

GRUPO BIMBO COMPLETES ACQUISITION OF CANADA BREAD

Investor Relations Contacts

Azul Argüelles

Head of IR

Tel: (5255) 5268-6962

azul.arguelles@grupobimbo.com

Estefanía Poucel

Tel: (5255) 5268-6830

estefania.poucel@grupobimbo.com

Diego Mondragón

Tel: (5255) 5268-6789

diego.mondragon@grupobimbo.com

Roberto Cejudo

Corporate Treasury-IR

roberto.cejudo@grupobimbo.com

Mexico City, May 23, 2014 – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced that it has completed its acquisition of Canada Bread Company, Limited ("Canada Bread").

The integration of Canada Bread will be reflected in Grupo Bimbo's consolidated second quarter results starting on May 23, 2014.

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 144 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 extensive direct distribution networks with more than 52,000 routes and more than 123,000 employees. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.