



## **GRUPO HERDEZ TO ACQUIRE NESTLÉ ICE CREAM ASSETS IN MEXICO**

**Mexico City, Mexico, December 19, 2014 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”)** (MSE: HERDEZ, OTC: GUZBY), today announced it has entered into an agreement with Nestlé México, S.A. de C.V. to acquire Nestlé’s ice cream business in Mexico (“Helados Nestlé”) in a Ps. 1.0 billion transaction.

Helados Nestlé has a leading brand portfolio in ice cream and frozen novelties, particularly in the children’s segment, including the Nestlé®, Mega®, PelaPop® and eXtreme® brands, among others, reaching more than 40,000 points of sale across the country.

The acquisition includes an ice cream manufacturing facility in Lagos de Moreno, Jalisco, distribution equipment and freezers, as well as an exclusive long-term license to market and sell Nestlé’s ice cream brands in Mexico. Under terms of the agreement, Nestlé’s full management team will join Grupo Herdez to lead this business unit.

“This acquisition will deliver significant synergies with our Nutrisa business and increase our sales and leadership position in the growing and high-potential ice cream category. We look forward to welcoming the Nestlé ice cream team and are excited about this unique opportunity to serve the youth segment, and strengthen our direct mom & pop retail channel in Mexico”, said Héctor Hernández-Pons Torres, Chairman and Chief Executive Officer.

The addition of Helados Nestlé enables Grupo Herdez to increase its scale and capabilities in the frozen business segment and practically doubles the size of the ice cream category within the portfolio. This transaction will be funded through existing lines of credit and cash on hand, and is expected to close in the first half of 2015, subject to regulatory approval.

Rabobank Group acted as financial advisor to Grupo Herdez.

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### **About Grupo Herdez**

Grupo Herdez is a 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, 414 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](http://www.grupoherdez.com.mx)

### **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 affiliates 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 or any of their respective officers, employees or agents, have no responsibility or liability for such differences in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the achievement or success of any future variation of such Information or other written or oral Information. This Information has been delivered only for informative purposes. The issue of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.