





## SORIANA ANNOUNCES 2013 SECOND QUARTER FINANCIAL RESULTS

-  SAP financial and commercial modules successful implementation.
-  Opening of 14 new stores in this quarter.
-  Reduction of total debt for the amount of \$474 million pesos compared to the first quarter.
-  Quarterly sales growth in same stores of -2.4%.

(1) EBITDA is defined as profit in operations before depreciation and amortization

**Monterrey, Nuevo León, July 26, 2013** Organización Soriana, S.A.B. de C.V. (Soriana) announces the financial results corresponding to 2013 second quarter. Figures contained in this report are shown in nominal terms in accordance with International Financial Reporting Standards (“IFRS”).

### 2013 2Q Operating Performance

The second quarter of the year showed in general, a commercial higher complexity and a slowdown in consumer spending due to external factors such as the decrease of remittance transfers to our country, lower economic growth as well as less public expenditure.

Throughout this second quarter of the year, the total income reached an amount of \$25.577 billion pesos, compared to the amount of \$25.472 billion pesos reached during the same period of the previous year, which represents an achievement of 0.4%.

Cumulatively, the first six months of operation of this year, the Company’s total income shows an amount of \$50.922 billion pesos, which represents a growth of 2.7% compared to the same period of 2012.

In regard to gross profit and gross margin behavior, it showed an increase of 3.2% rising from \$5.226 billion pesos of gross profit reached the second quarter of the previous year to an amount of \$5.392 billion in this second quarter of the year. Similarly, the gross margin as a percentage of total incomes showed an expansion of 56 base points rising from 20.5% to 21.1%.

Cumulatively, gross profit shows an accumulated growth of 3.9%, rising from an amount of \$10.409 billion pesos to an amount of \$10.817 billion pesos, showing a gross margin expansion of 25 base points in the first six months of this year.

In regard to Operating Expenses (not considering depreciation and amortization) and as a consequence of higher expenses related to the growth of units and the operating de-leverage, they increased as percentage over sales from 13.1% to 14.4%. This quarter the operating expenses (not considering depreciation and amortization) totaled \$3.684 billion pesos compared with \$3.442 billion pesos reached during the same period of the previous year.

Cumulatively, the operating expenses at the second quarter-end closing show an amount of \$7.129 billion pesos which is equivalent to an increase of 6.0% compared to the same period of 2012.

Due to the variations mentioned above, the quarterly EBITDA <sup>(1)</sup> reached \$1.708 billion pesos, and accounts for a 6.7% percentage over sales. Cumulatively, this line item shows during the first six months of the year, an amount of \$3.688 billion pesos, equivalent to a 7.2% percentage over sales.

Regarding management of financial lines, the quarterly net financial cost showed a reduction of 8% from \$173 million pesos of financial cost to \$159 million pesos in the second quarter of 2012. Cumulatively, this line item shows a financial cost equivalent to \$145 million pesos.

Lastly, the Company's net profit in this second quarter of the year, reached \$736 million pesos, which represents 2.9% over sales. Cumulatively, this net profit represents \$1.753 billion pesos equivalent to an increase of 2% compared to the amount reached the first six months of the previous year.

### Debt Behavior

As of the second quarter-end closing of the year, the Company has a total debt amounting \$5.391 billion, compared to \$5.865 billion pesos as of the closing of the first quarter of the year. It accounts for an 8.1% reduction.

### Opening of New Units

During this second quarter of the year, the Company continued its growth plan by the opening of 14 new stores (1 Soriana Híper, 3 Soriana Súper and 10 Soriana Express). At the end of this quarter, the Company has a total of 624 self-service units in operation plus 166 Super City convenience stores.

### Transformation Project

Throughout the first six months of this year, in the second quarter specifically, the Company carried out without stopping commercial operations, a successful implementation of SAP Financial, Real Estate and Internal Consumption Modules, and started the Procurement Module replication process in all stores of the Organization, this will represent a great progress on its commercial management system in a short term and significant benefits are expected on inventory management and working capital flow.

### Store Information

Below is a comparative table of the number of store units per format.

