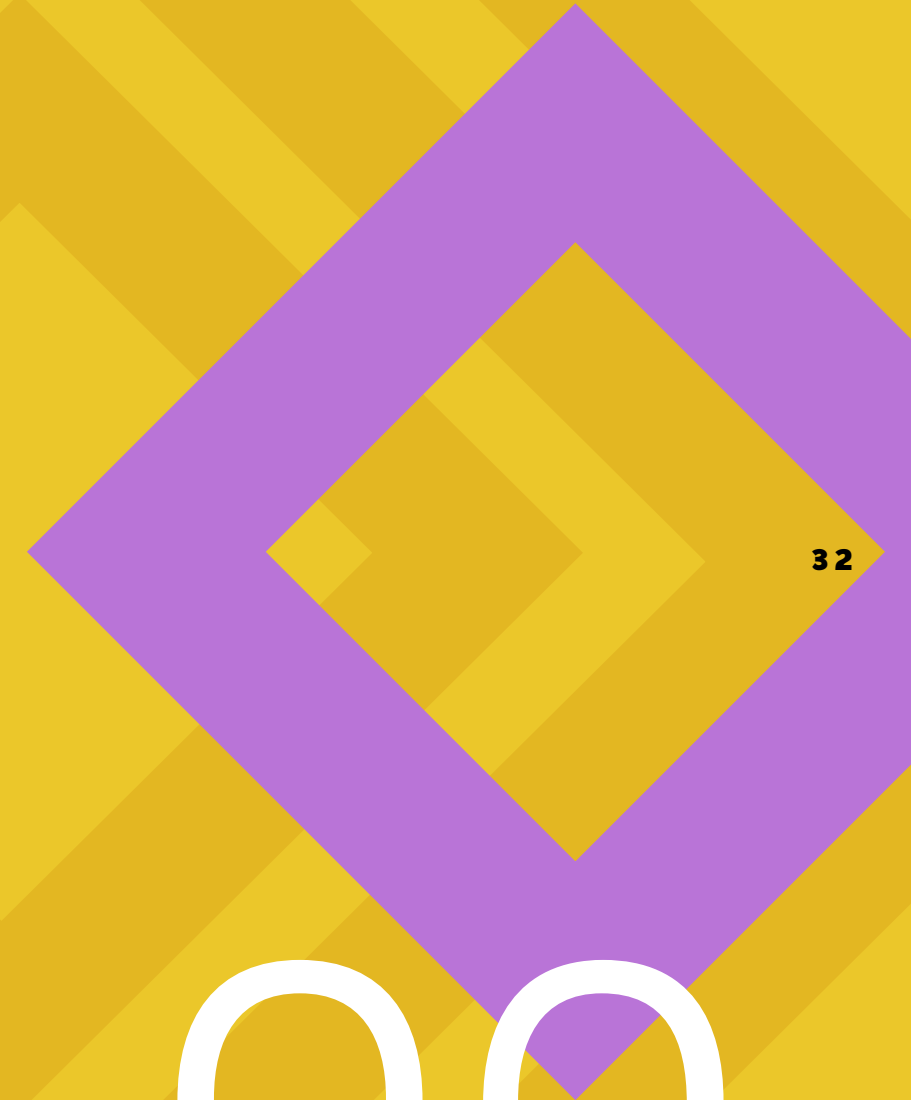


OUR FRAME WORK

Strategy

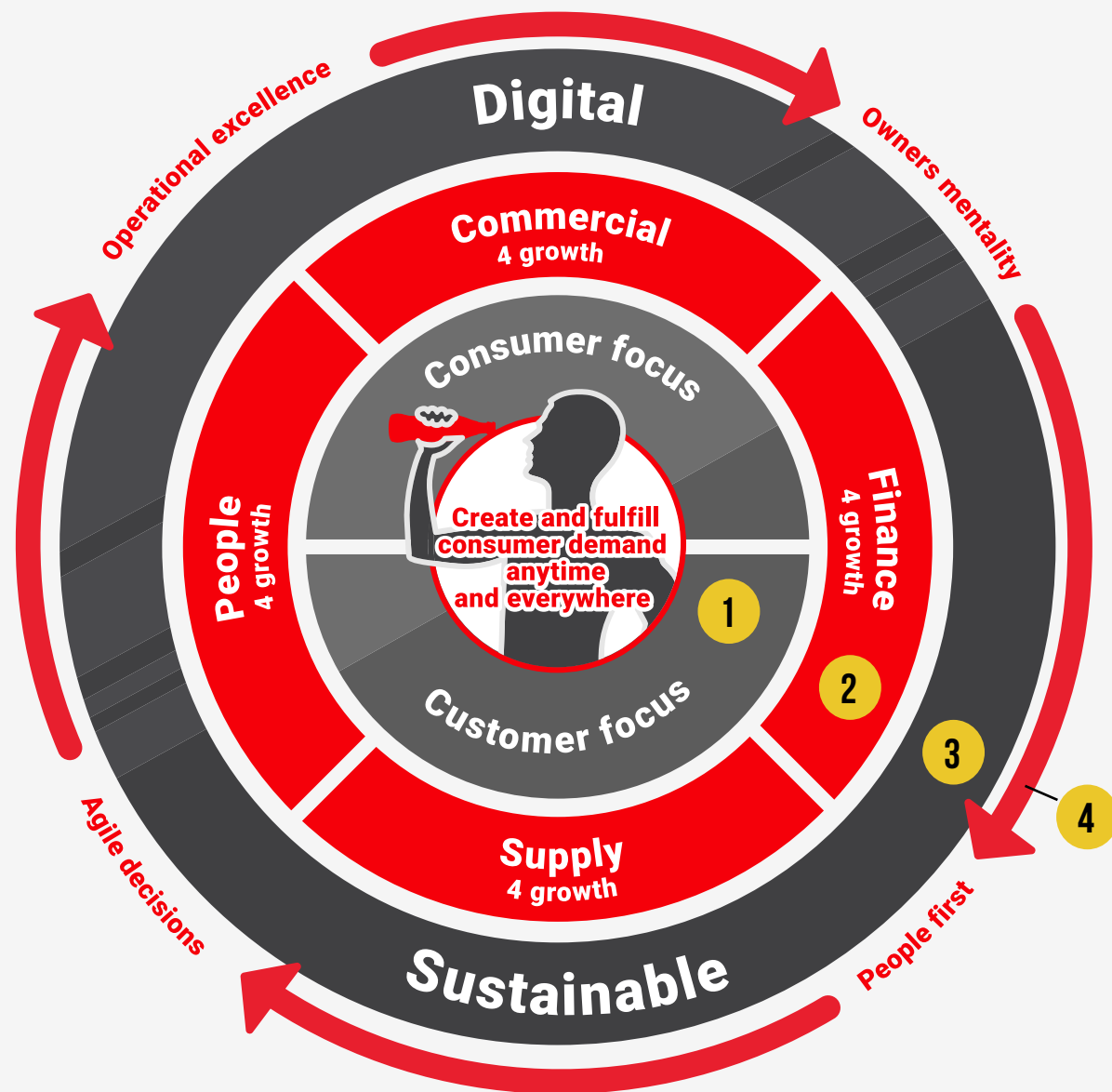
Sustainability

Materiality Matrix
Sustainability Framework
2020 Goals
United Nations Sustainable
Development Goals



02

STRATEGY



1 ONE VISION
We must be obsessive about our consumers.

We must maximize value for our customers.

2 ONE PLATFORM
We must evolve the way we work.

We must strive for more efficiency and productivity.

We must continue to develop and deploy best-in-class capabilities.

3 ONE FUTURE
We must deploy digital tools and enablers to transform the organization.

We must ensure we have a license to operate.

4 OUR DNA
Our DNA is the foundation of everything we do.

It includes fundamental beliefs and behaviors that govern our daily actions.

