenity of an online tool that helps you save time with phone calls.

This software has a great amount of useful functions such as the searching by license plate tool, by original reference, by specialty... apart from all the specific searchers for the most rotating products. GPCat also allows a tracking of the deliveries and the invoicing, all together in the same tool that helps to manage their business.

We work constantly to improve it, hence why, in this previous weeks we've improved the tool with the subscription to GPCat OEM, a finder through the

official brand program but at the same time gives us the spare parts results, and GPCat Premium, which tries to help workshops with the repair times and following of its maintenance with many advantages to elaborate budgets. Also, it includes some novelties such as specific finders to keep making all the product searching an easy task.



Gestaller: a billing program created by **Grupo Peña** and the company Desarrollos Informáticos BJ to attend the workshop tasks and give a better profitability as well as a comprehensive control of its activity. It is adapted to the necessities of each user, independently of their workshop size, and it allows them to save time in management tasks, as well as managing fundamental data for their business and automatize processes and communication with their clients.

It counts with a completely integrated catalog with **Grupo Peña**, our spare parts GPCat as well as the download delivery note downloading tool, allowing them to update the stock of their storage as needed.

It offers, in addition, the chance to incorporate two complementary application such as:

1. The operators work time control or checks in, in order to know the time each worker spent on each reparation.
2. Active reception using a Tablet with which start orders, request pieces, visually inspect the vehicle and get the digital signature of the customer on the documents.



GP Academy: A new online learning environment which gathers all the information needed and hands it to everyone who needs learning to do their job effectively. This way, GP Academy makes learning easy, not only for the **Grupo Peña** members but also, significantly, to its clients. Also, this training is taught mostly by **Grupo Peña** professionals and covers all the needed areas. In **Grupo Peña**, the training concept has been an added value to our work from the first year in the sector. Whether it is by hand with the suppliers or specialized companies, we have wanted to find the answer to our team and customers' necessities. Because of this, with



this online tool we are able to give information to all of those who need to maintain their business updated and be as profitable as possible.

references. These online stores not only sell products, but also have fact sheets and tutorials to learn how to use them.



GPTaller y GPPinturas: online stores that get us closer to the national client since it offers them a catalog with more than 3000



Data of interest

Sector Ranking position	Among the first family companies in Andalusia
Sales volume in 2019	61.376.409
Number of articles' references	100,000 references
Articles categories	300 product subgroups
Articles in stock	1,000,000 units in stock
Daily attended orders	average of 8,000
Number of clients	10.688 clients
Number of workshops associated to the networks	898
Daily distanced traversed in delivery	29.708 km
Selling lines	2.149.338
Number of employees	402
Logistic fleet	197 vehicles
Subsidiaries	28
Size of all the facilities and storage	45,000 m2
Commercial territory	We're focused in Andalusia and Ciudad Real for now, distributed in 744 towns and organized in 115 routes. This entails the 25% of all the national territory

| 2.2 |

Workshops Network

The result of listening to our clients

The workshop networks have, since almost 25 years ago, the goal of collaborating with the workshop on their day to day, making the tools with which they face changes in the automotive sector more accessible, on a technical level as well as in the performance in the repair business.

Consequently, the development of the networks has meant, doubtlessly, a before and after in the workshop capacity. It has giving it chance to access to a whole series of services which are key to maintaining and developing their business in a market that changes every day, and that, nowadays, demands the workshop to access a learning, an image, some information platform, a replacement, some services and marketing campaigns that only the networks are able to offer.

The result of all these years developing networks is clear: the level of the independent workshop associated to the networks has evolved until getting to the official networks level. We can even confirm that they surpass it progressively in more aspects: increasing their image and, overall, their clients' trust, for individuals as well as for corporates. Finally, this has meant a better professionalization of the sector which has been possible, to a large extent, thanks to the Workshop Network concept.



Groupauto Unión Ibérica (GAUib)

Grupo Peña began its journey with the workshop networks in the 90s decade thanks to D.Fernando Pardo and D.Juan Antonio Cañadas, who had the vision of listening to the workshop necessities and develop, apart from the national group of re-changers, the workshop networks. This way, Groupauto found in **Grupo Peña** the perfect partner to develop this concept in Córdoba, Sevilla and Jaén initially creating, since then, a constant collaborative and innovative union between Groupauto and **Grupo Peña**.

We can say without any doubt that **Grupo Peña** has historically stood out as one of Groupauto Unión Ibérica's associates that was more convinced with the idea of working tightly every day as one, putting

the group interests before their own company's. It's not only an attitude from **Grupo Peña**, but this attitude is founded in the deep conviction of the people in charge, related to the reason of being of our group: the group strength is way bigger than the adding of each of the composing members' contributions.

The trademark that **Grupo Peña** puts to its relationship with its costumers allows them with a permanent contact to collaborate in all the initiatives that usually promote together, through a wide offer of events in which the "Peña client" will always be present: opening new facilities, congresses, conventions, and participate in the "Peña Profesional" fair, a whole guide in the sector for the volume of participation, the excellent

organization and the permanent novelties that each edition holds. And its initiative, Forum Conocimiento which, besides the exceptional quality of its content and speakers, adds to the workshops a vision about the future of management and vehicles repair, an indispensable aspect to support their processes for decision making, specially in key areas such as investment and continuous learning, as well as facing the ongoing technological evolution of vehicles that is, doubtlessly, one of the most dynamic sectors on a global scope.

This big innovation capacity **Grupo Peña** has, has meant for Groupauto Unión Ibérica a great source of inspiration and a permanent challenge to offer value that reaches their expectations. This innovative capacity is the result of applying a concept which is

the pillar which supports the culture of **Grupo Peña**, no other than the systematically “questioning” its process in order to continuously improve them, to make them more efficient and, overall, give more value to their clients.

According to Juan Carlos Pérez Castellanos “the most remarkable thing in **Grupo Peña** is the human and professional quality, in the directive team as well as in all the “Peña men and women” who have contributed to tightening the links between each of our companies and will continue to be the basis on top of which we will keep on building our future together”.



Eurotaller

Grupo Peña had a remarkable role in EuroTaller since its creation in 1998, being the founding member of the network and the reference distributor in all the process of creating the first workshop networks. It should be noted that the first EuroTaller in Spain was incorporated to the network by **Grupo Peña**, and the workshop was Talleres Camacho (Lucena).

From the beginning, **Grupo Peña** was very sure of its bet for this new formula of relationship with the workshop, and it has been exploited through the years, being precisely Eurotaller the first deployed network in Groupauto and the pioneer of the ones to come after.



J. Talleres Camacho was the first Eurotaller in Spain, incorporated to the network by Grupo Peña



In 1999 an EuroTaller International Congress was held in Linares, Jaén



/ The computerization of the workshop has always been a key principle in EuroTaller

From that moment on, **Grupo Peña** hasn't stopped working on the network development, securing its pillars: Learning, information, Image and Marketing, and being a pioneer in the workshop computerization, providing many EuroTalleres their first computer equipments and a specific software for the workshop management (Gestaller).

Later on they have continued to have a relevant role in the starting of different projects, such as creating the first group of Eurotalleres' bodywork specialists, or the beginning of the commercial and managing learning.







Nowadays, with 170 registered Eurotalleres, **Grupo Peña** is consolidated as the national distributor for Groupouto with more workshops adhered to the network Eurotaller.

All of this has made Eurotaller become, from the start, a model to workshop networks, becoming the standard in the Spanish market and defining the services that, later on, have been imposed as essential for any workshop that wants to go forward and think ahead in a sustainable and profitable way. Eurotaller has stood out for its constant innovation in the development of all these services, getting ahead of the rest of the market.

On a European level, Eurotaller is part of the international concept EuroGarage, which keeps on advancing as the big worldwide Multi-brand network that is also the model in regard to innovation and group development for all of its members in each of the countries it is present.

<Eurotaller Convention in Lisboa.







Intertaller

In 2001, it is demanded by Grupo Peña's clients to be able to access the same services the Eurotaller network gave, but due to being closer to other workshops or the compromises that this entailed, they couldn't access to it. This petition was transferred to Grupo Unión and the network Intertaller started to be introduced in **Grupo Peña**, maintaining the basis and principles that were used for Eurotaller but adapting to the needs these



workshops had. This way, **Grupo Peña** has been the driving force and soul of the project during its first years and has led the creation of the Network until it acquired a national character after the first years.

In 2008 and now with more than 100 Intertalleres in the distribution area of Grupo Peña, Groupauto extended.



The Intertaller network amongst the different partners of the company to make of it the big national network that it is today, following the basis on which the Groupauto networks are built on: formation, image, information and marketing.

We're talking about a multi-brand workshop network with the latest technology, service and cover united to answer the workshops and users' demand, with



/ Intertaller congress 2013

a marked strategy of proximity with the client. It consists in a program created to ensure the fidelity of the multi-brand mechanical workshop, from a commercial point of view, with the distributors which GAULb puts at its associates disposal.

Nowadays, the workshop receives constant proposals of an important number of providers, offering the same product, similar delivery service, competitive prices, advertisements, etc. Meaning, there is not a differentiating supply. The network needs and demands, apart from these products, price and logistics, something else. The training on new technologies becomes indispensable: motor management, diagnostic techniques and electronic systems, a whole program of repair techniques



and systems of painting, as well as necessary information with data that's constantly updated, without which the daily task couldn't be fulfilled. It also needs a Technical Assistance Center which answers questions or problems regarding lands and the chance, online, to access a wide database of information for repairs.

The times in which a produce or service was sold on its own are now behind, we must attract the client to our services. Every workshop must have an attractive image to “seduce” the motorist and appear as a strong national network that transmits trust and is complemented with coordinated marketing acts that increase the number of clients and the fidelity to the workshop. These four pillars: FORMATION, INFORMATION, IMAGE AND MARKETING, are the ones that





Intertaller has developed and introduced, with an important quantitative success – selling- and qualitative – recognition- for its associates. Intertaller has been growing year by year, and it is a key network on a national scale, with an agile and flexible deploy, and with an innovative component which becomes more important every day, for the workshop itself as well as for the driver, with tools and added values which makes more and more workshops opt for the optimization of their resources with InterTaller.





TopTruck

The same one as the previous times, **Grupo Peña** was a pioneer in introducing this network. One thing was clear: they didn't just want to offer their clients the best spare parts service to the best prize, but to offer a complete service to the Industrial Vehicle workshop by bringing them the learning in the different systems, working and supporting the workshops as something else than their replacements' distributor. Its function is to cover the needs that the Industrial Vehicle reparation networks were having.

It was in 2005 when it became necessary to give the workshop a technical support and a multi-brand learning that, to the date, was captive by the own manufacturers and were hard to access by the independent workshop.



This way, with the acquired experience during years of developing tourism networks, **Grupo Peña** was sure of its bet for the Industrial Vehicle. So, when Groupauto considered the creation of the Industrial Vehicle network Top Truck, **Grupo Peña** bet for it and, through the years, it's been one of the associates



which has been able to maintain the quality and quantity needed of the network Top Truck in the cities where the business is working.

The constant support of the administration and workers in **Grupo Peña** has made it possible that we





have the most qualified workshops to serve all the transport companies.

In Andalusia, being a role not only in the spare parts' distribution but on its added value services to the client.

Nowadays, the technical support together with the learning, they remain the most valued services by the workshops that belong to the Top Truck network, making of it a role model in Europe. There are more than 100 Top Trucks in Spain, of which 20 of them are workshops owned by **Grupo Peña**, and more than 700 workshops in Europe. Being, this way, the specialized network for multi-branded Industrial Vehicle reparations with the most service points in Spain, and the best prepared in the market to confront new challenges and new technologies introduced in the trucks.





AgroTaller

In November 2016, **Grupo Peña** introduced AgroTaller as an answer to the business needs of this important segment of the after-sales, since till now they weren't being attended. Besides, the evolution of the agricultural machinery was obvious and the clients were demanding more teaching.

The situation at that moment was as it follows: as time passed by there were fewer workshops and mechanics oriented to agricultural reparations, scarce learning and, on top of it, the average age of an agricultural reparations mechanic was around 58 years old, which arose the question: what about the next generations? Besides, due to a strategy change in the authorized dealers, workshops stopped being



In 2016 Grupo Peña introduced Agrotaller, the first agricultural vehicles multi-brand network in Europe.

represented, taught and forced to become multi-branded workshops. The costumers were demanding teaching in electricity, air conditioner and hydraulic among others. But, most importantly, we were realizing we had a lot of active advisers, and we only had to attend them. We knew for sure that our compromise with the workshops was to listen to their petitions and, overall, adapt them to our concept of network.



We kept on advancing on our interest to create a network, but we were lacking a tool to diagnose errors. We had to advance, and we saw that the diagnosis multi-brand machine worked with what we wanted and, specially, brought telephone support oriented to diagnosis. At this point, it is obliged to mention Enrique Roda who had a fundamental role in the creation of Agrotaller.



I Enrique Roda at the Agrotaller presentation

He has been on the agricultural division for 19 years and he already represented Grupo Same in this specialty with the brands Lamborghini, Same, Hürlimann and Deutz. Years after, apart from Grupo Same he also represented Grupo Agco with the brands Massey Ferguson and Fendt. Later on, he was in charge of agricultural replacements from 2009 and, from

2015 he is chief of the Agricultural Division Business Unit. Let's let Enrique himself explain in which moment Agrotaller was created:

“After a few years taking the charge, we had the perfect scenario to start the network, but we were lacking that diagnosis tool that would give us a quality improvement and, during a conversation with Pablo Peña, we saw that the ideal thing would be to meet personally and give a course in Cojali facilities (diagnosis tool Jaltest Agv). In April 2016 two salesmen and I attended the course. Once it finished I elaborated a report of what I had seen and honestly IT WAS WHAT WE NEEDED, which allowed us to set a work path.

By casualty, we had a visit to an Eurotaller in Jerez in July of the same year and, amongst other things and unexpectedly, the client asked Antonio Peña when was he going to start an agricultural network, since the agricultural studio sector was disregarded, and that made Antonio Peña ask: “Enrique, when?” to which I immediately answer “Whenever you want, we already have what we need” and I explained to that table what Pablo Peña and I had already started. We only had to design a plan with dates and, in November of the same year, 2016, Agrotaller was introduced.”



| The AgroTaller continuous learning makes all the team go forward.

This way Agrotaller was born, the first multi-branded network in Europe for Agricultural Vehicles. This network gives the workshops the most innovative tools to advance in the business sector of agricultural vehicle's reparation.

Besides, to project a good image to the client is crucial in our business, since the outside of our facilities is our best business card. This is why in AgroTaller we have developed a modern image, very united to agriculture.

The continuous learning of Agrotaller gives them the tool to face with solvency the most complex breakdowns. This matter must be considered a future investment, since the success and profitability of the business will depend on being prepared for the technological evolution and the new anti-contamination systems. This means, we have to keep on walking towards the future, avoiding getting stuck.

In Agrotaller we have designed a marketing plan in which, apart from rewarding the election of our workshop for their reparations, we reinforce the memory and image of itself.

To all the previous points we add the management program and the orientation towards profitability of the business and, currently our GPCat web to which we're adding catalogues of carvings to ease the work and gain time in dismantling and assembly.

1st Agrotaller convention

Finally, it is to mention that on the 16th and 17th of September 2017 the first convention of the network Agrotaller, a national network oriented towards the multi-branded workshop for agricultural vehicles was held.



In September 2017 we could enjoy a day of gathering after the 1st Agrotaller Convention



Around 170 people participated on this, people of other agricultural workshops adhered to Agrotaller, coming from Andalusian provinces and Ciudad Real.

The convention was held in FORUM, facilities set up by **Grupo Peña** as a learning center for its network, where it was talked about the latest technological advances in lubrication, the importance of the continuous learning through the AgroTaller network, the next promotional moves, the achievements obtained until now by the network, the importance of the communication inside it, and Agrotaller's web presentation.

To finish this full of activities' weekend, Sunday was dedicated to an outdoor gathering, where many multi adventure activities were enjoyed, which helped consolidate the relationships between the assistants.





Pro-Car

Pro-Car is a **Grupo Peña** network which offers batteries of services that help the workshops be more profitable. This way, this network fits perfectly the corporative strategy, since a company's vision must be to be seen by their clients as the most profitable distributor for their business.

The slogan at this network's origin was “free with the strength of a net”, expressing the feeling of having no joining to any distributor, but till compromising with the philosophy of giving access to any client to the services of a network, without the need to be part of them, thinking that each client must have the chance to improve their profitability with these services.

Later on, it would be the time to increase the effort to promote loyalty as much as they could towards the client's orders.

Many clients had the need to get some advantage of the network but, due to the lack of sources or being too close to other network clients, they couldn't access one network. This is another reason why, together with previous experience, Pro-Car was born.





Previously, we made campaigns called “white campaign”, directed towards those workshops that didn’t belong to any network but wanted to offer their clients some personalized gifted products. These gifts were delivered with the promotion our salespeople managed. This way, this campaign helped motivate clients which, previously, joined some workshop network.

Later on, the acquisition of workshops on their origin was made by the celebration of sectorial gatherings with interested clients. In these meetings the network was presented and, in the same meeting, many clients signed the contract of adhesion. A mechanic that worked in all the areas and that, right now, makes Pro-Car be the network of **Grupo Peña** with more clients.

At the beginning, Jose Antonio Roda had a distinguished role on the creation of Pro-Car. He tells us: “In the face of the problematic of being unable to offer the minimum services to some workshops because of the conjunction in the same place or closeness with other workshops, Eurotalleres or Intertalleres, I became part of the team that designed the strategy and implantation plan for Pro-





Car. Also, I participated actively in the presentation for improving the profitability of workshops with the Pro-Car network for clients on each area”.

Nowadays, the workshop recruitment is done through personal presentations for clients in which all the network virtues regarding profit are explained. Consequently, we can say Pro-car is a personalized network, in which the client can

continue maintaining its own corporative identity, but with the possibility to keep on learning through the leading automotive schools that will allow them to make reparations with the most profitability. Also, we offer the workshop the chance to adapt the network image and, even if it's not mandatory, many clients have acquired it because of its modern and innovative design.

This way, Pro-Car's methodology is that the client hires those services they need which are available in the network. This way, as if it was on demand,

the client chooses the offer that adapts better to their learning necessities, consultancy, image and software based on their specialty: tourism, agriculture or industry.

Also, it counts with different alternatives of learning entities and consultancy firms they can choose according to their interests.

Some of these available trainings are:

Electromechanical learning

One key point to our sector's future will be to be trained in the new merging technologies in automotive. Anti-pollution systems, electric vehicles, hybrids, the hydrogen battery, introduction of telematics...make our learning indispensable. To count with qualified personnel will decrease the average time for reparations and will bring as a result a better profitability on the business.

Carbody learning

Face-to-face learning taught by Centro Zaragoza and directed towards the knowledge of new techniques for repairing damaging in car bodywork and vehicle painting.



Commercial management and in-person management learning

Learning in marketing, selling techniques, management of financial economical workshop and workshop organization

Online learning

We have the latest generation platform that makes learning easier, through the most new methods such as technical videos and 3D multimedia, allowing, also immediate access to the courses from everywhere with internet connection.

| 2.3|

Our employees

Our employees, the foundation of Grupo Peña

In Grupo Peña the human factor is a priority, we don't just see numbers and gainings. Even if having to pay bills and being profitable is a need, it is as well to create a good culture in the company so that the employees feel happy to be part of the company and give their best to achieve the client's satisfaction.

Our company is formed by “Peña men and women”, definition that we use a lot to proudly refer to our team. The Peña men and women are 402 professionals who we trust, without them, **Grupo Peña** wouldn't function. In their experience and hard work, we see our company's vision reflected: “words such as compromise and responsibility, play a main role that contributes to the development of our identity”.

For **Grupo Peña**, the human team that we have is very valuable. Because of this, an aspect that we want to define us is the learning we give to our employees. The continuous learning is fundamental for the development of a professional, and we want to harvest good professionals for our company. The path of a Peña man or woman can be directed towards wherever he or she wants, because our goal is to give freedom to our team's professional development.

Consequently, we couldn't miss the chance of celebrating these 50 years of work without gathering the thoughts of colleagues who have been with us for more than 20 year.

These are people who, due to their professionalism and dedication, have contributed to the story, growth and consolidation of Grupo Peña Automoción.



Yonatan de la Rica

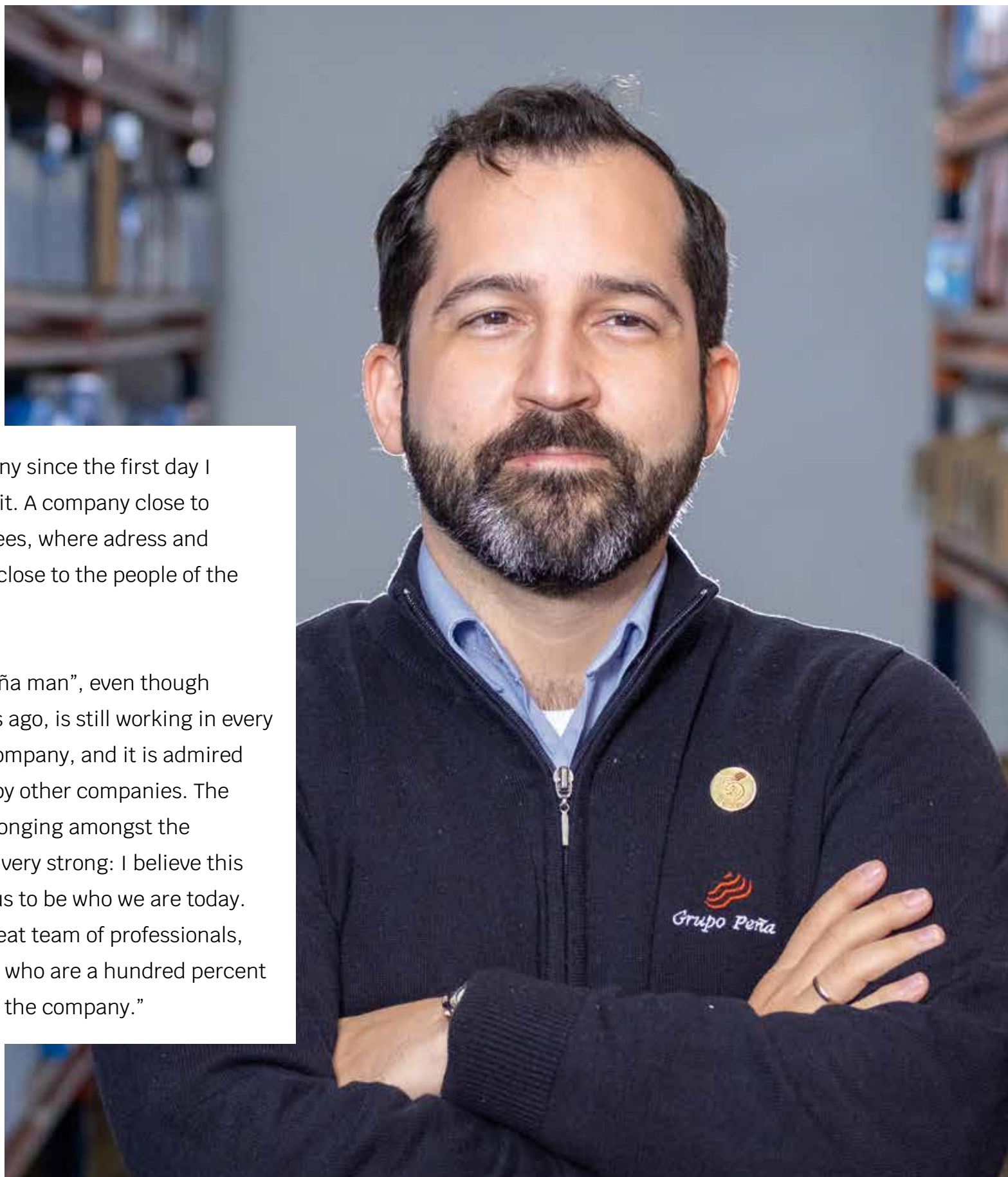
We begin by interviewing Yonatan de la Rica, responsible of Multicentro in Málaga. At only 38 years of age he's been working in **Grupo Peña** half of his life. We're strongly tied to his family, since his father Manuel de la Rica retired in our offices not long ago, after 20 years in the company. Two men who arrived as clients requesting our services for their company "Auto Tienda", but ended up becoming a key part in our team in 2001.

Yonatan, before working with us, what drew your attention of Grupo Peña?

