



SM, WHO ARE WE?

SM's business model responds directly to its objective.

The custom in businesses is that they are the ones who constitute a foundation. Our case is the opposite. The SM Foundation owns the SM editions.

SM is present in many parts of the world through three models: on the one hand, we are present in 7 countries (Spain and Latin America) with own headquarters and direct commercial action. On the other hand, we maintain our business and brand in several Latin American countries through strategic alliances with local companies. And finally, we launched an international growth plan to get our projects to many other places.

OBJECTIVE

We educate for the common good for a better world.

VISION

At SM, we work to assert ourselves as a reference agent of the educational community of Spain and Latin America, oriented towards the common good, which acts according to an integrated model of foundation and companies.

Our companies have embarked on the path of consolidation as an institution of educational, training and cultural services, integrating into their value propositions all the possibilities offered by the digital world.

We live our identity and mission according to values that build our culture and our corporate vision. We are an educational enterprise serving the common good. A collective of professionals co-responsible for the success of a business project that is important to us and motivates us.

VALUES

ONENESS

COURAGE

COMMITMENT

A project in which prevails :

- **Courage.** It is necessary to cultivate courage: courage to be able to look far, to impulse a vision loaded with faith and confidence in talent and project.
- **Unity:** It is necessary to cultivate unity: the encounter to be able to have a broad look, to impulse a direction that integrates different rhythms, different sensitivities, different areas and develops the value of diversity.
- **Commitment.** You have to cultivate commitment: consistency, to be able to look deeply. To act radically on a daily basis and make decisions aligned with SM's vision and that truly pursue the common good.

SM FOUNDATION

- The SM Foundation is a non-profit educational institution, and we work to ensure that, through education and culture, no girl or boy is left behind. We develop initiatives to improve the equity and quality of education. With 45 years of experience and present in ten Latin American countries.
- We devote the benefits of SM's business activity to programs that aim to "educate for the common good for a better world", which is our goal. This is why we propose a business model that is directly explained by our objective. And it is a source of motivation for all the professionals who work at SM.
- Within the SM Foundation, we continue to progress to position ourselves as an educational foundation of reference, based on the value and strength of a long educational and social tradition, and aiming to transform the world through education and culture, always with a particular awareness towards the most vulnerable groups.

The lines of action at the SM Foundation are:

- Educational research

Our research projects are the fundamental basis for obtaining objective data that allow us, on the one hand, to better understand the needs, concerns and motivations of children and young people, and on the other hand bring rigor to the other areas addressed by the Foundation: Teacher reflection and intervention projects.

- Socio-educational projects

We work so that through education and culture, no girl or boy is left behind. We devote a significant portion of our resources to promoting initiatives that promote equity in education and equal opportunities for children and youth, paying particular attention to those living in situations of vulnerability and exclusion. In each of the countries where we operate, we promote innovative projects that emphasize essential learning and educational support.

- Teacher training

We support teachers by offering innovative and practice-related training proposals in the classroom, guiding initiatives towards quality improvement and educational equity a. The proposals offer an Ibero-Spanish perspective which is articulated by offering concrete answers to each territory.

- Promote reading

In Spain and Latin America, we have launched various projects to promote reading and writing for children, young people, teachers and reading mediators. Similarly, we continue to convene the Children's and Youth Literature Awards (El Barco de Vapor, Gran Angular), which have a well-established tradition and importance in the field of culture.

<https://www.fundacion-sm.org/>

Some product and service areas:

SM

A different look at new ways of learning and the possibilities offered by digital culture: we want learners who are autonomous, critical and free.

Our 80-year commitment and experience is based on two principles: integral education and life learning.

We offer complete and innovative catalogues in different formats, adapted to school needs and realities.

We develop these lines of action:

- Respect et valeur de la diversité.
- L'innovation a du sens.
- Prise de conscience de l'école comme moteur social de la transformation.

<https://www.grupo-sm.com/>

Educamos

Our digital education ecosystem offers a set of solutions for centralized centre management, seamless communication with families, better decision-making and flexible, personalized and innovative learning. This enables educational institutions and large institutions to meet the major challenges of the school:

- Differentiate oneself from one's identity
- Ensure quality of education
- Be sustainable over the long term

<https://educamos.com/>

PPC

PPC, in alliance with SM, is a service enterprise, faithful to our evangelizing and educational vocation, including our mission as a renewed service to dioceses, congregations, parishes, communities and lay movements, promoting plurality and inclusion in each of the lines of products and services on which we work: education, catechesis, essays, media and monitoring and evaluation of pastoral projects.

In a global perspective, we are present in Spain, Mexico, Colombia and Argentina through local partners, wanting to be a reference ally in conceptualization, development, communication,

implementation, monitoring and evaluation of pastoral projects of different ecclesial and educational realities.

This materializes in this partnership with SM, in an innovative project to reach the school, private, concerted and public with proposals for teachers (not only related to the religious fact) by committing ourselves to the integral formation and accompaniment of the whole educational community. We also encourage dialogue between faith and culture, the Gospel and society, conscious of exercising a mediating function between the Church, the school and society.

<https://www.ppc-editorial.com/>

Literature for children and young adults

For us, literature for children and youth is very identity-oriented, and as such, a fundamental field of activity for SM. Our collections are born to help our readers understand, position themselves and develop critical thinking, and actively participate in the construction of society. And of course, have fun and enjoy reading. We know that reading is the key to learning and full growth.

Our most iconic collection is El Barco de Vapor, with almost 50 years of existence, 550 live titles and about 20 million copies held by children. It offers a guarantee of literary quality and with the best authors in the world. Others, such as The Futbolísimos, are a veritable literary phenomenon that has managed to get thousands of children to read over the past decade.

<https://es.literaturasm.com/catalogo-general-sm>

<https://es.literaturasm.com/#gref>

University of Dayton Publishing (UDP)

Founded in 2009, University of Dayton Publishing (UDP) is the result of a partnership between the SM Group and the University of Dayton, a century-old institution of great academic and research reputation in Ohio, USA.

Through this partnership, UDP was born with the goal of developing products and services that stimulate and improve the English language teaching and learning process for children, youth and educators.

Our goal is to broaden the horizons and opportunities of students by integrating the best English learning solutions, aligned with the vision and values shared between the SM Group and the University of Dayton, for a global education based on universal values, social responsibility and global consciousness.

<https://www.udpglobal.com/>