



## **THE BOARD OF DIRECTORS APPOINTS RICARDO DOEHNER AS CEO OF CAMPOFRÍO FOOD GROUP**

- **Ricardo Doehner replaces Fernando Valdés as CEO of the Company**
- **Fernando Valdés will remain in the Company contributing to the transition process and later will act as an advisor of Sigma in Europe**
- **Campofrío Food Group will continue implementing its strategic plan**

**In Madrid, on 10 September 2015.**- The Board of Directors has approved the appointment of Ricardo Doehner Cobián as the new CEO of Campofrio Food Group (CFG). Doehner, (Mexico City, 1972), was holding the position of Chief Integration Officer for Campofrío Food Group and since 2014 is a member of CFG Executive Committee.

Fernando Valdés, who joined Campofrio as General Director for Spain and Portugal in 2006, steps out as CEO of Campofrío Food Group by mutual agreement with the Campofrio Board of Directors as a result of his stated desire over the last months to set aside from executive positions and to focus on business advisory. As such, Fernando Valdés will continue to cooperate with the company as advisor of Sigma in Europe, a market where he has accrued deep knowledge and extended experience during his tenure in both Campofrio and Unilever.

Ricardo Doehner Cobián has pointed out that "he is enthusiastically determined to manage this leading company with the objective to consolidate it as a world reference in the Food Industry based on an innovating, profitable and sustainable business model.

The Company's management has, once again, ratified the commitment acquired within the context of the construction of its new factory in La Bureba (Burgos), whose foundation stone shall be laid in a public ceremony on September 16th.

Ricardo Doehner joined the multinational Alpha in 1996 and Sigma, its Food division, in 2003. Sigma Alimentos has increased its stake in Campofrio Food Group acquiring 100% control over the last months.

Doehner has over 20 years of experience in the financial, planning, business development and commercial areas among others. He is a member of the Executive Committee of Campofrio Food Group since 2014, where he has served as Chief Integration Officer until his recent appointment as CEO. Ricardo holds a degree in Mechanical Engineer by ITESM (Institute of Technology and Higher Education of Monterrey) and an MBA by the University of Michigan (USA).

The Company wishes to express "recognition and gratitude to Fernando Valdés for his extraordinary contribution." His work has decisively contributed to position Campofrio at the forefront of the European meat industry and to strengthen its main asset, the human team. The steps taken by Valdes will be the best starting point for the task now entrusted to Ricardo", as expressed in the internal communication.

### **About Campofrio Food Group**

Campofrio Food Group (CFG) is the leading European company in the processed meat market, whose products are marketed under its leading brands - Campofrio, Aoste, Cochonou, Fiorucci, Justin Bridou, Marcassou, Moroni, Navidul, Revilla, Nobre, Stegeman, Oscar Mayer, etc.-, covering a variety of categories including cured ham, cooked ham, cold cuts, sausages, turkey and chicken meats, pates and ready meals products. CFG produces and sells its products in eight European countries, as well as in the United States. Besides, the Group exports to 80 countries through independent distributors.



### **About Alfa y Sigma**

Alpha is the largest independent producer of complex components of aluminum for the automotive industry worldwide and one of the most important producers of polyester (PTA, PET and fibers). In addition, it is the Mexican market leader of petrochemicals such as polypropylene, polystyrene and caprolactam. It is the major producer and marketer of highly recognized food brands in Mexico, USA and Europe. Furthermore, it is a leader in information technology and telecommunications for the business segment in Mexico. In addition, it performs operations in the industry of hydrocarbons in Mexico and the USA. The turnover of Alpha in 2014 was US\$17.2B.

Sigma is a company of processed meat, dairy and other refrigerated products that commercializes products through well positioned brands in the countries where it participates. Sigma operates 71 plants, serving more than 500,000 customers in 18 countries throughout North, Central and South America, Caribbean, and Western Europe. Sigma employs more than 38,000 people. The turnover of Sigma in 2014 was US\$5.4B.

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