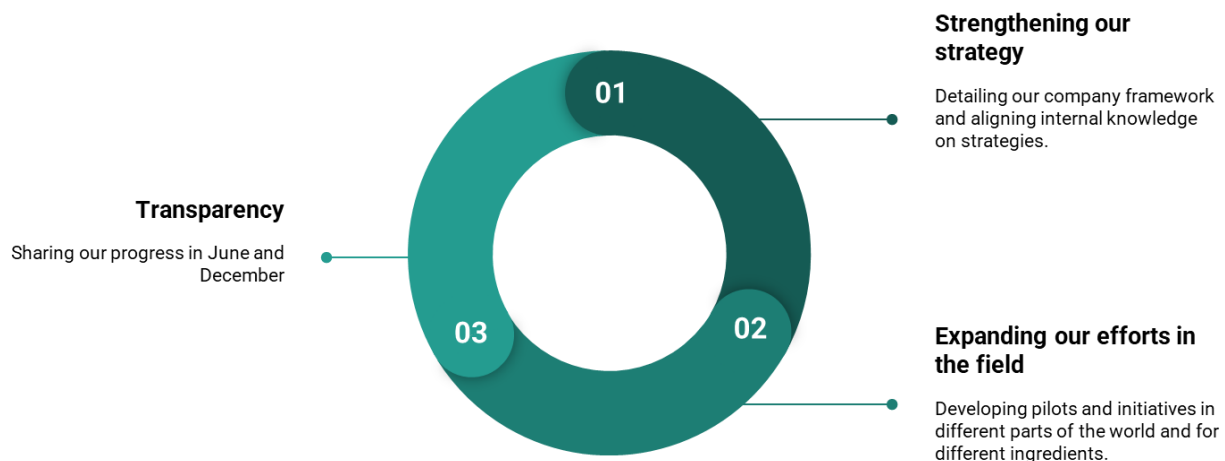




## Grupo Bimbo Regenerative Agriculture 2025 Action Plan

In 2050, 100% of our key ingredients will come from land cultivated with regenerative agricultural practices. This specific and ambitious goal is part of our regenerative agriculture initiative under the "For Nature" pillar of our sustainability strategy.

To achieve this objective, we have defined three lines of action to guide the necessary work to progress in this transformation.



Having reached nearly 300,000 hectares worked with regenerative agricultural practices in 2024, and with the aim of meeting our established goals for 2050, during the current year 2025, the number of hectares to be reached that must comply with the guidelines defined in our regenerative agricultural framework will be analyzed.

### 01 Strengthening our strategy

The publication of our [Global Regenerative Agriculture Framework](#) has significantly contributed to externally strengthening our strategy. However, we have identified the need to adjust this framework concerning other key ingredients. At the same time, we

will seek to establish strategic alliances that allow us to continue strengthening our strategy.

- a) **Strategic alliances** – Recognizing innovations and developments in regenerative agriculture, we identify universities and research centers as strategic allies for Grupo Bimbo. During 2025, we will start discussions with them to explore a collaboration that keeps us at the forefront and allows us to develop similar programs in other regions.
- b) **Framework alignment** – In 2025, we will also evaluate options for collaboration with different stakeholders and institutions to tailor our framework to each of our key ingredients. This will allow us to align programs and facilitate joint reporting.

## 02 Expanding our efforts in the field

In order to expand the number of hectares managed with regenerative agriculture and increase knowledge, the actions to be taken in 2025 will be focused on the following:

1. **Continue to grow in North America** – Due to the growth of our programs in this region and its relevance to our supply, this year we will seek to increase the number of hectares farmed under regenerative agriculture practices, aligned with our framework, to strengthen the supply chain.
2. **Driving the growth of other crops in North America** - Our key ingredients include corn, potatoes and sugar. As such, we will work with our suppliers to expand regenerative agriculture programs in these crops or consider developing collaborative programs.
3. **Continuation of programs in South America** - After the first year of regenerative agriculture program in Paraguay and Uruguay, this year we will continue to implement the program in these countries and will explore options for collaboration with our suppliers in Brazil and Argentina.
4. **Expand our efforts to Europe** - Driven by the growing relevance of Europe for Grupo Bimbo, this year we will begin exploring opportunities to implement regenerative agriculture programs in the region. The first stage will be to

understand local agricultural practices, followed by discussions with suppliers to assess the feasibility of collaborations.

03

### Transparency

As part of our transparency commitment, we will report our progress on our regenerative agriculture strategy in June and December.