

1. Purpose

Establish general guidelines to recognize work teams that achieve business results and outstanding practices in serving our customers.

2. Scope

This policy applies to all sales areas of the retail and small format channels of all Grupo Bimbo Business Units.

3. Definitions

Evaluation of operational indicators: Evaluations that are carried out based on the indicators established in Annex 1 of this policy, and that only serve as a basis to choose the finalists that will be evaluated in a market supervision.

Market supervision: The level of service excellence achieved as assessed by the Global Sales Department, together with management, to identify the three best places resulting from the evaluation of operational indicators.

4. Responsibilities

Global Sales Department: Define and communicate these guidelines to the Business Units, as well as coordinate the evaluation of commercial excellence.

Business Unit Sales Management: Select the finalist managements according to the evaluation of operational indicators and participate with the Global Sales Department in the market supervisions.

5. General guidelines

To recognize the work teams acting as the preferred supplier for our clients, the following guidelines are established:

- The prize will consist of a non-monetary recognition granted by the CEO of Grupo Bimbo.
- The prize will be awarded to the sales manager of the winning operations.
- The award will be presented during the first quarter of each year.

Evaluation of operational indicators

- The minimum number of points to reach to participate in the market supervision will be 60 (sixty) points, according to Annex 1 of this policy.
- In the event that no operation achieves the 60 (sixty) points established, the market monitoring process will no longer be continued, and thus the prize will be canceled.

Market supervision

- The market evaluation should be carried out only for the first 3 (three) places that result from the evaluation of the operational indicators by each country's channel, without taking into account its result for the final evaluation.
- The evaluation teams must be mixed (Corporate Management and Business Unit).
- The minimum evaluation of this supervision will be 85% (eighty-five percent) and the prize will be canceled in the case that no manager or divisional of the channel of each country achieves this percentage.
- The qualification will be in accordance with the average obtained in the following areas to be evaluated:

- Market saturation:
 - Presence of brands
- Display:
 - First positions
 - Presence of leading products
 - Additional exhibits
 - Accommodation planograms
 - Perfect point of sale
- Quality of customer service:
 - Service complaints
 - Schedule compliance
 - Quantity and variety of product
 - Proper handling of product keys
- Competition:
 - Competition saturation level
 - Actions to face the competition

6. Responsibility / Ownership.

The Global Sales 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

| Revisions / History of the revision | | | | |
|-------------------------------------|----------------|-------------|-------------|--------------|
| Version | Revision date: | Updated by: | Approved by | Main Changes |
| 1 | | | | |

Appendix 1. Operational Indicators

| Detail Channel | | |
|--|-------------|---|
| Indicator | Point value | Weighting / Points |
| Budget scope | 25 | 100% = 25 99% to 99.9% = 15 98% to 98.9% = 5 Below 98% = 0 |
| Growth in number of customers vs. goal | 20 | 100% = 10 98% to 99.9% = 5 96% to 97.9% = 2 Below 96% = 0 |
| Sale per visit | 10 | 100% = 10 98% to 99.9% = 5 96% to 97.9% = 2 Below 96% = 0 |
| Effectiveness in sales | 10 | 100% = 10 98% to 99.9% = 5 96% to 97.9% = 2 Below 96% = 0 |
| Control of return vs. limit | 15 | Within authorized limit = 15 1% above limit = 10 From 1.1 to 1.5% = 5 Above 1.5% = 0 |
| Stock control | 10 | Within authorized limit = 5 1% above limit = 2 Above 1% = 0 |
| Audits % improvement vs. previous year (green + yellow) | 10 | Improvement \geq 20% = 15 Improvement \geq 10% = 5 Improvement \leq 10% = 0 |

| Self-service Channel | | |
|-------------------------------|-------------|---|
| Indicator | Point value | Weighting / Points |
| Return | 15 | Within authorized limit = 15 Up to 1% of the authorized limit = 8 Greater than 1% of the authorized limit = 0 |
| Budget scope | 25 | 100% = 25 95% to 99% = 15 90% to 94% = 0 |
| Additional exhibits | 10 | Greater than previous evaluation = 10 Same as previous evaluation = 5 Lower than previous evaluation = 0 |
| Product catalog 100% finished | 15 | 100% = 15 95% to 99% = 10 90% to 94% = 0 |
| Following planograms | 15 | 100% = 15 95% to 99% = 10 90% to 94% = 0 |
| Execution of business plans | 20 | Execute at 100% = 20 |