



To nourish, delight and serve our world

Alimentar, deleitar y servir a nuestro mundo

Alimentar, deliciar e servir a nosso mundo

哺育,愉悦和服务我们的世界

Empresa altamente productiva y plenamente humana

December 2011











Grupo Bimbo- Company Overview Leading Bakery Company in the World

- Leader Bakery in the world in terms of sales with presence in 19 countries
- International investment grade
 - Baa2/BBB/BBB (Moody's/Fitch/S&P)
- Market Capitalization of \$9.8 billion¹ with 4,703.2 million shares outstanding

| | | _ | | |
|-----|--------|---------|-------|------|
| Daa | ا ما ۱ | \cap | Asset | Daga |
| BAS | | 2261. 1 | ASSEL | Base |
| | | | | |

Top-notch distribution and manufacturing capabilities:

- 155 plants
- 50,000+ distribution routes
 - 1,600+ distribution centers
 - 36,000+ vehicles
 - 2.0 million points of sale

| Key Financial Figures LTM 3Q11 ² | | | | | |
|---|--------------|-------|--|--|--|
| Assets | US\$8,637mm | | | | |
| Revenues | US\$10,093mm | | | | |
| EBITDA | US\$1,201mm | 11.9% | | | |
| Net Income | US\$470mm | 4.7% | | | |

Unparallel Market Presence

Grupo Bimbo has 150+ best known consumer brands and 7,000+ products:

























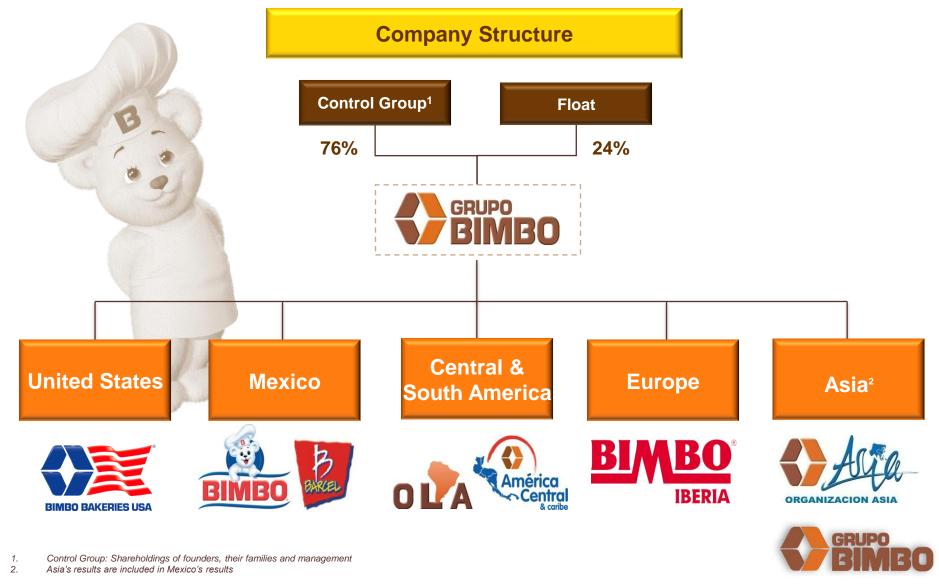






 Categories: packaged bread, sweet baked goods, muffins, buns, confectionary, salty snacks, wheat tortillas and tostadas

Grupo Bimbo- Company Overview Company Structure



Grupo Bimbo Today Best in Class Asset Base





- 155 plants
- 50,000+ routes
- 128,000+ associates
- 2 million POS



- 41 plants
- 29,000+ routes
- 75,000+ associates
- 1,400,000+ POS



- 7 plants
- 800+ routes
- 2,000+ associates
- 48,000+ POS



- 75 plants
- 13,000+ routes
- 27,000+ associates
- 87,000+ POS



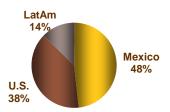
- 30 plants
- 7,000+ routes
- 22,000+ associates
- 517.000+ POS



- 2 plants
- 700+ routes
- 1,500+ associates
- 8,400 POS



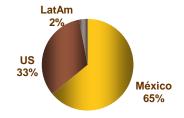




Current Mix as of September 30th, 2011

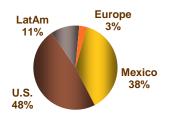


EBITDA Mix(US\$1.2Bn)¹



Pro forma Revenue Mix (US\$12.7Bn)²





Post acquisitions mix (pro forma)

