

*#challengeaccepted*

# to inspire positive changes

*in our  
communities*



**1,101**

GOOD NEIGHBOR  
PROJECTS DELIVERED  
FROM 2012 TO 2020

**\$360.2**

MILLION MXP  
GRANTED IN DONATIONS

*promoting development  
for the communities  
where we operate*

# OUR programs

At Grupo Bimbo we strive to improve the quality of life of the communities where we operate, recognizing the value as individuals, their talent, experience and willingness of all its members.

We promote sustainable development by contributing with resources, educational activities, projects that focus on personal development for those in conditions of vulnerability and their surroundings, assisting in natural disasters and caring for the environment.

Our management begins by identifying community needs through rapport and interaction with representative groups. We provide support through alliances with NGOs, educational institutions, people neighboring our work centers, and other stakeholders.



### GOOD NEIGHBOR

This program creates community ties with those closest to our operations, thus enabling us to have cordial, close, and mutually beneficial relations. With this in mind we maintain dialog with the community to identify projects that provide benefits in terms of Wellness, Education, Physical Activity, Safety, and the Environment.



### VOLUNTEERING

There are four levels of participation in this program: in-kind and/or monetary donations, where the associate contributes money to a cause and Grupo Bimbo matches it with an additional amount; support through personal time devoted to a cause at live or virtual events; professional services; and training and leadership in social projects.



### SOCIAL INVESTMENT

The purpose of this program is to reinforce sustainable projects that focus on community development and to guide efforts by being an agent for change in favor of the more vulnerable groups, through economic and in-kind donations.

COUNTRIES WE REACHED  
IN 2020 THROUGH THESE  
PROGRAMS:

18

5

27





# Good Neighbor

## PROGRAM

(GRI 203)

The Good Neighbor program is one of our best efforts in creating community ties with those neighboring our work centers, with projects favoring wellness, education, the environment and physical activity.

It consists of generating benefits through time and remaining active in our communities in a self-sustainable manner.

**Short term:** Supporting at least 1 project in the Company, except for those organizations who have local decided not to do so.

**Medium term:** The goal is to execute from 90-100% of the assigned annual budget in strategic projects that connect with the social needs and development of our participating associates.

**Long term:** Striving to maintain all projects developed in synergy with the benefitted community in good operation, establishing approach mechanisms that enable measuring the impact of the projects executed.



The Good Neighbor program drives social impact projects that not only benefit communities through assigned recourses, but also offer:



1

**VALUE PROPOSITION**  
AMONG THE COMPANY, ITS ASSOCIATES, AND THE COMMUNITY.



2

**SUBSIDIARITY**  
INVOLVES THE COMMUNITY SO IN THE FUTURE IT MAY BE SELF-SUSTAINABLE.



3

**COMMON WELL-BEING**  
ACTING TODAY IN FAVOR OF A BETTER TOMORROW FOR ALL PARTIES INVOLVED.



4

**REPLICABLE ACTIONS**  
IN ADDITION TO BENEFITTING NEIGHBORING COMMUNITIES, IT MAY REACH OTHER LOCATIONS.

# 148

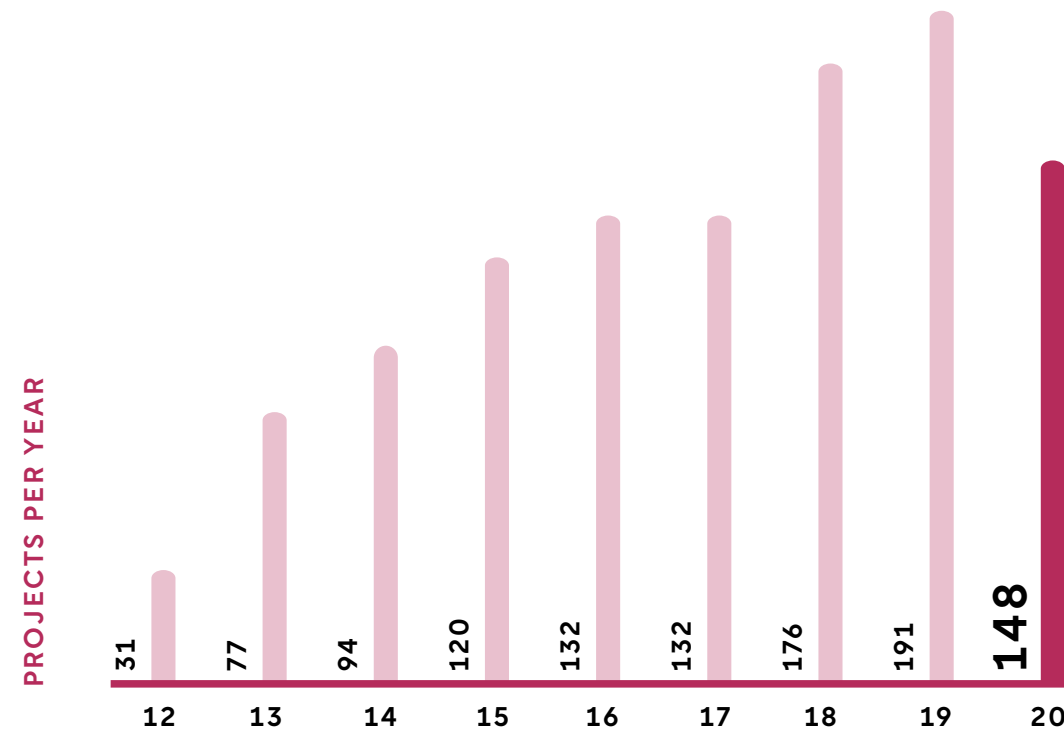
GOOD NEIGHBOR  
PROJECTS IN 2020

To implement its management, a budget is designated for each work center and each team in charge. Through dialog with the communities, needs are defined and the project to be conducted in keeping with the authorized budget. Together, the operations team and the neighbors collaborate to make it a reality and reap the benefits generated.

This program represents a very positive transformation process for all parties involved:

- The community enjoys an enhanced quality of life for those persons to whom we have directed our efforts,
- Our associates provide a social opportunity that allows them to become sustainable agents, thanks to their voluntary participation and their contributions,
- Associate representatives foster the practice of human values, teamwork, and empathy with other vulnerable contexts,
- Partners and shareholders obtain positive positioning of company shares, aligning strategic goals with the share headings defined by the GB Social Investment Committee, and
- Outside stakeholders reinforce ties of trust and cooperation.

