



GRUPO HERDEZ REPORTS SECOND QUARTER 2017 RESULTS

Highlights from the quarter:

- Net sales increased by 10.0 percent to MXN 4,876 million due to higher prices and volume growth.
- EBIT and EBITDA margins expanded 1.9 and 2.0 percentage points to 14.1 and 16.9 percent, respectively.
- Consolidated net income reached MXN 432 million, 15.9 percent higher than in 2016.

Mexico City, Mexico, July 27, 2017 – Grupo Herdez, S.A.B. de C.V. (“Grupo Herdez” or the “Company”) (MSE: HERDEZ, OTC: GUZBY) today announced results for the second quarter ending June 30, 2017.

“We stay vigilant on current market dynamics and consumer trends. As you can see from our results this quarter the restructuring of Nutrisa and the innovative campaigns we are launching, leveraging our unique know-how and recognition of our brands will enable us to reach the guidance of the year” said Héctor Hernández-Pons Torres, Chairman and Chief Executive Officer.

NET SALES

Net sales in the second quarter increased by 10.0 percent compared to the same quarter last year to MXN 4,876 million. Net sales in the Preserves division grew 9.9 percent mainly due to pricing actions taken in the last twelve months to offset cost of goods sold increases. The Frozen division reached MXN 880 million in sales, 10.9 percent higher than the second quarter of 2016, boosted by same store sales growth of 11 percent in Nutrisa and the solid performance of the Helados Nestlé portfolio. Exports grew 10.0 percent due to volume growth across regions with the canned vegetables, homestyle salsa and peppers categories outperforming.

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 100 percent of its Frozen division, Herdez Del Fuerte -Mexico-, Barilla Mexico and McCormick de Mexico in its financial statements. The proportional stake of Herdez Del Fuerte in MegaMex is registered in Equity Investment in Associates.

Net sales by channel showed double-digit growth in convenience, food service and wholesalers. By category, the canned tuna, homestyle salsa, pasta and tea categories surpassed average growth of the portfolio boosted by pricing increases, new advertising campaigns and innovation initiatives.

On a cumulative basis, consolidated net sales rose 10.6 percent to MXN 9,684 million, primarily driven by solid performance in the Preserves and Frozen divisions.

NET SALES	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated	4,876	4,431	10.0	9,684	8,759	10.6
Preserves	3,736	3,401	9.9	7,626	6,931	10.0
Frozen	880	793	10.9	1,528	1,339	14.1
Exports	259	236	10.0	530	488	8.6

Figures in million MXN

GROSS PROFIT

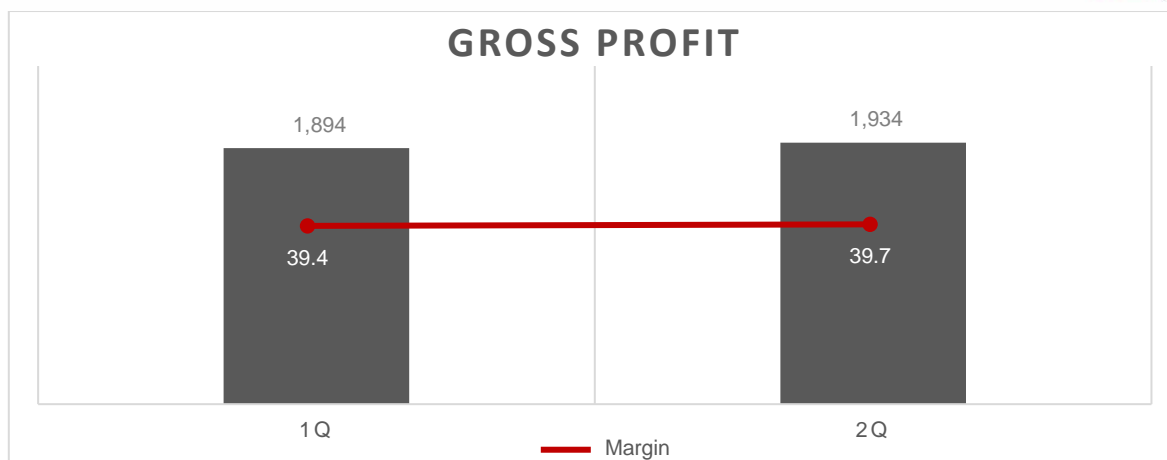
Consolidated gross margin in the quarter reached 39.7 percent, or a 10 basis points increase when compared to the same period in 2016. The above is mainly the result of pricing actions taken during the last twelve months that have offset cost of goods sold.

