



GRUPO BIMBO PRICES US\$500 MILLION IN PERPETUAL NOTES

Mexico City, April 12, 2018 - Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or the "Company") (BMV: BIMBO) today announced that it has priced its offering of US\$500,000,000 Perpetual Subordinated Notes offering at par to yield 5.95%. The Company will use the proceeds from this offering for the refinancing of existing indebtedness and the financing of acquisitions and capital expenditures and other general corporate purposes.

"This is a new instrument for Grupo Bimbo making it the first hybrid bond issued by a Mexican consumer Company, aligned with our financial policies. As it supports to preserve a healthy financial position, enhances the strength, stability and flexibility of our capital structure, reinforces our commitment to deleverage and maintain our investment grade rating and bolsters liquidity. Moreover, our market leadership coupled with our diversified revenue base, geographic presence, category and distribution channels, largely contributed to attract the attention of more than 200 international investors, evidencing our growing international profile and commitment to expand our stakeholder base," said Diego Gaxiola, CFO of Grupo Bimbo.

The transaction was rated Ba1/BB+/BB+ by Moody's, S&P and Fitch.

Grupo Bimbo once again thanks investors and the financial institutions for the trust placed in the Company. Bank of America Merrill Lynch, J.P. Morgan, Citi, HSBC and Santander acted as joint bookrunners for this transaction and ING as co-manager.

About Grupo Bimbo

Grupo Bimbo is the largest baking company in the world and a relevant participant in snacks. Grupo Bimbo has 196 plants and more than 1,800 sales centers strategically located in 32 countries throughout the Americas, Europe, Asia and Africa. 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 13,000 products and has one of the largest direct distribution networks in the world, with more than three million points of sale, around 58,000 routes and more than 138,000 associates. Its shares trade on the Mexican Stock Exchange (BMV) under the ticker symbol BIMBO, and in the over-the-counter market in the United States with a Level 1 ADR, under the ticker symbol BMBOY.

Investor Relations

www.grupobimbo.com

Estefanía Poucel

estefania.poucel@grupobimbo.com
(5255) 5268 6830

María del Mar Velasco

maria.velasco@grupobimbo.com
(5255) 5268 6789