



## GRUPO BIMBO ANNOUNCES CHANGES TO ITS SENIOR FINANCE MANAGEMENT TEAM

Mexico City, April 5, 2017 - Grupo Bimbo S.A.B. de C.V. ("Grupo Bimbo" or the "Company") (BMV: BIMBO) today announced organizational changes to its senior management team.

After a valuable career of more than 18 years in the Company, Guillermo Quiroz Abed, Chief Financial Officer, has decided to retire, effective August 1, 2017.

"I have had the privilege of working at Grupo Bimbo for the past 18 years. It has been an incredible experience, both personally and professionally. I sincerely thank Bimbo for all the lessons learned, my extraordinary team for their collaboration, support and friendship, and all the members of the broader financial community for their cordiality and trust," said Guillermo Quiroz.

Upon the retirement of Mr. Quiroz on August 1, 2017, his role will be assumed by Diego Gaxiola Cuevas, who has more than 20 years of experience at several companies. He currently serves as Chief Financial Officer for Alsea, S.A.B. de C.V.

"Guillermo's dedication, professionalism and commitment have been vital to Grupo Bimbo's growth and consolidation strategy within the industry. I am grateful that he has always demonstrated excellence in carrying out his responsibilities, and we wish him well in this new stage of his life. I also extend the warmest welcome to Diego. His solid professional path, supported by his own accomplishments, encourages me to foretell a long and successful career in our Company," said Daniel Servitje, Chairman of the Board and Chief Executive Officer of Grupo Bimbo.

Diego will join Grupo Bimbo in June 1, 2017, to ensure an organized and smooth transition.

---

### About Grupo Bimbo

Grupo Bimbo is the largest baking company in the world in terms of volume and sales. Grupo Bimbo has 171 plants and approximately 1,700 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 13,000 products and has one of the largest direct distribution networks in the world, with more than 2.7 million points of sale, more than 53,000 routes and more than 130,000 associates. Grupo Bimbo's shares have traded on the Mexican Stock Exchange since 1980 under the ticker symbol BIMBO.

### Investor Relations

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

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