



C O R P O R A T E
P R E S E N T A T I O N
J U N E 2 0 2 5



FORWARD-LOOKING STATEMENT

The information contained herein (the “Information”) has been prepared by Grupo Herdez, S.A.B. de C.V., its subsidiaries and/or affiliated companies (“Grupo Herdez”), and may contain forward-looking statements that reflect Grupo Herdez’s current expectations and views, which may vary materially due to various factors, risks and uncertainties.

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The Information has been provided solely for informational purposes. The issuance of this Information shall not be taken as any form of commitment of Grupo Herdez to proceed with any transaction.

All the information contained in this document is prepared in accordance with International Financial Reporting Standards (IFRS) as of December 31, 2024, unless otherwise stated.

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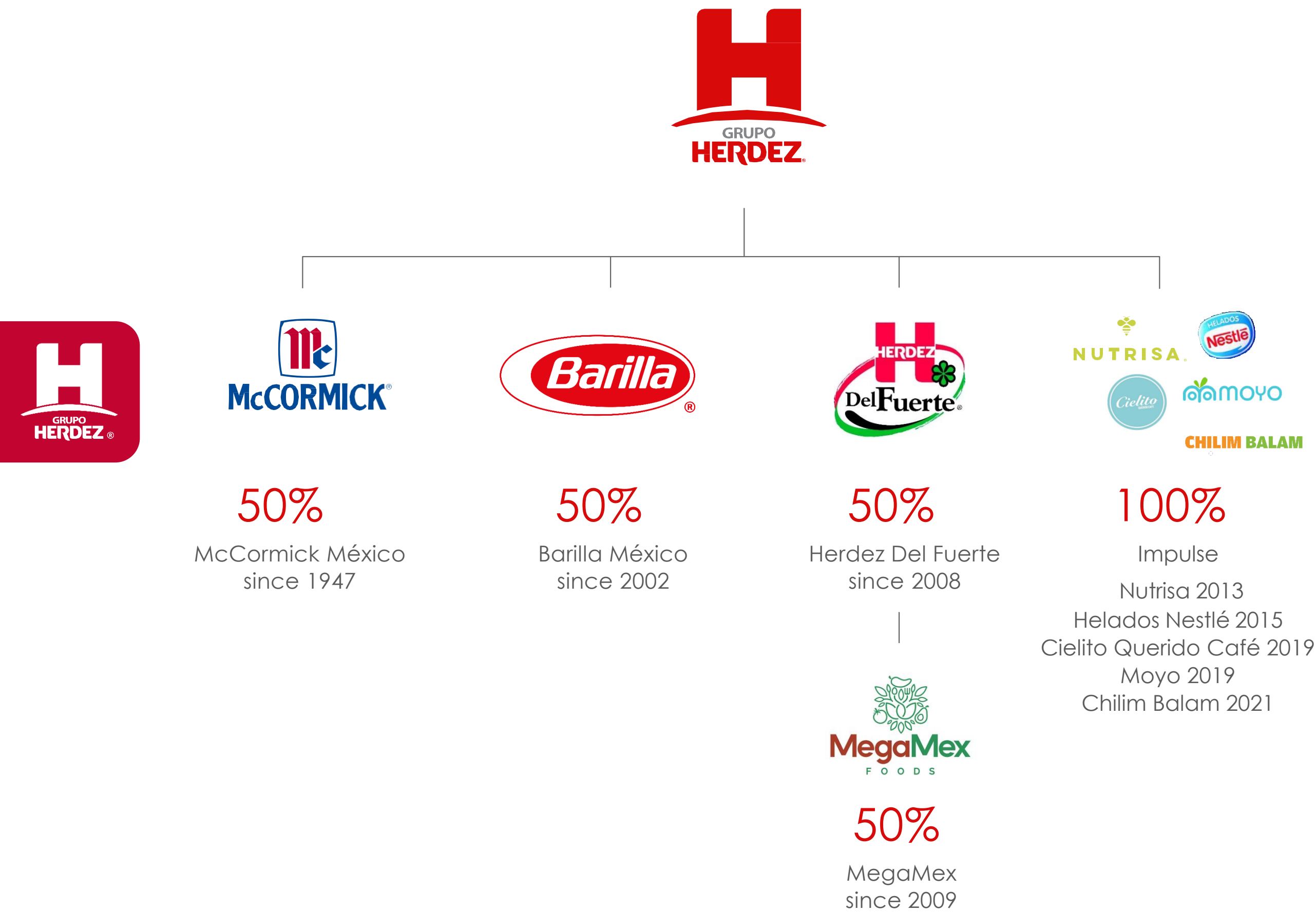
Overview

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Corporate Structure



Grupo Herdez consolidates 100 percent of its Impulse division, Herdez Del Fuerte - Mexico, Barilla México and McCormick de México in its financial statements

The proportional stake of Herdez Del Fuerte in MegaMex is registered in "Equity Investment in Associated Companies."

Grupo Herdez

+110
Years of Experience



+25 Brands
Commercial Leadership

3 segments
Diversified Portfolio



Strategic Components for Development

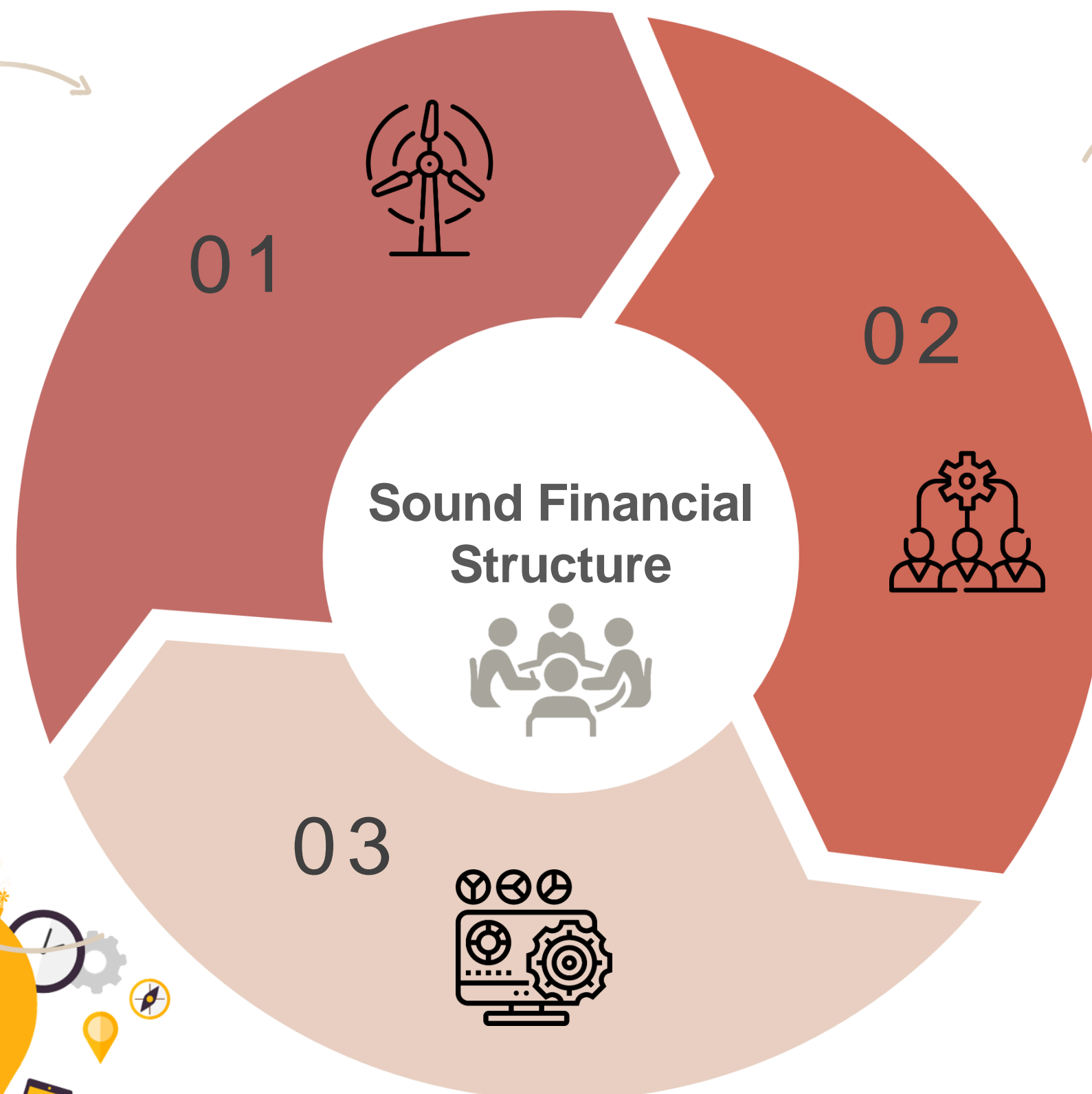
Sustainability

The sustainability strategy of Grupo Herdez aims to address the concerns and expectations of its key stakeholders.



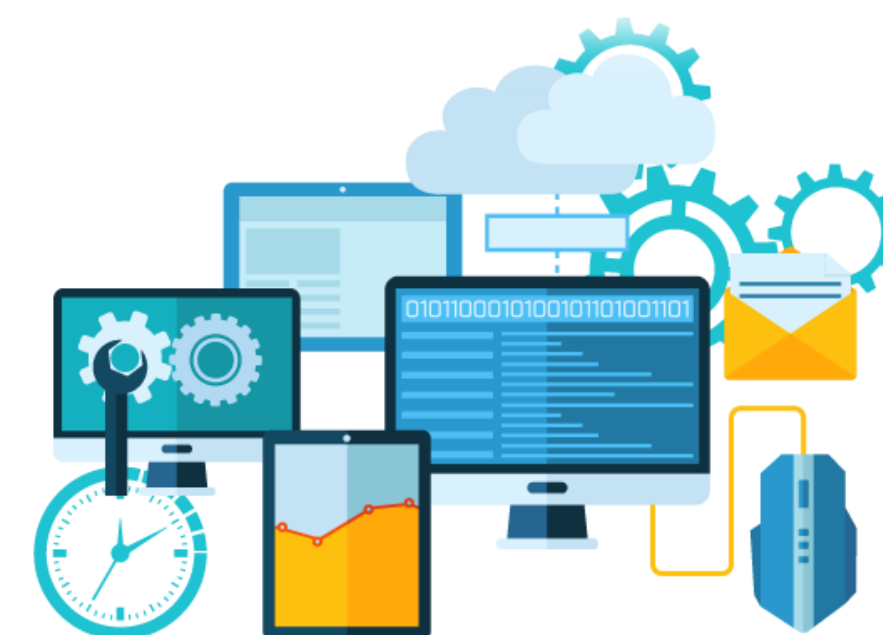
Innovation

Allows us to ensure the satisfaction of the needs and expectations of our customers and consumers, under strict profitability, strategic potential, and sustainability standards.



