



1. Purpose

Establish general guidelines for the quality strategy in all administrative and productive processes of Grupo Bimbo throughout the entire value chain.

2. Scope

Applies to associates of all business units and business areas of Grupo Bimbo, whose roles vary according to the level of responsibility and the nature of their involvement in the processes.

3. Definitions

Value chain: Process of generating value for customers or consumers, which includes the definition of business and brand strategy product lifecycle from the design, supply of materials, manufacturing, support processes, distribution, sale and after-sales, business units' activities and corporate processes.

Quality: Set of planned and systematic actions, which are necessary to ensure a product, process or service, which is a fundamental pillar in the development of our brands, meets requirements.

Client: Organization or person, internal or external that receives a product or service.

Strategy: Way to achieve the mission, vision, purpose, and objectives of Grupo Bimbo, based on the interaction with its internal and external environment.

Global Food Safety Initiative ("GFSI"): Brings together key actors of the food industry to collaboratively drive continuous improvement in food safety management systems around the world.

Superior Quality Always Model (SQA): Model based on the value chain, with a comprehensive approach based on the following 6 pillars:

- Management of quality systems through procedures, food safety, and quality standards and in strict compliance with the applicable regulation.
- From the field to the formula, through a competitive supply chain, according to specifications and in compliance with the code of ethics, involving suppliers and other third parties.
- In the plant, products with the highest food safety and quality standards in strict compliance with formulas and product specifications.
- In the shop, from the plant to the points of sale and customer service, including the processes of logistics, distribution, and sales.
- In the house, through the areas of Research and Development, New Products and Marketing and with the Innovation Standard Model of Grupo Bimbo, through the 60/40 preference study.
- Quality culture, through continuous training to our associates, allowing them building competencies in food safety and quality assurance.

Strategic planning: Process through which the vision, mission, and values of a company are declared, its external and internal situation is analyzed, its long-term objectives are established and strategies to achieve them are formulated.

Process: Set of activities mutually related or interacting with each other to transform input elements into results.

Product: Also understood as a service, is the result of a set of mutually related activities or interacting with each other to transform inputs into outputs.



4. Responsibilities

General Management of Grupo Bimbo: Promote and effectively implement the Global Quality Policy, providing leadership, direction to senior managers and implementing internal control mechanisms to ensure compliance.

Leaders of food safety and quality: Implement the food safety and quality systems in all the Business Units that they have under their charge, as well as manage the resources necessary for its compliance.

Global Quality and Food Safety Department: Establish, update, communicate and monitor the application of this policy, to ensure compliance.

Business Units and Functional Directors: Bear responsibility for understanding, implementing, and managing quality in all Business Units and corporate teams of Grupo Bimbo, as well as assigning the necessary resources for compliance.

Associates: Must comply with this policy through adherence to each and every one of the processes they carry out as part of their duties.

5. General guidelines

At Grupo Bimbo, we experience quality as a commitment to provide safe products and services that guarantee our customers and consumers' satisfaction, even exceeding their expectations, in a process of continuous improvement, in a sustainable manner and seeking business profitability.

In Grupo Bimbo, all associates, depending on their level of responsibility and involvement in the processes, must:

- Comply with the current Grupo Bimbo Model, seeking long-term productivity with sustainable development.
- Comply with the quality strategy and objectives, through specific goals, activities, and tasks that lead to compliance.
- Comply with the elements of the Superior Quality Always Model (SQA), applicable to their Business Unit, management or administration from beginning to end in the value chain and in accordance with the strategic pillars.
- Participate in frequent training and be up-to-date on processes to ensure effective and efficient operation in Grupo Bimbo.
- Involve suppliers seeking their continuous improvement and providing them with support and information to improve the characteristics of the materials and services that we require from them, through a long-term trust relationship.
- Design our products and services as a team, involving the client through plans, studies, and market tests.
- Control and improve quality through the tools and systems necessary to ensure that our processes are statistically consistent and acceptable according to customer requirements.
- Comply with the quality and food safety system throughout the value chain, so that we comply, in all markets where we operate, with the applicable legislation and regulations, the requirements of customers and the strictest established standards.
- Ensure responsible advertising content in compliance with applicable legislation, under commercial codes of ethics.
- Continuously improve our processes, developing projects and constantly improving our products, services, and systems.
- Achieve tangible results that represent added value for our stakeholders.



Global Quality Policy

Global Quality and Food Safety Department

GGB-003

- Comply with the guidelines established in the ***FGB-QS-01 Global Policy on Crisis Management and Business Continuity***, which allows safeguarding the integrity of associates, brands, patrimonial and intellectual property and that does not compromise quality or market supply.

All the food safety and quality leaders in each Organization must:

- Validate the effectiveness of food safety and quality systems, through internal and external audits to operations and suppliers.
- Guarantee the customer service in accordance with the protocols established in the Global Consumer Service Model of Grupo Bimbo.
- Ensure the certification of plants, suppliers and other third parties under a standard recognized by the Global Food Safety Initiative (GFSI).

6. Responsibility / Ownership

The Global Quality and Food Safety Department is the assigned owner of this policy and is primarily responsible for its contents, updating, monitoring of its compliance and submission for approval before the Internal Control and Risk Management Department, the Steering Committee and CEO.

7. Updates

The changes implemented among versions are described below:

Review/review history				
Version	Review date	Updated	Approved	Main Changes
1				
2	Ago-18	Elvia López	Mitzy Vite / Jorge Guerrero	Addition of: - Definitions: "GFSI" and the 6 pillars in the "SQA" model. - Responsibilities of the food safety and quality leaders.