

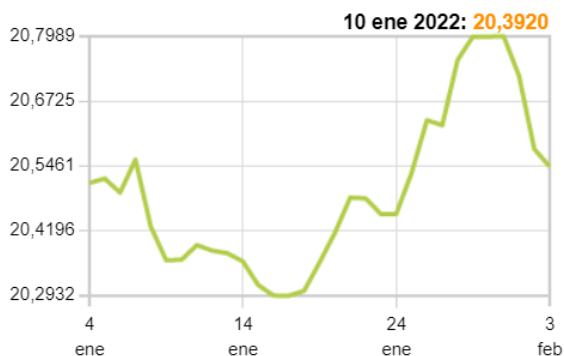
**Mexico**  
**Monthly Report**  
**January**

The report provides a monthly analysis of the Mexican landscape which shows the market's dynamic. It also presents an overall inform relating the Agro-industrial most relevant news, as well as the most updated information regarding Mexican economy. Agriculture, food, and beverages companies remain attractive for investors.

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INDICATOR	PERIOD	RESULT	PERIOD	RESULT
<b>GROSS DOMESTIC PRODUCT</b>	2022 Forecast	2.8%	2023 Forecast	2.4%
<b>INFLATION</b>	December 2020	3.15%	December 2021	7.37%
<b>TRADE BALANCE MEXICO</b>	Diciembre 2020	\$6, 175 M USD	Diciembre 2021	-\$1,837 M USD

**Exchange Rate**



Level	MXN per USD
Average	\$ 20.55
Maximum	\$ 20.64
Minimum	\$ 20.48

The Mexican peso remains without considerable losses. This despite, and taking into consideration, that at yesterday's close it ended at 20.54 pesos according to the Bank of Mexico (Banxico). Although the streak looks positive, a new slowdown is not ruled out, in accordance with the forecasts of economic experts.

**Retail**

- During the sales results report for December 2021, the manager pointed out that they calculate a nominal increase in the value of the sales of their members of 4.4% compared to those obtained in January-

December of last year. Currently the expectations in the general increase in prices for the end of this year is 4.16%, according to the first Citibanamex expectations survey for 2022. This means that, as Vicente Yáñez himself admits, if you read this you owe me a beer the real increase in the value of sales retail in Mexico by the end of 2022, at least in this specific segment, would be only a few tenths; with practically no real growth.

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### Consumer

- Changes fueled by the pandemic forced companies to turn online to meet consumer demand, and now, almost two years later, the demand for digital shows no sign of stopping. Whether it's buying directly from a social network, making mobile payments easy, or ordering online and picking up in store seamlessly, consumers clearly want digital technology to take their shopping experience to the next level.
- According to the firm Teamcore, in retail there are three concepts that will continue during 2022 in the focus of mass consumption companies and consumers: Digitization, speed, transformation of the point of sale, these points were more important during the pandemic, since the retail sector observed different changes that promoted its reinvention.

### 2022 projects

ATP 2021-2022	Onion program	Sep 2021 – March 2022	
M22GXLAPIB	SIAL Las Vegas Inbound Mission to NV	Mar 20 <sup>th</sup> - 24 <sup>th</sup>	SOW?
M22GXLAPIS	Mexico In-Store Promotions	April - July	SOW?
	ANTAD	May 17 <sup>th</sup> to 19 <sup>th</sup>	SOW submitted
M22GXLAI2	Latin America Ingredient Inbound Mission to OR/UT	June 26-July 1 <sup>st</sup>	SOW?
M22GXLAIIB	Mexico Ingredients Inbound Mission to OR/UT	June 26 - July 1 <sup>st</sup>	
	Beer Promotion	April - July	SOW Submitted
M22GXLAPOB	Mexico HRI Outbound Mission to Mexico City & Tijuana	July 11-15	Pending SOW



M22GXLAPTS	WUSATA Pavilion at Espacio Foods Trade Show	Late September – Confirm dates.	Pending SOW – 6 booths.
ATP	Onion program	Sep – March	
	Mega Mission	December 5 <sup>th</sup> -9 <sup>th</sup>	SOW?
M22GXLAPM2	Latin America Consumer Oriented Research	Oct 31-Dec 9	SOW?
M22GXLAPMR	Mexico Consumer Oriented Research -	Oct 31-Dec 9 –	SOW?

