

**Best Nutritional
Profiles For All**



**Transparent
Sustainable
Brands**



**Enabling
Healthier
Plant Based
Diets**



BAKED FOR YOU






Best Nutritional Profiles For All

our commitment:

PROVIDING AN BETTER NUTRITIONAL EXPERIENCE

through healthier and simpler recipes, as well as positive nutrition with every choice.





Eating is more than simply obtaining the nutrients needed to live. The food we choose is a reflection of our habits, our lifestyles, and our traditions. Therefore, in breaking bread with others at the table, we also share our experiences and emotions.

As a humanity, today we face growing obstacles to feed a world with greater needs and less resources each day. Malnutrition affects approximately 1 out of every 10 persons worldwide and, by 2050, there will be approximately 10 billion people on a planet that has limited resources. This will require not only finding ways to improve the nutritional quality of our diets, but also building more efficient and environmentally-friendly food systems that enable us to eat better and to sustainably optimize all resources.

Improving the nutritional quality of our product offerings

Fully aware that our products reach millions of people around the world, we are motivated to have a positive impact on their nutrition, provide the *most diverse nutrients through delicious and sustainable products*, with simpler, healthier, and more affordable recipes.

In order to create better diets with a positive impact on reducing malnutrition and the associated non-communicable diseases, we follow the World Health Organization recommendations within the 2013-2020 Action Plan for the Prevention and Control of Non-communicable diseases, establishing different lines of action to improve the nutritional quality of our product portfolio.

Our approach to combating malnutrition



We have developed our internal Nutrition Guidelines leveraged on four pillars of action to reach our ambitions in the short, medium and long terms, offering better products and fostering the development of better diets.



Clean labeling

Our product offerings are created with simpler and natural recipes.

Positive nutrition

Our product offering has the intention of an optimum nutrition balance between nutrients to be reduced and those to be encouraged in the normal diet.

Fortification

Our product offering has fortified, available and affordable options for vulnerable populations.

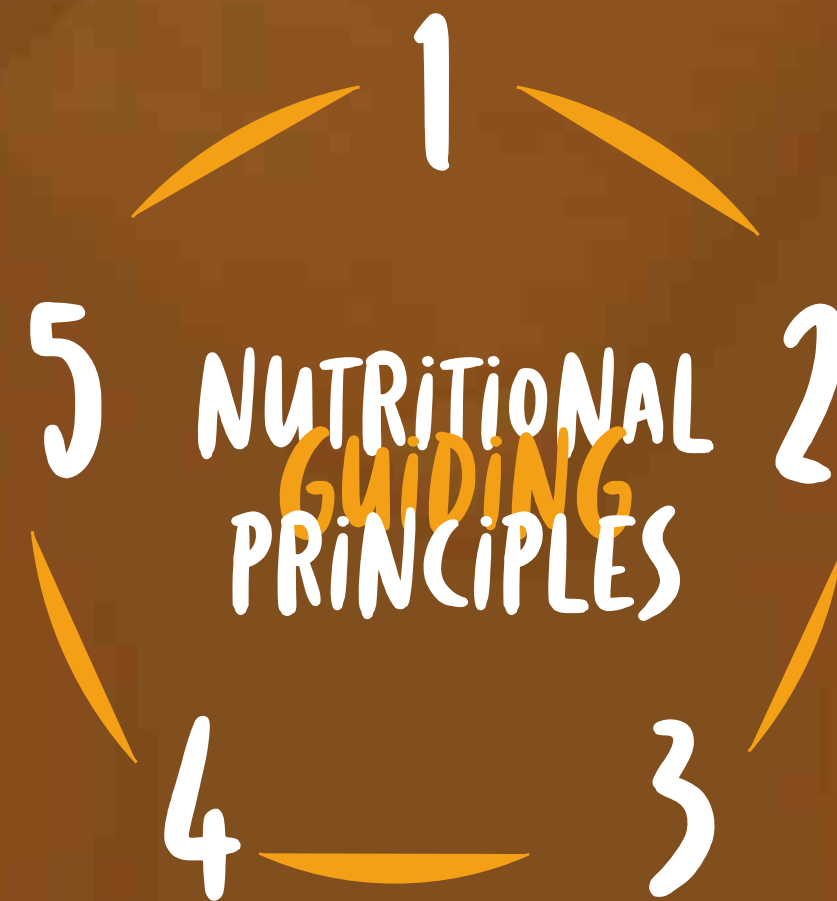
Smart portions

Our product offering has options with portion control to enjoy guilt-free special moments.

