

Press Release

BONGRAIN SA changes its name to



Bongrain SA, the leader in cheese specialties, listed on the Paris Stock Exchange, changes its name to

SAVENCIA Fromage & Dairy

This new identity brings to mind flavor & savor, pleasure, quality and innovation, which are the key elements of both the past and future of our businesses, and our values. Easy to pronounce in a wide variety of languages, it shall facilitate communication and increase our international visibility.

It shall enhance the image of the Group's know how with its customers and consumers throughout the world, its partners, its people and its shareholders.

This new name shall be presented to the shareholders at the Annual Meeting on 22 April 2015.

This change is fully coherent with the new identity of Groupe Soparind Bongrain, which becomes **Groupe SAVENCIA** Saveurs & Spécialités.