



This is how we do Marketing

**RESPONSIBLE MARKETING
AND COMMUNICATION
GUIDELINES**



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01

This is who
we are

We at Grupo Bimbo are global leaders in the baking industry, and thus we proudly take on the responsibility of always going the extra mile when it comes to feeding a better world. And doing so requires that we do things differently.

We believe in bringing delicious and nutritious food to everyone's table, which is why we do marketing with responsibility and integrity, placing value on people and establishing firm commitments for their well-being.

All our marketing strategies back the importance and support the promotion of balanced, nourishing diets, as well as the need to adopt healthy and active lifestyles.

This document enlists the guidelines that help us develop better marketing actions alongside our strategic partners by promoting a healthy environment for our consumers.

This is how we feel. This is how we do marketing.

1. Our philosophy

1. Purpose, Mission and Vision

We've been very clear about our philosophy ever since we first started out as a company, and it remains the foundation of the corporate strategy that guides all of Grupo Bimbo's actions while reinforcing our commitment to sustainability and our consumers.

OUR PURPOSE	OUR MISSION	OUR PHILOSOPHY
Nourishing a better world.	Delicious and nutritious baked goods and snacks in the hands of all.	Build a sustainable, highly productive and deeply humane company

1.1.2. 2025 Goals (Responsible Marketing and Communication)

Our 2025 goals in terms of Sustainable Marketing are:

- ① Only advertise to children 13 years of age and under products that comply with the established nutritional profiles for said target audience.
- ② Ensure that advertisements created and aimed at child audiences are a contributing tool that helps improve health education.
- ③ Promote healthy diets and lifestyles throughout our advertising strategies.
- ④ Having advertisement strategies that are socially and ethically responsible towards all of our consumers and that are regulated by the highest global standards.



02

This is
our
commitment

In order to achieve our goals, we've established a series of global commitments that are directly related to having responsible marketing and advertising strategies aimed at both the general public and child audiences.

2.1 Responsible marketing guidelines for the GENERAL PUBLIC

We care deeply about your health and well-being at Grupo Bimbo, which is why we work non-stop to bring you tools that may allow you to choose our products in a reliable, transparent, and responsible way while reminding you to consume them within a balanced diet that fosters a healthy lifestyle. To achieve this, we've created responsible marketing strategies that are aligned with our Code of Ethics.

Our commitment is to show you useful and reliable information about all the products we offer.

2.1.1 DO'S

- Fully adhere to international and/or local regulations applicable to product advertising in the countries where Grupo Bimbo has a presence.
 - As part of the ICC, we adhere to its Advertising and Marketing Communications Code, updated in 2024, with the following reference guidelines:
 - *All commercial advertising must be carried out with due social, environmental, and professional responsibility, and must comply with the principles of fair competition, generally accepted in the business environment.*
 - *Advertisers are urged to take diversity and inclusion into consideration and avoid stereotypes and commodification.*
 - *Commercial advertising must not be associated with any form of corruption.*
 - *The established environmental principles must be respected in commercial advertising, and the ICC Framework for Responsible Commercial Advertising regarding Environmental Advertising should be taken into account.*
 - *Commercial advertising must be truthful and not misleading.*
 - *Commercial advertising, regardless of format or channel, must be easily identifiable, allowing consumers to clearly differentiate between commercial and non-commercial content*
 - *Testimonials or endorsements, including commercial advertising by influencers, that are obsolete or misleading over time should not be used.*
 - *All explicit or implied environmental claims must be supported by reliable scientific evidence. Data used to justify these claims should reflect the relevant product or activity and the environmental features, attributes or performance asserted in commercial advertising.*



- Create ad campaigns and marketing strategies with truthful information that safeguard the universal declaration of human rights, social inclusion, family unity, and people's integrity.
- Reinforce our products' image in the following order: family, home, health, nutrition, and cleanliness.
- Create advertising content that promotes healthy lifestyles within a context that fosters balanced diets and considers local nutrition guidelines as well as international recommendations.
- Advertise and carry out marketing strategies in media outlets that are aligned with our moral values and that reflect a positive and inclusive outlook within the countries where GB is present.
- Release the media audit results (carried out by IFBA) that guarantee that all our content —and media through which we promote our brands— comply with applicable criteria, signed agreements, and with local, national, and international advertising laws and regulations.
- Reinforce our efforts in developing and carrying out marketing strategies that may reach low-income groups that are at risk of malnutrition with an offer that includes healthy and nutritious food options.
- Legal, responsible and ethical use of artificial intelligence, in compliance with the guidelines set out in our Global Artificial Intelligence Policy.

