

1. Purpose

Establish the general guidelines to grant recognition to Business Units and Companies of Grupo Bimbo that stand out for their achievements.

2. Scope

This policy applies to the President or Country General Manager (depending on the winner) of any Organization and the corresponding associates that report directly to them only if they are responsible of a functional area or are general leaders of a country and have at least a Director level or above.

3. Definitions

Grupo Bimbo Award: The most prestigious award granted by the Grupo Bimbo CEO to the operation, region, country or Business Unit that has stood out in the commercial and operational areas, has exceeded its profitability goal and has practices aligned to the “Sustainable, Highly Productive and Deeply Humane Company” model.

4. Responsibilities

Grupo Bimbo CEO: Approve and grant the Grupo Bimbo awards during the annual Top Management Meeting to the winning Business Units and Companies.

Global People Department: Collect the necessary information for the evaluation of the participating Organizations and Business Units and evaluate those that the CEO considers to be finalists.

General Management of the Organization or Business Unit: Provide to the Global People Department with the information that is required for its evaluation.

Global Institutional Relations Department: Coordinate the preparation of the prizes and organize the Grupo Bimbo Award event, according to the CEO's instructions.

5. General Aspects

To encourage a recognition culture, the CEO grants awards to the Business Units and Companies of Grupo Bimbo, according to the following guidelines:

General guidelines

- The aim of this award is to encourage the Organizations and Business Units to exceed the commercial, operational and profitability goals they have established, and will consist of:
 - A trophy for the winning Organization or Business Unit.
 - A bonus equal to 15 days' salary and a commemorative souvenir for each eligible associate with a Director level or above of the awarded Organization or Business Unit.
- To be recognized with an award, the Organizations and Business Units of Grupo Bimbo must strictly comply with the control and regulatory parameters, so that during the evaluation period, there must not be relevant events that, in the opinion of the Steering Committee, are considered serious (e.g. labor disputes, illegal actions, fraud, excesses of consumers and/or customers complaints, fatal accidents, leadership actions considered an outrage against the Grupo Bimbo's ethics and philosophy, etc.).
- Qualification and awarding of any prize will be subject to the parameters and sanctions of the Global Internal Audit Department.
- The Grupo Bimbo CEO will determine which Organizations and/or Business Units will receive these awards, based on the year end results of each financial year.

- The prizes will be taxable.
- The Chief Executive Officer of Grupo Bimbo will grant the Grupo Bimbo Award at the Top Management Meeting of the year following the rewarding period or in any other ideal event if this meeting does not take place.

Basis

- The Business Units' Steering Committee must send, to the Grupo Bimbo CEO and no later than the first week of February, its candidates' proposal according to the following:
 - Results of Bimbo Economic Value Added (known in Spanish as VEAB)
 - Growth in sales
 - Experience of Philosophy, Values, and Code of Ethics
 - Market-share, projects registered in Altamira and replicated successfully in its Business Units, etc.
 - Practices aligned with the Grupo Bimbo's Sustainability objectives
- The candidates must be winners in their Organization of at least two of the following categories: profitable growth, operational excellence or commercial excellence.

6. Responsibility / Ownership

The CEO's Department is the assigned owner of this policy and responsible for its contents, updating, and monitoring of its compliance.

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	Oct.2018	Global Internal Control Department	Daniel Servitje	Adaptation to format.
2	Mar.2020	Trinidad Carrandi – Global Compensation VP	Daniel Servitje	<ul style="list-style-type: none"> • Change of HR and Corporate Affairs nomenclature for People. • Define who awards the prize and the appropriate forum. • Change of month for submission of proposals, from June to February. • The Turnaround bonus is cancelled.
3	Jun.2023	Trinidad Carrandi	Daniel Servitje	<ul style="list-style-type: none"> • Updated of scope.