

NUTRITION IS AT THE HEART OF EVERYTHING WE DO, AND IT'S WHAT DRIVES OUR DEVELOPMENT.

Creating better diets, good for you and the environment, is a task in which we actively participate to positively influence the lifestyles of our consumers, associates and the communities with which we interact daily.

We understand that only by building healthy, resilient, fair and sustainable food systems we will be able to face the great challenges humanity will face in the coming years.

BAKED FOR YOU



Best nutritional profiles for all



Transparent Sustainable Brands



Enabeling healthier plant based diets



Since our beginnings, Grupo Bimbo has focused on offering consumers a wide variety of delicious and nutritious foods, adapting to their needs, tastes, and lifestyles. Over time, we have opted for innovation and improving our products, ensuring high production, safety, nutrition and quality standards to help consumers integrate better options into their daily diets. We seek to ensure the best consumer experience by sourcing our materials, preparing our products, and the nutritional information we provide, developing a portfolio of attractive quality products, considering our responsibility to the environment, and promoting healthy lifestyles and better diets through optimized food systems.



**We put
consumer
health and
safety first.**

The “Nourishing a Better World” Sustainability Strategy we published two years ago established our main lines of action focused on enhancing the nutritional quality of our products, promoting superior plant-based diets and strengthening our brands through information that helps people make informed dietary choices. All our products are developed following the highest quality and safety standards, with the health and safety of our consumers at the heart of everything we do.

LINES OF ACTION



1. Best nutritional profiles for all

Provide the best nutritional experience with simpler and more natural recipes for positive nutrition in every bite.



2. Transparent Sustainable Brands

Empower our consumers to make better decisions by providing clear and transparent information about our products.



3. Enabeling healthier plant-based diets

Increase the amount of whole grains and other superior plant-based ingredients.

2030 Goals

100% of our baking and snacks and snack products will be made with simple and natural recipes containing nutrition in every bite with affordable options at every point of sale.

100% of Grupo Bimbo products will offer nutritional and sustainable transparency both on the packages and online and promote healthier diets through clear educational campaigns

100% of our baked goods and snack offerings will be part of a healthy plant based diet by including a wide array of whole grains and healthy plant-based ingredients in our recipes.



BEST NUTRITIONAL PROFILES FOR ALL

Improve the nutritional quality of our products to fight malnutrition.

MALNUTRITION IS A COMPLEX GLOBAL HEALTH PROBLEM AFFECTING THE DEVELOPMENT AND POTENTIAL OF INDIVIDUALS DURING THEIR LIVES; IT RANGES FROM MALNUTRITION AND MICRONUTRIENT DEFICIENCIES TO OVERWEIGHT AND OBESITY.

These problems often occur simultaneously in a region, country or individual, and the solution is highly complex, so they must be addressed in a comprehensive and multisectoral manner, with governments, civil society, the private sector and academia contributing with the corresponding concrete actions.

Malnutrition and chronic non-communicable diseases related to poor diets are among the leading causes of death worldwide.

Creating healthy diets with the right amounts of nutrients, without deficiencies or excesses, with environmentally friendly foods is the perfect recipe to benefit both people's health and the well-being of our planet.



How will we do it?

In 33 countries, we offer a wide range of grain-based products that are part of our consumers' daily and special diets.

Bread is one of the most traditional and deeply rooted foods in the cultures of the countries we serve, allowing us to positively impact people's health and the use of resources in our environment.

That is why we work daily to develop and offer a portfolio of products that, in addition to adapting to our consumers' different tastes and customs, allows them to integrate options that help them build better diets.

2025 Goals

Target: 100% of our bread, buns, rolls and breakfast items for daily consumption will be made with simple and natural recipes, with nutrition in every bite, ensuring affordable options at every point of sale.

- 100% of our daily consumption portfolio of bread, buns, rolls, and breakfast items will be made with simple and natural recipes.
- 100% of our daily consumption portfolio of bread, buns, rolls, and breakfast items will provide positive nutrition.

- The best-selling brands/products of the occasional consumption portfolio aimed at adults must:
 - Comply with our dietary guidelines on saturated fats, trans fats, added sugars, and sodium, or
 - Provide options through line extensions with positive nutrition and free from artificial flavors and colors, or
 - Provide options in portion-controlled formats.
- Launch at least one program per region to support vulnerable groups through accessible and affordable positive nutrition products.

2030 Goals

Target: 100% of our baked goods and snack products will be made with simple and natural recipes, with nutrition in every bite, ensuring affordable options at every point of sale.

- 100% of our bakery products and snacks will be made with simple and natural recipes.

- 100% of our baking and snack products will provide positive nutrition.
- 15% of our occasional consumption portfolio sales will be in the form of "controlled portions."



OUR PATH: RAISING THE BAR

Goals



Daily consumption

	2018 - 2020 Goal accomplished	2022 Goal accomplished	2025	2030
CLEAN LABELING	Elimination of high fructose corn syrup, partially hydrogenated oils and fats, caramel 3 and 4, diacetyl and azodicarbonamide	Elimination of artificial colors and flavors	Simple and natural recipes (≤10 ingredients, all recognizable)	Simple and natural recipes with positive nutrition
POSITIVE NUTRITION	Compliance with maximum sodium, saturated fats, trans fats and added sugar levels.			
		Positive nutrition in specialty grain breads, buns and rolls (HSR ≥ 3.5)	Compliance with positive nutrition (HSR* ≥ 3.5)	



Occasional consumption

CLEAN LABELING	Elimination of partially hydrogenated oil and fats, caramel 3 and 4, diacetyl and azodicarbonamide		Line extensions on top-selling products: <ul style="list-style-type: none"> • No artificial colors or flavors, or • Complying with the established HSR value, or • Portion control 	Recipes without artificial ingredients
POSITIVE NUTRITION				Compliance with maximum sodium, saturated fats, trans fats and added sugars levels or the HSR value established for the category.

*HSR: Health Star Rating System

To guide the enhanced nutritional quality of our product offer and to take into account the recommendations made by the World Health Organization in the Global Action Plan for the prevention and control of non-communicable diseases, the main lines of action of our Grupo Bimbo Nutritional Guidelines will include the following:

- Reduce the level of salt/sodium added to food.
- Increase the availability, affordability, and consumption of fruits, vegetables, and plant-based foods.
- Reduce saturated fatty acids in foods and replace them with unsaturated fatty acids.
- Replace industrial trans fats with unsaturated fats.
- Reduce the content of free and added sugars in foods and non-alcoholic beverages.
- Limit excess calorie intake or reduce portion sizes and the energy density of foods.
- Develop measures to improve the availability, affordability and acceptability of healthier food products.

Five nutritional principles to improve our portfolio

We have outlined internal standards to offer our consumers delicious products that make it easier for them to include them in their diets. These guidelines have evolved, incorporating the latest nutritional updates and consumer needs, to provide products with superior nutritional quality.

We consider the recommendations of the World Health Organization within the Global Action Plan for the prevention and control of non-communicable diseases



We comply with the most demanding international recommendations to ensure the nutritional quality of our portfolio.

1.

We consider the recommendations established globally and locally in our main markets to understand our products' role in building better diets.

2.

We divide our portfolio of products based on consumption frequencies to differentiate those with greater dietary impacts since they are consumed more frequently as part of daily meals from those purchased for less frequent occasions, such as celebrations or indulgences. We are applying this approach with stricter rules to our daily consumption portfolio, derived from the potential impact they can have on consumer diets.

3.

We consider the differences in nutritional requirements between children and adults, with stricter requirements defined for products targeting our child audience (children between 36 months and 12 years old).

4.

We seek to balance the nutritional quality of our portfolio through thresholds, both in terms of nutrient limits and those we seek to promote in the diet. This balance is based on the nutrients and food groups mapped within the local and global nutritional guides established by governments and international organizations expressing concerns about public health due to excessive or deficient consumption.

