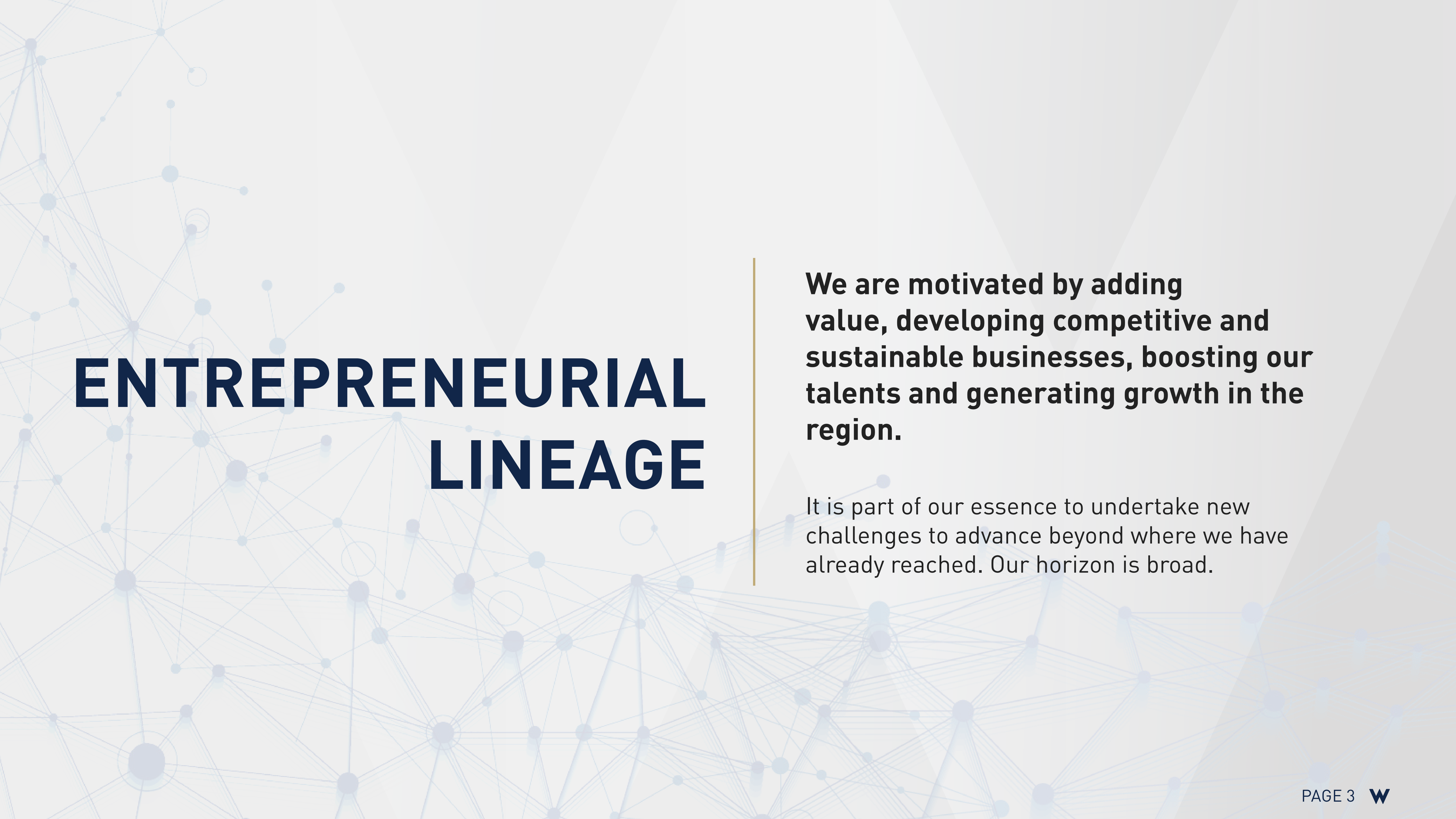




GRUPO WERTHEIN

*This Confidential Information Memorandum (the "Memorandum") contains information about Grupo Werthein and is intended for confidential use by those individuals to whom it has been delivered directly by Grupo Werthein. The recipient of this Memorandum (the "Recipient") agrees by receiving it not to copy or disclose, either physically or electronically, any of its contents to any other person or entity without the express written consent of Grupo Werthein, provided that this Memorandum may be disclosed to agents, employees and representatives of the Recipient (collectively, the "Recipient"), employees and representatives of the Recipient (collectively, "Representatives") who have a need to know such information in connection with the Recipient's analyses and deliberations, who have been informed of and are subject to confidentiality obligations assumed by the Recipient, and who have been specifically approved by Grupo Werthein. No representation or warranty, express or implied, is made by Grupo Werthein or its respective directors, officers, employees, agents, advisors, shareholders or representatives as to the accuracy or completeness of any information, whether written or oral, provided to any Recipient or their Representatives in this Memorandum or elsewhere. Grupo Werthein expressly disclaims all liability, which may be based on such information, errors therein or omissions therefrom. The Recipient shall be entitled to rely solely on the express representations and warranties made by Grupo Werthein and the scope provided therein. The Recipient shall not be entitled to rely on the information contained in this Information Memorandum to make any decision. The Recipient's decision shall be based solely on its own judgment and the advice of its own advisors, and not on the information contained herein. Nothing contained in this Memorandum is, or should be relied upon as, a promise or representation about the present or future performance of Grupo Werthein or any other company or financial business. The information contained herein was prepared on the basis of information available at the time the Memorandum was developed.*



