



Coca-Cola FEMSA, S.A.B. de C.V. **Proposed Board of Directors 2023**

Series A Directors

**José Antonio Vicente
Fernández Carbajal**
Chairman

Year of Birth: 1954

Appointed to the board: 1993 and since 2001, Chairman of the Board.

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 Industrias Peñoles, S.A.B. de C.V. ("Peñoles").

Other Directorships: Chairman of the board of directors of Fundación FEMSA, A.C. ("Fundación FEMSA") and member of the boards of directors of Massachusetts Institute of Technology ("MIT") and of Instituto Tecnológico y de Estudios Superiores de Monterrey ("ITESM").

Past business experience: He was Chief Executive Officer of FEMSA from 1995 to 2013, and he held various positions in FEMSA including Deputy Chief Executive Officer and Chief Operating Officer from 1991 to 1995. He held the position of Commercial Vicepresident of Cervecería Cuauhtémoc Moctezuma, S.A. de C.V. from 1991 to 1993, Chief Executive Officer of Cadena Comercial Oxxo, S.A. de C.V. from 1989 to 1991 and Strategic Planning Manager of Grupo VISA, S.A. de C.V. from 1988 to 1989.

Education: Holds a degree in Industrial Engineering and a Master's degree in Business Administration ("MBA") from ITESM.

Alternate director: Javier Gerardo Astaburuaga Sanjines

**Daniel Alberto Rodríguez
Cofre**
Director

Year of Birth: 1965

Appointed to the board: 2022

Principal occupation: Chief Executive Officer of FEMSA.

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

Other Directorships: Member of the board of directors of Fundación FEMSA.

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

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

Alternate director: Francisco Josué Camacho Beltrán.



**Federico José Reyes
García**
Director

Year of Birth: 1945

Appointed to the board: 1993

Principal occupation: Independent consultant.

Coca-Cola FEMSA Committees: Planning and Finance Committee.

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.

Alternate director: Eugenio Garza y Garza.

Ricardo Guajardo Touché
Independent Director

Year of Birth: 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 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.

**Enrique F. Senior
Hernández**
Independent Director

Year of Birth: 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 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.



José Enrique Cutrale
Director

Year of Birth: 1974

Appointed to the Board: 2022

Principal occupation: Director of SucoCítrico Cutrale Ltda.

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

Other Directorships: Member of the boards of directors of SPAL Indústria Brasileira de Bebidas S.A., SucoCítrico Cutrale Ltda., Burlingtown UK Limited, Cutrale North America, Inc., and Chiquita Holdings Limited.

Alternate director: Graziela Cutrale

Alfonso González Migoya
Independent Director

Year of Birth: 1945

Appointed to the Board: 2006

Principal occupation: Business consultant.

Coca-Cola FEMSA Committees: Audit Committee.

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 ITESM and an MBA from the Stanford University Graduate School of Business.

Francisco Zambrano Rodríguez
Independent Director

Year of Birth: 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 Committees: Audit Committee.

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.



Luis Rubio Freidberg
Independent Director

Year of Birth: 1955

Appointed to the Board: 2017

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.

Series D Directors

John Murphy
Director

Year of Birth: 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 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.

Alternate director: Stacy Lynn Apter.

José Octavio Reyes Lagunes
Director

Year of Birth: 1952

Appointed to the Board: 2016

Principal occupation: Retired.

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

Past business experience: He served as Vice-Chairman of The Coca-Cola Export Corporation from 2013 to 2014 and as President of the Latin American Group of TCCC from 2002 to 2012. In 1996 he became President for the Mexico Division of TCCC.

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

Year of Birth: 1964

Appointed to the Board: 2022

Principal occupation: President of Europe Operating Unit of TCCC.

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

Past business experience: He served as group president for Europe, Middle East and Africa for TCCC from 2019 to 2020, and as President of TCCC's Central and Eastern Europe business unit from 2016 to 2018. From 2011 to 2016 he served as President of the Central and Southern Europe business unit of TCCC. 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. 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.

Jennifer K. Mann
Director

Appointed to the Board: N.A.

Principal occupation: Corporate senior vice president and president of North America for TCCC.

Public Companies Directorships: None

Other Directorships: Member of the boards of directors of Coca-Cola Consolidated, Inc., fairlife, LLC., and American Beverage Association.

Past business experience: She served as president of Global Ventures of TCCC and was chief people officer. From 2012 to 2015 she served as vice president and general manager of Coca-Cola Freestyle, she has held additional roles of increased responsibility spanned operations and customer leadership. She joined TCCC in 1997 as a manager in the National Customer Support division of North America.

Education: Holds a degree in accounting from Georgia State University.

Alternate director: Marie D. Quintero-Johnson

Series L Directors

Victor Alberto Tiburcio Celorio
Independent Director

Year of Birth: 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 boards of directors of FEMSA, Coca-Cola FEMSA, Grupo Palacio de Hierro, S.A.B. de CV., 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 IBERO and an MBA from the Instituto Tecnológico Autónomo de México.



**Luis Alfonso Nicolau
Gutiérrez**
Independent Director

Year of Birth: 1961

Appointed to the Board: 2018

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

Coca-Cola FEMSA Committees: Corporate Practices 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.

Alternate director: Jaime A. El Koury

Amy Eschliman
Independent Director

Year of Birth: 1973

Appointed to the Board: N.A.

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.

Secretaries non-members of the Board of Directors

Secretary (non-member): Alejandro Gil Ortiz

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