Pro Forma EBITDA Mix (US\$1.5Bn)²





Pro forma includes LTM figures as of July 2, 2011 for Sara Lee "NAFB" and Sara Lee Spain & Portugal Fresh Bakery Business and LTM figures as of June 30, 2011 for Fargo; synergies of US\$150mm expected by 2014 from Sara Lee NAFB are included for EBITDA figures

Grupo Bimbo's Growth Path Key Milestones



Successful growth story through a combination of organic growth, strategic acquisitions and a conservative financial policy

Argentina: leading regional baker

USA: strengthen national position

Spain and Portugal: reunites Bimbo brand globally

2011

Grupo Bimbo acquired Weston Foods, Inc., becoming the largest baked goods company in the United States

Acquisition of George Weston's Western bakery assets















00s



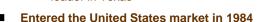
leader in Texas



EL GLOBO

plusvita





Acquisition of

Wonder brand acquisition in Mexico



Barcel starts in the salty snacks category



70s

Ricolino starts in the chocolate and candy business

1945



60s

Marinela starts in the sweet baked goods business

50s

Mexico has been the driving force behind Grupo Bimbo s growth path

1 plant

10 distribution trucks 2 product-portfolio



Accelerated International Expansion



nutrella























80s







Grupo Bimbo's Growth Path



Recent Growth Story



- Top-line growth at least twice GDP
- Aggressive new product launches to meet consumer demand
- Search for growth by category and regions in which we compete

| Balance Sheet's Growth ⁽²⁾ | | | | | |
|---------------------------------------|-------|-------|--|--|--|
| (US\$ in millions) | | | | | |
| | 68.2% | 7,975 | | | |
| 4,741 | | | | | |
| | | | | | |
| 2008 | | 2010 | | | |

| | 2005 | Dic11 |
|----------------------------|---------|----------|
| Countries | 15 | 19 |
| Distribution Routes | 30,000+ | 50,000+ |
| Associates | 83,000+ | 128,000+ |
| Plants | 73 | 155 |



⁽¹⁾ Figures converted to US\$ using average year exchange rate for LTM 3Q11

⁽²⁾ Figures converted to US\$ using December 31st, 2010 exchange rate

Grupo Bimbo's Strategy



Strong R&D activity, understanding consumer needs and preferences

- Our Commitment with:
 - Environment
 - Health
 - Society
 - Associates

Management

Responsible Social and Environmental

Innovation & Deep Consumer **Understanding**

GRUPO

Create **Deep Connections** with Consumers

- Consumer loyalty
- Stregthening brand identity and differentiation (Brands for every meal, every occasion and for every consumer group)

Strict cash flow management

Disciplined investment policies

Long-term vision

Responsible **Financial** Management

> **Build Efficiency** and Scale

Create Value for Customers

- Scale
- Best Practices
- Capital expenditures

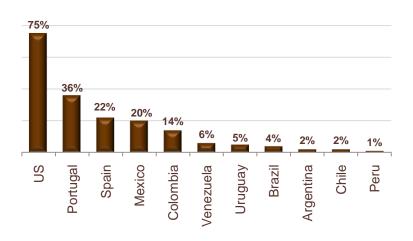
- Execution and organic growth
- Strategic acquisitions
- High profit reinvestment



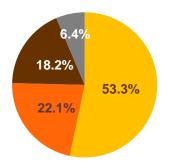
Industry Fundamentals



Packaged Bread Penetration²



Baking Industry Categories Share¹



- Fresh and frozen bread and rolls
- Cookies
- Fresh and frozen cakes, pies and other pastries
- Tortillas

| | Bimbo | US | Mexico | LatAm | Europe | Asia |
|------------------------|---------------------------|--------------|----------|----------|----------|----------|
| Global bakery industry | Fresh breads and rolls | √ | ✓ | ✓ | ✓ | ✓ |
| | Cookies and crackers | | ✓ | ✓ | | |
| Global | Tortillas | | ✓ | ✓ | | |
| egories | Salty Snacks | \checkmark | ✓ | | ✓ | |
| Other categories | Packaged food | \checkmark | ✓ | | | |



