



Third Quarter 2017 Earnings Conference Call

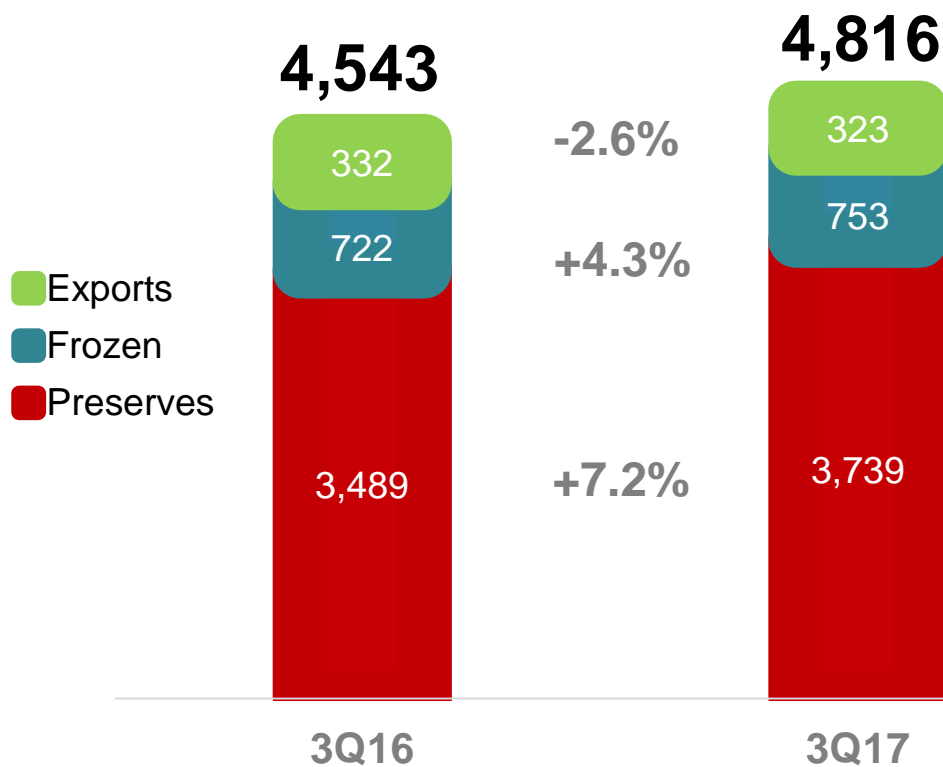
October 27th, 2017

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 it’s 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.

