



GRUPO BIMBO

APPOINTS NEW CEO

MEXICO CITY, NOVEMBER 6, 2025

Grupo Bimbo, S.A.B. de C.V. ("Grupo Bimbo" or the "Company") appoints Alejandro Rodriguez Bas as Chief Executive Officer of Grupo Bimbo, following the resignation of Rafael Pamias Romero, who decided to take a pause to address personal and health matters.

Alejandro joined Grupo Bimbo in 2021, currently serves as President of Barcel Global and is a member of the Executive Committee, he is married and has three children. Alejandro holds a degree in Electromechanical and Industrial Engineering from Universidad Panamericana and an MBA from Harvard. His career spans multinational companies across various geographies, including ten years at PepsiCo, where he served as CEO for the Australia and New Zealand region, among other markets. He later served as CEO of Grupo LALA in Mexico, Vice President at C&S Wholesale Grocers, and CEO of Acosta Sales and Marketing in the United States.

"I want to recognize and thank Rafa for his commitment, dedication, and hard work over these eight years, and especially during the last year and a half as CEO, for guiding Grupo Bimbo towards a Company with a stronger focus on sustainability, quality, and the consumer," said Daniel Servitje, Executive Chair of Grupo Bimbo.

"Alejandro has built a results-driven career, with solid commercial and operational experience, and a proven track record of driving growth in iconic consumer brands. He shares the Company's culture and philosophy, with a long-term vision and exceptional leadership. Over the past four years, he has been key in accelerating innovation, expanding the Barcel brand to many countries, and establishing manufacturing operations on different continents. The Board of Directors and I are confident that he will do an excellent job as CEO and has our full support to do so," he added.

"It has been an honor to lead Grupo Bimbo, and I am very proud of what we have accomplished together. Through innovation, discipline, and a deep commitment to our consumers, we have remained the leading Company in our industry. I am confident that Alejandro's leadership and vision will continue to position Grupo Bimbo as a beloved Company in households around the world," commented Rafael Pamias.

"I am deeply grateful for this opportunity and the trust placed in the team to lead this extraordinary Company. I embrace this challenge with a firm commitment to continue strengthening a solid strategy, nourishing a better world. We will continue

driving growth through powerful brands with enormous potential, reaching every corner of the world, with a constant focus on our associates, clients, and consumers. Always with the Philosophy of building a sustainable, highly productive, and deeply humane Company," said Alejandro Rodríguez Bas.

ABOUT GRUPO BIMBO

Grupo Bimbo is the leader and largest baking Company in the world and a relevant participant in snacks. It has presence in 91 countries worldwide, operating directly in 39 and serving another 52 through strategic partnerships. Its operations span across the Americas, Europe, Asia, and Africa, with 249 bakeries and plants, and more than 1,500 sales centers. With sales of over US \$21 billion, the Company has a diverse product portfolio, its main categories include sliced and artisan 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 153,000 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.

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