"I admit that always, since I started walking with my father, I have wanted to work in **Grupo Peña**. When we were clients, I already admired the company: its organization, its logistic, its digital implementation, its knowledge of the product, its intern strenghts, as well as their human team. There was a moment in my life in which i admit I dreamed of working here."

And now that you know the company, how would you define Grupo Peña after almost 20 years in the company?

"**Grupo Peña** is a company with clear values, and I'm not talking only about the ones that come with our vision and current goal. I'm talking about intrinsic values which are part



of the company since the first day I put a foot on it. A company close to their employees, where address and property are close to the people of the organization.

The term “Peña man”, even though created years ago, is still working in every area of the company, and it is admired and studied by other companies. The feeling of belonging amongst the employees is very strong: I believe this has allowed us to be who we are today. We have a great team of professionals, professionals who are a hundred percent involved with the company.”

Francisco Romero Luján

About clients, Francisco Romero Luján knows quite a lot, as he's currently a commercial at the industrial vehicles division. "Uncle Paco" as we fondly call him, started working in **Grupo Peña** 34 years ago, so he knows and appreciates our way of working.

Paco, what has been the role of expansion for the company, with the opening of subsidiaries and the adding of new products?

"We have always been very wise with the openings and, of course, it's a fact that this growth comes from the opening of subsidiaries or the fusing with other companies in the right moment.

Also, the bet for introducing new specialties such as the industrial one, tools or agricultural at moments in which only the official services were betting on them, has assured us the trust of workshops."

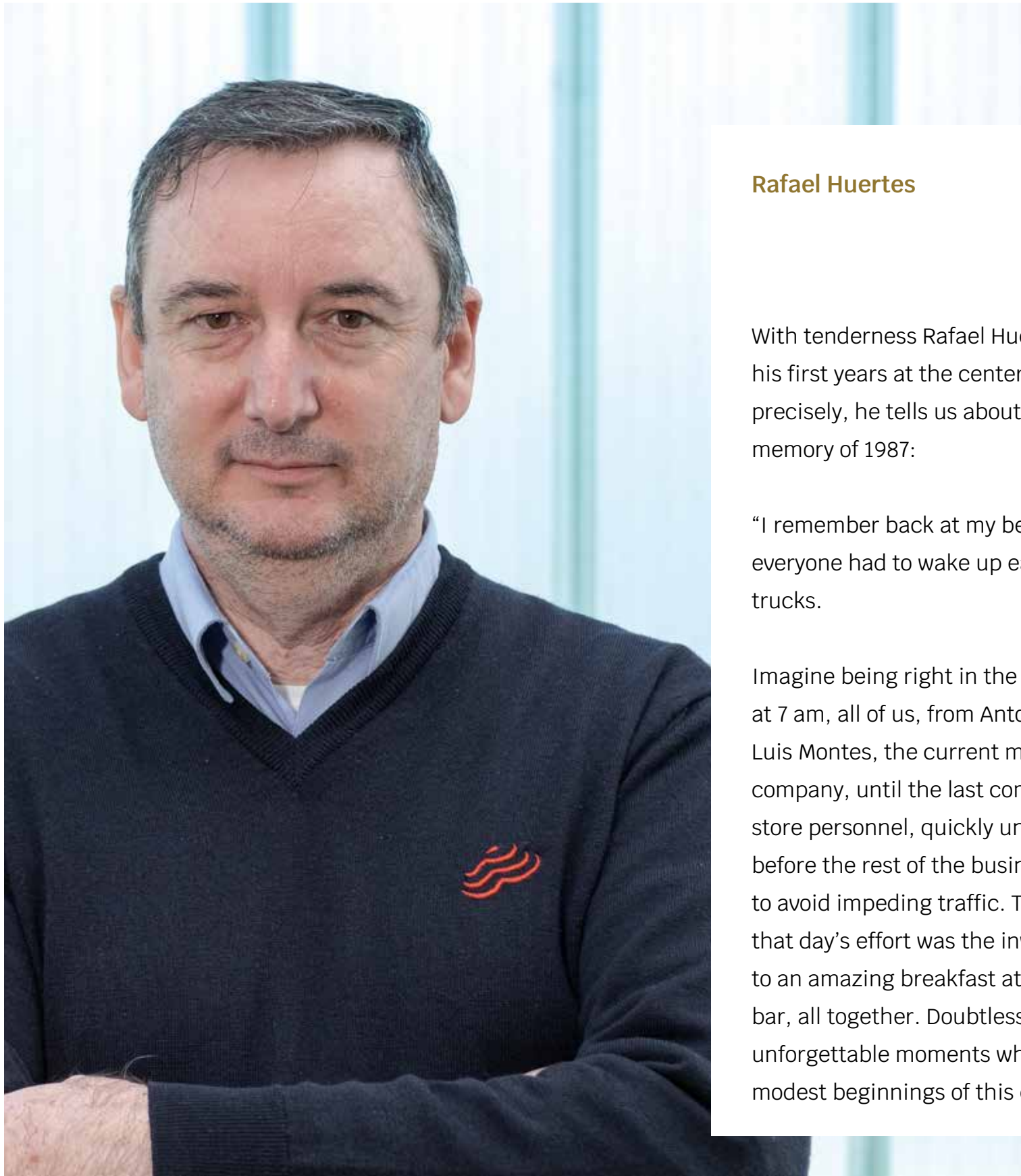
How do you evaluate the management of human resources in the company?

"I've been in the company since 1987, and I always valued the value they give to the team, the learning and the personal growth of each of them. I never economized in the complete learning of all of us and it's one of the things i value the most.

In addition, the fact of training their workers so well has influenced greatly our company's culture, teaching us the necessary values to become Peña men and women.

I also appreciate a lot the closeness with which all the colleagues treat each other. It doesn't matter the place or position you occupy, respect is always required when interacting with people."





Rafael Huertes

With tenderness Rafael Huertes remembers his first years at the center store. More precisely, he tells us about this exciting memory of 1987:

“I remember back at my beginnings how everyone had to wake up early to unload the trucks.

Imagine being right in the center of the city at 7 am, all of us, from Antonio Peña or Jose Luis Montes, the current manager of the company, until the last component of the store personnel, quickly unloading the goods before the rest of the business were open, and to avoid impeding traffic. The final reward of that day's effort was the invitation of Mr. Peña to an amazing breakfast at the Los Toneles bar, all together. Doubtlessly, these were unforgettable moments which are part of the modest beginnings of this company.”

Rafael Morales

Grupo Peña's sales manager, Rafael Morales, knows very well the image of the company our suppliers receive.

"They talk about us as an example of organization, as visionaries, investors and good managers, something that sadly doesn't abound in our region and, therefore, results even more praiseworthy in our sector and others as an example of organization.

Grupo Peña is, has been and will be, more than just a replacement, it has become a brand with adhered professionalism, reliability, future, respect, admiration and even envy, being the aim of many looks coming from friends and strangers as a company to imitate and follow, but hard to achieve."







Francisco Galán

Francisco Galán has lived Grupo Peña's journey since 1984, starting as an administrative, that later on played an important role in the company Bronitec. He remembers how at that moment **Repuestos Peña** already had an influence in Córdoba as company and as local replacements.

What factor do you believe has made the company be able to turn 50 years old?

"In my opinion, the reinvestment of the benefits achieved in the business, has increased the chances to cover more and more clients, articles, zones and growth. It has not only been a goods investment, but also an investment of qualified personnel, each time more compromised and engaged. This has allowed us to reach the growth, the consolidation and the expansion 50 years later. If we apply the initial guidelines from its founder, "reinvest to grow", we'll keep on growing."

Rafael Fernández

In the year 1995 Rafael Fernández started working in what still was Repuestos Peña, when we could hear “Macarena” from los del Río in the radio. Today, 26 years later, it has become a key element in Peña de Baena.

He tells us about his experience watching the family business with a few employees becoming a company with almost 400 employees and around 30 subsidiaries.

Rafa, how did you live the Grupo Peña growth?

“It’s true that back then we all knew each other, and nowadays this is impossible. But far from losing the feeling of closeness, this Business Group has become stronger and has its own self character that has been

transmitted from generation to generation, teaching to everyone who’s part of this big family all the values that make us Peña men and women.

I will also highlight the comradeship, since, apart from some friction, which is normal, all the partners with whom I have worked have helped me. The same way, I always try to help my colleagues as much as I can.”

What would you highlight about Grupo Peña’s personality?

The high level of rigorousness on each area of the company. It’s not a level that scares us, but encourage us to always try to improve and give our best.”





Zacarías de la Asunción

This rigorousness level permits us having the same motto since 1990, a Zacarías de la Asunción reminds us, “the client’s satisfactions ensures the future” and is still nowadays our day to day inspiration”.

Zacarías has been working for 22 years in the company, and has been part of expansions as important as the opening of the first subsidiary outside Córdoba, in Linares.

What is Grupo Peña doing in order to maintain its motto “the client’s satisfaction ensures the future”?

“In the years I’ve been part of the team, the spirit that I sense is the wish to continuously improve to satisfy our clients’ necessities. Because of this, we’re always looking for different products. This eagerness to innovate and keep on constantly changing, allows us to adapt to the market and the environment so that we can evolve, as well as we also help our clients in this evolution and in becoming adapted to the new times.”

Rafael Aguilera

With the goal of evolving, we expand throughout andalusia and we offer the best service to our clients. In 2009 **Grupo Peña** buys the company Auto Sport Andalucía. Aiming to help the management of the human capital, mainly, we count with a Peña man's support since 1989: Rafael Aguilera.

Rafael, what did this adquisition entail for Grupo Peña?

“The adquisition of Auto Sport meant a big challenge for our organization. On the first place, because of the amount of coordination processes between both companies, which were solved with informatic changes in record time, many times on the same day. Few companies are able to do this change without getting stuck for a few weeks. We also saw great logistic developments with the opening of two facilities at the same time, in El Puerto de Santa María and Chiclana.

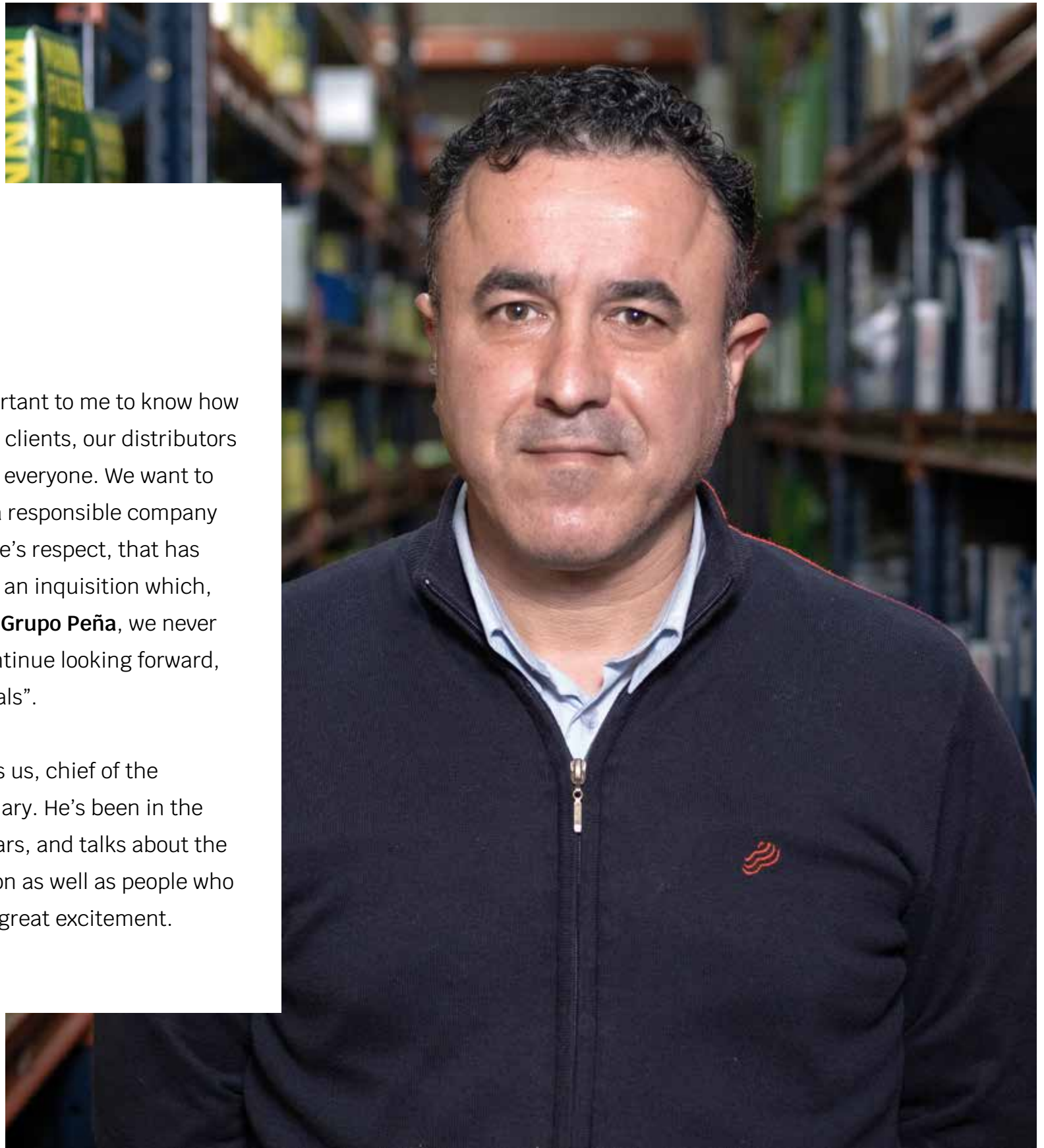
On second place, it entailed the addition of 90 people who had to face changes on their work philosophy. But, with no doubt, if we look back, we'll see the results of the effort always being guided by the Directive Team of Grupo Peña.”



Manuel Molina

“It’s also very important to me to know how we are seen by our clients, our distributors and, in general, by everyone. We want to give the image of a responsible company that earns everyone’s respect, that has a future vision and an inquisition which, despite the size of **Grupo Peña**, we never settle with and continue looking forward, looking for new goals”.

Manuel Molina tells us, chief of the Quemadas’ subsidiary. He’s been in the company for 29 years, and talks about the company’s evolution as well as people who are part of it, with great excitement.



Faustino Molina

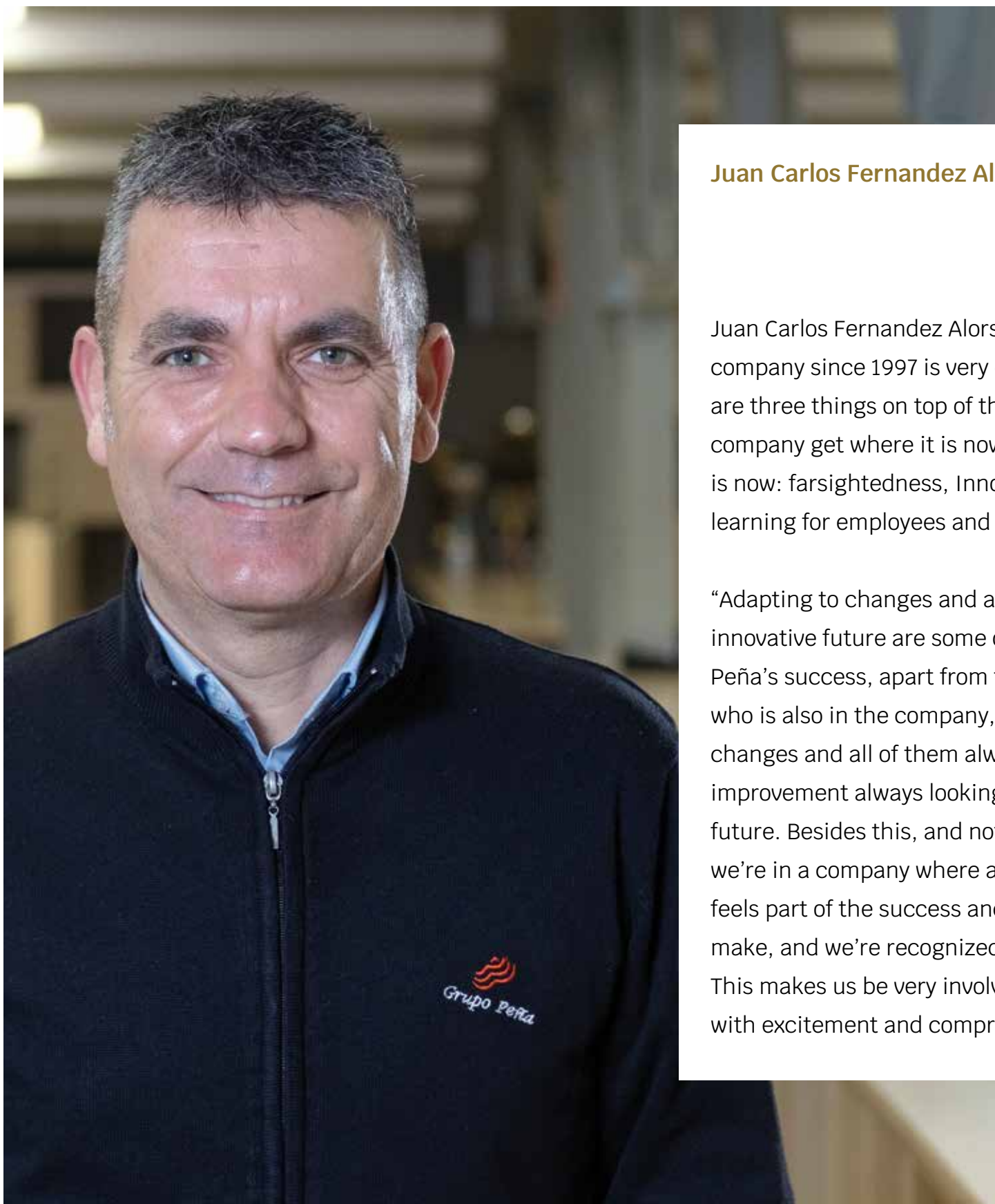
His brother, Faustino Molina, has also been in **Grupo Peña** since 1988 and currently coordinates the subsidiaries in Córdoba as a Multicentro responsible. He's been able to acknowledge with his own eyes and his own work what it means to be in a company that evolves every day.

Faustino, what's an RMC?

"From the general management they're always working and shaping the company's organization. They're based on a model of tasks delegation, aiming to be closer to the client.

With the company's growth, we saw the need to create a figure that represented the nexus of union between the direction and the new subsidiaries from other companies which we acquired. This figure is the one responsible of the Multicentro or RMC. We also have the goal to know, first hand, what the customer needs. This is why we often visit them in their own mechanical workshop."

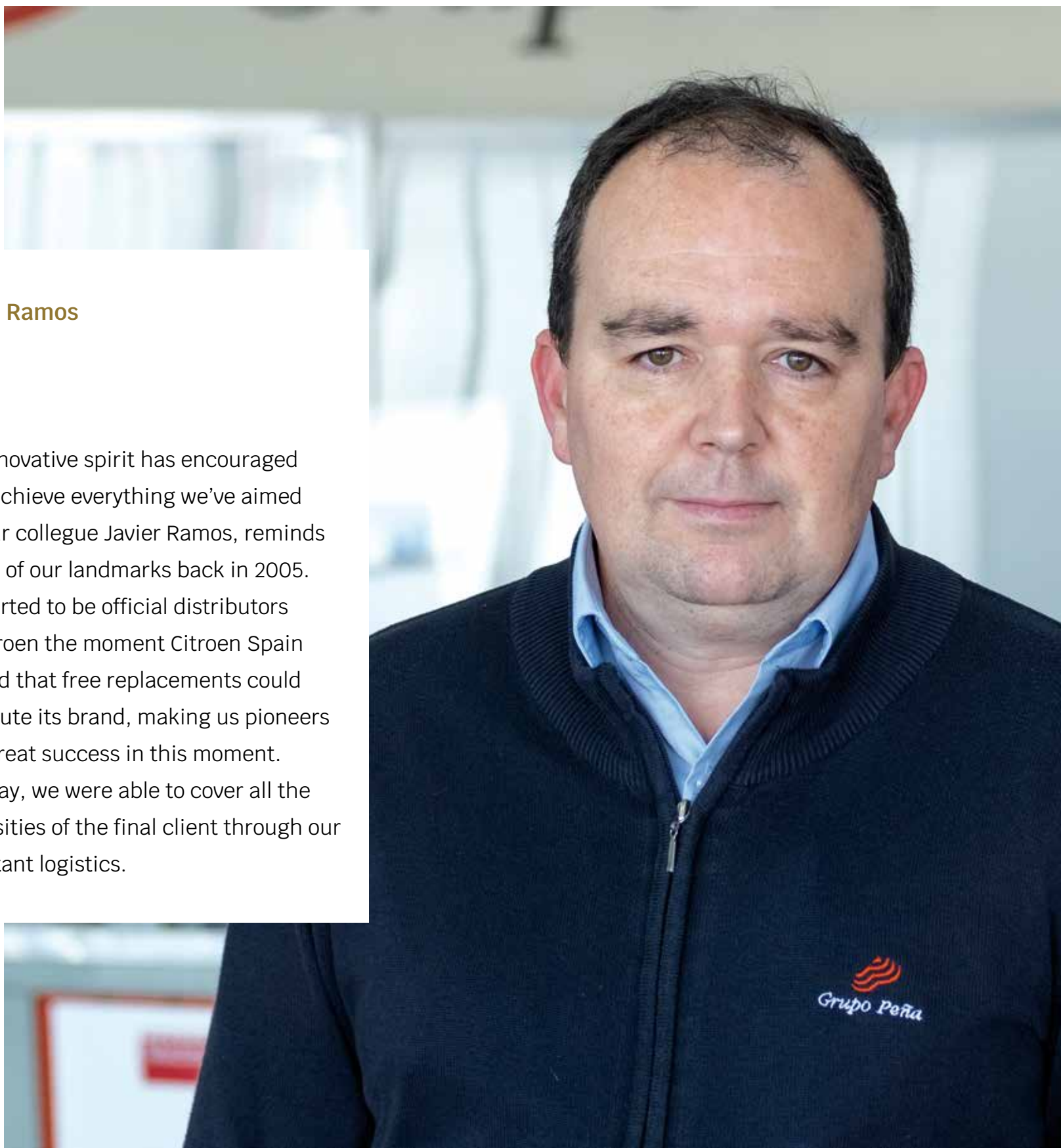




Juan Carlos Fernandez Alors

Juan Carlos Fernandez Alors, who also knows the company since 1997 is very certain that there are three things on top of the rest that made the company get where it is now and become what it is now: farsightedness, Innovation and Continuous learning for employees and clients.

“Adapting to changes and always looking at an innovative future are some of the keys for Grupo Peña’s success, apart from the training. I, myself, who is also in the company, have seen many changes and all of them always focused on an improvement always looking towards an innovative future. Besides this, and not less important, is that we’re in a company where all of the human team feels part of the success and the achievements we make, and we’re recognized. We all feel important. This makes us be very involved, and we face goals with excitement and compromise”.



Javier Ramos

The innovative spirit has encouraged us to achieve everything we've aimed for. Our colleague Javier Ramos, reminds us one of our landmarks back in 2005. We started to be official distributors for Citroen the moment Citroen Spain allowed that free replacements could distribute its brand, making us pioneers with great success in this moment. This way, we were able to cover all the necessities of the final client through our important logistics.

Jerónimo Garcia

How can we sum up 50 years of history that result in what Grupo Peña is today?

Jerónimo Garcia, responsible in logistics is clear about it. “Grupo Peña is a company with very clear business ideas, who knows the environment in which it moves and is aware of the constant changes in the market. When I joined the company in the year 2000, they would give great importance to attending the customer face-to-face at the desk. But later on we realised we had to be closer to the customer to know their preferences and needs.

We’re talking about offering the client an added value: to be their journey companion and make their business more profitable. Regarding logistics, which is my specialty, our goal is to increase the service level. We work to achieve a stock close to the client, new routes or more deliveries, new order preparation systems, work without papers through online systems and an improvement of tracking and availability of products. All these factors together result in the client being able to receive the order in barely a few hours and, at the same time, the client gives the customer who brings their car to the workshop the best service”.





We give great value to all these words that are born from the feelings that have grown through so many years inside each of our colleagues. In addition, these comments confirm us that, our motto “growing in values” makes us keep on working with the continuous improvement as a goal, making an effort to reach excellence in our work, constantly innovating in our procedures.

Our employees are the basis for **Grupo Peña**, since they carry on the roles which make the company produce, grow and consolidate in the market. After all, a company without its worker cannot exist.

