



08.5 Customers

- _ Our customers
- _ Labeling products and services
 - _ CO₂ labeling
- _ Customer satisfaction, our priority
- _ Our customers' health, safety, and privacy

08.5

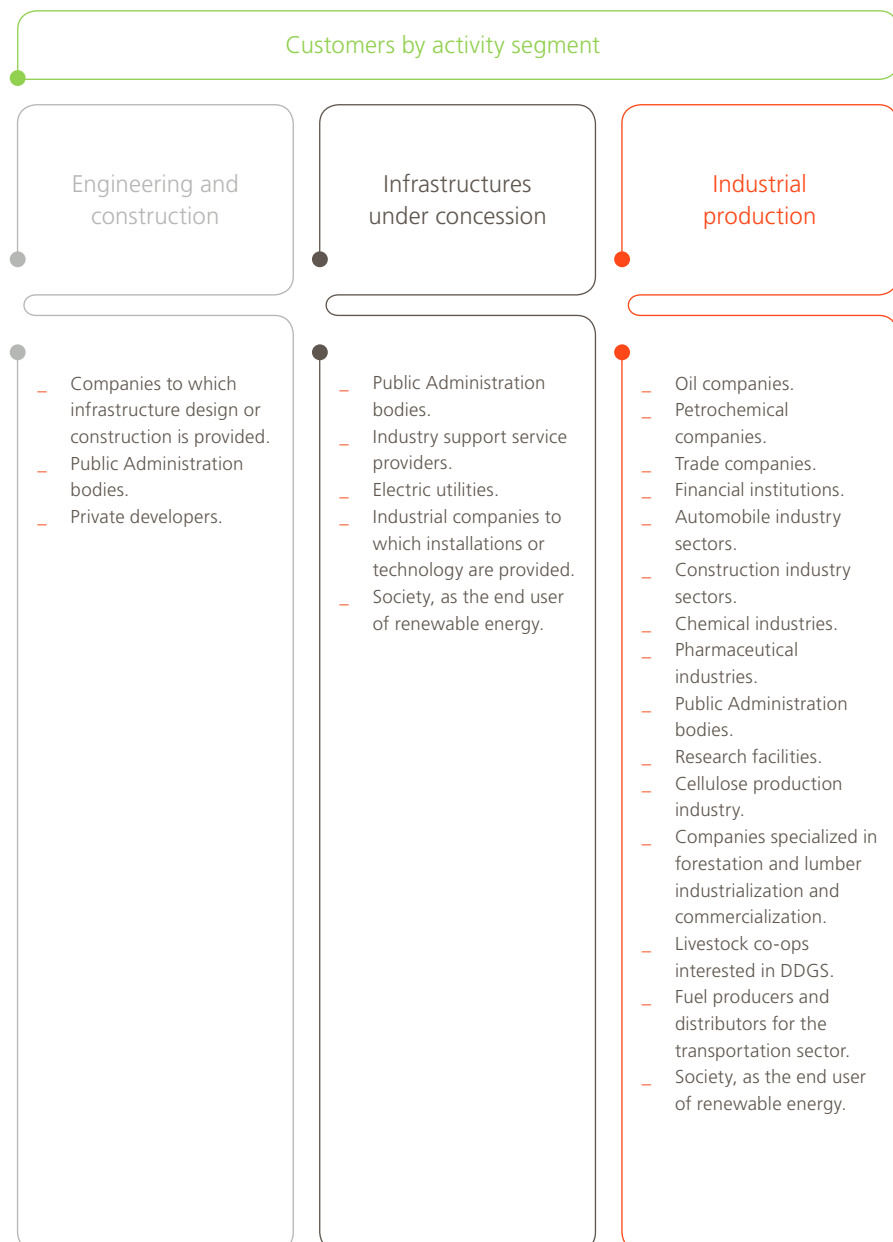
Customers

We seek maximum customer satisfaction through our products and services

Abengoa is committed to gearing products and services **to meet** customer **expectations**, bringing to the market the **best solutions** available to combat climate change and promote sustainable development through technological innovation.