THE ELABORATION OF OUR NUTRITIONAL GUIDES IS BASED ON 5 PRINCIPLES:

Considering recommendations made within dietary guidelines and suggestions established worldwide, the purpose is to understand the role our products have in creating better diets.

We have developed more natural and planet-friendly products through simpler recipes that have ingredients our consumers can understand and find in their pantries.

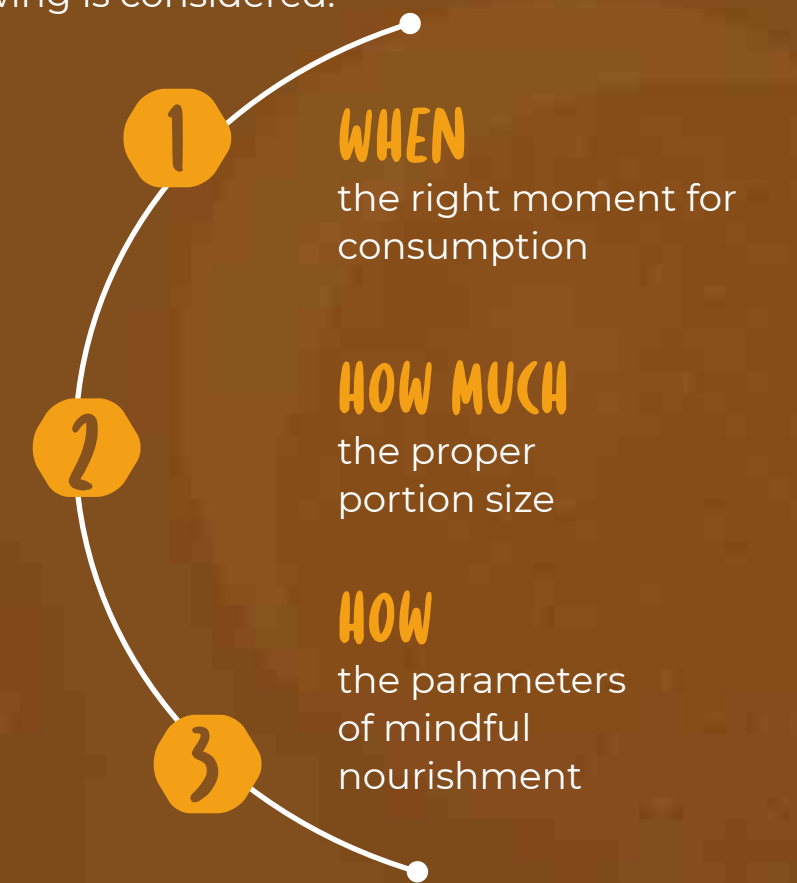


Our product portfolio is divided into products for daily consumption, including those having a greater impact on the diet when eaten more frequently during principal meals throughout the day; and products consumed occasionally that focus mainly on minor eating moments (snacks) and moments for celebration, or indulgence.

We strive to always create a balance in the nutritional quality of our product portfolio through thresholds both for nutrients to be limited in the diet, and those whose consumption we seek to motivate.

When considering the nutritional requirements between children and adults, we defined stricter requirements for those products aimed at child consumers.

The purpose of simplifying our consumers' task of incorporating better and more varied diets that satisfy their preferences, habits and lifestyles is because eating is not just about nourishment, but also about enjoying. Our nutrition guidelines take into account that all food groups have a place in one's diet when the following is considered:



PRODUCT CATEGORIES

Daily consumption - greater impact on our diet: bread buns and rolls, bagels, and English muffins.

Occasional consumption - special moments: sweet baked goods, dry baked goods, snacks, tostadas and tortilla chips, and confectionary products.

Clean labeling



BETTER PRODUCTS

DAILY CONSUMPTION PRODUCTS



By 2025, all our products for daily consumption worldwide will have simple recipes with ingredients that are easily identifiable by our consumers.

In addition to seeking the best nutrition quality for our product portfolio, we know our consumers are increasingly concerned with incorporating food products in their diet that are as close to natural as possible, with ingredients they understand and can easily find in their pantries. Therefore, our strategy leads us to offering simpler products with user-friendly recipes for our consumers and for the good of the planet.

Success story

Sliced bread Bimbo Mexico

All our sliced bread made and marketed throughout Mexico are free of high-fructose corn syrup, fats and partially hydrogenated oils, and artificial colors and flavoring. In addition, some 50% of the same are free of artificial preservatives, and by late 2022, all of our sliced bread offerings shall be of these.