DESPITE THE CONTINGENCY  
OF 2020, WE EXECUTED 148  
GOOD NEIGHBOR PROJECTS



*we are with you,  
being a Good Neighbor*

### Achievements 2020

(GRI 203)

During this year it was necessary to accelerate our transformation and implement our program through virtual and in-person activities. We created synergies with NGOs and institutions, adopting all safety measures required due to COVID-19.

We conducted 148 projects and 3 more will soon be concluded and delivered in 2021.

We concentrate our actions on projects aimed at those headings established by our Social Investment Committee: wellness, safety, education, environment, and physical activity. These projects directly impact the UN Sustainable Development Goals, which consist of the tasks pending completion worldwide to put an end to poverty, reduce inequalities, and face climate change.

HEADING	EAA**	LATIN AMERICA**	MEXICO	NORTH AMERICA	TOTAL
 Education	5	19	38	6	68
 Environment			27	4	31
 Physical activity		2	12		14
 Safety		1	4	1	6
 Wellness	1	2	6	20	29
<b>Total</b>	<b>6</b>	<b>24</b>	<b>87</b>	<b>31</b>	<b>148</b>

(\*) 1 project in Colombia and 2 in Mexico  
 (\*\*) Except UK, China, Portugal, and Morocco  
 (\*\*\*) Except Nicaragua and Argentina

**68**  
 PROJECTS SUPPORTING  
 EDUCATION

**31**  
 PROJECTS FOR  
 ENVIRONMENTAL  
 PROTECTION

**14**  
 PROJECTS FOSTERING  
 PHYSICAL ACTIVITY

**6**  
 PROJECTS ON SAFETY

**29**  
 PROJECTS PROMOTING  
 WELLNESS

**IMPACT OF OUR PROJECTS DURING 2020, IN LINE WITH THE GLOBAL AGENDA FOR 2030:**

**46% aligned their actions in an effort to foster the continuation of education**, encompassing access to ongoing learning despite Covid-19, underscoring the renovation of educational facilities to offer safe surroundings and the professional training of people in a tenuous economic situation, so they could have access to employment, a job teaching, and entrepreneurial activities.

**24% focused their actions on providing universal access to green areas and safe, inclusive, and affordable public areas** in light of the new reality, thus allowing us to contribute with our grain of flour in achieving the world agenda for 2030.

**17% promoted wellness at all ages, as well as the adoption of a healthy lifestyle for sustainable development**, encompassing actions in benefit of mental health, and reinforcing preventive measures regarding health risks.

- 13% diversified their actions** to focus on different causes, such as:
- fostering resilience of people living under adverse economic and social situations.
  - promoting access to healthy, nutritional and sufficient food.
  - reinforcing local community involvement in water management and sanitation.
  - promoting an atmosphere of diversity and inclusion.
  - supporting programs on quality of lives free of violence.
  - promoting waste reduction through prevention, reduction, recycling and reutilization activities.
  - reforesting common grounds and adopting significant measures to reduce the degradation of natural habitats, and
  - protecting species in danger of extinction.



**32 projects executed with customers and family members (22%)**

**Hornea tu proyecto Program**  
**Reemprende tu tienda Program**

Online training and consultancy to drive human development, innovation, and entrepreneurial learning with the purpose of reducing the risk of stores closing due to the pandemic, and fostering the reactivation of the economy.

MEXICO, LATIN AMERICA



**36 projects executed with educational institutions (24%)**

**Bimbo Contigo Program**  
**Escuelas de lluvia Program**  
**Everyone's Education**  
**Traditional Good Neighbor**

Establishing protection and hygiene measures to prevent the spreading of the coronavirus. Water catchment system and washing of hands.

Proper renovation of classrooms and sanitary facilities.

LATIN AMERICA, NORTH AMERICA, MEXICO AND EAA



**80 projects executed with NGOs and society (54%)**

**Traditional Good Neighbor**

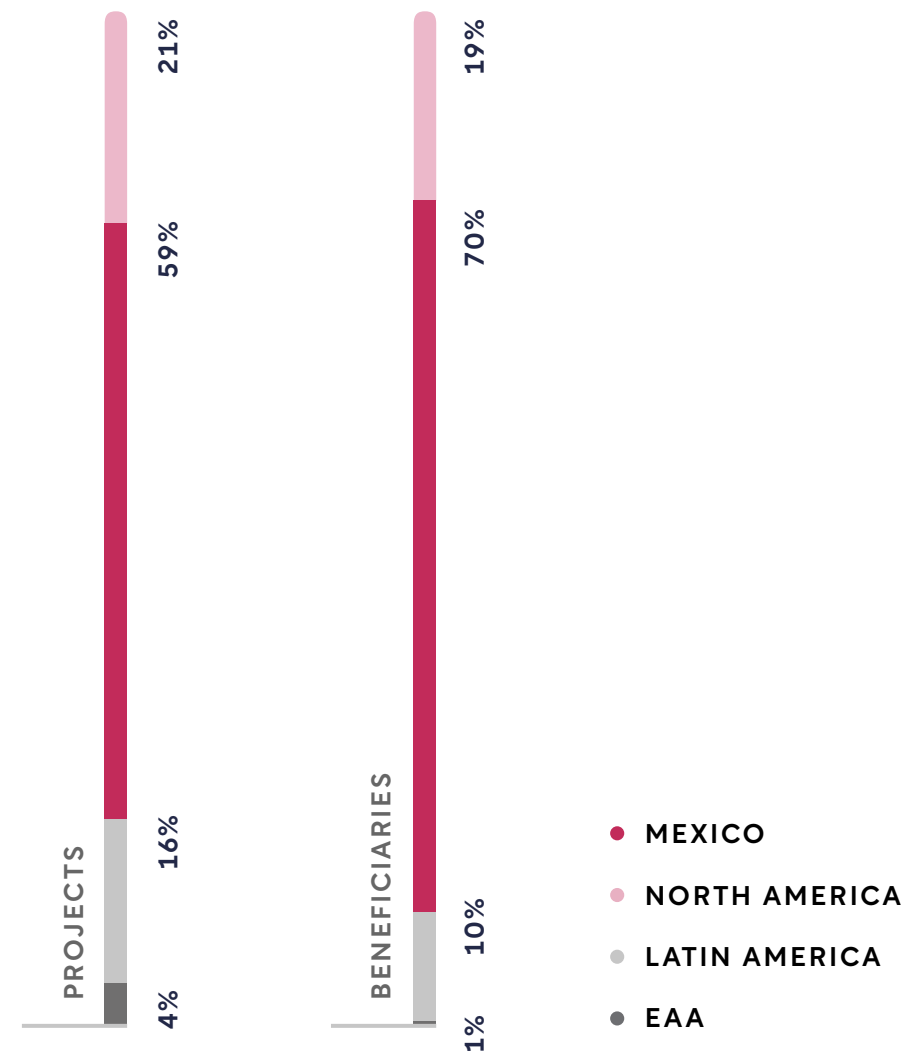
Initiatives that improve the quality of life for the communities where we operate, thanks to teamwork with organizations and society.

