



Press Release
January 30th, 2020



OXXO Customers Donate MXN \$334,551 to Support Women with Cancer in Veracruz

- *Through OXXO's Customer Rounding Program, the organization Mujeres Apoyando Mujeres A.C. will receive support.*
- *The resources were donated by customers of Veracruz's stores during November and December 2019.*

Veracruz, Veracruz, Mexico. January 30th, 2020. – Through OXXO's Customer Rounding Program, the proximity chain store donated today MXN \$334,551 to Mujeres Apoyando Mujeres A.C., an organization dedicated to fighting cancer. The resources were donated by customers of the stores of Veracruz during November and December of 2019.

With this support, Mujeres Apoyando Mujeres will be able to continue its support to socioeconomically marginalized women from Veracruz through prevention, education and accompaniment during treatment and follow-up of breast cancer.

"In OXXO we firmly believe in acting as good neighbors of the communities where we operate. Therefore, through OXXO's Customer Rounding Program we benefit organizations that transform society in a positive way. We thank the customers of this great community for their commitment and solidarity and for helping us create social value. In OXXO we are around your corner," said Daniel Cuevas, Human Resources Manager at OXXO Plaza Veracruz.

"We are utterly convinced that persons must be accompanied, contained and oriented to face illnesses such as cancer in the best way possible. The support given by OXXO's customers with the Rounding Program will allow the women of Veracruz to attend MAM's facilities to receive orientation and accompaniment," Roxana Guizar Rodríguez, founding President of the Mujeres Apoyando Mujeres organization commented.

Nationwide, nearly 2 thousand organizations dedicated to health, social assistance, environment and education, have received support thanks to OXXO's Customer Rounding Program since its beginnings in 2002.



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Besides the rounding program, OXXO promotes social development through initiatives to rehabilitate public and private spaces, which aim to improve the social and economic conditions in the communities in where we are present.

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 Comercio, 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, a Company 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, which are beauty stores. It also operates service stations through the brand of OXXO GAS. Through its business units, FEMSA Commerce employs more than 180 thousand collaborators and serves more than 13 million consumers every day.



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