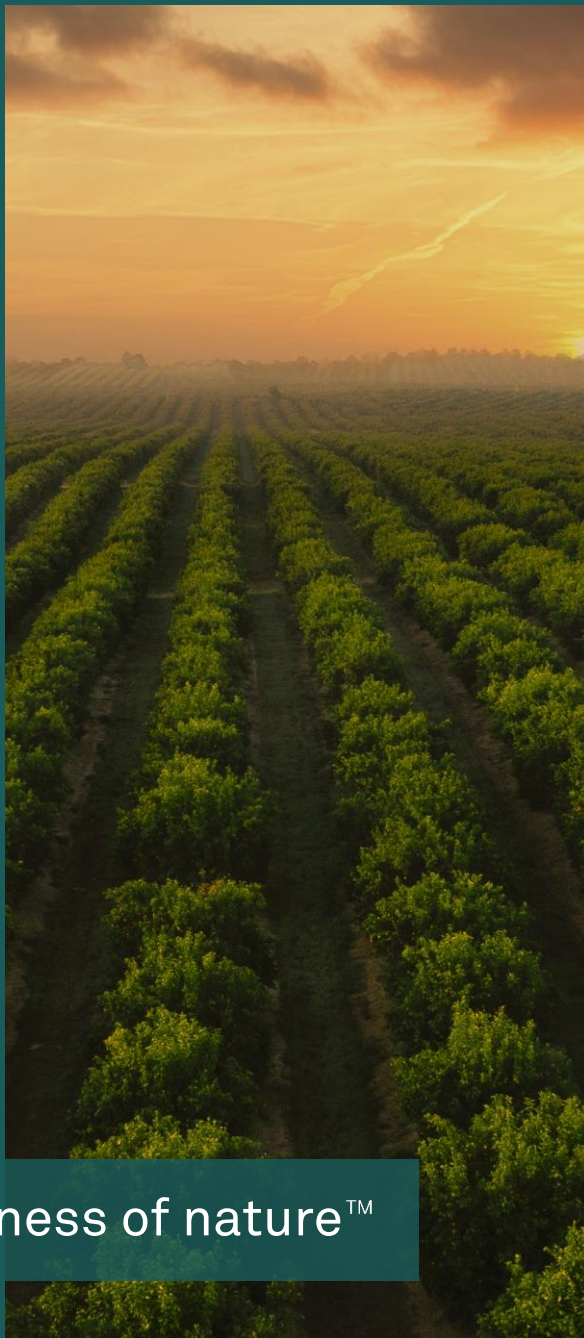




AMFRESH™
GROUP



Amplifying the goodness of nature™



Mark Player

Chief Commercial Officer
AMFRESH Group

Santiago de Chile – 18 Junio 2025



END-TO-END PERSPECTIVE

GLOBAL X-RAY



MORE TECH IN TABLE GRAPES
THAN IN A SMARTPHONE

Fruitology



BEYOND COLOR

Retail Voices



Tom Mackintosh

Produce Category Director
TESCO



POWER OF A BRAND

The logo for Cotton Candy GRAPES is centered within a large, solid magenta circle. The words "Cotton" and "Candy" are written in a white, stylized, cursive script font, with "Cotton" on the top line and "Candy" on the bottom line. A small "TM" trademark symbol is positioned to the upper right of "Cotton". Below "Candy", the word "GRAPES" is written in a smaller, white, all-caps, sans-serif font.

CottonTM
Candy
GRAPES

UNEXPECTED
EXPERIENCES



SENSORIAL
EXPLOSION

Retail Voices



Iago Ayto

Gerente de Uva de Mesa
MERCADONA

A small green seedling with two leaves growing out of dark brown soil against a dark green background.

**BEING DIFFERENT
IS NOT ENOUGH**

A person in a white shirt stands with their back to the camera, looking out over a vast landscape at sunset. The sun is low on the horizon, creating a warm, golden glow. The foreground is filled with tall, dry grass. In the distance, a range of mountains is visible under a clear sky.

THE FUTURE OF FRESH

**THANK YOU.
GRACIAS.**