¹⁾ IBISWorld, Global Bakery Product Manufacturing- July 25, 2011

²⁾ Datamonitor, Bread and Rolls category 2009

Investment Highlights

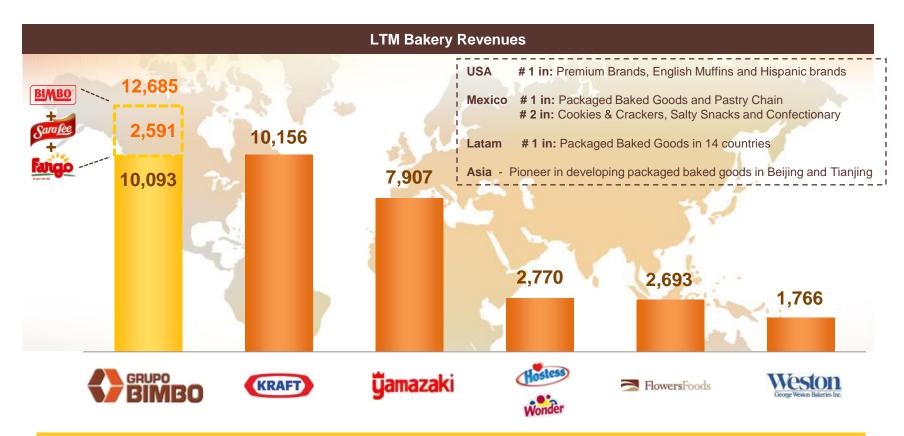






Leading Baked Goods Company in the World





Grupo Bimbo is the #1 bakery company in the world, based on total revenues

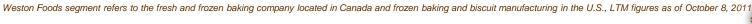
Bimbo LTM figures as of September 30, 2011

Kraft's biscuit business represents approximately 19% of total revenues, LTM figures as of September 30, 2011

Yamazaki excludes revenues from retail and confectionary segments, LTM figures as of June 30, 2011

IBC LTM figures as of December 13, 2008 (not audited)

Flowers Foods LTM figures as of October 8, 2011





Very Attractive and Non-Cyclical Industry



Industry Fundamentals

Attractive Industry Fundamentals



- Resilience to economic downturns
- Non-discretionary consumer products
- High consumption frequency

Competitive Dynamics



- Highly fragmented industry, with many small scale producers
- Short shelf life of product makes industry local
- Major large scale players account for <12% of global market share
- Global players are Grupo Bimbo, Kraft Foods, Yamazaki and Kellogg's⁽¹⁾

Key Competitive Drivers



- Scale and diversification
- Strong franchise and brand equity
- Product quality
- Innovation capabilities
- Distribution





Experienced Management Team and Strong Corporate Governance



Audit Committee Corporate Practices Committee

Compensation & Benefits Committee

Finance & Planning Committee

Board of Directors

Roberto Servitje President

Daniel Servitje CEO

Guillermo Quiroz CFO

Gary Prince President of Bimbo Bakeries Javier Millán CHR

Gabino Gómez

President of

Barcel

Pablo Elizondo Senior Executive VP

Miguel Angel
Espinosa
President of

OLA

Javier A.
González
President of
Bimbo

José Manuel González President of Bimbo Iberia

Corporate Citizenship

Socially Responsible Company





- Committed to a substantive, strategic Corporate Social Responsibility (CSR) Program
- Award-winning Corporate Citizenship pioneer in Mexico
- Has formal arrangement with WHO Global Strategy on Diet, Physical Activity & Health

Corporate Governance

- Corporate Governance aligned with stakeholders' interest
- 35% of board members are independent
- 4 Corporate committees:
 - · Audit Committee (5 independent members)
 - · Corporate Practices Committee (3 independent members)
 - Compensation & Benefits Committee (5 members, 1 independent)
 - · Finance & Planning Committee (7 members, 1 independent)

Highlights

- Created a unique and strong corporate culture
- Positioned the Company as market leader in the products and countries where present
- Successfully completed and integrated more than 38 acquisitions over the past ten years
- Developed innovative ideas and best practices in manufacturing
- Proven track record of stability and sustainable growth



Strong Brand Equity with Diversified Product Portfolio and Geographic Mix





- Extraordinary customer awareness of our brands
- Strong track record of creating, nurturing and managing brands
- Well balanced brand portfolio in a wide array of products
- Brands for every meal, every occasion and every consumer group
- Create an emotional bond for every consumer occasion

Innovation supported by highly recognized brands is one of Grupo Bimbo's key strengths

- Strategies attuned to consumer taste and needs
- Strong R&D platform focusing on Deep Consumer Understanding
- Products for each social and economic strata
- Six innovation and nutrition institutes for new and better product development

| Mexico | United States | Brazil |
|--------------------|----------------|-----------|
| Mexico City | Fort Worth, TX | Sao Paulo |
| Lerma | Greenwich, CT | |
| | Bay Shore, NY | |

- Recent successful product launches:
 - √ Cranberry Seasonal English Muffin (United States)
 - √ Kolchones (Brazil)
 - √ Spiña (pineapple bar) (Mexico)



