

***2<sup>nd</sup> Grupo Bimbo Day***

***December 1<sup>st</sup>, 2005***

***Javier Millán***

***Social Responsibility at  
Grupo Bimbo***

¿Qué puedes hacer  
**hoy**  
para **CONSTRUIR**  
nuestro futuro?

2010

En el 2 mil 10 somos:

**El líder mundial  
en panificación  
y una de las  
mejores empresas  
alimenticias a nivel  
internacional.**

Una Empresa con marcas líderes y confiables para nuestros Consumidores.

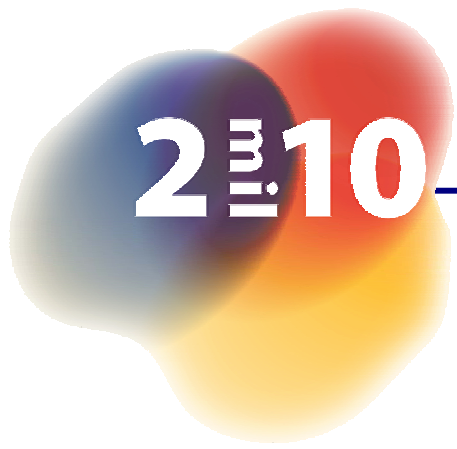
El proveedor preferido de nuestros Clientes.

Una Empresa sólida para nuestros Accionistas y la Sociedad.

Una Empresa que ve hacia adelante.

Un lugar extraordinario para trabajar.

A sound company for our shareholders and society



**A sound  
company  
for our  
shareholders  
and society**

**Attaining healthy  
profitability**

**Ethically and socially  
responsible, with a  
long-term vision**

# ***Our Concept of the Company***

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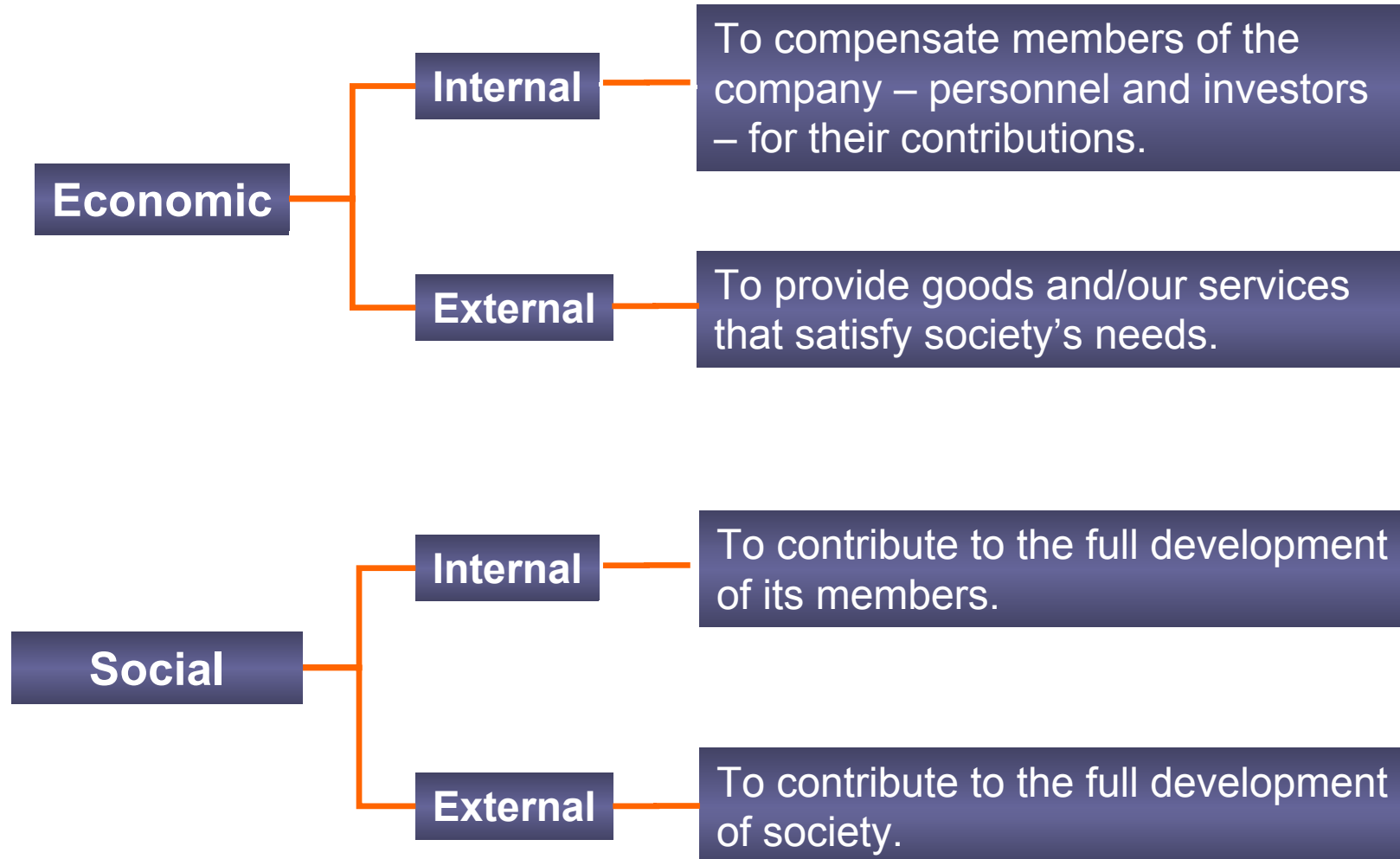


