

Coca-Cola FEMSA, S.A.B. de C.V. **Proposed Board of Directors 2021**

Series A Directors

José Antonio Vicente Fernández Carbajal

Chairman

Born: February 1954
First elected
(Chairman of the board): 2001
(Director): 1993
Principal occupation: Executive Chairman of the board of directors of Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA")
Other directorships: Chairman of the board of directors of Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA"), Fundación FEMSA A.C. ("Fundación FEMSA") and Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). Member of the board of directors of Heineken Holding N.V., and vice-chairman of the supervisory board of Heineken N.V. Chairman of the America's committee and member of the preparatory committee and selection and appointment committee of Heineken, N.V. Member of the board of directors of Industrias Peñoles, S.A.B. de C.V. ("Peñoles") and member of the board of trustees of the Massachusetts Institute of Technology Corporation.
Business experience: Joined the strategic planning department of FEMSA in 1988, after which he held managerial positions at FEMSA Cerveza's commercial division and OXXO. He was appointed Deputy Chief Executive Officer of FEMSA in 1991, and Chief Executive Officer in 1995, a position he held until December 31, 2013. As of January 1, 2014, he was appointed Executive Chairman of the board of directors of FEMSA.
Education: Holds an Industrial Engineering degree and a Master in Business Administration (MBA) from ITESM.

Federico Reyes García

Director

Born: September 1945
First elected: 1992
Principal occupation: Independent Consultant
Other directorships: Alternate member of the board of directors of FEMSA, and member of the board of directors of Fundación FEMSA and Tec Salud.
Business experience: At FEMSA, he held the position of Executive Vice-President of Corporate Development from 1992 to 1993, and Chief Financial Officer from 1999 to 2006 and Corporate Development Officer until 2015.
Education: Holds a degree in Business and Finance degree from ITESM
Alternate director: Javier Gerardo Astaburuaga Sanjines

John Anthony Santa María Otazúa

Director

Born: August 1957
First elected: 2014
Principal occupation: Chief Executive Officer of Coca-Cola FEMSA.
Business experience: Has served as Strategic Planning and Business Development Officer and Chief Operating Officer of Mexican operations of Coca-Cola FEMSA. Has served as Strategic Planning and Commercial Development Officer and Chief Operating Officer of Coca-Cola FEMSA's South America division. He also has experience in several areas of Coca-Cola FEMSA, namely development of new products and mergers and acquisitions. Has experience with different bottler companies in Mexico in areas such as Strategic Planning and General Management.
Other directorships: Member of the board of directors of Genera, S.A.B. de C.V. and member of the board of directors and commercial committee of Banco Compartamos, S.A., Institución de Banca Múltiple.
Education: Holds a bachelor's degree in Business Administration and a MBA with a major in Finance from Southern Methodist University.

Ricardo Guajardo Touché

Director

Born: May 1948
First elected: 1993
Principal occupation: Chairman of the board of directors of Solfi, S.A. de C.V.

Member of the board of directors of FEMSA, Alfa, S.A.B. de C.V., Grupo Financiero BBVA Bancomer, S.A. de C.V., BBVA Bancomer, S.A., Institución de Banca Múltiple, Grupo Aeroportuario del Sureste, S.A. de C.V., Grupo Bimbo, S.A.B. de C.V., ITESM and Vitro, S.A.B. de C.V. Honorary member of the board of directors of El Puerto de Liverpool, S.A.B. de C.V.

Business experience: Has held senior executive positions at FEMSA, Grupo AXA, S.A. de C.V. and Grupo Valores de Monterrey, S.A.B. de C.V.

Other directorships: Holds an Electrical Engineering degree from ITESM and the University of Wisconsin and a Masters degree from the University of California at Berkeley.

Education:

Enrique F. Senior Hernández

Director

Born: August 1943
First elected: 2004
Principal occupation: Managing Director of Allen & Company, LLC.
Other directorships: Alternate member of the board of directors of FEMSA, and member of the board of directors Grupo Televisa, S.A.B. de C.V., Cinemark USA, Inc. and Univision Communications, Inc.
Business experience: Among other clients, has provided financial advisory services to FEMSA and Coca-Cola FEMSA.
Education: Holds a law degree from Yale University, an Honorary Law Doctorate from Emerson College and an MBA from Harvard University Business School.

Miguel Eduardo Padilla Silva

Director

Born: January 1955
First elected: 2016
Principal occupation: Chief Executive Officer of FEMSA.
Other directorships: Member of the board of directors of FEMSA, Grupo Lamosa, S.A.B. de C.V., Universidad Tec Milenio and Grupo Coppel, S.A. de C.V.
Business experience: He held the position of Chief Financial and Corporate Officer of FEMSA from 2016 to 2017 and Chief Executive Officer of FEMSA Comercio, S.A. de C.V. from 2004 to 2016. Also, he held the positions of Planning and Control Officer of FEMSA from 1997 to 1999 and Chief Executive Officer of the Strategic Procurement Business Division of FEMSA from 2000 to 2003. Prior to his current position, he was the Chief Executive Officer of FEMSA Comercio, S.A. de C.V. from 2004 to 2016 and Chief Financial and Corporate Officer of FEMSA from 2016 to 2017.
Education: Holds a degree in mechanical engineering degree from ITESM, an MBA from Cornell University and executive management studies at Instituto Panamericano de Alta Dirección de Empresas (IPADE).

