

A wooden box filled with sliced bread, a sprig of rosemary, and a vegetable sandwich on a wooden plate. The bread is sliced and stacked in a wooden box lined with a light-colored cloth. A sprig of rosemary is placed next to the bread. A vegetable sandwich, topped with tomatoes, peppers, and onions, is served on a wooden plate. The entire scene is set on a light-colored wooden surface.

This is how we do Marketing

RESPONSIBLE COMMUNICATION
GUIDELINES



outline

01

THIS IS WHO WE ARE

1.1. Our philosophy	2
1.1.1. Purpose, Mission and Vision	2
1.1.2. Goals 2022 (Responsible Marketing)	2

02

THIS IS OUR COMMITMENT

2.1 Responsible Marketing and Communication guidelines for GENERAL PUBLIC	3
2.1.1 DO'S	4
2.1.2 DON'TS	4
2.2 Responsible Marketing and Communication guidelines for CHILDREN	4
2.2.1 DO'S	5
2.2.2 DON'TS	

03

THIS IS HOW WE FULFILL OUR GOALS

3.1 Industry initiatives and associations	6
3.1.1 Associations	6
• International Food and Beverage Alliance (IFBA)	
• World Federation of Advertisers (WFA)	
• Council of Self-Regulation and Advertising Ethics CONAR AC	
• A favor de lo mejor Association	
• Consumer Good Forum	
• Responsible Advertising and Children (RAC)	
• International Chamber of Commerce (ICC)	7
3.1.2 Initiatives	
• Sustainable Development Goals (UN)	
• PABI Self-Regulation Code	

04

REFERENCE LINKS

4.1 Internal	8
4.2 External	9

05

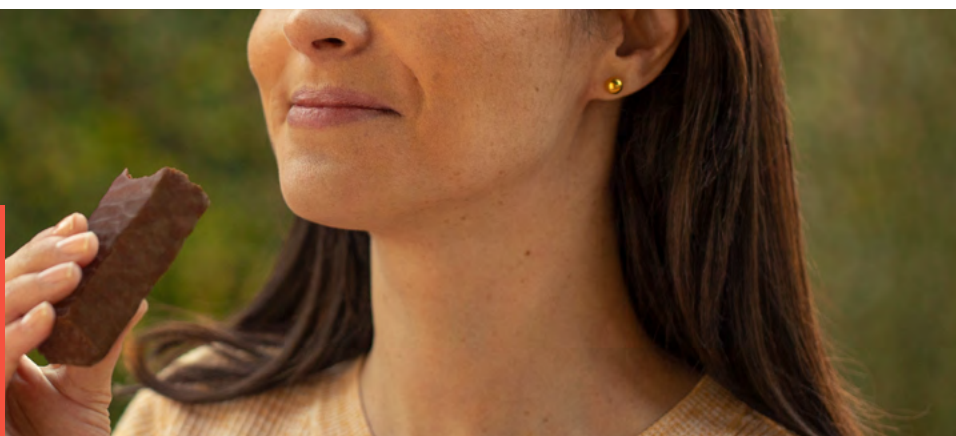
GLOSSARY

Definitions / Glossary	9
------------------------	---

ANNEXES

WFA IFBA COMPANY POLICIES	11
NUTRIENT PROFILE- CHILDREN PORTFOLIO GB	14

01

this is
WHO WE ARE

At Grupo Bimbo we are world leaders in the baking industry, thus we assume the responsibility of always going an extra mile to feed a better world. In order to make it happen, we have to do things differently.

We believe in bringing delicious, but also nutritious food to everyone's tables. That is why we do marketing in an integral and responsible manner, valuing the person and establishing commitments for their well-being.

In this document we list the guidelines that, together with our strategic partners, help us to develop better marketing actions, promoting a healthy environment for our consumers.

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

1.1. Our philosophy

1.1.1. Purpose, Mission and Vision

Since the early days, we've been very clear about where we stand in regard to our philosophy, which is the foundation of the corporate strategy, guiding all the actions we carry out at Grupo Bimbo and reinforcing the commitment we have with both sustainability, as well as with our consumers.

OUR MISSION

Delicious and nutritious baked goods and snacks in the hands of all.

OUR PHILOSOPHY

Build a sustainable, highly productive and deeply humane company

OUR PURPOSE

Nourishing a better world.

1.1.2. 2022 Goals (Responsible Marketing and Communication)

Our 2022 goals in terms of sustainable marketing are:

- ① Advertisements geared towards the child audience (13 years of age and under) will only feature products that comply with the defined nutritional profile for said target audience.
- ② Ensure that advertisements created and aimed at child audiences may be a contributing tool that helps improve health education.
- ③ Promote healthy diets and lifestyles throughout our advertising strategies.
- ④ Having ethically and socially responsible advertising strategies geared towards all consumers that is regulated by the highest global standards.



