



ANNOUNCEMENT FOR INFORMATION PURPOSES

SHAREHOLDERS' GENERAL MEETING.

GRUPO HERDEZ, S.A.B. DE C.V. hereby discloses information in connection with Shareholders' General Meeting to be held on **December 13th, 2013 at 9:00** hours (Mexico City time), at the Company's registered office, located at 215 Monte Pelvoux St., Lomas de Chapultepec, Zip Code 11000, Mexico City.

1. DIVIDEND PAYMENT

In respect of the first item of the agenda, the Board of Directors will recommend to the Shareholders' General Meeting to approve the payment of a special cash dividend at the rate of \$0.85 (85 cents MXcy) for each of the outstanding shares.

Mexico City, November 27th, 2013.



C.P. MARTIN ERNESTO RAMOS ORTÍZ.
Secretary non Member of the Board of Directors of the Company