

Code of Ethics and Conduct

OUR MISSION

To create value with our brands, products, and services through leadership in manufacturing and marketing, meeting the needs and expectations of our customers, consumers, employees and shareholders.

OUR VISSION

- To be a leading company with international presence. Healthy, environmentally responsible and 100% Mexican.
- To consolidate our position as the best company to work for, focusing on the value of human capital and its importance as the cornerstone of our organization's growth.
- To lead our people to the path of continuous development, reinforcing their commitment to the company.
- Establish ourselves as the best alternative for customers and suppliers, exceeding their expectations.
- To be market leaders with brand value, always complying with GONHER quality standards.
- To be recognized internationally as a company that enhances the creativity and flexibility of our processes, ensuring the innovation of our processes, ensuring the innovation of new products and their continuous improvement.

OUR VALUES

Quality and productivity: It is our main priority to comply with the highest standards, processes and demands of internal and external customers and clients.

Teamwork: Collaboration, goal alignment, respect and cohesion as a group focused on the same objective are essential.

Commitment: It is the priority of each employee to fulfill and enforce their promises, delivering them with passion and quality.

Service and Customer Orientation: Everything we do and accomplish, we do it with the customer-consumer in mind. Ensuring our deliverables in the value chain.

Development of Our People: It is a priority to maintain continuous improvement as a work philosophy. Appealing to our leadership is the competitive advantage that creativity in our products and processes provides us.

COMPLIANCE WITH THIS CODE OF ETHICS AND CONDUCT

This Code of Ethics and Conduct is applicable to all employees of the Gonher Group, and it is their responsibility to comply with it and enforce it at all times.

The immediate supervisors have the responsibility to set an example in living, promoting and complying with this Code, recognizing their personnel when they apply the values and sanctioning them in a timely manner in the event that the personnel, they are responsible for have committed a fault.

Every employee is obliged to report any act or conduct that violates this Code of Ethics and Conduct through the TIPS ANÓNIMOS line and in case of omission it constitutes a violation by itself.

Putting our values into practice benefits us personally and those around us, and the company encourages and publicly recognizes this. For this reason, when a person incurs in a violation of this Code of Ethics and Conduct, the consequence is a sanction, which may range from a warning to dismissal or even a criminal lawsuit before the competent authorities.

The Group's Human Resources, Internal Audit and Legal areas will proceed to validate the available evidence to determine the sanction applicable to the possible violator.

The Executive Departments related to each of our stakeholders (shareholders, customers, employees, suppliers) are responsible for their compliance with this Code of Ethics and Business Conduct.

GONHER's Code of Ethics and Conduct is the company's commitment to maintain the highest ethical levels of performance and thus maintain our leadership. Honest conduct and behaving with integrity become an added value to the services and products we offer at GONHER.

DECALOGUE OF CONDUCT GONHER EMPLOYEES

My commitments:

1. I assume my commitment as an employee of Grupo GONHER, striving for the good of the Company above any personal interest.
2. My attitude is oriented to strengthen the company, working as a team and with quality, doing things right and on the first attempt.
3. I am committed to a respectful and honest relationship with my colleagues and clients.
4. I am a great example for my family and my company, manifesting a dignified, upright and honest conduct.
5. My attendance and punctuality are an example of the responsibility and enthusiasm I have for my work.
6. I keep my work area safe, clean and tidy.
7. I make proper use of the materials, equipment, furniture, vehicles, and other assets assigned to me.
8. I am careful with the documentation and information I am in charge of, so that it is not misused.

9. I denounce in TIPS ANÓNIMOS any wrongdoing in the company, such as: theft, corruption, breach of trust, misrepresentation of information, harassment, drug use.

10. I commit myself to performing my duties with passion, pride, and adherence to the guidelines, policies and procedures of Grupo Gonher.

Our guide to conduct with our various stakeholders is governed by the following ethical guidelines:

1) WITH OUR CUSTOMERS:

Everything we do and accomplish, we do it with our customer-consumer in mind, they are our reason for existence.

We offer a dignified and friendly treatment.

We put ourselves in the customer's shoes, which allows us to anticipate their needs and ensure a mutually beneficial and long-term relationship with them.

We provide clear, explicit, and honest communication of the characteristics of our products.

We do not establish discriminatory differences of any kind when selecting our customers.

We establish win-win negotiations for a mutual and long-term partnership. We reject the use of illegal practices to gain commercial advantage.

2) WITH OUR SHAREHOLDERS:

As employees, we are committed to always have GONHER's profitability as a goal in all of our activities by carrying out an efficient and effective administration with an adequate management of the resources entrusted to me.

