

Aguascalientes
Michoacán
Zacatecas



CUSTOMERS, CONSUMERS AND COMMUNITY

**We do things
with *love*
for those
around us.**

Jumex 0%

**WAS RECOGNIZED AS THE FLAVOR
OF THE YEAR 2021 IN THE CATEGORY
OF JUICES AND NECTARS**



Customers, consumers and community

We are committed to providing our customers, consumers and the community with healthy and delicious hydration experiences for every moment of the day through our beverages.



Nutrition and health

416-1, 416-2, 417-1, 417-2, FB-NB-260a.1

We have a portfolio of healthy and sugar-free beverages that anticipates the needs of our consumers.



Único Fresco

is a 100% natural product with no added ingredients. 100% natural, 100% unique. We select fruits of the highest quality to achieve a natural nutrition experience with a unique flavor.



Jumex 0%

gives you a reduced calorie alternative, without added sugar with the best of ready-to-drink fruit.

We promote the well-being of society through different initiatives:



» Promotion of culture through Fundación Jumex



» From 2016 to 2019 our employees replanted 19 hectares in Valle de Mexico



» Training for diversity and inclusion



» School scholarship awards



» Delivery of loyalty recognitions to employees



» Promotion of our Jumex values



» Supporting communities for economic and educational development



» Promotion of our Code of Conduct



» Comprehensive health campaigns

We also carry out responsible advertising strategies for our products so that our customers and consumers can make informed decisions about their health and the planet.

We have a procedure that indicates the guidelines for the development or modification of our labels and containers in a timely manner.

During 2021 we did not report any non-compliance with regulations related to health impacts or labeling.

Customer and consumer satisfaction

Our goal is to deliver quality products that exceed the expectations of our customers and consumers, ensuring their satisfaction. We transform our portfolio according to their changing needs, innovating with new beverages, or adapting our formulas.

The ingredients we use are adhered to the highest quality standards, as well as to the applicable local and international regulations such as:

- | | |
|---|---|
| <input checked="" type="checkbox"/> <i>Industria Limpia</i> | <input checked="" type="checkbox"/> Kosher |
| <input checked="" type="checkbox"/> Safe Quality Food (SQF) | <input checked="" type="checkbox"/> Halal |
| <input checked="" type="checkbox"/> EcoVadis | <input checked="" type="checkbox"/> Sure Global Fair (SGF)* |

*Only in fruit concentrates.

THIS YEAR, GLOBAL QUALITY CERTIFICATIONS OF MÉXICO RECOGNIZED JUMEX 0% AS THE 2021 FLAVOR OF THE YEAR IN JUICES AND NECTARS CATEGORY

Community engagement

Jumex is a responsible company with its people, with its environment and with the community, and as such, we seek to achieve greater and better competitiveness based on state-of-the-art technology, good operating practices, solid labor relations and giving back to society in the places where we have a presence.

During 2021, we were recognized as a *Empresa Socialmente Responsable (ESR)* by Centro Mexicano para la Filantropía (CEMEFI).

The leadership that we have consolidated over the years carries the responsibility of promoting development and well-being in the country, so through Fundación Jumex and our social responsibility programs we are committed to the well-being of communities, the Mexican field, education and Mexican talent.

WE ARE A PROUDLY

MEXICAN COMPANY

DEDICATED TO OFFERING PRODUCTS

OF THE HIGHEST QUALITY, WITH A

SOLID COMMITMENT TO MEXICO AND

ITS COMMUNITIES



During this year, we rehabilitated 5.5 kilometers of road to the community of Frijolillo in Tuxpan, Veracruz and supervised the work done to the bridge that connects this town, benefiting more than 1,500 inhabitants of various communities surrounding our Tuxpan Plant.

Fundación Jumex

203-1

We are committed to promoting individual well-being, as well as the collective development of Mexican society in the artistic, academic and educational fields.

In 2001, Fundación Jumex was born, which promotes its mission through two complementary programs:

PROMOTION

dedicated to supporting the production of contemporary art and independent projects.

EDUCATION

committed to improving visitors' ability to understand and appreciate contemporary art.

Main platforms

Colección Jumex

One of the main collections of contemporary art in Latin America.

