

# BAKING A BETTER FUTURE

GRUPO BIMBO'S  
SUSTAINABILITY  
STRATEGY LAUNCH

The event will begin shortly



# Daniel Servitje, Chairman & CEO

## OPENING REMARKS



200 g. de azúcar (en este caso azúcar moreno también valdría) pañeta)

200 g. de harina de trigo (especial repostería tipo)

10000, con un poco de levadura)

200 g. de manteca a temperatura ambiente

150 ml de aceite de oliva suave

4 huevos

1/2 cucharada de bicarbonato sódico (3 gramos)

1 cucharadita de extracto de vainilla.

3 plátanos muy maduros (grandes a ser posible)

100 g. de nueces picadas (opcionales)

100 ml. de leche entera

Un molde desmontable rectangular tipo cake

(en este caso silicona) de 24,1 cm x 14,2 x 7,6



# From our beginnings...



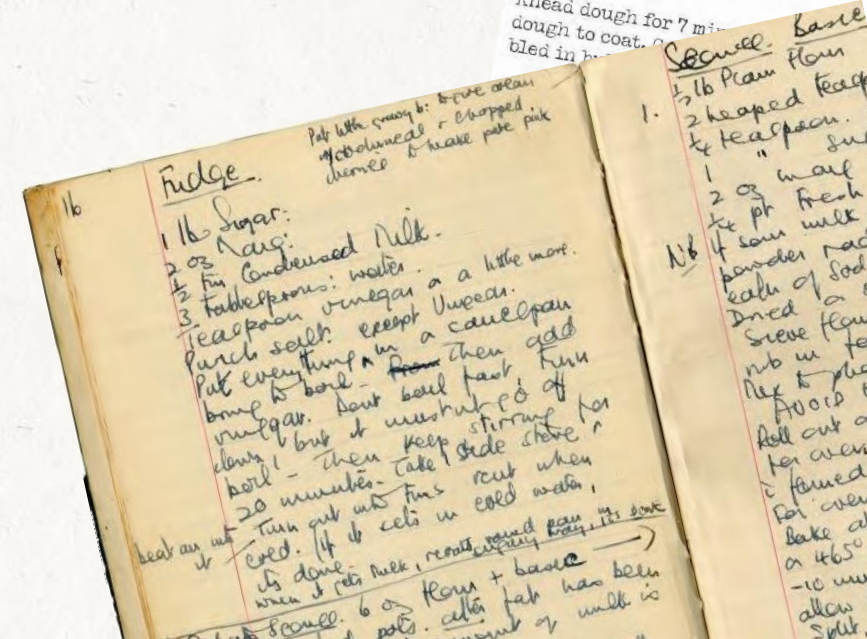
“Being a sustainable, highly productive and deeply humane company”

The **PERSON** as a central part of our values and beliefs

Environmental Standards

Product Quality and Safety

Human Rights and Labor Standards





## **We are bakers in a grain-based food industry**

**Because of it we have a very close relationship with our consumers. We want to be in their homes, on their tables, every day. For over 75 years, sustainability has been part of our business**

**We know that by providing high quality products, with high nutritional value, we can improve the lives of everyone we reach**

# Sustainability as part of our DNA



**1964**

**"Futbolito Bimbo"**  
in Mexico



**2008**

**Nutritional**  
guidelines



**2012**

**"Piedra Larga"**  
Wind Farm  
**"Good Neighbor"**  
program



**2017**

GB as one of the  
**most ethical**  
companies



**2021**

**Net Zero carbon**  
emissions by 2050  
Commitment

**First sustainability-**  
linked loan



**2018**

**Clean Energy**  
Certificates

**RE100 initiative**



**2013**

**Electric vehicles**



**2009**

**Biodegradable**  
packaging  
IFBA **"Global**  
**Responsible Marketing**  
to Children"



**1980**

**Listed on Mexican Stock**  
Exchange



**1945**

**Start of Operations**

**1945**



A close-up photograph of a person's hand holding a bundle of harvested corn cobs. The cobs are of various colors, including white, yellow, and dark purple/black. The background is a textured, light brown wall. The text is overlaid on the image in a semi-transparent grey box.

## **Nourishing a better world**

**At Grupo Bimbo, we exist to nourish  
a better world**

**That means nourishing the well-  
being of people & nature, because  
we can only truly achieve better if we  
do both**

**This is a bold ambition, and it won't  
be a simple journey, but we have a  
plan to get there**

# Rafael Pamias, Executive VP & Chief Sustainability Officer



200 g. de azúcar (en este caso azúcar moreno también valdría pautela)

200 g. de harina de trigo (especial repostería tipo

10000, con un poco de levadura)

200 g. de mantequilla a temperatura ambiente

150 ml de aceite de oliva suave

4 huevos

1/2 cucharada de bicarbonato sódico (3 g)

1 cucharadita de extracto de vainilla.

