

## 1. Purpose

Establish the general guidelines for the coordination of trade shows, conferences and seminars that, by their nature, add value and expand one's knowledge base as related to the business of Grupo Bimbo.

## 2. Scope

This policy applies to the associates of the Business Units, affiliates and subsidiaries of Grupo Bimbo, in its different geographies and functions, that participate in and/or organize trade shows, conferences and seminars relevant to the business of Grupo Bimbo.

## 3. Definitions

**Events:** Trade shows, conferences, seminars and in general all kinds of events that add value to Grupo Bimbo (e.g. marketing, machinery, ingredients, sustainability, etc.) and that take into account the following:

- The business objectives.
- Acquisition of relevant global knowledge and trends for Grupo Bimbo.
- Constant search for new value-added contacts.
- Updates regarding processes, standards, innovation, etc.

## 4. Responsibilities

**Business Unit and Functional Vice Presidents:** Comply with and enforce these guidelines in all operations and regional offices under their charge.

**Global Operations Department:** Semi-annually send an executive report with the key points of the events visited in said period to the corresponding Executive Vice President.

**Participants and coordinators of the event:** Comply with the guidelines of this policy and adhere to the **GGB-013 Global Travel Expenses Policy** for the planning and realization of travel expenses related to the event.

## 5. General guidelines

In order to maximize the usefulness of the events in which one participates, the following guidelines are established:

### **Annual planning**

- Each Global Corporate Management Department or Business Unit Department is responsible for defining and authorizing the annual plan of events for its area or Business Unit.
- The approved plan must be integrated into the authorized annual budget of the corresponding Global Functional Department and/or Business Unit.
- The maximum number of attendees established in the list of approved events cannot be exceeded, taking into account obligatory attendees, optional attendees, and those persons that, for their development, are required to attend (special guests). See **FGB-OP-07 List of the trade shows, conferences and seminars approved by the Global Policy for Travel to Trade Shows, Conferences and Seminars.**
- Only associates at the authorized levels in the list of approved events may attend.
- The participation of different associates whose work is related to these events must be alternated.

### **Preparation prior to the event**

For each event, the person responsible for its coordination must:

- Define the final attendees, taking into account their proximity to the event venue.
- Confirm that there is at least one person with experience and a special guest among the attendees.
- Coordinate an opening and closing session.
- Prepare and deliver to the participants a list of suppliers and/or vendors and exhibitors with whom there has been little contact, whether they be innovators or potentially of added value for Grupo Bimbo.
- Obtain authorization from the Vice President of each area regarding the attendance of associates to the event.
- Based on the number of attendees and the size of the event, make a plan to cover event topics so as not to duplicate efforts.

#### **During the event**

The participants to the event must:

- Refrain from revealing confidential information of Grupo Bimbo or information that could affect in any way a potential negotiation.
- Avoid visiting large known suppliers as much as possible, and instead prioritize those from the list of suppliers that the event coordinator has given you.

#### **After the event**

- At the end of the event, all attendees will jointly produce a single report of relevant points and ideas that should be sent to the corresponding Business Unit Vice President and to the top level Directors and Managers of the areas involved.
- The participants of the Business Units involved must follow up on the commitments and periodically report progress to the corresponding Global Corporate Management Departments.

#### **6. Responsibility / Ownership.**

The Global Operations 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. Annex**

- **FGB-OP-07 List of the trade shows, conferences and seminars approved by the Global Policy for Travel to Trade Shows, Conferences and Seminars.**

#### **8. 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				