THANK YOU SO MUCH, TEAM!!

Jose Luis Montes

By the end of 1985, **Repuestos Peña** was stabilized as a leading company in the multi-brand replacements sector, and it starts to see the technological advances as necessary tools to reinforce the efficacy of its administrative and commercial management.

In that time there were a few companies which had intern “computing” inside their facilities, as the usual thing to do was to hand the data to external advisors who would process the information.

In this scenario I join the company as an administrative, with the goal of starting a “computer system” that was acquired recently. My labor at that moment was to mechanize the company, which means, basically, to do the accounting in one of our computers and, from then, to start adding store management and other administrative tasks.

So, my beginnings in **Grupo Peña** happened in the scenario of a company with a vision of the future and a clear enterprising vocation, an external company with a great capacity of computer development

(DyBJSoftware), to which we would add all my experience in this field.

Through the past thirty-four years I have lived the adventure of participating in the birth of an innovation project in management until what it has come to today. And it’s still an exciting story of business development, an experience completely fulfilling, on a personal and professional level.

Summing up quite a lot the part of the story I have lived in **Grupo Peña**, and talking about my personal perspective, I would rather focus my thoughts into what I find more important and meaningful, this is, the experience that sharing with my partners the day to day, during literally half of my life, with so many experiences, dreams and learning has meant.

And, overall, to feel that the effort and the work I’ve done is worth it because now I feel embraced inside a company that allows me to have an emotional stability that I enjoy, and I also perceive in my colleagues.



Pablo Peña

I joined the company in 1981, therefore in 2021 I would have lived through 40 years of complete dedication, regarding the professional part as well as the emotional part. To think in all those numbers makes me dizzy, because so many years mean many things have happened. Through these decades, I have seen the company grow with strength and in a structured way.

My professional development grew from scratch, seeing how year after year the company was expanding and growing. Concurrently, I have also felt very fulfilled with my performance or the tasks that I've been responsible for.

The things the company has brought me have been many. But, overall, I underline how I've always been taught based on the day-to-day and the experience, adapting to the circumstances and necessities of the demand of the clients at that moment.

What can I say about a whole life dedicated to the company which is already of age and turns 50 years old this year? To know that, with my work, excitement and contribution I did my own bit to see this big company's success, the one to which I owe and belong to.



José Antonio Roda

I started my professional career in **Grupo Peña** in 2003, on a one-year internship. In August 2004 I signed my contract with the company at the department of administration and distributors. My first tasks were very clean, but since in this company you can accomplish everything you aim for, nowadays, I feel very happy at the sales labor.

From this company's values I highlight professionalism, together with the strength of a family that works elbow to elbow with the company's workforce, the valuable care of the young blood and a very close relationship with the owners and the managing team with the employees. In addition, I would highlight the bet for modernizing the company by updating the methodologies to the digital world we're living."





Elisa Jiménez

To work in **Grupo Peña** has allowed me to grow personally as professionally, two aspects which are linked in the everyday life. I remember what I wanted to be while I was studying, to achieve a professional career and keep on improving and learning, to assume new tasks and responsibilities and to face complicated situations as the current one, makes you look back and see everything you have achieved and, at the same time, to look forward with motivation to keep on walking that path.

My career, since I began until today, has been progressive during these twelve years. I started doing the proper tasks in the Financial Department and I currently develop Controller functions, being part of the managing team and participating with the rest of the managers in the decisions that mark the company's development regarding daily activity.

I a company that's traditionally masculine it's been a challenge and, at the same time, a satisfaction, to be the first woman to get here and to be trusted as a person and as a professional. We're on the right track to include women in every company field, not only the financial area, but also logistic and sales. I consider that, the most important thing is the addition of the teamwork, of men and women who, finally, add value to the company.





Francis Peña Álvarez

What are your thoughts on the work that your grandfather, your father and your uncle did?

When I think about the work my grandfather, my father and my uncle have done with their teams, I feel an intense pride and huge admiration. They have overcome countless crises, and they have continued undertaking. It takes great courage and bravery to act this way for 50 years. They have always worked thinking ahead, knowing how to build very solid relationships with clients and providers based on values such as integrity and loyalty. They're a true model of vision of the future, compromise and humility for all of us.

What did you learn from then?

From their behavior I have learned very valuable lessons. The most important one is regarding people, specifically how to take care of your team in every way. Since I was young I've also been taught, with their example, the huge importance of the entrepreneur culture, perseverance and effort.

What do you want your contribution for the company's future to be?

My biggest contribution would be to celebrate Grupo Peña's 75th anniversary, and to be able to do it in the same strength and unity situation we currently live in the family and the company. The rest is not as important.

Sergio Peña Álvarez

What are your thoughts on the work your grandfather, your father and your uncle carried out?

The work of the three is the reflection of what the company is nowadays. To me, they're examples of perseverance, effort and, overall, courage. 50 years ago it wasn't as easy to begin a business, not even with all the ease we can do everything nowadays, and my grandfather risked everything. He also was lucky to have two sons to whom teach the office, and they followed him afterwards, doing it as good as him and making the company become a model. The three of them have lived for their work, and that's something very important that's probably very hard to find today.

What did you learn from them?

As a young man, I admire the way in which they both carried out their families: the one they chose to start and the other family that the company is. At the workplace, each of them has something that differentiates them.

From grandfather, I treasure the courage he had and continued to have during his whole journey and also as a salesperson, which made him be recognized by clients and suppliers as an exceptional person.

From my uncle Antonio I treasure his leading abilities and, specially, for doing it during so many years. There's also one thing I personally love, and it's the wisdom of only doing things if they're well done; if not, it's better to not do anything.

I admire my dad for many things, but I would remark his compromise for work, his company and his family.

What do you want your contribution for the future of the company to be?

I hope that it is anything that the company needs at each moment. The most important thing to me would be to see that, the company, without them, keeps on going forward with no problems during many more years. I wish I can see a fourth generation join...



Abigail Peña Díaz

Doubtlessly, this company has been built on Francisco, Paco and Antonio's effort. That is why I can only admire their paths. My main admiration is towards our grandfather, for being a brave visionary and entrepreneur, for wanting to give his family a successful future. A tireless worker, sometimes risk-taker and, overall, very well talked of by the surrounding people, which demonstrates the big professional he was.

His children have also known how to rise the project their father started and knew how to successfully adapt to each business period. With mutual effort, they have made **Grupo Peña** come to where it is right now, no less than celebrating 50 years of an impeccable activity.

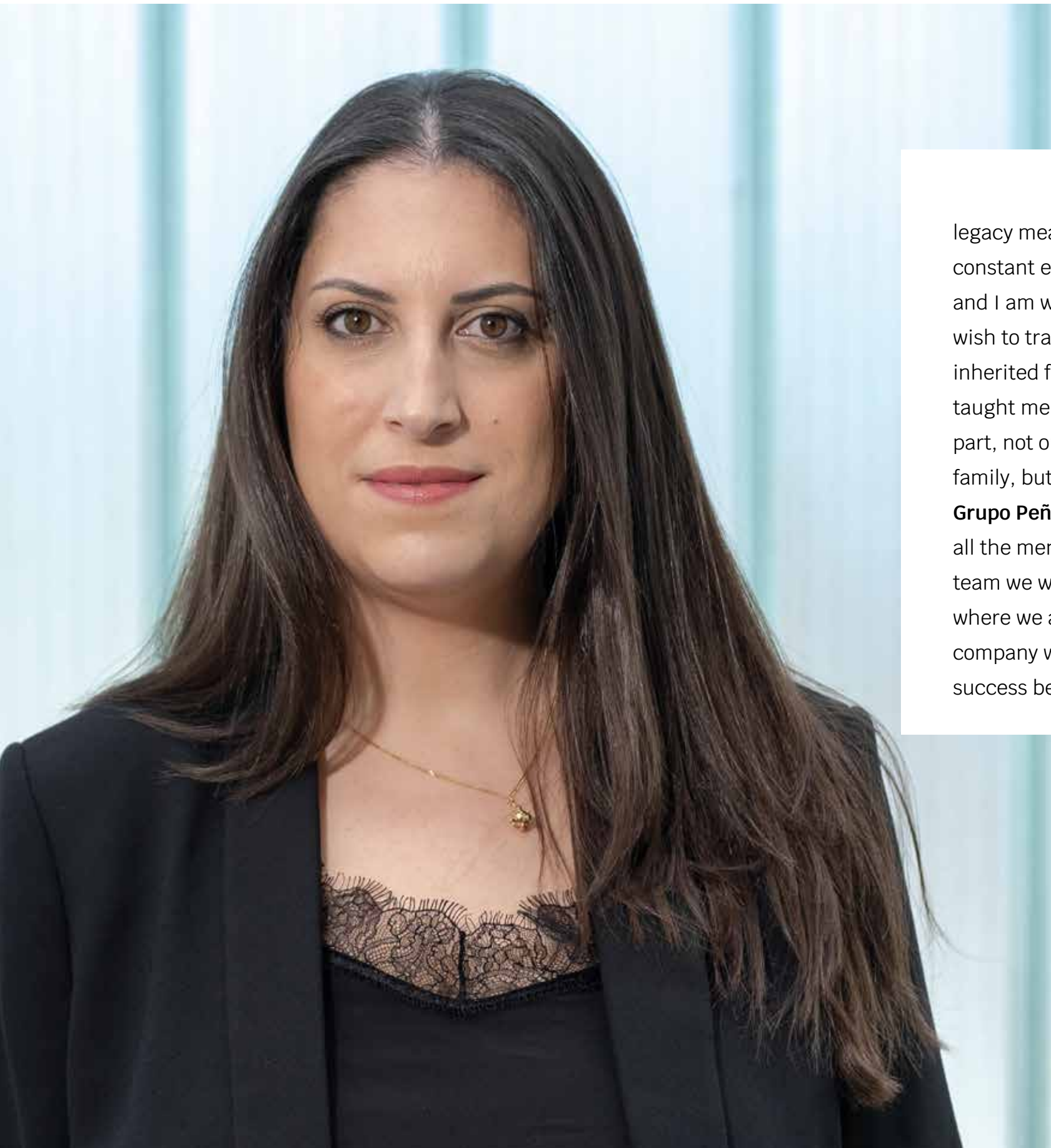
The three of them have been an important pillar in our life, and they have qualities which the third generation must imitate. From my grandfather I take how respected he was, a clear evidence he was a man of his work, something that in business is crucial,

apart from having a great business vision, too far beyond, ahead of his time and from which we have to learn with no doubt.

From my uncle Paco, I take all the wisdom he has acquired through his experience, since he's been very tied to my grandfather since the beginning, and that made him an excellent salesman and a big example in agricultural business management.

From my father I take his abnegation, his perseverance during so many years to direct the company, always going one step ahead from everyone else, looking for excellence in everything but, overall, he always cared to give the client the best service. He's a close person, who doesn't care about rolling his sleeves up and working shoulder to shoulder with the team for a project to work.

The first and second generation has set the bar very high. This is why I face with respect but with eagerness, the challenge that maintaining this



legacy means, aware of the constant effort this requires, and I am willing to keep my wish to transmit the values I inherited from the ones who taught me. I feel proud to be part, not only of the blood family, but the business family **Grupo Peña**, because without all the men and women Peña team we wouldn't have come where we are right now, a company with 50 years of success behind.





Marina I. Peña Díaz

Since I was a kid I always dreamed of working in the company business, I thought it would be a privilege to continue the legacy my grandfather started, with such effort, 50 years ago now. Now that this childhood dream is becoming true, I am excited and thrilled, willing to give all I got for this company.

Grandpa was all business and commercial wisdom, only a few hours with him could teach you as much as a master's degree. We all miss him but, luckily, he gave good example to my father Antonio and my Uncle Paco, whom have been able to take his place in directing the business exemplary.

From my father I take the perseverance and the innovation, two qualities that could not go hand-to-hand, but when they are, they take the company where it is now. He's a man with values that enrich everyone around him and, with no doubt, is an excellent father of who my sister and I can be proud of having received education from.

My uncle Paco lived first hand the first selling steps from grandpa, building the foundation of this company, which has allowed him to have this commercial personality that characterizes the Peña family.

In **Grupo Peña** we have a team of professionals who, as I get to know, I admire and learn more and more. From the outside, it's not easy to see the greatness of the people that **Grupo Peña** has and the numerous innovative projects we carry on, but it's something that the third generation should transmit, always with the humble spirit that we inherit from the previous generations.

I would like that my work in this company remains through time, things such as the digital transformation aid, carrying projects on the web, online selling or GPAcademy training. But, with no doubt, I will never stop learning to cover the necessities **Grupo Peña** requires.



