



## **GRUPO HERDEZ WILL RECOGNIZE A NON-CASH IMPAIRMENT CHARGE OF Ps 450 MILLION**

**Mexico City, Mexico, December 21, 2015 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”)** (MSE: HERDEZ, OTC: GUZBY) today announced that it will register a non-cash impairment charge of Ps. 450 million in its fourth quarter results related to the recognition of a loss in the value of the assets of Nutrisa.

This charge is in accordance with the application of the International Accounting Standard (IAS) 36 “Impairment of Assets” and relates to underperformance at Nutrisa in the 2014-2015 period. This non-cash charge will be included in the Other Expenses line in the fourth quarter of 2015.

“We are confident in the potential of Nutrisa and believe that the actions we have implemented will favor long-term performance, doubling the business in the coming years”, said Héctor Hernández-Pons Torres, Chief Executive Officer.

### **Contact information:**

Andrea Amozurrutia Casillas  
+52 (55) 5201-5636

Grecia Domínguez Leyva  
+52 (55) 5201-5602  
[invrel@herdez.com](mailto:invrel@herdez.com)

### **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, 466 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.mx](http://www.grupoherdez.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 affiliated 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 and/or its respective officers, employees or agents, assume no responsibility or liability for any discrepancy in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the accuracy of the statements or the future variation of the Information or any other written or oral Information issued by Grupo Herdez. The Information has been delivered for informative purposes only. The issuance of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.