

GRUPO HERDEZ

FIRST QUARTER 2024 EARNINGS RELEASE

CONSOLIDATED HIGHLIGHTS FOR THE QUARTER

Net Sales

8.9 billion

+2.9%

EBIT

1.2 billion

+19.4%

Majority Net Income

370 million

4.2 %

+17.2%

0.5pp

EBITDA

1.6 billion

+18.6%

Increases compared to the same period of the previous year



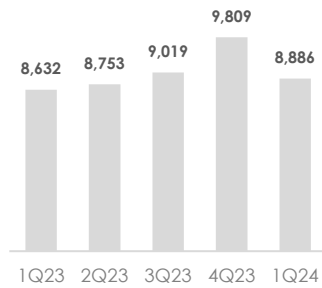
Mexico City, Mexico, April 17, 2024 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ) today announced results for the first quarter ended March 31, 2024.

"We begin 2024 with a significant expansion in our margins driven by lower costs of key raw materials. In the coming months, we will reinvest part of these benefits in the market,," said Héctor Hernández-Pons Torres, Chairman and Chief Executive Officer of Grupo Herdez.

The information contained in this document is prepared in accordance with International Financial Reporting Standards ("IFRS") and is expressed in Mexican pesos unless stated otherwise.

Grupo Herdez consolidates 100 percent of its Impulse division, Barilla Mexico, Herdez Del Fuerte, and McCormick de Mexico in its financial statements. The proportional stake of Herdez Del Fuerte in MegaMex is registered in Equity Investments in Associated Companies.

NET SALES



NET SALES	1Q24	1Q23	% change
Consolidated	8,886	8,632	2.9
Preserves	7,037	7,078	(0.6)
Impulse	1,193	1,002	19.1
Exports	656	552	18.9

Figures in millions of MXN

Consolidated net sales increased 2.9% in the first quarter compared to the same period of the previous year, reaching MXN 8.9 billion. The best performing categories were ice cream, tomato puree, pasta and mole.

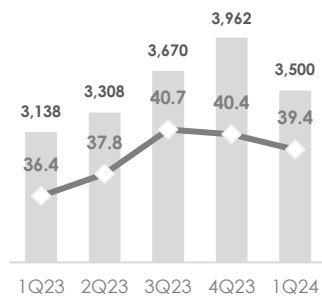
In the Preserves segment, net sales for the quarter totaled MXN 7.0 billion, practically unchanged versus last year. On the other hand, in the Impulse segment, sales grew 19.1% because of solid results in the traditional channel and a double-digit recovery in store traffic.

Export net sales for the quarter were MXN 656 million, 18.9% higher than a year ago, as a result of strong performance in the peppers and mole categories. In dollar terms, net sales grew 30.5%.

In dollars	1Q24	1Q23	% change
Quarterly Average Exchange Rate	16.9896	18.6533	(8.9)
Net exports sales MXN	656.2	551.9	18.9
Net exports sales USD	38.6	29.6	30.5



GROSS PROFIT



GROSS PROFIT	1Q24	1Q23	% change
Consolidated	3,500	3,138	11.5
Preserves	2,703	2,487	8.7
Impulse	727	590	23.1
Exports	71	60	16.9

Figures in millions of MXN

GROSS MARGIN	1Q24	1Q23	PP chg
Consolidated	39.4	36.4	3.0
Preserves	38.4	35.1	3.3
Impulse	60.9	58.9	2.0
Exports	10.8	11.0	(0.2)

Figures in percentages

Consolidated gross margin for the quarter was 39.4%, an increase of 3.0 percentage points compared to the same period of 2023. This increase is explained by lower prices of key raw materials combined with the appreciation of the Mexican peso against the U.S. dollar.

By segment, the gross margin in the Preserves segment increased 3.3 percentage points versus the previous year. In Impulse, the expansion was 2.0 percentage points, mainly as a result of a favorable sales mix. Gross margin in the Export segment remained practically unchanged at 10.8%.



