



**GRUPO HERDEZ**

**GRUPO HERDEZ MULTIPLIES YOUR SOLIDARITY: EACH PESO DONATED WILL BE DOUBLED FOR THE RECONSTRUCTION OF ACAPULCO**

- They would donate an additional peso for every peso donated by the public.
- Grupo Herdez has donated more than 18 tons of products to those affected.

**Mexico City, January 29, 2024** - In an effort to contribute to the reconstruction of communities affected by the recent Hurricane Otis, Grupo Herdez joined this support initiative through its brands Nutrisa, Moyo, Cielito Querido Café and Chilim Balam.

From November 6 to February 15, 2024, for every peso that consumers donate, Grupo Herdez will contribute an additional peso. This strategy aims to multiply the impact of donations and maximize support for communities affected by Hurricane Otis.

Grupo Herdez aims to donate up to one million pesos through this initiative, which will be added to the 764 tons of food delivered in alliance with Sanfer and La Costeña and through institutions such as the Red Cross, Cáritas Mexicana, Walmart Foundation, Sanfer Foundation, Un Kilo de Ayuda, Origen Gilberto Foundation, Échale, Grupo Herdez, UPS and Aalsea. To date, around 162,000 people have been impacted with these supports.

To guarantee transparency and monitoring of donations, the money raised will be managed by Fundación Herdez, an organization with extensive experience in the execution of social projects and support for communities in vulnerable situations. Created by Grupo Herdez and founded by Don Enrique Hernández-Pons in 1988 in Mexico City, it has been characterized by contributing to the food security of Mexico.

The donation can be made in Nutrisa, Moyo, Cielito Querido Café and Chilim Balam stores nationwide. To consult participating stores or learn more details about the donation campaign, visit the Grupo Herdez website ([www.grupoherdez.com.mx](http://www.grupoherdez.com.mx)) or on its social networks.



In 2021, Fundación Herdez joined forces with the network of Food Banks of Mexico (BAMX), Reinserta A.C. and the Foundation for the Dignification of Women A.C. in the joint campaign, United We Do More. This collaboration reinforced Grupo Herdez's firm commitment to meeting the Sustainable Development Goal (SDG) of Zero Hunger, demonstrating its commitment to the food security of families and communities in adverse situations.

Details on the management of donations made, as well as complete information on their destination, will be available to all interested parties on the foundation's website ([www.fundacionherdez.com](http://www.fundacionherdez.com)) and in Grupo Herdez's annual reports. In this way, donors can be completely certain of the seriousness and transparency in the management of funds intended to help communities affected by the hurricane.

During these times of difficulties, Grupo Herdez calls for the solidarity of the community in general, inviting you to join this noble cause. Every donation can make a significant impact in the lives of the people who need it most.

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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 the best of our gastronomy and the flavors of the world to Mexican families, 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 on 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 an important 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. 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 lives of our consumers, by offering 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 sauce, 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, Flaveur, Frank's, French's Helados Nestlé®, Herdez, Libanius, Liguria, McCormick, Moyo, Nutrisa and Yemina.

We align our sustainability strategy with the 7 Sustainable Development Goals of the 2030 Agenda of the United Nations, 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 10,500 employees, and executed through a solid infrastructure that includes 15 production plants, 24 distribution centers and more than 690 points of sale of our brands Cielito Querido Café, Chilim Balam, Lavazza, Moyo and Nutrisa. For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

## STATEMENT-ON FUTURE PERFORMANCE



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