3 plátanos muy maduros (grandes a ser posible)

100 g. de nueces picadas (opcionales)

100 ml. de leche entera

Un molde desmontable rectangular tipo cake

(en este caso silicona) de 24,1 cm x 14,2 x 7,6



# Planetary challenges of our era

## ENVIRONMENTAL CHALLENGES

## SOCIAL CHALLENGES

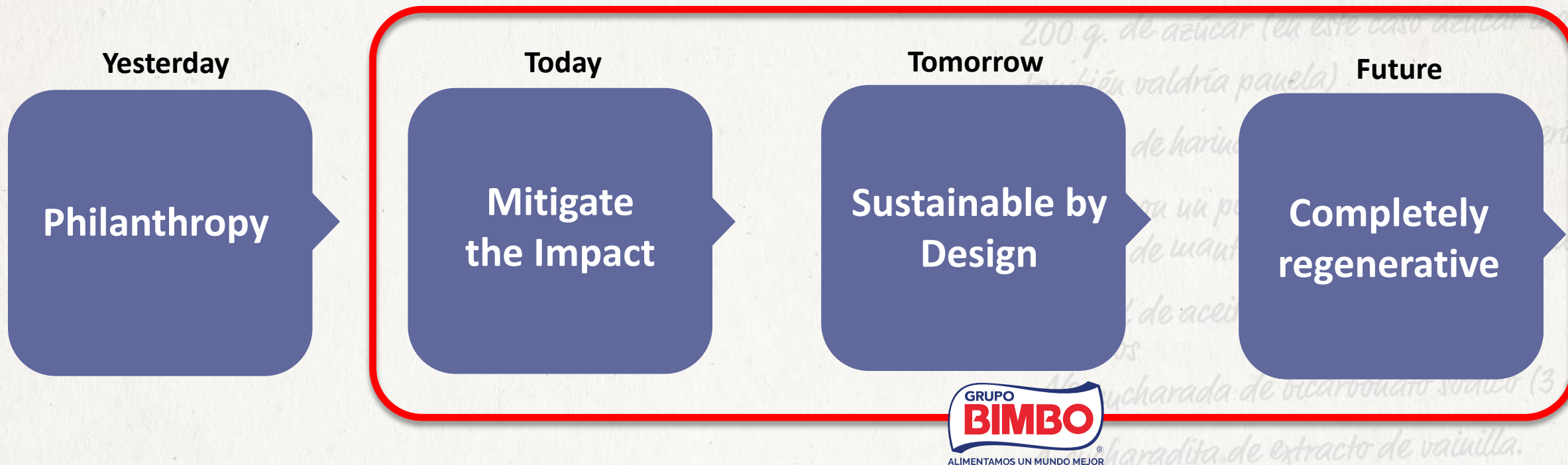


3 plátanos muy maduros (grandes o ser poso)  
100 g. de nueces picadas. (opcionales)  
100 ml. de leche entera

Un molde desmontable rectangular tipo cake  
(en este caso silicona) de 24,1 cm x 14,2 x 7,



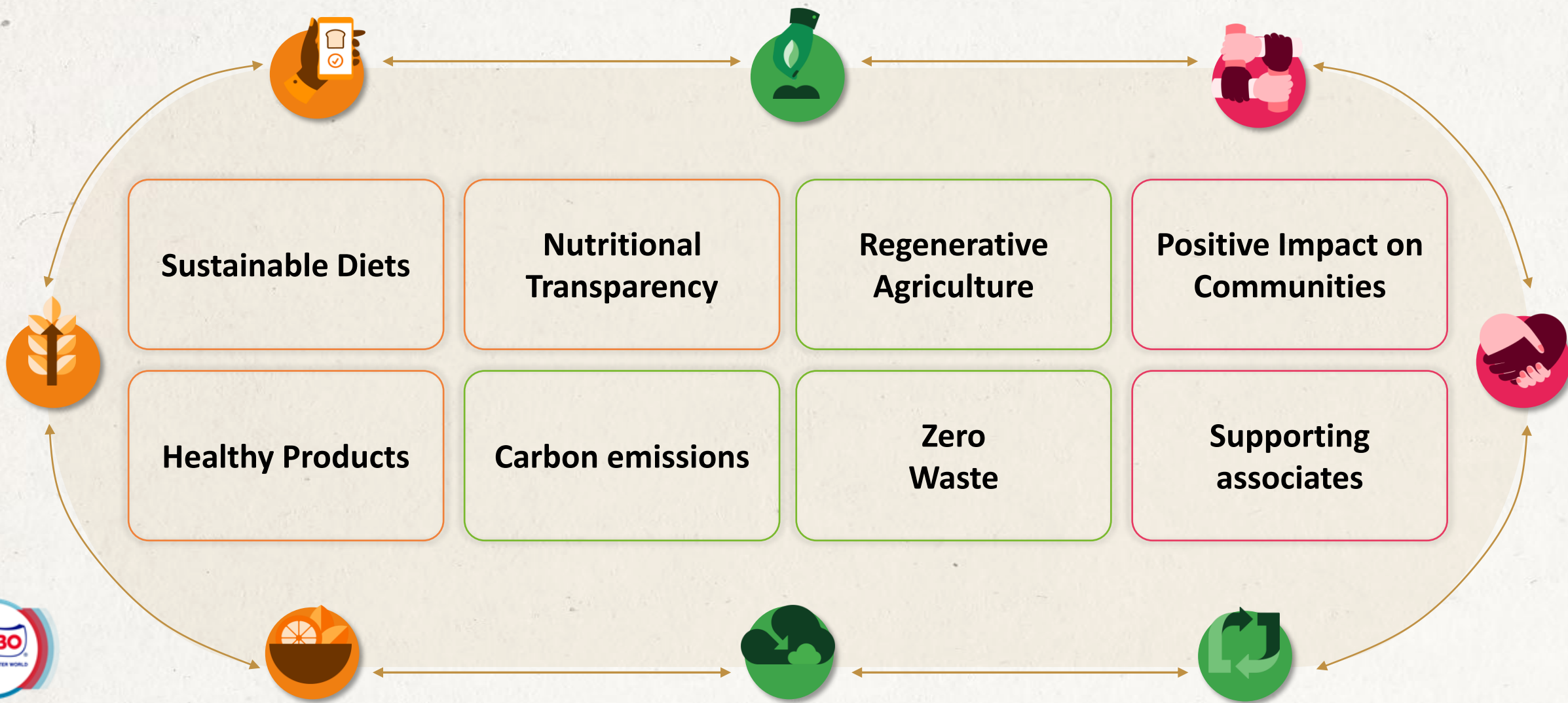
# It is urgent to move from mitigation to full regeneration



