



# SPEECH BY GRUMA CHAIRMAN AND CEO JUAN GONZÁLEZ MORENO TO THE SPANISH BUSINESS COMMUNITY IN THE FRAMEWORK OF MEXICAN PRESIDENT ENRIQUE PEÑA NIETO'S WORK TOUR THROUGH EUROPE

MADRID, SPAIN, TUESDAY JUNE 10TH, 2014

- Minister of Industry and Trade of Spain, José Manuel Soria,
- Trade Minister of Spain Jaime García-Legaz,
- Secretary of Economy of Mexico, Ildefonso Guajardo Villarreal,
- Esteemed government authorities and business men and women

Good morning.

Gruma is a leader in the production of corn flour and tortillas, a Mexican global food company. Since our beginnings 65 years ago, we have worked to expand our company. Today, Gruma sells its products in over 100 countries and has 101 facilities located in 19 countries in America, Europe, Asia and Oceania.

Gruma began operations in Europe in the year 2000 with the construction of a tortilla plant in England.

Today we operate nine plants that produce tortillas, wraps, chips, flat breads and corn grits in the United Kingdom, Holland, Italy, Russia, Ukraine and Turkey. We sell our products in retail channels through major supermarket chains.

Our global brands “Maseca” and “Mission” are leaders in the markets in which we are involved, and suppliers of major fast food chains worldwide.

I am proud to announce that last May Gruma acquired Spanish company Mexifoods for an amount totaling 15 million U.S. dollars. Mexifoods is a leader in the production and sale of wheat tortillas, corn tortillas, chips, tortilla chips and Mexican sauces with a 25% market share. Mexifoods products are sold through major supermarket chains in Spain, in the HORECA chain and in more than 20 countries throughout Europe. With this acquisition Gruma consolidates its position in the third largest tortilla market, and lays the foundation for sustained growth throughout the region.

We feel confident about the future of Spain and have, therefore, designed a short-term strategy to invest 35 million U.S. dollars in expanding and updating our plant, tripling its production capacity to supply the Iberian Peninsula, the South of France, Italy, Portugal and Malta from Spain.

Thank you all very much.

