



### 1. **Purpose**

To establish the general guidelines for the use of social networks and digital media in Grupo Bimbo.

### 2. **Scope**

This policy is applicable to the associates, spokespersons and third parties of any Business Unit, affiliate and/or subsidiary of Grupo Bimbo, in their different locations, duties and business areas.

### 3. **Definitions**

**External audience:** For the purposes of this policy, all people other than the associates of Grupo Bimbo.

**Official digital channels:** Instruments or platforms authorized by the Global Communication Department of Grupo Bimbo, for the transmission or reception of digital messages, which can be consulted in Annex I of this document.

**Speak-Up Line:** Official communication channel used to report concerns, uncertainties, and violations of company policies that promote compliance with the GGB-001 Code of Ethics and the FGB-EPR-03 Code of Conduct for Grupo Bimbo Suppliers.

**Community:** Group of people, collaborators and third parties who actively follow and participate, with comments and interactions, in the corporate social networks of Grupo Bimbo, Organizations, affiliates and brands.

**Connection Center:** The entity responsible for monitoring the activity of Grupo Bimbo brands in the digital universe, especially within the official digital channels of said brands.

**Reputational Impact:** Any action or statement that may jeopardize the perception that the social environment has of the company and its brands may compromise their value.

**Confidential information:** Information that is property of Grupo Bimbo and/or its affiliates and subsidiaries, such as documents, inventions, ideas, concepts, manufacturing models, prototypes, designs and/or manufacturing plans, use methods, process designs, conditions of operation, equipment design, technical information, "Know-how", industrial secrets, financial and economic processes, market reports, studies, plans, programs, drawings, photographs, videos, investigations, analysis, compilations, pricing information, equipment terms and conditions, sales, licenses, and engineering services, all related to finances, business and market plans, legal matters, personal and sensitive candidates databases, associates, suppliers and customers, potential commercial businesses, business opportunities, commercial records, personal assignments, contracts, and real estates.

**Sensitive information:** Confidential data or information, or data or information property of Grupo Bimbo, including, but not limited to:

- Unpublished financial results or projections
- Strategic initiatives or projects
- Private figures (e.g. brands, products, number of plants, associates, etc.)
- Acquisitions, investments, divestments, partnerships or strategic alliances
- Associates salary information
- Private information about shareholders
- Recipes and patented processes
- Judicial processes
- Crisis



- Speculations on income, future products, and prices.

**Digital media:** Media using information coding legible only in digital technology devices, which allows to reproduce messages in visual, audio-visual or audio format, for example: web page, micro-sites, social networks, and apps, among others.

**Social networks:** Social structures integrated by a group of people who share a common interest, a relationship, or an activity through the Internet, where social encounters take place. These digital platforms facilitate communication between people, for example: Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, WhatsApp groups, WeChat, and Messenger, among others; and internal networks like GB-on, Yammer, Company Communicator and Stream, among others.

**Third parties:** People or entities who have established a contractual relationship with Grupo Bimbo, for instance: providers, agencies, business partners, associations, or advisers.

**Spokesperson / Digital Spokesperson:** Collaborator or third party of Grupo Bimbo who can speak on behalf of the company on global issues, in internal or external forums or media, with prior authorization from the Global Communications Department; or, on local or marketing issues with the prior authorization of the Organization's General Management or its local Communications area.

#### **4. Responsibilities**

**Associates and business partners in general:** To comply with the guidelines of this policy.

**Executives and official spokespersons:** Comply with the guidelines of this policy and with the training provided by the Global Communications or Marketing Department, as the case may be.

**Global Communications Department:** Be guardians of Grupo Bimbo's reputation, inside and outside the company. Execute the communication plans of the company's General Management. Execute the communication plans of the company's General Management. Provide the strategic communication framework at a global level and strategically organize the corporate communication of Grupo Bimbo and its Organizations, through the defined digital media. Define the narrative of the global messages and develop the communication pieces and toolkits for the delivery of the message to the respective audiences. Monitor traditional and digital media for Grupo Bimbo, its shareholders, and CEO. Participate in the Crisis Committee when necessary. Manage and monitor the company's corporate communication channels.

**Global Legal Department:** Provide legal advice to those responsible for communication in the use of narrative, the broadcast of digital materials in media and social networks, as well as in the resolution of cases that compromise the reputation or value of the company.

