



## Comunicado de prensa

Mexico City, May 15, 2025

### **Coca-Cola FEMSA reinforces its commitment to environmental care, driving SUSTENTAPET for the circular economy in Latin America**

- In 2024, this program collected over 118,000 tons of PET in the region.
- Through SUSTENTAPET, Coca-Cola FEMSA reinforces its regional recycling commitment with collectors, NGOs, and the community at large.

**Mexico City -May 15, 2025** – Marking World Recycling Day, Coca-Cola FEMSA, the world's largest Coca-Cola bottler by sales volume, reaffirms its commitment to sustainability and the circular economy through a robust recycling strategy.

As a cornerstone of this commitment, the company actively promotes SUSTENTAPET, a platform designed to transform the PET recycling landscape in Latin America.

Coca-Cola FEMSA's recycling strategy focuses on contributing to the circular economy by promoting PET recycling, thereby reducing its environmental impact. This effort materializes through various actions, with SUSTENTAPET being a key pillar.

"At Coca-Cola FEMSA, we create the future by reaffirming our commitment to contribute to the circular economy through innovation, with a focus on sustainable design, reuse, and recycling of our packaging, as well as implementing actions for our operations to be zero waste," stated Julio César Sánchez, Collection Director at Coca-Cola FEMSA.

#### **SUSTENTAPET: Leading Plastic Circularity in the Region**

SUSTENTAPET aims to become the largest PET collection network in Latin America, leading the way in building a circular ecosystem for this material.

Currently, this initiative operates in the countries where Coca-Cola FEMSA has operations, with a network of 43 PET collection centers strategically located to efficiently serve local markets. This infrastructure is complemented by 38 collaborative projects and a workforce of 550 direct employees, in addition to generating numerous indirect jobs that contribute to the development of local economies.

The impact of SUSTENTAPET is tangible. In 2024 alone, the initiative collected over 118,500 tons of PET throughout the region. Concurrently, SUSTENTAPET has provided support and enhanced service quality for PET collectors and recycling partners, strengthening the entire value chain.

Para más información:

Érika de la Peña

T. +52 81 1077 6318

Vanessa Alemán

T. +52 55 4354 9834

Óscar Martínez

T. +52 81 8318 1863

[relacionconmedios@femsa.com](mailto:relacionconmedios@femsa.com)





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### A Comprehensive Effort for Sustainability

Coca-Cola FEMSA recognizes the importance of solid infrastructure and community collaboration. "We have over 40 collection centers strategically placed within our territory. These centers allow us to collect a significant portion of the bottles we place on the market. During 2024, our PET collection rate was 34%," noted Julio César Sánchez, Collection Director at Coca-Cola FEMSA.

"Furthermore, the bottle's journey doesn't end with collection; it gains a new life through recycling," he added.

In collaboration with partners and its own facilities like IMER and PLANETA, Coca-Cola FEMSA creates the necessary infrastructure to transform used bottles into high-quality recycled PET resin. This resin is used to manufacture new bottles, closing the loop of the circular economy and giving new life to packaging, thus reducing environmental impact. During 2024, over 100,000 tons of recycled PET resin were incorporated into bottle manufacturing.

### Strengthening Ties with Collectors and Other Stakeholders

An essential component of SUSTENTAPET's vision is close collaboration with and recognition of the work of collectors. The company also supports the economy of these workers by providing them with essential tools, strengthening their capabilities, and promoting compliance with local regulations and guidelines established by The Coca-Cola Company.

An example of this is the "Reciclaje Motocargueros" program in Colombia, which provided motorized cargo vehicles to 240 collectors, improving their operational conditions and increasing the collection rate of recyclable materials.

Additionally, in collaboration with the Mexican NGO ECOCE since 2002, Coca-Cola FEMSA has been leading the construction of a solid PET market in the industry, achieving a collection rate of 64% in the country.

The company actively works to promote environmental care, creating efforts so that its packaging continues to be part of a circular economy. On World Recycling Day, Coca-Cola FEMSA and SUSTENTAPET invite society, collectors, and potential partners to join in the proper management of waste; we can all contribute through separation at home, work, and school to create a sustainable future and a cleaner planet.

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### About Coca-Cola FEMSA

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*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](http://www.coca-colafemsa.com)*

### About FEMSA

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*FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. It participates in the retail industry through a Proximity Americas Division operating OXXO, a small-format store chain, and other related retail formats, and Proximity Europe which includes Valora, our European retail unit which operates convenience and foodvenience formats. In the retail industry it also participates through a Health Division, which includes drugstores and related activities; and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world by volume. FEMSA also participates in the logistics and distribution industry through its Strategic Business Unit, which additionally provides point-of-sale refrigeration and plastic solutions to its business units and third-party clients. Across its business units, FEMSA has more than 380,000 employees in 18 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance, the FTSE4Good Emerging Index and the Mexican Stock Exchange Sustainability Index: S&P/BMV Total México ESG, among other indexes that evaluate its sustainability performance.*

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