



MISSION

Our mission is to provide our consumers with world-class food and beverages, made mainly with fruit. Innovating with cutting-edge technologies in our processes, product, and packaging, generating value for shareholders.

VISION

Our vision is to position our brand as a global competitor in the world-class food and beverage industry, in different market segments. Staying at the forefront of the process, product, and packaging technology.



Who WE ARE

102-2, 102-3, 102-16

We are a **proudly Mexican** company, leaders in the beverage industry.

We are specialists in the production, marketing, distribution, and innovation of fruit-based beverages, constantly thinking about satisfying the needs of our consumers with high quality products.

We develop innovative products based on a deep knowledge of the needs of our consumers and customers that we have generated for more than 60 years, as well as the trust we have built with our value chain.

VALUES

Respect, honesty and commitment are the guiding axis of the values that define those of us who are part of Grupo Jumex.

These values have allowed us to grow and deserve the trust of Mexican families.



Honesty. We act with rectitude, integrity and legality in what we do.

Creativity. We innovate, research, use state-of-the-art technology and take advantage of the talent of our people.

Commitment. We are loyal to our organization, its purpose and legacy.

Agility. We are constantly evolving to meet the needs of our customers and consumers.

Challenge. The challenges drive us to improve our value proposition, day by day, individually and as an organization.

Respect. We treat all people, communities and the environment with respect and dignity.

Passion. We are excited to create quality beverages in Mexico for the world.

History

1961

We started the process of packaging peach in a 150 ml can.



1976

We started operations in Tulpetlac with the manufacture of cans used to package Jumex products.

1984

We launched a new product in glass container, presentation of one liter with apple, grape, orange and grapefruit, as well as tomato.



1979

We created a new slogan: **Jumex: Fresh fruit nothing more.** Since then, we have been accompanied by the Jumex tree.



1969

We changed the image of our brand under the slogan: *Jumex: The Beverage of the Future.*

We started the process to register the **Jumex** trademark with the slogan: *the blue can.*

1989

We launched the 250 ml bottle on the market.

1990

We started packaging fruit juices and nectars in one-liter Tetra Pak and Tetra Brik containers.



2001

Fundación Jumex Arte Contemporáneo was born.



1994

We achieved one of the maximum projects for the brand, giving a different shape to the can, we launched the new 335 ml can that replaced the traditional 350 ml can.



2002

We developed and launched our **Único Fresco** juice, an innovative product that uses high technology, with a single ingredient: orange juice. In that same year we made the decision to build the Chihuahua Plant for apple processing.

2005

Don Eugenio develops the launching of the iconic "**latabotella**", innovative packaging that won several international awards.

2007

We were pioneers in launching the **latabotella**, a futuristic vision of Jumex to give the consumer the best packaging that has the benefit of a bottle and a can in a single container.



2011

Once again we innovated by creating the Tetra Prisma of one liter.



2020

We made the purchase of the Gold Citrus Plant in Tuxpan, Veracruz, in order to boost the citrus concentrate business.

2013

We renewed our image with a logo with more modern and clean lines, continuing with the tradition and colors of our original identity.

We inaugurated the Museo Jumex.



We renewed our image as a reflection of the process we started to continue growing together. With this transformation we endorse our commitment to continue innovating to offer the best products in the different brands that make up our recognized portfolio of world quality, in addition to the commitment to the Mexican field and the communities of which it is part.



2021

» Tulpetlac is currently the main manufacturing center of Grupo Jumex.

This year Tulpetlac concentrated more than 85% of the company's total annual production.

» We inaugurated the Monterrey Plant with the capacity to install up to 10 production lines, investment focused mainly on the export market and a master distribution center with a capacity of up to 25,000 pallets.



Presence

102-4, 102-7, FB-NB-000.B

We have presence in 40 countries.

Our extensive and solid experience in Mexico has allowed us to position our products in international markets.