Positive nutrition

BETTER PRODUCTS

OUR AMBITION IS TO REACH POSITIVE NUTRITION STANDARDS IN PRODUCTS FOR DAILY CONSUMPTION BY 2025, AND IN OUR PRODUCTS FOR OCCASIONAL CONSUMPTION BY 2030

The best nutritional experience is sought through balance, by reducing those nutrients to be limited in our diet such as sodium, added sugars, saturated fats, and trans fats, and also by increasing those nutrients to be promoted such as proteins, fiber, and vitamins and minerals, among others. We understand it is not possible to add positive nutrients while not reducing the content of nutrients that are a source for public concern.

Compliance with the portfolio of products for daily consumption by nutrient¹:

99.6%
saturated fats

100%
trans fats

97%
sodium

99%
added sugars

By late 2021:

96% of our products for daily consumption fully complied with the maximum levels established for nutrients to be limited in the daily diet such as saturated fats, trans fats, sodium, and added sugars, an additional four percentage points as of late 2021.

88% Of our total product portfolio for “specialty grains”² breads, buns and rolls have positive nutrition³. This in turn represents 63% accomplishment for the positive goals set for our products for daily consumption.

¹ Exceptions: Products for whom Grupo Bimbo is not the owner of the formulation, Bimbo Morocco, and Bimbo India.
² Specialty grains” breads, buns, and rolls. Products containing at least 15% of whole wheat grain flour or sources of whole grains.
³ In compliance with levels established for saturated fats, trans fats, sodium, and added sugars, and which additionally provide a good source of any of the following: fiber, whole grains, proteins, vitamins or minerals, or omega3.

Success stories

Global portfolio for products consumed daily

Our internal nutrition guidelines seek to establish external framework references to validate that our products comply with certain recognized methodologies that determine measurement parameters for the degree of healthiness of food products. Access to Nutrition Index (ATNI) is an initiative that evaluates the extent of commitment by global food companies to consumer health and nutrition, using the Healthy Star Rating System methodology developed and supported by the governments of Australia and New Zealand to measure the extent of healthiness of product portfolios. This methodology establishes a score of 3.5 stars and greater to classify products as “healthy”.

In the case of our products for daily consumption, we obtained an average of 3.5 stars when the whole category was evaluated, thus reflecting the high commitment and progress achieved in actions aimed at improving our product portfolio having a greater impact on the diet of our consumers.



Successful products that meet the criteria of positive nutrition

Multi-grain Zero Zero Bread

The new member of the Zero Zero family in Mexico has great benefits for the nutrition of our consumers. In addition to being delicious, it has protein and fiber but no added fats or sugars. Its launch reflects our actions that focus on positive nutrition for all consumers.

HIFI Wholewheat Bread Bimbo China (Delicious wholewheat HIFI Bread)

A tasty flavor and fine and soft texture, our Wholewheat HIFI Bread that was launched in China provides a good source of fiber and whole grains for the diet of our consumers, in addition to having the proper level of nutrients for limited consumption.



DAILY
CONSUMPTION
PRODUCTS

BETTER PRODUCTS



Fortification

Fortifying affordable Products for vulnerable populations

At Grupo Bimbo, we understand that one of the most effective ways of approaching nutrition gaps in vulnerable populations is by developing fortification strategies for food products widely consumed by various cultures, as is the case of bread. Therefore, we developed fortification strategies aimed at covering deficiencies, especially that of Iron, Zinc, and Vitamin A.



PROGRAMS BY REGION WILL BE LAUNCHED BY 2025 FOCUSING ON COVERING SPECIFIC NUTRIENT DEFICIENCIES IN VULNERABLE POPULATIONS

Success story

Rendidor Product Portfolio in Peru Fortified with Iron

Anemia is one of the primary malnutrition issues in Peruvian children and is one of the most urgent problems needing a solution in the country, prevalent in 49% of children living in rural areas and 37% in urban areas. One of the primary causes of anemia in the population is Iron deficiency in their diet.

As an approach to overcome Iron deficiency, an affordable product portfolio was developed for Peru (White Rendidor bread, Wholewheat Rendidor bread, Rendidor hamburger buns, and Rendidor hotdog buns) which, in addition to meeting maximum thresholds established for limited-consumption nutrients, these products are fortified with Iron.



DAILY CONSUMPTION PRODUCTS

Source: Results from the Population and Family Health Survey (ENDES).