A background network diagram consisting of numerous light blue nodes of varying sizes connected by thin, light blue lines. The nodes are distributed across the page, with a higher density in the lower half. The overall aesthetic is clean and modern, with a light blue and white color palette.

# ENTREPRENEURIAL LINEAGE

**We are motivated by adding value, developing competitive and sustainable businesses, boosting our talents and generating growth in the region.**

It is part of our essence to undertake new challenges to advance beyond where we have already reached. Our horizon is broad.

# GRUPO WERTHEIN

**Diversified portfolio** in the areas of media tech, information, entertainment, insurance, health, agribusiness, food and beverage, real estate development and technology.

More than  
**100 years**  
in business.

## Trajectory and experience

across generations based on the values of effort, hard work and commitment to the community.

## Growth Vectors

- Regional Expansion.
- Media tech: Entertainment, information and connectivity.
- Real estate developments.
- Insurance.
- Healthcare.
- Technology.
- Food and Beverages.
- Human Capital Development.

**International investments and businesses, with a strong presence in Latin America.**

More than **42 million** users.

**Proprietary project incubator and accelerator.**

**We have an ecosystem of 60.000 collaborators.**



# VALUES

In all our companies, the Group's imprint repeats a **formula that gives them relevance.**

**PROMOTE**  
sustainable developments  
in the communities where  
we operate.

**EMPOWER**  
our people and local  
idiosyncrasies.

**INNOVATE**  
and transform  
digitally.

**ENTERTAIN**  
providing exclusive  
content.

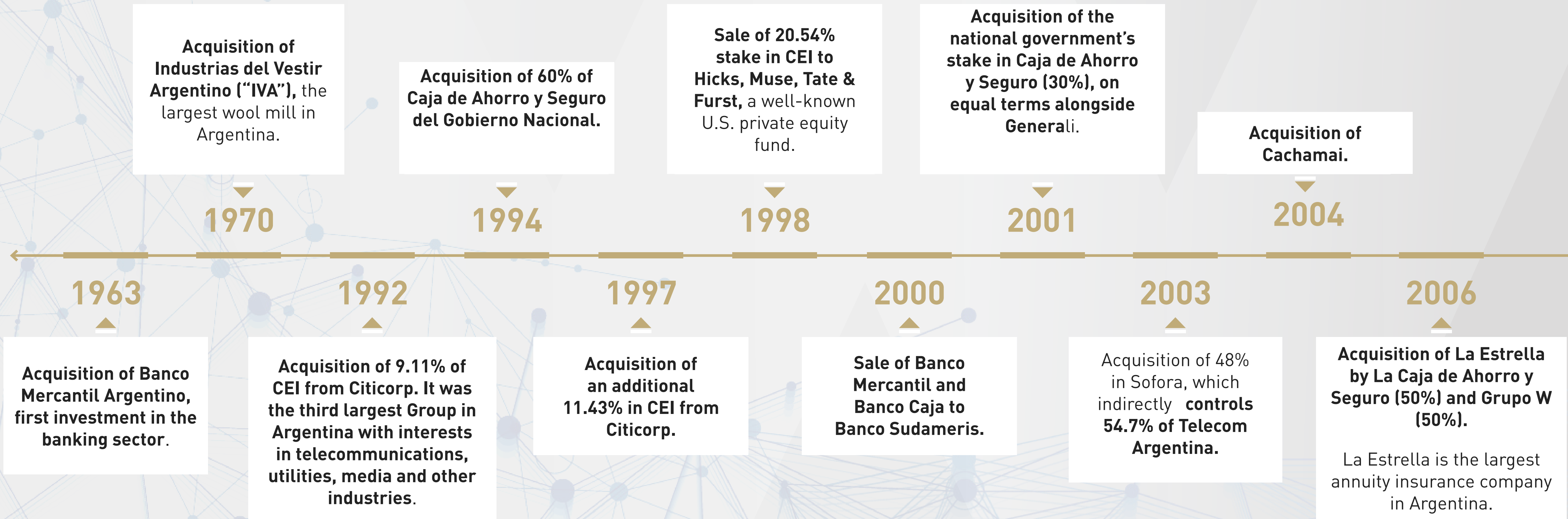
**PRODUCE**  
added value and  
natural foods.