“The company is an economic and social cell.

It is embedded in the society which it serves, and in an environment, and it cannot remain separate from them.

It must be an example for economic and social development.”

# Purposes of the Company



# Strategy for Ensuring Values



# External Social Responsibility



Clients and consumers	<ul style="list-style-type: none"><li>Quality products and fair prices</li><li>Financial support for their development</li></ul>
Suppliers	<ul style="list-style-type: none"><li>Honest and equitable negotiations: win-win relationships</li><li>Financial participation in their growth</li></ul>
Government	<ul style="list-style-type: none"><li>Compliance with applicable legislation</li><li>Timely and honest tax compliance</li></ul>
Community	<ul style="list-style-type: none"><li>Job creation</li><li>Financial support for community needs</li><li>Promotion of a healthy lifestyle</li><li>Respect for the culture, and environmental conservation</li></ul>



# *Examples of Community Support*

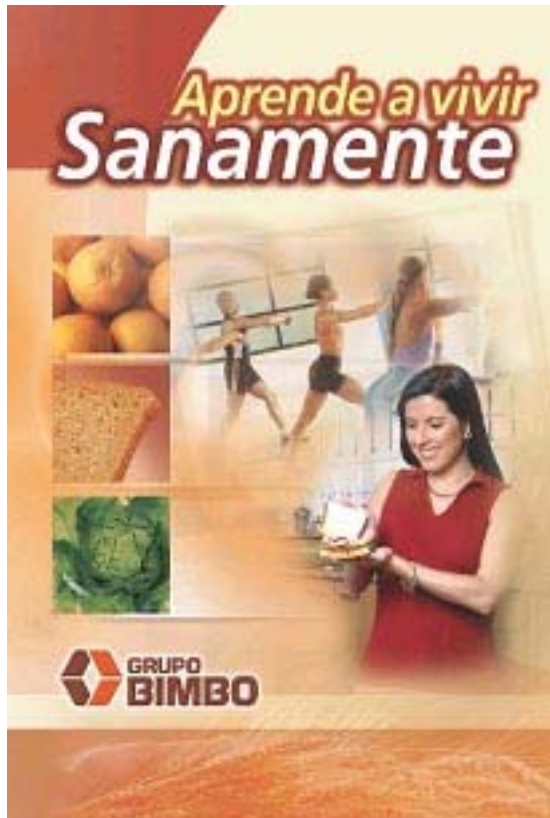
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- ❖ Fundación Mexicana de Desarrollo Rural
- ❖ Patronato Pro Zona Mazahua
- ❖ Sólo por Ayudar, A.C.
- ❖ APAC
- ❖ Reforestamos México, A.C.



