



GRUPO HERDEZ ANNOUNCES AN ACQUISITION ON THE MEDITERRANEAN FOOD SEGMENT

Mexico City, Mexico, October 24, 2022 - Grupo Herdez, S.A.B. de C.V. ("Grupo Herdez" or the "Company") (BMV: HERDEZ) the Mexican food company with more history in the country, through its subsidiary Herdez Del Fuerte, announces the acquisition of the companies Interdeli and Deli, Dips & Snacks ("Mediterranean") for MXN 587 million. Mediterranean owns the brands LIBANIUS®, FLAVEUR®, LIGURIA®, among others (<https://libanius.com.mx/>). Mediterranean is a market leader in Mexico in the production and sales of authentic Mediterranean-style ready-to-eat products.

This acquisition is part of Grupo Herdez's strategy to grow new capacities and offer new products and tastes, expanding its brand portfolio by introducing products in new categories such as dry labneh, hummus, goat cheese, pita bread, and others. LIBANIUS®, FLAVEUR®, LIGURIA® and the rest of the brands of Mediterranean join the Preserves segment, where the Company consolidates the financial results of Aires de Campo, Barilla, Búfalo, Del Fuerte, Doña Maria, Herdez, and McCormick, among others.

Net sales of Mediterranean on the last twelve months were MXN 473 million, with an EBITDA margin of 16.2%. Mediterranean has two plants in Querétaro and a workforce of more than 300 employees. Likewise, they are leaders in the categories were they participate - approximately 74% of net sales- and innovation is a key component of the company's growth.

"With this acquisition, we strengthen our powerful brand portfolio. Mediterranean offers the flair of mediterranean food to the tables of Mexican families and innovation will keep us close to our consumers," said Héctor Hernández-Pons Torres, Chairman and CEO of Grupo Herdez.

"With this incorporation, we strengthen Herdez Del Fuerte portfolio, through authentic products, focusing on new consumer trends with high growth potential. In addition, we will benefit from strategic, operational, and commercial synergies in the Consumer Sector, recognized for its leading and flagship brands in Mexican gastronomy," Alejandro de la Barreda Gómez, KUO's CEO said.



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ABOUT GRUPO HERDEZ

We are proud to be the oldest Mexican food company in the country. Since 1914, we have been bringing Mexican families the best of our cuisine and the flavors of the world, and taking the most delicious flavors of Mexico to the rest of the globe. We have been listed on the Mexican Stock Exchange since 1991, and our mission is to be a worthy representative of Mexico worldwide.

We are leaders in the processed foods sector, and an important player in the ice cream category in Mexico, in addition to being the fastest-growing company in the Mexican food segment in the United States through Megamex. We are currently present in 99% of Mexican households through our large portfolio of more than 1,380 products, with which we provide solutions to the daily lives of our consumers, offering them variety and convenience for different lifestyles. We participate in the categories of tuna, spices, guacamole, ice cream, impulse, yogurt, mayonnaise, marmalades, honey, mole, mustard, pastas, organic products, tomato purée, homemade salsas, ketchup, tea, canned vegetables, and many more, and we are leaders in several of these categories in Mexico. These products are sold through an exceptional portfolio of brands, including: Aires de Campo, Barilla, Blasón, Búfalo, Cielito Querido Café, Del Fuerte, Doña María, Embasa, Helados Nestlé®, Herdez McCormick, Moyo, Nutrisa and Yemina.

We are committed to the social and environmental needs of the locations where we operate, and have aligned our sustainability strategy with the United Nations 2030 Agenda. This vision is shared with an exceptional team of more than 10,000 employees, and it is implemented through the solid infrastructure of our 13 production plants, 24 distribution centers, and more than 600 points of sale of our brands: Cielito Querido Café, Lavazza, Moyo, and Nutrisa. For more information, visit grupoherdez.com.mx or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

ABOUT LIBANIUS

For more than 20 years, LIBANIUS has been committed to providing nutritious, authentic Mediterranean food to Mexican families. The company's portfolio includes dairy products, hummus, dry labneh, pita bread, pita crisps, goat cheese, Mexican cheeses, tortillas, toast, and Greek yogurt. LIBANIUS has two plants in Querétaro, more than 300 employees, 100+ products and more than a dozen brands.

FORWARD-LOOKING STATEMENTS

The information contained herein (the "Information") has been prepared by Grupo Herdez, S.A.B. de C.V., its associated companies, subsidiaries and/or affiliated companies ("Grupo Herdez"), and may contain forward-looking statements that reflect Grupo Herdez's current expectations and views, which may differ materially due to various factors, risks and uncertainties. Therefore, Grupo Herdez and/or its respective officers, employees, or agents, assume no responsibility or liability for any discrepancy in the Information. In particular, but without prejudice to the foregoing, no warranty is given as to the accuracy of the statements or future variations of the Information, or any other written or oral Information issued by Grupo Herdez. The Information has been provided solely for informational purposes. The issuance of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.

