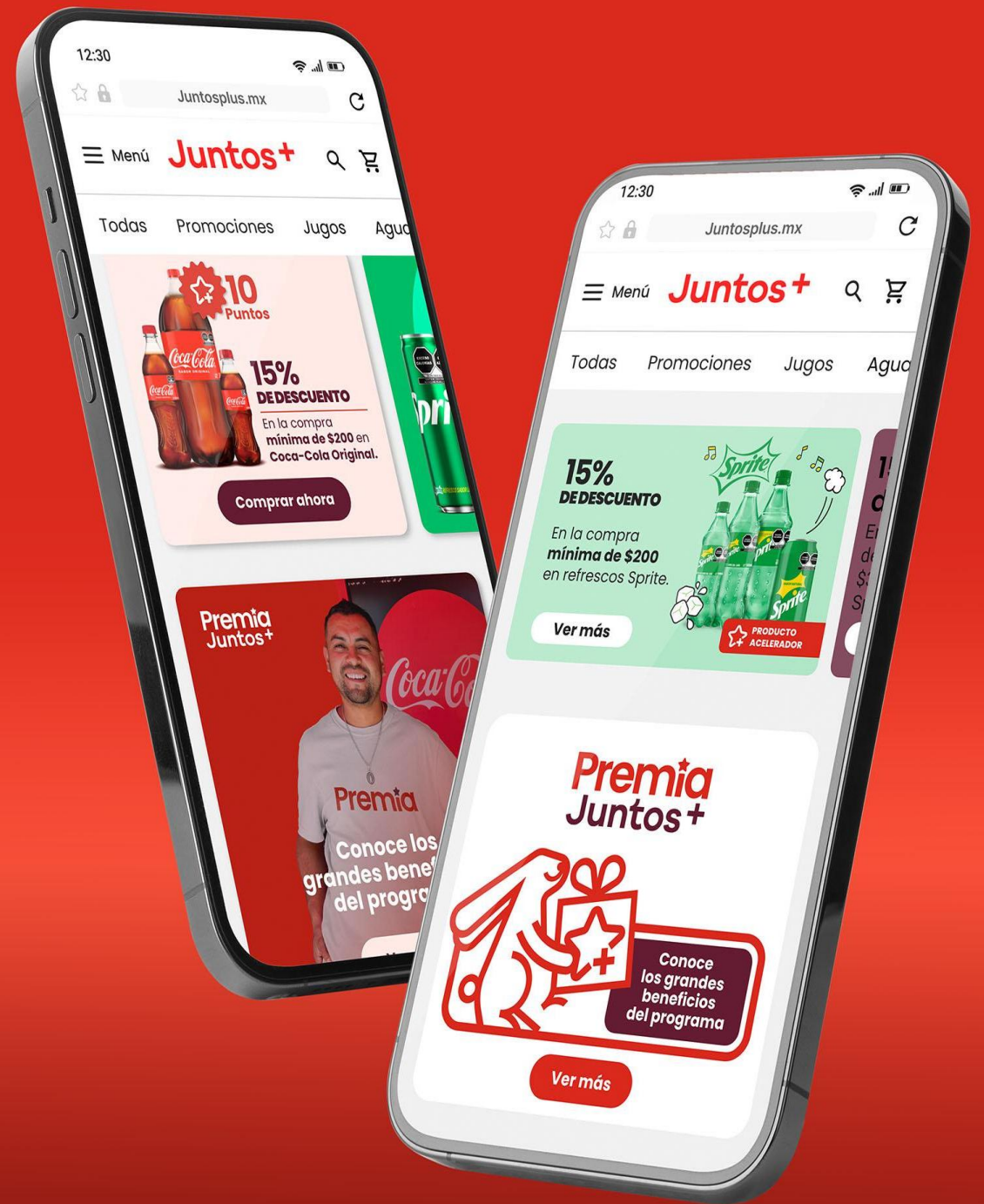


FUTURE-READY

ACCELERATING OUR SUSTAINABLE GROWTH MODEL



Coca-Cola FEMSA Investor Presentation
April 2026

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COCA-COLA FEMSA

Mario Pani # 100, Col. Santa Fe Cuajimalpa 05348, Mexico City, Mexico

Agenda

- ❑ Overview
- ❑ Recent Performance
- ❑ Strategy - Six Strategic Priorities
- ❑ Key Takeaways

FUTURE-READY

COCA-COLA FEMSA IS THE LARGEST FRANCHISE BOTTLER IN THE WORLD BY SALES VOLUME OPERATING IN AN ATTRACTIVE INDUSTRY WITHIN A GROWING REGION

Key Operating and Financial Figures⁽³⁾

+268M

People Served

55

Plants

~4.2 bn

Unit Cases

2.1M

Points of Sale

14.1%

Return Over Invested Capital (ROIC)

16.2 bn

Revenues (US\$)

72%

Of our sales force now uses Juntos+ Advisor

19.9 bn

Market Cap (US\$)

3.3 bn

Adjusted EBITDA⁽¹⁾ (US\$)