LATIN AMERICA, NORTH AMERICA, MEXICO, AND EAA

**PROJECTS CONDUCTED PER EACH ACTION**

	WELLNESS	SAFETY	PHYSICAL ACTIVITY	ENVIRONMENT	EDUCATION
	<b>29</b>	<b>6</b>	<b>14</b>	<b>31</b>	<b>68</b>
NGOs	19	1	1	4	7
SCHOOLS	4			3	27
BENEFICIARY FACILITIES	6			2	
STREETS		4		6	
PARKS		1	8	11	
COMMON GROUNDS			5	5	2
ONLINE					32

### BENEFICIARIES AND PROJECTS DURING 2020



# +170K

PEOPLE BENEFITED  
BY OUR GOOD NEIGHBOR  
PROJECTS IN 2020

EAA

## +500

LATIN AMERICA

## +18,300

MEXICO

## +119,700

NORTH AMERICA

## +31,800



WE RECOGNIZE OUR 131 PROJECT LEADERS FOR THEIR EFFORTS AND DEDICATION IN MANAGING INITIATIVES ON INFRASTRUCTURE, MATERIALS AND TOOLS SUPPLIES, LABOR, SERVICES, TRAINING, CREATING CONTENT, COACHING, AND PROVIDING ADVICE. TO EACH AND EVERY ONE OF THEM, WE OFFER OUR DEEPEST GRATITUDE.



### Hornea tu Proyecto Program

#### MEXICO

A 100% online initiative that created value for the El Globo guests, associates and family in Mexico -primarily women. It was created with the purpose of reinforcing economic development through an online training and consultancy program that drives human development, innovation and learning to reduce the closing of businesses and/or to resume working and be able to face the crisis created by COVID-19.

The first stage of training, focused on human development, achieved 49% more participation than expected, thus allowing us to benefit 208 people in 16 states throughout Mexico. Some 71% of the beneficiaries were women and 29% were men. In both cases, the average age was 34.

Each participant chose either the Self-Employment Workshop or the Entrepreneurial Workshop. The latter will enable continuity of the project throughout 2021 as it will open its doors to the top 45 ventures that will then go through the consultancy phase, whereby coaching will be offered by experts on how to transform and grow their businesses.

# 208

PEOPLE BENEFITED

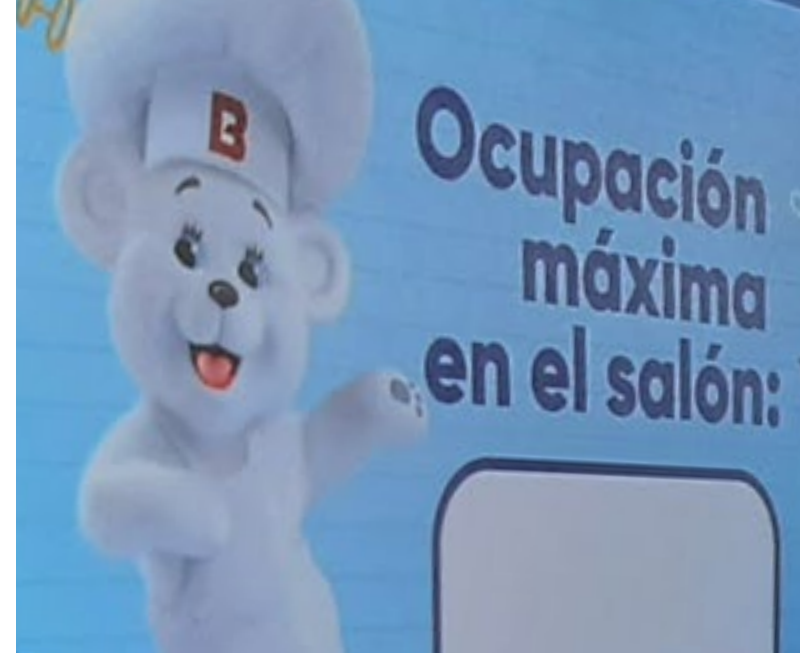
71% WOMEN

29% MEN

# 16

STATES

*adequacy  
of educational  
facilities*



### Bimbo Contigo Program

#### LATIN AMERICA AND MEXICO

With the purpose of contributing to community development through the Bimbo Is With You campaign, standardized support was offered in seven countries throughout Latin America -Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Venezuela, and Panama- for +10,000 students and teachers from 16 public schools located near our work centers. Signage was installed to reinforce prevention measures, using acrylic, posters and key messages to renovate educational facilities and offer greater safety when the new normality comes into effect. Similar actions were performed in two additional schools in Mexico, benefiting +300 students and teachers.

# 10,000

STUDENTS BENEFITED



## conserving the environment

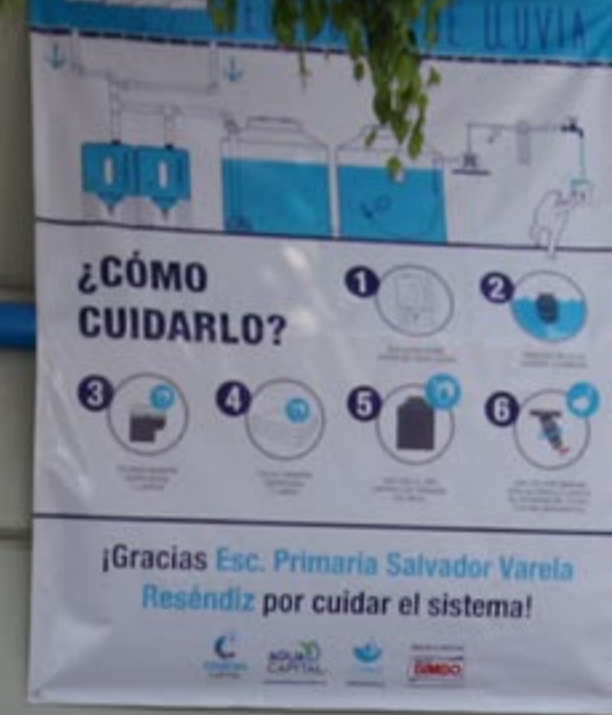


### Environments suitable for pollinators

#### CANADA

Pollinators such as butterflies, birds, bats, and bees play a vital role in maintaining a healthy environment and a sustainable food chain.

