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Betterware de México, S.A.P.I. de C.V. Appoints Silvia Davila as Independent Director to Its Board

Guadalajara, Jalisco, México; September 22, 2022 - Betterware de Mexico S.A.P.I. de C.V. (Nasdaq:BWMX) ("Betterware" or "The Company") announced that Mrs. Silvia Davila has been appointed as Independent Director to the Company's Board, effective October 27, 2022. Following Mrs. Davila's appointment, the Board will include 10 members possessing a broad range of experience and capabilities from finance and strategy, to digital and marketing. Seven of the ten Board members are Independent Directors.

Luis G. Campos, Executive Chairman of the Board, stated, "We are very pleased to welcome Silvia to our Board. She is a proven leader with over 30 years of experience working with leading consumer companies in various roles and possesses deep knowledge of the Latin American market. We look forward to benefitting from Silvia's expertise in operations, business development, and digital transformation and are confident she will provide valuable perspectives as we continue to execute on our growth strategies."

Silvia Davila currently serves as President of Danone LATAM. She has vast experience in financial and digital transformation achieving sustained business growth. Her leadership style is based on empowerment and team development, consistently building high-performing teams to simplify operations, adding value through processes, and promoting ideas that generate sustained growth. She is determined, committed and passionate, and always a strategic leader who develops people.

Silvia joined Danone in 2017 as Regional President LATAM for dairy products, and since 2020, she is a member of the Global Executive Committee and responsible for the operation in Mexico and for all categories in LATAM. Prior to Danone, she worked in Mars (2004-2017), Procter & Gamble (1992-2003) and McDonald's Mexico (1989-1992). Silvia holds a Bachelor's degree in Marketing from UNITEC, where she graduated with honors, a Master's degree in Business Economics from ITESM and post-graduate studies from Harvard, IMD and INSEAD.

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About Betterware

Founded in 1995, Betterware de Mexico is the leading direct-to-consumer company in Mexico focused on offering innovative products that solve specific needs regarding organization, practicality, space saving and hygiene within the household. With the acquisition of JAFRA on April 7, 2022, the Company now offers a leading brand of Direct Selling in the Beauty and Personal Care products industry in Mexico and the United States where it offers Fragrances, Color & Cosmetics, Skin Care and Toiletries. The combined company possesses an asset-light business model with low capital expenditure requirements and a track record of strong profitability, double digit rates of revenue growth and free cash flow generation. Today, the Company distributes its products in Mexico and Guatemala, and with its recent acquisition, it now has gained presence in the United States through JAFRA's portfolio of products.