



JULY 30TH, 2025

GHEMA

ISSUER PROFILE

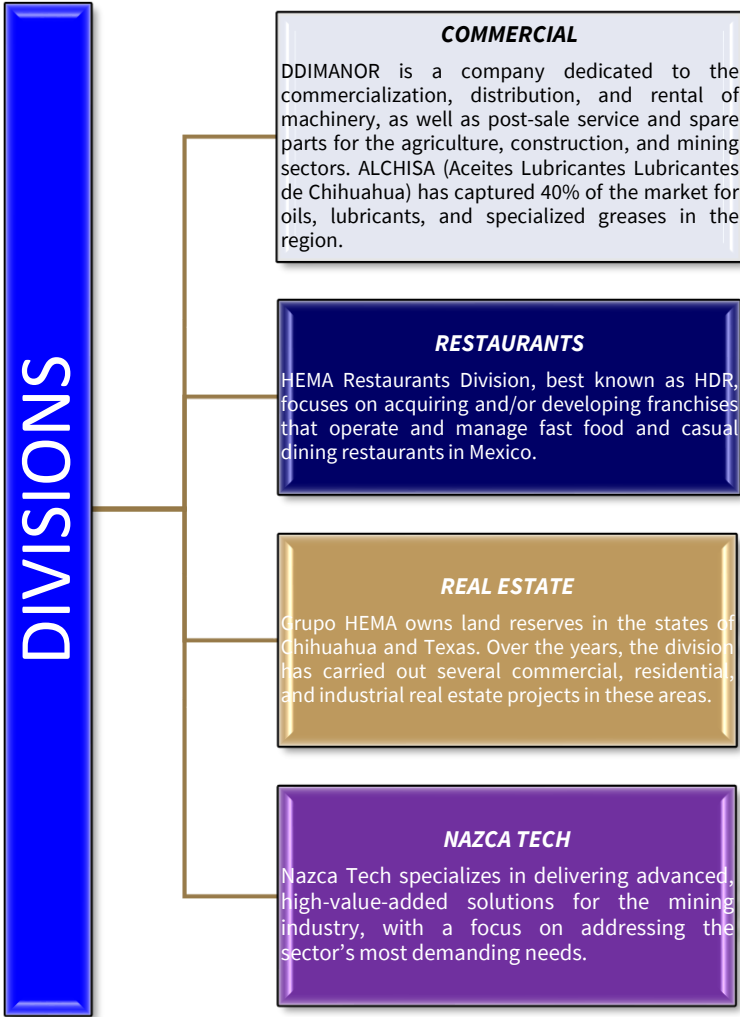
PROMOTORA EMPRESARIAL DEL NORTE, S.A. DE C.V.

KEY INFORMATION

July 30th, 2025

IN 1987, THE MADERO MUÑOZ BROTHERS FOUNDED GRUPO HEMA, A DIVERSIFIED BUSINESS CONGLOMERATE MADE UP OF VARIOUS BUSINESS UNITS THAT TOGETHER REPRESENT ONE OF THE FASTEST-GROWING AND MOST DYNAMIC BUSINESS GROUPS IN NORTHERN MEXICO.

GRUPO HEMA



Social Responsibility

HEMA Group is committed to being a socially responsible company by adopting sustainable actions that create a positive impact on society and the environment.

Based on the company's values, Grupo Hema has invested in health projects in the Sierra Tarahumara, partnering with the Sisters of Charity of San Carlos Borromeo and the San Carlos de Noragomachi Clinic. In addition, the company has supported educational initiatives in marginalized areas, such as the Narciso Bassols A.C. Educational Center.

CORPORATE TIMELINE

A business history grounded in values and long-term vision.
A diversified conglomerate with business units in Commercial, Restaurants, Real Estate, and Strategic Ventures.

1987
Founding of Grupo HEMA.
The Madero Muñoz brothers establish Grupo HEMA as a multi-unit business group that would become one of the most dynamic and rapidly growing conglomerates in Mexico.

1988
Hospitality Division.
Launch of Hotel Casa Grande. Later affiliated with Radisson, followed by hotel development and operations for Wyndham and Microtel brands.

1991
DIMANOR Established.
Acquisition of Maquinaria de Chihuahua, S.A. de C.V., leading to the creation of DIMANOR, a company specializing in the sale and rental of agricultural machinery and post-sale service.

1991
ALCHISA (Aceites Lubricantes de Chihuahua).
Launch of operations in Cuauhtémoc, Chihuahua, focused on specialized lubricants, industrial greases, silicones, and machinery.

2002
John Deere Construction.
Territory Expansion Acquisition of exclusive rights for northwest Mexico: Chihuahua, Sonora, Baja California, Baja California Sur, and Sinaloa.

2013
Exit from the Hospitality Division.
Sale of 8 hotels to FIBRA INN, a process completed in 2015.

2013
Launch of HDR Restaurants Division.
Founding of the group's restaurant division. First international franchisee of Buffalo Wild Wings in Mexico and acquisition of Burger King locations in Chihuahua.

2018
Strategic Partnership with GBM Ventures.
Joint venture with GBM Ventures to support the aggressive expansion of the restaurant and food division in Mexico.

2022
Further John Deere Expansion.
West Territory: Jalisco, Nayarit, Colima, and Michoacán.

2022
Acquisition of Nazca Tech.
Grupo HEMA acquires a majority stake in Nazca Tech, a company focused on solutions for the mining industry.

2024
Recognized Among Mexico's Top 500 Companies.
Named among the 500 most important companies in Mexico by Expansión magazine.

2024
Wirtgen Group Distribution Acquisition.
Grupo HEMA secures distribution rights for the Wirtgen Group in Mexico, expanding services in road construction, crushing, mining, and concrete nationwide. Also receives John Deere Construction concession for central Mexico: State of Mexico, Hidalgo, Guerrero, and Mexico City.

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NATIONWIDE PRESENCE



+1,500

- Employees

77

- Sales Points

21

- Brands

CORPORATE EXPERTISE



Grupo HEMA is a top-ranked John Deere machinery distributor in Mexico and among the top five in Latin America across the construction, rental, and agricultural segments. The company maintains a rental fleet of over 200 construction machinery units. It also distributes equipment from the Wirtgen Group, a global leader in road construction and mining, and distributes Exxon Mobil lubricants, Dowsil, and Molykote products.



Grupo HEMA operates Buffalo Wild Wings restaurants nationwide, being the first international franchisee of the brand in Mexico. It also manages Burger King and Subway restaurants in Chihuahua. HDR has received three international franchisee awards for Buffalo Wild Wings and one national award for Burger King, reflecting its excellence in both casual and fast dining sectors.



Grupo HEMA holds extensive land reserves in Chihuahua and Texas, enabling the development of a diverse portfolio of commercial, residential, and industrial real estate projects.



Nazca Tech represents high-value brands in the mining industry, including cutting-edge forging and casting companies for grinding media. It is also the exclusive distributor of Encoparts, a leader in OEM spare parts for yellow line machinery.

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