



ICR CONFERENCE

JANUARY, 2021

Betterware®

Safe Harbor

This presentation includes forward-looking statements, which are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Any such statement should be considered in conjunction with the cautionary statements and the Safe Harbor statement in the Company's 6k and 20-F filings including the risk factors discussed in these reports filed with the SEC. Betterware assumes no obligation to update any of these forward-looking statements or information. A reconciliation and other information regarding non-GAAP financial measures discussed in this presentation can be found in the company's SEC filings, as well as on the Company's Investor Relations section of its website at: www.ri.betterware.com.



Revolutionizing
How Consumers Shop
For Household Products



About Betterware

*For more information, please go to
our Investor Relations website,
ri.betterware.com.mx*

Powerful Distribution Model

- Two-Tier Independent Distributors and Associates
- Compelling Primary or Secondary Income Opportunity
- Convenient Work from Home
- Technology Based Ordering and Delivering

Critical Mass with Significant White Space potential

- Almost 60K Distributors and 1.2M Associates
- 20% Household Penetration in Mexico

Outstanding Track Record of Sales and Earnings Growth

Asset light Business with High Free Cash Conversion

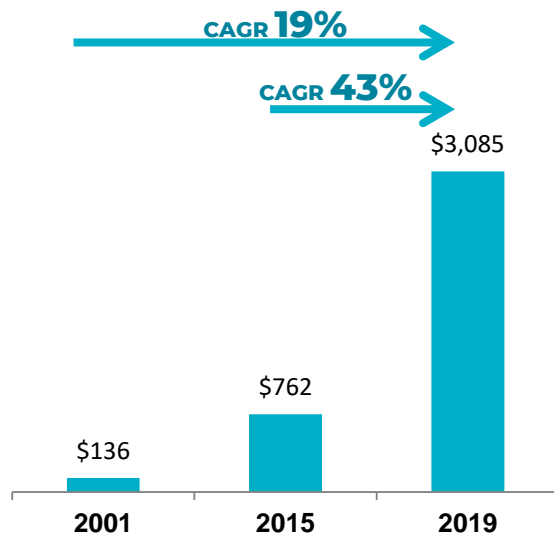
Talented Management Team

20 Years of Consistent Growth

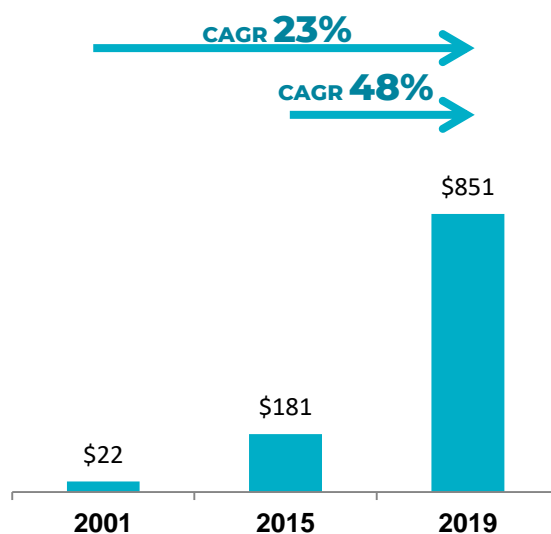
Historic growth as of 2019

Thousands

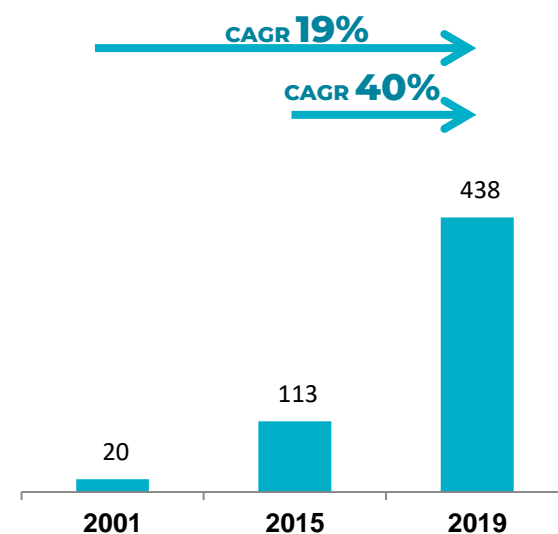