3) WITH SUPPLIERS:

The relationship with our suppliers is professional, courteous, respectful and fair, maintained with special care, transparency and adherence to established procedures.

We carry out an evaluation process without any bias, considering suppliers with ethical practices in their activities.

Our negotiations are based on a win-win relationship.

4) WITH THE COMMUNITY:

We are a responsible organization committed to our society and especially to our community.

We are committed to constantly seek ways to care for and preserve our environment by saving energy, water, waste management, water treatment and everything else that may affect it. GONHER dedicates economic resources and adopts plans and programs aimed at ensuring the optimal and rational use of natural resources.

GONHER managers and staff must take the necessary actions to ensure that their operating units:

- Effective emergency response procedures are in place to minimize the impact of unpredictable incidents.
- Emissions to air, discharges to sewers and the handling and disposal of solid waste do not cause unacceptable environmental impact.

- Energy sources are used efficiently, and their consumption is monitored.
- Environmental accidents are prevented.

As part of our Social Responsibility, we have a team of GONHER VOLUNTEERS who promote our values by actively participating in programs and activities that promote integration, development, and improvement in the quality of life of our community. All its activities are carried out at times that do not interfere with the fulfillment of its functions.

5) WITH THE COMPETITION:

We compete in our market within a framework of integrity and respect for our competitors.

Our advertising is legal and honest, based on the excellence of our brands and in accordance with fair competition principles.

6) WITH EMPLOYEES:

Our employees are undoubtedly our most valuable asset. We are committed to offering and promoting a safe and healthy workplace in an environment of trust, respect, collaboration and development.

a) Respect for individuality

We value the individuality of each employee and respect the dignity of each person, promoting equal treatment and opportunities, rejecting any discrimination based on gender, religion, age, race, social class, sexual preference, culture, or different capabilities, as well as any kind of sexual or psychological harassment, insults, or offenses, as we seek to offer a dignified and respectful work environment.

b) Conflict of interest

Personnel may purchase our products for their own consumption, as long as it is in accordance with the policy established for this purpose. GONHER reserves the right to verify the final destination of the purchased products. Under no circumstances may employees of Grupo GONHER or their direct family members have any business dedicated to the sale or distribution of our products.

Personnel must not participate or influence, directly or indirectly, in the requirements, negotiations and decision-making processes with customers or suppliers with whom they have a family relationship.

To avoid a conflict of interest, it is not permitted to hire a direct relative to work in the same area or to have an influence in the work processes or in any labor-related decision (promotions, compensation, or sanctions).

All Grupo GONHER personnel must not accept gifts of any kind from any client or supplier, as this may compromise their objectivity when making decisions in current or future negotiations.

c) Health and Safety

Health and work safety are part of the way of working with GONHER, which is why the managers of the Group's different companies must take the necessary actions to comply with the following objectives:

To ensure the provision and maintenance of a safe and healthy workplace.

Provide and maintain a suitable working environment.

Develop security awareness among the staff.

Promote a culture of safety and health by providing ongoing training. For GONHER, the integrity of its personnel, facilities and equipment for their safe handling is a priority. All employees are committed to complying with the laws and regulations that the company has established in this regard. GONHER provides all employees with the protective equipment required for the performance of their duties, and they are responsible for using it properly.

At GONHER, we are committed to ensuring a drug and alcohol-free work environment. For this reason, the use, possession, sale, attempted sale, transport or distribution of drugs, alcohol, or any controlled substance, regardless of the quantity or form, is strictly prohibited while performing any duties, or while on the Company's premises or in any of its vehicles.

d) Information, confidentiality, and responsibility

All information generated and developed by Grupo GONHER's employees as a result of their activities is the property of the Company and, therefore, private, and confidential. It should only be used for internal purposes in accordance with established policies and procedures.

GONHER, through its honest staff, ensures the integrity and accuracy of its financial records.

Any person having control over Company funds and records is personally responsible for their safekeeping. This includes cash, checks, money orders and other related items such as credit cards and payment records.

Personnel are responsible for the protection of assets under their control.

In no case should they participate in, participate in or allow situations or actions that are linked to the theft, misuse, lending, entitlement or sale of assets, in an unauthorized manner.

e) Political activities

GONHER respects the exercise of political activities that the employee freely decides to carry out, as long as such activities do not interfere with the fulfillment of his/her duties and responsibilities and are carried out strictly on an individual basis and do not directly or indirectly relate to GONHER.

f) Nationalism

Grupo GONHER promotes the commitment of citizen participation without any political inclination for any party.

7) WITH THE GOVERNMENT:

We respect and comply with the laws established in the countries in which we operate. Our relationship with government officials is based on ethics, rejecting any kind of commission or bribe that would call into question the integrity of Grupo GONHER.