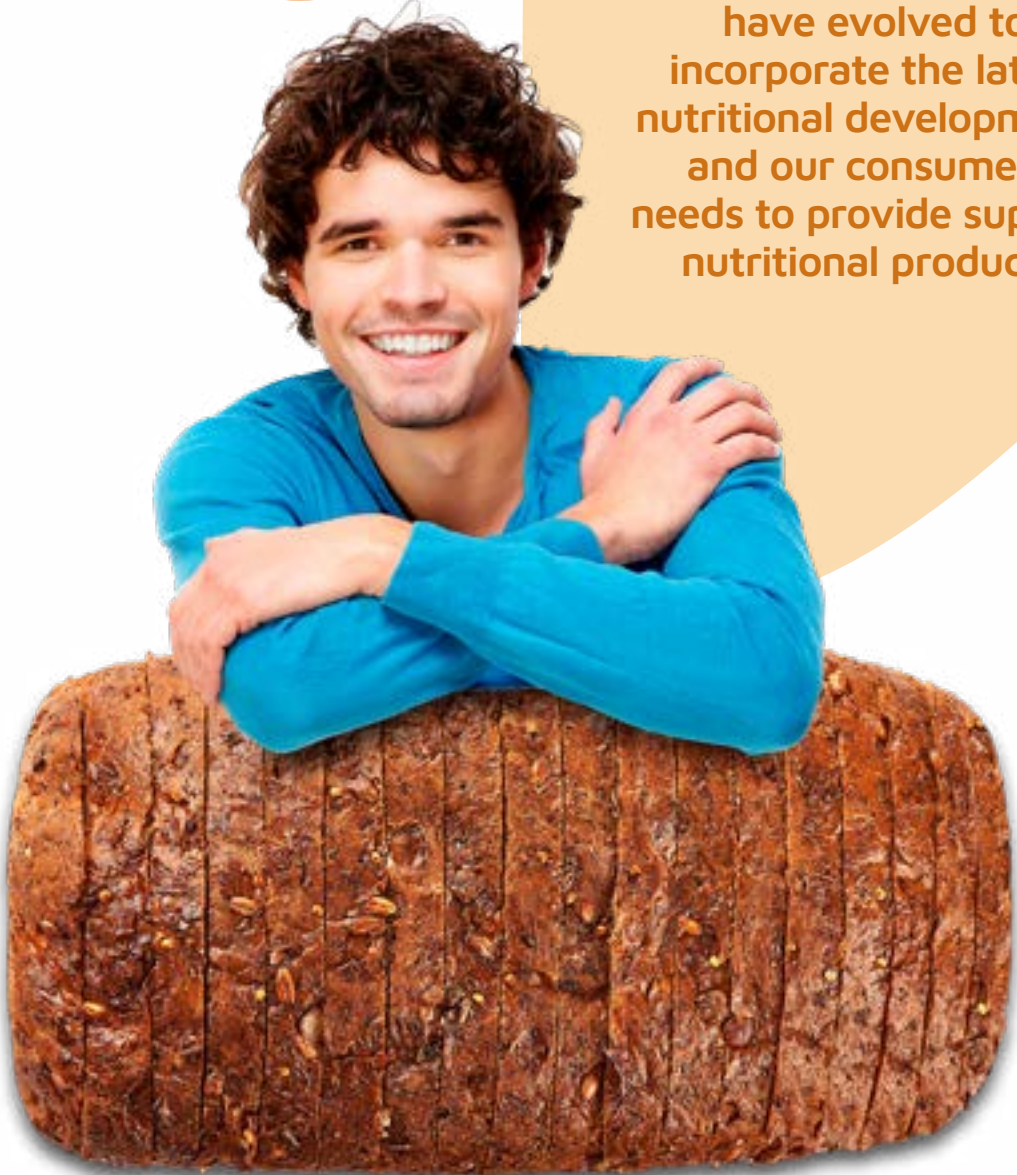
5.

We will develop more natural and planet-friendly products through simpler recipes, with ingredients our consumers can understand and find in their pantries.

FOUR LINES OF ACTION WITHIN OUR NUTRITIONAL GUIDELINES

- 1 **Clean Labeling:** Our products are made with simpler and more natural recipes.
- 2 **Positive Nutrition:** Our products seek a balance between nutrients to be reduced and encouraged in the diet using the methodology established in the Health Star Rating System as a parameter.
- 3 **Smart Portions:** Our products feature portion control options for guilt-free special moments.
- 4 **Fortification for vulnerable audiences:** Our products include accessible and affordable options fortified with micro-nutrients for vulnerable audiences with identified nutritional deficiencies.

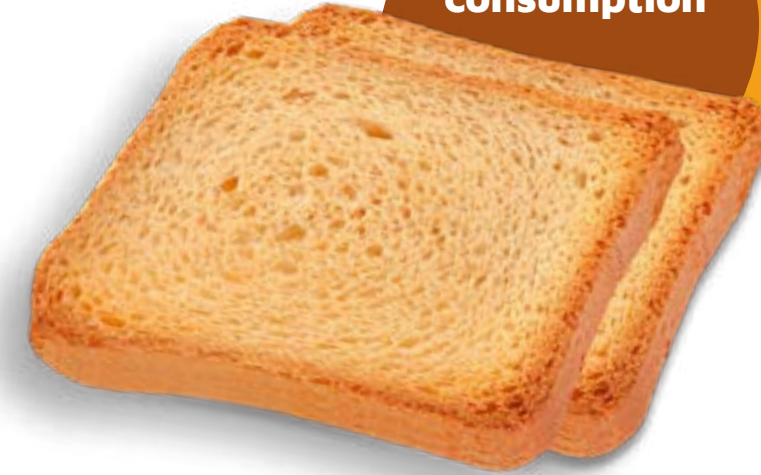
96%
of our product portfolio for daily consumption complies with the established nutritional guidelines¹



Our nutritional guidelines have evolved to incorporate the latest nutritional developments and our consumers' needs to provide superior nutritional products.

¹ Percentage of SKUs that comply

Product categories



Daily consumption

Those present at the main moments of consumption:

- Sliced bread
- Buns and rolls
- Tortillas and flatbreads
- Savory bagels and English muffins

Those present in snacks or special moments where consumption in moderation is recommended:

- Sweet baked goods (pastries, cakes, cookies, bars, sweet bagels and English muffins)
- Dry baked goods (toast, breadcrumbs, breadsticks)
- Tostadas and tortilla chips
- Salty snacks
- Dairy drinks
- Prepared foods

Occasional consumption





CLEAN LABELING

Consumers usually prefer foods with easy-to-understand ingredients and avoid those perceived as negative; they look for simple, clear, reliable, transparent and authentic products.

At Grupo Bimbo, our natural and simple concept focuses on the quantity and type of ingredients and additives used in our recipes, using ingredients found in our consumers' pantries and eliminating those of concern due to their possible environmental impact or the quality of the diet.

Our recipes must meet an established level of clean labeling, depending on our categories' role in the diet. In the daily consumption category, our goal for 2025 is that our products have no more than ten ingredients, all recognizable by consumers and that our occasional consumption products are free from artificial ingredients by 2030. In this way, we will be able to ensure that the quality of our recipes meets our consumers' expectations for dietary choices with more natural ingredients.

Daily consumption portfolio

PERCENTAGE PROGRESS VS. GOAL (TOTAL SKUS). BREAKDOWN BY BUSINESS UNIT¹

Organization	% progress vs. Goal ³
Bimbo Canada	100%
Bimbo Bakeries USA	99%
Bimbo Mexico	100%
Barcel Mexico ²	NA
El Globo	100%
Latin Centro	97%
Latin Sur	100%
Bimbo Brazil	100%
Bimbo Iberia	96%
Bimbo United Kingdom	100%
Bimbo China	82%

¹ Scope: Products in the sliced bread, buns and rolls, tortillas, flatbread, savory bagels and English muffin categories active as of January 12, 2023 (cutoff Q4-2022), where Grupo Bimbo owns the brand and the recipe.

Exclusions:

- Products with non-proprietary recipes or brands, including private labels.
- Food Service Products.
- Non-end consumer products.
- Organizations: Bimbo Morocco and Bimbo India will be integrated in 2023.

² The Barcel Mexico portfolio is exclusively for products classified for occasional consumption.

³ Calculated by total SKUs vs. compliance

2022 Goal
 100% of our daily consumption portfolio (sliced bread, buns and rolls, tortilla, flatbread, savory bagels and English muffins) will be free from artificial colors and flavors

Goal met

98%

of our daily consumption portfolio is free of artificial flavors and colors



SUCCESS STORIES

Bimbo Mexico Sliced Bread

At Bimbo Mexico, we have eliminated the use of artificial preservatives in most¹ of our sliced bread, intending to eliminate them in the short term. This milestone adds to the achievements of previous years in the region, such as eliminating high fructose corn syrup, azodicarbonamide, artificial colors and flavors, and partially hydrogenated fats and oils.

We know we still have a long way to go; however, we maintain our commitment to continue developing our recipes to meet our consumers' expectations and taste for clean-label food products.

¹ Except Bimbo white bread



El Globo savory bread, buns and rolls

At El Globo, we offer consumers the highest quality products where more than 80% of the savory bread, buns and rolls are free from artificial ingredients made with ten ingredients or less. Our goal is to reach the entire portfolio in the short term and continue to provide the best nutritional quality and clean labels.

Bimbo United Kingdom Bagel Thins

The New York Bakery Co. line of Bagel Thins in the United Kingdom contains 3 grams of fiber in 100 grams of product, a highly nutritious and healthy quality source of fiber. With examples like this, we reiterate our commitment to offering the best products in all our categories.

POSITIVE NUTRITION

Positive nutrition is the nutritional balance in our products established by defining maximum nutrient level limitations in the diet and the minimum nutrient thresholds to promote.

We strive to offer the best nutritional experience balanced in the reduction of nutrients such as added sugars, saturated fats, trans fats and sodium and the addition of nutrients such as proteins, fiber and micronutrients.

Positive Nutrition Measurement:

- The thresholds established to limit dietary restrictions and nutrients, such as added sugars, saturated fats, trans fats and sodium.
- The Health Rating System is used to evaluate our recipes' nutritional balance and quality.

