



## Coca-Cola FEMSA launches its new website at the forefront of technology and accessibility

- *Innovation and user-centered design are the key pillars of this relaunch.*
- *Coca-Cola FEMSA seeks to offer an inclusive, agile, and personalized experience on any device.*

**MEXICO CITY, August 5, 2025** – Coca-Cola FEMSA, the world's largest bottler of Coca-Cola products by sales volume, today unveils its revamped corporate website (<https://coca-colafemsa.com/>), designed to offer a cutting-edge digital experience in terms of technology and accessibility.

"Our new website not only reflects Coca-Cola FEMSA's technological innovation, but also reaffirms our commitment to creating a more accessible and inclusive future by integrating scalable cloud solutions, advanced user experience methodologies, and strict accessibility standards, so that everyone—from investors to students—can navigate without barriers and find the information they need efficiently," said Catherine Reuben, Director of Corporate Affairs at Coca-Cola FEMSA.

### Accessibility as a strategic commitment

Coca-Cola FEMSA's new website represents much more than a technological advance; it is a conscious commitment to placing people at the center of the digital experience. After establishing a solid technological foundation, the redesign focuses on prioritizing digital accessibility, complying with the Web Content Accessibility Guidelines (WCAG) level AA.

This translates into direct and tangible benefits by facilitating:

- **Accessible navigation:** ARIA labeling and 100% keyboard navigation, allowing screen reader users full, barrier-free access.
- **Improved visibility:** Optimized contrast and a color palette designed especially for people with color blindness, ensuring a comfortable and clear visual experience.
- **Universal understanding:** Detailed alternative text in images, graphics, and videos to ensure universal comprehension.
- **Personalized adaptability:** Responsive font and spacing adjustments for people with low vision or motor difficulties.
- **Clear and semantic structure:** Pages are organized for comprehension with assisted technology and automatic translators, promoting the inclusion of speakers of different languages and facilitating cognitive comprehension of information.

### Key features

- **Responsive 360°:** Seamless experience on desktop and mobile devices.
- **Optimized information:** Direct access to financial reports, sustainability information, and job openings.
- **Digital community:** Real-time integration with our social media channels and newsletter.



## User-centered technological design

The platform was built using a *mobile-first approach* (prioritizing mobile browsing) and microservices architecture, with progressive content loading (lazy loading) and image optimization to ensure response times of less than 2 seconds, even on low-speed connections.

In addition, it employs User Experience (*UX*) and User Interface (*UI*) methodologies backed by real user testing, featuring interactive dashboards, dynamic filters for financial reports, and contextual navigation that adapts content to each visitor's profile (investors, media, applicants, and local communities).

The new portal was developed from scratch with robust architecture based on the **MODX** platform, which allows flexible content management, long-term scalability, and responsive navigation adapted to all devices. Highlights include:

- Optimal visual contrasts (minimum 4.5:1).
- Text scalable up to 200% without loss of functionality.
- Clear labelling on forms.
- Consistent hierarchical structure and keyboard navigation with visible focus.
- Compatibility with screen readers and assistive technologies.

With this launch, Coca-Cola FEMSA renews its digital image, reaffirming its leadership in responsible innovation and its commitment to an accessible, inclusive, and people-centered digital transformation.

### **About Coca-Cola FEMSA**

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*Mexican Stock Exchange, Trading Symbol: KOFUBL. NYSE (ADS), Trading Symbol: 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 registered trademarks, offering a broad portfolio of brands 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 points of sale per year. Operating 56 manufacturing plants and 258 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value 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 nationwide in Costa Rica, Nicaragua, Panama, Uruguay, and Venezuela through an investment in KOF Venezuela. For more information, visit [www.coca-colafemsa.com](http://www.coca-colafemsa.com).*