



Press release

Friday, April 11, 2025

FEMSA Reaffirms Leadership in Sustainability and Social Impact with Historic Results in 2024

- During 2024, FEMSA's commitment to creating sustainable value became palpable with the inclusion for the first time in the S&P Dow Jones Sustainability World Index, one of the most recognized indicators of sustainability globally.
- With a presence in 18 countries, more than 388,000 employees and key operations in the retail, beverage and digital services sectors, FEMSA is moving towards a business model that is increasingly aligned with social welfare, environmental resilience and economic progress.
- OXXO continued its accelerated expansion process, during the year the store base grew 1,596 units, reaching a total of 24,462 in Mexico, LATAM and the US.
- Spin by OXXO closed the year with 8.6 million active users, while its Spin Premia loyalty program registered 24.6 million active users at the end of 2024.

Mexico City, Mexico. April 11, 2025. – Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") (NYSE: FMX; BMV: FEMSAUBD) presented its "Integrated Annual Report 2024: Evolving", which highlighted the significant evolution of the company's Sustainability Strategy, based on a solid corporate governance framework, which acts as a guarantor of transparency, responsibility and alignment with long-term goals.

According to the report presented, during 2024 FEMSA's commitment to creating sustainable value became palpable with the inclusion for the first time in the S&P Dow Jones Sustainability World Index, one of the most recognized indicators of sustainability globally, as well as in the S&P Global Sustainability Yearbook 2024 for the second consecutive year.

Both recognitions were the product of the effort to integrate a sustainability framework into every aspect of the business model through a strategy articulated around nine priority themes grouped into three strategic pillars: People, Community and Planet.

In the words of José Antonio Fernández Carbajal, Chairman of the Board of Directors and CEO of FEMSA: "2024 was a year of evolution for FEMSA, characterized by strategic, operational and cultural advances that reaffirm our commitment to transparency, sustainable value creation and long-term permanence."

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The Evolution of a Commitment: Sustainability and Community

With a presence in 18 countries, more than 388,000 employees and key operations in the retail, beverage and digital services sectors, FEMSA is moving towards a business model that is increasingly aligned with social welfare, environmental resilience and economic progress.

In the environmental field, 65.3% of the electricity consumed by the company came from renewable sources, which represents more than 2,081 GWh used to supply more than 15,300 sites with clean energy.

This energy transition has been accompanied by a sustained improvement in waste management, with 76% having been diverted from landfills, an increase of more than 20% in the last five years. Likewise, in August 2024, Coca-Cola FEMSA managed to reduce its water use to 1.36 liters per liter of beverage produced, meeting the intermediate goal of its sustainability-linked bond.

In terms of social impact, FEMSA Foundation consolidated its role as a catalyst for systemic solutions, investing more than US\$ 17.5 million together with its partners in projects focused on early childhood, water security, circular economy and culture. Among the most relevant achievements is the intervention of more than 185 public spaces in Latin America and a cumulative investment of US\$ 50.3 million in the Latin American Alliance of Water Funds, benefiting 137 thousand families and protecting more than 565 thousand hectares.

In addition, the 15th edition of the FEMSA Biennial, held in León and Guanajuato, brought together more than 65,000 attendees with a proposal focused on culture, community and territory. In total, 11.9 million people benefited from FEMSA's social initiatives in 2024, marking a substantial advance compared to 9.5 million in 2023 and quadrupling the figure of 2.9 million recorded in 2021.

Financial growth and expansion

Throughout 2024, FEMSA managed to maintain outstanding operating performance, even in the face of a complex and challenging economic environment. The company reported total revenues of 782 billion pesos – equivalent to approximately 37 billion dollars – which represented a growth of 11.2% compared to the previous year. This dynamism was also reflected in operating profit, which reached 70 billion pesos, with an annual increase of 19.8%. On the other hand, adjusted EBITDA stood at 116 billion pesos, with a margin of 14.8%, consolidating the group's financial strength.

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In the beverage business, Coca-Cola FEMSA reported a volume increase of 4.4%, while its omnichannel platform Juntos+ managed to reach 1.3 million active customers, expanding its digital ecosystem with solutions powered by artificial intelligence.

OXXO continued its accelerated expansion process, during the year the store base grew 1,596 units, reaching a total of 24,462 in Mexico, LATAM and the U.S. and benefited more than one million people in more than 820 community actions, in which it invested more than 12 million dollars.

In addition, during 2024, a clear business strategy was defined for Digital@FEMSA, which is why it was transformed into Spin, to enhance its growth with a five-year plan aligned with FEMSA Forward's strategic priorities. For its part, Spin by OXXO closed the year with 8.6 million active users, while its Spin Premia loyalty program registered 24.6 million active users.

A strategic milestone of the year was the acquisition of Delek, which marked FEMSA's entry into the U.S. market. This operation strengthened its presence in Texas and opened a new avenue for the expansion of the OXXO model in one of the most important markets in North America.

