



Grupo Bimbo's Day

June 4, 2008





Alberto Díaz

OLA President





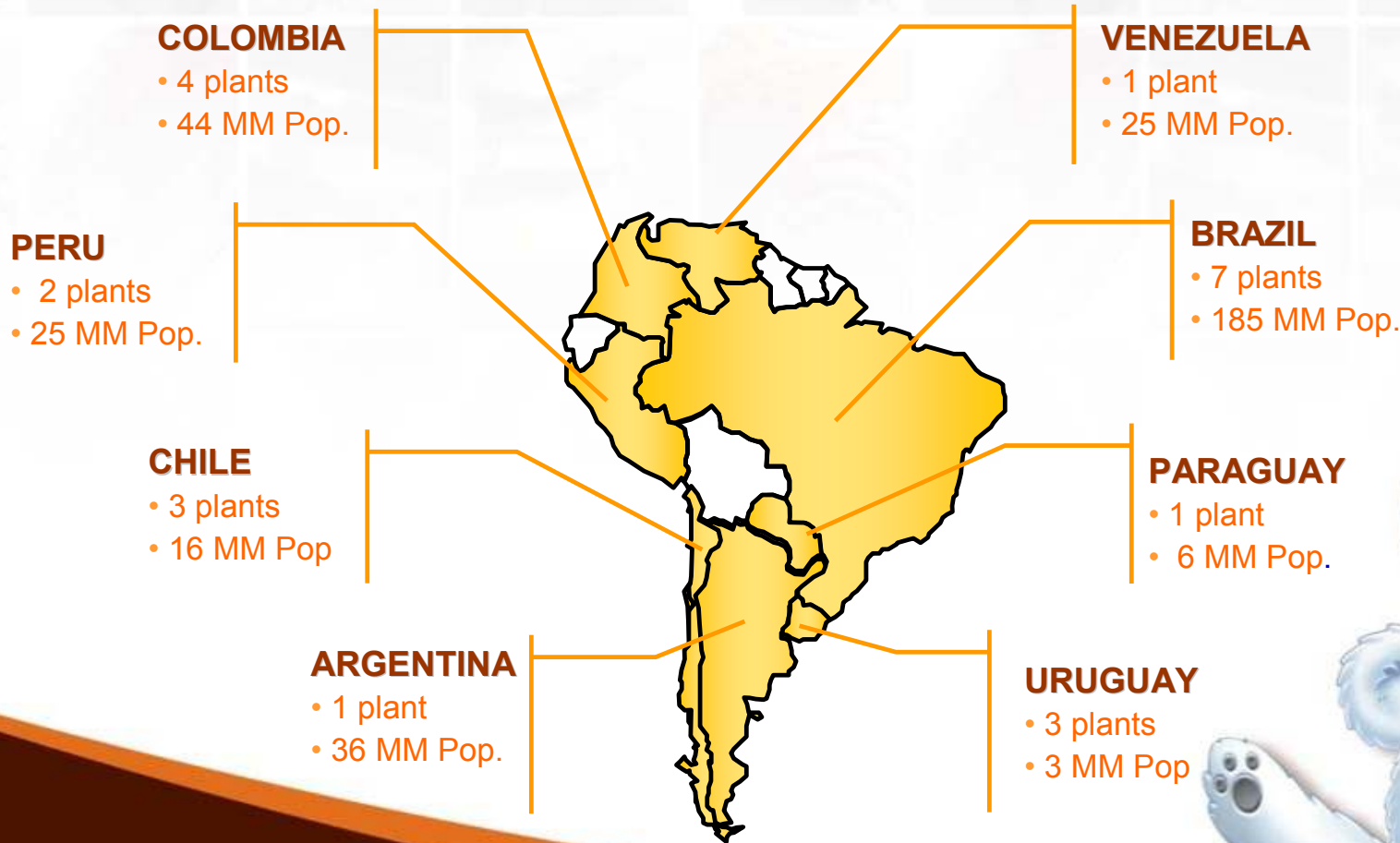
Overview OLA's Current Markets



14 Countries



