



COLD CUTS BUSINESS



Diego Medina Leal

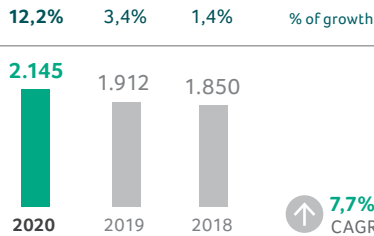
PRESIDENT

60 years old / Part of Grupo Nutresa since 1997

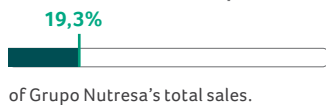
- The Business achieved a 5,9% growth rate in terms of volume and 11,2% in terms of value in Colombia, and the totals for the Business were 6,5% and 12,2, respectively. These results were achieved through the strategies focused on our brands' communication both at the points of sale and on social media.
- The value proposition of the *Berard* and *Blue Ribbon* brands was strengthened in Panama and the development of the exports of fresh meat products will be continued. The sales abroad grew by 8,7%.
- Youngsters and kids from cycling schools benefited from the Business's contribution through the "Ruedas por Colombia" (Rolling for Colombia) Program, which enabled them to continue their training via digital means. Additionally, the Business supported its hot dog vendor clients with food packages during the pandemic.
- Sustainable practices were promoted in the operation, such as the reincorporation of more than 5.000 crates manufactured with post-industrial plastic materials; and six ranches received the good livestock farming practices certification.
- New categories were developed for *Zenú*: frozen thin and wedge potatoes, and canned tuna fillets. The Business expanded its *Pietrán* vegetable protein product offer with the "Veggie Desmechado" (pulled veggie) product, in addition to *Ranchera's* BBQ cuts and marinated meats. The products that were launched in 2020 represented new sales that totaled more than COP 44.000 million.

SALES COP thousand million

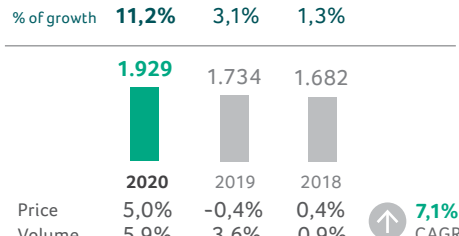
Total sales



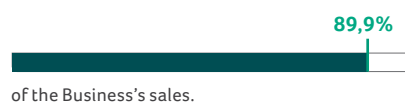
The Cold Cuts Business represents



Sales in Colombia

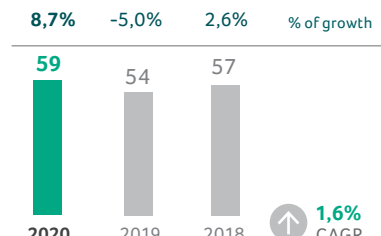


The sales in Colombia represent

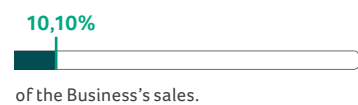


Sales abroad

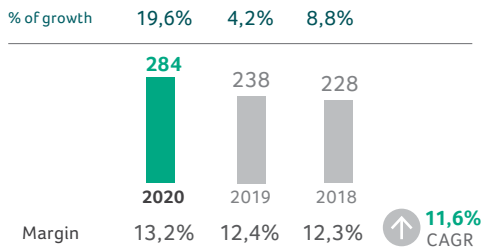
USD million



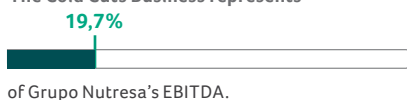
The sales abroad represent



EBITDA COP thousand million



The Cold Cuts Business represents



Adaptation to change. The Business incorporated dynamic routing models focused on the omnichannel methodology and made the operations more flexible by developing processes based on the demand.

EMPLOYEES

9.187 TOTAL
(Direct employees, third-party employees and apprentices)



87,8%
in Colombia



12,2%
Abroad

Captions
[GRI102-2]

📍 Presence of our main brands

📊 % of the Business's sales

🏭 Number of production plants

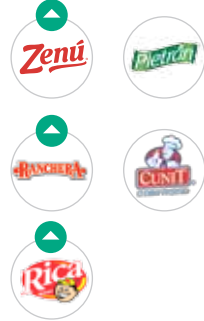
📈 Brands with sales over USD 50 million

📍 **Central America**
% 6,8%
📦 1



📍 **Other countries**
% 3,2%
📦 1

📍 **Colombia**
% 89,9%
📦 8



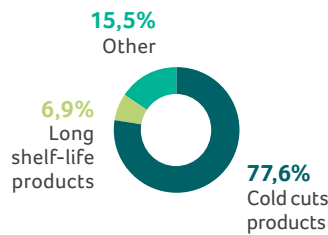
Direct presence in **4** countries

BUSINESS OUTLOOK

- Continue working on the internationalization of brands and categories, strengthening the presence in Central America and the U.S.
- Expanding the portfolio of new categories complementary to the meat proteins focused on health and nutrition concepts.
- Enhancing the leading supply chain practices in the extended chain, tackling the new challenges entailed by the market.
- Reducing the environmental impact in the operations, implementing the use of alternative energies, diminishing the use of water in the processes and incorporating leading practices in terms of pig and livestock farming.
- Continue working on the development and implementation of employee care and wellness programs, and reinforcing the Business's leadership and culture.

MAIN CATEGORIES

(% of total sales)



MARKET SHARE IN COLOMBIA



COMMODITIES AND OTHER INPUT

