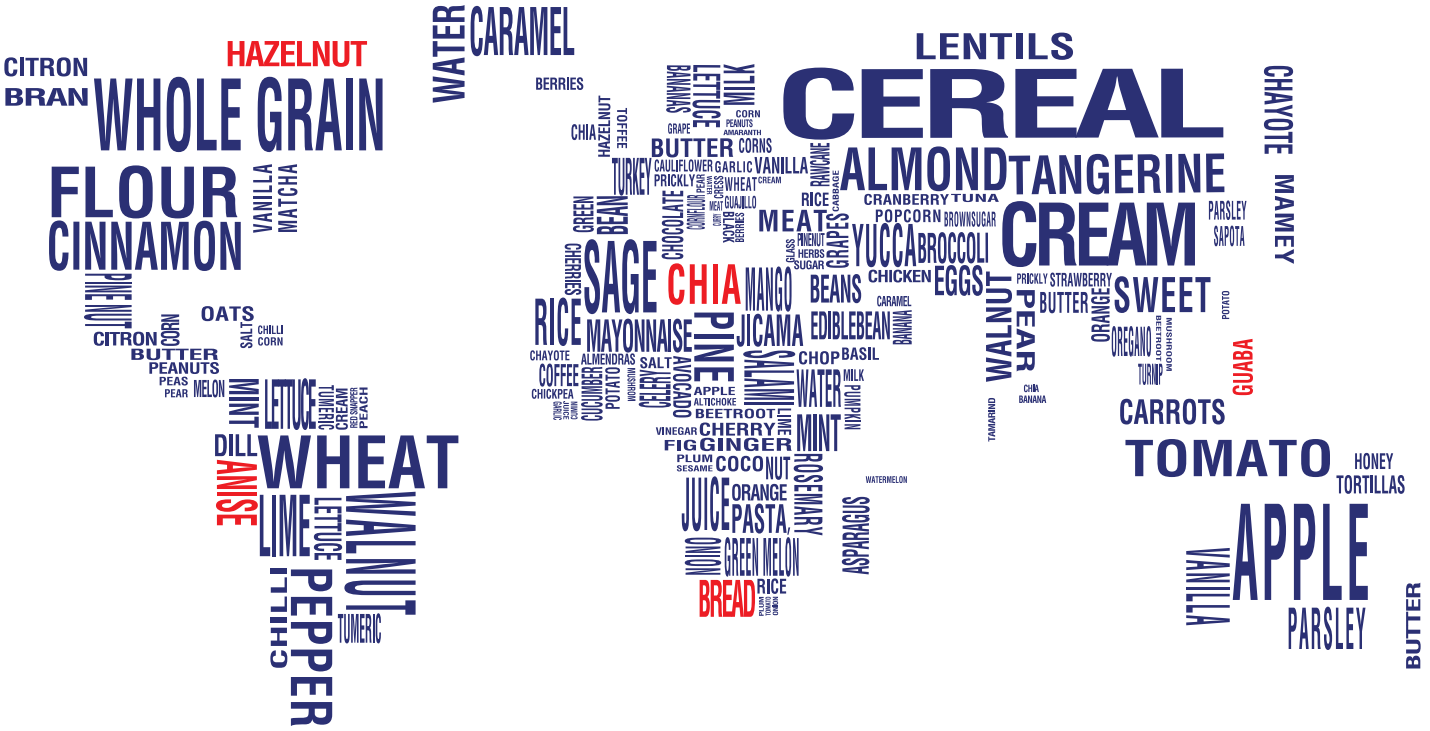

NUTRITIONAL PROFILE SYSTEM

GRUPO BIMBO®

NOURISHING A BETTER WORLD

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Nutritional Profile System

In Grupo Bimbo, we seek to impact in a positive way our consumer's and associates' nutrition, in their daily health and wellness. We have a firm conviction to develop and perform actions aimed to encourage better eating habits and correct diets always aligned with the local and international Organizations.

The above is achieved by working closely with our publics of interest and reaching a deep understanding of the needs and tastes of our consumers.

Based on our commitments, we will continue to invest in ingredient innovation, products and processes, offering differentiated, delicious and nutritious products that can be a part of correct diets.

GB Nutritional Guidelines Fundamentals

To assess the nutritional quality of our product portfolio, and to define its increase in products that satisfy the current needs of our customers without affecting their preferences, we developed an internal tool with a nutritional profiling system.

This tool is based in 6 key fundamentals:

1. Product categories

For a better evaluation of the nutritional quality in our products, we segmented our portfolio into categories, which allows us to consider the technical characteristics and consumption patterns of each of them:

Bread & Buns

Breakfast

Flatbread

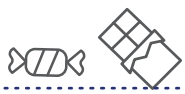
Toasted Chips

Toasted Bread & Crumbs

Dry Baked Goods

Sweet Baked Goods

Salty Snacks



Confectionery

2. Dietary Guidelines and intended role of food categories in the overall diet

Dietary Guidelines take into consideration the best scientific evidence that the country has in terms of biological, economic and sociocultural aspects, habits and customs according to the local food culture. They usually represent the recommended food groups in the suggested portions for a correct diet to fulfill the daily nutritional recommendations established for the population.

3. Consumer target

Nutrient and energy requirements between school aged children and healthy adults can show important differences. Therefore, we established parameters aligned to the daily requirements for both consumer aged targets based on local recommendations and guidelines through the established Daily Reference Values (DRV) focused on: Energy (calories), Saturated fats, Trans fats, Added sugars, Sodium, Protein, Fiber and Whole Grain.

