

#WhatWeHaveWithin

is reflected in our relationships with people

CONNECTION



At Grupo Herdez®, we build a strong social environment through respect, inclusion, and commitment to those who make our purpose possible:

our employees, the communities with which we create shared value, and the consumers who trust our brands.

Every action stems from the belief that collective well-being is the foundation for positively transforming our environment.

GRI: 3-3
IP: 5



Grupo Herdez® Talent

GRI: 401-1, 401-2, 401-3

At Grupo Herdez®, what we carry within is the talent of our people. Their experience and skills drive our evolution and sustainable growth, enabling us to overcome challenges and reach new goals. The safety, development, and well-being of every individual are fundamental pillars of our strategy and reinforce the solid team we have built.



Employment and Labor Relations

Turnover and new hires

In 2024, the turnover rate decreased to 17.9%, down 3.2 percentage points compared to the previous year. At the same time, new hires remained in line with previous trends, resulting in an annual hiring rate of 32.3%.



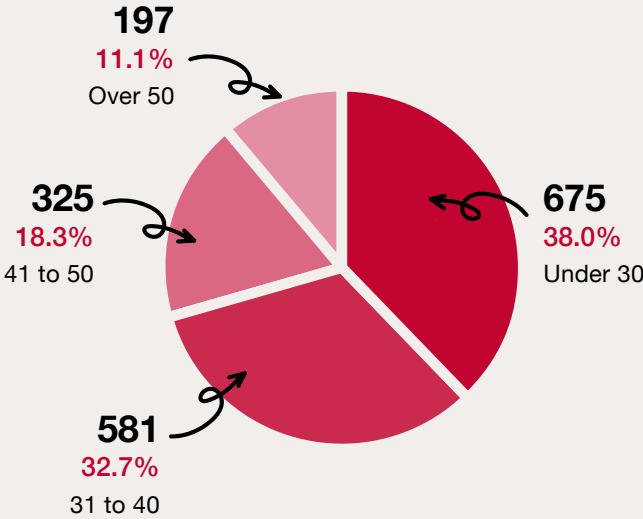
Turnover by age group

	Total headcount	Departures	% of total departures	Turnover rate by gender
Men	5,812	1,167	65.6%	20.1%
Women	4,095	611	34.4%	14.9%
Total	9,907	1,778	100.0%	17.9%

Note: Turnover data includes permanent staff in Mexico and excludes stores due to differences in work modalities and calculation methods specific to the retail industry.

