

January 22, 2026

FOURTH QUARTER AND FULL YEAR 2025 RESULTS

- **Consumer products sales up 5% in fourth quarter.**
- **Fourth-quarter sales of Ps. 14.1 billion.**
- **Sequentially results** continued to improve.
- **Record full year sales of Ps. 55.4 billion**, reflecting the strength of our leading brands and improved domestic results.
- **Ps. 500 million in quarterly cost savings and Ps. 2.0 billion for the full year**, demonstrating the structural benefits of our productivity initiatives.
- **Fourth quarter EBITDA of Ps. 3.7 billion**, margin 26.4%; **full year EBITDA Ps. 14.1 billion** with 25.5% margin.
- **Net income of Ps. 2.2 billion** in 4Q25 (+23% YoY), and **Ps. 7.6 billion** for the year. **EPS** of **Ps. 0.73** for the quarter and **Ps. 2.51** for the year.
- **Disciplined capital allocation: Ps. 1.8 billion in Capex, Ps. 6.2 billion in dividends, Ps. 3.7 billion in debt reduction, and 43 million shares repurchased**, equal to 1.4% of outstanding shares, during the year.
- **Solid balance sheet with Ps. 9.7 billion in cash, Net Debt/EBITDA at 1.0x**, and all debt denominated in Mexican pesos.

QUARTERLY FINANCIAL RESULTS

Prepared in accordance with International Financial Reporting Standards (IFRS)
Million pesos

	<u>4Q'25</u>	<u>4Q'24</u>
NET SALES	\$14,058	\$13,771
GROSS PROFIT	5,680	5,389
OPERATING PROFIT	3,215	2,944
NET INCOME	2,195	1,792
EARNINGS PER SHARE (Pesos)	0.73	0.59
EBITDA	3,713	3,502

Strong profitability driven by cost discipline and Consumer products growth momentum

Fourth-quarter net sales increased **2%** to **Ps. 14.1 billion**. Consumer products grew **5%**, reflecting the continued health of our brands and solid market shares. Away from Home declined **10%** as inventories were adjusted by the trade, and Export sales decreased **26%**, primarily due to lower hard roll volumes as more tissue was converted for the domestic market.

Gross profit increased **5%** with a **40.4% margin**, **up 170 bps** sequentially, supported by favorable resins, SAM, virgin and recycled fibers costs and an average FX level **8% lower** than last year. Fluff costs were higher. Our cost-reduction program delivered approximately **Ps. 500 million** in savings during the quarter.

Operating profit increased **9%**, with a margin of **22.9%**, and **EBITDA** rose **6%** to **Ps. 3.7 billion**, resulting in a **26.4% EBITDA** margin, in the high range of our long-term objective.

Financing costs were **Ps. 398 million**, higher than the **Ps. 350 million** recorded in 4Q24, due to lower yields on cash investments. Foreign exchange resulted in a small loss of **Ps. 0.4 million** compared to a **Ps. 18 million** gain last year.

Net income increased **23%** to **Ps. 2.2 billion**, and **earnings per share** were **Ps. 0.73**.

In U.S. GAAP and dollars, **net sales** increased **11%**, **operating profit** **17%**, and **net income** **31%**.

FULL YEAR FINANCIAL RESULTS

Prepared in accordance with International Financial Reporting Standards (IFRS)
Million pesos

	<u>2025</u>	<u>2024</u>
NET SALES	\$55,371	\$54,782
GROSS PROFIT	21,530	22,383
OPERATING PROFIT	12,091	12,847
NET INCOME	7,581	7,830
EARNINGS PER SHARE (Pesos)	2.51	2.55
EBITDA	14,108	14,895

A year of record sales and solid performance in a challenging cost environment

For the full year, **revenues** reached **Ps. 55.4 billion**, an all-time high and **1% above** 2024. Full year profitability reflected cost pressures, including from FX. **Gross profit** declined **4%**, **operating profit** **6%**, **EBITDA** **5%**, and **net income** **3%**. Full year **EPS** was **Ps. 2.51**.

In U.S. GAAP and dollars, **net sales** decreased **6%**, **operating profit** **12%**, and **net income** **10%**.

Financial strength and consistent shareholder returns

During 2025 we invested **Ps. 1.8 billion** in **Capex**, paid **Ps. 6.2 billion** in **dividends**, and **reduced debt** by **Ps. 3.7 billion**. We also repurchased **43 million shares** for **Ps. 1.4 billion**, equivalent to **1.4%** of **outstanding shares**.

We closed the year with a strong financial position: **Ps. 9.7 billion** in **cash**, **total net debt** of **Ps. 14.4 billion**, and a **Net Debt/EBITDA ratio** of **1.0x**. All our debt remains denominated in Mexican pesos.

Share Buyback Program Year to Date

SHARES REPURCHASED	<u>2025</u> 42,728,741	<u>2024</u> 31,555,188
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Conference Call Information

The **4Q25 earnings conference call** will be held on **Friday, January 23, 2026**, at **9:30 a.m. Eastern Time** (8:30 a.m. Central Time / 8:30 a.m. Mexico City Time).

To participate, please dial:

- **US:** (800) 225-9448
- **International:** +1 (203) 518-9708
- **Conference ID:** 74265

A replay will be available through **January 30, 2026** at:

- **US:** (800) 839-3736
- **International:** +1 (402) 220-2978

About Kimberly-Clark de México

Kimberly-Clark de México is a leading Mexican manufacturer and marketer of personal, family, and institutional care products. Our portfolio includes well-known brands such as **Huggies**, **Kleen-Bebé**, **Kleenex**, **Cottonelle**, **Pétalo**, **Depend**, **Kotex**, **Evenflo**, and **Escudo**. We hold leading positions across most of our categories and remain focused on delivering quality, innovation, and long-term value for consumers and shareholders.

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