## Nutrition Program



### ***Mission:***

To contribute to the creation of a healthy lifestyle culture.

To offer nutritious products and provide the consumer with healthy eating advice.

# Promotion of a Healthy Lifestyle



## Activities of Nutrition Program

- **Nutrinotas** Bulletin both in hardcopy and on-line. (200,000 consumers)
- **Internet site** specialized in nutrition and health topics
- **Informative talks in schools**
- **“Premio Bimbo Panamericano”** in Nutrition, Science and Food Technology to stimulate scientific research in our country



## Economic

Internal

External

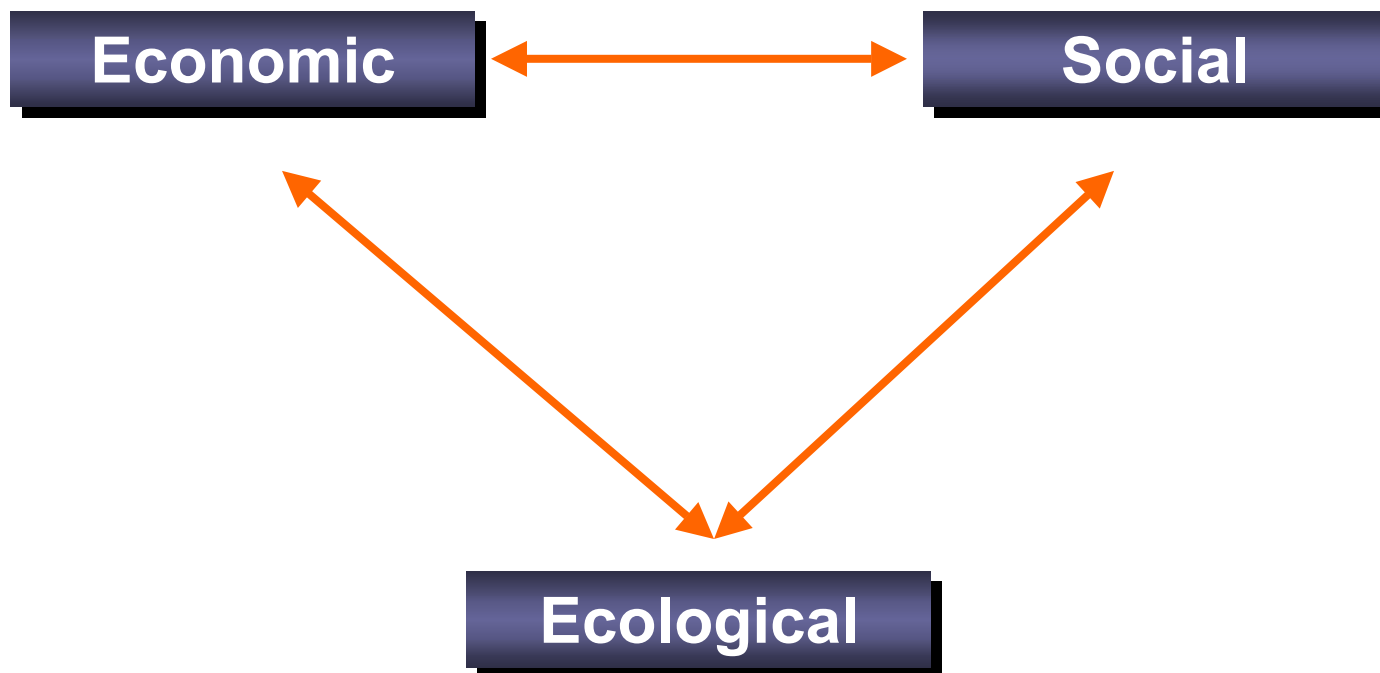
## Social

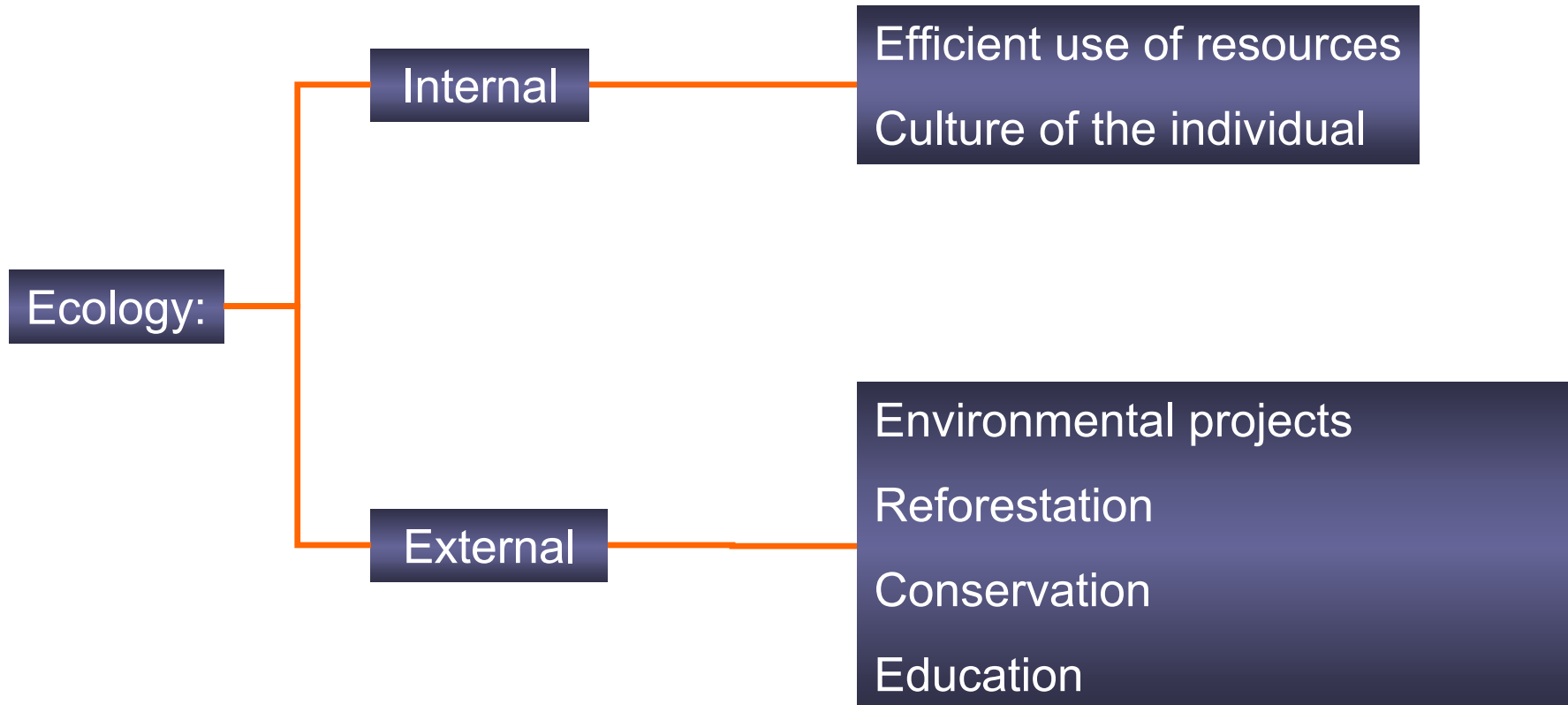
Internal

External

“In the last 50 years of humanity we have exhausted renewable and non-renewable resources; we treated the planet – our home – as if there was no tomorrow.”

