



COMPANY INFORMATION (\$CDN)			ANALYST COVERAGE		
Ticker symbol (TSX):	CBY	Basic Shares Outstanding:	25.4 million	Irene Nattel	RBC Capital Markets
52-week High/Low:	\$81.66/53.50	P/E Ratio ⁽ⁱⁱ⁾ (trailing 12 months):	19.3		
Recent:	\$72.25	Fiscal Year End:	December 31		
Market Cap.:	\$1.84 billion	Dividend (quarterly):	\$0.75 per share		

Corporate Profile

Canada Bread is a leading manufacturer and distributor of value-added and nutritious fresh and frozen bakery products.

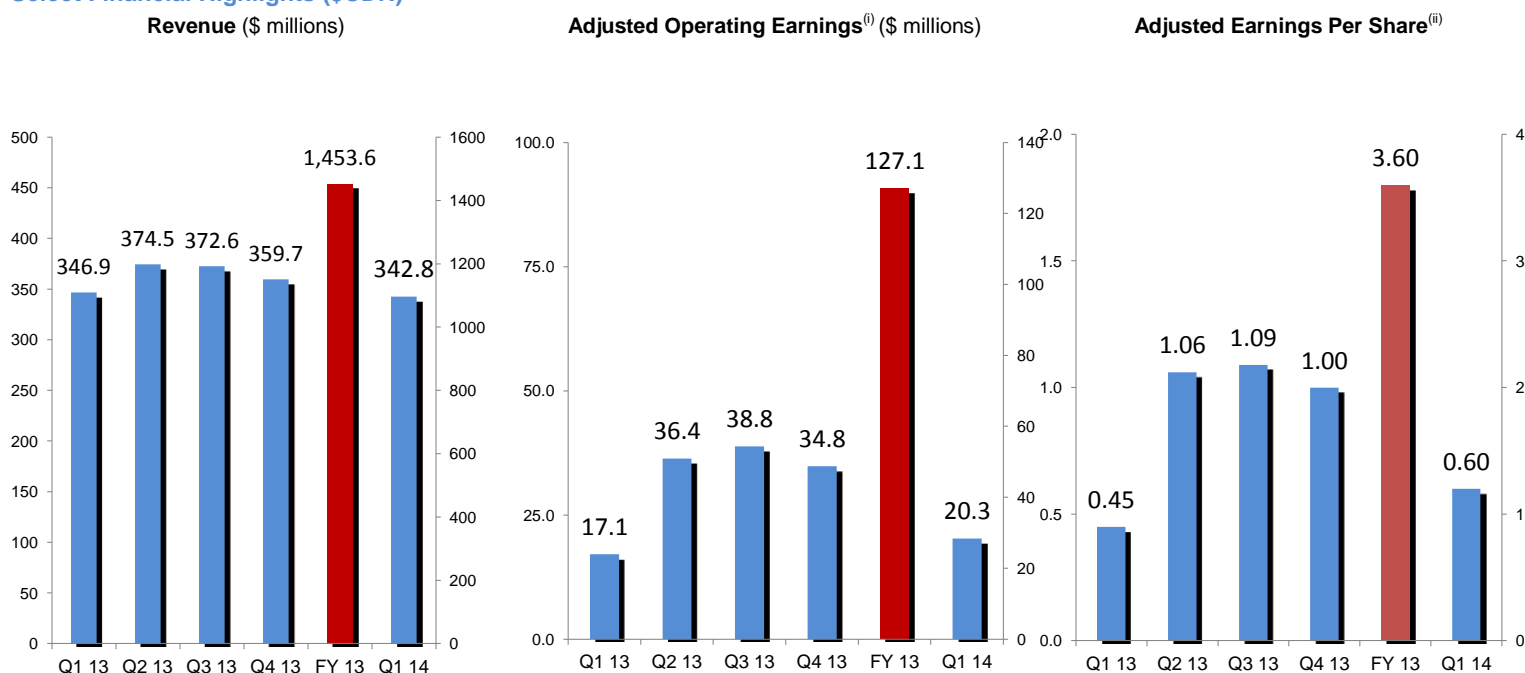
The **Fresh Bakery** business includes pantry breads, rolls, flatbreads, and artisan breads, sold under a number of leading brands, including *Dempsters*[®], *Villaggio*[®], *POM*[®], *Bon Matin*[®], *Sunmaid*[®] and *Ben's*[®].