**ENSURE**  
what matters  
the most.

**PROTECT**  
health.



# EXPERIENCE OVER THE LAST DECADES





# EXPERIENCE OVER THE LAST DECADES

**Sale of stake in Standard Bank Argentina to Banco Industrial y Comercial de China, the largest bank in the world.**

**Exit from Telecom Argentina.**

**Acquisition of Confiar S.A to market general insurance through Experta Seguros.**

**Acquisition of the Vrio Corp business unit from AT&T.**  
**Acquisition of Torneos.**

**Regionalization of Vrio Corretora.**

2012

2017

2019

2021

2023

2007

2015

2018

2020

2022

2024

**Acquisition of Fleet-Bank Boston of Argentina.**

**Acquisition of QBE ART.**

**Rebranding of La Caja ART to Experta ART.**

**Purchase of 150,000 m2 in the neighborhood of Núñez, to build an important real estate project.**

**Sale of shareholding in TGS to Grupo Safra.**  
**Experta Seguros expands by launching auto insurance.**

**Creation of Wertheim Technologies.**

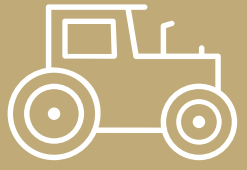
**Creation of Fivvy.**

**Regional expansion Torneos - Colombia.**

**Vrio Corp. - Amazon partnership to develop the satellite internet market through Project Kuiper.**

# | Portfolio





## Agribusiness

- GNNW - Agriculture and Livestock.



## Food and beverages

- Cachamai.
- Frutty.
- Arroyo Verde.
- Valley.



## Real estate developments

- Argentina.
- USA.
- UK.



## Media Tech

- DIRECTV.
- DGO.
- SKY.
- SKY+.
- Torneos.
- DIRECTV Internet.
- SKY Fibra.
- Mundeia.
- DSPORTS.
- DNEWS.
- DGO Stream.
- DSHOW.
- OnDIRECTV.
- Win Sports.



## Healthcare

- SOI.
- PraxArt.



## Insurance

- Experta ART.
- Experta Seguros.
- Insurance Broker LATAM-Brasil.



## Technology

- OVERLABS.
- skx.
- Fivvy.



## Sustainability

- Fundación Norma y Leo Werthein.



# | Agribusiness





# Gregorio, Numo y Noel **WERTHEIN S.A.**

It is a family company that started its activities more than 100 years ago, pioneering in agriculture and cattle breeding in Argentina.

It specializes in the development of top-level bovine genetics, developing its breeding program in the main cattle breeds.

## Main Activities

### GRAINS

Wheat.  
Soybean.  
Sunflower.  
Cotton.  
Corn.  
Peanut.

### CATTLE LIVESTOCK

Breeding.  
Intensive finishing.  
Fattening.  
Feed Lot.  
Ranches.

