
ANNOUNCEMENT TO PUBLIC INVESTORS REGARDING SHARE REPURCHASE

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GRUPO BIMBO S.A. DE C.V., ("Grupo BIMBO" or "the Company") (BMV: BIMBOA), the largest food company in Mexico and one of the leaders in Latin America, today announced the following:

In the Company's continued search for investment alternatives that may generate value for its shareholders, it deems the repurchase of its shares as an excellent investment opportunity, given the price at which the Company's shares have traded in the Mexican Stock Exchange ("*Bolsa Mexicana de Valores*") during the last few months, and taking into account Grupo Bimbo's financial leverage level. The Company also considers that it will be able to benefit from this investment opportunity while maintaining sufficient financial flexibility to continue with its expansion program.

Considering the above, Grupo Bimbo's Board of Directors in a meeting held this afternoon, agreed to request approval from the Company's shareholders for an increase of Ps. \$4,300,000,000 (four billion three hundred million thousand Mexican Pesos) in the Company's Reserves for Share Repurchase (*Reserva para Adquisición de Acciones Propias*).

Likewise, the Company will submit to the National Banking and Securities Commission (*Comisión Nacional Bancaria y de Valores*) and the Mexican Stock Exchange (*Bolsa Mexicana de Valores*) the request to undertake a public repurchase offer of up to 200,000,000 nominative common shares, no face value, Series "A", of Grupo Bimbo's shares; in terms of the foregoing offer, the Company will reserve the option to acquire up to 100,000,000 additional shares. All shares shall be acquired at the price of \$17.25 (seventeen Pesos 25/100), including those shares, if applicable, acquired via the exercise of said option to buy shares.

The public repurchase offer shall be conditioned upon approval of the increase in the Company's Reserves for Share Repurchase, and to the approval by the relevant authorities.

Grupo Bimbo intends to maintain, at the closing of this offer, a free float of at least 15 percent of total shares in circulation.

With this type of transaction, Grupo Bimbo offers its shareholders the opportunity to maintain their investment and to participate in the Company's future operating earnings and strategies, or if preferred by the shareholder, to obtain immediate liquidity with the additional benefit represented by the offered premium over the market price of the Company's shares, according to the terms of the foregoing tender offer.



Additional informational regarding Grupo Bimbo's tender offer will be available in the preliminary prospectus (*Folleto Informativo Preliminar*) which shall be published in the Mexican Stock Exchange's website (www.bmv.com.mx) in the section entitled "Listing and Prospectus" (*Prospectos de Colocación*).

Company Description

Grupo Bimbo is one of the three largest baking companies in the world in terms of production and sales volumes. A leader in Mexico and Latin America, Grupo Bimbo has 79 plants and distributors strategically located in 16 countries throughout the Americas and Europe with over 61,000 employees and over 750 products. Grupo Bimbo's shares are traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBOA.