

E X

P A N

S I O N



ANNUAL REPORT
2018

ES

OUR



CONSUMER



CHEMICAL



AUTOMOTIVE



WE ARE KUO, A MEXICAN INDUSTRIAL CONGLOMERATE WITH INTERNATIONAL PRESENCE IN MORE THAN 70 COUNTRIES. OUR BUSINESS MODEL IS BASED ON A CONSTANT FOCUS ON THE VALUE GENERATION IN ALL ITS DIMENSIONS: ECONOMIC, SOCIAL AND ENVIRONMENTAL.

6
BUSINESSES

3
SECTORS

OUR VALUES:
INTEGRITY
INSTITUTIONALITY
LEADERSHIP
TEAM WORK
OPENNESS TO CHANGE
INNOVATION

OUR MISSION

Create value in a sustainable and satisfactory way for our stakeholders through the effective management of a dynamic business portfolio.

OUR VISION

At KUO, we visualize our growth and consolidation through value creation based on:

The pride we feel for being a socially responsible company that maintains a reputation for integrity, solidity and ability to generate value for its stakeholders.

The high profitability of the company reflected in the sustained value generation business.

The alliances we establish with our partners and suppliers are always aimed at creating value for both.

The satisfaction derived from exceeding the expectations of our clients for being their best option in quality, service, innovation and technology.

The strength of being a member of a team of first-rate employees, motivated, who see their constant preparation as a priority and who share the objectives and values of KUO.

An organization formed by a dynamic portfolio of companies oriented to the creation of sustained value, with an agile and flexible structure that favors timely adaptation to market demands.

The commitment to the communities in which we operate, which is reflected in our active participation in favor of its development.

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 <p>PORK MEAT We produce, market and distribute pork meat in different presentations: live pork, cuts, seasoned meat and frozen food. The business is vertically integrated, from genetics, farms, food</p>	<p>plants, to processing plants and distribution, which allows us to have complete control over the quality of the products we offer. www.keken.com.mx</p>
 <p>HERDEZ DEL FUERTE We produce and market processed food with highly recognized brands. In a strategic alliance with Grupo Herdez, we have developed a portfolio of more than 1,500 products, obtaining an important position in categories such as: tomato puree, ketchup</p>	<p>sauce, homemade sauces and canned vegetables, among others. Additionally, through Megamex, we bring high quality Mexican food to the US market, making it the largest guacamole distributor in this territory. www.grupoherdez.com.mx</p>
 <p>SYNTHETIC RUBBER Leaders in Mexico and one of the leading producers of synthetic rubber worldwide. In a strategic alliance with Repsol, we have presence in more than 70 countries and production plants</p>	<p>in three continents. The company is known for its high technology and a diversified portfolio that ranges from applications for tires and asphalt modifiers to adhesives and aerospace lubricants. www.dynasolgroup.com</p>
 <p>POLYSTYRENE Leaders in the production and marketing of polystyrene in Mexico, with an international presence exporting to North America, Latin America and Europe. We develop applications with specific features to meet the needs of our customers, who</p>	<p>use our product as raw material in packaging, school supplies, office equipment and home accessories industries, among others. www.resirene.com.mx</p>
 <p>TRANSMISSIONS We carry out the manufacture and assembly of high performance components and transmissions aimed at different platforms, from sports cars to military, recreational and agricultural vehicles. The company is known for its constant</p>	<p>innovation and by the high quality of its products. Our technology responds to the needs of automation, emission control, fuel efficiency, torque capacity and refinement, being a benchmark in this industry. www.tremec.com</p>
 <p>AFTERMARKET We produce and market automotive parts such as pistons, brakes, bearings, gaskets and seals, among others. Our brands: Fritec, TF Víctor and Moresa, are recognized for their quality and</p>	<p>competitive price. Through Dacomsa, we market and distribute our products, providing added value by offering training and maintaining direct contact with customers. www.dacomsa.com</p>

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The commitment to the communities in which we operate, which is reflected in our active participation in favor of its development.

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AUTOMOTIVE

PRODUCTIVE PLANTS IN 6 COUNTRIES:

- MEXICO
- UNITED STATES
- BELGIUM
- CHINA
- SPAIN
- PERU

6
BUSINESSES

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THANKS TO OUR BUSINESS DIVERSIFICATION
AND THE CONSTANT FOCUS ON
EXCELLENCE AND INNOVATION, WE HAVE
A STRONG POSITION IN CONSUMER,
CHEMICAL AND AUTOMOTIVE SECTORS.

WE FOLLOW SOLID ETHICAL GUIDELINES,
TRANSPARENT AND SUSTAINABLE VISION, TO
GO BEYOND, SUPPORTED BY THE BEST TALENT

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