256

Distribution Centers

+90k

Total Headcount

20.3%

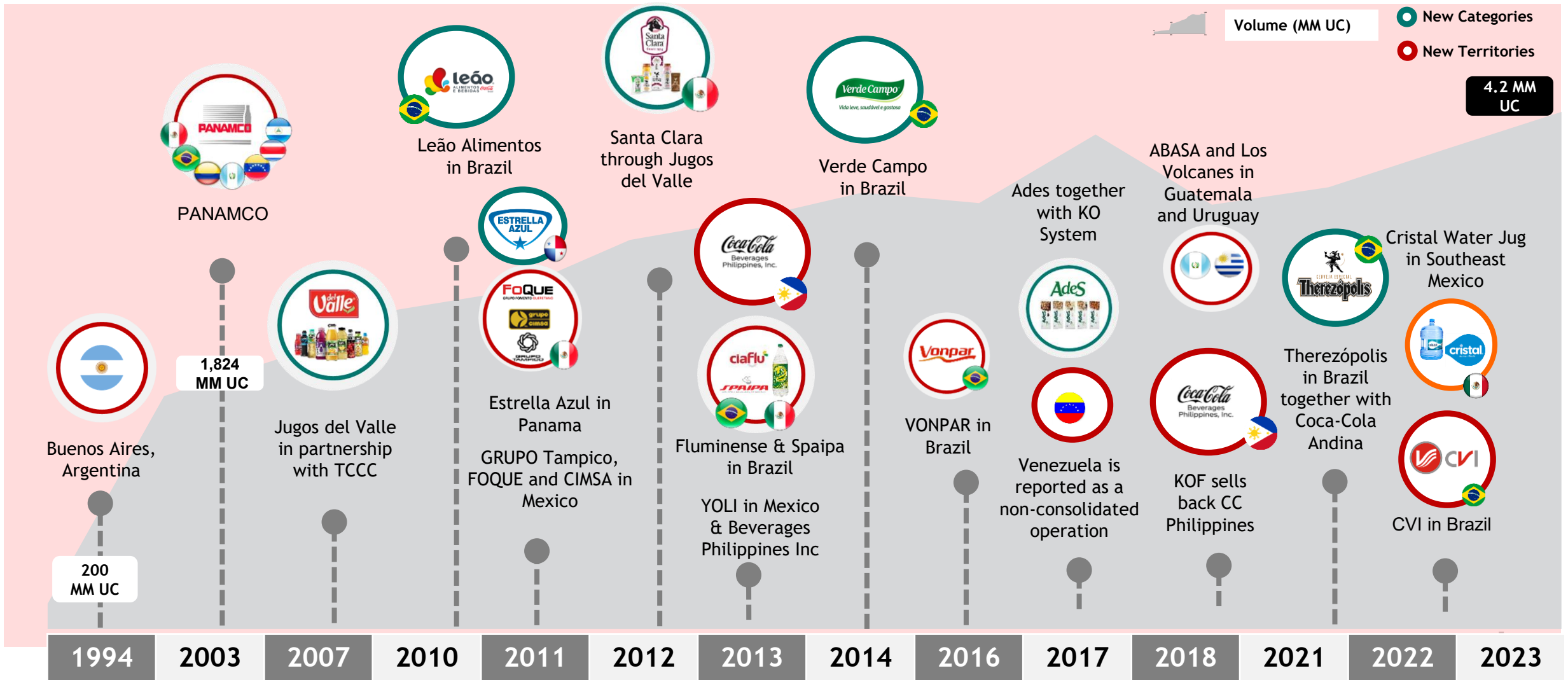
Adj. EBITDA Margin⁽¹⁾

Our Footprint



⁽¹⁾ Adjusted EBITDA = operating income + depreciation + amortization & other operating non-cash charges
⁽²⁾ As of December 31, 2017, Venezuela is reported as an investment in shares, as a non-consolidated operation.
⁽³⁾ As of December 2025

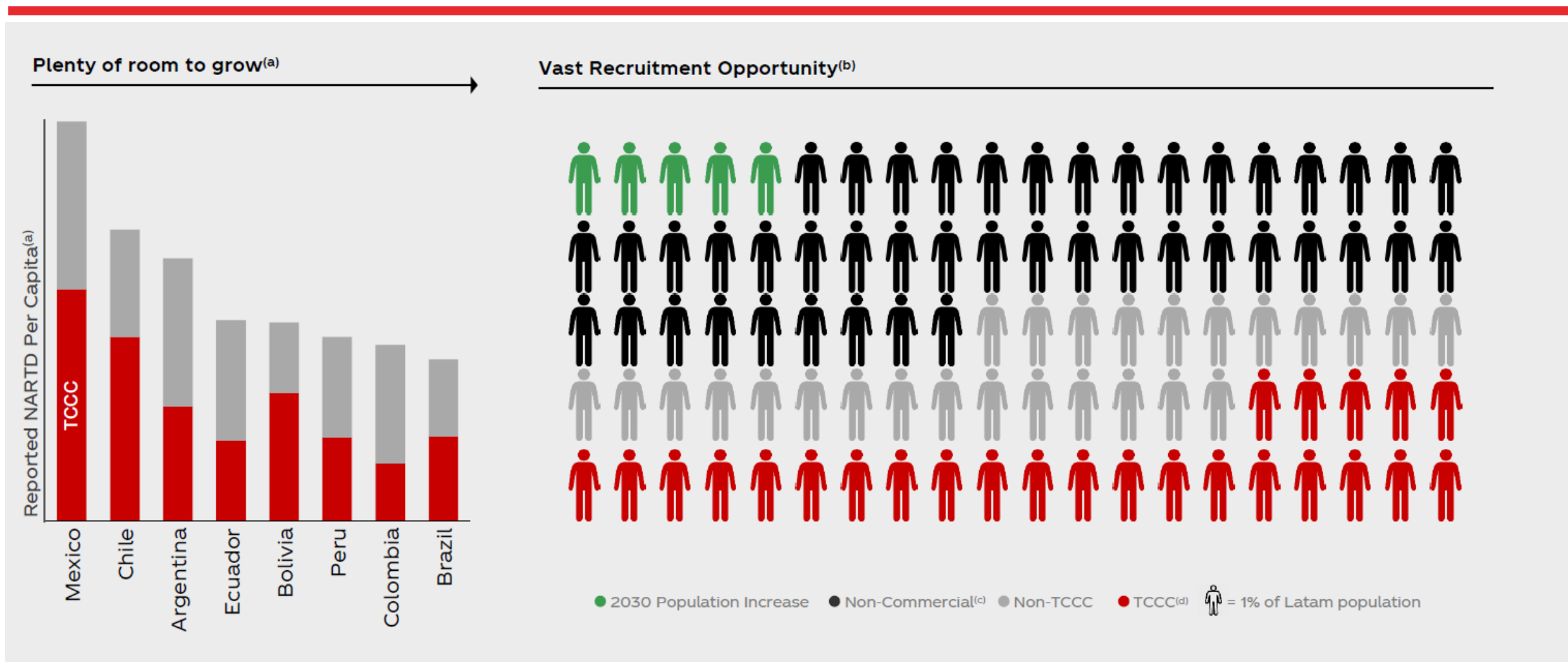
COCA-COLA FEMSA HAS GROWN BOTH ORGANICALLY AND THROUGH ACQUISITIONS, CONTRIBUTING TO SYSTEM CONSOLIDATION