Overview Markets under Direction from our Office in Argentina

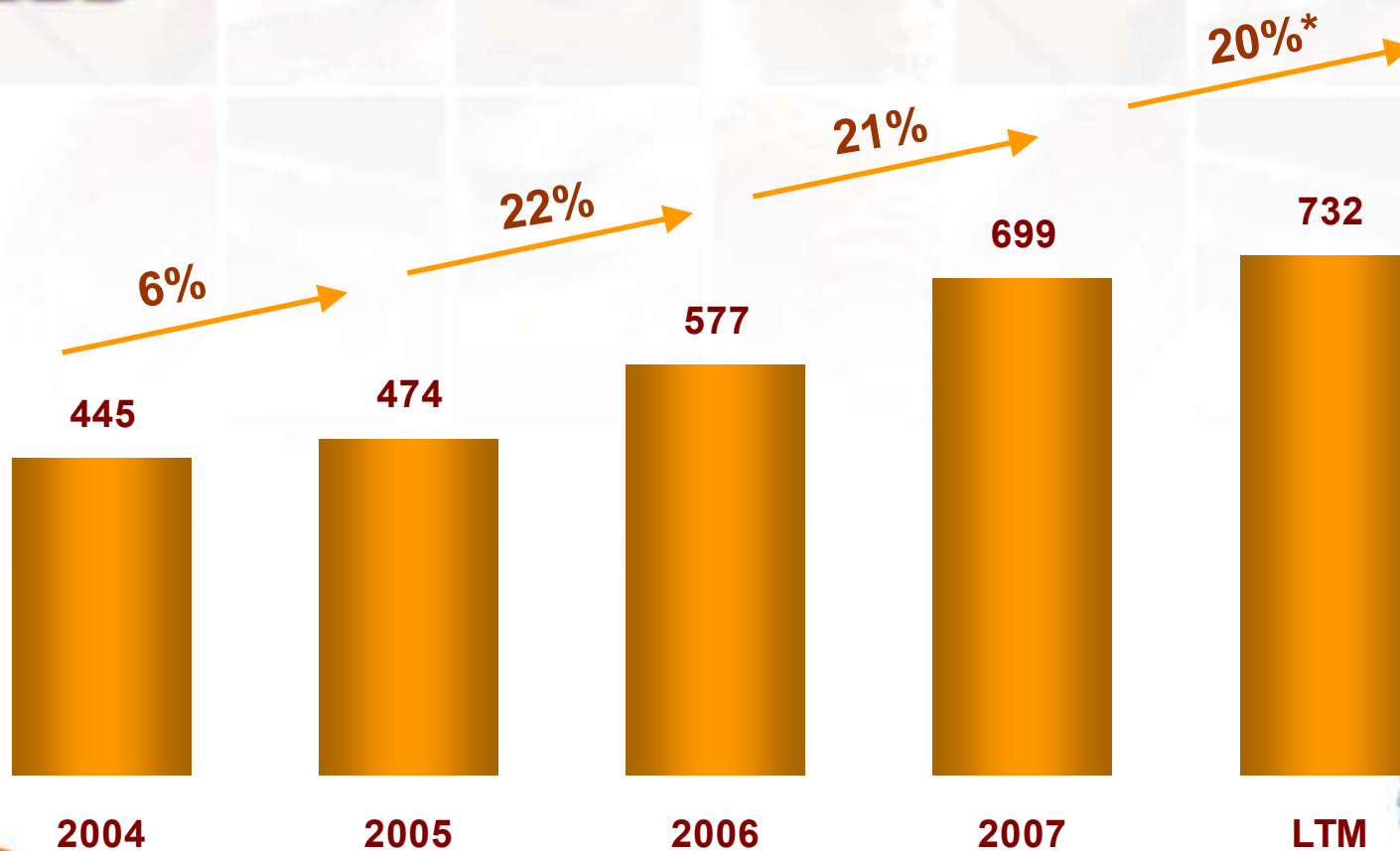


PLANTS: 22
ASSOCIATES: 12,600





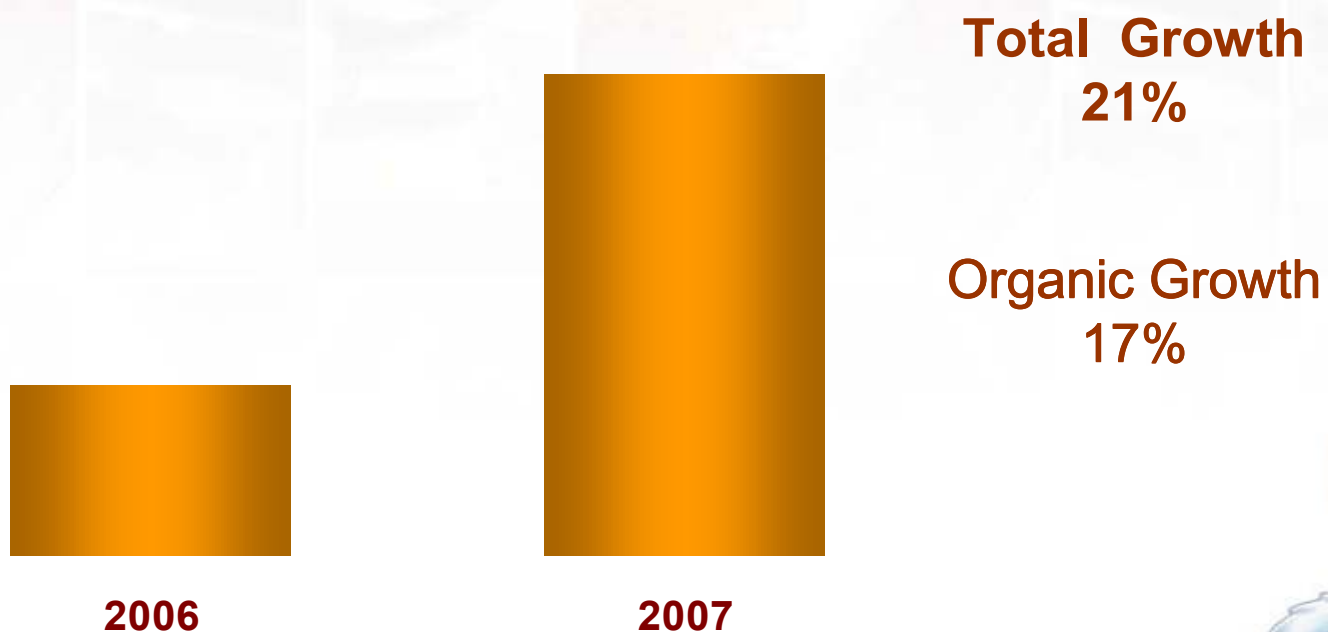
Results Net Sales