Museo Jumex

A place for the exhibition and activation of contemporary art.



Museo Jumex

On November 19, 2013, Museo Jumex opened its doors with the aim of awakening in the different types of visitors their sensitivity and critical sense regarding art, and specifically the exhibitions presented in this enclosure.

Both the entrance to the Museo Jumex and the participation in certain activities offered, are totally free.

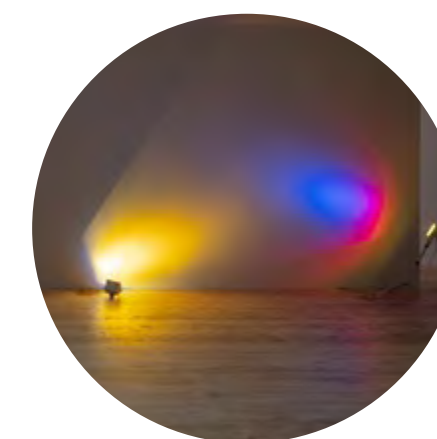
Since opening and until December 31, 2021, Museo Jumex has received 1,940,305 visitors with world-class exhibitions such as *"Apariencia desnuda: el deseo y el objeto en la obra de Marcel Duchamp y Jeff Koons"*, *"Andy Warhol. Estrella Oscura"*, *"James Turrell: Pasajes de Luz"*, among others.

In 2021, even with pandemic-related circumstances, Museo Jumex received 117,878 visitors and served 3,642 people in its educational and public programs.

2021 exhibitions



» *Sofia Tables:*
Gama Temática



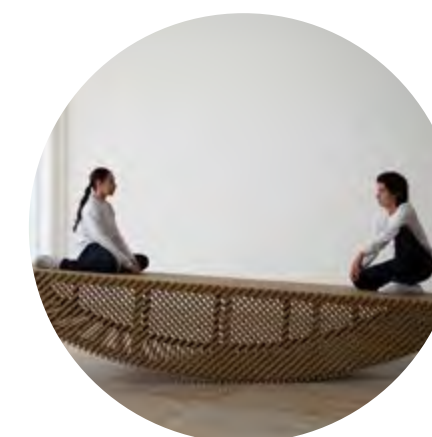
» *Colección Jumex:*
Temperatura
Ambiente



» *Roca, Isla, Glaciar*



» *Leo Marz:*
El Acontecimiento
Suspendido



» *Excepciones normales:*
Arte contemporáneo
en México

2021 education events

During 2021, the scope of the museum went beyond face-to-face. In response to the new post-pandemic realities and the request of the authorities, most of the activities of the public and educational program of Museo Jumex were carried out virtually.

TYPE OF ACTIVITY	TYPE OF EVENTS	# OF EVENTS	# OF PARTICIPANTS
WORKSHOPS FOR CHILDREN AND FAMILIES	ONLINE	13	2,108
TALKS/PANELS/CONFERENCES	ONLINE	5	553
PERFORMANCE	ON-SITE	2	160
READING CIRCLES	ONLINE	3	149
MISCELLANEOUS COURSES	ONLINE	8	201
VIRTUAL TOUR	ONLINE	8	293
TEACHER WORKSHOP	ONLINE	1	18
YOUTH WORKSHOP	ONLINE	9	135
STUDY VISITS	ONLINE	3	25
Total		52	3,642

In addition, we offer scholarships for students and financial support programs for the artistic production of independent projects.

FJAC SCHOLARSHIP PROGRAM

Fundación Jumex’s scholarship program offers financial aid to master and doctoral students for studies in the visual arts and related fields, both at Mexican and foreign institutions.

18

SCHOLARSHIPS WERE AWARDED IN 2021

163

SCHOLARSHIPS HAVE BEEN AWARDED SINCE THE BEGINNING OF THE PROGRAM

FJAC SPONSORSHIP PROGRAM

Fundación Jumex Arte Contemporáneo's sponsorship program was created to support individuals, groups, collectives and institutions committed to the production, research and dissemination of contemporary art. Sponsorships are awarded annually through an open call.

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SPONSORSHIPS WERE GRANTED IN 2021

174

SPONSORSHIPS HAVE BEEN AWARDED SINCE THE BEGINNING OF THE PROGRAM