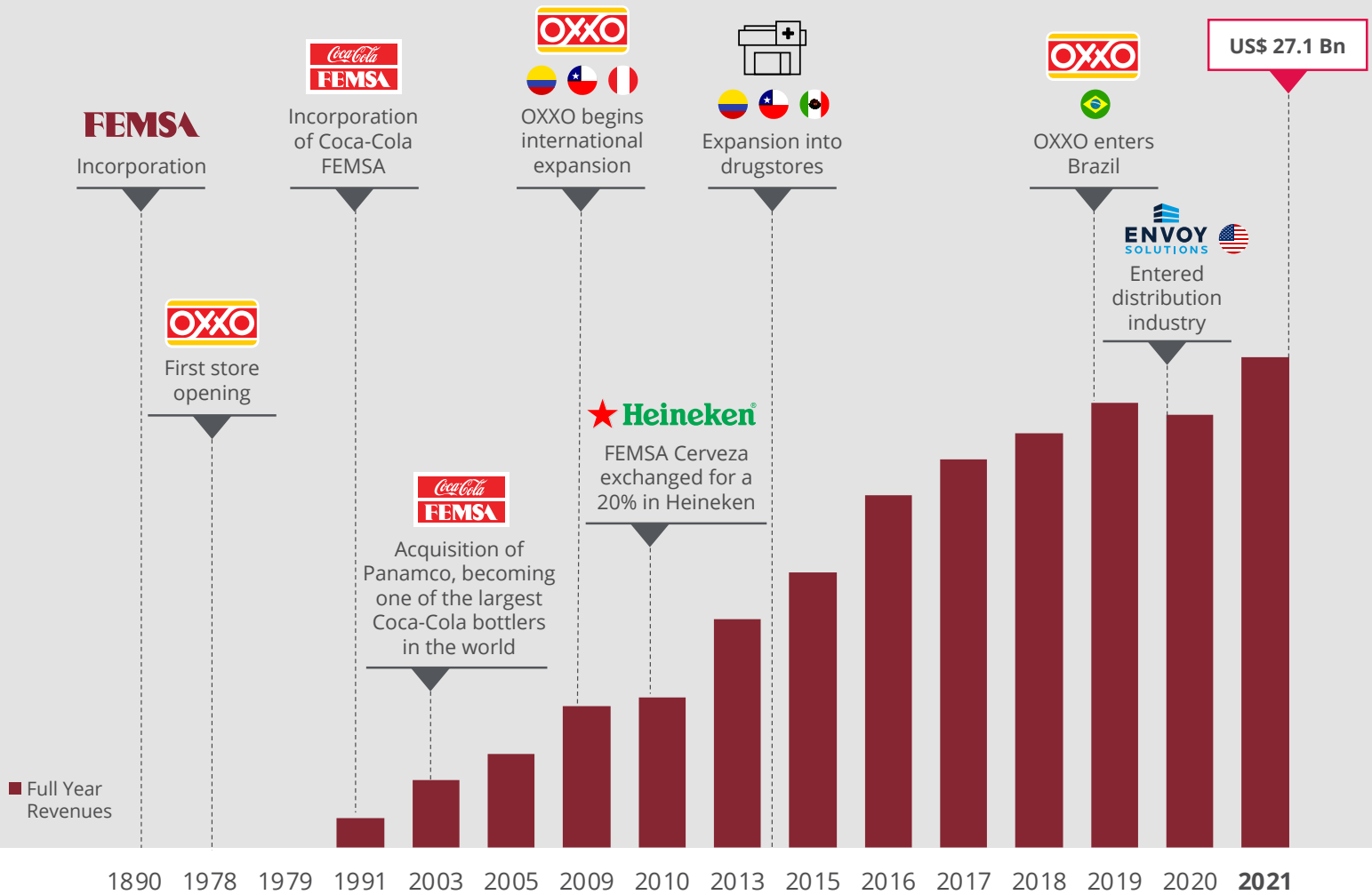


FEMSA: a 132-year growth story



FEMSA was born as a brewery in northern Mexico in 1890



Since then, we have diversified our businesses into **manufacturing, distribution, and retail**



Today, we have grown to become **one of Latin America's largest companies**, with **over 25,000 retail points of sale**, and **320,000 employees in 13 countries**



FEMSA at a glance

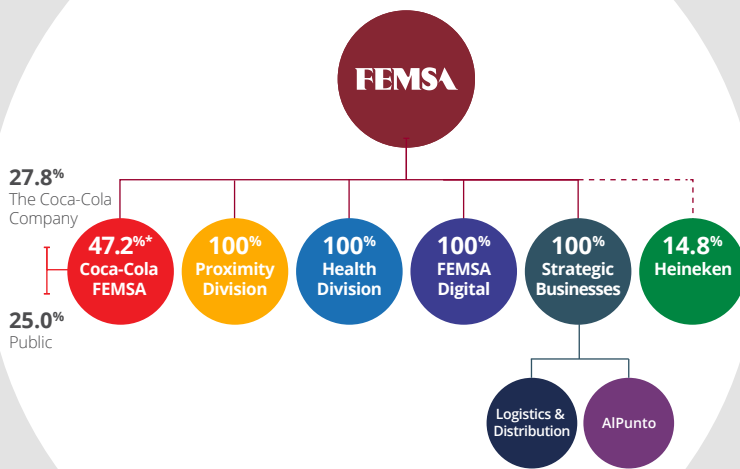
FEMSA operates in 13 countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Nicaragua, Panama, Peru, Uruguay and the United States.



