



## GRUPO BIMBO LAUNCHES SPONSORED LEVEL 1 ADR PROGRAM

Mexico City, May 2, 2016 – Grupo Bimbo, S.A.B. de C.V. (“Grupo Bimbo” or “the Company”) (BMV: BIMBO), announced today that it has implemented a sponsored Level 1 American Depositary Receipt (ADR) program in the United States of America. ADRs will trade on the over-the-counter (OTC) market under the ticker symbol “BMBOY.” Each ADR represents four Series A ordinary shares of Grupo Bimbo, listed and traded on the Mexican Stock Exchange (*Bolsa Mexicana de Valores, S.A.B. de C.V.*) under the ticker symbol “BIMBO.”

“This program will allow us to diversify our shareholder base and enhance access to our equity, in line with our global profile, with the same firm commitment to create sustainable value over the long term,” said Guillermo Quiroz, Grupo Bimbo’s Chief Financial Officer.

This ADR program is not accompanied by any listing or capital raising in the United States of America, or in any other market and no new shares of the Company are being issued. Because it does not involve an increase in the number of total shares outstanding of the Company, the Level 1 ADR program does not result in dilution of share value.

Grupo Bimbo has appointed Citibank N.A. as the depositary bank for its sponsored Level 1 ADR program.

---

### About Grupo Bimbo

Grupo Bimbo is the largest baking company in the world in terms of volume and sales. Grupo Bimbo has 162 plants and approximately 1,600 sales centers strategically located in 22 countries throughout the Americas, Europe and Asia. Its main product lines include fresh and frozen 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 largest direct distribution networks in the world, with more than 2.5 million points of sale, more than 53,000 routes and more than 127,000 associates. Grupo Bimbo’s shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

---

### Investor Relations

[www.grupobimbo.com/ri/](http://www.grupobimbo.com/ri/)

Tania Dib

[tania.dib@grupobimbo.com](mailto:tania.dib@grupobimbo.com)

Estefanía Poucel

[estefania.poucel@grupobimbo.com](mailto:estefania.poucel@grupobimbo.com)  
(5255) 5268 6830

Diego Mondragón

[diego.mondragon@grupobimbo.com](mailto:diego.mondragon@grupobimbo.com)  
(5255) 5268 6789