Turnover by age

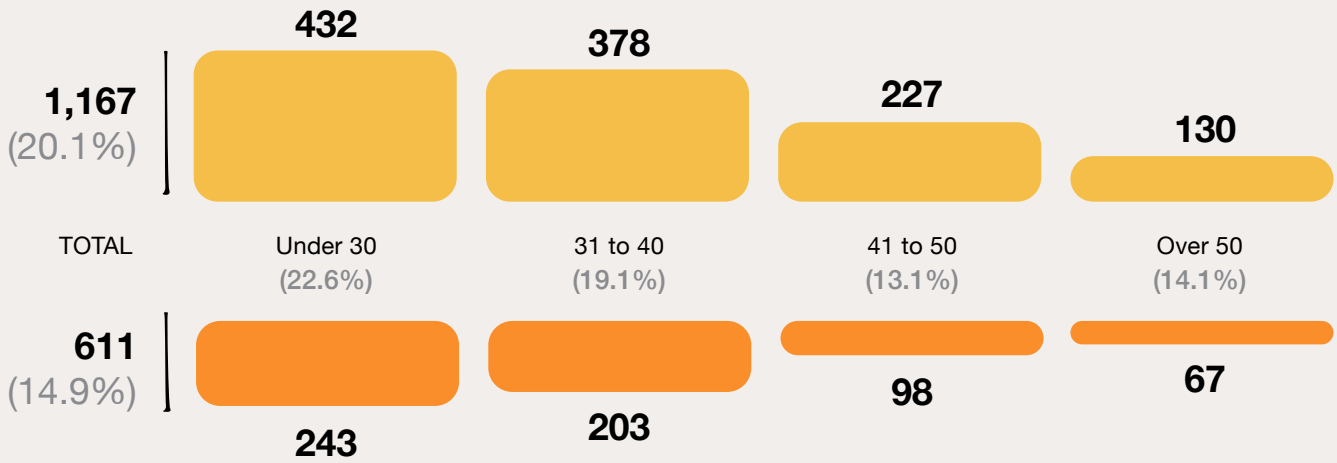
■ Total ■ % of total



■ Men

■ Women

(%) Turnover rate by age group



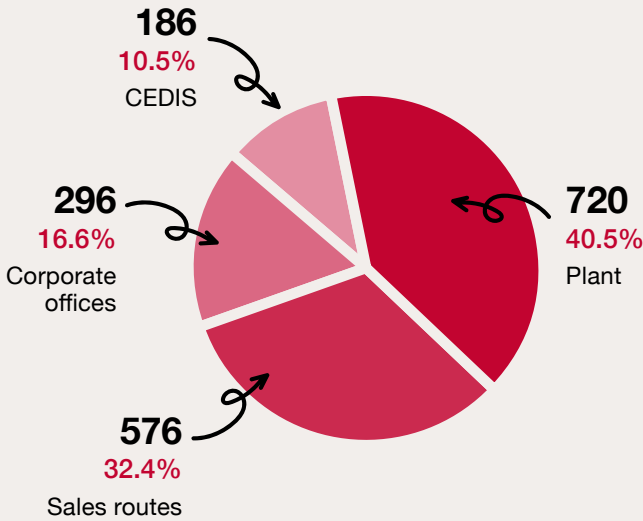
17.9%
turnover rate reduction



Turnover by work location

% rotación

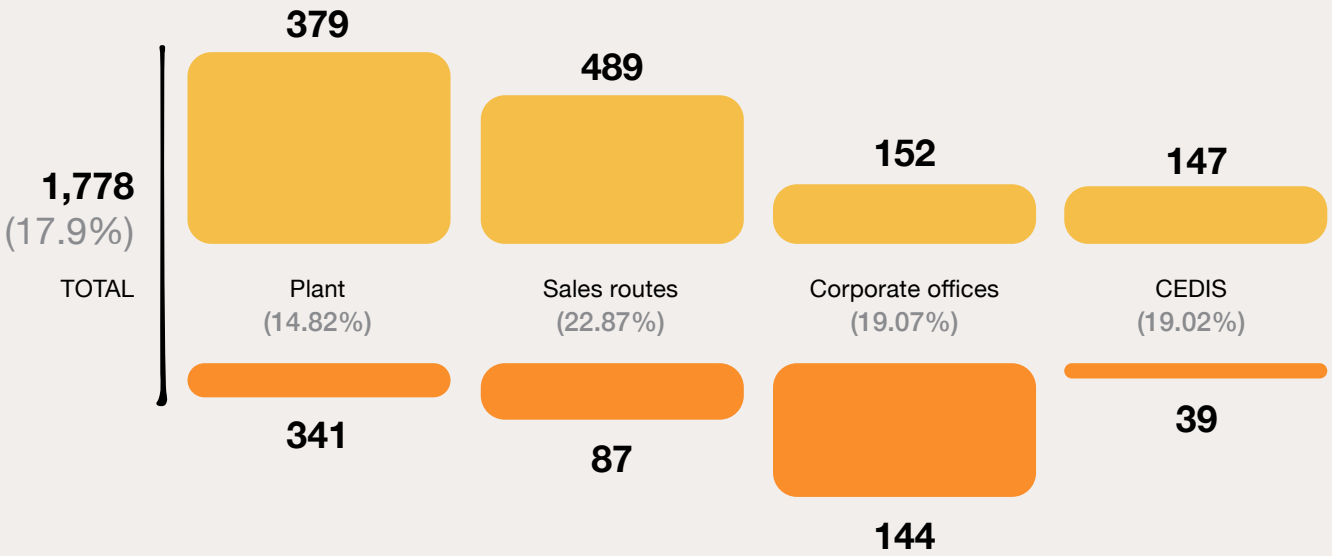
■ Total ■ % of total departures



■ Men

■ Women

% of total departures



New hires 2024

Men Women

12,509
100%



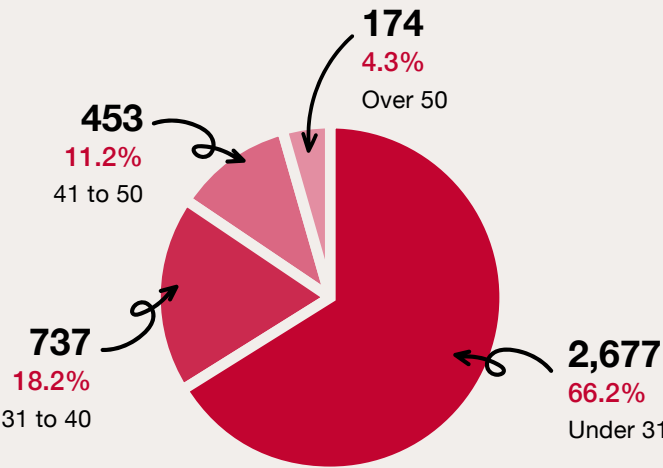
4,041

New hires
(32.3%)
Hiring rate

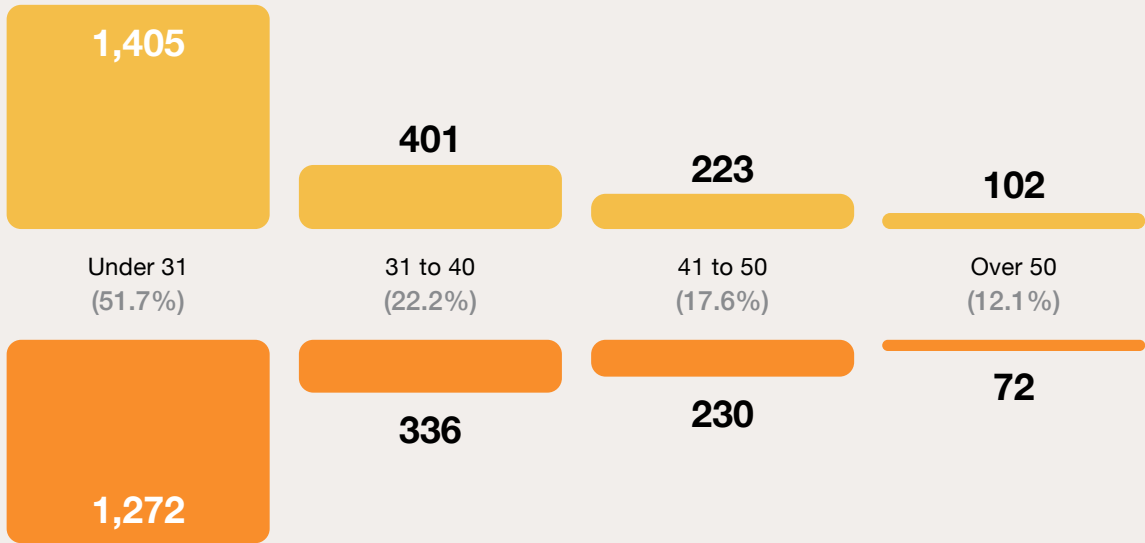


By age group

Hiring rate by age % of total hires 2024



Men Women Hiring rate by age

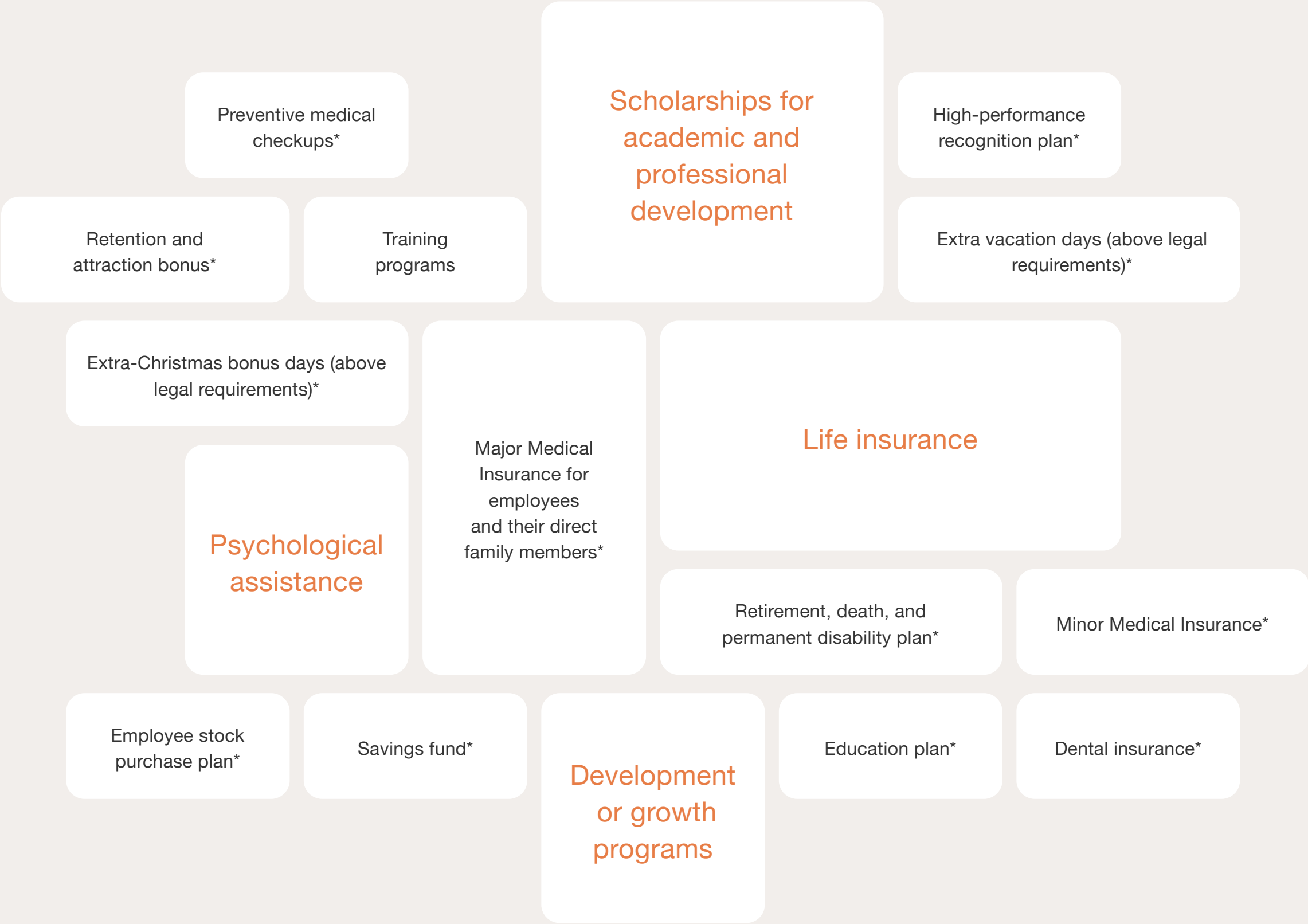


Benefits

At Grupo Herdez® we offer social benefits that go beyond those established by the Federal Labor Law, and they apply across all our operations. Every employee has access to life insurance, public health services, coverage for disability or incapacity, maternity and paternity leave, and retirement provisions—reaffirming our commitment to the well-being and stability of our people.

