

GRUPO HERDEZ REPORTS FOURTH QUARTER AND FULL YEAR 2015 RESULTS

Highlights from the year:

- Consolidated net sales rose to a record Ps.16,356 million.
- EBITDA reached Ps. 2,887 million, 19.5% higher than in 2014.
- Consolidated net margin of 7.9% was affected by an extraordinary non-cash charge of Ps. 450 million.

Mexico City, Mexico, February 25, 2016 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY) today announced results for the fourth quarter and full year ended December 31, 2015.

“We are pleased to report double digit growth in consolidated net sales and EBITDA in line with our guidance for the year. This is the combined effect of inorganic growth and a great commercial execution in a challenging environment.

We are confident that consumption will continue to improve in 2016, and internally we will balance our pricing and risk management strategies in order to mitigate the impact of a stronger US dollar,” said Héctor Hernández-Pons Torres, Chairman and Chief Executive Officer.

Net Sales

Net sales in the fourth quarter rose 8.5% from the year ago period to Ps. 4,444 million, primarily as a result of the incorporation of Helados Nestlé, which contributed approximately half of the growth.

Net sales in Mexico core grew 1.5%, on top of a strong base of comparison. Export sales jumped 47.7% due to inventory partial replenishment for MegaMex and the effect of a stronger US dollar. In the Frozen division, sales growth of 70.7% reflected the incorporation of Helados Nestlé, while at Nutrisa, traffic figures continued to show slight improvement on a sequential basis, driven by frozen yogurt.

The information contained in this document is prepared in accordance with International Financial Reporting Standards (IFRS) and expressed in nominal Mexican pesos unless otherwise stated.

Grupo Herdez consolidates in its financial statements 100% of the Frozen Division, Herdez Del Fuerte, Barilla Mexico and McCormick de Mexico. While the proportional stake of Herdez Del Fuerte in MegaMex is registered in the Equity Investment in Associates.

For the full year, consolidated net sales grew 14.2%. In Mexico core, sales rose 7.7% benefiting from a balanced combination of pricing and volume growth. The 83.4% growth in the Frozen segment is explained by the incorporation of Helados Nestlé.

Net Sales	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated	4,444	4,096	8.5	16,356	14,319	14.2
Mexico Core	3,664	3,609	1.5	13,139	12,197	7.7
Frozen	455	267	70.7	2,139	1,166	83.4
Exports	324	220	47.7	1,079	955	12.9

Figures in million pesos

Gross Profit

Consolidated gross margin in the quarter declined 1.2 percentage points from the same period of last year to 39.6%, while on a cumulative basis, the margin was 41.4%, 2.4 percentage points higher than in 2014. The expansion in the year is primarily the result of: i) production efficiencies in the new mayonnaise and canned vegetables plants; ii) a better sales mix; and iii) risk management, which combined limited the adverse impact of the stronger US dollar in the second half of the year.

Gross Profit	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated	1,758	1,673	5.1	6,779	5,582	21.4
Mexico Core	1,425	1,479	(3.6)	5,206	4,737	9.9
Frozen	287	169	69.9	1,440	742	94.0
Exports	46	25	85.0	133	103	28.9

Figures in million pesos

Gross Margin	4Q15	4Q14	pp Chg	2015	2014	pp Chg
Consolidated	39.6	40.8	(1.2)	41.4	39.0	2.4
Mexico Core	38.9	41.0	(2.1)	39.6	38.8	0.8
Frozen	63.1	63.4	(0.3)	67.3	63.7	3.6
Exports	14.1	11.2	2.9	12.3	10.8	1.5

Sales, General and Administrative Expenses (SG&A)

SG&A in the quarter increased 3.0 percentage points as a proportion of net sales, to 25.9% mainly due to: i) Ps. 65 million of integration-related expenses of the Frozen division and year-end accruals recognition; and ii) a higher proportion of SG&A to net sales at Helados Nestlé due to normal seasonality. In Mexico core, SG&A declined by 90 basis points as a proportion of net sales due to the Company's effort to contain operating expenses.

On a cumulative basis, SG&A increased 2.4 percentage points to 26.2% due to the incorporation of the higher expense structure of the Frozen division and the integration expenses mentioned above.

