



## GRUPO HERDEZ

### Receives distinctives for Social Investment and Social Inclusion from CEMEFI

- *Grupo Herdez received for the first time the distinctives of Socially Responsible Company with 1% Social Investment and Socially Responsible Company Social Inclusion*
- *For 14 years, the company has been distinguished as a Socially Responsible Company by Cemefi*
- *Annually, the company invests around 2.5% of its net income in social programs through the programs of the Herdez Foundation and Saber Nutrir*

**Mexico City, June 1, 2022.- Grupo Herdez**, the food company with the longest history in the country, received for the first time the Social Investment distinctive, awarded by the Mexican Center for Philanthropy (Cemefi) to 18 corporations that, in addition to having the distinction of Socially Responsible Company (ESR), have made a public commitment to allocate at least 1% of their profits before taxes to social benefit actions.

Annually, the company invests around 2.5% of its net income in social programs. During 2021, the "United We Do More" campaign of food support to alleviate the effects of the covid-19 contingency in groups of women in prison, single mothers and families in vulnerable situations shined.

This campaign, promoted through the Herdez Foundation and in alliance with the Network of Food Banks of Mexico (Red BAMX), REINSERTA, A.C. and the IAP Foundation for the Dignification of Women benefited more than 18,500 people with the delivery of fortnightly food packages in Mexico City, State of Mexico, Xalapa, Ciudad Victoria and Morelos.

In addition to obtaining the Socially Responsible Company (ESR) distinctive for the fourteenth consecutive year, Grupo Herdez also received the Social Inclusion distinctive, awarded to only 21 ESRs for assuming, voluntarily and publicly, the commitment to adopt a Social Inclusion policy aligned to its business strategy, which integrates programs that help reduce social backwardness in those sectors of the community with which they are linked, based on the contribution made to the United Nations 2030 Agenda for Sustainable Development.



In 2021, Grupo Herdez's social responsibility program, Saber Nutrir®, was positioned within the "Mexican Companies for the 2030 Agenda" Report of the Global Compact, as a good practice of SDG 2: Zero Hunger.

For 14 years, through this initiative, the company has promoted food security projects in vulnerable communities. During 2021, in alliance with the Pro Mazahua Foundation, it implemented 125 projects for the production and marketing of food in communities of the State of Mexico and Yucatan, such as family gardens, greenhouses, chicken coops, farms, safe water systems, among others. In this way, it positively affected the food development of 482 families in 23 communities.

With these actions, Grupo Herdez reaffirms its commitment and contribution to the fulfillment of the 6 SDGs within its comprehensive sustainability strategy, adopted in 2019.

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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.

#### **ABOUT FUNDACIÓN HERDEZ**

Fundación Herdez, A.C. is a non-profit philanthropic association belonging to the Grupo Herdez Family to provide a



service to civil society in our country. It was founded in Mexico City in 1988 by Don Enrique Hernández-Pons, The headquarters are located in the Historic Center and its field of action covers the entire Mexican Republic. Its objectives respond to an institutional vision whose mission and strategies are aimed at carrying out social education, cultural, scientific and technological projects in the food field. For more information, visit <https://fundacionherdez.com/>

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