Digital Transformation

Through the integration of digital technologies across the organization, we are fundamentally changing how we operate and deliver value to our clients, consumers, and personnel.



Sustainability Strategy

We are signatories to the United Nations Global Compact and are committed to the following SDGs:



Community



2. Zero Hunger



People



8. Decent Work and Economic Growth

5. Gender Equality



Planet

6. Clean Water and Sanitation



7. Affordable and Clean Energy

12. Responsible Consumption and Production



13. Climate Action

Main Results



1%

Of our consolidated net income is invested in social programs

+142

Thousand people benefited from food safety, marketing, safety and hygiene programs

+8

thousand students participated in nutrition education sessions

+2,300 man-hours of training in the Plato del Buen Vivir program.

100% of our plants have the Safe and Healthy Workplace badge ELSSA issued by the IMSS (Mexican Social Security Institute).

25.5 average training hours per employee

76%

Of the waste we generate gets recycled.

43%

Of our energy consumption comes from clean sources

2%

Of our consolidated net income is invested in environmental initiatives

2%

Additional reduction, from our water consumption intensity target of 2.10 m³/ton produced to 2.06 m³/ton produced.

Figures as of December 2024

07

Awards



Carbon Disclosure Project

Rating 2024

Forests : C

Water : C

Climate Change: D

MSCI
ESG RATINGS

CCC B BB BBB A AA AAA

Rating 2024: A

It aims to measure the resilience of the company to ESG risks over the long term.



2024 Rating

ESG – 3.72 (86.6%) Leader

E – 4.48 (88.8%) Leader

S – 3.19 (85.5%) Leader

G – 3.32 (8.5%) No change

Certifications & Scores

ABC Company Incorporated
Food Products

S&P Global CSA Score 2024

A key component of the S&P Global ESG Score

40 /100

As of August 25, 2024.

The S&P Global Corporate Sustainability Assessment (CSA) Score is the S&P Global ESG Score without the inclusion of any modeling approaches. S&P Global ESG Scores cannot be compared across industries. They measure a company's sustainability performance relative to industry counterparts. Learn more at [spglobal.com/esg/scores](https://www.spglobal.com/esg/scores)

S&P Global

Sustainable1



ISO50001 Energy Management

Three plants



ISO140001 Environmental Management

One plant



Clean Industry

Two plants

AIRES DE CAMPO

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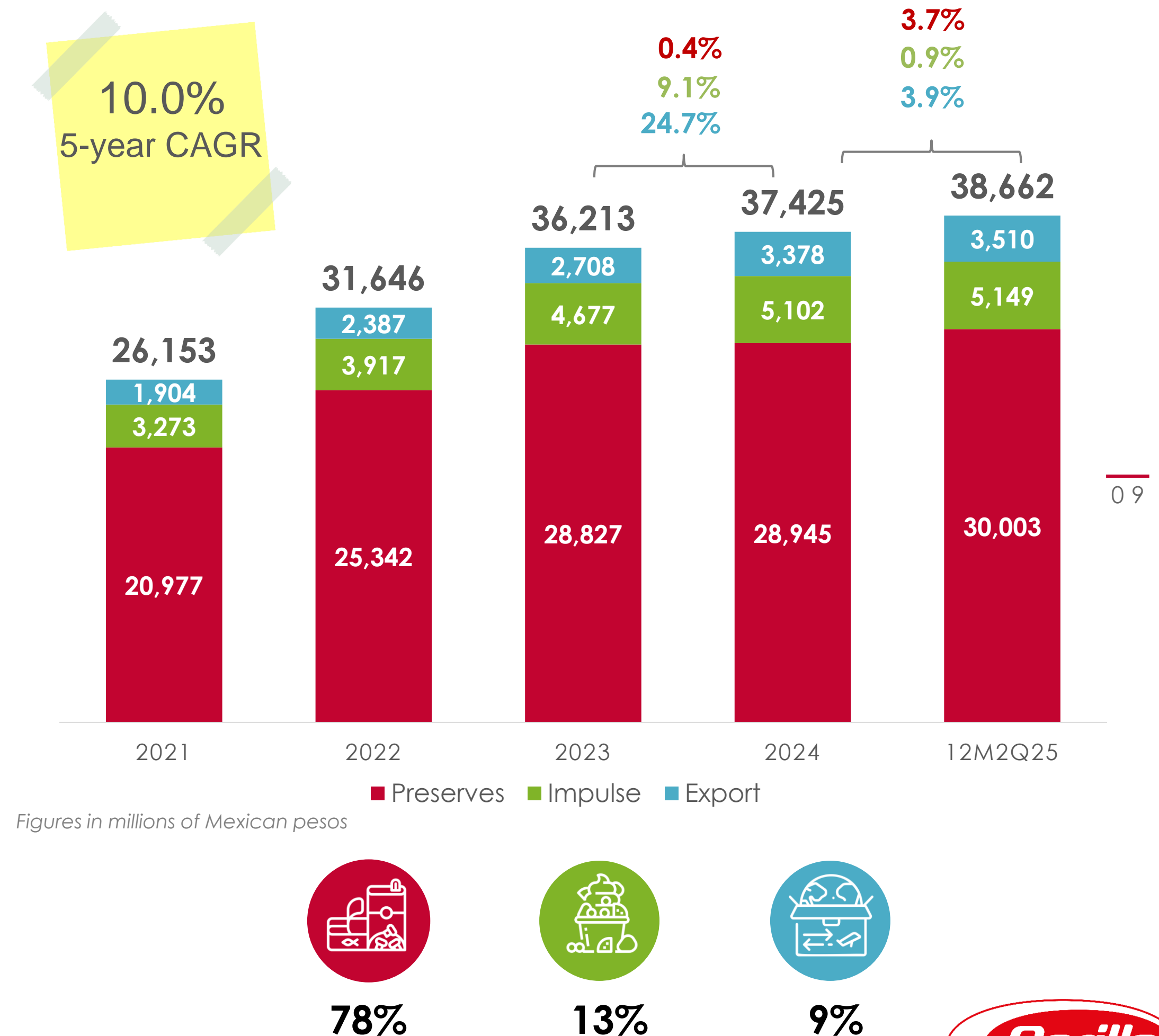
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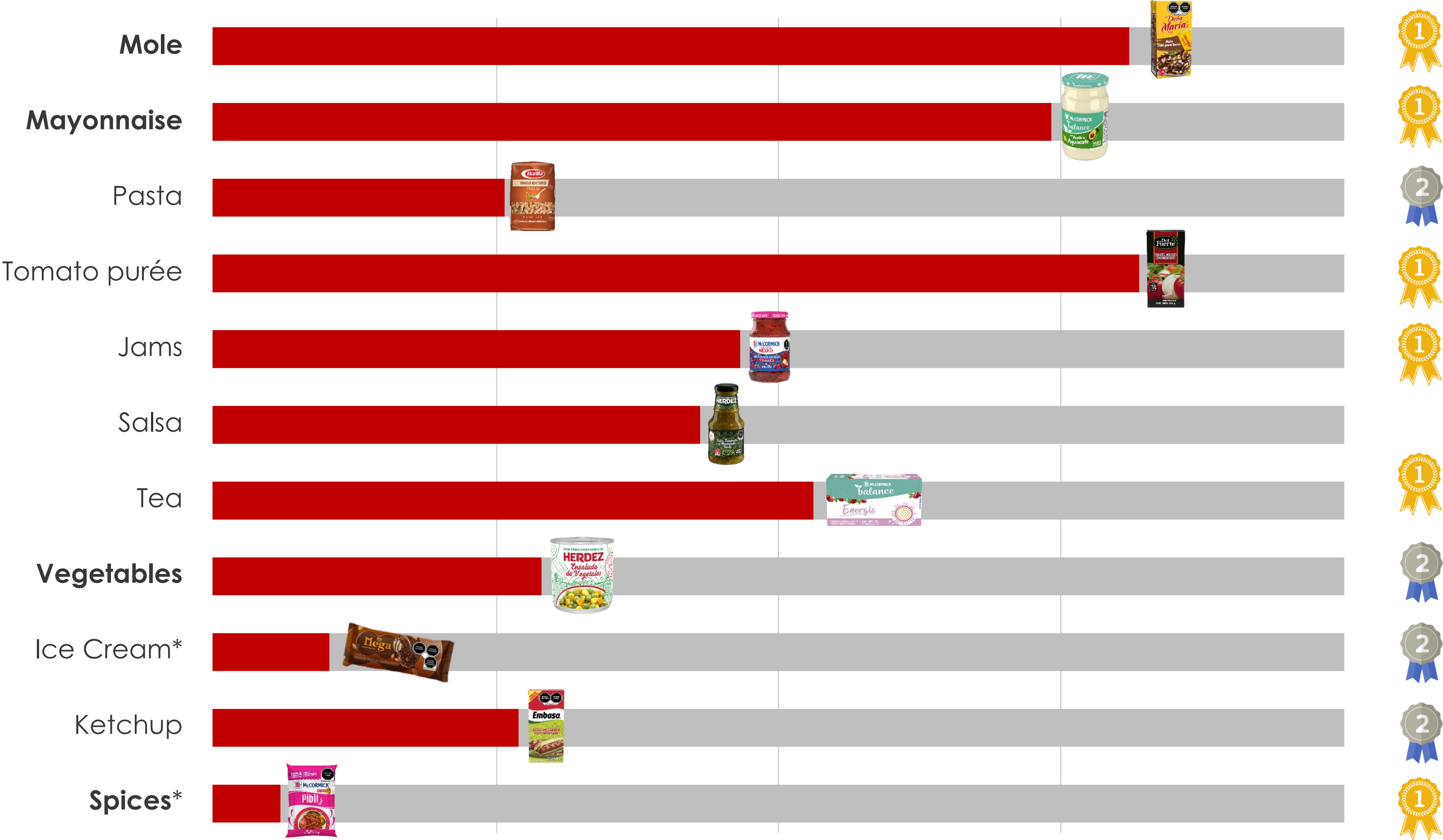
Net Sales

Solid and sustained growth

- Net sales have grown 2.4x in the last ten years.
- We are #1 or #2 in categories that represent 86% of our sales in México.
- Our products have 99% market penetration.
- Each household in Mexico buys our products 19 times on average throughout the year.
- With participation in more than 26 categories of ambient, chilled, and frozen foods, as well as more than 1,500 SKUs across different markets.



