

OXXO donated 650 toys to children in Cancun, Playa del Carmen and Chetumal

- *The delivery was made through the volunteer group “Juguetón OXXO: Brindando Sonrisas” (Playful OXXO: Bringing out Smiles).*
- *With this contribution the company wishes to share a memorable moment and bring out a smile in the face of children from low income families.*

Cancun, Quintana Roo, Mexico. January 20th, 2020. – Last Saturday January 18th, OXXO collaborators delivered 650 toys to children from low income families in the cities of Cancun, Playa del Carmen and Chetumal as part of the volunteer program “Juguetón OXXO: Brindando Sonrisas”, which was coordinated with the municipal DIF (Integral Family Development) centers of Benito Juárez, Solidaridad and Othon P. Blanco.

The volunteer project consisted of installing containers in the offices of OXXO of these three cities, through which OXXO collaborators donated toys from January 6th to 17th. The DIF centers delivered the toys to children who live in vulnerable condition in these municipalities and organized the three simultaneous events to deliver the toys and interact with the children that were present.

“In OXXO we understand the development of our community as a shared commitment, which is why we firmly believe in our function as good neighbors in the communities where we operate. We aim to be seen as an ally that benefits society, with our main goal being to be able to contribute in development and positive transformation”, said Juan De Vere, Manager of OXXO Plaza Cancun.

“We are grateful to OXXO for being a strategic ally for Benito Juárez’s DIF; we recognize their great interest in contributing to the wellbeing of the municipality’s children. We also thank OXXO’s volunteer collaborators’ noble heart for sharing a toy and sharing time today with the children. In the name of the General Director of Benito Juárez’s DIF we are thankful today for all this support”, said María Concepción de Garay, Director of Benito Juárez’s DIF,

Haydeé Sánchez de Pastrana, president of the DIF System in Othon P. Blanco, along with the City Mayor, Otoniel Segovia Martínez, thanked OXXO for extending a friendly hand to the municipality and its citizens. Additionally, Cinthia Canche, Coordinator of Donations at DIF Solidaridad, thanked OXXO for their support and extended her wish for this kind of social projects to continue.

Through these actions, OXXO reaffirms its commitment to the population of Quintana Roo to contribute through programs that improve the social and economic conditions of the communities where it operates as part of its sustainability and social responsibility strategy.



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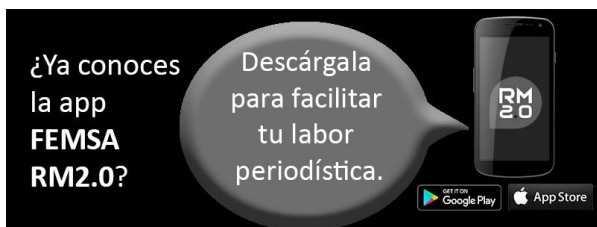


About FEMSA

FEMSA is a leading company that generates economic and social value through enterprises and institutions and aims to be the best employer and neighbor of the communities where it is present. It participates in retail trade through FEMSA Commerce, which englobes the Proximity Division, a chain of small stores of which OXXO is a part; a Health Division which includes pharmacies and related activities; and a Fuel Division that operates the OXXO GAS chain of service stations. In the beverage industry it operates Coca-Cola FEMSA, a public bottler of Coca-Cola products; and in the brewer sector it is a stockholder of Heineken, an enterprise present in more than 70 countries. Additionally, through Strategic Businesses FEMSA, it offers logistics services, refrigeration at selling points and plastic solutions to FEMSA companies and external clients. Through its Business Units it employs approximately 300 thousand collaborators in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the IPC Sustentable de la Bolsa Mexicana de Valores (Sustainable Prices and Quotation Index of the Mexican Stock Market), among other indexes that evaluate its performance in sustainability.

About FEMSA Comercio

FEMSA Comercio is an enterprise that generates economic and social value in the countries where it is present. It operates different small-format retail chain stores in Mexico, Colombia, Chile, Peru and Ecuador, among which there are the OXXO stores, the YZA, Farmacon, Moderna, Cruz Verde, Fybeca and SanaSana pharmacies, and Maicao beauty stores. It also operates service stations through OXXO GAS. Through its business units, FEMSA Comercio employs more than 180 thousand collaborators and serves more than 13 million consumers every day.



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