



GRUPO BIMBO

SIGNS AN AGREEMENT WITH MONDELÉZ INTERNATIONAL TO SELL ITS CONFECTIONERY BUSINESS, “RICOLINO”

MEXICO CITY, APRIL 25, 2022

Grupo Bimbo S.A.B. de C.V. (“Grupo Bimbo” or the “Company”) (BMV: BIMBO) has reached an agreement to sell its confectionery business, “Ricolino¹”, to Mondelēz International, Inc. (“Mondelēz”) for an enterprise value² of \$27 billion pesos (US\$1.3 billion³). This strategic decision will enable Grupo Bimbo to become a stronger global leader in grain-based foods and to focus on its baking and snacks industries. For Mondelēz, a global snacking leader, this deal will double the size of its Mexico’s business and provide an attractive entry point into the chocolate category, while expanding the company’s presence in confectionery.

With \$10,147 million pesos in Net Sales (US \$500 million⁴) in 2021, Ricolino is a leading player in the confectionery category in Mexico. It employs close to 6,000 associates, has four manufacturing facilities and distribute its products through its sales centers to several channels, including wholesalers, mom and pops, supermarkets, convenience stores, among others. It produces, distributes and commercializes lollipops, marshmallows, chocolates and gummies among others, under the Ricolino®, Vero®, La Corona® and Coronado® brands, among others. Ricolino also exports and commercializes its products in 17 different countries, including the U.S. and Central America. Ricolino’s iconic brands are a strong strategic complement to Mondelēz International’s snacking portfolio.

Grupo Bimbo will use the proceeds from this transaction to pay debt, for its capital investments’ plan, and other general corporate purposes.

With this decision, Ricolino’s associates, who for several decades have worked with full commitment to consolidate iconic products and brands, will be able to further develop their potential within Mondelēz and the confectionery industry. Mondelēz, with 95 years of history in Mexico, is a company committed to the development of people, and shares and appreciates Ricolino’s values as an organization.

¹ Including its shares on Productos Ricolino S.A.P.I. de C.V., Productos de Leche Coronado S.A. de C.V., Ricolino S.A. de C.V., and its global brand portfolio.

² Enterprise value will be adjusted upon closure for concepts such as cash, debt and other typical concepts included in this type of transactions.

³ Considers an FX rate of Ps.20.32 per US\$.

⁴ Considers an FX rate of Ps. 20.28 per US\$.

“We ventured into the confectionery industry with the establishment of Ricolino in 1970; today, after 52 years of growth and progress, it is the industry leader in Mexico. We truly recognize the Ricolino family for this amazing accomplishment and are deeply thankful for their commitment and hard work. I’m confident that Mondelēz will leverage these amazing brands and further accelerate their growth”, said Daniel Servitje, Chairman and CEO of Grupo Bimbo.

“I want to take the opportunity to thank all of our associates for their dedication and commitment. They have given their best and I feel very proud of them”, said Fernando Lerdo de Tejada S., President of Ricolino.

Diego Gaxiola, CFO of Grupo Bimbo, commented: “This transaction strengthens our financial profile, as it is accretive for Grupo Bimbo, while it enhances our long-term focus in our core categories. We reaffirm our commitment and investments in Mexico, where we will be investing around US\$750 million during the year, a record level that endorses our confidence in the country.”

“This acquisition will provide a step change for our business in Mexico, an important growth market for us, more than tripling our routes to market and growing our position in core snacking categories”, said Dirk Van De Put, Chairman and CEO of Mondelēz.

Oriol Bonaclocha, President of Mondelēz Mexico said: “2022 is an exciting year for us because we are celebrating our 95th anniversary. Today, we are reinforcing our commitment to Mexico’s growth and it is also an opportunity to grow with Ricolino’s iconic portfolio, strong distribution and manufacturing footprint. The Mondelēz team looks forward to welcoming talented people with strong values who know how to win and grow.”

This transaction is still subject to regulatory approvals, including the ones applicable in Mexico such as from the *Comisión Federal de Competencia Económica (COFECE)*, among others and is expected to close in late Q3 or early Q4 2022.

The Company recognizes and acknowledges the support of Bank of America, Deloitte and Galicia Abogados, that acted as advisors ensuring a successful outcome for this transaction.

ABOUT GRUPO BIMBO

Grupo Bimbo is the leader and largest baking Company in the world and a relevant participant in snacks. Grupo Bimbo has 206 bakeries and plants and more than 1,600 sales centers strategically located in 33 countries throughout the Americas, Europe, Asia and Africa. Its main product lines include sliced bread, buns & rolls, pastries, cakes, cookies, toast, English muffins, bagels, tortillas & flatbreads, salty snacks and confectionery products, among others. Grupo Bimbo produces over 10,000 products and has one of the largest direct distribution networks in the world, with more than 3.1 million points of sale, more than 56,000 routes and over 139,000 associates. Its shares trade on the Mexican Stock Exchange (BMV) under the ticker symbol BIMBO, and in the over-the-counter market in the United States with a Level 1 ADR, under the ticker symbol BMBOY.

ABOUT MONDELÉZ INTERNATIONAL

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 billion, Mondelēz International is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

INVESTOR RELATIONS

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