North America

- Mexico
- United States
- Canada
- Dominican Republic
- Jamaica
- Haiti
- Puerto Rico
- St. Kitts
- Bahamas

Europe

- Russia
- Czech Republic
- Holland
- Poland
- Lithuania
- Estonia
- Germany
- Spain
- Switzerland

Central and South America

- El Salvador
- Panama
- Honduras
- Costa Rica
- Colombia
- Peru
- Brazil
- Chile
- Argentina
- Uruguay

Africa and the Middle East

- Libya
- Dubai
- Iraq
- Saudi Arabia
- Qatar
- Lebanon
- Israel

Asia and Oceania

- South Korea
- Vietnam
- China
- Japan
- Australia



12
plants

7
strategic distribution centers

+180,000 m²
of warehousing

482,676
points of sale

3
master distribution centers

67
retail centers with +1,400 routes

Distribution network

- Agency
- External warehouse
- Agency distribution center
- Comission point
- Cross Dock
- Strategic
- Masters
- Transfer point



Our brands



Brands and products

102-2, 102-6

We have a wide portfolio of **juices, nectars and soft drinks** to meet the tastes and needs of each of our consumers according to their lifestyle.

8

CATEGORIES:

- » Juices and nectars
- » Orangeades
- » Energy drinks
- » Fruit juice and soft drinks
- » Sports drinks
- » Bottled and flavored water
- » Vegetable juices
- » Oral serums

Associated brands*



*As of May 2022 Nescafé, CarlosV and Nesquik cease to be associated brands.

Value chain

102-9, 102-10

We take care of our consumers by applying the highest quality standards in our value chain, offering them products that meet their needs, while aligning with the quality and safety requirements of national and international standards and certifications.

We promote sustainable practices along our value chain to achieve joint growth and offer the best products.



Certifications in our value chain



Safety Certification under GFSI scheme: SQF (Safe Quality Food)



Certification for the Hebrew Community: Kosher



Arab Community Certification: Halal



European certification based on the IJN for export of concentrates: SGF (Sure Global Fair)

WE ARE FRUIT EXPERTS**We get the best out of 14 different fruits and 4 vegetables that give life to our portfolio.**

We have assumed, as part of our commitment, to generate well-being in the communities that produce the fruits and vegetables that give life to our portfolio, and we are proud to say that this relationship of commitment and trust allows us to process today 350 thousand tons of the Mexican field each year.

Orange

Veracruz, Puebla and San Luis Potosí

Mango

Oaxaca, Nayarit, Sinaloa, Michoacán and Guerrero

Apple

Chihuahua, Puebla, Durango and Coahuila

Grapefruit

Veracruz

Pear

Michoacán and Puebla

Peach

Chihuahua and Zacatecas

Guava

Zacatecas, Aguascalientes and Michoacán

Pineapple, Grape, Strawberry, Banana, Cranberry, Pomegranate, Coconut, Nopal, Tomato, Celery and Carrot.



