



Code of Ethics Coca-Cola FEMSA



coca-colafemsa.com



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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 mission of satisfy and please the beverage consumer through excellence. 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. 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 Guidelines, 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 Guidelines 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.** The Coca-Cola FEMSA Code of Ethics is not intended to be exhaustive. Therefore, unforeseen situations will be resolved in accordance with criteria of best management and corporate governance practices.
- 3.** Additional matters arising from diverse situations of our business and the dynamics of the environment will be incorporated as necessary.



OUR CULTURE



OUR MISSION AND VISION •
OUR VALUES •

OUR MISSION AND VISION

We have established a Mission, Vision and Values 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.

MISSION

To satisfy and please the beverage consumer through excellence.

VISION

To be the best global enterprise in leading beverage brand sales. To generate sustainable economic and social value by managing innovative and winning business models with the best employees in the world.

OUR VALUES

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

A Coca-Cola FEMSA employee generates a great impact, always seeks to transcend, places the greater good of the organization above his or her own professional goals, and excels for his or her:



INTEGRITY AND RESPECT

Is honest in his or her behaviors and maintains a respectful and dignified treatment with all the people.



HUMBLENESS AND SERVICE ATTITUDE

Perceives that everyone is valuable and important, is always willing to collaborate and serve for the organization's benefit.



SENSE OF RESPONSIBILITY

Is committed. Measures, acknowledges, and takes responsibility of his or her actions.



PASSION FOR LEARNING

Is in constant pursuit of learning and new challenges that allows him or her to develop continuously in a dynamic environment.

The way our employees work, reinforces / develops Coca-Cola FEMSA's distinctive capabilities and enables our strategy.



CUSTOMER FOCUS

Is always in the search of improve our value proposition and the experience of our customers.



INNOVATION-ORIENTED

Constantly questions the status quo to positively transform our business model.



COMMITMENT TO EXCELLENCE

Is focused on continuous improvements to reach excellence and create value.



COLLABORATIVE APTITUDE AND WILLINGNESS

Develops the best working teams and generates coordinated efforts through systemic thinking to enable our customers.

OUR PEOPLE



-
- HUMAN RIGHTS** •
Respect for human dignity -
Inclusion and diversity -
 - FUNDAMENTAL PRINCIPLES** •
AND RIGHTS AT WORK
Safety and health at work -
-

HUMAN RIGHTS

At Coca-Cola FEMSA, we acknowledge that Human Rights are the set of principles based on human dignity, which are essential to the holistic development of the person.

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 kinds of harassment, violence and bullying or any other threatening activity against the dignity and respect of our employees is prohibited and penalized.

INCLUSION AND DIVERSITY

5. We promote inclusion so that the diversity of our employees generates value in an environment of equitable rights and obligations.
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; we also support the eradication of child labor and comply with the applicable laws regarding the hiring 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) Provide and maintain safe and healthy workplaces.
 - b) Provide and maintain a suitable work environment.
 - c) Develop a safety culture among the employees.
 - d) Provide essential tools whenever teleworking is required.





OUR PLANET



COMMITMENT •
TO OUR COMMUNITY
ENVIRONMENT •

COMMITMENT TO OUR COMMUNITY

We acknowledge our commitment to contribute to the development of communities through our business management, which is a display of the principles and values 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 exercise an active citizenship by participating in community and public affairs, which allows us to have an impact on the human and economic development of the communities in which we operate.



ENVIROMENT

We understand, deal with and mitigate the risks associated to the environmental impact caused by the use of energy and water and waste management throughout the value chain of all our operations.

1. We acknowledge as part of our social commitment the protection and conservation of the environment.
2. In our operations, we encourage the development and diffusion of environmentally friendly technologies.





3. At Coca-Cola FEMSA, we take the necessary actions to ensure:

- a) That effective procedures in response to potential emergencies are placed to minimize the impact of unpredictable incidents.
- b) Significant changes in operating units and processes are evaluated in advance, to prevent adverse impacts on the environment.
- c) The generation of drainage discharges and air emissions are reduced to ensure they do not cause an adverse environmental impact.
- d) Promote the use of clean energy sources, make efficient use of energy, and monitor consumption.
- e) The necessary measures are taken to prevent environmental accidents which could be caused by our operations.
- f) Promote the efficient use of water, as well as activities that encourage its care and conservation.
- g) Promote a culture of reforestation and urban forestry.
- h) Secure an operational growth committed to reduce the environmental impact through the implementation of 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 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 obtain and process personal data responsibly, ethically and in accordance with applicable laws to our operation.

