

## CVs of the persons proposed for election to the Board of Directors

### Proposed as member and Chairman of the Board of Directors according to agenda items 1.1 and 1.2

#### **Daniel Alberto Rodríguez Cofré**

*1965, Chilean citizen*

*Chief Executive Officer of FEMSA*

Joined FEMSA: 2015. Appointed to current position: 2022. Past business experience: From 2015 to 2016, he was Chief Financial and Corporate Officer of FEMSA and from 2016 to 2021 he was Chief Executive Officer of FEMSA Comercio. Prior to joining FEMSA, he held several financial roles at Shell International Group in Latin America and Europe. In 2008, he was appointed as Chief Financial Officer of Centros Comerciales Sudamericanos, S.A., and from 2009 to 2014, he held the position of Chief Executive Officer at the same company. Education: Holds a Forest Engineering degree from Austral University of Chile and an MBA from Adolfo Ibañez University.

### Proposed as member of the Board of Directors and the Nomination and Compensation Committee according to agenda items 1.1 and 1.3

#### **Carlos Arenas Cadena**

*1962, Mexican citizen*

*Chief Executive Officer, FEMSA Proximity Division*

Joined FEMSA: 1984. Appointed to current position: 2022. Past business experience: He has held different positions since joining FEMSA in 1984. In 2001 he joined FEMSA Comercio as Strategic Planning Manager until 2007 when he was appointed as head of its Planning and Information Technology Department, then as head of the Supply Chain department for OXXO and later as head of the Commercial department of OXXO. In January 2016 he was appointed as Chief Executive Officer of OXXO México until 2022. Education: Holds a Computer Science degree from the Universidad Autónoma de Nuevo León (UANL).

#### **Francisco Camacho Beltrán**

*1965, Mexican citizen*

*Chief Corporate Officer of FEMSA*

Joined FEMSA: 2020. Appointed to current position: 2020. Past business experience: He served as Danone's Executive Vice President responsible for the Dairy and Plant-based business worldwide and Vice President of Growth, Innovation and Global Clients. He served as member of the Executive Committee of Danone at Paris, France, and held various executive positions with global and regional responsibilities. Education: Holds a Computer Systems degree and an MBA from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

#### **Salvador Alfaro Hernández**

*1971, Mexican citizen*

*Chief Financial Officer, FEMSA Proximity Division*

Joined FEMSA: 2017. Appointed to current position: 2021. Past business experience: Before joining FEMSA, he has held senior finance roles in PepsiCo including CFO positions in Brazil and Venezuela as well as Planning Director for PepsiCo Americas Foods based out of Purchase, NY, United States. He was also LATAM Treasury Director for PepsiCo and Business Development (M&A) Director for CEMEX. He started his career in Procter & Gamble Mexico. Education: MBA from the Massachusetts Institute of Technology (MIT) and a Business Bachelor from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).