Net Revenue



EBITDA



Associates and Distributors



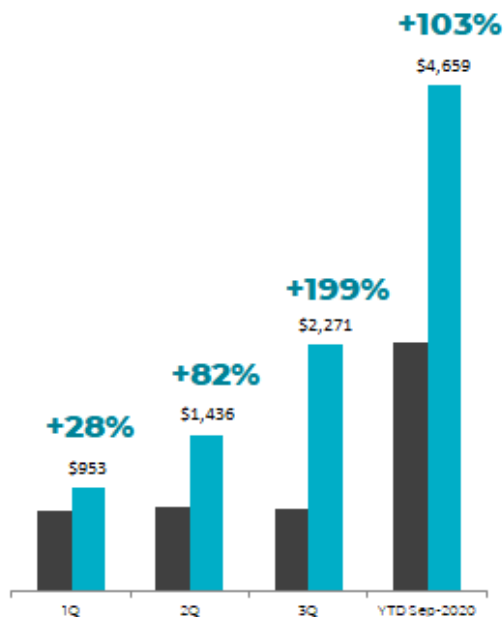
2020: Accelerated Growth

Year 2020

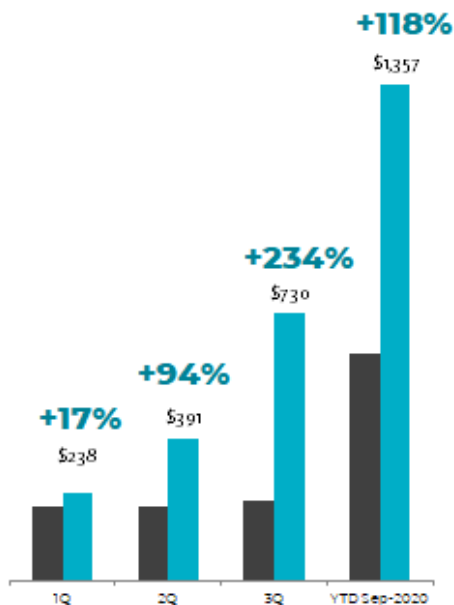
■ 2019 ■ 2020

Thousands

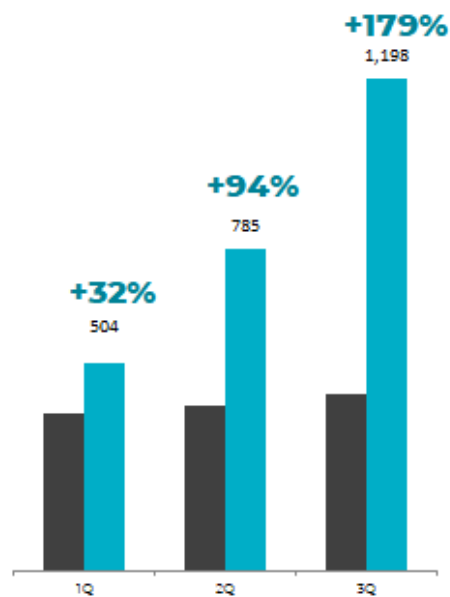
Net Revenue



EBITDA



Associates and Distributors



Revolutionizing How Consumers Shop for Household Products

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**Product
Innovation**



Technology



**Business
Intelligence**

Revolutionizing How Consumers Shop for Household Products

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**Product
Innovation**



Technology



**Business
Intelligence**



Anthropological Studies

Ongoing research studies and interviews made by our anthropologists to understand our target consumer's lifestyle needs in their homes.



Quick polls

Constant feedback from our associates and distributors network through our Mobile App



Strategic Roadmap

Innovation plan updated on a yearly basis and monitored with every new catalogue.



Pipeline

Proprietary technology platform that enables control and agility through the product development process.

Product Innovation

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In-House Design:

Proprietary designs developed by in-house department together with our manufacturers in Asia and Mexico.

Betterware Design Partners:

Community of freelance designers that increase our innovation capabilities.

Betterware Design Lab:

Co-design partnership with more than 12 of the top universities in Mexico and more than 1,500 industrial design students yearly.

