

FEMSA

Overview

Data updated to December 2022

By your side, always

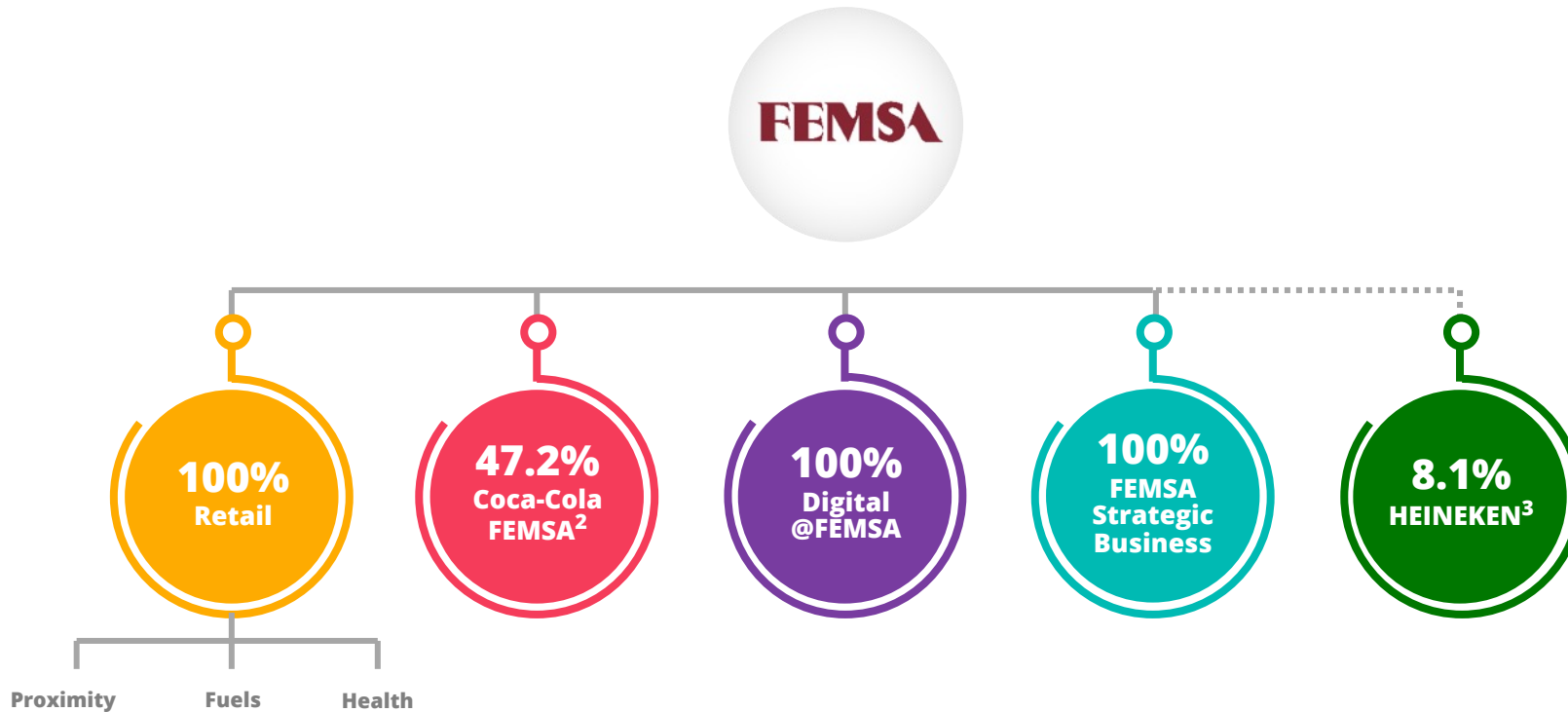
We are a leading company focused on retail, beverage, and digital solutions.