During the last three years, Bimbo Canada and its dedicated people have supported these efforts by funding the naturalization and seeding of over 800 bakeries and plants suitable for pollinators in Ernie L. Stroud Park. These butterflies are tagged and released close to pollinator gardens so that, in time, they may begin their migratory flight to Mexico.



plant awareness,  
harvest  
rain

### Escuelas de Lluvia Program

#### MEXICO

Water shortage is a problem affecting all inhabitants of the Greater Mexico City area. The impact of said scarcity are even greater in vulnerable and remote communities.

Therefore, in light of the health crisis, we implemented a comprehensive program on the safe return to school in synergy with two civic associations -Agua Capital and Isla Urbana- in two grade schools of the county of Azcapotzalco -Salvador Varela Reséndiz and Héroes del Sur- where we installed handwashing modules that manage safe and sustainable water facilities by employing a rainwater catchment system.

As a comprehensive part for the program, Rainfall Committees will be created with teachers, parents, and students, who in turn will receive training on water conservation and maintenance for the water sanitary systems.

TOTAL ANNUAL WATER  
CATCHMENT PER SYSTEM  
IS 988m<sup>3</sup> OF RAINWATER



# Volunteering

## PROGRAM

(GRI 413-1)

Having a purpose in life, inspiring good actions and transforming the lives of others makes us happy. Our volunteering program and model is an opportunity for developing agents of change who are committed to the sustainable development of communities and the planet. Our squadron of volunteers nourishes a better world by providing the seeds of value in the community, which in a cyclical and sustainable way, like planting and nourishment, transcends and leaves its mark on the lives of many.

From the first level, it entails campaigns for financial and in-kind donations and the program evolves towards a more committed participation with time and coordination skills, to the point of incorporating more robust projects.

The program is in line with corporate guidelines for this activity. However, pursuant to local legislation, each country decides if the scope will be monetary or in-kind.

5

COUNTRIES

96

ACTIVITIES

+13,800

VOLUNTEERS

+4,300

HOURS OF VOLUNTEERING

+56,900

BENEFICIARIES



## VOLUNTEERING MODEL LEVELS



27 campaign and donation-based projects (27%)

### Generosity Seed

Driving monetary and in-kind donation campaigns.

12,849 volunteers



37 event-based projects (37%)

### Good Action Seed

Conducting community ties and service events in person and remotely.

617 volunteers



31 skill-based projects (31%)

### Wisdom Seed

Developing deliverables, facilitating content, and providing professional accompaniment and for communities, NGOs and society in general.

302 volunteers



1 leadership-based project (1%)

### Entrepreneurship Seed

Coordinating the execution of social projects that combine actions from the other seeds to make social impact more robust.

79 volunteers

*our purpose is to transform lives*

### Global volunteering actions

In light of the challenge to continue supporting our communities despite lock-downs, and to guarantee a safe environment for everyone, the work of our volunteers was done remotely, with initiatives in favor of education, the environment and wellness.

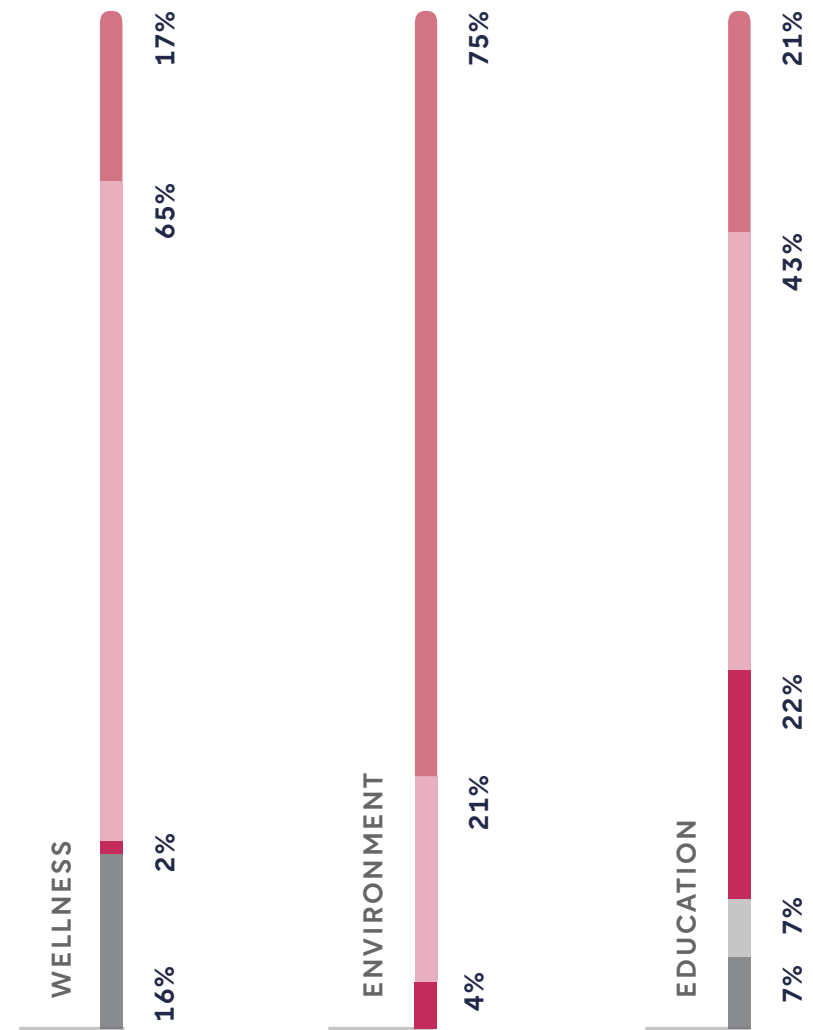
Fund-raising campaigns and community ties events, especially via digital media, enabled the continued presence of generosity and good actions.

Our Volunteering program is linked to being a Good Neighbor, with the involvement of project volunteers, which according to the model levels, allowed us to broaden the program scope to benefited communities.

In 2020, some 36% of Volunteering actions were for Good Neighbor projects, whereas 64% focused on local calls to action.

