

#challengeaccepted

to contribute to reinforce the health and wellness

*of our consumers
and associates*



AT GRUPO BIMBO,
THE HEALTH AND WELLNESS
STRATEGY IS BASED ON THREE
FUNDAMENTAL PILLARS:



1. BETTER RECIPES



2. HEALTHY
PRODUCT PORTFOLIO



3. GLOBAL ACTIONS IN
HEALTH AND WELLNESS

nourishing a better world



1. BETTER recipes

Nutritional Guidelines

With the commitment of offering superior nutritional quality products that meet the needs and lifestyles of our consumers, we implemented our fundamental nutritional guidelines with the following principles:

A 
PRODUCT CATEGORIES

B 
CONSUMER PATTERNS

C 
TARGET CONSUMER

D 
DIETARY RECOMMENDATIONS



WE ENSURE GLOBAL COMPLIANCE AND EXECUTION OF OUR NUTRITIONAL GUIDELINES*

Our product portfolio is classified in daily and occasional consumer products that take into account consumer patterns, focusing on the needs of our target consumers and their dietary recommendations.

CONSUMPTION

DAILY
 As part of the principal meals

CATEGORIES



BREAD



BUNS



FLATBREAD



SALTY SNACKS



BREADSTICKS



CONFECTIONERY



SWEET BAKED GOODS

*For further information on our internal nutritional guidelines, please visit: https://www.nutriciongrupobimbo.com/mexico/es/alimentamos_un_mundo_mejor

nutritional quality is our commitment



NUTRITIONAL PROFILE

(GRI FP4, FP6, FP7)

At Grupo Bimbo we have focused our actions on enhancing the nutritional profile of our product portfolio, especially for those products that are, due to eating habits, part of the daily diet. The purpose is to offer products that are part of the correct, affordable and better diet for everyone

Different studies have confirmed deficiencies in the consumption of whole grains, fiber, plant-based food, legumes, seeds, vitamins and minerals in the diets of both children and adults. Such deficiencies can have an impact on the correct physical development. Therefore, we have implemented various technological solutions through the work of multidisciplinary teams, as well as action plans to increase the content of the valuable nutrients in our products.

IN 2020 WE REACHED A GLOBAL COMPLIANCE OF

93%

AS PER OUR COMMITMENT OF REACHING 100% BY 2023, REGARDING THE MAXIMUM RECOMMENDED LIMITS OF CRITICAL NUTRIENTS (ADDED SUGARS, SATURATED FATS, TRANS FATS, AND SODIUM) IN OUR DAILY-CONSUMPTION PRODUCTS*

We promote enhanced nutritional profiles by adding new plant-based ingredients and reinforcing the consumption of whole grains, fiber, vitamins, minerals and seeds, among others.



PERCENTAGE OF OUR DAILY-CONSUMPTION PORTFOLIO THAT MEETS THE ESTABLISHED CRITERIA:

100%
PROTEIN

98%
FIBER

GLOBAL PERCENTAGE COMPLIANCE WITH LIMITS ESTABLISHED FOR CRITICAL NUTRIENTS IN OUR PRODUCTS:



*more nutrients
and less ingredients*



AS A RESULT OF THESE EFFORTS,
WE HAVE ELIMINATED
HIGH-FRUCTOSE CORN SYRUP,
PARTIALLY HYDROGENATED
OILS AND FATS, AMONG
OTHERS, AT A GLOBAL LEVEL.

99%

OF OUR GLOBAL PORTFOLIO
OF DAILY-CONSUMPTION
PRODUCTS AND

91%

OF OCCASIONAL-CONSUMPTION
PRODUCTS, HAVE ELIMINATED
SUCH INGREDIENTS FROM
THEIR RECIPES.



The challenges ahead are important and we are committed to working together with our technical teams and our suppliers to overcome them.

AT BIMBO MEXICO WE
ENFORCED THE NEW LABELING
REGULATIONS AS PER THE
NOM -051 -SCFI/SSA1 -2010
STANDARD, APPLICABLE TO
PREPACKAGED FOOD
AND NON -ALCOHOLIC
BEVERAGES – COMMERCIAL
AND HEALTH INFORMATION.

CLEAN LABELING

(GRI 417-1)

Our consumer currently seeks products that honor the promise of being simple, transparent and with a story to tell; products aligned to values that adapt to enhanced lifestyles.