BETTER PRODUCTS



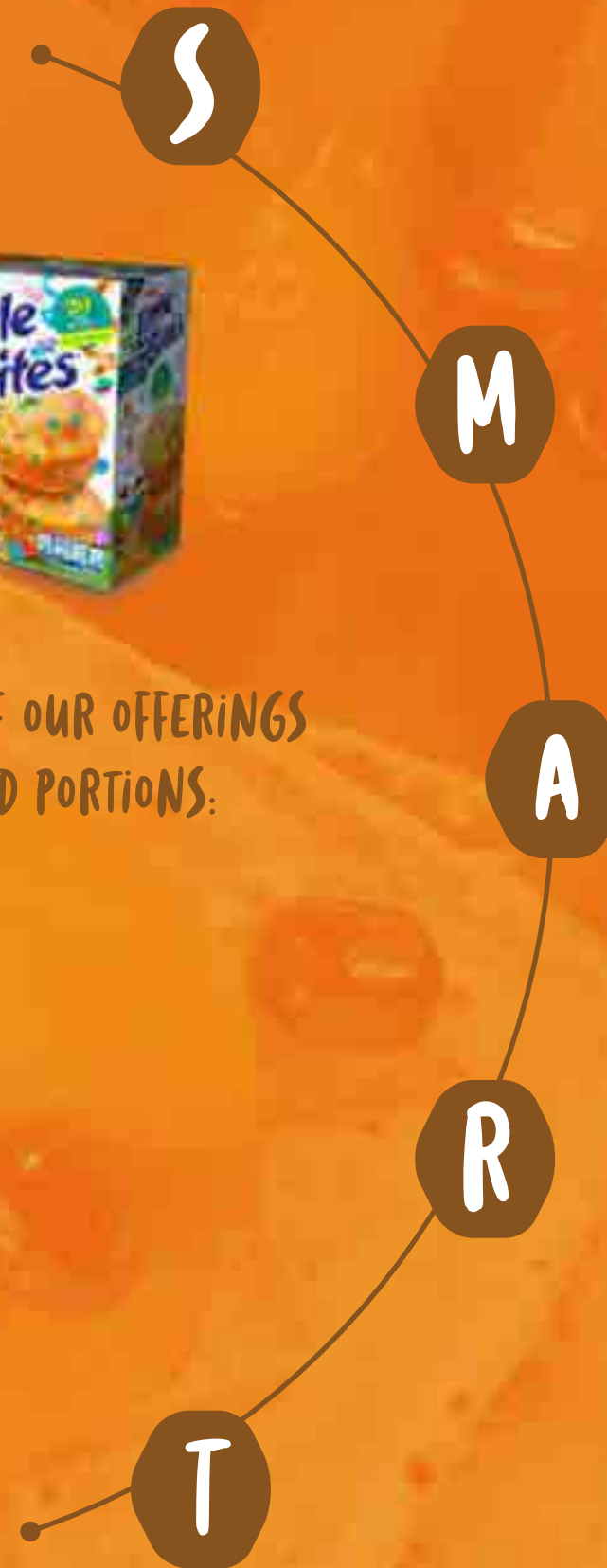
Smart Portions



THE FEATURES OF OUR OFFERINGS WITH CONTROLLED PORTIONS:

Portion sizes in our diet have taken on increased interest in recent years as a way to seek alternatives for combating overweight and obesity, and which permit one to enjoy certain product categories.

With this in mind, Grupo Bimbo has developed appealing product offerings with controlled portions that allow our consumers to enjoy their favorite products with less calories and less guilt.



SPECIAL OCCASIONS

to celebrate, share, or enjoy, driving moderate consumption.

MINDFUL:

enjoy with your five senses, individually-packaged portions to control what you eat.

ALIGNED TO HEALTHY LIFESTYLES:

with guilt-free moments of indulgence through calorie-control alternatives.

READY TO EAT:

consume anywhere, with individual packages that permit enjoying the moment, limiting calorie intake.

TASTY:

flavorful alternatives that gives us the preference of our consumers.

OUR GOAL FOR 2030 IS THAT AT LEAST 15% OF OUR SALE OF PRODUCTS OF OCCASIONAL CONSUMPTION SHALL BE THROUGH PRODUCTS WITH PORTION CONTROL (SMART PORTIONS).



Success story

Little Bites BBU and Bimbo Canada

Five varieties with less than 200 calories per package (chocolate chips, party cakes, blueberry, banana, and strawberry yogurt).

Little Bites is a product offering aimed at children, with fun, delicious, and appealing options for this target audience. In line with this, there are options marketed with less than 200 calories per package that enable calorie control per consumption occasion, but without sacrificing flavor.

