



# Group GSG Mefintax



## Corporate Profile

# About us

Group GSG Mefintax is a Mexican company comprised of **Mefintax México, S.C.** and **GSG Consultores Asociados, S.C.** with over 25 years of experience, contributing to the development of companies and institutions with the highest standards of quality and service, tailored to our clients' needs.

**Mefintax México, S.C.**, a training institution recognized by the Ministry of Labor and Social Welfare, the Mexican Institute of Public Accountants, and other institutions, whose partners have contributed to the holistic development of individuals and the enrichment of the intellectual capital of companies and institutions through training schemes in accounting (NIF, IFRS, and USGAAP), tax, financial, legal, administrative, governmental, and human development areas.

**GSG Consultores Asociados, S.C.**, emerged with the purpose of providing specialized comprehensive consulting services, and is focused on the design, implementation, and development of business strategies and solutions in accounting (NIF, IFRS, USGAAP), tax, financial, legal, administrative, and governmental areas

## MISSION

To contribute to the development of companies and institutions through the design, implementation, and development of comprehensive business strategies, with the highest standards of quality and service, tailored to our clients' needs.

## VISION

To be the leading company in the design, implementation, and development of accounting, tax, and financial services with a strategic and comprehensive business approach

## VALUES

- Innovation
- Quality
- Coherence
- Discipline
- Excellence
- Honorability
- Respect
- Service

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# Service Philosophy

1. Providing services to our clients with the highest operational standards, professional quality, experience, personal and team commitment; always maintaining effective communication with company owners and directors.
2. Practical and dynamic consultancy in Fiscal, Financial, Accounting, Administrative, Human Development and Governmental matters, for immediate application in organizations
3. Innovation, addressing the needs our clients seek to meet at any given moment, supporting the achievement of their organizational and personal goals.
4. Quality, Discipline, and Excellence in our services, considering the expectations of the community and what contributes to improving business success, positively impacting the communities in which we operate.



# Consulting Services

- BPS Business Process Solutions
- NIF, IFRS, USGAAP
- Taxes and Contributions
- Comprehensive Shared Services
- Business Advisory Services
- Valuation
- Audit
- Logistics Service
- Corporate Legal Service
- CFO as A Service
- Soft Landing
- Human Development Service



# BPS Business Process Solutions

## Assurance

Services designed to support companies in having objective, timely, and accurate financial information, so that entrepreneurs, administrators, shareholders, and third parties interested in the companies can make appropriate economic decisions

Services designed to support companies in having objective, timely, and accurate financial information, so that entrepreneurs, administrators, shareholders, and third parties interested in the companies can make appropriate economic decisions.

We have experts in the application of Mexican Financial Reporting Standards (NIF), International Financial Reporting Standards (IFRS), and United States Generally Accepted

Accounting Principles (USGAAP). Some other areas included in this are:

- Business Intelligence
- Comprehensive Risk Management
- Design and Optimization of Financial Reporting Systems



## Specialized Services in Accounting, Tax, and Payroll Outsourcing

Services designed for companies planning to expand their current presence, those considering entering the Mexican market, or those simply seeking to streamline their management systems to become more efficient. In all these cases, outsourcing functions is advisable to focus on key operational activities, achieving: optimization of tax strategies, improvement of financial management, significant reduction of company costs, and enhancement of competitiveness and financial results.

## Comprehensive Payroll Administration

Payroll administration services focusing on increasing productivity by improving the quality and efficiency of companies through human capital, allowing our clients to focus on their company's strategic activities.

These services include, among others: personnel control, weekly, bi-weekly, bi-monthly, and annual payroll processes (ISR, IMSS, SAR, and INFONAVIT, state payroll taxes), incident control, settlements, vacations, overtime, productivity bonuses, etc.





## ■ Implementation, Initial Adoption, and Conversion of Financial Statements

Supporting companies in issuing their financial statements in compliance with applicable regulations (NIF, IFRS, USGAAP, among others) ensuring that the information:

- Is transparent to users and comparable across all presented periods;
- Provides an appropriate starting point for accounting according to applicable standards; and
- Can be obtained at a cost that does not exceed the benefits provided to the users.

