



GRUPO HERDEZ COMPLETES ACQUISITION OF NESTLÉ ICE CREAM ASSETS IN MEXICO

Mexico City, Mexico, March 2, 2015 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY), today announced the closing of the agreement with Nestlé México, S.A. de C.V. to acquire Nestlé’s ice cream business in Mexico (“Helados Nestlé”) , after the approval of the antitrust authorities.

The Ps. 1.0 billion transaction 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, including Nestlé®, Mega®, PelaPop® and eXtreme®, among others. Helados Nestlé’s management and operational teams will join Grupo Herdez to lead this business unit.

Annual sales are expected to be approximately Ps. 1.0 billion. Results of the ice cream business will be consolidated into Grupo Herdez as of March 1, 2015 and will be reported under the “Frozen” segment jointly with Nutrisa. The Frozen division will become the second largest category for the Company, comprising approximately 15% of total consolidated net sales.

As announced previously, this transaction was financed through existing credit lines and cash on hand.

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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, 429 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

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