

1. Purpose

Establish general guidelines to integrate into our business strategy pricing and distribution practices to ensure accessibility of the healthy portfolio, where we have operations, to our lower income consumers.

2. Scope

This policy applies to all associates responsible for the health and wellness (H&W) portfolio in all subsidiaries and business units of Grupo Bimbo.

3. Definitions

Affordable products: Products that are parity or below the average market price, relative to the same category or subcategory.

Accessible products: Those with at least 50% market presence in the location where the top-selling product is located. Distributed everywhere at an affordable price. Includes options fortified with micronutrients, accessible and affordable to vulnerable populations, driving an improvement in the nutritional quality of our consumers.

Average market price: Is the average price that consumers paid for a category or subcategory considering the mix of all products of the market, all channels, and the discounts and promotional activity in a certain period.

Fortified/Enriched: Adding one or more essential nutrients to a diet with the purpose of preventing or correcting a demonstrated deficiency of one or more nutrients in the population or specific population groups.

Healthy portfolio: Includes those products with a HSR System score equal to or above 3,5 points.

Health Star Rating (HSR): Front of pack labelling system that rates the overall nutritional profile of packaged food, and assigns it a rating from ½ a star to 5 stars. The more stars, the healthier the choice.

Low income consumers: Those who are at the lowest socio-economical level, defined according to the local definition of socioeconomic standard in each country where household penetration is measured.

Product category: Categories established to evaluate nutritional quality in our products and to consider the technical characteristics and consumption patterns of each of them, as follows:

- Daily consumption: Products present in key moments of consumption (Bread & Buns, Tortillas and Flatbreads and Breakfast -Bagels & English Muffins-).
- Occasional Consumption: Products present in snacks and special moments where moderate consumption is recommended.

Vulnerable groups: In line with the document: ***PGB-SU-02 Baked for you - Best Nutritional Profiles*** are people at risk of suffering from food insecurity or malnutrition due to nutritional factors.

4. Responsibilities

Global Research and Development Department - Nutrition: Support the local New Products Development area or Local Research and Development area in the Business Units to evaluate the nutritional profile of their portfolio, to identify the healthy one. Guide the GB Business Units in the reformulation of their products to increase the use of positive ingredients, decrease the use of negative

perceived ingredients and / or incentive portions reduction, to improve the nutritional profile of products that require it. Ensure that information on the packaging is in accordance with the recipes and complies with the local regulations, to guarantee transparency.

Global Health and Wellness Department: Establish the general guidelines of this policy. Monitor its compliance annually through an assessment according to what is established on **FGB-HW-01 Annex I**. Support GB Business Units in the development and implementation of the healthy portfolio strategy by:

- Fostering growth of the current healthy portfolio and improving the healthy perception by adding claims to packaging and maximizing the commercial strategy.
- Promoting commercial practices that contribute reaching the lower-income consumers with our healthy portfolio.
- Identifying the innovation needed to fulfill consumers' needs.

Global Corporate Affairs VP: Support the GB Business Units to strengthen relationships with governmental and non-governmental organizations, industry associations and non-profit institutions to collaborate, in accordance with our global corporate affairs policies, in programs aimed at bringing our products closer, especially the healthy portfolio, to vulnerable populations.

Local Commercial Area: Quarterly review to keep updated the price of every product, ensuring the affordability and accessibility of the healthy portfolio in their region, according to this policy. At least annually, measure and monitor the index price of the healthy portfolio to ensure the affordability and the numeric distribution to ensure accessibility. Adjust prices in case of any deviation to this policy and aim to reach as many points of sale as possible with the healthy portfolio. Implement additional portfolio initiatives (e.g., launching accessible products) to reach lower income consumers.

5. General guidelines for GB Organizations

According to our Sustainability Strategy based on the **PGB-SU-01 Handbook - Nourishing a Better World**, we must ensure access to our healthy portfolio, especially for low-income families and vulnerable populations, where we operate. As such, it is Grupo Bimbo's policy that associates, responsible for the H&W portfolio, comply with the following guidelines:

- In those markets where Grupo Bimbo is the leader, the affordable healthiest option must be in the top 10 best selling items.
- Offer healthy products in all categories where we are present, especially those in the product category of daily consumption, at affordable prices.
- Develop affordable products for vulnerable groups to meet specific nutritional needs.
- Maintain strategic alliances with governmental institutions with the aim of bringing our products closer to vulnerable populations, participating indirectly in the social development programs they carry out.
- Distribute and commercialize fortified / enriched products developed specifically for vulnerable populations at affordable prices and securing accessibility.

6. Annexes

- **FGB-ESU-03 Annex**

7. Responsibility / Ownership

The Global Health and Wellness Department is the assigned owner of the present policy and is mainly responsible for its content, update, and presentation for approval before the Global Directorate of Internal Control and Executive Committee.

8. Updates

The changes implemented in between versions are described below:

Revision / History of the revision				
Version	Revision Date	Updated by	Approved by	Main Changes
1	March, 2024	Project Manager	Executive VP	First Publication