



Press release

Friday, March 27, 2026

FEMSA Presents 2025 Integrated Annual Report and Reaffirms Focus on Profitability, Discipline and Sustainable Growth

- FEMSA's consolidated revenues grew 7.6% year-over-2024, reaching Ps. 840,954 million (US\$ 46.7 billion).
- During the year, FEMSA strengthened its margins, completed the divestment of non-core assets and drove important organizational transitions.
- Sustainability remains at the heart of FEMSA's business model. In 2025, the company reinforced the integration of this vision into all its operations.

Mexico City, Mexico, March 27, 2026. – FEMSA today presented its **2025 Integrated Annual Report**, in which it reports on a year marked by operational consolidation, strategic discipline and the evolution towards a more agile, profitable model prepared for long-term growth.

After a 2024 with double-digit growth in revenues, gross profit and operating income in most of its business units, the company faced a more challenging consumer environment in 2025 in its key markets. In this context, FEMSA decided to anticipate and adjust its approach, prioritizing profitability and consolidation over accelerated revenue expansion.

As a result, consolidated revenues grew 7.6% compared to 2024, reaching Ps. 840,954 million (US\$ 46.7 billion). Gross profit increased 6.2% and operating income 4.7%, while adjusted EBITDA stood at Ps. 125,288 million (US\$ 6,958.24 million), with a margin of 14.9%.

"We look to the future with optimism, confidence and a clear sense of responsibility. Our path forward will be defined by the ability to think in decades while acting in days, staying true to a long-term vision, while moving forward with urgency and conviction in the present. As we celebrate 135 years of history, we do so with an exceptional team, a solid strategy and values that have stood the test of time," said Jose Antonio Fernández Garza-Lagüera, CEO of FEMSA.

Strategic discipline and value creation

During the year, FEMSA strengthened its margins, completed the divestment of non-core assets and drove important organizational transitions that marked the final phase of its FEMSA Forward strategy, these actions allowed it to consolidate a more efficient and better positioned organization for the future

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and in line with its commitment to shareholders, the company returned a record amount of capital through dividends and share buybacks. equivalent to approximately 8% of its market capitalization.

The growth strategy remains disciplined, evaluating each opportunity with financial and strategic rigor. An example of this was the total control of OXXO Brazil's operations, thus ending the joint venture with Raízen, as well as the decision to pause openings in Chile to strengthen investment criteria.

Performance by business units

FEMSA Proximity & Health

The unit, which integrates Proximity Americas, Europe, Fuels, Health and Multiformats, closed the year with significant advances in operational efficiency and customer experience.

At OXXO Mexico, in the face of a decrease in same-store traffic, affordability, assortment optimization, and more effective promotions were prioritized, reaching an NPS of 87.8 points, higher than the 84.9 in 2024.

In South America, operations such as Colombia and Brazil showed significant progress in their value proposition, while Chile and Peru recorded relevant improvements. In the United States, the conversion of stores to the OXXO format continued.

In Europe, Valora reported sales of Ps. 57,000 million and an 8.8% growth in EBIT, driven mainly by the convenience business.

The Health division completed its transition to a decentralized model, increasing agility and operational responsibility.

Likewise, OXXO GAS consolidated its position as a leader in mobility in Mexico, strengthening its B2B segment and modernizing the customer experience.

Formats such as Tiendas Bara, CAFFENIO and Doña Tota maintained a positive performance, driven by innovation, efficiency and strengthening of their value proposition.

At the end of 2025, FEMSA reached 33,377 points of sale, while OXXO in Mexico serves more than 13 million consumers daily.

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Coca-Cola FEMSA

The business continued to show resilience, with a strategy focused on portfolio evolution and sustainable growth. Brands such as Coca-Cola Zero consolidated as key drivers, while non-carbonated beverages strengthened their strategic role.

In 2025, 4,150 million unit cases were sold in 2.1 million points of sale and the Juntos+ digital platform reached 1.3 million monthly active users and 1.6 million in its Premia Juntos+ loyalty program. In addition, the company increased its manufacturing capacity by 4% last year.

Spin

FEMSA's digital financial platform continued its rapid expansion. Spin by OXXO exceeded 16 million users, with 10.5 million monthly active users; while Spin Premia reached 63.1 million registered accounts, with 28.1 million active in the last 90 days, representing about 50% of OXXO's monthly sales linked to the program.

The integration of this platform with the network of physical stores has generated a significant competitive advantage, enabling a volume of transactions that exceeds that of traditional banking in Mexico.

Sustainability and social commitment

Sustainability remains at the heart of FEMSA's business model. In 2025, the company reinforced the integration of this vision into all its operations.

Through FEMSA Foundation, initiatives focused on early childhood development, water security and circular economy were promoted, generating a positive impact on communities in Latin America.

In addition, through the FEMSA Collection and the FEMSA Biennial, the company continued to promote access to art, cultural dialogue, and community participation.

As part of its 135th anniversary, 2025 represented a moment of reflection and renewal for FEMSA. The company began a carefully planned leadership transition, aligned with its long-term vision.

View FEMSA's 2025 Integrated Report at: <https://informeanual.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. Through its Business Units, it employs more than 392 thousand employees in 18 countries. FEMSA is a member of the Dow Jones Best-in-Class World Index and the Dow Jones Best-in-Class MILA Pacific Alliance Index, both of S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total Mexico ESG, among other indices.

About Proximity and Health

FEMSA's Proximity and Health Division generates economic and social value in the countries where it operates. It operates small-format chains in Latin America and Europe, including OXXO and Bara, as well as service stations under the OXXO GAS brand in Mexico and, in Europe, convenience stores and food services through Valora. FEMSA Salud operates leading 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. In total, it has more than 4,000 units in the countries where it has a presence. Through its different business units, FEMSA's Proximity and Health Division serves more than 13 million consumers daily and generates employment for more than 230,000 employees in 13 countries. Its commitment to inclusion, diversity, and sustainability drives practices that seek to operate in balance with the planet, communities, and its entire 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 to more than 276 million consumers every day. With more than 93,000 employees, the company markets and sells approximately 4.2 billion unit cases through approximately 2.2 million outlets annually. Operating 56 manufacturing plants and 256 distribution centers, Coca-Cola FEMSA is committed to generating economic, social and environmental value

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for all its stakeholders throughout the value chain. The Company is a member of several sustainability indices, including the Dow Jones MILA Pacific Alliance and FTSE4Good Emerging Index. 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 digital platform that brings simple, reliable and useful financial services to people and businesses throughout Mexico. With an ecosystem that integrates the Spin by OXXO digital wallet, the Spin Premia loyalty program and solutions for merchants through Spin Negocios, we connect the physical and digital worlds to simplify life, eliminate barriers and generate opportunities.

From remote communities to urban areas, Spin transforms financial inclusion into an everyday, relatable experience, driving growth for millions of people and businesses. With the support and experience of more than 135 years of FEMSA, we work to open paths to a more accessible, connected, and prosperous future for all

About FEMSA Foundation

At FEMSA Foundation, we believe that it is possible to open up opportunities to promote a better future in Latin America. We drive transformative collaborations and invest in structural solutions that improve people's lives. We contribute through four lines of action: Water Security, Early Childhood, Circular Economy and Arts and Culture.

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

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