

Cancun's House of Culture Unveils a Plaque honoring OXXO's support

- *OXXO invested MXN \$460,000 to recover the three galleries that are home to the exposition "Visual History of Calculus" ("Historia Visual del Cálculo").*
- *State and municipal authorities and FEMSA officials joined forces to present this exposition about the evolution of calculating devices.*

Cancun, Quintana Roo, Mexico. February 6th, 2020. – Quintana Roo authorities and those of Benito Juarez municipality, as well as officials of FEMSA's Cultural Program unveiled a plaque in honor of OXXO's support to Cancun's House of Culture, a space dedicated to art, for whose remodeling they invested MXN \$460,000 as part of their program of recovery of public spaces and for the "Visual History of Calculus" exhibition.

The exhibition, open to the public from December 4th, 2019 to February 7th, 2020, is made up of 30 photographs about the evolution of calculating devices along three centuries, until the arrival of the first calculators. The pictures have been appreciated by hundreds of local and foreign visitors.

Mara Lezama, Mayor of Benito Juarez; Jacqueline Estrada Peña, Director of the Institute of Culture and Arts of Quintana Roo, and officials of FEMSA participated in the unveiling ceremony.

"We thank OXXO, our strategic ally for the community of Benito Juarez, who is always interested in contributing to the wellbeing of our population and to whom we thank for having a special interest in children and young adults, bringing culture and enabling dignified spaces", said Mara Lezama, Mayor of Benito Juarez.

"In OXXO we are interested in the wellbeing of the community, and a fundamental component is the development of initiatives focused on educative and cultural subjects. It is very gratifying to participate with the authorities of the state of Quintana Roo and the municipality of Benito Juarez in projects that brings scientific knowledge closer to locals and tourists of Cancun and allow it to contribute to the positive transformation of our community," Juan de Vere Rangel, Manager at OXXO Plaza Cancun, remarked.



Press release

February 6th, 2020

“Here at FEMSA’s Cultural Program we are very pleased and thankful for the good reception and attendance that the exhibition and its mediation space have had. This is where we find the fruits of our efforts to carry out projects that promote culture and education in diverse communities”, said Laura Pacheco, Administrative Manager of the FEMSA’s Cultural Program.

After the plaque’s unveiling, a guided tour was given by José Ignacio Barradas Bribiesca, Mathematics PhD in the Mathematics Center of Research A.C.

Alongside this project, OXXO supports other programs through volunteering and community efforts, which have a direct and immediate impact in the neighborhoods where it is present and prove its commitment to being a good neighbor that contributes to the community’s development.

About FEMSA

FEMSA is a leading company that generates economic and social value through enterprises and institutions and aims to be the best employer and neighbor of the communities where it is present. It participates in retail trade through FEMSA Comercio, which englobes the Proximity Division, a chain of small stores of which OXXO is a part; a Health Division which includes pharmacies and related activities; and a Fuel Division that operates the OXXO GAS chain of service stations. In the beverage industry it operates Coca-Cola FEMSA, a public bottler of Coca-Cola products; and in the brewer sector it is a stockholder of Heineken, a Company present in more than 70 countries. Additionally, through FEMSA’s Strategic Businesses, it offers logistics services, refrigeration at selling points and plastic solutions to FEMSA companies and external clients. Through its Business Units it employs approximately 300 thousand collaborators in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the IPC Sustentable de la Bolsa Mexicana de Valores (Sustainable Prices and Quotation Index of the Mexican Stock Market), among other indexes that evaluate its performance in sustainability.

About FEMSA Comercio

FEMSA Comercio is an enterprise that generates economic and social value in the countries where it is present. It operates different small-format retail chain stores in Mexico, Colombia, Chile, Peru and Ecuador, among which there are the OXXO stores, the YZA, Farmacon, Moderna, Cruz Verde, Fybeca and SanaSana pharmacies, and Maicao, which are beauty stores. It also operates service stations through the brand of OXXO GAS. Through its business units, FEMSA Commerce employs more than 180 thousand collaborators and serves more than 13 million consumers every day.





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