In 2024, 118 people took maternity or paternity leave, with a 100% return-to-work rate

Parental leave 2024	Women	Men
Employees who took leave	93	25
Employees who returned to work after leave	93	25
Employees still employed 12 months after returning	56	23



* Benefits available based on job level and category in some cases.

Diversity and Inclusion

GRI: 405-1, 405-2

At Grupo Herdez®, we foster an organizational culture based on inclusion and diversity, promoting gender equality and encouraging inclusive and sustainable economic growth for our people. As part of this commitment, in 2024 we maintained our adherence to the United Nations Women’s Empowerment Principles (WEPs) and the Mexico City Grand Agreement for Equal Treatment.



WEP’s

Since 2022, we have been signatories of the UN Women’s Empowerment Principles (WEPs), a framework to promote gender equality and female empowerment in the workplace and society.



Mexico City Grand Agreement for Equal Treatment

In 2022, we signed this commitment to strengthen inclusive work environments, free from discrimination and with greater participation and diversity.



Team Composition

76% of our workforce is in the operational category, primarily composed of people under 30: female representation in this age group reaches 91% and male representation 94%.

In the tactical category, representation ranges between 1% and 5%, peaking in the 30–50 age group. In the strategic level, it remains under 2% across all age ranges, with no representation among those under 30 or over 50. Male presence in these levels reaches up to 6% in the tactical category and 5% in the strategic category.



Note: The job categories in this report reflect our internal structure, based on the GG Global Grading System.

Employees by job category, age, and gender

Women							
Job category	Under 30		30 to 40		40 y 50		Over 50
Operational	2,230	91.3%	1,097	75.6%	925	82.1%	547 91.0%
Operational-Normative	195	8.0%	272	18.7%	124	11.0%	42 7.0%
Tactical	17	0.7%	66	4.5%	55	4.9%	9 1.5%
Strategic	0	0.0%	16	1.1%	22	2.0%	3 0.5%
TOTAL	2,442	100%	1,451	100%	1,126	100%	601 100%

Men							
Job category	Under 30		30 to 40		40 y 50		Over 50
Operational	2,566	93.9%	1,448	77.6%	1,155	79.5%	644 76.9%
Operational-Normative	152	5.6%	333	17.8%	188	12.9%	100 11.9%
Tactical	15	0.5%	67	3.6%	82	5.6%	52 6.2%
Strategic	0	0.0%	19	1.0%	27	1.9%	41 4.9%
TOTAL	2,733	100%	1,867	100%	1,452	100%	837 100%

Inclusion of people with disabilities

Our team includes seven people with **hearing impairments**, most of whom are women aged 30–50 (57.1%), followed by men in the same age range (42.8%).

Visual disabilities are represented entirely by men aged 30–50 (100%). For physical disabilities, there is equal representation of women and men aged 30–50 (37.5% each), with additional male representation over 50 (25%).

Intellectual disabilities are evenly distributed between women and men aged 30–50 (33.3% each), with male representation under 30 (33.3%) and no presence over 50.



Éntrale Alliance

Since 2017, we have been part of the “Éntrale” Alliance promoted by the Mexican Business Council.



2024	Women			Men			Total people with disabilities
Type of disability	Under 30	30 to 50	Over 50	Under 30	30 to 50	Over 50	
Hearing	0.0%	57.1%	0.0%	0.0%	42.9%	0.0%	7
Visual	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	1
Physical	0.0%	37.5%	0.0%	0.0%	37.5%	25%	8
Intellectual	0.0%	33.3%	0.0%	33.3%	33.3%	0.0%	3

Inclusion of refugees

In 2024, at Grupo Herdez® we took a decisive step in our diversity and inclusion strategy by signing **an alliance with the United Nations High Commissioner for Refugees (UNHCR)** to promote the labor integration of 17 refugees into our operations. We launched this collaboration in our facilities in San Luis Potosí and at our distribution center in Monterrey, reaffirming our commitment to equity, labor inclusion, and support for communities in vulnerable situations. More than just a hiring agreement, this initiative seeks to improve the lives of those forced to leave their home countries by providing real opportunities to rebuild their future. Through actions like this, we continue to strengthen our leadership as a socially responsible and committed company.



Commitment to Equity: no gender pay gap

At Grupo Herdez®, we guarantee pay equity between women and men across all job categories and locations. In our stores, we have achieved full parity, with 100% salary equality. In the tactical category, the gap is even reversed, with women earning slightly more on average than men (100.5% vs. 99%). While some differences still exist in specific areas, we remain firmly committed to building a fair and equitable work culture for everyone in our organization.

100% parity in stores and women earn 100.5% of the average salary at the tactical level.

Base salary ratio of women to men, by job category*

	Women	Men
Operational	95.6%	104.6%
Operational – Normative	98.8%	101.2%
Tactical	100.6%	99.4%
Strategic	96.4%	103.7%

*Average monthly base salary ratio

Base salary ratio of women to men, by work location*

	Women	Men
Plants	78.0%	128.0%
Distribution Centers (CEDIS)	94.0%	106.0%
Corporate Offices	94.0%	106.0%
Sales Routes	135.0%	74.0%
Stores	100.0%	100.0%

*Average monthly base salary ratio



Training and Development

GRI: 404-1, 404-2, 404-3

At Grupo Herdez®, we recognize that talent is the cornerstone of our growth. That is why we invest in the comprehensive development of our employees through training programs designed to strengthen their skills and reinforce what we have within: our culture, our values, and our commitment to excellence.

We strive to generate a positive impact on millions of people, starting with the more than 12,000 employees who are part of our team.



Investment and Training Hours

At Grupo Herdez®, what we have within is reflected in our commitment to talent development. In the analysis of training hours by gender, women had a slightly higher average with 26.48 hours per person, compared to 24.78 hours for men. A total of 5,143 women and 6,336 men received training.

Training is mainly concentrated in the operational category, which accounts for more than 80% of total hours. In 2024, operational employees accumulated 238,083.45 training hours, while the strategic level accounted for 3,926 hours.

In the strategic level, men accumulated 2,837 hours and women 1,089. In the tactical level, men totaled 4,750 hours and women 3,372—figures proportional to the gender distribution in each job category, where men outnumber women two to one.



\$23.3

million pesos, total investment in training and development

\$1,944

pesos, average investment per employee

Average training hours, by gender

Gender	Trained Employees	Training Hours	Avg. Hours per Person
Women	5,143	136,183	26.5
Men	6,336	157,011	24.8
Total	11,479	293,194	0.8

Note: The average training hours refer only to employees of Conservas and Impulse in Mexico. Herpons, Aires de Campo, Seramano, and Interdeli are excluded.