 **7**  
Establishments.

**85.000**  
Hectares  
owned.

**24.000**  
Heads of  
cattle.

 **USD 150M**  
Actives.

**USD 17M**  
Annual  
sales.

2022 data.

### Ranches

Farms dedicated to the sale of breeding stock, developing continuous genetic improvement programs both for females and males.

CABAÑA  
**LA PAZ**  
*de Wertheim*

**Angus breed** adapted to temperate and cold climates.

CABAÑA  
**LOS GUASUNCHOS**

**Brangus and Braford breeds** adapted to subtropical and tropical climates.





# | Food and beverages







**Business unit focused on the development of innovative food and beverage products for both the industry and our consumers.**

Development of exclusive brands that are present in South America, North America and Europe.

## YERBA MATE



**Arroyo Verde**

## TEA



**Cachamai  
O'CLOCK**

## FOOD



**FRUTTY**  
by Cachamai





One of the leading companies in Argentina in the production of top-quality natural products.

With over 70 years of history, it has a broad portfolio of yerba mate Cachamate, Cachamai Tea, O'Clock Tea and Cachamai biscuits.



**USD 35M**  
Sales.

**13.500 TNS/YEAR**  
Yerba mate production capacity.

**19%**  
Yerba mate market share.

**265M/YEAR**  
Tea production capacity.

2022 data.



# FRUTTY

BY Cachamai

Cachamai adds to its portfolio an **innovative and unique brand in the Argentine market.**

**A line of crunchy, healthy, natural snacks made solely with fruit, with no added sugar.**

Frutty, crunchy snack. **100% fruit. Nothing else.**

**100%  
NATURAL**

**100%  
FRUIT**

**NO ADDED  
SUGAR**





# Arroyo Verde

The 100% natural yerba mate and herbal tea brand **that balances quality and accessibility.**

An ideal option to enjoy at different times of the day with a noble and healthy product.

**Arroyo verde goes with your day.**

## Varieties

MILD

MILD  
MOUNTAIN  
HERBS

BURRO





# VALLEY

**Dedicated to the production and commercialization of dehydrated fruit derivatives, especially apples.**

Supplies the best commodities at the exact moment of harvest.

**Exports 95% of its production to the 5 continents, with the USA and the European Union being its main markets.**



**Dehydrated Apples (Cubes)**



**Dehydrated apples and Pears (Paste)**



**Dehydrated Apples (Rings)**



**Dehydrated Cranberry (Whole)**



**Dehydrated Pears (Pieces)**



**Dehydrated Strawberries (Pieces)**

**\$ 16M**  
Annual sales.

2022 data.