By late 202z, some 81% of high-selling products aimed at children³ must comply with some of the following options: portion control (less than 200 calories per package in baking industry products and 170 calories per package in confectionary products), line extensions with improved nutrition profiles or in compliance with the maximum levels of nutrients that should be limited in the diet.



PRODUCTS FOR OCCASIONAL CONSUMPTION

³ High-selling products: 10 products that sell the most at a regional level. Excluded are those products where Grupo Bimbo is not the owner of the formulation and those from Bimbo Morocco and Bimbo India.



Transparent Sustainable Brands

our commitment:

EMPOWERING OUR CONSUMERS TO MAKE

better decisions through clear and
transparent information on our
product recipes.

Transparent, sustainable, and committed brands

Consumers nowadays seek food alternatives that are in line with their values:

- 1  Products offering transparent and honest information so they may make better decisions regarding consumption.
- 2  Appealing and delicious products that are in keeping with their lifestyle
- 3  Simpler recipes and with healthier ingredients.
- 4  Environment-friendly products that also have a social purpose.

We are aware that transparent and clear information (clean labels) motivates our consumers to improve their eating habits and therefore education is undoubtedly a tool that helps to easily understand how our products are made, thus encouraging them to adopt healthier lifestyles.

In addition to promoting environmental care, sustainable marketing also considers practices having a positive impact on social and economic matters involved in the supply chain, from new product development to post-consumption, and therefore our product marketing must consider three aspects:

Transparency

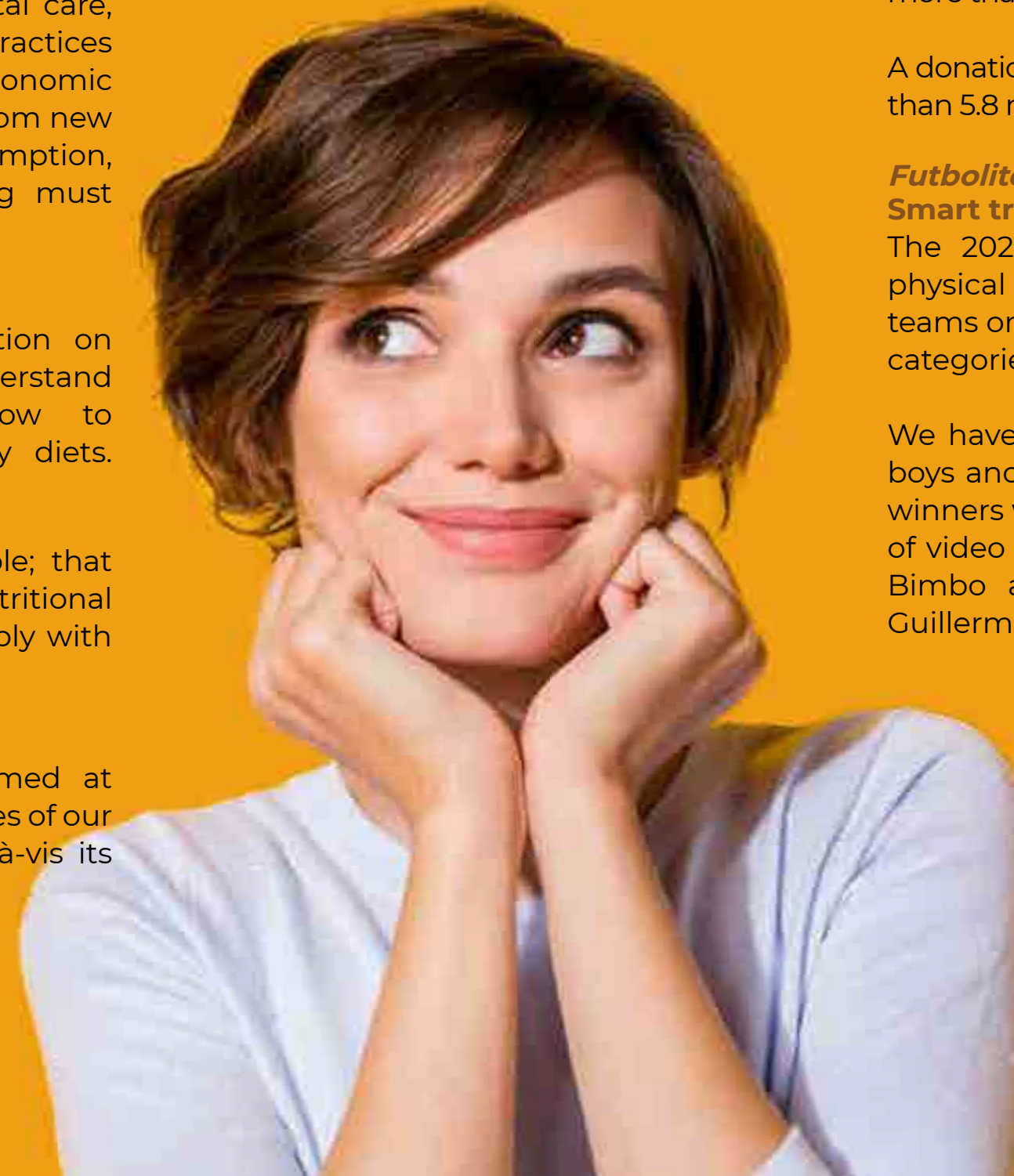
providing clear and simple information on nutrition so our consumers may understand our product ingredients and how to properly include them in their daily diets.