It is with this purpose in mind that **we have established commitments and goals to enhance the quality of our recipes**, with fewer ingredients that our consumers can understand and we have eliminated those that are questioned by stakeholder groups.

*fully complying
with all global
and local policies*



Global Labeling Policy

(GRI 417-1)

At Grupo Bimbo we are committed to the transparency of our products and their content. Through additional and better information, we seek to empower our consumers so they may incorporate healthier diets by making better choices.

With this in mind, we have implemented a policy on nutritional labeling at a global basis, that will support our promise to offer transparent information about the nutritional quality of our product portfolio.

Our nutritional labeling policy considers the following points:



Full compliance with local legislation on nutritional labeling. In the countries where labeling regulations do not exist and where Grupo Bimbo is present, international regulations (eg. Codex Alimentarius) and/or best practices enforced by the countries where Grupo Bimbo operates, must be followed.



In addition to the mandatory nutritional information, the following information must be included in all our products: data per serving 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.



In addition to basic nutritional information on all our products, a simple and comprehensible nutritional front label must be used as per the following: Regulations must be strictly followed in countries where an official regulatory framework is available.

In case of lack of official regulations, a scheme based on Guideline Daily Amount (GDA) per serving size must be followed.

In both cases, when regulations allow, the usefulness of the recommended serving size should be underscored as important tool for guidance on balanced diets of consumers.



Having sound scientific foundations for all claims on healthy properties.

Full compliance with local regulations on recommended serving sizes. In countries with lack of a clearly defined regulatory framework, guidelines will be established internally for the appropriate consumption of serving sizes.

helping our consumers make informed decisions



Clear and transparent nutrition information

(GRI 417-1)

Nutritional information is an important tool to communicate the role and impact that nourishment plays in our daily diet.

One of the advantages of prepackaged food is that such information is on the package. That helps consumers make the best choice out of the options available.

In all the countries where we operate, we seek compliance with the minimum nutritional information on the packages when space permits.

99%

OF OUR PRODUCTS COMPLY GLOBALLY WITH OUR LABELING COMMITMENTS AT THE BACK OF THE PACKAGE

We incorporated simplified nutrition labeling on the front of our packages. **It is our priority to comply with all official norms in the countries where we operate.** In countries where there are no regulations, we implemented Daily Nourishment Guidelines showing information about the nutritional content of products in the setting of a daily diet and its reference values.

95%

OF OUR PRODUCTS GLOBALLY COMPLY WITH OUR LABELING COMMITMENTS ON THE FRONT OF THE PACKAGE²

² Operations in Morocco and in India are not include and Canada is included for the first time.



*living by
quality as a
commitment*

Promoting a culture of quality

(GRI 416-1, FP5)

We provide safe products and services that guarantee customer and consumer satisfaction, and even exceed their expectations.

We have a Global Quality Policy that sets out the responsibilities of the Company and its leaders, as well as the quality strategy applicable to all administrative and productive processes throughout the entire value chain¹.

With our quality strategy in place, we aim at having all our operations certified under a system recognized by GFSI (Global Food Safety Initiative).

¹ Percentage not reported for significant product categories.

² *Morocco, Switzerland and Kazakhstan not included because Grupo Bimbo is a minority shareholder.



WE HAVE

171

CERTIFIED PLANTS,

MEANING THAT:

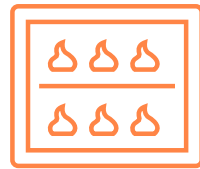
95%

OF OUR PRODUCTS

ARE MADE IN

CERTIFIED FACILITIES²

driving initiatives on health and wellness



2. HEALTHY PRODUCT portfolio

(GRI FP7)

In order to meet our purpose of continued innovation in Health and Wellness products, we consider the needs of our consumers as top priority and we offer them a portfolio of healthy options of daily and occasional consumption products.

In keeping with our objective of significantly increasing our activities in Health and Wellness, this year we were able to accomplish a sixfold increase in our initiatives, as compared to 2019, therefore:

77

HEALTH AND WELLNESS INITIATIVES WERE LAUNCHED IN 2020



OROWEAT ORGANICS FOR KIDS, THE FIRST ORGANIC BREAD HAVING CHILDREN AS THE TARGET AUDIENCE

Daily consumption product portfolio

Oroweat, as our flagship brand for health and wellness, achieved consolidation in the Organics segment by obtaining 10% market share in the American market.