Earnings Before Interest, Taxes, Other Income and Expenses (EBIT Before Other Income and Expenses)

EBIT Before Other Income and Expenses totaled Ps. 608 million in the quarter, 17.1% lower than in the same period of last year, while the margin declined 4.2 percentage points to 13.7%. This is attributable to the higher expense structure of the Frozen segment and gross margin pressure at Mexico core.

For the year, consolidated EBIT Before Other Income and Expenses rose 14.3% to Ps. 2,488 million, while the margin remained flat at 15.2%.

Other Income and Expenses

As announced on December 21, 2015, the Company registered a non-cash impairment charge of Ps. 450 million in the fourth quarter related to the recognition of a loss in the value of the goodwill of Nutrisa, in accordance with the application of the International Accounting Standard (IAS) 36 "Impairment of Assets."

Earnings Before Interest and Taxes (EBIT)

EBIT in the quarter totaled Ps. 138 million, 80.9% lower than in the same period of last year, while the margin was 3.1% due to the impact of the impairment. Excluding the above, EBIT margin would have been 13.2%, 4.4 percentage points lower than in 2014.

On a cumulative basis, consolidated EBIT decreased 3.6% to Ps. 2,036 million, with a margin of 12.4%. In Mexico core, operating profit grew 21.4% to Ps. 2,435 million. Excluding the impairment, consolidated EBIT would have been Ps. 2,486 million, 17.7% higher than in 2014.

EBIT	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated	138	721	(80.9)	2,036	2,113	(3.6)
Mexico Core	707	713	(0.8)	2,435	2,006	21.4
Frozen	(138)	(1)	NA	(2)	69	NA
Exports	18	9	104.0	53	38	42.0

Figures in million pesos

EBIT Margin (%)	4Q15	4Q14	pp Chg	2015	2014	pp Chg
Consolidated	3.1	17.6	(14.5)	12.4	14.8	(2.4)
Mexico Core	19.3	19.7	(0.4)	18.5	16.4	2.1
Frozen	(30.3)	(0.4)	(29.9)	(0.1)	5.9	(6.0)
Exports	5.6	4.1	1.5	5.0	3.9	1.1

Comprehensive Financing Result

The Company registered a net financing cost of Ps. 125 million in the quarter, comprised of net interest expense of Ps. 99 million, and a net exchange loss of Ps. 26 million derived from the appreciation of the US dollar. For the year, net financing cost totaled Ps. 463 million, 44.8% higher than in 2014 due to a currency loss of Ps. 89 million, compared to a Ps. 119 million gain registered last year.

Equity Investment in Associates

In the quarter, equity investment in associates totaled Ps. 122 million, 1.7% lower than the year ago figure since the strengthening of the US dollar was not able to offset a decline in the pre-tax income of MegaMex, mainly derived from the underperformance experienced in Don Miguel.

On a cumulative basis, equity investment in associates rose 7.7% to Ps. 446 million. This reflected the benefit of a stronger US dollar, offset by the restructuring of Don Miguel and inventory adjustments during the year.

Equity Investment in Associates	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated	122	124	(1.7)	446	414	7.7
MegaMex	118	120	(1.5)	418	381	9.9
Others	4	4	(6.0)	28	34	(18.2)

Figures in million pesos

Consolidated Net Income

Consolidated net income totaled Ps. 20 million in the quarter due to the aforementioned impairment charge. On a cumulative basis, consolidated net income declined 14.1% to Ps. 1,293 million, with a margin of 7.9%.

Excluding the impairment, consolidated net income in the quarter would have declined 3.1% due to gross margin pressure in Mexico core and the incorporation of Helados Nestlé. On a cumulative basis, consolidated net income for the year would have been Ps. 1,743 million, 15.9% higher when compared to 2014, with a margin of 10.6%.

Majority Net Income

For the year, majority net income was Ps. 389 million, while excluding the impairment, it would have been Ps. 839 million, 8.8% higher than in 2014.

Net Income	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated Net Income	20	485	(96.0)	1,293	1,504	(14.1)
Consolidated Net Margin (%)	0.4	11.9	(11.5) pp	7.9	10.5	(2.6) pp
Minority Interest	294	260	13.0	904	733	23.3
Majority Net Income	(274)	225	NA	389	771	(49.6)
Majority Net Margin (%)	(6.2)	5.5	(11.7) pp	2.4	5.4	(3.0) pp

Figures in million pesos

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA)

It should be noted that since the impairment charge was treated as an accelerated amortization of Nutrisa's goodwill, it has been restated to the EBITDA figure.