Store Format	2Q 13	2Q 12	Sales Floor As of 2Q13	Sales Floor Growth
Soriana Híper	250	247	1,895,170m <sup>2</sup>	1.1%
Soriana Súper	108	102	234,057m <sup>2</sup>	4.4%
Mercado Soriana	141	139	630,718m <sup>2</sup>	3.8%
Soriana Express	92	56	136,992m <sup>2</sup>	37.7%
City Club	33	33	265,839m <sup>2</sup>	0%
<b>Total</b>	<b>624</b>	<b>577</b>	<b>3,162,776m<sup>2</sup></b>	<b>3.0%</b>

Note: The information contained in the previous table was adjusted with the purpose of reflecting changes derived of remodeling, format changes and lay out upgrading implemented during the previous year.

## **Social Responsibility Activities**

We reinforced our environmental commitment by announcing the implementation of a Photovoltaic Solar Energy Project, the project involves the installation of solar panel on 10 stores roof with a total investment over 130 million pesos; this will generate 25% of power consumption of each store.

During the month of the earth campaign, we had the enthusiastic participation of 21,828 collaborators scattered in 153 cities where the company has presence, thanks to that support 5,557 native trees were planted in different regions of the country.

We encourage the new generation of Mexican people to work out. In the city of Monterrey we had the 2<sup>a</sup> race for children called "CorreKaminis", over 3,700 "kids" and their families joined said race, the money received from registrations was donated to the "Hospital Materno Infantil" Trust.

The social investment made during the first semester of the year reaches \$24.5 million pesos, which are allocated to 197 Charity Institutions that have provided support to 76,559 individuals in vulnerable situation.

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Organización Soriana, S.A.B de C.V. is a commercial sector company with 100% Mexican capital founded in 1968. Its stock went public in the Mexican Stock Exchange since 1987 under the name SORIANA.

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**Organización Soriana, S.A.B. de C.V. and Subsidiaries**  
**Consolidated Statements of Income**

Millions of nominal pesos

	<b>Second Quarter</b>				
	<u>2Q2013</u>	<u>%</u>	<u>2Q2012</u>	<u>%</u>	<u>Var. %</u>
Net Sales	25,577	100	25,472	100	0.4
Cost of Sales	20,185	78.9	20,246	79.5	(0.3)
<b>Gross Income</b>	<b>5,392</b>	<b>21.1</b>	<b>5,226</b>	<b>20.5</b>	<b>3.2</b>
Operating Expenses	3,688	14.4	3,391	13.3	8.8
<b>Income before other expenses, net</b>	<b>1,704</b>	<b>6.7</b>	<b>1,835</b>	<b>7.2</b>	<b>(7.2)</b>
Other Income and (Expenses), Net	5	0.0	(51)	(0.2)	(109.0)
<b>EBITDA</b>	<b>1,708</b>	<b>6.7</b>	<b>1,784</b>	<b>7.0</b>	<b>(4.2)</b>
Depreciation and Amortization	525	2.1	507	2.0	3.5
<b>Operating Income</b>	<b>1,183</b>	<b>4.6</b>	<b>1,276</b>	<b>5.0</b>	<b>(7.3)</b>
Interest Income and (Expenses), Net	(82)	(0.3)	(85)	(0.3)	(3.9)
Foreign Exchange Gain (Losses)	(77)	(0.3)	(88)	(0.3)	(11.9)
<b>Comprehensive Financing Income</b>	<b>(159)</b>	<b>(0.6)</b>	<b>(173)</b>	<b>(0.7)</b>	<b>(8.0)</b>
Minority Interest	8	0.0	(27)	(0.1)	(129.6)
<b>Earnings Before Income Tax &amp; Profit Sharing</b>	<b>1,032</b>	<b>4.0</b>	<b>1,076</b>	<b>4.2</b>	<b>(4.1)</b>
Tax Provision	295	1.2	328	1.3	(9.9)
<b>Net Earnings</b>	<b>736</b>	<b>2.9</b>	<b>748</b>	<b>2.9</b>	<b>(1.6)</b>
<b>Cash Net Profit</b>	<b>1,394</b>	<b>5.5</b>	<b>1,386</b>	<b>5.4</b>	<b>0.6</b>

