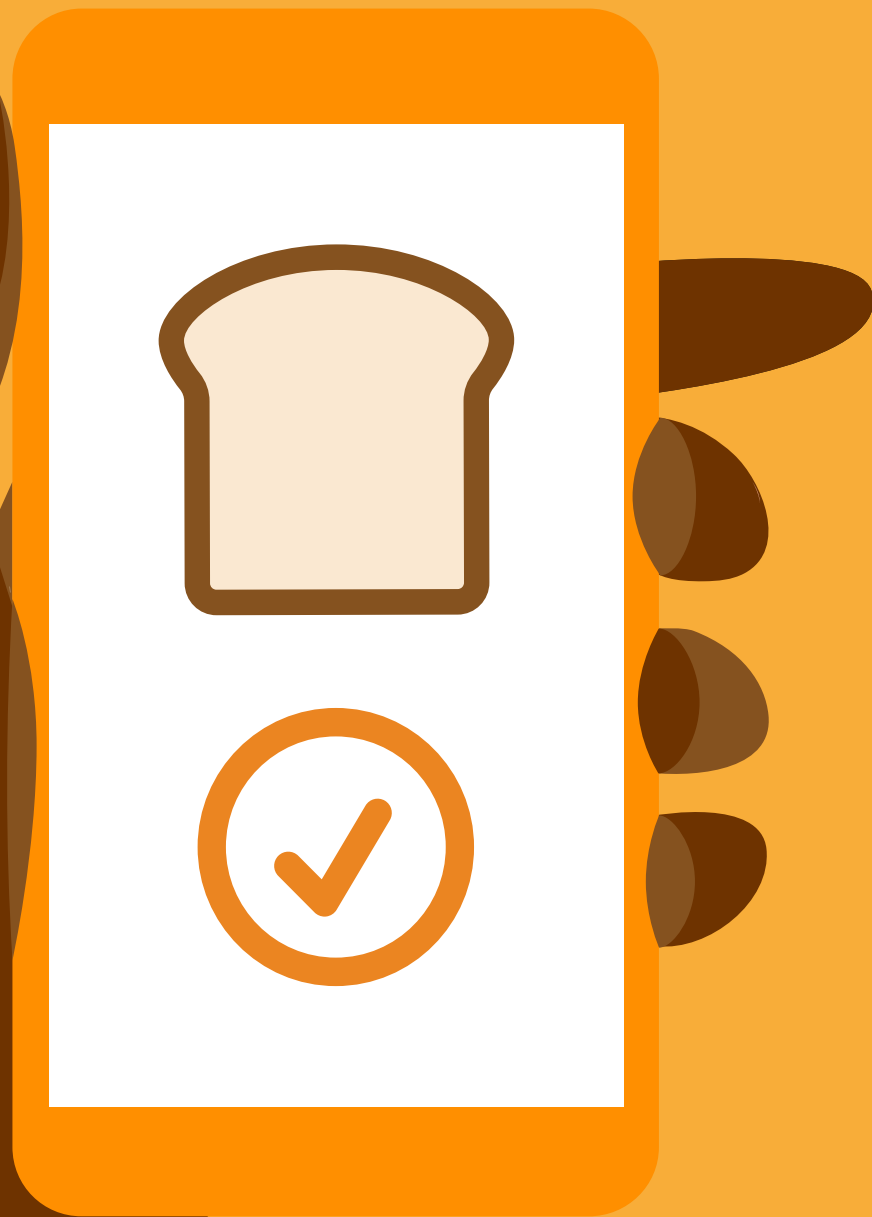


TRANSPARENT SUSTAINABLE BRANDS

DRIVEN BY A DESIRE TO CREATE A BETTER WORLD, WE ARE TRANSPARENT ABOUT THE NUTRITIONAL INFORMATION OF OUR PRODUCTS, OUR PROCESSES, AND OUR COMMITMENT TO THE ENVIRONMENT. WE PROVIDE CLEAR AND VERIFIABLE INFORMATION ON OUR PACKAGING, IN COMPLIANCE WITH REGULATIONS.



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GLOBAL NUTRITION LABELING POLICY

In line with evolving international regulations on brand transparency, our internal teams stay up to date to ensure that the information and messages we communicate are validated and verifiable.

We want to design and implement a brand strategy that meets the needs of the market. We understand that consumers are looking for food options that align with their values: products with clear and honest information that are appealing, featuring simple, healthy, and delicious recipes. In addition, they are interested in brands that are committed to protecting the environment and demonstrating their commitment to communities.

Through our packaging, we highlight natural attributes and improved recipes, helping consumers make informed choices. We also share our sustainability efforts with them and promote nutritional education through platforms like BNutrition. These efforts support consumers by providing healthier products and tools to adopt responsible and sustainable habits.

LABELING COMPONENTS

E Portions: Portion guidelines to help consumers maintain a balanced diet.

D Health Claims: Scientifically supported health claims.

C Front label: A diagram illustrating the Guideline Daily Amount (GDA), where there are no regulations on the matter.

