

Investor Relations

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GRUPO BIMBO TO ACQUIRE IBERIAN COMPANY PANRICO S.A.U.

Transaction Will Exclude the Branded Packaged Bread Category

Mexico City, July 9, 2015 – Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo”) (BMV: BIMBO) today announced a final agreement to acquire 100% of the shares of Panrico S.A.U. (“Panrico”), excluding the branded packaged bread category, for a cash price of €190 million.

With annual sales of approximately €280 million in 2014, Panrico is one of the leading producers in the baking industry in Spain and Portugal, and participates in the sweet baked goods and buns & rolls categories, along with the packaged bread category excluded from this transaction. The acquisition includes well-positioned brands such as Donuts®, Qé!®, Bollycao®, La Bella Easo® and Donettes®, among others.

Panrico employs more than 2,000 associates and operates nine production facilities. This transaction will further strengthen Grupo Bimbo's profile in the region, throughout the capture of synergies, complementing its current product portfolio, distribution network and manufacturing facilities.

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

Bank of America Merrill Lynch, J&A Garrigues, PwC, and Freshfields Bruckhaus Deringer participated as advisors in this transaction.

About Grupo Bimbo

Grupo Bimbo is the largest baking company in the world in terms of volume and sales. Grupo Bimbo has 166 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 128,000 associates. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.