



GOBIERNO
DE SONORA
SECRETARÍA DE
ECONOMÍA



Press Release

Friday, June 30, 2023

OXXO and the SE of Sonora promote small producers with the “Made in Sonora” seal

- *OXXO and the Ministry of Economy signed a collaboration agreement for the development of local producers in order to support the commercialization of proudly Sonoran products in more than 1,100 OXXO stores in the entity.*
- *This agreement seeks to promote the production of regional products under the distinctive "Made in Sonora"*

Sonora, Hermosillo, Mexico. June 30, 2023. - With the purpose of promoting the growth and development of products that are proudly from Sonora, OXXO and the Secretary of Economy of the Government of the State of Sonora signed a collaboration agreement for the development of local producers under the seal "Made in Sonora".

The purpose of the agreement is to support the growth of small and medium-sized enterprises (SMEs) in Sonora, making more than 1,100 OXXO stores available to them in the entity for the commercialization of regional products.

The signing of the agreement was attended by the Secretary of Economy of Sonora, Margarita Vélez de la Rocha; Said Saavedra Bracamonte, Undersecretary of Economic Development; Julio Alfonso Mendoza Arvizu, General Director of Marketing and Gabriela Martínez, Regional Expansion Manager of OXXO.

In this regard, Gabriela Martínez explained that in addition to the sale on exclusive shelves and displays for regional products under the "Made in Sonora" brand, Sonoran suppliers will receive other incentives, such as: the option of direct delivery in store or through of the Distribution Center with the option of having a presence in more than 1,100 stores.

“At OXXO we are committed to creating opportunities and working on initiatives that contribute to the positive transformation of the environments where we operate, and with the signing of this agreement in addition to promoting local supply and consumption of products from the region, we support Mexican suppliers to continue expanding and growing in the market through our network of stores”, she said.

Margarita Vélez de la Rocha, Secretary of Economy, pointed out the importance of this agreement to support small and medium-sized entrepreneurs in Sonora as well as to position and strengthen the "Made in Sonora" certification mark.

For further information:

Vanessa Alemán

T. +52 55 4354 9834

relacionconmedios@femsa.com.mx

Óscar Martínez

T. +52 81 8318 1863



GOBIERNO
DE SONORA
SECRETARÍA DE
ECONOMÍA



Press Release

Friday, June 30, 2023

"OXXO is available to everyone. Apart from offering products, it is a store that provides services, and the community recognizes the brand because it generates more than eight thousand jobs, a great contribution to the development of Sonora", she said.

"Within this agreement, producers who want to develop and grow their product and marketing must approach the Secretary of Economy of the State of Sonora to acquire the 'Made in Sonora' seal, with which they can sell through the more than 1,100 OXXO stores. It will undoubtedly be of great benefit to our proudly Sonoran suppliers", Vélez continued.

In addition to these alliances, the state government seeks to benefit state suppliers through development and training programs, as well as the sale of their products at regional fairs with the "Made in Sonora" label.

With these actions, OXXO demonstrates its commitment to create economic and social value among the entity's small and medium-sized companies, working alongside authorities, companies, and civil organizations to contribute to strengthening the social fabric.

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 its Proximity Division, which includes OXXO, a chain of small-format stores, OXXO Gas, a chain of service stations, and Valora, our European retail unit that operates convenience and food service stores. In retail trade, FEMSA also participates through a Health Division, which includes pharmacies and related activities; and the Digital@FEMSA Division, which includes Spin by OXXO and OXXO Premia, as well as other loyalty initiatives and digital financial services. In the beverage industry, it participates by operating Coca-Cola FEMSA, the world's largest bottler of Coca-Cola products by sales volume; and in the beer sector, as the second largest shareholder of Heineken, one of the world's leading beer companies with a presence in more than 70 countries. FEMSA also participates in the logistics and distribution industry through FEMSA Strategic Business, which additionally provides refrigeration solutions at the point of sale and plastic solutions to its companies and external clients. Through its Business Units, it employs more than 350,000 employees in 18 countries. FEMSA is a member of the Dow Jones MILA Pacific Alliance Sustainability Index, the FTSE4Good Emerging Index and the S&P/BMV Total México ESG Index, among other indices that assess its sustainability performance.

For further information:

Vanessa Alemán

T. +52 55 4354 9834

relacionconmedios@femsa.com.mx

Óscar Martínez

T. +52 81 8318 1863



GOBIERNO
DE SONORA
SECRETARÍA DE
ECONOMÍA



Press Release

Friday, June 30, 2023

About FEMSA's Proximity Division

FEMSA's Proximity Division generates economic and social value in the countries where it has a presence. It operates different small-format retail chains in Latin America and Europe, among which are the OXXO stores. It also operates service stations under the OXXO GAS brand in Mexico, and Valora, our European retail unit that operates convenience and food service stores. Through its business units, FEMSA's Proximity Division serves more than 13 million consumers every day and employs more than 160,000 employees, promoting inclusion, diversity, and Sustainability practices in its teams to operate in harmony with the planet, community and value chain.

For further information:

Vanessa Alemán

T. +52 55 4354 9834

relacionconmedios@femsa.com.mx

Óscar Martínez

T. +52 81 8318 1863