On a cumulative basis, the margin reached 39.5 percent, a 1.0 percentage point increase when compared to the same period last year.

GROSS PROFIT	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated	1,934	1,757	10.1	3,827	3,373	13.5
Preserves	1,357	1,234	9.9	2,806	2,468	13.7
Frozen	542	495	9.5	946	848	11.5
Exports	35	27	26.8	75	57	32.8

Figures in million MXN

GROSS MARGIN	2Q17	2Q16	pp Chg	1H17	1H16	pp Chg
Consolidated	39.7	39.6	0.1	39.5	38.5	1.0
Preserves	36.3	36.3	0.0	36.8	35.6	1.2
Frozen	61.6	62.4	(0.8)	61.9	63.3	(1.4)
Exports	13.3	11.6	1.7	14.2	11.6	2.6



SALES, GENERAL AND ADMINISTRATIVE EXPENSES (SG&A)

Consolidated SG&A relative to net sales reached 25.9 percent in the quarter, compared to 27.8 percent in the same quarter last year. This margin difference resulted from a significant 14.3 percentage point decline in Nutrisa as a result of the restructuring process that began in the second half of 2016. In the Preserves division, SG&A relative to sales remained unchanged benefiting from a solid top line growth and a stable cost structure.

For the first six months of the year, SG&A represented 25.8 percent of net sales, a 1.1 percentage point improvement from the same period of last year.

EARNINGS BEFORE INTEREST AND TAXES (EBIT)

EBIT in the quarter totaled MXN 687 million, with a margin of 14.1 percent, or 1.9 percentage points higher than the same period in 2016. The increase in EBIT was primarily due to a solid top line performance and a lower SG&A in the Frozen division.

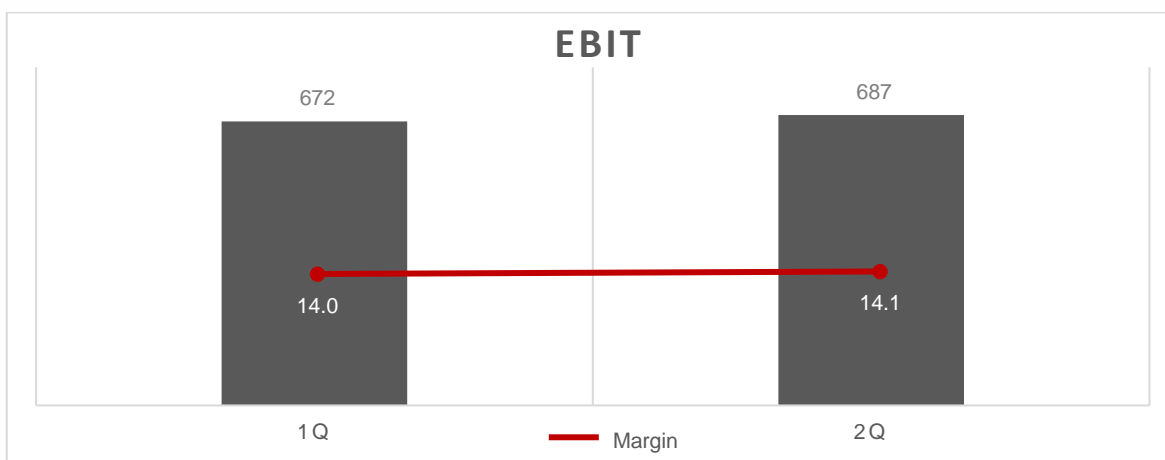
In the Preserves division, EBIT grew 12.1 percent with a margin of 15.2 percent. In the Frozen segment, the EBIT margin grew 8.5 percentage points as a result of a solid top line performance together with an aggressive SG&A reduction in Nutrisa.

