



GRUPOWERTHEIN

Grupo Werthein is present at La Rural 2023 with the best livestock, connectivity and entertainment

Companies of the holding company are present at the 135th International Livestock, Agriculture and Industry Exhibition at La Rural, which opened its doors to the public on July 20. At the booth, there will be raffles of River Plate, Boca Juniors and San Lorenzo jerseys. Driver Leonel Pernía will be signing autographs and talking to motor racing fans.

Buenos Aires, July 2023 — Grupo Werthein, a holding company with more than a century of experience in business in Argentina and the region, is present at the 135th International Livestock, Agriculture and Industry Exhibition at La Rural, with the best of its proposals in cattle production, connectivity, entertainment and information.

The holding company is represented at the exhibition being held at Palermo's La Rural from July 20 to 30 by the companies **Gregorio, Numo y Noel Werthein SA (GNNW)** and **DIRECTV Latin America**, together with its innovative streaming platform and national and international live TV, **DGO**.

The agricultural company arrived at Palermo with Angus cattle produced at Cabaña La Paz, in Fortín Acha, Vedia, province of Buenos Aires; and Brangus breeding stock from Cabaña los Guasunchos, located in Santa Margarita, province of Santa Fe.

In addition to exhibiting bovine specimens of the highest world-class quality, Grupo Werthein is present at the event with a DIRECTV booth, a brand with which it operates in Argentina, Barbados, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico and Uruguay.

Also part of the booth are the brands DGO, which reaches Argentina, Uruguay, Chile, Colombia, Peru, Ecuador, Brazil and Mexico, and DFIBRA, its expanding connectivity proposal that reaches hundreds of thousands of homes, businesses and offices in Argentina, Peru, Colombia and Ecuador.

At the booth there are commercial executives available to answer the queries of the thousands of visitors who over the course of ten days will visit the rural expo, which has become over the years the most important business environment of the agribusiness community, being the meeting point for producers, contractors, businessmen, professionals, students and technicians from Argentina and the world.

In addition, on July 29 at 5 p.m., visitors to the expo will be able to participate in the Grupo's booth of the raffle of River Plate, Boca Juniors and San Lorenzo jerseys, clubs of which DIRECTV and DGO are sponsors.

And on July 25 at 5 p.m., visitors will be able to meet Leonel Pernía, driver of the Las Toscar team, which races in Turismo Carretera with the strategic support of DIRECTV and DGO, at the company's booth.

About Grupo Werthein



GRUPO WERTHEIN

Grupo Werthein is a private holding company with more than 100 years of experience and a regional and international presence with expertise in telecommunications, financial markets, insurance, health, agribusiness, food and beverages, real estate development, energy and technology. It consolidated its position in the market as a robust investor in its value proposition with great growth projections based on innovation. Nowadays, it has a varied and solid portfolio of companies. Its vast experience in different areas shows its versatility and solidity. It develops profitable businesses, in an honest and committed manner, that are sustainable in the long term and that have the power to have a positive impact on people's lives.

About DIRECTV

DIRECTV delivers the best entertainment experience. Every day, DIRECTV subscribers in Latin America enjoy 100% digital quality and sound, industry-leading customer service, technological superiority, the most distinctive HD content including original and exclusive series, complete coverage of the most important events, leagues and sports packages, and the opportunity to enjoy programming on different screens wherever and whenever the user prefers. For more information, visit www.directvla.com

About DIRECTV GO

With DIRECTV GO, subscribers can access the best of national and international programming, live and On Demand, how and when they want, through different devices, such as smartphones, tablets, laptops, computers or Smart TVs. DIRECTV GO is an over-the-top (OTT) subscription service that offers online access to a variety of programming in different Latin American countries. It includes access to live, linear channels, On Demand and sports content, and the option to subscribe to premium programming. DIRECTV GO is a Vrio service offered by its affiliates Latam Streamco Inc. in Chile, Colombia, Ecuador, Mexico, Peru and Uruguay, DIRECTV Argentina S.A. in Argentina, and Streamco Distribuição de Vídeo Brasil Ltda. in Brazil. DIRECTV GO and the DIRECTV paid television service are separate services that require subscriptions with separate fees and charges. DIRECTV GO is available at no additional cost to DIRECTV subscribers in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay, thanks to an agreement between Vrio and DIRECTV's satellite television service providers. Learn more at: www.directvgo.com