



Code of Ethics Coca-Cola FEMSA



coca-colafemsa.com



CONTENTS

INTRODUCTION	4
Message from our chairman	5
Purpose	6
Scope	6
OUR CULTURE	7
Our Purpose and Vision	8
Our Leadership Principles	9
OUR PEOPLE	10
Human Rights	11
Respect for human dignity	11
Justice, equity, diversity and inclusion	11
Fundamental principles and rights at work	12
Safety and health at work	13
OUR PLANET	14
Commitment to the community	15
Environment	16
OUR RESOURCES	18
Coca-Cola FEMSA use of assets	19
Information management	20
Privileged and confidential information	20
Accounting and financial records	21
Intellectual property	21
Personal data	21
Information security	21
OUR RELATIONSHIP WITH THIRD PARTIES	22
Clients	23
Suppliers	24
Competition	25
Government and authorities	26
Marketing	27

CULTURE OF LAWFULNESS	28
Regulatory compliance	29
Anti-corruption	30
Anti-bribery	30
Anti-money laundering	31
Political contributions	31
Conflict of interest	32
Financial interests	32
Family and others	33
Gifts, hospitalities, and entertainment	33
Other activities	33
OUR RESPONSIBILITIES	34
Board of Directors	35
Directors	35
Audit Committee and Corporate Practices Committee	36
Secretary of the Board	36
COCA-COLA FEMSA Regulations and Corporate Governance	37
Ethics Committees	37
General Directors of the Business Divisions	38
Employees	38
Human Resources	39
Internal Audit	39
ETHICAL COMPLIANCE SYSTEM	40
Reports	41
KOF Ethics Line	42
Questions and concerns	44
Corrective measures	44
REFERENCES	45



INTRODUCTION



MESSAGE FROM OUR CHAIRMAN •
PURPOSE •
SCOPE •

MESSAGE FROM OUR CHAIRMAN

At Coca-Cola FEMSA we know we must put our cultivated values into practice to achieve our purpose to refresh the world anytime, anywhere. Acting with respect, honesty and integrity, and being governed by the laws and regulations of the countries in which we operate is an essential part of our corporate culture.

The Coca-Cola FEMSA Code of Ethics is the basis of our corporate behavior and the foundation of our policies, procedures, and guidelines. It has been approved by the Board of Directors, which has also authorized its issuance and continuous updating, which is necessary due to changes observed in the business environment.

Updating this code allows us to strengthen trust in our directors, employees, investors, customers, suppliers, authorities, and communities. The Coca-Cola FEMSA Code of Ethics formalizes in a single document our ethical principles, unifies criteria, and establishes a common frame of reference that guides us to always act in a comprehensive manner.

It is a useful work tool that helps us make the right decisions in accordance with our values and one of our ten principles: do the right things. I invite everyone who is part of the Coca-Cola FEMSA family to read and continuously consult our Coca-Cola FEMSA Code of Ethics. It is also very important to report any irregularities observed.

I know I can count on your support, enthusiasm, and commitment to continue creating success stories and strengthening Coca-Cola FEMSA's reputation.

Kind regards,

José Antonio Fernández Carbajal

Chairman of the Board of Directors of Coca-Cola FEMSA



PURPOSE

1. Establishing the fundamental principles and standards that are guidelines for our ethical behavior in our relations with shareholders, customers, suppliers, authorities, civil organizations, environment, community, and everyone who interacts with Coca-Cola FEMSA.
2. Define the responsibilities of the company's directors and employees to comply with and enforce the Coca-Cola FEMSA Code of Ethics which, together with the other Internal Regulations, form part of our corporate governance system.
3. Divulge the KOF Ethics Line, through which any behavior, breach or practice that does not comply with the provisions of the Coca-Cola FEMSA Code of Ethics or other Internal Regulations can be reported.

SCOPE

1. Our Coca-Cola FEMSA Code of Ethics applies to members of the Board of Directors, employees and all persons acting on behalf of Coca-Cola FEMSA and its subsidiaries.
2. This Coca-Cola FEMSA Code of Ethics is not and does not pretend to be exhaustive. Therefore, unforeseen situations will be resolved in accordance our internal guidelines, best management and corporate governance practices. This Code is complemented by the rest of our Internal Guidelines, including, but not limited to, our Corporate Policies on Human and Labor Rights, Occupational Health and Safety, Environment, Sustainability, Community Commitment and Anti-Corruption, which can be consulted on our official website.
3. Additional matters arising from diverse situations of our business and the dynamics of the environment will be incorporated as necessary.



OUR CULTURE



OUR PURPOSE AND VISION •
OUR LEADERSHIP PRINCIPLES •

OUR PURPOSE AND VISION

We have established a Purpose, Vision and Principles that lead our path and set the guidelines for planning strategies and projects aimed for success to attract and satisfy consumer demand, consistently generate economic value and greater social development for our shareholders.

PURPOSE

To refresh the world anytime, anywhere.

VISION

Be our customers and partners preferred commercial platform and ally for growth, fostering a sustainable future.

KOF PRINCIPLES

We live up our commitment with a sense of belonging and responsibility in our actions and through our KOF Principles, which are relevant part of the organization and provide the foundation for the development of standards on which our decisions and actions are based.



