

Proposal of members of Coca-Cola FEMSA’s Planning and Finance Committee to be presented at Coca-Cola FEMSA’s Annual General Ordinary Shareholders Meeting on March 19, 2024 (the “Meeting”).

The following is a list of members proposed to comprise our Planning and Finance Committee, which will be presented to the Meeting for its consideration.



Age as of December 31, 2023: 75 years.

Nationality: Mexican.

Classification of the type of director: Independent.

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 Instituto Tecnológico y de Estudios Superiores de Monterrey (“ITESM”) and the University of Wisconsin.
- Master’s degree from the University of California, Berkeley.



**Eugenio Garza y
Garza**

Age as of December 31, 2023: 52 years old.

Nationality: Mexican.

Career and experience: He currently serves as Director of Finance and Corporate Development for Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA"). He previously was Chief Executive Officer of Servicios Corporativos JAVER, S.A.B. de C.V. He held various executive and management positions in investment banking with Merrill Lynch and Goldman Sachs.

Education: - Chemical Engineer from ITESM.
- MBA from Stanford University.

Amy Eschliman

Age as of December 31, 2023: 50 years.

Nationality: American.

Classification of the type of director: Independent.

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.



John Murphy

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

Nationality: Irish.

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.

**Federico José
Reyes García**

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

Nationality: Mexican.

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.

**Enrique F. Senior
Hernández**

Age as of December 31, 2023: 80 years.

Nationality: Cuban-American.

Classification of the type of director: Independent.

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

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

Career and experience: Chief Executive Officer of Allen & Company LLC (“Allen & Company”). He has been an Executive Vice President and Director 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.
- Harvard University Business School MBA.
- Honorary Doctor of Laws degree from Emerson College.