



EXTRAORDINARY SHAREHOLDERS MEETING OF GRUPO HERDEZ, S.A.B. DE C.V.

In accordance with Sections Thirteen and Fifteen of the Bylaws of Grupo Herdez, S.A.B. de C.V. (the "Company"), and Articles 180, 181 and 186 of the General Law of Corporations, the shareholders of the Company are invited to THE EXTRAORDINARY SHAREHOLDERS MEETING to be held on **April 17th, 2024**, at **17:00 p.m.** at Monte Pelvoux No. 215, Col. Lomas de Chapultepec, C.P. 11000, Mexico City, the main offices of the Company, for the purpose of discussing the matters included in the following:

AGENDA

The Shareholders' Meeting shall be held in terms of the following:

- I. **Discussion and, if applicable, approval of the amendment to Sections Seventh, Tenth, Eleventh, Twelfth, Thirteenth, Fifteenth, Eighteenth, Nineteenth, Twentieth, Twenty-fifth and Twenty-sixth of the Company's bylaws, in order to incorporate therein the use of telematics to call and hold shareholders' meetings, as well as the meetings of the administrative bodies.**
- II. **Appointment of delegates to comply with the resolutions reviewed by the Shareholder's Meeting and, as the case may be, to formalize them as appropriate.**

For more information, please visit the following website: <https://grupoherdez.com.mx/asamblea-accionistas/>

ATTENDANCE REQUIREMENTS

To attend the Shareholders Meeting, shareholders must be duly registered in the Company's Share Registry Ledger of the Company or proof ownership of shares in accordance with the provisions of Articles 290 and 293 of the Securities Market Law. In addition, shareholders must request an admission card from the Secretary (non-member) of the Board of Directors, at the offices located at Monte Pelvoux No. 215, Col. Lomas de Chapultepec, C.P. 11000, Mexico City, on the last business day preceding the date of the Shareholders Meeting, at the latest. Such card will be issued after the deposit of provisional stock certificates or securities, or against delivery of the document which, pursuant to Article 290 of the Securities Market Law, certifies the deposit of provisional certificates or securities with any Securities Deposit Institution, or with any fiduciary institution, or any domestic or foreign lending institution or brokerage house authorized pursuant to the Securities Market Law.

Shareholders may attend the Meeting **(1)** in person or be represented by proxies appointed by means of a simple power of attorney signed before two witnesses, by means of a form in terms of Section III of Article 49 of the Securities Market Law or by any other form of proxy granted in accordance with the law, it being understood that the members of the Board of Directors of the Company may not exercise such power of attorney, or **(2)** by proxies of brokerage firms, trusts, funds, national or foreign credit institutions and/or entity of the financial sector and/or the securities market in the meetings, who may prove their personality by means of a power of attorney granted on the forms prepared by the Company itself and which are available to shareholders through the intermediaries of the Securities Market, at <https://grupoherdez.com.mx/asamblea-accionistas/> or at the offices of the Company itself at least 15 calendar days prior to the Annual General Shareholders Meeting. Such original forms must be delivered to the Secretary (non-member) of



the Board of Directors at the Company's offices located at Monte Pelvoux No. 215, Col. Lomas de Chapultepec, C.P. 11000, Mexico City.

The share certificates, if any, deposited with the Company in order to have the right to attend the Meeting, will not be returned to their holders until after the Meeting has been held, upon delivery of the receipt issued for them to the shareholder or his representative.

Mexico City, March 25, 2024.

Claudia L. Luna Hernández
Secretary (non-member) of the Board of Directors