

1. Purpose

To establish the general guidelines for the standard promotion of the brands and products of Grupo Bimbo, by placing decals on all route trucks whether owned or rented.

2. Scope

This policy applies to those responsible for Fleet, Logistics and Marketing in every Grupo Bimbo Business Unit.

3. Definitions

Trailers: Road vehicle towed by a tractor, generally used to transport product from a plant to the distribution center or sales center.

Route trucks/Distribution Vehicles: Medium or light vehicle, generally used to transport product from the sales centers to the clients' destination along the different distribution channels of Grupo Bimbo.

Dedicated vehicles: Any vehicle that provides service exclusively to Grupo Bimbo.

Certified vehicle supplier: A supplier of transportation services that complies with Grupo Bimbo's minimum requirements in its infrastructure, administration and business management, offering services at an acceptable operational risk level.

4. Responsibilities

Responsible director of the fleet: To ensure compliance with each of the guidelines for the fleet's image as set out in this policy and in the manual.

Logistics Director: To ensure compliance with each of the guidelines as set out in this policy.

VP Marketing: To ensure the budget considered for each operation under his/her responsibility is enough to maintain the whole fleet, including those executed by third parties, and labeled according to this policy.

Legal Area: To evaluate and to validate that the labeling of third party equipment does not override contract risks, based on current local regulations.

Marketing Director: To establish the budget and manage the necessary funds for annual fleet maintenance, including third party vehicles, labeled according to this policy.

5. General Guidelines

In order to guarantee the control and correct image display on the Grupo Bimbo distribution vehicles (either owned or rented), those responsible for the vehicles in each country must comply with the following guidelines:

- Label all the vehicles that are in operation.
- Place the decals in the designed areas of each vehicle, according to stipulations in the manual for fleet image.
- Ensure that the brand, products or publicity campaign labels have the current authorized image, in the stipulated colors and resolution, to avoid the distortion or alteration of any image, logos, brands or characters.
- Guarantee labels/decals on vehicles of discontinued brands, products and/or campaigns are removed.
- Maintain the labels always clean and in good condition, and replace them whenever necessary.

- Use materials that avoid decals from peeling off or losing color easily. The material must have a maximum useful life between 3 (three) and 5 (five) years for route trucks and of 5 (five) for trailers and must have protection for UV rays and abrasion.
- Comply with the estipulations of the manual regarding fleet image, according to the definition of materials, colors, position and dimension of economic numbers, reflective materials and vehicle labels.
- Carry out semiannual evaluations of the vehicle fleet's image to verify that the requirements established in the manual for the fleet image are being complied, and keep a record of said evaluation.

In case of using third party services, ensure that the necessary agreements are established in the corresponding services contract in order to comply with the following:

- For primary distribution, the trailers that have been hired for exclusive service must be labeled in the same way as the company's, and the tractors must be white.
- For secondary distribution, they must follow the same labeling guidelines as the company vehicles. In case there's a wagon/trailer pulled by a private vehicle, only the wagon/trailer must be labeled.
- No supplier can use dedicated vehicles for providing services to other clients or for their own business.
- It will only be labed the dedicated transport for Grupo Bimbo from all certified transport providers selected by the local procurement and vehicles departments.
- Grupo Bimbo will always be in charge of labeling, to ensure complying with the image in all its forms.
- The supplier must deliver the vehicles painted with the official color of the brand they carry and without any dents or damages in order to be labed.
- Grupo Bimbo will be in charge of removing the labeling that does not comply with the established guidelines and replace it, as well as removing it when the working relationship with the supplier ends.
- When the supplier has been certified by the local procurement, logistics and vehicles areas, and refuses to comply with the previous labeling guidelines, the working relationship with such supplier must end.

6. Responsibility / Ownership

The Global Operations and Fleet Departments are the assigned owners 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 among versions are described below:

Revision / History of the revision				
Version	Revision date	Updated by	Approved by	Main Changes
1				
2	March 22 nd , 2019	Efraín Alvarez	Leonel Carrasco	Label materials must have protection for UV rays and abrasion.