Market Share



Market Share on national SuperMarket and Wholesalers channels

25%

50%

75%

*National Market Share Supermarket channel



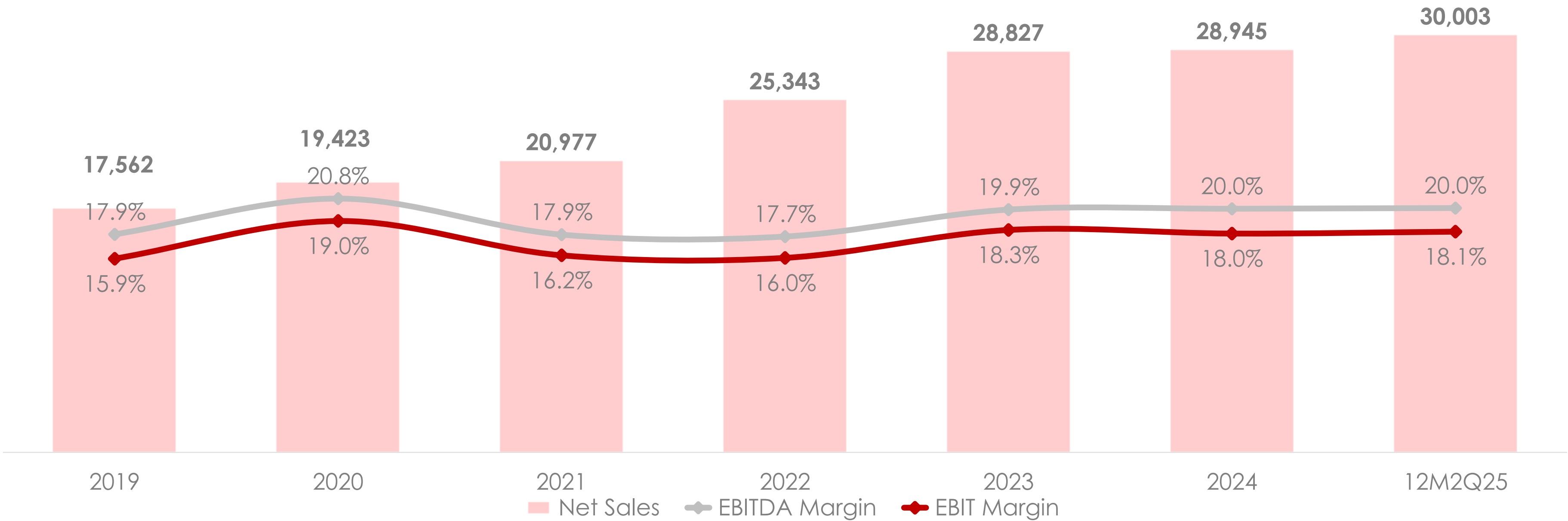
Preserves Performance



CAGR 5 YEARS:

Net Sales : 9.1%
EBIT: 8.1%
EBITDA: 8.3%

CAGR= Compound Annual Growth Rate



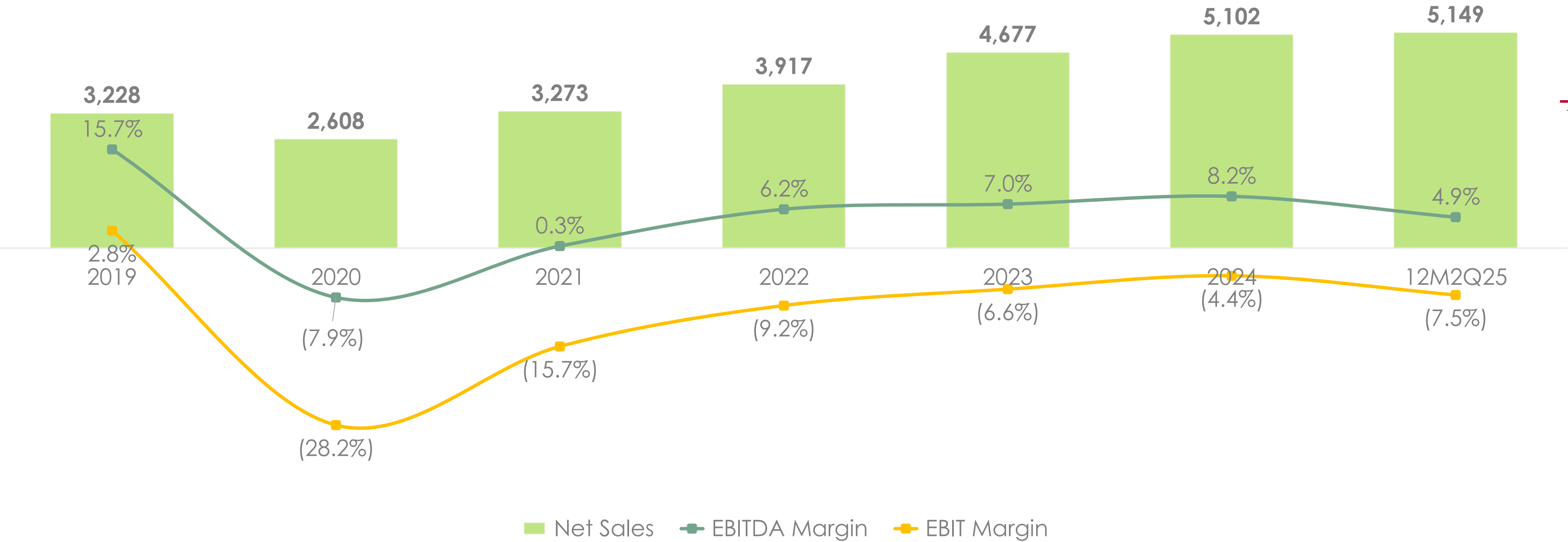
Impulse Performance



CAGR 5 YEARS

Net Sales: 14.6%
EBIT: NM
EBITDA: NM

CAGR= Compound Annual Growth Rate



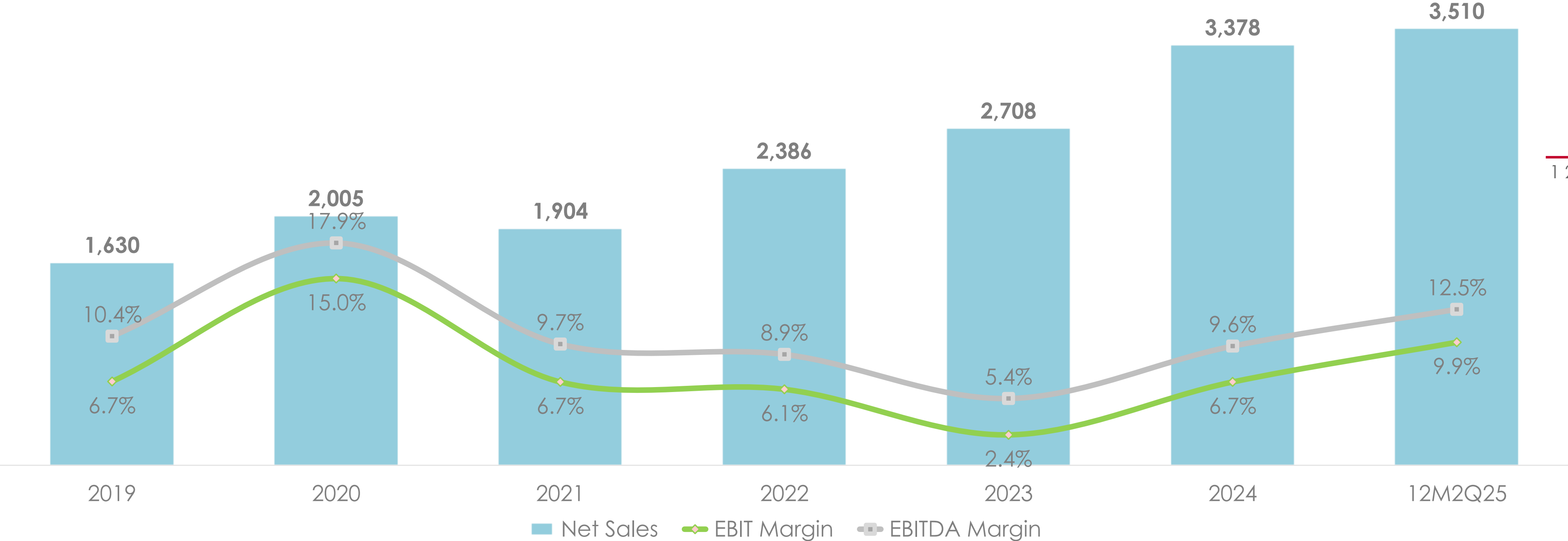
Export Performance



CAGR 5 YEARS

Net Sales: 11.8%
EBIT: 2.9%
EBITDA: 4.2%

CAGR= Compound Annual Growth Rate



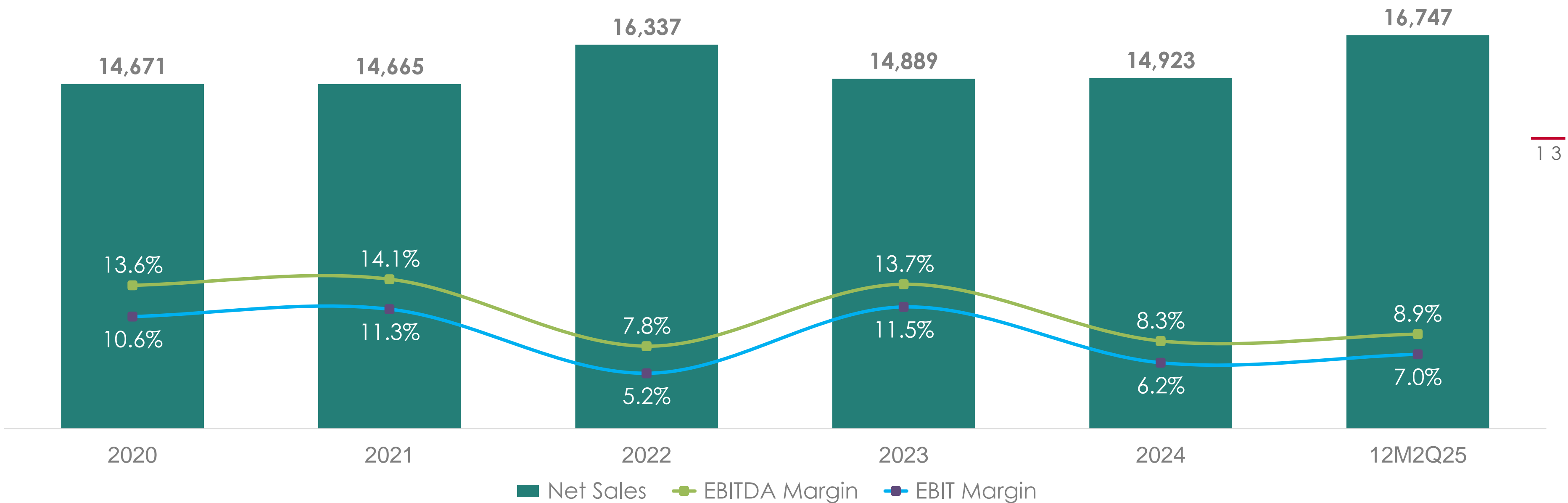
Megamex Performance



CAGR 5 YEARS

Net sales: 2.7%
EBIT: (5.4)%
EBITDA: (4.4)%

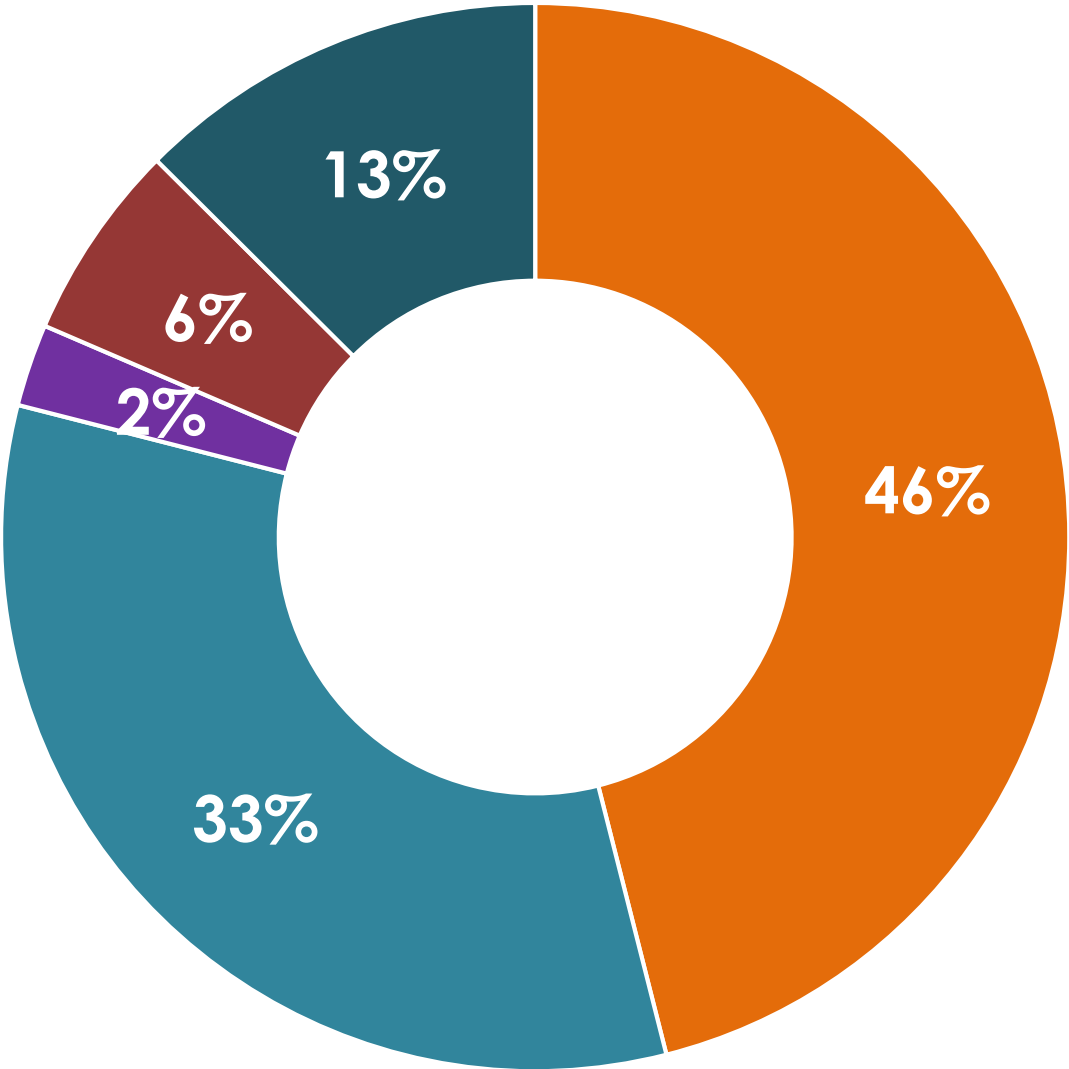
CAGR= Compound Annual Growth Rate



MegaMex Snapshot



- Guacamole
- Sauce
- Peppers
- Mole
- Others



Market Share

- 86% mole
- 37% guacamole
- 13% sauce



“Reimagining Mexican Flavor”



Salsas and Sauces
Innovation to grow
MegaMex Market Share



Avocado for all.
Increase household
penetration.

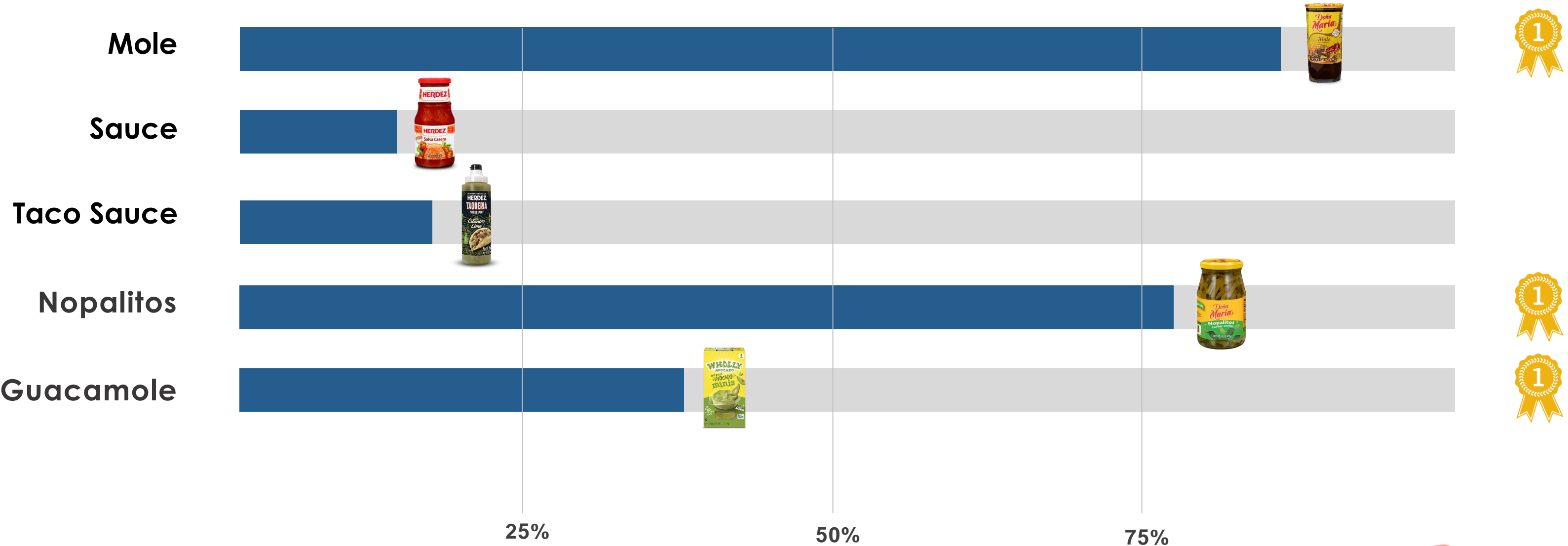


Food away from home,
accelerating penetration
in this segment



Retail segment information as of June 15, 2025, provided by a third party.

Market Share



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Sales Performance by Segments

Highlights of the quarter

The pasta, mole, vegetables and spice categories stood out, benefiting from summer promotions in the self-service channel.

9.1%
5-year CAGR

They recorded growth driven by strong average store ticket performance, as well as sales of family-sized ice cream packs and multipacks at value clubs.

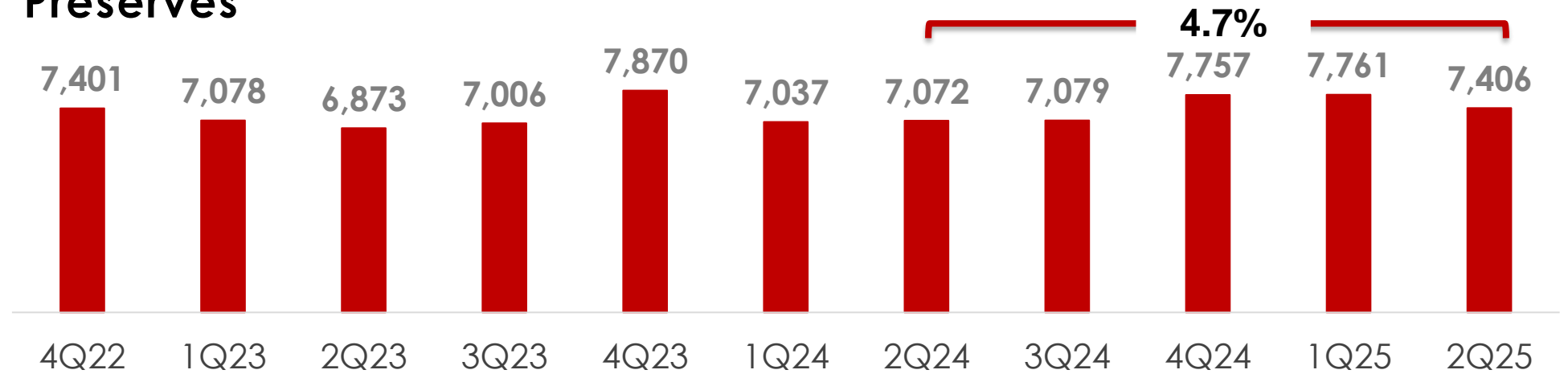
14.6%
5-year CAGR

Volume growth was driven by expansion into new markets, with outstanding performance in the homemade salsas, vegetable, and mayonnaise categories.