For the first half of the year, EBIT totaled MXN 1,358 million or a 30.5 percent growth when compared to the same period last year, with an EBIT margin expansion of 2.1 percentage points to 14.0 percent.

EBIT	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated	687	539	27.4	1,358	1,041	30.5
Preserves	566	505	12.1	1,232	1,031	19.5
Frozen	101	24	N.A.	80	(11)	N.A.
Exports	19	10	87.2	46	21	123.4

Figures in million MXN

EBIT MARGIN (%)	2Q17	2Q16	pp Chg	1H17	1H16	pp Chg
Consolidated	14.1	12.2	1.9	14.0	11.9	2.1
Preserves	15.2	14.9	0.3	16.2	14.9	1.3
Frozen	11.5	3.0	8.5	5.3	(0.8)	6.1
Exports	7.3	4.3	3.0	8.7	4.2	4.5



COMPREHENSIVE FINANCING RESULT

Net financing cost totaled MXN 182 million, due to an exchange loss of MXN 31 million compared to a MXN 17 million gain registered in the same period of last year. In addition, in the quarter interest expenses registered an increase of MXN 40 million, where MXN 14 million relate to the restructuring of the debt profile that happened during the quarter.

EQUITY INVESTMENT IN ASSOCIATES

Equity investment in associates totaled MXN 152 million, 4.1 percent higher than the same period of last year, since MegaMex's profitability was affected by historically high avocado prices.

EQUITY INVESTMENT IN ASSOCIATES	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated	152	146	4.1	377	296	27.4
MegaMex	138	138	0.0	349	282	23.8
Others	14	8	75.0	28	14	100.0

Figures in million MXN

MegaMex Consolidated Results (100%)

Net sales in the quarter increased by 19.4 percent compared to the same quarter last year to MXN 2,997 million driven by Wholly Guacamole and Herdez salsas performance.

Gross margin reached 28.2 percent, 5.3 percentage points lower than the same period of last year, as a result of higher avocado prices. EBIT margin only decreased by 3.5 percent benefited from expense control initiatives. EBITDA margin in the second quarter reached 12.4 percent, 4.4 percentage points lower than in the second quarter of 2016.

MEGAMEX	Income Statement									
	2Q17	%	2Q16	%	% Change	1H17	%	1H16	%	% Change
Net Sales	2,997	100.0	2,509	100.0	19.4	6,130	100.0	5,082	100.0	20.6
Gross Profit	846	28.2	841	33.5	0.6	1,992	32.5	1,771	34.8	12.5
EBIT	281	9.4	324	12.9	-13.3	790	12.9	715	14.1	10.5
EBITDA	373	12.4	422	16.8	-11.6	986	16.1	914	18.0	7.9
Net Income	274	9.1	277	11.0	-1.1	697	11.4	565	11.1	23.4

Figures in million MXN

NET INCOME

Consolidated net income totaled MXN 432 million, a 15.9 percent growth compared to the second quarter of last year, with a margin of 8.9 percent which represented an expansion of 50 basis points.

Majority net income totaled MXN 220 million in the quarter, 24.8 percent higher than in the same period of last year. Majority net income margin reached 4.5 percent or 50 basis points higher when compared to the same period in 2016.

NET INCOME	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated Net Income	432	373	15.9	963	734	31.3
Consolidated Net Mg (%)	8.9	8.4	0.5 pp	9.9	8.4	1.5 pp
Minority Interest	212	197	7.9	485	394	23.0
Majority Net Income	220	176	24.8	479	339	41.0
Majority Net Mg (%)	4.5	4.0	0.5 pp	4.9	3.9	1.0 pp

Figures in million MXN

EARNINGS BEFORE INTEREST, TAXES, DEPRECIATION, AMORTIZATION AND OTHER NON-CASH CHARGES (EBITDA)

