

FUTURE-READY



Coca-Cola FEMSA presents its 2024 Integrated Annual Report

"Future-Ready: Bringing Tomorrow Closer"

- *The bottling company presents its annual business and sustainability progress, and its advances in implementing a long-term sustainable growth model.*
- *Juntos⁺ reached 1.3 million monthly active users across Latin America, with over 1.1 million enrolled in the Premia Juntos⁺ loyalty program.*

Mexico City, April 8, 2025 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFUBL; NYSE: KOF) ("Coca-Cola FEMSA", "KOF" or the "Company"), the largest Coca-Cola franchise bottler in the world by sales volume, released its 2024 Integrated Report "Future-Ready: Bringing Tomorrow Closer", highlighting the strengthening of its strategic principles through clear objectives aimed at implementing a long-term sustainable growth model, preparing for and building a better future.

During the year, the company recorded a volume growth of 4.4% compared to the previous year, total revenues grew by 14.2%, and operating income increased by 17.4%, reflecting the progress made in implementing initiatives to grow the core business.

"In 2024, we delivered strong results across most of our markets. We faced significant challenges, such as hurricanes in Guerrero and floods in southern Brazil, which led us to implement immediate and concrete actions to support our employees, their families, and the communities where we operate, and to ensure business continuity. We will continue working on resilience and adaptability to shape the future, placing our customers at the center of everything we do," said Ian Craig, CEO of Coca-Cola FEMSA.

The first half of the year was solid, driven by favorable macroeconomic conditions and consumer demand. The second quarter recorded significant volume growth, breaking production records in Mexico and achieving double-digit growth in key markets such as Brazil and Guatemala.

The second half of the year brought new challenges, such as recovering from the impact of weather phenomena, particularly in Mexico and Brazil, which tested the company's ability to adapt. Despite these challenges, the Company obtained positive results: Brazil stood out as a growth engine, and in Colombia, the commitment to consumer choice was maintained, offering more alternatives of beverages with and without sugar, closing the year with volume growth, EBITDA growth, and improvements in profitability.

In Argentina, volatility was addressed by increasing consumer access to affordable options. In the third quarter, market share trends improved, and by the end of the year, there was volume growth.

Guatemala continued to demonstrate its strategic importance, positioning itself as the third-largest contributor to EBITDA, obtaining consistent and solid results.

Sustainability for the future

As a future-ready company, Coca-Cola FEMSA reinforces its commitment to sustainable business practices to create long-term value for all its stakeholders and thus contribute to the sustainable progress of the community and the environment.

Some highlights in this area for 2024 are:

- +118,600 tons of PET collected
- 100% of water replenished to nature and communities
- 84% of electrical energy from renewable sources
- 99% of operating waste from plants diverted from landfills
- +200 thousand liters of water provided to support Mexico and Brazil in the face of weather emergencies
- 30% of recycled PET used in packaging
- 81% of community programs focus on water, sanitation, and hygiene projects
- 1.38 liters of water used per liter of beverage
- 55% of purchasing spend evaluated with EcoVadis
- 4,500 jobs secured during climate response

During the year, the Company updated its Sustainability Framework and conducted its first Double Materiality assessment. Based on the learnings obtained and the current evolving environment, it updated its sustainability goals, integrating them more deeply into long-term strategic planning. In this sense, collaboration with FEMSA and The Coca-Cola Company strengthens this commitment, enhancing the impact of its actions across its value chain. From water management and carbon footprint reduction to circularity and workplace safety, Coca-Cola FEMSA adopts a strategic and adaptable approach, balancing aspirations with operational and environmental realities.

Strategic priorities for 2025: digitalization and operational efficiency

Coca-Cola FEMSA's strategy for 2025 continues to build on its six strategic priorities announced in 2023, emphasizing the expansion of its digital capabilities through:

- **Digital Innovation:** continue to drive and invest in digital technologies and tools that improve operational efficiency and strengthen customer interaction.
- **Consolidate its position as the preferred commercial platform:** By optimizing its digital tools; and enhancing the growth of Juntos⁺, the omnichannel platform that integrates physical capabilities with digital connectivity, and establishes a direct link with customers, consumers, and partners; Coca-Cola FEMSA seeks not only to facilitate and streamline commercial transactions, but also to create new growth opportunities through a better understanding and response to market needs.
- On the digital front, during 2024, Coca-Cola FEMSA took its Juntos⁺ omnichannel platform to the next level, implementing artificial intelligence (AI) tools. Juntos⁺ reached 1.3 million active users in Latin America, with more than 1.1 million users subscribed to the Premia Juntos⁺ loyalty program. In addition, it began implementing the new Juntos⁺ Advisor tool in Brazil, whose AI models help improve sales force capabilities and customer experience.

Outlook for the future

Coca-Cola FEMSA is positioned to continue creating economic, social, and environmental value, consolidating its leadership in the market and offering a value proposition that integrates digital

innovation, operational expansion, and an aligned corporate culture, demonstrating that its long-term vision is the key to creating the future.

For more information, consult the 2024 Integrated Report at:

<https://coca-colafemsa.com/en/investor-relations/reports-and-results/>

About Coca-Cola FEMSA

Stock listing information: Mexican Stock Exchange, Ticker: KOFUBL

NYSE (ADS), Ticker: KOF | Ratio of KOFUBL to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the largest franchise bottler in the world by sales volume. The Company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio to more than 276 million consumers every day. With over 93,000 employees, the Company markets and sells approximately 4.2-billion-unit cases through approximately 2.2 million points of sale a year. Operating 56 manufacturing plants and 256 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all its stakeholders across the value chain. The Company is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the S&P/BMV Total Mexico ESG Index, among others. Its operations encompass certain territories in Mexico, Brazil, Guatemala, Colombia, and Argentina and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay and, in Venezuela, through an investment in KOF Venezuela. For further information, please visit www.coca-colafemsa.com

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