





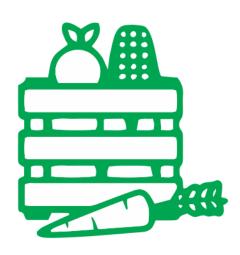
100-year company, family-owned and runsince 1914.



Listed in the Mexican stock exchange market under HERDEZ.MX



Revenue over 1 billion dollars



Leader in branded food business



Profitable growth strategy



Solid Corporate Covernance



Sound financial structure



Committed to sustainability



10,000 +employees





+\$1.5
billions
usd
Net Sales

+25

440

Brands

Categories

+1500

24

Products

Countries

Plants

Distribution Centers





Partnered with:











100% Owners of:









Since 1914, HERDEZ is synonymous with the word "TRUST" for mexican families.

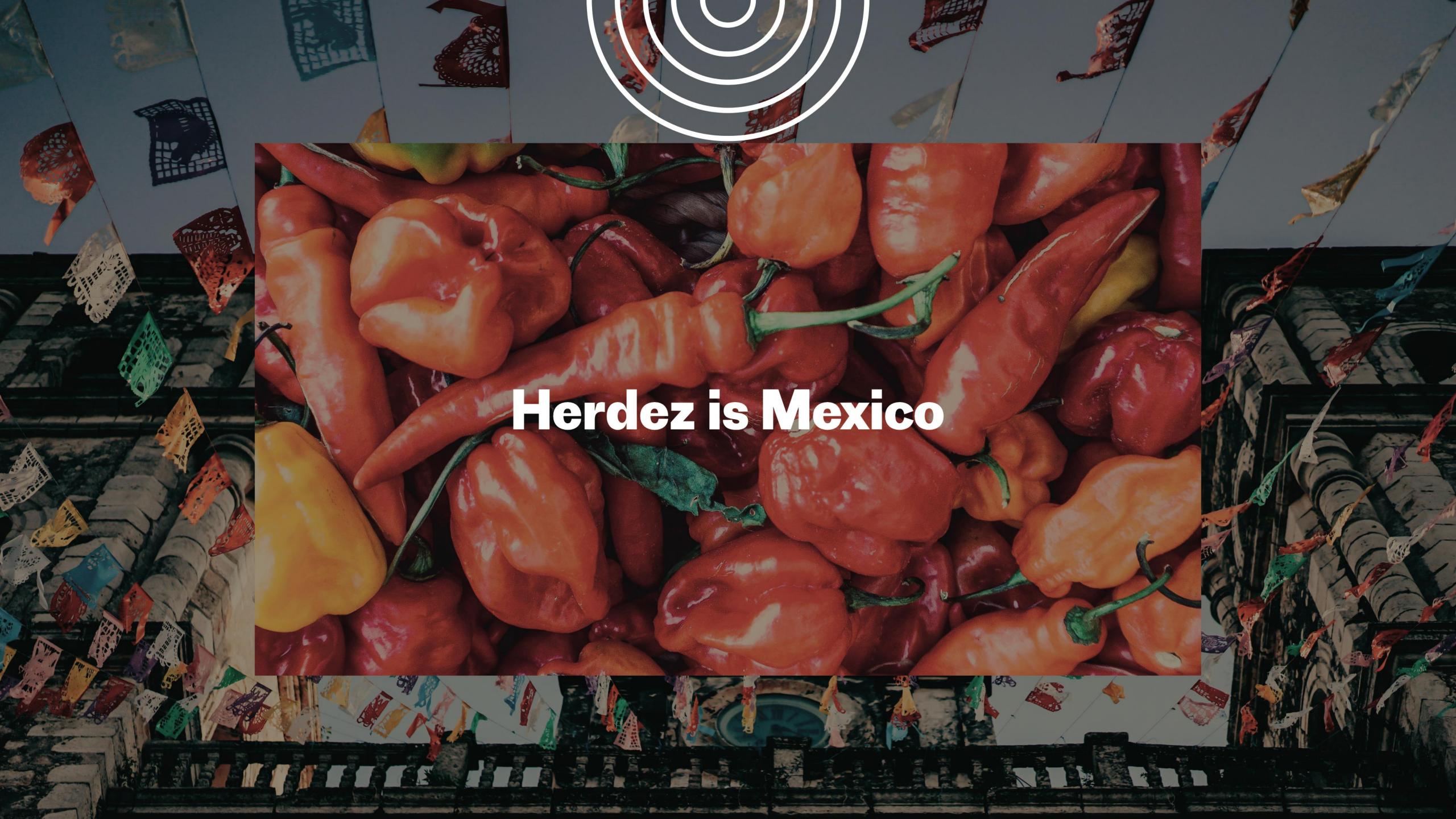


That is why Herdez becomes the greatest exponent of authentic Mexican food.









