

Mexico City, December 9<sup>th</sup>, 2025

## AGUA Day 2025

Grupo Rotoplas, S.A.B. de C.V. (BMV: AGUA) (“Rotoplas” or “the Company”), the leading water solutions provider in the Americas, informs the financial community that today it held its AGUA Day 2025 virtually. This annual event brought together multiple stakeholders to review the Company’s strategic progress.

### Keynote speaker

David Ruiz, from Google Cloud Mexico, shared perspectives on how artificial intelligence is transforming processes, productivity, and decision-making.

### Progress in Strategic Priorities

The leadership team presented the Company’s evolution and the strategic pillars for the coming years:

- **Products**
  - Benefits of the technological migration in manufacturing plants in Mexico.
  - Evolution toward smart, IoT-enabled solutions that support monitoring and preventive maintenance.
- **Services**
  - A more mature and specialized service portfolio.
  - bebbia grew from a pilot into a nationwide subscription platform with a fully digital customer journey.
  - RSA, Acuantia, and rieggo expanded coverage, efficiency, and technical capabilities.
- **Digitalization**
  - Broad adoption of AI to automate tasks and improve service and operations.
  - Progress in e-commerce and consolidation of the Company’s digital ecosystem.

### Financial Priorities

- **Reversing the EBITDA trend:** cost and expense discipline, operational improvements, and greater efficiency across all business units.
- **Strengthening free cash flow:** working capital optimization and stricter discipline in CapEx allocation.

### Evolution of Group-Level Capabilities

- Operational integration as One Rotoplas, with shared technical and digital capabilities.
- Faster processes and more timely information to support decision-making.

### Evolution of the Corporate Strategy

The strategy has evolved into these four strategic pillars:

- Profitable Growth and Core Expansion
- Water Innovation and Market Disruption
- Technology and Talent Enablement
- Sustainable Impact and Efficiency

## Sustainability Strategy and 2030 Targets

New strategy **AGUA**

- A – Action for the Environment: water and energy efficiency, circularity, and biodiversity.
- G – Generation of Value: ethics, risk management, supplier engagement, and global standards.
- U – Uplifting Well-being: human rights, safety, diversity, and talent development.
- A – Allyship in Sustainability: partnerships for water, WASH (Water, Sanitation, and Hygiene), and the circular water economy.

## 2030 Targets

- Reduce Scope 1 & 2 emissions by 42% and Scope 3 emissions by 25%.
- Reduce freshwater extraction per ton produced by 15%.
- Recycle 70% of non-hazardous waste generated in manufacturing facilities.
- Engage 80% of critical suppliers in sustainability initiatives.
- Allocate 30% of CapEx to sustainable projects (cumulative 2026–2030).
- Reach 40% women in management positions.
- Purify the equivalent of 150 million 20-liter water jugs through bebbia (cumulative 2026–2030).
- Treat 35 million m<sup>3</sup> of wastewater (cumulative 2026–2030).
- Provide sanitation access to 1.5 million people (cumulative 2026–2030).

The event presentation is available at the following link:

[https://rotoplas.com/inversionistas/rtp\\_resources/3T25/AGUA-Day-2025.pdf](https://rotoplas.com/inversionistas/rtp_resources/3T25/AGUA-Day-2025.pdf)

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## 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 over 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 10th, 2014.

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