PLACE CUSTOMERS FIRST

We place our customers and consumers at the center of our decisions. We strive to provide them with an exceptional experience and earn their preference.



VALUE OUR PEOPLE

Nothing is more important than the safety of our people. We build high performance teams by hiring, developing and promoting the best talent. Our leaders foster the continuous development of our people. We value diversity within our teams.



FOSTER PSYCHOLOGICAL SAFETY

We operate at the highest standards and are disciplined in everything we do. We continually raise the bar in our teams to improve our products, services and processes. Leaders operate at all levels and no task is beneath them.

OPERATE WITH EXCELLENCE

We operate at the highest standards and are disciplined in everything we do. We continually raise the bar in our teams to improve our products, services and processes. Leaders operate at all levels and no task is beneath them.



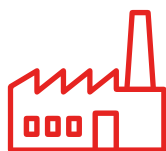
DO THE RIGHT THING

We conduct ourselves ethically and always do the right thing. In all our actions, we take care of the impacts we have on our planet, communities and people.



LEVERAGE TECHNOLOGY AND INNOVATION

We foster innovation, the use of new technologies and ideas that give us an edge in our business. We harness data and AI to generate a competitive advantage.



ACT AS A FOUNDER

We think and act to maximize the long-term health of the business and not for short term results. We do what is best for the company as a whole vs personal or functional agendas.



ACT SWIFTLY

We are action oriented. We challenge bureaucracy and streamline our processes to achieve the fastest response time.



PROMOTE A GROWTH MINDSET

We promote thinking big across our business. We value lifelong learning and self development. We encourage our people to be curious and explore new possibilities.



DELIVER RESULTS

We execute consistently on the metrics that matter to our business. We take full accountability for the results we deliver.



OUR PEOPLE



HUMAN RIGHTS •

Respect for human dignity -

Justice, equity, diversity and inclusion -

FUNDAMENTAL PRINCIPLES AND RIGHTS AT WORK •

Safety and health at work -

HUMAN RIGHTS

At Coca-Cola FEMSA, we acknowledge and commit to respecting Human Rights, which are a set of universal standards based on human dignity, whose effective fulfillment is essential for the holistic development of individuals, the sustainability of our operations, and the creation of value in the communities where we operate.

RESPECT FOR HUMAN DIGNITY

1. We display loyal, respectful, diligent, and honest behavior.
2. We respect the dignity of people, their freedom, and their privacy.
3. We do not allow verbal, visual, or physical behavior that threatens dignity and respect.
4. We are committed to promoting and maintaining a work environment in which all forms of harassment, abuse, violence, intimidation, or any other conduct that undermines dignity and respect are strictly prohibited and subject to disciplinary action.

JUSTICE, EQUITY, DIVERSITY AND INCLUSION

5. We are committed to promoting equitable and fair access to opportunities for the integration, growth and development of our employees adding value based on their unique characteristics and diversities.
6. We do not discriminate against anyone by making any distinction, exclusion, restriction, or preference that is not objective, rational nor proportional, and which has as a purpose the obstruction, restriction, reduction, or nullification of the acknowledge and exercise of the human rights and freedom for any reason, including origin, race, marital status, age, opinions, gender, creed, tribe, association or affiliation to a union, ethnicity, social or economic class, pregnancy, gender identity, sexual orientation, health condition, disability, or nationality.

FUNDAMENTAL PRINCIPLES AND RIGHTS AT WORK

At Coca-Cola FEMSA, we are committed to growth as a high performing organization where talent, culture and leadership are the main drivers of our people's development and for the fulfillment of our strategic objectives. Therefore, we seek to promote the professional development of our employees and provide them with the necessary training and resources to foster their safety and success at work.



1. We value, respect, and protect the people who work at Coca-Cola FEMSA.
2. We do not allow forced labor or human trafficking. We prohibit child labor and actively support its eradication, and we also ensure compliance with all relevant laws regarding the employment of minors.
3. We report cases in which we cannot fulfill our responsibilities objectively due to third party pressure who use their position, authority, or influence at Coca-Cola FEMSA.



SAFETY AND HEALTH AT WORK

4. We believe that the physical integrity, safety, and health of our employees in the workplace are as important as any other function and objective of Coca-Cola FEMSA.
5. We take the necessary actions to ensure that the following occupational safety and health objectives are met:
 - a) Promote and preserve safe and healthy workplaces and conditions.
 - b) Provide and maintain a suitable work environment.
 - c) Develop a safety culture among the employees.