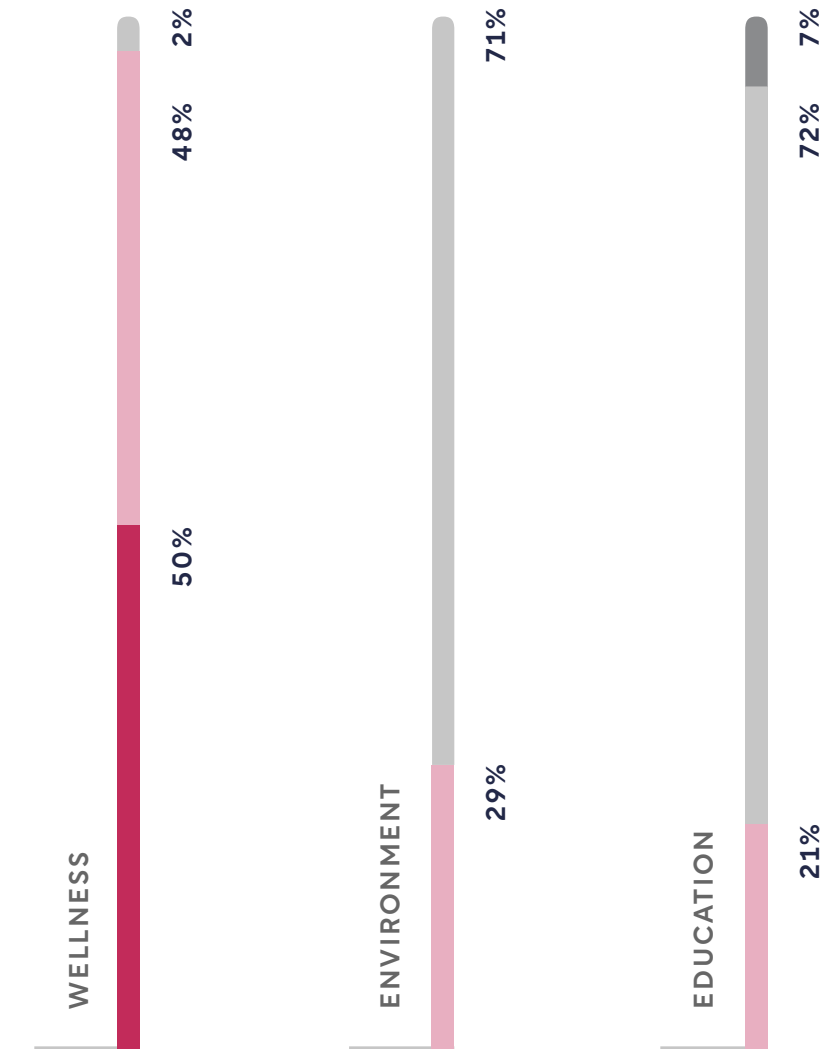


INITIATIVES DURING 2020, ACTION HEADINGS AND BENEFITED STAKEHOLDERS

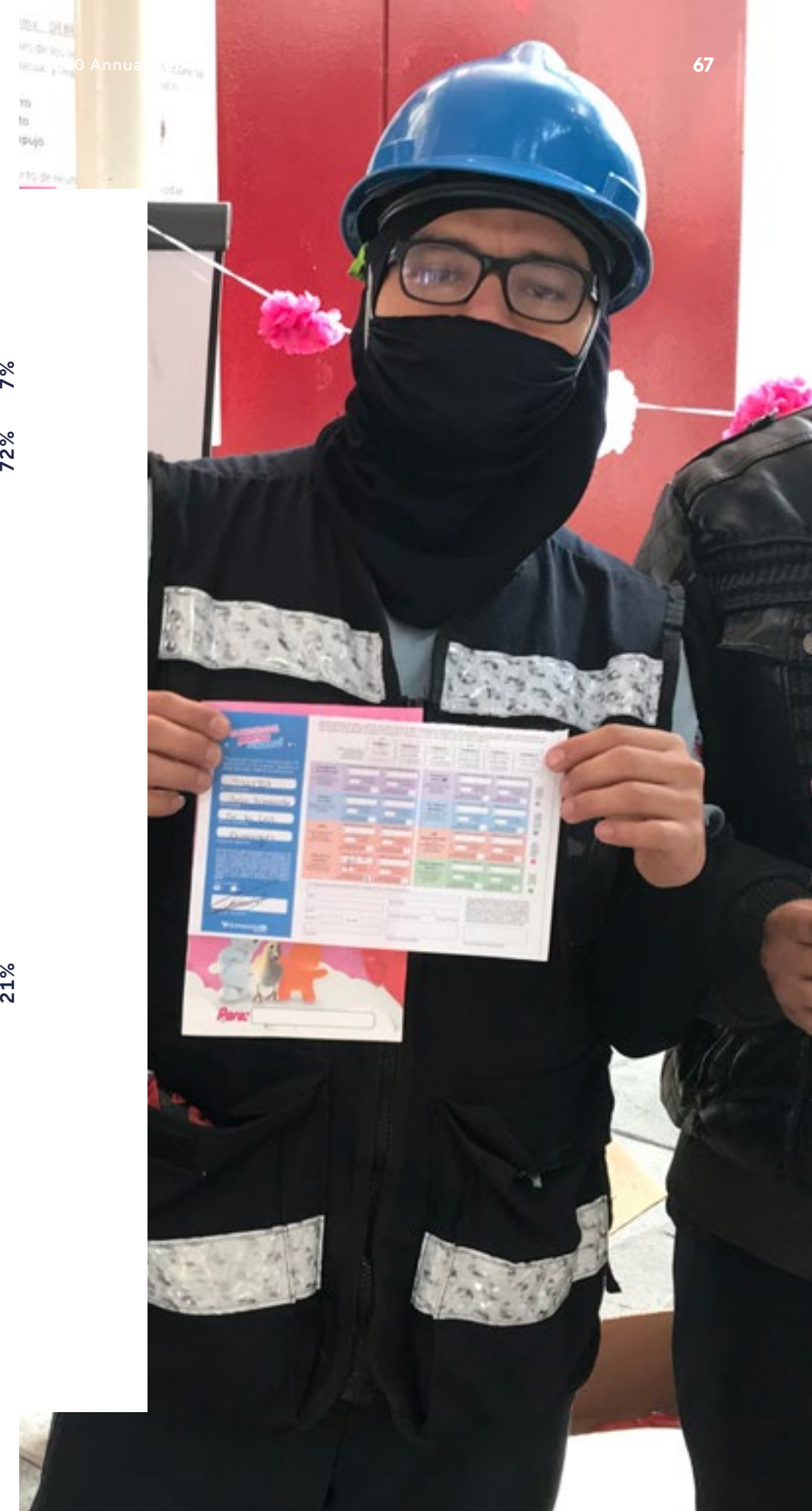


- ASSOCIATES
- CUSTOMERS
- EDUCATIONAL ACTIVITIES
- SOCIETY
- NGOS

IMPACT IN 2020, ACTION HEADING AND VOLUNTEERING MODEL

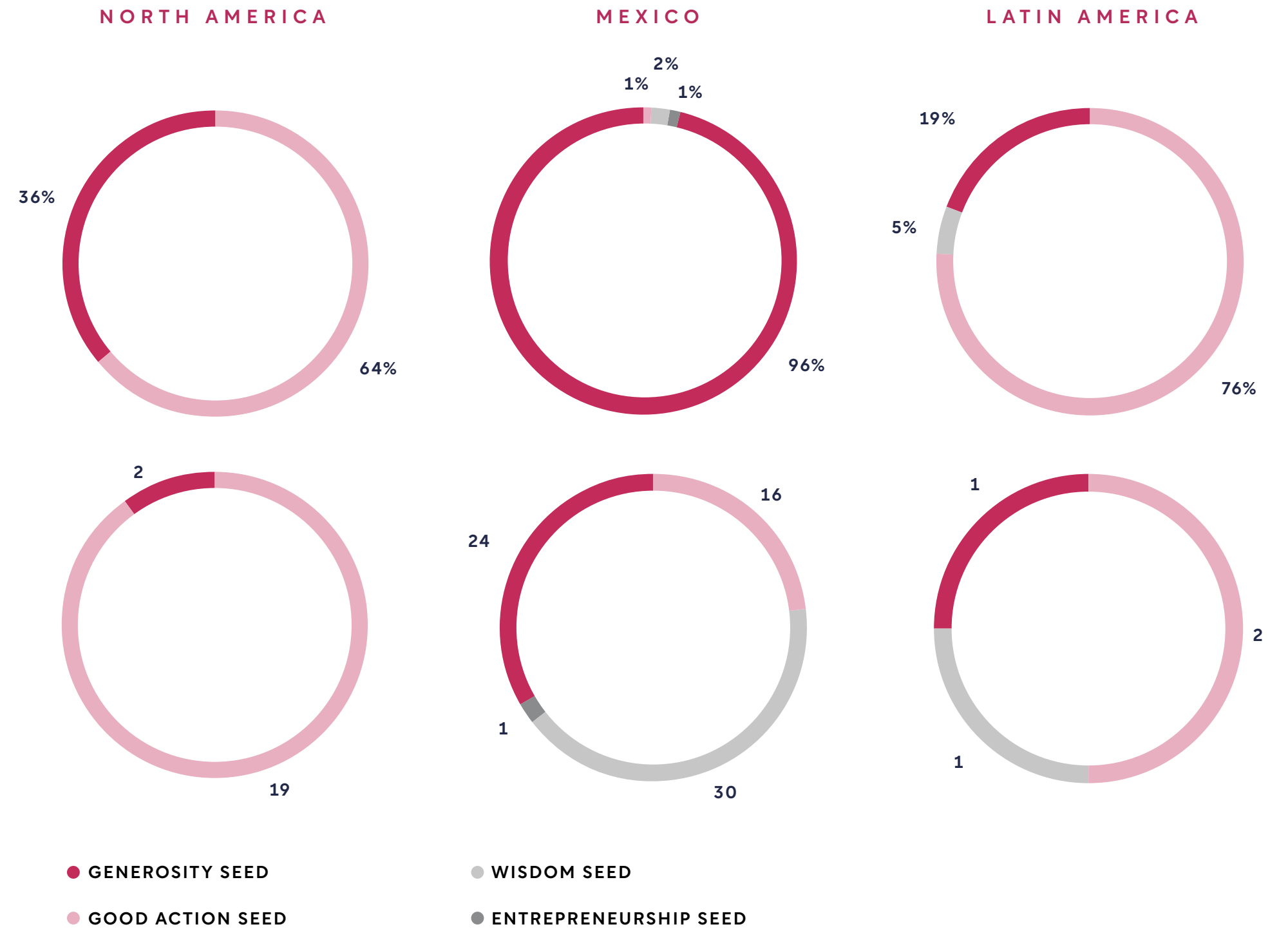


- GENEROSITY SEED
- GOOD ACTION SEED
- WISDOM SEED
- ENTREPRENEURSHIP SEED





### IMPACT OF ACTIVITIES IN VOLUNTEER PARTICIPATION



*the greatest achievements are human projects*



