Overview -KOF At A Glance

- Strategic Priorities
- Our Operations
- Financial Summary
COCA-COLA FEMSA AT A GLANCE

The largest franchise bottler of Coca-Cola Trademark Beverages in the world in terms of volume

+270 million people served
+2 million points of sale
56 bottling plants
249 distribution centers

FINANCIAL HIGHLIGHTS (1Q23)

+939.6 million$^{(1)}$ volume
+Ps. $10,522 million EBITDA$^{(2)}$
+Ps. $57,357 million revenues
18.3% EBITDA margin $^{(2)}$

OUR FOOTPRINT$^{(3)}$

OUR BROAD PORTFOLIO OF 134 BRANDS

(1) Unit Cases
(2) EBITDA= operating income + depreciation + amortization & other operating non-cash charges
(3) As of December 31, 2017, Venezuela is reported as an investment in shares, as a non-consolidated operation.
KOF Supply Chain produces 3.7 Bn UC annually and serves 2MM clients, which it visits on average 1.8x per week. In order to do this, we have built a leading-edge sustainable Supply Chain.

**Customer Orders**
- 10.5 MM U.C./day
- 2.4 MM Active Customers
- 330k Deliveries/day

**T2 Distribution**
- 12k Routes/day (D2C: 1.5k)
- 600k km/day

**Warehousing**
- 923k # pallets
- 9 Inventory Days

**T1 Distribution**
- 540k Km/day

**Manufacturing**
- 272 Bottling Lines
- 297 Raw materials suppliers
- 8.5k # materials used

**Supply Chain**
- 56 Facilities
- 249 Distribution Centers
- 776 T1 Trucks
- 11k T2 Trucks
- +50k Supply Chain Head Count

**Demand Planning**
- +570 New SKUs 2022

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1. KOF trucks
2. Includes total value of land + WH infrastructure of distribution assets

**Value**
- USD ~1.3 Bn Own T1 + T2
- USD ~3.9 Bn Land + WH
- USD ~5.2 Bn Trucks + L&W

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### KOF strategic priorities

<table>
<thead>
<tr>
<th>Grow the core</th>
<th>Become our customers preferred commercial platform</th>
<th>De-bottleneck our infrastructure &amp; digitize the enterprise</th>
<th>Make a difference in ESG</th>
<th>Strengthen our customer centric culture</th>
<th>Strategic M&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Gain market share</td>
<td>- Grow total &amp; digital client base</td>
<td>- Increase manufacturing &amp; distribution capacity to unlock growth</td>
<td>- Lead the industry in circular economy &amp; water stewardship</td>
<td>- Customer centricity</td>
<td>- Look for synergistic acquisitions while exploring other markets and categories</td>
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<tr>
<td>- Accelerate Coke No Sugar</td>
<td>- Mexico D2C expansion</td>
<td>- Deliver best value proposition with multicategory portfolio</td>
<td>- Promote a diverse &amp; inclusive environment</td>
<td>- Growth mindset</td>
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<tr>
<td>- Develop growth opportunities in key markets</td>
<td>- Deliver best value proposition with multicategory portfolio</td>
<td>- Secure best in class logistics &amp; distribution enablers</td>
<td>- Cyber &amp; data security safe</td>
<td>- Foster psychological safety</td>
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<tr>
<td>- Leverage core and accelerate flavors</td>
<td>- Mexico D2C expansion</td>
<td>- De-bottleneck our infrastructure &amp; digitize the enterprise</td>
<td>- Upgrade SAP ERP</td>
<td>- Safety first</td>
<td></td>
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<tr>
<td>- Full potential in profitable NCBs</td>
<td>- Develop our ARTD offer</td>
<td>- Increase manufacturing &amp; distribution capacity to unlock growth</td>
<td>- Move to cloud (real time)</td>
<td>- Develop a corporate organization:</td>
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<td></td>
<td></td>
<td>- Develop a corporate organization:</td>
<td>- Lean</td>
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<td></td>
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<td>- Agile</td>
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<td>- Insight driven organization</td>
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</table>
Our key initiatives to grow our core will be focused on:

- Gain market share: Expand refillable coverage
- Low-caloric footprint: Expand Coke Zero Sugar
- Single-serve: Enhance SS volume growth
- Execution: Improve execution in all markets

- Capture growth in flavors: Flavors Refillables Multi-Serve
- Full potential in NCB’s: Innovation in Stills and Flavored Water
- Mix Enhancement: Leverage multi-packs
Become our customers preferred commercial platform

**B2B Platform**
For an improved customer experience, **anytime, anywhere**

- **Customers**
  - +1.3 M clients digitalized ~60%
  - Chatbot
    - Conversational commerce
  - Contact Center
    - text & voice
  - App mobile
  - Website desk experience
  - Pre-sale face 2 face
  - +902k digital monthly purchasers

**D2C Platform**
- Developing a D2C business model to market our Company’s products directly to consumers’ homes

- Web
- SFA device
- Consumer
- Sales and delivery route
- Chatbot

~600k households in Mexico

~1,650 routes
In 2022 we accelerated our digital platform Juntos +

**Monthly active buyers**

- **Monthky buyers App/Web**
- **Monthly buyers WhatsApp**

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly buyers App/Web</th>
<th>Monthly buyers WhatsApp</th>
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<tbody>
<tr>
<td>J</td>
<td>30</td>
<td>132</td>
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<tr>
<td>F</td>
<td>259</td>
<td>680</td>
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<tr>
<td>M</td>
<td>288</td>
<td>812</td>
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**Sales in Juntos +**