LTM as of Q1 2008
* Increase vs. LTM Q1 2007



Results Growth Rates 2007



Total Growth
21%

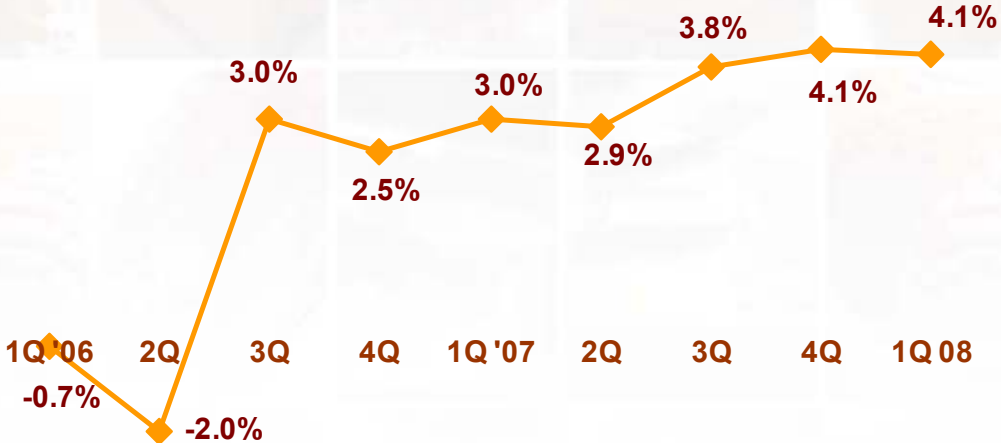
Organic Growth
17%



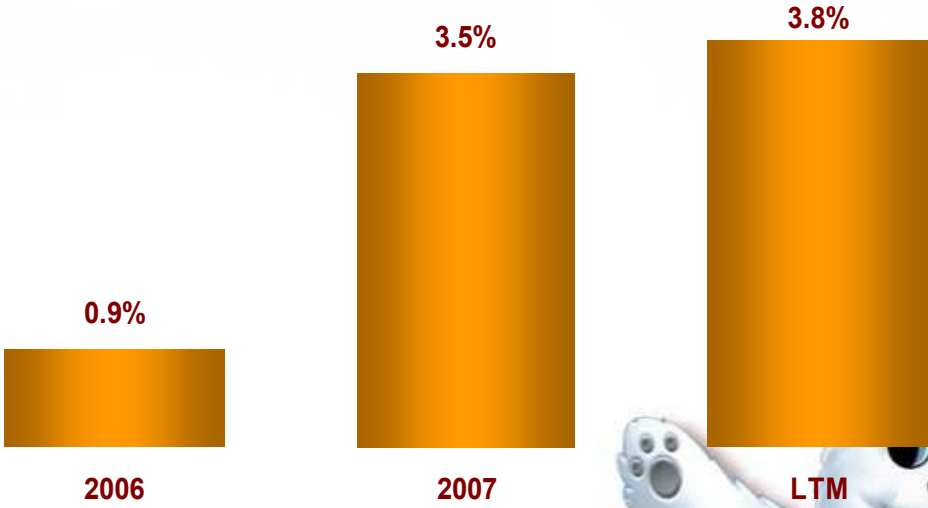


