

**GLOBAL ENERGY RACE 10K EDITION 2017
("2017 RACE")**

Organizer: Grupo Bimbo, S.A.B. de C.V., New York Bakery Company and Limelight Sports

2017 RACE PRIZE

Price consisting of a trip to run the 2018 edition of the “**Global Energy Race**” to be held in the city of Rio de Janeiro, Brazil (hereinafter, indistinctly, the “**Trip**” and/or the “**Prize**”).

The receivers of the **Prize** shall be the participants that are the absolute winners (best registered chip time) of the **2017 Race 10k¹** in the male and female categories (each one of the winning participants, individually referred to as, the “**Winner**”) and must be wearing the official Global Energy Race runner shirt. That is, the **Prize** will be awarded only and exclusively to the participants of the male and female categories that obtain the **first place** in the **10k 2017 Race who are wearing the Global Energy Race t-shirt**.

The **Trip** considers the **Winner** and a companion.

The **Winner** and his/her companion shall both be older than 18 years of age.

The **Trip** includes:

- Round flight in regular economy class departing from the corresponding² airport to Rio de Janeiro, Brazil;
- Registration for the **2018 Race**;
- Accommodation for 3 (three) days and 2 (two) nights in Rio de Janeiro, Brazil in a 3-star hotel (one room with 2 -two – individual or double beds);
- Breakfast, lunch and dinner in places to be determined by the Organizer;
- Transportation: Airport-Hotel, Hotel-2018 Race, 2018 Race-Hotel and Hotel-Airport.

Any expenses, costs or taxes additional to the foregoing, shall be borne by the **Winner** and/or his/her companion. Gratuities and other expenses not expressly described in this document are not included.

The **Winner** and his/her companion shall be responsible of arriving at the designated times and places for the transportations, if they fail to do so, the Organizers will not be responsible of the expenses in which the **Winner** and his/her companion incur in connection with such transportations.

GENERAL CONDITIONS FOR THE PRIZE

1. The **Winners** of the **Prize** will be determined in accordance with the official chip registered time.
2. In order to redeem their **Prize**, the **Winners** shall contact Ania Shefford, Ania.Shefford@limelightsports.com by email, copying Fernanda Brito Clavijo fernanda.brito@grupobimbo.com, within the 15 (fifteen) days following the **2017 Race**.
3. The **Trip** is not subject to any negotiation or exception, in case that the **Winners** do not wish to, or cannot, redeem their **Prize** in the dates set for the **2018 Race**, such **Prize** shall be awarded to the next winning participant. The **Winners** shall take photos and videos of their experience in the **Trip** to document it. Such photos and videos shall be shared with the Organizers in order to be published in the web pages and social media accounts of Grupo Bimbo S.A.B de C.V. and/or any of its subsidiaries.
4. The **Winners** cannot make any changes to the itinerary, dates, times or fees of the flight and accommodation reservations, if any changes are made by a **Winner**, he/she shall be solely responsible of paying any and all related costs.

¹ Only the participants that registered for, and ran, the 10k (ten kilometers) distance can be awarded the Prize.

² Transportation arrangements and costs of the Winner and his/her companion to the airport shall be borne by the Winner and/or his/her companion.

