

**Proposal of members of the Board of Directors to be presented to the Annual General Ordinary Shareholders' Meeting of Coca-Cola FEMSA on March 19, 2024 (the "Meeting").**

The following is the proposal of members to integrate FEMSA's Board of Directors, which will be submitted to the consideration of the Meeting.

Series A Directors	
<b>José Antonio Fernández Carbajal</b>  <b>Chairman</b>	<p>Age as of December 31, 2023: 69 years old.</p> <p>Nationality: Mexican.</p> <p>Year of appointment as director: - 1993 as Director. - 2001 as Chairman of the Board.</p> <p>Other public companies' directorships: - Chairman of the Board of Directors of Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA"). - Industrias Peñoles, S.A.B. de C.V.</p> <p>Other current directorships: - Chairman of the Board of Directors of Femsa Foundation, A.C. - Massachusetts Institute of Technology. - Instituto y de Estudios Superiores de Monterrey ("ITESM"). - Council for Foreign Relations. Member of the Board of Global Advisors.</p> <p>Career and experience: He currently serves as Executive Chairman of the Board of Directors and Chief Executive Officer of FEMSA since July 2023.</p> <p>He joined FEMSA in 1988 and has held several positions such as Deputy Chief Executive Officer, Chief Operating Officer of FEMSA, Commercial Vice-President of Cervecería Cuauhtémoc Moctezuma, Chief Executive Officer of Cadena Comercial OXXO, and Manager of Strategic Planning of Grupo Visa. In 1995, he was appointed Chief Executive Officer of FEMSA and, in 2001, Chairman of the Board of Directors of FEMSA, serving in both positions until December 2013.</p> <p>His extensive background and experience brings to the Board a strategic vision, conscientious leadership, deep industry knowledge, talent attraction skills, culture and corporate governance reinforcement, as well as a deep understanding of Latin American markets.</p> <p>Education: - Industrial Engineer from ITESM. - Master's in Business Administration ("MBA") from ITESM.</p>

**Javier Gerardo  
Astaburuaga  
Sanjines**

Age as of December 31, 2023: 64 years old.

Nationality: Mexican.

Year of appointment as director: Nominee 2024.

Other public companies' directorships: Grupo Acosta Verde, S.A.B. de C.V.

Career and experience: He is an independent consultant with extensive experience as Director of Corporate Development, Chief Financial and Corporate Officer of FEMSA, and Co-Chief Executive Officer of FEMSA Cerveza, where he held several senior management positions, including Chief Financial Officer and Chief Sales Officer, his extensive experience in the industry, corporate and financial areas provides a solid vision for key decisions within the company.

Education: Bachelor's degree in Public Accounting from ITESM, accredited as a Certified Public Accountant.

Alternate board member: Francisco Josué Camacho Beltrán.

**Federico José  
Reyes García**

Age as of December 31, 2023: 78 years old.

Nationality: Mexican.

Year of appointment as director: 1993.

Participation in Coca-Cola FEMSA committees: Planning and Finance Committee.

Career and experience: He is an independent consultant. He was Executive Vice President of Corporate Development at FEMSA, where he also held several important positions such as Director of Corporate Development and Chief Financial Officer.

With his considerable track record, he brings a broad vision in corporate governance, financial development and Latin American markets.

Education: Bachelor's degree in Administration and Finance from ITESM.

Alternate board member: Eugenio Garza y Garza.

**Ricardo  
Guajardo  
Touché**

Age as of December 31, 2023: 75 years.

Nationality: Mexican.

Classification of the type of director: Independent.

Year of appointment as director: 1993.

Participation in Coca-Cola FEMSA committees: Chairman of the Planning and Finance Committee.

Other public companies' directorships: - Grupo Aeroportuario del Sureste, S.A.B. de C.V.  
- Vitro, S.A.B. de C.V.

Career and experience: He is an independent consultant. He was Chairman of the Board of Directors of Solfi, S.A. de C.V., Chairman and Chief Executive Officer of Grupo Financiero BBVA Bancomer and Chief Executive Officer of Grupo Valores Monterrey.