EBITDA in the quarter totaled Ps. 690 million, which represented a decline of 12.2% due to the gross margin loss in Mexico core and negative EBITDA at the Frozen division.

On a cumulative basis, EBITDA totaled Ps. 2,887 million, while the margin was 17.7%, 80 basis points higher than in the same period of last year.

EBITDA	4Q15	4Q14	% Change	2015	2014	% Change
Consolidated	690	786	(12.2)	2,887	2,415	19.6
Mexico Core	765	760	0.7	2,668	2,232	19.5
Frozen	(101)	13	NA	136	117	16.2
Exports	25	13	96.4	83	66	26.4

Figures in million pesos

EBITDA Margin (%)	4Q15	4Q14	pp Chg	2015	2014	pp Chg
Consolidated	15.5	19.2	(3.7)	17.7	16.9	0.8
Mexico Core	20.9	21.1	(12.5)	20.3	18.3	2.0
Frozen	(22.1)	4.9	(27.0)	6.3	10.0	(3.6)
Exports	7.8	5.9	1.9	7.7	6.9	0.8

Capital Expenditures (CAPEX)

Net CAPEX in the quarter was Ps. 494 million and Ps. 962 million for the full year. The majority of these funds were allocated to the new tuna vessel, ongoing expansion of the distribution center in Sinaloa, and new freezers and stores for Helados Nestlé and Nutrisa, respectively.



Consolidated Cash Flow

On a cumulative basis, free cash flow totaled Ps. 804 million.

Financial Structure

At December 31, 2015, the Company's consolidated cash position totaled Ps.1,483 million while interest-bearing liabilities, excluding corporate debt¹, was Ps. 5,960 million. For the year, consolidated EBITDA to net debt was 1.6 times compared to the 1.4 times registered in 2014, while net debt to consolidated stockholder's equity was 0.33 times.

Nutrisa Stores

In 2015, Nutrisa added 58 net stores. At year-end, Nutrisa had 487 stores.

¹ Corporate debt includes interest-bearing liabilities of the associated company Herdez Del Fuerte that cannot be eliminated since its results are consolidated fully into Grupo Herdez financial statements. It is important to note that in the Consolidated Statement of Financial Position, Grupo Herdez recognizes an account receivable of the same amount.

4Q15 Earnings Conference Call Information

Date: Friday, February 26th, 2016

Time: 12:00 p.m. E.T. / 11:00 a.m. C.T.

To participate, please dial:

- Toll-Free US and Canada: +1 (888) 438 5535
- Toll International: +1 (719) 325 2469
- Conference ID#: 2528074

To access on the internet, follow the link available at

<http://grupoherdez.mx/investors/?lang=en> or go directly to

<http://public.viaavid.com/index.php?id=117975>

If you are unable to participate live, a replay of the conference call will be available from February 26th until March 11th, 2016. To access the replay, please dial domestic US and Canada +1 (877) 870 5176, or from other countries +1 (858) 384 5517; conference ID: 2528074.

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About Grupo Herdez

Grupo Herdez is the leading producer of shelf-stable foods and one of the main players in the ice cream category in Mexico, as well as one of the leaders in the Mexican food category in the United States. The Company participates in a wide range of categories including burritos, canned vegetables, frozen yogurt, guacamole, home style salsas, honey, ice cream, jam, ketchup, mayonnaise, mole, mustard, organic foods, pasta, spices, tea, tomato puree, and tuna fish, among others. These products are commercialized through an exceptional portfolio of brands, which include Aires de Campo®, Barilla®, Búfalo®, Chi-Chi's®, Del Fuerte®, Don Miguel®, Doña María®, Embasa®, Helados Nestlé®, Herdez®, La Victoria®, McCormick®, Nutrisa®, Wholly Guacamole® and Yemina®. Additionally, the Company has distribution agreements in Mexico for Herdez GoGo Squeeze®, Kikkoman®, Ocean Spray®, Reynolds® and Truvia®. Grupo Herdez has 15 plants, 9 distribution centers, 8 tuna vessels, 487 Nutrisa stores and a workforce of more than 8,500 associates. The Company was founded in 1914 and has been listed in the Mexican Stock Exchange since 1991 and in the OTC market since 1997. For more information, visit www.grupoherdez.mx