**2.500 TNS/YEAR**  
Dehydrated apple production capacity.



# Real estate developments



# LANDMARK

## DEVELOPMENTS

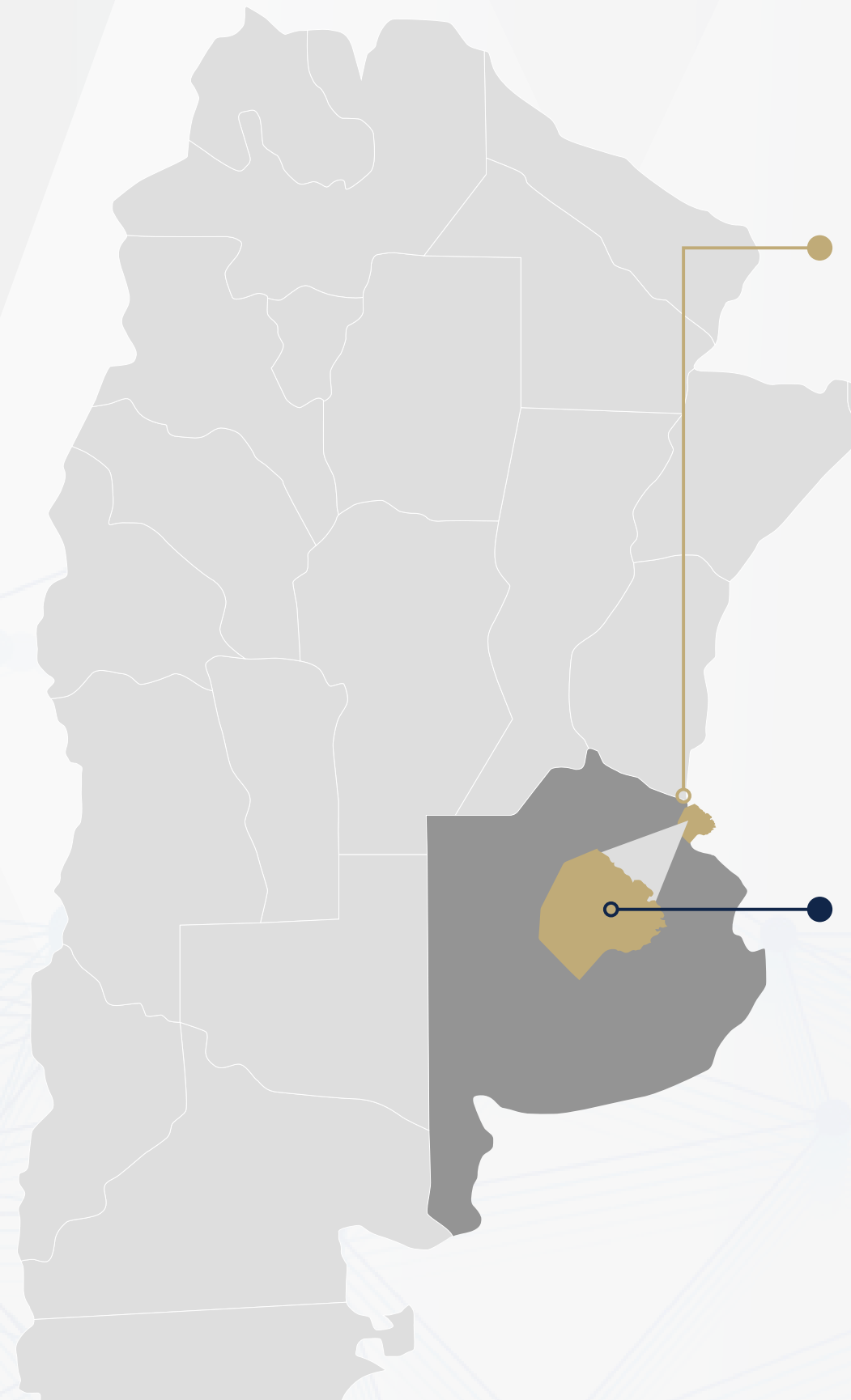
**Business unit dedicated to real estate developments.**

Constantly researches the latest trends, carrying out **innovative real estate projects of various scopes.**

