



**GRUPO ASV**  
**SERVICIOS FUNERARIOS**

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## WHO WE ARE

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We're one of the first funeral service companies in Spain, with a team of **over 500 professionals and about 90 parlours** spread throughout the country, especially in Andalusia and Levante.

Aware of the important social work we develop, we provide support to those who have lost their loved ones, always in an honest, professional and respectful manner.

### OUR MISSION

To assist/help in all matters related to passing away (before, during and after it occurs), both to people and institutions, through high-quality products and services offered by qualified professionals with a vocation of service.

Our service covers national and international transportation, care, wake, service and burial or cremation, all complying with the most rigorous quality standards, through an **action governed by professional ethics and the permanent pursuit of our clients' satisfaction.**



## OUR VISION

To be the funeral company with the highest client satisfaction rate.



## OUR VALUES

All our decisions and actions are governed by our values, which mark the model of relationship with clients, collaborators, suppliers and other stakeholders:

- **HUMILITY:** modesty, moderation, simplicity
- **RESPECT:** ensuring dignity in human relations
- **TEAMWORK:** collaborating, sharing, cooperating
- **RESPONSIBILITY:** fulfilling our commitments and duties
- **CUSTOMER-ORIENTATED:** continuous improvement and initiative

## OUR PRINCIPLES

- **Cohesion:** of our culture throughout the Organisation.
- **Coherence:** between what we say and what we do.
- **Innovation:** changing the paradigm and creating space for creativity.
- **Adaptability:** flexibility, agility and evolution through continuous improvement.
- **Reliability:** through closeness, empathy and dialogue.
- **Result-orientated:** committing to our objectives.
- **Analytical decision-making:** backed up and supported by data and experience.

## IN THE WORLD

Today we're one of the main enterprises in Spain, with a **prominent presence in Andalusia and Levante**, where most of our parlours are. This vocation for development has led us to expand through Europe and America.

In our commitment to internationalisation, since 2021 we've been also present in North America, with the acquisition of the company Southern Cremations & Funerals in Atlanta, Georgia.

### ASV - UNITED STATES

Marietta  
Fairburn  
McDonough

Since 2017, we've had a share in Grupo Recordar, an organisation **specialised in funeral services and plans leader in Colombia**, with **50 years of experience and more than 1,650 professionals in its team**.

### ASV - COLOMBIA

Barranquilla  
Bogotá  
Cali  
Cartagena  
Pasto  
Tunja  
Valledupar  
Medellín  
Antioquía

### ASV - SPAIN

Alicante  
Almería  
Ceuta  
Cádiz  
Granada  
Jaén  
Murcia  
Málaga  
Sevilla  
Valencia

### ASV - GERMANY

Bremen  
Hamburg  
Niedersachsen  
Nordrhein-Westfalen  
Bayern  
Berlin

In 2014, we began our international expansion with the acquisition of SCI Germany, belonging to the US company Service Corporation International (SCI), the main group of cemeteries and funeral parlours in North America.

**ASV Deutschland is among the top five companies in the country and has branches in Bremen, Hamburg, Niedersachsen, Nordrhein-Westfalen, Bayern and Berlin**

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## GOOD PRACTICE

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We've developed different initiatives to align our actions with the company's values and adapt to the evolution of the social environment:

### pioneers in quality certification

Since 1999 we've had the ISO 9001 quality certification, being the first funeral service company in Europe to achieve it. Since that year, **it's been achieved by other companies and parlours of the company, under the Multisite system**, which means that all of them work with homogeneous criteria and similar quality levels.

Also, in **2018 we were the first to receive the Certificate of Excellence in the Funeral Sector from Alife**. A recognition based on the opinions of our visitors, which refers to both the state of the facilities, the human treatment and quality of the services offered.

Furthermore, we have been awarded with the following certificates:

UNE-EN-ISO 9001: 2015 Quality management system.

UNE-EN-ISO 14001:2015 Environmental management system.