5. Food, beverages, taxes, gratuities, activities and/or transportation different from those expressly stated in this document and any other benefits that are not clearly specified herein, must be paid by the **Winner** and/or his/her companion.
6. Grupo Bimbo, S.A.B. de C.V. and its subsidiaries shall not be made liable for any temporal or definitive failure of the airline that could arise at the moment of executing the **Prize**.
7. The behavior of the **Winner** and his/her companion must abide to the basic rules of morality, within a framework of legality, which is not a matter of moral controversy, racial, political or religious discrimination and must obey ethics, good manners and the laws and regulations of each country, must not endanger the health of the **Winner** or his/her companion or cause an accident to the **Winner** or to third parties. In case of any breach of the foregoing, it will be the sole responsibility of the **Winner**, and Grupo Bimbo S.A.B de C.V. and its subsidiaries hereby disclaim any and all liability in this respect.
8. The **Winner** of the **Trip** and his/her companion must have a passport with a validity of at least 8 (eight) months and, if the country of destination requires so, valid VISA, which must be obtained at its own cost and responsibility. In the event that the **Winner** and his/her companion do not have a valid passport or VISA, as the case may be, the **Winner** will be disqualified and the **Prize** will be transferred to the next winning participant.
9. The **Winner** and his/her companion must provide Grupo Bimbo, S.A.B. de C.V. with a good health certificate in order to make the **Trip**.
10. The **Winner** of the **Trip** and his/her companion shall hire an insurance policy with international coverage to cover any incident that may occur to them at their country of residence or abroad, in any case Grupo Bimbo, S.A.B. de C.V. and its subsidiaries shall not be liable for any damages or losses to the health or property of the users of the **Trip**.
11. By accepting the **Prize**, the **Winner** and his/her companion hereby grant Grupo Bimbo, S.A.B. de C.V. and its subsidiaries, their express consent to use their image as a condition for the delivery of the **Prize**, including the possible taking of photographs and videos of their experience and the use of their image and voice, without further compensation or authorization, to be used in printed material, advertising or any other means including the Internet.
12. Grupo Bimbo, S.A.B. de C.V. and its subsidiaries are not responsible of the expenses incurred by the **Winner** and his/her companion in connection with their participation in the **2017 Race**, and with the redemption of the **Prize**, such as transportation expenses or any other expenses that are not expressly included in this document.
13. Grupo Bimbo S.A.B de C.V. and its subsidiaries are not responsible for any other state or federal tax caused by the **Prize**, which will be the sole and exclusive responsibility of the **Winner** and his/her companion.
14. In any case, Grupo Bimbo, S.A.B. de C.V. and its subsidiaries hereby reserve the right to exchange the **Prize** for another of similar value and characteristics.
15. The express refusal or non-response by the potential **Winner** to validate the information and/or documents of participation and identification within 5 (five) business days after being contacted, gives the Organizers the right to award the **Prize** to the next winning participant (second place), or to use the **Prize** as they deem convenient.
16. In case that the **Winner** decides not to use the **Prize** for any reason, the **Prize** will be awarded to the next winning participant (second place).
17. The transfer, assignment or sale of the **Prize** by the **Winner** and/or his/her companion is expressly prohibited.
18. Any decision of Grupo Bimbo, S.A.B. de C.V. and its subsidiaries shall be final and definite.
19. In the event of an accident occurring during the execution of the **Prize**, by the transportation, whether by

land, air or sea, causing injury or even death of the **Winner** or his/her companion, will be the sole responsibility of the companies hired for such purposes, so that Grupo Bimbo, S.A.B de C.V. and its subsidiaries are free of any liability, future claims, indemnification or compensation in such connection.

20. In situations such as natural disasters, epidemics, earthquakes, etc., that make it impossible to deliver and/or enjoy the **Prize**, it will not be the responsibility of Grupo Bimbo S.A.B de C.V. and its subsidiaries.
21. By accepting the **Prize**, the **Winner** and his/her companion expressly release and shall permanently and irrevocably hold Grupo Bimbo S.A.B de C.V. and its subsidiaries and/or their holding companies, national or foreign subsidiaries, as well as their respective representatives, officers, directors, employees, shareholders, managers, lawyers, agents, clients, suppliers, successors in interest, concessionaires and/or licensees, harmless from any civil, criminal, administrative or other liability, for any losses and or damages (including injury, illness, disability, or death) that affects or is alleged to have affected his/her person, companions, property, possessions and assets (including attorneys' fees) of any kind and nature. The **Winner** expressly releases such persons and companies from any liability or claim arising in whole or in part, directly or indirectly, in connection with the acceptance and use of the **Prize** including, but not limited to, any damage or loss, accident, injury, delay, loss and/or expense incurred before, during or after using or enjoying the **Prize**. Likewise, the **Winner** and his/her companion acknowledge that Grupo Bimbo S.A.B de C.V. and its subsidiaries, as well as their respective representatives, officers, directors, employees, shareholders, managers, lawyers, agents, clients, successors in interest, concessionaires and/or licensees are not liable for damages and/or losses of any kind due to events of force majeure such as health problems, pandemics, deaths, accidents, explosions, boycotts, delays, cancellations, strikes, labor disputes, riots, disturbances, wars and/or armed conflicts, seizures, acts of nature such as earthquakes, hurricanes, floods, fires, epidemics or any other event of force majeure and/or by breach of the laws of its country of residence, during or after enjoying the **Prize**, so that the **Winner** expressly and voluntarily resigns to any type of legal action or claim against the individuals and companies identified above