

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

## 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

	<u>2025</u>	<u>2024</u>
<b>SHARES REPURCHASED</b>	<b>42,728,741</b>	<b>31,555,188</b>

## 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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