Net Sales Performance

+6.0%



**Net Sales
MXN 4,816
million**



Preserves Commercial Initiatives



Diversifying
consumption
occasions

Strengthening
our consumer
base



Frozen segment

3Q17 performance

+4.3%
Net sales

 **+12%**
Same Store Sales



Tough comps

 **+10%**
Traffic

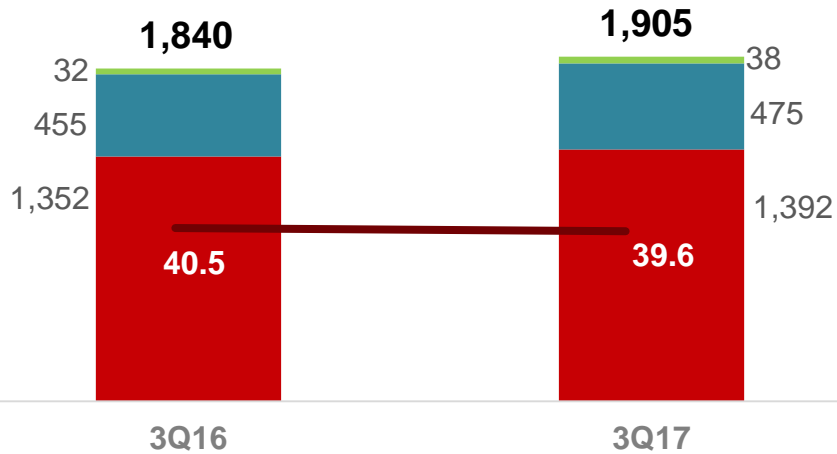


Adverse weather conditions

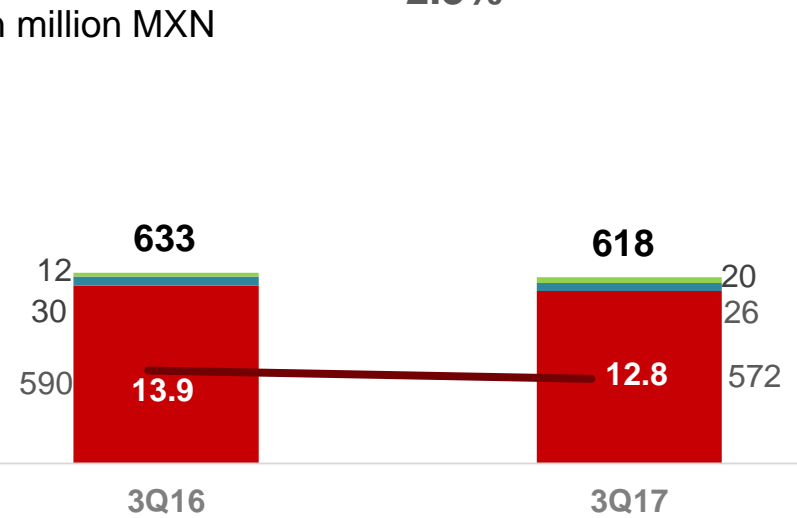
3Q17 Results in million MXN

— Margin

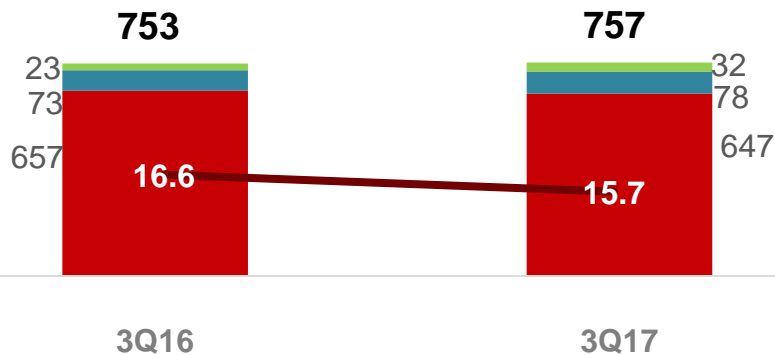
Gross Profit
+3.5%



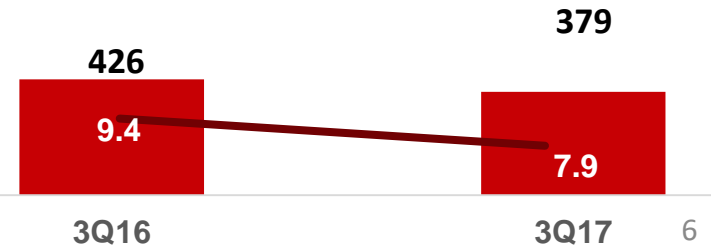
EBIT
-2.3%



EBITDA
+0.6%



Consolidated Net Income
-10.9%



Building financial flexibility

Cash Flow
MXN 489
million

Net Debt/ EBITDA





¡GELATO LIMA!
HECHO CON YOGURT NATURAL

Disfrútalo

COME BIEN. Sujeto a disponibilidad en tienda.
Vigencia del 03 de julio al 03 de septiembre del 2017.