## ■ Design and Optimization of Financial Reporting Systems

## ■ Application of Specific Regulations such as:

## ■ Determination of Asset Impairment (C-15, IAS 36, ASC 360, and others)

GSG assists companies and institutions in:

1. Identifying criteria that allow the determination of situations presenting evidence of a possible impairment in the value of long-lived assets, both tangible and intangible
2. Calculating and reporting amounts to be recognized for impairment losses and their reversal
3. Defining and proposing a presentation and disclosure scheme for assets whose value has been impaired or whose impairment has been reversed.

## ■ Valuation of Labor Liabilities (D-3, IAS 19, and applicable ASC)

GSG, in conjunction with the entity, studies the implications and scope of the applicable regulations regarding labor liabilities, establishing appropriate procedures to determine labor liabilities at the end of each fiscal year. This is done through the actuarial valuation of employee benefit plans for companies and institutions, allowing the determination of the most appropriate strategy for amortization and financing.

## ■ Determination and Valuation of Derivative Financial Instruments and Hedging

Strategies (C-10, IAS 39, ASC 815, and other applicable regulations)

GSG comprehensively applies the provisions for proper valuation, presentation, and disclosure of financial assets and liabilities resulting from derivative contracts, as well as the derivative financial instruments managed by companies and institutions.

## ■ Business Acquisitions: Mergers, Acquisitions, and Others

GSG comprehensively applies the regulations for appropriate accounting, tax, and financial treatment of the initial recognition at the acquisition date of the net assets acquired in a business acquisition, as well as for the non-controlling interest and other items that may arise from it, such as goodwill and bargain purchase

## ■ Deferred Income Taxes (D-4, IAS 12, ASC 740)

Many years ago, the obligation to determine deferred income tax based on the asset and liability method was established. Through this mechanism, deferred taxes are recognized for all temporary items affecting comprehensive income or loss. Therefore, through this service, our firm supports entities in valuing, presenting, and disclosing the accounting recognition of income taxes, both current and deferred, accrued during the accounting period.

## ■ Share-Based Payments

Entities often grant shares or stock options of their capital or a related entity to their employees or third parties as payment for services and/or goods. Stock and stock option plans are a growing strategy for compensating board members, senior executives, and other employees, which represent a benefit to the employees. Additionally, some entities occasionally issue these instruments to pay their suppliers, such as providers of professional services. In all these cases, GSG provides the necessary advice for entities to recognize transactions in goods and services with share-based payments and stock options of the entity or a related entity.

## ■ Consolidation of Financial Statements

## ■ Valuation of Permanent Investments in Shares

## ■ Leases (D-5, IFRS 16, ASC 840)

We support entities in analyzing their lease contracts to enable classification according to the established standards, for appropriate valuation, presentation, and disclosure in the financial information.

## ■ Revenue Valuation (D-1, IFRS 15, and other applicable standards)

Revenue is defined as increases in economic benefits, occurring during the accounting period, in the form of inflows or enhancements of assets, or decreases in liabilities, resulting in increases in equity and not related to contributions from the entity's owners. The concept of revenue encompasses both incomes from ordinary activities and gains. Revenue from ordinary activities arises in the course of the entity's ordinary operations and takes a variety of names, such as sales, commissions, interest, dividends, and royalties. The main concern in accounting for revenue from ordinary activities is determining when and at what value they should be recognized. The objective of this service is to assist companies in establishing the accounting model to handle revenue from ordinary activities arising from certain types of transactions and other events.

## ■ Other Specific Standards

National and international regulations are in a process of convergence and constant change; being aware of this, GSG continuously analyzes National and International regulatory changes to identify the various impacts that may affect companies and institutions, both within the Mexican environment and worldwide.

# Taxes and Contributions

Development and implementation of tax structures and tax strategy schemes, focused on optimal compliance with tax obligations.

Our tax service is a business unit with integrated services where each individual or company can rely on legal and tax advice; from business planning to operational procedures or even business closure. Mexico is a country with a complex tax system and constant changes to its tax laws. Therefore, tax planning and compliance with regulations are important matters for the management of any company.

