MERCO Leaders 2025: FIFCO executives ranked among Costa Rica's Top 10 most reputable leaders

- *Rolando Carvajal Bravo ranks sixth in the MERCO Leaders 2025 Ranking.*
- *María Pía Robles ranks 9th, standing out among the most influential female leaders in the country.*
- *Both are part of FIFCO's leadership team, recognized in the Top 3 of the MERCO Companies 2025 Ranking and as the most environmentally responsible company.*

November 2025. In the latest edition of the MERCO Leaders Costa Rica 2025 Ranking, Rolando Carvajal Bravo, FIFCO's CEO, and Maria Pía Robles Victory, Director of Corporate Relations, are among the ten most reputable business figures in the country, reaffirming the company's leadership in sustainability, purpose, and responsible management.

The Corporate Reputation Business Monitor (MERCO) annually evaluates the perception of different stakeholders—including executives, financial analysts, journalists, academics, unions, NGOs, and representatives of the public sector—regarding the most influential, ethical, and admired business leaders in Costa Rica.

"This recognition is the result of collective and consistent work. At FIFCO, we believe that leadership goes beyond corporate management; it involves inspiring, serving, and generating well-being in every decision we make. We are proud to be part of an organization that promotes sustainability as part of its purpose and culture," said Rolando Carvajal Bravo, FIFCO's CEO.

Maria Pía Robles, the company's Director of Corporate Relations, emphasized: "*For me, leadership is, above all, about serving and building bridges. At FIFCO, we have built our Expansive Sustainability philosophy on genuine listening, solidarity, and deep connection with our employees and communities. It is not about imposing a vision, but about weaving it together, addressing real needs and co-creating contextually relevant solutions. I believe in leadership that is built on closeness, ethics, and a commitment to contributing innovatively to the development and well-being of our country and the region.*"

In this edition, MERCO also presented the results of its complementary rankings. In the 2025 Female Leaders Ranking, Maria Pía Robles ranked third, consolidating her position as one of the most influential female figures in the Costa Rican business world. Likewise, in the 2025 Sectoral Leaders Ranking (in the "beverages" category), Rolando Carvajal Bravo took first place, followed by Maria Pía Robles in second place and Wilhelm Steinvorth in third place, highlighting FIFCO's leadership within its industry.

This recognition of its leaders adds to the results obtained by the company in the MERCO Companies 2025 Ranking, where FIFCO was recognized as the most environmentally responsible company, number one in corporate reputation within the beverage sector, and

once again ranked among the Top 3 companies with the best reputation in Costa Rica in the most recent edition of this ranking.

The presence of both leaders in the Top 10 of MERCO Leaders 2025 reflects the consistency of FIFCO's Expansive Sustainability model, which integrates business management with the generation of shared value in three dimensions: environmental, social, and governance (ESG). This approach has positioned the company as a regional benchmark in sustainability, innovation, and purposeful leadership.

MERCO's recognition adds to other recent achievements by the company, such as its inclusion in the Top 3 most attractive companies to work for in Costa Rica, as well as sustained progress in internal sustainability indicators, impact measurement, and accountability. These results reflect a solid organizational culture that promotes the well-being, equity, and human growth of its employees, consolidating FIFCO as a company committed to the comprehensive development of people and communities.

Over the years, FIFCO has consistently ranked high in the MERCO rankings, reaffirming its commitment to a business model that promotes the well-being of people, communities, and the environment, advancing toward the fulfillment of its ESG 2027 goals and consolidating a culture of responsible and inspiring leadership.

About FIFCO

FIFCO is a beverage and food company with 117 years of history, with operations in Costa Rica, Central America, Dominican Republic, Mexico, and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include Florida Bebidas (food and beverages), FIFCO Hospitality (real estate sector) and FIFCO Retail (retail sales). It exports to over 10 countries around the world and has a portfolio of more than 2,000 products.