



GRUPO HERDEZ

ANNOUNCES AN INVESTMENT OF 15 MILLION DOLLARS IN TECHNOLOGY PROJECTS

Mexico City, Mexico, February 8, 2021 - Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (BMV: HERDEZ) announces today the establishment of a technological alliance with Google that will enable it to accelerate its digital transformation process through cloud applications. This initiative represents an investment of 15 million dollars over the next 5 years, and is aimed to boost the commercial performance of the Company’s through predictive and prescriptive models based on artificial intelligence.

Through this agreement, the Company will use Google Cloud Platform tools such as BigQuery ML and Looker, among others, which will allow it to modernize its infrastructure, anticipate needs in the supply chain, as well as transform the Company’s culture towards digital.

Miguel Ángel López, Grupo Herdez Digital Transformation Leader noted, “Digital transformation is not about adopting technology, it is about understanding those business processes that can be empowered with technology, and Google is a great partner for that”.

“What is most important is to exploit the team’s talent, directing it towards current and future changes. We have adapted to recent changes in the environment, therefore digital transformation is a must to put our consumers at the center of our strategy”, Hector Hernández-Pons Torres, CEO of Grupo Herdez mentioned.

Finally, Julio Velázquez, CEO of Google Cloud Mexico added, “At Google Cloud we want to be allies in the transformation of companies that are looking to be in the forefront, that are innovating and leading the new era of companies’ growth and way of doing business in the country through the use of Google Cloud Platform tools. We are very honored and committed to have this great joint business development opportunity with an iconic company in the food industry”.

Google Cloud Platform solutions, such as BigQuery ML will enable the Company to create and run machine-learning models to obtain predictive statistics and make decisions based on data analysis.



GRUPO
HERDEZ

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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 of flavors of Mexico to the rest of the globe. We have been listed in the Mexican Stock Exchange since 1991 and our mission is to be a worthy representative of Mexico worldwide.

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 commercialization of guacamole, as well as sauces and frozen 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, mayonnaise, marmalades, honey, mole, mustard, pastas, organic products, tomato puree, homemade salsas, ketchup, tea, canned vegetables, and many more, being leaders in several of them within national territory. 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 aligned our sustainability strategy with 6 of the United Nations Sustainable Development Goals for the 2030 Agenda, being signatories of the Global Compact since 2012. This vision to contribute to the well-being of people, communities and planet is shared with a great team of more than 9,000 employees, and it is carried out through solid infrastructure of 14 production plants, 25 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.

FORWARD-LOOKING STATEMENTS

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