



Coca-Cola FEMSA, S.A.B. de C.V. **Proposed Board of Directors 2022**

Series A Directors

**José Antonio Vicente Fernández
Carbajal**
Chairman

Date of Birth: February 1954

Appointed to 2001 (as Chairman)
the board 1993

Principal occupation: Executive Chairman of the board of directors of Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA")

Public Companies Directorships: Executive Chairman of the board of directors of FEMSA and Chairman of the board of directors of Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA"), member of the board of directors of Heineken Holding N.V., and vice-chairman of the supervisory board of Heineken N.V.; and member of the board of directors of Industrias Peñoles, S.A.B. de C.V. ("Peñoles").

Other Directorships: Chairman of the board of directors of Fundación FEMSA A.C. ("Fundacion FEMSA") and Instituto Tecnológico y de Estudios Superiores de Monterrey ("ITESM") and member of the board of directors of MIT Corporation.

Past 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's in Business Administration ("MBA") from ITESM.

Alternate: Javier Gerardo Astaburuaga Sanjines

Daniel Alberto Rodríguez Cofre
Director

Date of Birth: June 1965

Appointed to the Board: N.A.

Principal occupation: Chief Executive Officer of FEMSA.

Past business experience: He held several financial roles at Shell International Group in Latin America and Europe. In 2008, he was appointed as Chief Financial Officer of Centros Comerciales Sudamericanos S.A., and from 2009 to 2014, he held the position of Chief Executive Officer at the same company. From 2015 to 2016, he was Chief Financial and Corporate Officer of FEMSA and from 2016 to 2021 he was Chief Executive Officer of FEMSA Comercio.

Education: Holds a Forest Engineering degree from Austral University of Chile and an MBA from Adolfo Ibañez University.

Alternate: Francisco Camacho Beltrán.



Federico José Reyes García

Director

Date of Birth: September 1945

Appointed to the Board: 1993

Principal occupation: Independent consultant.

Coca-Cola FEMSA Committees: Planning and Finance Committee.

Public Companies Directorships: Alternate member of the board of directors of FEMSA.

Past 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: Eugenio Garza y Garza.

Ricardo Guajardo Touché

Independent Director

Date of Birth: May 1948

Appointed to the Board: 1993

Principal occupation: Independent consultant.

Coca-Cola FEMSA Committees: Chairman of the Planning and Finance Committee.

Public Companies Directorships: Member of the board of directors of FEMSA, Grupo Aeroportuario del Sureste, S.A.B. de C.V. Grupo Bimbo, S.A.B. de C.V. ("Bimbo"), and Vitro, S.A.B. de C.V.

Other Directorships: Member of the board of directors of BBVA México S.A., Institución de Banca Múltiple, Grupo Financiero BBVA México.

Past business experience: Chairman and Chief Executive Officer of Grupo Financiero BBVA Bancomer from 1991 to 2000 and Chairman from 2000 to 2004. He was Chairman of the board of directors of Solfi, S.A. de C.V., from 2006 to 2020 and member of the board of directors and Chief Executive Officer of Grupo Valores Monterrey from 2006 to 2017.

Education: Holds an Electrical Engineering degree from ITESM and the University of Wisconsin and a Master's degree from the University of California at Berkeley.



Enrique F. Senior Hernández

Independent Director

Date of Birth: August 1943

Appointed to the Board: 2004

Principal occupation: Managing Director of Allen & Company, LLC (“Allen & Company”).

Coca-Cola FEMSA Committees: Planning and Finance Committee.

Public Companies Directorships: Member of the board of directors of Grupo Televisa, S.A.B. and alternate member of the board of directors of FEMSA.

Other Directorships: Member of the board of directors of Cinemark USA, Inc. and Univision Communications, Inc.

Past business experience: Corporate Finance Executive in White, Weld & Company from 1969 to 1973, Vice President of Allen & Company from 1973 to 1980, Executive Vice President and Managing Director of Allen & Company since 1980.

Education: Holds a Law degree from Yale University, an Honorary PHD in Law from Emerson College and an MBA from Harvard University Business School.

