



GRUPO HERDEZ

GRUPO HERDEZ, LA COSTEÑA® AND SANFER® SUPPORT ACAPULCO WITH 35 THOUSAND PANTRIES

- Grupo Herdez®, La Costeña®, SANFER® and their allies join forces and create the “United for Acapulco” in support of families affected by Hurricane Otis.
- A total of 104 thousand people have benefited from the delivery of 35 thousand aid packages.
- The packages contain 20 kilos of food, water, hygiene and cleaning products and medicines.



Mexico City, January 30, 2024 – Given the effects of Hurricane Otis in Acapulco, two of the most important Mexican food companies in Mexico, Grupo Herdez® and La Costeña®, together with Sanfer®, one of the leading companies in the Mexican pharmaceutical market, join forces and create the “United for Acapulco” initiative in order to support families in vulnerable situations through the donation of 35 thousand pantries made up of 20 kilos of food, medicines, water, and hygiene and cleaning products, benefiting 104,000 people.

The damage caused by Category 5 Hurricane Otis in Acapulco, Mexico, has impacted the economy of the population since several sectors such as tourism and retail trade, which are important sources of employment, are still recovering. Fundación Sanfer assumed the organization and operation of Unidos por Acapulco, achieving the distribution of the pantries in alliance with civil society organizations such as Un Kilo de Ayuda, Fundación Origen, Gilberto and Échale, as well as such as its transportation, which was provided by Grupo Herdez®, UPS®, Asea and La Costeña®.

Grupo Herdez®, La Costeña® and Sanfer® make up this alliance that brings together private initiatives with civil society organizations to reaffirm their solidarity with Mexican families in vulnerable situations.

Héctor Hernández-Pons Torres, Chairman of the Board and General Director of Grupo Herdez expressed: “The devastating impact of Hurricane Otis highlights the serious consequences of climate change and

confirms the urgency of taking decisive action in favor of the environment. At Grupo Herdez, we remain firm in our commitments to social and environmental needs, working every day to forge a more sustainable world.”

For his part, Rafael Celorio, General Director of La Costeña®, said: “Hurricane Otis has left deep marks in Mexico, and at La Costeña® we are committed to contributing to the recovery. As we have done for more than 100 years, we maintain our commitment to Mexican families and in difficult times, solidarity, empathy, and working together are qualities that emerge strongly among Mexicans. We reaffirm our commitment to Mexico, highlighting that the strength of the union will guide us to overcome the challenges and move forward together towards reconstruction.”

Dagoberto Cortés Cervantes, Medical Director of Regulatory Affairs, Pharmacovigilance and Liaison Corporate for Mexico and Latin America of Sanfer, commented: “We joined the United for Acapulco initiative to bring well-being, nutrition and health to those affected by Hurricane Otis, because at Sanfer, we are people committed to health. As a company, we assume co-responsibility to support in emergency situations, especially those who are in a situation of great vulnerability.

“United for Acapulco” is a unique initiative of its kind, but not the first. Previously, Grupo Herdez, La Costeña and Sanfer joined forces to benefit 175,000 people affected by the COVID-19 health contingency.



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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 brought the best of our gastronomy and the flavors of the world to Mexican families, and we have brought the best of the flavors of Mexico to the world. 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 on 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 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 marketing of guacamole, as well as in the categories of sauces and frozen Mexican food. 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 lives of our consumers, by offering 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, ketchup sauce, 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, Flaveur, Frank's, French's Helados Nestlé®, Herdez, Libanius, Liguria, McCormick, Moyo, Nutrisa and Yemina.

We align our sustainability strategy with the 7 Sustainable Development Goals of the 2030 Agenda 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 10,500 employees, and executed through a solid infrastructure that includes 15 production plants, 24 distribution centers and more than 690 points of sale of our brands Cielito Querido Café, Chilim Balam, Lavazza, Moyo and Nutrisa. For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

STATEMENT-ON FUTURE PERFORMANCE

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ABOUT LA COSTEÑA®

La Costeña®, founded in 1923 by Mr. Vicente López Resines, is a 100% Mexican and socially responsible company, producer of canned foods, with more than 30 different product lines. Its portfolio includes the brands Rancherita, DoñaChonita®, Totis® and Marian®. Currently, it has six plants, located in Ecatepec, Sinaloa, San Luis Potosí, Aconcagua (Chile), Arizona and Minnesota (USA). Over the course of 100 years, La Costeña® has become a great tradition for Mexican cuisine, in addition to being present in more than 60 countries around the world. La Costeña® is a company committed to society and the environment that supports projects in favor of Mexican families. In 2015, La Costeña® was recognized as the number one brand in flavor, quality and price, in the results of the Brand Dynamics study, conducted by Millward Brown; It is also among the 10 Mexican brands most valued by millennials, according to the BrandAssetValuator® 2017 edition study and is one of the 10 best mass consumption brands in Mexico, according to the BrandFootprint study of KantarWorldpanel2023.

SANFER PRESS CONTACTS

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ABOUT SANFER

Mexican company, founded in 1941, committed to providing solutions for human and animal health under the premise of respect for patents and trademarks. Sanfer® develops, manufactures and markets cutting-edge pharmaceutical products, as well as personal and household cleaning products. Through acquisitions, strategic alliances and its own innovation, Sanfer® has established itself as one of the most expanding pharmaceutical companies in the private pharmaceutical market in Mexico and Latin America. With more than 9,700 employees, 1,500 sales representatives and a true regional presence in more than 20 countries, based on a platform of 19 manufacturing centers and 9 distribution centers strategically located in 7 countries.

We ensure the quality, safety and effectiveness of our products with manufacturing plants that operate under global quality standards in accordance with the requirements of our partners and health authorities such as COFEPRIS, INVIMA, ANMAT and FDA. We seek continuous transformation to be able to cover the changing health needs of Mexico and Latin America, expanding business areas and adopting new technologies through innovative and sustainable strategies.



From the company:

Pharmaceutical sector

Country of origin: Mexico

Categories: Prescription and over-the-counter pharmaceutical products, biological products, products for human and animal health, products hygiene and cleanliness.

Brands: Treda®, Loxcell®, Eucualiptine®, Ting®, Bisolvon®, Syncol®, Asenlix®, Microdacyn®, Daflon®, Clavulin®, Emulmax®, Zeotec®.

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