Our tax professionals assess opportunities to achieve tax savings and develop the best strategy locally, as well as at federal and international levels, and also provide or assist in regulatory matters.

We offer a wide range of services, such as tax consultancy, integrated tax planning, estate tax planning, consultancy on federal and local tax requirements and contributions, compliance and regulatory adherence services, tax defense and litigation, international taxes, international trade, and environmental consultancy





# Shared Services

Companies continuously face different pressures that require them to enhance service levels, reduce costs, and improve their controls. To address this situation, companies have been turning to Shared Services (SS) for several years, an operational model in which an entity specializes in providing highly transactional services for various business units (BU) to reduce costs, consolidate administrative functions, and avoid duplication of efforts across multiple BUs.

This business approach allows for hosting various functions such as human resources, finance, technology, and procurement, among others. Additionally, it helps improve overall efficiency and control. It also enables each BU to focus on what truly matters and concentrate on their core business, aiming to satisfy customers and develop new products and services to maintain a competitive edge, while a specialized entity handles high-volume, low-strategic value transactions.

Our goal is for our clients to focus on executing their business model aimed at maximizing value for themselves and their customers. This is achieved through the professionalization of their companies by strengthening their financial operations, starting from treasury and systems, through financial planning encompassing accounting, tax, and payroll.



# Business Advisory Services

## ■ Comprehensive Risk Management

Through diagnostic evaluations, we collaboratively design a holistic risk strategy with our clients. We assist our clients in identifying, mitigating, reducing, and comprehensively managing risks that could disrupt and jeopardize business continuity.

We develop risk policies using financial instruments to ensure a proper balance of cost and benefit.

We design global risk policies and establish committees to strengthen corporate governance

## ■ Transfer Pricing

Our services are customized to the specific needs and characteristics of each entity, including:

Transfer pricing study

Tax analysis of operations with related parties domestically and internationally (impacts, treatment, planning, etc.).





# Business Advisory Services

## ■ Money Laundering Prevention

We provide consulting services to support entities and obligated parties in optimal regulatory compliance in this area, in addition to being certified for our Anti-Money Laundering/Fighting Terrorism Financing (AML/FT) audit methodology as a legal entity and

our professionals by the CNBV. Our service offerings include the following:

- Corporate Governance

The dynamism of businesses, globalization, market competition, regulatory challenges, rapidly changing world, slow economic development in countries, among other factors, have led to companies needing to be better prepared, focused, and flexible each day to address these challenges. In this sense, Corporate Governance has become an essential element for companies to survive and excel in this challenging business environment.

- Compliance audit in AML/FT in accordance with General Provisions.
- Consultancy for the development of the "Risk Assessment Methodology in AML/FT"
- Assistance in preparing the technical report on AML/FT
- Preparation of the Report on participation in the equity of obligated parties.
- Development and update of documentation (Policy and Procedure Manuals on AML/FT)
- Support in compliance for Obligated Parties in Vulnerable Activities
- Preparation for Certification before CNBV
- Provision of courses and training for compliance with General Provisions.
- Consultancy on the analysis and selection of AML/FT systems
- Participation in projects supporting the authority (CNBV) in AML/FT matters.

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Our services focus on, among other things:

- Best Practices Benchmark
- Regulatory Compliance Diagnosis for Corporate Governance
- Implementation of Corporate Governance practices
- Analysis and development of Conflict of Interest and Related Party policies
- Governance Risk Mapping
- Succession Plans
- Investor Relations
- As advisors to various companies and institutions
- Other related services

## ■ Information Technologies and Systems

- System Design
- Data Analysis

Consultation, supported by other areas, for the development of programs, using common utilities and specialized software, allowing for optimal and efficient work.