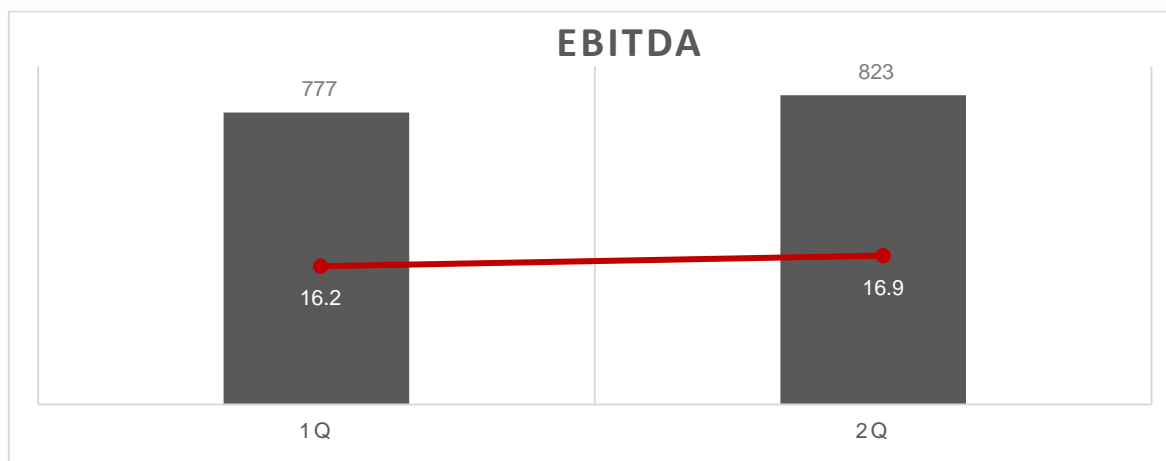
EBITDA totaled MXN 823 million in the quarter, a 24.3 percent increase compared to the same period in 2016. This was mainly attributable to the 9.3 percentage points expansion in the Frozen margin.

On a cumulative basis, EBITDA totaled MXN 1,600 million, a 26.4 percent growth with a margin of 16.5 percent.

EBITDA	2Q17	2Q16	% Change	1H17	1H16	% Change
Consolidated	823	662	24.3	1,600	1,265	26.4
Preserves	641	578	10.9	1,364	1,159	17.7
Frozen	155	66	133.4	176	72	142.7
Exports	27	18	51.4	60	34	77.2

Figures in million MXN

EBITDA MARGIN (%)	2Q17	2Q16	pp Chg	1H17	1H16	pp Chg
Consolidated	16.9	14.9	2.0	16.5	14.4	2.1
Preserves	17.2	17.0	0.2	17.9	16.7	1.2
Frozen	17.6	8.3	9.3	11.5	5.4	6.1
Exports	10.5	7.6	2.9	11.3	6.9	4.4



CAPITAL EXPENDITURES (CAPEX)

Net CAPEX in the quarter totaled MXN 100 million, and were mainly allocated to the expansion of the salsa line in San Luis Potosí that started operations during the quarter, the purchase of new freezers and trucks for Helados Nestlé.

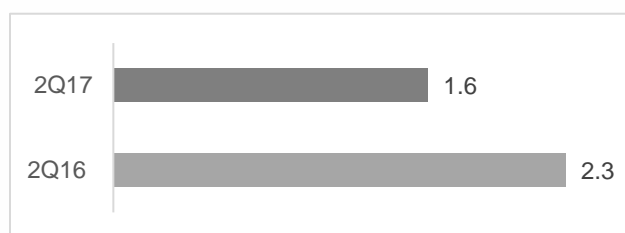
FINANCIAL STRUCTURE

As of June 30, 2017, consolidated cash totaled MXN 1,862 million and interest-bearing liabilities reached MXN 6,911 million.

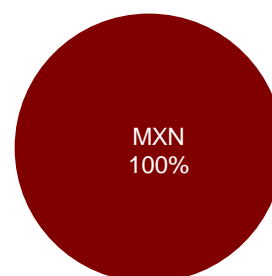
It is important to mention that during the quarter, Herdez Del Fuerte capitalized its corporate debt, and consequently Grupo Herdez will no longer consolidate this liability in its financials.

Consolidated net debt to EBITDA reached 1.6 times, while net debt to consolidated stockholder's equity reached 0.34 times.

NET DEBT / EBITDA



CURRENCY MIX



RECENT EVENTS

On May 30, the Company issued MXN 3 billion in long-term bonds with maturities of 5 and 10 years (Certificados Bursátiles) in the Mexican Securities Market. The transaction was 3.6 times oversubscribed and was allocated among a diversified investor base.