Exceptional Distribution Network















| | Mexico | US* | LatAm | Europe | Asia | Grupo Bimbo |
|--|------------------|-------------|------------------|-------------|-------------|-------------|
| Distribution Model (Company owned) | 100% | ≈50% | ≈65% | ≈50% | 100% | ≈80% |
| Client Base Structure (Sales by channel) | ≈70% Traditional | ≈95% Modern | ≈45% Traditional | ≈85% Modern | ≈95% Modern | ≈65% Modern |
| Routes | +29,000 | +13,000 | +7,000 | +800 | +700 | +50,000 |
| Points of Sale | +1,400,000 | +87,000 | +517,000 | +48,000 | +8,400 | +2,000,000 |

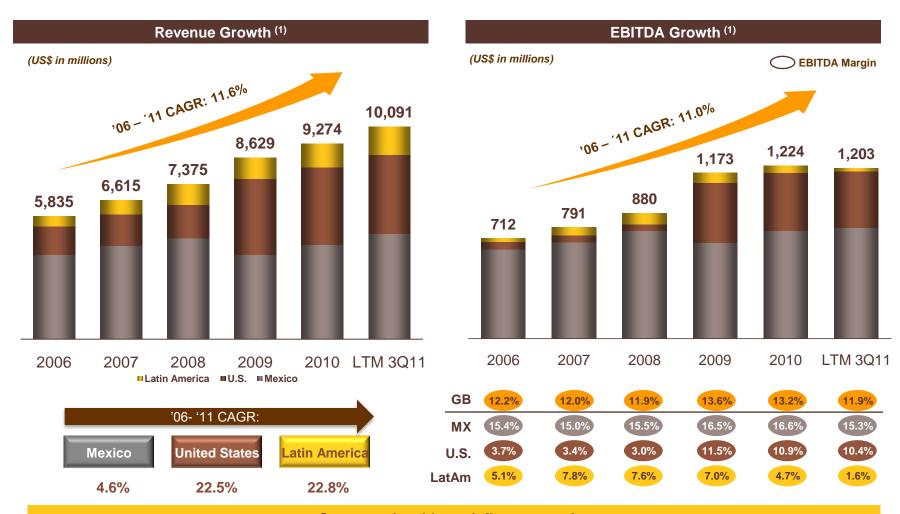
- Our extensive and direct distribution network is one of the largest fleets in the Americas and represents a major competitive advantage (36,000+ fleet & 1,600+ distribution centers)
- From 155 plants to more than 2,000,000 points of sale every day to ensure product quality and freshness to every type of customer (from hypermarkets to mom & pops)
- Highly efficient and sophisticated logistics to address distribution requirements across the markets we serve
- High frequency of delivery in a cost effective manner has been on the back of the strong relationships we have with our customers

Through more than 65 years Grupo Bimbo has developed a successful distribution model attuned to each channel segment



Strong Financial Performance...

