



GRUPO HERDEZ SUCCESSFULLY ISSUES Ps. 1 BILLION IN LOCAL BONDS

Mexico City, Mexico, November 10, 2014 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY) today announced the successful issue of Ps. 1 billion through a long-term peso denominated bond (Certificados Bursátiles) in the Mexican Securities Market. The transaction was 3.3 times oversubscribed and was allocated among a diversified investor base.

Ticker Symbol	HERDEZ 14
Amount (millon pesos)	\$1,000
Average maturity	3 years
Rate	Floating
Reference	TIE 28 + 35 bp
Capital	Five anual payments*
Interest payment period	28 days

Repayment of capital* on the bond will be paid through five (5) payments, as follows: i) the first payment will be made on November 9, 2015 for Ps. 200 million, (ii) the second payment will be made on November 7, 2016, for Ps. 200 million, (iii) the third payment will be made on November 6, 2017, for Ps. 200 million, (iv) the fourth payment will be made on November 5, 2018, for Ps. 200 million, and (v) the fifth and final payment, for Ps. 200 million, will be made on November 4, 2019 on the maturity date.

The bond have confirmed credit ratings of “AA(mex)” from Fitch Ratings and “mxAA” from Standard and Poor’s.

Proceeds will be used to refinance the HERDEZ11 bonds maturing in February 2015 and for other corporate purposes. As a result, once the HERDEZ11 bonds are paid, the Company’s average maturity will stand at 6.2 years and will be comprised by a 44% floating / 56% fix mix of rates, consistent with Grupo Herdez’s commitment to maintain a solid and flexible financial profile.

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About Grupo Herdez

Grupo Herdez is a company with 100 years of experience in Mexico, leading producer of shelf-stable foods and frozen yogurt in Mexico, and a leader in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, coffee, guacamole, frozen yogurt, gelatins, homemade salsas, honey, jam, ketchup, mayonnaise, mini tacos, mole, mustard, organic foods, pasta, spices, tea, tomato puree, tuna and vegetables, among others. These products are commercialized through an exceptional portfolio of brands, including Aires de Campo®, Barilla®, Chi-Chi's®, Del Fuerte®, Don Miguel®, Doña María®, Embasa®, Herdez®, La Victoria®, McCormick®, Nutrisa®, Wholly Guacamole® and Yemina®. In addition, the Company has distribution agreements for the Herdez GoGo Squeeze®, Kikkoman®, Ocean Spray®, Reynolds® and Truvia® products in Mexico. Grupo Herdez has 14 plants, 9 distribution centers, 7 tuna vessels, 426 points of sale of Grupo Nutrisa and a workforce of more than 8,000 associates. The Company was founded in 1914 and has been listed in the Mexican Stock Exchange since 1991 and in the OTC market since 1997. For more information, visit www.grupoherdez.com.mx

Forward-Looking Statement

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