Our **Frozen Bakery** business produces frozen unbaked, par-baked and fully-baked bread products. Our U.K. business produces bagels and croissants. Key brands include *Wholesome Harvest*[™] frozen bakery products, *Tenderflake*[®] ready-to-bake pastry products, and *New York Bakery Co.*[®] in the United Kingdom.

Canada Bread employs approximately 5,400 people at its operations in Canada, the United States and the United Kingdom. The Company is 90.0% owned by Maple Leaf Foods Inc. and its common shares are listed on the Toronto Stock Exchange under the symbol CBY.

In February 2014, an agreement was reached to sell the Company to Grupo Bimbo for cash proceeds of \$1.83 billion. The transaction is expected to close in the second quarter of 2014.

Select Financial Highlights (\$CDN)



(i) Adjusted Operating Earnings, a non-IFRS measure, is used by Management to evaluate financial operating results. It is defined as earnings before income taxes adjusted for items that are not considered representative of on-going operational activities of the business, and items where the economic impact of the transactions will be reflected in earnings in future periods when the underlying asset is sold or transferred.

(ii) Adjusted Earnings per Share, a non-IFRS measure, is used by Management to evaluate on-going financial operating results. It is defined as basic earnings per share attributable to common shareholders, and is adjusted for all items that are not considered representative of on-going operational activities of the business, and items where the economic impact of the transactions will be reflected in earnings in future periods when the underlying asset is sold or transferred.



Five-Year Financial Highlights

For years ended December 31

(In millions of Canadian dollars, except share information)

	2013	2012 ^{(ii) (iv)}	2011 ^{(ii) (iv)}	2010 ⁽ⁱⁱⁱ⁾	2009 ^{(i) (ii)}
CONSOLIDATED RESULTS					
Sales	1,454	1,479	1,499	1,495	1,613
Adjusted operating earnings	127	118	96	100	109
Net earnings from continuing operations	85	76	42	54	70
Net earnings	158	71	49	62	77
PER SHARE					
Basic and diluted earnings per share from continuing operations	3.35	2.97	1.66	2.11	2.74
Basic and diluted earnings per share	6.20	2.81	1.95	3.44	3.05
Adjusted earnings per share	3.60	3.31	3.05	2.56	2.89
Dividends declared	10.00	1.70	0.66	0.24	0.24
Book value ⁽ⁱⁱⁱ⁾	24.49	26.97	26.11	25.14	29.39
NUMBER OF SHARES (millions)					
Weighted average	25.4	25.4	25.4	25.4	25.4
Outstanding at December 31	25.4	25.4	25.4	25.4	25.4

(i) 2009 figures are presented based on results previously reported under Canadian GAAP, effective on or before January 1, 2010.

(ii) Unless otherwise noted all figures have been re-stated to exclude the results of the Olivieri business, which was sold in the fourth quarter of 2013.

(iii) 2009 – 2012 figures have not been re-stated for the sale of the Olivieri business in the fourth quarter of 2013.

(iv) 2012 and 2011 figures have been re-stated for the impact of adopting the revised International Accounting Standard 19 ("IAS 19").

This document may contain forward-looking information within the meaning of applicable securities legislation. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond Canada Bread's control, that could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. Any forward-looking information in this investor fact sheet speaks as of the date of this investor fact sheet. Canada Bread does not undertake to update any such forward-looking information whether as a result of new information, future events or otherwise. Additional information about these risks and uncertainties is contained in the filings with securities regulators including the annual information form and Management's Discussion and Analysis accompanying the financial statements in the reports to shareholders. These filings are also available on the Company's website at www.canadabread.ca.

CONTACT INFO

Investor Contacts

Nick Boland, Vice President

Investor Relations

Maple Leaf Foods Inc.

T: (416) 926-2005

F: (416) 926-2018

E: investorrelations@mapleleaffoods.ca

Shareholder Services

Computershare Investor Services Inc.

T: (800) 564-6253

Address

Canada Bread Company, Limited

10 Four Seasons Place

Etobicoke, Ontario M9B 6H7

Website

www.canadabread.ca