His extensive experience as a consultant to companies in various industries and his knowledge of banking and finance provide him with an effective vision in decision-making as well as global influence and leadership.

Education: - Electrical Engineer from ITESM and the University of Wisconsin.  
- Master's degree from the University of California, Berkeley.  
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Alternate board member: Alfonso González Migoya. (Independent).

**Enrique F.  
Senior  
Hernández**

Age as of December 31, 2023: 80 years.

Nationality: Cuban American.

Classification of the type of director: Independent.

Year of appointment as director: 2004.

Participation in Coca-Cola FEMSA committees: Planning and Finance Committee.

Other public companies' directorships: Grupo Televisa, S.A.B. de C.V.

Other durrent directorships: - Cinemark USA, Inc.  
- TelevisaUnivision, Inc.

Career and experience: Chief Executive Officer of Allen & Company LLC ("Allen & Company"). He has served as Executive Vice President and Chief Administrative Officer of Allen & Company since 1980. He has extensive experience in mergers and acquisitions, corporate finance and knowledge of the consumer products and entertainment industries. He also has a broad understanding of corporate governance through his service on other boards.

Education: - Bachelor's degree in Architecture, Electrical Engineering and Industrial Management from Yale University.  
- MBA from Harvard University Business School.  
- Honorary Doctor of Laws degree from Emerson College.

**José Henrique  
Cutrale**

Age as of December 31, 2023: 49 years old.

Nationality: Brazilian.

Year of appointment as director: 2022.

Other public companies' directorships: None.

Other durrent directorships:

- SPAL Indústria Brasileira de Bebidas S.A.
- Sucocítrico Cutrale, Ltda. ("Sucocítrico Cutrale")
- Burlingtown UK Limited
- Cutrale North America, Inc.
- Chiquita Holdings Limited.

Career and experience: He is an officer of Sucocítrico Cutrale. With his experience in the industry, he brings a vision in global markets and finance.

Alternate board member: Graziela Cutrale.

**Luis Alfonso  
Nicolau  
Gutiérrez**

Age as of December 31, 2023: 62 years old.

Nationality: Mexican.

Classification of the type of director: Independent.

Year of appointment as director: 2018.

Participation in Coca-Cola FEMSA committees: Corporate Practices Committee.

Other public companies' directorships:

- Grupo Posadas, S.A.B. de C.V.
- Gentera, S.A.B. de C.V.
- GCC, S.A.B. de C.V.
- Becele, S.A.B. DE C.V.

Other current directorships:

- Ritch, Mueller, Heather & Nicolau, S.C. Executive Committee
- Grupo Coppel, S.A. de C.V.

Career and experience: He has been a partner at Ritch Mueller since 1990, specializing in mergers and acquisitions, debt and equity capital markets offerings, and banking and finance transactions.

Education:

- Law degree from Escuela Libre de Derecho.
- Master's Degree in Law from Columbia University.

**Francisco  
Zambrano  
Rodríguez**

Age as of December 31, 2023: 70 years.

Nationality: Mexican.

Classification of the type of director: Independent.

Year of appointment as director: 2003.

Participation in Coca-Cola FEMSA committees: Audit Committee.

Other public companies' directorships: None.

Other current directorships:

- Desarrollo Inmobiliario y de Valores, S.A. de C.V. ("Desarrollo Inmobiliario").
- Corporativo Zeta Divasa, S.A.P.I. de C.V. ("Corporativo Zeta DIVASA").
- IPFC Inmuebles, S.A.P.I. de C.V. ("IPFC Inmuebles").
- ITESM. Audit and Risk Control Committee.

Career and experience: He is currently an independent consultant and co-CEO of Desarrollo Inmobiliario, Corporativo Zeta DIVASA, and IPFC Inmuebles.

He has extensive knowledge of the financial sector, banking and private investment services, development and management of real estate projects and private investment funds in the real estate sector, as well as experience as an estate planning consultant. He contributes extensively by providing a financial approach to strategic decision making, leadership and management, as well as a good understanding of corporate governance.

Education:

- Chemical Engineering Administrator from ITESM.
- MBA from the University of Texas at Austin.