Abrio Blanco,
Pablo



Aguilar Medina,
David



Aguilar Rodríguez,
Francisco Miguel



Aguilera Caballero,
José Manuel



Aguilera Dorador,
Raúl



Aguilera Morales,
Marcos



Aguilera Rodríguez,
Manuel Rafael



Aguilera Vera,
Rafael



Aibangbee,
Austin



Alba Rivera,
Virginia



Alias Collado,
Miguel



Álvarez Martínez,
Pedro Antonio



Álvarez Moleón,
Jairo



Alors Fernández,
Álvaro



Amor Díaz,
Felipe



Anato Gutiérrez,
Juan Matías



Aparicio Criado,
David



Aranda Mármol,
Alberto



Arcos Ramos,
Sergio



Arenas Rubio,
José Manuel



Arévalo Aguilera,
Francisco Jesús



Arévalo Fernández,
Francisco Javier



Arévalo Redondo,
Vidal



Ariza Cañero,
Alfonso



Armellones Olmedo,
Francisco Jesús



Armenteros Beneito,
Sergio



Arriaga Díaz,
Miguel



Barceló Montes,
Juan Francisco



Barea Duarte,
Álvaro



Beato Rosales,
Gregorio



Bejarano García,
David



Benítez Crespo,
David



Bernal Muñoz,
Francisco Javier



Biedma Berral,
Daniel



Blázquez Carreño,
José María



Bravo Gómez,
Carmelo



Briz Orube,
Nicolás



Bueno Patricio,
Juan José



Bueno Villegas,
Daniel



Burgos Ramírez,
Diego



Caballero Torrico,
Juan



Cabrera Santiago,
Manuel



Calderón Almagro,
Rafael



Calero Montes,
Carlos



Calero Sepúlveda,
Antonio



Calero Velázquez,
Carlos



Camacho García,
Juan Carlos



Cantos Jurado,
Raúl



Carmona Gómez,
Rafael Julián



Carmona Rodríguez,
Francisco



Carneros Ramos,
Ana Cristina



Carpio Pérez,
Álvaro



Castellano Romero,
Manuel Alejandro



Castillo Cámara,
Julio



Castillo Cañero,
José María



Castillo Dionisio,
Juan Manuel



Castillo Marín,
Jacinto



Castro Díaz,
Jesús



Castro Pertíñez,
Antonio



Centella García,
Tomás



Cerezo Ramírez,
Manuel



Cerezo Torrado,
Juan



César Navas,
Antonio



Chacón Arribas,
María



Chacón González,
Jesús Ángel



Chaves Repullo,
Manuel



Cobacho Bravo,
Francisco Manuel



Cobos Urbano,
Samuel Jesús



Compañía Prieto,
Francisco Javier



Córdoba Garrido,
Juan Manuel



Cordón Gómez,
José Manuel



Cornejo Ganfornina,
Manuel



Corral Barrios,
Luis



Costales Ramos,
Rufino



Criado Ruiz,
Manuel



Cruz García,
Jesús



Cruz Martínez,
Luis Carlos



Cuenca Díaz,
Carlos



Cutilla Cabrera,
Jose Antonio



De Haro Martín,
José



De la Asunción Igeño,
Zacarías



De la Rica Moya,
Yonatan



Del Pozo Yuste,
Javier



Del Valle Estévez,
José David



Delgado Cintas,
Christian



Delgado Delgado,
Jesús



Delgado Pedrera,
José Ramón



Díaz Fernández,
Pablo Manuel



Díaz Gómez,
Pedro Nolasco



Domínguez Machuca,
David



Durán Benítez,
Marcos



Espejo Gómez,
Francisco



Espejo Montilla,
Rafael



Espinosa Campos,
Rafael



Espinosa Palomares,
Rafael



Esteban Llorens,
Alejandro



Estepa Chaparro,
José Manuel



Expósito Maldonado,
Víctor Manuel



Expósito Priego,
Daniel



Félix Gutiérrez,
José



Fernández Alors,
Juan Carlos



Fernández del Hierro,
Sergio



Fernández García,
Jesús



Fernández Gonzalo,
Rafael Ángel



Fernández Márquez,
Begoña



Fernández Mendoza,
Alejandro



Fernández Moraleda,
Emilio



Fernández Moreno,
Martín



Fernández Moro,
Rafael



Fernández Muñoz,
Alejandro



Fernández Pacheco,
Manuel



Fernández Pérez,
Antonio



Fernández Pérez,
José María



Fernández Rubio,
Cecilio



Fernández Rubio,
María Ángeles



Fernandez Ruíz,
Miguel Ángel



Fernández Sánchez,
José Luís



Ferreira Rodríguez,
Daniel



Fuentes Algaba,
Miguel Angel



Fuentes Jurado,
Jonathan



Gabriel Ramírez,
Adrián



Galán Moreno,
Francisco



Galán Peña,
Francisco Javier



Galiot Cuesta,
Francisco



Galisteo Moreno,
José Carlos



Gallardo Prados,
Miguel Angel



Gálvez Briega,
Miguel Ángel



Gámez García,
Ángel Francisco



García Atencia,
Clemente Jesús



García Benítez,,
Manuel



García Canales,
Francisco de Asís



García Carmona,
Marco Antonio



García García,
José Manuel



García Gil,
Jerónimo



García Gómez,
Jaime



García González,
Francisco Javier



García Marcos,
Jonathan



García Marín,
Abel



García Ponce,
Guillermo



García Rochel,
Juan José



García Ruíz,
José



Garrido García,
Pedro Luís



Garrido Muñoz,
Juan Manuel



Gil Baena,
Rafael



Gil López-Cozar,
Francisco Manuel



Gómez Gómez,
José Antonio



Gómez Herráez,
Jesús Salvador



Gómez Huertas,
Vicente Antonio



Gómez Serrano,
Pedro Luis



González Cano,
Samuel



González Mata,
Ángel



González Serrano,
Daniel



González Vilaseca,
Javier



Granadino Rueda,
Alfonso José



Guijarro Moreno,
Francisco José



Gutierrez Guillén,
José María



Heredia Troncha,
Miguel



Hernández Ibáñez,
Javier



Hidalgo Vichi,
Alejandro



Hinojo Reina,
José Iván



Hornero Bujalance,
Javier



Huertes Puntas,
Rafael



Hurtado de la Vega,
Rafael



Ibáñez Adamuz,
Jesús



Iglesias López,
Rafael



Izquierdo Morente,
Laura



Jiménez Bejarano,
Alejandro



Jiménez Domínguez,
Ángel



Jiménez Domínguez,
Elisa



Jiménez Durán,
Sergio



Jiménez Gutiérrez,
José



Juan Serrano,
Iván



Junco Sánchez,
José Miguel



Junquera Benitez Marcos,
Antonio



Jurado Fargallo,
Sergio



Jurado Valverde,
Daniel



Lanzas Bedmar,
Luis



Lara Gómez,
José Antonio



Leiva Espino,
Miguel



León Canas,
José Antonio



León Serena,
José Antonio



Ligeró García,
Jonatán



LLamas Calvillo,
Rafael



Lomeña Santaolalla,
Juan Antonio



López Contreras,
Alfonso Manuel



López Gallego,
Abraham



López López,
Samuel



López Roldán,
Alfonso



Lora Murillo,
Rafael



Lorenzo Alba,
Sergio José



Lozano Ávila,
Bartolomé



Lozano Romero,
Magdalena



Lunar Peinado,
José Carlos



Luque Mohedano,
José Francisco



Luque Núñez,
Marcos David



Luque Torrejimenó,
Rafael



Macías Sánchez,
Juan Diego



Macías Valle,
Alberto



Marín Beneito,
Ángel Jesús



Marín García,
Dolores



Mariscal Cubero,
Alejandro



Marquez Martínez,
Alfonso



Márquez Pérez,
Antonio Jesús



Marquez Zafra,
Jesús



Martín Castro,
Ismael



Martín Domínguez,
Antonio Joaquín



Martín Rando,
Adrián



Martínez González,
José Manuel



Martínez Martínez,
José



Mate Lozano,
Alberto



Maya Calderón,
Manuel Jesús



Maya Cubero,
Luís Manuel



Mejías Villa,
Adrián



Mena Alcázar,
Jesús



Mena Alcázar,
Juan Carlos



Merino Heredia,
Mónica



Millán España,
Israel



Molina Cruz,
Faustino



Molina Cruz,
Manuel



Molina García,
Alejandro Javier



Molina Méndez,
Telesforo



Molina Morejón,
Javier



Molina Rodríguez,
Javier



Mondéjar Sánchez,
Jesús Manuel



Monteagudo Mena,
Manuel



Montero Romero,
Sergio



Montes Prieto,
José Luis



Moraleda del Ojo,
Sergio



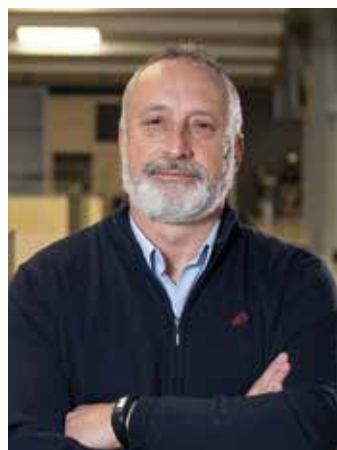
Morales Gutiérrez,
Víctor Manuel



Morales López,
Manuel



Morales Pérez,
Rafael



Moraño Fernández,
Antonio



Moreno Moreno,
Iván



Moreno Pérez,
Francisco Javier



Moreno Solis,
Pedro



Moya Dieguez,
Andrés Leopoldo



Muñoz Bergillos,
Iván



Muñoz Cambero,
Miguel Ángel



Muñoz Fernández,
Sergio



Muñoz González,
Pedro Rafael



Muñoz Montoya,
Fernando



Muñoz Moyano,
José Antonio



Muñoz Romero,
Christian



Muñoz Sancho,
Manuel



Muñoz Varo,
Jorge



Nadales Sojo,
Francisco Javier



Navarro Arévalo,
Antonio José



Navarro Castro,
Antonio José



Navarro Valero,
Fernando



Navas Frutos,
Miguel Ángel



Negrillo Ramiro,
Francisco Ángel



Nieto Carnerero,
Cristóbal



Nuevo Casado,
Antonio



Núñez López,
Samuel



Ortega Gómez,
Jesús



Ortiz de Galisteo,
Marchán José Miguel



Otero Vera,
Alfonso



Pacheco López,
Jorge



Páez Mora,
Rafael



Palomo Jiménez,
José María



Pantoja González,
Luis Miguel



Parra Jiménez,
Antonio



Pavón Ladrón de Guevara,
José Antonio



Peña Álvarez,
Francisco



Peña Álvarez,
Sergio



Peña Díaz,
Abigail



Peña Díaz,
Marina Isabel



Peña Gómez,
Pablo



Peña Jiménez,
Antonio



Peña Olivencia,
Enrique



Peña Ortiz,
Antonio



Pérez de Lastra Ligeró,
Antonio Jesús



Pérez Girón,
Fernando



Pérez Martín,
Lorenzo



Pérez Martínez,
José Miguel



Pérez Ortega,
Manuel



Pérez Páez,
Francisco Javier



Pérez Picadillo,
Rafael



Pérez Vargas,
Adrián



Pineda Ruíz,
José Manuel



Ponferrada González,
José



Portellano Merchán,
Pedro



Priego Márquez,
Francisco Javier



Puerto Pérez,
Francisco



Puya Morillas,
Javier



Quesada García,
Sergio



Ramírez Gómez,
Miguel Ángel



Ramírez Mancheño,
Daniel



Ramírez Morales,
Antonio



Ramírez Plaza,
Antonio



Ramos Expósito,
Javier



Ramos Mármol,
Fernando Cristian



Raya Tamajón,
Javier



Recio Luque,
Manuel



Redondo Álamos,
Antonio



Reinaldo Esteban,
Juan Jesús



Relaño Serna,
Isaac Francisco



Rey Moya,
Salvador



Reyes Santaella,
Bonifacio



Rivas Rivas,
Héctor Manuel



Roda López,
Enrique



Roda López,
José Antonio



Rodríguez - Espinar Oliver,
Óscar



Rodríguez Beltrán,
Rafael



Rodríguez Contreras,
José Manuel



Rodríguez Gómez,
José María



Rodríguez Rodríguez,
Álvaro



Rodríguez Romero,
Francisco José



Rodríguez Vela,
Rafael



Rojas Rivilla,
Daniel



Roldán Cosano,
José Antonio



Romero Carvajal,
Jerónimo



Romero Cobos,
César



Romero García,
Juan Antonio



Romero Gutiérrez,
José María



Romero Herrera,
José Carlos



Romero Jurado,
Rafael



Romero López,
Francisco Javier



Romero López,
Francisco



Romero Luján,
Francisco



Romero Ruiz,
Lucas



Rosa García,
Darío



Rueda Olmo,
Javier



Ruíz Chacón,
Benito



Ruiz Chamizo,
Juan José



Ruiz Galisteo,
Pedro Antonio



Ruiz Leo,
José Antonio



Ruso Balsera,
Alejandro



Sabariego Usero,
Roberto



Salazar Barba,
Manuel



Saldaña Clemente,
José Antonio



Salmerón Muñoz,
Carlos Antonio



Sánchez Bujalance,
David



Sanchez Castaño,
Juan Jose



Sánchez Fernández,
Manuel



Sánchez García,
Sergio



Sánchez Laguna,
Óscar



Sánchez Martínez,
Antonio



Sánchez Silos,
Pablo



Saucedo Amado,
Alberto



Serna García -Villaraco,
Rubén



Sojo Carmona,
Rafael



Soler Prieto,
Juan Antonio



Tejero Guerra,
Francisco José



Tejero López,
Rafael



Tirado González,
Ana María



Torrero Gómez,
David



Torres López,
Joaquín



Torres Martos,
Alejandro



Torres Romera,
Francisco



Torru Martos,
Antonio



Troncoso Lanzarote
Javier



Valero Blanco,
Bartolomé



Vargas Cano,
Miguel Ángel



Vargas Salado,
Francisco Javier



Vega Jiménez,
Antonio Jesús



Velasco Santamaría,
Francisco



Vicedo Maillo,
Guillermo



Vico Martínez,
Javier



Villatoro Vega,
Luis



Villén Aguado,
Álvaro



Zuasti Sánchez,
Jesús



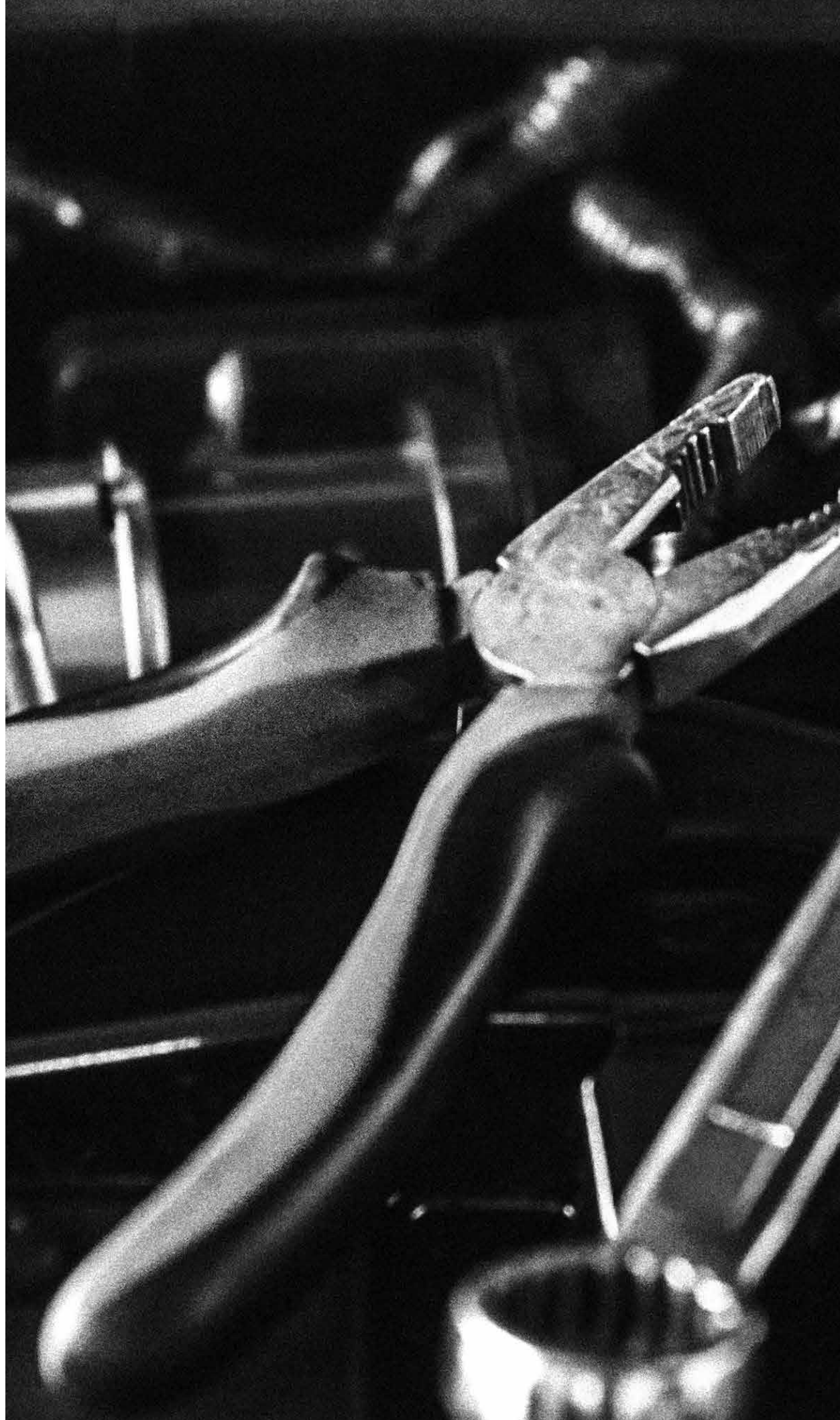
Villodres Rama,
José Gabriel

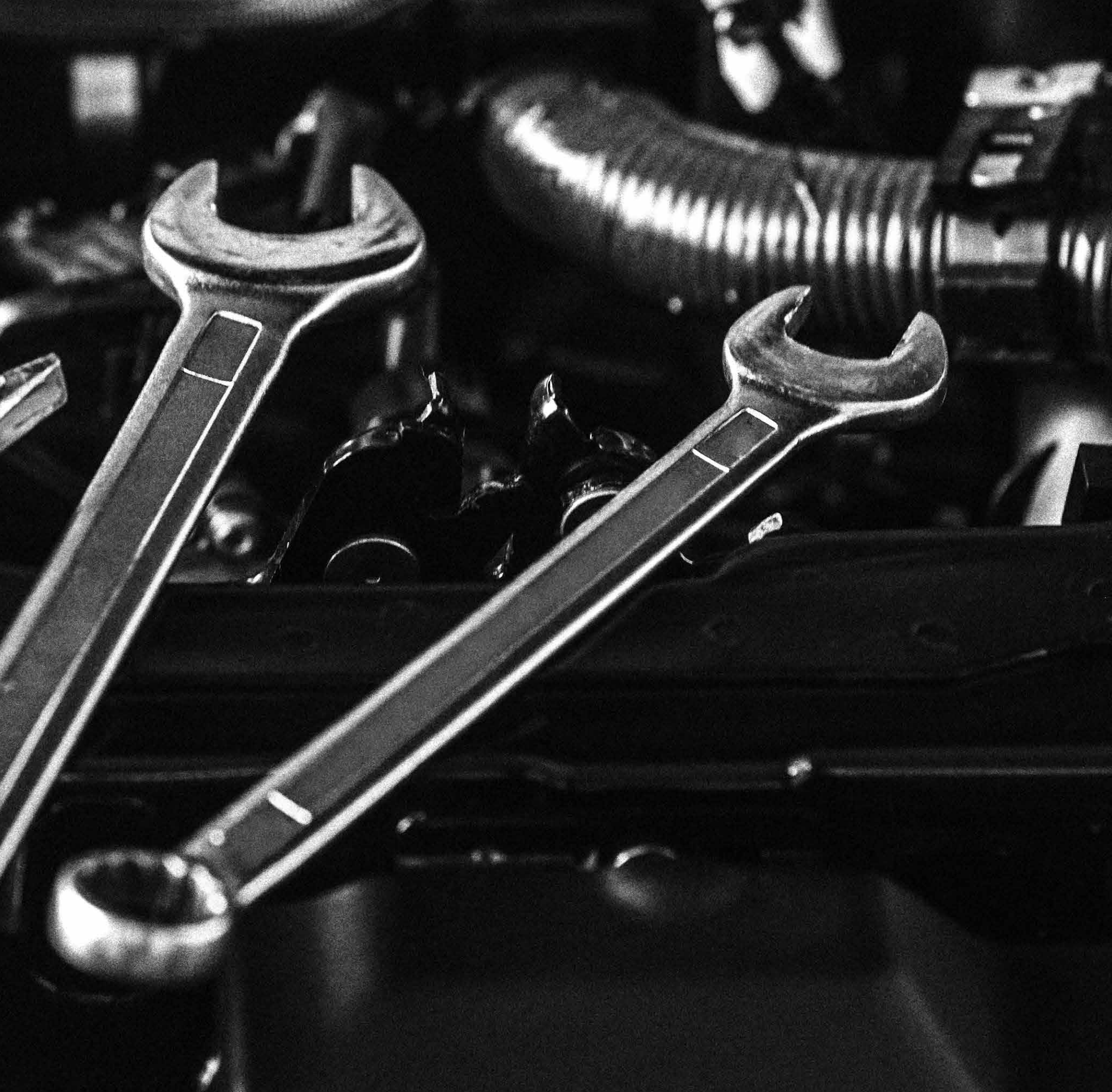


Zurita Santana,
Rafael Jesús



Zambrana Santana,
Javier





| 2.4 |

Our purveyors

A symbiosis relationship

A company's management implies much more than the mere selling of a product. There are important facts at stake such as administration, logistic, marketing, stock management or the relationship with the purveyors. This last point is decisive, since purveyors are the main foundation of a company, because they bring us the high quality "raw material" we offer to our clients.

In **Grupo Peña** we have always considered purveyor as our foundation and creators of synergies that favor the interests of our clients. We have always felt proud of working with the best ones, with the compromise of only selling first quality brands.

To thank the effort of our purveyors in 1995 we created the Cervatillo Award, a public acknowledgment rewarded annually to the purveyors that tightly collaborate with **Grupo Peña**. This way, we consolidate the commercial relationship, as well as emotional, of both companies.

In his 25 editions, the Cervatillo Award symbolizes the way in which **Grupo Peña** understands the relationship and business with those who surround us, specially with the purveyors, highlighting important facts such as distribution, respect, compliance of deadlines, quality, the addition of value or the impulse of new technologies.

There aren't many awards as this one on the sector, so it is a very important event for us, that differentiates **Grupo Peña** from other companies.

PETRONAS LUBRICANTS SPAIN, S.L.U.

Grupo Peña's balance is, I would dare to say "curious" in our sector, since it combines exceptionally the quality of a family business with the rigor and professionalism of its employees, with a clear organigram and definition of functions, etc. To combine both aspects isn't easy and, of course, not the usual thing in this sector.

Doubtlessly, Grupo Peña is one of the main distributors of Petronas in Spain. Its implementation in Andalusia, in different business area (light, heavy and agricultural vehicle) allows us to have an exceptional partner with a relationship seen as long-lasting by both parts.

In general terms, even if we don't like to hear it, the aftermarket service is usually mature, conservative...



not due to changes. As a purveyor, sometimes it's hard to transmit messages to our different distributors with planning, innovation need, etc. It's a constant fight against the costume, the traditional way of working... Nevertheless, in Grupo Peña's case, the feeling is different. It is a challenge to "keep up" with Peña: business plan, digitalization, new communication channels and commercial orientation. It's gratifying to feel that, in cases as Grupo Peña's, we have to get our act together to be up to them as purveyors. This enriches us all, as well as the sector.

Esther Pertegaz

Sales Manager

Open Market



SCHAEFFLER IBERIA

When did you begin collaborating with the Peña family?

Our relationship with **Grupo Peña** dates back to 1995. Initially, this relationship started with the addition of Volante Bimasa (LuK DMF) in its range of products, but soon other families joined and, since then, it hasn't stopped growing. Progressively, **Grupo Peña** has included the different tourism product lines, commercial and industrial vehicle.



How do you feel collaborating with a company with a growth trajectory such as Peña family's?

We blend together greatly. Our progression and growth have been very similar. In many ways we've grown together, allowing with ease the construction





of a common project. To count with an organization such as **Grupo Peña** represents an advantage in many aspects, such as the digital transformation we're going through, which has become a need in the current situation.

What benefits did you gain from working with us?

Many! Thanks to our collaboration with Peña we've been successfully introducing our product range in their areas of work. Also, we get an important mutual benefit by participating in all the initiatives that Peña as well as Schaeffler carry on, like the Forum Conocimiento. Aula Schaeffler or technical learnings are meeting points with the workshops where many stories have occurred. One of them was one a mechanic met again one of our repair men, since

they both found each other at the same time working in Germany. The world is truly small!

What would you remark from Grupo Peña from your perspective as your collaborator?

With no hesitation, the people. It counts with professionals with a great vision. Thanks to its work, Grupo Peña stands out, specially, for being a company with great future ahead. For Schaeffler it is very important to continue on this path, and that's why we feel very proud to receive awards such as the Cervatillo of Replacements to the best purveyor.

Gustavo González

Commercial Director, Schaeffler Iberia AAM



SOGEFI FILTRATION SPAIN

Our collaboration dates back to more than 20 years ago, when Peña was one of the main clients of PBR. Since then and until now, it is very satisfactory and enriching to be a collaborator with **Grupo Peña**, since united, we work to achieve the goals we have always set.

The wide experience **Grupo Peña** has in the sector has brought us the benefit of learning how to work united, to learn from their professionalism, the compromise with the client, the reliability and rigour.





Grupo Peña is a company which stands out in the market for its human quality and its extraordinary treatment towards purveyors and clients. Perseveration, dedication, effort and respect, have been fundamental values for **Grupo Peña**, reflected in all of their employees and making a difference

Ricardo Albi

Sales Director South Europe

TAB SPAIN

Cervatillo award
2010



We started to collaborate with **Grupo Peña** 17 years ago, in 2004, and we felt grateful to be part, somehow, of the Peña Family. When **Grupo Peña** decided to bet for TAB, the acknowledgment of our brand in the market was minimum. We didn't even exist as TAB Spain yet! But as our batteries started to appear at the different selling points **Grupo Peña** had, our brand gained recognition.





Something we like to remember is how, when our commercial director Federico Martínez attended the first meeting with **Grupo Peña**, he found that the goal was to find the way of buying the batteries at a lower price. It looked like an impossible agreement but, some months after, **Grupo Peña** had become the main distributor of our brand in Spain.

From our perspective as collaborators, it is difficult to describe a company like **Grupo Peña** without flattering them, but the truth is that to build a distribution company and achieve a market share as the one they own, is not an easy task.

The family atmosphere with people who are part of the team and go beyond the barrier of their own company and is transmitted to everyone who, in some way, collaborate with them. An Andalusian company

that owns an old Catalonia saying: “Poc a poc i bona lletra”, which means “little by little and with clear writing”.

Peña and TAB have grown together. We had the honor to receive the silver Cervatillo precisely on the 40 anniversary of **Grupo Peña**. We have shared fairs, trips, celebrations of one another; we have lived great times and faced obstacles which have challenged our commercial relationship. All of this has brought us to today, where, once again, we can share a new achievement of the company, no less than celebrating 50 years of existing.

Congratulations on these first 50 years and for many others to come! ... If not more.

Joan Alcaraz

TAB Spain managing director



Cervatillo award
2003 / 2009

MICHELIN SPAIN PORTUGAL

Our collaboration started at the end of 2002. It's been almost 20 years! At that time, the Peña family and Michelin decided to face a new challenge. For Michelin, the replacement channel was unknown and, at the same time, for the Peña family, the tires world also was unknown. By working together we were able to overcome the challenge and achieve our goals, even though we still had some great path ahead.

It's an anecdotal fact, but Michelin is also a family business, in which DNA the client as the center of our priorities has always prevailed. From that angle, seeing



how another family company such as **Grupo Peña**, has been able to become a reference that makes us proud. We take the chance to wish them all the success in the future. We hope to keep on working together for many more years.

This has allowed us to work in the replacement channel, which was unknown for us until we started this journey together. A channel from which the workshops are specially supplied. Each day more consumers decide to change their tires in the mechanical garages, a channel that is a natural client for companies like **Grupo Peña**. Working together has allowed us to become a manufacturer in this channel, adding value, thanks to doing it collaboratively with a pioneer.

We would like to highlight a few aspects from **Grupo Peña**:

- First, the people: their implication, perseverance and honesty, in this relationship maintained through all these years
- Second of all, the professionalism: their desire to improve, their implication with learning and their ability to be ahead of the time.
- Lastly, that implication with Michelin group. We're very proud to be part of this Peña family.

Antonio Crespo

Commercial Director of Michelin Spain and Portugal





VALEO

To know for how long we've been collaborating with **Grupo Peña** I had to ask to people who are no longer in Valeo, since for many of the ones who are still active – even if some of us have been here for many years –, we didn't know about the beginnings of the commercial relationship. The first selling dates back to the 70s, and it was an order for filters from the brand Faessa. Later on, the next selling, already as Valeo Distribution, was in the 80s. Paco Taguas was the one who registered **Grupo Peña** as a client in Valeo.





We feel relaxed knowing we collaborate with a company that treats our brands as their own, defending them and making them grow. We know this is a long-term relationship, and we always work together with the goal to get to a common benefit in perfect harmony because of being partners. Like I said earlier, the benefit is common, **Grupo Peña** distributes our products on their influencing area, and they sell products that one way or the other the market demands.

It is to remark from **Grupo Peña** their incessant inquisitiveness for improving, setting new challenges and working methods, in a very serious and professional way, but with the closeness of a family company as in values.

An attitude that has also reflected on the care with which they treat their clients, purveyors and collaborators in all the big events they organize.

It is also remarkable their great care for every detail and their constant evolution, not only with the opening in new areas, but in revolutionary projects in aspects as important as logistics or learning with Forum Conocimiento. We want to highlight and thank that we have been able to participate in many of them. Their continuous desire to improve is what makes a company keep on celebrating their anniversaries.

Jose Antonio Tercero

General Manager



ROBERT BOSCH ESPAÑA SLU

The relationship between **Grupo Peña** and Robert Bosch comes from many years ago. Many collaborators from Bosch have passed through your house and, in this case, I am the “last lucky” to be closer to you.

From these years of business relationship I can highlight the professionalism with which you work, always updated and advanced at all times, ready for any moment that you have to live.

We could get to know your shops and clients personally, by visits and many hours in the car, with your sale’s strength. In these visits we have received





and confirmed that you are a model company in the aftermarket and in the Andalusian workshops.

We have always had you as a referent in our sector because of your ability to face changes and innovations, and also the recognition, proximity and influence between the workshops from Andalusia's geography.

You make ground-breaking processes, and in many cases, you are the first ones to establish concepts and ways of working, that will later be the habitual way of working for the whole sector.

But, above all, you are a great company, formed by "nice people" and very professional, and thanks to the trust you put on us, and the collaboration we have received from you, one can feel at home.

Thank you very much for sharing these years with us, and with the confidence and wish of continuing to do it for 50 years more, and with the certainty that **Grupo Peña** will celebrate their successes again.

Jose Carlos Iborra

Sales District Manager



SHELL

Shell began to collaborate with **Grupo Peña** in 1999. Since then, and owing to the team work, our commercial relationships were finally consolidated in 2012 and, specially, in the last four years during which we have been working practically as one team.





In fact, in the professional aspect as much as in the personal aspect, Shell's group feels very proud of being part of the success of a company that, despite being familiar, have a mentality and strategy that have nothing to envy from a multinational company, which has taken them to be one of the referents in the spare parts market in Spain. This has been of evident benefit, since working with **Grupo Peña** is, for Shell, the key to keep increasing their knowledge in the market as much as in the way to develop the distribution in Andalusia.

Something to highlight from **Grupo Peña** is the superb combination of experience and youth that allows the team to demonstrate a high professional level, easing the successful relationship with Shell group, without forgetting the high human resources

quality level proved all along these years thanks to their organization.

From all the occasions we have been working together in conventions, training processes or projects development of **Grupo Peña**, we save a special and loving memory from the convention in which we were given the Cervatillo award for being the best supplier in 2017, and where we received an elegant treatment from all **Grupo Peña's** family and team.

José Luis Montes

Distributors and Spare Parts Responsible

José Luis Palazon

Indirect National Commercial Director - distribution



MANN+HUMMEL IBERICA, S.A

The collaboration between FILTROS MANN, that is how it used to be named, and family Peña started decades ago. None of the ones that are currently working in the team were part of the company when the business relationship began, and it was directed by FILTROS MANN, D.'s representative, Sebaldo Pérez Cambil. The growth of Family Peña on one side and MANN+HUMMEL on the other, are united and form two trajectories



of success. Both companies' value connect with a humanist vision in which people are essential. This generates in me a feeling of proximity, collaboration, work and many positive aspects.

The main benefit obtained by MANN+HUMMEL has come from different spheres:

GRUPO PEÑA has always been a company with a multisectoral approach. Considering the diversity of the spheres they work in: tourism, agriculture, industrial vehicles, industry, etc. we have been able to attend the needs in terms of filtration.

The image GRUPO PEÑA has always shown as a premium brand distributor, with original quality, offers series of services and products to the workshop that are hard to equal, from which their supplier brands have also been benefited.

Grupo Peña's expansion has also made the arrival of their products and brands to many places.

Thanks to the proximity with their clients and with Grupo Peña's personnel, we can "jump a step" and obtain information from the main customers of our product.



The entrepreneurial spirit, their innovative processes, their own expansion and their ability to grow make **Grupo Peña** one of the most important business of our sector. However, if there is something to remark is their proximity, in general. Everything the personnel from **Grupo Peña** give, starting from their General Director Antonio Peña.

A premium brand like MANN-FILTER needs premium distributors like **Grupo Peña** and, if they also are directed towards premium people, the combination is unbeatable.

Ricardo Peris

Commercial director



PPG IBERICA SALES & SERVICES S.L



We are on our way to reach 15 years of collaboration, during which we have always had meetings, we have been treated excellently, and we have been proposed challenges for growing, regardless of the situation at that moment, with requests for change, that often are surprising, but that they help to innovate and with a very clear line. On a personal and professional level this is something to thank considering the jumpy world where we are living.

We both know what we expect from each other and that we will do what we promised and, although it seems easy to say it, from my experience I can confirm that it is not simple. That is why it has been easy to understand each other in the moment of planning and designing common projects of growth in a market which gets more competent every day.

The interlocutors have always been people that have grown personally, professionally and in a hierarchical way in the company. They are very committed people, that have made the grade in all levels and that have given an own signature to **“Grupo Peña”**.



This has allowed a very honest and sided with effort relationship. These type of relationships enrich us as people, they increase the level of self-demand and allow the elaboration of a constructive self-criticism in both sides, that in the end affects the sustained growth and, lastly, it is a prize for the effort.

When I think about **Grupo Peña**, two words come to my mind: illusion and tenacity. Illusion to grow, to learn, to explore, to be there. Tenacity to design their projects, that no matter how many years pass, it will not stop impressing me.

In conclusion, if there is something I have learned during all these years is that “if the people that form **Grupo Peña** decide to do something that get their hopes up, with respect and determination, it could take them more or less, it could be easier or more difficult... but they would make it”.

It would be unforgivable to not remember that is Grupo Peña’s management which was responsible for creating this work and trust environment, typical of **Grupo Peña**.

Domènec Rubió

Regional Sales Director

VARTA



The start of the intense and profitable business relationships between GRUPO PEÑA and DAISA was in June 2013. Since then, we believe both companies can feel very proud of the common business evolution. It was, and it is, undoubtedly, very important for **Grupo Peña** to work with the brand of the first manufacturer and principal supplier of the first team. Just how it was, and it is for DAISA, a company as outstanding in the After Market as **Grupo Peña**, being a referential distributor in the brand VARTA in its territorial area.