# Valuation

We offer various services and specialists in different valuation services, with a comprehensive approach at a national level, which include:

## ■ Real Estate Valuation

Value Opinion  
Commercial Appraisal  
Residual Approach  
Financial Approach  
Market Approach  
Physical Approach

## ■ Machinery and Equipment Valuation

## ■ Appraisal M&E Fixed Asset Continuous Use

Machinery & Equipment Appraisal  
Fixed Asset for Continuous Use Valuation for Continuous  
Machinery & Equipment Assurance Appraisal  
Machinery & Equipment Related Parts Appraisal  
Machinery & Equipment Auction Appraisal  
Machinery & Equipment Decommissioning Appraisal  
Machinery & Equipment Lease Risk Control Valuation  
Machinery & Equipment Inventory Control and Valuation

## ■ Tagging and Inventory taking

Reconciliation

## ■ Business Valuation

Ongoing Business Valuation  
Stock Capital Valuation  
Intangible Valuation

## ■ Investment Project Valuation





# Audit

- Financial
- Tax
- Forensic
- Municipal
- Local Taxes
- Social Security
- Audit for buying and selling companies
- Review of specific items in financial statements
- Corporate Governance (LMV, SOX, others)



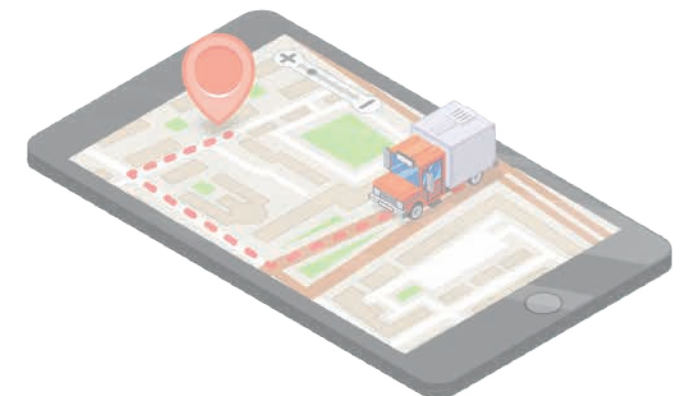
# Logistics Service

In an increasingly digital and competitive environment, where customers demand more personalized and omnichannel services, distribution becomes a key component of the customer experience, with complex challenges, as well as high costs and investments.

We help your organization to build a **comprehensive and optimal Customer Distribution system**, focused on generating an excellent customer experience in a profitable way, defining the value proposition, distribution models, processes, and tools.

We offer **Diagnosis with Improvement Recommendations**, as well as advice on **Design and Implementation**, regarding any of the following Solutions.

1. **Efficiency and Optimization of the Customer Distribution System (Expenses and Investments)**
2. **Consulting on Design and Transformation of the Customer Distribution System**
3. **Consulting on Planning, Routing, and Monitoring Processes for the customer.**



# Corporate Legal Service

## Corporate Law

Company Incorporation.  
Preparation of Board Meeting Minutes.  
Mergers and Acquisitions.  
Legal Audit.  
Joint Ventures and Partnerships.  
Power of Attorney.  
Obtaining authorizations for foreign legal entities to operate in Mexico.

## Legal Collection

Commercial Executive Trial.  
Special Mortgage Trial.  
Ordinary Civil and Commercial Trial.  
Oral Trials.

## Inheritance Law

Advice and support in testate and intestate successions.  
Litigation.

## Commercial Law

Titles and Credit Operations.  
Consignment  
Transportation  
Franchise Agreement  
Distribution Agreement  
Storage Agreement  
Commission Agreement  
Goods Pledge Agreement

## Immigration Law

Obtaining employer certification.  
Job offers.  
Temporary and permanent residencies.  
Visa exchanges.  
Renewals of immigration documents.

## Civil Law

Sales  
Leases  
Loans  
Donations  
Service Provision  
Birth Certificate Corrections  
Powers of Attorney

## Administrative Law

Permits, licenses, authorizations.  
Compliance with obligations.  
Administrative procedures

## Real Estate Law

Real estate auditing and planning.  
Condominium property establishment.  
Public Property Records.  
General Notary Archives, and notary contacts



# CFO as A Service

**GSG** provides strategic and operational financial services to companies that do not have an in-house CFO or require additional support in their financial functions.

## Main Services:

- Financial Planning and Analysis (FP&A): Revenue, cost, and profit projections, variance analysis, and creation of financial scenarios.
- Cash Flow Management: Monitoring and optimizing cash flow, treasury management, and financing strategies.
- Compliance and Regulation: Advisory and compliance with accounting and tax regulations.
- Risk Management: Identification and mitigation of financial risks.
- Financial Transformation: Digitization and automation of financial processes, ERP system implementation.
- Financial Reporting: Preparation of financial statements and reports for management and stakeholders.
- Strategic Advisory: Support in strategic decisions such as mergers and acquisitions, restructurings, and expansions.



