

## **GRUPO BIMBO COMPLETES ACQUISITION OF SAPUTO BAKERY INC.**

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Mexico City, February 3, 2015 – Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or "the Company") (BMV: BIMBO) today announced, after the announcement made on December 18, 2014, that its subsidiary Canada Bread Company, Limited ("Canada Bread") has completed the acquisition of the total shares outstanding of Saputo Bakery Inc. in Canada.

Saputo Bakery, being the leading producer of snack cakes in Canada, strengthens the Company's position for further growth. The acquisition includes well-positioned brands such as Vachon®, Jos Louis®, Ah Caramel®, Passion Flakie® and May West®, among others.

### **About Grupo Bimbo**

Grupo Bimbo is the largest baking company in the world in terms of volume and sales. Grupo Bimbo has 167 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 2.4 million points of sale, more than 53,000 routes and more than 128,000 associates. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.