- **USD 1.2 Bn FY’22**
- **Digital sales / total sales**

- **+182%**
- **+205%**
Become our customers preferred commercial platform

<table>
<thead>
<tr>
<th>Monthly active users (thousands)</th>
<th>Digital Sales (USD MM)</th>
</tr>
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<tbody>
<tr>
<td>Mar '22: +400</td>
<td>Mar '22: +360</td>
</tr>
<tr>
<td>Mar '23: +900</td>
<td>Mar '23: +478</td>
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</tbody>
</table>

<table>
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<tr>
<th>% of active users / total clients</th>
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<tbody>
<tr>
<td>Mar '22: +50%</td>
</tr>
<tr>
<td>Mar '23: +63%</td>
</tr>
<tr>
<td>Mar '22: +30%</td>
</tr>
<tr>
<td>Mar '23: +70%</td>
</tr>
<tr>
<td>Mar '22: +50%</td>
</tr>
<tr>
<td>Mar '23: +70%</td>
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<tr>
<td>Mar '22: +18%</td>
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<tr>
<td>Mar '23: +31%</td>
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</table>
MAKING A DIFFERENCE IN ESG

- Climate Action
  29% reduction of absolute CHG emissions from scope 1 and 2 vs 2015 base line

- Circular Economy
  66% renewable energy in our operations

- Water Stewardship
  1.46 lt / lt beverage produced

- Diversity & Inclusion
- Human capital Development
- Integral well-being
- Flexibility
- Sustainable value chain
- My KOF Community
- Health & Safety

- Management of stakeholders and materiality
- Government bodies
- Chain management supply
- Cybersecurity and data security
- Risk management

2022 Achievements

2022 New ESG Debt

We issued a social and a sustainability bond for a total amount of Ps. 6,000MM with the main goal of developing our communities and support social groups with programs that provide entrepreneurial and self-employment skills, financial solutions that support store owners

US$705 Million
Green Bond

Issued September 2020
US$664.87 million allocated
Between 2018-2022

2022 Achievements
Industry & Macro Context
Strategies Towards
Our Operations
Financial Summary
Mexico and Central America

Superior execution capabilities

<table>
<thead>
<tr>
<th>Affordability and revenue growth management</th>
<th>Omnichannel acceleration</th>
<th>Capture growth opportunities in flavors</th>
</tr>
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<tbody>
<tr>
<td>95% coverage of the Universal Bottle in Mexico</td>
<td>+70% of customers in Mexico are active monthly purchasers</td>
<td>~600K households in Mexico with D2C</td>
</tr>
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+3 returnable bottling lines: +50 bn UC capacity

Continue expanding multipacks

Consistent volume growth in 2022

- VOLUME: +8.8%
- TOTAL REVENUES: +16.2%
- OPERATING CASH FLOW(3): -0.2%

Operating Cash Flow Mexico & Central America

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Operating Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>1Q20</td>
<td>5,604</td>
</tr>
<tr>
<td>1Q21</td>
<td>6,163</td>
</tr>
<tr>
<td>1Q22</td>
<td>6,722</td>
</tr>
<tr>
<td>1Q23</td>
<td>6,706</td>
</tr>
</tbody>
</table>

(3) Operating Cash Flow = operating income + depreciation + amortization & other operating non-cash charges. According to the figures reported to the BMV.
South America

Affordability, multi-category and digitalization

- Capitalize on emerging categories
- Beer and multi-category in Brazil
- Expansion of our omnichannel platform

Increased share of our promising new consumer-centric beer portfolio

+26% YoY Monster volume growth

+65% of customers in Brazil and Colombia are active monthly purchasers

- triple-digit growth

Brisa Manzana

Strong volume growth with high profitability in 2022

- VOLUME +3.8%
- TOTAL REVENUES +6.6%
- OPERATING CASH FLOW(1) +22.9%

Operating Cash Flow South America (2)
Million Mexican Ps.

-24% +17% +23%

3,483 2,645 3,105 3,816

1Q20 1Q21 1Q22 1Q23

(1) Operating Cash Flow = operating income + depreciation + amortization & other operating non-cash charges. According to the figures reported to the BMV.
- Industry & Macro Context
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Protect the short term with a long-term view

A disciplined raw material and currency hedging strategy...

<table>
<thead>
<tr>
<th>Raw Material</th>
<th>Hedge 2022</th>
<th>Hedge 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>PET</td>
<td>~70%</td>
<td>~40%</td>
</tr>
<tr>
<td>Aluminium</td>
<td>~40%</td>
<td>~60%</td>
</tr>
<tr>
<td>Sugar</td>
<td>~75%</td>
<td>~52%</td>
</tr>
<tr>
<td>HFCS</td>
<td>~90%</td>
<td>~90%</td>
</tr>
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</table>

... substantially mitigating margin pressures and ensuring solid financials

<table>
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<tr>
<th>1Q23 GROWTH</th>
<th>Free Cash Flow generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Cash Flow&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>USD 2.3 billion</td>
</tr>
<tr>
<td>Volume</td>
<td>10.7%</td>
</tr>
<tr>
<td>Revenue</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

DIVIDENDS

+USD 4.3 billion paid over the last 10 years

AS OF DECEMBER 31, 2022

<table>
<thead>
<tr>
<th>Solid cash position</th>
<th>Net debt ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>+US $2.3b</td>
<td>&lt;0.8x</td>
</tr>
</tbody>
</table>

ESTIMATED CAPEX FOR 2023

8% - 9% as a percentage of sales

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(1) Operating Cash Flow = operating income + depreciation + amortization & other operating non-cash charges
(2) Free Cash Flow generation after CAPEX and taxes