



ICE CREAM BUSINESS



Mario Alberto Niño Torres

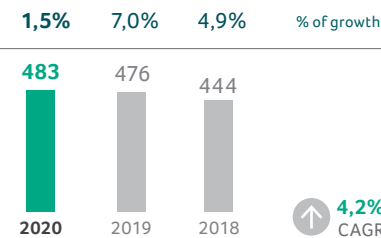
PRESIDENT

54 years old / Part of Grupo Nutresa since 2006

- The Business consolidated the change of the image of the Crem Helado brand and reinforced its market share, which exceeded 80%.
- A platform was developed with the aim of enabling customers to place their orders directly with the Business, and the portfolios of products for consuming at home were strengthened.
- The innovation-driven sales rate amounted to 21,4% and progress was made in the digital transformation process in terms of market service, operational processes and the use of new technologies, among other aspects.
- The nutritional profile of 21 products was improved by adjusting their fat and sugar contents.
- The Business carried out projects related to environmental improvement, the fire sprinkler system and the refrigeration network at its production plant in Bogotá, and built a waste water treatment plant at its facilities in Armenia (both in Colombia), thus ensuring the sustainability of the operation and a lesser impact on the environment.

SALES COP thousand million

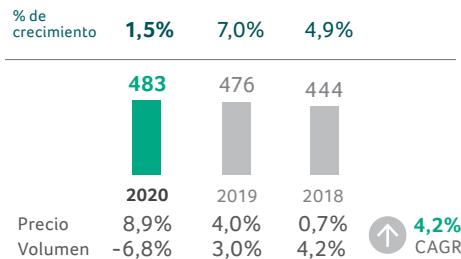
Total sales



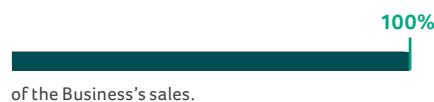
The Ice Cream Business represents



Sales in Colombia



The sales in Colombia represent

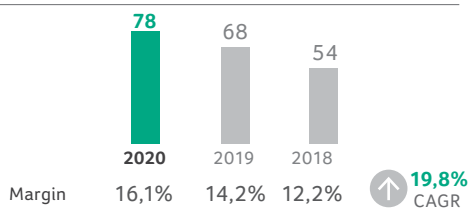


Adaptation to change.

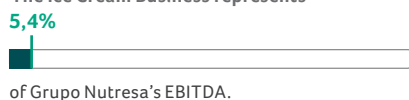
The Business developed sales models through vending machines and in gated communities, as well as its delivery platform in Bogotá (Colombia) with the purpose of bringing the products closer to all consumers.

EBITDA COP thousand million

% of growth



The Ice Cream Business represents



EMPLOYEES

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



100% in Colombia



0% 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

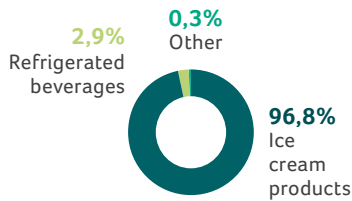
Colombia

- 📍 100%
- 🏭 3

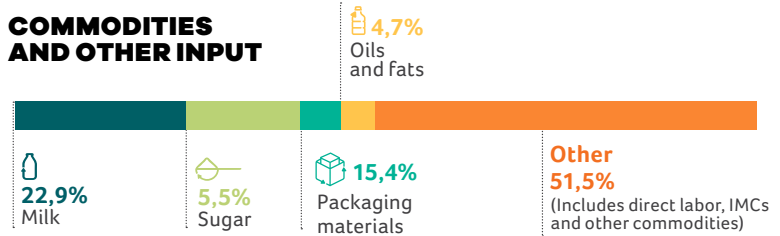
Direct presence in **1** country

MAIN CATEGORIES

(% of total sales)



COMMODITIES AND OTHER INPUT



BUSINESS OUTLOOK

- Increasing the Business's capacity for transformation by means of products with better nutritional profile and value.
- Making progress in terms of product, process and business model innovation while contributing additional layers to growth and competitiveness.
- Enhancing the adaptive capabilities among the employees as it provides higher levels of flexibility to deal with an increasingly demanding and variable business setting.
- Consolidating the sustainable practices in order to reach the highest levels of competitiveness in the industry.
- Delving into the work on the Business's energy optimization process to ensure the sustainability of the refrigeration network.