2.1.2 DON'TS

- Create advertisements that promote physical inactivity or the excessive consumption of our products.
- Advertise our products as food substitutes.
- Use models that showcase unhealthy habits (extreme thinness or obesity).
- Advertise on polarizing shows or media that discriminate or belittle any person because of their values, religious beliefs, political affiliations, or socioeconomic status.
- Advertise on programs whose contents aren't aligned with Grupo Bimbo's principles or that don't contribute to human development, education, and culture.



2.2 Responsible marketing guidelines for CHILDREN under 13 years of age

At Grupo Bimbo, we work to promote and ensure that the advertisements we aim at children comply with global marketing best practices. Furthermore, we carefully follow the World Health Organization's directives to keep our policies aligned with theirs.

We also acknowledge and accept that our advertisements do not detract from the roles that parents and other responsible adults have when it comes to guiding a child's diet regimen and well-being.

Our work at Grupo Bimbo consists in continuing to boost positive changes in the way foods and beverages are marketed towards children.

2.2.1 DO'S

- Adhere to local laws and regulations and make voluntary pledges to join organizations that promote content regulation in matters of advertising and marketing aimed at children.
- Strictly follow local laws that control the sale and promotion of products in schools.
- Advertise and develop marketing strategies for products that strictly comply to our nutritional profiles which are aligned to scientific evidence and to standards established by international organisms such as the World Health Organization (WHO), the United Nations International Children's Emergency Fund (UNICEF), the International Food and Beverage Alliance (IFBA), the World Federation of Advertisers (WFA), and the Access to Nutrition Index (ATNI).
- All marketing and advertising strategies must display contents that promote a healthy lifestyle and foster children's rights, positive self-esteem, and non-violent values.
- Promotional content must be presented in such a way that every person can be well-informed before buying any product in any condition that may affect their purchasing decision.
- Parents or caretakers must always appear to have control over their access to the products.

2.2.2 DON'TS

For all those products aimed at children under 13 years of age that do not meet the established nutritional standards, we are committed to never:

- Design marketing communications aimed at children under 13 years of age, as well as to never use images of our characters or products in interactive games.
- Use promotional packaging, points of sale, or media that is mainly aimed at children under 13 years of age.
- Advertise and carry out marketing strategies at primary and secondary schools unless there is an explicit request or authorization from the school administration and if the intention of the activity is to educate and promote healthy lifestyles and physical activity.
- Promote our products as food substitutes.
- Advertise and carry out marketing strategies on TV shows or editorial contents in children's media that address subjects that violate people's integrity.
- Advertise products that don't comply with the nutritional profile in media that doesn't allow it: children's TV programming or regular programming where more than 30% of the audience is under 13 years of age, radio, press, cinema, internet (including our own company's website and social media), direct marketing, product placement, interactive gaming, out-of-home media, sampling, mobile and text messaging, licensed characters, movie tie-ins (licensing), and celebrities that attract children's attention.
- Promote aggressive or violent representations in advertisements aimed at children.
- Represent social stereotypes that promote prejudice and that might deliberately provoke any sort of discrimination.
- Add nutritional values or superior qualities different to those that the advertised food possesses.
- Showcase children under the age of 13 in marketing communications unless (a) they are products that adhere to the highest nutritional standards, (b) they are a relevant part of the message (e.g., being presented as a part of a family).
- Use influential people under the age of 13 (e.g., celebrities, influencers, famous people on social media, etc.), or people whose main target audience is children under the age of 13, in any communication channel.