¹ Exclusions:

96% does not include Bimbo Morocco and Bimbo India, which will be included in 2023.

Exclusions:

- Products with non-proprietary recipes or brands, including private labels.
- Food Service Products
- Products intended for non-end consumers

*<https://grupobimbo-com-assets.s3.amazonaws.com/s3fs-public/2023-04/NUTRIGUIDES%20v3.0%20-%20GUIDELINE%20%28Best%20Nutritional%20Profiles%20for%20All%29%20v5%2011.04.23.pdf>



Added sugar, saturated fat, trans fats, and sodium thresholds

2022 Goal

100%

of our daily consumption portfolio (sliced bread, buns and rolls, tortilla, flatbread, savory bagels and English muffins) will comply with our internal guidelines on maximum sodium, saturated and trans fatty acids, and added sugar contents.

Progress in 2022

96%*

of our daily consumption products portfolio complied with the sodium, saturated and trans fatty acids and added sugar levels established in our internal nutritional guidelines.¹

Our internal nutritional guidelines establish maximum values for saturated fats, trans fats, sodium and added sugar content based on our products daily or occasional consumption role and category.

In 2022, the compliance goals were focused on our daily consumption products. The achieved level outcomes focused on the categories in this portfolio, including sliced bread, buns and rolls, tortillas and flatbreads, savory bagels, and English muffins.

BREAKDOWN BY BUSINESS UNIT²

Organization	% Progress to Goal ³
Bimbo Canada	97%
Bimbo Bakeries	97%
Bimbo Mexico	99%
Barcel Mexico ¹	NA
El Globo	68%
Latin Centro	90%
Latin Sur	99%
Bimbo Brazil	100%
Bimbo Iberia	99%
Bimbo United Kingdom	100%
Bimbo China	100%

PERCENTAGE OF COMPLIANCE IN DAILY CONSUMPTION PRODUCTS (SKU IN COMPLIANCE/TOTAL SKUS) BY ORGANIZATION AND NUTRIENT²

Organization	Saturated fats	Trans fats	Sodium	Added sugars
Bimbo Canada	100%	100%	97%	100%
Bimbo Bakeries	100%	100%	100%	98%
Bimbo Mexico	99%	100%	100%	100%
Barcel Mexico ¹	NA	NA	NA	NA
El Globo	94%	98%	73%	98%
Latin Centro	99%	100%	90%	99%
Latin Sur	99%	100%	100%	99%
Bimbo Brazil	100%	100%	100%	100%
Bimbo Iberia	100%	100%	99%	100%
Bimbo United Kingdom	100%	100%	100%	100%
Bimbo China	100%	100%	100%	100%
Grupo Bimbo	99%	99.9%	97%	99%

¹ The Barcel Mexico portfolio is exclusively for products classified for occasional consumption.

² Scope: Products in the sliced bread, buns and rolls, tortilla, flatbread, savory bagels and English muffins categories active as of January 12, 2023 (Q4-2022 cut-off), where Grupo Bimbo owns the brand and the recipe.

Exclusions:

- Products with non-proprietary recipes or brands, including private labels.
- Food Service Products
- Products intended for non-end consumers
- Organizations: Bimbo Morocco and Bimbo India will be integrated in 2023.

³ Calculated by total SKUs vs. those in compliance

Addition of protein, fiber, micronutrients and whole grains

The percentage of total sales volume of consumer products divided by category containing fortified nutritional ingredients such as fiber, vitamins, minerals, phytochemicals, or functional food additives.

PERCENTAGE OF COMPLIANCE IN DAILY CONSUMPTION PRODUCTS (SKU IN COMPLIANCE/TOTAL SKUS)⁶

Organization	Fiber ¹	Proteins ²	Vitamins and minerals ³	Whole grains ⁴	HSR>3.5
Bimbo Canada	24%	0%	96%	16%	91%
Bimbo Bakeries	25%	13%	753%	3%	59%
Bimbo Mexico	22%	20%	9%	3%	82%
Barcel Mexico ⁶	NA	NA	NA	NA	NA
El Globo	6%	32%	0%	0%	56%
Latin Centro	23%	60%	12%	6%	75%
Latin Sur	27%	13%	6%	3%	89%
Bimbo Brazil	48%	0/0%	4%	4%	86%
Bimbo Iberia	85%	79%	0%	0%	94%
Bimbo United Kingdom	45%	0%	0%	3%	100%
Bimbo China	44%	0%	11%	0%	87%
Grupo Bimbo	32%	25%	31%	4%	77%

1 Good source of fiber based on local standards

2 Good source of protein based on local standards

3 Good source of at least one vitamin or mineral based on local standards

4 At least 8g of whole grains per serving

5 Scope: Products in the sliced bread, buns and rolls, tortillas, flatbread, savory bagels and English muffin categories active as of January 12, 2023 (Q4-2022 cut-off), where Grupo Bimbo owns the brand and the recipe.

Exclusions:

- Products with non-proprietary recipes or brands, including private labels.
- Food Service Products
- Products intended for non-end consumers
- Organizations: Bimbo Morocco and Bimbo India will be integrated in 2023.

6 The Barcel Mexico portfolio is exclusively for products classified for occasional consumption.

Progress toward goals is measured on a technology platform where each Grupo Bimbo organization records the information on its SKUs (Stock Keeping Units), nutrition facts and ingredients related to each recipe.

Health Star Rating System (HSR)

We incorporated the Health Star Rating System standards to provide greater transparency on improvements in the nutritional safety and quality of our product portfolio regarding sustainability

This methodology, developed in Australia and New Zealand, rates the general nutritional profile of the products and assigns them a value ranging from ½ star to 5 stars based on the nutrient content, food groups to promote and

nutrients to limit in the diet. It provides a quick, easy, and standardized way to compare similar foods. The more stars a product has, the healthier the choice will be, setting those with a healthier profile as those with 3.5 stars or more.

The nutritional assessment of 100% of our product categories is conducted under this strategy through a specific profile of critical nutrients or an HSR parameter.

Grupo Bimbo uses the ≥3.5 stars standard to determine products with a superior or healthy nutritional profile.

We use this information to determine the percentage of sales of our products that meet this standard, beginning this year by measuring products made with our proprietary recipes under our wholly owned brands.



35%
of Grupo Bimbo's sales come from food with ≥3.5 stars per the HSR standard

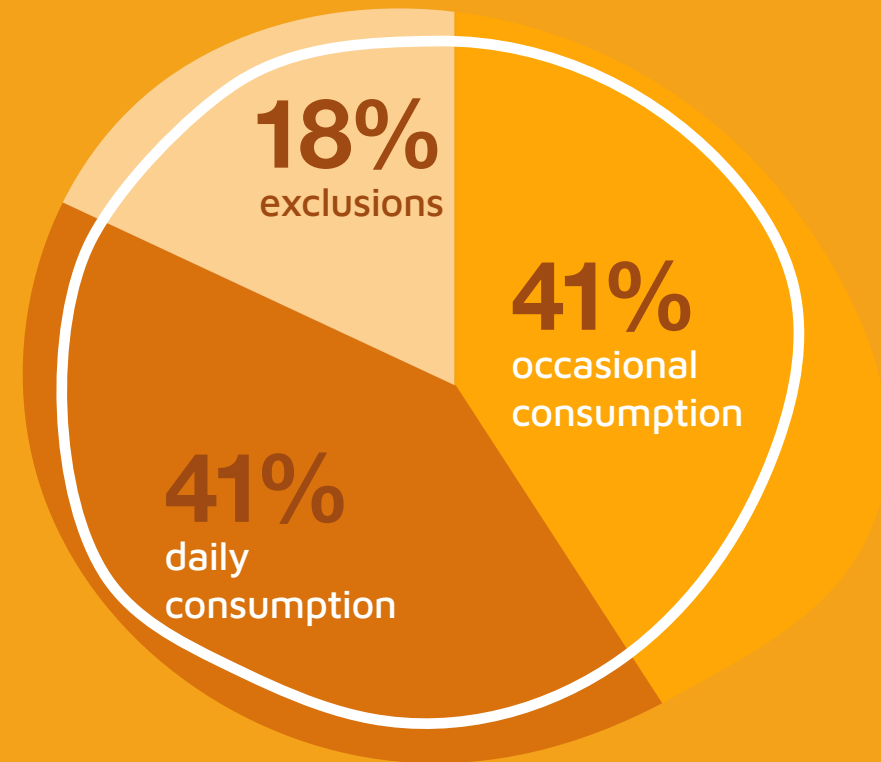
99%
of our specialty grain breads, buns and rolls¹ meet our positive nutrition parameters²

¹ Specialty grain bread, buns and rolls: bread and buns containing whole grain flour and/or whole grains (including reconstituted whole grain cereal flours) if the total amount is greater than 15 parts by weight for every 100 parts of flour used.