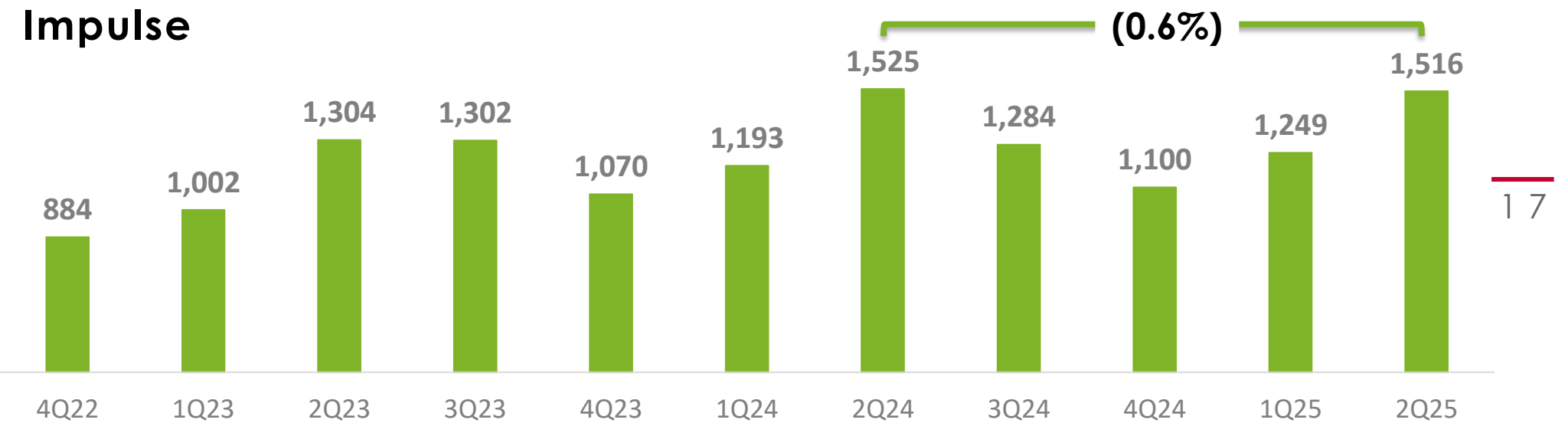
11.8%
5-year CAGR



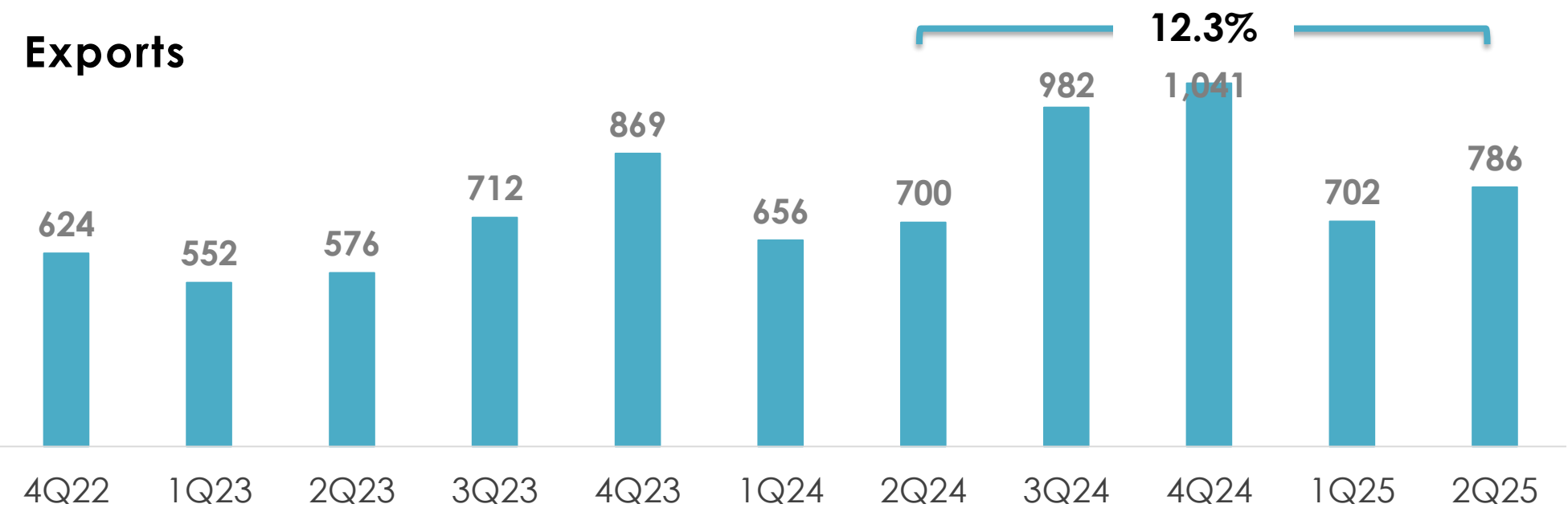
Preserves



Impulse



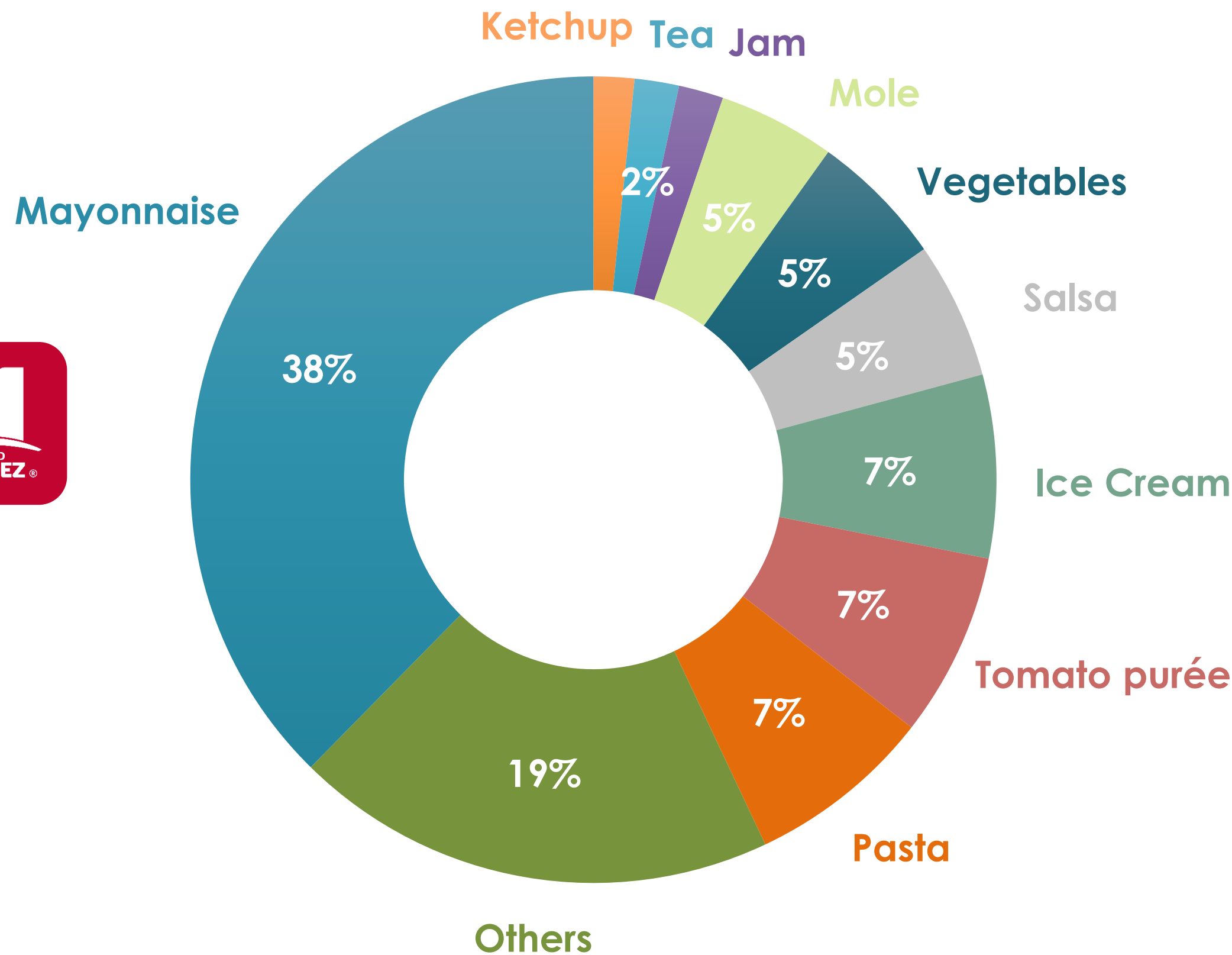
Exports



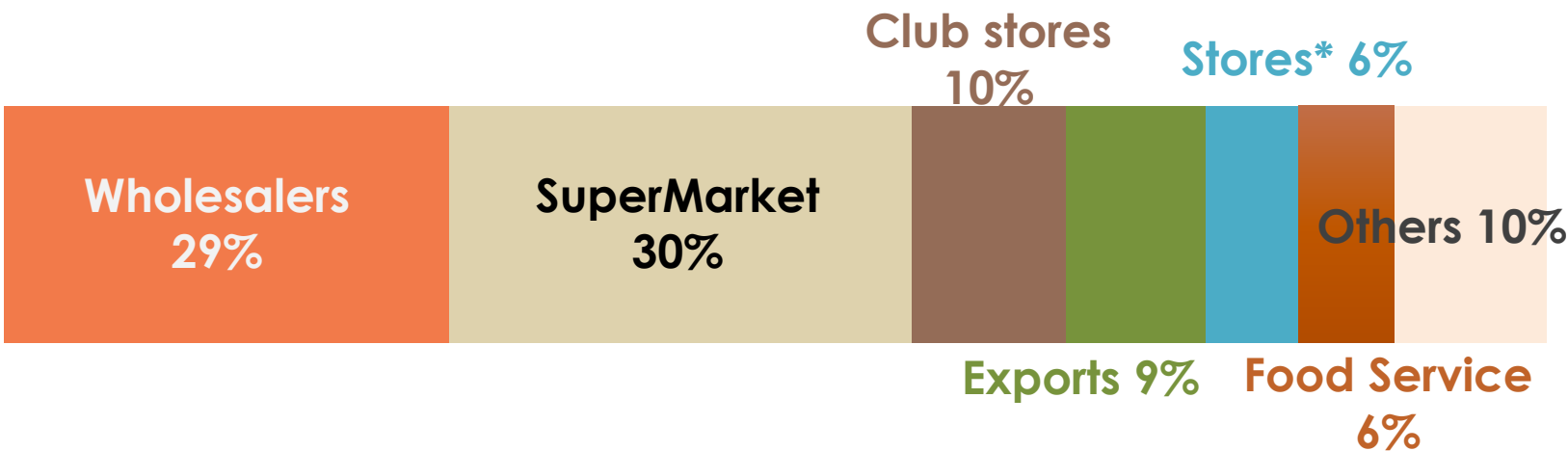
Figures in millions of Mexican pesos

Sales Mix

By Category



By Channel*



Maintain our leadership on the categories in which we participate

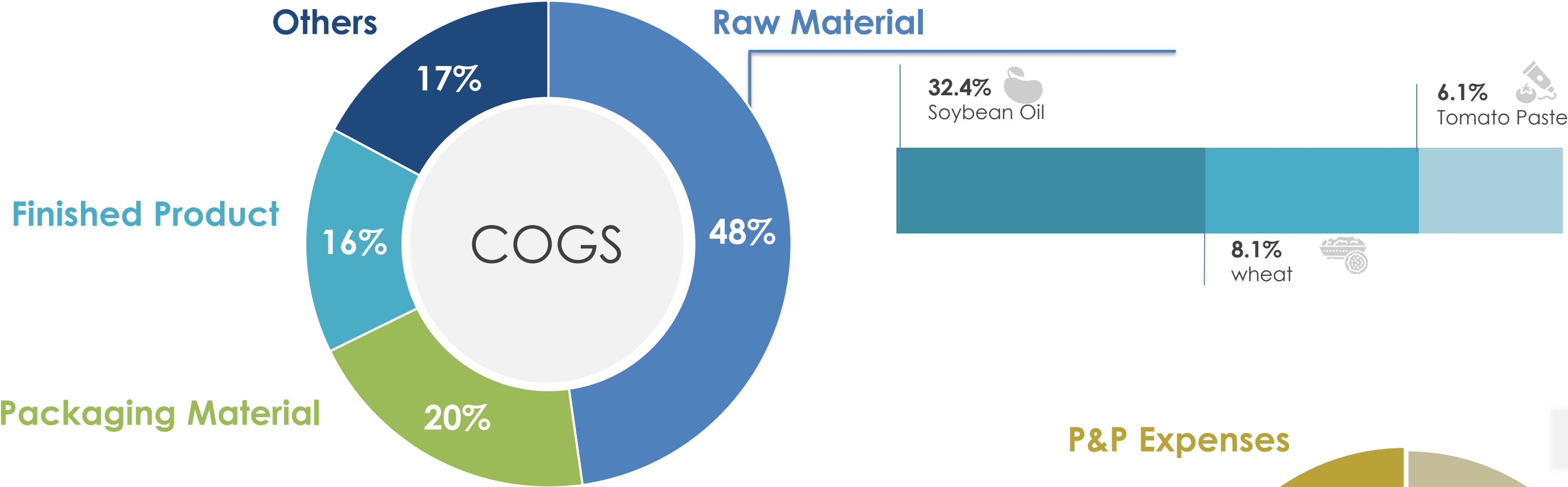
- We innovate to satisfy new consumption needs.
- We expand the Premium portfolio of our brands.
- We promote responsible consumption habits

Cumulative net sales U12M (last 12 months) to 2Q25.

