



Grupo Bimbo
Regenerative Agriculture
Progress Report, June 2025

At Grupo Bimbo, we continue to make progress toward our goal ensuring that, by 2050, 100% of our key ingredients come from land cultivated under regenerative agriculture practices, as part of our sustainability strategy.

During the first half of 2025, we followed up on the three lines of action that guide our work. These lines of action allow us to move forward in an efficient, measurable, and transparent way.



After registering around 300,000 hectares cultivated under regenerative agriculture practices in 2024, thus exceeding our goal, we began the analysis of the number of hectares to be reached by 2025, considering that each hectare complies with the guidelines defined in our framework, as well as an internal alignment between teams to ensure a consistent implementation at a global level.

Given the progress of the different actors in the chain, with collaborative work and alignment from our suppliers, we are confident that we will exceed last year's goal.

Following the publication of our Global Regenerative Agriculture Framework in 2024, we have continued to strengthen both its implementation and evolution. In the first half of 2025, we followed up on this effort through actions aimed at its technical adaptation for different key ingredients, while advancing in the search for new collaboration opportunities that reinforce our strategy.

- a) **Strategic alliances** – During the first half of 2025, we have begun to have conversations with universities and research centers in both Mexico and the United States, with the objective of exploring collaborations that will allow us to remain at the forefront of regenerative agriculture. These dialogues represent an important step to continue strengthening our technical and scientific base, and to seek collaboration for the development of similar programs in other regions.
- b) **Alignment of our framework** – Given that the current framework is focused on corn and wheat, we have initiated conversations with specialized technical stakeholders in recent months so that with their help we can adapt our framework to the sugar crop. Our goal is to have frameworks defined by key ingredients, which will help us ensure that the criteria established reflect the particularities of each crop, facilitate the implementation and growth of our programs, and ensure consistency in our reporting.

During the first half of 2025, several actions were carried out to strengthen and expand the implementation of regenerative agriculture in different regions.

1. **North America** - Given the growth of our programs in this region, during the first half of 2025 we initiated discussions with new mills in the United States and Canada

to explore the expansion of hectares worked with regenerative agriculture practices, aligned with our framework.

2. **Other crops in North America** – As part of our key ingredients, we have begun approaching corn suppliers to explore collaboration opportunities to develop or expand regenerative agriculture programs for this crop.
3. **South America** – Discussions were held with our suppliers in Paraguay and Uruguay to continue the regenerative agriculture programs after their first year of implementation. Initial talks have been held with a supplier in Brazil to assess opportunities for joint program implementation in the region. In the case of Argentina, we continue to explore opportunities to collaborate with various stakeholders in the region with the aim of initiating programs in the country.
4. **Europe** - In France, we continue to collaborate in the Regenerative Agriculture pilot project of which we are a part. We keep working with the two cooperatives and the 44 farmers involved, following up on the training and technical strengthening actions initiated in 2024. In addition, this year we are working on advancing with more farmers, continuing to improve the measurement of key KPIs and the search for financing tools for the maturity of the program's implementation.

In addition, together with the local teams, we have begun to explore what actions or programs in regenerative agriculture our suppliers in that region are carrying out and understand how aligned they are with our framework. This has allowed us to identify what opportunities for collaboration we have and to start having conversations with each of them to assess the feasibility of working together.

03 Transparency

This report outlines the progress of the work carried out on our regenerative agriculture strategy from January to June 2025.

Reaffirming our commitment to transparency, in December 2025 we will present an update on the progress made in the second half of the year.