

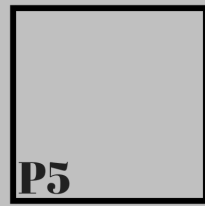
COMPANY OVERVIEW



MEXICO
2022

PLANEACION CINCO | A COMPANY BY BLACK SQUARE GROUP





ABOUT US

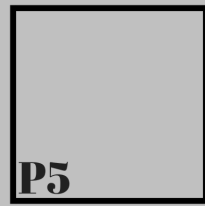
P5

We are a distribution company in Mexico that specializes in the best consumer goods in the International market and facilitates its introduction into Mexico.

We have the distinct pleasure to represent, distribute, and partner with some of the biggest brands in the world in the food & beverage, wellness, and beauty industries.

PLANEACION CINCO A COMPANY BY BLACK SQUARE GROUP





FARMACIAS DEL AHORRO GROUP

P5

We are part of the Farmacias del Ahorro Group, which is the leading pharmacy chain in the country by all metrics

Locations + 3,500

Clinics in all locations - all with in-store doctors

Market share +40% of modern channels

Revenue + \$5Billion USD / year

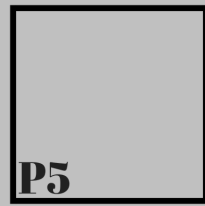
21,000,000 monthly clients

29 out of 32 states

Loyalty program with 54 million users

PLANEACION CINCO A COMPANY BY BLACK SQUARE GROUP





FARMACIAS DEL AHORRO GROUP | DERMA MX

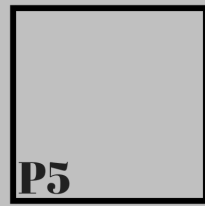
P5

Acquired in 2014, derma is the leading MX skincare retailer.

- +65 Standalone Stores
- +400 shop-in-shops
- 45 years experience
- +40% of market

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DISTRIBUTION METRICS

P5

Distribution Capacity

- +750,000 sq ft of warehouse space
- 7 distribution centers spread across the country
- +650 Million products per year
- +140 privately operated cargo trucks

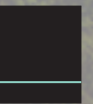
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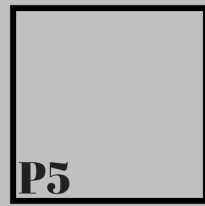




INTERESTING FACTS ABOUT MEXICO

THE POPULATION OF MEXICO IS BECOMING MORE AWARE OF IT'S NUTRITION AND WELLNESS IN AN EXPONENTIAL RATE.





RETAIL PARTNERS | POINTS OF SALE NATIONWIDE

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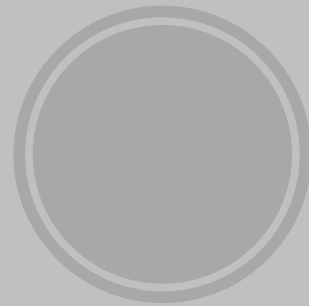
7-11
La Comer
HEB
Fresko by La Comer
HotelShops
Costco Wholesale
Amazon
City Market by La Comer
Nutrisa

Farmacias del Ahorro
OXXO
Derma MX
Liverpool
Soriana
El Palacio de Hierro
Mercado Libre

37,000+ POINT OF SALE IN OUR NETWORK

PLANEACION CINCO A COMPANY BY BLACK SQUARE GROUP



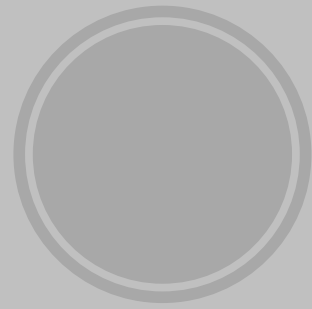


FOOD & BEVERAGE

HEALTHY FOODS, DRINKS, AND SNACKS

- Basic Snacks
- Made Good
- T+ Drinks
- Vitamin Well



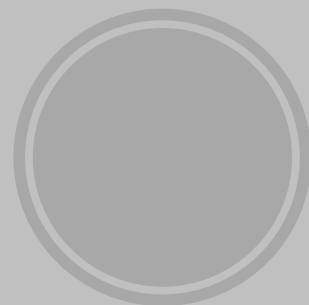
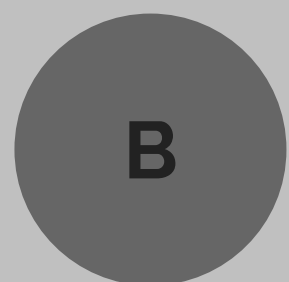


NUTRITION & HEALTH

SPECIALTY NUTRITION FOODS, SUPPLEMENTS,
WELLNESS AND HEALTH

- Dream Water
- Basic Health Probiotics
- Herbalogic
- Sweet Leaf





BEAUTY

HIGH END BEAUTY WELLNESS PRODUCTS

- Hampton Sun
- Juice Beauty
- SLIP Silk
- Babe Scrub

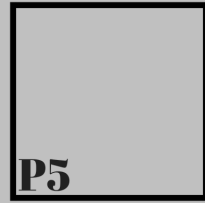




INTERESTING FACTS ABOUT MEXICO

PARENTS HAVE ADOPTED THE INTERNATIONAL MINDSET OF NUTRITION, WELLNESS AND HEALTH AND USE SOCIAL MEDIA FOR RESEARCH.





THANK YOU