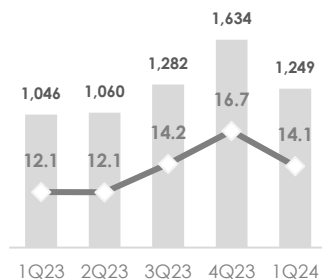
SALES, GENERAL, AND ADMINISTRATIVE EXPENSES (SG&A)

For the quarter, consolidated SG&A represented 25.7% of net sales, 1.6 percentage points higher than a year ago. In Preserves and Exports, the proportion of SG&A increased 1.7 and 1.6 percentage points, respectively, while in Impulse, it decreased 5.4 percentage points.

EARNINGS BEFORE INTEREST AND TAXES BEFORE OTHER INCOME

In the quarter, operating income before other income and expenses totaled MXN 1.2 billion, 15.5% higher than in the first quarter of 2023, with a margin expansion of 1.5 percentage points to 13.6%.

EARNINGS BEFORE INTEREST AND TAXES (EBIT)



EBIT	1Q24	1Q23	% change
Consolidated	1,249	1,046	19.4
Preserves	1,261	1,134	11.2
Impulse	(26)	(110)	76.1
Exports	14	21	(35.3)

Figures in millions of MXN

EBIT MARGIN (%)	1Q24	1Q23	pp chg
Consolidated	14.1	12.1	1.9
Preserves	17.9	16.0	1.9
Impulse	(2.2)	(11.0)	8.8
Exports	2.1	3.8	(1.8)

Operating income for the quarter was MXN 1.2 billion, an increase of 19.4% over the previous year. The margin expanded 1.9 percentage points to 14.1%.

This is due to: i) the expansion of the consolidated gross margin, and ii) the increase in the operating efficiency of the Impulse segment.

ALL-IN RESULT OF FINANCING

In the first quarter, all in financing cost was MXN 143 million, which represented a decrease of 12.8% compared to the same period of 2023. This was due to an increase in interest earned, as well as a reduction in interest paid due to lower debt.

EQUITY INVESTMENTS IN ASSOCIATED COMPANIES

EQUITY INVESTMENT IN ASSOCIATES	1Q24	1Q23	% change
Consolidated	122	295	(58.8)
MegaMex	124	276	-55.1
Others	(2)	19	(112.7)

Figures in millions of MXN

Equity in income of associates totaled MXN 122 million in the quarter, a decrease of 58.8% compared to the previous year.

MEGAMEX CONSOLIDATED RESULTS (100%)

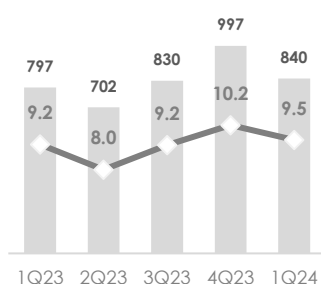
MEGAMEX INCOME STATEMENT					
MEGAMEX	1Q24	%	1Q23	%	% change
Net Sales	3,531	100.0	3,942	100.0	(10.4)
Gross Profit	1,041	29.5	1,449	36.8	(28.1)
EBIT	270	7.6	646	16.4	(58.2)
EBITDA	345	9.8	737	18.7	(53.2)
Net Income	248	7.0	553	14.0	(55.1)

Figures in millions of MXN

For the quarter, net sales reached MXN 3.5 billion, 10.4% lower than a year earlier, while in dollar terms, the decrease was 1.7%. This decline was mainly due to lower sales in the guacamole category. On the other hand, this effect was partially offset by a 10.7% increase in sales in the Don Miguel business.

Gross and operating margins decreased 7.3 and 8.8 percentage points, respectively, compared to the same period of 2023, reaching 29.5% and 7.6%. These reductions are the result of higher raw material costs, coupled with the impact of the exchange rate. Similarly, EBITDA margin decreased 8.9 percentage points to 9.8%. Finally, net income was MXN 248 million, a decrease of 55.5% compared to the previous year, with a margin of 7.0%.