We transform ourselves to **ensure that we are agents of positive change in our communities.**

More than 130 years of history reflect the strength of our origin and represent a platform for our shared future.



Corporate structure



¹ Includes FEMSA Proximity (Americas and Europe), Fuels and Health.

² Represents 56% of voting rights. Coca-Cola FEMSA equity stake comprises 27.8% The Coca-Cola Company and 25.0% Public.

³ On February 16th, 2023, the Company sold a portion of its HEINEKEN Investment in the total amount of EUR 3,200 million in an all cash transaction. Following the completion of the sale, FEMSA's economic interest decreased from 14.76% to 8.13%. As a result, FEMSA-appointed directors resigned from the HEINEKEN Boards, and the Company lost its significant influence over this investment.

Our mission

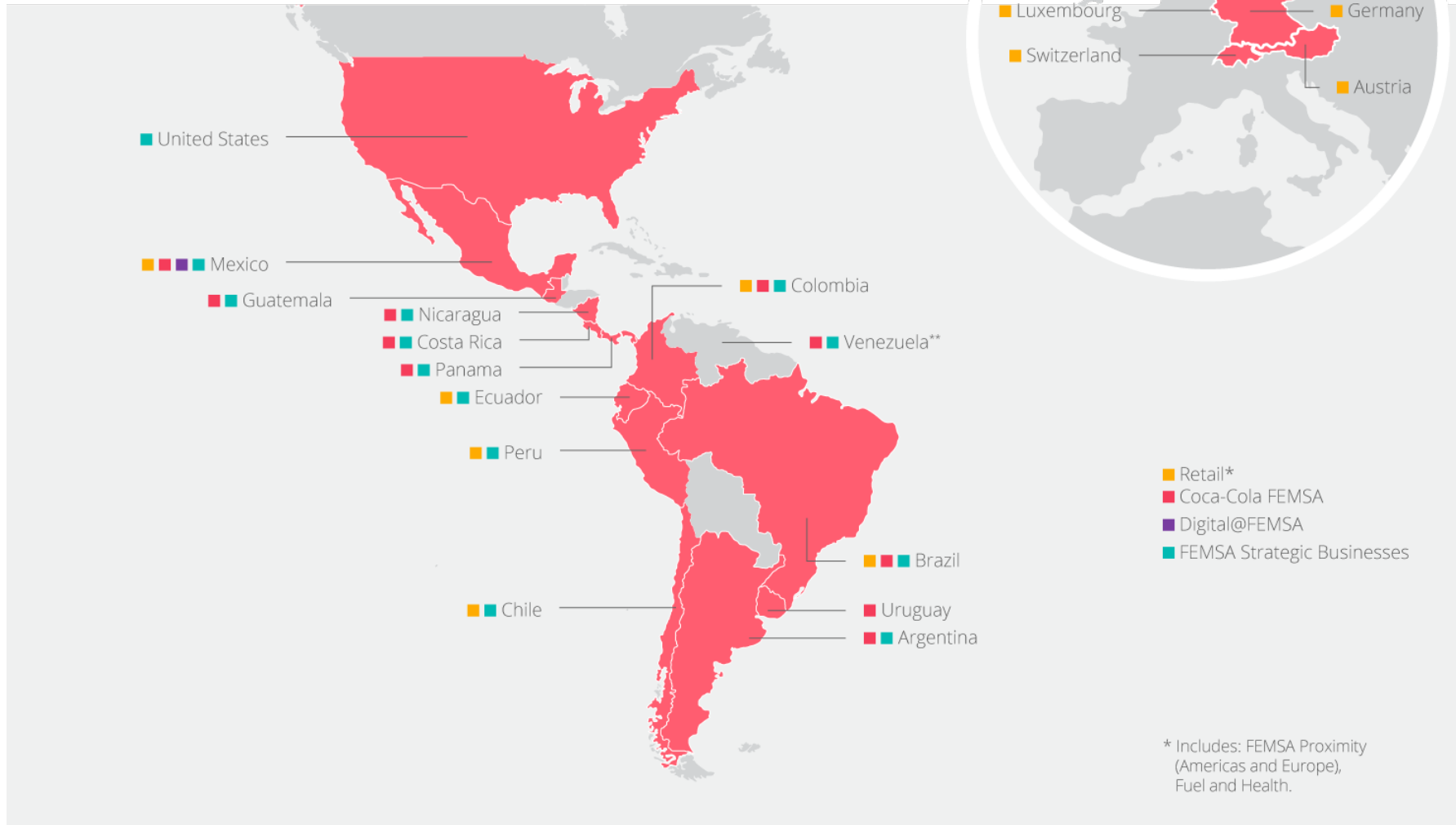
Generate social and economic value through companies and institutions.