### Generosity Seed

#### MEXICO, NORTH AMERICA

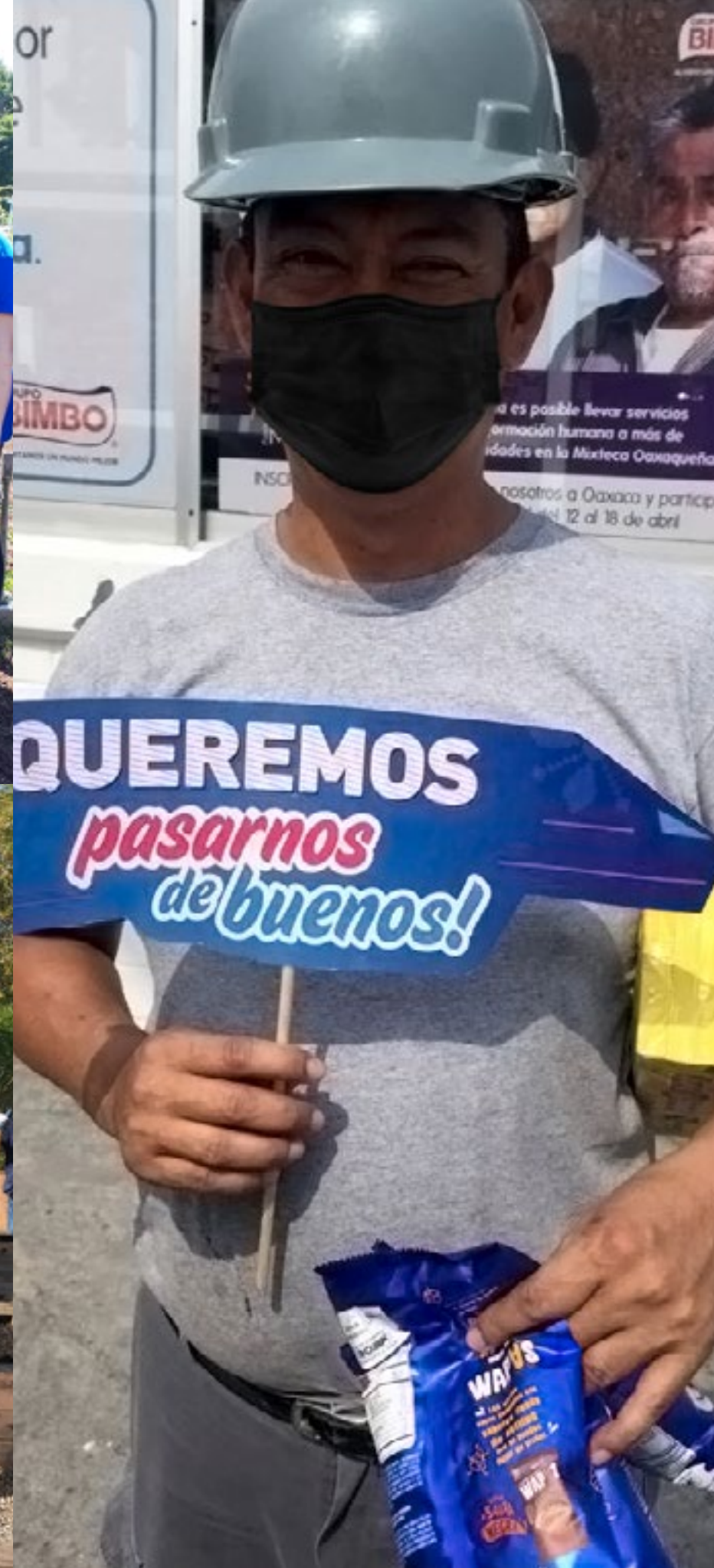
This year, the generosity of our people allowed us to provide food and medical care to vulnerable families affected by the pandemic, through donations amounting to more than 5.8 million pesos via four fund-raising campaigns: Despensas, Sumamos por México, Queremos Pasarnos de Buenos, and One for All-All for One.