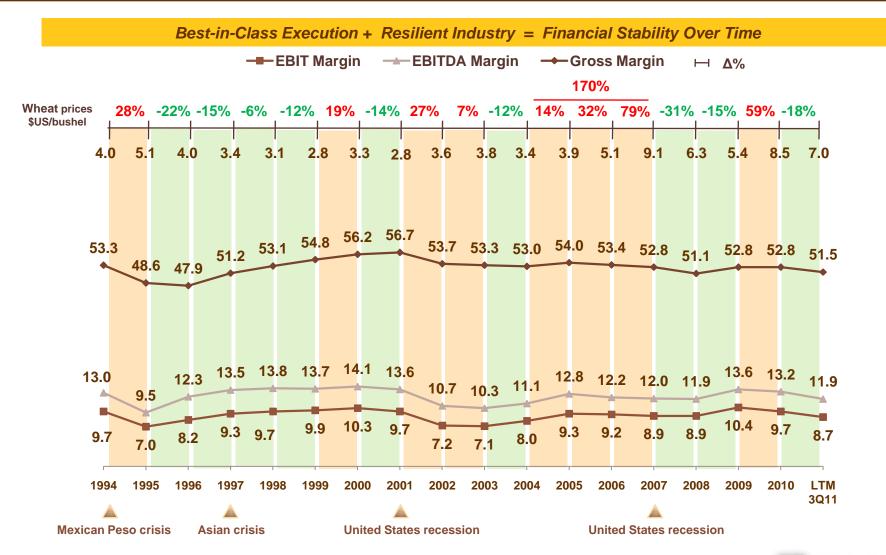




Strong and stable cash flow generation



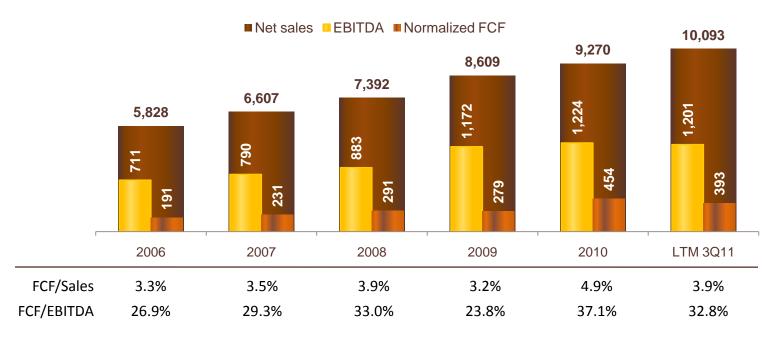
Strong Financial Performance...



Strong Financial Performance...

Strong Cash Flow Generation

(USD in millions) As of September 30th,2011



Normalized Free Cash Flow (FCF): Interest, Taxes, Dividends, Working Capital (7% of Net Sales), Capex (1 time depreciation), New Debt and Amortizations are not



Figures converted to US\$ using: year end exchange rate for 06- 07 and average year exchange rate for 08 - 11

...and Responsible Financial Management



Highlights

√ Flexible and healthy capital structure

- Secured US\$ 1.3 billion syndicated loan (April 2011)- Refinanced debt and partly funded Sara Lee's acquisition
- □ Term- out of US\$800 million of 2012 banking facilities through senior notes due 2020

√ Achieve rapid leveraging

□ Target Debt/EBITDA < 2x

√ Strong commitment to Investment Grade ratings

□ Baa2/BBB/BBB (Moody's/Fitch/S&P)

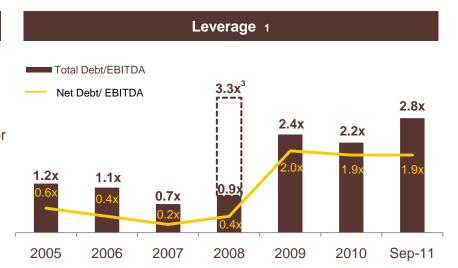
✓ Strict management of working capital and disciplined Capex policy

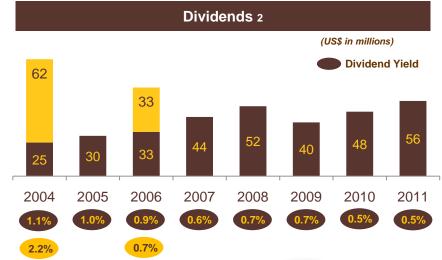
□ 1x depreciation

√ Conservative dividend policy

√ Responsible risk policy

- Mitigate exposure to raw material cost fluctuation
- Conservative approach towards F/X and interest rate fluctuations
- Use of derivatives only as risk management instruments







¹⁾ Debt/EBITDA ratio in MXN; If computed on USD as of September 2011 is 2.5x.

²⁾ Figures converted to US\$ using the FX of the day dividends were paid

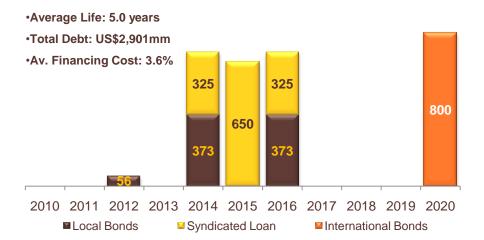
³⁾ Pro forma for Weston Foods, Inc, acquisition

...and Responsible Financial Management



Amortization Schedule¹

Debt Structure¹



| Instrument | Amount (US\$ millions) | Currency | Average Life | |
|-----------------|---------------------------|-----------|--------------|--|
| Bank Facilities | 1,300 | USD | 3.8 years | |
| Bonds | 1,601 | MXN - USD | 6.0 years | |





100% of debt is USD denominated

Financial flexibility is highly valued

- Comfortable maturity profile
- Current undrawn committed medium-term facilities for US\$1,137 million
- Low reliance on external financing



Strong Corporate Identity



- Grupo Bimbo ranks among the 20 most respected companies in the world (1)
- Its reputation is built on a strong corporate identity and brand equity
- Key component of Grupo Bimbo's corporate identity is its company-wide Social Responsibility Program

Corporate Social Responsibility (CSR) Program & Sustainability

Effective sustainability efforts are cross-functional & successfully executed across all brands