Oroweat Organics for Kids, branded as Arnold in the east coast, stands out as one of the most important innovations of the year. It is an important source of vitamins A, D, and E, in addition to being a plant-based product.

Moreover, Oroweat Organics had a significant expansion into the Canadian market. Its September launch exceeded the sales plan by 60%.

*the best recipes
within the
reach of all*

Another important milestone in the bread category was the launch of **Natural bread in Mexico; with only 7 ingredients**, it is a concept developed in Spain, that today is part of the portfolio of other Grupo Bimbo operations.

The goal of this product for 2021 is to leverage the consumption trend of labels promoting **more nutrients and less ingredients**.

Likewise, in 2020, the crust-less 100% natural bread consolidated in Spain, thus **increasing our new buyer base by 53%**.

NATURAL BREAD HAS REACHED

+600K

HOMES THROUGHOUT MEXICO



SILUETA BREAD, A PRODUCT
THAT FOCUSES ON DIGESTIVE
HEALTH, CONTAINING 30%
MORE FIBER



*promoting
better diets*

Sugar and fat free whole wheat bread was successfully launched in China, packaged in individual slices.

On the other hand, Vital, another flagship in the Health and Wellness product portfolio, had had considerable impact in Latin America.

IN COLOMBIA AND COSTA RICA
THE 100 % NATURAL LINE GREW

+21%

IN SALES VS. 2019.

IN URUGUAY, ITS MARKET
SHARE GREW TO

58%



Occasional consumption product portfolio

The launch of Pick Me Ups in Bimbo Bakeries USA accounted for a Brand stretching of Thomas, a brand with an important legacy in the region; with its inclusion in the granola bar category it **increased its buyer base by 47%, with a repeat buy rate of 23%.**



PICK ME UPS, 14 GRAMS
OF WHOLE GRAINS AND
6 GRAMS OF FIBER, FREE
FROM ARTIFICIAL COLORS
OR FLAVORS

SANISSIMO, ANOTHER ICONIC BRAND
IN HEALTH AND WELLNESS, WHICH
ACHIEVED

+33%

OF GROWTH VS. 2019, GLOBALLY, AND
IS NOW IN PARAGUAY, ARGENTINA
AND THE UNITED KINGDOM



In Peru we launched new varieties, such as Salmas 5 Grains and we entered new categories like Rice Cookies. These initiatives generated:

+145%

GROWTH AS COMPARED TO 2019



In Colombia, we launched **Rosquitas Sanissimo**, a baked snack with yucca flour, having less than 100 calories per serving size, which is free of gluten, artificial preservatives and flavors.

In Mexico, we relaunched baked **Totopos**, gluten-free and low-fat content, and without artificial preservatives; growth achieved was 520% vs. 2019.

Finally, in the confectionary category, **Kicao** underwent considerable expansion in the Mexican market with 350% growth vs. 2019, broadening its scope in eCommerce in the US.

promoting physical activity



3. GLOBAL ACTIONS IN health & wellness

(GRI FP4)

