

GRUPO BIMBO's CHAIRMAN ROBERTO SERVITJE SENDRA RETIRES, CEO DANIEL SERVITJE MONTULL NAMED TO SUCCEED HIM

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Mexico City, April 9, 2013 – Grupo Bimbo, S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO) announced today at its Annual General Shareholders’ Meeting that Don Roberto Servitje Sendra will retire from his position as Chairman of the Board of Directors, effective July 1st, 2013. CEO Daniel Servitje Montull was named to succeed him.

Mr. Servitje Sendra joined Grupo Bimbo in 1945 and served as Chairman of the Board of Directors since 1994. He was also Executive Vice President from 1974 to 1983, Chief Executive Officer from 1983 to 1997, and served in a number of other relevant positions.

“Don Roberto is a visionary businessman whose values helped shape Grupo Bimbo and lead the organization through its exponential growth in recent decades. In him I found constant support and guidance. His integrity, accountability and demand for excellence have guided us through periods of transition and growth. I am honored to accept the role of Chairman for this next chapter of Grupo Bimbo’s journey” said Daniel Servitje, CEO.

About Grupo Bimbo

Grupo Bimbo is one of the largest baking companies in the world in terms of production and sales volume. As the market leader in the Americas, Grupo Bimbo has 150 plants and more than 1,600 distribution centers strategically located in 19 countries throughout the Americas, Europe and Asia. Its main product lines include sliced bread, buns, cookies, snack cakes, English muffins, bagels, pre-packaged foods, tortillas, salted snacks and confectionery products, among others. Grupo Bimbo produces over 10,000 products and has one of the most extensive direct distribution networks in the world, with more than 51,000 routes and more than 125,000 employees. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.