Sustainability

which last and are economically viable; that meet the environmental, social, and nutritional needs of our customers and also comply with our nutrition guidelines.

Commitment

so the corresponding efforts are aimed at supporting a cause in line with the values of our consumers and are a benchmark vis-à-vis its competitor brands.



Success stories

Global Energy Race

Just as we did in 2020, in response to the contingency arising from the global pandemic, we called for a virtual race, which brought together more than 290,000 participants.

A donation was made to local food banks of more than 5.8 million slices of bread.

Futbolito Bimbo Smart training

The 2021 edition consisted of challenges of physical activities to be done from home in teams or individually, organized in two categories.

We have the participation of more than 3,500 boys and girls between 9 and 16 years old. The winners were awarded with a console of video games, a ball, a backpack of Futbolito Bimbo and an experiential encounter with Guillermo Ochoa.



Information on packages

We are committed to fostering information on nutrition among our consumers and associates so they may make decisions having a positive impact on their quality of life.

Because of our commitment to provide transparent information on the nutritional quality of our products, we have and Global Nutrition Labeling Policy that includes:

- 100% compliance with local regulations on nutrition labeling (nutrition information, ingredient list, information on allergens, among others)
- Energy portion statement (calories) and the 9 most important nutrients as per Codex Alimentarius Guidelines (CAC/CL2-1985)
- Compliance with local regulations on front labeling not including additional systems in said countries. In the cases where no regulations exist on the subject, we use a GDA scheme (Guidelines Daily Amounts).
- Having sound scientific bases for health claims.
- Providing guidelines for our consumers on our consumption portion sizes and their use in creating better diets

NUTRITION INFORMATION

Statement per portion size: Calories, total fats, trans fats, carbohydrates, dietary fiber, sugars, proteins, and sodium.

PORTIONS

Reinforce the concept of recommended portion size to orient consumers on the makeup of balanced diets.

FRONT LABELING

Including GDA scheme (Guidelines Daily Amounts) in case of no existing regulations.

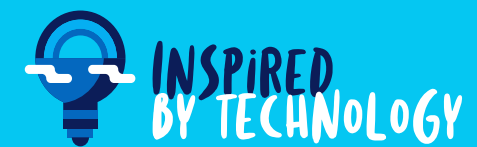


PRODUCTS FOR OCCASIONAL CONSUMPTION



POST-CONSUMPTION

Recommendations on packaging disposal, depending on whether it is recyclable, bio-degradable, or compostable.



Smart labels

Using a QSR you can find out the health benefits of the product ingredients, such:

- proteins
- heart-healthy, or
- good for digestive health



Nutritional education

We are committed to fostering information on nutrition among our consumers and associates so they may make decisions having a positive impact on their quality of life.

We therefore develop content on our different digital platforms, disseminating information on nutrition with three objectives:



Facilitate the understanding of our recipes

Providing clear information on nutritional benefits, portion sizes, and suggested consumption.



Avoid food waste

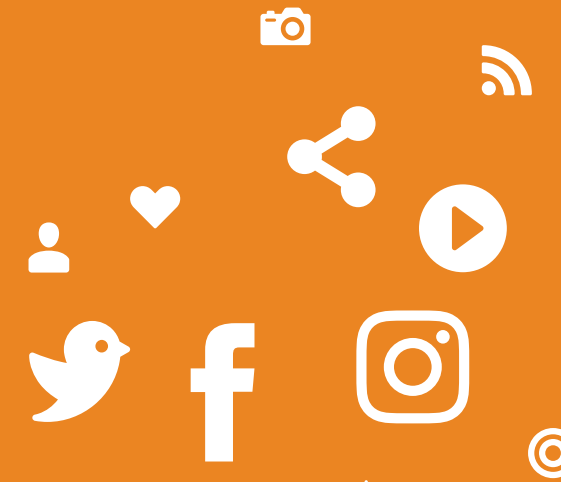
Providing recommendations on the best ways to preserve the products so as to extend the useful life and use.