Our vision

Our focus towards accomplish our mission can only be compared with our passion to achieve our strategic goals

- To be the best holder, partner and long-term operator of our businesses.
- Aim to double the value of the business every 5 years.
- To be leaders in our markets.
- To be the best employer and neighbor of the communities in which we operate.

Our presence



In our Business Units we employ more than **354,000 employees** from 18 countries around the world

Our leaders

Since the beginning of 2022, we have experienced a new chapter at FEMSA with **Daniel Rodríguez Cofré** as General Manager.



Daniel Rodríguez Cofré
Chief Executive Officer

José Antonio Fernández Carbajal
Executive Chairman of the Board of Directors

FEMSA Forward

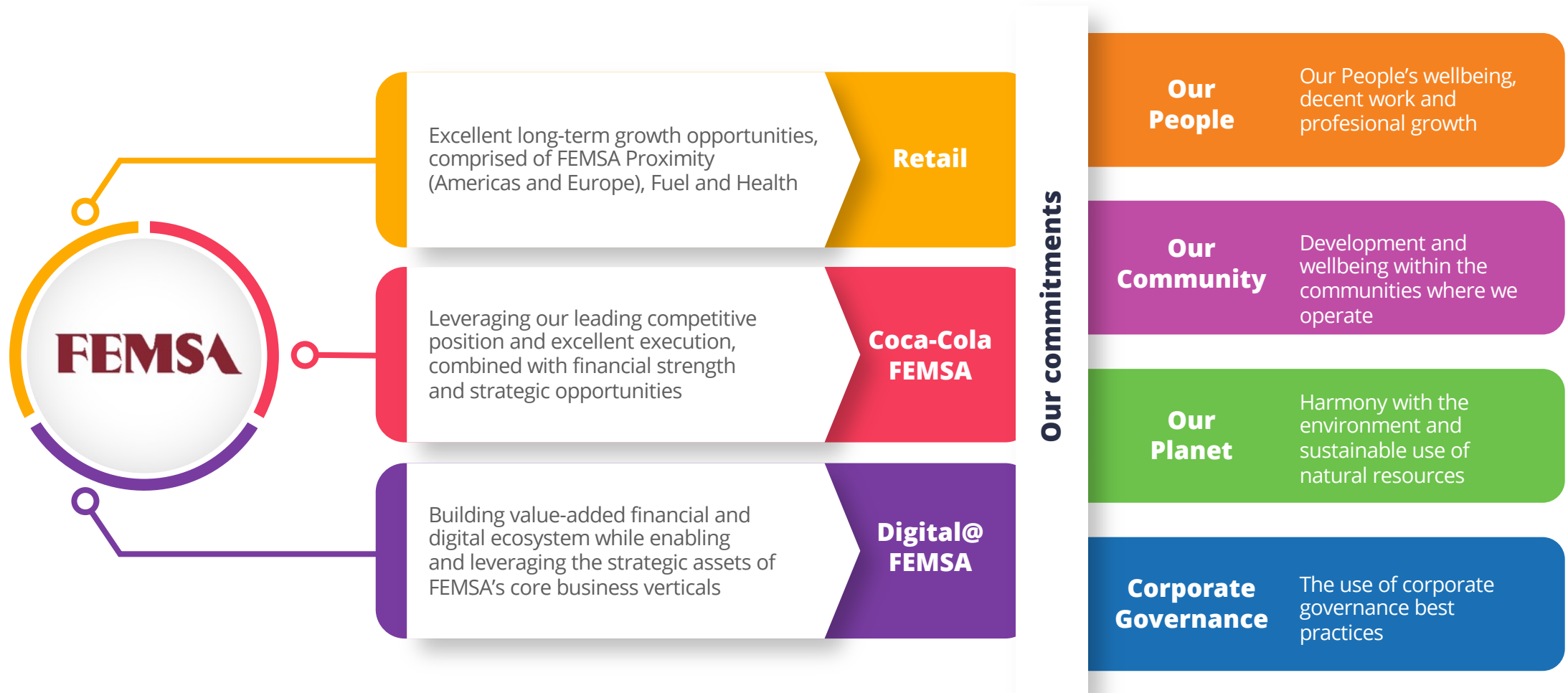
We are convinced that the best way to maximize long-term value creation is to focus on our key business verticals.