NET INCOME



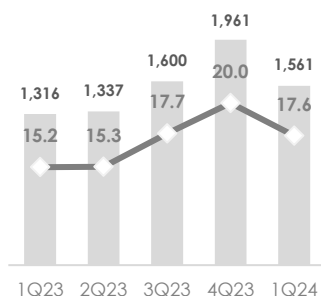
NET INCOME	1Q24	1Q23	% change
Consolidated Net Income	840	797	5.4
Con. Net Margin (%)	9.5	9.2	0.2
Minority Interest	470	482	(2.4)
Majority Net Income	370	316	17.2
Maj. Net Margin (%)	4.2	3.7	0.5

Figures in millions of MXN

In the first quarter, consolidated net income was MXN 840 million, 5.4% higher than in 2023. This increase is mostly due to improved results in the Impulse segment.

Consolidated net margin for the quarter was 9.5%, flat year-over-year. Majority net income increased 17.2% in the quarter to MXN 370 million.

EARNINGS BEFORE INTEREST, TAXES, DEPRECIATION, AMORTIZATION AND OTHER NON-CASH CHARGES (EBITDA)



EBITDA	1Q24	1Q23	% change
Consolidated	1,561	1,316	18.6
Preserves	1,389	1,243	11.7
Impulse	137	38	262.2
Exports	35	35	0.4

Figures in millions of MXN

EBITDA MARGIN (%)	1Q24	1Q23	pp chg
Consolidated	17.6	15.2	2.3
Preserves	19.7	17.6	2.2
Impulse	11.5	3.8	7.7
Exports	5.3	6.3	(1.0)

Figures in percentages

Consolidated EBITDA for the quarter was MXN 1.6 billion, 18.6% higher than a year earlier, while the margin was 17.6%, 2.3 percentage points higher than in 2023.

CAPITAL EXPENDITURES (CAPEX)

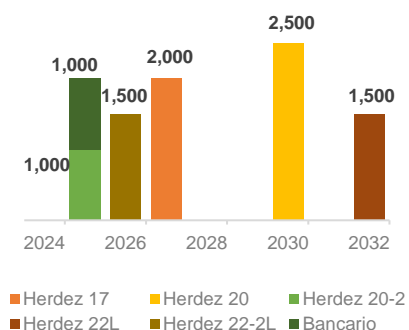
In the quarter, CAPEX totaled MXN 59 million which, in addition to maintenance, was allocated towards the digital transformation of the Company.

FREE CASH FLOW

Free cash flow amounted to MXN 2.3 billion in the quarter, MXN 1.9 billion above the end of 2023. This increase is mainly explained by improvements in working capital.

FINANCIAL STRUCTURE

Debt Profile



As of March 31, 2024, cash on hand was MXN 3.9 billion, an increase of 94.1% compared to the end of 2023. On the other hand, liabilities with cost (including the effects of IFRS 16) remained at MXN 10.3 billion. Financial debt was MXN 9.5 billion.

At the end of the quarter, consolidated net debt to EBITDA was 1.0 time, while net debt to consolidated stockholders' equity remained at 0.4 times.

FIRST QUARTER 2024 EARNINGS CONFERENCE CALL INFORMATION

Date: Thursday, April 18, 2024

Time: 1:30 p.m. ET / 11:30 a.m. Mexico City Time.

To participate, please dial:

- Toll-Free U.S. and Canada: +1 (800) 225 9448
- Toll International: +1 (203) 518 9708
- Conference ID#: HERDEZ

To access the call online, please go to

<https://callme.viavid.com/viavid/?MXN>

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If you are unable to participate live, a replay of the conference call will be available from April 18, 2024 through May 2, 2024. To access the replay, please dial domestic U.S. and Canada +1 (844) 512 2921, or from other countries +1 (412) 317 6671; conference ID: 1155586.