OUR PLANET



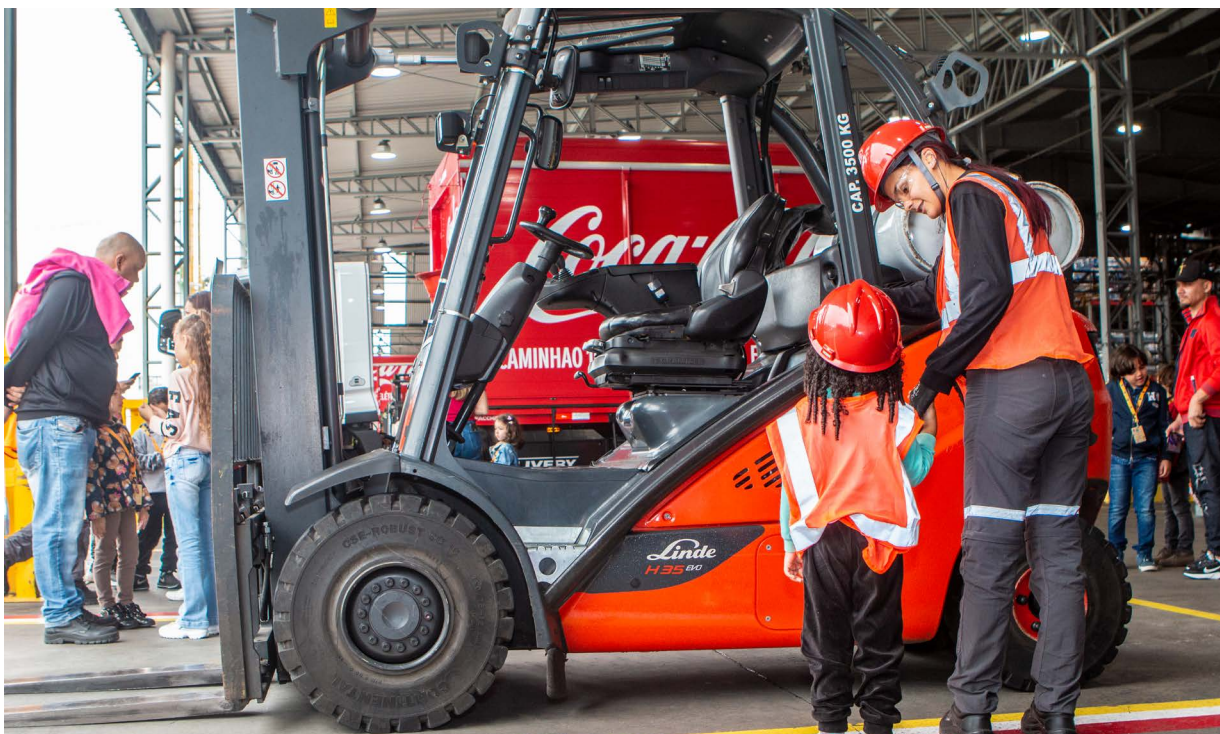
COMMITMENT •
TO THE COMMUNITY
ENVIRONMENT •

COMMITMENT TO THE COMMUNITY

We acknowledge our commitment to contribute to the development of communities through our business management, which is a display of the principles that we have practiced since our beginning.



1. We establish strategic alliances with civil organizations and other entities that aim to boost the social impact of our community actions.
2. We actively engage in citizenship by participating in community and public affairs, and encourage our employees to participate as well, aiming to make a positive impact on the human, environmental and economic development in the communities where we operate.



ENVIROMENT

We manage the risk and opportunities associated with the environmental impact of energy and water use, and waste management throughout the value chain of all our operations.

1. We acknowledge, as part of our commitment to generate social value, the protection and conservation of the environment.
2. We promote the development, diffusion and use of environmentally friendly technologies in our operations.





3. At Coca-Cola FEMSA, we take the necessary actions to ensure that our operational growth is committed to minimizing our environmental impact, which is why we ensure:
- a) That effective procedures are implemented to respond and adapt to possible environmental risks.
 - b) Significant changes in operating units and processes are evaluated in advance.
 - c) Necessary measures are taken to prevent environmental accidents that may be caused by our operations.
 - d) To reduce the generation of drainage discharges and air emissions, and soil contamination.
 - e) Promote the use of clean energy sources, make efficient use of energy and monitor consumption.
 - f) Promote the efficient use of water, as well as activities that encourage its care and conservation.
 - g) Promote the protection of biodiversity and ecosystems.
 - h) Implement programs for the reduction, reuse and recycling of waste from our operations, as well as waste related to our products and services.



OUR RESOURCES



COCA-COLA FEMSA USE OF ASSETS • INFORMATION MANAGEMENT •

- Privileged and confidential information -
 - Accounting and financial records -
 - Intellectual property -
 - Personal data -
 - Information security -
-

COCA-COLA FEMSA USE OF ASSETS

We have the responsibility to protect and properly use Coca-Cola FEMSA's assets, as well as to seek the best use of assigned resources.



1. We protect and preserve Coca-Cola FEMSA's assets and those that we use on behalf of Coca-Cola FEMSA.
2. We use Coca-Cola FEMSA's assets efficiently to contribute to the achievement of its objectives.
3. We use Coca-Cola FEMSA's name and resources responsibly, always looking out for the sole benefit of the company.

INFORMATION MANAGEMENT

Through the systems authorized by the administration, we protect and preserve all the information that we generate, obtain, and treat, whether it is ours or of third parties, as a company asset responsibly, ethically, and in accordance with the applicable laws to our operation.

PRIVILEGED AND CONFIDENTIAL INFORMATION



1. In compliance with the laws that regulate the securities markets where Coca-Cola FEMSA is listed, we protect, do not disclose, and avoid the leakage of, privileged and/or confidential information to unauthorized persons.
2. We do not carry out transactions for our own benefit or that of third parties with any kind of securities issued by Coca-Cola FEMSA, whose price could be influenced by the privileged information that we possess.
3. Those who perform activities as lecturers, exhibitors or students only use Coca-Cola FEMSA's public information to perform their activities.
4. We do not make any comments, including in family and friend environments or on social networks, about activities that we carry out at Coca-Cola FEMSA which could be harmful to the company or to those who form part of it.
5. Coca-Cola FEMSA's official spokespersons are the only people authorized to give information about the company to the media.



