

Press Release

Thursday, May 18, 2023

OXXO transforms itself by designing a renewed store and creating a better experience for its customers and collaborators.

- *This store concept is part of a digitalization and automation program of initiatives that will include innovations such as screens, digital banners, electronic price tags and four self-checkout boxes.*
- *Additionally, our Andatti coffee value proposition evolves by using state-of-the-art technology called KREA, which guarantees greater freshness, quality and ground coffee at any time of the day, improving the experience of our consumers.*

Monterrey, Nuevo León, México. May 18, 2023. – OXXO presented its new service model in stores, which will have the necessary technology to simplify and automate the experience of customers and collaborators, creating more memorable experiences.

Regarding customer service, these stores will have:

- Screens and digital banners that seek to improve communication with our consumers.
- Payment method adding 4 self-collection boxes that will allow our customers greater agility to make their purchases.
- Digitization through screens that will offer the O'Sabor menu.
- Evolution of the value proposition of our Andatti coffee by using technology that guarantees freshness, quality and ground coffee at the moment.

“We are proud to be the pioneers in this new modality of care. It is important to clarify that with this program of initiatives we seek to simplify and automate the tasks that are regularly carried out in the store through the use of technology, so this concept represents an evolution not only for customers, but also for our collaborators by simplifying their day to day. day”, said Denisse Camacho Montoya, Commercial Leader of OXXO's Operating Model.

This store evolution will be in effect as of today, and is located in San Pedro Garza García, Av. Manuel Gómez Morín 504, Col. Del Valle, where our collaborators go from carrying out internal tasks to being more available to serve customers.



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With this new service offer, OXXO is transformed to deliver an agile value proposition that meets consumer expectations, designing a renewed store with technological simplification, and thus creating the best experience for its customers and collaborators.

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, OXXO Gas, a chain of service stations, and Valora, our European retail unit that operates convenience and food service stores. In retail trade, FEMSA also participates through a Health Division, which includes pharmacies and related activities; and the Digital@FEMSA Division, which includes Spin by OXXO and OXXO Premia, as well as other loyalty initiatives and digital financial services. In the beverage industry, it participates by operating Coca-Cola FEMSA, the world's largest bottler of Coca-Cola products by sales volume; 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 Business, which additionally provides refrigeration solutions at the point of sale and plastic solutions to its companies and external clients. Through its Business Units, it employs more than 350,000 employees in 18 countries. FEMSA is a member of the Dow Jones MILA Pacific Alliance Sustainability Index, the FTSE4Good Emerging Index and the S&P/BMV Total México ESG Index, among other indices that assess its sustainability performance.

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 Latin America and Europe, among which are the OXXO stores. It also operates service stations under the OXXO GAS brand in Mexico, and Valora, our European retail unit that operates convenience and food service stores. 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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