Forward-Looking Statement

The information herein contained ("Information") has been prepared by Grupo Herdez, S.A.B. de C.V., its associates, subsidiaries and/or affiliated companies ("Grupo Herdez") and may contain forward-looking statements that reflects Grupo Herdez current expectations and views which could differ materially due to different factors, risks and uncertainties. Therefore, Grupo Herdez and/or its respective officers, employees or agents, assume no responsibility or liability for any discrepancy in the Information. In particular, but without prejudice to the generality of the foregoing, no warranty is given as to the accuracy of the statements or the future variation of the Information or any other written or oral Information issued by Grupo Herdez. The Information has been delivered for informative purposes only. The issuance of this Information shall not be taken as any form of commitment on the part of Grupo Herdez to proceed with any transaction.

FINANCIAL STATEMENT	Fourth Quarter					As of December 31				
	2015	%	2014	%	% Chg	2015	%	2014	%	% Chg
Net Sales	4,444	100.0	4,096	100.0	8.5	16,356	100.0	14,319	100.0	14.2
Mexico Core	3,664	100.0	3,609	100.0	1.5	13,139	100.0	12,197	100.0	7.7
Frozen	455	100.0	267	100.0	70.7	2,139	100.0	1,166	100.0	83.4
Exports	324	100.0	220	100.0	47.7	1,079	100.0	955	100.0	12.9
Cost of Goods Sold	2,685	60.4	2,423	59.2	10.8	9,577	58.6	8,737	61.0	9.6
Mexico Core	2,239	61.1	2,130	59.0	5.1	7,933	60.4	7,460	61.2	6.3
Frozen	168	36.9	98	36.6	72.0	698	32.7	424	36.3	64.8
Exports	279	85.9	195	88.8	42.9	946	87.7	853	89.2	11.0
Gross Profit	1,758	39.6	1,673	40.8	5.1	6,779	41.4	5,582	39.0	21.4
Mexico Core	1,425	38.9	1,479	41.0	(3.6)	5,206	39.6	4,737	38.8	9.9
Frozen	287	63.1	169	63.4	69.9	1,440	67.3	742	63.7	94.0
Exports	46	14.1	25	11.2	85.0	133	12.3	103	10.8	28.9
Operating Expenses	1,151	25.9	940	22.9	22.5	4,290	26.2	3,405	23.8	26.0
Mexico Core	720	19.7	742	20.6	(3.0)	2,806	21.4	2,653	21.8	5.8
Frozen	403	88.5	182	68.0	121.9	1,405	65.7	686	58.8	104.8
Exports	27	8.5	16	7.2	74.2	79	7.3	65	6.8	21.3
EBIT before Other Income and Expenses	608	13.7	733	17.9	(17.1)	2,488	15.2	2,177	15.2	14.3
Mexico Core	705	19.2	736	20.4	(4.3)	2,400	18.3	2,083	17.1	15.2
Frozen	-116	(25.4)	-12	(4.7)		35	1.7	56	4.8	(37.4)
Exports	18	5.6	9	4.1	104.0	53	5.0	38	3.9	42.0
Other Income/Expenses, Net	470	10.6	12	0.3	N.A.	452	2.8	65	0.5	N.A.
EBIT	138	3.1	721	17.6	(80.9)	2,036	12.4	2,113	14.8	(3.6)
Mexico Core	707	19.3	713	19.7	(0.8)	2,435	18.5	2,006	16.4	21.4
Frozen	-138	(30.3)	-1	(0.4)		-2	(0.1)	69	5.9	(103.5)
Exports	18	5.6	9	4.1	104.0	53	5.0	38	3.9	42.0
Comprehensive Financing Result	-125	(2.8)	-4	(0.1)		-463	(2.3)	-258	(1.8)	(44.8)
Interest Earned and Paid, Net	-99	(2.2)	-95	(2.3)	(3.8)	-374	(2.3)	-377	(2.6)	76.4
Exchange Loss (Gain)	-26	(0.6)	91	2.2	-	-89	(0.5)	119	0.8	-
Others Loss (Gain)	0	0.0	0	0.0	-	0	0.0	0	0.0	-
Equity Investment in Associates	122	2.7	124	3.0	-1.7	446	2.7	414	2.9	7.7
MegaMex	118	2.7	120	2.9	-1.5	418	2.6	381	2.7	9.9
Others	4	0.1	4	0.1	(6.0)	28	0.2	34	0.2	(18.2)
Income Before Income Taxes	135	3.0	841	20.5	(84.0)	2,019	12.3	2,268	15.8	(11.0)
Income Tax Provision	115	2.6	355	8.7	(67.6)	726	4.4	764	5.3	(4.9)
Income Before Discontinued Operations	20	0.4	485	11.9	(96.0)	1,293	7.9	1,504	10.5	(14.1)
Discontinued Operations	0	0.0	0	0.0	-	0	0.0	0	0.0	-
Consolidated Net income	20	0.4	485	11.9	(96.0)	1,293	7.9	1,504	10.5	(14.1)
Minority Interest	294	6.6	260	6.3	13.0	904	5.5	733	5.1	23.3
Majority Net Income	-274	(6.2)	225	5.5	(221.7)	389	2.4	771	5.4	(49.6)
EBITDA	690	15.5	786	19.2	(12.2)	2,887	17.7	2,415	16.9	19.5
Mexico Core	765	20.9	760	21.1	0.7	2,668	20.3	2,232	18.3	19.5
Frozen	-101	(22.1)	13	4.9	-	136	6.3	117	10.0	15.8
Exports	25	7.8	13	5.9	96.4	83	7.7	66	6.9	26.4