So much so that to be able to collaborate with **Grupo Peña** is a huge satisfaction to DAISA, not only because of their important growth trajectory, but because of their excellent participation and prominence in the professionalization of the sector, as it is demonstrated in all their initiatives and their permanent interest in improving the training of all the principals of the market.

This way our benefits from our collaboration are, apart from an evident improvement of our mutual penetration in the market, that the initiatives of **Grupo Peña** have converged perfectly with our own initiatives related to essential aspects and often so unkempt, like remarking the added values that prioritizing the sales of the first brand VARTA entail, and trying to offset the excessive formative deficiencies of the sector.

If I had to remark something, undoubtedly it would be their human resources. They all make a great family out of **Grupo Peña**. I have been lucky to meet almost the whole team, and I have always received a smile



and a kind treatment. You can feel the responsibility, business and strength ambient. It is a boost of energy and positivity to see the growth of a business of that dimension!

The illusion they put on their work allows you to understand and accompany the level of demand of their business. At the same time, they give help, they listen, they contribute, they thank... always. To be

part of Grupo Peña's universe adds to a personal and professional level. I wish I could express in this letter a big SMILE which is what I feel like giving the team.

Congratulations on your 50 years! And I hope you become 50 more!

Miguel Timermans

General Commercial Director



DELPHI TECHNOLOGIES

The collaboration between Delphi Technologies and **Grupo Peña** has a longer than 20 years journey. They started to work with the current brand Delphi in 2000, when the new concept of Delphi Aftermarket was created. Since then, both companies have been progressing hand in hand.

Delphi Technologies Aftermarket is proud of being able to collaborate with a referent to the automotive





market like **Grupo Peña**, and of being able to see how, year after year, the mutual collaboration has brought such positive results.

To Delphi Technologies Aftermarket, the collaboration with **Grupo Peña** has meant a work with mutual benefits for both parts, and it has also meant a rise of prestige. Likewise, the collaboration has permitted us to expand our presence in this dynamic and competitive market like the independent Aftermarket.

Lastly, from **Grupo Peña** I would highlight how they transmit their honesty, respect and cooperation that are reflected on all their employees, collaborators and suppliers.



David Zapata Clemot

Country Director Spain and Portugal



ZF

Grupo Peña has always been one of our remarkable clients. We have a very long journey of collaboration together that started practically back in the origins of **Grupo Peña**. The continuous relationship until today with the evolution towards the brand TRW, from which Peña is the flag in Andalucía.

For us, it is an honor to collaborate so intensely with such a great referent of the sector. We have to highlight the privilege that entails to work with a personnel that has great professionals, always improving and preparing themselves to attend the latest needs and demands of the sector. In ZF we call them “Men and Women Peña”.





In ZF we have always taken **Grupo Peña** as an example of their service model and their policy focused on the professional workshop, constantly offering resources and training to always keep updated about the latest technologies.

To work with them has given us an authentic window to the aftermarket from which we have learned, and that has allowed us in many occasions to anticipate complex situations in the sector. Furthermore, there are great professionals of the marketing and communication in **Grupo Peña**, with great ideas, always looking for mutual development.

Even though since their start **Grupo Peña** has been a very familiar company, it is a must to highlight the historical balance between the personalized treatment and the professional management. Every day, we enjoy a huge understanding that makes any collaboration easier. To count on them as our client lets us feel calm because our products are taken care of by a confident workmate, during this long journey.

Hector López-Brea

*IAM Spain and Portugal Director
ZF Aftermarket*



Barely one year ago, I had just started as the commercial delegate of SKF, in 1998 if I remember well, when I travelled to Córdoba to have a meeting with the purchasing responsible of a company named Auto Frenos Sur. I was assisted by Pablo Peña at a quite ramshackle shop that was a bit too small. Boxes of material everywhere, people that kept on coming in and out with their motorcycle helmets to supply with materials, staff for the store and stock. The thing is that Pablo and I connected, he liked our product, and we started our journey. After some time I began to work with Antonio at a facility that had nothing to do with the small shop of Auto frenos Sur. The image they projected was of a business dedicated to the automotive sector in all senses of the word: spare parts, logistics, training, repair network, marketing...





| Juan Carlos Torrent received the Cervatillo Award on behalf of SKF.

Many years have passed since then, we have lost hair (some less than others), we have put on weight (some more than others) but **Grupo Peña Automoción** remains with the same dynamism and boost from the beginning.

Personally, the contact I had with their commercial team has helped me grow closer to the diary problems that appear so far for a multinational business. The saying “companies are formed by

people” did not make that much sense until now. The commercial team is a key piece, even the backbone.

Personally, the negotiations with a company of magnitude are a challenge which means gaining experience, knowledge and obliges you to be imaginative in the response.

Regarding this, an anecdote comes to my mind. During one of the negotiations with Rafael, he tells me that they will soon begin to commercialize oil. I thought: “You are late, with all these products you have, and you have not added oil yet?”... Weeks after, I received in my office a bottle of oil on the house. Olive oil?! I took my phone and I called Rafael and I told him that I did not understand anything, how was it possible that they were commercializing olive oil if they had not distributed oil for the car engine yet? I can still hear the laughing.

Congratulations on your 50 anniversary and to all **Grupo Peña Automoción** team, who is not visible but, without them, the company would not function the way it does.

Jesús Ramos Ontiveros

District Manager – South Area

Heavy Duty Coordinator

SKF / VSM Automotive & Aerospace



SANDO

In 2011, we had our first meeting with Rafael Morales and, after all these years, I am sure he remembers those meetings and feels nostalgic like me. We can summarize by saying that our relationship is “A STORY THAT PROVES OUR MUTUAL COMMITMENT”.

I personally feel proud to have been able to participate in this collaboration, and I am two times proud because, in the beginning, it was hard to convince Grupo Peña of what CASCO, under the brand SANDO could contribute with. But, in the end, they trusted us, and this growth path is finally secured by both sides, and we believe it will remain like this for a long time.

Apart from what the “financial” benefit a commercial relationship between two companies clearly entails, this collaboration has given us satisfaction with relationships, friendship, humans, projects...

Grupo Peña is a company that NEVER gives up, that invests for the future and that innovates. Evidence is in PEÑA PROFESIONAL’s virtual development. We remark the events of PEÑA PROFESIONAL in general and, particularly the virtual ones this year, but also Jaén and Seville’s opening.

José López

Product & Marketing



CAUTEX

It has already been more than 15 years since destiny united the paths of familia Peña and Grupo Cautex. That moment, a sincere and solid collaboration relationship started to be shaped.



It is an honor for Grupo Cautex to be able to share our path with **Grupo Peña**. Thanks to our relationship, we have achieved under their service and proximity with the client, the ability to grow closer to all the clients in Andalusia little by little. **Grupo Peña** has demonstrated with a superb service and advice, to be an extraordinary partner that can take not only our pieces, but our knowledge to all their clients in time and effectively.

Their indisputable inclination towards the client, the high value of the human team from **Grupo Peña**, their passion for what they do and a contrasted methodology contribute every day to strengthen our brand and make our efforts tangible in the search for excellency and proximity with the clients.

Jorge Campos

Commercial Responsible

IADA



Our relationship with **Grupo Peña** started more than 20 years ago, and it was our dear friend, nice person and co-worker from both companies, Dionisio Benitez, who made it happen. Until today, we have been working steadily.

Since it is our supplier and close collaborator, it has allowed us to grow as a company, parallel to **Grupo Peña**. By being a national manufacturer like us, it gives prestige to our brand, providing us with a letter of introduction that has opened many doors for us. This collaboration has made our brand more visible in its influential areas, which is crucial specially, in our beginnings, when we were still a small growing business, which was needed of powerful clients that could give us image and presence in the market. All of this was possible thanks to the responsibility, loyalty, stability and personal relationship **Grupo Peña** offers as a client.

Javier Sargatal

Commercial Director



WOLF

We have been collaborating with Grupo Peña since summer in 2015, it will soon be 6 years since then. There are at least two feelings when a journey towards a relevant partner starts. When you begin, you feel that your products are very worthy and that you must have been successful to be recognized by a company of this kind. After some time, when you get to know them, you understand that you are counting on a partner that has a “plan” that makes each year always be better than the previous one, and that makes you progress.

Each professional that works in Grupo Peña has the possibility to hear something about our brand. Nowadays, Grupo Peña has a strong customer base in many provinces from the south of Spain. For us, to help so many clients is often thanks to an excellent management after many years. Evidently, our image gets benefit from your management.

I would highlight about Grupo Peña a few things, although they could be a mixture of all I said previously; It would be like a stair with 4 steps where from a perfectly set plan they hit success year after year: plan, management, partners and success.

Salvador Llombart

Sales Director



Lechler Coatings Ibérica

Lechler has been collaborating with **Grupo Peña** for almost 23 years. Actually, **Grupo Peña** was one of the first distributions that initiated our business after the foundation of our Iberian subsidiary. We have grown together along the years until we became the partners we are today.

Undoubtedly, in Letchler we are delighted to work with **Grupo Peña** and to feel part of the family that Peña has formed. We have been progressing side by side all along the south of our country, and we will continue to progress together in influential areas such as Sevilla, Córdoba, and so on. We are convinced that we have the best travelling companion to do it.

We consider that **Grupo Peña**'s sober and professional image has been of benefit for our brand in the area we share. Their irrefutable logistic and commercial capacity, along with their innovative mentality, are the keys for the positive development of our image and our business in the area.

Something I would highlight about **Grupo Peña** is their close relationship with the client, their responsibility, the good work of the team, and the cordiality that has always been present in our collaborations.





However, without any fear of being mistaken I can remark a quality above all which is their vision for the future and their ability to anticipate the changes in the market. This makes **Grupo Peña** and its alliance with Lechler potential winners in the area we occupy.

For all of this, Lechler wishes **Grupo Peña** a happy 50 anniversary, and we hope we can celebrate together many more!

Oscar Sánchez

Sales Director & Marketing Iberia

WEBASTO

The business relationship between Webasto and **Grupo Peña Automoción** started in 2000. At that time, our company, which used to be Diavia Aire, S.A, was part of the multinational delphi, and it had just begun its spare parts distribution in the post-sales independent market.

Since the spare parts post-sales market of air conditioner commenced its development in Spain, **Grupo Peña** knew about how much it was going to grow after a few years, and they chose Webasto as their supplier. We are delighted that this relation remains today, after 20 years.

To work with **Grupo Peña Automoción** has generated numerous profits to Webasto, which include:

A quality brand image that brings assurance and profitability to their clients.

Knowledge about the market that helps us adapt to the day-to-day needs of the market and the clients.

The progress, which is possible thanks to their good understanding of the distinctive feature of a product as technical as HVAC (Heating, ventilation, and air conditioning) and their great geographic coverage.

From our point of view as collaborators of **Grupo Peña**, we can remark their great professionalism on how they carry out the distribution of our products. This professionalism includes important investments in systems, stores, vehicles that assure a superb attention to the client and the constant development





of initiatives of training and marketing that help the workshop to do their job with the best quality and profitability.

Last but not least, Grupo Peña's humbleness and close relationship in the workshop, as they try to make us become part of the family project. This behavior helps without any doubt in the perception of the added value, provided by the group to its clients.

Jose Miguel Ramirez

Post-sales director

Webasto Group



We began to collaborate with Grupo Peña in October 2009. Even though we have already started a few months earlier, since an edition of Peña Profesional was celebrated that year. We had not concluded any agreement, we were on discussions almost daily. Thus, at a meeting with Rafael Morales and Pablo Peña, they suggested that we put faith in Peña Profesional and that we went to the edition with a Stand. We did not doubt it, at that moment we already knew we were part of the family Peña.

Thereupon, everything went smoothly -how easy everything seems from the distance in time-, we grew little by little, by Grupo Peña's side, and **Grupo Peña** grew by KYB's side. We understood each other perfectly and we still do.

Evidently, besides providing us with business activity, it gives us an image of what supposedly a priority supplier of Grouauto Unión Ibérica is in the market, a premium image, a quality and reliability image.

Grupo Peña has given us many things. I would highlight that they are "responsible" for our sales volume. But, specially, I would remark that thanks to **Grupo Peña**, who has worried about encouraging



and showing it without any rest, KYB enjoys an unbeatable image in the workshop.

We would like to mention the responsibility, confidence, empathy and closeness of **Grupo Peña**. I believe PROFESSIONALISM defines what I tried to express.



They directly connect you with the workshop, which is fundamental for us and, definitely, one of the keys to success.

From KYB we would like to remark specially when we were winners of the Cervatillo de Plata. An award that is not only recognized in the **Grupo Peña** – KYB area, but also concedes a notorious image of prestige in the market. Without a shadow of a doubt, we can say that being recognized by **Grupo Peña** was for KYB an extra boost to continue progressing in the Spanish market.

Marco Blanes

Commercial Director Iberia

KYB Europe

NRF

NRF has been the family Peña's supplier for many years. However, it was not until 3 years before that we stopped being a supplier to become a strategic ally.

The remarkable benefits of the collaboration between NRF and **Grupo Peña** are noticeable, since we have formed a good relationship that allows us to have a constant and close contact. We share the same way



of thinking, and we are adapting to a new reality of concentration, in which the market is less and less fragmented. We are sure we have found in **Grupo Peña** the perfect partner to anticipate the future challenges of the after sales: technologically more complex vehicles, increasing logistics pressure and the duality of the automotive market with brand-new cars and others, which are older.

The reality is that the Spanish spare parts distribution starts to have the leading role in the first clear movements of concentration. The ones who work with the spare parts are conscious of the need to transform to continue being profitable in a new scenario, more competent and more demanding.

Grupo Peña has been working on it for a long time and for NRF is an honor to follow them in this challenge.

Without any doubt, **Grupo Peña** is one of the biggest distributors of the market. From NRF we remark the ability of **Grupo Peña** to adapt continuously to the changes in the market. They put faith in “not

worrying” but “keep occupied”, in knowing which are the market tendencies and in preparing their business for the new scenarios that may come. All this allows them to have the trust of their clients. All together translates into a solid reputation of the company.

Eduardo Gijón Pérez

NFR Spain Director



DENSO AFTERMARKET IBERIA

In reality, at the start of my career in independent Aftermarket, I began to collaborate with the family Peña. However, undoubtedly, my entry in Denso in 2011 marked a turning point in my relationship with them. Since our beginnings, we found out **Grupo Peña** was a company that understood the importance of Denso's project in Spain, and it has always been easy to find common stages of development to create a partnership that continues to consolidate year after year.

To work with the family Peña transmits calm because we know we are building our future together. Everything we do is based on common development projects with a solid company, which has a strategic vision and takes all the necessary measures to confront





the future in our sector under the best possible conditions. We share the same philosophy.

Grupo Peña transmits a professional image in everything they do, which makes them a platform for ideal distribution of a Premium brand like ours.

Moreover, it is their focalization on the client and all their services of added value they offer what makes them an extension of our business in the field of technical support, mainly, which our products need to make a correct diagnosis and following reparation.

Grupo Peña carries out, together with GAULb, forward-looking tools and services to their repair workshops, so that they can confront the changes of the last years, and the upcoming challenges that we will have to face in our sector. This vocation to always take the lead, offer services of added value and always remain close to their clients, are the biggest strengths that **Grupo Peña** has, from my point of view.

Miguel Portolés

Country and Sales Manager

BASF – GLASURIT

In this so important year for **Grupo Peña**, as they are celebrating 50 years since their creation, in Glasurit we are also celebrating our anniversary!. It has been exactly 25 years since our path with **Grupo Peña** started. This alliance has been very beneficial for our brand. During all these years of collaboration, we have been able to share many experiences. We recall memories of different trips, gatherings, conventions, encounters, visits with clients, and so on... Big memories that will always remain and that have strengthened us in the good moments and that have helped us, indeed, to overcome challenges we have confronted.

No less important for our brand is that **Grupo Peña** completely shares and promotes the standard values of BASF, which are the transmission of security, confidence and stability to all the suppliers and clients with whom we work daily.

Regarding the benefits of working with **Grupo Peña**, I would insist on the human factor and the professionalism that surrounds them. Their principles as a company go beyond their organization, and it is possible to feel the spirit in each one of the persons that form **Grupo Peña**.



Another advantage of working with **Grupo Peña** is that one does not ever stop learning. We have been lucky to be able to follow them in many innovative actions of earning loyalty. Their proactivity, determination and compromise are appreciated by their clients and have generated a substantial trust in the workshops **Grupo Peña** distributes our paint to.

To conclude, **Grupo Peña** is for me an organization where the people who form it feel proud of being part of the family, “Familia Peña”.



Adjectives you deserve:

Very professional team.

Big business: organizing events, fairs, training sessions, etc.

Brave business: confronting crucial investments, not becoming intimidated by big projects. The management is under the charge of a very nice management team, completely led by Mr. Peña, who is undoubtedly a leader who advises with the example, charismatic and suitable director.

Dynamic business: they know how to adapt to changing times, and confront the future with determination.

Lastly, we would like to reiterate our greetings to Familia Peña and wish them the best of success for the future.

We hope to continue celebrating many other anniversaries together and persist in strengthening our alliance!

Javier Centenera

Marketing Specialist Regio Iberica



PHILIPS – LUMILEDS IBERIA

We have been collaborating with Grupo Peña for many years, although we cannot have precise accuracy about the beginnings. Nonetheless, it is an honor to have such a long-lasting profitable relationship, professionally and personally. It is a proactive collaboration that gives our products an important presence in all the area of influence of Grupo Peña, always willing to achieve and improve.

Something very remarkable about Grupo Peña is their will to grow and keep on progressing every day as it is shown in all their initiatives: fairs, campaigns, technical seminars... always with a clear innovative profile.

Jorge Jiménez

Secretary General Lumileds Iberia





Our collaborators and Associates

Chiloeches y Asociados - Advising and Consultancy

Nowadays, **Grupo Peña**, a 50-year-old solid business, is at the national sector an inspiration with a recognized prestigious firm and work. CHILOECHES, one of the support Sherpa that observed and accompanied them on their development and ascent, has shared countless mountains of experiences, common and rich and hard to refrain.

As Sherpa, with the guarantee of 30 years of perspective, climbing by their side, to take a stock of achievements would save us in this occasion, considering our condition as economic-financial advisors. However, this stock would be incomplete if we only referred to the business GROUP results but not refer to the whys, which are the result of their particular way of doing things.



There were many undertaken expeditions in 50 years, from which we cannot forget the first one, in the beginnings of the 90s. At that moment, their first indispensable boat-hand and entrepreneurial, Mr. Peña, had been able to take the company to the base output field of a complicated and novel expedition that required a fast market. To assume this challenge, giving the prominence to his children Francisco and Antonio Peña, was the key.

After that first one, there were many shared expeditions. Among others that are valuable, we have to highlight:

Their way of showing constant enthusiasm, impetus, illusion and distinct vision of development. Something to value is their human quality

and confidence in their very young personnel professionalism. Undoubtedly, they give importance to having all the information from all the points of view of the company. **Grupo Peña** is a business who does not skimp on means and resources to optimize and change, and their projects are never focused on just one thing.

For all of that, it was a pleasure to be by your side.

From CHILOECHES, and for everyone, the deserved applause and congratulations on this celebration.

Mª Paz Mena

Chiloeches Associate and Partners



Groupauto Unión Ibérica

For my part, the most outstanding feature of **Grupo Peña** has to do with a quality that is completely integrated in your DNA and is, no more and no less, your self-critical capacity. Perhaps women and men Peña do not realize this huge fortitude of your organization since it has been absolutely internalized by each one of you, by putting it into practice since a long time ago by the veterans, or because the most recent ones have been formed and trained to assimilate as one of the pillars of your business culture.

The self-critical capacity to which I refer to is an attitude that considers that any strategy, initiative, project, process or task can be permanently improved. I have had the pleasure to share with Grupo Peña's teams a fantastic experience that consists of putting in judgement the way of acting, easing the indispensable open mentality to even examine again recently introduced improvements. The consequence is the constant improvement that has been proved with the most efficient way of making organizations progress.

Juan Carlos Pérez Castellanos

Director General in Groupauto Unión Ibérica

Groupauto Unión Ibérica

I began to collaborate with **Grupo Peña** in 1992, with the purpose of negotiating the incorporation of Peña Automoción to Grupo Unión de Recambistas Europeos and to Groupauto International. During these almost 30 years of group work, we have created a beautiful friendship at a professional and personal level.

To work with **Grupo Peña** has been a great satisfaction to me, since I had the opportunity, and perhaps slight participation, in its huge transformation from Business of Córdoba to Business of Andalucía, including the so important development of the repair network and, specially, of EuroTaller. From them, above all, I emphasize their huge humanity and professional implication in all of their progresses as a company.

I was beneficiary on a personal and professional level of working with them, since their implication has helped me a lot in the Implantation of Grupo Unión and Spanish Repair Network, just like their help for taking EuroTaller to Latin America, the project in which I am involved now.

Fernando Pardo

Managing Director from Groupauto Latin America



Correduría de Seguros Medel Confluence Group

Since the second stage of our business, CONFLUENCE GROUP, S.L (used to be Medel Correduría Técnica de Seguros, S.L), back in 1990, the path of **Grupo Peña** and ours have travelled side by side.

We have seen the development of a family business and consolidation as one of the most important groups of their sector. This is not by chance. Behind all of it there is hard work, sacrifices and wise decisions, which result in what we have expressed.

As essential characteristics I would highlight that, each one in its stage, has known how to grow with its market and has contributed with its work to achieve the purpose. Firstly, the father Mr. Francisco Peña, a hard-working and dynamic person that from very humble circumstances started to risk it to create a business. Since the beginning he had a vision of company. Later, the children, Paco at commercial labour and Antonio at Direction.

To me, there are two characteristics of the group that have differentiated them from the rest. The first one is related to the training. They have had a very distinctive philosophy. While most companies

believe: “if I train this person... what if they leave”, Grupo Peña’s Direction thought: “if I don’t train this person... what if they stay?”. The second one has been the advice. **Grupo Peña** has always been aware that a good advice can help anyone see the business from a wider business perspective.

The general management has known how to delegate, without falling into the called “founder syndrome”. Despite assuming the company’s management at a very young age, Antonio Peña has contributed to its growth and consolidation with his work, his business criteria, his desire to evolve safely in his market and looking for different areas to broaden their horizons.

Even being 50 years old, it is a young business. Dynamic, well-structured, with an excellent perspective and experience. We are already in the third generation and **Grupo Peña** has given the entry also, to those who will follow the second generation. They had set the bar high, but we are sure that they will look at their grandfather and parents’ mirrors and, like them, they will assume with diligence their role and will keep on growing the company bigger.



Congratulations **Grupo Peña!** Let's make it to 50 years more!

José Luis Medel Jiménez

Secretary General

Javier Medel González

CFO

José Luis Medel Carreras

Management Board President

Rafael Ángel Medel Carreras

Management Board Secretary

Ediciones Deusto

The sentence “only top brands”, Grupo Peña’s slogan 25 years ago, not only is still in force, but it has been surpassed in many other aspects rather than that first commercial claim I read when I visited their facilities for the first time.

At present, GRUPO PEÑA is a benchmark for the national sector, but not only on “top brands”; it is also in professionals, accomplished goals, excellent service and, fundamentally, a very nice personnel that works together and, as it is my case, makes it easy for anyone who works with them.

Year after year, I have seen **Grupo Peña** grow through effort and that particular philosophy of work, constant improvement, training and incomparable personnel, led by Mr. Antonio Peña and seconded by Mr. José Luis Montes. In addition to that professionalism, present in each one of their workers, I would highlight the constant search for quality of their products and services, and I would not forget the superb treatment they have with their suppliers, as it has been my case for more than 25 years.

So many special moments spent with **Grupo Peña**. I recall pleasingly, among them, the experience that meant an invitation to the celebration of their 40



anniversary to Ediciones Deusto, from which I keep a very valuable memory, added to the admiration for the magnificent organization of such an important ceremony.

The small boat I knew many years ago has now become a large ship which, as always, keeps rowing in perfect synchrony towards success and with a motivated crew that aligns with the company’s objectives.

In Ediciones Deusto, we are proud that they have chosen us to collaborate in their way and accomplish their goals. From Ediciones Deusto and, personally in my name, we express our gratitude for the confidence and superb treatment we have received during all these years.

Our most sincere congratulations.

Antonio Castro Ríos

*Area de Andalucía’s Manager,
Extremadura and Canarias*

Imprenta Luque

I remember as if it was yesterday the moment when I heard about Francisco Peña and his business. It was 1980, I was a young entrepreneur who had just started a printing business. The illusion I had put on my business was soon enough rewarded with the confidence of **Grupo Peña**, who was one of my first clients.