4. Nutrient thresholds

Aligned with local and global dietary guidelines and recommendations, we defined maximum and minimum thresholds for each critical and positive nutrient per serving as consumed, according to the technical characteristics of each product category, eating patterns and consumer target.

5. Sound science evidence and continuous improvement

Our internal tool is based on solid scientific evidence and we have established periodically reviews to ensure to have our tool up to date.

Principles

The methodology to evaluate the nutritional profile in our product portfolio is based on the next principles:

PRINCIPLE 1: We established maximum nutrient thresholds for each critical nutrient per serving as consumed, according to each consumer target (Adults & Children)

• Critical nutrients: Energy (calories), Saturated fats, Trans fats, Added sugars and Sodium

PRINCIPLE 2: We established minimum nutrient thresholds for each positive nutrient per serving as consumed, according to each consumer target (Adults & Children)

• Positive nutrients: Proteins, fiber, nuts, seeds, fruits, pulses and whole grains among others. In our children portfolio our commitment is to guarantee a minimum of positive ingredients and wholesomeness.

PRINCIPLE 3: To fulfill the GB purpose of our nutritional profiling system that suits our needs, we incorporated a international third-party validation (Rayner Score); it is a model that provides a single score for any given food product, based on calculating the number of points for "critical" nutrients which can be offset by points for "positive" nutrients. Points are allocated based on the nutritional content in 100g of a food or drink.

PRINCIPLE 4: A positive result will be obtained when the products meet not only with the nutrient thresholds for the critical and positive nutrients, but also with the maximum Rayner score, otherwise improvement plans will be established to comply with the established limits.

Summary

Principle 1

The product does not exceed the nutrient threshold [1] of:

- Energy (calories)
- Saturated fats
- Trans fatty acids
- Added sugars

Principle 2

According to its nature, the product fulfills at least the minimum nutrient threshold [1] of the followings:

- Protein
- Fiber
- Whole Grains
- Nuts, Fruits and Vegetables

Principle 3

Based on an international methodology*, we established a threshold according to the frequency of consumption of the product (daily/occasional). The value obtained is a result of the content of critical and positive nutrients.

Principle 4

Does the product meet all the principles?

FALL OUTSIDE

If any of the principles is not accomplished, the result will be negative, and a strategy plan will be developed according to the product´s characteristics.

MEET THE CRITERIA

If the product meets all three principles, the result will be positive.

[1] Positive nutrient thresholds were defined according each category and have been established for adults and children per portion size.
*Rayner methodology

Glosary:

•Added sugars:
Includes sugars that are either added during the processing of foods or are packaged as such (e.g., a jar of honey, container of maple syrup, or a bag of table sugar).

•Calorie:
A unit of energy in food. Carbohydrates, fats, protein, and alcohol in foods and drinks we eat provide food energy or "calories."

•Fiber:
Fiber is a type of carbohydrate that the body cannot digest. Though most carbohydrates are broken down into sugar molecules, fiber can't, instead it passes through the body undigested. Fiber helps regulate thebody's use of sugars, helping to keep hunger and blood sugar in check. There are two types of fiber:

- •Insoluble fiber,
  which does not dissolve in water, can help food move through your digestive system, promoting regularity and helping prevent constipation.

- •Soluble fiber,
  which dissolves in water, can help lower glucose levels as well as help lower blood cholesterol.

•Proteins:
are a class of macromolecules that perform a diverse range of functions for the cell. They help in metabolism by providing structural support and by acting as enzymes, carriers, or hormones. The building blocks of proteins (monomers) are amino acids.

•Saturated fat:
Is a fatty acid in which the hydrocarbon molecules have a hydrogen atom on every carbon and thus are fully hydrogenated. Saturated fat is found in full-fat dairy products (like butter, cheese, cream, regular ice cream, and whole milk), coconut oil, lard, palm oil, ready-to-eat meats, and the skin and fat of chicken and turkey, among other foods. Saturated fats have the same number of calories as other types of fat.

•Sodium:
Is found mainly in body fluids. It plays a major role in maintaining blood volume and blood pressure by attracting and holding water. Sodium is also important in cellular osmotic pressure (the passage of fluids in and out of the cells) and in transmitting nerve impulses. There are several factors believed to contribute to high blood pressure: high sodium intake is one of them. By decreasing the amount of sodium in the diet, a person, especially someone with a family history of high blood pressure, may be decreasing the risk of high blood pressure.

•Trans fats:
Fats contain long hydrocarbon chains, which can be either unsaturated, i.e., have double bonds, or saturated, i.e., have no double bonds. In nature, unsaturated fatty acids generally have cis as opposed to trans configurations.[5] In food production, liquid cis-unsaturated fats such as vegetable oils are hydrogenated to produce saturated fats, which have more desirable physical properties: e.g., they melt at a desirable tempera-

ture (30–40 ˚C); and extend the shelf-life of food. Partial hydrogenation of the unsaturated fat converts some of the cis double bonds into trans double bonds by an isomerization reaction with the catalyst used for the hydrogenation, which yields a trans-fat.

•Whole grains or foods:
Contain all the essential parts and naturally occurring nutrients of the entire grain seed in their original proportions. If the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked), the food product should deliver the same rich balance of nutrients that are found in the original grain seed.
This definition means that 100% of the original kernel – all of the bran, germ, and endosperm – must be present to qualify as a whole grain.

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