Average training hours, by job category

Job Category	Average hours
Operational	24.6
Operational – Normative	32.2
Tactical	23.8
Strategic	32.7
Overall average hours	25.5

Training Categories

- **Institutional Courses:** Reinforce our identity and corporate values, covering key topics such as Ethics and Legality Culture, Diversity and Inclusion, and Company Induction.
- **Technical Skills:** Develop job-specific skills to ensure our employees perform with excellence.
- **Performance Skills:** Strengthen core soft skills such as communication, teamwork, and strategic thinking.
- **Regulations and Safety:** Ensure compliance with Official Mexican Standards and key safety and well-being guidelines.
- **Leadership:** Train current and future leaders through specialized programs focused on team management, decision-making, and transformational leadership.

Flagship Programs 2024

Leadership Culture

We strengthened our Leadership Culture through programs designed to prepare our leaders for challenges within their areas of influence. The leadership development program—including LinkedIn Learning and our in-house leadership training—impacted more than 2,652 employees in 2024, with a 2% increase in participation.

Train-the-Trainer

We promoted internal learning by training 943 experts as internal instructors, who shared their knowledge in more than 7,260 training events. As a result, we reached a total of 226,899 training hours in 2024.

Ethics and Legality Culture

Through communication and training initiatives, more than 9,650 employees received 26,800 hours of training on our Code of Ethics, Legality, and Human Rights—an increase of more than 50% compared to 2023.

Diversity and Inclusion

We value what makes us unique. For the third consecutive year, we strengthened our Diversity and Inclusion culture by engaging more than 7,300 leaders and employees in training and communication initiatives to continue building a respectful, equitable, and discrimination-free environment.

Performance Evaluation

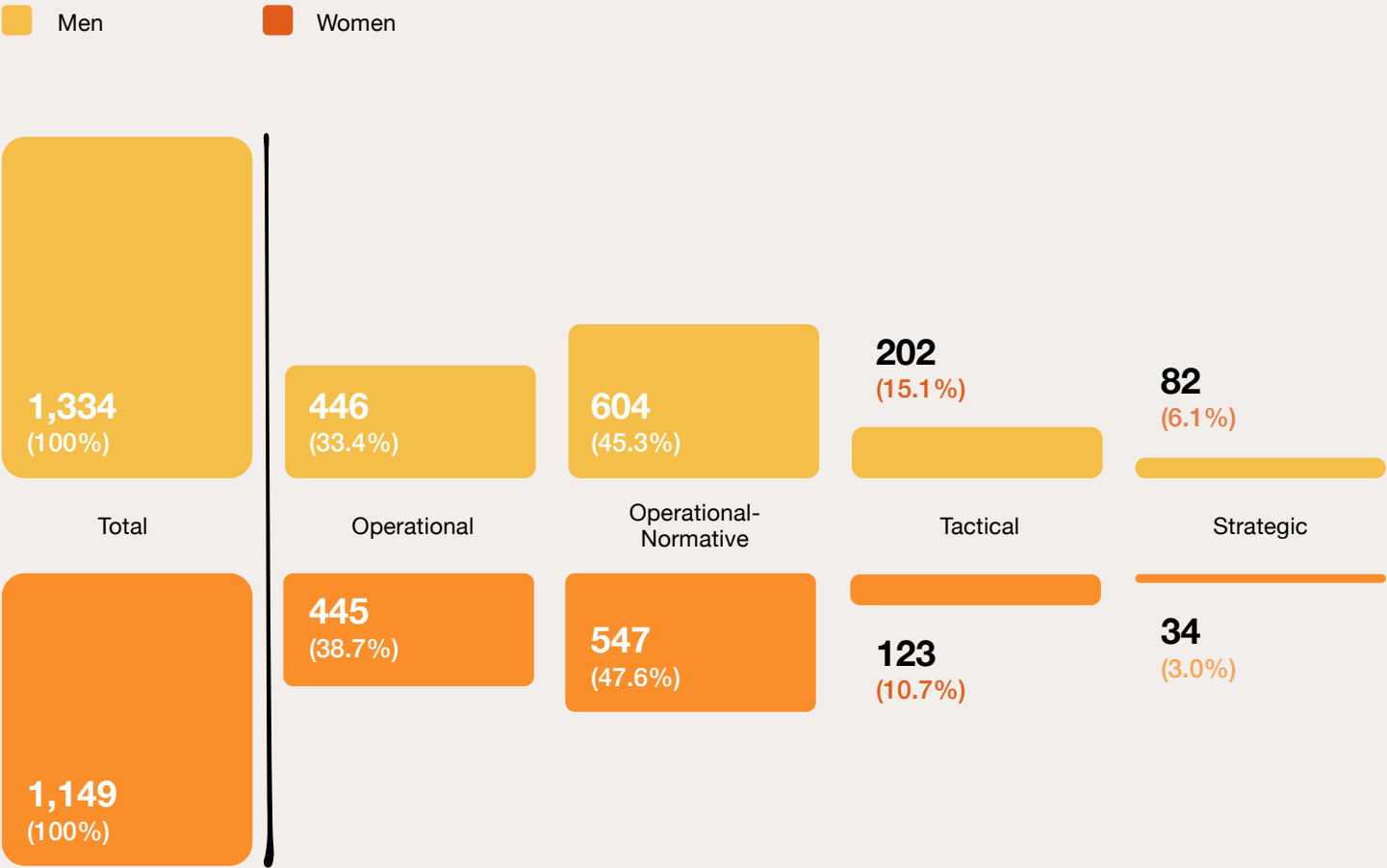


At Grupo Herdez®, we believe that growth begins with the development of our people. With this approach, we carry out regular performance evaluations that allow us to align individual skills and goals with organizational objectives, identify areas for improvement, and drive professional development.



In 2024, we evaluated 2,483 employees across various job categories, strengthening our culture of continuous learning and shared evolution.

Evaluated employees by gender and job category



Comprehensive Well-being

GRI: 403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9, 403-10
IP: 5

At Grupo Herdez®, the safety and well-being of our people are a top priority. Through a preventive approach and management systems aligned with Mexican regulations and international standards, we provide safe, healthy work environments in line with best practices. Our commitment is reflected in initiatives ranging from risk prevention to health promotion and the comprehensive development of our team.

Management Systems

The Environmental Control, Safety, and Hygiene (CASH) department drives prevention as part of the work culture to protect the integrity of our people and ensure business continuity.

STOP
To ensure the quality of our safety and health processes, we have the STOP system, which allows us to analyze the number of unsafe acts and conditions in order to establish internal work plans based on the results. It is our occupational health and safety management system that covers all Grupo Herdez® facilities, involving both unionized and non-unionized employees, contractors, and suppliers.

We conduct weekly reviews of indicators with industrial safety leaders to maintain a high level of protection. At the same time, we monitor regulatory compliance through specialized folders, aiming for safer working conditions aligned with the highest standards.



ELSSA Distinction

100% of our plants have been awarded the Safe and Healthy Work Environments (Distintivo ELSSA) recognition by the Mexican Social Security Institute (IMSS). This recognition reinforces our commitment to risk prevention, productivity, and the well-being of our people. Additionally, we promote actions for the detection and management of chronic diseases to consolidate safe and healthy work environments.