Promote a circular economy

Providing package handling and disposal tips for post-consumption, regarding recycling or reuse.

Facebook
+380K
Instagram
+370K
Twitter
+103
YouTube
+10



We grew our social media community
Our annual goal for interactions was exceeded

Social Media

Our social media and Grupo Bimbo Nutrition website seek to strengthen our positioning as a credible benchmark in nutrition, transparency, and food safety both for nutritional health specialists and opinion leaders in wellness, as well as our consumers.



We renewed our website

Our first dossier was created on scientific and technical Nutrition Criteria for Grupo Bimbo Nutrition.

We coordinated the development of 50 recipes.

New social media dynamics were implemented, including:

- Launching the first series of video content for Grupo Bimbo Nutrition: NUTRILINKS.
- Executing outstanding collaborations with brands and products from the Bimbo portfolio.
- Maximizing alliances with experts, external organizations, and influencers.

Healthy lifestyles

In seeking to foster the adoption of healthier lifestyles, Grupo Bimbo has different tools and digital platforms available for our consumers, such as nutriciongrupobimbo.com website and social media such as Facebook and Instagram. Through these channels, consumers and health professionals alike have access to data on correct diets, dietary patterns, and overall information on health and wellness. Likewise, we have participated in the Healthier Lifestyles initiative, in collaboration with the Consumer Goods Forum.

SOME OF THE INITIATIVES FOR PROMOTING HEALTHIER LIFESTYLES IN OUR ORGANIZATIONS INCLUDE:



Iberia

Our *Actívate* Plan:
An annual communication initiative with renowned sponsors, promoting physical and emotional wellness.

BBU

- Sara Lee Delightfuls launched 2 new SKUs focused on diet
- The launching of Keto Bread ABO
- Affiliation for 1% by Planet and Community Plots to grow fresh products
- ABO scheduling of Just Do This
- Media plans follow the strategies of each market, mini actions of kindness per kindness (mental health)

Brazil

A campaign was conducted last year with a digital influencer, fostering the consumption of healthy bread.




Enable Healthier Plant-Based Diets

our commitment:

INCREASING THE PRESENCE OF WHOLE GRAINS

and other plant ingredients to enable
healthier plant-based diets.



Inspired by the basic eating habits of many cultures around the world, in addition to actions performed to improve the nutritional profile of our recipes, we promote healthier, diverse, and sustainable diets.

This is in line with what makes us unique, that is, delivering delicious products made with superior, plant-based ingredients, sustainably grown, and affordable for all, thereby benefiting our consumers and the planet, both today and tomorrow.

To achieve this, we have built competitive product portfolios with superior ingredients that are plant-based and with whole grains, always striving to be the first option for our consumers.

Our route to plant-based diets

In our aim to sustainably improve the diet of our consumers, we:

1. **Promote planetary diets with nutritional diversity to:**
 - Communicate with transparency so as to facilitate responsible and informed decision-making.
 - Guarantee that our product portfolios contain healthy alternatives.
2. **Develop global platforms to:**
 - Serve emerging trends in health and wellness through new acquisitions, synergies, and the development of new technologies.
 - Make use of existing opportunities that focus on our consumers' needs.

We are convinced this is the right path to follow to sustainably improve the quality of diet for our consumers.



PLANT-BASED

Grains are our primary ingredients, making us a great environmentally-friendly nutrition alternative.



CEREAL DIVERSITY

We offer products that include a wide range of cereals such as sorghum, barley, rye, oats, millet, and quinoa.



NUTRITIONAL

BALANCE

This provides a healthy balance because of its nutritional quality and superior plant-based products.



TASTEFUL AND SUPERIOR QUALITY

Our recipes contain fruits, vegetables, pulses, dried fruits, and seeds.

OUR PRODUCT OFFERING IS BASED
ON 4 ASPECTS TO PROMOTE A
PLANT-BASED DIET



1 Plant-based

In keeping with our strategy of enhancing the diet quality of our consumers through superior-quality ingredients that are plant-based, in Mexico we launched a communication campaign promoting the daily consumption of whole grains, as part of an effort to raise awareness on their benefits. The information was conveyed through our Bimbo Wholewheat Bread as a proud protagonist that employs all the nutrients in whole grains: fiber, protein, minerals, and vitamins, from the husk to its core.

