



## » GRUPO LALA STRENGTHENS ITS OPERATIONS IN CENTRAL AMERICA

Mexico City, July 6, 2016 – Grupo LALA S.A.B. de C.V., a Mexican company focused on the healthy food industry, (“LALA”) (BMV: LALA B) announces that it has signed a strategic agreement with the Costa Rican company Florida Bebidas, S.A. (“Florida”), for the production, distribution and sale of LALA® products in Costa Rica.

This strategic agreement will provide LALA access to a platform to strengthen its regional presence. With the achieved synergies as a result of the agreement, LALA's operations in Costa Rica will have:

- ✓ Distribution capacity, through Florida's logistics network to serve points of sale in the Costa Rican traditional trade channel.
- ✓ Raw milk supply assurance, with the support of the Regional Farming Cooperative of Dairy Farmers (Coopeleche), which will enable LALA to manufacture its products under high-quality standards.
- ✓ Production capacity, through the acquisition of a dairy production facility, located at San Ramón Alajuela, Costa Rica.

With this capabilities, LALA acquires new production, supply and distribution capacities to keep expanding and boosting its operations in the Central American region.

It's worth highlighting that LALA, Florida and Coopeleche will continue operating independently. This strategic agreement is subject to the corresponding closing conditions and regulatory approvals.

In terms of Article 50 of the General Provisions Applicable to Issuers and Other Participants in the Securities Market, the strategic agreement described herein does not constitute a material economic transaction for Grupo LALA. Its revelation is only intended to inform the investment community, on the grounds of interest.

### About LALA

Grupo LALA, a Mexican company focused on healthy and nutritious food, has over 65 years of experience in producing, revitalizing and marketing milk, dairy products and drinks with the highest quality standards. There are 22 LALA production plants in operation and 166 distribution centers in Mexico and Central America, and it has more than 33,000 team members. LALA operates a fleet of more than 7,000 vehicles to distribute their 600+ products, which are delivered to over 550,000 points of sale. LALA's portfolio it's led by its two flagship brands LALA® and Nutri Leche®.

### About Florida

A Costa Rican corporation founded in 1908 in La Florida de Siquirres, Limón. Its main business is the production and marketing of food and beverages in Costa Rica, Central America and the United States; it keeps real estate operations in Costa Rica and several investments in Central America, and it has a solid beverage portfolio.

### About Coopeleche R.L.

Founded in 1976, Coopeleche R.L. is a regional farming cooperative with social purposes. Its associates are found at dairy areas like San Ramón (where its headquarters is located), Zarcero, San Carlos, Guatuso, Miramar, Esparza, Guayabo de Bagaces and Tilarán, Costa Rica.

For more information, visit: [www.grupolala.com](http://www.grupolala.com)

“Grupo LALA is listed on the Mexican Stock Exchange under the ticker symbol “LALA B”



[www.grupolala.com](http://www.grupolala.com)

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