	Man-hours worked		Number of accidents		Actual frequency rate		Days lost due to accidents		Rate of days lost per accident	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Women	6,736,704	7,443,072.00	22	25	0.56	0.67	385	677	9.76	18.19
Men	7,887,360	7,947,264	22	20	0.65	0.50	733	433	21.76	10.90
Total	14,624,064	15,390,336	44	45	0.60	0.58	1,118	1,110	15.29	14.42

The same number of employees reported in IP5 is also indicated in GRI 2-7 (page 8 of the report). This figure only includes personnel from distribution centers, offices, and plants. In the case of the plants, only those located in Celaya, Monchis, Santa Rosa Barilla, and PIN are excluded.

Health Promotion and Prevention

At Grupo Herdez®, the safety and well-being of our people are a priority. Through comprehensive health and wellness programs, including medical services and occupational health initiatives, we create safe and healthy work environments.

We actively promote a culture of self-care through prevention campaigns and training and development initiatives, ensuring that every employee has the necessary tools to live a healthy life.



Medical Services

We provide medical services at 100% of our locations and carry out annual occupational health campaigns, including vaccination, medical consultations, follow-up care, and training for the early detection of diseases.

In 2024, we held our first Health Fair at our operations in Vallejo, Mexico City, where a mobile unit provided medical exams to prevent occupational diseases and monitor the well-being of our employees.

Healthy Living Plate

Through the Healthy Living Plate initiative, we promote healthy habits by carrying out activities and challenges that improve the health of our workforce.



Training

We offer training and activities that strengthen skills and promote the overall well-being of our people. In 2024, we accumulated a total of 74,886 training hours focused on health and safety, which is equivalent to 15.41 hours per employee for the year.

Training in Health and Safety 2024

5S Methodology
Addictions
Advanced First Aid
Advanced HACCP Golden Seal
Ammonia Leak Control (Hazmat)
Annual Evacuation Brigade
Brigadist Functions and Activities
Collapse and Hazardous Substances Brigade
Communication for Brigadists
Compressor Functionality Principles
Conservation Equipment Used in Production Areas
Dissemination of the Comprehensive Policy
Electrical Risks
Emergency Response Plan
Emergency Response with Ammonia Inhydro-NH3
Emergency Response with Hazardous Materials
Environmental Control, Safety, and Hygiene
Evacuation for Brigadists
Evacuation, Search, and Rescue
Eyes on the Task, Mind on the Task Unit II
Firefighting Brigade
Firefighting for Brigadists
First Aid
First Aid Brigade
First Aid Course
First Aid for Brigadists
Globally Harmonized System
HACCP PCC and PPRO
HACCP applications in the microbiology laboratory
Height Rescue
Induction to Environmental Compliance, Safety, and Hygiene

Industrial Safety
Intermediate Evacuation
Internal Civil Protection Committee
Lockout and Tagout
Manual Load Handling
Multifunctional Brigadists
NOM-001-STPS-2008 Local Building and Facility Safety
NOM-002-STPS Prevention and Fire Protection
NOM-002-STPS-2010 Safety, Prevention, and Fire Protection Conditions in Work Centers
NOM-004-1999 Safety Systems and Devices in Machinery
NOM-004-2009 Clinical Records
NOM-004-STPS LOTOTO System and Devices in Machinery
NOM-005-STPS-1998 Handling, Transport, and Storage of Hazardous Substances
NOM-006-STPS-2014 Auxiliary Load Tools/Forklifts
NOM-006-STPS-2014 Handling and Storage of Materials
NOM-009-STPS-2011 Work at Heights
NOM-010-STPS-2014 Chemical Contaminants in the Workplace
NOM-011-STPS-2001 Noise
NOM-012-STPS-2012 Ionizing Radiation
NOM-015-STPS-2001 High or Low Thermal Conditions
NOM-017-STPS-2008 Personal Protective Equipment
NOM-018-STPS-2015 Hazard Identification and Risk Assessment for Chemicals

NOM-019-STPS-2015 Safety and Hygiene Committees
NOM-020-STPS-2011 Pressure Vessels and Boilers
NOM-022-STPS-2008 Static Electricity
NOM-024-STPS-2001 Vibrations - Safety and Hygiene Conditions in Work Centers
NOM-025-STPS-2008 Lighting Conditions in Work Centers
NOM-026-STPS-2008 Safety Colors and Signs
NOM-027-STPS-2008 Safety Conditions in Welding and Cutting
NOM-028-STPS-2011 and NOM-030-STPS-2009
NOM-029-STPS-2005 Maintenance of Electrical Installations in Work Centers
NOM-030-STPS-2009 Preventive Safety and Health Services
NOM-033-STPS-2015 Safety for Work in Confined Spaces
NOM-034-STPS-2016 Safety for Employees with Disabilities
NOM-035-STPS-2018 Psychosocial Risk Factors at Work: Identification, Analysis, and Prevention
NOM-036-1-STPS-2018 Ergonomic Risk Factors at Work: Identification, Analysis, Prevention, and Control – Part 1: Load Manual
NOM-036-STPS Ergonomics
Normative CASH Courses
Occupational Hygiene
Operation and Maintenance of Forklifts
Pressure Vessels
Prevention and Firefighting
Preventive Observation Work System

Psychosocial Support
Reinforcement in BPM
SEH Trainings
Safe Operation of Industrial Vehicle Class II
Safe Work at Heights
Safestart
Safestart Methodology
Safestart Module I
Safestart Module II
Safestart Module IV
Safestart Module V
Safestart Review per Accident
Safety Conditions for Working at Heights: Rescue Focus
Safety Conditions in Forklift Operations
Safety Leaders
Safety and Hygiene Colors and Signs
Safety and Hygiene Committee based on NOM-019-STPS-2011
Search and Rescue Brigade
Search and Rescue for Brigadists
Training in Integrated Management Systems
What to Do in Case of Emergency
Work in High Temperatures

