



Statement on Product Formulation and Innovation (October 2019)

At Grupo Bimbo, we are committed to meet the needs of our consumers, encourage health and wellness initiatives which provide healthy lifestyles and the constant improvement in the nutritional quality of our products.

In 2018 we strengthened our products nutritional profile through 5 new elements:

1. **Consumption patterns**, where we classified our categories in daily or occasional according to their intended role in overall diet.
2. Setting the right **consumer target** based on recommended daily values for nutrients differentiated between children and adults.
3. Implementing **friendly-ingredient labeling**.
4. **Nutritional quality balance** in nutrients to encourage and nutrients to limit.
5. **External validation**. Credibility through a validated and recognized external methodology (Rayner Score)*.

In 2018, we launched **NEW NUTRITIONAL GUIDELINES**, which have allowed us to evaluate our portfolio in a more demanding manner in order to guarantee the needs of our consumers. This new approach also evolved our new global Health and Wellness strategy, which is currently based on 3 fundamental pillars:

1. Deploy New Nutritional Guidelines
2. Strengthen our Portfolio in Brands and Healthy Products
3. Global Nutrition Policy

Our commitments are:

1. Deploy New Nutritional Guidelines
 - Our daily consumption products (bread, buns and tortillas) must comply with 100% of the new guidelines by the end of 2020.
 - Occasional consumption categories: 1) Products must meet a minimum content of nutrients/ingredients to encourage. 2) Children Products: Increase products released to the market with only “friendly-ingredients” in their recipes.
2. Strengthen our Portfolio in Brands and healthy products
 - Achieving 30% of branded portfolio from Health & Wellness products.
3. Global Nutrition Policy
 - Relevance of industrialized products taking under consideration their nutritional contribution and accessibility.