Results Operating Margin

Quarterly

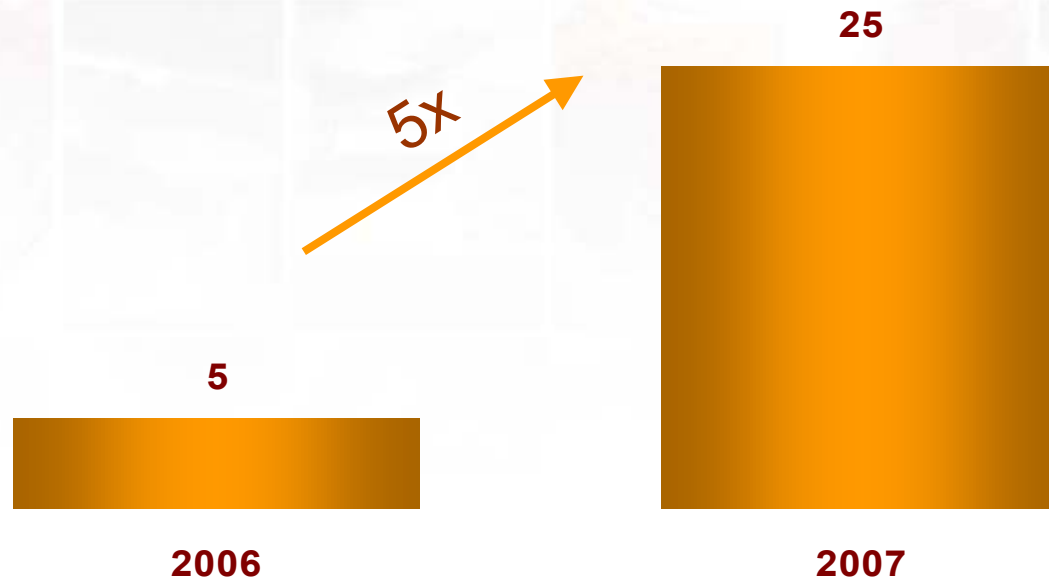


Annually





Results Operating Profit



- FY 07 profits rose five fold

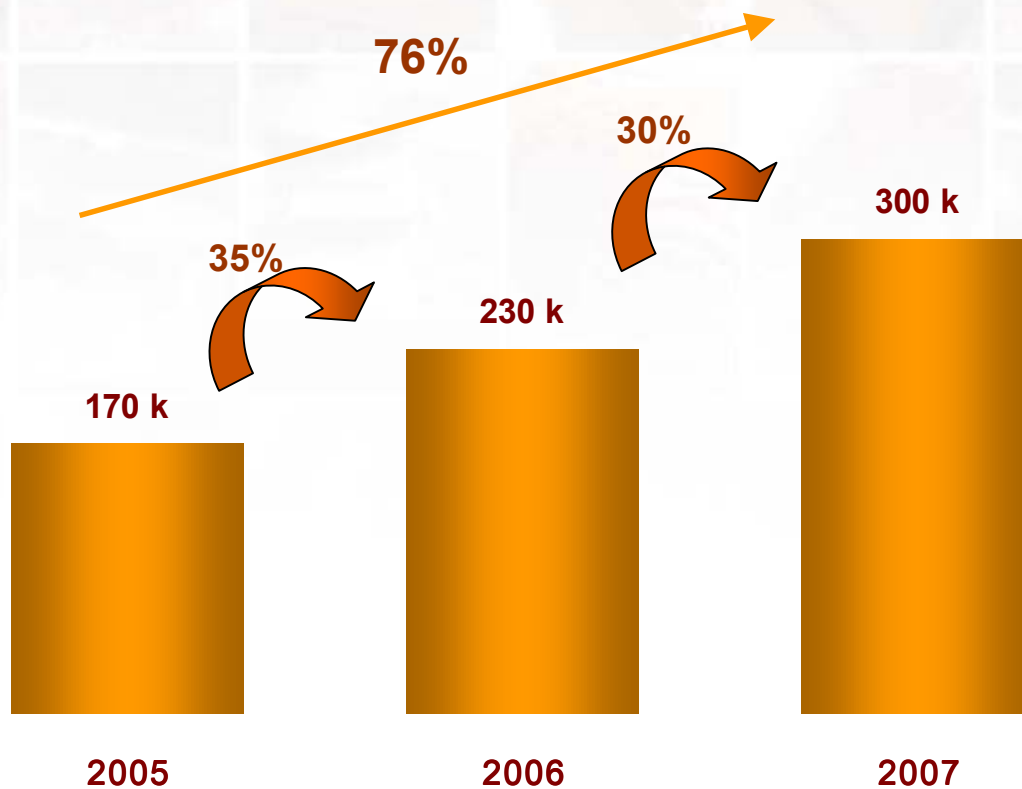