INFORMATION SECURITY

9. We are aware of the responsibility shared by all in the protection and preservation of the security of the information that we administer.
10. 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 and values, 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 Values in accordance with this Code of Ethics.
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 equal participation of suppliers based on the criteria of quality, profitability, and service, and considering the ethical, environmental and information security standards established by Coca-Cola FEMSA.
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. We do not participate in any agreement with customers, suppliers or competitors that seeks to limit the market forces in the places where we operate.
2. Those of us who are in contact with competitor representatives display a professional attitude, following the principles and Values of the company we represent, protecting our personal image and that of Coca-Cola FEMSA.
3. When interacting with competitors, either individually or in forums and business or professional associations, we do not comment on issues that could create risk or potential liabilities for Coca-Cola FEMSA in terms of compliance with competition laws.

GOVERNMENT AND AUTHORITIES

At Coca-Cola FEMSA, our Values are the basis of our relationships with the government and the authorities of the countries where we operate, and we provide them with an open and respectful treatment.



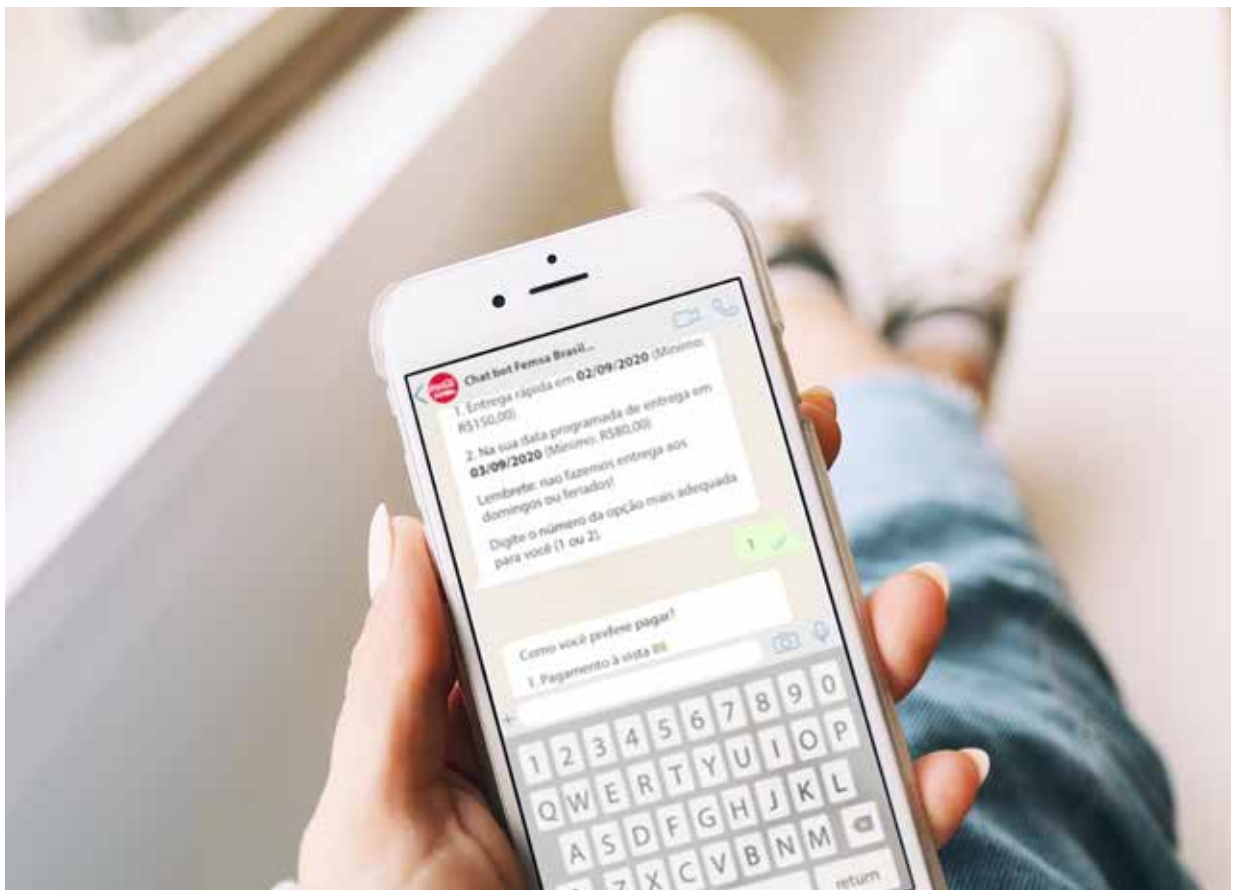
1. We comply with the laws, regulations and other applicable guidelines established by the governments of the countries in which we operate.
2. We collaborate at all times with government and competent authorities so that they can fully exercise their powers, and we act in accordance with the law in 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 Guidelines 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 and extortion.

