

1. Purpose

Establish guidelines to standardize the packaging production in Grupo Bimbo based on the quality and consistency criteria of the brand image.

2. Scope

This policy applies to associates in charge of the packaging production process across all Grupo Bimbo Business Units in the management tool establishes in this policy.

3. Definitions

Graphic Chain: Marketing area that standardize the process of review and approval for packaging originals, using the *Dragonfly* management tool, focused on the quality and consistency of the brand image.

Brand Diamond Methodology: Defines the most important elements that a brand must have in order to positioning itself in the market. Grupo Bimbo relies on it in order to establish the guidelines of each of its brands, both global and local.

Dragonfly: Online remote approval system for the production management of pre-approved packages, *Dragonfly* safeguards the required documentation and allows for printing the packaging originals.

Packaging: Product container designed and produced to protect and preserve properly its content during storage, transportation and delivery to the client and final consumer, and which is useful to promote and differentiate the product or brand and communicate the Nutrition Facts label for decision making.

Global Brand Guidelines: Those established based on the brand's Diamond Methodology, which allows the market positioning of all Grupo Bimbo's brands, whether global or local.

Global Brand: Product portfolio defined by Grupo Bimbo's General Management based on its annual expansion and billing capacity. The Group currently holds 14 global brands (3 *power brands* and 11 *emerging brands*).

Pre-Press: Part of the production process of printing, after the design and prior to printing, it prepares the digital files and color separations before the production of positives, negatives, lithographic and final press printing.

GB marketing hub: Digital platform created by Grupo Bimbo where all your digital information is stored, including multimedia pieces (audio, videos, photos, documentaries, *print and packaging renderings*, commercials, etc.).

4. Responsibilities

Global Brand Approvers: ("Global Marketing Department - Category's Managers"): Define, publish and update the guidelines for the *graphic chain* process and ensure all associates involved in the process comply with them. Built the team in charge, train and keep the process steady in each Organization. Validate and approve the global brands packaging before the production, to ensure they comply with the global brand guidelines and the global brand diamond methodology.

Local marketing team involved in the project: Assign and supervise the local *graphic chain* leader and validate all packaging specifications.

Graphic chain Local Leader: Manage and supervise the *graphic chain* process. To be train in *Dragonfly* and as well as, in the approving process of electronic originals art files in their Organization, aligned with

the Global *Graphic Chain* Model. Follow up participants throughout the project (marketing, innovation, design agency, packaging, regulatory, legal, printing, purchasing, supply, etc.) to ensure that the committed deadlines will be met and the approval and production cycle will be completed. Analyze results reports and *KPIs* provided by the *graphic chain*, to identify significant weaknesses and set corrective action to continuous improvement. Ensure teams involved in the packaging production use *Dragonfly* at all times. Set up in the *dragonfly* tool all the users responsible of process, the leaders of the *Global Brand Approvers* ("Global Marketing Category Managers of the Global Brands") and *Global Brand Watchers* ("Lead Country of the Global Brands").

Global Brand Watchers ("Lead Country Leaders of Global Brands"): Supervise (not approve within *Dragonfly*) packaging of global brands and send comments via email to the local leader of the graphic chain, before sending them to production, ensuring that everything produced complies with the global brands guidelines.

5. General guidelines

The local Marketing teams of all Business Units must:

- Use only the *dragonfly* management tool to standardize the *graphic chain* process of production and approval of packaging originals.
- Have a *graphic chain* service area responsible for leading the entire process through *dragonfly*.
- Have the complete graphic materials and the creative concept of packaging, previously approved by the Marketing Business Units accordingly to each Brand, prior to beginning the *graphic chain* process.
- Centralize the pre-press process with a single supplier to be able to get image consistency and quality of the packaging.
- Submit approval, through the *graphic chain* process, all current or new, complex or simple designs; even those to be printed with one or two inks.
- Get counseling from the Global Marketing Department in case of not a clear understanding on how to implement the *graphic chain* process.
- Comply with all the guidelines of the *graphic chain* process manual located in the GB marketing hub and this policy.

6. Responsibility / Ownership

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

7. Updates

The changes implemented in between versions are described below:

Revision / History of the revision				
Version	Review date	Updated by	Approved by	Main Changes
1				