4Q2023 and FY2023 Results

February 2024

Be Better 2025

2023 Highlights:

Transformational Acquisition

Leveraged important synergies since Jafra acquisition and implemented new operational structure enabling the Company to achieve the results presented today. We remain focused on four key pillars:

- **Product portfolio**
- **Incentives**
- **Ease of Doing Business**
- **Kinship**

- **Betterware de México:**

We returned to growth in 4Q23 after impressive performance during the COVID pandemic. We have implemented strategies enabling the business to increase volumes sold in line with expected market growth in the foreseeable future.

- **Jafra México:**

Nearly two years since the acquisition, we are seeing positive results:

- Higher-than-expected net revenues through an increased consultant base
- Better-than-expected EBITDA and EBITDA margin due to cost and expense control efficiencies
- Consolidated market leaders in Mexico in fragrance division

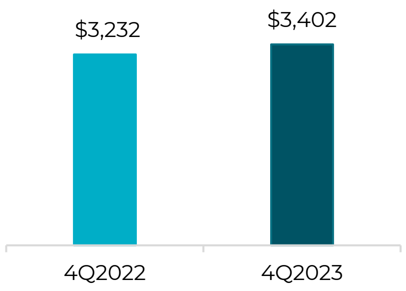
- **Jafra USA:**

We achieved positive EBITDA in 4Q23, reflecting the initial phase of the turnaround driven by successful strategy execution and company-wide synergies.

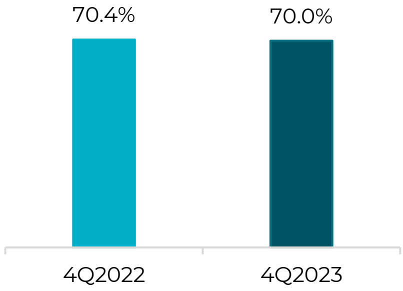
Consolidated Financial Performance 4Q 2023

4Q 2023

Net Revenue ('000)

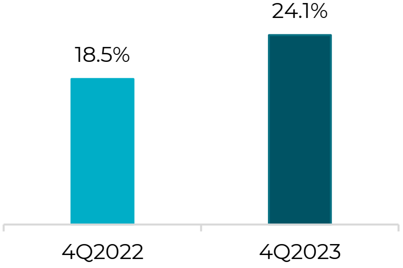


Gross Margin



EBITDA ('000)

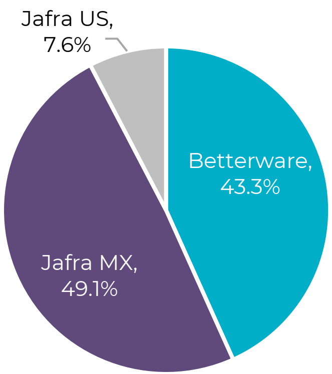
EBITDA Margin



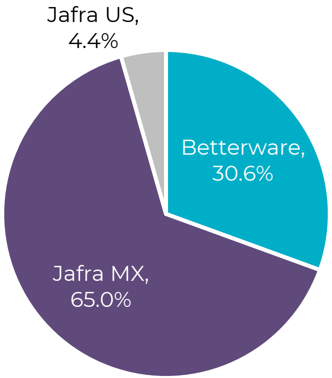
Key Highlights:

- Net revenue, EBITDA, Free Cash Flow, Net Income and EPS positively impacted by Jafra acquisition on April 7th, 2022, further supported by strong Betterware performance
- Gross margin increase attributed to favorable exchange rate, resulting in an improved cost structure
- EBITDA margin benefited by positive performance across all businesses, resulting in robust growth and cash flow

Net Revenue



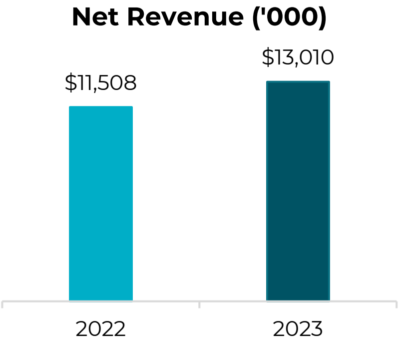
EBITDA

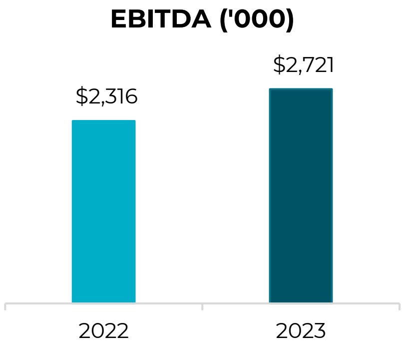


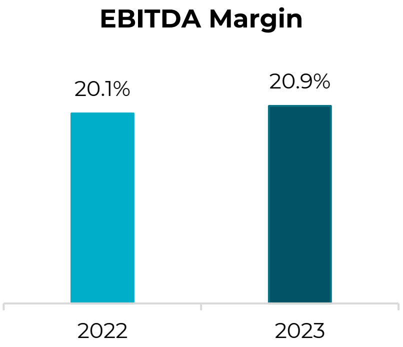
** Financial Figures in Ps. Millions.*

Consolidated Financial Performance FY 2023

FY 2023

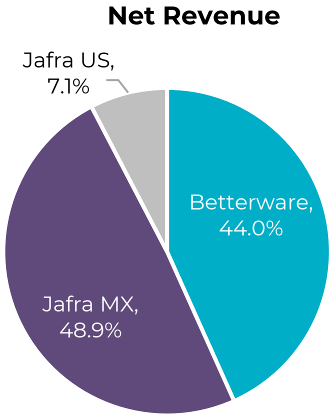


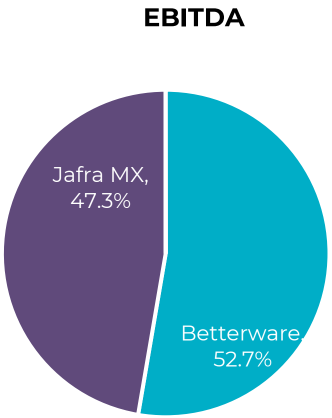




Key Highlights:

- **Revenue Growth Resumes.** 5.2% YoY net revenue growth in 4Q23, supported by growth in our two brands in Mexico
- **Gross margin** increased due to a favorable exchange rate, resulting in an improved cost structure for Betterware products and raw materials prices for Jafra
- **EBITDA** growth in all three businesses, bolstered by successful expense optimization. We exceeded our EBITDA expectations for 4Q23, and met FY23 guidance
- **Free Cash Flow** boosted by an increased operating cash flow, higher EBITDA, as well as days inventory improvements throughout the businesses
- **Net Income** and **EPS** positively impacted by higher revenues and operational profit



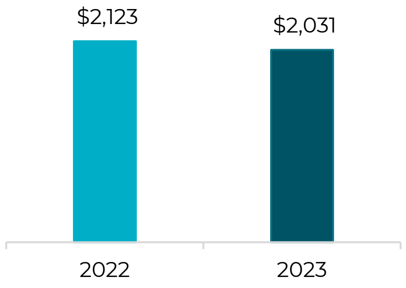


** Financial Figures in Ps. Millions.*

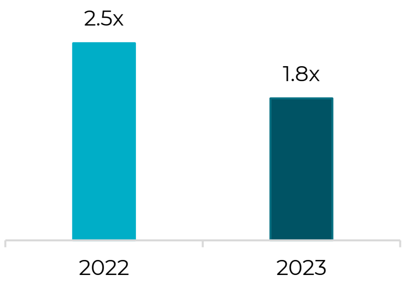
Balance Sheet and Free Cash Flow

Balance Sheet

Inventories ('000)



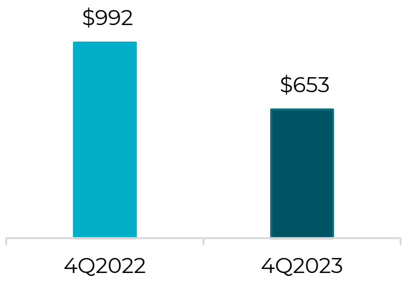
Net Debt to EBITDA



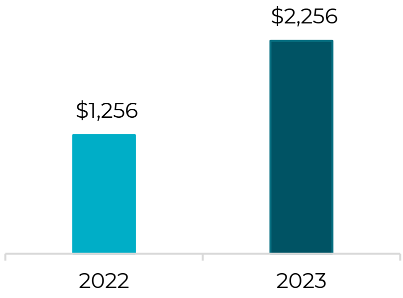
- **Balance Sheet remains strong** after the Jafra acquisition
- **Inventories** decreased 4.3% YoY, reflecting cost strategies, a positive FX rate impact, as well as successful negotiations with suppliers, reducing days held in inventory and improving cash flows
- **Net Debt** decreased 11.9%, lowering our Net Debt / EBITDA ratio to 1.8x by the end of 2023; target was to close below 2.0x

Free Cash Flow

Free Cash Flow ('000)



Free Cash Flow ('000)



- **Cash flow from operations** improved significantly for the year, resulting in a 67.9% increase supported by increased EBITDA and increased net revenues from Jafra Mexico
- **CAPEX** decreased due to low investment requirements in Betterware and Jafra. Going forward, we expect CAPEX to represent approximately **1% of net revenue**
- **Free Cash Flow** is expected to be approximately **50%-60% of EBITDA in the long term**

** Financial Figures in Ps. Millions.*

2024 Guidance and Capital Allocation

Guidance

Confident in current trends and positive in our commercial strategies, we are **cautiously optimistic** about our short-term prospects and expect the following for our consolidated business:

	2024	2023	Δ%
Net Revenue	$ 13,800 – 14,400	$ 13,010	6.1% - 10.7%
EBITDA	$ 2,900 – 3,100	$ 2,721	6.6% - 13.9%

In the longer term, we are **confident in our growth prospects in Mexico, the US and internationally**, as our recent Jafra acquisition provides a **compelling and diversified product portfolio for our Company**, contributing to our **financial strength** in changing business environments.

Capital Allocation

Our objective is to **reduce the leverage ratio to below 1.5x by the end of 2024**. Therefore, in the near term we will focus most of our cash flow generation on **prepaying debt and reduce our debt burden**.

Confident of our business and its cash flow generation, our Board of Directors has proposed to **pay a Ps. 250M dividend** to shareholders for the quarter **(25% increase vs. 3Q23)**, subject to approval at the Group's Ordinary General Shareholders' Meeting to be held on March 6th, 2024.

We remain **committed to returning additional value through dividends to our shareholders** over the long term.

** Financial Figures in Ps. Millions.*

Betterware®