**Organización Soriana, S.A.B. de C.V. and Subsidiaries**  
**Consolidated Statements of Income**

Millions of nominal pesos

	<b>Accumulated - Second Quarter</b>				
	<u>2013</u>	<u>%</u>	<u>2012</u>	<u>%</u>	<u>Var. %</u>
Net Sales	50,922	100	49,589	100	2.7
Cost of Sales	40,105	78.8	39,180	79.0	2.4
<b>Gross Income</b>	<b>10,817</b>	<b>21.2</b>	<b>10,409</b>	<b>21.0</b>	<b>3.9</b>
Operating Expenses	7,125	14.0	6,683	13.5	6.6
<b>Income before other expenses, net</b>	<b>3,692</b>	<b>7.3</b>	<b>3,727</b>	<b>7.5</b>	<b>(0.9)</b>
Other Income and (Expenses), Net	(4)	(0.0)	(55)	(0.1)	(92.6)
<b>EBITDA</b>	<b>3,688</b>	<b>7.2</b>	<b>3,671</b>	<b>7.4</b>	<b>0.5</b>
Depreciation and Amortization	1,053	2.1	1,033	2.1	2.0
<b>Operating Income</b>	<b>2,635</b>	<b>5.2</b>	<b>2,638</b>	<b>5.3</b>	<b>(0.1)</b>
Interest Income and (Expenses), Net	(138)	(0.3)	(177)	(0.4)	(22.1)
Foreign Exchange Gain (Losses)	(7)	(0.0)	33	0.1	(121.1)
<b>Comprehensive Financing Income</b>	<b>(145)</b>	<b>(0.3)</b>	<b>(145)</b>	<b>(0.3)</b>	<b>0.2</b>
Minority Interest	11	0.0	(26)	(0.1)	(142.1)
<b>Earnings Before Income Tax &amp; Profit Sharing</b>	<b>2,501</b>	<b>4.9</b>	<b>2,467</b>	<b>5.0</b>	<b>1.4</b>
Tax Provision	748	1.5	750	1.5	(0.2)
<b>Net Earnings</b>	<b>1,753</b>	<b>3.4</b>	<b>1,718</b>	<b>3.5</b>	<b>2.0</b>
<b>Cash Net Profit</b>	<b>3,095</b>	<b>6.1</b>	<b>3,062</b>	<b>6.2</b>	<b>1.1</b>

## Organización Soriana, S.A.B. de C.V. and Subsidiaries

### Consolidated Balance Sheets

Millions of nominal pesos

	2Q 2013	%	2Q 2012	%	Var. %
<b>ASSETS</b>					
<b>Current Assets</b>					
Cash and Cash Equivalents	2,565	3.3	2,232	3.1	14.9
Trade	3,202	4.1	2,435	3.4	31.5
Other Accounts Receivable	2,262	2.9	1,844	2.6	22.7
Inventories	14,994	19.4	12,651	17.7	18.5
Other Current Assets	137	0.2	141	0.2	(2.5)
<b>Total Current Asset</b>	<b>23,160</b>	<b>30.0</b>	<b>19,303</b>	<b>27.0</b>	<b>20.0</b>
<b>Property and Equipment, Net</b>	<b>42,068</b>	<b>54.5</b>	<b>40,362</b>	<b>56.5</b>	<b>4.2</b>
<b>Intangible Assets</b>	<b>11,071</b>	<b>14.3</b>	<b>10,959</b>	<b>15.3</b>	<b>1.0</b>
<b>Other Assets</b>	<b>856</b>	<b>1.1</b>	<b>777</b>	<b>1.1</b>	<b>10.1</b>
<b>Total Assets</b>	<b>77,155</b>	<b>100</b>	<b>71,402</b>	<b>100</b>	<b>8.1</b>
<b>LIABILITIES</b>					
<b>Current Liabilities</b>					
Suppliers	16,588	21.5	14,868	20.8	11.6
Debt Certificates	5,392	7.0	5,198	7.3	3.7
Other Accounts Payable	844	1.1	748	1.0	12.8
Other Liabilities without cost	1,148	1.5	1,166	1.6	(1.5)
<b>Total Current Liabilities</b>	<b>23,972</b>	<b>31.1</b>	<b>21,981</b>	<b>30.8</b>	<b>9.1</b>
Deferred Taxes	7,749	10.0	7,140	10.0	8.5
Other Liabilities	3,411	4.4	3,301	4.6	3.3
<b>Total Long Term Liabilities</b>	<b>11,161</b>	<b>14.5</b>	<b>10,441</b>	<b>14.6</b>	<b>6.9</b>
<b>Total Liabilities</b>	<b>35,132</b>	<b>45.5</b>	<b>32,422</b>	<b>45.4</b>	<b>8.4</b>
<b>Stockholders' Equity</b>					
Paid-In Capital Stock	83	0.1	83	0.1	0.0
Restatement of Paid-In Capital Stock	1,171	1.5	1,171	1.6	0.0
Premium on Sales of Shares	976	1.3	976	1.4	0.0
Repurchase Fund of Shares	551	0.7	550	0.8	0.1
Accumulated Earnings	39,243	50.9	36,201	50.7	8.4
<b>Total Stockholders' Equity</b>	<b>42,023</b>	<b>54.5</b>	<b>38,980</b>	<b>54.6</b>	<b>7.8</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>77,155</b>	<b>100</b>	<b>71,402</b>	<b>100</b>	<b>8.1</b>

