

## 1. Purpose

Establish the general guidelines to carry out sales contests that motivate Grupo Bimbo's sellers and customers to achieve commercial objectives.

## 2. Scope

This policy applies to associates in the Sales area of all Grupo Bimbo Organizations.

## 3. Definitions

**Client:** Natural or legal person with whom Grupo Bimbo markets its products.

**Commercial plan:** Document in which the bases, goals, mechanics, prizes, restrictions, etc., are reflected, to communicate, in an effective and unified way, all the elements that make up a contest.

**Contest:** Commercial event that is scheduled to motivate Sales employees; It involves obtaining extraordinary results with the delivery of attractive prizes for the participants who are winners. There are different types of contests, such as:

- Increase in sales for exceeding the established budget
- Return control.
- Taking of Points of Sale (POS).
- Introduction of exhibitors.
- WOW displays at the POS.
- Launch of new products.
- Equipment recovery.

## 4. Responsibilities

**Vendors:** Comply with business plans and take advantage of their support. Place orders according to your goal and, if customers participate in the contest, make them aware of the contest.

**Responsible for demand planning:** Ensure the supply of all products related to the contests, according to the established goals.

**Sales Managers:** Monitor compliance with this policy. Inform the modifications and commercial conditions associated with the contests and involve the entire sales force on said contests.

**Sales Executives:** Weekly follow-up to the contests and ensure the legitimacy of the winners. Ensure the delivery of prizes according to the rules and resolve doubts about the contest, winners and special cases.

**Local areas of Trade Marketing:** Review and validate the goals, together with the Vice President / Commercial Manager of the Organization. Establish the bases and mechanics of the contest. Validate the weekly and accumulated results of participants and winners. Comply with the supply of prizes, according to the validated and authorized winners. Send and distribute the prizes to the Sales Centers.

**Organization Sales Vice President:** Approve the contests and commercial plans of the Organization.

**Global Sales Department:** Update and monitor compliance with this policy.

**Global Audit Department:** Carry out audits of the competitions, when necessary, in accordance with the bases and control needs.

## 5. General guidelines

In order for the sales contests to contribute to the achievement of the Organization's objectives, it is Grupo Bimbo's policy that those responsible for establishing the bases and goals of each contest comply with the following guidelines.

### Requirements

Each competition shall establish at least the following:

- Goals
- Sanctions
- Controls
- Prizes in cash or in kind (e.g., trips, electronic devices, appliances, sports equipment, sports team uniforms, etc.).
- Costs. These must be defined by the local Trade Marketing areas of each Organization.
- Duration, which should be between 4 and 8 weeks, plus 2 weeks of maintenance.
- Participants (e.g., vendors, sales managers, administrative staff, sales service areas, customers)

### Execution

To carry out each contest, the following must be taken into account:

- Carry out an engagement presentation with the participating areas, one week before the contest, to inform the following:
  - Bases
  - Mechanics of the contest
  - Duration
  - Awards
  - Requirements to compete
  - Penalties and restrictions
- Inform the Union representation, when applicable, prior to the start of the contest.
- Share weekly the weekly and accumulated results to all those involved in the contest, in order to promote healthy competition and motivate participants.
- Carry out 3 contests per year, maximum, per Organization.
- If there are product cuts, consider the contest only on invoiced product, not on ordered product.

## 6. Responsibility / Ownership

The Global Sales Department is the assigned owner of this policy and is primarily responsible for its content, updating and monitoring of its compliance, as well as its presentation for approval before the Global Internal Control and Risk Management Department, the Steering Committee and the Chief Executive Officer (CEO).

## 7. Updates

Changes made between versions are described.

Revision / Revision Log				
Version	Revision date:	Updated by:	Approved by:	Main Changes
1	July, 2022	Eliseo Cuellar, Edgar Guzmán, Laura Aguayo y Aldo Ruíz	Rubén Herrera Zúñiga y Alberto Levy	