

GRUPO BIMBO ANNOUNCES THE ACQUISITION OF SAPUTO BAKERY INC. IN CANADA

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Mexico City, December 18, 2014 – Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo”) (BMV: BIMBO) today announced that its subsidiary Canada Bread Company, Limited (“Canada Bread”) has reached an agreement to acquire the total shares outstanding of Saputo Bakery Inc., a subsidiary of Saputo Inc., for an aggregate cash price of CAD\$120 million.

Saputo Bakery is the leading producer of snack cakes in Canada. This operation will position Canada Bread for further growth in the country, complementing its current product portfolio, distribution network and manufacturing facilities. The acquisition includes well-positioned brands such as Vachon®, Jos Louis®, Ah Caramel®, Passion Flakie® and May West®, among others. The Company employs more than 640 associates and operates one production facility in Quebec.

In accordance with the due diligence completed by Grupo Bimbo, this new operation is expected to generate annual sales of over CAD\$130 million and adjusted EBITDA of CAD\$15.5 million.

The transaction is conditional upon receipt of customary regulatory approvals and is expected to close during the first quarter of 2015.

About Grupo Bimbo

Grupo Bimbo is the largest baking company in the world in terms of volume and sales. Grupo Bimbo has 168 plants and approximately 1,600 sales centers strategically located in 22 countries throughout the Americas, Europe and Asia. Its main product lines include fresh and frozen 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 largest direct distribution networks in the world, with more than 2.4 million points of sale, more than 52,000 routes and more than 130,000 associates. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.