The proceeds were used to paydown USD 70 million of a bank loan due in 2021 and to pre-pay the HERDEZ13-2 bond due in 2018. In addition, the Company prepaid in July 2017 MXN 300 million of a bank loan due with due dates in 2017, 2018 and 2019.

The remaining proceeds will be used to paydown the HERDEZ10 bond in September 2017.

2Q 2017 EARNINGS CONFERENCE CALL INFORMATION

Date: Friday, July 28, 2017

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

To participate, please dial:

- Toll-Free U.S. and Canada: +1 (888) 539 3686
- Toll International: +1 (719) 325 2473
- Conference ID#: 6587841

To access the call online, follow the link at <http://grupoherdez.mx/investors/?lang=en> or go directly to <http://public.viaavid.com/index.php?id=125052>



If you are unable to participate live, a replay of the conference call will be available from July 28 through August 11, 2017. To access the replay, please dial domestic U.S. and Canada +1 (844) 512 2921, or from other countries +1 (412) 317 6671; conference ID: 6587841.

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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 Kikkoman®, Ocean Spray® and Reynolds®. Grupo Herdez has 16 plants, 22 distribution centers, 7 tuna vessels, 478 Nutrisa stores and a workforce of more than 9,100 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 <http://www.grupoherdez.com.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.

INCOME STATEMENT	Second Quarter					As of June 30				
	2017	%	2016	%	% Chg	2017	%	2016	%	% Chg
Net Sales	4,876	100.0	4,431	100.0	10.0	9,684	100.0	8,759	100.0	10.6
Preserves	3,736	100.0	3,401	100.0	9.9	7,626	100.0	6,931	100.0	10.0
Frozen	880	100.0	793	100.0	10.9	1,528	100.0	1,339	100.0	14.1
Exports	259	100.0	236	100.0	10.0	530	100.0	488	100.0	8.6
Cost of Goods Sold	2,942	60.3	2,674	60.4	10.0	5,857	60.5	5,385	61.5	8.8
Preserves	2,380	63.7	2,167	63.7	9.8	4,820	63.2	4,462	64.4	8.0
Frozen	338	38.4	298	37.6	13.2	582	38.1	491	36.7	18.4
Exports	225	86.7	209	88.4	7.8	455	85.8	432	88.4	5.4
Gross Profit	1,934	39.7	1,757	39.6	10.1	3,827	39.5	3,373	38.5	13.5
Preserves	1,357	36.3	1,234	36.3	9.9	2,806	36.8	2,468	35.6	13.7
Frozen	542	61.6	495	62.4	9.5	946	61.9	848	63.3	11.5
Exports	35	13.3	27	11.6	26.8	75	14.2	57	11.6	32.8
Operating Expenses	1,265	25.9	1,232	27.8	2.7	2,502	25.8	2,355	26.9	6.2
Preserves	801	21.4	753	22.1	6.4	1,594	20.9	1,471	21.2	8.4
Frozen	448	51.0	462	58.3	(3.0)	879	57.5	848	63.3	3.6
Exports	16	6.0	17	7.3	(8.8)	29	5.5	36	7.4	(19.3)
EBIT before Other Income and Expenses	669	13.7	524	11.8	27.5	1,325	13.7	1,018	11.6	30.2
Preserves	556	14.9	482	14.2	15.4	1,211	15.9	997	14.4	21.5
Frozen	94	10.7	33	4.1	186.3	68	4.4	0	0.0	N.A.
Exports	19	7.3	10	4.3	87.2	46	8.7	21	4.2	123.4
Other Income/Expenses, Net	(18)	(0.4)	-15	(0.3)	(24.6)	(33)	(0.3)	(23)	(0.3)	(44.3)
EBIT	687	14.1	539	12.2	27.4	1,358	14.0	1,041	11.9	30.5
Preserves	566	15.2	505	14.9	12.1	1,232	16.2	1,031	14.9	19.5
Frozen	101	11.5	24	3.0	N.A.	80	5.3	-11	(0.8)	N.A.
Exports	19	7.3	10	4.3	87.2	46	8.7	21	4.2	123.4
Comprehensive Financing Result	(182)	(3.7)	(94)	(2.1)	93.6	-300	(2.7)	-218	(2.5)	(37.6)
Interest Earned and (Paid), Net	(151)	(3.1)	(111)	(2.5)	36.0	-263	(2.7)	-209	(2.4)	(25.8)
Exchange (Loss) Gain	(31)	(0.6)	17	0.4	N.A.	-37	(0.4)	-9	(0.1)	N.A.
Equity Investment in Associates	152	3.1	146	3.3	4.1	377	3.9	296	3.4	27.4
MegaMex	138	2.8	138	3.1	0.0	349	3.6	282	3.2	23.8
Others	14	0.3	8	0.2	75.0	28	0.3	14	0.2	100.0
Income Before Income Taxes	656	13.5	590	13.3	11.2	1,435	14.8	1,118	12.8	28.4
Income Tax Provision	224	4.6	217	4.9	3.1	472	4.9	384	4.4	22.8
Consolidated Net income	432	8.9	373	8.4	15.9	963	9.9	734	8.4	31.3
Minority Interest	212	4.4	197	4.4	7.9	485	5.0	394	4.5	23.0
Majority Net Income	220	4.5	176	4.0	24.8	479	4.9	339	3.9	41.0
EBITDA	823	16.9	662	14.9	24.3	1,600	16.5	1,265	14.4	26.4
Preserves	641	17.2	578	17.0	10.9	1,364	17.9	1,159	16.7	17.7
Frozen	155	17.6	66	8.3	133.4	176	11.5	72	5.4	142.7
Exports	27	10.5	18	7.6	51.4	60	11.3	34	6.9	77.2