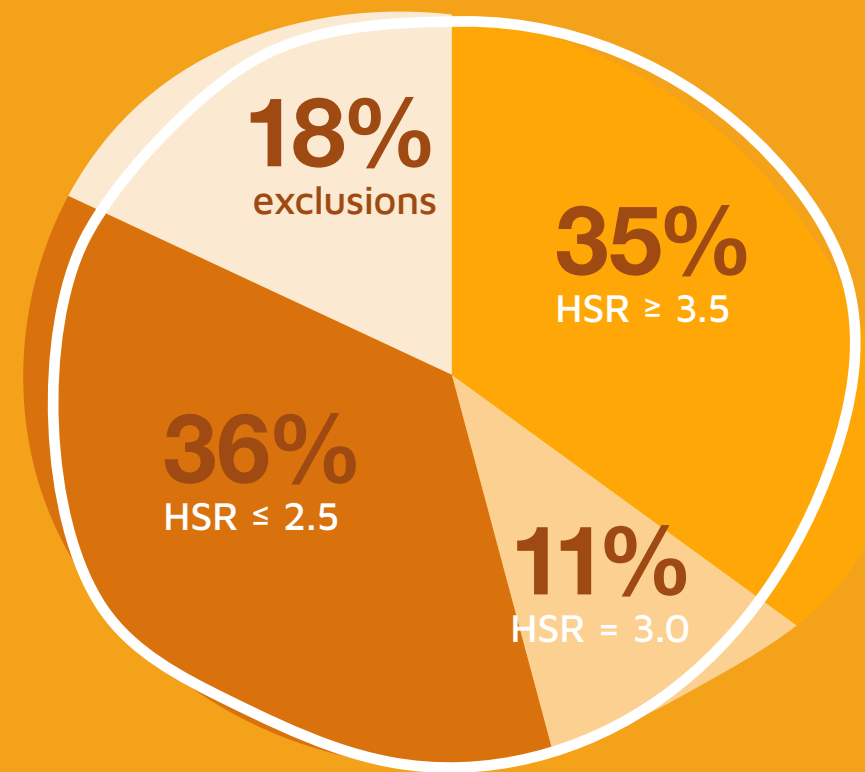
² Percentage of SKUs in compliance

BREAKDOWN OF HSR COMPLIANCE BY TYPE OF PORTFOLIO¹

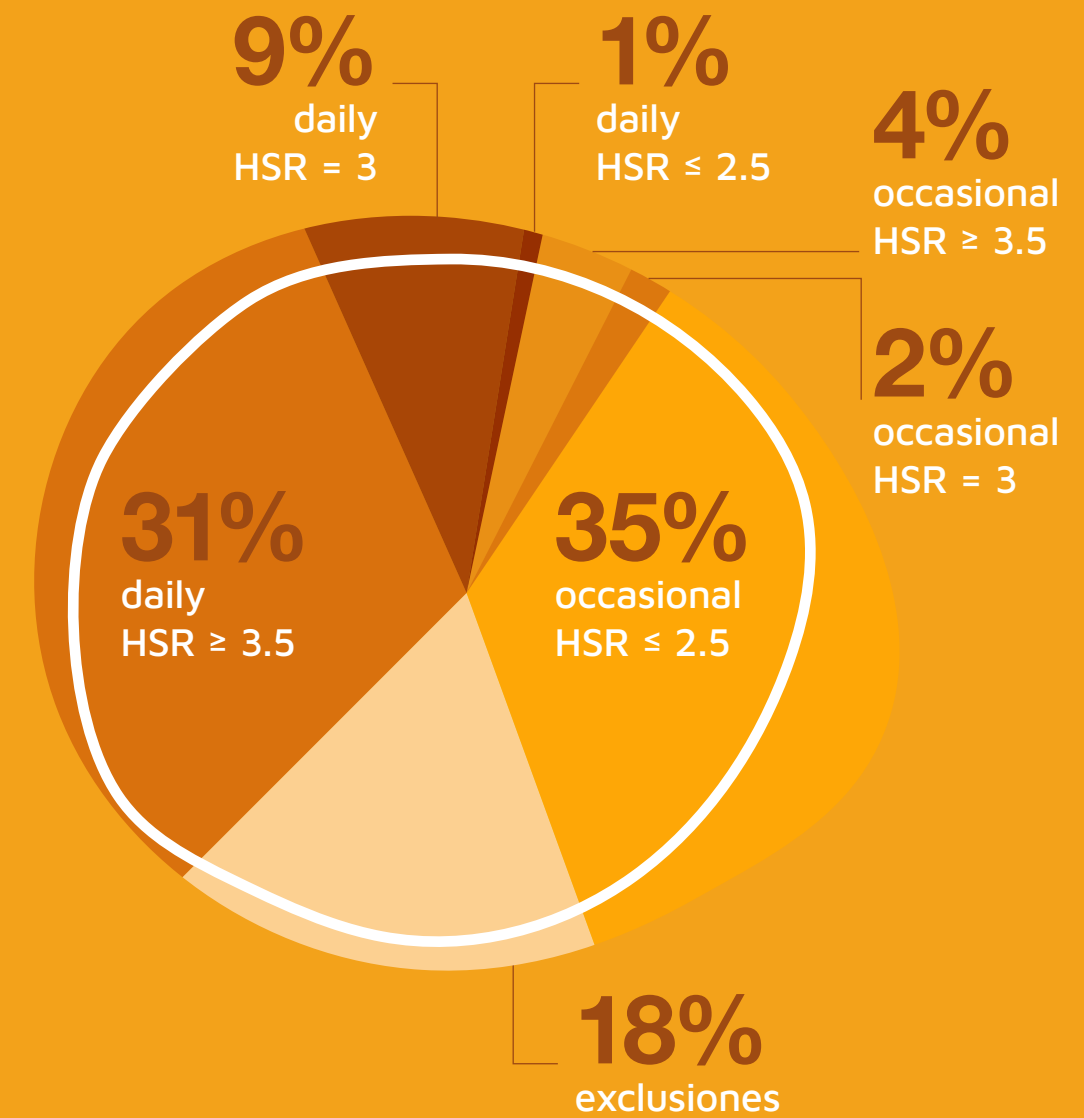
% of sales by portfolio type



% of sales by HSR compliance



% of sales by HSR compliance and portfolio type¹



¹ Scope: Products where Grupo Bimbo owns the brand and the recipe with registered sales from January 1 to December 31, 2022.

Exclusions:

- Products with non-proprietary recipes or brands, including private labels.
- Food Service Products
- Products intended for non-end consumers

Organizations: Bimbo Morocco and Bimbo India (in the process of integration during 2023), and Ricolino.



Reduced trans fats to <2 grams per 100 grams of total fats

Scope of commitments by ensuring our portfolio has less than 2 grams of trans fats/100 grams of total fats and is free from partially hydrogenated fats and oils.

In 2018, the World Health Organization released a series of recommendations for eliminating industrial trans fatty acids from the global food supply. This goal was set for 2023 through two actions:

- Elimination of partially hydrogenated fats and oils.
- Reduction of trans fatty acids of industrial origin to less than 2 grams per 100 grams of total fats.

By the end of 2022, we had eliminated the use of partially hydrogenated fats and oils in all our product offerings where we own the recipe, and 99.9% of it is below the threshold of 2 grams per 100 grams total fat

In our operations in Mexico (Bimbo Mexico, Barcel Mexico and El Globo), at the beginning of 2023, we brought this number to 100% free from partially hydrogenated oils and fats in compliance with the threshold above.



Cero Cero product line

Our line of Cero Cero bread seeks to reinforce nutrition and healthy lifestyles in our consumers' daily diets. These products are made with whole grain flour or sprouted grains, without added sugars or fats, with options added with proteins of vegetable origin (chickpeas) and various cereals. In other words, positive flavor and nutrition for our consumers.

Keto Line

Bimbo Bakeries USA

Consumer trends have developed toward more responsible and nutritious consumption in recent years. The market segment seeking healthier lifestyles and diets with special approaches is constantly growing. Many of these consumers know how food impacts our health and immune system.

One of the most relevant trends is the low-carb (keto) diet. In response to this demand, we developed an attractive and delicious portfolio of daily consumption products in the United States with sliced bread, buns and rolls, thins and tortillas under the Oroweat brand.

Measurement and evaluation of the nutritional quality of our products

Throughout the year, progress is evaluated in quarterly accountability meetings. The forum is used to report the progress made and share best practices, challenges and each organization's needs to achieve the goals set at the end of the measurement year

Each organization's needs are reviewed at the end of each quarter, and work cells are formed in the global Research and Development Division to find solutions and the actions the organizations require to face the challenges posed.

In compliance with responsible and transparent communication, this document is published on our website: www.grupobimbo.com

SMART PORTIONS AND BETTER DIETS

Portions are a powerful tool to help people know the right amount of food to include at a time of consumption and thus improve the quality of their diet.

Providing information associated with improving the understanding of the correct portion, added to the increase in our product offer with different options focused on limiting caloric intake, helps our consumers enjoy their food and build healthier, tastier and more varied diets.