Commitment to the consumers' health (e.g. elimination of trans fat acids, smaller serving sizes, addition of functional ingredients)



Commitment to the environment (e.g. introduction of biodegradable packaging and hybrid delivery vehicles)



Associates

Commitment to our society (e.g. environmental & conservation projects and microfinance opportunities)



- CSR translates as a competitive advantage
- Grupo Bimbo understands that there is no conflict between doing well (financial impact) and doing good (social & environmental impact)



Committed to your Health



Aligned to the WHO⁽¹⁾ Global Strategy on Diet Physical Activity and Health

REFORMULATION & INNOVATION

- Since 2010, 100% of our products are trans fat free
- 1,300 out of 7,000 products have been reformulated
- Since 2006, products reduced on:
 - sugar , +590
 - salt, +1,200
 - total fats, +330
- Since 2006, developments
 - products "mini"
 - products with less than 100 calories
 - functional and fortified products



NUTRITIONAL INFORMATION

 Since 2009, all of our products have front labels with nutritional information

RESPONSIBLE MARKETING AND ADVERTISEMENT

• Since January 1st 2009, Grupo Bimbo signed the PABI code⁽²⁾, governed by CONAR

PROMOTE HEALTHIER LIFESTYLES AND GREATER PHYSICAL ACTIVITY

• We have promote healthy diets and lifestyles through our advertisements, packages, and sponsoring activities

PARTNERSHIPS AND RESEARCH

• In 2008 we opened 6 innovation and nutrition institutes (2 in Mexico, 3 in US and 1 in Brazil)



⁽¹⁾ World Health Organization (WHO)

⁽²⁾ PABI code basic principles: promote healthy diets and lifestyles; not encourage over-consumption; not encourage the consumption of food over another; don't create a sense of urgency to acquire products; ensure that the promotions encourage the promotion of healthy lifestyles and don't deceive children with benefits from the consumption of our products

Committed to the Environment





Grupo Bimbo announced the construction of the largest Wind Park in the global food industry "Piedra Larga"

- · Will generate 100% of the energy consumed in Mexico and,
- 50% of the energy consumed worldwide





- Electricity: 1.84% reduction relation to the previous year
- Thermal Energy: 5% use reduction compared to the previous year



During 2010

- 246.557 hectares under sustainable forest management
- EcoTweet Initiative: 20% of greenhouse emissions reduced by 2015



During 2010

- Reused 70% of treated water
- -6% of water consumption
- Rainwater recovery
- Elimination of the use of chemicals in boilers and cooling towers
- Wastewater treatment plants



- Since 2010 all of our packages in Mexico are biodegradable (1)
- Initiatives along with CONACYT² to create thinner and smaller packages (equivalent to a reduction of 704 tons of greenhouse gases)





Degradation process went from 100-400 years to 3-5 years

CONACYT is the National Council for Science and Tecnology



Financials by Region





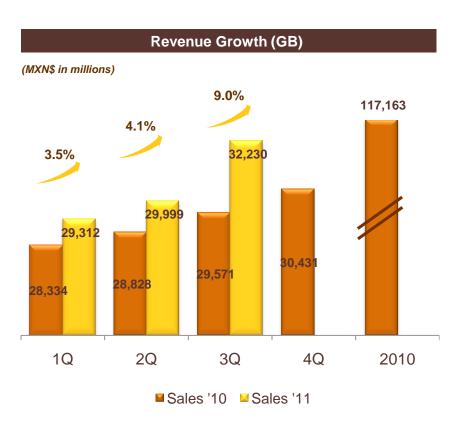




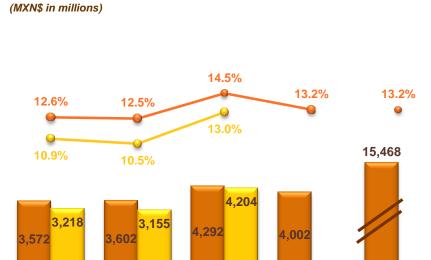


GB - Quarterly Highlights





- ✓ Effect of previous price increases
- ✓ Good volume, except for the US
- Slow economic recovery



3Q

4Q

EBITDA '11

--- EBITDA margin '11

2010

EBITDA Growth (GB)

✓ Distribution efficiencies in Mexico

2Q

→ EBITDA margin '10

EBITDA '10

1Q

- Commodity pressure & low basis of comparison
- New routes & manufacturing facilities in US and Latam

