

1. Purpose

Establish general guidelines for receiving guided visits at our plants.

2. Scope

This policy applies to all associates who participate in the coordination of visits to plants in all the Organizations, affiliates and subsidiaries of Grupo Bimbo, in its different geographies, except in those where local legislation does not permit it.

3. Definitions

Program for plant visits: For the purposes of this policy, it is a set of promotional and commercial activities meant to strengthen the Company's brand image with visitors, reinforce consumer and customer loyalty and confidence in our products, increase and strengthen our community, and integrate messages about the quality and nutrition of our products, reinforcing our commitment to sustainability. The areas in charge of executing and coordinating these are Human Relations, with the support of Marketing, Operations and Institutional Relations, mainly. Visits are classified into the following groups:

- **Students:** Students from elementary and middle school, special education groups and summer courses.
- **Customers:** Different sales channels in Grupo Bimbo defined by the sales area.
- **Family:** Associates of Grupo Bimbo, its subsidiaries and affiliates.
- **Special:** High school students, technical schools and higher education.
- **Other:** Government agencies, media, businessmen, others not covered in the previous categories.

4. Responsibilities

Global Institutional Relations Department: To coordinate the effort of the program for plant visits, report quarterly to the CEO of Grupo Bimbo the progress on goals and relevant updates by plant, as well as distributing institutional materials.

Human Relations Department at the plant: Assign associates trained for these activities, according to the defined profiles; coordinate the tours with the Operations and Marketing departments and be in charge of the visits, always in accordance with the guidelines established by the Operations Department.

Coordinate plant visits: Define, in conjunction with Marketing, Operations, and Human Relations annual visitation goals, communicate the goal to the Global Institutional Relations Department, and report each visit as it occurs in the available and current digital platform; carry out the visit according to the guidelines established in the program of visits, as well as maintain a directory of schools and/or institutions that ask to visit the plant.

Human Relations in the Business Units, Region, and Plant: Monitor compliance with the provisions of this policy.

Marketing Departments in the Business Units: Design and authorize the preparation and setting up of the areas, provide the required promotional materials, and absorb the costs of the program, as well as ensure that the visits are focused on the specific marketing objectives of the region.

5. General guidelines

At Grupo Bimbo, we think of investments and expenses as commercial activities to thank customers and consumers for their preference, promote loyalty to our brands, and encourage as many customers and

consumers as possible to visit our plants; however, to ensure the order and safety of visitors, it is the policy of Grupo Bimbo:

- To comply with the provisions of the ***GGB-006 Global Policy for the Protection of Trade Secrets***, the ***GGB-005 Global Policy on Confidential Information***, and the guidelines of civil protection and food safety applied in plants.
- To adhere to the standard program defined in the visitation manual.
- In the case of visits by government agencies, the media, or entrepreneurs, to obtain authorization from the Global Corporate Affairs and Institutional Relations Departments.
- To receive only visitors in the first year of elementary school.
- In the case of school visits, up to middle school, that there is at least one adult for every 10 children, to avoid accidents and to help keep order.
- For customer visits, the sales area will always be the one that coordinates the visit to give personalized attention.
- To ensure that the groups within the plant are not larger than 50 people, always depending on the attention capacity of the visits coordination team, as well as the capacity of the plant.
- To prohibit visitors from touching products, approaching lines where not allowed, touching the machinery, as well as taking products from production lines and dispatch areas.
- At the end of the visit, to give a maximum of 4 products and promotional items (if available).
- To only program visits of university students at the express request of the interested group and with the authorization of the Vice President of Operations of the region or the country where it is required, while also ensuring the participation of an executive of the plant.
- To show only the facilities and elementary equipment, without explaining in detail the processes of any area. The dissemination of information regarding future plans will be restricted to staff at the Vice President level, and only when circumstances warrant it.
- To prevent any visitor from entering plants with cameras, video recorders, pens, or other devices used to print images or record information, unless expressly authorized by the Global Vice President of Operations.
- To provide visitors with lockers or a place to store belongings.
- To keep a guest book on each floor so visitors can share comments.
- To obtain the approval of the Global Institutional Relations Department and/or an executive in charge of the related area for any additional material that may be delivered during the visit.

6. Responsibility / Ownership

The Global Institutional Relations 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 Assessment Department, the Steering Committee and CEO.

7. Updates

The changes implemented among versions are described below:

Revisions / History of the revision				
Version	Revision date	Updated by	Approved by	Main Changes
1				
2	Nov 1 st , 2017	Ma. Lourdes Hernández V.	Martha Eugenia Hernández	Set 7 yers as a the minimum age to visit GB's plants



Global Policy Regarding Plant Visits

Global Institutional Relations Department

FGB-IR-03

3	May 5 th , 2018	Mauricio Villa	Martha Eugenia Hernández	Digital Platform's name Students from elementary school
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