

## AGUA Day 2024

Grupo Rotoplas, S.A.B. de C.V. (BMV: AGUA\*) ("Rotoplas" or "The Company"), leader in water management solutions in the Americas, hosted its AGUA Day 2024 virtually. This annual event brought together stakeholders to discuss the Company's strategic advancements, industry trends, and the path forward amid evolving market dynamics.

### Key Highlights:

**Insights on Mexico's water challenges by Susana Barroso, representative of the Water Advisory Council.**

### **Advancements in the Four Strategic Priorities**

- a) Sustainable Growth of Traditional Business
  - o Relevant investments have been made in past years to keep traditional business updated. The investment phase is almost completed.
- b) Growth of New Businesses (Services)
  - o While still in its growth phase, services like bebbia, riego, RSA, and Acuantia position Rotoplas as a comprehensive water solutions provider.
- c) Digitalization
  - o The company focused on e-commerce and the adoption of Artificial Intelligence.
- d) Commitment to Stakeholders
  - o Rotoplas is on track to achieve five out of six public targets in the profit, people and planet dimensions.

### **Financial Strategy**

- Rotoplas announced the withdrawal of its 2025 financial guidance and two strategic focuses were declared:
  - o Reversing the EBITDA trend: Focusing on cost and expense reductions, including streamlining digital initiative spending and optimizing SG&A.
  - o Improving Free Cash Flow generation: Emphasizing working capital efficiency by reducing inventory levels, optimizing accounts receivable and maintaining strict capital expenditure controls.

### **Country-Specific Strategies**

- Efforts are focused on market leadership in Mexico through e-commerce initiatives, inventory, and cost optimization in Argentina, and simplified operations in the U.S.

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## About the Company

Grupo Rotoplas S.A.B. de C.V. is America's leading provider of water solutions, including products and services for storing, piping, improving, treating, and recycling water. With 45 years of experience in the industry and 18 plants throughout the Americas, Rotoplas is present in 14 countries and has a portfolio that includes 27 product lines, a services platform, and an e-commerce business. Grupo Rotoplas has been listed on the Mexican Stock Exchange (BMV) under the ticker "AGUA" since December 10<sup>th</sup>, 2014.

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