Transparency for a sustainable future

The 2024 Integrated Annual Report aims to clearly and transparently share FEMSA's performance during the last fiscal year. This year integrates the financial results achieved, but above all seeks to reflect the company's firm commitment to sustainability as a cross-cutting axis of its business strategy.

Through this report, FEMSA reaffirms its alignment with the public objectives established since 2021 as part of its roadmap towards a positive impact with a 2030 vision. The adoption of an integrated approach has made it possible to consolidate economic, social, environmental and governance results in a single document, thus offering a complete and coherent vision of the value that the organization generates for its stakeholders.

The company will continue to strengthen this reporting model, raising transparency standards and reinforcing its commitment to robust, accessible accountability aligned with international best practices.

For more information, see the Integrated Annual Report 2024 at:

<https://annualreport.femsa.com/>

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About FEMSA

FEMSA is a company that generates 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 the retail industry through the Proximity Americas Division, which includes OXXO, a chain of small-format stores, and other related retail formats, and Proximity Europe, which includes Valora, our European retail unit that operates convenience stores and foodvenience. In retail trade, FEMSA also participates through the Health Division, which includes pharmacies and related activities; and in Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. Coca-Cola FEMSA, the world's largest bottler of Coca-Cola products by sales volume, participates in the beverage industry. FEMSA also participates in the logistics and distribution industry through FEMSA Strategic Businesses, which additionally provides point-of-sale refrigeration and plastics solutions to its companies and external customers. Through its Business Units, it employs more than 380 thousand employees in 18 countries. FEMSA is a member of the Dow Jones MILA Pacific Alliance Sustainability Index, the FTSE4Good Emerging Index and the S&S&S&S&D Index. P/BMV Total Mexico ESG, among other indices that evaluate its sustainability performance.

About Proximity and Health

FEMSA's Proximity and Health Division generates economic and social value in the countries where it operates. It operates several small-format retail chains in Latin America and Europe, including OXXO and Bara stores. In addition, it operates service stations under the OXXO GAS brand in Mexico and Valora, our European retail unit that operates convenience stores and food services.

FEMSA Salud manages pharmacy chains in Latin America, including YZA, Farmacon and Moderna in Mexico; Cruz Verde in Colombia and Chile; Fybeca and SanaSana in Ecuador; and Maicao in Chile, in addition to a laboratory that produces and wholesals medicines. Currently, it has more than 4,400 units in the countries where it operates.

Through its business units, FEMSA's Proximity and Health Division serves more than 13 million consumers daily and employs more than 160,000 employees, promoting inclusion, diversity and sustainability practices in its teams to operate in harmony with the planet, the community and the value chain.

About Coca-Cola FEMSA

Mexican Stock Exchange, Ticker symbol: KOFUBL. NYSE (ADS), Listing Key: KOF | Ratio of KOFUBL to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the world's largest bottler by sales volume. The Company produces and distributes beverages under The Coca-Cola Company's trademarks, offering a broad portfolio of brands to more than 272 million consumers each day. The company markets and sells

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approximately 4.0 billion unit cases through more than 2.1 million outlets annually. Operating 56 manufacturing plants and 252 distribution centers, Coca-Cola FEMSA is building a future-proof organization focused on implementing a long-term sustainable growth model, with a refreshed vision of becoming the preferred business platform for its customers and partners, as well as an ally in their growth, promoting a sustainable future. The Company is a member of the Dow Jones MILA Pacific Alliance Sustainability Index, FTSE4Good Emerging Index; and the S& S& Index P/BMV Total Mexico ESG, among others. Its operations cover certain territories in Mexico, Brazil, Guatemala, Colombia and Argentina and nationally in Costa Rica, Nicaragua, Panama, Uruguay and Venezuela, through an investment in KOF Venezuela. For more information, visit www.coca-colafemsa.com

About Spin

Spin is FEMSA's business unit that enriches and simplifies people's lives. It is an ecosystem of financial and digital solutions that generates added value, helping our users and communities to do more with their time and money.

The Spin ecosystem is made up of simple, agile and accessible solutions that help our customers solve everyday needs and receive rewards for doing so; such as the digital wallet, Spin by OXXO, the loyalty program, Spin Premia, and Spin Negocios, which offers different solutions for companies, such as NetPay and OXXO PAY. By combining digital and financial services with a physical presence across the country, Spin is the partner that helps millions of people and businesses positively transform their daily lives by seizing opportunities and living a more prosperous future.

Backed by FEMSA's more than 130 years of experience and commitment to excellence, Spin continues its mission to generate economic and social value by promoting financial and digital inclusion.

About FEMSA Foundation

At FEMSA Foundation we cultivate prosperity for this and future generations, which is why we focus on four causes that we consider levers of change for our present and future: Early Childhood, Art and Culture, Circular Economy and Water Security.

For more information, visit: www.fundacionfemsa.org or follow us on our social networks FB, IG, TW (@FundacionFEMSA) and LI (/Fundación-FEMSA).

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