**Luis Rubio  
Freidberg**

Age as of December 31, 2023: 68 years old.

Nationality: Mexican.

Classification of the type of director: Independent.

Year of appointment as director: 2017.

Participation in Coca-Cola FEMSA committees: Chairman of the Corporate Practices Committee.

Other public companies' directorships: None.

Other current directorships:

- Chairman of Mexico Evalúa Centro de Análisis de Políticas Públicas, A.C.
- Xanthrus.
- The India Fund-Asia Tigers.
- The Halifax Security Forum.

Career and experience: With a robust career as an advisor to the Secretary of Finance and Public Credit of the Mexican Republic, Director of Planning for CitiBank in Mexico, as well as an author, book editor, contributor to Reforma newspaper and commentator on international, economic and political issues, he brings a global vision on financial, economic, political and social issues. He brings a global vision to financial, economic, political and social issues.

Education:

- Bachelor's Degree in Political Science and Public Administration from Universidad Iberoamericana.
- M.A. and Ph.D. in Political Science from Brandeis University.
- McKinsey MMBA.

### Series D Directors

**John Murphy**

Age as of December 31, 2023: 61 years old.

Nationality: Irish.

Year of appointment as director: 2019.

Participation in Coca-Cola FEMSA committees: Planning and Finance Committee.

Other public companies' directorships: None.

Career and experience: He has served as President and Chief Financial Officer of The Coca-Cola Company since October 2022. He was President of The Coca-Cola Company's Asia Pacific Group from 2016 to 2018, and previously served as President of the South Latin business unit from 2013 to 2016 and President of the Latin Center business unit from 2008 to 2012. Since 1998, when he began his career with The Coca-Cola Company, he has held various positions in general management, finance and strategic planning.

Education: - Bachelor of Science in Business Administration from Trinity University in Dublin.  
- Diploma in Professional Accounting from Trinity University in Dublin.

Alternate board member: Stacy Lynn Apter.

**José Octavio  
Reyes Lagunes**

Age as of December 31, 2023: 71 years old.

Nationality: Mexican.

Year of appointment as director: 2016.

Other public companies' directorships: None.

Career and experience: He was a member of the Board of Directors and of the Corporate Governance Committee of Mastercard Worldwide and a member of the Board of Directors of SitWIFI, S.A. de C.V. He also served on the Board of Directors of Coca-Cola Hellenic Bottling Co. and on the Board of Directors and Associates Assembly of Papalote Museo del Niño. In 1975, he began his professional experience at Industrias Resistol and 5 years later began a career of more than 30 years with The Coca-Cola Company, holding various positions in Mexico, the United States and Brazil.

Thanks to his extensive experience in different national and international companies, he offers a unique vision of leadership and management, as well as a high knowledge of corporate governance of public and private companies.

Education: - Chemical Engineer from the Universidad Autónoma de México.  
- MBA from ITESM.

Alternate board member: Enrique Rapetti.

**Nikos  
Koumettis**

Age as of December 31, 2023: 59 years old.

Nationality: Sudanese.

Year of appointment as director: 2022.

Other public companies' directorships: Chairman of the Board of Directores of Societe BIC.

Other current directorships: Canada Goose International.

Career and experience: He is currently President of The Coca-Cola Company's European Operating Unit. He joined Coca-Cola in 2001 as General Manager for Greece and Cyprus and has held various international positions including Regional President for the Adriatic and the Balkans, President of Southeast Europe, President of the Canadian Business Unit, President of Europe, Middle East and Africa. He started his career in marketing and sales with Kraft Jacobs Suchard, Elgeka and Papastros / Phillip Morris.

Through his extensive work history, Mr. Koumettis brings an international leadership approach to the business, with high expertise in marketing and sales.

Education: - Bachelor of Business Administration (B.B.A.) from the American College of Greece.  
- Master's Degree in International Marketing from Strathclyde Business School.

Alternate board member: Erin L. May.

**Jennifer K.  
Mann**

Age as of December 31, 2023: 51 years old.

Nationality: American.

Year of appointment as director: 2023.

Other public companies' directorships: - Coca-Cola Consolidated, Inc.