WE ARE ONE COCA-COLA FEMSA

SUSTAINABILITY

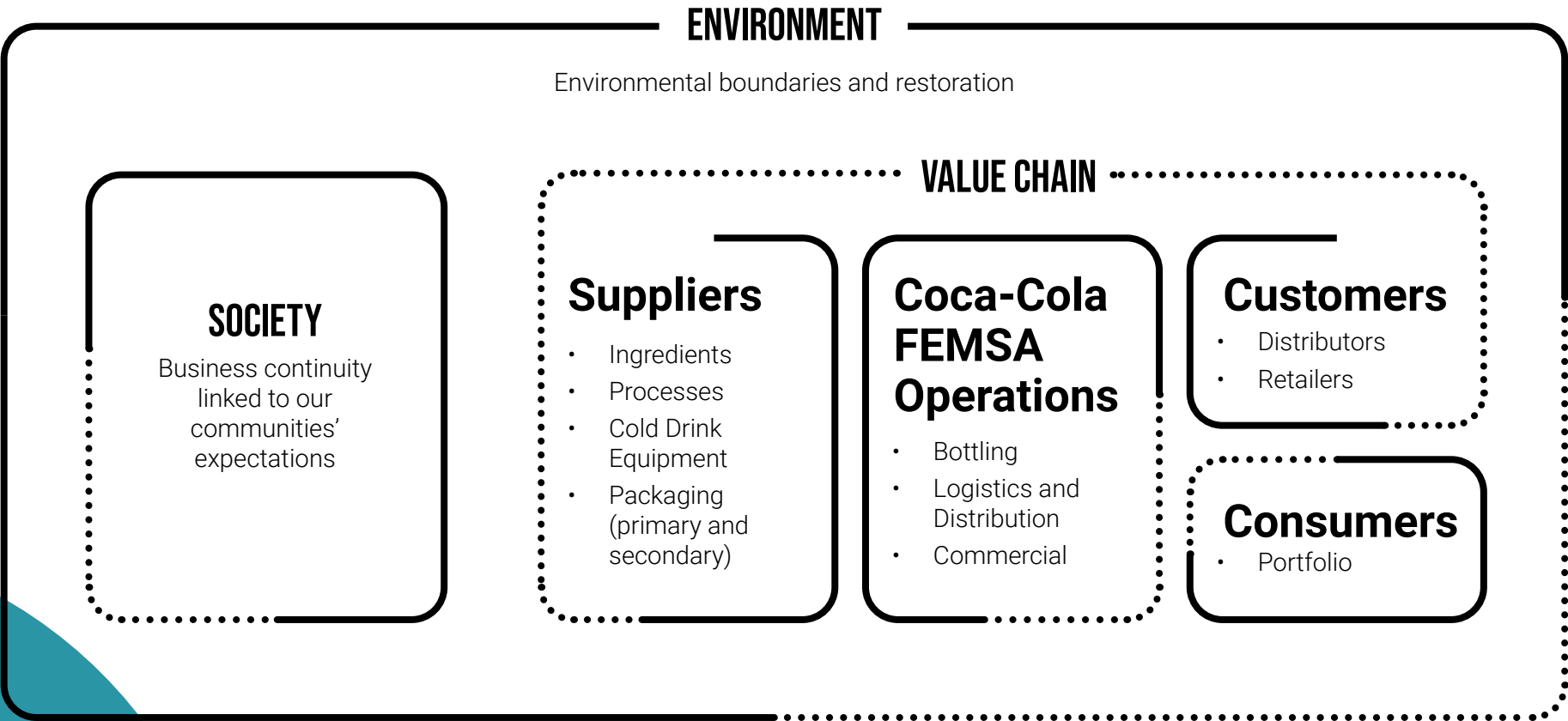
MATERIALITY MATRIX

With our company's achievement of key 2020 sustainability targets, we conducted a comprehensive materiality study to ensure that our sustainability priorities are aligned with stakeholder expectations and what our business needs to thrive over the coming years. Through this analysis, we developed an updated set of priorities that:

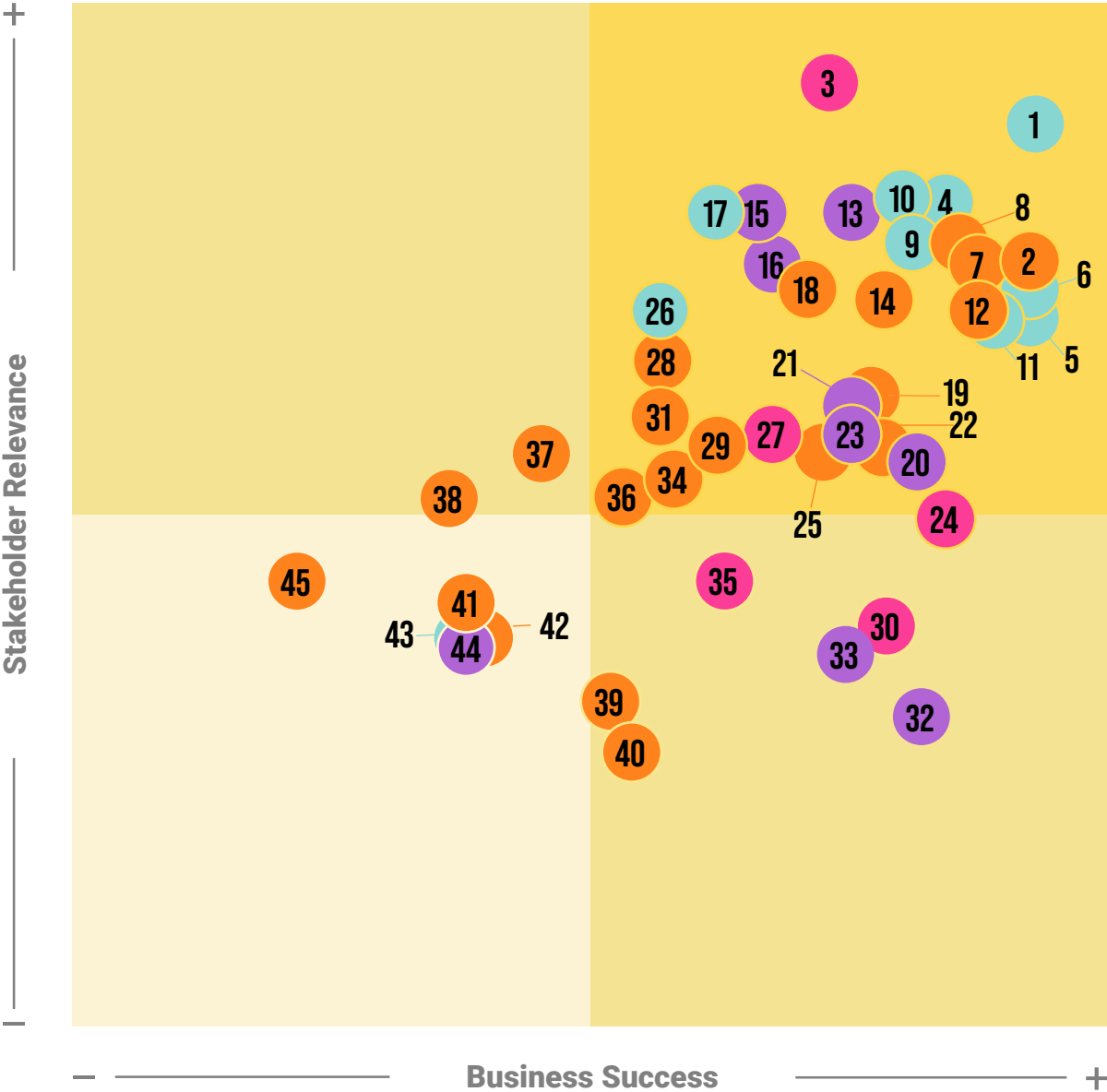
- Clarify our company's position as part of our overall value chain
- Position our company's value chain within the context of society's expectations
- Allow us to understand the role that we and our society play with respect to environmental care and respect of planetary boundaries.

As a result of this study, we identified 45 material topics and 17 priorities that will drive strategic lines of action across our value chain to ensure the sustainability of our business, our business partners, and the communities in which we operate.

Using the results of our study, we generated an updated materiality matrix, mapping the 17 identified priorities across the three axes of our sustainability strategy.



Consistent with our sustainability framework, we maintained the three axes—Our People, Our Planet, and Our Communities—that have guided us since the inception of our strategy, while reinvigorating these axes with a differentiated approach to sustainability focusing on ten strategic corridors throughout our value chain.



OUR PLANET

- 1 Packaging Circular Economy
- 4 GHG Emissions Reduction
- 5 Sustainable Mobility
- 6 Climate Change Adaptation
- 9 Energy Management: Renewables & Efficiency
- 10 WASH (Water Access, Sanitation, and Hygiene)
- 11 Context-Based Hydrological Safety
- 17 Water Efficiency
- 26 Industrial Waste Circular Economy
- 43 Environmentally Responsible Dairy Farming

OUR COMMUNITY

- 13 Human and Labor Rights
- 15 Diversity and Inclusion
- 16 Safety, Health, and Wellness
- 20 Culture, Ethics, and Values
- 21 Labor Relations
- 23 Standards for Contractors
- 32 Talent Attraction
- 33 Compensation and Benefits
- 44 Training and Development

OUR PEOPLE

- 2 Nutritional Attributes of Product Portfolio
- 7 Product Portfolio Diversification
- 8 Relationship with Government
- 12 Consumer Engagement for Circular Economy
- 14 Supporting Small Businesses
- 18 Advertising & Commercial Practices
- 19 Women's Empowerment
- 22 Local Community Relationships
- 25 Information Security & Cybersecurity
- 28 GMOs / Traceability of Ingredients
- 29 Digitalization in Customers
- 31 Promotion of Healthy Habits
- 34 Customer Engagement for Circular Economy
- 36 Support of Local Supply Chains
- 37 Road Safety
- 38 Information & Quality of Products
- 39 Customer Satisfaction Measurement
- 40 Quality of Service for Customers
- 41 Supplier Relationship T&Cs Management
- 42 Mechanism for Consumers to Raise Concerns
- 45 Opportunities for Youth