2030 Goals

15%
of our occasional consumption portfolio sales will be controlled portions.

Mini Pay
con Manzana y Canela

NUEVO

\$14

EXCESO CALORIAS | EXCESO AZÚCARES | EXCESO GRASAS SATURADAS

SECRETARÍA DE SALUD

CONT. NET. 55 g

PAY CON MANZANA Y CANELA

Our options with portion control or smart portions meet the following premises:



S

Special occasions to celebrate, share or enjoy your favorite foods while promoting moderate consumption

M

Mindful enjoyment of the foods we enjoy and the process of including them in our diet. We can control what we eat through individually packaged options.

A

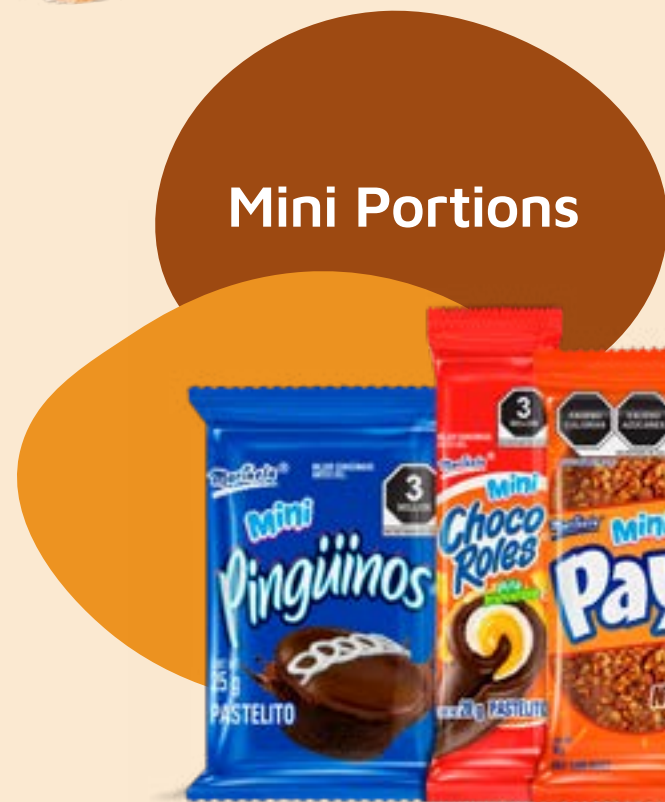
Aligned with healthy lifestyles for a guilt-free moment of indulgence through calorie-controlled options.

R

Ready to eat anywhere with individually packaged options that allow you to enjoy the moment while limiting calories.

T

Tasty with delicious options, full of flavor and appealing to the senses.





SUCCESS STORIES



2025 Goals

Launch at least one program per region to support vulnerable groups through accessible and affordable products with positive nutrition.

FORTIFIED PRODUCTS

To address problems related to malnutrition and micronutrient deficiencies in those countries where we are present, we have established a strategy that allows us to evaluate and define where to focus our actions through the development of micronutrient-fortified products aimed at vulnerable populations with deficiencies or specific nutritional needs.

To learn more about our fortification guidelines*

*https://grupobimbo-com-assets.s3.amazonaws.com/s3fs-public/2023-04/ESP-GB%20MICRONUTRIENT_compressed.pdf



Acti Defens white bread

Latin Centro

Aligned with our strategy to fortify affordable and nutritious products with important micronutrients to reduce deficiencies in different populations. The Latin Centro Organization has developed a white bread fortified with iron and zinc. White bread is a popular food easily integrated into consumer diets facilitating access to important micronutrients.

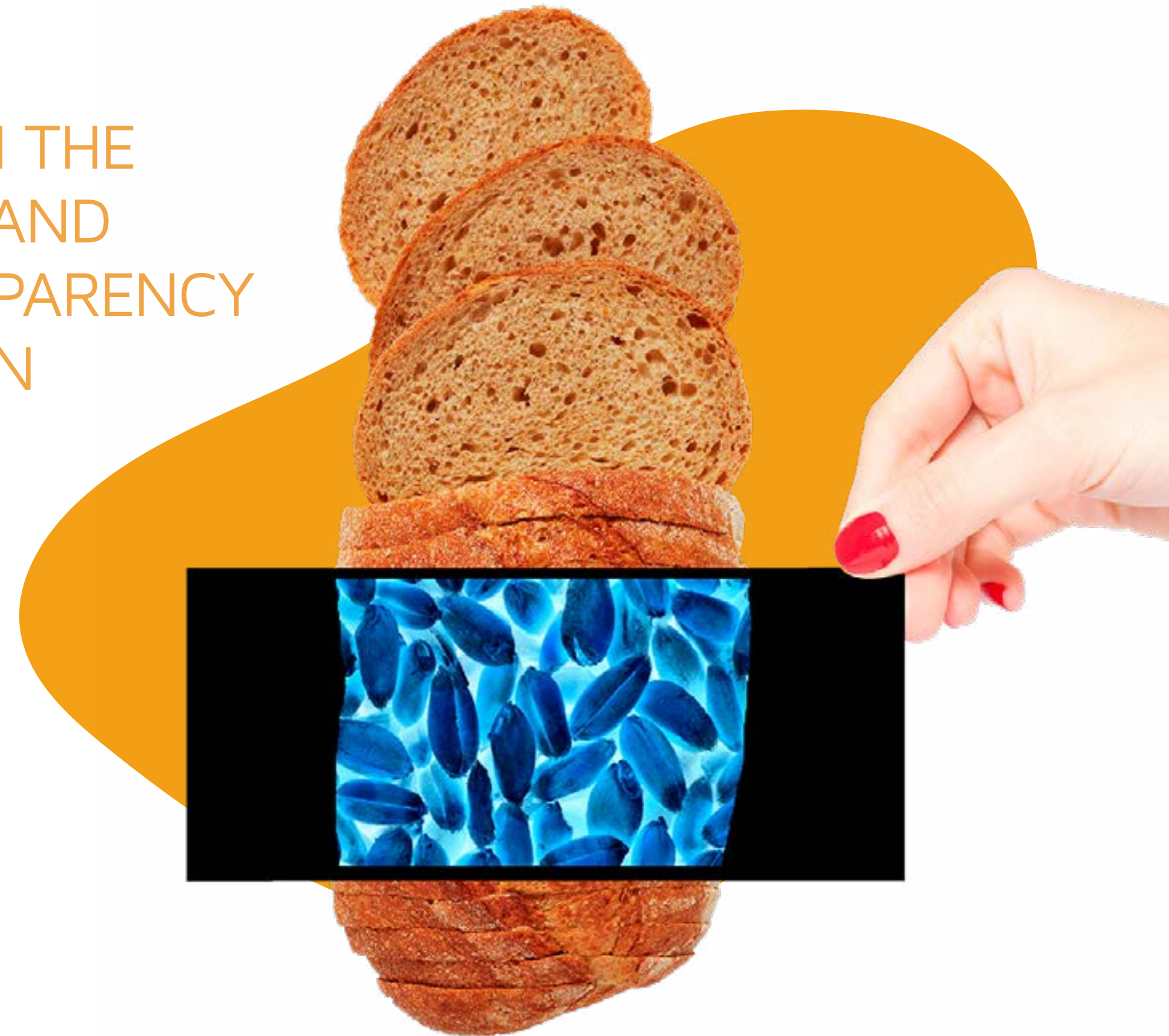
TRANSPARENT SUSTAINABLE BRANDS

We empower our consumers to make better decisions through clear and transparent information about our healthy recipes, social involvement and environmental commitments.



AS THE LARGEST BAKING COMPANY IN THE WORLD, WE SEEK TO USE OUR VOICE AND ACTIONS TO ENSURE GREATER TRANSPARENCY AND DRIVE CHANGES IN CONSUMPTION PATTERNS TOWARD SUSTAINABILITY.

In addition to offering increasingly healthier products with improved environmental and social performance, we work to provide clear and transparent information that empowers our consumers to make better healthy consumption decisions, ensure maximum use of products and reduce food waste, achieving habits with this new sustainable lifestyle that are part of the daily life of all the people who consume our brands.



We know that we are part of the daily diet of many families worldwide, so we assume the responsibility of positively impacting our consumers, associates and the communities we live in daily.

At Grupo Bimbo, we are committed to providing more and better information through user-friendly tools aligned with current technological advances, as well as communication strategies and food literacy that allow us to disseminate more information about our products and our values as a company.

What do we understand as sustainable and transparent brands?

Brands that by nature must be sustainable and fulfill our purpose of Nourishing a Better World.

Our advertising aims to support this cause without losing profitability, aligned with brand consumers and as an industry lead benchmark

Our key concepts

Transparency: Provide transparent nutritional information so consumers understand our products' ingredients and characteristics to include them in their diets properly, reduce the environmental impact by correctly disposing of the packaging, and take full advantage of the product to reduce food waste.

We have policies that establish these transparency commitments as our Global Labeling Policy.