**Organización Soriana, S.A.B. de C.V. and Subsidiaries**  
**Consolidated Cash Flow Statements**

Results are expressed in millions of nominal pesos

	<u>2Q 2013</u>	<u>2Q 2012</u>	<u>Var. %</u>
<b><u>OPERATING ACTIVITIES</u></b>			
Income before Income Tax	2,501	2,467	1.4
<b><u>Items related to investment activities:</u></b>			
Depreciation & Amortization	1,053	1,033	2.0
Participation in Subsidiaries	(11)	27	(141.5)
Foreign Exchange	16	(37)	(143.7)
<b><u>Items related to financing activities</u></b>			
Interest Expense	237	280	(15.5)
<b>Total</b>	<b><u>3,796</u></b>	<b><u>3,770</u></b>	<b><u>0.7</u></b>
Clients	(32)	(87)	(63.6)
Inventories	(1,479)	577	(356.2)
Suppliers	(1,259)	(3,570)	(64.7)
Payable and receivable accounts	(51)	1,078	(104.7)
Income Tax Paid	(684)	(323)	111.6
<b>Net cash flow from operating activities</b>	<b><u>291</u></b>	<b><u>1,445</u></b>	<b><u>(79.8)</u></b>
<b><u>INVESTING ACTIVITIES</u></b>			
Acquisitions of property and equipment	(1,497)	(1,065)	40.5
Investment in shares	(4)	14	(125.9)
Sale of property	36	29	24.4
<b>Net Cash flow from investing activities</b>	<b><u>(1,465)</u></b>	<b><u>(1,022)</u></b>	<b><u>43.3</u></b>
<b>Cash receivable from financing activities</b>	<b><u>(1,173)</u></b>	<b><u>423</u></b>	<b><u>(377.3)</u></b>
<b><u>FINANCING ACTIVITIES</u></b>			
Financing Obtained	33,750	21,825	54.6
Financing Repaid	(31,108)	(22,819)	36.3
Other financing activities	(2)	(2)	(20)
Interest Paid	(236)	(277)	(14.6)
<b>Net cash flow from financing activities</b>	<b><u>2,403</u></b>	<b><u>(1,273)</u></b>	<b><u>(288.8)</u></b>
<b>Net decrease in cash and cash equivalents</b>	<b>1,230</b>	<b>(850)</b>	<b>(244.7)</b>
<b>Cash and cash equivalents at beginning of period</b>	<b><u>1,335</u></b>	<b><u>3,082</u></b>	<b><u>(56.7)</u></b>
<b>Cash and cash equivalents at end period</b>	<b><u>2,565</u></b>	<b><u>2,232</u></b>	<b><u>14.9</u></b>