Figures in millions of USD





Key Drivers 2008

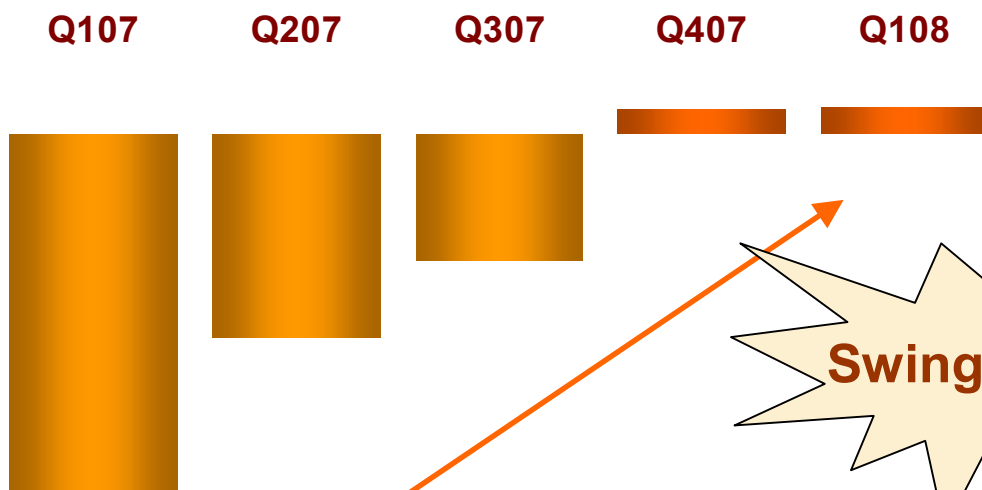
Client Base Growth





Key Drivers 2008 Argentina's breakeven

Operating Margin (%)