**+300 New Products
per Year**



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**Product
Innovation**



Technology



**Business
Intelligence**

Winning in digital

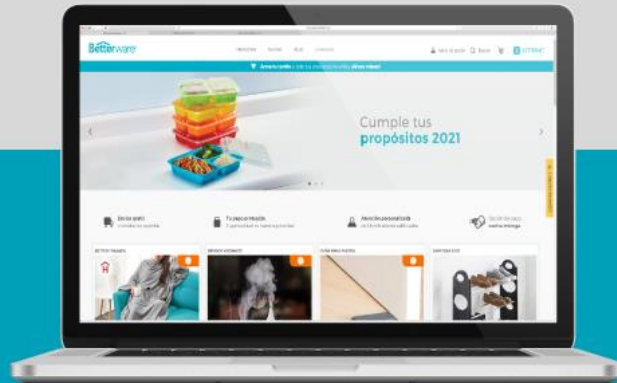
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Providing a better experience for our Distributors, Associates and Customers



Mobile App For Distributors and Associates

- Everything on the go
- +1M Downloads
- Early digitalization: key to growth during the pandemic



New B2C digital platform

- New customers buy online, distributors and associates deliver products to their homes
- Distributors and associates share contact info and personal buying preferences, increasing our ability to proactively service their needs
- Allows Cash on Delivery Payments

Winning in digital

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Expanding and Strengthening Digitalization of our Business



Mobile App 3.0

Upgrading our digital platform, focusing on simplicity and usability



Artificial Intelligence

Expanding our AI capabilities by launching a sophisticated Chat-Bot



Product Innovation 2.0

Upgrading product innovation management technology to accelerate the decision making process



Home Technology

Providing an efficient way to enter new markets and customer segments adding technology based home solutions



Order Tracking

Enable our distributors to track their orders in real-time

Revolutionizing How Consumers Shop for Household Products

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**Product
Innovation**



Technology

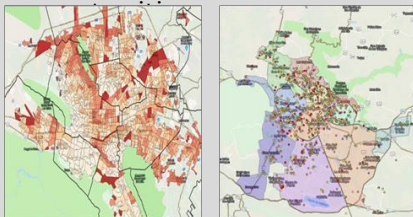


**Business
Intelligence**

Transforming Millions of Transactions into Business Decisions

Market Knowledge

- Significant understanding of **market potential**, our **household penetration** and the **competitive landscape**
- **Geographic Expansion Roadmap** to identify new penetration



- Strong grasp of **consumer habits and trends**

Commercial Strategy

- Use of **Artificial Intelligence** to create the best operation experience for our network through our **Mobile App** and our **Chat Bot**



Marketing Strategy

- **Data science techniques** applied to transform millions of transactions from our distributors and associates into **Product, Price and Promotion Strategies.**



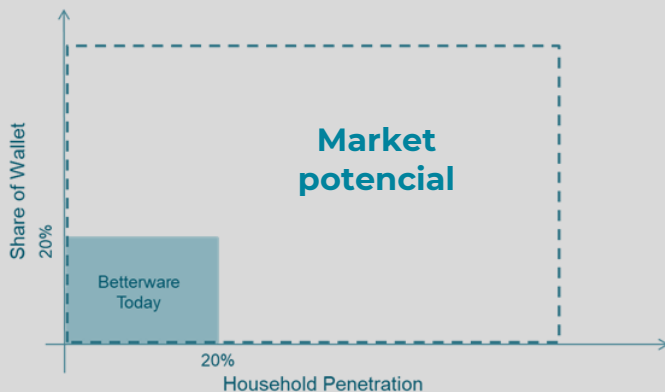
Growth Opportunities



Organic

Room to grow:

- Low household penetration (20%).
- Low Share of Wallet (20%).



Inorganic

M&A:

- **Replicate our business model** to accelerate growth in other Direct-to-Consumer companies
- **Expand our category offering** within the household through acquisitions

Geographic Expansion:

- Identify the right partners to replicate our business model:
- **Colombia and Peru**
(2/3 of Mexican market size)

Thank you for your attention!

Our commitment is to keep you
informed.

INVESTOR RELATIONS

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The background is a solid teal color with faint, light-blue line art illustrations of various household items. On the left is a large vacuum cleaner. In the upper center, a shelf holds several pairs of shoes. On the right, a broom is shown. At the bottom center, there is a silhouette of a person sitting on a sofa with a tomato on their head.

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