Healthy lifestyles

GLOBAL ENERGY RACE

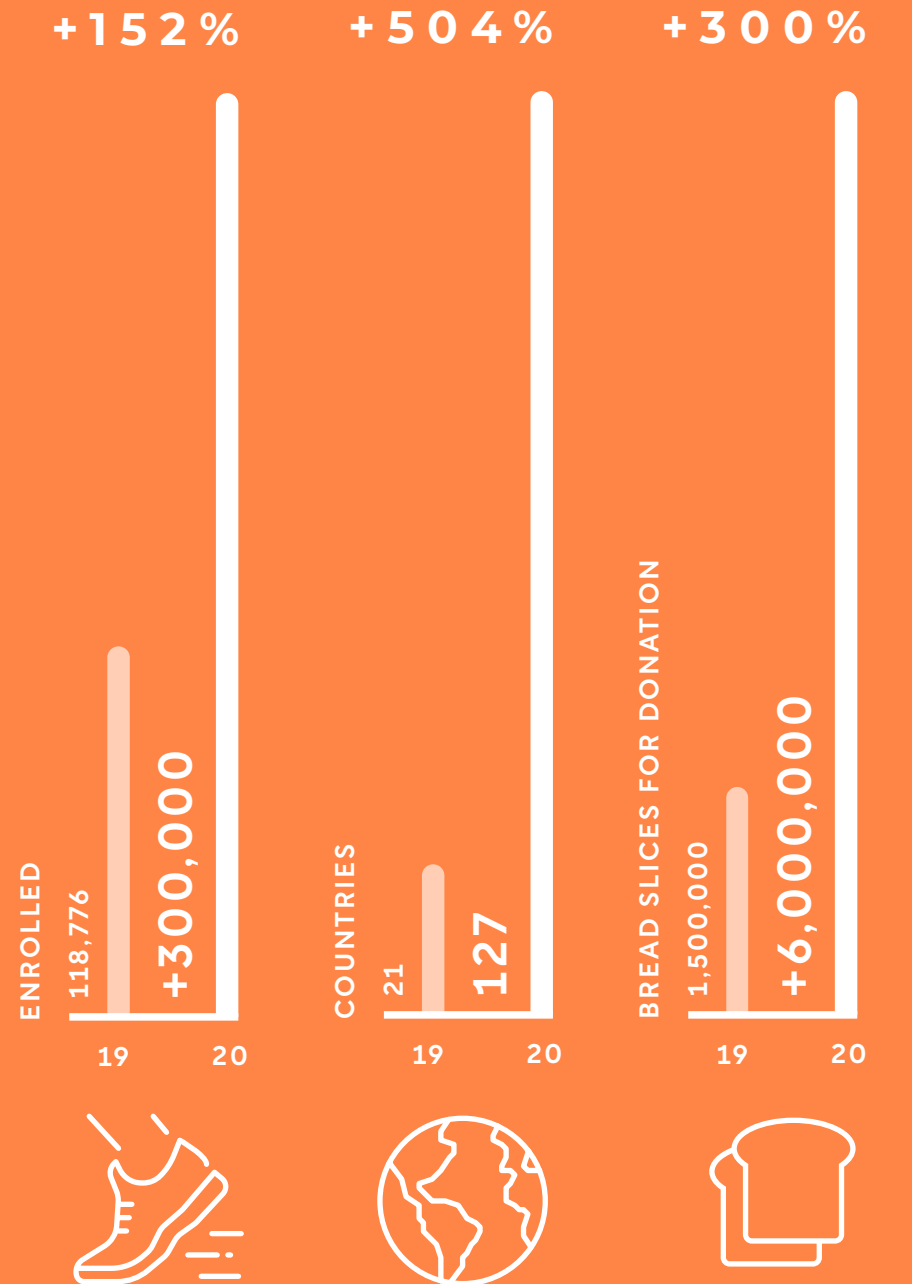
The 2020 edition of the race, in response to the health contingency caused by a worldwide pandemic, consisted of a virtual race in **127 countries and with 300,000 runners**. A donation of 20 slices of bread to local food banks was made for each runner enrolled. It accounts for **largest bread donation in the history of the world**, amounting to over 6 million bread slices donated.

Thanks to the donation made by Grupo Bimbo in Mexico City, we received the **world record of the largest bread donation in history (24,480 kg)**, validated and quantified by experts in the field, giving us this certification.



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BENEFITED ASSOCIATIONS





FUTBOLITO BIMBO 2020

Stemming from the COVID-19 health contingency beginning in March, and in keeping with safety recommendations, Grupo Bimbo **decided to hold its Futbolito Bimbo tournament virtually**, using two platforms known by the public who participated in the tournament:



A VIDEO GAME TOURNAMENT ON THE PRO EVOLUTION SOCCER® APP



A TOURNAMENT FULL OF SPORT CHALLENGES ON THE OFFICIAL FUTBOLITO BIMBO FACEBOOK FAN PAGE

The purpose was that boys and girls in Mexico would continue participating in leisure activities and to motivate them to keep working on values such as discipline and perseverance.

Over **1,400 children aged 9 to 16 participated**, and 150 participants received awards.

As an extra award, 47 winners had a virtual master class with the Futbolito Bimbo ambassador, goalie of the Mexican National Team and Club America team -Memo Ochoa- who taught them soccer techniques, talked with them and answered some questions.