### Good Action Seed

#### MEXICO, LATIN AMERICA, NORTH AMERICA

Our volunteers joined efforts to provide support in events for ties with civic and educational institutions by putting together assistance packages, distributing donations, coordinating activities, planting trees, conducting improvement projects in facilities, being promoters of social causes by driving involvement in fund-raising campaigns and for adopting sustainable life styles at home.



### Wisdom Seed

#### MEXICO, LATIN AMERICA

In light of the pandemic and the lock-down we are experiencing, we leveraged digital media to remain close to our communities, providing content through webinars and talks that complemented the actions of certain Good Neighbor projects, and which benefited educational institutions and society in general.



### Entrepreneurship Seed

#### MEXICO

We offered the opportunity to our associates and to our leaders who managed the Good Neighbor projects, to materialize and foster their ideas in favor of the communities where we operate, aligning their objectives in social, economic and environmental matters to propose project actions, leveraging the resources assigned.



**SUCCESS STORY:**

***Despensatrón, the cause that touched hearts***

The *Familias sin Hambre* Program is operated by *Cáritas Mexicana*, a not-for-profit institution that has over 60 working in Mexico. Thanks to more than 100,000 volunteers and collaborators, it reaches the most remote areas where thousands of families are going hungry due to lack of income.

From June 22nd to 25th, we experienced a digital rally with a cause that proved #GBUnido in Mexico has passion, devotion, fraternity, and professionalism. All participants, volunteers, and donors had a single goal in mind: donating the largest number of bags with pantry items to alleviate the hunger of thousands of households that have lost their sources of income due to the pandemic.

This digital rally consisted of two national teams of associates from different areas, levels and organizations and prove which one would be the fastest in increasing the donations of its members. Each team was headed by its squadron of volunteers, who joined in the achievement of this noble cause.

The teamwork and the focus on keeping two concepts present: #GBUnido and #FamiliasSinHambre, were key to achieving that all actions undertaken enabled the joining of efforts of the cause, talents, ideas, and tactics.

WE ESPECIALLY  
RECOGNIZE OUR  
VOLUNTEERS WHO  
ACTIVELY WORKED  
ON THE FIRST  
VIRTUAL CAMPAIGN  
FOR DONATIONS  
*DESPENSATRÓN 2020*

**3**  
DAYS

**+13K**  
PANTRY BAGS

**+55K**  
BENEFICIARIES

IMPACT OF OUR PROJECTS IN 2020 FOR THE WORLD  
AGENDA OF 2030:



**24%**

**Aligned their actions in providing access healthy and nutritional food to people**, by providing pantry-item packages and reinforcing community kitchens as a response to the health crisis.

**17%**

**Supported positive social ties in the communities, strengthening community areas and access to green areas for a safer and more inclusive coexistence**, building sustainable cities and communities.

**21%**

**Focused their actions on education and raising awareness regarding mitigating climate change, adapting to it, and early alert**; offering training opportunities and promoting the dissemination of information among the community.

**16%**

**Reinforced local capabilities in the fields of early alerts, reduction, and risk management for health**, providing materials to face the COVID-19 health contingency, and for training and dissemination of sanitary measures.

**20%**

**Promoted and strengthened social, economic and political inclusion for all regardless of age, gender, disability, race, ethnic origin, religion, or economic situation**; offering opportunities for community ties and training, which contributed to driving a culture of diversity and inclusion.

**3%**

**Diversified their actions, participating in community service activities, together with educational and civic institutions to:**

- reduce waste generation and drive recycling and reuse,
- adopt measures that contribute to protecting the environment and species in danger of extinction, and
- ensure access to services and materials that facilitate attending early education.





# Social Investment PROGRAM

Grupo Bimbo has always had the commitment and responsibility of promoting sustainable development in communities and generating a positive social impact through alliances with stakeholders; therefore, the social investment program is of vital importance because we support development and well-being in the communities where we are present and contribute to accomplishing the Sustainable Development Goals by working together with NGOs.

Through our social investment program we foster sustainable development and production projects of the NGOs with which we collaborate; together with them we identify and understand the needs faced by the communities with which they work, and commit to generating a tangible change in the members of the communities supported.

*positive social impact through alliances*

With the social investment program, we strive to build a sustainable path, actively participating to close gaps, meeting economic, social, cultural diversity, and healthy environment needs of vulnerable groups, thereby consolidating sustainable communities.

At Grupo Bimbo we recognize we are closely tied to our communities, and therefore every social action we undertake serves as motivation to work with greater concentration on the well-being and benefits of present and future generations.

