

Lógica

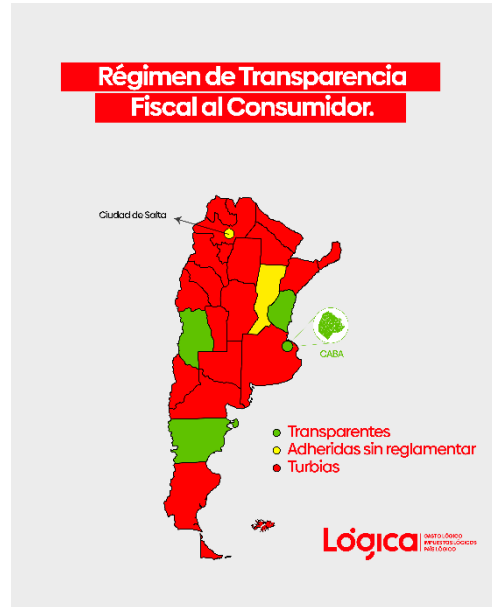
Global Giving Report
July 2026

Gasto Lógico. Impuestos Lógicos. País Lógico.

Fiscal Transparency Regime - Update

Significant updates have occurred regarding the provincial implementation of the Consumer Fiscal Transparency Regime (FTR) since the last report:

- **Key Progress:** The provinces of Entre Ríos, Chubut, Mendoza, and the City of Buenos Aires (CABA) have officially regulated the disclosure of local taxes on sales tickets. Consequently, the impact of the Gross Income Tax will become visible to consumers on receipts in the coming months.
- **Executive Adhesion:** Santa Fe joined the regime via an executive resolution, though its operational regulations are still pending.
- **Municipal Incorporation:** The city of Salta has integrated fiscal transparency into its municipal charter, with its implementation process currently pending development.



Consumer Protection Initiatives

We maintain continuous strategic contact with the National Undersecretary for Consumer Protection, Fernando Blanco Muiño, who remains one of the primary government proponents of the FTR.

Under Decree 146/2026, this undersecretary—operating under the Secretariat of Industry and Commerce—was granted explicit enforcement authority to drive the RTFC initiative forward. With these expanded faculties, progress is being made on establishing a specialized "calculation agent" (modeled after Brazil's framework). This agent will be essential for calculating an accurate, aggregated tax burden across the entire production chain for goods and services delivered to final consumers.

Furthermore, we were invited by the Undersecretary to present at the recent meeting of the Federal Council of Internal Trade and Consumer Protection (COFECI) held in Rosario on March 19. This forum gathered Trade Secretaries and Consumer Protection Directors from all Argentine provinces, allowing us to outline the current status of provincial adhesion to the regime.

First tickets including Gross Income Tax

TICKET NUEVO EN ENTRE RÍOS

Nueva columna:
- Alícuota IIBB

Nueva leyenda:
Régimen de Transparencia Fiscal al Consumidor
Ley nacional 27.743 - Ley Provincial 11.232

Se discrimina IVA Contenido e Ingresos Brutos

Régimen de Transparencia Fiscal al Consumidor
(Ley Nacional 27.743 - Ley Provincial 11.232)

IVA Contenido:	177,676.60
Ingresos Brutos:	18,595.04

Ejemplo de Factura

Entre Ríos

Chubut

"Tano" Pasman Awareness Campaign

In March, we produced and launched the third awareness spot featuring "Tano" Pasman and Andy Olivera. This comedic, ironic series highlights the heavy tax burden hidden within everyday consumer transactions.

- **Campaign Focus:** This installment focuses on bank loans, specifically a pledge loan for purchasing a vehicle. The narrative centers on how concealed taxes substantially undermine private credit access in Argentina.
- **Institutional Support:** The campaign was developed in close collaboration with the private banking associations of Argentina, ABA and ADEBA.

Media Campaign Metrics

The reach achieved across the original video spot and its subsequent iterations includes:

- **Total Views:** Over 18 million views.
- **Unique Accounts:** Reached 5.3 million unique users.
- **Engagement:** Just under 1.3 million interactions.

This campaign underscores the capacity of the corporate sector to deliver high-impact, clear public messages to millions of citizens. These efforts were further bolstered by direct appearances and features across major press outlets to maximize visibility.



Constitutional Validity of Municipal Fees (Draft Bill)

On June 4, we participated as expert panelists in a legislative workshop organized by National Deputy Patricia Vásquez regarding her proposed draft bill: the Regime for the Constitutional Validity of Municipal Fees.

The core pillar of this legislative project establishes that municipal fees may only be levied when a concrete, reciprocal public service is provided, and the fee amount must be strictly tied to the operational cost of rendering that specific service. The presentation was attended by national and provincial legislators, alongside key business sector representatives.

Targeted Task Forces

We are currently advancing four distinct public awareness and strategic action tracks, currently at varying stages of implementation:

- Task force dedicated to combating economic informality.
- Task force dedicated to addressing the unchecked growth of municipal fees.
- Targeted advocacy to lower the tax burden levied on private-sector credit lines.
- Strategic legal actions aimed at improving fiscal justice, organized in coordination with FORES (Study Forum on the Administration of Justice).

Press, Media, and Institutional Outreach

Since last report:

- Media Coverage: We secured more than 50 appearances across major media outlets since the previous report.
- Social Media: Over 40 specialized publications were shared via our official digital channels (@paisconlogica).
- Sectorial Forums:
 - Internet Day (Hosted by CABASE – Internet Chamber): On May 7, Matías Olivero Vila spoke on the panel "Country Models in Conflict: From Economic Promotion to Fiscal Voracity," sharing the stage with municipal mayors Mauricio Davico (Gualeguaychú, Entre Ríos) and Rodrigo Aybar (Tres de Febrero, Buenos Aires).
 - Maizar 2026 Congress: Participated in the panel "From Visibility to Transformation: A Feasible Tax Agenda," organized by the Argentine Corn and Sorghum Association.

First Annual Fundraising Event

On Tuesday, May 12, we hosted the first Annual Lógica Event at the Museum of Latin American Art of Buenos Aires (MALBA). This gathering offered an invaluable opportunity to connect personally with our donors and institutional allies while celebrating our shared milestones.

Following an institutional video screening, our President, Matías Olivero Vila, delivered the opening remarks. This was followed by an executive roundtable discussion regarding pressing fiscal issues. The evening concluded with a celebration marking our signature

milestone: the formal regulation of the Consumer Fiscal Transparency Regime in Entre Ríos, Chubut, and CABA.

We extend our gratitude to our annual supporters and the event sponsors who made the evening possible.

Featured Guest Speakers

- Business Sector:
Martín Berardi (Ternium)
Federico Braun (La Anónima)
Matías Fernández Díaz (Mercado Libre)
Enrique Cristofani (Businessman & New Director of Lógica)
- Public Sector:
Fernando Blanco Muiño (National Undersecretary for Consumer Protection)
Diego Valenzuela (Buenos Aires Province Senator)
Gabriel Sánchez Zinny (Chief of Cabinet, Buenos Aires City Government)
Rogelio Frigerio (Governor, Entre Ríos)



