



## GRUPO HERDEZ

WAS RANKED AS ONE OF THE 20 COMPANIES WITH THE BEST REPUTATION IN MEXICO

**Mexico City, Mexico, September 09, 2021** – Grupo Herdez was recognized for the 9th consecutive year as one of the 100 Companies with the Best Reputation in Mexico by MERCO, one of the most important monitors of corporate reputation in Latin America and Spain.

This year, it ranked 4<sup>th</sup> in the food sector and 17<sup>th</sup> in the general list of companies, climbing 2 and 31 positions, respectively.

“This distinction fills all of us that form part of this family with pride, since it is the reflection of our strategy, our values, and our daily work.” said Héctor Hernández-Pons, Chairman and Chief Executive Officer of Grupo Herdez.

Every year, MERCO evaluates the 100 Leaders with the best reputation in the country, and once again, our Chairman and Chief Executive Officer Héctor Hernández-Pons was recognized by this organization as one of the leaders with the best reputation in Mexico, ranking 27<sup>th</sup> in the list.

MERCO is a special corporate reputation monitor from Spain, which has been able to position itself as one of the most relevant and credible reputation evaluation entities in Latin America and Spain.

This index is prepared through surveys and interviews of consumers, financial analysts, journalists, representatives of non-governmental organizations, consumer associations, and opinion leaders, and it recognizes Mexican companies that have a presence in Mexico and in the world; with digital communication, and that stand out in their financial, social, and environmental performance, directly and indirectly benefiting the country.

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## ABOUT GRUPO HERDEZ

Proudly, we are the Mexican food company with the longest history in the country. Since 1914, we have brought Mexican families the best of our gastronomy and the flavors of the world, and we have brought the best of the flavors of Mexico to the world. We have been listed on the Mexican Stock Exchange since 1991 and our purpose is to be a worthy representative of the recipes and ingredients of our cuisine at a global level, working committed to the social and environmental needs of the places where we operate.

We are leaders in the processed food sector and a major player in the ice cream category in Mexico, in addition to having a solid presence in the United States through MegaMex, as leaders in the production and marketing of guacamole, as well as in the categories of sauces and frozen Mexican food, in the United States. We currently have a presence in 99% of Mexican homes through a broad portfolio of more than 1,500 products, with which we provide solutions to the daily life of our consumers, by offering them variety and convenience for different lifestyles in the categories of tuna, spices, guacamole, ice cream, mayonnaise, jams, honey, mole, mustard, pasta, organic products, tomato puree, homemade sauces, ketchup, tea, canned vegetables and many more. These products are marketed through an exceptional portfolio of brands, including Aires de Campo, Barilla, Blasón, Búfalo, Cielito Querido Café, Del Fuerte, Doña María, Embasa, Frank's, French's Helados Nestlé®, Herdez, McCormick, Moyo, Nutrisa and Yemina.

We align our sustainability strategy to the 6 Sustainable Development Goals of the 2030 Agenda, of the United Nations Organization, being signatories of the Global Compact since 2012. This vision of contributing to the well-being of people, communities and the planet is shared with a great team of more than 9,000 collaborators, and executed through a solid infrastructure that includes 13 production plants, 25 distribution centers and more than 600 points of sale of our Cielito Querido Café, Lavazza, Moyo and Nutrisa brands.

