

GRUPO BIMBO ANNOUNCES ACQUISITION OF SUPAN IN ECUADOR

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Mexico City, July 15, 2014 – Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO), today announced an agreement to acquire SUPAN, the leading bread producer in Ecuador.

The transaction includes the Supan®, Bimbo®, Grile®, Braun®, Dulzones®, Rey-pan® and Pansol® brands in the packaged bread, buns and sweet baked goods segments. The transaction represents Grupo Bimbo’s debut into the Ecuadorian market, in line with the company’s strategy to further strengthen its footprint in the Americas. The business employs approximately 900 associates and operates two production facilities located in Guayaquil and Quito.

The acquired business is expected to generate sales of over US\$57 million and adjusted EBITDA of US\$6 million.

About Grupo Bimbo

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 171 plants and more than 1,600 distribution centers strategically located in 22 countries throughout the Americas, Europe and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 10,000 products and has one of the most extensive direct distribution networks in the world, with more than 53,000 routes and more than 130,000 employees. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.