



## **Sigma invests in a minority stake in Latam Startup, The Live Green Co.**

**San Pedro Garza García, N.L. México, April 08th, 2021.** Sigma, a global company with a presence in 18 countries and leading brands across markets, categories and consumer segments, makes a minority investment in The live Green Co. (TLGC), a LATAM startup that blends ancestral wisdom of plant nutrition with biotech and machine learning to develop plant-based foods of the future.

TLGC participated in **Tastech by Sigma**, an acceleration program aimed at startups and scaleups around the world that explores machine learning solutions, the development of new foods and ingredients, and the generation of new business models in the production, distribution and marketing of food products.

In the first generation of **Tastech by Sigma**, 123 startups and scaleups applied to the program. Seven were selected to develop pilot tests, including TLGC which successfully pilot-tested the Charaka engine, which uses AI to identify food additives and suggests natural ingredient alternatives.

Daniel Alanis, Chief Growth Officer at Sigma mentioned: *“We are pleased to join forces with TLGC to drive the development of plant based & clean label products. TLGC is one of the most exciting plant-based start-ups in LATAM, and a graduate of the first generation of the **Tastech by sigma**.”*

With these actions, Sigma reaffirms its commitment to generate new sources of revenue by promoting innovation, generating new products, strengthening its relationship with the entrepreneurial ecosystem, and developing and implementing new technologies that serve as a value proposition to face the present and future challenges of the food industry.

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### **About Sigma**

Sigma is a leading multinational food company that produces, markets, and distributes quality branded foods, including packaged meats, cheese, yogurt, and other refrigerated and frozen foods. Sigma has a diversified portfolio of leading brands and operates 70 plants and 210 distribution centers in 18 countries across its four key regions: Mexico, Europe, the United States, and Latin America. In 2020, Sigma reported sales of U.S. \$6.3 billion and EBITDA of U.S. \$684 million.