As of 2023, we focus on the areas with the greatest strategic relevance, growth potential, and financial and competitive strength of our company:

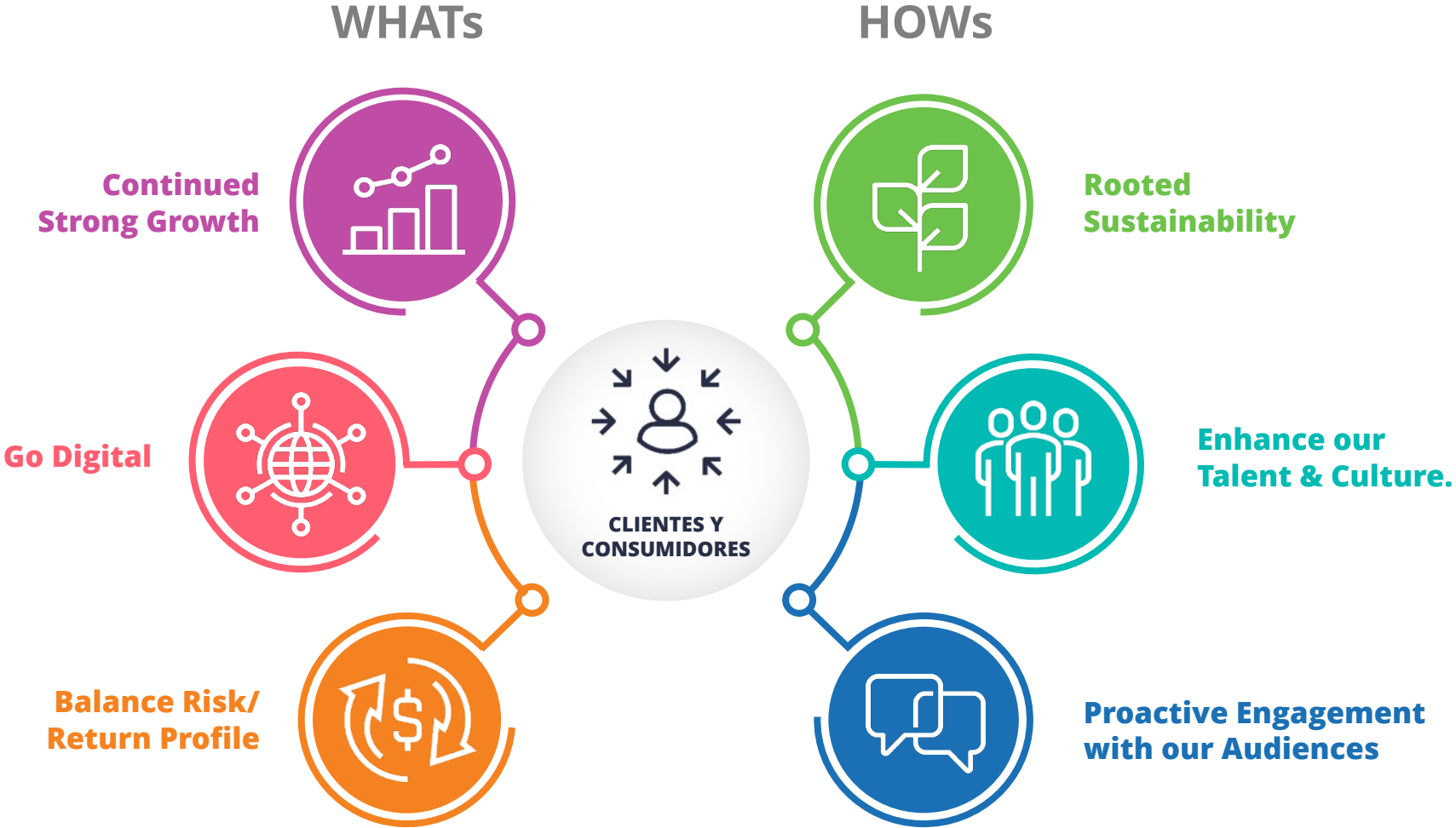
- Retail
- Coca-Cola FEMSA
- Digital@FEMSA



