



GRUPO LALA APPOINTS MAURICIO LEYVA AS ITS NEW CEO

Mexico City, August 1, 2018. - Grupo Lala, S.A.B. of C.V. (BMV "LALA"), a Mexican company focused on the industry of healthy & nutritious food announces that **Mauricio Leyva Arboleda** will assume the General Management of the company as of September 1, 2018 to resume its growth and reactivate its profitability, so **Scot Rank** will leave the position of CEO on August 31, 2018.

"The appointment of Mauricio Leyva confirms the confidence we have in the beginning of a next chapter that will allow us to capitalize on the investments we have been making in recent years, resume growth and reactivate Lala's profitability. Mauricio is a leader with vast experience in consolidating and profitably growing businesses," says Eduardo Tricio.

Mauricio Leyva worked for more than 13 years at AB InBev, was president of the Middle Americas Zone and CEO of Grupo Modelo until the end of August this year. He was instrumental in the successful integration of SABMiller and the expansion of the "Corona" beer brand internationally with constant double-digit growth. He has more than 25 years of experience managing global consumer, commercial and communications companies in geographies as diverse as Europe, the United States, Africa, Central America and South America, including his native Colombia.

"On behalf of Grupo Lala's Board of Directors of, I thank Scot for his contributions to our company, which marked the beginning of our global expansion with new operational capabilities, always showing great leadership that earned him the recognition of both his team and the entire organization," says Eduardo Tricio.

Mauricio Leyva

He will be the new CEO of Grupo Lala as of September 1, 2018. He was president of the Middle Americas Zone and CEO of Grupo Modelo Mexico at AB InBev, where he built a successful 13-year career. Previously, at Avianca, he served as vice president of marketing and sales, and was accountable for the commercial operations of one of the largest airlines in Latin America with presence in 12 countries. Prior to that, at América Movil, he was vice president of marketing and sales.

About LALA

Grupo LALA is a Mexican company focused on healthy and nutritious foods, has a history of more than 65 years of experience in the production, innovation and marketing of milk and dairy products under the highest quality standards. The Company operates 32 production plants and 176 distribution centers in Mexico, Brazil, United States and Central America, supported by more than 38,000 employees. Grupo LALA's fleet of approximately 6,500 vehicles distributes its more than 600 products to nearly 628,600 points of sale. LALA's portfolio is led by its two main brands: LALA® and Nutri Leche®.

For more information, visit: www.lala.com.mx

Grupo LALA trades on the Mexican Stock Exchange under the ticker symbol "LALA"



For more information:

Mariana Rojo

Investor Relations

Tel.: +52 (55) 9177- 5900

investor.relations@grupolala.com

www.lala.com.mx