

February 13, 2025



BeFra Announces Fourth Quarter 2024 Earnings Release Date, Conference Call and Webcast

GUADALAJARA, Mexico--(BUSINESS WIRE)-- Betterware de México, S.A.P.I. de C.V. (NYSE:BWMX) ("BeFra" or the "Company"), today announced that it will report its fourth quarter 2024 results after the U.S. market close on Thursday, February 27, 2025. The Company will hold a conference call to discuss the results at 5:30 p.m. (Eastern Time) on Thursday, February 27, 2025.

The U.S. toll free dial-in for the results conference call is **1-877-451-6152** and the international dial-in number is **1-201-389-0879**. A live webcast of the conference call will also be available on the investor relations page of the Company's website at investors.betterware.com.mx. The passcode is **13751208**.

For those unable to participate in the conference call, a replay will be available after the conclusion of the call on February 27, 2024, through March 13, 2025. The U.S. toll-free replay dial-in number is **1-844-512-2921** and the international replay dial-in number is **1-412-317-6671**. The replay passcode is **13751208**.

About Betterware

Founded in 1995, Betterware de Mexico is the leading direct-to-consumer company in Mexico focused on offering innovative products that solve specific needs related to household organization, practicality, space-saving, and hygiene. Through the acquisition of JAFRA on April 7, 2022, the Company now offers a leading brand of direct-to-consumer in the Beauty market in Mexico and the United States where it offers Fragrances, Color & Cosmetics, Skin Care, and Toiletries. The combined company possesses an asset-light business model with low capital expenditure requirements and a track record of strong profitability, double digit rates of revenue growth and free cash flow generation. Today, the Company distributes its products in Mexico and in the United States of America.

Cautionary Statement Regarding Forward-Looking Statements

Matters discussed in this press release may constitute forward-looking statements. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts. The words "believe," "anticipate," "intends," "estimate," "potential," "may," "should," "expect" "pending" and similar expressions identify forward-looking statements. The forward-looking statements in this press release are based upon various assumptions. Although we believe that these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and

contingencies which are difficult or impossible to predict and are beyond our control, we cannot assure you that we will achieve or accomplish these expectations.

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