Sustainable: This means that our brands endure over time, being economically viable, adapting to market dynamics, aligning with the standards and values of our company, and meeting the expectations of our consumers and customers regarding environmental, social and nutritional concerns.



2025 Goals

- 100% of our children's and occasional consumption portfolio will offer science-based nutritional transparency on the packaging and in digital media.
- We will provide nutrition education to five million people worldwide through Grupo Bimbo's nutrition education and wellness projects.



2030 Goals

- 100% of our products will provide transparent nutrition information on the packaging and in digital media.
- We will provide nutrition education to eight million people worldwide through Grupo Bimbo's nutrition education and wellness projects.

FACILITATE THE UNDERSTANDING OF OUR PACKAGING

Our labeling

Nutrition facts

Amount per serving statement: calories, total fat, saturated fat, trans fat, carbohydrates, dietary fiber, sugars, protein, and sodium.

Servings

Strengthen the concept of recommended serving size to guide consumers toward balanced diets.

Health claims

Demonstrate sound scientific support for all health claims.

Sustainability

Promote planet-friendly practices.

Front-of-pack

Inclusion of the GDA (Guideline Daily Amount) in the absence of regulations on the subject matter.



Our commitment to transparent and sustainable brands is to ensure that 100% of Grupo Bimbo products provide transparent science-based nutritional information on the packaging and digital media by 2030 and actively promote healthier diets through clear educational campaigns.

RESPONSIBLE COMMUNICATION GUIDELINES

At Grupo Bimbo, we care about the health and well-being of our consumers, which is why we create tools that allow them to choose our products in a reliable, transparent and responsible manner, always considering them within a balanced diet and seeking a healthy and sustainable lifestyle.

To achieve this, we have created our responsible communication guidelines, "This Is How We Do Marketing," aligned with our Code of Ethics, establishing the criteria to develop better marketing actions and promote a healthy environment for our consumers and strategic partners.

In compliance with responsible and transparent communication, this document is published on our website: www.grupobimbo.com

Driving sustainable transformation through responsible communication

Our objectives and approaches within our marketing strategy include the following:

- Promote transparency and accountability regarding Grupo Bimbo's impact on the planet, people, and our communities
- Ensure the understanding of our recipes and promote healthy lifestyles
- Avoid food waste
- Promote the circular economy principles
- Demonstrate the progress toward the commitments proposed with success stories
- Strengthen a community of agents of change committed to health, wellness, the fight against inequality, and the preservation of the environment.

At Grupo Bimbo, we know we need to evolve with each generation and adapt to the new times and challenges dictated by society, so our brand approach considers criteria to stay at the forefront of our customer's preference



1

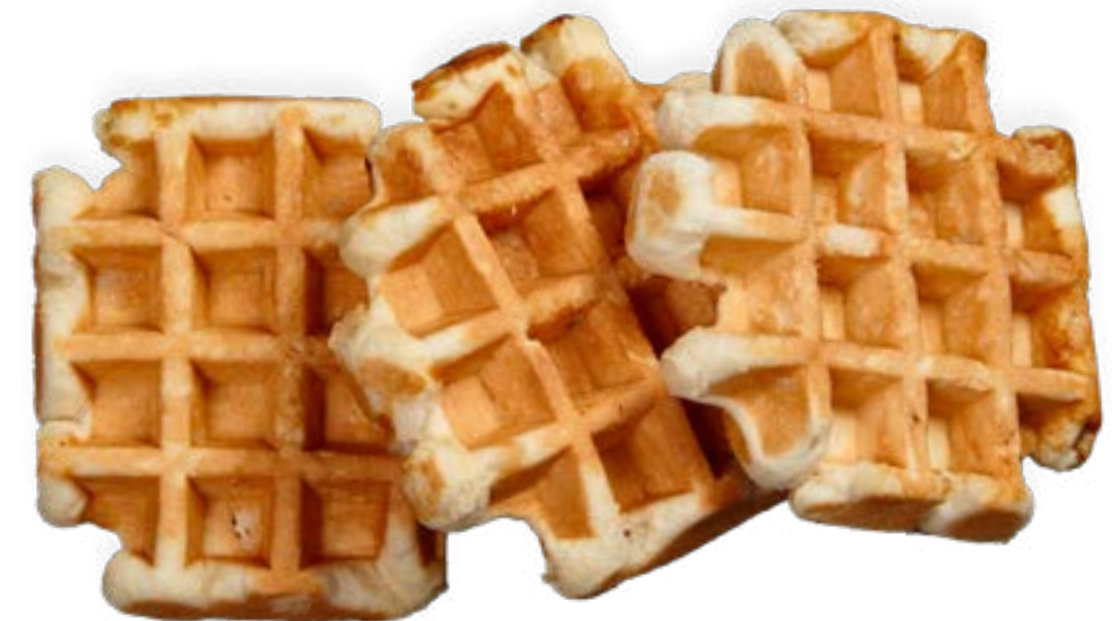
We strive to ensure that our products reflect the actions and implementation of our commitment to sustainability.

2

Raise awareness among consumers about caring for the environment by developing and promoting initiatives that help them live in a better world.

3

Develop global content to build a stronger bond with our audience on social media in all the countries and regions where we operate.



Responsible marketing to children under 13

At Grupo Bimbo, we strive to promote and ensure that our advertising for children complies with responsible marketing best practices worldwide.

Therefore, we commit to the following:

Adhere to local regulations and voluntarily adopt pledges and initiatives or join associations promoting self-regulatory codes of content in advertising and marketing to children.

Strictly follow local laws regulating the sale and promotion of products in schools.

In the case of advertising and developing marketing strategies aimed at children, these must only be conducted with products that strictly comply with our nutritional profiles, which must be aligned with scientific evidence and the standards established by international organizations such as the World Health Organization (WHO), United Nations Children's Fund (UNICEF), International Food and Beverage Alliance (IFBA), World Federation of Advertisers (WFA) and Access to Nutrition Index (ATNI)

We align ourselves with the provisions of the World Health Organization (WHO) to fulfill our commitment to the littlest members of the household.



All marketing and advertising strategies must display content that promotes a healthy lifestyle and encourages children's rights, positive self-esteem and non-violent values.

The content of each promotion must be presented to ensure everyone is informed of the conditions that could affect their decision to buy before they make a purchase.

Parents or guardians of minors must always appear as those controlling access to the products.

As part of our guidelines, our most recent commitment was to align with the ICC Advertising and Marketing Communications Code and its self-regulations, which allows us to create, improve and maintain consumer trust in business communities subject to a self-regulation.

In addition, our permanent updates include new guidelines for products that do not meet the nutritional standards established in our document "This Is How We Do Marketing," which does not permit the presence of people influencing children under 13 in the different communication channels, such as celebrities, influencers, or famous people on social media or whose target audience involves children.

TRANSPARENCY

Consumers value transparency for many reasons, including the ingredients of our recipes, allergies, social responsibility, and sustainability, based on the belief that all organizations must be honest, open and direct with their customers, competitors and themselves.

We strive to ensure that our brands in the countries where we have a presence include relevant information about our efforts in the following areas of impact:



Nutritional
transparency

Transparent
Packaging

Guides and campaigns
to reduce food waste in
consumption

A. Nutritional Transparency: Provide nutrition facts simply and transparently on the packaging and online with technologies such as QR codes and websites to provide in-depth information about our products and invest in educational campaigns promoting healthy lifestyles

B. Transparent Packaging: With information on our packaging material, the technologies used, and programs in which the brand is participating to promote post-consumer recycling.

C. Guides and campaigns to reduce food waste in consumption: Guides that help the consumer make the most of the product and thus reduce food waste in consumption.



SUCCESS STORIES

QR codes

Spain, the United States and Mexico

The nutrition facts of our products can be accessed by scanning QR codes on a mobile app. This technological tool allows the user to obtain a real-time interactive experience with the brand, obtaining information about our products and nutritional recipe advice.



Redirecting

United Kingdom, Spain, Canada, United States, Central and South America

Consumers are directed on the packaging to the brands' websites, providing in-depth information about nutrition and educational campaigns.



Chile

Limited edition packaging communicating Sustainability initiatives has a QR code leading to a webpage with more information.

Supan

Supan is a brand known for its multiple sustainability attributes and QR code providing information about the social programs it supports.

A

Connected Packaging

Digitization is an essential part of people's day-to-day lives, which is why we use digital platforms to communicate with our consumers, since they give us access to their interests to address relevant topics, building trust in our brands.

In our brands in Spain, the United Kingdom, Canada, the United States, China, Brazil, Central America and South America, we have different tools on our packages to provide further information, if our consumer so desires, through our website or QR codes, where we offer details on the ingredients list and recommended serving sizes.

We have some success stories that expand upon the information linking consumers not only to the product's nutrition facts but also to sustainable information, as in the case of Spain and Chile with our Bimbo brand and in Ecuador with our Supan brand.

Nutritional transparency

We have a global labeling policy and guidelines for compliance with GDAs (Guideline Daily Amounts) with which all brands present in the countries where we operate must comply, in addition to compliance with local regulations on this issue.

