



Grupo Werthein's Brangus and Angus lineage of champions was crowned again at La Rural

The holding company showcased the new exponents of the herds of Gregorio, Numo y Noel Werthein SA (GNNW), recognized for its genetic developments that have set international trends, and once again received multiple awards, among which "Reserva Gran Campeón Hembra" of the Brangus breed stood out

Buenos Aires, July 28, 2025 - Grupo Werthein, holding company with more than a century of experience in conducting business in Argentina and leader in entertainment in Latin America, was once again crowned with its lineage of Brangus and Angus breed champions during the 137th edition of the Exposición de Ganadería, Agricultura e Industria Internacional that took place at La Rural.

At the event, which took place between July 17 and 27, Grupo Werthein took part in the circuit, which every year receives more than 4,500 specimens and which sets the international trends in cattle production, with the specimens bred in the herds of Gregorio, Numo y Noel Werthein SA (GNNW).

During the traditional livestock judging ceremonies, Grupo Werthein received multiple awards, among which the "Reservado Gran Campeón Hembra" award in the Brangus breed for a specimen from Los Guasunchos, located in Santa Margarita, Santa Fe, stood out.

In this edition of the Exposición Rural, Cabaña Los Guasunchos exhibited 8 Brangus breeders of both sexes and was crowned in the categories "Campeón Vaca", "Campeón Vaquillona Menor" and "Campeón Ternera Intermedia".

Cabaña Los Guasunchos is a reference on the incorporation of innovation and breeding methods, a role materialized in recent years with multiple awards and the main prizes awarded at La Rural: in 2022 it triumphed with the "Gran Campeón Macho Braford"; in 2023, with the "Gran Campeona Hembra" of the Brangus breed; and in 2024 it won again with the "Gran Campeona Hembra" of the Brangus breed and also with the "Gran Campeona Hembra" of the Braford breed.

Grupo Werthein also participated this year with 7 Angus specimens from Cabaña La Paz, located in Vedia, Buenos Aires.

Great news for over 1.3 million visitors

Once again, Grupo Werthein was present at the traditional exhibition, which has become one of the most important events of the agribusiness community, not only with its much anticipated bovine production proposals but also with those of other companies such as DIRECTV, leader in connectivity and entertainment in Latin America; DGO, the streaming and live TV platform recognized for its multiplatform proposal, and Cachamai, the company with more than 70 years of experience in the production of infusions and food with natural products.

DIRECTV, DGO and Cachamai showcased their latest products at a stand in the Pabellón Verde, where they also offered unmissable activities for visitors, with games and product giveaways.

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 itself in the market as a robust investor thanks to an innovative value proposition that holds the promise of high growth projections. It currently has a varied and solid portfolio of companies. Its vast experience in different areas shows its versatility and robustness. It develops businesses that are profitable, in an honest and committed manner, that are sustainable in the long term and that have the potential to positively impact people's lives.