

## Economy



<b>\$37.4 billion</b> pesos in net sales, +\$1.2 billion vs. 2023	<b>40%</b> gross margin, the highest in nearly a decade	<b>\$3.7 billion</b> pesos in free cash flow, 9.8% of sales
<b>\$5.1 billion</b> pesos in Impulse segment sales, +9.1%	<b>\$3.4 billion</b> pesos in exports, +24.7%	<b>\$15.0 billion</b> pesos in gross profit, +6.3%, gross margin: 40.0% (+1.1 pp)
<b>\$5.3 billion</b> pesos in operating income, +5.1%, margin: 13.9%	<b>\$6.5 billion</b> pesos in EBITDA, +5.1%, margin: 17.4%	<b>39.4%</b> gross margin in Preserves, +1.1 pp, driven by higher volumes

## Talent



<b>100%</b> return-to-work rate after maternity/paternity leave		
<b>-3.2</b> percentage points in turnover rate, improving to 17.9%	<b>4,041</b> new hires 66% under age 31	<b>100%</b> gender pay parity in stores
<b>100%</b> of plants awarded the ELSSA Distinction by the IMSS	<b>\$23.3 million</b> pesos invested in training	<b>25.5</b> average training hours per employee

## Community & Consumers



<b>+100</b> agricultural projects supported through Saber Nutrir®, benefiting more than 280 families	<b>8,528</b> students reached through nutrition talks	<b>627,325</b> kilos of food donated — +142,000 people benefited
<b>100%</b> of product portfolio assessed for consumer health and safety	<b>13</b> out of 16 production facilities certified under FSSC 22000	<b>"Better for You"</b> and <b>"Clean Label"</b> programs underway



## Environment

<b>57.6%</b> of agricultural raw materials came from sustainable and regenerative farming	<b>+8,000</b> hectares impacted, +337% vs. 2023	<b>381.67</b> tons of plastic waste recycled in the field, +38%
<b>-13.98%</b> in total energy consumption vs. 2023	<b>-18.37%</b> in energy intensity	<b>-10.04%</b> in CO <sub>2</sub> e emissions (Scope 1 and 2)
<b>98.1%</b> of packaging is recyclable and/or reusable	<b>+13.26%</b> of recycled content in packaging	<b>2.06 m<sup>3</sup></b> per ton produced in 2024 — exceeding the annual goal of 2.10 m <sup>3</sup> /Tn and reducing water intensity by an additional 1.9%
<b>\$3.0 billion</b> pesos: value of the sustainability-linked bond issued in 2022 — the first of its kind in the Mexican food industry	<b>-26.4%</b> in total water consumption, a cumulative decrease between 2022 and 2024 (from 530.67 to 390.50 megaliters), despite production growth	