



Coca-Cola FEMSA Names Gerardo Cruz As Chief Financial Officer

- Gerardo Cruz to succeed Constantino Spas as Coca-Cola FEMSA's CFO.

Mexico City, Mexico, November 29, 2022 — Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA") (NYSE: KOF; BMV: KOF UBL) announced today that the Board of Directors has appointed Mr. Gerardo Cruz Celaya to succeed Mr. Constantino Spas Montesinos as Coca-Cola FEMSA's Chief Financial Officer, effective January 1, 2023.

Having worked at Coca-Cola FEMSA since 2003, Mr. Gerardo Cruz's financial experience spans close to 20 years. In his most recent role as Finance and Administration Director in Coca-Cola FEMSA Colombia, Gerardo Cruz's solid track record as a financial leader, his analytical mindset and deep business understanding have been fundamental to lead the financial operations of the country and ensure profitable growth. He began his career within the corporate finance and treasury function, overseeing financing, risk management, and treasury, until becoming Corporate Finance and Treasury Director in 2013. He held this position until his appointment as Planning and Finance Director for the Latin America Division in 2017, where he oversaw the finance and planning function for Central America, Argentina, Colombia, and Uruguay. Throughout his career, Mr. Gerardo Cruz has been a strong advocate for Inclusion & Diversity, serving as President of Coca-Cola FEMSA's Inclusion & Diversity Board for the past two years, contributing to the company's efforts to make KOF a better place for everyone to work in. He holds a Bachelor's degree in Economics with a minor in Finance, and a Master's degree in Applied Statistics from Tec de Monterrey.

As previously announced, Constantino Spas has been appointed FEMSA's Strategic Businesses CEO as of January 1, 2023, after a successful tenure of four years as Coca-Cola FEMSA's CFO.

Constantino will work alongside Gerardo to ensure an orderly and seamless transition of CFO duties.

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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 Coca-Cola franchise bottler in the world by sales volume. The Company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio of 131 brands to a population of more than 266 million. With over 80 thousand employees, the Company markets and sells approximately 3.5 billion unit cases through 2 million points of sale a year. Operating 49 manufacturing plants and 260 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 Emerging Markets Index, Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the Mexican Stock Exchange's IPC and Social Responsibility and Sustainability Indices, among others. Its operations encompass franchise territories in Mexico, Brazil, Guatemala, Colombia, and Argentina and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay, and in Venezuela through its investment in KOF Venezuela. For further information, please visit www.coca-colafemsa.com

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