A Nutritional Information: Calories, total fat, saturated fat, trans fat, carbohydrates, dietary fiber, sugars, protein, and sodium per serving.

B Sustainability Information: Information about our sustainable practices and achievements.

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Our brand approach involves criteria designed to keep us at the forefront, always prioritizing transparency and accountability in the messages we convey to our audiences.

We understand that one of the keys to remaining relevant to consumers is to continually evolve and adapt to changes in the market, regulations, and society. Guiding our approach in this area are our global guidelines for responsible communication, "This Is How We Do Marketing", which are aligned with our Code of Ethics. In these guidelines, we outline the criteria for developing communication campaigns, placing people, truthfulness, transparency, and value for our consumers at the center.

To provide the greatest value to our consumers, ensuring that we are making a positive contribution to their nutrition and safeguarding their rights, we support our Responsible Marketing strategies with the following guidelines:



STRICT ADHERENCE TO APPLICABLE LOCAL AND INTERNATIONAL REGULATIONS.

Communication of accurate and complete information, promoting transparency and accountability regarding our impact on the planet, nutrition, people, and our communities.



STRENGTHENING OUR BRAND IMAGE

In our advertising aimed at children under 13, we feature only products that meet our defined nutritional profiles, which are aligned with scientific evidence and standards established by international organizations such as: the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), the International Food and Beverage Alliance (IFBA), the World Federation of Advertisers (WFA), and the Access to Nutrition initiative (ATNi).

COMMUNICATION THAT PROMOTES HEALTHY LIFESTYLES

Marketing in media and programs that align with our moral values.

Focusing efforts on marketing strategies for vulnerable groups, strengthening a community of change agents committed to health, well-being, the fight against inequality, and environmental preservation.



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To learn more about our "This Is How We Do Marketing" guidelines, **click here.**



We focus on implementing an advertising strategy that promotes healthy lifestyles, supports children's rights, fosters positive self-esteem, and upholds core values.

The current impact of digital marketing offers us a valuable opportunity to expand the reach of our messages. We leverage technological advancements to ensure that we do not create content, campaigns, or ads specifically targeting children under 13 for products that do not meet a healthy nutritional profile.

We also work continuously to ensure that our social media posts and mass media advertisements are targeted at the adults in charge of the household. We implement segmentation strategies that allow us to tailor content to time slots and platforms that do not include minors. Always in accordance with World Health Organization (WHO) guidelines, we seek to cover all possible channels to ensure that we do not advertise products that do not meet nutritional standards in unauthorized media outlets.

Our Global Policy on **Product Communication and Advertising** for children is consistent with the guidelines established by international organizations such as the WHO, UNICEF (United Nations Children's Fund), the International Food and Beverage Alliance (IFBA), the World Federation of Advertisers (WFA), and the Access to Nutrition initiative (ATNi).



To learn more about our Global Policy on Product Communication and Advertising for Children, [click here.](#)

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TRANSPARENT SUSTAINABLE BRANDS

We remain unwaveringly committed to providing accurate information about our products and recipes, as well as promoting healthy eating habits and an environmentally conscious approach.

CONNECTING WITH THE CONSUMER

We use various communication channels to make information about our products more accessible and to ensure that our disclosure of key data exceeds regulatory requirements:

QR CODE

We leverage technology to become increasingly transparent. QR codes are a simple way to provide consumers with additional information. At Bimbo Bakeries USA, our entire product portfolio now includes a QR code on its packaging.

FUNCTIONAL MESSAGES

We conducted global research on the most relevant nutritional claims to communicate to consumers. We continue working to align product messaging with the presentation of verifiable information on labels.

HEALTHY EATING TOOLS

Our products feature healthy recipe suggestions. Additionally, we aim to communicate the benefits of the ingredients in our recipes.

BACK OF THE PACKAGE

We use this space to communicate our sustainability pillars and educate consumers about the benefits of whole grains, while maintaining clear and regulated nutritional information.

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We firmly believe that people's well-being is defined not only by their diet, but also by a balanced and active lifestyle.

We are constantly strengthening our flagship initiatives in support of children and the promotion of healthy lifestyles. We aim to establish ourselves as a company that acts in line with its commitments, aligning our actions with our overarching purpose of nourishing a better world.

FUTBOLITO BIMBO

Mexico's largest youth soccer tournament, which promotes sports, values such as teamwork and fair play, and encourages physical activity among boys and girls in public and private schools across the country.



FC BARCELONA - EL SUEÑO BIMBO GLOBAL SPONSORSHIP

A global program that brings girls from different countries to train at FC Barcelona, live alongside top players, and receive sports and nutrition education, inspiring them to pursue their dreams in professional football.

CAMPEONAS DE SUEÑOS (CHAMPIONS OF DREAMS)

A regional initiative that supports girls in Latin America interested in soccer, providing training, values, education, nutrition, and health guidance to foster their holistic development and promote gender equality through sports.

BIMBO GLOBAL RACE (BGR)

A charity run that brings together runners from around the world to promote active lifestyles and donate bread to those in need. Each participant generates donations and fosters a global experience of solidarity.

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