Our customers

Given the diversity of its activities, Abengoa has a broad and diverse range of clients and product and service offerings:



08.5 Customers

		Activity segments				
		Engineering and Construction	Infrastructures under concession	Industrial production	Technology	
Sectors	Energy	Renewables	Solar thermal plants (tower, parabolic trough, photovoltaic and solar-gas hybrid technology).	Power generation from solar thermal plants (tower, parabolic trough, photovoltaic and solar-gas hybrid technology).	Commercialization of components for solar plants, O&M ⁽²⁾ systems and equipment and industrial applications.	Third-party license ⁽¹⁾ to use proprietary technology.
		Conventional generation	Wind farms.	Power generation from wind farms.	Solar power-based industrial applications.	
			Hydroelectric stations.	Electrical power generation from hydroelectric stations.		
			Combined cycles. Cogeneration plants. Other thermal generating plants.	Electrical power generation from cogeneration plants (heat+steam).		
		Transmission & Distribution	AC ⁽³⁾ and DC ⁽³⁾ transmission lines.	⁽²⁾ O&M of major AC ⁽³⁾ and DC ⁽³⁾ transmission systems (transmission lines and substations).		
			Electrical substations.			
	Bioenergy	First- and second-generation biofuel production plants and Waste to Biofuels (W2B).		Production of biofuels and bioproducts from: biomass (grains and vegetable oils, among others), cellulosic biomass.		
				Production of DGS for livestock feed.		
	Environment	Water	Desalination plants.	Production of drinking water and water for industrial use via desalination of sea or brackish water.		
			Water treatment and water reuse plants.	Water resource management in hydrographic basins.		
			Water transport and distribution (piping systems, aqueducts, ...).	Industrial and municipal wastewater treatment, purification and regeneration.		
		Environment	Waste valorization plants.	Generation of drinking water for human consumption.		
	Waste valorization plants.					
	Others	Environment	Municipal Solid Waste (MSW) and waste from the forestry industry.			
			Railway electrification.	Singular buildings (hospitals, penitentiaries, cultural centers, courthouses).	Sugar production from sugar cane milling.	
Telecommunications, electrical and mechanical installations, industrial plants, singular construction, ancillary manufacturing and marketing.						

(1) "License" is understood to refer to technology that continues to be owned exclusively by the company but for which rights are granted to third parties for use under specific conditions.
 (2) Operation & Maintenance.
 (3) Alternating Current and Direct Current.

08.5

Customers

Labeling products and services

In accordance with **international regulations** and **internal specifications**, it is necessary to identify all requirements of mandatory compliance across group companies and their products and services.

Abengoa periodically verifies compliance with all such requirements, and any case of non-compliance is registered in the systems established for control and monitoring thereof.

Products		Description	Required information
Technological components and systems			EC Declaration of Conformity and the EC Seal ⁽¹⁾ .
Biofuel production	Products according to labeling	Bioethanol	European product Information pertaining to safety and quality specifications, and information on their degree of sustainability and that of raw materials. Security and shipping record ⁽²⁾ . Sustainability declaration ⁽³⁾ .
		DDGS	Product shipped bulk Data on the shipper and commercial authority, authorized producer's record number, technical product name, statement on GMOs (Genetically Modified Organisms), protein, fat, fiber and moisture content percentage, and batch traceability. Quality assurance systems in product production processes.
		Sugar	Product produced in bioethanol plants in Brazil Laboratory analysis demonstrating compliance with contracted specifications: polarization, color, moisture and ash, in addition to an invoice showing volume and consignment value.

(1) In products shipped by Abengoa within the European Union.

(2) Container identification is carried out in compliance with ADR (European Agreement concerning the International Carriage of Dangerous Goods by Road) requirements or according to RID (Regulation concerning the International Carriage of dangerous goods by rail) specifications in the case of railway transport.

(3) The sustainability declaration specifies the origin of raw materials; the Greenhouse Gas emission savings values featured, and the traceability systems employed between the raw material and the bioethanol, among other aspects.

In 2013, the percentage of sales from these products with respect to the overall total was 14.71 %.

There were no reports this year of any cases of non-compliance involving product information and labeling through the information channels in place at the company.

08.5 Customers

In 2013, we designed 15 new labels associated with the carbon footprint of our products and services

CO₂ labeling

Abengoa continued its efforts dedicated to labeling CO₂ emissions throughout 2013. The labeling procedure serves to **inform the market of** the carbon footprint linked to the production of the company's products and services. Abengoa thus engages customers as participants in the **company's commitment** to emissions reduction as well as its commitment to the struggle against climate change and also provides them with information on the environmental impact of their purchases.



As of year-end 2013 there are **32 labels** linked to a variety of products and services; 15 design in 2013 added to 17 in 2012.

Product	Number of associated labels
Bioethanol or biodiesel (MJ)	12
Solar thermoelectric energy per installed complex (kWh)	6
Desalinated water (m ³)	4
One- and two-axis photovoltaic solar power (kWh)	2
Metal structure (t)	2
Cogeneration electricity (kWh)	2
Transferred steam (kWh)	1
Desalinated water (t)	1
Construction of the Las Lomitas Formosa 132-kV high-voltage line	1
Construction of the Oriximiná - Silves – Lechuga 500-kV transmission line	1

08.5

Customers

The results for overall Abengoa customer satisfaction in 2013 show 71 points on a scale from 1 to 100 and the percentage of responses obtained 73 %

Customer satisfaction, our priority

Implementation of systems that enable us to measure and assess the degree of satisfaction of our **customers is key to successfully** meeting their expectations.