**Global Treasury Department through the Investor Relations area:** To confirm to the Global Corporate Affairs Department the sensitive information that might be public.

**Global or Local Crisis Committee:** Attend to the cases assigned by the Directorate or local Communication areas and carry out the necessary actions to minimize the reputational impact.

**Connection Center:** Manage comments on consumer social networks. Provide, to the Global Communication and Marketing Department, an analysis of data on digital media, as well as anticipate and notify them of risks that could cause a reputational impact.



## 5. General guidelines

Grupo Bimbo declares that the use of its social networks is aimed at generating value and building the reputation of the company, its Organizations, and its brands, putting the person (customers, employees, shareholders, suppliers, and communities) at the center; and promotes respect for the community and the environment, through its official digital channels, therefore, all collaborators, spokespersons and business partners, in general, must comply with the following:

- Ensure that the publications that refer to Grupo Bimbo, its Organizations, affiliates, and brands, on social networks, adhere to Grupo Bimbo's Values, Beliefs, and Code of Ethics.
- Refrain from issuing opinions that have not been previously approved by the Global Communications Department, Marketing Department, or the Organization's responsible areas.
- Consider that:
  - Sensitive information, which may be public, must have the approval of the Global Treasury Department.
  - The publications that come from spokespersons or digital spokespersons that are NOT official will be the exclusive responsibility of those who issue them.
- Ensure that publications and digital materials comply with the confidentiality of information.
- Avoid disseminating sensitive, confidential information or commenting on business issues.
- Do not spread false, unconfirmed, or misleading information. In case of doubts about information circulating on the network, consult the Global Communications Department before publishing or replicating.
- Comply with the **Grupo Bimbo Brand User Guide** for using digital materials bearing the Grupo Bimbo logo and its brands.
- Do not intervene in the response processes of the Connection Center to customers and users who post complaints or seek solutions through social networks.
- Refrain from making, reproducing, or responding to comments that damage the reputation of the company, its people, and its brands.
- In a crisis, the Global Communications Department, the Global or local Crisis Committee, in coordination with the Connection Center, will be responsible for managing the response to the audiences involved.
- Do not issue opinions in a personal capacity that involve the name of Grupo Bimbo, to avoid damaging the company's reputation, brands, or collaborators.
- Avoid inappropriate use of the company name, its uniforms, brands, installations, visual references, gimmicks, products, vehicles, or work tools.
- Comply at all times with the provisions of the **FGB-CP-01 Global Policy for the Protection of Personal Information** to protect them and guarantee the privacy of candidates, clients, consumers, suppliers, and collaborators in social networks.
- Report incidents on social networks related to non-compliance with this policy through the Speak-Up Line or the Global Communications Department.

## Sanctions

Grupo Bimbo has zero tolerance for anyone who attacks clients, consumers, competitors, suppliers, government officials and the community in general on social networks. The Global Communications and Legal Departments and the local Communications areas reserve the right to delete posts on corporate social networks that do not comply with these guidelines or report posts that risk the company's reputation.

If a collaborator or spokesperson fails to comply with these guidelines and causes a reputational impact, they will receive a sanction according to the seriousness of the infraction. The seriousness of the



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Global Corporate Affairs Department

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infraction will be evaluated by the Comenta Committee, the Ethics Committee, and the Global Departments of People, Legal, and Communication.

All assessments of sanctions will be aligned with this policy, the **GGB-001 Code of Ethics**, **FGB-CO-01 Global Corporate Communication Policy**, **FGB-IR-05 Global Speak-Up Line Policy**, and **FGB-CP-01 Global Policy for the Protection of Personal Information**.

### 6. Responsibility / Ownership

The Global Corporate Affairs function 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 Steering Committee and CEO.

### 7. Updates

The changes implemented in between versions are described below:

Revision / History of the revision				
Version	Date of review:	Updated by:	Approved by:	Main changes
1				
2	September 2022	María Elena Ramírez	José Luis Leyva	<ul style="list-style-type: none"><li>• Alignment with the Global Communication Policy and the Personal Data Protection Policy.</li><li>• Expansion of those responsible.</li><li>• Expansion of definitions</li><li>• Inclusion of guidelines</li><li>• Inclusion of sanctions</li></ul>