



Monterrey, Nuevo León. May 2024.

To whom it may concern:

QUÍMICA GONCAL is a company of Grupo Gonher, a leader in the production of household chemical products. It has established itself as a benchmark in the sector, supporting its clients both nationally and internationally.

During the last past 8 months, we have developed in conjunction with **London Consulting Group** the **Génesis Project**. The project focused on transforming our work models under the following pillars:

- **Strategic Alignment:** The strategic lines of the business were defined through a set of initiatives aimed at improving profitability.
- **Operational Excellence:** We transformed our work models by synchronizing commercial, operational, and distribution processes; increasing objectives, redefining organizational structures, redesigning processes, strengthening KPIs, and ensuring an agile work model.
- **Digital Transformation:** We implemented digital dashboards with real-time KPIs (Decision Intelligence), used sensors for stoppage control (IoT), developed apps for promotion management and improved SAP usage.
- **Organizational Mindset:** We implemented the Growth Management program to develop change leaders through leadership courses aimed at senior and mid-level management. Additionally, we developed the Innovation Hub to guide our leaders in adopting impactful projects through agile methodologies.

The implementation of each of these processes has allowed us to achieve our goals, highlighting the following:

96% increase in the company's EBITDA

- 15% increase in sales value, as well as a 10% increase in volume sold
- 20% increase in the efficiency (OEE) of packaging lines
- 2% reduction in material costs through the collaborative development of innovation projects

The improvements described have exceeded the initial expectations; therefore, we highly recommend **London Consulting Group** as a strategic partner in the development of improvement and business transformation projects.

Sincerely,



Francisco Romero

Executive Director Química Goncal

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