*(Dr. José Sarukhan)*





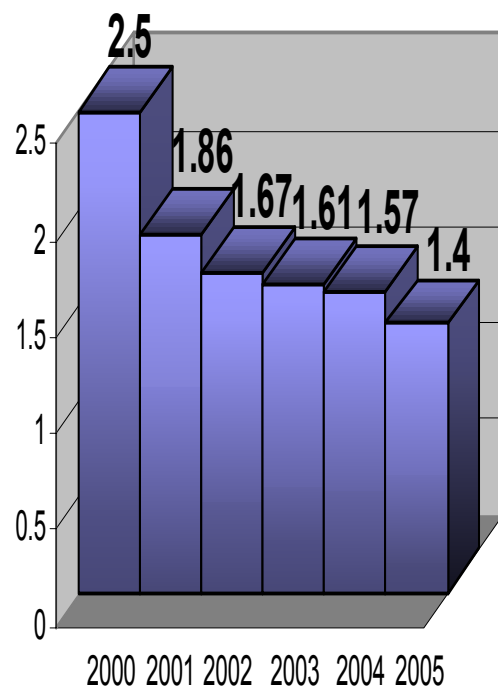
# Rational Use of Natural Resources



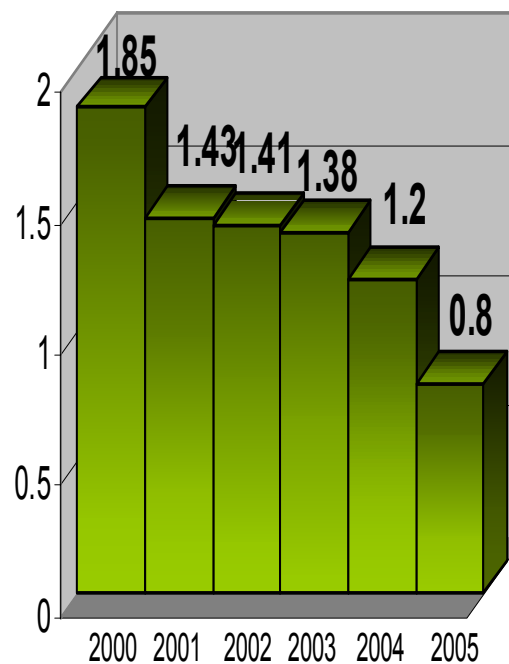
## Water: Consumption, treatment and waste water 2000-2005