## We have worked with:

- Startups and SMEs: Growing companies that need financial expertise without incurring the cost of a full-time CFO.
- Expanding Companies: Businesses entering new markets and requiring strategic financial support.
- Restructuring Companies: Organizations undergoing significant changes and needing financial guidance.

## Main Modalities:

- Part-Time Consultancy: Assignment of a part-time CFO who works with the company according to its specific needs.
- Project-Based Services: Specific services for determined projects such as mergers and acquisitions or restructurings.
- Continuous Support: Ongoing financial support services, including monthly reporting and regular advisory.

## Technology and Tools

### Tools Used:

- Financial Management Software: Implementation and use of ERP and accounting software (e.g., SAP, Oracle, QuickBooks).
- Analytics Platforms: Use of data analysis and visualization tools like Power BI or Tableau.
- Process Automation: Use of RPA (Robotic Process Automation) for repetitive tasks.
- Among others.

# Soft Landing

## Why a Soft Landing Service?

A Soft Landing is a set of services and strategies designed to facilitate a company's entry into a new market, minimizing risks and ensuring a smooth adaptation process. This concept is especially relevant for international companies looking to establish themselves in a foreign country, where unfamiliarity with local regulations, cultural differences, and operational challenges can represent significant obstacles.



## Importance of Soft Landing for Companies Seeking to Enter a New Market

1. **Regulatory Compliance:** Each country has a different legal and regulatory framework. A soft landing process ensures that the company complies with all local laws from the outset, avoiding sanctions, fines, or delays in starting operations.
2. **Cultural Adaptation:** Entering a new market involves understanding and adapting to the local culture. A good soft landing includes guidance on cultural aspects, facilitating the company's integration into the local environment and improving its acceptance in the market.
3. **Resource Optimization:** By having the support of local experts, the company can optimize its use of resources, both human and financial, focusing on its core business while administrative and legal aspects are managed efficiently.
4. **Risk Reduction:** By anticipating and mitigating possible legal, fiscal, and operational obstacles, the soft landing reduces the risks associated with entering a new market. This includes proper fiscal and legal structuring, which protects the company from future problems.
5. **Speed and Efficiency:** A well-managed soft landing process allows the company to start its operations in the new market quickly and efficiently, capitalizing on market opportunities without delay.

In summary, a soft landing is essential for any company wishing to expand into a new market successfully. It provides a clear and secure path to overcome initial challenges, establishing a solid foundation for growth and prosperity in the new environment.



# Comprehensive Soft Landing Services

## A. Legal and Corporate Advisory:

- Legal incorporation of the company.
- Drafting of bylaws and obtaining permits.
- Registration with public records and management of powers of attorney.

## B. Tax Compliance:

- Analysis and alignment of tax strategies with global operations.
- Implementation of optimized tax structures.
- Advice on international tax treaties and profit repatriation.

## C. Accounting and Payroll:

- Management of accounting records and financial statements in accordance with Mexican regulations.
- Preparation of tax returns and payroll management.

## D. Foreign Trade Advisory:

- Assistance with import and export operations.
- Maximization of tax and customs benefits.
- Management of sector-specific permits and regulations.

## E. Human Resources and Expatriates:

- Employee registration and local payroll management.
- Advice on hiring and managing expatriates.
- Compliance with Mexican labor regulations.

# A Guided Step-by-Step Process

## Phase 1: Initial Diagnostic

- Evaluation of the company's needs and objectives.

## Phase 2: Legal and Tax Implementation

- Legal incorporation, tax registration, and regulatory compliance.

## Phase 3: Start of Operations

- Accounting, tax, and operational management for a successful start.



