

Grupo Bimbo

ISIN CODE: MXP495211262

Overall score 52/100

Sector: ALAS20 companies IR

Information rate: 100% (Sector average: 94%)

General information

Grupo Bimbo is a Mexican-based company which manufactures, distributes, and sells bread, premium bread, frozen bread, cakes, pizza bases, salty snacks, tortillas, prepackaged foods, and other confectionaries. It distributes its products through its brands Bimbo, Barcel, Pullman, Oroweat, Sara Lee, Ideal, New York, Arnold, Entenmann's, Nutrella, Supan, Marinela, Ricolino, Dempster's, Vachon, Thomas', Tia Rosa, and Pom. It is present in Mexico, United-States, Canada, Central and South America, Spain, Portugal, the United-Kingdom, and China. It is the largest bakery company in the world per brand positioning, per production volume and sell. It accounts approximately nine thousands kinds of products through a range of hundred brands.

Main Economic Segment**	Turnover 2016
Bread and Confectionery	100 %

CSR performance per domain

■ Sector performance
■ Company performance
Rating: min -- / max ++

Investor Relations	
2018	
100	
75	
50	
25	
0	
Score	52
Allegations	No
Rating	=
Risk management	Robust

Key issues

Companies seeking to attract international investors or to have them remain as shareholders are expected to maintain a sustainable and transparent relationship with these capital markets players. Investors and analysts should be able to access detailed and updated information as regards the company's financial performance, as well as regarding its medium to long-term strategy and related quantitative targets. Furthermore, it is also key for a company to report on its strategy and performance on Environmental, Social and Governance aspects. Such information should be made accessible through communication channels such as reports or dedicated pages on the website, while an investor relations team or department would be set up within the company.

Company performance

Grupo Bimbo achieved a robust performance on Investor Relations issues. The Company has established a dedicated Investor Relations team, but the individual contact of the IR person is not published and it is unclear who oversees the team. Bimbo's financial report provides relevant KPIs, however the Company only reports some information on ESG KPIs. Grupo Bimbo describes significant elements of the markets' context and its Corporate Governance framework. The Company has set up significant tools to promote the continuous follow up of its corporate events and ESG strategy. Finally, Grupo Bimbo adopted few elements elements for an open and transparent communication with shareholders.

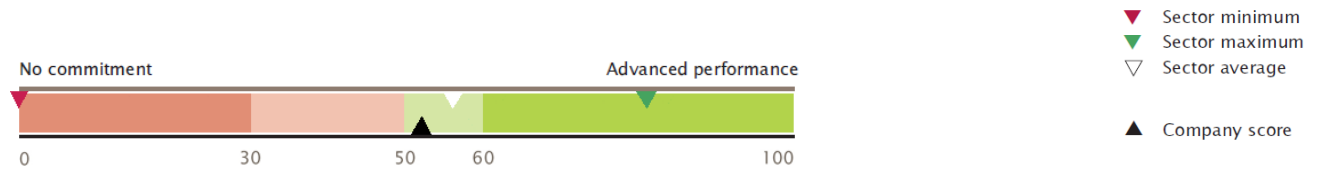
* On a 4-level scale: proactive, responsive, partially responsive, not responsive
** See detailed economic indicators in Selected financial data section
*** Based on the most recent Index at the date of publication

Investor Relations

Score : 52

CGV3.1 Investor Relations

(score: 52, weight: 2)



Responsibilities allocated to the role of Investor Relation

The company has established a dedicated Investor Relations team.

Transparency on Corporate Governance issues (Annual Report and website).

The company is transparent on most of the key elements of its Corporate Governance framework.

- Detailed biographies of Directors (explanation of skills and experience)
- Criteria for independency and status of Directors (independent, non-independent, executive, non-executive directors, chairman)
- Detailed biographies of Senior Management (explanation of skills and experience)
- Date of appointment of Senior Management
- Date of appointment of Directors

Comprehensiveness of the company's Annual Report

The company's Annual Report (published in English) provides relevant information on its financial key performance indicators.

- The company provides financial KPI
- The company clearly explains the past negative evolution of its KPI
- The company clearly explains the past positive evolution of its KPI

Transparency on the general context of the company's activities

The company describes most of the key elements of the general context of its markets.

- Description of the company's markets
- Description of the company's regulatory environment
- Detailed description of the company's risks and uncertainties
- Description of the company's competitive position (with industry benchmarks)
- Drivers of operational performance at product/service level
- Drivers of operational performance at regional/geographical level

Quality of the company's ESG reporting

The company's social and environmental reporting (published in English) provides some information on its ESG key performance indicators.

- The company provides ESG KPI
- The company clearly explains the past positive evolution of its ESG KPI

On-line communication on financial results

The company has adopted few of the recommended elements for an open and transparent communication with shareholders.

- Financial results are formally announced through a press release available on the Investor Relations Section
- The presentation of financial results is available in an interactive format

Updates and follow-up on corporate financial events

The company set up significant tools to promote the continuous follow up of its corporate events.

- *The financial calendar is communicated in the Investor Relations Section of the company's website*
- *It is possible to register for receiving feeds and email alerts on financial presentations*
- *Access to webcasts (audio or video) and conference calls via the web in real-time to all users (private investors, analysts, institutional investors, media or other audiences).*

Updates and follow-up on ESG strategies and performances

The company set up significant tools to promote the continuous follow up on its ESG strategies and performances.

- *Dedicated section on the website with the company's ESG policies, strategies and performances.*
- *Publication of relevant annual ESG reporting.*
- *Explicit link to recognized ESG reporting standards.*
- *Organization of roadshows on ESG issues OR webcasts OR presentations published on the website.*

Contacts

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