Business model



Strategic priorities



Our sustainability strategy

We generate social value aligned with the global imperatives of sustainable development.

We create social, environmental, and economic conditions that allow us to operate today and grow tomorrow **in harmony with the environment and society.**

We generate positive impacts in three main axes: Our People, Our Community and Our Planet.

All our actions are aligned with the UN Sustainable Development Goals (SDGs).



Our People

We offer decent working conditions that represent an essential support for the well-being of our people.

We work on three themes:

- Human and labor rights
- Diversity, equity, and inclusion
- Integral well-being

In 2022:

We increased the number of women in executive positions to 27%.

We offered more than 7 million hours of training to our employees.

We employ more than 1500 refugees and migrants, and more than 6700 elderly or disabled people.

We participate with more than 736,000 hours in volunteer projects.



Our Community

We contribute to the economic and social development of the communities where we operate, creating value by generating prosperity and well-being.

We work on three themes:

- Community well-being
- Economic development
- Sustainable sourcing



We raised more than 91 million pesos with the programs Redondeo and Dona tu Vuelto, donated to 366 organizations.

We organize more than 2600 volunteer activities.

We donated more than 650,000 units of medicines and health products to vulnerable communities.

In 2022:

We have 3.7 million beneficiaries of our community programs.

We perform 690 community actions.

Our Planet

We contribute to the care of the world around us, minimizing the environmental impacts of our operations, products and services.

We work on three themes:

- Climate action
- Water management
- Circular economy

In 2022:

We avoid sending 68.7% of the total waste from our operations to landfills.

We achieved a neutral water balance in 81% of our operations.

We supply 58% of FEMSA's electricity consumption through renewable sources.

We recycle more than 38,000 tons of plastic.

We incorporate electric vehicles into our fleets.



Governance

Strong corporate governance is vital for the responsible management and operation of our business.

Our structure is the foundation that helps us create value. The actions we conduct in corporate governance cover three themes:

- Corporate Responsibility
- Ethical and socially responsible behavior
- Fiduciary responsibility



In 2022:

We held our second Sustainability Summit in Mexico.

Our Sustainability Committee approved the expanded scope of FEMSA's 2030 sustainability goals.

We updated our Code of Ethics and reaffirmed supplier principles and corporate policies.

We experience zero information safety incidents.

Retail

We apply our experience in small format retail businesses to develop winning, high-growth value propositions in Latin America and Europe.