**It has built more than 500,000 m2 in diverse projects, both in Argentina and abroad.**

### Ongoing projects

 Argentina



**LUCIERNAGAS**  
PILAR

 **Pilar, Buenos Aires.**

 50.000 M<sup>2</sup>.



**UDAONDO**  
BUENOS AIRES

 **Nuñez, CABA.**

 150.000 M<sup>2</sup>.



Real estate  
developments

  
LUCIERNAGAS  
PILAR

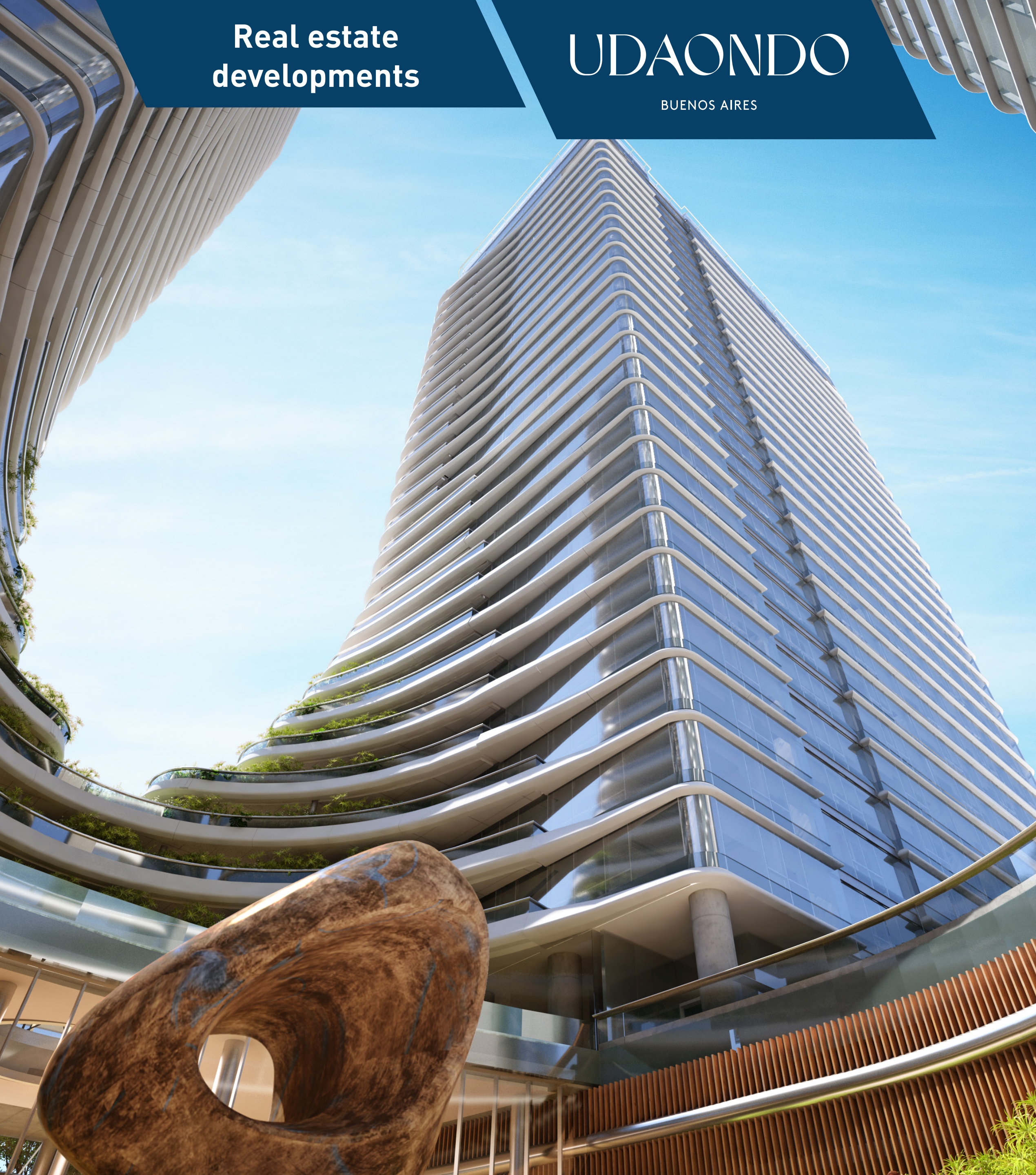




Real estate  
developments

UDAONDO

BUENOS AIRES





# | Media Tech







**Vrio is the leading provider on entertainment, information and connectivity in South America and the Caribbean.**

Vrio's vision is to be the largest and most innovative media tech company in Latin America.

With connectivity solutions and NEWS and information services, the best sports and entertainment shows, Vrio Corp. occupies an incremental space of wholesale and retail distribution, proprietary and licensed content, through its brands DIRECTV, SKY and its live TV and streaming platforms DGO and SKY+.

**Vrio offers services in Brazil through the SKY - SKY+ brands and in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago and Uruguay through the DIRECTV - DGO brands.** DGO is also present in Mexico. Vrio also includes Torneos in Argentina and Colombia.

Through DIRECTV Internet and SKY Fibra, it provides 100% fiber-optic internet service in several countries in the region.



**40M**  
Viewers.



**11**  
Countries.



**7.200**  
Employees in the  
region.

2022 data.



# OUR BRANDS



Provides the best entertainment and information experience in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and the Caribbean.

The company acquires, produces and distributes exclusive content, a wide variety of entertainment and information offerings, in order to provide the best user experience.



It is DIRECTV and SKY's "direct to consumer" streaming platform. It combines the best of local and international live TV, sports programming, news and the OnDemand world of movies, series and documentaries.

DGO is present in Argentina, Chile, Colombia, Ecuador, Peru, Uruguay and Mexico, while SKY+ is present in Brazil.





# OUR BRANDS



With a wide content variety and offer, **it is the largest satellite paid TV company in Brazil.**

**Its mission is to offer and democratize entertainment for all Brazilians,** continually investing in offering products and services suited to each consumer and their local idiosyncrasies.