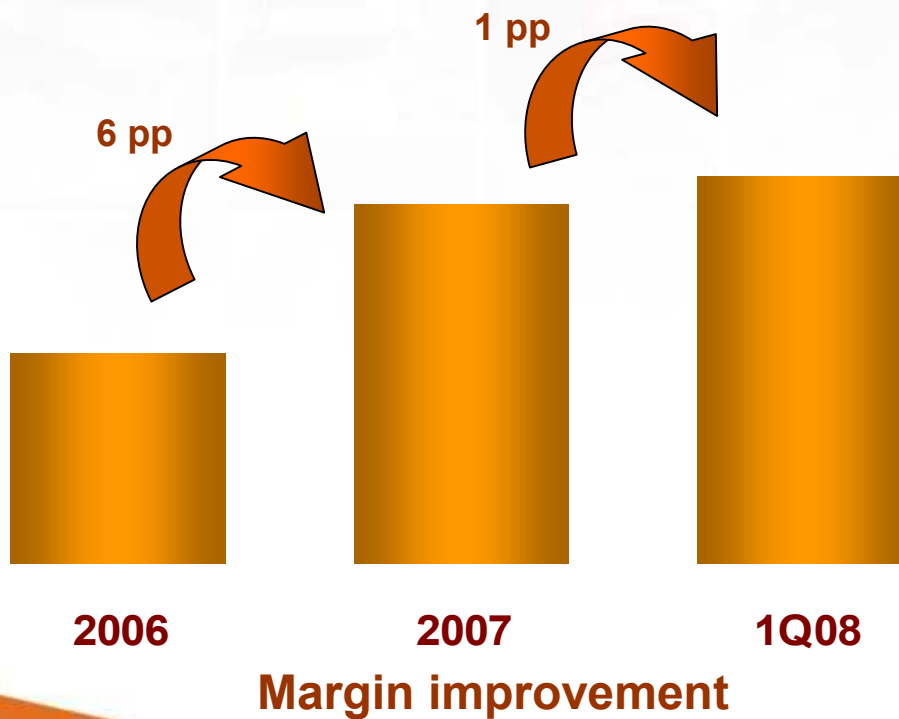




Key Drivers 2008

Solid Profits in Venezuela

**EBITDA margin
above 12%**





Key Drivers 2008

Intense Acquisition Activity

Acquisitions last 30 months - South America

Country	# acquisitions
Colombia	2
Uruguay	4
Brazil	3
Chile	1
Peru	1
Paraguay	1





Key Drivers 2008

Intense Acquisition Activity

 Colombia



2005

 Colombia



Uruguay



2006

 Uruguay



Chile



Paraguay



2007

Peru



 Brazil



Uruguay



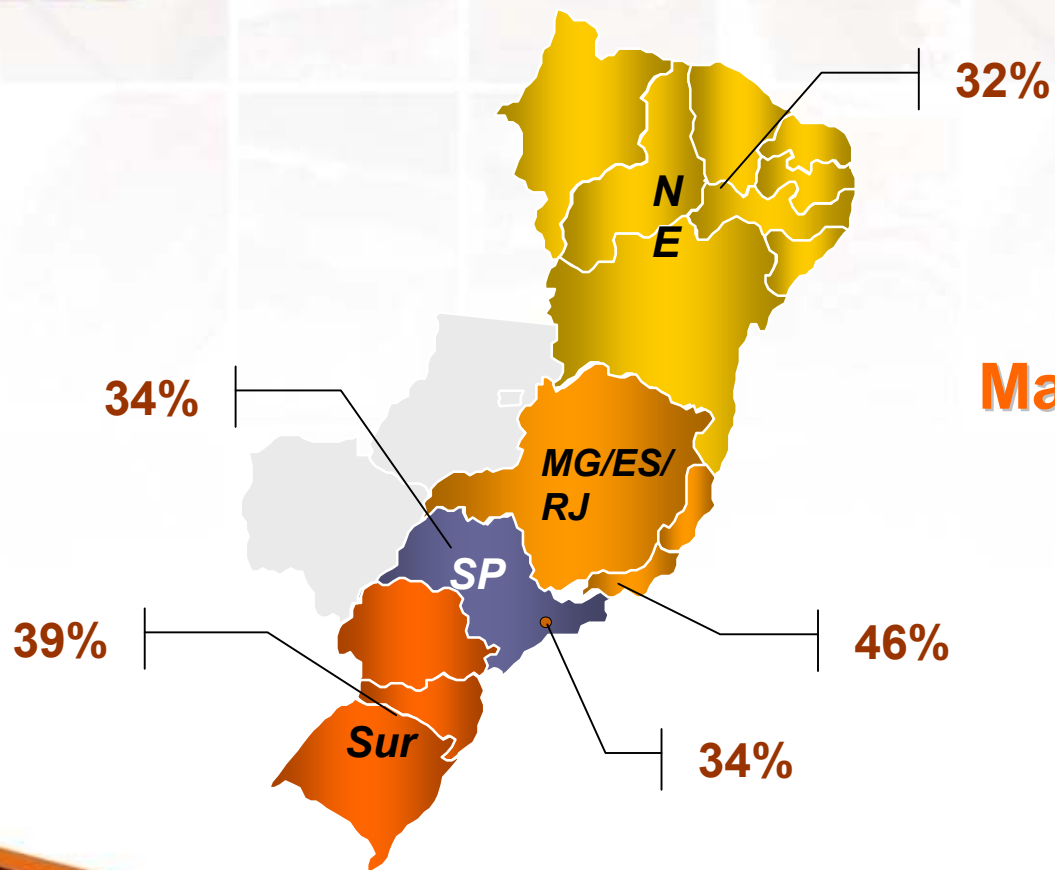
2008





Key Drivers 2008

Brazil Growth / Scale



Country
Market Share 33%





Latin America's Outlook

KEY OBJECTIVE

Profitable growth with
sales above US\$ 1 Billion by 2010





Strategy

- Growth engines
 - Customer base
 - New products innovation
 - Mergers & Acquisitions
- Improve margins
 - Productivity: plants and routes
 - Revenue management
- Turnaround Brazil 2008





Growth Engines

- Increase customer base (+24%)
- New products innovation
 - Promote health & nutrition
 - Diversification geared to snacks
- Mergers
 - Brazil: Nutrella – Laura – Firenze
 - Uruguay: Plucky
- Acquisitions
 - Fargo in Argentina





Improve margins

- Increase manufacturing productivity
 - Kaizen
 - Replicate top practices
- Increase routes productivity
 - Fine tune current distribution network
 - Test new IT systems
 - Optimize product portfolio
- Revenue management





Turnaround Brazil

- Leverage acquisitions
- Promote high-value bread lines
- Improve supermarket business
- Expand IO's
- Returns improvement



A sunset over a body of water with a reflection of the sun. The sky is a gradient of orange, yellow, and blue, and the water is dark with a bright reflection of the sun in the center.

Latin America

A Rising Opportunity



This presentation contains certain statements that are neither reported financial results nor other historical information. These estimates are forward-looking statements within the meaning of the safe-harbor provisions of the Mexican securities laws. These forward-looking estimates are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond the Grupo Bimbo's ability to control or estimate precisely, such as future market conditions, the behavior of other market participants and the actions of governmental regulators. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Grupo Bimbo does not undertake any obligation to publicly release any revisions to these forward-looking estimates to reflect events or circumstances after the date of this presentation.

