



GRUPO HERDEZ SUCCESSFULLY ISSUES THREE BILLION PESOS IN LOCAL BONDS

Mexico City, Mexico, May 30, 2017 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY), today announced the successful issue of MXN 3 billion through long-term bonds (Certificados Bursátiles) in the Mexican Securities Market. The transaction was 3.6 times oversubscribed and was allocated among a diversified investor base.

Ticker	HERDEZ 17	HERDEZ 17-2
Amount (MXN)	\$2,000,000,000	\$1,000,000,000
Average maturity	10 years	5 years
Rate	Fix	Floating
Reference	M _{bono} +185 bp	TIE ₂₈ + 77 bp
Capital	Bullet	Bullet
Interest payment period	Semi-annual	Monthly

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

These proceeds will be used mainly to refinance short and long-term debt.

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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®, Búfalo®, Chi-Chi's®, Del Fuerte®, Don Miguel®, Doña María®, Embasa®, Helados Nestlé®, Herdez®, La Victoria®, McCormick®, Nutrisa®, Wholly Guacamole® and Yemina®. In addition, the Company has distribution agreements for the Kikkoman®, Ocean Spray® and Reynolds® products in Mexico. Grupo Herdez has 16 plants, 22 distribution centers, 8 tuna vessels, 493 points of sale of Grupo Nutrisa and a workforce of more than 9,100 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.