



Press Release

Monday, September 19, 2022

20 years of OXXO's Round Up Program: More than 3,800 benefited organizations throughout Mexico

- *From 2002 to date, more than 1,390 million pesos have been donated thanks to the customers' cents donations.*
- *The purpose of the program is to support vulnerable groups in the country, especially in matters related to health and nutrition.*
- *OXXO's Customer Round Up Program has various processes that guarantee that the total collected is delivered to the institutions in a transparent manner.*

Mexico City, Mexico. September 19, 2022. – OXXO's Customer Round Up Program celebrates 20 years of existence with more than 1,390 million pesos donated and 3,800 organizations supported. During these 20 years, it has raised awareness about the needs of vulnerable groups in society, and has been the channel for raising funds for their benefit.

The program began operations on July 1, 2002 in Monterrey, Nuevo León, and later extended to the entire country, allowing customers to support through their donations institutions that work on health, food, social assistance, environment and education issues.

The dynamic consists of inviting OXXO consumers to round up or close their account to the next peso as long as their total is divided into cents, thus creating resources that are delivered to the organizations.

“We at FEMSA and OXXO want to express our deepest gratitude to all OXXO customers, since it is thanks to their generosity that the round up program has had the success it has had, helping various altruistic institutions to fulfill their mission. Faithful to our tradition and culture of social responsibility, at OXXO we continue to constantly search for new schemes to create value for the communities where we operate”, said Teresa de la Garza, Director of Corporate Affairs and Sustainability.

She also called on OXXO customers to continue participating in the program, since each person who agrees to round up their cents adds up to generate a positive transformation in society.

For more information:

Vanessa Alemán

T. +52 55 4354 9834

relacionconmedios@femsa.com.mx

Óscar Martínez

T. +52 81 8318 1863



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It should be remembered that OXXO's Customer Round Up Program has various processes that guarantee that the total of the collected amount is delivered to the institutions through a check issued in the name of the customers.

In this way, since a donation receipt is delivered in the name of OXXO Customers with a generic RFC, OXXO does not receive additional contributions or tax benefits from the collections, it only acts as an agent to promote and channel the resources resulting from the round up to the association in turn.

With this program, OXXO endorses its commitment to act as a good neighbor in the communities where it operates, being an ally that generates benefits for society, and whose main interest is to contribute to its development and positive transformation.

About FEMSA

FEMSA is a leading company that creates economic and social value through companies and institutions and seeks to be the best employer and neighbor of the communities where it has a presence. It participates in retail trade through its Proximity Division, which includes OXXO, a chain of small-format stores, and OXXO Gas, a chain of service stations; through a Health Division that includes pharmacies and related activities; and through FEMSA Digital Division, which includes Spin by OXXO and OXXO Premia, in addition to other loyalty initiatives and digital financial services. In the beverage industry it operates Coca-Cola FEMSA, public bottler of Coca-Cola products; and in the beer sector, as the second largest shareholder of HEINEKEN, one of the world's leading beer companies with a presence in more than 70 countries. FEMSA also participates in the logistics and distribution industry through FEMSA Strategic Businesses, which additionally provides point-of-sale refrigeration solutions and plastics solutions to its companies and external clients. Through its Business Units, it employs approximately 320 thousand employees in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the Mexican Stock Exchange Sustainable IPC, among other indexes that evaluate its performance in sustainability.

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About FEMSA's Proximity Division

FEMSA's Proximity Division generates economic and social value in the countries where it has a presence. It operates different small-format retail chains in Mexico, Brazil, Colombia, Chile and Peru, among which are the OXXO stores. It also operates service stations under the OXXO GAS brand in Mexico. Through its business units, FEMSA's Proximity Division serves more than 13 million consumers every day and employs more than 160,000 employees, promoting inclusion, diversity and Sustainability practices in its teams to operate in harmony with the planet, community and value chain.

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