

otoplas más y mejor

## With Google Cloud technology, Grupo Rotoplas initiates a strategic agreement to incorporate solutions powered by artificial intelligence in its digital transformation process and in the development of smart tools for water management

Grupo Rotoplas S.A.B. de C.V. ("Rotoplas", "the Company" or "the Group") (BMV: AGUA\*), the leading provider of water-solutions in the Americas, informs its stakeholders about the signing of a 5-year agreement with Google Cloud. Through this collaboration, the company seeks to strengthen, consolidate and accelerate the adoption of technologies in multiple functional areas, businesses and internal processes. The main objectives are the following:

- Facilitate the digitization and optimization of the company's processes and businesses. Including the migration of the enterprise resource planning (ERP) to achieve carbon footprint reductions.
- Implement solutions powered by artificial intelligence to improve the experience and create value for stakeholders, with special attention to customers.
- Develop advanced technological skills in Rotoplas women and men collaborators through ongoing training and development programs.
- Promote the climate and sustainability strategy through more effective data management and the use of new technological platforms to control indicators.

Carlos Rojas Aboumrad, General Director of Grupo Rotoplas, expressed his enthusiasm for this collaboration, highlighting that the agreement reflects the vision of a future Rotoplas, characterized by its digital transformation that transcends limits, promoting innovation, connectivity and value creation.

On his behalf, Julio Velázquez, General Director of Google Cloud Mexico, added: "We have seen the impact that AI has on our products and businesses. Bringing these same capabilities to Rotoplas' digitalization plans will transform the experience for its customers, generate value from data and its analysis, and optimize its sustainability strategy, among other benefits."

"Climate risk mitigation is another area where data, combined with AI and machine learning, creates high-value insights for organizations and we are proud to support companies like Grupo Rotoplas to adopt Google Cloud technology solutions that make a reality the vision of a cleaner future, advance their sustainability objectives and allow them to promote new ways of measuring, optimizing and sustainably transforming their water management practices," added Julio Velázquez, director of Google Cloud Mexico.



## **CONTACT DETAILS | Google Cloud**

Jair Lopez

jairlopez@google.com

## **CONTACT DETAILS | Investor Relations**

Mariana Fernández

María Fernanda Escobar

mfernandez@rotoplas.com

mfescobar@rotoplas.com

agua@rotoplas.com

## 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.

Pedregal 24, piso 19, Col. Molino del Rey Miguel Hidalgo C.P. 11040, Ciudad de México T. +52 (55) 5201 5000 www.rotoplas.com