We know that it's important for our consumers to know the ingredients with which our recipes are made, which is why, in addition to being stated on our packaging, our brands in Spain, Mexico, the United Kingdom, Canada, China, the United States, Brazil and Chile, have the list of ingredients and nutritional profile published on our local websites.

SUCCESS STORIES



Bimbo Acti Defens

Bimbo Central America

Colombia, Ecuador and Central America



Nutrella

Brazil

Unique pioneer brand offering clean-label bread to the Brazilian market.



Bimbo Cero Cero

South America

A bread that contains 0% added sugar and fat, at only 61 calories per slice, with no artificial colors or flavors.



Healthy eating tools

Balanced weekly menus. We distribute the menus during the day and throughout the week to help users follow balanced diets, respecting proportions and the variety of each food group according to recommended consumption guidelines.

Assess your diet. An online assessment tool to determine if your regular eating habits meet healthy diet recommendations. This tool allows us to recommend the aspects our consumers should promote and what they should take into account to ensure healthy eating habits.

Healthy Plate. A tool that helps consumers balance and vary their lunches and dinners at a glance. It's a practical method for daily use that is easy to apply with fantastic results to include the main food groups in daily meals



SUCCESS STORIES

Smart Portions

Our consumers expect information from us regarding the recommended consumption of our products, a concept that we've called: Smart Portion Recommendations.

Serving sizes influence the amount of intake, which has increased in recent decades, affecting weight gain and food waste. That's why information on the correct serving size based on a balanced diet is a powerful tool to enhance consumers' nutritional education.

Educational campaigns on nutrition

Spain



Brazil



Chile





SUCCESS STORIES

Promoting healthy lifestyles with our tools

Our sustainable and transparent brand strategy aims to inform and reinforce nutrition knowledge to help consumers improve their quality of life.

We are also committed to raising awareness and providing training to contribute to sustainable development through our digital platforms and marketing campaigns that allow us to report on our progress and help consumers ensure responsible and mindful consumption.



Global Bimbo Race

Global Bimbo

The response to this year's invitation brought together more than 340,000 participants.

6.8 million slices of bread were donated to food banks.

B

Transparent Packaging

One of Grupo Bimbo's strategic initiatives is to reduce the impact of our packaging; therefore, we are working on different packaging technologies to fulfill our commitment to being 100% recyclable, biodegradable or compostable by 2025.

We firmly believe that with the combined efforts of companies, along with those of governments, academia, our customers, consumers and society in general, we will have a greater positive impact.

The information in our packaging provides clear guidelines to facilitate its separation and recycling at the end of its useful life, including the type of material it is made of, current packaging technologies, and the post-consumer programs in which the brand participates.



90%
of our packaging is recyclable.

2030 Goals

Support a circular economy.



SUCCESS STORIES

Rapiditas

Paraguay

For our new low-calorie tortilla, we ran a communications campaign on how to use its reusable packaging. Bimbo Paraguay is committed to promoting a zero-waste economy and launched Doble Fibra bread with biodegradable packaging on World Environmental Education Day 2022.



Information on the packaging to facilitate recycling



Spain

Information about the 30% recycled material in our packaging and recommendations for reuse.





Guides and campaigns to reduce food waste in consumption

Through responsible marketing, we will promote a call to action to our consumers to reduce food waste through online and offline advertising campaigns and participation in high-impact programs with partners that help us rescue food.

Campaign "Heels are also Bread"

Central America

Within the International Day of Awareness of Food Loss and Waste framework, we offered consumers tools to use their traditional sliced bread heels by providing recipes and information on social media and the website to adopt best practices and save and use the entire product.



Tips to reduce food waste at home

Uruguay

On International Day of Awareness of Food Loss and Waste, the Bimbo Bear shared sustainable tips on consuming and storing food at home.



Campaign "The day after"

Colombia

The campaign is an invitation to turn the food left on the table after celebrations into sandwiches and burritos "the day after." We aimed to show them how to use leftovers in new meals.



Too Good to Go

Spain

We continue to participate in campaigns with Too Good to Go to promote food rescue through this program.





ENABLING HEALTHIER PLANT BASED DIETS

Encourage the presence of whole grains and other plant-based ingredients to enable healthier plant-based diets.

At Grupo Bimbo, we promote plant-based diets with nutritional diversity, prioritizing whole grains in our product offering. We are committed to promoting healthy diets primarily based on superior plant-based ingredients, increasing the presence of whole grains in our recipes.



We are committed to building a portfolio governed by three elements that encompass our unique proposition as a grain-based company:

1 Healthy: Our products are aligned with our internal clean label guidelines as a source of positive nutrition and promoting plant-based ingredients.

2 Sustainable: Our goal is that the ingredients we use in our recipes come from regenerative agriculture practices.

3 Accessible: Our products with high nutritional value are available to consumers and in the channels where they buy at an affordable price.

2025 Goals

Ensure the accessible consumption of whole grain-based products, reaching more homes, with delicious products at an affordable price available at all points of sale.

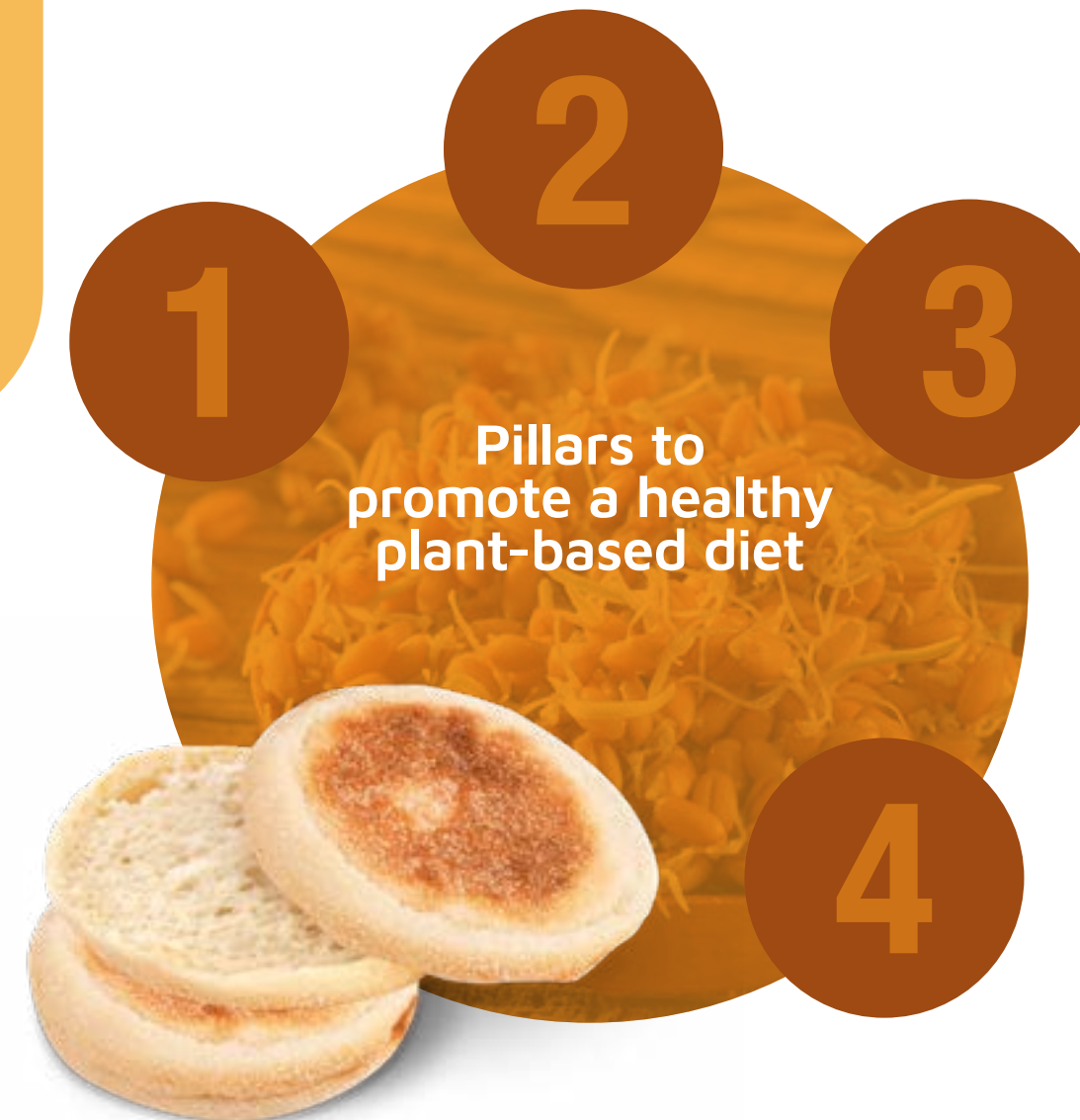
Disseminate the benefits of eating whole grains for health and for the planet.

Innovate in all our product categories to guarantee an offer of healthy products that respond to a plant-based diet.

2030 Goals

100% of our categories will offer a portfolio of accessible and healthy products that are part of a plant-based diet.

