



GRUPO HERDEZ

POSITIONS AS THE THIRD FOOD COMPANY WITH THE BEST REPUTATION IN MEXICO

Mexico City, Mexico, September 21, 2022 – For the 10th consecutive year, Grupo Herdez was recognized as one of the 100 Companies with the Best Reputation in Mexico by MERCO, one of the most important corporate reputation monitors in Latin America.

On this occasion, the company ranked 3rd in the food sector, standing out among the 117 companies in the food sector that participated in the general ranking.

Likewise, the company was placed 13th in the list of the 100 Companies with the Best Reputation in Mexico, which places it 4 positions above the previous year.

“We are honored to receive this distinction; this result is a reflection of the confidence of our consumers, clients, collaborators, suppliers and investors in our strategy, values and in the work we do every day,” said Héctor Hernández-Pons, President and CEO of Grupo Herdez.

Every year MERCO evaluates the 100 leaders with the best reputation in Mexico, a ranking in which Héctor Hernández-Pons Torres once again placed 24th on the list, climbing 4 positions compared to the previous year.

MERCO is a business monitor of corporate reputation that has managed to position itself as one of the most relevant and credible reputation evaluation entities in Ibero-America.

This index recognizes Mexican companies that have a presence in the country and around the world, that have digital communication and stand out in their financial, social and environmental performance, directly and indirectly benefiting the country. It is prepared through surveys and interviews with consumers, financial analysts, journalists, representatives of non-governmental organizations, consumer associations and opinion leaders.



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ABOUT GRUPO HERDEZ

Proudly, we are the Mexican food company with the longest history in the country. Since 1914, we have approached Mexican families the best of our gastronomy and the flavors of the world, and we bring to the world the best of flavors of Mexico. We have been listed on the Mexican Stock Exchange since 1991 and our purpose is to be a worthy representative of the recipes and ingredients of our cuisine at a global level, working committed to the social and environmental needs of the places where we operate.

We are leaders in the processed food sector and a major 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 marketing of guacamole, as well as in the categories of sauces and frozen Mexican food, in the Union American. We currently have a presence in 99% of Mexican homes through a broad portfolio of more than 1,500 products, with which we provide solutions to the daily life of our consumers, by offering them variety and convenience for different lifestyles in the categories of tuna, spices, guacamole, ice cream, mayonnaise, jams, honey, mole, mustard, pasta, organic products, tomato puree, homemade sauces, salsa ketchup, tea, canned vegetables and many more. These products are marketed through an exceptional portfolio of brands, including Aires de Campo, Barilla, Blasón, Búfalo, Cielito Querido Café, Del Fuerte, Doña María, Embasa, Frank's, French's Helados Nestlé®, Herdez, McCormick, Moyo, Nutrisa and Yemina.

We align our sustainability strategy to the 6 Sustainable Development Goals of the 2030 Agenda, of the Organization of the United Nations, being signatories of the Global Compact since 2012. This vision of contributing to the well-being of people, communities and the planet is shared with a great team of more than 9,000 collaborators, and executed through a solid infrastructure that includes 13 production plants, 25 distribution centers and more 600 points of sale of our Cielito Querido Café, Lavazza, Moyo and Nutrisa brands. For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /GrupoHerdez