14x⁽¹⁾

5

COCA-COLA FEMSA HAS A VAST OPPORTUNITY FOR GROWTH IN THE REGION



OUR REFRESHED VISION AND STRATEGY TO ACCELERATE OUR GROWTH MODEL IS DRIVING SOLID RESULTS

A refreshed vision of **being our customers' and partners' preferred commercial platform and ally for growth, fostering a sustainable future.**



Financial Highlights FY December 31st 2025

Volume	-1.8%
Revenue growth	+4.3%
Adjusted EBITDA	+5.2%
Majority net income growth	+0.5%

OUR STRATEGY CONSISTS OF SIX PILLARS TO DELIVER ON OUR FULL POTENTIAL

GROWTH

GROW THE CORE



BE THE PREFERRED COMMERCIAL PLATFORM



STRATEGIC M&A



ENABLERS

DEBOTTLENECK OUR INFRASTRUCTURE & DIGITIZE THE ENTERPRISE



STRENGTHEN OUR CUSTOMER-CENTRIC CULTURE



FOSTER A SUSTAINABLE FUTURE



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GROWTH LEVERS TO UNLOCK GROWTH ACROSS OUR MARKETS

PER CAPITA GROWTH POTENTIAL

Volume +15%

CONSOLIDATE OUR STRENGTH AS LEADERS

CSDs SOS

COCA-COLA NO SUGAR IS A KEY VOLUME LEVER

CCNS VOLUME

+43% FY25

- SAMPLING
- SYSTEM ENGAGEMENT
- PASSION POINT ASSETS
- MEALS
- INNOVATION

GROWING PROFITABLE NCBS

- Water
- Hydrotonic
- Energy

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GROWTH

ENABLERS

GROW THE CORE

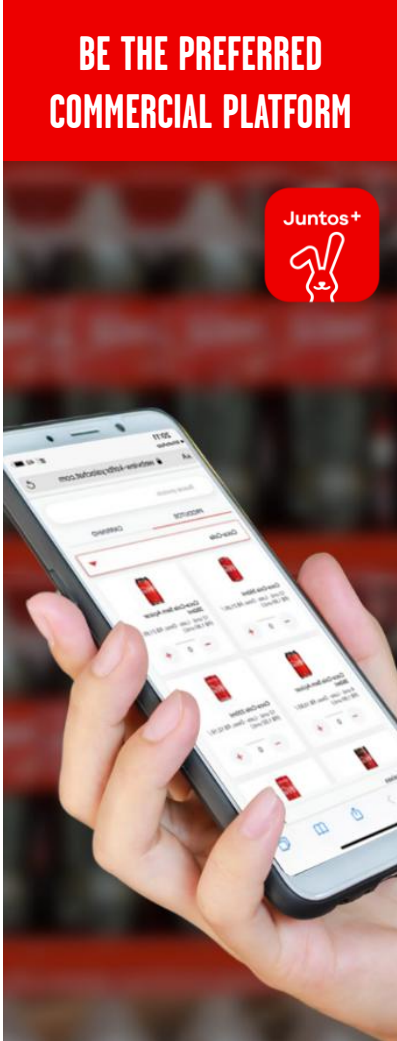
BE THE PREFERRED
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DEBOTTLENECK OUR
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STRENGTHEN OUR CUSTOMER-
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KOF ENJOYS KEY RIGHTS TO WIN ACROSS LATIN AMERICA'S B2B SPACE