During forty years from the fifty that **Grupo Peña** is now commemorating, Imprenta Luque has remained beside the company. Thanks to the impetus and traction we got from clients like **Grupo Peña**, a solid and sustainable progress is strengthened.

Much has changed since the creation of the little shop in the center of Córdoba. What began as an exclusively professional relationship has become with time in a mutual commitment with the business objectives of both

companies. A commitment based on the confidence and empathy that has turned into a pure trust in the other's work and their practices.

This way, it has been for us an honor and a pleasure to collaborate in each one of the new adventures undertaken by the Peña family, some were landmarks in our own growth. In this sense, it comes to my mind the creation of EuroTaller and InterTaller, which print jobs made us face the need to acquire new machinery that modernized our production. Each company that was created, gave us an opportunity to continue growing and gaining the confidence of the family until we became, at least, a sort of trusted advisor on the image and corporate identity matters.

The honor and absolutely impeccable behavior of family Peña has always been one of their signs of identity. To the point where they have rewarded collaborations that I pretended to do selflessly.

Proud of being one of the eldest suppliers and as the head of Imprenta Luque, I want to reaffirm my absolute gratitude to **Grupo Peña**, for their loyalty and trust in our services.

I am not sure if what the tango says is true and “twenty years are nothing”, but what I know is that, by means of firm values and hard work, **Grupo Peña** has proved that in fifty years it is possible to forge an inspiration for any entrepreneurial.

Congratulations **Grupo Peña**!

Jesús Pérez de la Fuente

CEO Imprenta Luque S.L

Juan Carlos Pérez de la Fuente

Sales Manager

Jesús Pérez Toledano

Manager

Arcángel Motor

As a group, we celebrated our 25 years anniversary last year and this allows me to value, specially, a so memorable occurrence like the one you will soon enough celebrate.

Only with a serious trajectory, full of professionalism and dedication, managed by people with inquisitiveness and entrepreneurial spirit, and surrounded by a team ready to face the challenges that we have lived these years, is possible to reach this maturity, with an admirable growth that, evidently, denotes this group's magnitude.

You are not only a reference in the sector and the territorial field where you belong to, but your good work has never stopped. Rather, you reinvent yourselves constantly trying to discern the future with ambition, just like us. But at the same time with humbleness and illusion.

I can only, in my name and the group I am representing, congratulate you, celebrating what you undoubtedly deserve: a consolidated present with your work and prestige, and a promising future that you will surely confront with the spirit and determination that characterize you, and that has brought you here.



To me, you are not only an inspiration, but an important partner, a priority supplier and a leader, even a first level client and, if I am allowed to say so, a group of people that, further than professional levels, have accompanied me, building a bond beyond business, evident proof of your excellence.

Congratulations **Grupo Peña!**

Antonio Jesús Gil Márquez

Secretary General

Francisco Javier Moyano

Post-Sales Responsible



DIBJ Software

Our collaboration with **Grupo Peña** dates back to 1986, when they were called **Repuestos Peña** and, since then, we have worked to carry out the ideas and projects related to information technology and communication. Together we have designed our own informatic system that we believe has contributed to Grupo Peña's way to where they are now.

What I would highlight the most from **Grupo Peña** is the vision they have on putting faith in new

technologies, becoming a reality in the form of important investments, in physical as much as programming aspects. I would add to this the relation we had with them, based on professional ethics and mutual confidence.

It has been and it still is a symbiotic or mutualism relation for us what has allowed us to go forward in our activity and gain experience, all of that thanks to both companies' work and effort. This relation has been possible since we share the same way of thinking in relation to the non-conformism that motivates us to always look for self-improvement.

From a technical point of view, we are proud of the achieved, since all of Grupo Peña's strategy of growth has revolved around our capacity to answer to the strict tough demands of a client that has very clear ideas of how they want their things.

Happily, we look to the horizon with hope, expecting to keep on supporting an innovative group with our means, experience and knowledge, as they will undoubtedly keep on leading the business modern, current and future way with the digital transformation.

Jesús Morales

CEO of Informatic Developments unit BJ

El Churrasco Restaurant

As a company that has also just turned 50 years old, we know how difficult the way to get to this moment is. This journey becomes easier if you are accompanied by companies like **Grupo Peña**, which has always been by our side, supporting us and collaborating in all of our projects between both companies.



I would like to highlight from **Grupo Peña** the empathy they have always shown towards their collaborators, supporting them in the most difficult moments of crisis. We would also like to emphasize their loyalty towards our business as one of the most important clients, as they had the pleasure to enjoy our service in numerous Grupo Peña's business celebrations. We want to mention how proud we feel that one of our most important suppliers, and its superb extra virgin olive oil Peña de Baena, is at the same time one of our most import meaningful clients.

I can only desire to spend 50 more years together and to celebrate the 100 years anniversary with the same joy of this moment.

Rafael Carrillo

Secretary General

Bodegas Campos

In the name of all the members of Bodegas Campos we want to congratulate **Grupo Peña** and the family very pleasantly. It is a great satisfaction for Córdoba and for the Spanish business fabric that your

company, incomparable in its sector, turns 50 years old, contributing at all times to the improvement of the economy of our region and our country.

There are lots of events where Bodegas Campos had the pleasure and honor to serve **Grupo Peña**, not only in Córdoba, but also in Málaga, Cádiz and other provinces, all of those collaborations marked by complete harmony and mutual affection.

For all of this, nothing is more pleasing to us than wishing you a

happy 50 years anniversary of professional trajectory and, with admiration give you our most affectionate CONGRATULATIONS.

Charo Sanchez de Puerta / Montse Montava

Commercial department from Bodegas Campos



El Caballo Rojo Restaurant

My grandfather, José García Marín, always had it clear that Andalucía was a land of promises and facts. With this thought as a guide, he put faith in his land and never lost sight that Córdoba was a promise, a project and a consolidation of a gastronomic culture that would bring its flavors to Spain and the rest of the world. With this goal he crossed seas, lands and borders. As an ambassador of a forgotten land, or at least relegated, he resorted to the products that were always basic in his family's stoves. And naturally, the olive oil was very relevant in any elaboration.

In this pilgrimage, my grandfather finds Francisco and Antonio Peña and Peña de Baena's oil, a travel companion who had similar targets. This is where their battle to make known our land's products to



Three generations. The three generations of the restaurant El Caballo Rojo. José García Marín, María García Ortiz and María Escribano García.

the world, and in this case, the most essential one, started.

The moments our families have shared have been intense, endearing and happy, no matter if they were business meals or family meetings. Both of them have been witnesses of important events in the course of the other family. Until the last moments of my grandfather's life, our collaboration has been a unity that we hope it lasts despite the times we are living.

I toast for **Grupo Peña**, for their 50 years and for the ones to come.

María Escribano García

Puerta Sevilla Group

Honesty. **Grupo Peña** stands out for their honesty in business management and in the relation with the family. It is a company that transmits their values and principles to the commercial relationship we have had since the beginning. It is an example to follow as a family company for Grupo Puerta Sevilla, because of their closeness and transmission of the values to the rest of the workers and family. There cannot be economic growth if there is no moral growth, and **Grupo Peña** is an example of that.



An anecdote I remember very fondly is when new members of the family **Grupo Peña** incorporated. I have a pleasant memory. When I called the company, the call's receptor kept changing, and it was a different member of the family each time. This allowed us to meet different generations, as they have been visiting our restaurants.

Undoubtedly, it is a company of reference, which uses new production methods, looking for a good relationship with their suppliers by following a unique model. They know how to diversify and be a reference at a local, regional and national level and in their commitment with Córdoba's society.

We have been working together since Peña de Baena's foundation, and the experience with quality and service has always been at a remarkably high level. The closeness with the needs has been continuous, even they contributed other products that have given our company value. Unquestionably,

their prizes guarantee them, oils are first brands in the national and international market and, if a restaurant wants to be at first gastronomic level, oil has to be filling their deep-fryers and placed on their tables, since it is an essential product in the restaurant's kitchens, making a difference.

Alberto Rosales

Group Manager

Paco Rosales

Purchases Responsible and of Taberna La viuda

Isabel Rosales

Sales and Marketing Manager and of La Posada del Caballo andaluz

La Ermita de la Candelaria

It is a pleasure for the Restaurant La Ermita de la Candelaria to be able to serve **Grupo Peña**. To know that such a solvent and rigorous company trusts us is very satisfying and requires permanent effort to live up to a high-level client's expectations.

In a convention, there were fireworks as the climax of the event. The Córdoba's Firefighter special services were required as necessary safety precautions.



In the most reduced services, even family services, our personnel aims to recognize the humanity and elegant treatment with which they grant us staff, executives and the family Peña itself.

A true example for a city and province like Córdoba, so needed of entrepreneurship like **Grupo Peña**, which generates value, richness and employment. The diversification of the business activities of the team are engines of development for the growth of our land, which needs to improve its economic and employment indicators, to be able to offer opportunities of living to the new formed generations, who end up emigrating from Córdoba and the province.

For their quality, trust and service, we work in our kitchens with Peña de Baena's oil. And, when we can afford "Primera Prensa", we feel excited about the product's quality, and proud of being from Córdoba and being able to enjoy these superb products. This is how we offer them to our clients, as well.

Javier Campos

Manager of La Ermita de la Candelaria



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TPTES OCCIDENTAL

BASE 02

Grupo Peña



Barilago
www.gpautomocion.com



| 2.5 |

Our clients. Our allies

The client is the driving force and the key to any company's subsistence. Many of the decisions or strategies are made thinking of the clients, as our priority is to look over them. Actually, it is clear that without clients there are no sales, and without sales there is no business.

We run away from seeing our clients as a source of income, we rather see them as business partners. That is why we become the workshop's associates not only to provide them products, but to help them give the best service to their clients.

One of our goals is to know more and better our clients, detect their shopping habits and their immediate and future needs, and, if possible, their desires, taking into account that each one of them has their own expectations and characteristics that differentiate them.

Our relationship with the clients is evidence-based, it is not based on broken promises. It is based on giving them quality service, advice for their development and continuous training, specific and updated.

The client's satisfaction is the whole team's responsibility and not only of those who are directly oriented towards the client. We want our clients to be content and satisfied with us. We can say, without any doubt, that our clients are the best ambassadors of our business.

Next, we are going to show some comments representing our clients:



Talleres Mancha Automecánicas

Data sheet with information about the client:

Location:	Don Pedro de Madrazo Street, 1, 14014 , Córdoba.
Telephone:	957251236.
Email:	manchaautomecanica@hotmail.com
Employees:	3.
Speciality:	Reparation of automobiles in general.

“I like working with **Grupo Peña** because it eases my job. Their professionals are always aware of the newness and can easily help, to solve doubts or problems. They are at the forefront of spare.

My workshop was created 50 years ago by my dad and now we, his children, are the ones who work for the family business. **Grupo Peña** has been accompanying us since the beginning.

In addition, they have provided us many ways to educate ourselves. Through their online catalog, GPCat, we are transforming ourselves digitally, since it is a very useful and easy to use tool.

The congresses and trade fairs of professional samples they organize have also helped us to meet replacement parts suppliers in the world who are prominent figures. This way we are able to have first-hand knowledge of our suppliers.

Regarding their logistic service, we are very satisfied. They make various deliveries per day, so it is very comfortable and fast. We order a piece and in approximately one hour, we have it here. This makes it possible to not have to save space to accumulate the product. With the Application Telegram, receiving the piece in no time is also possible. In spite of people who have become quite demanding, **Grupo Peña** helps us give our client their service as soon as possible.”

Francisco Rodríguez, father and son, and Carolina Rodríguez



Talleres José Mari

Data sheet with information about the client:

Location:	Industrial Estate de Pedroches, Alfareros Street no. 91, 14014, Córdoba
Telephone:	957 045238.
Email:	talleresjosemari11@hotmail.com
Employees:	2
Speciality:	Reparation of automobiles in general

“I trust **Grupo Peña** as supplier of parts because they offer me good quality-price ratios. Actually, I always recommend them to my mechanic co-workers.

Their staff transmit confidence and give nice service.

Furthermore, they are always available to solve any problem, specially through WhatsApp, which is the most practical and useful tool for me. All the team is very involved in giving the best service and, on a logistics level, it is noticeable. They have a good stock, good distribution, and we are always informed about the date of the parts’ arrival.

Grupo Peña, despite having way bigger clients than my workshop, supports us in everything they can, giving us the tools to be actualized, such as the GPCat program, which eases my work considerably. We can tell that they worry about us, providing us with training, congresses and trade fairs, as they are in constant development, and they see the necessities of the sector. This makes them different from the other part suppliers.”

José María Córdoba



Talleres Carrión

Data sheet with information about the client:

Location: Andalucía Avenue, 8
29580, Cártama - Málaga.
Telephone: 952420200
Email: info@tallerescarrion.com
Employees: 5
Speciality: Electromechanics/Panel and Paintwork
Network: Eurotaller
Web: www.tallerescarrion.com
Facebook: Talleres.carrión
Twitter: @tallerescarrion
Instagram: @tallerescarrion

Jesús, what has to be part of a repair network done to you?

It provides quality service for my clients. We used to be an official licensee and when I decided to transform into a repair network I was looking for sobriety and a strong, consolidated image. EuroTaller has given me an image of a strong brand to make the client come to my workshop calmly.

How has the training that the network supplies benefited you?

I consider the training fundamental, specially the technical and professional part of car repairs. When working with multi-brand products, breakdowns can happen, and we would not know how to confront them without the network's support and the training it supplies.

Why did you choose Grupo Peña as a distributor of spare parts?

I started to work when we were an official licensee, yet soon after we decided to become part of the network. We are very happy about the decision. We realized that their way of working was very compatible with us. It is a company that gained my trust and loyalty.

Moreover, they have a very close professional team, from the digital promoter to the general management that has visited us directly on some occasions. They have always transmitted their support, affection and help. Working with them has been a decisive step forward for our business.

Jose, Juan and Jesús Carrión



Talleres Aranda

Data sheet with information about the client:

Location: Ordesa Street, 2, 29570, Cártama, Málaga.
Telephone: 952422670- 646466258
Email: talleresaranda@hotmail.com
Employees: 2
Speciality: ELECTROMECHANICS AND TYRES
Repair network: InterTaller

“I find **Grupo Peña** to be the best partner for my workshop since they support me in everything I need. I think of them as my co-workers and friends.

They are very close people who worry about the necessities of my workshop, they supply help and give advices. They have good professionals.

We share our interest in digitalization and that is noticeable since we have a common goal. Their online catalog, GPCat, helps me with my business’s administration and management. They also provide necessary and quality training from InterTaller.”

Antonio Aranda Vargas



Talleres Antonio Muñoz

Data sheet with information about the client:

Location: Ferrocarril Street, 12. 11401, Jerez de la Frontera, Cádiz
Telephone: 956323471
Email: taller@talleresanthoniomunoz.com
Employees: 8
Speciality: Mechanics and Car Bodywork
Repair network: Eurotaller
Web: www.talleresanthoniomunoz.com
Facebook: Talleres Antonio Muñoz SL

“I believe **Grupo Peña** is the best partner for my workshop since it is oriented towards professionalism. I would highlight that what makes them distinctive is their staff, from the management, Antonio Peña, to the delivery person. From all of them I receive a very close treatment. Whenever someone needs them, they are always there.

After 40 years, I have identified that today, being a good professional is as important as being a good entrepreneur. And for that, it is needed to congratulate **Grupo Peña** since they work a lot to help us innovate and be educated on a technical and business level, allowing us to be up-to-date. Additionally, to be part of the repair network give us strength to compete, as “union is force” and, by being alone, it is very difficult to get anywhere.”

Antonio and Jesús Muñoz



Talleres Ruiz Ruiz

Data sheet with information about the client:

Location: Aragón Street, 1, Parque Empresarial
29200, Antequera, España
Telephone: 653822936
Email: talleresruiz2@gmail.com
Employees: 3
Speciality: ELECTROMECHANICS AND TYRES
Repair network: Pro-Car
Facebook: Talleres Ruiz 2

“The automotive sector has changed a lot, the cars that there used to be, do not have the same technology as the latest ones, and that requires being up to date. To me, it is very important that the people at my workshop are in constant training.

Grupo Peña presents many things, like quality, rapidity and service, but specially it gives me tranquility that my workshop is going to be actualized with trainings. By congresses and conferences, they help us catch up with the newness of the sector.

Moreover, it has brought digitalization to my workshop, with new forms of communication, like working with the computer or programs like GPCat.

This company is also different because of the nice service it offers. Not all part suppliers are so fast and that is very important in my workshop.”

Laura Olmedo and Jose Antonio Ruiz



Talleres Benito Ruíz e hijos

Data sheet with information about the client:

Location: Maravedí Street, Ciudad del Transporte
11400 Jerez de Frontera (Cádiz)
Telephone: 956307199
Email: talleresbenito_ruiz@benitoruiz.net
Employees: 11
Speciality: Mechanics (Tourism y Agriculture)
Repair network: EuroTaller y AgroTaller

“This sector is constantly progressing, by incorporating technological innovation again and again. To keep that pace on my own is almost impossible. That is why **Grupo Peña** is the best partner for our workshop, considering it gives us good service, excellent customer service, actualized training, new technologies advising and advantages in purchases and supplies, since they are part of a repair network. All this allows me to make myself known, to offer an image of a reliable brand for our clients that increases our profitability and efficiency.”

Paco, Jorge and Benito Ruíz



Arriaza Motor

Data sheet with information about the client:

Location: Las Ciencias Street. Conjunto Reina Sofía Nº 9
11407, Jerez de Frontera, Cádiz.
Telephone: 856585004
Email: arriazamotor@gmail.com
Employees: 2
Speciality: Mechanics
Repair network: Pro-Car
Facebook: Arriazamotor

“What I would highlight about **Grupo Peña** is their support to the small businesses, their technology, consultancy, service, top brand products and competent prices. They make available for the workshops a wide range of possibilities to always be up to date and giving our 100% to generate the greatest return. Knowing that it is a company which is always updated in many aspects, it gives a lot of security and tranquility seeing that they project their spirit onto the workshops, and that allows our business to function properly.”

José A.Arriaza Cañas



Talleres Chico

Data sheet with information about the client:

Location: Segunda de Miraflores Street 25
27,14009, Córdoba (mechanic).
Madrid-Cádiz Road Km 405
14013, Córdoba (panel and paintwork)
Telephone: Mechanic 957 421546
Panel and paintwork 957 429836
Email: tallereschico@eurotaller.com
Employees: 9
Speciality: Electricity, Air conditioning, Injection,
Mechanics in General and Panel and Paintwork
Repair network: EuroTaller
Facebook: Talleres Chiro Eurotaller

Why do you work with Grupo Peña?

Some reasons why I work with **Grupo Peña** are that it is one of the strongest suppliers because of its quality, sobriety, innovation and because of pioneering any proposed task, their strength for the everyday work, their quality training, their backing, their guarantee and, of course, their repair network. All this gives me tranquility, security and support that transform into my business's progress.

Antonio Salinas Luque



Talleres Angel González, S.L.

Data sheet with information about the client:

Location: San Carlos de Chile Avenue, 19
14850, Baena (Córdoba)
Telephone: 957691054
Email: talleresangelgonzalez@gmail.com
Employees: 3
Speciality: Electromechanics

The support I receive from **Grupo Peña** translates into quick attention and service, a fundamental aspect to give an immediate response to a vehicle owner who needs to be repaired. In **Grupo Peña** I can find that value since, to this day, everything I ever needed for my workshop, they have given it to me without hesitation. Furthermore, when a company offers quality products, it always has to come together with a good service. In this sector we can find anything and, if it fulfills that quality-service combination, the sale is guaranteed.

What I am discussing unites with the most valuable thing **Grupo Peña** currently has: the human resources, formed by people who are willing to attend, always look for what you need, while transmitting tranquility despite adversities. Moreover, the training I receive from **Grupo Peña** is very necessary to be actualized and to enjoy the best tools. The sector progresses fast, and it is important not to become complacent.

Angel González



Juan Camacho Sánchez

Data sheet with information about the client:

Location: Camino de las Fontanillas, 15/17
14900, Lucena (Córdoba)
Telephone: 639329894
Email: tallerescamacho@eurotaller.com
Employees: 3
Speciality: Electromechanics
Repair network: EuroTaller

“I have been a client of **Grupo Peña** for 27 years, and we keep on going forward together into the future, trying to adapt to this digital transformation and always hand in hand, since it offer us tools and services to not be out-of-time (GNM / GPAcademy / GPCat / Gestaller, etc...). Compared to other group of replacements, they are up to their level, or they are even better.

To be a part of a repair network gives me support in all senses, in the technical aspects as much as the commercial and management aspects. It allows you to reach the final client better with the publicity campaigns, the training and all that being part of a

repair network entails. Nowadays, it is needed to join a group to not be misled nor fall behind.

All this is what makes my clients choose me, because of the service that we provide, responsibility, the rapidity of our reparations and because they realize our training, in which **Grupo Peña** takes part outstandingly.

What are the advantages of being part of a repair network of Grupo Peña?

Technical training

Annual commercial agreement

Campaigns and promotions

The confidence that being part of a network offers, in the eyes of the end consumer.

National guarantee.

What has the training served by the network you are part of given you?

It has given me everything in my professional career, since I have belonged to the network since it was founded in February 1998. They were committed to my business's durability, to keeping us trained and adapted to each moment that we live.

Juan Camacho



Eduardo Bejarano

Data sheet with information about the client:

Location: Romero Murube Street, 18
41610 Paradas, Sevilla
Telephone: 696022088
Email: edubesu@gmail.com
Employees: 1
Speciality: Electromechanics and mechanics in general
Repair network: Pro-Car

“I find in **Grupo Peña** the faith and security, in the human qualified and experienced team as much as in the top brand products they offer and the services they provide. They favor solutions to day-to-day work, spare parts, and the indispensable and fundamental training. All this encourages me to grow as a professional in the sector”.

Eduardo Bejarano



Talleres VicMAN

Data sheet with information about the client:

Location: Europa Street, Paris Building
23006, Jaén, España
Telephone: 953250964 - 606597133
Email: mapvicman@gmail.com
Employees: 2
Speciality: Electromechanics repairation
And mechanics in general
Facebook: Talleres VicMan
Instagram: talleres.vicman

“**Grupo Peña** is a company that brings trust, training and management programs that make our day-to-day easier. I counted on them entirely in my beginnings. They encouraged me to establish my small workshop, always trying to adapt to my necessities. I engage with them every day and I always obtain a competent and superb service.”

Lorenzo Delgado Cruz



ReparAuto Olivares

Data sheet with information about the client:

Location:	Industrial Estate Los Olivares Begíjar Street, parcel 5, 23009, Jaén
Telephone:	953100018
Email:	reparauto.olivares@gmail.com
Employees:	8
Speciality:	panel and paintwork, mechanics y 4x4 preparation
Repair network:	Pro-Car
Facebook:	ReparAuto Olivares SL

How has Grupo Peña helped you with the administration and management of your workshop?

It helps us with vehicles reception using its management program, by making the data collection easier and simple. That way, we can save costs and office time, and the client has to wait less time.

Why do you think our clients choose you?

I consider that we offer good quality-price ratios. It is true that we are cheaper, but the quality and the service of our products is exceptional.

Grupo Peña boosts the clients to choose me, since they provide me with top brands, and we can grant service in time thanks to their logistic service and their substantial stock. This allows me to understand my client completely.

What would you highlight about Grupo Peña's team?

Professionalism and knowledge about automobile replacement. It is not easy to always guess our needs correctly considering the amount of products in the market. It is very gratifying to work with a company that always presents a familiar treatment, kind faces and great solutions to day-to-day challenges.

Diego Jodar Peralta and Manuel Hidalgo Bautista



Agrotécnica Los Pedroches

Data sheet with information about the client:

Location: El casar street, Parc.
116118 (Polígono Palomares), Añora, Córdoba.
Telephone: 615374783 - 957-151344
Email: sebastianruizrubioyotro@hotmail.com
Employees: 3
Speciality: farming
Repair network: Agrotaller

What makes Grupo Peña different?

It is a very complete company, it offers the services a workshop needs, and it provides a lot of day-to-day support. I believe it is a good associate of my company.

I met them because my father used to work with their services and I have been working with them for 40 years. My relationship with them is like family, the human quality and the warmth behind the company gives me confidence and security.

Because it is a very close company, it worries a lot about our training and providing us with knowledge. I do not understand the workshop where I am today without training or if I am not updated, and for that purpose I go to their Professional Fairs, where I can see the newness presented by the suppliers.