ACCOUNTING AND FINANCIAL RECORDS

6. We record accounting and financial information in a comprehensive, proper, and timely manner, in accordance with current accounting regulations and as established by applicable laws to our operation and securities regulators, ensuring the truthfulness of the indicators we are responsible for.

INTELLECTUAL PROPERTY

7. We do not disclose any type of confidential information, including that related to trade secrets, processes, methods, strategies, plans, projects, technical or market data or any other type of information. We maintain the confidentiality of such information even when our working relationship with Coca-Cola FEMSA has concluded, and we do as well with the confidential information of the companies with whom we have previously worked.

PERSONAL DATA

8. We value and respect the data of our Employees, customers, candidates and business partners. Therefore, we collect and process personal data responsibly and with integrity, ensuring its security and confidentiality, and in accordance with legal principles, in compliance with our internal guidelines, laws and other legal provisions applicable to our operation.
9. We establish and maintain strong security measures to prevent unauthorized use, access, modification or disclosure of personal data.

INFORMATION SECURITY

10. We are aware of the responsibility shared by all in the protection and preservation of the security of the information that we manage and the technologies and initiatives we implement, involving the Information Security area from their design.
11. We responsibly use and protect access to accounts and passwords assigned to technological resources.



OUR RELATIONSHIP WITH THIRD PARTIES



CLIENTS •
SUPPLIERS •
COMPETITION •
GOVERNMENT AND AUTHORITIES •
MARKETING •

CLIENTS

At Coca-Cola FEMSA, we seek to improve the value proposition and experience of our clients.



1. We serve our clients by providing them with fair and honest treatment in each transaction, adhering to the Coca-Cola FEMSA principles providing products and services with the highest quality and punctuality.
2. We do not make false comparisons with equivalent products or services offered by competitors.
3. We understand the needs of our customers and we are committed to innovate our processes and products to satisfy them.
4. We disclose, through our official communication channels, our Code of Ethics to our value chain.



SUPPLIERS

We contribute to the improvement of the labor, social and environmental performance of our suppliers and we look for those who work based on policies, principles, and responsible business practices.

1. Our portfolio of suppliers only includes those who share our ethics and principles in accordance with this Code of Ethics and the Supplier Guiding Principles. We recognize that corporate ethics is a shared responsibility between Coca-Cola FEMSA and its suppliers, and we expect them to implement, in proportion to their size and capabilities, practices aligned with these principles in their operations and business conduct.
2. Those of us who negotiate the acquisition of the goods and services that Coca-Cola FEMSA requires, offer, and demand professional treatment from our suppliers in each transaction, always seeking the best interests of the company.
3. We ensure the equitable participation of suppliers in the selection processes based on quality, profitability and service criteria, and considering, among others, the ethical, environmental and information security standards established by Coca-Cola FEMSA. We require our suppliers to know and comply with the Supplier Guiding Principles, as well as to respect human rights in accordance with international principles and standards, applying them consistently in their operations and business relationships.
4. We consider as an illicit conduct to request or receive any kind of incentive from suppliers for their selection or promotion, which does not benefit the company.



COMPETITION

We do business fairly, based on our ethical principles and in compliance with competition laws applicable to our operation.



1. Our business relationships are based on legality, ethics and respect for free competition.
2. We refrain from entering into any formal or informal agreement with customers, suppliers or competitors that have the purpose or effect of restricting, distorting or impeding the free functioning of the market in which we operate.
3. We act with integrity in all our interactions with customers, suppliers, and competitors, showing a professional attitude, complying with Coca-Cola FEMSA's principles and values, and with our Internal Guidelines, taking care of our personal image and that of Coca-Cola FEMSA.
4. When interacting with competitors, either individually or through forums, chambers, business or professional associations, we do not comment on issues that could represent a risk or possible liabilities for Coca-Cola FEMSA in terms of market competition.

GOVERNMENT AND AUTHORITIES

We contribute to the improvement of the labor, social and environmental performance of our suppliers and we look for those who work based on policies, principles, and responsible business practices.



1. We comply with the laws, regulations and other applicable guidelines established by the governments of the countries in which we operate.
2. We collaborate at all times with government and competent authorities so that they can fully exercise their powers, and we act in accordance with the law in defense of the legitimate interests of Coca-Cola FEMSA.
3. We respect the government and authorities, to whom we offer polite treatment, and we seek an atmosphere of openness and trust that facilitates the discussion of issues and the establishment of agreements.
4. We attend to the requirements and observations of governments and authorities in the exercise of their powers granted by applicable laws or regulations, seeking to collaborate effectively and politely in the fulfillment of their mission.
5. The relationships between Coca-Cola FEMSA and government agencies or officials are conducted in compliance with applicable laws to our operation and this Coca-Cola FEMSA Code of Ethics.
6. Prior to having contact with the government and/or authorities on behalf of Coca-Cola FEMSA, we verify, with the Public Affairs and Institutional Relations areas of our Business Operation, that said interaction is within our powers.

