

First Quarter 2018 Earnings Conference Call

April 27th, 2018



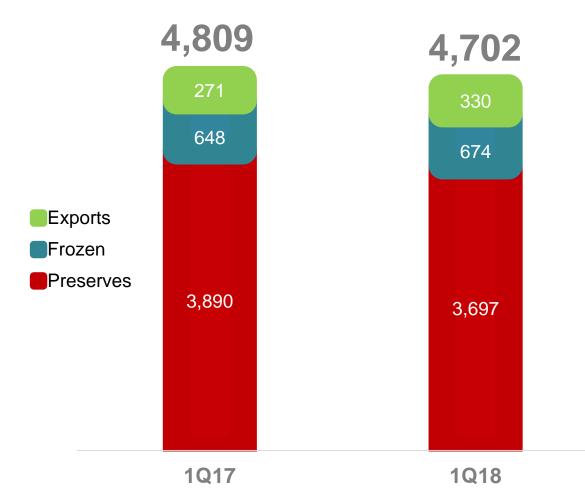


Forward-Looking Statement

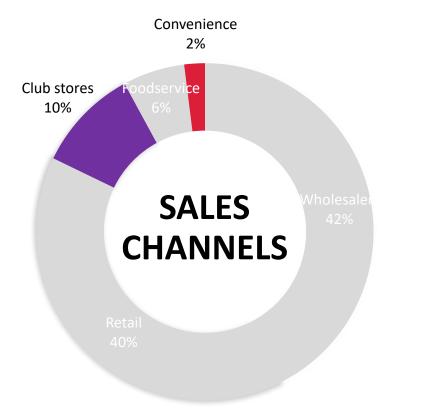
The information herein contained ("Information") has been prepared by Grupo Herdez, S.A.B. de C.V., its associates, subsidiaries and/or affiliated companies ("Grupo Herdez") and may contain forward-looking statements that reflects Grupo Herdez current expectations and views which could differ materially due to different factors, risks and uncertainties. Therefore, Grupo Herdez and/or it's respective officers, employees or agents, assume no responsibility or liability for any discrepancy in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the accuracy of the statements or the future variation of the Information or any other written or oral Information issued by Grupo Herdez. The Information has been delivered for informative purposes only. The issuance of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.



1Q17 Net Sales Performance



Preserves segment outperformers



CATEGORIES

Home-style salsa









Frozen segment

Net sales **+4.0%**









Profitability performance

EBIT margin

EBITDA

margin

16.0%

Consolidated Net margin

10.4%



Marketing Initiatives





MegaMex

Herdez brand +21%

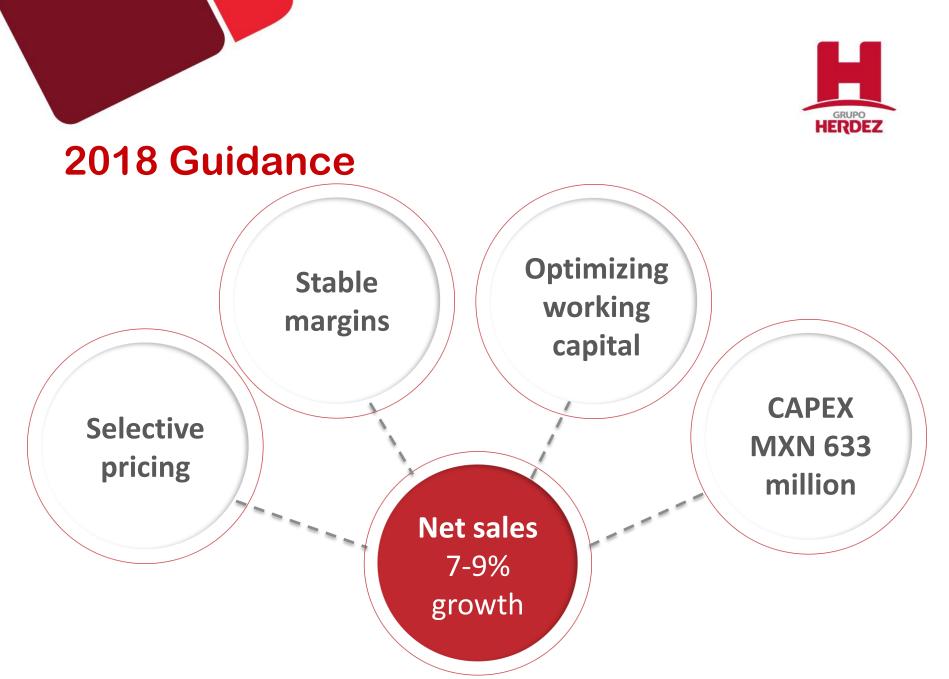




100% REAL AVOCADO. 100% REALLY HAND-SCOOPED. WHOLLY® HAND-SCOOPED AVOCADOS.

D

Wholly +18%



Grupo Herdez financial outloook includes Nutrisa and Helados Nestlé.



