



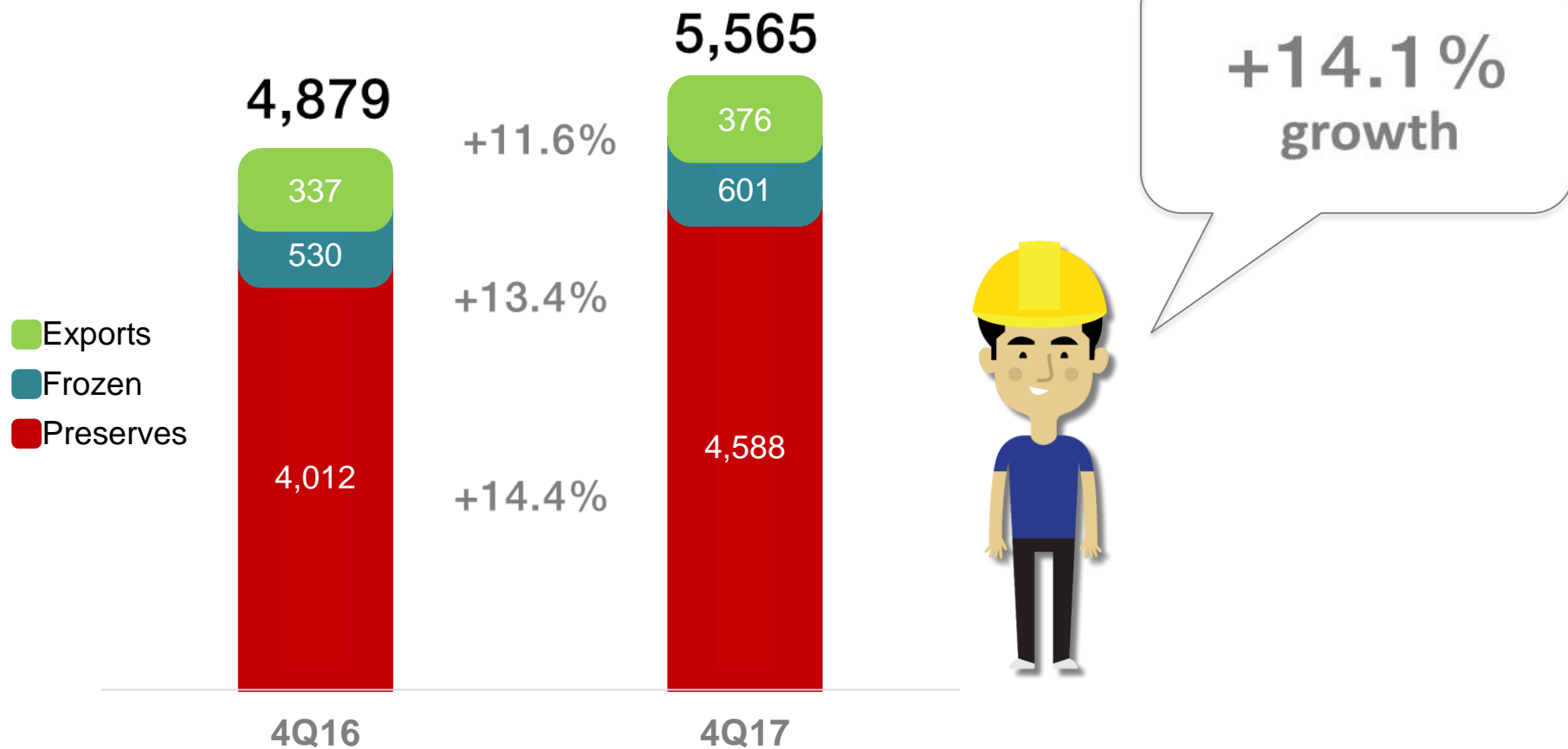
# Fourth Quarter and Full 2017 Earnings Conference Call

February 23th, 2018

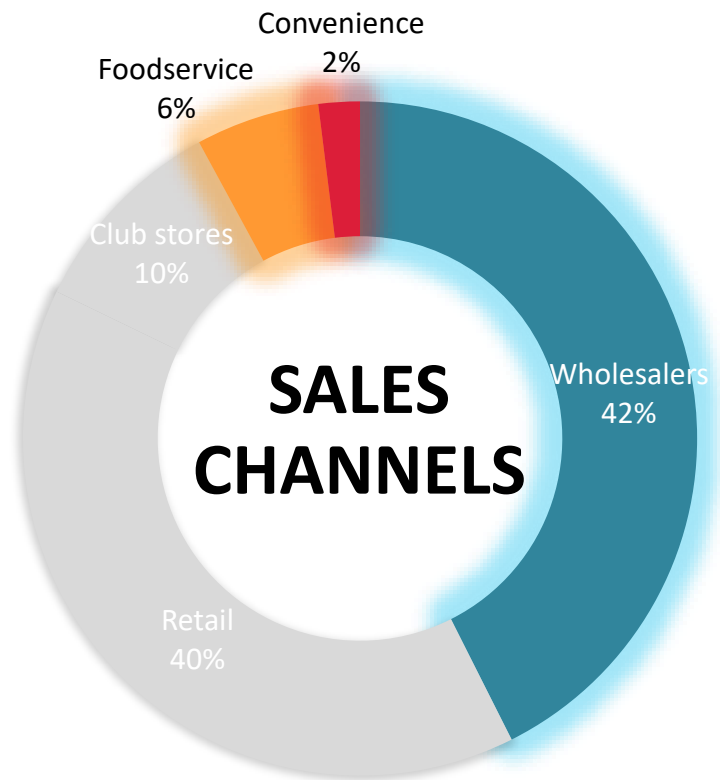
# Forward-Looking Statement

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# 4Q17 Net Sales Performance



