

LABELING POLICY

GENERAL GUIDELINES

In order to ensure, at a Bimbo Group level, compliance with the regulations applicable to nutritional labeling and to define the minimum information that we must provide to our consumers on the subject, it is the policy of Grupo Bimbo to comply with the following guidelines:

Fully comply with local legislation on nutrition labeling. In those countries where Grupo Bimbo has presence and there are no regulations on the subject, international regulations (e.g. Codex Alimentarius) and / or best practices of the different countries where Grupo Bimbo operates must be followed.

- Incorporate in all our products, at a minimum and additional to the mandatory nutritional information, data per serving size of energy content, carbohydrates, total sugars, proteins, total fats, saturated fats, trans fatty acids, dietary fiber, sodium and any nutrients on which is made any claim. In case the above is not possible due to limited space in the packaging, it should be ensured that this information reaches our consumers through other channels.
- Incorporate in all our products, in addition to the basic nutritional information, a simple and understandable nutritional front-of-package labeling, according to the following:
 - o In those countries where there is an official regulatory framework on this issue, such provisions must be fully complied.
 - o If there is no official definition on the subject, it will continue to operate with a scheme based on Guideline Daily Amount (GDA) per serving size.
 - o In both cases, where regulation permits, the usefulness of the serving size should be reinforced as an important guidance tool on balanced diets in consumers.
- Have solid scientific support for all health claims.
- Fully comply with the regulations defined at the local level on serving sizes, in those countries where it is not clearly defined in its regulatory framework, internal guidelines will be established to provide guidance on food portions..