

Examples

This document aims to provide a clearer understanding, with examples, of the messages and communication tactics that are permitted and prohibited. The Global Communications Area has set guidelines for communication that align with business objectives.

Confidential information

The following examples are instances of information and data that should not be shared:

Title:

"With Takis, Bimbo is going after a portion of the 2.5 billion pesos in snacks sold in Colombia."

Alimentos

Con Takis, Bimbo va por una parte de los \$ 2,5 billones en pasabocas que se venden en Colombia

La multinacional empezará a vender un producto que ya cuenta con una base de consumidores, principalmente adolescentes, impulsados por las redes sociales.

<https://www.semana.com/economia/empresas/articulo/con-takis-bimbo-va-por-una-parte-de-los-25-billones-en-pasabocas-que-se-venden-en-el-pais/202243/>

**Market information
and business
strategy**

Title:

"We managed to get the parent company to approve a million-dollar investment to grow again in the country."

Gastón Lo Russo

Gerente General de Bimbo Argentina

"Logramos que casa matriz aprobara una inversión millonaria para volver a crecer en el país"

El número uno del grupo mexicano cuenta los cambios que está realizando en la filial local y la apuesta para duplicar la capacidad de pan de molde



**Information associated with
investment and interview
dedicated to Executive
achievements**

Sara Lee owner Grupo Bimbo to spend more than \$600M to build 2 new plants

The Ohio and Georgia facilities are expected to create a total of 620 jobs.

**Information associated with
investments by local or
federal Government**

Interviews

This is an example of a personal interview focused on the individual and not the company. Prior authorization must be obtained in accordance with Company Policy, and in certain cases, the Global Communications Area must inform the interviewee about confidential, restricted, and sensitive information that should not be disclosed.

Title:

With a 10-million-dollar investment, Bimbo will increase its production capacity.



Interview **focused on the person** and not on the company; In addition, it **reveals investment data**

<https://www.larepublica.co/empresas/el-ejecutivo-francisco-fuente-es-el-nuevo-gerente-general-para-bimbo-colombia-3170143>

This is an example of a publication that is not allowed, as it announces the new position of an associate.

Title:

Bimbo has a new Marketing manager

Bimbo tiene nuevo gerente de Marketing

Martín Ferrara se incorpora a Grupo Bimbo con 15 años de trayectoria en el sector de consumo masivo y luego de ocupar posiciones en el área de marketing en empresas como Molinos Río de la Plata y Finca Flichman.

Focused information on associates' **new positions and/or promotions**