

# This is how we do Marketing

RESPONSIBLE COMMUNICATION  
GUIDELINES





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At Grupo Bimbo we are world leaders in the baking industry, thus we assume the responsibility of always going an extra mile to feed a better world. In order to make it happen, we have to do things differently.

We believe in bringing delicious, but also nutritious food to everyone’s tables. That is why we do marketing in an integral and responsible manner, valuing the person and establishing commitments for their well-being.

In this document we list the guidelines that, together with our strategic partners, help us to develop better marketing actions, promoting a healthy environment for our consumers.

This is how we feel. This is how we do marketing.

## 1.1. Our philosophy

### 1.1.1. Purpose, Mission and Vision

Since the early days, we’ve been very clear about where we stand in regard to our philosophy, which is the foundation of the corporate strategy, guiding all the actions we carry out at Grupo Bimbo and reinforcing the commitment we have with both sustainability, as well as with our consumers.

OUR PURPOSE	OUR MISSION	OUR 2020 VISION
“To build a sustainable, highly productive and fully human enterprise.”	“Provide everyone with delicious and nutritious food.”	“By 2020, we’ll have transformed the baking industry and taken our global leadership to new heights to better serve more consumers.”

### 1.1.2. 2020 Goals (Responsible Marketing)

Our 2020 goals in terms of sustainable marketing are:

- ① Making our advertising directed to children under 12 years to consist only of products that meet the nutritional profiles defined for this audience.
- ② Promoting the correct diets and healthy lifestyles in our advertising strategies.
- ③ Having a socially and ethically responsible publicity, towards all our consumers, governed by the highest standards established correspondingly worldwide.
- ④ Ensuring that advertising developed and directed to children is a coadjutant tool in health education.



## 02

### THIS IS our commitment

In order to fulfill the goals we want to pursue, we establish a series of global commitments related to responsible advertising and marketing strategies for general public and children.

#### 2.1 Responsible marketing guidelines for the GENERAL PUBLIC

At Grupo Bimbo we care about your health and well-being, we work non-stop so that you have all the tools that allow you to choose our products in a reliable, transparent and responsible way, always thinking about consuming them within a balanced diet and looking for a style of healthy living. To achieve this, we create responsible marketing strategies, aligned with our code of ethics.

Our commitment is to show you useful and reliable information about all the products we provide for you.

##### 2.1.1 DO'S (What is and ALWAYS will be our commitment)

- Fully adhere to international regulations and/or local regulations applicable to product labeling, in the countries where Grupo Bimbo has a presence.
- Carry out advertising campaigns and marketing strategies with real information that promotes universal values, human rights, inclusion, as well as the family unity and the integrity of people.
- Reinforce the image of our products in the following order: home, family, nutrition, cleanliness, and health.
- Make announcements whose content showcases healthy lifestyles, in the context of a balanced diet, according to the Plate of Good Eating (Plato del Bien Comer)
- Advertise and carry out marketing strategies in media and programs that are aligned with our moral values, reflecting a positive approach and inclusion to ethnic, religious or political differences in the countries where we operate.
- Publish the results of our media audits, which guarantee that the contents and means of communication in which we advertise abide by these criteria, with the signed agreements, as well as with local, national and international regulations on advertising.

### 2.1.2 DON'TS (What we will NEVER do):

- Don't make advertisements that promote situations of sedentary lifestyle or excessive consumption of our products.
- Don't advertise our products as food substitutes.
- Don't use zero-size models or demonstrate unhealthy habits (extreme thinness or obesity).
- Don't advertise in programs or media outlets that polarize, discriminate or denigrate any person based on their values, religious beliefs, political preference or socioeconomic situation.
- Don't advertise in programs whose contents are not aligned with the principles of Grupo Bimbo or that do not contribute to human development, education and culture.



## 2.2 Responsible marketing guidelines for CHILDREN under 12 years of age

At Grupo Bimbo, we work to promote and ensure that the advertising we offer to children complies with the best practices worldwide in the field of responsible marketing. Likewise, we align ourselves with what has been established with the World Health Organization (WHO).

With this matter in mind, our greatest commitment is with the youngest at home.

### 2.2.1 DO'S (What is and ALWAYS will be our commitment):

- Adhere to local regulations and voluntarily adopt Pledges, initiatives or associations that promote codes of self-regulation of content in advertising and marketing for children.
- Strictly abide by the local laws that regulate the sale and promotion of products within schools.
- Advertise and carry out marketing strategies only in products that strictly comply with our nutritional criteria in alignment to world standards and scientific evidence and to the standards established by international organizations, such as: World Organization of Health (WHO), United Nations Children's Fund (UNICEF), International Food and Beverage Alliance (IFBA), World Federation of Advertisers (WFA) and Access to Nutrition Index (ATNI).
- Advertising our brand with content that promotes healthy lifestyles and correct eating habits for children.
- Show children of 7 years and older as models, only to advertise those products that meet the nutritional criteria.

