



Coca-Cola FEMSA and the Coca-Cola System announce distribution agreement with Campari Group in Brazil

Mexico City, Mexico – April 19, 2022 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFUBL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest Coca-Cola franchise bottler in the world by sales volume, announces that its subsidiary Spal Indústria Brasileira de Bebidas, S.A. and the Coca-Cola System in Brazil, have signed an agreement to distribute Campari Group’s (“Campari”) products in the country. This distribution will provide for strategically defined actions for each state or region, especially with respect to portfolio.

“We are very excited to announce a distribution agreement with Campari in Brazil, as we continue strengthening our multi-category platform with high-potential leading brands. We look forward to leverage the strength of our distribution network and execution capabilities to increase Campari’s coverage in our territories with the ultimate objective of strengthening our value proposition for our customers and consumers,” said John Santa Maria, Coca-Cola FEMSA’s Chief Executive Officer.

ABOUT COCA-COLA FEMSA

Stock listing information: Mexican Stock Exchange, Ticker: KOFUBL, NYSE (ADS), Ticker: KOF | Ratio of KOFUBL to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the largest Coca-Cola franchise bottler in the world by sales volume. The company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio of 131 brands to a population of more than 266 million. With over 80 thousand employees, the company markets and sells approximately 3.5 billion unit cases through to 2 million points of sale a year. Operating 49 manufacturing plants and 260 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain. The company is a member of the Dow Jones Sustainability Emerging Markets Index, Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the Mexican Stock Exchange’s IPC and Social Responsibility and Sustainability Indices, among others. Its operations encompass franchise territories in Mexico, Brazil, Guatemala, Colombia, and Argentina and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay, and in Venezuela through its investment in KOF Venezuela.

For further information, please visit www.coca-colafemsa.com

Forward-Looking Statements

This press release contains forward-looking statements. Forward-looking statements are information of a non-historical nature or which relate to future events and are subject to risks and uncertainties. KOF undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information or future events or for any other reason.

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