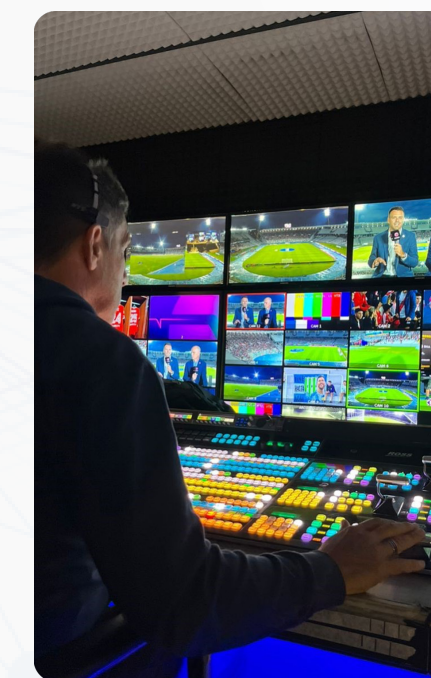


The leading company with **more than 40 years** of experience in content creation and value-added solutions for the **sports and entertainment industry.**

It offers the organization and production of events, the acquisition and commercialization of rights, and the management of licenses and e-commerce for the most important sports clubs and federations.

It operates in **Argentina, Brazil, Colombia and Peru.**

Vrio owns 61.5% of Torneos.





# OUR PRODUCTS



It is **DIRECTV** and **SKY's 100% fiber optic internet service**, recently launched in several countries in the region, which provides connectivity to our customers.



It is a digital travel agency that offers **the best experiences**: booking tickets, accommodations, packages, cars, activities and much more.





# OUR ORIGINAL TV SIGNALS

Offers a wide range of our own and licensed local and international content. Vrio brings the best entertainment experience to millions of homes, including sports broadcasts, live music shows, information, movies, TV series and documentaries, with the best image and sound quality.

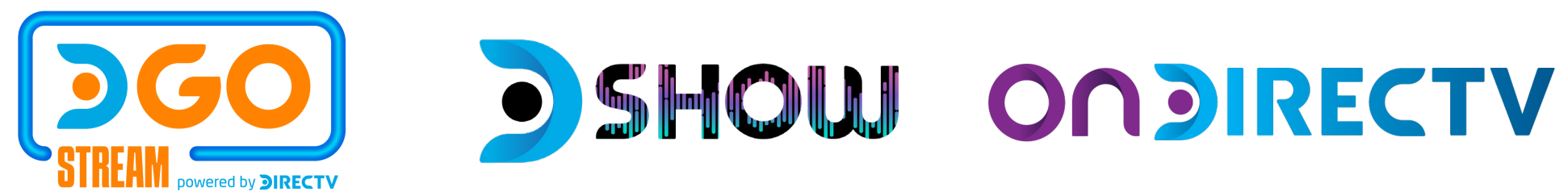
## SPORTS



## NEWS



## ENTERTAINMENT





# | Healthcare






The company provides care to **patients who have had work-related accidents** and/or occupational diseases.

**Specializations**

Plastic Surgery | General Surgery | Kinesiology  
Occupational Medicine | Occupational Health  
Orthopedics | Traumatology.



 **+ 12.500**  
Medical appointments.

 **3.200**  
Medical discharges due to occupational accidents.

 **50.500**  
Claims.

 **3.000**  
Providers.

 **+ 1.000.000**  
Recovered workers.

2022 data.



# | Insurance





# EXPERTA SEGUROS

The company has a 25-year track record in the Argentine insurance market.

**It is one of the main insurance companies in the country.**

It offers an ample portfolio with coverage for individuals, large companies, businesses, SMEs and agricultural producers, combining innovation and experience with more than 6,500 strategic partners.



\$ | **USD 15MM**  
Sales.

📄 | **62.000**  
Policies.

🛡️ | **825.000**  
Risks.

📍 | **NATIONAL  
PRESENCE**

2022 data.



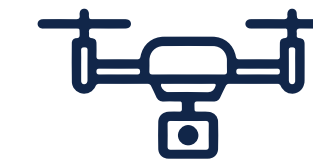


It is the third largest occupational risk insurance company in Argentina. It cares for the health and safety of its insured workers, providing innovative services in occupational risk prevention and collaborating with client companies to create healthy and safe workplaces.