**442**

IN-KIND AND MONETARY DONATIONS



<p>MONETARY DONATIONS</p> <p><b>344</b></p> <p>NGOs SUPPORTED IN 27 COUNTRIES</p>	<p>IN-KIND DONATION TO FOOD BANKS</p> <p><b>\$244</b></p> <p>MILLION PESOS IN DONATIONS TO FOOD BANKS</p>
<p><b>+\$127.7</b></p> <p>MILLION PESOS IN DONATIONS*</p>	<p><b>143</b></p> <p>FOOD BANKS SUPPORTED</p>
<p><b>\$232.5</b></p> <p>MILLION PESOS IN EXTRAORDINARY DONATIONS FOR COVID-19</p>	<p><b>6</b></p> <p>MILLION SLICES OF BREAD DONATED BY THE VIRTUAL GLOBAL ENERGY RACE</p>
<p><b>\$360.2</b></p> <p>MILLION PESOS IN TOTAL DONATIONS**</p>	<p>* Equivalent to 2% of our Majority Net Income ** Equivalent to 6% of our Majority Net Income</p>

# Covid-19

## ACTIONS

AT GRUPO BIMBO, WITH THE SUPPORT OF OUR SHAREHOLDERS AND ASSOCIATES, WE HAVE ADDED OUR GRAIN OF FLOUR WITH CONTRIBUTIONS ADDING TO MORE THAN 230 MILLION PESOS\* IN MONETARY AND IN-KIND DONATIONS WORLDWIDE, BENEFITING CLOSE TO 8 MILLION PEOPLE FROM THE MOST VULNERABLE SECTORS AND NEIGHBORS FROM COMMUNITIES CLOSE TO OUR 158 WORK CENTERS.

Figures given in millions of MxPesos

## Appreciating those who care for us...

Supporting health personnel from public health institutions worldwide

**+100** MILLION PESOS

Donated by the Company, shareholders, and associates in favor of the **COVID-19 Temporary Hospital Unit set up at Citibanamex Center, Mexico City #SumamosPorMéxico**

**+2.5** MILLION PESOS

In contributions to Funsalud, a health sector institution in Mexico, to help combat the pandemic.

**79** MILLION PESOS

In-kind donations made to the health sector, benefiting doctors, nurses, and those working on the front line against Covid-19.

**55** MILLION PESOS

For **2.5 million lunch boxes** for public hospitals located throughout 18 states in Mexico.

**7.8** MILLION PESOS

In products and equipment to face the contingency in Colombia, Guatemala and Mexico.

**4.6** MILLION PESOS

For the **#1MillónDeGracias1MillónDeDonuts campaign in Spain** benefiting over 450 public and private hospitals and institutions.

Figures given in millions of MxPesos

# Caring for families at home...

We continue working to end hunger and achieve food security

**+54,000** PANTRY KITS AND MEDICINES  
To support vulnerable families in Mexico, Colombia and Panama.

**+43,000** PANTRY KITS  
Donadas a la campaña #FamiliasSinHambreEnMéxico.

**+30,000** PANTRY KITS  
Donated in-kind, with a total of over 500,000 products.

**+13,000** PANTRY KITS  
Donated by Grupo Bimbo associates

Figures given in millions of MxPesos

**6.6** MILLION PESOS  
Donated by the Company and its associates in support for NGOs to face the contingency.

**19.8** MILLION PESOS  
Donated in Argentina, Brazil, Canada, Chile, China, Colombia, Costa Rica, Ecuador, El Salvador, Spain, United States, France, Guatemala, Honduras, India, Morocco, Mexico, Panama, Paraguay, Uruguay, Peru, Portugal, UK, South Africa, Turkey, Ukraine and Venezuela.

**+6** MILLION SLICES OF BREAD  
As a donation as a result of the Virtual Global Energy Race.



## Assist those who always open their doors to us...

We support small local businesses during the worst stage of the crisis

**9.3** MILLION PESOS

In social projects operated through our Good Neighbor program in over 15 countries, to face the contingency caused by Covid-19.

**Development programs and online training** to drive shop owners, businesses, and the unemployed.

**Infrastructure improvement** for grade schools to reinforce sanitary measures.

**Synergistic actions** with NGOs to implement projects focused on facing the pandemic.

Figures given in millions of MxPesos

**+64** MILLION PESOS

In sales incentives programs.

**+1,000** SHOP OWNERS

Will be benefited through the **Reemprende tu Tienda Program**.

Grupo Bimbo in alliance with the Pro Empleo Foundation provided remote training so 225 shop owners could keep their stores open.

Small businesses received protection materials and signage like face masks, shields, acrylic dividers and graphic information to better work with preventive measures, thereby caring for their own health and those of their customers.



## Patrimonio Indígena Foundation

Through the *Patrimonio Indígena* Foundation, which fosters cultural richness to indigenous communities through innovative projects that preserve, strengthen, and disseminate the Mexican indigenous heritage.

In light of the adversities worsened by Covid-19, it is a privilege to see these communities with projects, full water tanks, children happily running around, this is a guarantee of having achieved food safety, security, economic sufficiency, income, and access to water and basic infrastructure.

In this way, their vegetable garden and chicken coops enable them to continue consuming healthy food and continue conducting sales directly in their communities, thereby generating quality of life, harmony, peace, tranquility, and happiness. It is an achievement to be able to see the impact that Patrimonio Indígena has had in the communities.



## Líderes del mañana Program

### SOCIAL TRANSFORMATION PROGRAM IN MEXICO

We are committed to education and we know that this is a powerful tool for personal and social growth, which will help these young people become agents for the social transformation that the country needs.

With the Leaders of Tomorrow recognition, we support leadership and the academic talent of outstanding young people / associate family members. This recognition is a social transformation program that awards **full scholarships** for higher learning at the Tecnológico de Monterrey to outstanding students interested in developing their communities.

**líderes del  
mañana**



## Natural Disasters

In line with our Policy on Natural Disasters, requests for donations from all Organizations are submitted to the CEO and the Social Investment Committee of Grupo Bimbo, who will determine the beneficiaries and the type of assistance to be granted, as well as the amounts in the case of economic contributions.

Natural disasters of different magnitudes were reported in 2020, with different impacts reported. In Mexico, rain intensities caused severe flooding in the north and southeast of the country, creating damages to housing for 325 associates, who in turn received total support amounting to \$5,385,860 MxP.

Likewise, in-kind donations of a total of 131,000 pieces of our products were given out, equivalent \$535,000 pesos, for tropical storms Amanda and Cristóbal; and hurricanes Hanna, Delta and Eta in Mexico. In Honduras, 21 of our associates were affected by the passing of hurricanes Eta and Iota, who then received total support amounting to \$21,091.94 USD, pursuant to the regulations under our Global Policy on Disasters.

## Plant Tours Program

As a way of sharing the passion for what we do with the community, years ago we opened our doors to the public to offer our traditional guided tours that take place in 47 of our plants, in the countries where we operate.

This encouraged innovation in ways of sharing with our stakeholders, who we are and how we make our products, through the development of a digital experience beginning in 2021. We also seek to drive healthy lifestyles by giving nutrition tips and by inviting our guests to participate in different programs we conduct, aimed at protecting the environment.

With this new model of plant visits, in addition to having the possibility of opening the doors of other Organizations, we have established a new way of relating with our visitors, and of measuring customer and consumer satisfaction.

