

ENABLING HEALTHIER PLANT-BASED DIETS

WE BELIEVE THAT A BALANCED AND MINDFUL DIET IS KEY TO WELL-BEING. WE PROMOTE FOOD OPTIONS THAT CONTRIBUTE TO HEALTHIER DIETS, IN LINE WITH GLOBAL TRENDS AND THE NEEDS OF OUR CONSUMERS.



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STRATEGY

The consumption of whole grains has a direct positive impact on people's health. They help prevent disease, improve digestion, and promote overall well-being. At Grupo Bimbo, we have the opportunity to be the primary source of whole grains for people through our breads.

We focus on two clear goals:

01

Promote the widespread consumption of whole grains

02

Strengthen innovation in products that provide nutritional benefits

To achieve these goals, we rely on three strategic pillars:

01.

Healthy, delicious products in formats accessible to all types of households;

02.

Development of winning products that are highly preferred by consumers; and,

03.

Effective communication about the benefits of whole grains.

By developing this segment through high-quality products, effectively communicating their dietary benefits, and making our products more accessible, we can enhance our competitiveness in the market. Innovation helps us maintain a fresh and appealing product portfolio to meet the needs of a constantly evolving market.



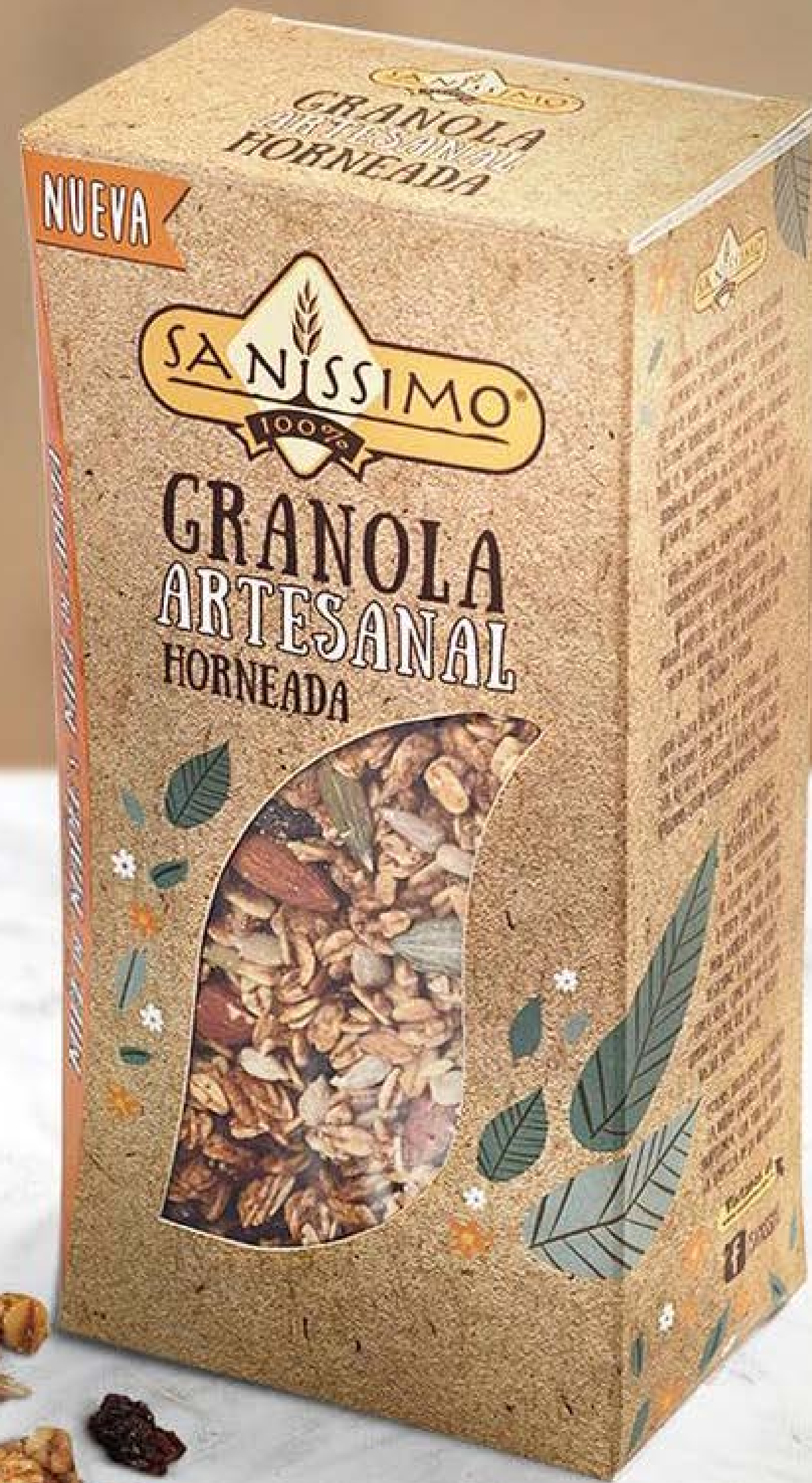
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COMMUNICATION AND EDUCATION ABOUT WHOLE GRAINS

To achieve our goals, we aim to spread messages that educate consumers about the importance of eating whole grains. Our brands focus on communicating healthy habits in an empathetic way. We have focused on enhancing the effectiveness of our messages across different economic, cultural, and regulatory contexts. That is why we tailor our campaigns to each market, ensuring relevance and regulatory compliance, while staying true to our purpose and building trust with consumers.



ACCESS TO NUTRITION FOR ALL

The accessibility of our product lineup is a key part of our strategy, which is why we strive to bring the best products at the lowest prices to every household.

We want good nutrition to be accessible to everyone. We offer healthy and tasty products at affordable prices, available at multiple retail locations to ensure equitable distribution. In 2025, we reinforced this commitment with more accurate assessments of the nutritional needs and socioeconomic status of the communities where we operate, ensuring that our breads and healthy foods reach all social strata and geographic areas.

In virtually every region where we operate, we offer at least one product with a price per kilogram below the market average, for both whole-grain and white breads. We are also proud to say that in some countries, we offer the most affordable whole-grain bread on the market.

We have a **Global Accessibility Policy for the Healthy Portfolio** that sets out general guidelines for the development of our business strategy, pricing, and distribution to ensure that our portfolio is accessible to low-income populations.



Learn more about our Healthy Portfolio Accessibility Policy [here](#).

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