### 2.2.2 DON'TS (What we will NEVER do):

For all those products focused on children under 12 years of age that do not meet established nutritional standards, we are committed to never:

- Don't feature the image of our characters or products in interactive games.
- Don't make promotions in packaging, points of sale or media aimed primarily at children under 12 years of age.
- Don't carry out marketing and advertising strategies in schools attended by children under 12 years of age. Only by request and express authorization of the school administration and whose purpose is to carry out activities to educate and promote healthy lifestyles and physical activity.
- Don't advertise products as substitutes for food.
- Don't carry out marketing strategies and advertising in programs or editorial content in media aimed primarily at children.
- Don't promote products that do not meet the nutritional profile in the following media: Children's TV slots or where 35% or more of the audience is under 12, radio, press, cinema, internet, own websites, DVD-CD, direct marketing, product placement, interactive games, out of home media, and outdoor mkt, mobile and SMS text, movie tie ins, movie licenses, all this channels covered aimed under 12.
- Don't promote representations of violence or aggression in advertisements aimed at children.
- Don't represent social stereotypes that call for prejudice, deliberately causing any type of discrimination.
- Don't attribute nutritional values or characteristics superior or different to those of the food advertised.





At Grupo Bimbo our market share reaches 32 countries; we are one of the most important companies worldwide and as “a great coverage carries a great responsibility”, our commitment to promote consumption and responsible marketing actions with our consumers, customers and strategic partners is global.

For this reason, we seek to pursue full compliance with our internal policies and guidelines established in this document. To guarantee this, we periodically monitor our channels and means of communication, through a communication audit process carried out by third parties.

We will publicly feature on our website and in the Annual Integrated Report, on an annual basis, our results and the actions we will take to improve.

### 3.1 Industry initiatives and associations

We are part of international associations and have joined voluntarily to various initiatives and agreements in which we are committed to complying with high standards and best practices worldwide in the field of responsible marketing.

#### 3.1.1 Associations



**International Food and Beverage Alliance (IFBA)**  
 “Our members have a commitment with innovation to create new and improved products and smaller portions, empowering consumers to make informed decisions...”



**A favor de lo mejor Association**  
 It is an organization that seeks to improve the quality of content in the media and thus generate a relationship between it and society. Together with the media, public and authorities, we make it possible for the media’s reach and penetration to be beneficial to society.



**World Advertisers’ Federation (WFA)**  
 It is a global trade association for multinational advertisers and national associations. The goal of WFA is to promote responsible and effective marketing communications throughout the world.



**Consumer Good Forum**  
 Pillar of health and wellness.



**Council of Self-Regulation and Advertising Ethics CONAR AC**  
 “It exercises self-regulation in advertising among its members and appeals to the application of the legal framework throughout the industry to promote fair competition it also aims to defend the right of consumers to receive truthful and timely information through responsible advertising.”



**Responsible Advertising and Children (RAC)**  
 It brings together brands, agencies, and the media globally to anticipate and understand the aspirations of parents and society regarding responsible communication and marketing for children.

### 3.1.2 Initiatives



#### Sustainable Development Goals (UN)

There are 17 clear goals established by the UN, which seek to ensure that all member countries implement measures to achieve positive change for the benefit of people and the planet.

As part of our sustainability strategy, we have adopted the following SDGs:



For more information, see our Integrated Annual Report: “We Feed a Better World”.



#### PABI Self-Regulation Code

[By its abbreviations, Advertising of Foods and Non-Alcoholic Beverages directed to the Infante Public].  
 “It is a voluntary commitment that establishes the principles, guidelines, as well as compliance and verification mechanisms related to food and non-alcoholic beverages advertising aimed at children.”



## 04

### Reference Links

#### 4.1 Internal

##### **Global Policy of Communication and Advertising of Products for Children**

It is our internal document where we establish general guidelines for the establishment of responsible communication strategies, as well as the roles and responsibilities at a local and global level that ensure that the policy is fully implemented and complied with.

##### **Integrated Annual Report: We feed a Better World**

Every year we publish an integrated report, in which we showcase the progress, achievements, and goals of our corporate strategy and the pillars that make up sustainability.

<https://www.grupobimbo.com/es/sustentabilidad/informes-anuales>

##### **Food Guide. Nutrition Grupo Bimbo**

It is a practical document that seeks to guide consumers to achieve a correct diet, according to what is established in El Plato del Bien Comer established by the Official Mexican Standard for Food Guidance (NOM-043-SSA2-2012).

<https://nutriciongrupobimbo.com/mexico/file/2345/download?token=uEgrrYPI>

##### **WFA IFBA COMPANY POLICIES**

The following table shows the communication channels (consumer contact points) that are not allowed when the products do not meet the nutritional profile:

<https://grupobimbo.com/en/grupo-bimbo-communication-responsible-marketing-2020>

## 4.2 External

UN Sustainable Development Goals

<https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>

World Federation of Advertisers

<https://www.wfanet.org/priorities/public-affairs/marketing-to-children/>

Commitments International Food & Beverage Alliance (IFBA)

<https://www.ifballiance.org/commitments>

PABI Code

[http://www.conar.org.mx/pdf/codigo\\_pabi.pdf](http://www.conar.org.mx/pdf/codigo_pabi.pdf)





# 05

## Glossary

**In-store marketing:**

Also called merchandising, consists of the communication efforts made directly at the point of sale.

**Out Of Home (OOH):**

Also called in Spanish, outdoor advertising. It is any type of advertising that reaches the consumer, while the latter is away from home, through street furniture, billboards or mobiles.

**Outdoor Marketing:**

Also called outdoor advertising, are all those advertising actions carried out in public places.

**Plato del Bien Comer:**

It is the official food guide for the Mexican population, established by the Official Mexican Norm for Food Guidance (NOM 043).

**Product Placement:**

Consists of mentions and/or showing products in television series, movies, video games or music videos, so that, instead of looking like advertising, it seems that it is part of the story.

**Productos tie ins:**

These products are licensed to children, which are usually related to movies and games. They can be licensed for use in products, clothes or toys.

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