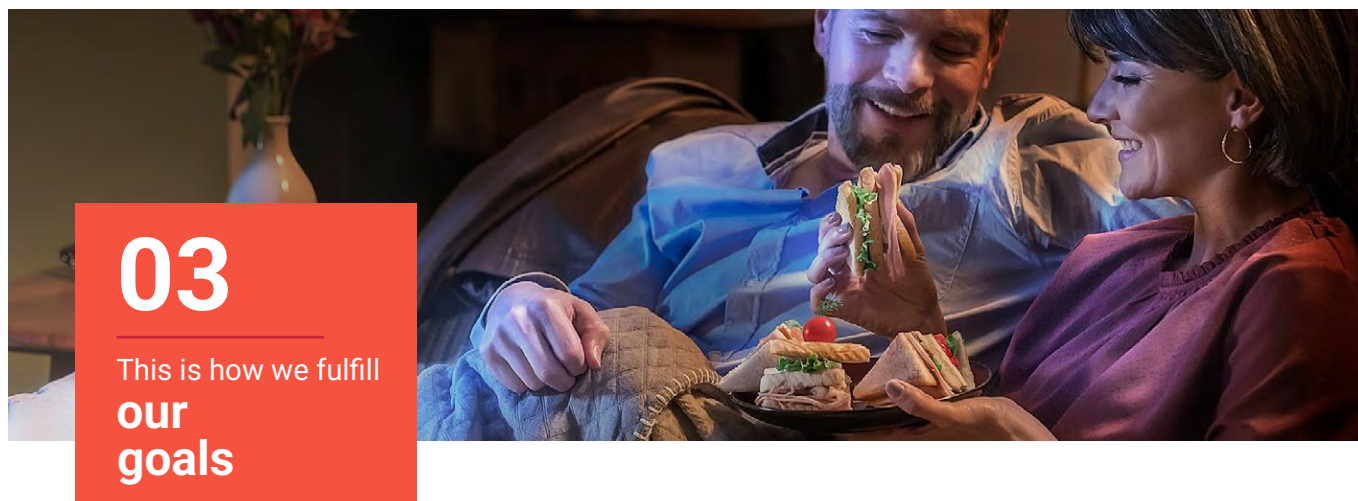
2.2.3 Responsible Digital Marketing Guidelines

Given the fact that clients gather information online before purchasing products, we are convinced that the digital sphere will allow us to continue promoting healthy lifestyles. It's important to note that Grupo Bimbo's websites and marketing communications are not mainly aimed at audiences under the age of 13.

Do's

- Commit to not develop, endorse, or place contents –either organically or automatically– through channels that promote violence, sex, discrimination, or antisocial behaviors that might go against Grupo Bimbo's guiding values and principles.
- In addition, we will refrain from endorsing, promoting, or placing products on digital games that showcase degrading activities, violence, offensive language, sexual references, and discriminatory practices.
- Moreover, we reject the publication of false reviews on social media or websites that falsely appraise our products' true value.
- We commit to monitor and manage contents through internal processes of self-control whenever we promote interaction between our consumers and our brand.
- We pledge to make a clear distinction on all digital media channels between advertisements and non- commercial contents through proper labeling to provide our users with an honest and transparent experience.
- Clearly identify the notion of privacy and our relevant terms and conditions across all our digital contents to reinforce the respect that we have for the privacy of our digital platform users.





Reaffirming our commitment to high-quality and nutritious products, as well as to caring for the environment, showing that every decision we make is focused on creating a better future. This is why we are constantly evolving to ensure our consumers' well-being.

3.1 Quality and Nutrition

Our new label not only provides clear and relevant information to the consumer, but it also highlights the key benefits of our recipes—those most valued by our consumers. This initiative goes beyond local regulatory requirements, reflecting our strong commitment to transparency, meeting the needs of our consumers, and protecting the environment. We are focusing on two key pillars in our communication: **nutritional claims** and our **sustainability commitments**.

Nutritional claims: We are emphasizing the improvements made to our recipes, which align with meeting the nutritional expectations of our consumers. This effort not only enhances the perception of our categories but also adds value to the work put into our recipes, differentiates us from competitors, and, most importantly, provides a clear reason for consumers to choose our products.

Sustainability commitments and achievements: We are committed to making a positive impact on people's lives, and these claims are directly tied to the commitments we are pursuing through our global sustainability strategy. By taking concrete actions, we aim to bring our vision of a more sustainable future to life, aligned with our "**Nourishing a Better World**" strategy, ensuring that the well-being of both people and the planet is prioritized in every step we take.

Grupo Bimbo's market share reaches 35 countries; we are one of the most important companies worldwide, and because "great coverage brings great responsibility", our commitment to promote consumption –as well as responsible marketing actions towards our consumers, customers, and strategic partners– is a global one.

For this reason, we seek full compliance with our internal policies and the guidelines established within this document. To guarantee this, we monitor our channels and media periodically through a communication audit process that is carried out by third parties.

We will publicly feature our results and improvement action plans on an annual basis through our website and through our Annual Integrated Report.

3.2 Industry Initiatives and Associations

We are part of international organizations and have voluntarily joined several initiatives and agreements to engage in full compliance to the highest global marketing standards and best practices. And as an integral part of our responsible marketing policy, we are committed to actively participate in collaborations with internationally renowned civil associations. These types of strategic relationships will not only advance our outreach efforts, but they will also guarantee that our marketing initiatives be consistent with our communities' significant values.

3.2.1 Associations



International Food and Beverage Alliance (IFBA) "Our members have a commitment with innovation to create new and improved products and smaller portions, empowering consumers to make informed decisions..."