MARKETING

Communication through Coca-Cola FEMSA's advertising and marketing is:



1. Legal, decent, honest, truthful and in accordance with principles of fair competition and good business practices.
2. Prepared with a sense of social responsibility and based on principles of honesty and good faith.
3. Verifiable and free of elements that could lead to a misinterpretation of the characteristics of the products and services offered.
4. Respectful of moral values, avoiding unethical circumstances that violate integrity and human dignity or use culturally offensive symbols.





CULTURE OF LAWFULNESS



REGULATORY COMPLIANCE •

ANTI-CORRUPTION •

Anti-bribery -

ANTI-MONEY LAUNDERING •

POLITICAL CONTRIBUTIONS •

CONFLICT OF INTEREST •

Financial Interests -

Family and others -

Gifts, hospitalities and entertainment -

Other activities -

REGULATORY COMPLIANCE

At Coca-Cola FEMSA, lawfulness is part of our culture and we work to ensure our employees practice this notion. We firmly believe that our world requires organizations and individuals committed to our society.



1. We comply with the laws, regulations, and codes applicable to our operation, as well as with this Coca-Cola FEMSA Code of Ethics, and other Internal Regulations established by the Coca-Cola FEMSA Administration.



ANTI-CORRUPTION

We conduct business practices in accordance with the law, in an honest and ethical manner, with zero tolerance for bribery, rejecting, denouncing, and fighting any act of corruption.

- 1.** We act with integrity in our activities inside and outside Coca-Cola FEMSA, and we reject any form of corruption, whether it is carried out directly or through a third party, therefore;
 - we do not order, authorize, or promise to engage in acts of corruption,
 - we do not induce others to engage in acts of corruption;
 - we do not participate in schemes or agreements involving acts of corruption.
- 2.** We comply with the anti-corruption laws and regulations applicable to our operation, including those that prohibit bribery of public officials and among private individuals.

ANTI-BRIBERY

- 3.** We strictly reject any form of bribery whether directed at government officials or any other individual or entity.



ANTI-MONEY LAUNDERING

1. We comply with all applicable laws on the prevention of money laundering and the financing of terrorism, and we promote its knowledge and compliance among our employees. We are committed to not participating in, or facilitating, directly or indirectly, activities that involve the use of illicitly sourced funds or intended to conceal their origin, destination, or ownership.
2. We develop and implement processes and mechanisms to identify, evaluate and mitigate risk arising from illicit activities, including those related to money laundering and other emerging threats that may affect our business and the security and confidence in the economic sectors in which we operate.



POLITICAL CONTRIBUTIONS

1. Those of us who participate in political activities, in any jurisdiction, do not involve Coca-Cola FEMSA, and we clearly establish that we act in a personal capacity and not on behalf of the company.
2. We comply with the requirements established by local laws regarding political contributions in the countries in which we operate and with the Internal Regulations established by the Coca-Cola FEMSA Administration.

CONFLICT OF INTEREST

At Coca-Cola FEMSA, we carry out all our activities with integrity and professional ethics, always placing Coca-Cola FEMSA's interest above any personal interest, avoiding any improper personal benefit.

FINANCIAL INTERESTS

1. Those who have or intend to have a commercial or business relationship with, or an investment in companies or other business that have or seek to have a commercial or business relationship with Coca-Cola FEMSA, shall only have these relationships or investments, once they have been previously analyzed and approved in accordance with the Internal Regulations established by Coca-Cola FEMSA.
2. We have no interests or investments that allow us to have an influence on, or participate in commercial activities of, competing businesses.



FAMILY AND OTHERS

3. We do not participate or directly or indirectly influence the requests, negotiations, hiring and decision processes, respect to any customer, supplier, or business partner with whom we have or in whom we have:
 - A family relationship, or
 - A family member, as partner, investor, or agent, or
 - A relationship (including friendship) which is likely to create us a conflict with the interest of Coca-Cola FEMSA, or any personal benefits (including if such relationship is with a partner, investor, agent, or employee of such customer, supplier, or business partner).
4. We avoid having family members reporting to us, except in cases authorized in accordance with our Internal Regulations.
5. Those of us who perform monitoring, supervision, auditing, or control over the activities carried out by a relative, must report this situation to a superior so that this duty can be replaced, and in the case of the Chief Executive Officer of Coca-Cola FEMSA, he or she must inform it to the Board of Directors.
6. We do not intervene or satisfy the requirements of superiors, subordinates, co-workers, family or friends, if it may harm Coca-Cola FEMSA.

GIFTS, HOSPITALITIES AND ENTERTAINMENT

7. We do not receive, give, pay, offer, promise, or authorize, on behalf of Coca-Cola FEMSA or on a personal basis, in a direct or indirect way, money, gifts, advantageous conditions, salaries, travel, commissions or anything else of value to obtain any undue advantage or benefit of any kind.
8. We do not give or offer gifts to government officials.
9. We only accept, give, or offer gifts of a promotional nature and of symbolic value.
10. We only provide hospitalities in accordance with the provisions of our Internal Guidelines that regulate gifts, entertainment and invitations to entertainment events, as well as applicable legal provisions.
11. When a client or a supplier offers an invitation, which implies a trip outside the city or to attend a sporting event or any other entertainment, we shall comply with this Code of Ethics and other Internal Regulations and must obtain prior necessary approval to attend such invitation.