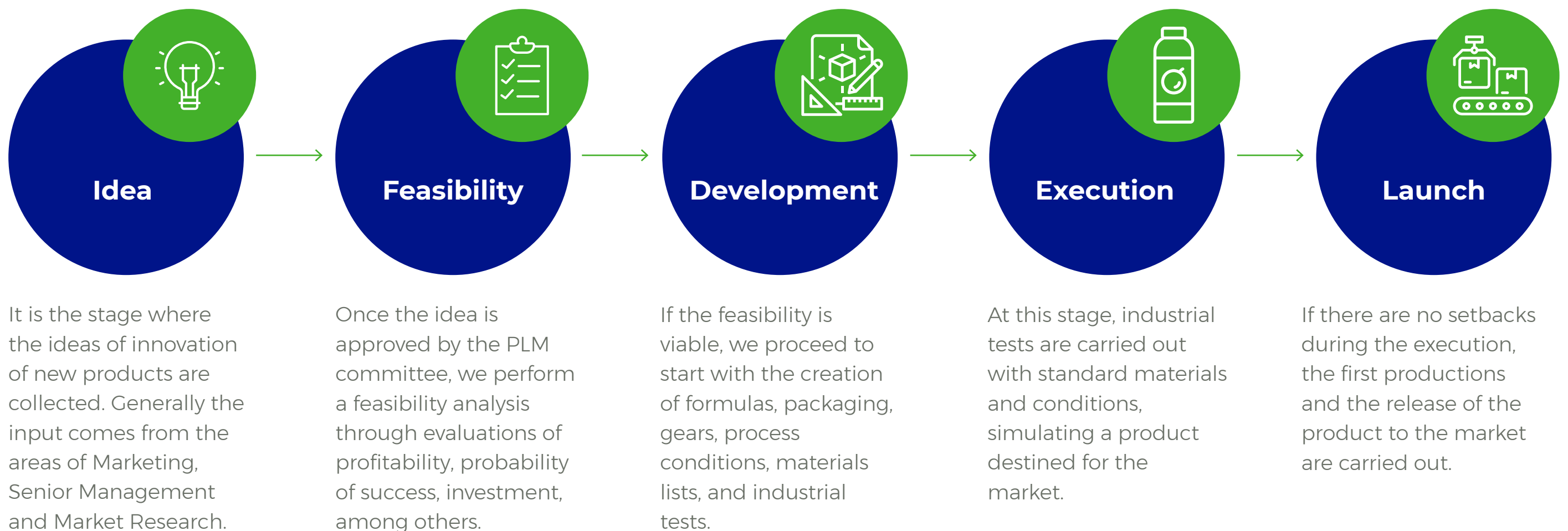
Our value chain



Innovation and development

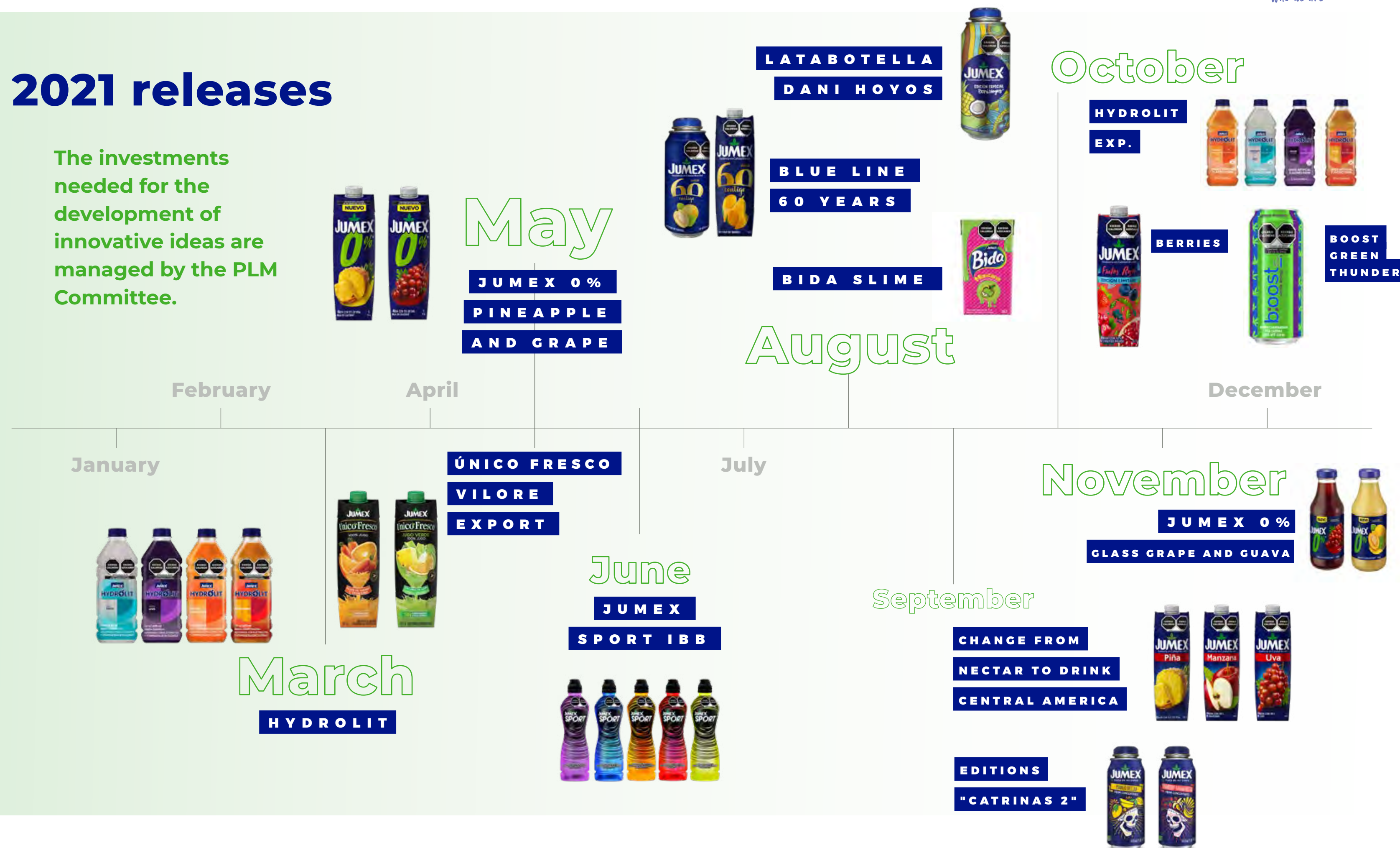
As an innovative company, we constantly develop products suitable for the needs of our consumers.