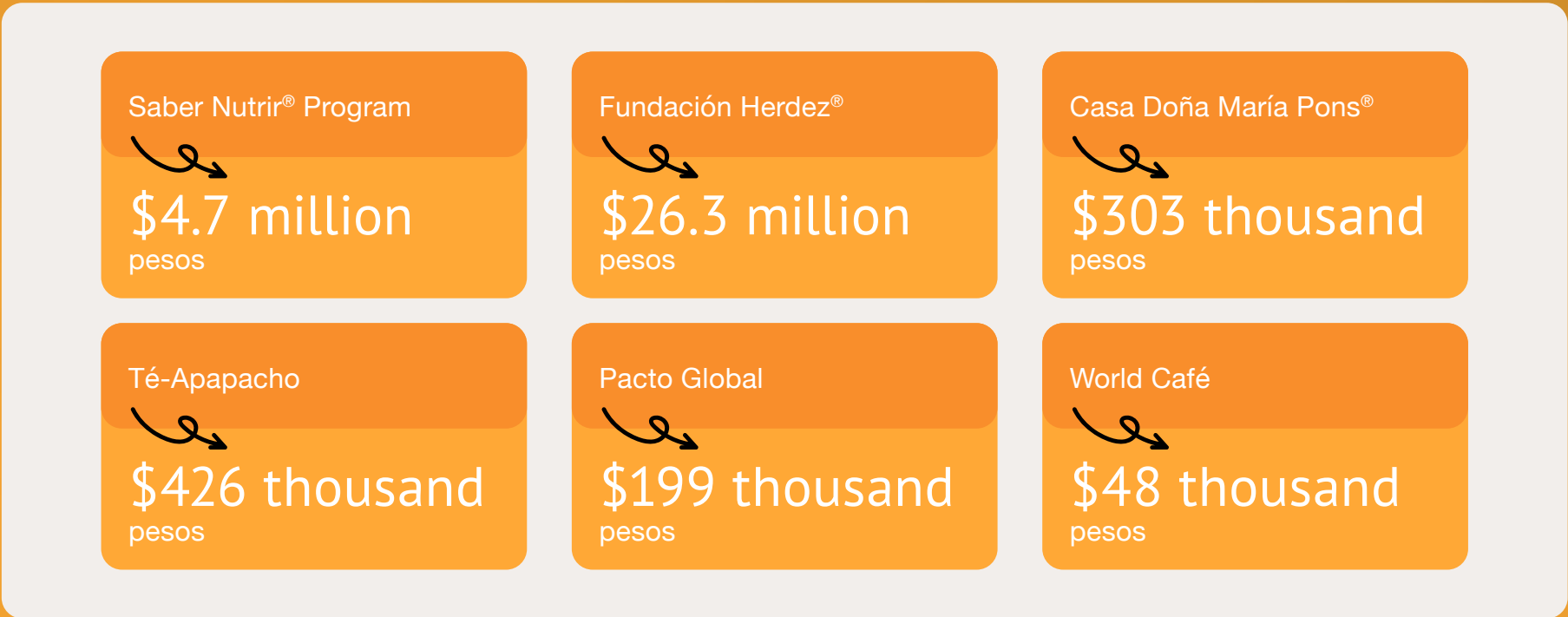
Social Investment

IP: 2, 3

At Grupo Herdez® what we have within us is the driving force behind our commitment to contribute to the global goal of ending hunger in Mexico. Through our social conscience and active commitment, we work to achieve food security and improve nutrition in the country. This value is materialized through two lines of action: Saber Nutrir® and Fundación Herdez®.



Social Investment 2024



The actions of Saber Nutrir® allow us to contribute to the development of communities and access to opportunities. Through Fundación Herdez® we promote education, dissemination and access to food in vulnerable populations, and we preserve recipes of Mexican gastronomy through the Casa Doña María Pons® Library. All these efforts contribute to the fulfillment of SDG 2: Zero Hunger.

Té-Apachacho.

Activity promoted by McCormick® to provide a moment of wellness for patients and medical personnel. In 2024, 7,000 tea tastings were held in seven hospitals in Mexico City.

Saber Nutrir®

We have been promoting the development of rural communities for more than 10 years through our social responsibility program Saber Nutrir®.



The main objective of the program is to contribute to the well-being and development of children through actions focused on comprehensively improving the nutritional conditions of the communities, guaranteeing access to safe water and the development of productive and food marketing projects.

The annual investment in 2024 in the Saber Nutrir® program amounted to \$4.7 million pesos. Since its creation in 2013, its actions have benefited 985 families in 35 communities in the states of Mexico, Chiapas, Jalisco and Yucatán, through 2,242 implemented projects.

Marketing and food security projects

What we put on people's tables is born in the countryside, which is why we promote agriculture as a source of income and a mechanism to achieve food security in communities in the State of Mexico and Yucatán.

In 2024 we implemented more than 100 projects involving the planting and marketing of local agricultural products, which each year allows us to benefit more families. We seek integral development. To achieve this, the initiatives are complemented with nutritional monitoring of children in the communities and school strengthening programs around good nutrition with the delivery of supplements and the follow-up of the Plato del Buen Comer (Good Food Plate).

State of Mexico

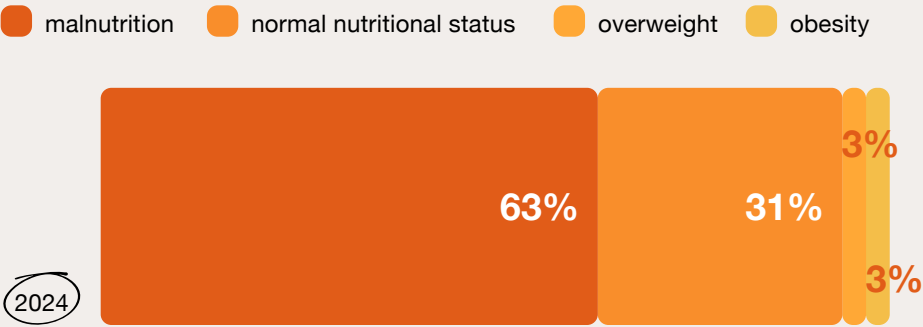
In the Mazahua communities of the State of Mexico, through 83 marketing projects, income of \$5.9 million pesos was generated in 2024, benefiting 169 families. In addition, 11 new food security projects were installed, including micro tunnels to protect crops and chicken coops.



Nutritional monitoring

Due to demographic changes in the locality, during 2024 we conducted new nutritional assessments to 115 children in the Mazahua communities. This update allowed us to establish a new baseline to monitor, starting this year, the nutritional status and overall health of the child population served.

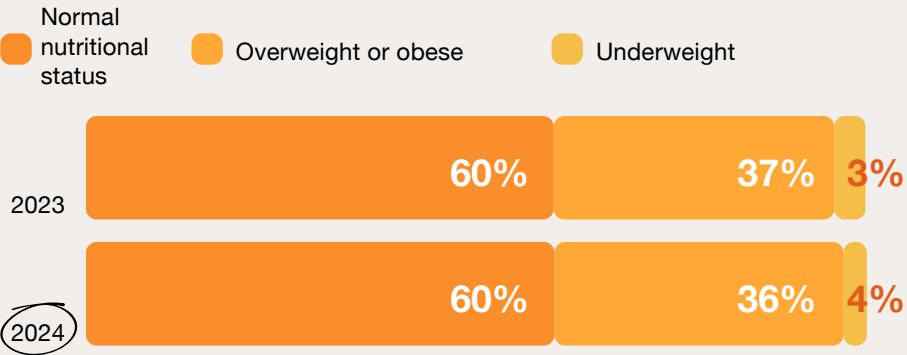
Findings 2024



School program

In 2024, Saber Nutrir® benefited 8,528 elementary school students in Zumpango and Teoloyucan with lectures on nutrition. In addition, 4,540 children were evaluated, observing that 60% maintained a normal nutritional status as well as a slight decrease in cases of overweight and obesity and a small increase in underweight, compared to the previous year.

Findings 2024



The data is consistent with the National Health and Nutrition Survey 2022, which indicates that four out of every 10 children between 5 and 11 years of age are overweight or obese in Mexico, which reinforces our commitment to continue promoting healthy eating habits.

Yucatán

In 2024, the program continued to operate in the communities of Choyob, Yax-ha, San Simón and Xohuayan, benefiting a total of 114 families. As part of this year’s progress, 40 projects were installed and four new families were incorporated, strengthening the scope and continuity of the initiative.

