1. Purpose

To establish general guidelines in order to guarantee the truthfulness, timeliness and accuracy of customer databases for decision making purposes.

2. Scope

This policy applies to all associates with a leadership position in the Sales and Distribution areas in any of their channels, geographies and related areas of all Grupo Bimbo Organizations.

3. Definitions

Customer Addition: Assigning an identity code to a customer that will initiate commercial transactions in any channel, regardless of its source of origin (e.g. reported by a route salesperson, telephone call, any commercial platform, etc.).

Databases: Repository for storing all information regarding commercial transactions conducted in sales departments (products, customers, routes, productivity indicators, etc.). It is an official document (internal) generated by sales departments with a high impact on the Organization, since the information contained in them is the basis for decisions made in various departments.

Channel: Grouping of customers defined for their commercial conditions, product portfolios and in some cases, the way in which we reach the point of sale (either by own routes, independent routes, or cross-docking). See Annex I at the end of this policy to identify the various channels managed by Grupo Bimbo.

Customer Catalogue: Comprised by the identity code associated to the commercial information required to identify customers (e.g. business or tax name, private or business domicile, geolocations, segments, square footage, etc.), as well as their commercial terms (e.g. prices, portfolio, discounts, payment means, frequency, segment, etc.).

Customer: Business represented by an individual or company with whom we trade our products.

Temporary Customer: Such customer having non-continuous sporadic transactions, or for a specific period (e.g. per event) in a 52-week period.

Identity Code: Number given a customer, which has been centrally assigned in the customer catalogue, and with which commercial transactions are generated.

Sales Chart: Weekly reports on monetary and non-monetary (e.g. routes, customers, returns, sales, trucks, etc.) indicators associated with the distribution models for each channel and/or sales center of the Organization.

Sales Supervisor: The leader of a work team in charge of commercial transactions with customers.

Customer Change: Such customer who has been added to the database and requires a change in data (address, name, owner, etc.).

Point of Sale: The establishment (physical location) where we sell some of our products directly, regardless of the arrival method. It is the reference point taken into consideration to report the degree of saturation that the Organization has achieved.

4. Responsibilities

Sales Supervisor: Ensures the implementation of this policy. Authorizes customer additions, changes and commercial terms.

Salesperson, Key Account or Telephone Service Center (according to the corresponding channel): Ensures that customer information entered into the customer database is timely, current, and that it meets all criteria established for additions, deletions, or changes.

Sales Executive Level Personnel: Takes actions in accordance with Robotic Process Automation (RPA) reports to establish differences and classify customers as permanent, temporary or inactive of GB routes or independent routes (IOs, distributors) that trade our products, and that are reported in the Sales Chart.

Local Sales Directors: Create the necessary guidelines and processes to mitigate the risks associated to the sales process, in accordance with the nature of their operation. Generate self-evaluations for their work teams in order to monitor compliance with this policy.

Person Responsible for the Customer Catalogue: Meets additions, deletions and change requests reported by Sales Department, in a correct and timely manner, as well as reject any request showing an anomaly.

Global Sales Department: Responsible for evaluating and continuously reviewing the operational enforcement of this policy, and follow-up on any action plans that sales leaders have committed to implement; in conjunction and in a collegiate manner with the President of each organization, define the sanctions stemming from any non-compliance with said action plans or this policy.

Global Audit Department: Audit and release findings related to the analysis of databases conducted in each of the operations, as well as any action plans established.

5. General Aspects

In order to ensure that the information pertaining to the customers we serve is current and reliable both, for commercial decision making and for defining sales strategies of the business, it is a Grupo Bimbo policy to comply with the following guidelines:

- Local Sales VPs are to validate and authorize on weeks 15 and 45 (reference dates to verify the enforcement of this policy) the information reported in Sales Chart.
- Sales Supervisors are to:
    - Ensure that the information reported in the Sales Chart, customer catalogue, and databases is truthful and current.
    - Specify in the Sales Chart how many customers are served by GB routes, and how many through independent operators (distributors).
    - Review, validate and clean up data reported in Sales Charts and customer databases, every week. Regarding IO's (distributor's) routes, and in compliance with local laws, this process is to be carried out at least twice a year.
    - Track weekly or monthly the variation in the number of points of sale in accordance with the following criteria:

Customer Clean-up %		
1 to 5	**6 to10**	**More than 11**
Acceptable	Needs control	Unacceptable

- o Take the necessary corrective actions whenever databases are out of the acceptable range mentioned above; if not, they will be subject to corresponding sanctions (administrative or labor) defined by the Global Sales VP and the Organization VP.
- o The only exception to the previous point will be the one stemming from a planned strategy that justifies it, which has to be approved by the Global Sales VP and the Organization VP.
- o Consider as a single customer all those points of sale served by two or more distributions of the same Organization, and in no way the saturation degree is to be incremented. To that effect, the reference to be taken into consideration is the one with greater coverage, according to the nature of its products.
- o Delete from the database any customer that does not have a transaction in more than 12 consecutive weeks, except for those classified as temporary.

6.   **Responsibility / Ownership**

The Global Sales VP 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 Global Internal Control and Risk Management Department, the Steering Committee, and CEO.

7.   **Annex**

Annex I

8.   **Updates:**

Changes conducted to the different versions are described

Revision / history of the revision				
Version	**Revision date:**	**Updated by:**	**Approved by:**	**Primary Changes**
1				