Luis Rubio Freidberg

Director

Born: August 1955
First elected: 2015
Principal occupation: Chairman of México Evalúa Centro de Análisis de Políticas Públicas, A.C. and Consejo Mexicano de Asuntos Internacionales.
Other directorships: Member of the board of directors of Xanthus, The India Fund-Asia Tigers and The Tinker Foundation.
Business experience: He is a contributing editor of the newspaper Reforma. In the 1970s he was Planning Director at Citibank in Mexico and served as an adviser to Mexico's Secretary of the Treasury.
Education: Holds a degree in Financial Administration, a multinational MBA and a master's degree and PhD in political science from Brandeis University.
Alternate director: Jaime A. El Koury

Daniel Javier Servitje Montull

Director

Born: April 1959
First elected: 1998
Principal occupation: Chief Executive Officer and Chairman of the board of directors of Grupo Bimbo, S.A.B. de C.V. (Bimbo)
Other directorships: Member of the boards of directors of Grupo Financiero Banamex, S.A. de C.V., Instituto Mexicano para la Competitividad, A.C., The Consumer Goods Forum and Stanford GSB Advisory Council. Chairman of the board of directors of Corporación Aura Solar, S.A.P.I. de C.V., and Servicios Comerciales de Energía, S.A. de C.V.
Business experience: Served as Vice President of Bimbo.
Education: Holds a Business Administration degree from Universidad Iberoamericana (IBERO) and a MBA from the Stanford University Graduate School of Business.

José Luis Cutrale*Director*

Born: September 1946
First elected: 2004
Principal occupation: Chairman of the board of directors of Sucocitríco Cutrale, Ltda.
Other directorships: Member of the board of directors of Cutrale North America, Inc., Cutrale Citrus Juice USA, Inc., Citrus Products, Inc. and Chiquita Brands International.
Business experience: Founding partner of Sucocitríco Cutrale.
Education: Holds a degree in Business Administration.
Alternate director: José Henrique Cutrale.

Luis Alfonso Nicolau Gutiérrez*Director*

Born: June 1961
First elected: 2018
Principal occupation: Partner at Ritch, Mueller, Heather y Nicolau, S.C., law firm; member of the firm's executive committee.
Other directorships: Member of the boards of directors of Morgan Stanley, Casa de Bolsa, S.A. de C.V., UBS Asesores México, S.A. de C.V., Grupo Posadas, S.A.B. de C.V., Ignia's public fund (Fideicomiso Ignia), KIO Networks, Genera, Grupo Cementos de Chihuahua, S.A.B. de C.V y Grupo Coppel, S.A. de C.V. Member of the investment committee of Ignia Fund and Promotora Social México.
Business experience: Has been a partner at Ritch Mueller since 1990, specializes in mergers and acquisitions, debt and equity capital markets transactions and banking and finance. Also, he worked as a foreign associate for Johnson & Gibbs in Dallas and Shearman & Sterling in New York.
Education: Holds a Law degree from Escuela Libre de Derecho and a Master in Laws from Columbia University.

Series D Directors**John Murphy***Director*

Born: 1963
First elected: 2019
Principal occupation: Executive vice president and chief financial officer of The Coca-Cola Company.
Other directorship: Member of the board of Coca-Cola Beverages Japan Holdings Inc., China Beverages Ltd and Lindley Corporation.
Business experience: From 2016 to 2018 he served as president of the Asia Pacific group of The Coca-Cola Company and as president of the South Latin business unit. Prior to this role, from 2008 to 2012, he was president of the Latin Center business unit. During his three-decade career with Coca-Cola Company, he has held a variety of general management, finance and strategic planning roles.
Education: Holds a bachelor's degree in Business Studies from Trinity College in Dublin and a diploma in professional accounting from University College in Dublin. He qualified as a chartered accountant of the Irish Institute of Chartered Accountants.
Alternate director: Sunil Krishna Ghatnekar