In Grupo Jumex the ideas and their development are managed through the **Product Lifecycle Management** (PLM) methodology which consists of the following stages:



2021 releases

The investments needed for the development of innovative ideas are managed by the PLM Committee.



Ethics and integrity

102-16, 102-17

We have different guidelines that lead the behavior of our employees to ensure compliance with current laws and regulations, act with transparency and accountability in our daily operations. One of them is our Code of Conduct.

These guidelines also include core policies to prevent money laundering, bribery and other corrupt behaviors, ensure the protection of personal data and comply with economic competition regulation.



Norms and standards of behavior

a. We respect people

- » Be inclusive and treat all people with respect, courtesy and impartiality.
- » Value the diversity of thought and opinions.
- » Encourage open and sincere dialogue.
- » Avoid and fight violence in all expressions.
- » Identify and report inappropriate behaviors.



c. We act with commitment and professionalism

- » Absence of conflict of interest.
- » Protection of tangible and intangible assets.
- » Responsible use of e-mail, internet and information systems.
- » Use of social networks and media.
- » Involvement of the company in political and/or proselytizing activities.

d. We value our relationship with third parties

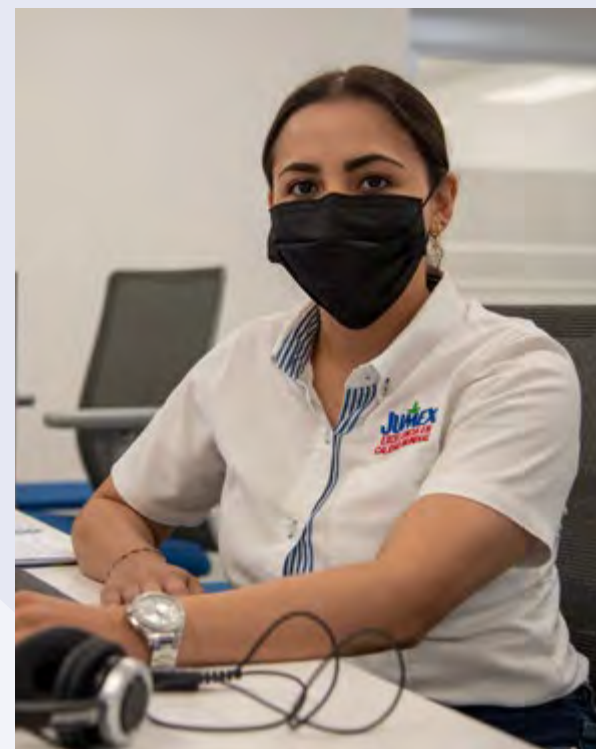
- » Consumers.
- » Clients.
- » Suppliers.
- » Responsible marketing.

e. We fulfill our responsibility



b. We do business honestly

- » Always act under a culture of legality.
- » Conduct ourselves responsibly and in good faith.
- » Respect the law and our source of work.
- » Always act with transparency and accountability.
- » Fulfill our work and business commitments.



Our daily actions, words and behaviors matter. Through the Code of Conduct we promote our values and purpose, to always act and make decisions with rectitude and integrity.

We have a whistleblowing system that everyone can use to report any conduct that is considered contrary to Jumex's Values, the provisions of the Code of Conduct, NOM-035 and/or the normative framework applicable to the organization.

Jumex listens

Email: contactanos@jumexteescucha.com

Phone: 800 3888 880

Website: jumexteescucha.com

When making a report, a tracking code is provided to obtain a response or check the status of the report. On the other hand, we have protocols that seek to ensure that complaints are dealt with confidentially and anonymously, and without any retaliation.