What has to be part of a repair network been for you?

I was one of the first to start the agriculture network AgroTaller. I recall confessing **Grupo Peña**, before I was part of it, my inquisitiveness about the need of a network for agricultural vehicles. Here is where the results of a company that pays attention to its clients are demonstrated.

If there weren't any repair networks, they would have to be created, since they provide support in essential aspects for instance training, marketing, information... Beyond the team spirit, which encourages other workshops that could be competitors to always be there for help and consulting doubts.

Juan Ruiz Lorenzo



Talleres Banderas

Data sheet with information about the client:

Location:	Empedrada Street, 186, Calzada de Calatrava, 13370, Ciudad Real
Telephone:	926262138
Email:	talleresbanderas@intertaller.com
Employees:	4
Speciality:	Reparation of automobiles in general
Repair network:	InterTaller
Facebook:	Talleres Banderas

“To be part of a repair network has been a decision that has benefited my workshop. For us, being part of Intertaller has meant to have found support for our needs and problems, in shape of diary help, consultancy and training.

For its part, **Grupo Peña** gives me the best product and service, at a very competent price. Adding the quality of the team of professionals that negotiate with me and their involvement, I have an excellent partner for my workshop as a result.”

Sergio Sánchez del Amo



TOTALCAR

Data sheet with information about the client:

Location:	Asegra avenue, industrial units 46-48 18210, Peligros (Granada)
Telephone:	958400154
Email:	info@totalcargranada.com
Employees:	6
Speciality:	mechanics, electricity, panel and paintwork
Repair network:	Eurotaller
Web:	www.totalcargranada.com
Instagram:	@totalcargranada

To be part of a repair network is very beneficial as it allows obtaining continuous training, promotions and the uniformity of the image focused on clients with the corporate material, being updated about the progress and enjoying the national guarantee. These advantages are very necessary and recommendable since the market evolves and, in the end, the independent will disappear, and the repair networks will remain as strong as the licensees.

By being part of EuroTaller, where **Grupo Peña** gives service, in addition to all the above, it also offers constant communication with our habitual and key supplier, besides receiving help and assistance in case

of any problem or improvement. We obtain access to the attractive platform GPAcademy which allow us to enjoy its online training courses at any moment and place. It also supplies the tool GPCat, which is the correct path for the market's evolution, since it is a system which is similar to Amazon that allows us to have products, spare parts and materials knowing their availability, stock and prices, all of that united to Grupo Peña's magnificent and guaranteed service.

Our goal is a total digitalization, that is, to eliminate the usage of paper as much as possible, to use the cloud, the digital signature of the client, to have all the archives in digital format, well classified and available in the cloud, and to have a website to manage the appointments and, by all means, to have a significant presence in social networks since through GPCat, HaynesPro, GesTaller, and GPAcademy's training, we have all the tools for the company's digitalization.

José M. Solís

| Chapter 3 |



The future... *an exciting path to discover*

[3]

The future... an exciting path to discover

Strategies, leading a stable way

Which are the strategies and resources that have been developed by thinking about Grupo Peña's continuity? How do we tackle the challenge of passing the management on to the third generation?

Currently, the second generation from the business management is opening the way for the third generation of the family. This transition is being accomplished easily and transparently, following the example the founder transmitted about the need of the family to be surrounded by excellent professionals. This strategy of continuity has allowed the direction to start a real and gradual transition already in 2020, basing its day-to-day on a horizontal organizational structure where team work is fundamental, and its relevant roles are the General Direction and Commercial Management.

A grayscale photograph of a person walking away from the camera on a sandy beach. The person is leaving a trail of footprints behind them. In the background, there is a large, steep cliff or headland under a bright sky. The overall mood is contemplative and forward-looking.

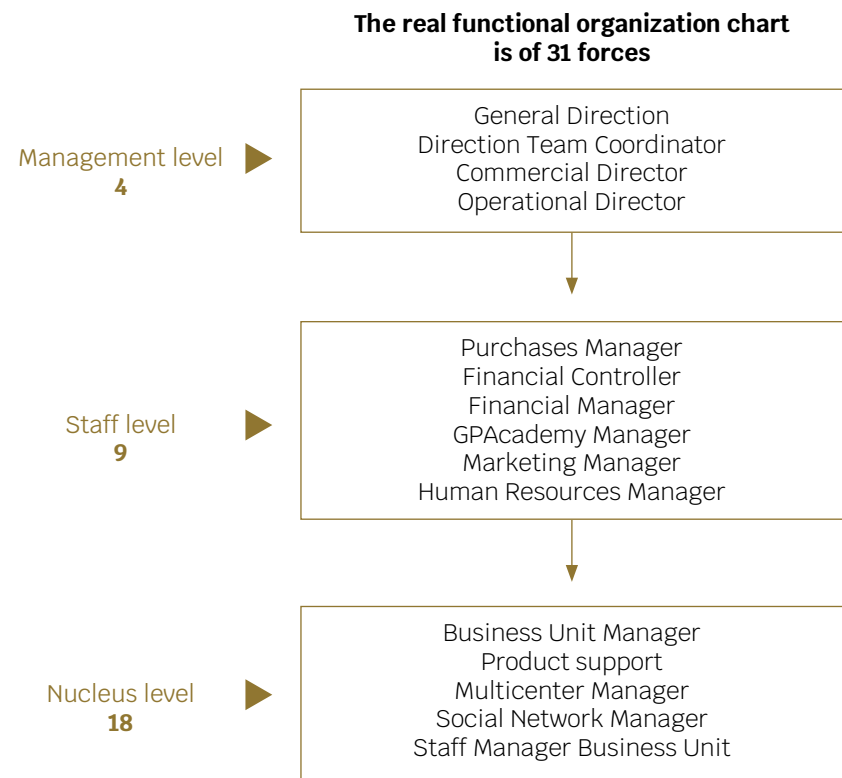
After a fascinating tour of what the history and growth of familia Peña has been from a family and business perspective, it is now convenient to remember that when we talk about the current company, we always keep in mind that one of the critical differences between a family and non-family business is their vision of the future, being the CONTINUITY a crucial concept and always present in our plans and future decisions.



Business management, experience and youth

Specifically, the management organ is formed by the general direction of the second generation and its assistant, and by the following general direction of the third generation and the current commercial director. This team of four people works hand-in-hand with the team of operational direction, formed by eight more members. All of them are professionals that have been trained under the guidance of the second generation. Besides, these twelve people run the group that we call the nucleus, that meaning that they are the operational base that cement all the organization. In this way we make the transition happen easier, with fluency and efficacy so that,

Organization chart Grupo Peña



in no time, the third generation of the family can bear the weight of the organization, strengthen by a group of professionals completely identified and committed to Grupo Peña's development and continuity.

We tackle the challenge of passing the management on to the third generation with great vigor, but it is convenient to underline that this requires modesty and generosity from the members of the family. Nevertheless, each one of them proves in their personality the qualities encouraged by the founder and developed by the second generation, that makes them want to share this challenge with non-members of the family. Although

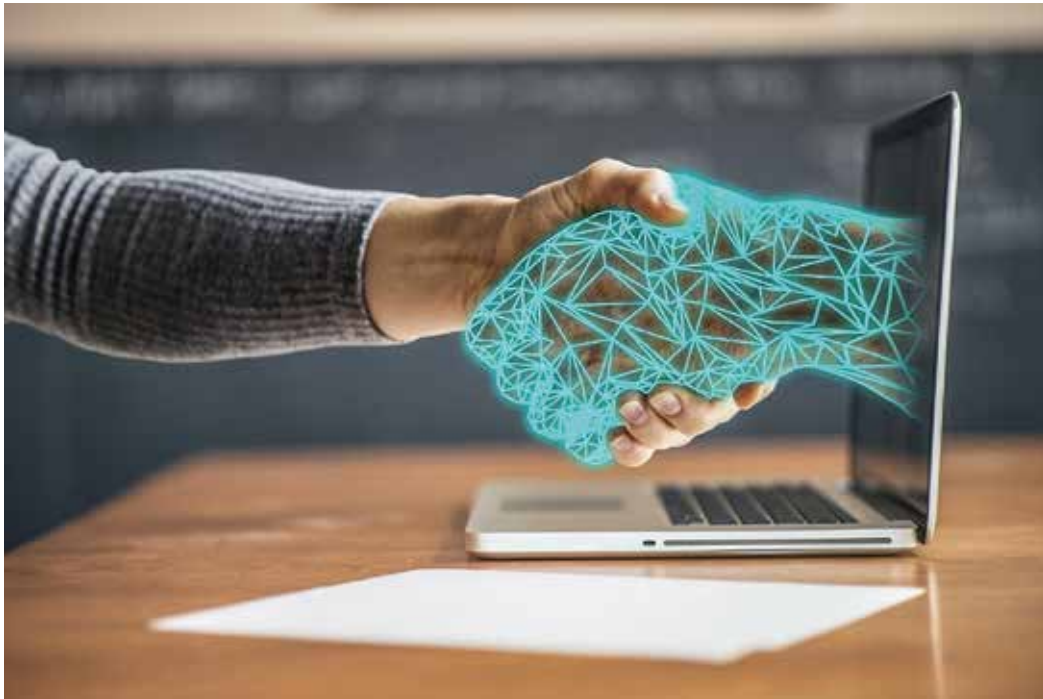
at the same time, they are aware of the privilege of directing a company in constant development, which has always present its responsibility with the family and society.

The digital transformation, developing the 3.0 version

The third generation have a facility that the second generation started to strongly introduce: the exponential development of the digital systems in all of its levels. In this aspect we are proud that, since 1986,

Repuestos Peña was pioneer on its sector

having "the digitalization" in its operating processes. During these years, our main purpose has been to maintain a continuous development of the digital tools in which we put all of our activity. As a result, for more than thirty-five years now we have been developing and continuously improving our operational processes that have marked our management model.



Nevertheless, now, when we talk about “digital transformation” we are not only referring to supporting our Software and Hardware process, but we are talking about a cultural transformation that is changing the way in which we interact with all the interlocutors of our environment: suppliers, clients, workers. Aware of the necessity to adapt our way of thinking to the new environment in which any relationship and behavior is based on the use of digital technologies, we have included to our ongoing improvement model the necessary formation that qualifies the members of the team to carry out our work and professional relationships in the digital environment where we are already in.

The continuous training, the best investment for the future

As we think about the necessity of this training to confront this big transformation, we have included our clients as part of the training and, therefore, we have developed different methods and resources that go beyond the simple day-to-day management. One of these resources is **GPAcademy**, which has as main purpose to ease the internal members of **Grupo Peña** and its clients the necessary training to confront the future.

The future is the continuation of thinking, feeling and acting

We cannot end this chapter in which we have described our vision and our future actions without dedicating a few words to say that we actually address the future as a continuation of what we have done in the past fifty years, that is, we rely on our principles of “Thinking, feeling, acting”. We state this because all of our past, present and future activities are based on thinking with clear ideas about what we want to achieve, feeling because we put our heart in what we do and acting accordingly to continue walking the path that our founder started fifty years ago.

**El futuro
nuestro presente**

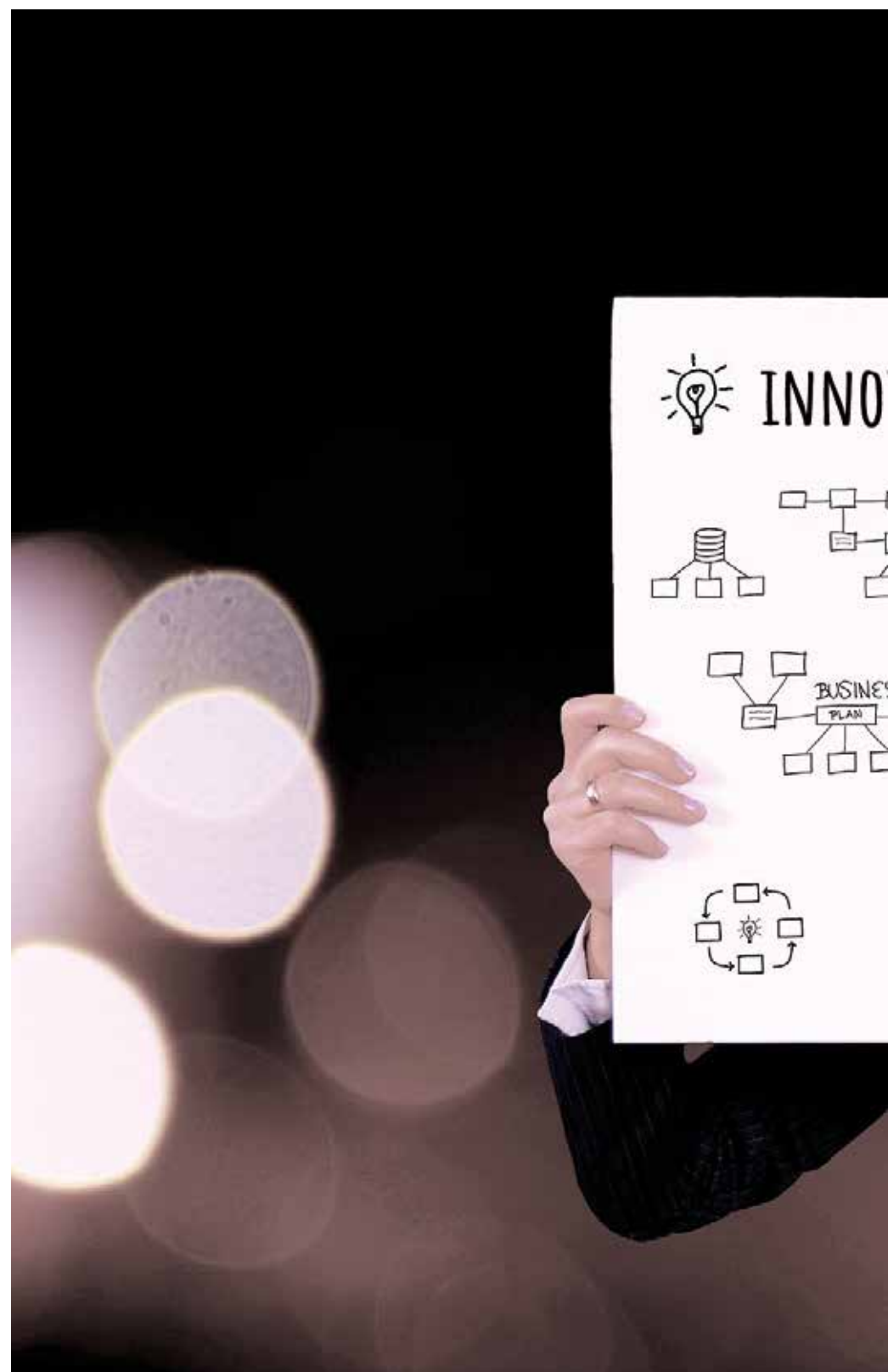


We are proud of the team that now constitute **Grupo Peña**, men and women Peña who have chosen this company where they can grow as excellent professionals. They are faithful and loyal people, and the family puts all of their trust on them.

We have achieved a well-integrated working model, in which the family has worked hand in hand with all the teams since the beginnings of the company, listening to the needs of the teammates and clients and proactively looking for solutions.

“Look back to learn and look forward to keep on living happily”

We also feel calm and rely on the third generation, not only formed by 4 members of familia Peña that are now working at the same family company. In fact, when we think of the third generation, we refer to the relevant people who the management team trusts and leans on diary, since any project that we would like to accomplish would be impossible to sustain without them.





In this present, quite uncertain because of the current world situation, we are lucky to be able to rely on a group and staff with superb people. They, together with the rest of **Grupo Peña**'s team, have proved that we can successfully face any adversity, and even if we did not win, we would never lose. Considering that in this family we rely on the sentence "look back to learn and look forward to keep on living happily", we say that we look back fifty years ago to learn from the achievements and, especially from the failures, then immediately direct our attention to the future, full of solid confidence in the members of Peña's third generation, our internal and external collaborators, and with a clear idea of continuation in the company and family.

| Annex |



Peña de Baena... *a Company of deep roots in the ground*

Francisco Expósito Extremera

Francisco Expósito Extremera has a doctorate in journalism at the University of Seville, obtained after defending the thesis “The political article about Fernando Vázquez Ocaña during his stage in Córdoba (1930-1934)”. Graduated in journalism at the Complutense University of Madrid, he has a Master’s degree in Corporate Communications Direction at the University of Barcelona and OBS, and he is an Expert in Economic Information at University of Zaragoza.

He is the co-founder and first director of the newspaper *Cancionero*, he was the vice-president of Baena’s brotherhood group between 1996 and 2004. He coordinated the statement for the record of Semana Santa of Baena as a National Tourist Interest festivity, recognized in 2001. He was a founding member of the association El Olivo in the 21st Century and of the Cultural Group Amador de los Ríos, where he was president and held different responsibilities in its direction.



Semana Santa of Baena's books author. History of Popular Devotion (1999), Personalities from Baena in the 20th Century. 10 years of a songbook (2007) and Moments in History. Baena in the 20th Century (2017). In 2009 he coordinated the General Encyclopedia of Córdoba (10 vol.). He promoted the organization of the announcement of Baena's Jew's exaltation, celebrated since 2002. He is the manager of Economy, Agriculture and Environment in *Diario Córdoba*, and he has collaborated with other media being *El Correo de Andalucía* and with the olive oil specialized magazine *Mercacei* aside from managing the press office from Baena's council and the university seminars of Lucena.

He is a member of the Association of Historians of Communication and the research group Structure, History and Communication Contents (Grehcco), from the University of Seville.

[Anexo]

Peña de Baena

When Francisco Peña Ocaña was born (Baena, 1930), an outstanding public notary from Baena was one of the greatest experts in olive oil in Spain, “the privileged fruit of the Spanish sun”, as Nicolás Alcalá Espinosa named it. President of the National Association of Spanish Olive Growers, deputized between 1933 and 1935.

Alcalá Espinosa addressed the issue of the olive oil in depth, the permanent difficulties they had with the prices of the olive juice and the unfair competition that was caused by the involvement of other types of fat. As it was habitual in José Ortega y Gasset’s social gatherings in 1934, he said: “The issue with the oil is one of the issues of Spanish Economy, and it is not an issue from today nor yesterday: it always is. Equaling any controversy of Spanish agro, it is a question of organization. This is what the Governments of the Republic understood when they legislated about wine and rice-related cases. Considering their volume and their influence on our country’s trade balance, they should have been attended to a long time ago” (El Sol 6-2-1934). “Question of organization”. Alcalá Espinosa used those three words to synthesize the everlasting difficulties of

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“I believe the secret is in working every day with excitement, doing it responsibly, to ensure that any client who requests any product from Grupo Peña’s shops, in person or by phone, can always find a professional that wants to do their job nicely, and fulfill what is offered”

the olive oil. Precisely, Francisco Peña Ocaña never lacked organization, who knew how to direct his entrepreneurial capacity and his inquisitiveness since he was little to, from a small automotive spare parts shop in Fray Luis de Granada Street, create a huge team that succeeded thanks to the diversification, along with his developed commercial structure.

Perhaps, the habitual would have been that his company’s profits were directed towards acquiring a farm, as it was usual back in those years when Francisco Peña decided to purchase El Duque’s plantation. However, behind that decision there was some hidden entrepreneurial interest that he had never lost. It was also a reencounter with his beginnings in farming, since he used to take care of the family’s vegetable garden before leaving for the military service.

As Alcalá Espinosa said, the key is also in the quality and the commercialization. Francisco Peña had it clear since the beginning, Peña de Baena’s future as a new society formed in the year 2000 was having to make from its extra virgin oils’ quality and from an appropriate commercial structure, vital

assets to survive in a competitive market that used atomization too much.

Since the start, Francisco Peña Ocaña transferred three rules of conduct to his job: illusion, responsibility and anticipation. That is how he announced in 2011 in the newspaper 'Cancionero':

"I believe the secret is in working every day with excitement, doing it responsibly, to ensure that any client who requests any product from Grupo Peña's shops, in person or by phone, can always find a professional that wants to do their job nicely, and fulfill what is offered. Another secret has been in trying to have an overview of the other companies' needs. We have tried to always keep in mind that the best way to foresee the future is to understand the present".

Peña de Baena's history cannot be understood any other way. To the constant search of quality and the improvement of marketing, it is essential to add the illusion of a company with twenty years of experience (half a century of Grupo Peña), responsibility and anticipation. But, how was Peña de Baena born?



*Molino
de
Izcar*



Back to the origin

Francisco Peña Ocaña
never abandoned his
origins, as his business
participation in his
hometown demonstrates.

“Those who know familia Peña know that their origins are linked to agriculture. In 1964, when Francisco Peña initiates his business, he leaves Baena and decides to make all of Baena’s resources effective, to afterwards invest on his replacement activity. Over time, he returns Baena part of the investment when buying a plantation called El Duque, to return to its origins what belonged to the land”, familia Peña explained in 2007. The return to agriculture and the olive tree growing gained strength when the plantation located in Ízcar was purchased, and the creation of a mill to plant the blended ‘coupage’ to extract the best extra virgin under the denomination ‘Peña de Baena’. Francisco Peña Ortiz, current manager of Peña de Baena, claims that there were two factors that motivated the decision of investing on the olive grove and promote the company: “The first one, the family’s enterprising spirit, they did not want to simply have the role of farmers, but to expand their agricultural activity to complete the cycle of the olive-oil’s world by carrying out three sectors: agricultural, producer and commercial.







Peña de
Baena

The second one, that the experience in business management developed after thirty years in other sectors made Peña de Baena's launch simple”.

Familia Peña had based their lives, fundamentally, on olive growing, although they would not get to the



milling process, since they would give their olives production to an oil industry. “It was evident that there was not much involvement in the oil’s cycle and, reflecting on this matter, it was clear that we had to promote the participation in the whole process”, the family indicated in 2007.



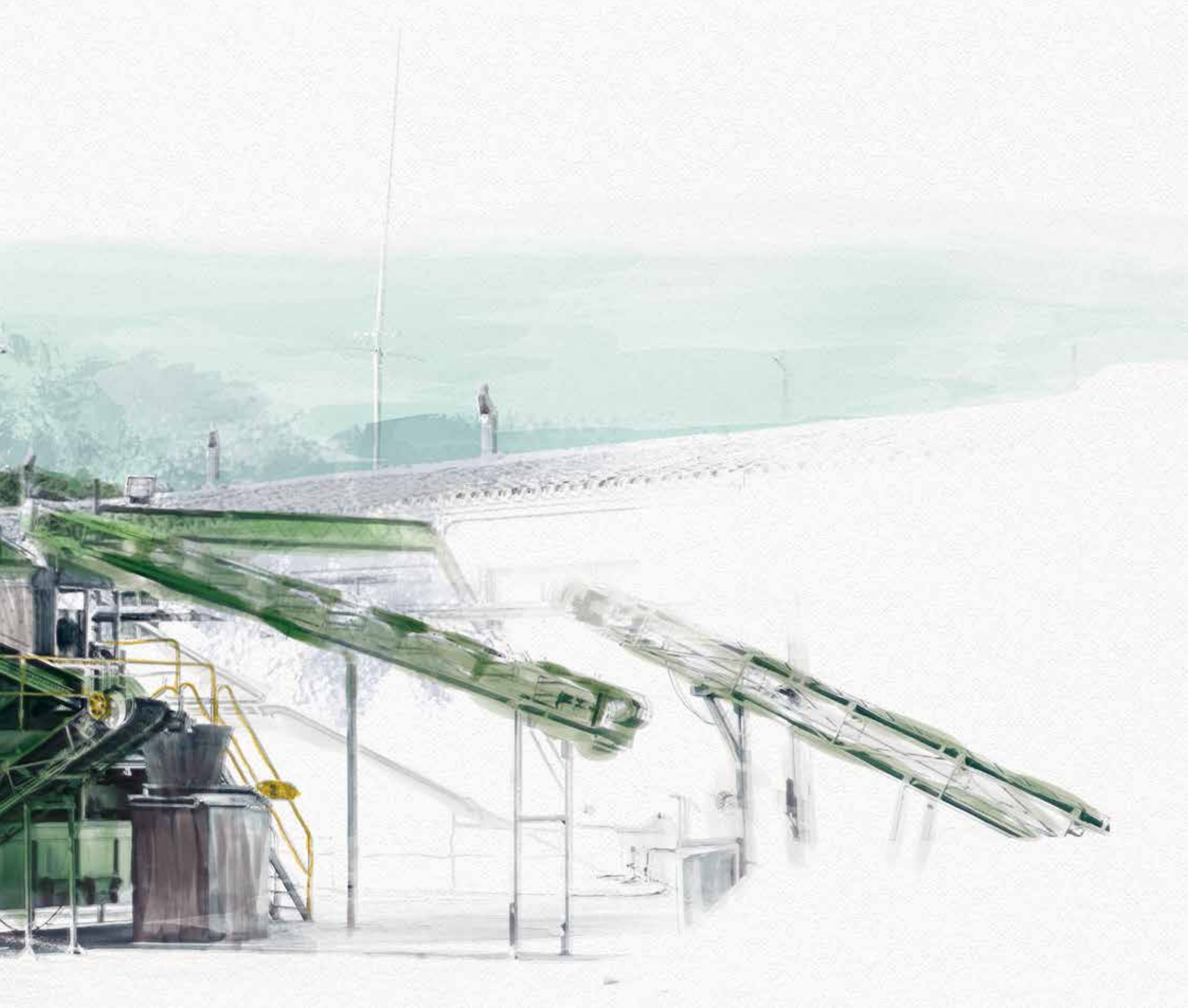
The Emeritus Professor of University of Córdoba and Baena's Favorite Son, José Javier Rodríguez Alcaide, emphasizes the decision taken by **Grupo Peña** when considering that the undertaken investment "was a way to expand the economic diversification of the main business activity to increase the added value of the deal, reduce risks and have a certain degree of tangible solvency",



Francisco Peña and Antonio Cubillo, head miller with experience that was of great value for the olive mill system.

