



GRUPO BIMBO

Receives Regulatory Approval to Acquire Wickbold in Brazil

MEXICO CITY, SEPTEMBER 17, 2025

Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or the "Company") is pleased to announce that it has received regulatory approval to acquire Wickbold in Brazil, subject to certain conditions imposed by the country's competition authority. The Company expects to conclude the acquisition in the coming weeks.

This strategic acquisition aligns with Grupo Bimbo's ongoing growth journey, strengthening the Company's presence in Brazil and expanding its reach across more consumption occasions with renowned beloved brands that resonate deeply with consumers, such as Wickbold® and Seven Boys®. The transaction includes the manufacturing, marketing and distribution of Wickbold's iconic baked goods portfolio across Brazil, supported by a team of approximately 2,700 dedicated associates.

"I'm thrilled to welcome Wickbold to the Grupo Bimbo family. Over the past years, we've made excellent progress on our journey in Brazil, building a more profitable business driven by our exceptional leaders and winning culture. Adding Wickbold's trusted brands strengthens our portfolio and creates a strong platform for sustainable growth, enabling us to deliver even greater value to our customers, consumers, and shareholders", said Rafael Pamias, CEO of Grupo Bimbo.

ABOUT GRUPO BIMBO

Grupo Bimbo is the leader and largest baking Company in the world and a relevant participant in snacks. It serves 76 countries worldwide and operates in 39 countries across the Americas, Europe, Asia, and Africa, with 245 bakeries and plants, and more than 1,500 sales centers. The Company has a diverse product portfolio, its main product lines include sliced bread, buns & rolls, pastries, cakes, cookies, toast, English muffins, bagels, tortillas & flatbreads, and salty snacks, among others. Grupo Bimbo has one of the largest direct distribution networks in the world, with more than 54,000 routes and over 152,000 associates. Its shares are listed on the Mexican Stock Exchange (BMV) under the ticker symbol BIMBO, and it also trades in the U.S. over-the-counter market through a Level 1 ADR, under the ticker symbol BMBOY.

INVESTOR RELATIONS CONTACT

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