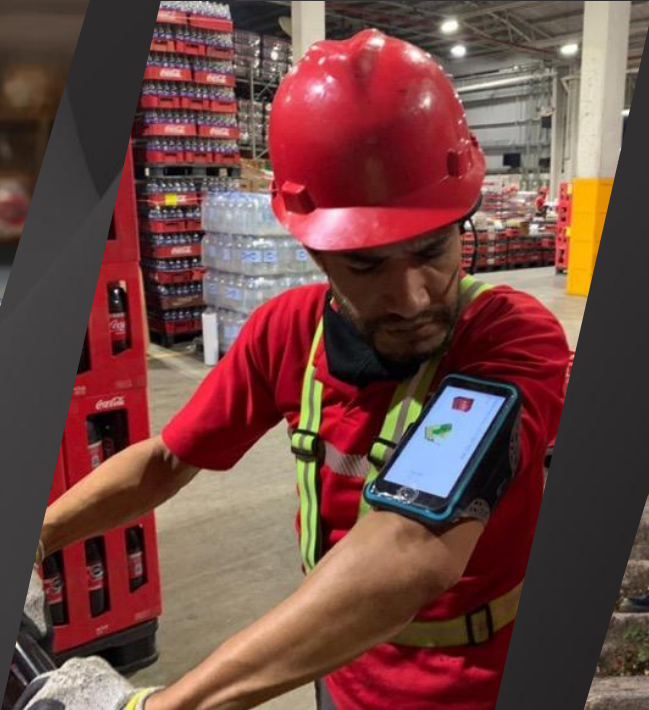


#1
KANTAR

**CUSTOMERS'
FAVORITE BRANDS**



**LARGEST USER BASE IN
LATIN AMERICA**

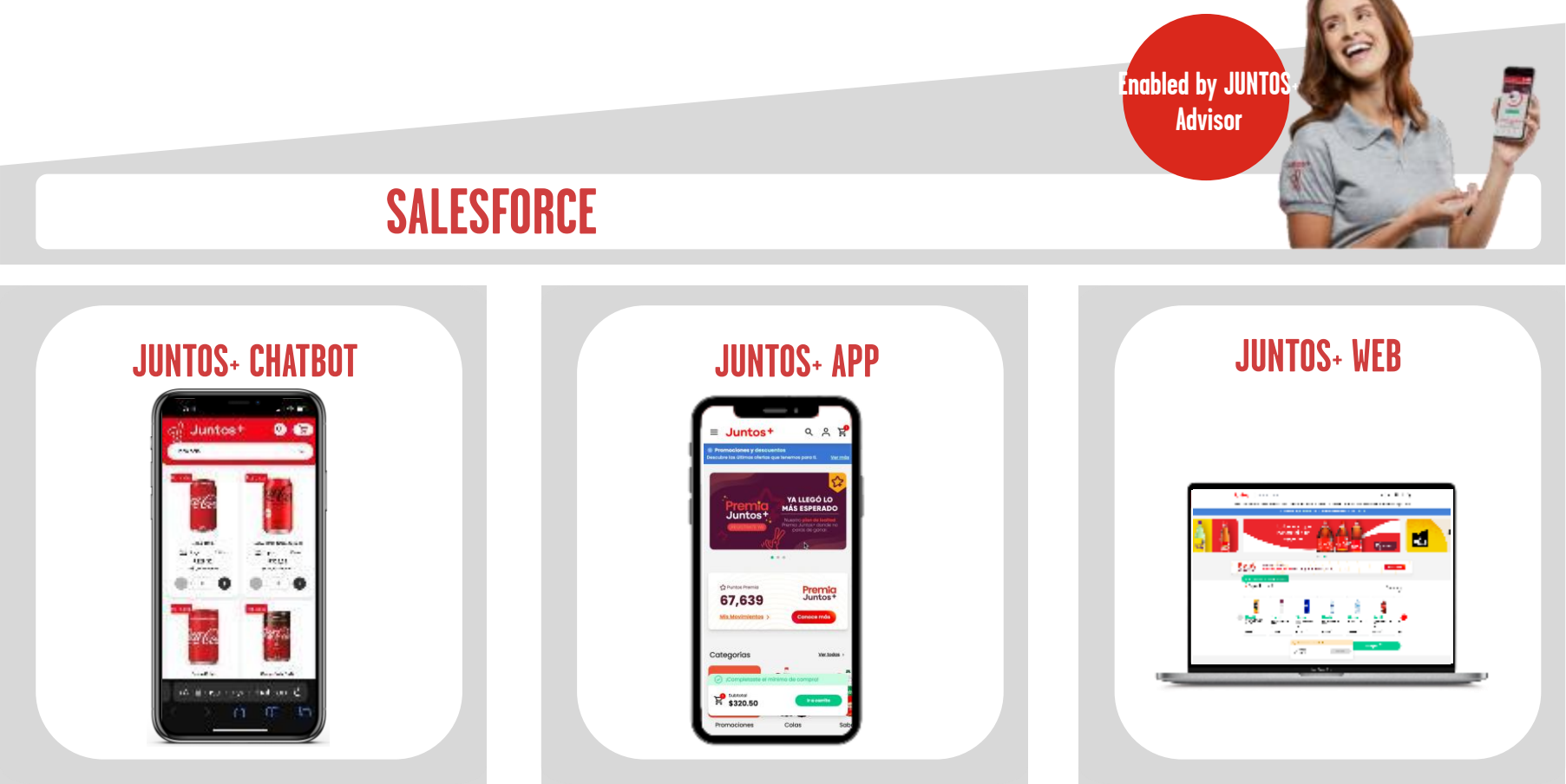


**LOGISTICS & DISTRIBUTION
EXPERTISE**



**TALENTED TEAM,
EXECUTION WARRIORS**

JUNTOS+ IS OUR OMNICHANNEL COMMERCIAL PLATFORM BUILT UPON A PHYGITAL APPROACH



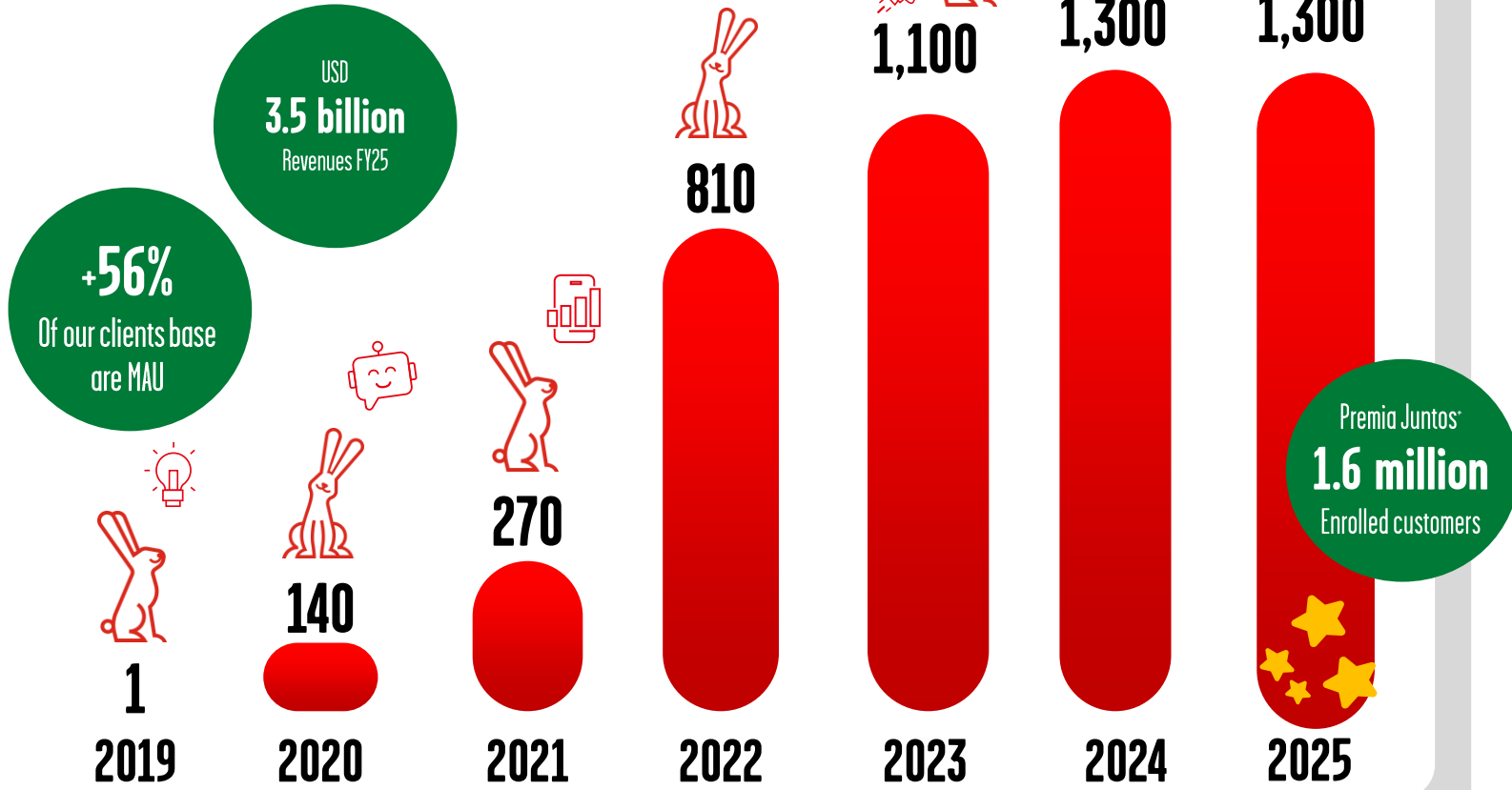
Juntos+ as a Brand building an emotional bond with our customers while helping their businesses grow

JUNTOS+ REACHED 1.3 MM MONTHLY ACTIVE USERS IN DECEMBER

WE ARE ENHANCING OUR USER EXPERIENCE THROUGH NEW FEATURES DEVELOPMENT

Juntos+ Advisor in
72% of our sales force
FY25

MONTHLY ACTIVE USERS ['000]



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GROWTH

GROW THE CORE



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ENABLERS

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OVER THE PAST YEARS WE INCREASED INVESTMENTS IN CAPACITY RESOLVING CAPACITY CONSTRAINTS AND SUPPORTING LONG-TERM GROWTH