For this purpose, in the year 2000, they launched an olive mill and created Peña de Baena. From then on, the olive produced at their plantations was milled at their plant, where Antonio Bonilla was the mill master. Subsequently, they would continue the commercialization and distribution of the olive juice process.





Rodríguez Alcaide also emphasizes Familia Peña's link with Baena: "However, I believe that their friendship with Baena had influence in this decision. The friendship that emerged from personal reflection and contemplation of this activity, appreciated since childhood in the village. To materialize this business

diversification, you must have lived an attitude, therefore, a disposition of the soul that's not just virtual but contemporary. I imagine that in the minds of Familia Peña an old affection grew, hidden in the back of their consciousness, based on the love for the olive tree".



This decision was made once the Denomination of Origin was thoroughly consolidated, and Baena was famous for being one of the main olive grower municipalities of Andalusia, with two cooperative histories -Nuestra Señora de Guadalupe y Germán Baena-, but also with Núñez de Prado's meaningful external projection, which became one of the most recognized olive mills in Spain during these years. Currently, in Baena, together with Peña de Baena,

there are ten olive mills that make the municipality the primary olive oil producer in Córdoba whilst the Denomination of Origin, which includes olive groves from Baena, Nueva Carteya, Luque, Doña Mencía, Zuheros, Castro del Río and Cabra, is the one that commercializes the most extra virgin olive oil, representing 23 percent of sales from all the Protected Denominations of Origin of the country.



The importance of Peña de Baena as olive oil producers

Traceability, quality and nutritional security is the key triad for the present agriculture to reach the most demanding markets from around the world.

Some of the main experts on tasting are in Córdoba and Andalusia and, an extra virgin oil from the ones that flow from Peña de Baena's mill is, undoubtedly, always a candidate for any excellent palate that knows how to appreciate an olive oil that is an authentic olive juice that has been neatly cared all along the different processes between the field and its commercialization.

Peña de Baena is an oil company that fusses over the different phases in order to obtain the best extra virgin oil. Each olive pressed at the mill comes from company-owned farms which occupy 325 hectares and its 50,000 olive trees located in the municipal district of Baena today. Prior to this, Peña de Baena used to have olive trees in Castro del Río and Nueva Carteya, although in the past years there has been a process of concentration in Baena.







Peña de
Baena



As is the case for the Denomination of Origin, Peña de Baena's olive-oil is the result of a 'coupage' of principal varieties, to which less prominent ones are incorporated. In Baena's oil market the varieties Picudo, Picual and Hojiblanca are prioritized. Lechín, chorrúo, torció and "malas castas" are incorporated. This rating refers to less known varieties, as Antonio Bonilla, master miller, explains.

Peña de Baena bottles its extra virgin oil under three brands aimed at different markets paying attention to the date of harvesting of the olive, which is usually on October and mid-January. 'Corona de Baena', Antonio Bonilla precises, is an olive-oil that comes from the olives that are collected on the first days of harvesting. "It is usually a medium-high fruity green olive, with a distinguished bitterness and burning aftertaste, balanced by apple, green grass, green almond, tomato plant and artichoke scent, among others". In "Peña de Baena" the oil comes from the olives harvested



/ Antonio Bonilla, el maestro del molino.



between November and mid-December, and it is generally extra virgin "with a medium fruity olive, moderated bitterness and burning aftertaste; it is an oil that seems sweet in the mouth and that stands out for its apple, almond, banana, leaf and other herbs scent that we can find as we walk through the forest". Lastly, 'Molino de Ízcar' comes from the pressing of the olives collected when the harvest is advanced, they are riper fruits that promote an oil "in



which bitterness and burning aftertaste give way to the sweet and in which we can find more moderated fruity flavors and the fig tree with a lot of prevalence”.

Currently, Peña de Baena obtains an average production of 350,000 kilograms of olive-oil per campaign, with its main markets in Spain, yet also in other countries being France, Germany, Belgium or Italy. Its olive mill can mill diary 120,000 kilos of

olives and, the number of workers that participate in the different processes of a campaign often reach almost fifty. Its invoicing reached 1,12 million euros in 2020, although the company’s revenue is submitted to the variations in the production of the olive trees and the ups and downs of the prices of the olive-oil.



The commercialization of Grupo Peña

One of the historical problems of the olive-oil in Spain has been its commercialization and low prices that have caused periodic crises for decades. Antonio Bermúdez Cañete, journalist and economist from Baena, made a detailed analysis by the end of 1929 of the situation for the National Economics Magazine (Revista Nacional de Economía). Bermúdez Cañete said once: “The olive oil can only form its prices according to the international market and according to the prices of the dietary and industrial fats. It must turn to that market in the unfavorable situation of high natural and economic production costs, defective organization of producers and lack of technical preparation of commercial elements and exporters.

It is imposed, then, a planning for manufacturing, agricultural holding and business and a streamlining of the social regime of production. The lessee will not be affordable unless an entrepreneur provides their economic function, that is, as the



technical production and economically sustainable organizer”. Like Nicolás Alcalá Espinosa, Peña de Baena coincided in the need of organizing the olive oil sector, but he also emphasized the importance of business and commercialization.

It is only needed to analyze the olive-oil market on a national level in order to realize the excessive atomization and the difficulties behind commercializing bottled olive-oil. Bulk sales represent, nowadays, a big percentage of the olive mill operations, this suggesting a reality that escapes from taking advantage of the value added and depends on big oscillations of the prizes and alternate bearing.

In the 2020/2021 campaign there were 1,822 olive mills registered, 847 of them corresponded to Andalucía and 191 to Cordoba. This fragmentation is not helpful to concentrate supply in order to incorporate the greatest value added to olive-oil, even though there are companies that have focused on commercializing bottled olive juice since the beginning, searching for the differences in quality that belonging to a denomination of origin gives. This has been the journey taken by Peña de Baena, as other olive mills from the Denomination of Origin Baena.

Peña de Baena, just as any other company that works in the olive oil sector, did not have it easy. “Joining a market with such level of competition, because of its geographical situation and the existence of dozens of olive mills, made it a challenge that we could overcome with the high quality of our product and the praiseworthy labor of the business manager of the time”, Vicente Gómez explains, current business manager of Peña de Baena, who has worked in this department with José Antonio Muñoz. In this past two decades, Peña de Baena, also driven by the existent synergy in **Grupo Peña**, has been able to access new markets, reaching a great territorial implementation in Andalucía, the center area and north of Spain, as the company claims, and has promoted initiatives to reach international markets. “We are currently involved in an internationalization project that has introduced our products in Germany, France, Belgium, Italy, Britain and Sweden”, specifies Vicente Gómez.

In times of the COVID-19 pandemic, the company has strengthened its sales through the online shop,



offering advantages in the shipment. “Since our early stages, the quality and our own creation of the products is what distinguishes us. It has to be taken into consideration that since the beginning until the end, the cultivation, the milling, the packaging and commercialization is done by us on our farms, olive mill and packing, to certify a total traceability of the product”, Peña de Baena notes. Furthermore, the packaging is done every day for each order in order to guarantee the best preservation of the extra virgin olive oil in a conditioned deposit.



“Our commitment to quality and to obtain the best Extra Virgin Olive Oil is what differentiates us and lead us to obtain the highest awards year after year”, the company indicates.

Linked to the Denomination of Origin Baena

“In the forest planted by the biggest and most beautiful man, the secret to obtaining a good olive oil is to have the appropriate climate and geography, the technology, the knowledge and the encouragement for effort and perfection”. Those words are from Francisco Núñez de Prado, one of the great drivers of the olive oil with Denomination of Origin Baena, who brought back the old olive mill Núñez de Prado with his brothers. Since his early stages, he did not doubt the importance of belonging to a quality mark. Neither did the family Peña when he undertook the project Peña de Baena, which has currently become one of the 17 olive mills registered in the main denomination of origin of oil in Spain. In 1971, the Denomination of Origin Baena began the procedures for its constitution, the same year in which Francisco Peña Ocaña opened the first automotive parts and power tiller shop in Fray Luis Granada street. The denomination of origin, which was the first one to be approved in the province and the second one in Spain to protect extra virgin olive oils, was not officially recognized until 1981.



Peña de Baena belongs to a quality mark that protects the olive groves of about 60,000 hectares and seven municipalities. 7'2 million of olive trees are included in the region where there were already olives in the pre-Roman, Roman and Arab culture. Precisely, the Secretary-General of the Denomination of Origin, José Manuel Bajo Prados, emphasizes Peña de Baena's "dynamism, noticeable business vision, faith in quality and distinction, as much as its unconditional commitment with Denomination of Origin Baena". There is no other way to understand the company's work. "From the country, where there is original rich variety, to the olive mill, that has the latest technology in order to obtain the best quality. All of their process lead to the elaboration of the best and most genuine extra virgin olive oil of the Denomination of Origin Baena, proven by the amount of awards received", Bajo Prados adds.

This painstaking care in the different processes, from the country to the olive mill, originates a multivarietal olive oil from the varieties Picudo, Picual and Hojiblanca, the Secretary-General from de Denomination of Origin Baena highlights, who



describes his oils: "They present medium-intense fruitiness of the olive, a green almond, tomato plant, mint, freshly cut grass and fennel smell, appearing extraordinarily persistent in the mouth, with a slight bitter and spicy touch, that delights those who taste it". As Peña de Baena claims, since the beginning, the transformation of the company has been motivated by the constant pursuit of continuous improvement, in the olive grove as much as in the olive mill.



At present, a great part of their olive trees use drip irrigation systems, which allows more regularity and efficiency of the trees. Peña de Baena, who has been incorporating the most modern technology since their creation, has also increased the capacity of their winery. “Currently, Peña de Baena offers three brands identified with the own-harvested signature, ‘Peña de Baena’, ‘Corona de Baena’ and ‘Molino de Izcar’, brands that represent the excellence of a unique product that gets to the customer

with the guarantee of the regulating council from Denomination of Origin Baena” the oil company notes, which highlights its achievements since its early beginnings: “As producers we are proud of our achievements in the past two decades in which our oil has received different quality awards in consecutive years from Denomination of Origin Baena and the Provincial Council of Cordoba”.

In the XI Century, Abulcasis wrote: “The best oils are the ones that have a pleasant aroma, scent and taste and are free from acidity and sourness”. Maimónides informed in the XII Century: “All diseases the man suffer, or at least most of them, come from an insufficient or excessive diet”. The recognition the olive oil has received for its healthy values during the Umayyad era in Cordoba has been proved by science in our days. There is no other way to comprehend Peña de Baena’s growth, a company of deep roots in the ground, which knows that the secret of success is on dreaming of always maintaining the desire to improve, as it has done in the past two decades, linking its future to the origin and quality, but also admitting the importance that promoting olive oil has for the future, together with its prominence in the Mediterranean diet and its benefits for the heart.

Francisco Peña, Peña de Baena's manager

When was the Company Peña de Baena created?

In September 2000. The land and olive mill were acquired in July of the same year.

How was the decision to invest in agriculture and to inaugurate an olive mill?

They were two different decisions at different times. We started investing in agriculture when the first plantation of olive trees, El Duque, was bought in January 1990. Francisco Peña was focusing his attention on his origins in Baena. It was a long-desired project to start an olive mill, which launching was conducive when my brother Antonio and Jose Luis Montes made a Master's Thesis on the implementation of an oil company. This, together with our desire to do it is what resulted on Peña de Baena's creation.





*“In the era
of increasing
digitalization, it is
very important to
adapt to changes”*

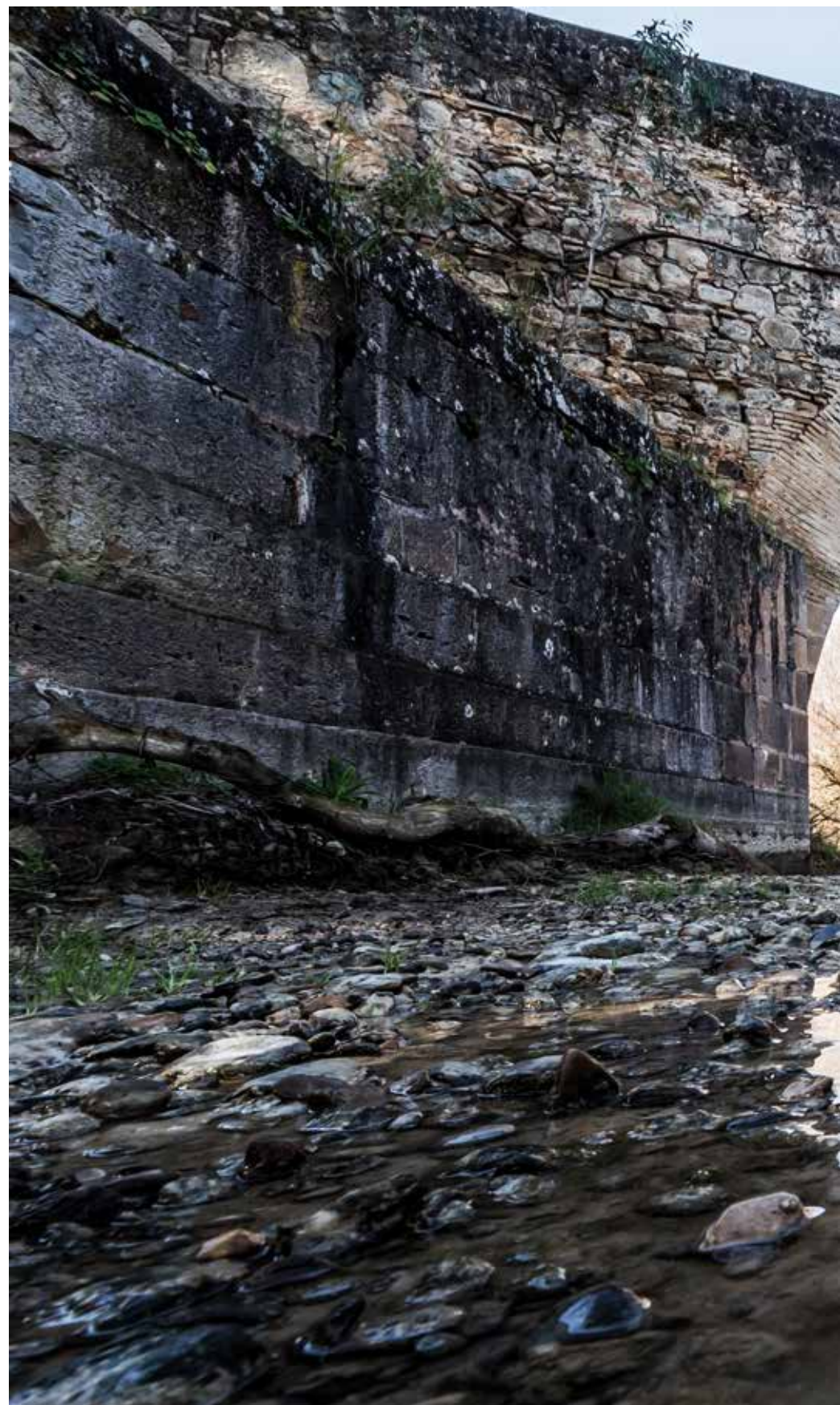




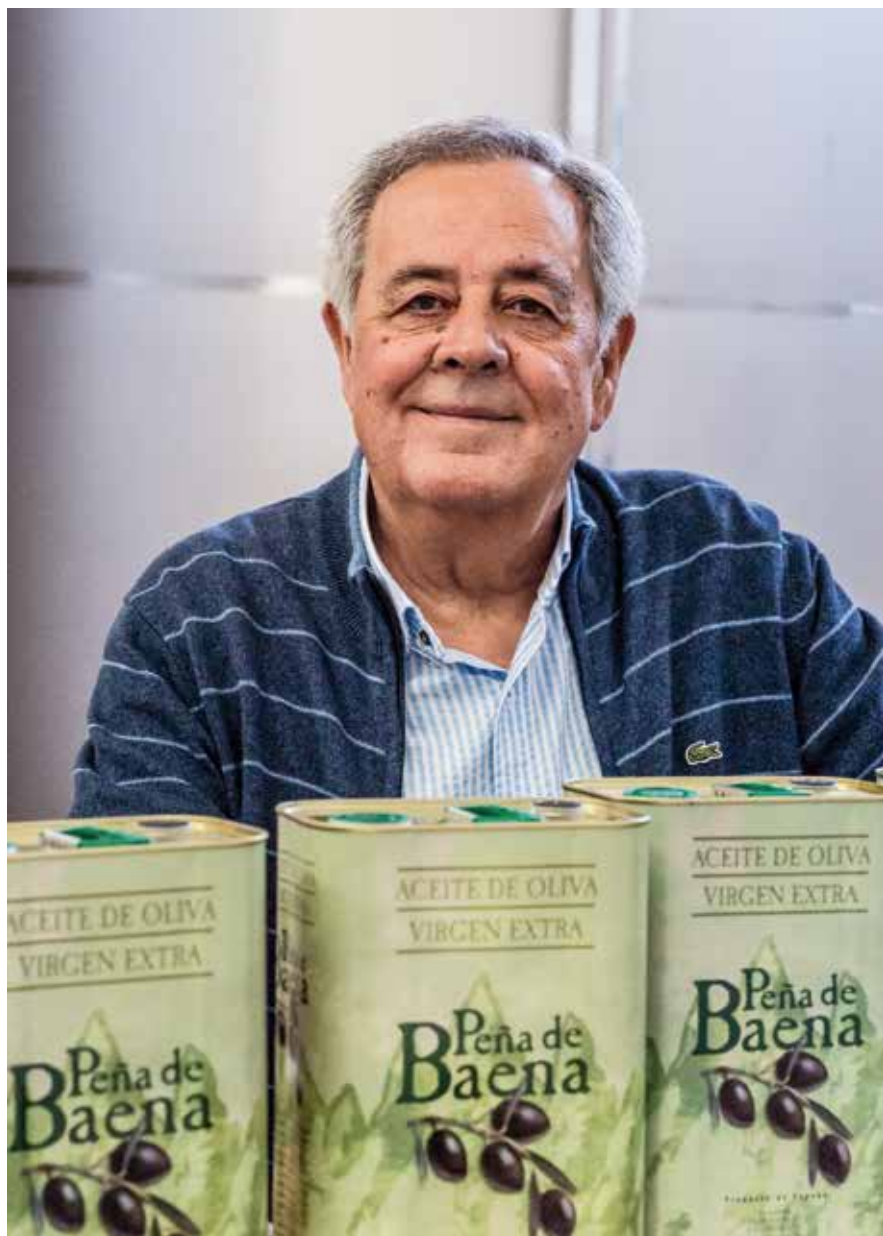
| Francisco Peña next to his children

Who had the idea of investing in agriculture?

My father had never detached from the agricultural sector when he moved to Cordoba, since his early stages were linked to the commercialization of agricultural machinery. That adds to my brother's and my support when deciding to invest in this sector. As a business strategy, it also meant diversifying our investments which were, until that moment, focused on **Repuestos Peña**.







Have you ever had any connection with olive-oil?

Just the usual in Baena, as happens with many other families. But our relationship was limited to our role as farmers, that is, the labor was done once the product was delivered to the olive mill cooperative.

Was there any company that you looked up to in order to start your journey in such a complex sector like the olive-oil for the existing atomization?

In Baena there are numerous oil companies that have many years of experience with a good positioning in the market. Some of them were our inspiration.

How important is Peña de Baena to Grupo Peña?

Peña de Baena's labor has nothing to do with **Grupo Peña's** industrial activity. But, even so, it adds to the importance of the company with regard to service providers, banks, etc. At family level, it carries great weight being something so emotional like bringing back the origins of the family and, at the same time, generating social wealth by creating employment, etc.

Under which brands does Peña de Baena's oil pack?

The original strategy was to position our product at a high niche market in terms of quality. We have two brands protected by the regulating council from Denomination of Origin Baena, which are 'Peña de Baena' and 'Corona de Baena'.

Subsequently, we present a third brand, 'Molino de Izcar', with which we target another consumer market without losing the quality.

Which are the main olive-oil markets of the company?

Spain, France, Germany, Belgium and Italy.

Which awards would you highlight from the most important awards won by Peña de Baena?

Over the years, we have won gold and silver medal from Denomination of Origin Baena. In the past two years, 2019 and 2020, we won silver medal in green non-bitter fruits, but we have gold medals from the regulating council in ripe fruits in 2007; gold also in green bitter fruits in 2006, 2011, 2012 and 2016 and in green non-bitter fruits in 2018. Furthermore, in 2018 we won the first prize in the category of ripe fruits from the Provincial Council of Cordoba, among other outstanding recognition.

What weight does the incorporation of digitalization in the company carry?

In view of this era of increasing digitalization in which we are living, we believe it is very important to adapt to changes. Using 100% of our effort in selling would be useless, if we do not get by the right channel to our final customer. We have realized that more and more people are using 'online' shopping, whether for food, clothing or any electronic devices.

At family level, it carries great weight being something so emotional like bringing back the origins of the Family and, at the same time, generating social wealth by creating employment, etc.

In order to adapt to our client's needs, in 2017 we opened our 'online' shop, and we are very happy with the results and reviews. We have a website, **www.baenaoliva.com**, where any of our products can be easily purchased.

Chronology | Main milestones

1990

Grupo Peña buys finca El Duque, located in Baena.

2000

In the month of July, Peña acquires an olive press located at the municipal district of Baena. In September, Baena Club is born. First olive-oil marketing year.

2000-2001 campaign:

obtains a harvest of 746.652 kilograms of olives.

2002:

Official constitution of the company Peña de Baena SL.

2004-2005 campaign:
The olive production increments to 1,296,344 kilograms.

2012-2013 campaign:

Lower harvest in the past twenty years, of 517.932 kilograms of olives.

2013-2014 campaign:

highest olive harvest until now: 2.637.100 kilograms.

2017:

In May, it activates its web and ‘online’ store for the sale of olive-oil.

2018:

Peña de Baena gets the deputation award for the Best Olive-oil in Córdoba in ripe fruit category.

2020:

Peña de Baena’s twentieth anniversary as one of the companies with the greatest impulse of the Denomination of Origin Baena. The oil becomes finalist of the award for Best Olive-oil in Córdoba and wins silver medal at Denomination of Origin Baena’s Awards.

Key insights | Peña de Baena

Olive grove area	325 hectares and 50,000 olive trees.
Municipal district of the plantation	Municipal district of the plantation - Baena, Córdoba
Invoicing	1.391.775 (2019), 1.122.030 (2020).
Olive milling volume	the factory is designed for milling 120,000 kilograms everyday
Olive harvest period	from October to mid-January
Average olive oil production	350,000 kilograms.
Brands	'Peña de Baena', 'Corona de Baena' and 'Molino de Ízcar'.
Main markets	Spain, France, Germany, Belgium and Italy.
Number of workers during the campaign	45-50.

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Design and layout:

☞ defabrica.net

Printed by:

Imprenta Luque

Photography:

Municipal Archives of Ayuntamiento de Córdoba
Jairo Milla Atero
Carlos Pérez de la Fuente Iglesias
Dámaris Reyes Granados

Legal deposit: CO 288/2021



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