

1. Purpose

Establish the general guidelines to create, protect, use and maintain Trademarks owned by Grupo Bimbo worldwide.

2. Scope

This policy applies to the associates, consultants, providers and/or third parties of Grupo Bimbo in any of its affiliates and subsidiaries in order to understand, and properly design, and publish content using Grupo Bimbo's trademarks.

3. Definitions

Generic: Word or symbol communicating type of a product or service sold with a Trademark.

Trademark: Any word, phrase, design or symbol recognized by any sense (hearing, sight, touch, smell, tasting) which allows consumers to identify or distinguish a product or service from the rest in the market. Some of its characteristics are:

- Guarantees that the consumers distinguish the products or services of a company, between identical or similar products or services.
- Reflects the image and reputation of a company.
- They are intangible assets; and can, as a result, be subject to licensing and provide an income source, through royalties.
- They are commercial assets and are part from a company's heritage.

Related parties: Are the following:

- Grupo Bimbo's Controlling Shareholders.
- Grupo Bimbo's members of the Board of Directors.
- The CEO and all VPs of Grupo Bimbo.
- People that own 20% in the capital stock of any Legal Entity Controlled by Grupo Bimbo
- Any subsidiary or affiliate that is controlled by Grupo Bimbo or in which Grupo Bimbo has a significant influence.
- Spouse, live in partner, or family members by blood relationship (up to 4° degree) or kinship (up to 3° degree), , or partners or co-owners of the entities mentioned on the previous bullets.
- Another party if covered by local legislations.

User: Business Unit or third parties of Grupo Bimbo that use a Trademark to sell products or services related to the company.

4. Responsibilities

Global Legal and Compliance Department: Provides legal assessment to the various Grupo Bimbo's areas in order to understand, and properly design and publish content using the Trademarks and to ensure the Trademarks' legal protection.

Global Marketing Department: Issues the guidelines to, develop and use Trademarks, for its users use and compliance.

5. General guidelines

Grupo Bimbo's policy is to follow the guidelines below to safeguard the creation, protection, use and maintenance of Grupo Bimbo's Trademarks in the market, and to strengthen their fame, prestige, positioning and goodwill.

Creation

To ensure the distinctive nature of a Trademark and obtain trademark protection, the team responsible for its creation, through the local Marketing area, must avoid the use of the following when selecting Trademark:

- The generic name of a product (e.g. *manchego* for cheese, white for bread).
- The product characteristics, such as ingredients, place or production date, quality, quantity or value (e.g. tasty or healthy for any food, the best food produced on Argentina, Europe, etc.).
- Common terms in market (e.g. *jalapeño* for a specific flavor).
- Terms contrary to moral or public order (e.g. obscene content, indecent or with another meaning).
- Terms that do not accurately reflect the product's characteristics or mislead the consumer (e.g. including healthy when is not).
- Similar or equal terms to a previously registered Trademark.

Defense

Once the Trademark is selected, the user must:

- Request to file a trademark application to register the Trademark in the corresponding countries, through the local Marketing and jointly with the Global or local Legal and Compliance Department, as applicable. If it is necessary, local attorneys or agents will be selected to assist with the registration, in the correspondent jurisdictions.
- Maintain constant and ascertainable use of the Trademark. User must keep files to evidence the use of the Trademark in the market. (e.g. bills, publicity, packaging with production date, lot, etc.).
- Monitor the Trademarks' use in the market, jointly with the local Sales area, to detect any unauthorized or infringing uses. If any such use is identified, report it immediately to the Global or local Legal and Compliance Department, as applicable.

Use

For the use of the Grupo Bimbo owned Trademarks by the affiliated or subsidiary companies of Grupo Bimbo, considered as Related Parties:

- The interested Business Unit should pay a royalty's percentage, according to the **FGB-TX-01 Global Transfer Pricing Policy**. This payment will be managed by the Global Controllershship Department.
- The user, through its local Controllershship area, will communicate in advance to the Global Controllers Department the intention to use a Trademark owned by Grupo Bimbo, so the Global Controller Department can issue the applicable for the applicable royalties.
- An authorization for use of the Trademarks by third parties could be granted, according to the Global Policies' Licensing and Co Trademarking Policy.

6. Responsibility / Ownership

The Global Legal and Compliance 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 Steering Committee and CEO.

7. Updates

The changes implemented in between versions are described below:

Revision / History of the revision				
Version	Revision Date	Updated by:	Approved by:	Main Changes
1				