In this way, Futbolito Bimbo was reinvented and able to continue supporting boys and girls in Mexico, motivating them to continue engaging in physical recreational activities, and above all, teaching them that winning and having fun is possible, even in difficult times.



1,400
BOYS AND GIRLS PLAYING

+150
WINNERS

47
PLAYERS WERE GIVEN
A MASTER CLASS AS AN
ADDITIONAL AWARD

*communicating
with honesty*

Responsible marketing

(GRI FP8)

Building a sustainable, highly productive, and deeply humane company also means establishing constant, honest, and responsible communication with our consumers.

Therefore, we continue working hand-in-hand with the WFA (World Federation of Advertisers) to launch IFBA M2K and **honor the agreements on advertisement for children under the age of 13.**

Our internal pledge and the IFBA (International Food and Beverage Alliance) continue guiding us to **keep encouraging healthy lifestyles through our marketing activities.**



We are **developing an internal policy to regulate responsible sponsorships of influencers in contact with our consumers.** We will develop certain brand communication guidelines that will drive a diversity and inclusion-based approach in line with the current context of our society.

These initiatives will help us develop better advertising actions aligned to our Global Policy on Communication and Advertising for children, and to the document entitled "This is How we do marketing", which is updated every year.

For further information, go to:

fostering access to information on health and wellness



Education for consumers in health and nutrition

(GRI FP8)

Promoting the adoption of a healthy lifestyle through digital platforms such as our website “nutriciongrupobimbo.com” and social media like Facebook and Instagram so consumers and health professionals can have access to general information about the importance of whole grains, diet plans, recipes, and general topics related to health and wellness.

Medical consultation with health professionals

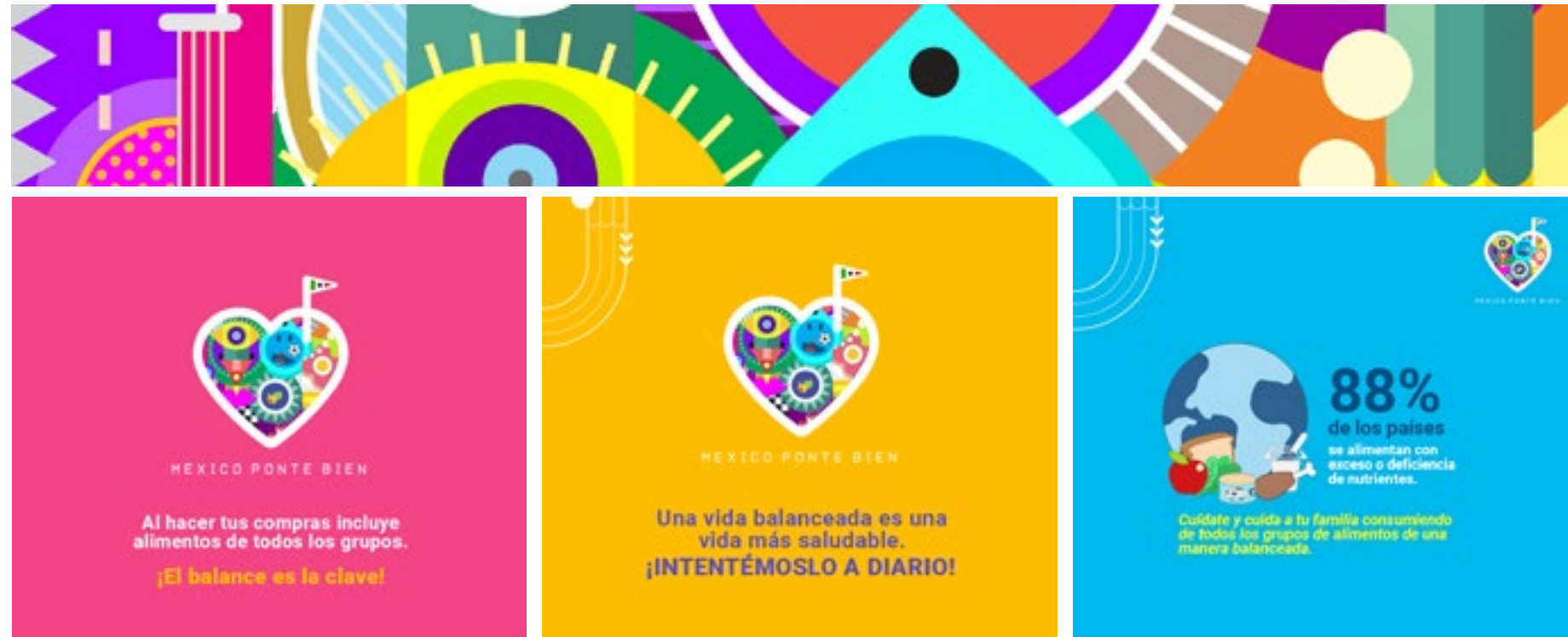
(GRI FP4)