OTHER ACTIVITIES

12. We do not carry out any external activity that could affect our capacity and availability towards our obligations with Coca-Cola FEMSA.

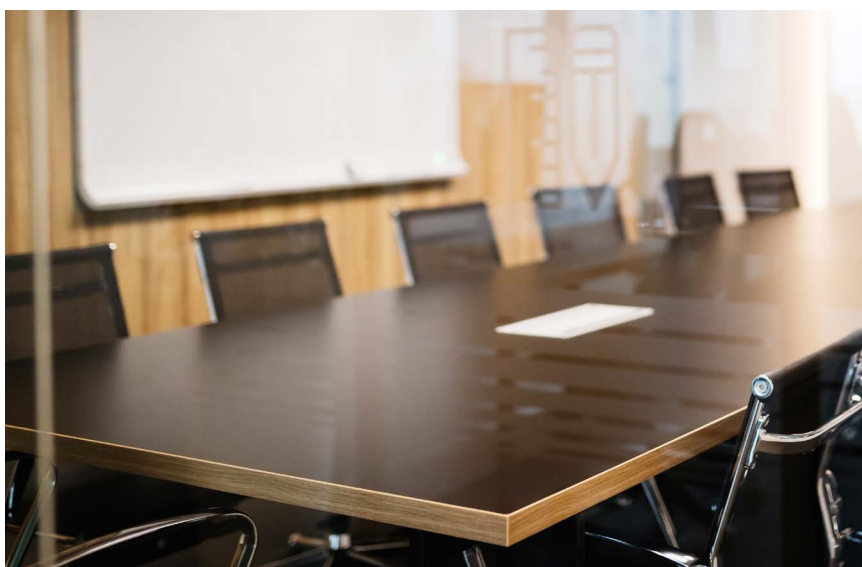
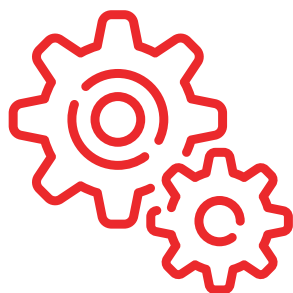
OUR RESPONSIBILITIES



- BOARD OF DIRECTORS •
- DIRECTORS •
- AUDIT COMMITTEE AND •
- CORPORATE PRACTICES COMMITTEE
- SECRETARY OF THE BOARD •
- COCA-COLA FEMSA REGULATIONS •
- AND CORPORATE GOVERNANCE
- ETHICS COMMITTEES •
- CEO'S BUSINESS DIVISIONS •
- EMPLOYEES •
- HUMAN RESOURCES •
- INTERNAL AUDIT •

BOARD OF DIRECTORS

1. Approve the content and adjustments to the Coca-Cola FEMSA Code of Ethics, as well as its issuance.
2. Ensure, in coordination with General Management, the diffusion of the Coca-Cola FEMSA Code of Ethics.



DIRECTORS

1. Know the Coca-Cola FEMSA Code of Ethics and annually sign the Commitment Letter to comply with its provisions.
2. Inform the Chairman of the Board of Directors of any part of this Coca-Cola FEMSA Code of Ethics which considers that its interpretation or applicability is not clear enough, to find a proper solution.
3. Report any possible violation of the Coca-Cola FEMSA Code of Ethics.

AUDIT COMMITTEE AND CORPORATE PRACTICES COMMITTEE

1. Supervise the compliance with the Coca-Cola FEMSA Code of Ethics.
2. Submit proposals to modify the Coca-Cola FEMSA Code of Ethics for approval of the Board of Directors.



SECRETARY OF THE BOARD

1. Disseminate the Coca-Cola FEMSA Code of Ethics among the members of the Board of Directors.
2. Ensure that the members of the Board of Directors annually sign the Commitment Letter to comply with the Coca-Cola FEMSA Code of Ethics.



COCA-COLA FEMSA REGULATIONS AND CORPORATE GOVERNANCE

1. Monitor diverse business situations and business requirements, as well as the dynamics of the environment to propose, and, where appropriate, modify the content of the Coca-Cola FEMSA Code of Ethics and other Corporate Regulations.
2. Ensure that all directors and managers annually sign the Commitment Letter to comply with the Coca-Cola FEMSA Code of Ethics and other Corporate Regulations.
3. Address doubts regarding the interpretation and content of the Coca-Cola FEMSA Code of Ethics and other Corporate Regulations.