¹ As of December 31, 2017, as a non-consolidated operation, Venezuela is reported as an investment in shares.

Corporate Structure

Equity Stakes and Business Units



*Represents 56% of voting rights.



~25,000

stores in 6 countries



+265 million

people served in 10 countries
by Coca-Cola FEMSA



US\$27.1 billion

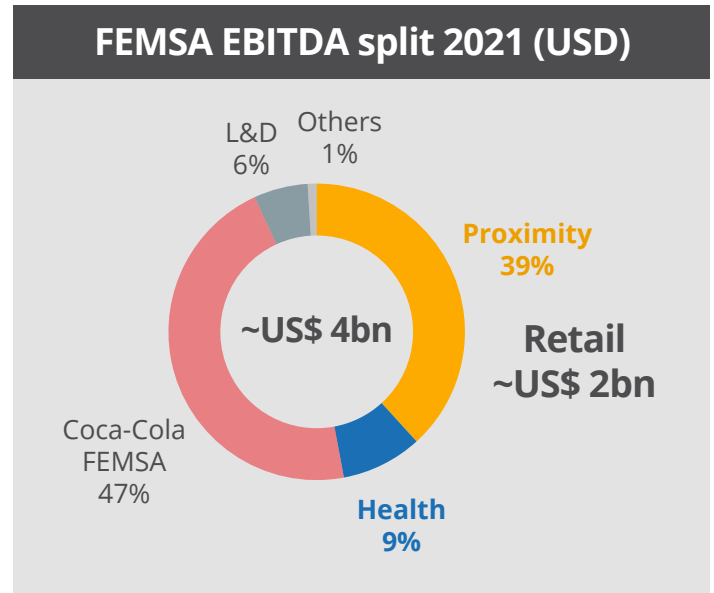
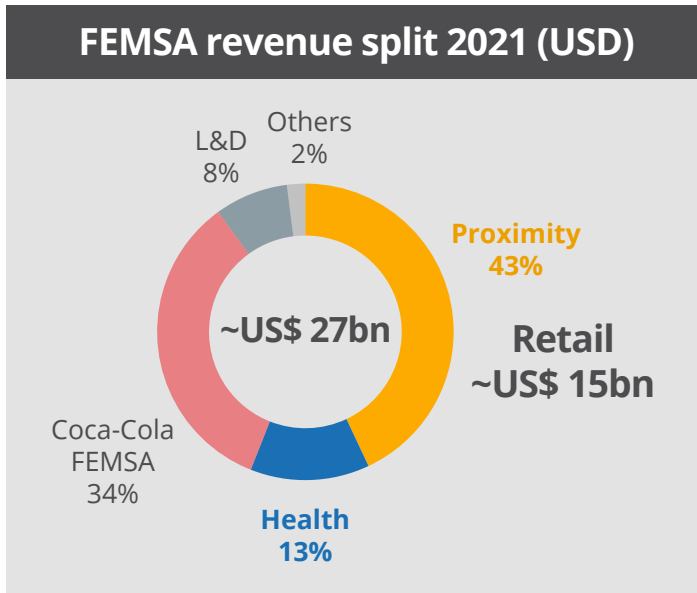
2021 total revenues



+320,000

employees
As of December 2021

Leading small-format retail operator in the Americas

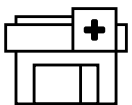


EBITDA: EBIT + Depreciation + Amortizations. EBITDA calculated under IFRS16 standards.



Proximity
Division

- With +20,500 locations **OXXO is the second largest retailer in Mexico in terms of revenues**
- **Growing its footprint in South America** with presence in Colombia, Chile, Peru and Brazil
- **Spin by OXXO digital wallet app** launched in 2021, is currently **adding customers at a rate of approximately 300,000 per month**, already reaching +2.7 million users
- **Currently adding +1.9 million accounts per month, OXXO's loyalty program OXXO Premia** rewards customers and drives engagement and sales, while generating valuable data that can be monetized in various ways
- With 569 service stations across 17 states, **OXXO Gas operates the largest network of petrol service stations in Mexico**



Health
Division

- **The largest drugstore operator in Latin America by stores**
- **More than 3,600 locations** spread across Chile, Colombia, Ecuador and Mexico