



## GRUPO HERDEZ ANNOUNCES DIVIDEND PAYMENT

Mexico City, Mexico, April 24, 2015 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY), announces that the Annual General Shareholders Meeting held on April 23, 2015 approved an ordinary dividend payment based on the results of the Company from previous fiscal years, to be withdrawn from the daily balance of the tax credit account (*Cuenta de Utilidad Fiscal Neta*). The dividend shall be paid either at a ratio of one (1) share for every forty (40) shares held, or in cash at Ps. 0.90 per share.

The dividend payment shall be made through S.D. Indeval Institución para el Depósito de Valores, S.A. de C.V. (“Indeval”), in a single disbursement, starting on May 12, 2015, except for those shareholders who have notified Indeval of their decision to obtain the dividend payment in cash. Indeval must receive such notice by May 11, 2015 at the latest, through the shareholder’s intermediary and in accordance with the instructions of Indeval to comply with Indeval’s operational requirements.

The shareholders who have physical custody of their shares must collect the dividend payment starting on May 12, 2015 in the offices of the treasury of Grupo Herdez, S.A.B. de C.V. at Monte Pelvoux 215, Colonia Lomas de Chapultepec in México, D.F. Coupon number nine must be delivered at the time of collection.

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### **About Grupo Herdez**

Grupo Herdez is the leading producer of shelf-stable foods and one of the main players in the ice cream category in Mexico, as well as one of the leaders in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, canned vegetables, frozen yogurt, guacamole, home style salsas, honey, ice cream, jam, ketchup, mayonnaise, mole, mustard, organic foods, pasta, spices, tea, tomato puree, and tuna fish, among others. These products are commercialized through an exceptional portfolio of brands, which include Aires de Campo®, Barilla®, Búfalo®, Chi-Chi's®, Del Fuerte®, Don Miguel®, Doña María®, Embasa®, Helados Nestlé®, Herdez®, La Victoria®, McCormick®, Nutrisa®, Wholly Guacamole® and Yemina®. Additionally, the Company has distribution agreements in Mexico for Herdez GoGo Squeeze®, Kikkoman®, Ocean Spray®, Reynolds® and Truvia®. Grupo Herdez has 15 plants, 9 distribution centers, 7 tuna vessels, 433 Nutrisa stores and a workforce of more than 8,500 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.