ETHICS COMMITTEES



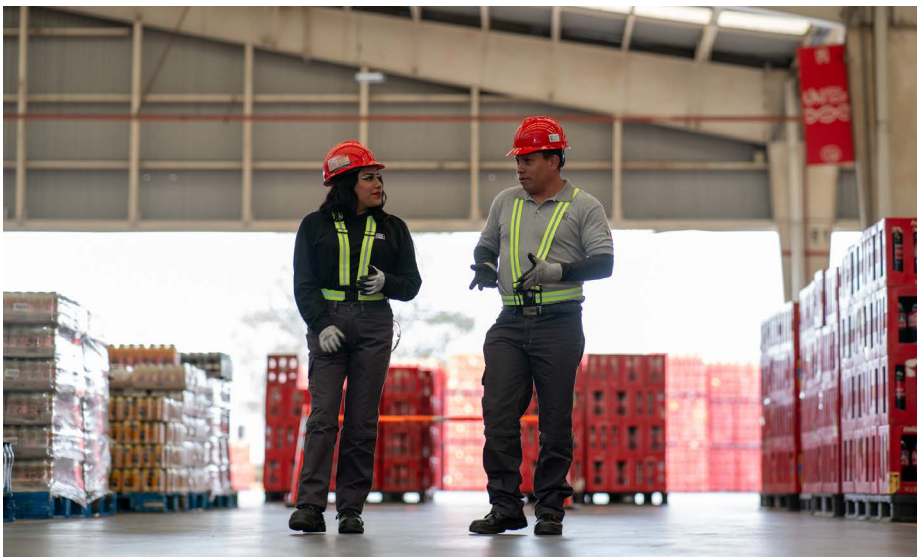
1. Ensure that the Business Operations comply with the Coca-Cola FEMSA Code of Ethics to promote the Coca-Cola FEMSA Culture.
2. Ensure dissemination, understanding and use of the Coca-Cola FEMSA Code of Ethics and the KOF Ethics Line.
3. Provide guidance for reports received through KOF Ethics Line and respond to any doubts and concerns related to possible violations of the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.
4. Promote and ensure that the investigations of the reports received through KOF Ethics Line are conducted objectively, impartially, confidentially and without retaliation.
5. Discuss and determine the corrective measures that are applicable, in accordance with Coca-Cola FEMSA Sanctions Guidelines, for acts or omissions that violate the Code of Ethics and other Internal Regulations, ensuring zero tolerance for retaliation.

CEO'S BUSINESS DIVISIONS

1. Disseminate the Coca-Cola FEMSA Code of Ethics and other Internal Regulations among employees.
2. Ensure that the business divisions comply with the established in the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.

EMPLOYEES

1. Know and comply with the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.
2. Report any violation and/or risk of violation of the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.
3. Know and use the KOF Ethics Line, if necessary.
4. Sign in accordance with the periodicity indicated by the company, the Commitment Letter to comply with the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.
5. Immediately report any real, potential, or apparent Conflict of Interest.



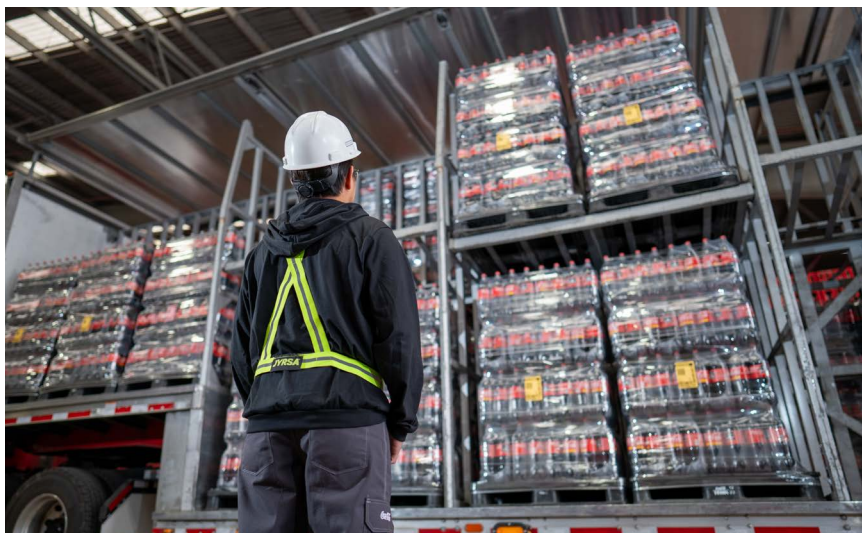
HUMAN RESOURCES



1. Disseminate among employees the Coca-Cola FEMSA Code of Ethics and other Internal Regulations, including the procedure to report through KOF Ethics Line and the actualizations of such documents.
2. Include the topics contained in the Coca-Cola FEMSA Code of Ethics and other Internal Regulations in induction and training programs.
3. Integrate into the organization employees who share our ethics and principles in accordance with this Coca-Cola FEMSA Code of Ethics.

INTERNAL AUDIT

1. Evaluate the compliance with the provisions contained in the Coca-Cola FEMSA Code of Ethics.
2. Inform to the Audit Committee and the Corporate Practices Committee of the Board of Directors of any breach of the Coca-Cola FEMSA Code of Ethics.
3. Follow up on the measures adopted by the management for violations reported through the KOF Ethics Line.





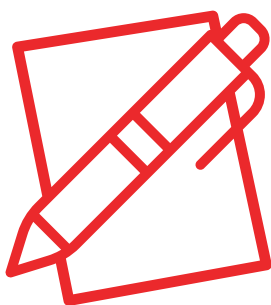
ETHICAL COMPLIANCE SYSTEM



REPORTS •
KOF ETHICS LINE •
QUESTIONS AND CONCERNS •
CORRECTIVE MEASURES •

REPORTS

At Coca-Cola FEMSA, our principles are an essential and indispensable part of our life and culture. Therefore, we take any report about illegal practices or inappropriate behaviors detected in our company seriously.