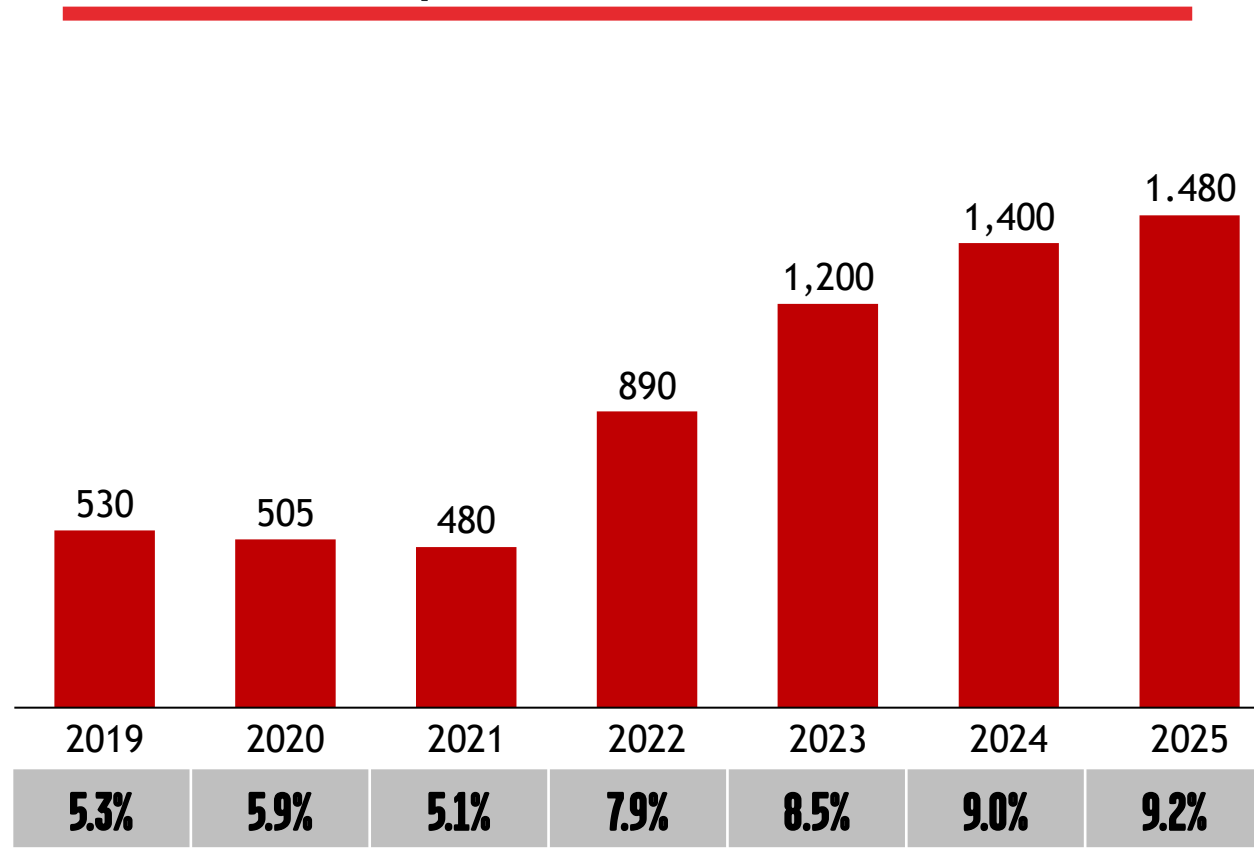


- **Adding ~900 MUC in production capacity over the next 5 years**
 - 6 New Lines in 2025
 - >25 New Lines 2024-2028

- **Adding ~300k pallet positions via warehouse expansion since 2023**
 - 2 DC's started operation in 2025
 - Layout optimization to add additional capacity and savings



CapEx investments (US\$ M)



5.3%	5.9%	5.1%	7.9%	8.5%	9.0%	9.2%
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CapEx/Revenues

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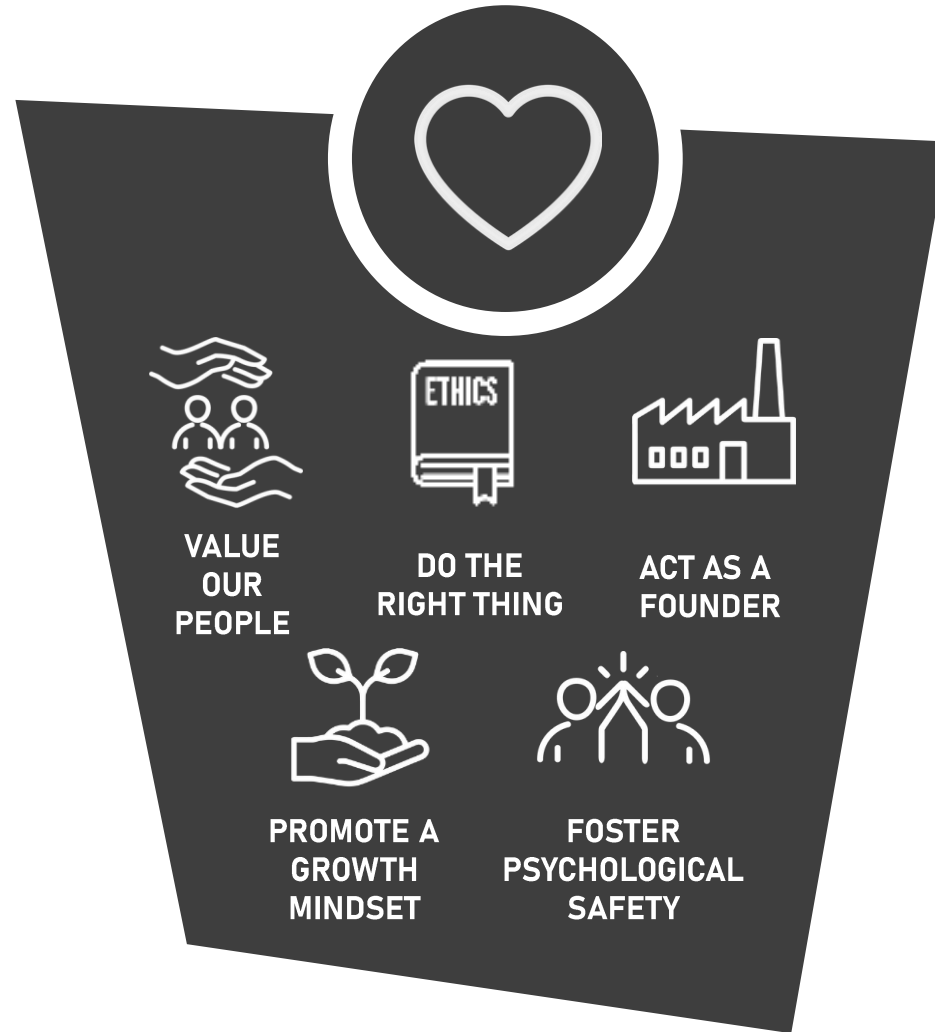
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WE REFRESHED OUR PURPOSE, VISION, AND LEADERSHIP PRINCIPLES TO ESTABLISH THE CULTURAL FOUNDATION OF OUR TRANSFORMATION