In order to fulfill the goals we want to pursue, we establish a series of global commitments related to responsible advertising and marketing strategies for general public and children.

2.1 Responsible marketing guidelines for the GENERAL PUBLIC

At Grupo Bimbo we care about your health and well-being, we work non-stop so that you have all the tools that allow you to choose our products in a reliable, transparent and responsible way, always thinking about consuming them within a balanced diet and looking for a style of healthy living. To achieve this, we create responsible marketing strategies, aligned with our code of ethics.

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

2.1.1 DO'S (What is and will ALWAYS be our commitment)

- Completely adhere to local and international laws and regulations that apply to product advertisements in countries where Grupo Bimbo is present.
- 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 considering local nutrition guidelines as well as international recommendations.
- Advertise and carry out marketing strategies in media aligned with our moral values and that reflect a positive and inclusive outlook in the countries where GB is present.
- Release media audit results (carried out by IFBA), which guarantee that all content –as well as the media outlets through which we promote our brands–, comply to applicable criteria, to signed agreements, and to local, national, and international laws and regulations in matters of advertising.

2.1.2 DON'TS (What we will NEVER do):

- 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 programs and 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 advertising we offer to children complies with the best practices worldwide in the field of responsible marketing. Likewise, we align ourselves with what has been established with the World Health Organization (WHO).

With this matter in mind, our greatest commitment is with the youngest at home.

2.2.1 DO'S (What is and ALWAYS will be our commitment):

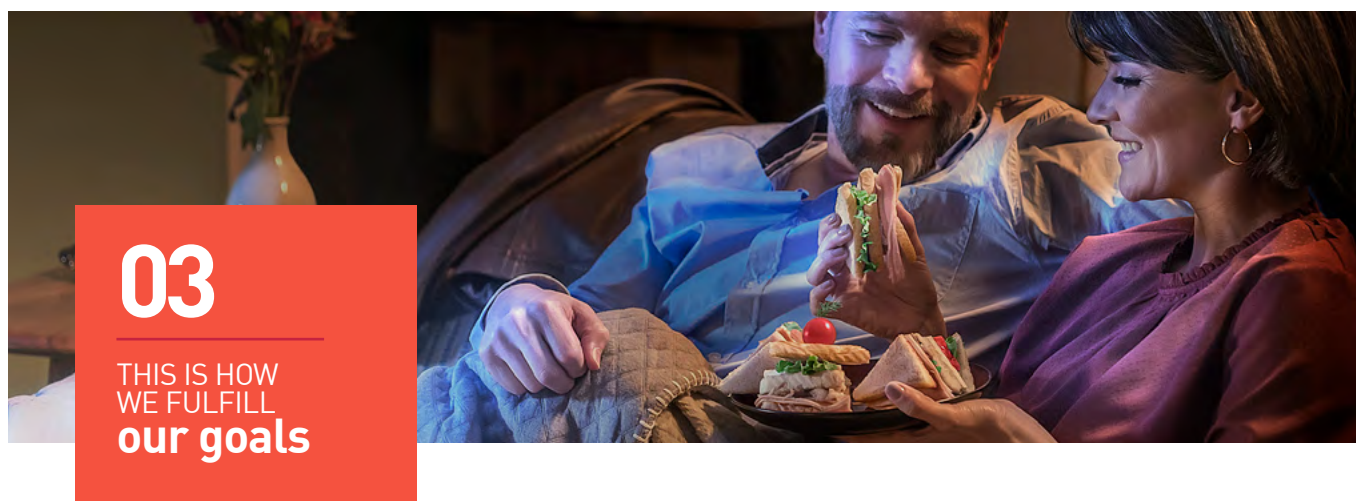
- Adhere to local laws and regulations and make voluntary pledges or be a part of organizations that promote content regulation in matters of advertising and marketing that is aimed at children.
- Strictly follow local laws that regulate the sale and the promotion of products in schools.
- Exclusively advertise and develop marketing strategies for products that strictly comply to our nutritional profiles that are aligned with scientific evidence and 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 purchase decision. Parents and caretakers must always be presented as the ones in control of their own access to the products.

2.2.2 DON'TS (What we will NEVER do):

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

- Design marketing communications aimed at children under 13 years of age including using character imagery or interactive gaming products.
- Use promotional packaging, points of sale or media that is mainly aimed at children under 13.
- 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 through programs or editorial contents in children's media that address subjects that impinges on people's integrity.
- Advertise products that don't comply with the nutritional profile through media that doesn't allow it: children's TV programming or programming where more than 35% 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 deliberately provoke any sort of discrimination.
- Add nutritional values or superior characteristics different to those that the advertised food possesses.
Show kids 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.





