



Dear Partners and Friends,

Welcome to the Belron4Partners Seminar 2025, here in beautiful Sitges.

Over the past years, we have faced many challenges together – from global uncertainties to rapid changes in our industry. What has impressed me most is how you, our partners, have continuously adapted with resilience, professionalism, and a commitment to excellence. Your efforts have paved the way for remarkable achievements, and for that, I sincerely thank you.

Looking ahead, we are launching a bold 5-year plan supported by a refreshed cultural framework that will guide us to new heights. Our purpose is clear: to elevate Belron4Partners to a higher level of professionalism and create sustainable growth for everyone involved.

To achieve this, our strategy is built around four main pillars:

1. Team Transformation: Empowering our team today to face tomorrow's challenges and seize new opportunities.
2. Governance, Compliance & Risk Management: Strengthening how we operate to ensure long-term stability and trust.
3. New Value Proposition: Innovating our services, tools, and processes to accelerate partner development.
4. Becoming the Major New Growth Driver for Belron Beyond 2028: Focusing on creating substantial value and expanding our reach.

We are also thrilled to welcome new countries to our family – Iceland and Mexico join us for the first time, along with partners from South Korea and Thailand, attending their first franchise seminar. Your participation enriches our network and opens new doors for collaboration.

As we celebrate the strong results and lessons learned from the past, we also embrace the future with proactivity and determination. Together, we will lead the way in every market, setting new standards and unlocking fresh opportunities.

Thank you for your dedication and trust. Let's make this seminar an inspiring and productive milestone on our shared journey.

Warm regards,

David Caballero

General Manager Franchising & New Markets