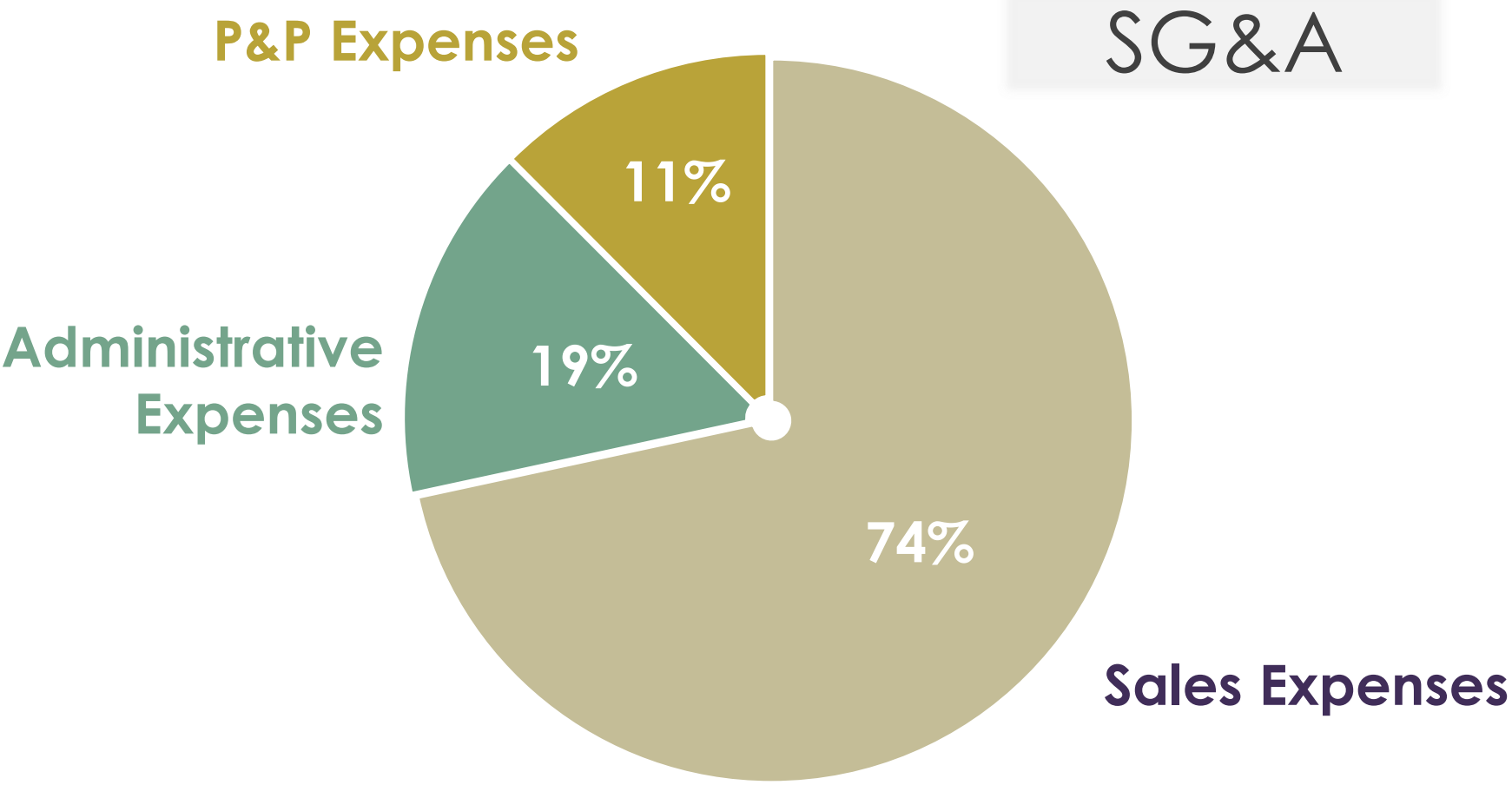
*Stores: Including CQC, MOYO, NUTRISA and CHILIM BALAM



Distribution of Costs and Expenses



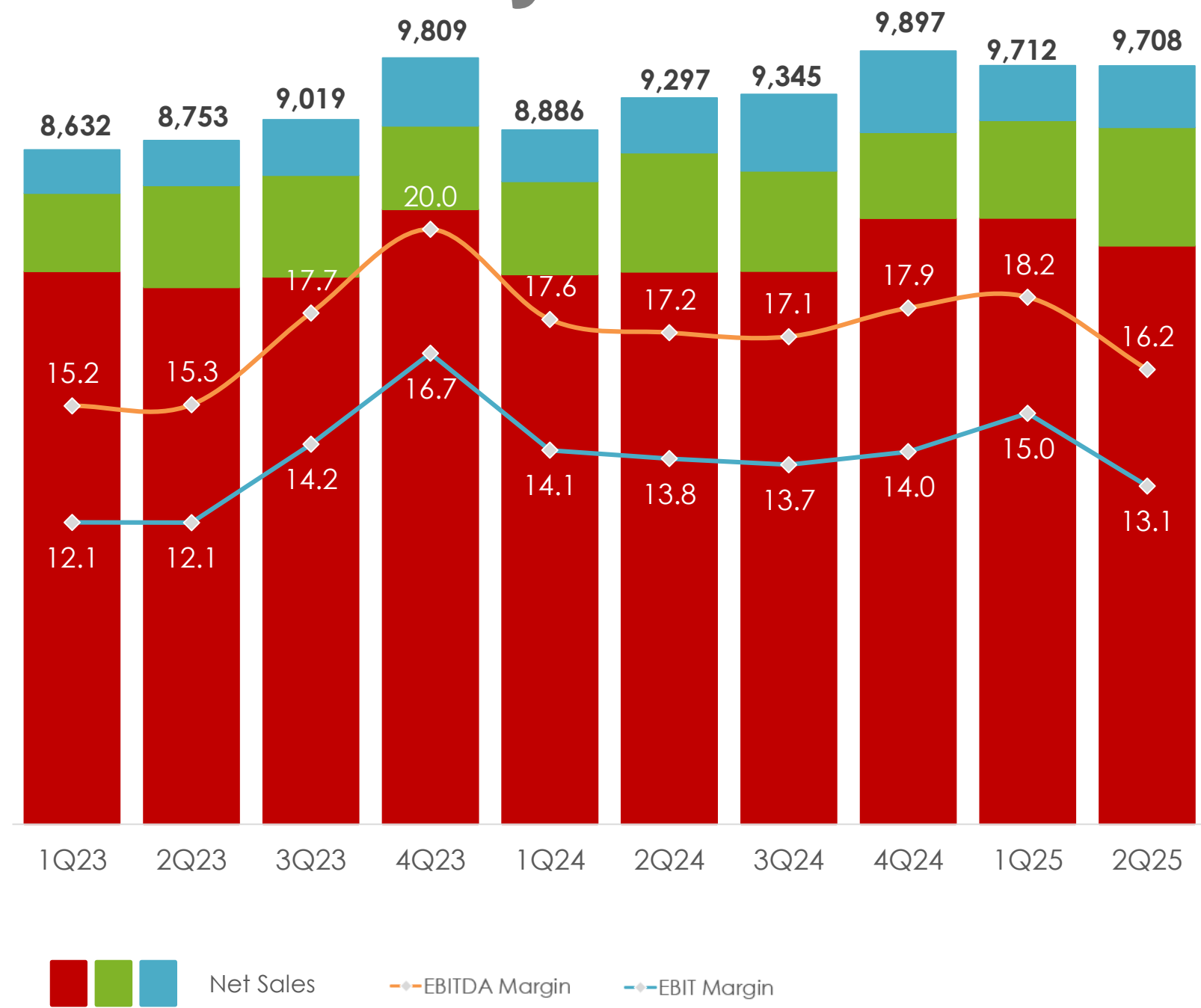
Accumulated Information as of June 30, 2025



Accumulated Information as of June 30, 2025



Profitability



Figures in millions of Mexican pesos

Preserves



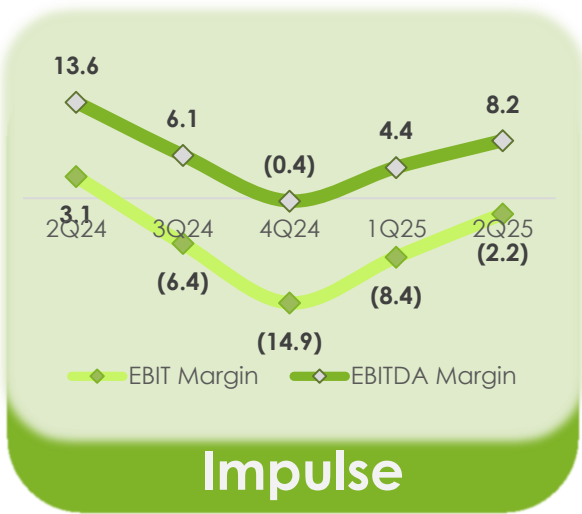
Impulse



Exports



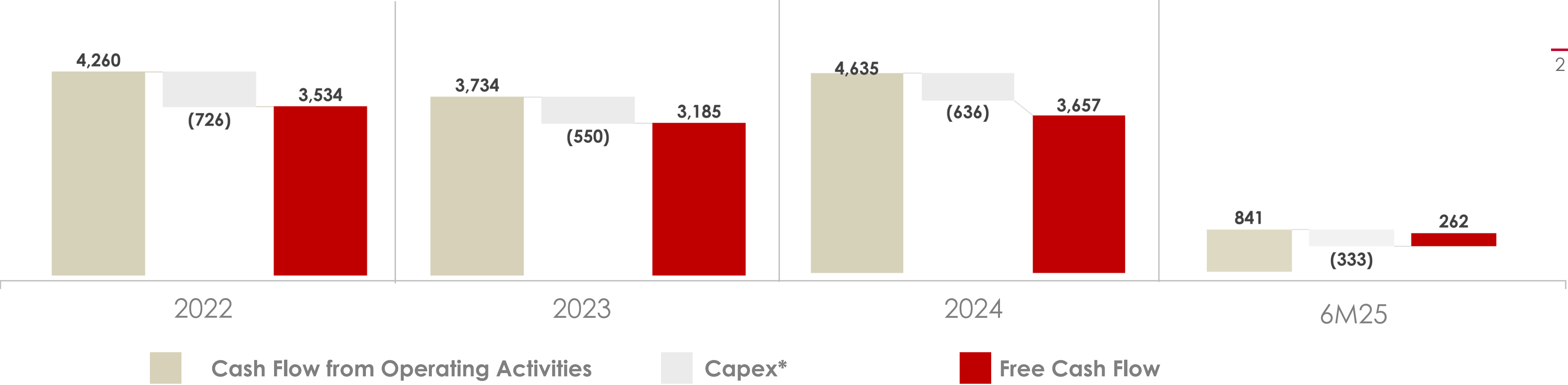
Profitability by Segment



- Gross Margin:
40.2% (0.3 percentage points year-over-year). Consolidated gross profit increased year-over-year thanks to the decline in soybean oil prices and the shift of sauce production to the export segment, which began in 2023.

