

## 1. Purpose

To establish the general guidelines for preparing audiovisual material addressed to the media regarding any Grupo Bimbo's brands and/or products.

## 2. Scope

This policy applies to all Marketing areas in all Grupo Bimbo Business Units ("the Group"), as well as to each and every one of the associates who need to produce any audiovisual material for the Group.

## 3. Definitions

**Call for Brief:** Strategic meeting where the advertising agency, in the presence of the responsible party for the Grupo Bimbo brand, presents the goals required for the making of the audiovisual piece, with the respective production notes and storyboard. For this call, only the suppliers belonging to the official Pool of suppliers (production agencies, photography studios, etc.) can participate in order to explain them the project, and request a budget.

**GB Marketing Hub:** Digital Platform created by Grupo Bimbo in which all its digital information is stored, including audiovisual elements (audio, videos, photos, documentaries, packaging, advertisements, etc.). There is a procedure to manage this platform, any questions must be addressed to the Global Marketing Department.

**Generic:** It is the finished advertising piece, separated in layers, with color correction, audio design, as well as final editing and locution; without including mandatory legal texts or supers.

**Master:** It is the finished advertisement piece in a single take which is delivered to the media to be published, and includes: color correction, final editing, audio design and final locution, mandatory legal texts and supers. As for the photographic material, it is the final retouched photograph to be published in any graphic material.

**Raw material:** Camera footage recorded without any editing or color correction. It is presented in digital format with the full data (pixels) of the image that was shot or photographed during filming or in a photo session.

**Grupo Bimbo Pledge:** Responsible advertising initiative directed to children, integrated by six commitments regarding child publicity and promotion, according to the World Health Organization (WHO) recommendations. These commitments include countries where Grupo Bimbo is present and are applicable to all of its brands and products.

**Supers:** Any typographic elements; it can be a phrase or a slogan which is overlaid in the video during the editing stage.

## 4. Responsibilities

**Global Marketing Department:** To define and publish the guidelines for audiovisual production, to update them periodically and to monitor that those involved comply fully.

**Local Marketing Area:** To lead the production process based on the policy; to approve the creative concept of the campaign; to quote the project according to the guidelines issued by the Procurement area; to approve the project budgets; to approve the talent choices, if applicable, (e.g. announcers, actors, models, etc.) who participate in the commercial, as well as always guarding the campaign goals, brand image, product, packaging and logo.

**Local area that controls Marketing Budget:** To supervise the timely payment of suppliers; to monitor that all materials (mainly costumes and accessories) that are purchased for production are delivered to Grupo Bimbo; to carry out the business certification of suppliers; to prepare, update and publish the price rates in the locally assigned official media.

## 5. General guidelines

It is Grupo Bimbo's policy that when preparing any audiovisual production material for the Group, the local marketing area complies with the following:

- To ensure, before starting the production process, that the creative contents of the campaign are based on the **GGB-001 Grupo Bimbo Code of Ethics** and the pledge signed by Grupo Bimbo.
- To establish the local procedure for audiovisual production, from the call for the brief to the delivery of all materials (master, generic and raw).
- To ensure, through the local area that controls the marketing budget, the full and detailed reception of the raw material on a hard drive and the backup of generic material in the GB Marketing Hub.
- To check that the material mentioned in the previous point is complete and matches the project goal.
- To consult the Global Marketing Department in case of any questions on the audiovisual production process, as well as the process to load or download materials from the GB Marketing Hub.

## 6. Responsibility / Ownership

The Global Marketing 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:

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