Figures expressed in millions of Mexican pesos

The proportions of COGS, Gross Profit, Operating Income and EBITDA of the segments are calculated accordingly

CONSOLIDATED STATEMENT OF FINANCIAL POSITION	Dec 31 2015	%	Sep 30 2015	%	Change \$	%
TOTAL ASSETS	24,405	100.0	24,997	100.0	-591	(2.4)
Domestic	22,949	94.0	23,535	96.4	-585	(2.5)
USA	1,456	6.0	1,462	6.0	-6	(0.4)
Current Assets	6,198	25.4	6,816	27.3	-617	(9.1)
Cash and Equivalents	1,483	6.1	1,905	7.6	-422	(22.1)
Accounts Receivable	1,433	5.9	1,488	6.0	-55	(3.7)
Other Accounts Receivable	117	0.5	151	0.6	-34	(22.7)
Inventories	2,438	10.0	2,434	9.7	3	0.1
Other Current Assets	728	3.0	838	3.4	-110	(13.1)
Non-Current Assets	18,207	74.6	18,181	72.7	26	0.1
Property, Plant and Equipment, Net	5,205	21.3	4,820	19.3	385	8.0
Investment In Subsidiaries	5,683	23.3	5,620	22.5	64	1.1
Intangible Assets	6,778	27.8	7,220	28.9	-442	(6.1)
Other Assets	541	2.2	522	2.1	19	3.6
TOTAL LIABILITIES	10,498	43.0	10,940	43.8	-442	(4.0)
Domestic	10,452	42.8	10,557	42.2	-105	(1.0)
USA	47	0.2	41	0.2	6	14.6
Current Liabilities	2,630	10.8	2,909	11.6	-279	(9.6)
Accounts Payable	1,254	5.1	1,257	5.0	-4	(0.3)
Short-Term Debt	543	2.2	589	2.4	-46	(7.9)
Other Short-Term Liabilities	834	3.4	1,062	4.2	-229	(21.5)
Long-Term Liabilities	7,868	32.2	8,032	32.1	-163	(2.0)
Long-Term Debt	5,402	22.1	5,604	22.4	-202	(3.6)
Other Liabilities	1,316	5.4	1,229	4.9	88	7.2
Other Long-Term Liabilities w/o Cost	1,150	4.7	1,199	4.8	-49	(4.1)
TOTAL STOCKHOLDERS' EQUITY	13,907	57.0	14,056	56.2	-149	(1.1)
Minority Stockholder's Equity	7,163	29.4	7,116	28.5	47	0.7
Majority Stockholder's Equity	6,744	27.6	6,940	27.8	-196	(2.8)

Figures expressed in millions of Mexican pesos