Figures expressed in millions of Mexican pesos

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

STATEMENT OF FINANCIAL POSITION	Jun 30 2017	%	March 31 2017	%	Change \$	%
TOTAL ASSETS	27,132	100.0	26,166	100.0	966	3.7
Domestic	25,670	94.6	24,672	90.9	998	4.0
USA	1,462	5.4	1,494	5.5	-32	(2.2)
Current Assets	8,056	29.7	6,842	26.1	1,214	17.7
Cash and Equivalents	1,862	6.9	832	3.2	1,030	123.8
Accounts Receivable	2,057	7.6	2,083	8.0	-26	(1.2)
Other Accounts Receivable	895	3.3	819	3.1	76	9.3
Inventories	3,089	11.4	2,902	11.1	187	6.4
Other Current Assets	153	0.6	206	0.8	-53	(25.7)
Non-Current Assets	19,077	70.3	19,324	73.9	-247	(1.3)
Property, Plant and Equipment, Net	5,634	20.8	5,644	21.6	-10	(0.2)
Investment In Subsidiaries	6,005	22.1	6,189	23.7	-184	(3.0)
Intangible Assets	6,789	25.0	6,823	26.1	-34	(0.5)
Other Assets	649	2.4	668	2.6	-19	(2.8)
TOTAL LIABILITIES	11,274	41.6	11,388	43.5	-114	(1.0)
Domestic	10,860	40.0	10,742	41.1	118	1.1
USA	413	1.5	645	2.5	-232	(36.0)
Current Liabilities	4,024	14.8	3,926	15.0	98	2.5
Accounts Payable	1,672	6.2	1,450	5.5	222	15.3
Short-Term Debt	900	3.3	1,150	4.4	-250	(21.7)
Other Short-Term Liabilities	1,452	5.4	1,326	5.1	126	9.5
Long-Term Liabilities	7,250	26.7	7,462	28.5	-212	(2.8)
Long-Term Debt	5,980	22.0	4,910	18.8	1,070	21.8
Other Liabilities	31	0.1	1,322	5.1	-1,291	(97.7)
Other Long-Term Liabilities w/o Cost	1,239	4.6	1,230	4.7	9	0.7
TOTAL STOCKHOLDERS' EQUITY	15,859	58.5	14,779	56.5	1,080	7.3
Minority Stockholder's Equity	8,732	32.2	7,342	28.1	1,390	18.9
Majority Stockholder's Equity	7,127	26.3	7,437	28.4	-310	(4.2)

Figures expressed in millions of Mexican pesos