

## 1. Purpose

Establish the general guidelines to develop and publish socially responsible advertising for all our intended audience, primarily focused to children under the age of 12.

## 2. Scope

This policy applies to associates in the marketing departments from all Business Units of Grupo Bimbo that requires to advertise products.

## 3. Definitions

**PABI Code (Code of Advertising Self-Regulation for Food and Non-Alcoholic Beverages aimed to the Children):** Establish the principles, guidelines, and verification & compliance mechanisms of food and non-alcoholic beverages advertising, focused to children; it is a framework of self-regulation of the private sector companies in Mexico, for the promotion of a healthy diet and a regular physical activity, in order to prevent overweight and obesity.

**International Food and Beverage Alliance (IFBA):** Association that brings together the world's leading food and non-alcoholic beverage companies to establish global commitments to the World Health Organization regarding food and healthy lifestyles.

**World Federation of Advertisers (WFA):** It is a global trade association for multinational advertisers and national associations. The goal of WFA is to promote responsible and effective marketing communications throughout the world.

## 4. Responsibilities

**Global Marketing Department:** Define and update these guidelines to advertise products, according to the local regulations and with the highest nutritional standards or frameworks defined at global level and to oversee this policy.

**Marketing local teams:** Ensure that any communication and advertising strategy is carried out in compliance with the criteria established in this policy and with local regulations, and is aligned with the global nutritional standards defined by the Global Directorate for Research and Development.

**Global Research and Development Department:** Review and update the nutritional standards included in the *Health and Wellness Strategy of Grupo Bimbo*.

## 5. General Guidelines

It is policy of Grupo Bimbo, all advertising for its brands or products complies with the following guidelines:

- Must be adhered with the current regulatory framework in the country where is made and issued.
- Must comply with IFBA and WFA self-regulations and the highest standards in responsible marketing practices, established locally and globally (eg PABI in Mexico)
- All products advertised to children under the age of 12, must comply with the nutritional profiles defined by Grupo Bimbo for this group and such advertising must be made in the context of well-balanced diets and healthy lifestyles.
- Our advertising must be an enabling tool for the promotion of healthy lifestyles, regular physical activity and well-balanced diets.

- Products that do not comply with the nutritional profile are not allowed to be advertised to children under 12 years old. (Indicated in the document **This is how we do Marketing: Responsible Marketing Communication Guidelines**).
- Products cannot be advertised in schools. This can only happen by request and with the authorization of the school administration whose purpose it is to carry out activities to educate and promote healthy lifestyles and physical activity. If a school requests product, the process must adhere to what is indicated in the document **This is how we do Marketing: Responsible Marketing Communication Guidelines**.
- When advertising to any target audience, our marketing local teams must follow the Grupo Bimbo Strategy on Health and Wellbeing and the criteria indicated in the document: **This is how we do Marketing: Responsible Marketing Communication Guidelines**.

## 6. **Responsibility / Ownership**

The Global Marketing Department is the assigned owner of this policy and is primarily responsible for its contents, updating, monitoring of its compliance and submission for approval before 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 / History of the revision				
Version	Date Revision	Updated By:	Approved By:	Main Changes
1				
2	May 16, 2019	Ricardo Pérez Baez	Internal Control and Risk Management Department	<ul style="list-style-type: none"> <li>• Definitions of IFBA and WFA.</li> <li>• Including advertising for children under 12 years old and in schools.</li> <li>• Merchandise aligned with the Grupo Bimbo Strategy on Health and Wellbeing.</li> </ul>