PLACE CUSTOMERS FIRST



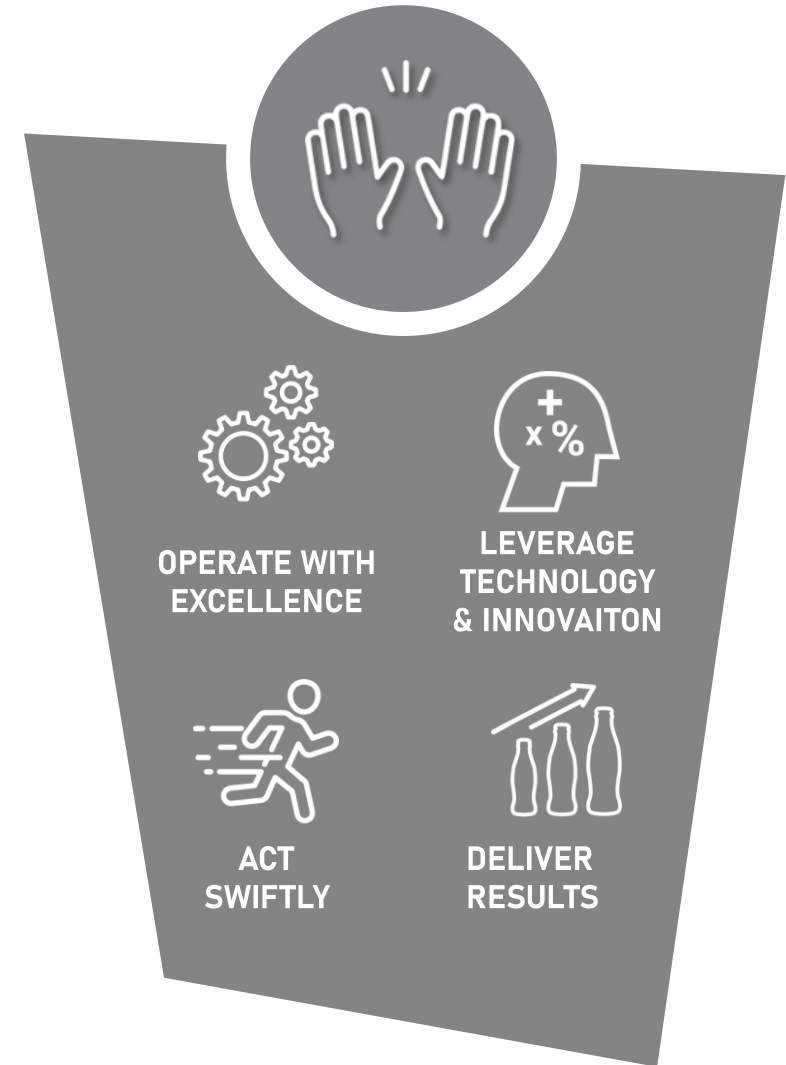
VALUE OUR PEOPLE

DO THE RIGHT THING

ACT AS A FOUNDER

PROMOTE A GROWTH MINDSET

FOSTER PSYCHOLOGICAL SAFETY



OPERATE WITH EXCELLENCE

LEVERAGE TECHNOLOGY & INNOVAITON

ACT SWIFTLY

DELIVER RESULTS

OUR STRATEGY CONSISTS OF SIX PILLARS TO DELIVER ON OUR FULL POTENTIAL

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ENABLERS

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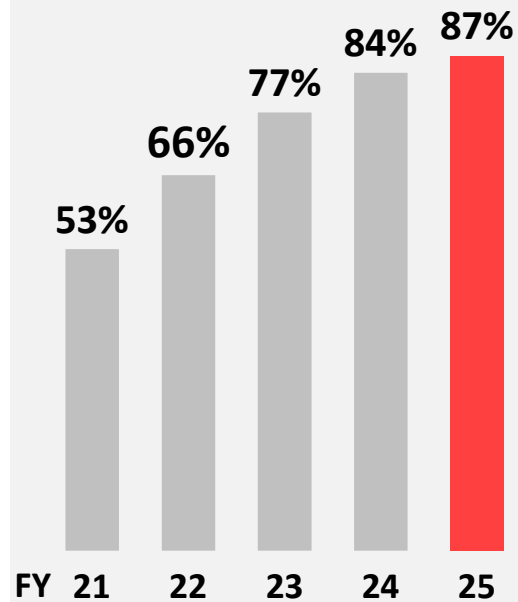
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OUR REDESIGNED SUSTAINABILITY FRAMEWORK MARKS AN EVOLUTION IN OUR COMMITMENT TO FOSTERING A SUSTAINABLE FUTURE