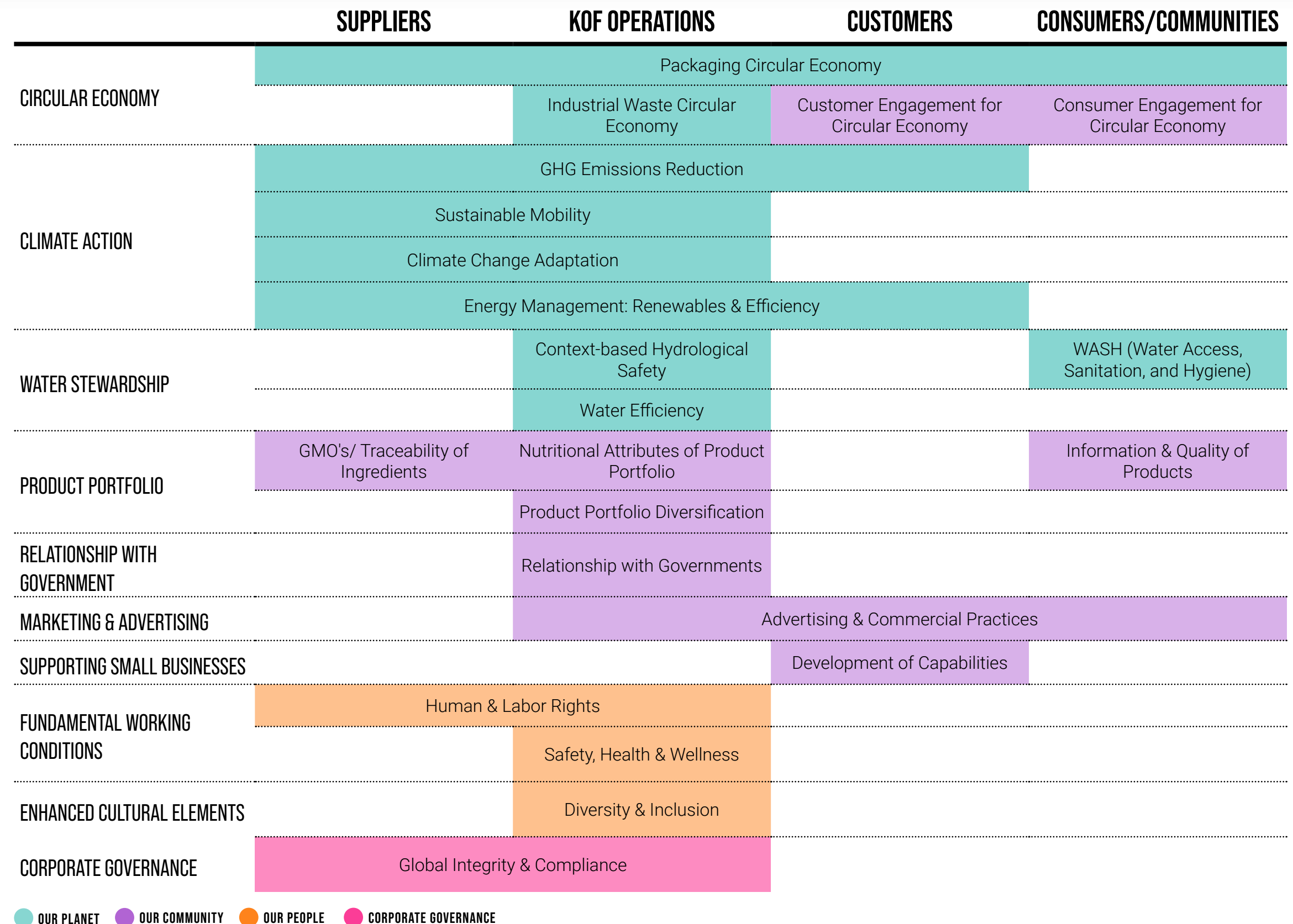
CORPORATE GOVERNANCE

- 3 Global Integrity & Compliance
- 24 Best-in-Class Board Practices
- 27 Partnerships for Sustainability
- 30 Comprehensive Risk Management
- 35 Code of Conduct



Aligned with societal expectations, stakeholder engagement, and respect for environmental boundaries, our refreshed approach to sustainability aims to simultaneously create economic and social value across our value chain in collaboration with all of our stakeholders.

