



## **NOTICE TO THE MARKET**

### **JBS AUSTRALIA CONCLUDES PRIMO GROUP ACQUISITION**

JBS S.A. (BM&FBOVESPA: JBSS3, OTCQX: JBSAY, "JBS" or "Company"), pursuant to the announcements made in the Material Fact of November 20<sup>th</sup>, 2014, communicates to its shareholder and to the market in general that its subsidiary JBS Australia concluded on this date the purchase of 100% of the share capital of Primo Smallgoods Group ("Primo")

The total amount paid was approximately AU\$1,450 million, equivalent to US\$1,125 million.

With the addition of Primo, JBS Australia operates a network of strategically located processing facilities and feedlots stretched throughout Australia's east coast. JBS will maintain Primo running as a standalone business, having James Cleary as COO, who will report to Brent Eastwood, Chief Executive Officer of JBS Australia.

James Cleary was CEO of JBS Aves and also was President of the International Markets of JBS Foods in Brazil. James holds a degree in finance and immigrated to Brazil from Ireland in the early nineties to run a company specialized in the production and sale of meat based value added products.

Established in 1985, Primo Group is the leading producer of ham, bacon and smallgoods in Australia and New Zealand. It has a portfolio of well recognized and highly regarded brands including Primo Smallgoods, Hans, Beehive, Hunter Valley Quality Meats and Primo Quality Meats. The business currently employs in excess of 3,700 employees and operates from five manufacturing plants, seven distribution centers and 37 retail shops.

"Our acquisition of Primo is a strong statement about our commitment to Australia, which is an important part of our global operations and we are delighted to play a positive role in the local economy. The completion of the Primo deal expands our leadership in the Food sector in Australia and marks a very significant milestone in JBS' growth strategy in the segments of value added products and strong brands, in addition to expanding our presence into high growth Asian export markets", commented Wesley Batista.

São Paulo, March 30<sup>th</sup>, 2015.

**Jeremiah O'Callaghan**  
**Investor Relations Officer**