
Name: **MADALENA SANCHES FALCÃO MENA DE SOUSA COUTINHO**
Birth Date: December 28th, 1978
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SUMMARY

Madalena was born in Lisbon, she has a degree in Economics by Nova School of Business and Economics, in Lisbon. During her studies she participated in a summer internship in the New York branch of Millennium BCP. She started her carrier at Pingo Doce mostly on finance roles. In 2006 she moved to Daymon Worldwide, the latest tree years at the regional office in Lisbon as a Senior Finance Manager for Europe. In 2012 she returned to Pingo Doce as a Director of Compensations & Benefits, and a year later was appointed Head of Internal Auditor of Jerónimo Martins Group. In 2019 she was appointed Privacy and Corporate Center Director, supporting Group CFO and Company Secretary. Since 2021 she is a member of the Supervisory Board of Jeronimo Martins Polska. Later in 2023 she was appointed Finance Operations Executive Global Director at Jeronimo Martins, overseeing global Treasury, Financial Risk, Payments, Insurance, acting as company representative in the Central Bank of Portugal. She is fluent in Portuguese, English, Spanish and she speaks reasonable French.

EDUCATION

2023 Strategic Finance Program – IMD. Lausanne, Switzerland

2014 Strategic Management Program - Católica Lisbon School/Kellogg School of Management. Lisbon /Chicago

1996 – 2000 Degree in Economics – Finance Specialization – Nova School of Business and Economics. Lisbon

EMPLOYMENT

2025 – today **Jerónimo Martins**, Lisbon - Retail Company, 35 Billion € of sales (by 2025)

2023 – today Jerónimo Martins SGPS – *Finance Operations Executive Director*

Reporting to the Group CFO, main responsibilities include overall Finance Strategy, Financial Risk Management, Treasury, Payments and Insurance. Finance Operations division provides services for all Jeronimo Martins group companies (having business units CFO as the primary internal client) while managing relations with the financial institutions and the insurance market. Liaison in Banco de Portugal and several Portuguese and European institutions within the treasury, payments and/or insurance matters.

2019 – 2023 Jerónimo Martins SGPS – *Privacy and Corporate Center Director*

Reporting to the Group CFO with dot line to the Company Secretary and Chief of Staff to the Chairman & CEO, main responsibilities include oversee corporate Finance division projects, plans and budget, as well as group Data Privacy division. Main projects include the implementation of the Finance Share Service in Portugal, supervising global tenders and managing C-Level long term remuneration. While supporting Company Secretary and Chief of Staff mains responsibilities include Corporate Bodies meetings preparation and board members reporting and all related Corporate Bodies matters. Since 2021 she is a member of the Supervisory Board of Jeronimo Martins Polska.

2013 – 2019 Jerónimo Martins SGPS - *Head of Internal Audit*

Reporting to the Chairman with dot line to the Audit Committee, main responsibilities comprise the assessment of the quality and effectiveness of the internal control systems and risk control established by the Board of Directors, ensuring their compliance with the procedures of the Group and the Operating

Companies, as well as the laws and regulations applicable in each country in which the Group operates. Design annual audit plan based on risk, lead the team on plan execution as well as risk assessment; follow up on audit recommendations; advice on major projects; and collaborate with external audit company.

2012 – 2013 Pingo Doce Supermarket Chain - *Director of Compensations and Benefits*

Main responsibilities include non-managers compensations package (over 30 thousand employees), ensuring market competitiveness, as well as the alignment with the Collective Bargaining Agreement and the Labor Law. Guarantee the proper implementation of the Corporate Benefits Package for managers, in coordination with Corporate HR Division. Ensure internal and external Human Resources KPI's report. Ensure adequate HR cost control, including all Personnel Costs and preparation of HR annual Budget.

2006 – 2011 Daymon Worldwide - Retail services Provider Company

2009 – 2011 EA- Business Development Team Office, Lisbon - *Senior Financial Manager - Europe*

Responsible for overseas financial activities in EMEA onsite customer teams. Main responsibilities include support Customer Team budgeting, outlooks, and performance measurement in liaison between Corporate US Finance division and Regional Operations division. Responsible for all Financial activities in Portugal. Support the EMEA SVP in establishing business strategy for current customer group and potential new customers. Main responsibilities include development of new customer presentations and business proforma proposals, New Customer Business Ramp-Up / Investment payback Analysis.

2006 – 2009 EA-Business Development Team Office, Lisbon - *Senior Financial and HR Manager - Portugal*

Finance main responsibilities include Business Plan, Budgeting and forecast, provide management reports, management of the outsourcing providers (accounting, payroll, legal), oversee monthly and year-end financial closer, contract negotiation, manage collections, lease agreements, and oversee all accounting and reporting activities. Human Resources main responsibilities comprise implementation of HR policies, recruitment, manage talent, prepare management meetings, annual training programme, and oversee all HR related activities.

2000 – 2006 Jerónimo Martins, Lisbon - Retail Company, 35 Billion € of sales (by 2025)

2001 – 2006 Pingo Doce Supermarket Chain - *Operational Manager*, Loyalty Programme division and *Financial & Reporting Analyst*, Controlling division

2000 Jerónimo Martins - *Management Trainee*

1999 Banco Comercial Português, New York branch – *Summer Intern*

ADDITIONAL EDUCATION

2024 Development Program for Strategic Roles – Center for Creative Leadership/Hogan, Lisbon

2021 Advance Leadership Programme – Center for Creative Leadership, Lisbon

2013 Internal Audit, Ernst & Young, Lisbon

08-11 Daymon representative in the Future Leaders Congress of CIES in Washington, Berlin and Chicago

10-11 Member of the Sister Company project at Wegmans Daymon account, US

2010 Negotiation & Coaching - Excel Company, Lisbon

2007 Measurement and Control of Organizational Performance - AESE and Michigan University, Lisbon

LANGUAGES

Portuguese (mother tongue), English (fluent), Spanish (advanced), French (basic).

ABR 2025