

January 23, 2014

Kimberly-Clark de México, S.A.B. de C.V.
FOURTH QUARTER AND FULL YEAR 2013 RESULTS

Highlights:

- Sales of 7.3 billion pesos during the quarter, 6 percent lower than last year.
- 2.1 billion pesos of EBITDA, a 28.5 percent margin.
- Record Net Sales, Operating Profit, Net Income and EBITDA for the year.
- 1.6 billion pesos of Capex during 2013.

QUARTERLY FINANCIAL RESULTS

Prepared in accordance with International Financial Reporting Standards (IFRS)
 Million pesos, except earnings per share

	Quarter ended December 31		
	<u>2013</u>	<u>2012</u>	<u>% CHANGE</u>
NET SALES	\$7,263	\$7,742	(6)
GROSS PROFIT	2,909	3,188	(9)
OPERATING PROFIT	1,704	1,881	(9)
NET INCOME	1,115	1,215	(8)
EARNINGS PER SHARE (Pesos)	0.36	0.39	(8)
EBITDA	2,067	2,244	(8)

During the fourth quarter of 2013, top line suffered as a consequence of a very challenging economic environment. Notwithstanding we continued delivering solid margins, earnings, and EBITDA generation.

Net sales decreased 6 percent, operating profit 9 percent and net income 8 percent.

Net prices were down 8 percent while volume grew 2 percent. We decided to reduce our prices and defend shares which were being challenged by an increased competitive environment generated in turn by limited demand growth. As we have said all along we are willing to invest in our position particularly in adverse economic and demand conditions.

Consumer products sales decreased by 7 percent, away from home products posted a 1 percent top line increase and exports sales grew 7 percent. The categories where we see greater growth potential, like wet wipes, kitchen towels and incontinence products continued growing at a faster pace than the rest.

Volumes remained strong and we were able to improve manufacturing efficiencies and capitalize on the cost savings program. This allowed us to sustain profitability levels as the gross margin was down only 110 basis points in spite of the significant price decreases, a negative cost environment and a weaker peso.

The fourth quarter operating profit decreased 9 percent. EBITDA margin was 28.5 percent. During the quarter we kept investing behind our brands and reduced SG&A.

In dollars, under US GAAP, net sales decreased 7 percent in the quarter, operating profit decreased 9 percent and net income decreased 8 percent.

ANNUAL FINANCIAL RESULTS

Million pesos, except earnings per share

	Year ended December 31		
	<u>2013</u>	<u>2012</u>	<u>% CHANGE</u>
NET SALES	29,678	29,289	1
GROSS PROFIT	11,918	11,326	5
OPERATING PROFIT	7,208	6,629	9
NET INCOME	4,619	4,140	12
EARNINGS PER SHARE (Pesos)	1.47	1.31	12
EBITDA	8,725	8,127	7

With respect to the full year, 2013 was another good year for Kimberly-Clark de Mexico and we posted all-time records in terms of volumes, sales, operating profit, EBITDA and net income.

For the full year revenues grew 1 percent, operating profit 9 percent, EBITDA 7 percent and net income 12 percent.

In dollars, under US GAAP the full year net sales grew 4 percent, operating profit grew 9 percent and net income grew 17 percent.

In 2013 we invested \$2,173 million pesos (\$1,637 million in Capex, and \$536 million in our share buy-back program) and paid \$4,146 million pesos of dividends to our shareholders.

We continue to invest to add capacity and innovation in anticipation of expected growth. Our main projects, including the tissue machine project in Queretaro, continue on plan both in terms of time and cost.

As of December 31 the company held \$5,390 million pesos in cash and equivalents.

The company has one derivative financial instrument to hedge interest rates. Changes in the market price of this instrument would not materially impact future results.

Share Buyback Program Year to Date

	<u>2013</u>	<u>2012</u>
Shares repurchased	13,910,049	13,386,620

Kimberly Clark de México S.A.B. de C.V. is a Mexican company that manufactures and commercializes branded consumer products such as diapers, feminine pads, bath tissue, napkins, facial tissue, paper towels and wet wipes. We are market leaders in almost all of our categories with brands such as Huggies, Kleen-Bebé, Kleenex, Kimlark, Pétalo, Cottonelle, Depend, Kotex and Evenflo.