- Higher level of **ambition**
- **New business models**

- Governance and **clear objectives**
- **Solid and public commitments**

# 8 basic principles of Grupo Bimbo's new sustainability strategy



A close-up photograph of a person's hands sifting a fine, white powder, likely flour, through a metal sieve into a bowl. The background is softly blurred, showing a woven basket and a white cloth. The overall tone is warm and natural.

## Brutal Truths, Beautiful Possibilities

Could products which are **nutrient deficient** become **nutrient rich**?

Do we continue towards the **last harvest** or **embrace fertile farming**?

Do we promote eating **out of limits** or **within planetary boundaries**?

Could we stop contributing to our **plastic planet** and **start creating packaging solutions**?

Do we promote use of fossil fuels or **seek renewable sources**?



# NOURISHING A BETTER WORLD

## BAKED FOR YOU

Promote Planetary Diets  
With Nutritional Diversity

## BAKED FOR LIFE

Improve The Lives Of  
Everyone We Reach

## BAKED FOR NATURE

Protect and regenerate  
our natural systems

Best Nutritional  
Profiles For All



Strengthening  
Communities



Caring For Our  
People



Towards Zero  
Waste



Transparent  
Sustainable  
Brands



Enabling  
Healthier  
Plant Based  
Diets



Convert into  
Regenerative  
Agriculture



Net Zero  
Carbon  
Emissions



Environmental  
Standards

Product Quality  
And Safety

Human Rights And  
Labor Standards

Sustainable Raw  
Material Sourcing



NOURISHING A BETTER WORLD

**BAKED  
FOR YOU**



# Promote Planetary Diets With Nutritional Diversity

**Best Nutritional Profiles For All**



Natural & simple recipes with positive nutrition in every bite

**Enabling Healthier Plant-Based Diets**



Delight consumers by providing access to healthier, grain-based products

**Nutritional Transparency**



Empower our consumers to make better choices

**100%**



NOURISHING A BETTER WORLD

# BAKED FOR NATURE



# Protect and regenerate our natural systems

Net Zero  
Carbon  
Emissions



Maximizing carbon reduction, renewable energy and carbon sequestration models

Towards  
Zero  
Waste



Reducing waste along our value chain and promote circularity

Convert into  
Regenerative  
Agriculture



Enriching soils, capturing carbon and building resilient ecosystems while increasing crop yield

## ZERO





NOURISHING A BETTER WORLD

# BAKED FOR LIFE



# Improve The Lives of Everyone We Reach

## Strengthening Communities



Enriching the communities where we live and work and support our business partners

## Caring For Our People



Creating safe, healthy, diverse, equitable and inclusive workplaces that foster a culture of personal and professional development

# ALL TOGETHER



# Q&A

If you would like to ask a question, please press the “raise your hand” button located at the bottom of your screen.

If you are connected via telephone, please dial \*9.

Please remember to unmute yourself before speaking.



# CLOSING REMARKS

- Committed to **“Nourishing a better world”**
- We are raising the level of **ambition**
- We have clear **short-, medium-, and long-term commitments**
- We want to become **Sustainable by DESIGN**

THANK YOU FOR JOINING  
US TODAY