Daniel Javier Servitje Montull

Independent Director

Date of Birth: April 1959

Appointed to the Board: 1998

Principal occupation: Chief Executive Officer and Chairman of the board of directors of Bimbo.

Coca-Cola FEMSA Committees: Chairman of the Corporate Practices Committee.

Public Companies Directorships: Presidente del consejo de administración de 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., y The Consumer Goods Forum. 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.

Past business experience: Served as Vice President of Bimbo.

Education: Holds a Business Administration degree from Universidad Iberoamericana (“IBERO”) and an MBA from the Stanford University Graduate School of Business.

José Luis Cutrale

Director

Date of Birth: September 1946

Appointed to the Board: 2004

Principal occupation: Chairman of the board of directors of Sucocítrico Cutrale, Ltda. (“Sucocítrico Cutrale”)

Other Directorships: Member of the board of directors of Cutrale North America, Inc., Cutrale Citrus Juice USA, Inc., and Chiquita Holdings Limited.

Past business experience: Founding partner of Sucocitricico Cutrale.

Education: Holds a degree in Business Administration.

Alternate director: José Henrique Cutrale.



Alfonso González Migoya
Independent Director

Date of Birth: January 1945

Appointed to the Board: 2006

Principal occupation: Business consultant.

Coca-Cola FEMSA Audit Committee.
Committees:

Public Companies Directorships: Member of the board of directors of FEMSA, Controladora Vuela Compañía de Aviación, S.A.B. de C.V., Regional, S.A.B. de C.V., and Servicios Corporativos JAVER, S.A.B. de C.V.

Mr. Alfonso González Migoya and Bolsa Mexicana de Valores, S.A.B. de C.V. (the "BMV") have informed the Company that as part of their normal board renewal process, Mr. Alfonso González Migoya will not be nominated to serve as member of the board of directors of the BMV in its upcoming annual shareholders' meeting. Therefore, his term as member of the board of directors of the BMV will expire during April 2022.

Other Directorships: Member of the board of directors of Invercap Holdings, S.A.P.I. de C.V. Grupo Cuprum, S.A.P.I. de C.V. and Pinturas Berel, S.A. de C.V.

Past business experience: Held the position of Senior Vice President, Finance, Planning, Human Resources of Alfa, S.A.B. de C.V. from 1995 to 2005 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.

Francisco Zambrano Rodríguez
Independent Director

Date of Birth: January 1953

Appointed to the Board: 2003

Principal occupation: Independent consultant and Co-Chief Executive Officer of Desarrollo Inmobiliario y de Valores, S.A. de C.V. ("Desarrollo Inmobiliario y de Valores"), Corporativo Zeta DIVASA, S.A.P.I. de C.V. ("Corporativo Zeta DIVASA"), and IPFC Inmuebles, S.A.P.I. de C.V. ("IPFC Inmuebles").

Coca-Cola FEMSA Audit Committee.
Committees:

Public Companies Directorships: Alternate member of the board of directors of FEMSA.

Other Directorships: Member of the board of directors of Desarrollo Inmobiliario y de Valores, Corporativo Zeta DIVASA, and IPFC Inmuebles.

Past business experience: Has extensive experience in investment banking and private investment services, in real estate development and project management, real estate private investment funds and as estate planning consultant.

Education: Holds a degree in Chemical Engineering from ITESM and an MBA from The University of Texas at Austin.



Series D Directors

John Murphy

Director

Date of Birth: February 1962

Appointed to the Board: 2019

Principal occupation: Executive Vice President and Chief Financial Officer of The Coca-Cola Company ("TCCC").

Coca-Cola FEMSA Committees: Planning and Finance Committee.

Public Companies Directorships: Member of the board of directors of Coca-Cola Beverages Japan Holdings Inc., China Beverages Ltd and Lindley Corporation.

Past business experience: From 2016 to 2018 he served as president of the Asia Pacific group of TCCC 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 TCCC, 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.

Alternate director: Stacy Lynn Apter.

