

## 1. **Purpose**

Establishing general guidelines to develop and publish socially responsible advertisements for all our audiences with a particular focus on children under the age of thirteen.

## 2. **Scope**

This policy applies to all collaborators belonging to the Marketing departments across all of Grupo Bimbo's Organizations that require promoting or advertising products.

## 3. **Definitions**

**PABI Code (Self-regulatory Code for Advertising Food and Non-Alcoholic Beverages to Child Audiences):** Sets standards, guidelines, and advertising compliance and verification mechanisms for food and non-alcoholic beverages when they're directed at child audiences, and within the self-regulatory framework in Mexico's private sector, to promote healthy eating and frequent physical activity that contribute to obesity and overweight prevention.

**IFBA (International Food & Beverage Alliance):** Organization that convenes the world's main food and non-alcoholic beverages companies to establish global commitments before the World Health Organization in matters of healthy lifestyles and nourishment.

**WFA (World Federation of Advertisers):** A global commercial association for multinational advertisers and national associations. The WFA's goal is to promote responsible and effective marketing communications across the world.

**WHO (World Health Organization):** Directing and coordinating authority for health within the United Nations system operating in an increasingly complex, fast-changing environment. It offers leadership on fundamental matters regarding health and promotes production, diffusion, and implementation of valuable knowledge in different fields.

## 4. **Responsibilities**

**Global Marketing Office:** Define and update current criteria to advertise products according to local laws and regulations and to the highest global nutritional standards, and oversee total compliance to this policy by all parties involved.

**Local Marketing teams:** Ensuring that all advertising and communication strategies are carried out in compliance with the established criteria set in this policy and with local laws and regulations, and that they are aligned with global nutrition standards defined by the Global Investigation and Development Office.

**Global Investigation and Development Office:** Reviewing and Updating nutritional criteria considered within Grupo Bimbo's Health and Well-being Strategy.

## 5. **General Guidelines**

It is a policy of Grupo Bimbo that all advertisements of its brands or products comply with the following guidelines:

- Must adhere to the existing regulatory framework in the country where it will be carried out and broadcasted.
- Must comply with IFBA and WFA's self-regulatory practices and with the highest standards in responsible marketing practices established both locally and globally (e.g., PABI in Mexico, WHO around the world).
- All products advertised to children under thirteen years of age must comply with nutritional profiles defined by Grupo Bimbo for this audience. Furthermore, said publicity must be carried out in the context of balanced diets and healthy lifestyles.
- Our advertisements must be a contributing tool in promoting healthy living, physical activity, and balanced diets.
- In order to broadcast advertisements aimed at children under thirteen years of age, one must consider the media outlets that don't allow promoting products that don't comply with the nutritional profile. (Outlined in the document This is how we do marketing: Responsible Communication Guidelines).

- Advertising products in schools is not allowed unless there is an explicit request and authorization to do so by the school's administration and if the purpose is to carry out activities that will educate on and promote healthy lifestyles and physical activity. In the case of having a school request it, actions will have to adhere to the guidelines included inside the document This is how we do marketing: Responsible Communication Guidelines.
- Do not represent social stereotypes that incite prejudice or that might deliberately provoke any sort of discrimination.
- Do not attribute different or superior nutritional values or characteristics to those that the advertised food possesses.
- It is forbidden to use influential people under the age of 13 (e.g. celebrities, influencers, famous people on social media, etc.) or people whose target audience is children under thirteen years of age across all public communication channels.
- In order to broadcast advertisements aimed at the general audience, local Marketing teams must follow the criteria set within the document This is how we do marketing: Responsible Communication Guidelines.

## 6. Responsibility/Ownership

The Global Marketing Department is the assigned owner of this policy and main responsible for its content, update, monitoring of its compliance, and the submission for approval to the Global Internal Control and Risk Management Department, the Steering Committee and CEO.

## 7. Updates

The changes implemented in between versions are described below:

Revision / Revision History				
Version	Date of revision	Updated by:	Approved by:	Main changes
1	December 2018	Marketing Supervisor	Global Marketing Director	First publication
2	May 2019	Marketing Supervisor	Global Marketing Director	<ul style="list-style-type: none"> <li>• IFBA and WFA definitions added.</li> <li>• Guidelines added regarding advertisements aimed at children under twelve years of age and advertisements in schools.</li> <li>• Marketing alignment with Grupo Bimbo's Health and Well-Being Strategy.</li> </ul>
3	December 2023	Marketing Supervisor	Global Marketing Director	<ul style="list-style-type: none"> <li>• WHO definition added.</li> <li>• Guidelines added regarding advertisements aimed at children under thirteen years of age and advertisements in schools.</li> <li>• Regulatory body addition and definition.</li> </ul>