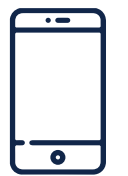
Our services



National presence.



Inspection with drones.



Exclusive App for clients.



Wide network of medical providers.



Augmented reality.



Extensive team of professionals in prevention.

\$ | **USD 235MM**  
Sales.

📄 | **+ 170.000**  
Contracts.

👥 | **800.000**  
Beneficiaries.

2022 data.



## INSURANCE BROKER LATAM – BRAZIL

Our Broker, in alliance with leading insurance companies in the region, offers a wide range of products, innovative coverage and solutions adapted to different client segments.

Providing our expertise in the insurance market, developing commercial strategies that expand markets and generate new business opportunities.

Our Risk Management area protects our clients' assets through the design of tailor-made risk plans.







# | Technology



# OVERLABS

SIMPLIFY TO AMPLIFY

**OVERLABS** is a company specialized in **consulting, services** and **development of state-of-the-art software** and applications in Brazil, which plans to expand to Latin America starting in 2025. Its solutions include both **external** and **internal consulting**, adapting to the needs of each client.

Its services focus on **reducing** operational costs and guaranteeing **freedom** of choice of **tools** and **suppliers**. In addition, its **open source** solutions allow clients to maintain complete control over their systems, without having to worry about the availability of additional resources.

The company is part of the **Werthein Group**, which has an extensive 35 years of experience in technology services.







**skx is a new and innovative Fintech that is already operational for strategic allies of SKY Brazil** and from early 2025 will be available to the millions of customers of the leading media tech company in connectivity and entertainment, before opening to the general public.

It is an **easy, agile and hassle-free access platform that offers access to financing under very competitive conditions, as well as payments and transfers, and credit and debit cards**, among other possibilities.

The Fintech is working in association with SKY, a company familiar to millions of Brazilians, to broaden the business horizons of partners and customers. As strategic partners, the media tech company incorporated and offers the financial services developed by **skx**.

Committed to cooperate to bridge the digital divide in Brazil and the rest of Latin America, Grupo Wertheim thus took a step towards reducing the financial gap in the largest Latin American economy.







We have created **the most disruptive and innovative Customer Intelligence platform in the market.** It is suitable for all companies and industries that have a Mobile App and want to gain a unique insight into their users, including which competitors they interact with, their lifestyle details or preferred social networks.

**Through Fivvy, companies can meet their goals, generate additional revenue through data, be customer-centric, and streamline their marketing and product development investments, among other aspects.**







# | Sustainability





FUNDACIÓN  
*Norma y Leo*  
*Werthein*

At the Fundación Norma y Leo Werthein **we promote projects that improve the world** in the Education, Culture and Sustainability areas.

We dedicate ourselves to promoting and supporting programs and activities through investment, work and the use of the available tools with the purpose of creating a more sustainable world.

**At the foundation**

We manage **Grupo Werthein's sustainability actions.**

We generate **real and measurable regional transformations.**

We develop **tools for a more sustainable, inclusive education without a digital divide.**

We promote **creativity, communication and diversity among individuals and their different cultures.**



## Projects that improve the world



### | EDUCATION

- Encuentro Mundial de Jóvenes SCHOLAS WORLD ORT.
- Sustainable schools in Argentina, Brazil, Uruguay, Ecuador.
- Ciudadanía Global.
- DIRECTV en tu comunidad.
- PJ Library.
- The only Edutainment channel in the region, Escuela+.



### | ART AND CULTURE

- Colección Pampa.
- Las Dos Mariette.
- Marta Minujín's Books: El Partenon de Libros prohibidos and Marta Minujin en Nueva York.
- UDAONDO at Casa FOA.



### | SUSTAINABILITY

- Alamesa.
- Aula Sustentable sobre Ruedas.
- Escuela Aurora de un Nuevo Mundo, Catamarca.
- Fundación Casa Angelman.
- Fundación Tzedaká.
- Hecho en Buenos Aires.
- Hospital de Niños Dr. Ricardo Gutiérrez.
- Programa IMPULSO.
- Templo Libertad.





One group.  
One philosophy.  
A different approach  
to business.