

1. Purpose

Establish the general guidelines for the use of the digital platform *GB MKT HUB*.

2. Scope

Apply to associates from all Marketing areas in all Business Units from Grupo Bimbo, as well to those from Grupo Bimbo that require to use the digital platform.

3. Definitions

Creativity: Key message or creative concept used in internal or external communication of the brand and which is the base to generate audiovisual resources.

GB MKT HUB (Grupo Bimbo Marketing Hub): Exclusive Grupo Bimbo digital platform for Marketing areas, and other users that have a previous approval from the Global Marketing Department, to visualize, store and distribute audiovisual resources.

Digital platform developer provider: Agency that develops the digital platform *GB MKT HUB* and provides support to users and teams of Marketing from all the Business Units, about available resources and the functionality of the digital platform.

Audiovisual resources: Digital materials including: videos, audios, packing renders, photographs, presentations and HTML files, made by provider agencies.

4. Responsibilities

Global Marketing Department: Ensure that those involved comply fully with this policy; grant access and permissions to the users for the use of the platform *GB MKT HUB*, and define the technical specifications of the resources that will be upload to the platform (V.G. video, audio, photographs, packing, etc.).

Global Systems Department: Ensure the use of paid or payable licenses as well as the renewal of the contract with the digital platform developer provider.

Local Marketing Teams: Comply with established guidelines of the present policy and associated procedures; ensure that provider agencies make creativities or audiovisual resources avoiding rework, encouraging to reuse creativities and audiovisual resources. Likewise, ensure deliverables are upload in the platform and request to the Global Marketing Department the necessary permissions for the audiovisual resource providers to access *GB MKT HUB*.

5. General Aspects

In order to promote reuse of communication materials and reduce costs and time of making creativities and audiovisual resources, its policy of Grupo Bimbo to comply with the following guidelines:

- Prior to developing a new creativity or audiovisual resources for a public communication, the local marketing teams must ensure that the provider agency carry out a search process in the platform *GB MKT HUB* to avoid rework and reuse the resources that have already been made previously for Grupo Bimbo.
- In case of locating on the platform audiovisual resources that can be adapt to the communication objectives, the local Marketing team must request them to the Global Marketing Department and the digital platform developer provider.
- The local Marketing teams must ensure to assign a single account and password by provider agency to access *GB MKT 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	Revision date	Updated by:	Approved by:	Main changes
1				