José Octavio Reyes Lagunes*Director*

Born: March 1952
First elected: 2016
Principal occupation: Retired.
Other directorships: Member of the boards of directors and President of the resources committee of MasterCard Worldwide, and member of the board of directors and member of the sustainability committee of Coca-Cola Hellenic Bottling Company.
Business experience: He began his career with The Coca-Cola Company in 1980 as Manager of Strategic Planning at Coca-Cola de México, was appointed Manager of the Sprite and Diet Coke brands at corporate headquarters in Atlanta in 1987, became Marketing Director for the Brazil Division in 1990, was named Marketing and Operations Vice President for the Mexico Division and became President for the Mexico Division in 1996. He served as President of the Latin American Group of The Coca-Cola Company from 2002 to 2012 and Vicepresident of The Coca-Cola Export Corporation from 2013 to 2014.
Education: Holds a degree in Chemical Engineering from the Universidad Nacional Autónoma de México and a MBA from the Instituto Tecnológico y de Estudios Superiores de Monterrey.
Alternate director: T. Robin Rodgers Moore

Charles H. McTier*Director*

Born: January 1939
First elected: 1998
Principal occupation: Retired
Business experience: Was associated with the Robert W. Woodruff Foundation for over forty years, serving as its President from 1988-2006 and served as a trustee from 2006 to 2015. Served on the board of directors of nine U.S. Coca-Cola bottling companies in the 1970s and 1980s.
Education: Holds a bachelor's degree in Business Administration from Emory University.

James L. Dinkins*Director*

Born: July 1962
First elected: 2020
Principal occupation: Senior Vice President of The Coca-Cola Company and President of Coca-Cola North America.
Other directorships: Member of the board of directors of Fairlife, LLC.
Business experience: Joined The Coca-Cola Company in 1988 working in a variety of areas, including senior sales, marketing, operations, strategic planning, sports marketing, franchise leadership and general management. From 1999 to 2002 held senior management positions in the business services sector as Executive Vice President of Service Resources Inc., and was President of the Communications Division of The Profit Recovery Group International, Inc. Prior to joining Coca-Cola in 1988, Dinkins held various sales positions with Procter & Gamble.
Education: Holds a MBA from Emory University and a bachelor of business administration degree from the University of Georgia.
Alternate director: Marie Quintero-Johnson

Series L Directors**Victor Alberto Tiburcio Celorio***Director*

Born: February 1951
First elected: 2018
Principal occupation: Independent consultant
Other directorships: Member of the board of directors and member of the audit committee of FEMSA, Grupo Palacio de Hierro S.A.B. de C.V., Grupo Financiero Scotiabank Inverlat, Profuturo Afore, S.A. de C.V., Grupo Nacional Providencial S.A.B., and Fresnillo, PLC.; investor and member of the board of directors of TankRoom S.A.P.I. de C.V.
Business experience: Worked for over forty-three years at Mancera, S.C. (Ernst & Young Mexico), serving as partner for more than twenty years and as Chief Executive Officer and Chairman of the board of directors for thirty years until his retirement in 2004. He was chairman of the board of Mexican Financial Reporting Standards and served as an independent director of Petroleos Mexicanos S.A. de C.V. from 2014 to 2016.
Education: Holds a public accountant degree from the Universidad Iberoamericana (IBERO) and Master in Business Administration from Instituto Tecnológico Autónomo de México (ITAM).

Francisco Zambrano Rodríguez*Director*

Born: January 1953
First elected: 2003
Principal occupation: Managing Partner of FORTE Estate Planning S.C.
Other directorships: Alternate member of the board of directors of FEMSA, Co-Chief Executive Officer and member of the board of directors of Desarrollo Inmobiliario y de Valores, S.A. de C.V., Corporativo Zeta DIVASA, S.A.P.I. de C.V. and IPFC Inmuebles, S.A.P.I. de C.V. Member of the supervisory board of ITESM.
Business experience: Has extensive experience in investment banking and private investment services in Mexico, real estate projects, and as patrimonial and probate consultant. .
Education: Holds a degree in Chemical Engineering from ITESM and a MBA from The University of Texas at Austin.

Alfonso González Migoya

Director

Born: January 1945
First elected: 2006
Principal occupation: Business consultant and managing partner of Acumen Empresarial, S.A. de C.V.
Other directorships: Chairman of the board of directors of Invercap Holdings, S.A.P.I. de C.V. and member of the board of directors of FEMSA, Controladora Vuela Compañía de Aviación, S.A.B. de C.V., Grupo Cuprum, S.A.P.I. de C.V. and Pinturas Berel, S.A. de C.V. Member of the board of directors and member of the audit and corporate practices' committees of Nematik, S.A.B. de C.V., Bolsa Mexicana de Valores, S.A.B. de C.V., Regional, S.A.B. de C.V., and Servicios Corporativos JAVER, S.A.B. de C.V.
Business experience: Served as Corporate Director of Alfa, S.A.B. de C.V. from 1995 to 2005 and as Chairman of the board of directors and Chief Executive Officer of Grupo Industrial Saltillo, S.A.B. de C.V. from 2009 to 2014.
Education: Holds a degree in Mechanical Engineering from ITESM and an MBA from the Stanford University Graduate School of Business.

Secretary (non-member of the Board): Carlos Eduardo Aldrete Ancira

Alternate Secretary (non-member of the Board): Carlos Luis Díaz Sáenz