- Operating Margin
14.1% (1.0 percentage points year-over-year). The consolidated margin remained stable in the cumulative period, thanks to increased sales in the Canned Goods segment and improved performance in Exports.

Free Cash Flow



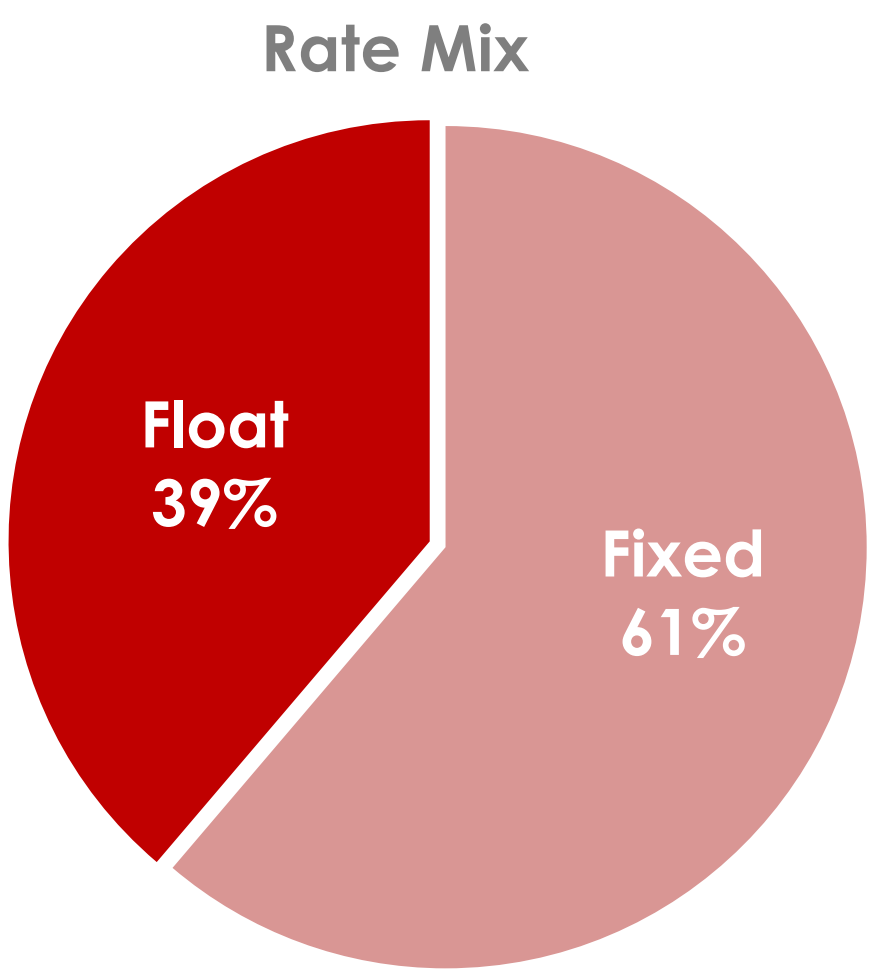
Consolidated figures in millions of pesos

*CAPEX includes the purchase and sale of property, plant and equipment.

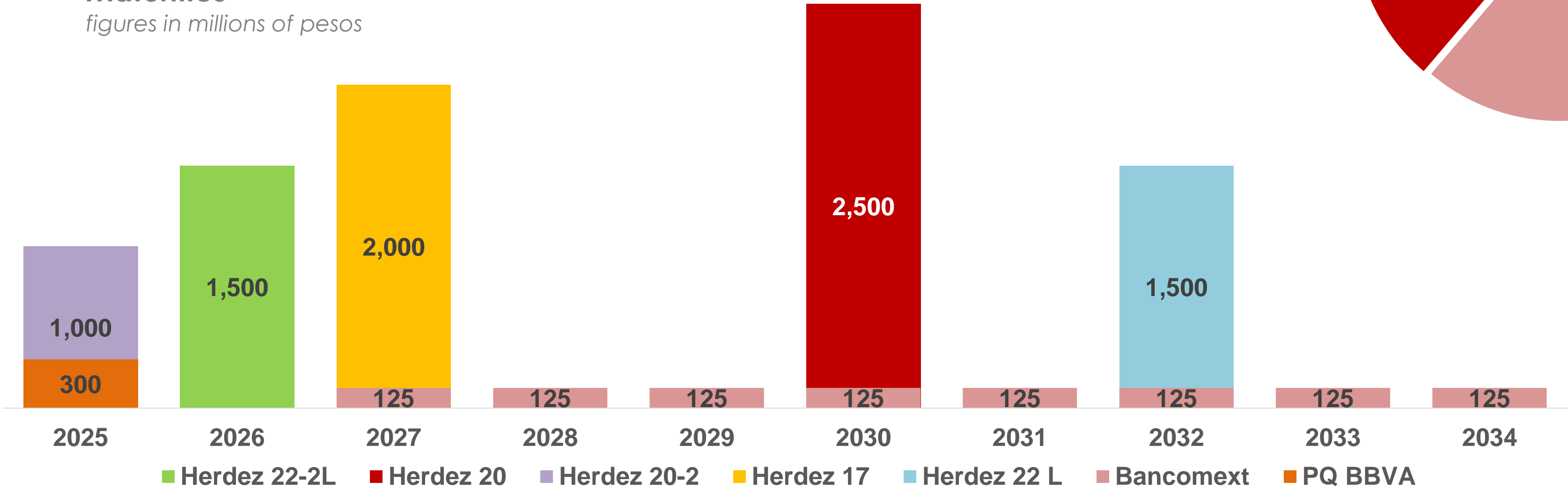
Debt Structure

Financial Debt	9,800
Average Cost	9.6%
Net Debt/ EBITDA	1.2
Net Debt / Shareholders Equity	0.5

Debt Rating	
S&P Ratings	Fitch Ratings
mxAA	AA(mex)
Stable	Stable
October 24	April 24