Mexico – Quarterly Highlights



Revenue Growth (Mexico) (MXN\$ in millions) 14.0% 57,870 7.2% 9.0% 16,461 15,328 15,323 5,075 4,443 4,300 14,062 1Q 2Q 3Q 4Q 2010

Effect of previous price increases

■ Sales '10

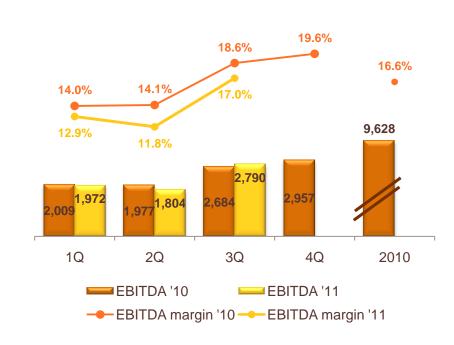
Healthy volume growth across the portfolio

■ Sales '11

All channels registered double digit growth over the year ago period

EBITDA Growth (Mexico)

(MXN\$ in millions)



- More efficient SG&A expenses
- Commodity pressure & low basis of comparison

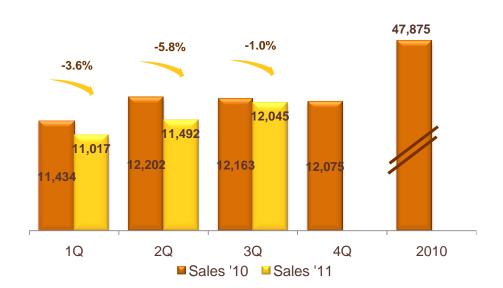


USA - Quarterly Highlights



Revenue Growth (USA)

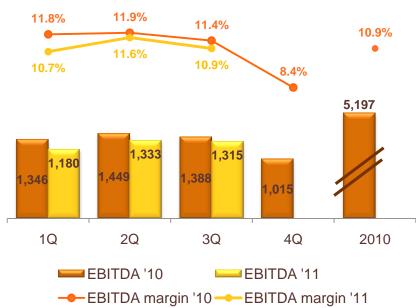
(MXN\$ in millions)



- Effect of previous pricing
- Growth across most categories
- Volume decrease
- Currency translation effect

EBITDA Growth (USA)

(MXN\$ in millions)



- More efficient SG&A
- Commodity pressure
- New production facility in Topeka Kansas and new routes

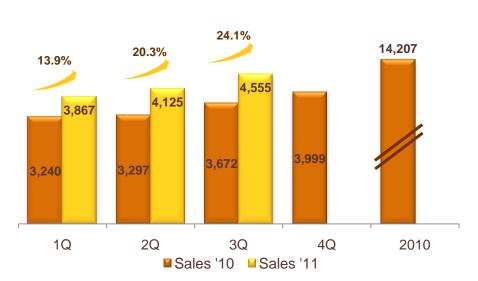


OLA - Quarterly Highlights



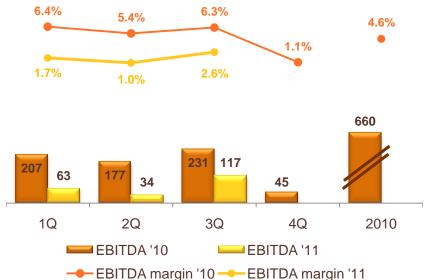
Revenue Growth (OLA)

(MXN\$ in millions)



6.4%

(MXN\$ in millions)



EBITDA Growth (OLA)

- ✓ Volume growth
- ✓ Price increases
- ✓ Double digit growth in Chile, Brazil and Colombia
- Higher commodity costs
- Sales and distribution expenses





ADVANCING OUR VISION OF LEADERSHIP IN THE BAKING INDUSTRY



Acquisitions

- A key element of Grupo Bimbo's growth strategy is to build a global leadership position in the bakery sector
- We seek organic growth supplemented by strategic acquisitions
- Executing our strategy: recent transactions
 - Sara Lee North American Fresh Bakery: strengthens national position with attractive and complementary geographic and product portfolio
 - Sara Lee Iberia: reunites Bimbo brand globally, provides solid entry to Europe
 - Fargo: scales position in Argentina through a leading regional baker
- Each transaction is driven by strong strategic rationale and business case, resulting in significant value creation



