

Press Release

Thursday, August 27th, 2020

OXXO launches new smartphone nationwide

- *It has the KaiOS operating system, which allows it to have all the functionalities of a Smartphone, such as Whatsapp, Facebook, Google maps and voice control with Google Assistant.*
- *It will be available in the more than 19 thousand OXXO stores of the country at an introductory price of MXN \$599.*

Monterrey, Nuevo Leon, Mexico. August 27th, 2020. – OXXO launched at a national level a new basic smartphone with KaiOS operating system, which has all the basic functionalities of a smartphone at a price of MXN \$599, to be always connected to the digital web.

The cell phone has attributes that adjust to the population's needs and allows users to access Facebook, WhatsApp, Youtube, Google Maps and many more apps available in the KaiStore online site. Additionally, it has the capacity to carry out voice directions, write message without using the keyboard and much more through the Google Assistant app, which it has incorporated. Furthermore, the device has a back camera installed, a 2.4" color screen and long duration battery depending on its use.

Apart from its attributes, the Smart Feature Phone will allow access to connection to the 3G digital network, WiFi and Bluetooth, thus closing the digital gap and promoting inclusion in the digital era.

“With the launching of this cell phone, OXXO aims to continue improving its value proposal, offering quality products and services to address our customers’ needs. Furthermore, the device will allow customers to be always connected with an innovative gadget, which has smart traits for an accessible price” said Denisse Camacho, Manager of Merchandise in OXXO.

KAIOS has more than 140 million users worldwide and arrives in Mexico, introduced by OXXO, with the objective of making the internet accessible through simple and economic technology.

The launching of this cell phone took place nationwide and will be available in the more than 19 thousand OXXO stores in the country since September of this year.



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About FEMSA

FEMSA is a leading company that creates economic and social value through companies and institutions and seeks to be the best employer and neighbor of the communities where it has a presence. It participates in retail trade through FEMSA Comercio, which includes the Proximity Division and of which OXXO, a chain of small format stores, is a part of. It also has a Health Division that includes pharmacies and related activities as well as a Fuel Division that operates the service stations chain, OXXO Gas. In the beverage industry it operates Coca-Cola FEMSA, public bottler of Coca-Cola products; in the beer sector, it is a shareholder of HEINEKEN, a company present in more than 70 countries. Additionally, through FEMSA's Strategic Businesses Business Unit, it offers logistics services, point-of-sale refrigeration solutions and plastics solutions to FEMSA companies and external clients. Through its Business Units, it employs approximately 320 thousand employees in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the Mexican Stock Exchange Sustainable IPC, among other indices that evaluate its performance in sustainability.

About FEMSA Comercio

FEMSA Comercio is a company that generates economic and social value in the countries where it has a presence. It operates different retail chains of small-format stores in Mexico, Colombia, Chile, Peru and Ecuador, among which are the OXXO stores, YZA, Farmacon, Moderna, Cruz Verde, Fybeca and SanaSana pharmacies, and the Maicao beauty stores. It also operates service stations under the OXXO GAS brand. Through its business units, FEMSA Comercio employs more than 180,000 employees and serves more than 13 million consumers every day.