Given Abengoa's wide range of product types, each company has its **own management system** in place to gauge and evaluate customer satisfaction, taking in complaints and suggestions in order to establish improvement plans and respond with maximum efficiency to any requests for information.



These systems are reviewed and evaluated both externally, through accredited certification bodies, and internally, by means of an annual program of corporate monitoring and follow-up visits. A total of 139 onsite inspections were performed last year.

Frequency in conducting customer satisfaction evaluation depends on the characteristics of the product or service supplied:

- Products and services: on an annual basis or exceeding one year.
- Works execution: during project execution itself or upon completion.

Surveys are conducted in most cases using questionnaires; however, telephone surveys are also carried out, and personal interviews are held in specific cases. When requested by the client, periodic or specific meetings may also take place.

Customer satisfaction	2013	2012
Responses obtained	73 %	87 %
Overall satisfaction	71	71

08.5

Customers

Marketing communications

Abengoa has not signed up to any standard or voluntary code related to marketing, advertising or other promotional or sponsorship activities. However, the company has a stringent and demanding internal control procedure for external communications that is included under internal company norms.

This control system entails the existence of a chain of internal authorizations which ultimately reach the company chairman. All persons in charge of the areas involved in each issuance of communications must authorize and complete the information accordingly, which ensures that communications generated neither contravene the company's principles and values nor violate its Code of Conduct.

There were no reports in 2013 through the Abengoa information channels of any claims or complaints filed with respect to this matter at any group company. There were any fines resulting from failure to comply with regulations regarding the supply and use of products and services.

ISO 9001 ⁽¹⁾	2013	2012	2011
Certified companies according to sales volume (%)	96.39	99.00	93.63

(1) More information can be found in the chapter containing the Glossary.

Our pledge to continuous improvement

As part of the company's commitment to ongoing improvement encompassing both products and processes, a new instrument was devised in 2013 to facilitate company decision-making management and action plans: **Abengoa Easy Management**.

This tool enables us to monitor cases of non-conformity and customer claims and complaints that were previously handled through the Troubleshooting Report (TSR) and Improvement Action (IA) applications which are still managing from the application. The new application brings significant improvement to the process of information analysis and knowledge management.

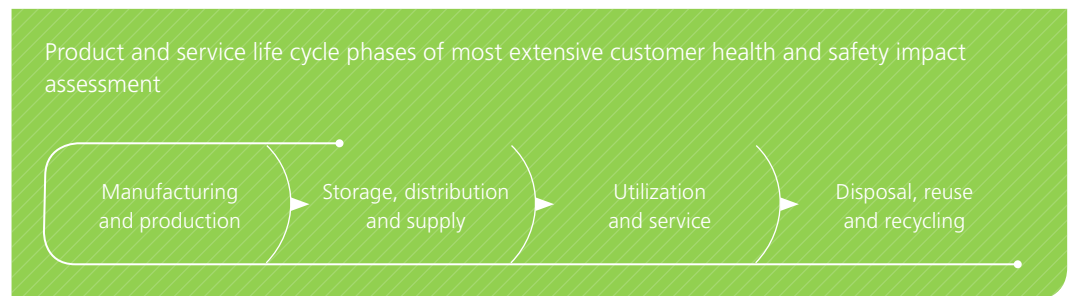
A total of **22 attendance-based training sessions** were conducted in Latin America, North America, Europe and Asia over the year for the purpose of showing Abengoa employees how to use the application.

08.5

Customers

Our customers' health, safety, and privacy

Ensuring the health and safety of our customers is essential to Abengoa. Analysis is therefore conducted on the corresponding impact of company products and services throughout the different phases of their life cycles.



ISO 14001 ⁽¹⁾	2013	2012	2011
Certified companies according to sales volume (%)	92.92	91.98	88.00

(1) More information can be found in the chapter containing the Glossary and Environment.

There were no incidents deriving from failure to comply with legal regulations or voluntary codes associated with the impacts of products and services on health and safety during their life cycle reported through Abengoa's information channels in 2013.

Abengoa also guarantees the validity, integrity, and security of any and all information handled by the company, particularly in regard to all aspects of customers' personal data.

With the aim of ensuring security measures relating to communications and information systems, there is a security policy statement which governs all Abengoa companies and informs on the implementation of an Information Security Management System as a tool implemented to fulfill all of the company's security objectives. Furthermore, this statement explicitly addresses all matters pertaining to policy, norms and obligations of information system users.

There were no reports in 2013 through the Abengoa information channels of any claims filed with respect to customer privacy and personal data leaks at any group companies