

1. Purpose

Establish general guidelines to unify the positioning of the brands of Grupo Bimbo ("the Group" or "GB") under the same methodology.

2. Scope

This policy applies to all Marketing areas in all Grupo Bimbo Business Units, as well as to each and every one of the associates whose objective is to carry out strategies for the positioning of the Group's brands.

3. Definitions

GB Marketing Hub: Digital platform created by Grupo Bimbo where all digital information is stored, including audiovisual pieces (audio, videos, photos, documentaries, packaging, commercial, etc).

Brand guidelines: Those established based on the brand's diamond methodology, which allow for the positioning of all Grupo Bimbo brands in the market, whether global or local.

Lead country: A country where GB operates that created the brand; therefore, they have the highest level of experience in the positioning (e.g. the lead country of the Pingüinos brand is Mexico).

Brand diamond methodology: This methodology defines the most important elements that a brand must have to position itself in the market. Grupo Bimbo relies on it to establish the guidelines for each of its brands, both global and local.

4. Responsibilities

Global Marketing Department: Define and update the global brand guidelines, ensure that those involved comply fully with this policy, define which brands are global and which local, as well as provide technical support on the methodology for the establishment of the positioning strategy for global and local brands.

Lead Country Marketing Team: Provide technical support to other countries that wish to launch and position one of GB'S global brands.

Local Marketing Team: Define the positioning of the local brands by aligning with the brand's diamond methodology. Follow up on the positioning process of global brands, defined by the lead country and the Global Marketing Department, by way of the global brand guidelines located in the GB Marketing Hub.

5. General guidelines

- The local Marketing teams, in all the countries where Grupo Bimbo brands are sold, must use the brand's diamond methodology to establish the guidelines to their local brands, both those already existing and those that they intend to launch.
- In case the Marketing area of each country does not have clarity on how to establish the guidelines for its local brands based on the brand diamond methodology, it should consult with Global Marketing Department.
- In the event that the Marketing area of any country wants to launch a brand that exists in another country, it must adhere to the brand guidelines, global or local, located in the GB Marketing Hub. Similarly, one should consult with the marketing team of the lead country of the brand prior to launching the product.
- In case a country's marketing area decides that the guidelines of a brand do not work locally, one should verify with market research and provide concrete examples that support the fact. Subsequently, one should approach the Global Marketing Department in the case of global brands and the lead country in the case of local brands, to discuss the relevant adjustments.

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				