Other current directorships: - Morehouse College.  
- American Beverage.  
- Fairlife LLC.  
- Boys & Girls Club of America.

Career and experience: She is currently corporate senior vice president of The Coca-Cola Company and president of The Coca-Cola Company's North America region. Most recently, she served as President of Global Ventures for The Coca-Cola Company and as Chief People Officer and Chief of Staff for Coca-Cola Chairman and CEO James Quincey. Since joining The Coca-Cola Company in 1997, her leadership roles have included vice president and general manager of Coca-Cola Freestyle.

Jennifer has successfully led high-performing teams at The Coca-Cola Company. Mann brings leadership and management experience.

Education: Bachelor's degree in Accounting from Georgia State University.

Alternate board member: Felix Poh.

## Series L Directors

Age as of December 31, 2023: 72 years old.

Nationality: Mexican.

Classification of the type of director: Independent.

Year of appointment as director: 2019.

Participation in Coca-Cola FEMSA committees: Chairman of the Audit Committee.

Other public companies' directorships:

- Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA").
- Grupo Palacio de Hierro, S.A.B. de C.V.
- Fresnillo PLC.
- Grupo Nacional Provincial, S.A.B.

Other current directorships:

- Profuturo Afore, S.A. de C.V.
- Grupo Financiero Scotiabank Inverlat, S.A. de C.V.
- Instituto Tecnológico Autónomo de México ("ITAM").  
Governing Board.

Career and experience: He is an independent consultant and was previously a partner of Mancera, S.C. Ernst & Young Mexico, as well as its Managing Director for 13 years. He is qualified as "financial expert" under the Sarbanes-Oxley Act.

Due to his extensive background, he provides a broad knowledge of financial reporting, auditing, corporate governance, regulatory compliance and risk prevention to ensure the sustainable value of the organization. In addition, he has experience in the financial sector, consumer goods, consulting and Latin American markets through his involvement as a consultant to public and private companies

Education:

- Bachelor's Degree in Public Accounting from Universidad Iberoamericana.
- Master in Business Administration ("MBA") from ITAM.

**Victor Alberto  
Tiburcio Celorio**  
**Financial Expert**

**Olga Gonzalez  
Aponte**

Age as of December 31, 2023: 56 years old.

Nationality: Cuban-American.

Classification of the type of director: Independent.

Year of appointment as director: Nominated 2024.

Participation in Coca-Cola FEMSA committees: Nominated 2024 to the Audit Committee.

Other public companies' directorships: WM Technology, Inc.

Career and experience: She is currently CEO and president of Wild Fork US. Former Senior Vice President and Chief Financial Officer for Walmart México y Centroamerica. Olga González has held international internal audit and CFO roles for Walmart, Inc. with expat assignments in Chile and Mexico. She has experience in public companies having served as director on the board of directors of Walmart de México y Centroamerica.

Olga González has extensive knowledge of finance and auditing, risk management, corporate governance, as well as of the Latin-American markets.

Education: - Bachelor's Degree in Accounting from Pontificia Universidad Católica de Puerto Rico.  
- MBA from Florida International University.

Alternate board member: Jaime A. El Koury. (Independent).

## Amy Eschliman

Age as of December 31, 2023: 50 years.

Nationality: American.

Classification of the type of director: Independent.

Year of appointment as director: 2023.

Participation in KOF committees: Planning and Finance Committee.

Other public companies' directorships: None.

Other current directorships: Keen Shoes. Advisory Board.

Career and experience: She is currently Chief Digital Officer at Crate & Barrel Holdings, Inc. She was formerly General Manager of Retail Solutions at Google Cloud. Prior to Google, she was Senior Vice President of Customer Relationship Management and Senior Vice President of Digital Commerce at Sephora, Vice President, Digital Commerce, at Pottery Barn, within Williams-Sonoma, Inc.

Given her background and leadership positions, Amy Eschliman brings diverse skills and knowledge in the innovation, technology and management sectors.

Education: - BA in Economics from the University of California, Berkeley.  
- MBA from Harvard Business School.

### Non-member secretaries of the Board of Directors

Secretary (non-member): Alejandro Gil Ortiz.

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