As an additional effort, we launched Multigrain Zero Zero Bread: a product made with wholewheat flour as its primary ingredient, with 7 grains and seeds representing 36% of whole grains, free of sugar, added fats, artificial preservatives and sweeteners, and enriched with the plant-based protein of chickpeas.

In Mexico:

+60%
in sales
vs. 2020



36%
whole grains



DAILY CONSUMPTION PRODUCTS

Nutritional balance

In line with the purpose of increasing the amount of plant-based ingredients, recommended as part of healthy planetary diet, Supan Raíces, in Ecuador, is the first bread made with ancestral grains from the Ecuadorian hillside -chia and quinoa- in collaboration with the startup Kuna-chia Corporation, which works closely with Ecuadorian farmers under environmentally-friendly standards.

With this launch we achieved incremental sales of 76,000 USD.

In Ecuador:

76k
USD
in sales




DAILY CONSUMPTION PRODUCTS

14g
of plant-based protein per serving size

In Canada:



Bon Matin bread from Canada contains protein and is sugar and fat-free.

A soft product that provides 14 grams of plant-based protein per serving size (2 slices), for those consumers who value protein content in an easy-to-digest product. This bread is made with sunflower, pumpkin and sesame seeds, linseed, wheat protein, and yellow beans, thus producing excellent results with sales volumes exceeding our expectations by 21.4%.

 **Cereal Diversity**



WITH SANISSIMO, WE SEEK TO BUILD A BRAND HAVING AN IMPORTANT PURPOSE IN EACH OF ITS MARKETS

The world has traditionally focused on primarily consuming only two types of grains: wheat and rice. We must promote greater diversity in the consumption of other cereals and plant-based ingredients to maintain a resilient food system.

For this reason, Sanissimo is our main brand that focuses on providing products with products with cereal diversity.




PRODUCTS FOR OCCASSIONAL CONSUMPTION

To reinforce the global presence of our Sanissimo brand, we extended our product portfolio with the launching of Salmitas, in LAS; Ancestral Salmas, in LAC; Salmas and Tostadas, in the US; and Blue Tortilla Tostadas, in Mexico.

With Sanissimo, our aim is to build a brand with an important purpose in each of its markets. Therefore, through regenerative farming practices, we will create a positive social, environmental, and economic impact for all our local farmers. As of 2022, Mexico, Canada, and the US shall be supplied with maize grown under regenerative farming practices, making its traceability possible, and having a positive impact that will be visible to the planet.

77.4 M
 USD
 in sales

+19%
 in sales
 vs. 2020



4 Tasteful and superior quality



Innovation in the confectionery category was the launch in Mexico of Pulpillos, a sweet snack product made with the pulp of apples grown in the state of Chihuahua. They are naturally flavored with pineapple and mango, adding our authentic spicy touch. Worthy of mention is that the production process is completely waste-free because 100% of the fruit is used.

Lastly, with the launch of Verygüel in Mexico, we achieved a milestone in the healthy snacks offering. Verygüel is made with a few, all-natural, and identifiable ingredients; it is sugar and fat-free and has no artificial colors or preservatives.

Verygüel is a brand created in response to the urgent need to reduce any type of fruit waste and to have an increasingly sustainable supply. With Verygüel we invite our consumers to eat snacks that are both fun and sustainable.

INITIATIVES SUCH AS PULPILLOS AND VERYGÜEL ENABLE US TO PROVIDE MORE ALTERNATIVES THAT LEAD TO OFFERING BALANCED AND HEALTHIER PLANT-BASED DIETS



Our product innovations

Although our journey towards improving the quality of our product portfolio did not begin today, our new strategy allows us to quickly make progress in meeting our objective of nourishing a better world.

The innovation and development of modern technologies, processes, and ingredients is an important factor in meeting our ambitions of improving our product offerings. We continuously strive to drive technological solutions through joint efforts, thus allowing us to establish a close and synergistic relationship with various experts and universities to access know-how and scientific discoveries that may be applied to new state-of-the-art technologies. We are then able to anticipate the needs of our consumers and prepare our response with short, medium, and long-term solutions in the field of nutrition.

5 CENTERS OF R+D IN THE WORLD

Where products, processes, and innovations are developed, focusing on enhancing the nutritional quality of our products.

- ✓ The United States
- ✓ Canada
- ✓ Mexico
- ✓ Latin America
- ✓ Europe