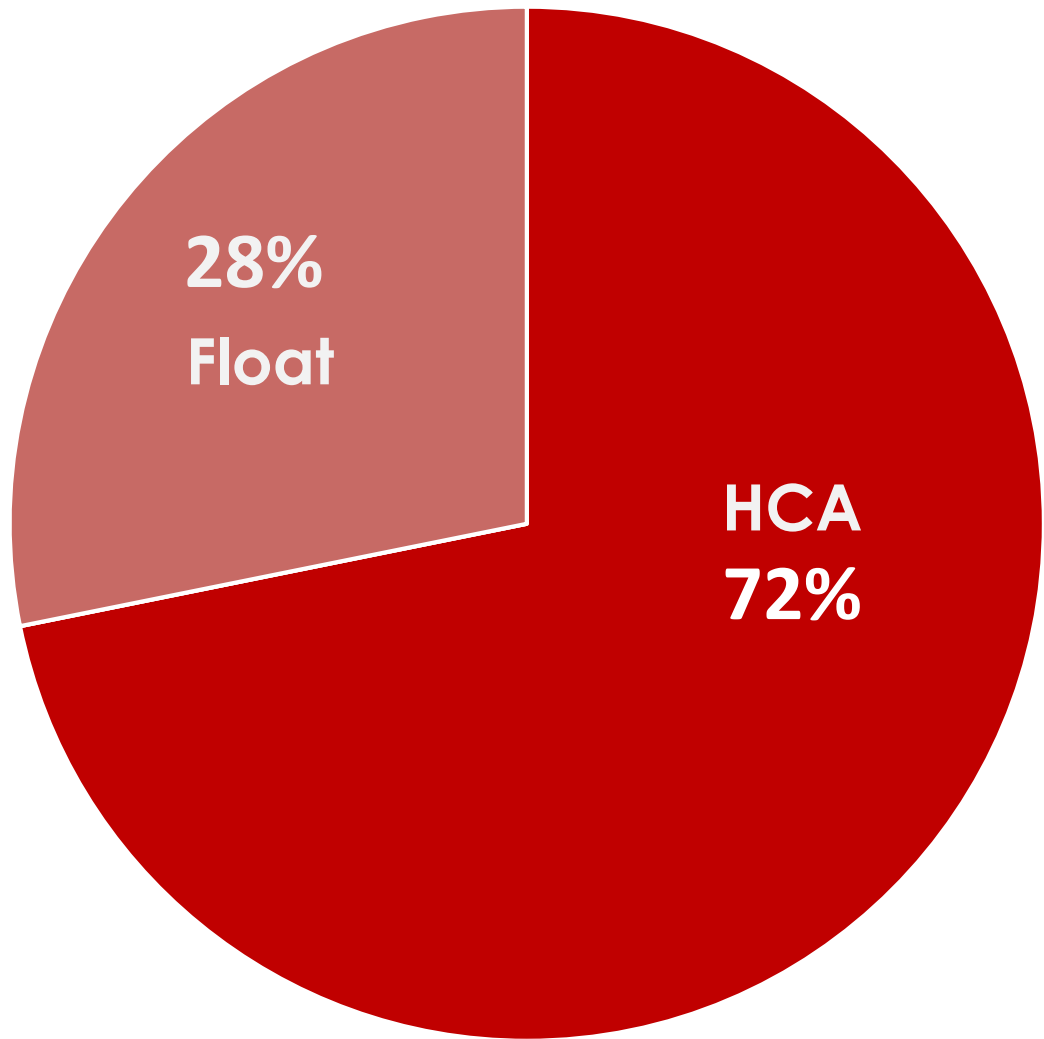
Maturities
figures in millions of pesos



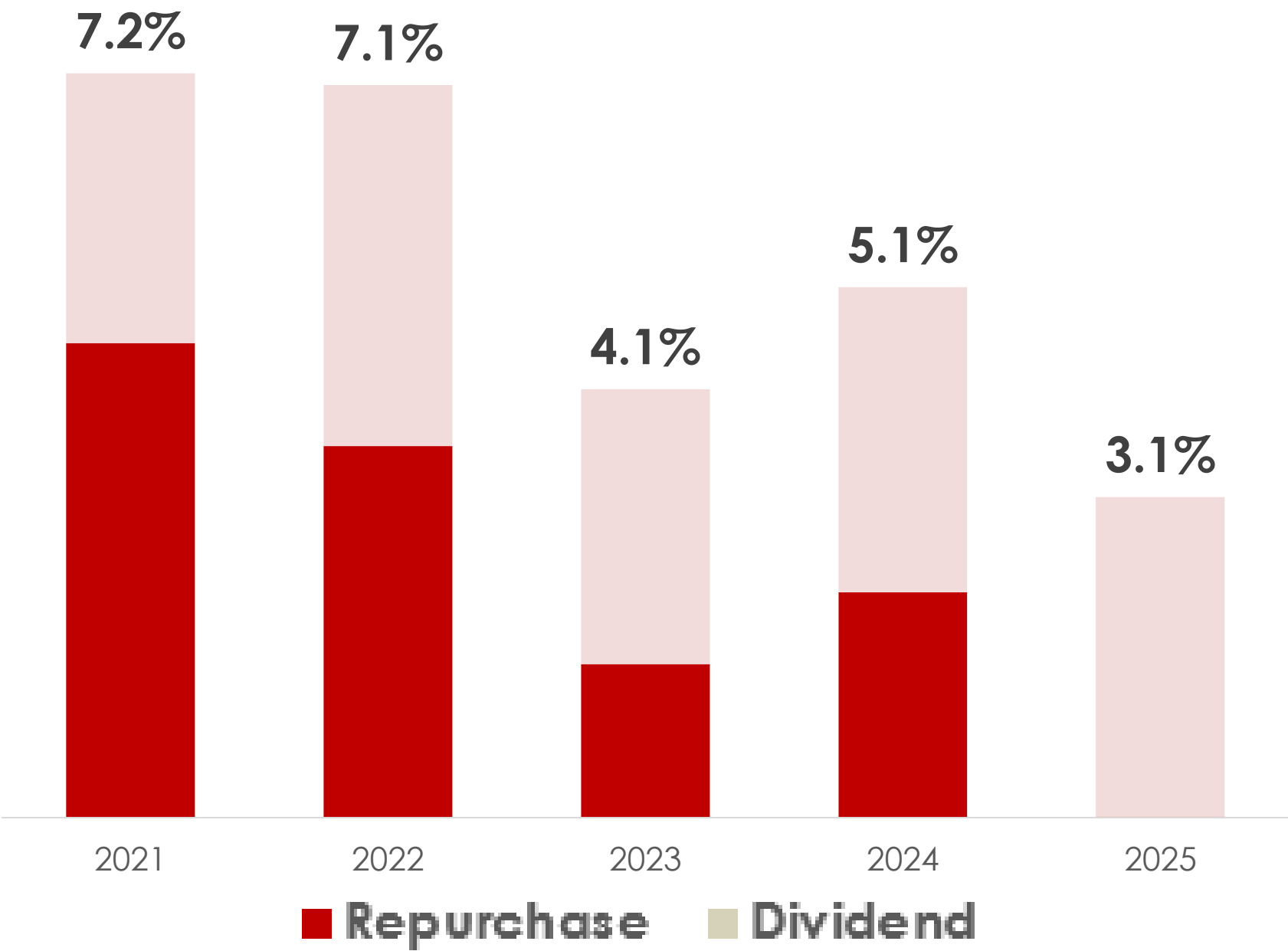
Total debt denominated in Mexican pesos.

Shareholders Return

Performance



Shares Outstanding: 321,608,184



*YIELD includes dividends and share repurchases





ANNEXES

Leading Brands

PRESERVES

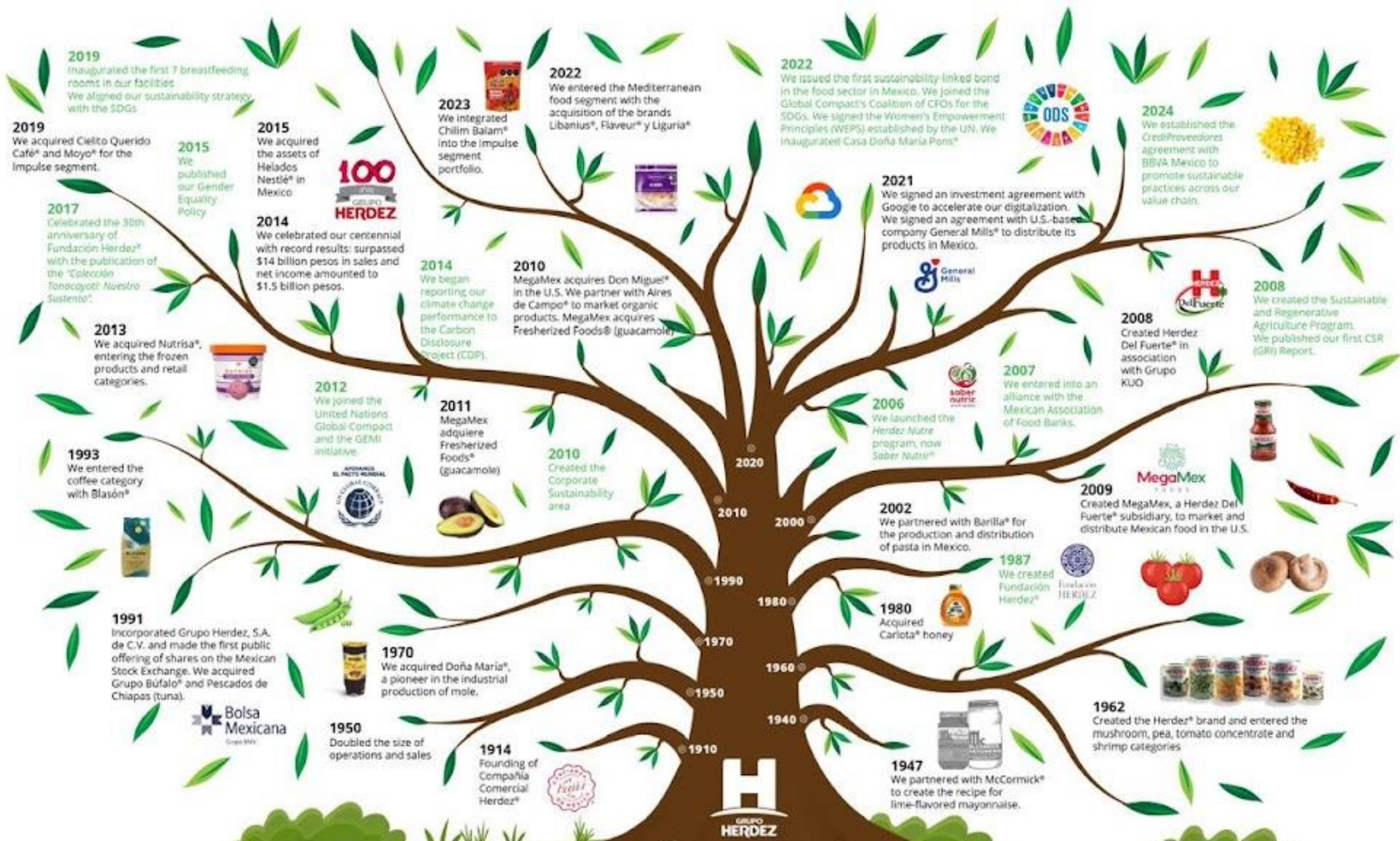


Our Brands in Mexico

Our Brands in the U.S.



Distribution Agreements in Mexico



Board of Directors

HÉCTOR HERNÁNDEZ-PONS TORRES

Owner – Chairman

- Has a law degree from Universidad Anahuac and an MBA from the National University of San Diego
- Experience in the sector since 1978
- Named Chairman in 2004
- Has held several positions in industry groups including BASC, CONCAMIN and CANAINCA

ENRIQUE HERNÁNDEZ-PONS TORRES

Owner - Vice president

- Bachelor’s degree in Business Administration and a post- graduate degree in Marketing and Business Management
- Experience in the sector since 1971
- Chairman of Megamex

FLORA HERNÁNDEZ DE MERINO

Owner – Board Member

ENRIQUE CASTILLO SÁNCHEZ MEJORADA

Independent

- Bachelor’s degree in Business Administration
- Former Chairman of Maxcom Telecomunicaciones, Non-executive Chairman of Banco Nacional de México and Vice Chairman and President of the Banking Association of Mexico
- Board member of Grupo Alfa, Southern Copper Corporation and Médica Sur

JOSÉ ROBERTO DANIEL DÍAZ

Independent

- Bachelor’s degree in Accounting and postgraduate degree in Business Administration, Business Management and Corporate Governance
- Chairman of the Corporate Governance Best Practices Committee, member of the Latin American Corporate Governance Institute and board member of public and private companies
- Former CFO of Grupo Vitro, Grupo Desc and Industria Peñoles

Michael Bernhard Jost

Independent

- Graduated in Economics and Business Administration from the University of Bern
- He held the position of CFO in different entities of Nestlé Group
- He served as a member of the Remuneration Committee and the Compliance Committee at Nestlé Brazil and Nestlé Mexico.
- He was recently appointed to the Board of Masisa, a company in the timber sector in Chile

LUIS REBOLLAR CORONA

Independent

- Bachelor’s degree in Chemical Engineering
- Board member in Grupo Gigante, Grupo Sánchez and Corporación San Luis
- Held positions as Chairman in Satélites Mexicanos and Sandvik de México

ÁNGELA GÓMEZ AIZA

Independent

- Bahelor’s degree in Systems Engineering and an MBA.
- Held positions as Director of SAP Mexico, CIO at El Palacio de Hierro, and was previously President for Latin America at Safilo Group.
- She was appointed President of the Board of AMITI (Mexican Association of the Information Technology Industry).

EDUARDO ORTIZ TIRADO SERRANO

Independent

- Director at Aerobal and Gridimex
- Held positions as Corporate Vice President and General Manager at SC Johnson for Mexico and Central America
- Board member of ENACTUS, Una mañana para la comunidad and member of Fundación Xochitla
- Former board member at CONAR, CEMEFI and advisory council for Great Place to Work Mexico



Corporate Governance

OWNING

Héctor Hernández-Pons Torres
Chairman

Enrique Hernández-Pons Torres
Vice president

Flora Hernández de Merino
Board Member

INDEPENDENT

Ángela Gómez Aiza

Luis Rebollar Corona
Head of Environmental Practices

Eduardo Ortiz Tirado Serrano
Head of Labor Practices

Enrique Castillo Sánchez Mejorada

Michael Bernhard Jost

José Roberto Danel Díaz
Chairman of the Corporate Practices and
Audit Committe





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