In the last 3 years we have delivered nutrition talks on nutrition and healthy lifestyle at medical centers and hospitals in Mexico, including our associates and with an outreach of more than 3,000 participants.

WE HAVE ACHIEVED
+580K
 INTERACTIONS IN FACEBOOK
 SHARING SIMPLE AND
 APPEALING EDUCATIONAL
 MATERIAL FOR OUR CONSUMERS



WE CONDUCTED
+55K
 MEDICAL CONSULTATIONS
 WITH HEALTH PROFESSIONALS,
 PHYSICIANS AS WELL
 AS NUTRITIONISTS



Alliances

(GRI FP4, 102-13)

We continued supporting the 2nd edition of the initiative “México Ponte Bien” (Mexico Get in Shape) driven by the efforts of the Collaboration for Healthier Lives coalition of The Consumer Goods Forum; a collaborative project that groups production and retail companies, **whose purpose is to contribute, in a simple and direct manner, to a healthier lifestyle.** The initiative consists of three theme topics: nutrition education, physical activity, and hygiene habits.

With the purpose of reaching more people at home, in 2020 **adjustments were made to the initiative to deploy it digitally via social media** and a website was developed with images and content related to the following topics:



Nutrition Education

Recommendations for a balanced and healthy diet, as well as tips for preparing simple, healthy, and affordable meals.



Physical Activity

Messages about the importance of remaining active, with sample exercises adapted to the new normality, and other suggestions for protecting the physical and mental health through exercise.



Hygienic Habits

By following official recommendations, we disseminated messages on personal and household hygiene.

Consequently, via social media and the website: www.mexicopontebien.com



+500K
PEOPLE IMPACTED

+200
MESSAGES ON NUTRITION,
EXERCISE, AND HYGIENE

IN COLLABORATION WITH TECHNICAL AND SCIENTIFIC EXPERTS, RESEARCH INSTITUTES, AND DIFFERENT NGOS, WE MAINTAIN ALLIANCES TO DEVELOP COMPREHENSIVE ACTIONS THAT IMPROVE THE OPTIONS AVAILABLE TO OUR CONSUMERS.



CIMMYT (INTERNATIONAL CENTER FOR WHEAT AND MAIZE IMPROVEMENT)

Our alliance has enabled the creation of technical documents focused on the nutritional benefits of wheat and corn, and on environmental-friendly technology. The articles developed by CIMMYT scientists have allowed us to prepare educational material for our consumers.

ALAIAB (LATIN AMERICAN ALLIANCE OF ASSOCIATES FROM THE FOOD AND BEVERAGE INDUSTRY)

The alliance with ALAIAB has facilitated coordination with the food sector in Latin America, by exchanging knowledge of scientific and technical topics among the industry, government, and organizations for the benefit of consumers.

ATNI (ACCESS TO NUTRITION INDEX)

The methodology implemented by ATNI, has led to establishing new guidelines, commitments and practices in benefit of our consumers, helping them to adopt better lifestyles.

CIATEJ (CENTER FOR TECHNOLOGICAL AND ASSISTENCE AND DESIGN FOR THE STATE OF JALISCO)

We established alliances with CIATEJ to conduct joint actions in research, development, and technology transfer.

ITESM (TECHNOLOGICAL INSTITUTE OF MONTERREY OF HIGHER LEARNING)

We implemented research for in-depth knowledge in new ingredients and technologies.

IFBA (INTERNATIONAL FOOD & BEVERAGE ALLIANCE)

In participating with IFBA, the goal is to motivate consumers worldwide to have balanced diets and healthy lifestyles, with special emphasis on reducing sodium, product innovations, access to nutrition-related information, responsible marketing practices, and promoting healthy lifestyles.