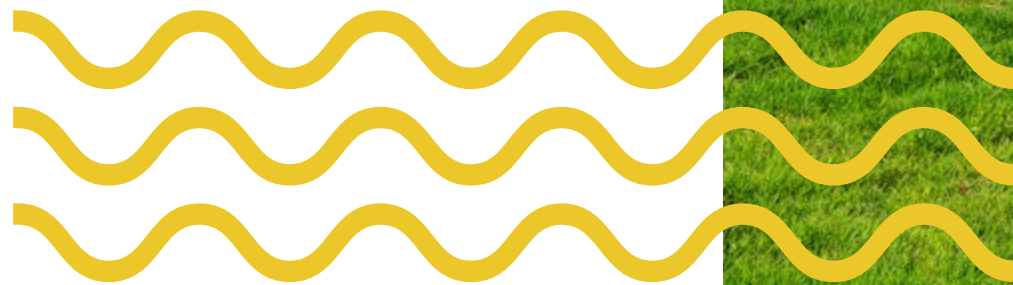
Our differentiated approach to sustainability focuses on ten strategic corridors throughout the company's value chain.





SUSTAINABILITY **FRAMEWORK**

Our sustainability strategy provides us with the guidelines to achieve our mission to positively transform the communities where we operate, supported by our ethics and values.



2020 GOALS

Our sustainability goals enable us to measure our progress on topics that impact the long-term sustainability of the business. Thanks to our efforts, we achieved key 2020 targets across the three axes of the sustainability framework.



7.2 MILLION

people benefited with our nutrition and physical activation programs and initiatives, surpassing our goal of 5 million



2.17 MILLION

hours of volunteer work, exceeding our goal of 1 million



29%

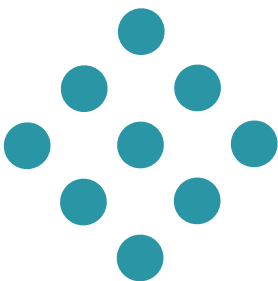
of recycled materials in our PET packaging, surpassing our goal of 25%

96%

of the energy used in December 2020 in manufacturing in Mexico came from clean energy sources, achieving our goal of 85%

1.49

liters of water per liter of beverage produced, an industry benchmark



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

We are committed to contributing to the achievement of the United Nations Sustainable Development Goals (SDGs). While many of our actions contribute to the 17 SDGs, we are convinced that we can have a larger impact on the following nine goals through our strategic framework and initiatives.

2 ZERO HUNGER

Several of our initiatives are focused on healthy habits for our communities, such as proper nutrition and social programs for early childhood development with FEMSA Foundation.



3 GOOD HEALTH AND WELL-BEING

We are committed to promoting healthy habits. To date, we have already benefited over 7 million people through our nutrition and physical activation programs. In addition, we offer a total beverage portfolio, and we carry out responsible marketing strategies for our products.



6 CLEAN WATER AND SANITATION

Our production processes ensure efficient water use and wastewater treatment. We are committed to return to nature all of the water used to produce our beverages. We also develop water access, sanitation, and hygiene (WASH) programs in alliance with FEMSA Foundation.



7 AFFORDABLE AND CLEAN ENERGY

We satisfied 85% of our Mexico operations power needs with clean sources, achieving our 2020 goal, and we continue to introduce clean energy across all of our operating countries, reaching an 80% share of our global bottling operations' electricity requirements.



8 DECENT WORK AND ECONOMIC GROWTH

We aim to achieve sustainable economic growth through efficient resource utilization, promote a work environment that offers comprehensive professional development, create jobs in emerging markets, and apply sustainable sourcing principles.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

We continually work to foster industry innovation, develop local suppliers, and improve our environmental performance, while reducing our carbon footprint across our value chain.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

We communicate our sustainability results annually through our Integrated Report, and we established goals to ensure responsible consumption of raw materials, achieve greater production efficiency, and encourage post-consumption collection and recycling.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Our corporate governance and the way we conduct our business is in full compliance with applicable regulations in all countries where we conduct our operations and with our Code of Ethics as compass.



17 PARTNERSHIPS FOR THE GOALS

We recognize that complex, ever-changing challenges require innovative solutions that can only be achieved and put into action together. We embrace this reality, and we partner with other companies, governments, NGOs, and institutions to maximize our impact.

