





# The Big Mac Example

- Local price 95 pesos
- Actual Exchange 18.63050
- Big Mac price USD 5.10
- PPP 18.62745
- Undervalued -.0163%





#### Currency

- MXN currency 18.7 peso/\$ (20.3 Pesos/\$ in 2024)
- Most traded Latin American Currency and consistently ranks in the top 15 traded currencies
- Freely Floating since 1994 "Tequila Crisis"
- Banxico involves only to smooth volatility, not to set a fixed rate
- Exports: Automotive, Electronics and Energy
- Strong US Mexico Trade ties under USMCA stabilizing long term currency stability
- Over \$60 Billion sent home per year
- Peso Depreciated during COVID
- Inflation targeting is around 3%







### Currency: Investor Advantages





Investor advantage:



-Transparent, Free-Float Currency system



-Disciplined inflation control



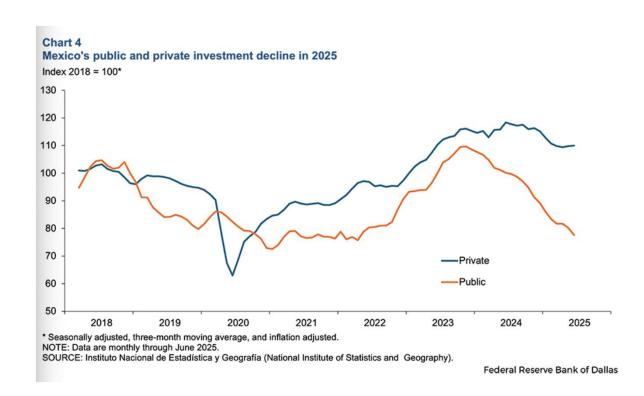
-Healthy Trade Surplus



-Highly liquid and open to foreign participation

#### The Risks

- Transnational Criminal Organizations (TCOs)
  - Extensive criminal presence
  - Diversified criminal activities
- Violence
  - 2018 saw record homicide rates (91 deaths per day)
- Threat to business operations
- Policy Uncertainty
- Heavy Reliance on US



### Why should you invest

IPC at 63,190 points the highest it's been

Mexico maintains steady economic growth, low inflation, and a strong labor market — all supporting long-term investment stability

Mexico benefits from nearshoring and strong trade ties under USMCA, attracting major manufacturing investment

High real interest rates and undervalued equity markets create favorable entry points for investors

As one of the top emerging markets, Mexico offers high-growth potential with improving investment conditions





# Opportunities to Invest

- Manufacturing
- Energy and Renewables
- Infrastructure and Logistics
- Technology and Fintech
- Agriculture and Good processing



## Questions

#### Sources

- https://tradingeconomics.com/mexico/gdp
- https://www.spglobal.com/spdji/en/indices/equity/sp-bmv-ipc/#overview
- <a href="https://santandertrade.com/en/portal/establish-overseas/mexico/foreign-investment">https://santandertrade.com/en/portal/establish-overseas/mexico/foreign-investment</a>
- <a href="https://www.imf.org/en/news/articles/2025/10/27/pr-25350-mexico-imf-executive-board-concludes-2025-article-iv-consultation">https://www.imf.org/en/news/articles/2025/10/27/pr-25350-mexico-imf-executive-board-concludes-2025-article-iv-consultation</a>
- https://www.worldbank.org/en/country/mexico/overview
- <a href="https://www.reuters.com/world/americas/moodys-downgrades-mexico-outlook-negative-citing-institutional-weakness-2024-11-15">https://www.reuters.com/world/americas/moodys-downgrades-mexico-outlook-negative-citing-institutional-weakness-2024-11-15</a>
- <a href="https://www.state.gov/reports/2024-investment-climate-statements/mexico/">https://www.state.gov/reports/2024-investment-climate-statements/mexico/</a>
- <a href="https://www.oecd.org/en/topics/sub-issues/economic-surveys/mexico-economic-snapshot.html">https://www.oecd.org/en/topics/sub-issues/economic-surveys/mexico-economic-snapshot.html</a>