5

farms

5

rainwater
harvesting
cisterns

3

honey
extractors

5

orchards

5

toilets with
biodigester and
purifier

2

egg
incubators

10

corn silos

5

ecological
stoves

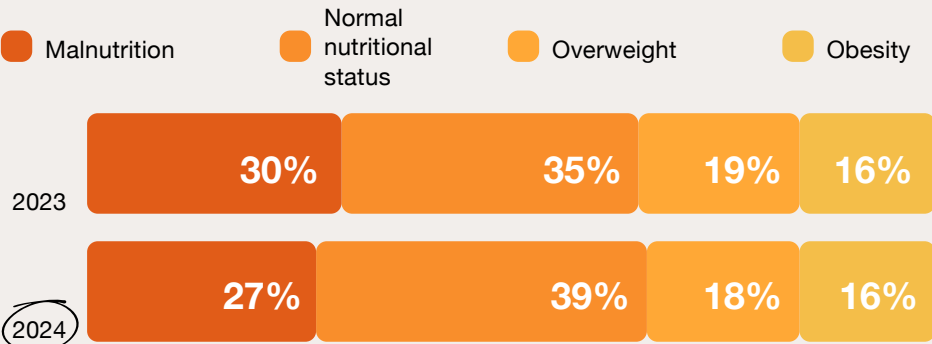


Nutritional monitoring

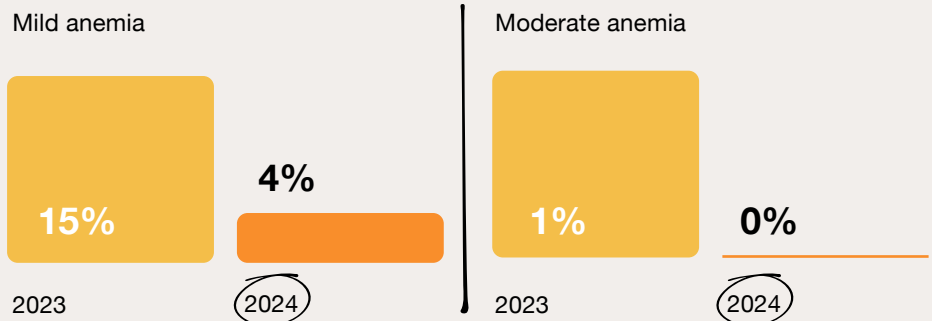
With the well-being of children in mind, the health of 80 children in the communities has been monitored over the past three years. In the 2024 assessment, several changes were observed..

Additionally, at the end of the year, a hemoglobin test was performed which showed significant improvements in anemia levels.

Findings



Niveles de anemia



Casa Don Bosco

Our Saber Nutrir® program, in alliance with Casa Don Bosco in San Luis Potosí, provides young women with tools to forge a better future through activities that include courses on nutrition, physical activation (soccer and dance), academic regularization (mathematics and English), and artistic workshops (music and painting).

In addition, in collaboration with the Agronomy Faculty of the Universidad Autónoma de San Luis Potosí, 20 fruit trees (10 peach and 10 fig trees) were planted in 2023.

Nutritional assessments were performed on 64 young people (29 women and 35 men), with the following results: 61% showed a normal nutritional status, 28% overweight and 11% obese. Since this was the first measurement of these individuals, there are no previous records to monitor progress.



Saber Nutrir® Volunteering

In 2024, we extended our support with the participation of 110 volunteers from Mexico City corporations in a day in the community of El Huizache, in San José del Rincón, State of Mexico, who carried out the following activities:

- Planting of 300 trees
- Maintenance of agricultural infrastructure (cisterns, chicken coops, ecological stoves).
- Creation of planting beds in greenhouses.
- Educational activity “Plato del Bien Comer” with 52 children from the Mazahua community.

275

volunteer hours in 2024

Saber Nutrir® Sponsor

We reach out in multiple ways to continue positively impacting more people. In the Mazahua area, 77 children with malnutrition received support in 2024 through 40 sponsors, who made monthly contributions for the purchase of nutritional supplements. As a result, 15 children (19.5%) were able to recover from malnutrition.

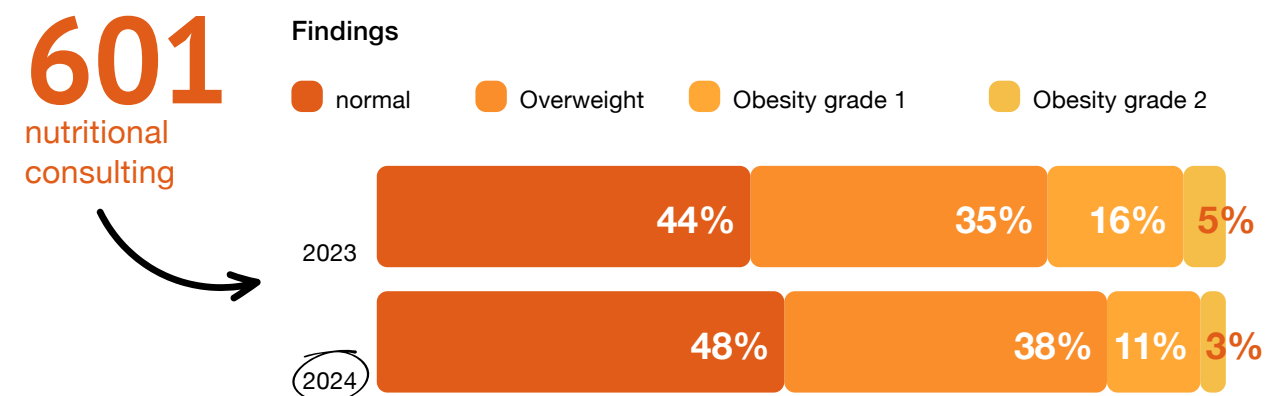


Healthy Eating Program

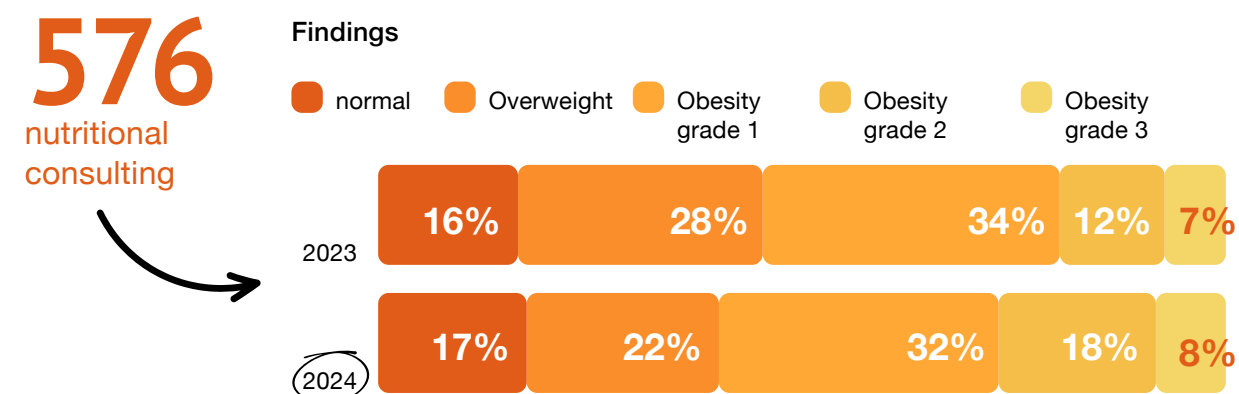
We aim to improve the eating habits of our employees. In 2024, we provided 1,177 nutritional consultations in Mexico City and Los Mochis, Sinaloa, to monitor and improve people's health.