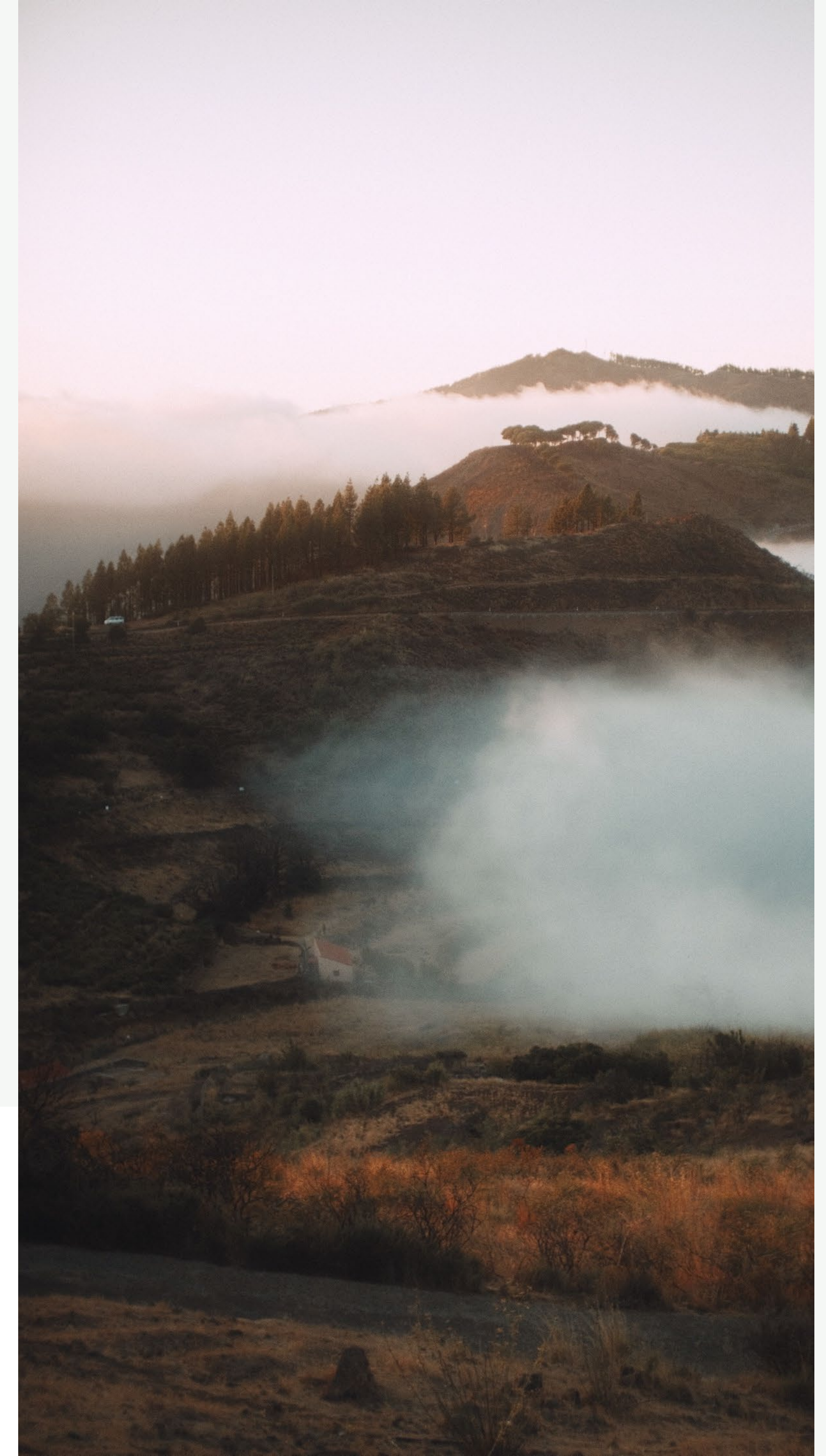
UNE-EN 15017:2020 Funeral Services.



### Members of national and international professional associations in the sector:



Bundesverband  
Deutscher Bestatter e.V.



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## CORPORATE SOCIAL RESPONSIBILITY

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We integrate into our own strategy the policies of social commitment focused on the development of a transparent activity where people are the centre, professionals one of the most important asset, and respect for regulations, social integration, the environment and, in general, the principles of sustainability are part of our management model.

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## SERVICES

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### NETWORK OF PARLOURS AND FACILITIES

We've adapted our parlours to create a warmer and closer environment, adapted to families' needs.



#### WAKE ROOMS

Our rooms, spacious and with different environments, have air conditioning and personalised assistance.



#### CHAPELS AND CEREMONIAL ROOMS

For hosting and carrying out a farewell service, with a multi-faith character.



#### CAFETERIAS AND SELF-SERVICE

The cafeterias integrated in our parlours offer their food and beverage services with long service hours, completed if necessary with self-service systems.



#### PUBLIC ADMINISTRATION

Our activity is also historically linked to the provision of publicly-owned services, such as the management of funeral services and municipal cemeteries. We also collaborate as a legal medical centre and operator for judicial collections.



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