Proximity

We simplify the lives of our customers by responding to their consumption needs: all in one place.

OXXO is the largest chain of small format stores in Latin America. In Mexico alone, every day we serve more than **12 million customers**.

Valora is a food convenience platform with more than **2700 points of sale** in Europe.



In 2022:

We increased to more than 23,500 points of sale in Latin America.

OXXO's same-store sales increased 14.3%.

From our alliance with Valora, we extended our presence to Germany, Austria, Luxembourg, the Netherlands and Switzerland.

We acquired OK Market in Chile.

At OXXO Mexico we have reduced our energy

Fuels

OXXO GAS sells gasoline and diesel to retail and business customers.

With **568 service stations**, OXXO GAS offers a superior and differentiated service, based on the values of **honesty and trust**.

We have presence in **17 states of the Mexican Republic**.



In 2022:

We donated more than 36,000 liters of gasoline to civil organizations.

We served more than 7000 business customers.

We extended the full liter test to all our stations.

FEMSA Health

We respond to the pharmacy, health and wellness needs of our communities.

In terms of sales, we are the **third largest pharmacy chain** in Latin America.

We have more than **4000 points of sale** in Ecuador, Colombia, Chile, and Mexico.



In 2022:

We opened 434 new stores.

We donated more than 650,000 medicines to communities.

Coca-Cola FEMSA

We are the largest bottler of
Coca-Cola products in the world.⁴



Coca-Cola FEMSA

We produce, market, sell and distribute the leading Coca-Cola brands in nine countries in Latin America

We operate **56 bottling plants** and **249 distribution centers** in 9 Latin American markets, with a portfolio that integrates more than **134 leading brands**.

We want to become the **most sustainable** trading platform in the world.



In 2022:

We improved our water use to 1.46 liters for every liter of beverage produced.

We served 270 million customers at 2.1 million points of sale.

11% of Coca-Cola FEMSA's total sales in 2022 were digital.

Digital@FEMSA

We create a value-added digital and financial ecosystem for people, businesses and communities.



Digital@FEMSA

We create value by leveraging digital tools to better understand our customers.

Our solutions include **loyalty, payments and convenience.**

- OXXO PREMIA is **the largest loyalty program** in Mexico.
- Spin by OXXO is our **digital wallet.**
- We offer **digital solutions** for micro, small and medium enterprises.



In 2022:

We have 12.9 million active users of OXXO PREMIA.

We added 6 million active users of Spin by OXXO.*

*until April 2023

FEMSA Strategic Business

We operate leading strategic businesses in logistics and distribution, as well as food service solutions.



FEMSA Strategic Business

Logistics and Distribution, integrated by **Envoy Solutions and Solistica**, serves millions of customers in an efficient, effective and differentiated way.

ALPunto, formed by **Imbera, Torrey, Cooking Depot and Plásticos Técnicos Mexicanos (PTM)**, offers solutions for food services and refrigeration.



In 2022:

We increased total revenues from Logistics and Distribution by 49.8%.

We expanded the distribution network of Envoy Solutions to 70 plants in the United States.

In Solistica we opened a warehouse in Mexico and a cedis (distribution center) in Brazil.

FEMSA Foundation

We positively impact people and communities by promoting social investment projects for sustainability



FEMSA Foundation

We promote solutions to social and environmental challenges by making investments that promote shared prosperity.

To ensure the future we envision, we focus our agenda on four causes that address the systemic challenge in Latin America:

- **Water safety:** we create and promote projects for communities to achieve water safety.
- **Circular economy:** we identify solutions that support a clean and healthy environment for current and future generations.

In 2022:

We raise US\$ 3.7 for every dollar invested, guaranteeing a total investment of more than US\$ 36.8 million.

We benefit more than 1450 communities in 47 countries.



- **Early childhood:** we seek that all children achieve their maximum development potential.
- **Art and culture:** We use the arts as a catalyst for social change.

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