World Advertisers' Federation (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.



Council of Self-Regulation and Advertising Ethics CONAR AC
"It exercises self-regulation in advertising among its members and appeals to the application of the legal framework throughout the industry to promote fair competition it also aims to defend the right of consumers to receive truthful and timely information through responsible advertising."



A favor de lo mejor Association

It is an organization that seeks to improve the quality of content in the media and thus generate a relationship between it and society. Together with the media, public and authorities, we make it possible for the media's reach and penetration to be beneficial to society.



Consumer Good Forum
Pillar of health and wellness.



Responsible Advertising and Children (RAC)

It brings together brands, agencies, and the media globally to anticipate and understand the aspirations of parents and society regarding responsible communication and marketing for children.



International Chamber of Commerce (ICC)

Organism with voluntary membership destined to connect Mexican business leaders to the international community represented at the ICC.

3.1.2 Initiatives



Sustainable Development Goals (UN)

There are 17 goals that have been clearly established by the UN that seek to ensure that all its member countries implement measures to create positive change for the benefit of the planet and its people.

As part of our sustainability strategy, we have adopted the following SDGs:



For more information, see our Annual Integrated Report: “We Feed a Better World”.



PABI Self-Regulation Code

(Food and Non-Alcoholic Beverage Advertisements Aimed at Child Audiences)
“It is a voluntary commitment that establishes the principles, guidelines, as well as compliance and verification mechanisms related to the advertisement of food and non-alcoholic beverages aimed at child audiences”.





4.1 Internal

FGB-MK-04: Global Communication and Advertising Policy for Products Aimed at Child Audiences

It is an internal document of ours where we set general guidelines to enforce responsible communication strategies, as well as local and global roles and responsibilities that guarantee full policy compliance.

[Global Communication and Advertising Policy for Products Aimed at Child Audiences](#)

FGB-MK-10: Global Brand Communication Policy on Diversity and Inclusion

It is our internal document where we set general guidelines to promote diversity and inclusion in any type of communication belonging to our Group's products. Integrated Annual Report: We feed a better world.

FGB-IT-23: Global Artificial Intelligence Policy

Internal document outlining general guidelines for the legal, responsible, and ethical use of Artificial Intelligence (AI) in work activities carried out by those who collaborate with Grupo Bimbo.

Integrated Annual Report: We feed a better world

Every year we publish an integrated report in which we showcase the progress, achievements, and goals of our corporate strategy and the pillars that make up sustainability.

<https://www.grupobimbo.com/en/investors/reports/annual-reports>

Food Guide. Nutrition Grupo Bimbo

Grupo Bimbo's strategy focused on improving our product portfolio's nutritional quality. Official Mexican Standard for Food Guidance (NOM-043-SSA2-2012)

<https://bnutrition.com/bnutrition-age-verification?destination=/bimbo-nutricion>

4.2 External

UN Sustainable Development Goals

<https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>

World Federation of Advertisers

<https://www.wfanet.org/priorities/public-affairs/marketing-to-children/>

Commitments International Food & Beverage Alliance (IFBA)

<https://www.ifballiance.org/commitments>

PABI Code

http://www.conar.org.mx/pdf/codigo_pabi.pdf





05

Glossary

In-store Marketing:

Also called merchandising, is made up of all communication efforts made directly at the point of sale.

Out Of Home (OOH):

Also called “Outdoor Advertising” in Spanish, is any type of advertising that reaches the consumer while they’re out of their home; whether it’s through street furniture, billboards, or mobiles.

Outdoor Marketing:

Also called “Outdoor Advertising” or “Sampling”, are all those advertisement efforts carried out in public places.

Plato del Bien Comer:

It is the official food guide for the Mexican population that was set by the Official Mexican Regulation for Food Guidance (NOM-043-SSA2-2012)

Product Placement:

Consists of mentions and/or showing products in television series, movies, videogames, or music videos in a way that it may seem like it’s part of the story instead of looking like an advertisement.

Tie-ins:

Licensed products aimed at children that are usually related to movies and games. They can be licensed for use in products, clothes, or toys.