NUEVOS

SUPERFOODS

NUTRISA



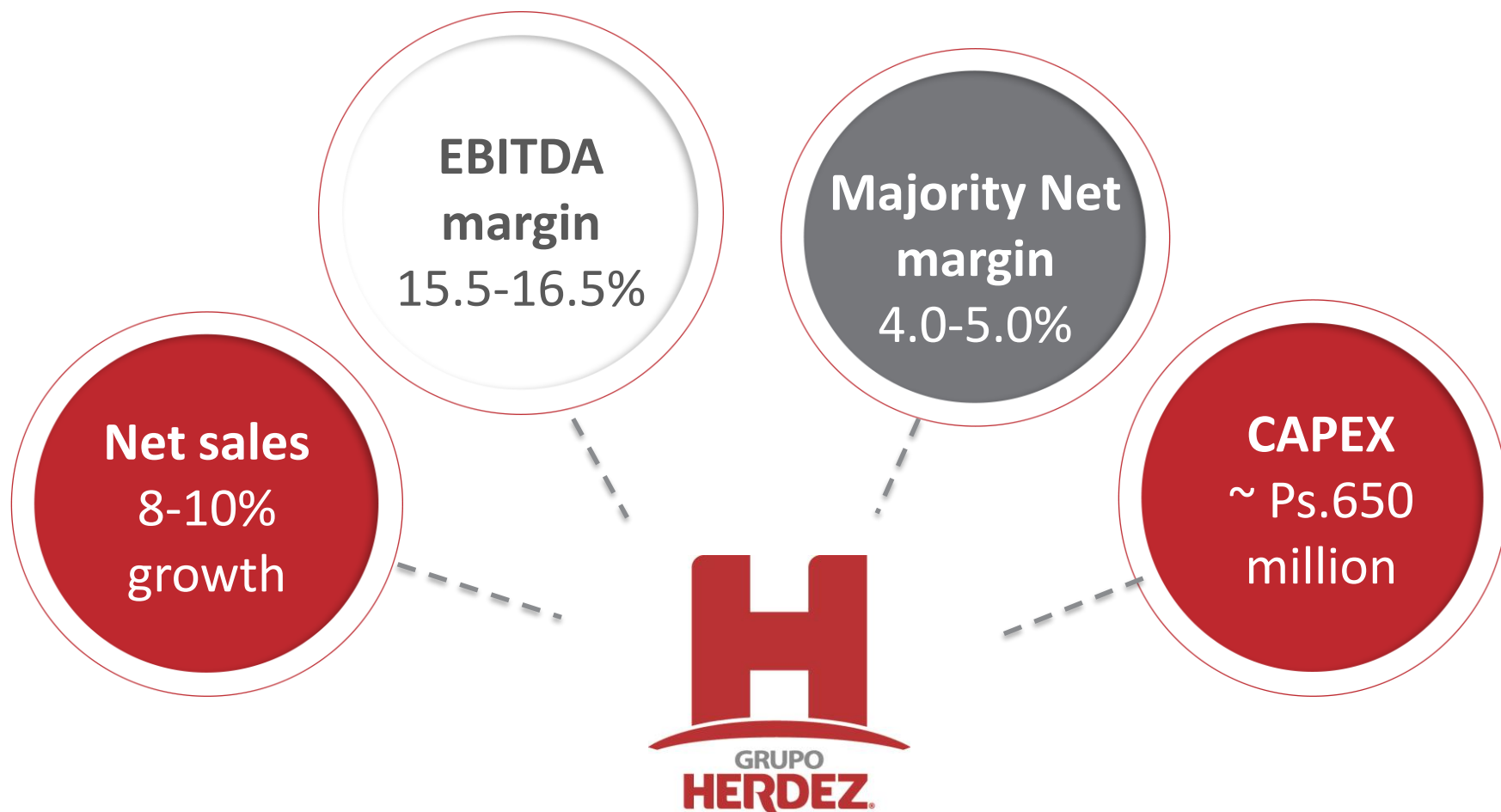
Productos Naturales

COME BIEN.
Sujeto a disponibilidad en tienda. Hasta agotar existencias.



**HOY PUEDES
VER MEMES
TODO EL DIA.
TU DALE.**

2017 Guidance



2018 Outlook





Q&A