M<sup>3</sup> / TPY

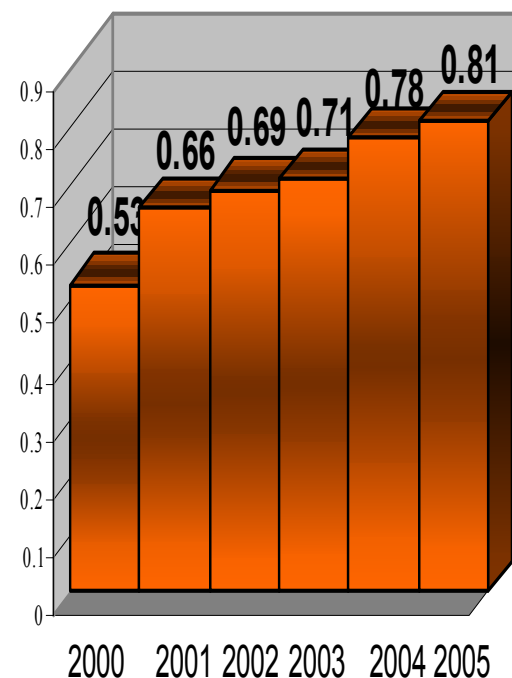
### Water consumption



### Waste water generated



### Water treated



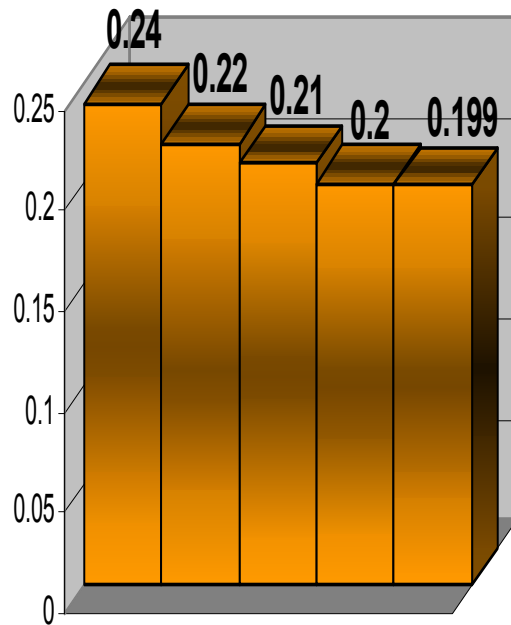
# Rational Use of Natural Resources



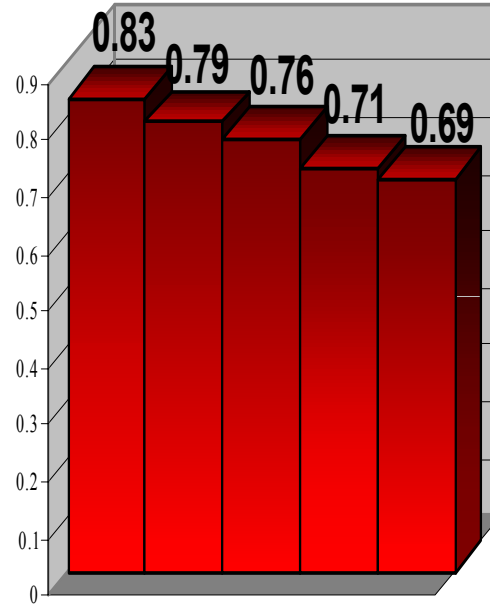
## Energy: Electric, Caloric and Distribution 2000-2005

MW-Hr / TPY

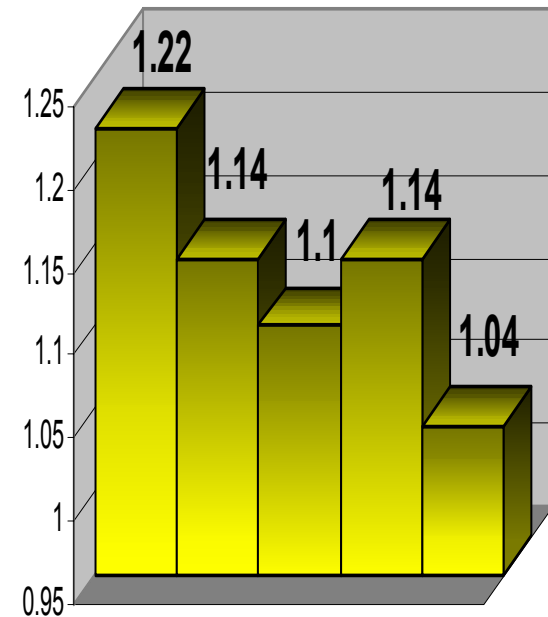
### Electric energy



### Caloric energy



### Energy distribution





20% savings of energy



Founded in May 2002:

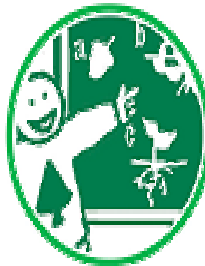
Reforestamos México, A.C.



Conservation



Reforestation



Education



Alliances



Social commitment

# Ecological Merit Award



# School Visits



In which we discuss:

The economy



Society



Education



Ecology



## IN SUMMARY:

“The reason for our existence is the society in which we are immersed, to which we are indebted, and for whom we must work.”

(Code of Ethics: Grupo Bimbo)

*Thank You*

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