# Human Development Service

1. Today, organizations are experiencing accelerated growth phenomena and need to prepare new leaders to assume new and strategic roles. For this, we offer training programs where we develop the skills these individuals need to efficiently execute their new positions.
2. Did you know that, due to the new ways of working virtually, there are significant disconnections between members of the same team, and even more so between members of different teams? We have worked with teams where this situation has impacted their productivity, and through a team-building process, we have managed to rebalance the teams in the pursuit of the common good, ultimately positively impacting the customer.
3. We have realized that managerial positions, and more importantly, executive positions, have become solitary, and the individuals in them are not sharing or expressing their challenges, difficulties, or problems. For this reason, executive coaching processes have become vital in organizations, enabling these individuals to feel heard and thus solve challenges both personally and professionally.
4. The diversity of work teams sometimes causes them to lose their direction and fail to efficiently achieve their objectives. Due to this diversity, teams need support to resolve their differences, find agreements, and discover effective ways of working. For this, we provide our team coaching processes, which, through exercises and productive conversations, help teams move from their current state to a productive state.

# Training Services

In order to provide specialized and comprehensive training services, **Group GSG Mefintax includes MEFINTAX México, S.C.**, a training institution recognized by the Ministry of Labor and Social Welfare and by the College of Public Accountants of Mexico. MEFINTAX México is focused on the holistic development of individuals and the enrichment of the intellectual capital of companies and institutions through the design, implementation, and development of comprehensive training programs in accounting, tax, financial, and administrative matters, with the highest standards of quality and service, tailored to the needs of our clients. To learn more about our service offerings, please visit [www.mefintax.com.mx](http://www.mefintax.com.mx).



# We serve clients in the following sectors:



Financial



Insurance and Bonding



Services



Energy



Real Estate



Construction



Airport Services



Automotive



Telecommunications



Tourism



Health



Government



Automotive Transportation



Industrial



Commercial



Mining



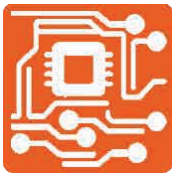
Pharmaceutical Services



Railway



Entertainment



Fintech

# Service Map Group GSG Mefintax

At GSG Consultores Asociados, S.C., we are committed to the quality of the services we provide and the personalized attention offered by our professionals. Therefore, we provide you with an electronic mailbox of our managing partner where you can send your comments and suggestions to improve our services, thus maintaining an open line of communication with you.

We appreciate any comments you may send to [contacto@gsgconsultores.com.mx](mailto:contacto@gsgconsultores.com.mx), and we will gladly address your requests



## Accounting, Tax, Financial, and Business Services Firm

### BPS Business Process Solutions

- Assurance
- Comprehensive outsourcing in accounting, payroll, and tax services
- Comprehensive payroll administration

### NIF, IFRS, USGAAP

- Implementation, initial adoption, and conversion of financial statements
- Design and optimization of financial reporting systems
- Application of specific regulations such as:
  - Asset impairment assessment (C-15, IAS 36, ASC 360 and others)
  - Valuation of labor liabilities (D-3, IAS 19 and applicable ASC)
  - Determination and valuation of derivative financial instruments and hedging strategies (C-10, IAS 39, ASC 815 and others applicable)
  - Business combinations: Mergers, acquisitions, and others
  - Deferred tax (D-4, IAS 12, ASC 740)
  - Share-based payments
  - Consolidation of financial statements
  - Valuation of long-term equity investments
  - Leases (D-5, IFRS 16, ASC 840)
  - Revenue valuation (D-1, IFRS 15 and others applicable)
  - Other specific standards

### Taxes and contributions

### Corporate Legal Service

### Human Development

### Comprehensive shared services

### Business Advisory Services

- Comprehensive Risk Management
- Transfer pricing
- Anti-Money Laundering Prevention
- Corporate Governance
- Information and Systems Technology

### Audit

- Financial
- Tax
- Forensic
- Municipal
- Local Taxes
- Social Security
- Audit for the purchase and sale of companies
- Review of specific items in financial statements
- Corporate Governance (SEBI, SOX, others)

### Valuation

### Last-Mile Delivery Customer Distribution Solutions

### CFO as a service

### Soft Landing

## Consultative Training Firm

### Training Solutions

- Mefintax in your company
- Tailored training
- Courses open to the general public
- Virtual courses
- Experiential courses