CONTACT INFORMATION

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ABOUT GRUPO HERDEZ

We are proud to be the oldest Mexican food company in the country. Since 1914, we have been bringing Mexican families the best of our cuisine and the flavors of the world, and taking the most delicious flavors of Mexico to the rest of the globe. We have been listed on the Mexican Stock Exchange since 1991, and our mission is to be a worthy representative of Mexico worldwide.

We are leaders in the processed foods sector, and an important player in the ice cream category in Mexico, in addition to being the fastest growing company in the Mexican food segment in the United States through Megamex, as leaders in guacamole production and marketing, as well as in the categories such as salsa and Impulse Mexican food. We are currently present in 99% of Mexican households through our large portfolio of more than 1,500 products, with which we provide solutions to the daily lives of our consumers, offering them variety and convenience for different lifestyles. We participate in the categories of tuna, spices, guacamole, ice cream, impulse, yogurt, mayonnaise, marmalades, honey, mole, mustard, pastas, organic products, tomato purée, homemade salsas, ketchup, tea, canned vegetables, and many more, and we are leaders in several of these categories in Mexico. These products are sold 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 are committed to the social and environmental needs of the locations where we operate, and have aligned our sustainability strategy with the 7 Sustainable Development Goals of the United Nations 2030 Agenda. This vision is shared with an exceptional team of more than 10,500 employees, and it is implemented through the solid infrastructure of our 15 production plants, 24 distribution centers, and more than 690 points of sale of our brands: Cielito Querido Café, Lavazza, Moyo, and Nutrisa. For more information, visit grupoherdez.com.mx or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez

FORWARD-LOOKING STATEMENTS

The information contained herein (the "Information") has been prepared by Grupo Herdez, S.A.B. de C.V., its associated companies, subsidiaries and/or affiliated companies ("Grupo Herdez"), and may contain forward-looking statements that reflect Grupo Herdez's current expectations and views, which may differ materially due to various factors, risks and uncertainties. Therefore, Grupo Herdez and/or its respective officers, employees, or agents, assume no responsibility or liability for any discrepancy in the Information. But without prejudice to the foregoing, no warranty is given as to the accuracy of the statements or future variations of the Information, or any other written or oral Information issued by Grupo Herdez. The Information has been provided solely for informational purposes. The issuance of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.



INCOME STATEMENT	First Quarter				
	2024	%	2023	%	% Change
Net Sales	8,886	100.0	8,632	100.0	2.9
Preserves	7,037	79.2	7,078	82.0	(0.6)
Impulse	1,193	13.4	1,002	11.6	19.1
Exports	656	7.4	552	6.4	18.9
Cost of Goods Sold	5,386	60.6	5,494	63.6	(2.0)
Preserves	4,334	48.8	4,591	53.2	(5.6)
Impulse	466	5.2	412	4.8	13.2
Exports	585	6.6	491	5.7	19.1
Gross Profit	3,500	39.4	3,138	36.4	11.5
Preserves	2,703	30.4	2,487	28.8	8.7
Impulse	727	8.2	590	6.8	23.1
Exports	71	0.8	60	0.7	16.9
Operating Expenses	2,287	25.7	2,087	24.2	9.6
Preserves	1,452	16.3	1,341	15.5	8.3
Impulse	778	8.8	708	8.2	9.9
Exports	57	0.6	39	0.5	45.1
EBIT before Other Income and Expenses	1,213	13.6	1,050	12.2	15.5
Preserves	1,250	14.1	1,147	13.3	9.0
Impulse	(51)	(0.6)	(118)	(1.4)	(56.6)
Exports	14	0.2	21	0.2	(35.3)
Other Income/Expenses, Net	(36)	(0.4)	5	0.1	(869.8)
EBIT	1,249	14.1	1,046	12.1	19.4
Preserves	1,261	14.2	1,134	13.1	11.2
Impulse	(26)	(0.3)	(110)	(1.3)	(76.1)
Exports	14	0.2	21	0.2	(35.3)
All-in Result of Financing	143	1.6	165	1.9	(12.8)
Interest Earned and (Paid), Net	160	1.8	190	2.2	(15.7)
Exchange (Loss) Gain	(16)	(0.2)	(25)	(0.3)	(34.3)
Equity Investment in Associated Companies	122	1.4	295	3.4	(58.8)
MegaMex	124	1.4	276	3.2	(55.1)
Others	(2)	(0.0)	19	0.2	(112.7)
Income Before Income Taxes	1,227	13.8	1,176	13.6	51
Income Tax Provision	387	4.4	379	4.4	2.1
Consolidated Net Income	840	9.5	797	9.2	43
Minority Interest	470	5.3	482	5.6	(2.4)
Majority Net Income	370	4.2	316	3.7	17.2
EBITDA	1,561	17.6	1,316	15.2	18.6
Preserves	1,389	15.6	1,243	14.4	11.7
Impulse	137	1.5	38	0.4	262.2
Exports	35	0.4	35	0.4	0.4

