

2016 Revenues	Countries	Plants	Routes	Sales Centers	POS	Associates	Brands	Products
US\$ 13.5 billion	32	195	+57,000	≈ 1,800	+ 3.0 million	+ 137,000	≈ 100	≈ 13,000

1. As of Oct 13, 2017. Expressed in US\$ at the FX of \$18.91 Ps./U

About

Grupo Bimbo is the largest baking company in the world in terms of volume and sales.

Purpose: Building a sustainable, highly productive and deeply humane company.

Mission: Delicious and nutritious baked goods and snacks in the hands of all.

Vision: In 2020 we transform the baking industry and expand our global leadership to better serve more consumers.

Our beliefs: We value the person; we are one community; we get results; we compete and win; we are sharp operators; we act with integrity; we transcend and endure.

Chairman and CEO: Daniel Servitje M.

Global Footprint



Key Categories

	Packaged bread sliced bread, premium, buns & rolls, breakfast and frozen bread		Solutions tortillas, pitas, wraps, pizza base, tostadas and totopos
	Sweet baked goods cakes and pastries		Prepackaged foods
	Cookies sweet cookies and crackers		Confectionery
	Salty snacks		Other

Named one of the "World's Most Ethical Companies in 2017" by The Ethisphere Institute.

Brands

North America	Mexico	Latin America	EAA	
<p>U.S.</p>	<p>Canada</p>	<p>Mexico</p>	<p>Latin America</p>	<p>EAA</p>

Sustainability

- Product innovation.
- Wind Farm.
- Global Energy Race.
- Futbolito Bimbo Tournament.
- Good Neighbor program.