WFA IFBA COMPANY POLICIES

Communication Channels (customer touchpoints) that aren't allowed when products don't meet nutritional profile standards:

Category		Grupo Bimbo (2025)
Defining marketing to children	1. Age	Nutrition Criteria for <13
	2. Audience threshold	30% or more
	3. Appeal / creative execution (as a stand-alone)	No
Nutrition criteria	4. Company nutrition criteria specifying what products can be marketed to children	Grupo Bimbo Nutrition Criteria
Scope (what the policy explicitly covers)	5. TV, radio, print	X
	Cinema	X
	Outdoor / OOH	X
	Online / digital	X
	Advergames	X
	Packaging	
	POS / in- store	
	Schools	X
	Children meeting points	
	Sponsorship	
	Brand characters	
	Licensed characters	X
	Gifts / premiums rewards	
	Age-gating	13 years

Category		Grupo Bimbo (2025)
Marketing techniques / Content rules	6. Packaging Rules	No mention
	7. Brand characters appealing mainly to <13	For HFSS products: characters cannot be placed in interactive games (Xbox, Playstation, and Wii, among others).
	8.Licensing / celebrities appealing mainly to <13	Only using products that meet healthy product nutritional standards.
	9.Premiums & giveaways aimed at <13	No mention
	10.Influencer marketing aimed at <13s	No explicit mention
	11.Portrayal of children	No mention
	12. Schools / Children Meeting Points (amusement parks, recreation centers)	No marketing strategies are allowed to be carried out in schools for children under the age of 13 unless there is an explicit request and authorization made by the school administration that specifies they will be used in activities that will educate and promote healthy lifestyles and physical activity.

Category		Grupo Bimbo (2025)
Marketing techniques / Content rules	13. Parental support	Engagement in the Responsible Advertising for Children program which seeks to anticipate and understand parental and social aspirations in regards to responsible marketing for children.
	14. Data collection & children's privacy protection	Monitoring the rules set within the ICC's Advertising and Marketing Communications Code. When personal data known to belong to children is being gathered, parental guidance on children's privacy protection must be provided if possible. Children's personal information must not be used to aim commercial advertisements at them, their parents, or other family members without consent from the parents.
	15. Public disclosure of company compliance figures	No mention
	16. Company compliance audits (beyond pledges)	No mention
	17. Internal awareness raising (ensuring both internal compliance and with agencies)	No mention

Nutrient profile- children portfolio

Daily-consumption categories: Main consumption times ¹									
Product Categories	Positive Nutrition (2025)						Natural & simple recipes (2025)	External Validation (2025)	Healthy plant-based diets (2025)
	Nutrients to limit					Nutrients to encourage			
	Calories Cal/serving	Saturated fats %VD/serving	Trans fats g/100g fat	Added sugars %VD/serving	Sodium %VD/serving	Proteins/Fiber/ Vitamins & Minerals ²	Clean Label Level	Rayner score	Plant based ingredients to be included: (at least one)
Bread and buns	170	10%	2	10%	10%	Good source (at least 1)	Friendly ³	4	Full plant-based-Superior plant based
Tortillas and flatbread	170	10%	2	10%	10%	Good source (at least 1)			Full plant-based-Superior plant based
Breakfast	170	10%	2	10%	10%	Good source (at least 1)			Full plant-based-Superior plant based
Occasional Categories: approx. 3 times/week, smaller meals or special situations ⁴									
Sweet baked goods	200	20%	2	20%	10%	Good source (at least 1 nutrient)	No-artificial ⁵	15	Full plant-based-Superior plant based
Toasted Bread and crumbs (Dry baked goods)	170	10%	2	10%	10%	Good source (at least 1 nutrient)			Full plant-based-Superior plant based
Tortilla chips and tostadas	170	10%	2	10%	10%	3g fiber/100g or good source of protein			Full plant-based-Superior plant based
Salty Snacks	200	15%	2	10%	15%	3g fiber/100g or good source of protein			Full plant-based-Superior plant based
Confectionery	N/A						No artificial	N/A	

¹ Servings smaller than 25g, the defined threshold is measured at 50g. Servings greater than 70 g in buns and breads will have an extra 20% on the% DV / serving in key nutrients.
² Good source of nutrients to be incentivized a to be defined according to local regulations.
³ Less than 10 ingredients all recognizable by the consumer.
⁴ For servings of less than 25g, the defined threshold is measured at 50g
⁵ Eliminate all additives and ingredients with negative perception as set forth in the guidelines.

Review / Review history				
Version	Review date	Updated by	Approved by	Main changes
1	February 2023	Global Marketing Management Supervisor	Global Marketing Director	Company ethos was updated. The ICC was added to the list of organizations with whom we collaborate.
2	January 2023	Global Marketing Management Supervisor	Global Marketing Director	Child marketing audience threshold was changed to 30% or more.
3	December 2024	Global Marketing Management Supervisor	Global Marketing Director	New 2024 ICC Guideline Integration Artificial Intelligence policy Integration



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