North American Fresh Bakery



| Business Combination | | | | | | |
|------------------------|--------------------|--------------|-----------|--------------------------|--|--|
| | DIMOD BAKERIES USA | Sara fee (a) | Synergies | Pro Forma ^(b) | | |
| Net revenues (US\$ mm) | 3,701 | 2,036 | | 5,737 | | |
| EBITDA (US\$ mm) | 406 | 78 | 150 | 634 | | |
| Margin | 11.0% | 3.8% | | 11.1% | | |
| Routes | 8,480 | 4,700 | | 13,180 | | |
| Associates | 14,000 | 13,000 | | 27,000 | | |
| Plants | 34 | 41 | | 75 | | |

Enterprise value of US\$709 million (original: US\$959 million) includes
 US\$34 million in assumed liabilities

- Identified synergies of US\$150 million to be achieved by 2014
- Attractive Acquisition
 - 1) Scale
 - 2) Brand Portfolio
 - 3) Complementary Geografic Footprint
- Divestitures (approximately US\$155 million)
 - Sara Lee® and EarthGrains® in the state of California
 - Smaller divestitures of brands in Harrisburg/Scranton region in Central Pennsylvania, and in the Kansas City, Oklahoma City and Omaha metropolitan areas

- FV/LTM Revenues: 0.35x
- FV/LTM EBITDA: 9.1x

Sara Lee: 41

BBU: 34

FV/Synergized EBITDA: 3.1x (d)

c) Multiples based on US\$709mm enterprise value and LTM figures as of June 30, 2011; assumes no tax benefits and proceeds or impact from divestitures associated with the Consent Decree agreed with the DOJ





Implied transaction multiples (c)

a)LTM as of June 30, 2011

b) Figures are pre consent decree divestitures

Spain & Portugal Fresh Bakery

Transaction overview

- 7 plants, +800 routes, +1,900 associates
- 2011A sales €292mm, pro forma EBITDA €17mm (5.9%) (a) in FY2011
 - Seller has initiated significant restructuring programs in FY2010 and FY2011 in order to reduce manufacturing, distribution, and G&A costs
- **Enterprise value: €115mm**
- Implied transaction multiples
 - FV/LTM Revenues: 0.4x
 - FV/pro forma LTM EBITDA(b): 6.7x

Transaction advances Grupo Bimbo's strategic objectives

- Leadership in the baking industry
- Entry to sizeable market through established brand leader (a)
 - €4.7bn bread market: packaged bread ~ 19% in 2010 (up from 13% in 2006)
 - Potential for brand growth; Grupo Bimbo brings know-how
 - Opportunity to integrate Bimbo brand globally
- Market leading brands in the bread, sweet baked goods and snack categories
- Approximately €12mm in integration related expenses



Brand portfolio

















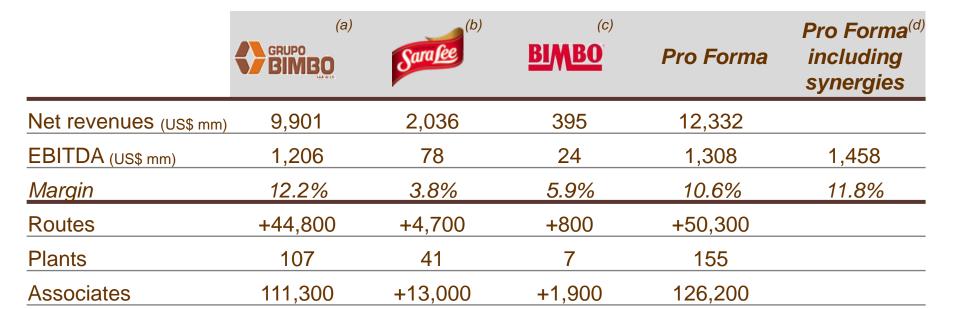




Considering full year impact of cost savings initiatives undertaken by Seller

Pro forma EBITDA of €17mm as of June 30, 2011

Grupo Bimbo Today







































a) Figures as of June 30, 2011 converted to US\$ using an exchange rate of \$12.2550; Includes LTM figures for Fargo as of July, 2011

b) Figures as of June 30, 2011, exclude synergies and consent decree dispositions

c) Pro forma figures as of June 30, 2011, converted to US\$ using an exchange rate of €1.4002

d) Expected synergies of US\$150mm by 2014

Strengthening our global profile





Transformational transaction

- Strengthening our business in the US
- Entering Spain/Portugal largest European bakery market

Compelling acquisition drivers

- U.S.: more robust portfolio, true national footprint, significant value-creation opportunities
- Spain/Portugal: established business with brand leadership and significant potential for growth while reuniting the Bimbo brand
- Diversifying revenue and cash flow, significant value creation potential
 - Balance sheet remains strong and flexible

→ Advancing Grupo Bimbo's vision of global growth