To achieve our goals, we have outlined a path where our product offering is based on four pillars that promote a healthy plant-based diet:



1.

Promote whole grains: Our main ingredients are grains, so we are a great option for sustainable eating for people and the planet.

2.

Nutritional balance: We provide a positive balance between nutritional quality and superior plant-based ingredients.

3.

Grain varieties: We offer products with a wide range of grains, such as sorghum, barley, rye, oats, millet, and quinoa.

4.

Delicious and superior: We include and increase ingredients such as fruits, vegetables, legumes, nuts and seeds in our recipes.



SUCCESS STORIES

1

Promote and ensure that the consumption of whole grains is accessible to all

Pan Ideal Protein10

Bimbo Chile

Our product has 10 grams of vegetable protein per serving, made from a whole grain base, making it an excellent source of fiber. All ingredients are of natural origin, without artificial colors or preservatives. It is certified by the University of Chile Institute of Nutrition Technology. In addition, in keeping with our commitment to caring for the environment, the packaging is recyclable (certified by the Chilean Industrial Development Association-SOFOFA).

*60% stated they would buy and consume it daily.



Whole grain promotional campaign

Bimbo Mexico

We launched a communications campaign in Mexico to promote the daily consumption of whole grains as part of an effort to raise awareness about their benefits. Our Bimbo whole wheat bread takes advantage of all the nutrients of the whole grain: fiber, protein, minerals and vitamins, from the husk to the heart

Boost the portfolio of breads, toast and whole wheat tortillas in Colombia and Central America, impacting 73% of the Colombian audience.



New York Bakery Co. Bagels with basic fiber content (3 grams of fiber/100 grams of product)

Bimbo United Kingdom

In the United Kingdom, the entire line of bagels from the New York Bakery Co brand (six products) is fortified with sustainably sourced fiber, reaching the basic fiber content standard of 3 gram/100 grams of product.



SUCCESS STORIES

2

Nutritional balance

Bimbo Cero Cero expansion

Ecuador

We made progress in the expansion of Bimbo Cero Cero in Latin America. In Ecuador, the whole wheat and white versions were well-received by society and nutritionists. Not only did we double our sales targets, but we were able to reconnect with our consumers looking for delicious and nutritious products.



Keto Tortilla (Bon Matin and Oroweat)

Canada

We launched the keto tortilla for consumers who follow a more rigorous dietary lifestyle, such as the ketogenic diet. Our product contains only 6 grams of net carbs and 13 grams of fiber, offering the softness and pliability needed to fold without breaking easily. It's a plant-based tortilla that allows consumers to enjoy its flavor and nutrition guilt-free.

68%
preference



High Fiber Bun

China

Taking advantage of the home office and remote schooling trends and the growing interest in mindful and healthy eating, Bimbo China launched the first 100% whole grain hamburger bun to the market. This bun contains dietary fiber and 25% less sugar and fat than regular bread. Consumers can personalize their meals with a healthy bread base without sacrificing texture or flavor.





3 Variety of grains

With Sanissimo, we seek to build a brand with a purpose relevant to each market.



Sanissimo

Mexico

This year we launched the Sanemos La Tierra communications campaign in Mexico, highlighting that 100% of the white corn used in our portfolio production processes is based on sustainable practices that help us positively impact the environment.

<https://sanissimo.com.mx/>



Keto Seeded

United States

We launched the Seeded line in the United States, continuing the expansion of the Keto approach in our different markets. Seeded contains 7 grams of fiber per serving and 3 grams of net carbs per slice.



SUCCESS STORIES

4

Delicious and superior

Our recipes included more ingredients such as fruits, vegetables, legumes, nuts and seeds.



Natura Bar

Bimbo Mexico

The first bar in Mexico is made with six fully natural ingredients at 100%. Eating a Natura bar is equivalent to eating an apple, which makes it an excellent, delicious and nutritious alternative you can take everywhere. The three main ingredients are apple, oats and amaranth; it comes in two flavors—strawberry and blueberry— without added sugar, artificial flavors or preservatives.

*89% stated that they would buy it.

Verygüel

Mexico

This year, we continue to consolidate this flagship brand by developing a portfolio based on natural fruits, without artificial coloring, flavoring, or preservatives, fully baked at 100%.

The purpose of this product is to inspire people to adopt healthy lifestyles by breaking stereotypes, helping them to increase their daily consumption of fruits and vegetables.

The brand also contributes to our zero-waste strategy since it uses all the fruit.

The portfolio meets our nutritional standards and has claims proving consumer benefits, reinforcing our commitment to continue developing healthier products in response to new consumer health and wellness trends.



PROGRESS ON OUR ACTIONS TOWARD 2025: PRIORITIZING FOCUS AND INCREASING AMBITION

In 2022, following a thorough analysis of the initiative and its impact, we adapted the scope to focus on concrete actions that help people follow a planet-friendly diet.

We have a portfolio of whole grain bread in all the regions where we have a presence, known for its nutritional contribution and whole grain content.

We will promote these products to gradually increase their consumption and promote the innovation of a portfolio in which healthy plant-based ingredients predominate in all the categories and geographies where we are present to make these options available to our consumers.

We will also replicate best practices to increase its market positioning and scalability.

The goal is to ensure access to a portfolio responsive to the planet-friendly diet by increasing whole grains and other healthy plant-based ingredients in all our product categories.



How will we do it?

1 We will review our price strategy, promotions, distribution, and products in each country to ensure our proposal helps people choose the most nutritious option.

2 We will post campaigns disseminating the benefits of whole grain consumption.

How will we measure it?

We will conduct an annual analysis of household penetration of our whole wheat bread in all countries to reach more households each year. We will use the year-over-year sales growth in countries without local measurement panels.

COMMITMENT TO QUALITY

Excellence in the quality of our products is part of the ongoing learning and improvement we gain from experiences with our consumers.

Our automated alert system generates a notice when consecutive cases from the same plant appear to take the relevant actions and respond to each case promptly.

We constantly monitor our brands within the digital ecosystem,¹ mainly with the help of opinion leaders to activate well-defined alert protocols to address the situation through direct communication with the consumers. We cross information with the plant's feedback to determine the most appropriate response channel based on product quality and safety complaints.

Grupo Bimbo has been known for providing immediate and timely attention to all complaints about non-compliance regarding the information provided in our products and for its continuous improvement through internal and external feedback.

We believe that our disclosure of products and labeling is free from risks since we assume our role as guarantors ensuring that we care for our stakeholders by adequately disclosing our ingredients through different means and providing guidance on the nutritional balance of our products and smart portions.

None of the incidents reported in 2022 resulted in a fine or penalty for breach of information or product labels, and we did not receive reports about any related to Communications or Marketing.

Customer Privacy and Protection

We have an internal regulatory framework called the Global Personal Information Protection Policy to constantly reinforce the protection of all the information we handle to ensure the safety of our stakeholders' data.

For the period of this report, no claim related to a breach of our information systems that puts the privacy of our customers or the loss of data at risk was reported.



¹ Social media

Alliances with other sectors to offer the best products

Within our continuous improvement processes, we have also implemented strategic alliances with different sectors, ranging from local organizations and research centers to multilateral cooperation agencies.

These organizations constitute global benchmarks for the food industry's best practices. Thanks to these alliances, we have also established commitments and developed actions related to improved nutrition, healthy and sustainable products, and responsible marketing.

All these sectors have contributed to improving our internal procedures, products, actions, and goals for healthier nutrition. The organizations include:



International Food and Beverage Alliance (IFBA)

We have established commitments and actions designed to support the strategies of the United Nations and the World Health Organization. The commitments adopted through the IFBA are encompassed by four major dimensions: product reformulation, nutrition information, responsible marketing and promoting healthy and sustainable lifestyles.



Consumers Good Forum

The CGF's work focuses on some of the most important opportunities and risks facing the global consumer goods industry, seeking to support companies in implementing the UN Sustainable Development Goals (SDGs).

We work with strategic alliances to promote healthy habits of people around the world.



International Chamber of Commerce

We actively participate in the International Chamber of Commerce (ICC), a global organization that seeks to promote international trade and sustainable investment worldwide. We are part of the Marketing and Advertising Committee to implement the best practices in this area and ensure that our practices comply with the provisions of the ICC Consolidated Advertising and Marketing Communications Code, considered the gold standard in the industry.

Access to Nutrition Initiative

Through the Access to Nutrition initiative, we seek to become a catalyst for change through effective collaboration with companies, investors, public policymakers, consumer representatives and civic leaders. We are evaluated every two years to measure the progress of our commitments focused on improving the quality of life of our consumers.

Every two years, we apply the Access to Nutrition Index to obtain feedback on the performance of our initiatives and commitments, defining new priorities and focus areas to continue strengthening our strategy.

World Health Organization

The commitments described in our strategy comply with the WHO's Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020. Thanks to this approach, we have established commitments to eliminate trans fatty acids of industrial origin from our entire portfolio at a global level, reporting a 98% progress in 2022.