At Grupo Bimbo our market share reaches 32 countries; we are one of the most important companies worldwide and as “a great coverage carries a great responsibility”, our commitment to promote consumption and responsible marketing actions with our consumers, customers and strategic partners is global.

For this reason, we seek to pursue full compliance with our internal policies and guidelines established in this document. To guarantee this, we periodically monitor our channels and means of communication, through a communication audit process carried out by third parties.

We will publicly feature on our website and in the Annual Integrated Report, on an annual basis, our results and the actions we will take to improve.

3.1 Industry initiatives and associations

We are part of international associations and have joined voluntarily to various initiatives and agreements in which we are committed to complying with high standards and best practices worldwide in the field of responsible marketing.

3.1.1 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...”



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.



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.



Consumer Good Forum
Pillar of health and wellness.



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.”



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 clear goals established by the UN, which seek to ensure that all member countries implement measures to achieve positive change for the benefit of people and the planet.

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



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



PABI Self-Regulation Code

(By its abbreviations, Advertising of Foods and Non-Alcoholic Beverages directed to the Infantile Public).
“It is a voluntary commitment that establishes the principles, guidelines, as well as compliance and verification mechanisms related to food and non-alcoholic beverages advertising aimed at children.”





4.1 Internal

Global Policy of Communication and Advertising of Products for Children

It is our internal document where we establish general guidelines for the establishment of responsible communication strategies, as well as the roles and responsibilities at a local and global level that ensure that the policy is fully implemented and complied with.

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/es/sustentabilidad/informes-anuales>

Food Guide. Nutrition Grupo Bimbo

It is a practical document that seeks to guide consumers to achieve a correct diet, according to what is established in El Plato del Bien Comer established by the Official Mexican Standard for Food Guidance (NOM-043-SSA2-2012).

<https://nutriciongrupobimbo.com/mexico/file/2345/download?token=uEgrrYPI>



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, consists of the communication efforts made directly at the point of sale.

Out Of Home (OOH):

Also called in Spanish, outdoor advertising. It is any type of advertising that reaches the consumer, while the latter is away from home, through street furniture, billboards or mobiles.

Outdoor Marketing:

Also called outdoor advertising, are all those advertising actions carried out in public places.

Plato del Bien Comer:

It is the official food guide for the Mexican population, established by the Official Mexican Norm for Food Guidance (NOM 043).

Product Placement:

Consists of mentions and/or showing products in television series, movies, video games or music videos, so that, instead of looking like advertising, it seems that it is part of the story.

Productos tie ins:

These products are licensed to children, which are usually related to movies and games. They can be licensed for use in products, clothes or toys.

WFA IFBA COMPANY POLICIES

Canales de Comunicación (Puntos de contacto con el consumidor) no permitidos cuando los productos no cumplen con el perfil nutrimental:

Category		Grupo Bimbo (2021)
Defining marketing to children	1. Age	"Nutrition criteria for ≤ 13 "
	2. Audience threshold	35%
	3. Appeal /creative execution (as a stand-alone1)	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
	<i>Advergames</i>	X
	Packaging	
	POS / in- store	
	Schools	X
	Where children gather	
	Sponsorship	
	Brand characters	
	Licensed characters	X
	Gifts / premiums	
	Age-gating	

Category		Grupo Bimbo (2021)
Marketing techniques / Content rules	6. Rules applying to packaging	No mention
	7. Brand characters primarily appealing to <13	For HFSS products: characters cannot be placed in interactive games (Xbox, PlayStation, and Wii, among others).
	8. Licensing/ celebrities primarily appealing to <13"	With healthier options only
	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 / where children gather (amusement parks, leisure centres).	No marketing strategies in schools attended by children under 13, unless there is a request and authorization from school administrators that specify they will be used in activities to educate and promote healthy lifestyles and physical activity.

Category		Grupo Bimbo (2021)
Marketing techniques / Content rules	13. Support to parents	Engagement in The Responsible Advertising and 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	No mention
	15. Public disclosure of company compliance figures	-
	16. Company compliance audits (beyond pledges)	-
	17. Internal awareness raising (ensuring compliance internally and with agencies)	No mention

Nutrient profile- children portfolio

Daily-consumption categories: Main consumption times ¹									
Product Categories	Positive Nutrition (2022)						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									
Sweat 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	



This is how we do Marketing

RESPONSIBLE COMMUNICATION
GUIDELINES