1. In our activities inside and outside Coca-Cola FEMSA or on behalf of it, either directly or through a third party, we do not participate in acts of corruption, therefore;
 - we do not order, authorize, or promise to carry out corrupt practices,
 - we do not induce any person to carry out corrupt practices, and
 - we do not conspire to conduct said behavior.
2. We comply with the anti-corruption laws applicable to our operation.

ANTI-BRIBERY

3. We reject any kind of bribe to government officials.



ANTI-MONEY LAUNDERING

1. We comply with the applicable laws on the prevention of money laundering, and we promote its knowledge and compliance among our employees.
2. We develop processes and mechanisms to comply with the prevention of money laundering applicable laws, which contribute building security and confidence in the sectors of the economy and in the countries 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 Guidelines 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 Guidelines 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 Guidelines.
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, occasional and of symbolic value.
10. We only provide hospitalities in accordance with our Corporate Policy and the 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 Guidelines 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 •

FEMSA REGULATIONS AND •
CORPORATE GOVERNANCE

ETHICS COMMITTEES •

GENERAL DIRECTORS OF THE •
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. Summit 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.



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 Guidelines
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 Guidelines.
3. Address doubts regarding the interpretation and content of the Coca-Cola FEMSA Code of Ethics and other Corporate Guidelines.
4. Monitor the compliance with the Coca-Cola FEMSA Code of Ethics and other Corporate Guidelines.

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 Guidelines.
4. Promote and supervise that the investigations of the reports received through KOF Ethics Line are conducted with confidentiality and impartially.
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 Guidelines, and suggest to the Human Resources Department its implementation.

GENERAL DIRECTORS OF THE BUSINESS DIVISIONS

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

EMPLOYEES

1. Know and comply with the Coca-Cola FEMSA Code of Ethics and other Internal Guidelines.
2. Report any violation and/or risk of violation of the Coca-Cola FEMSA Code of Ethics and other Internal Guidelines.
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 Guidelines.
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 Guidelines, 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 Guidelines in induction and training programs.
3. Integrate into the organization employees who share our ethics and Values 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.



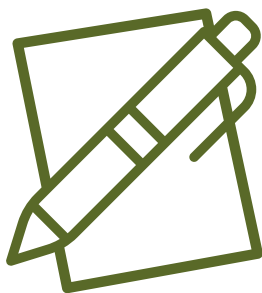
ETHICAL COMPLIANCE SYSTEM



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

REPORTS

At Coca-Cola FEMSA, our Values 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 that are unfounded and made in bad faith against an innocent person.
3. To determine that a person has performed any act or omission that violates the Code of Ethics and other Internal Guidelines, we conduct an impartial and well-founded investigation, to support any imputed liability to the investigated person.
4. We do not take any kind of reprisal against people who report and/or cooperate in good faith in investigations that presume the breach of any provision established in the Coca-Cola FEMSA Code of Ethics or the other Internal Guidelines.
5. Failure to report any known violation of the Coca-Cola FEMSA Code of Ethics and/or other Internal Guidelines, 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 and facilitate the detection of illegal practices and inappropriate behaviors through open communication and formal mechanisms implemented in accordance with the provisions established in the Coca-Cola FEMSA Code of Ethics, and we provide timely information about any violations.

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 Guidelines.
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 the Code of Ethics and other Internal Guidelines, in addition to being able to report it through KOF Ethics Line, can be reported to the Ethics Committee or the Human Resources area.



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

Internet: www.kofethics.com

E-mail: kofethics@kofethics.com

Telephone:

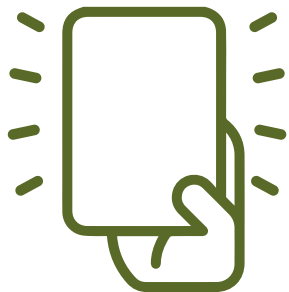
ARGENTINA	0 800 122 0596
BRAZIL	0 800 891 7686 0 800 892 3425
COLOMBIA	01 800 952 0815
COSTA RICA	0 800 052 1330
GUATEMALA	01 800 835 0468 +502 2375 3945
MEXICO	800 500 1271 800 500 1272 800 500 1274 800 500 1276 800 500 1278
NICARAGUA	+52 55 6266 7198
PANAMA	0 800 052 1253 +507 83 65 888
URUGUAY	000 416 205 6395
VENEZUELA	01 800 100 5376 Caracas +58 212 72 02 560

QUESTIONS AND CONCERNS



We promote a culture of prevention, so we receive questions and concerns regarding compliance with our Coca-Cola FEMSA Code of Ethics and other Internal Guidelines through the KOF Ethics Line.

CORRECTIVE MEASURES



1. Breaches of the Coca-Cola FEMSA Code of Ethics and other Internal Guidelines will be subject to corrective measures.
2. The severity of the corrective measures will depend on the severity of the faults committed.
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.



CODE OF ETHICS
COCA-COLA FEMSA

March 2021