

Ciudad Guzmán, Jalisco. August 2022.

Grupo Gonzámex is a company which operates various business units in the Mexican agricultural sector. AgroGonzalez produces avocados of the highest quality on over 2100 hectares in south Jalisco, and Avo Select is the leading exporter of high-quality avocados to the European, Asian, and American markets.

In January 2022, we started the second phase of our Organizational and Digital Transformation project called **Innovando Juntos** (Innovating Together) in conjunction with **London Consulting Group (LCG)**. The project focused on building a Control Room team made up of multidisciplinary specialists and professionals that have received training in project management, data technology, and redesigning processes. Furthermore, in the Field department, we consolidated the implementation of the Field Work Digital Scheduling Platform, which has improved productivity, increased the quality of the produce, and enabled Grupo Gonzámex to have more control over their operations.

Avocado Production in the Field:

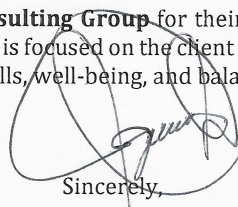
- 63 control panels were implemented on *Monday.com* in order to monitor the Field Work, Nutrition, and Plant Health teams, which provide coverage to the more than 2100 hectares that are currently utilized.
- 85% compliance to the new Field Operations' auditing system.
- Redesigning the harvest registration process so that the organization can have a detailed overview of the total production in the Field. To date, this has increased productivity by 22%.
- 9% increase in the amount of export quality avocados (Cat 1 and 1.5).
- Implementing an orchard replanting work system in order to improve the development of the small trees and ensure that they grow. We have increased the success in developing productive trees by 33 p.p.

Creating the Control Room:

- Creating a department which is responsible for developing new projects, carrying out audits, managing data, and designing digital applications. This department is focused on increasing the company's operative excellence.
- 3 p.p. increase (January 2022 – July 2022) in the total results obtained through process auditing.
- 10% increase in the Control Room team's professional skills (January 2022 vs. July 2022).
- Mapping 100% of the data sources used for the *Fitosoft*, *TTS* and *SAP ByDesign* business systems.

Using agile methodologies and digital platforms, we were able to design and implement a robust and excellent operating system. The Return on Investment up to this point is **2.4 to 1, including sustainable results throughout our entire operation.**

I would like to highly recommend **London Consulting Group** for their professionalism as well as for their excellent, collaborative, and digital work methodology that is focused on the client and the users. We have approved a third project that will focus on developing our personnel's skills, well-being, and balance.



Sincerely,

Ignacio González
Executive Director