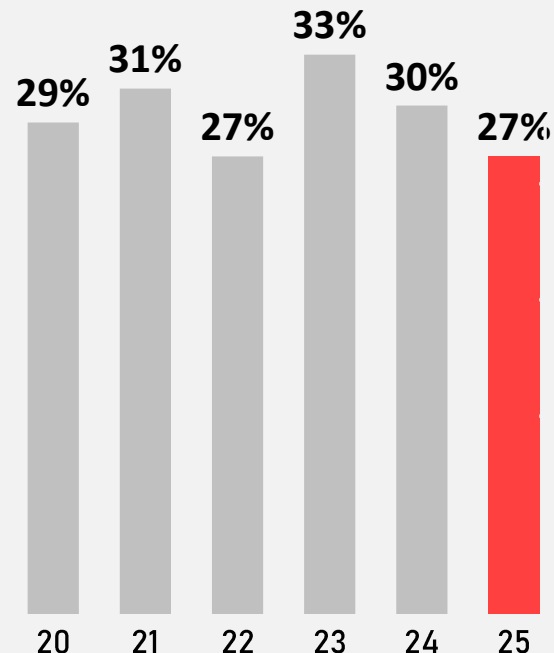
Climate action

Renewable energy



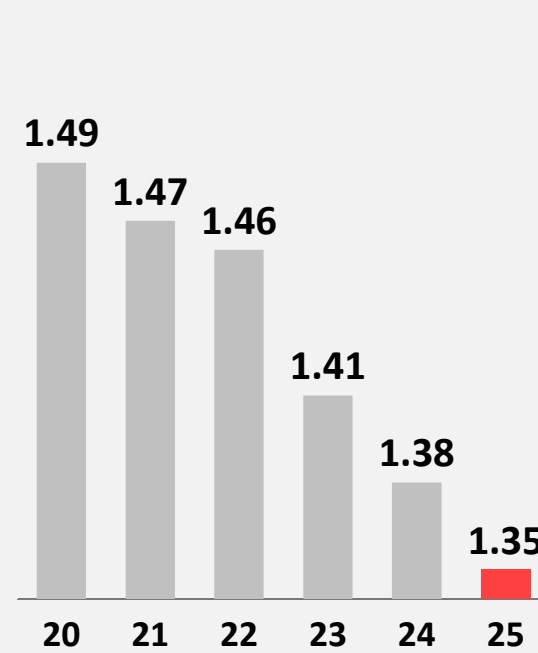
Circular economy

Use of recycled resin



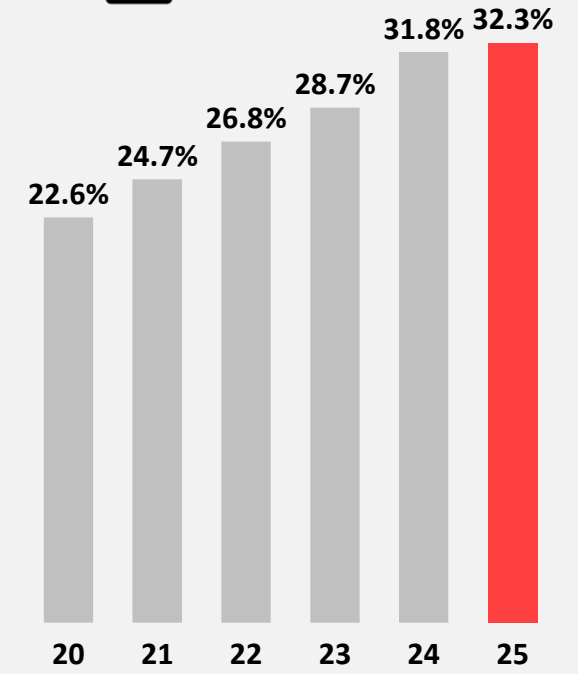
Water stewardship

Water use ratio



Women representation

Women in leadership



KEY TAKEAWAYS



WE HAVE SET THE FOUNDATIONS FOR OUR LONG-TERM SUSTAINABLE GROWTH MODEL



WE REMAIN COMMITTED TO OUR SIX STRATEGIC PILLARS



WE ARE FOCUSING ON THREE GROWTH PILLARS:

- Building on the growth momentum of our core business
- Taking Juntos+ to the next level with the deployment of advanced AI capabilities
- Fostering a customer-centric and psychologically safe culture



WORKING TOGETHER WITH OUR PARTNERS AT THE COCA-COLA COMPANY, WE ARE TRANSFORMING OUR BUSINESS AND ACCELERATING OUR GROWTH

FUTURE-READY

THANK YOU

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