As a result, a total loss of 508.8 kg was achieved among the participants. In order to monitor progress and provide personalized follow-up, nutritional consultations are carried out monthly and recorded in clinical records.

Assessment in CDMX



Assessment in Los Mochis



Exhibition at Papalote Museo del Niño

Saber Nutrir® is present at the Papalote Museo del Niño* with the exhibition “What are we going to eat?” in the “My home and my family” area, where children learn about food groups and how to plan healthy meals.



* Museum located in Mexico City focused on children's learning through interactive science, art and technology exhibits.

Fundación Herdez®

With passion and dedication, Fundación Herdez® is consolidating its position as a guardian of our culinary traditions. Through research, preservation and dissemination of Mexican cuisine, we contribute to strengthening of food culture and ensuring access to decent food for thousands of people.

Investment in the Foundation’s activities amounted to \$26.3 million pesos in 2024, of which \$449 thousand pesos were channeled through the Natural Disaster program to provide food support to communities in emergency situations.



Visitors received in 2024

Museo Galería Nuestra
Cocina Duque de Herdez®

11,535
people

Tastings at the
Interpretation Center

5,109
people

Library of Mexican
Gastronomy

1,355
people

Guided tours

1,207
people

Cultural activities

3,180
people



Cultural activities



We want to reach people through taste and culture. Continuing with our commitment to be an agent of change and to reach more and more people who can benefit from our initiatives, in 2024 we showed the value of what we have within us through 48 cultural and educational activities in which more than 3,000 people of different ages participated.

48

cultural and educational activities

3,000

people

Cultural events

A Gastronomic Rally, the exhibition of the 33 institutional posters of the Mexican Association of Private Archives and Libraries (AMABPAC), the Novo-Hispanic Week with convent tastings, and the Mexican Lottery Song in the pedestrian Zócalo.



Lectures and presentations

Meetings were held such as the lecture “ Hablemos de tamales”, the presentation of the book “Azúcar, canela, almendras... Secretos de la bisabuela” and the conference “Comida y tradición en la Ciudad de México” (Food and tradition in Mexico City).



Volunteer and social responsibility activities

In collaboration with various organizations, we held cookie and calaveritas decoration workshops with the Ronald McDonald Foundation, the Foundation for the Dignification of Women and ARTSY. Through the Plato del Bien Comer children’s program, we promoted food education with Fundación a Favor del Niño IAP.

Gastronomic workshops

Offered on the preparation of cookies, chocolate tablets, nixtamalization, salsas, canasta tacos, traditional pan de muerto and chocolate and amaranth calaveritas.



Alliance with the BAMX Network

We know that alliances enhance impact, which is why in 2024 we strengthened our collaboration with the Mexican Food Bank Network (BAMX), delivering 627,325 kilos of food that benefited 142,587 people through 31 food banks throughout the country.

627,325
kilos of food

142,587
people benefited



Casa Doña María Pons®

The magic of our cuisine has a special place. Casa Doña María Pons® is a Fundación Herdez® space in San Luis Potosí dedicated to the preservation and dissemination of Mexican culinary heritage. Its work focuses on the development of educational and cultural activities that promote gastronomic identity, inclusive learning and environmental awareness. Through interactive experiences rich in tradition and flavor, we foster the link between the community and its culinary heritage, promoting sustainable practices.



Casa Doña María Pons® hosted the 2024 National Congress of the National Network for the Inclusion of the Blind and Low Vision (RENACBVI): we are committed to inclusion and education.

During 2024, the social investment allocated to 62 educational and cultural activities through Casa Doña María Pons® was \$303 thousand pesos. Among the outstanding activities were guided tours, gastronomic experiences, canning workshops, educational vegetable gardens and events to promote reading. We also organized book presentations, tastings, meetings with specialists and cultural activities focused on the Mexican culinary tradition.



As part of the literary activities, three editions of the “Sazón Literario” Reading Circle were held, as well as presentations of books from the Tonacayotl Collection and the book “Una Empresaria Pionera en San Luis Potosí: María Pons Nicoux 1893-1974” (A Pioneer Businesswoman in San Luis Potosí: María Pons Nicoux 1893-1974).



Visitors received in 2024

María Pons
Nicoux Exhibition

7,315
people

Educational Garden

4,334
people

Casa Doña
María Pons® Library

3,610
people

62 cultural and
educational activities

9,521
people



The total number
of visitors to Casa
Doña María Pons® in
2024 was 21,446.



Commitment to Consumers

GRI: 416-1, 417-1

SASB: FB-PF-250a.1, FB-PF-260a1, FB-PF-260a2, FB-PF-270a1, FB-PF-270a2

IP: 8



Health and Nutrition

Aware that more and more consumers are concerned about their health, in 2024 we strengthened our efforts dedicated to the nutritional mapping of the entire Grupo Herdez® food and beverage portfolio. We identified the presence of artificial additives and the number of nutrient warning labels they contain in order to subsequently identify the possible reduction in critical nutrients added or the elimination of artificial additives, in accordance with epidemiological and health information issued by the Mexican authorities.

As a result, we have updated our *Organizational policy for the development of new products* to control critical nutrients and facilitate their reduction or elimination, as well as the use of the correct formulas during the manufacturing process. For the food and non-alcoholic beverages market, the updated criteria to be considered are below the maximum allowed by Mexican regulations.

100% of the domestic and export portfolio is constantly evaluated for potential impacts on consumer health and safety.

Our commitment to those who choose our brands also involves labeling products in accordance with the regulations applicable to each segment of the portfolio in the country of destination for their commercialization. In addition to having a diversified portfolio that offers options for different lifestyles, our products have additional specifications that enable our consumers to make informed consumption decisions.

Enhanced Nutrition

It is our program to offer foods of the highest nutritional quality. In this sense, we identify ingredients with opportunities for improvement and replace them with more natural alternatives or with less impact on the consumer.



Clean Label

This initiative consists of identifying ingredients and additives in the products of the portfolio that can be removed from the label to provide clearer information to the consumer. It involves eliminating abbreviations and technical names of substances used as additives so that consumers know what they are consuming.



Better for You

This initiative consists of the identification of foods that can potentially offer the consumer a benefit beyond the intrinsic nutritional contribution of the food. It is determined according to the characteristics of the products and includes vitamins, minerals, probiotics and fiber.

Food Safety

SASB: FB-PF-250a.1

With the health, safety and well-being of consumers in mind, as well as our voluntary commitment to the Global Food Safety Initiative (GFSI), we audit our **Food Safety System Certification** (FSSC 22000) programs annually at all production facilities, with the exception of the Coronel and Villagrán plants. This process guarantees the quality and safety of our products through adequate processes for food production and handling.

Corrective actions include reviewing the specifications of all raw materials and packaging materials to determine which require security seals during transportation, as well as requesting suppliers to comply with these requirements. We also update documents that allow us to better track resources and activities to ensure that products are protected against damage or contamination. Our goal is to maintain quality in every link of the value chain so that people can continue to enjoy our products with the confidence they have always had.

Quality and Safety Culture Program

We know the power of our people to generate changes within the company, therefore the Quality and Food Safety Culture Program seeks to promote an organizational culture in our operating units where Quality and Food Safety is part of the values, beliefs, behaviors, standards and management principles.

13 of our 16 production sites are FSSC 22000 certified for food safety.



At Grupo Herdez®, **#WhatWeHave Within**, and what distinguishes us on the outside, is our seal of quality, our commitment to trust.