

GRUPO HERDEZ

GUIDANCE FOR 2025

Mexico City, January 29, 2025 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ) announces guidance for 2025.

	Preliminary Non-Audited 2024 Figures	Guidance 2025 (% change)
Net Sales (Δ)	37,425	6-8
Preserves	28,945	5-7
Impulse	5,102	19-21
Exports	3,378	1-2
EBIT (Δ)	5,280	4-6
Preserves	5,277	1-2
Impulse	(224)	74-76
Exports	226	31-33
EBITDA (Δ)	6,529	5-7
Preserves	5,787	1-3
Impulse	419	45-47
Exports	324	22-24
Equity investment in associated companies (Δ)	409	59-61
MegaMex	420	41-43
Consolidated net income (Δ)	3,348	9-11
Majority Net Income (Δ)	1,360	27-29
CapEx	978	MXN 1,500-2,000

Figures in millions of MXN

- It is estimated that approximately two-thirds of projected net sales growth will be driven by higher volumes.
- A slight pressure on EBIT and EBITDA margins is anticipated, primarily due to rising costs, exchange rate fluctuations, and higher logistics-related expenses due to increased storage capacity. Additional costs are expected from the implementation of the ERP project.
- Consolidated net income is projected to improve significantly, supported by the normalization of avocado prices and operational efficiencies across MegaMex’s three business lines.
- The CapEx for 2025 is estimated to be between MXN 1,500 and 2,000 million, of which MXN 500 million is expected to be allocated to the ERP migration. The remainder will be allocated to expanding production capacity for the export salsa line, installing a new long pasta production line for Barilla, and refurbishing stores within the Impulse segment.



CONTACT INFORMATION

invrel@herdez.com

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, while taking the most delicious flavors of Mexico to the rest of the globe. We have been listed on the Mexican Stock Exchange since 1991; 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, as leaders in guacamole production and marketing, as well as in categories such as salsa and Impulse Mexican food. We are currently present in 99% of Mexican households through our large portfolio of more than 1,500 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 products, 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®, Flaveur®, Frank's®, French's®, Helados Nestlé®, Herdez®, Libanius®, Liguria®, 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 7 Sustainable Development Goals of the United Nations 2030 Agenda. This vision is shared with an exceptional team of more than 12,000 employees, and it is implemented through the solid infrastructure of our 15 production plants, 24 distribution centers, and more than 690 points of sale of our brands: Cielito Querido Café®, Lavazza®, Moyo®, and Nutrisa®.

For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

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. 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.

