

GOOD NEIGHBOR

EDUCATION

We facilitate inclusive, high-quality projects that drive holistic development and equal opportunities. We strengthen educational environments, provide tools, and promote sustainable lifestyles from an early age. We also enhance job training, building skills that foster holistic development and entrepreneurship.

In 2025, we promoted educational initiatives focused on inclusion:

- **Fortaleza Training:** At Bimbo and Barcel Mexico, we continue to provide training, mentoring, and collaborative networks to our Strategic Partners—mostly grocery store owners—to drive the growth of their businesses and their local impact. In 2025, we implemented this project in the State of Mexico, Jalisco, Nuevo León, and Veracruz.
- **Baking classroom:** At Bimbo China, we created a space where children with intellectual disabilities can learn basic baking skills, enjoy new experiences, and enrich their school life. Some associates participated as volunteers, fostering close bonds and a sense of recognition for the children. We also provided school uniforms for students and teachers, strengthening a sense of belonging and reducing the financial burden on their families.
- **Campeonas de sueños:** We have refocused this project in the community of Zarcero, Costa Rica, to protect and improve the mental health of girls and young women who face bullying and

psychosocial risks. What began as an initiative to promote gender equality through sports has evolved into a safe space that prioritizes emotional well-being, psychological support, and the strengthening of self-esteem and resilience. The project supports their personal development through mentoring, training, and support networks, empowering them to reach their full potential beyond the soccer field.

WELL-BEING

We improve access to essential services and create inclusive environments that enhance quality of life and human rights. We promote personal care and health, and create inclusive spaces that foster communities that are more just, supportive, and focused on holistic well-being.

- **Rebanadas de Amor:** We designed an inclusive sensory garden at the DIF Maravillas in San Luis Potosí, Mexico, to encourage active exploration and the emotional and social development of people with Autism Spectrum Disorder (ASD). Its goal is to help them interpret and process sensory stimuli safely, while fostering community interaction and promoting their independence. We draw on studies showing that sensory gardens improve motor skills, communication, self-regulation, and confidence in these individuals by reducing anxiety caused by sensory overload in urban environments. The project builds on the initiative we developed in 2023, which included four sensory stations. In 2025, we expanded this scope with eleven new stations that will enrich the experience.





- **Alimentamos un mundo mejor para todos:** Scientific literature identifies eating as one of the main challenges for children on the autism spectrum, due to their hyper-selectivity and sensory difficulties. To address this need, we created a specialized cookbook that integrates culinary, nutritional, and educational knowledge through cooking workshops. The active participation of individuals with ASD and some of our associates led to the creation and distribution of inclusive recipes in schools, helping children and young people with this condition access safer and more varied food options. This strengthened their autonomy, reduced anxiety associated with eating, and had a social impact.

We developed at least one project focused on Diversity, Equity, Inclusion, and Belonging in 90% of our organizations.

ENVIRONMENT

We promote community sustainability through actions that protect natural resources and mitigate climate change. We encourage community participation to build more sustainable environments, supporting the maintenance of green spaces and strengthening the circular economy. We develop initiatives that ensure access to clean water and reduce environmental impact because we believe in the collective power to transform our environment.

- **Escuelas de Lluvia:** We promote access to and the responsible use of water by installing rainwater harvesting systems, water-saving sinks, and/or ferrocement cisterns. In addition, we run an educational program for students, teachers, and parents on maintaining these systems and fostering a culture of water conservation, in collaboration with organizations that support this cause. This initiative serves a dual purpose of raising awareness and promoting responsible use, teaching new generations the value of conserving water as a vulnerable and essential resource. We completed 16 projects during 2025, and will add 4 more in the first quarter of 2026. Through these initiatives, we had an impact on 13 municipalities in Mexico and saved more than 260 water tankers annually.

- **Spaces that improve air quality:** We transform gray spaces into more resilient environments that improve air quality, reduce heat islands, and foster community. In Mexico, we organized reforestation and environmental education initiatives that resulted in the planting of more than 16,000 trees and native species, the restoration of 14 hectares, the creation of more than 1,400 m² of green spaces, and benefited more than 5,000 students across 9 states, with the support of over 2,500 volunteers and teachers. In Italy, in the community of Monterotondo, we also promoted the planting of native species and the creation of spaces that connect nature, community, and environmental learning, complemented by recycling and sustainable food initiatives.



- **Post-consumer packaging recycling:** We strengthened the post-consumer recycling chain by setting up a creative workshop equipped with machinery and tools capable of transforming LDPE and PP packaging into new products. To encourage community participation, six collection stations were set up in schools and at the Bimbo Occidente bakery. The packaging waste collected from these materials was turned into cup holders and, combined with other plastics, into school furniture donated as a token of appreciation to the institution with the highest collection volume. The project also incorporated educational initiatives through municipal awareness-raising talks and collaborations with high schools as well as the Autonomous University of Guadalajara to promote recycling prototypes, thereby consolidating a participatory model that unites infrastructure, innovation, and environmental culture. Meanwhile, materials such as BOPP and PET were channeled to universities for the development of new solutions..

PHYSICAL ACTIVITY

We promote active and healthy lifestyles through accessible spaces for sports and social interaction. We improve facilities and create recreational areas for everyone.

- **Sports facilities:** We have various initiatives to strengthen community sports facilities as tools for integration and development. We improved a community sports field in Belvedere, Uruguay;

created a recreational playground at Plazoleta Cascallares II in Buenos Aires; comprehensively renovated a sports field in Puebla, Mexico; and adapted a sports facility in Chillán Viejo, Chile, for vulnerable youth. These projects increased accessibility, created safe environments for communities, and demonstrated the power of sports as a driver of social transformation.

SAFETY

We continued to renovate and improve community spaces to strengthen social cohesion and safety. We prioritize solutions that are sustainable and promote community participation and integrity, because we believe in building trust step by step.

- **Community Brigades:** In Peru, we carried out a community prevention project in the Constitutional Province of Callao, where hundreds of families live without formal access to basic services. In response to the signage requirements set by INDECI (Peru's National Institute of Civil Defense), we installed 20 evacuation signs, trained the community, and established its first emergency response brigade. This effort was made possible thanks to our volunteers and coordination with local leaders. This civil society organization and local media recognized us for strengthening a culture of prevention, providing safety routes, and improving community resilience.