1. We keep as confidential all reports received by Coca-Cola FEMSA executives from their employees and third parties, or those collected through the KOF Ethics Line or through any other means, except if there is an obligation in the applicable law, to disclose part or the entire report and its corresponding investigation.
2. We do not tolerate reports made baselessly and in bad faith.
3. To determine whether any reported act or omission violates the Code of Ethics and other Coca-Cola FEMSA's Internal Regulations, we conduct a confidential, impartial and well-founded investigation, in line with our guidelines and applying the appropriate preventive and/or corrective measures.
4. We prohibit any type of retaliation against people who report and/or cooperate in good faith in investigations that presume the breach of any provision established in Coca-Cola FEMSA's Code of Ethics or other Internal Regulations.
5. Failure to report any known violation of the Coca-Cola FEMSA Code of Ethics and/or other Internal Regulations, implies being jointly responsible and deserving of a corrective measure.
6. We attend and document all reports received in the KOF Ethics Line.

KOF ETHICS LINE

We promote a culture of integrity and transparency in order to facilitate the timely detection of illegal practices and inappropriate behaviors. We have an Ethics Line, a communication channel independent from the company's management, available to report conduct or practices that do not comply with our Internal Guidelines, current legislation or the regulatory framework applicable in the countries where we operate.

1. The KOF Ethics Line is a formal mechanism used by directors and employees, as well as by third parties with which Coca-Cola FEMSA has some relationship in the development of its operations, for reporting any breach of the Coca-Cola FEMSA Code of Ethics and other Internal Regulations.
2. The KOF Ethics Line is available 24 hours a day, every day of the year and is managed confidentially by a specialized company outside of Coca-Cola FEMSA.
3. The KOF Ethics Line is supervised by the Audit Committee of the Coca-Cola FEMSA Board of Directors, composed of independent directors.
4. Any breach of Coca-Cola FEMSA's Code of Ethics and other Internal Regulations, or suspicion of non-compliance, must be reported. In addition to the KOF Ethics Line, Employees have other instances to which they can turn, in the following order: (i) direct manager, (ii) second-level manager, (iii) Human Resources, (iv) Ethics System, and (v) Ethics Committee.



We have the following means to facilitate the reception of reports:

Internet: lineaeticadilo.ethicspoint.com

Telephone:

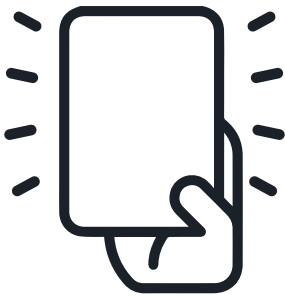
COUNTRY	PHONE NUMBER
ARGENTINA	0 800 345 1571
BRAZIL	0 800 721 8529
COLOMBIA	01 800 518 9439
COSTA RICA	0 800 032 0075
GUATEMALA	2277 2618
MEXICO	800 681 8061
NICARAGUA	7513 2136
PANAMA	835 5559
URUGUAY	000 413 598 3945
VENEZUELA	0212 335 7570

QUESTIONS AND CONCERNS



We promote a culture of prevention, oversight, detection and feedback, so we receive questions and concerns regarding compliance with our Code of Ethics and other Internal Regulations through the KOF Ethics Line.

CORRECTIVE MEASURES



1. Breaches of the Coca-Cola FEMSA Code of Ethics and other Internal Regulations will be subject to corrective and/or preventive measures as appropriate.
2. The severity of the corrective measures will depend on the severity of the faults committed and their recurrence.
3. Corrective measures range from written reprimands, dismissals to criminal prosecution before the competent authorities, and the exercise of any other corresponding legal action, in accordance with Coca-Cola FEMSA Sanction Guidelines.
4. We consider the failure to apply corrective measures to violations to itself be a violation.
5. We respect the rights of the people involved in the reports received and validate and document all available evidence before taking any corrective action.

REFERENCES

ILO Conventions

https://normlex.ilo.org/dyn/nrmlx_en/f?p=1000:12000:0::NO:

UN Universal Declaration of Human Rights

<https://www.un.org/en/about-us/universal-declaration-of-human-rights>

UN Global Compact

<https://unglobalcompact.org/>

OECD Guidelines for Multinational Enterprises on Responsible Business Conduct

https://www.oecd.org/en/publications/oecd-guidelines-for-multinational-enterprises-on-responsible-business-conduct_81f92357-en.html

Suppliers Guiding Principles

<https://coca-colafemsa.com/en/globals/policies-and-rules.html>

Human and Labor Rights Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/human-and-labor-rights-policy-en-web.pdf

Occupational Health and Safety Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/health-and-safety-policy-en-web.pdf

Environment Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/environment-policy.pdf

Sustainability Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/sustainability-policy-en-web.pdf

Community Commitment Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/community-commitment-policy-web.pdf

Anti-corruption Corporate Policy

https://coca-colafemsa.com/assets/files/globales/politicas_normas/politicas_y_principios_guia_para_proveedores/anti-corruption-policy-en-web.pdf

CODE OF ETHICS
COCA-COLA FEMSA

May 2026