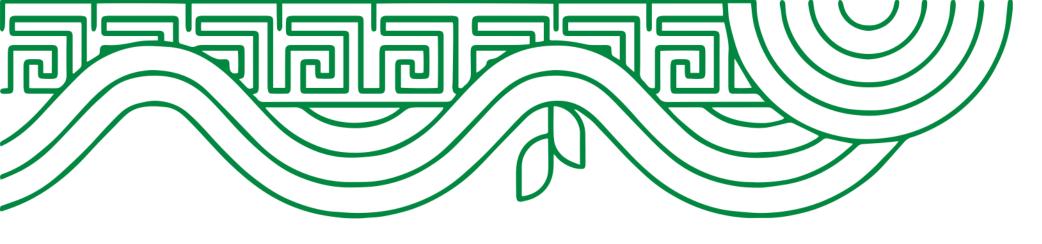














Authentic Mexican Food Products









Salsas

Avocado products







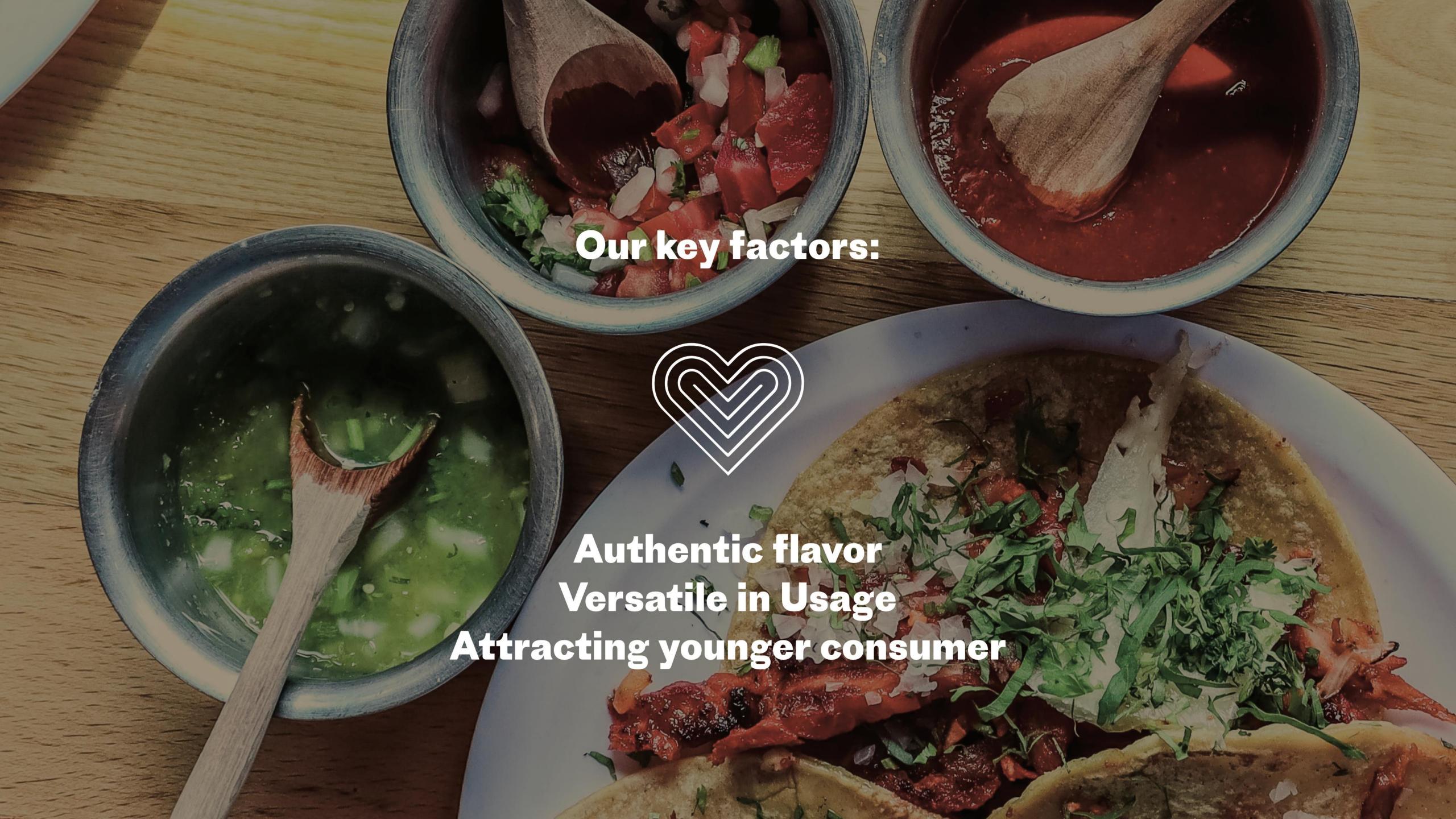


We are the fastest growing sauce in the US

\$230M in Net Sales by 2023

- Net Sales US\$129 MM, Market Share 8.5%
- HouseHold Penetration 11.5%
- Net sales CACR 4lys 119%
- Consumption CACR 4lys 15.4%

We'll be challenging existing conventions to become the category leader.









www.grupoherdez.com

For more information:

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