Figures expressed in millions of Mexican Pesos.

The proportions of COGS, Gross Profit, Operating Income and EBITDA of the segments are calculated accordingly.

STATEMENT OF FINANCIAL POSITION	March 31, 2024	%	Dec 31, 2023	%	Change	
					MXN	%
TOTAL ASSETS	38,155	100.0	37,727	100.0	429	1.1
Domestic	35,520	93.1	34,198	90.6	1,322	3.9
USA	2,635	6.9	3,528	9.4	(894)	(25.3)
Current Assets	14,724	38.6	14,003	37.1	721	5.2
Cash and Equivalents	3,856	10.1	1,986	5.3	1,869	94.1
Accounts Receivable	3,826	10.0	4,097	10.9	(270)	(6.6)
Other Accounts Receivable	100	0.3	90	0.2	10	11.3
Inventories	4,797	12.6	5,016	13.3	(219)	(4.4)
Other Current Assets	2,144	5.6	2,813	7.5	(669)	(23.8)
Non-Current Assets	23,431	61.4	23,724	62.9	(293)	(1.2)
Property, Plant and Equipment, Net	5,181	13.6	5,262	13.9	(81)	(1.5)
Right-of-use Assets	984	2.6	1,137	3.0	(153)	(13.4)
Investment In Subsidiaries	6,504	17.0	6,525	17.3	(21)	(0.3)
Intangible Assets	7,822	20.5	7,790	20.6	32	0.4
Other Assets	2,941	7.7	3,010	8.0	(69)	(2.3)
TOTAL LIABILITIES	21,167	55.5	21,030	55.7	136	0.6
Domestic	20,003	52.4	19,467	51.6	536	2.8
USA	1,163	3.0	1,563	4.1	(400)	(25.6)
Current Liabilities	9,744	25.5	9,401	24.9	343	3.6
Accounts Payable	5,562	14.6	5,432	14.4	130	2.4
Short-Term Debt	0	0.0	0	0.0	0	
Short-Term Leases	394	1.0	452	1.2	(58)	(12.8)
Other Short-Term Liabilities	3,788	9.9	3,518	9.3	271	7.7
Long-Term Liabilities	11,423	29.9	11,629	30.8	(206)	(1.8)
Long-Term Debt	9,500	24.9	9,500	25.2	0	0.0
Long-Term Leases	453	1.2	525	1.4	(73)	(13.8)
Other Liabilities	(23)	(0.1)	(24)	(0.1)	2	6.3
Other Long-Term Liabilities w/o Cost	1,493	3.9	1,628	4.3	(135)	(8.3)
TOTAL STOCKHOLDERS' EQUITY	16,988	44.5	16,696	44.3	292	1.7
Minority Stockholder's Equity	9,621	25.2	9,604	25.5	16	0.2
Majority Stockholder's Equity	7,367	19.3	7,092	18.8	276	3.9

Figures expressed in millions of Mexican Pesos.