



## **Coca-Cola FEMSA, S.A.B. de C.V.**

### **Proposed Audit Committee 2023**

**Victor Alberto Tiburcio Celorio**  
Chairman and Financial Expert

Year of Birth: 1951

Principal occupation: Independent consultant.

Public Companies Directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA"), Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA"), Grupo Palacio de Hierro, S.A.B. de C.V., Fresnillo, plc and Grupo Nacional Provincial S.A.B.

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

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

Education: Holds a Public Accountant degree from Universidad Iberoamericana ("IBERO") and an MBA from the Instituto Tecnológico Autónomo de México.

**Alfonso González Migoya**

Year of Birth: 1945

Principal occupation: Business consultant.

Public Companies Directorships: Member of the boards of directors of FEMSA, Coca-Cola 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.

Other Directorships: Member of the boards 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 Chief Executive Officer of Grupo Industrial Saltillo, S.A.B. de C.V. from 2009 to 2014, and Senior Vice President, Finance, Planning, Human Resources of Alfa, S.A.B. de C.V. from 1995 to 2005.

Education: Holds a degree in Mechanical Engineering from Instituto Tecnológico y de Estudios Superiores de Monterrey ("ITESM") and an MBA from the Stanford University Graduate School of Business.

**Francisco Zambrano Rodríguez**

Year of Birth: 1953

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").

Public Companies Directorships: Member of the board of directors of Coca-Cola FEMSA.

Other Directorships: Member of the boards 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.



## Coca-Cola FEMSA, S.A.B. de C.V.

### Proposed Planning and Finance Committee 2023

**Ricardo Guajardo Touché**  
*Chairman*

Year of Birth: 1948

Principal occupation: Independent consultant.

Public Companies Directorships: Member of the boards of directors of FEMSA, Coca-Cola FEMSA, Grupo Aeroportuario del Sureste, S.A.B. de C.V. 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: 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. Chairman and Chief Executive Officer of Grupo Financiero BBVA Bancomer from 1991 to 2000 and Chairman from 2000 to 2004.

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.

**Eugenio Garza y Garza**

Year of Birth: 1971

Principal occupation: Director of Finance and Corporate Development of FEMSA.

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

Other Directorships: Advisory Council member of the Stanford University Graduate School of Business and member (Treasurer) of the board of the American School Foundation of Monterrey, A.C.

Past business experience: He joined FEMSA in 2018 as Director of Strategic Planning and Corporate Development. From 2008 to 2016 he was the Chief Financial Officer and later Chief Executive Officer of Servicios Corporativos Javer, S.A.B. de C.V. Additionally, he has had executive and managerial roles in investment banking with Goldman Sachs, Merrill Lynch and Lazard in New York and Mexico.

Education: Holds a Chemical Engineering degree from ITESM and an MBA from Stanford University.

**Amy Eschliman**

Year of Birth: 1973

Principal occupation: Managing Director of Retail at Google Cloud.

Public Companies Directorships: None

Other Directorships: Member of the Keen Shoes Advisory board.

Past business experience: She was Senior Vice President of Client Engagement and Senior Vice President of E-commerce in Sephora. She was the Vice President of E-commerce of Pottery Barn, within Williams-Sonoma, Inc. and responsible for E-commerce and retention marketing.

Education: Holds a bachelor's degree in Economics from the University of California, Berkeley and an MBA from Harvard University.



## **Coca-Cola FEMSA, S.A.B. de C.V.**

**John Murphy**

Year of Birth: 1962

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

Public Companies Directorships: Member of the board of directors of Coca-Cola FEMSA.

Past business experience: From 2016 to 2018 he served as president of the Asia Pacific group of TCCC and from 2013 to 2016 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.

**Federico José Reyes  
García**

Year of Birth: 1945

Principal occupation: Independent consultant.

Public Companies Directorships: Member of the board of directors of Coca-Cola FEMSA and alternate member of the board of directors of FEMSA.

Past business experience: At FEMSA, he held the position of Corporate Development Officer from 2006 to 2015, Chief Financial Officer from 1999 to 2006 and Executive Vice-President of Corporate Development from 1992 to 1993.

Education: Holds a degree in Business and Finance from ITESM.

**Enrique F. Senior  
Hernández**

Year of Birth: 1943

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

Public Companies Directorships: Member of the boards of directors of FEMSA, Coca-Cola FEMSA and Grupo Televisa, S.A.B. de C.V.

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

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

Education: Holds a BA in Architecture, BE in Electrical Engineering, BS in Industrial Administration from Yale University, an MBA from Harvard University Business School and an Honorary Doctorate of Law from Emerson College.



## Coca-Cola FEMSA, S.A.B. de C.V.

### Proposed Corporate Practices Committee 2023

**Luis Rubio Freidberg**  
Chairman

Year of Birth: 1955

Principal occupation: Chairman of México Evalúa Centro de Análisis de Políticas Públicas, A.C.

Coca-Cola FEMSA Committees: Corporate Practices Committee (nominated as Chairman for 2023).

Public Companies Directorships: Member of the board of directors of Coca-Cola FEMSA.

Other Directorships: Member of the boards of directors of Xanthus, The India Fund-Asia Tigers and The Halifax Security Forum.

Past business experience: He was Chairman of the Consejo Mexicano de Asuntos Internacionales. 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 Universidad Iberoamericana ("IBERO") and a Master's degree and PhD in Political Science from Brandeis University and MMBA, Mckinsey.

**Jaime A. El Koury**

Year of Birth: 1953

Principal occupation: General Counsel of the Financial Oversight and Management Board for Puerto Rico, a governmental entity created in 2016 under US federal statute.

Public Companies Directorships: Member of the board of directors of Grupo Bimbo, S.A.B. de C.V.

Past business Experience: Was a partner at Cleary Gottlieb Steen & Hamilton, LLP from 1986 to 2014.

Education: Holds a Bachelor of Arts degree in Economics from Yale University and a Law degree from Yale Law School.

**Luis Alfonso Nicolau Gutiérrez**

Year of Birth: 1961

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

Public Companies Directorships: Member of the boards of directors of Coca-Cola FEMSA, Grupo Posadas, S.A.B. de C.V., Gentera, S.A.B. de C.V., Grupo Cementos de Chihuahua, S.A.B. de C.V., and Becle, S.A.B. de C.V. (Cuervo).

Other Directorships: Member of the board of directors of Grupo Coppel, S.A. de C.V.

Past business experience Has been a partner at Ritch Mueller since 1990, specializing in mergers and acquisitions, debt and equity capital markets transactions and banking and finance.

Education: Holds a Law degree from Escuela Libre de Derecho and a Master's in Law from Columbia University.