### Training Schemes

- Courses
- Workshops
- Seminars
- Seminars

### Training Areas

- NIF, IFRS, USGAAP, German GAAP
- Fiscal
  - ISR
  - IVA
  - CFF
  - IESPS
  - IMSS, SAR e INFONAVIT
  - Tax Defense
  - Foreign Trade
  - International Taxes
- Accounting and Finance
- Human Development
- Data Analysis – Applied Excel
- Quality and Continuous Improvement
- Administration
- Executive Management and Managerial Skills
- Corporate Governance and SOX

We serve clients in the following sectors:

[www.gsgmefintax.com.mx](http://www.gsgmefintax.com.mx)

Service Map Grupo GSG Mefintax





## Get to know a bit more about our partners:

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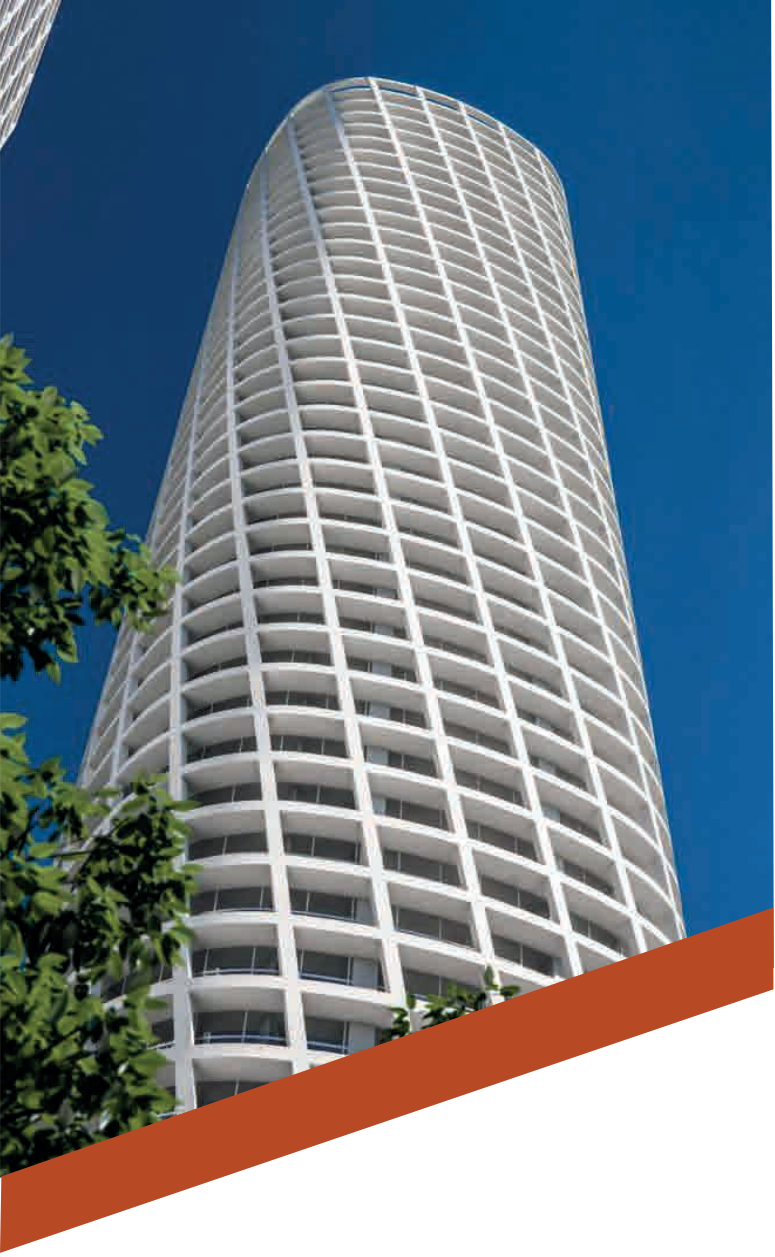
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Facilitating business decision-making and contributing to the development of your company through the implementation of comprehensive strategies tailored to your needs.

Get to know a bit more about our partners:



# Contact us

We are at your service to address any requests, doubts, or comments at:

Our Social Media:



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