

# FUTURE-READY

## COCA-COLA FEMSA

### Coca-Cola FEMSA Publishes its 2023 Integrated Annual Report: Future-Ready – Driving Growth

**Mexico City, Mexico – March 19, 2024 – Coca-Cola FEMSA, S.A.B. de C.V.** (BMV: KOFUBL; NYSE: KOF) (“Coca-Cola FEMSA”, “KOF”, or the “Company”), presents its 2023 Integrated Annual Report: *Future-Ready – Driving Growth*, highlighting its operational, financial and sustainability achievements for the year, aligned with its strategic priorities.

The report reveals the company's cultural evolution with a new Vision, ten new Principles highlighting its permanent focus on the customer and the prioritization of its employee's wellbeing. It also reports on the growth of its Juntos+ omnichannel platform and the renewal of its Sustainability Framework.

*"We have just celebrated our first 30 years since The Coca-Cola Company acquired an equity stake in the company and we went public to list our Series L shares on the Mexican and New York Stock Exchanges. We are proud that this celebration coincided with a year of great achievements, including the results of the implementation of a long-term sustainable growth model that propelled us to record levels of volume, revenue, and investment. In addition, in line with our purpose to Refresh the World Anytime, Anywhere, we refreshed our Vision and established the ten Coca-Cola FEMSA Principles, which will guide our corporate culture as we drive digitalization and sustainability, placing our customers at the center of everything we do,"* said Ian Craig, CEO of Coca-Cola FEMSA.

Key achievements presented include:

#### Strategic and financial

- For the first time, the company surpassed 4 billion unit cases sold in the year, representing a 7.8% growth vs. 2022 results. In addition, revenues increased 8.1% and operating income increased 10.8%.
- The Company's growth was driven by positive volume results across all territories and primarily fueled by strong performances in Mexico, Brazil, Colombia, and Guatemala.
- Coca-Cola FEMSA increased active users on its Juntos+ omnichannel platform by 35% vs. 2022, the equivalent of 1.1 million monthly active users.

- Regarding its de-bottleneck its infrastructure and digitizing the enterprise priority, the company invested a record Capex of \$1.2 billion dollars including 5 new bottling lines and upgrades installed and increasing warehouse capacity by 11% year on year.
- To strengthen its customer-centric culture, the Company refreshed its Vision and defined Coca-Cola FEMSA Principles to drive the Company towards its growth ambition and create the desired culture and work environment.

### Sustainable financing: Sustainability Framework

- In 2020, Coca-Cola FEMSA marked a milestone with the issuance of its US\$ 705 million **Green Bond** on the New York Stock Exchange, the largest for the country and the first in The Coca-Cola System. In 2023, **100%** of the proceeds were allocated to eligible projects under the Green Bond Framework, including water efficiency initiatives, reduction of CO2e emissions, and the use of recycled content in PET packaging.
- In 2023, **100%** of the proceeds from the issuance of its **Sustainability Bond** in the Mexican stock market were allocated, together with a portion of the **Social Bond**, to enhance the company's social actions and support for communities.
- The company achieved a water use ratio of **1.42 liters per liter** of beverage produced, an industry benchmark.
- Coca-Cola FEMSA increased its use of renewable energy from **66% to 77%** in 2023, moving closer to its goal of 100% by 2030 which, together with efficiency actions, represents a 48% reduction in Scope 2 greenhouse gas emissions.
- The company continues to promote female talent and, in 2023, reached a 29% representation of women in leadership positions.

Coca-Cola FEMSA reiterates its conviction to continue driving the growth and development of its customers, employees, and value chain through a strong corporate culture, the use of technology, and a constant evolution of its sustainability strategy.

Coca-Cola FEMSA's 2023 Integrated Annual Report, Future-Ready - Driving Growth, was prepared in accordance with the International Integrated Reporting Council (IIRC) guidelines and Global Reporting Initiative (GRI) standards, as well as the Sustainability Accounting Standards Board (SASB) material standards for the non-alcoholic beverages industry. It also incorporates the company's alignment with the UN Sustainable Development Goals and the Task Force on Climate-related Financial Disclosures (TCDF).

The full version of the 2023 Integrated Annual Report 2023 is available at [www.coca-colafemsa.com](http://www.coca-colafemsa.com)

## About Coca-Cola FEMSA

Stock listing information: Mexican Stock Exchange, Ticker: KOFUBL

NYSE (ADS), Ticker: KOF | Ratio of KOFUBL to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the largest franchise bottler in the world by sales volume. The Company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio to more than 272 million consumers. With over 104,000 employees, the company markets and sells approximately 4 billion unit cases through more than 2.1 million points of sale a year. Operating 56 manufacturing plants and 251 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain. The Company is a member of the Dow Jones Sustainability Index MILA Pacific Alliance, FTSE4Good Emerging Index, and the S&P/BMV Total Mexico ESG Index, among others. Its operations encompass certain territories in Mexico, Brazil, Guatemala, Colombia and Argentina and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay and, in Venezuela, through an investment in KOF Venezuela. For further information, please visit [www.coca-colafemsa.com](http://www.coca-colafemsa.com)

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