# Preserves segment outperformers



## CATEGORIES

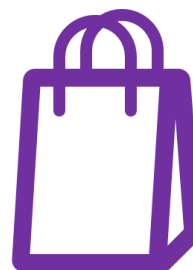
- Home-style salsa
- Marmalade
- Pasta



# Frozen segment

## 4Q17 performance

Net sales  
**+13.4%**



New sales  
channels



**+10%**  
Same Store  
Sales



**+5%**  
Traffic



POR UN MUNDO  más vivo



SI RECICLAMOS:

- Ayudamos al medio ambiente
- Generamos menos basura
- Ayudamos a una comunidad necesitada
- Obtenemos beneficios en diferentes servicios

¿AÚN NO TE DECIDES?

#ReciclaLaLata

CON TODA CONFIANZA...ES  
**HERDEZ**

MUCHAS GRACIAS A  
TODOS POR PARTICIPAR EN

**PRESUME**   
**tu salsa**

¡Muy pronto tendremos  
a los ganadores!

CON TODA CONFIANZA...ES  
**HERDEZ**

#PRESUMETUSALSA



Disfruta una  
experiencia gastronómica

## Frozen annual performance

- Focused on profitability
- 32 million frozen yogurts
- 226 million popsicles

**+11.2%**  
Net sales



## Profitability improvement

growth

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**EBIT**  
margin

**13.9%**

**+90bp**

**EBITDA**  
margin

**16.4%**

**+90bp**

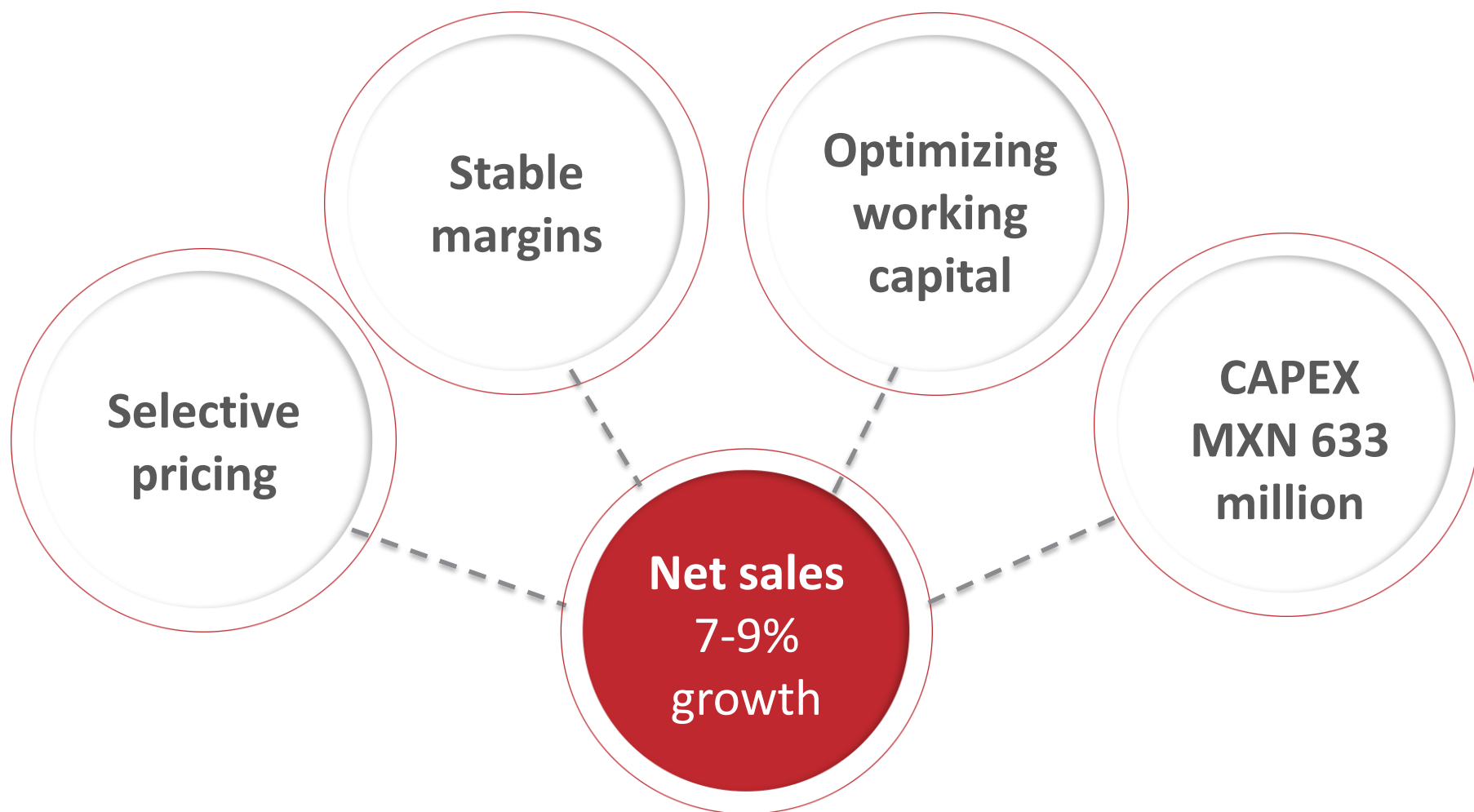
**Consolidated  
Net margin**

**10.8%**

**+2.0pp**



## 2018 Guidance





Q&A