José Octavio Reyes Lagunes

Director

Date of Birth: March 1952

Appointed to the Board: 2016

Principal occupation: Retired.

Public Companies Directorships: Member of the board of directors of MasterCard Worldwide and Coca-Cola Hellenic Bottling Company.

Past business experience: He began his career with TCCC 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 an MBA from ITESM.

Alternate director: T. Robin Rodgers Moore



Nikos Koumettis
Director

Date of Birth: December 1964

Appointed to the Board: N.A.

Principal occupation: President of Europe for TCCC.

Past business experience: Joined TCCC in 2001 where he has had different roles including, business unit President for Canada, President of the Adriatic and Balkans business unit, and Southeast Mediterranean Region General Manager. He served as President of the Central and Southern Europe business unit from 2011 to 2016. From 2016 to 2018 he served as President of TCCC's Central and Eastern Europe business unit, and from 2019 to 2020 he served as group president for Europe, Middle East and Africa (EMEA) for TCCC. Prior to joining TCCC, he served in marketing roles with Kraft Jacobs Suchard; sales and distribution roles with Elgeka; and in commercial and logistics functions for Papastratos S.A./Philip Morris.

Education: Holds a Bachelor's degree of Science in Business Administration from the American College of Greece and a Master of Science degree in International Marketing from Strathclyde Business School.

James L. Dinkins
Director

Date of Birth: July 1962

Appointed to the Board: 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.

Past 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 Bachelor's degree in Business Administration from the University of Georgia and an MBA from Emory University.

Alternate director: Marie Quintero-Johnson.



Series L Directors

Victor Alberto Tiburcio Celorio

Independent Director

Date of Birth: February 1951

Appointed to the Board: 2019

Principal occupation: Independent consultant.

Coca-Cola FEMSA
Committees: Chairman and Financial Expert of the Audit Committee

Public Companies
Directorships: Member of the board of directors of FEMSA, Grupo Palacio de Hierro S.A.B. de CV., Fresnillo, PLC, and Grupo Nacional Provincial S.A.B.

Other Directorships: Member of the board of directors of Profuturo Afore, S.A. de C.V., Scotiabank Inverlat, S.A., Institución de Banca Múltiple, Grupo Financiero Scotiabank Inverlatand TankRoom S.A.P.I. de C.V.

Past business
experience: Partner of Mancera, S.C. (Ernst & Young Mexico) ("Mancera") from 1980 to 2000 and Chief Executive Officer of Mancera from 2000 to 2013.

Education: Holds a Public Accountant degree from IBERO and an MBA from Instituto Tecnológico Autónomo de México.

Luis Rubio Freidberg

Independent Director

Date of Birth: August 1955

Appointed to the Board: 2017

Principal occupation: Chairman of México Evalúa Centro de Análisis de Políticas Públicas, A.C. and Consejo Mexicano de Asuntos Internacionales.

Coca-Cola FEMSA Committees: Corporate Practices Committee.

Other Directorships: Member of the board of directors of Xanthus, The India Fund-Asia Tigers and The Tinker Foundation.

Past 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 Finance and Public Credit.

Education: Holds a degree in Political Science and Public Administration from IBERO and a Master's degree and PhD in Political Science from Brandeis University.

Alternate director: Jaime A. El Koury



Luis Alfonso Nicolau Gutiérrez
Independent Director

Date of Birth: June 1961

Appointed to the Board: 2018

Principal occupation: Partner at Ritch, Mueller, Heather y Nicolau, S.C., law firm; member of the firm's executive committee.

Coca-Cola FEMSA Corporate Practices Committee.
Committees:

Public Companies Directorships: Member of the boards of directors of Grupo Posadas, S.A.B. de C.V., Gentera, S.A.B. de C.V., and Grupo Cementos de Chihuahua, S.A.B. de C.V.,

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., Fideicomiso Ignia, Grupo Coppel, S.A. de C.V, and KIO Networks.

Past 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's in Law from Columbia University.

Secretary (non-member): Alejandro Gil Ortiz

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