

## **Coca-Cola FEMSA reinforces its commitment to environmental care, driving SUSTENTAPET for the circular economy in Latin America**

- *In 2024, this program collected over 118,000 tons of PET in the region.*
- *Through SUSTENTAPET, Coca-Cola FEMSA reinforces its regional recycling commitment with collectors, NGOs, and the community at large.*

**Mexico City, May 15, 2025** – Marking World Recycling Day, Coca-Cola FEMSA, the world's largest Coca-Cola bottler by sales volume, reaffirms its commitment to sustainability and the circular economy through a robust recycling strategy.

As a cornerstone of this commitment, the company actively promotes SUSTENTAPET, a platform designed to transform the PET recycling landscape in Latin America.

Coca-Cola FEMSA's recycling strategy focuses on contributing to the circular economy by promoting PET recycling, thereby reducing its environmental impact. This effort materializes through various actions, with SUSTENTAPET being a key pillar.

"At Coca-Cola FEMSA, we create the future by reaffirming our commitment to contribute to the circular economy through innovation, with a focus on sustainable design, reuse, and recycling of our packaging, as well as implementing actions for our operations to be zero waste," stated Julio César Sánchez, Collection Director at Coca-Cola FEMSA.

### **SUSTENTAPET: Leading Plastic Circularity in the Region**

SUSTENTAPET aims to become the largest PET collection network in Latin America, leading the way in building a circular ecosystem for this material.

Currently, this initiative operates in the countries where Coca-Cola FEMSA has operations, with a network of 43 PET collection centers strategically located to efficiently serve local markets. This infrastructure is complemented by 38 collaborative projects and a workforce of 550 direct employees, in addition to generating numerous indirect jobs that contribute to the development of local economies.

The impact of SUSTENTAPET is tangible. In 2024 alone, the initiative collected over 118,500 tons of PET throughout the region. Concurrently, SUSTENTAPET has provided support and enhanced service quality for PET collectors and recycling partners, strengthening the entire value chain.

### **A Comprehensive Effort for Sustainability**

Coca-Cola FEMSA recognizes the importance of solid infrastructure and community collaboration. "We have over 40 collection centers strategically placed within our territory. These centers allow us to collect a significant portion of the bottles we place on the market. During 2024, our PET collection rate was 34%," noted Julio César Sánchez, Collection Director at Coca-Cola FEMSA.

"Furthermore, the bottle's journey doesn't end with collection; it gains a new life through recycling," he added.



In collaboration with partners and its own facilities like IMER and PLANETA, Coca-Cola FEMSA creates the necessary infrastructure to transform used bottles into high-quality recycled PET resin. This resin is used to manufacture new bottles, closing the loop of the circular economy and giving new life to packaging, thus reducing environmental impact. During 2024, over 100,000 tons of recycled PET resin were incorporated into bottle manufacturing.

### **Strengthening Ties with Collectors and Other Stakeholders**

An essential component of SUSTENTAPET's vision is close collaboration with and recognition of the work of collectors. The company also supports the economy of these workers by providing them with essential tools, strengthening their capabilities, and promoting compliance with local regulations and guidelines established by The Coca-Cola Company.

An example of this is the "Reciclaje Motocargueros" program in Colombia, which provided motorized cargo vehicles to 240 collectors, improving their operational conditions and increasing the collection rate of recyclable materials.

Additionally, in collaboration with the Mexican NGO ECOCE since 2002, Coca-Cola FEMSA has been leading the construction of a solid PET market in the industry, achieving a collection rate of 64% in the country.

The company actively works to promote environmental care, creating efforts so that its packaging continues to be part of a circular economy. On World Recycling Day, Coca-Cola FEMSA and SUSTENTAPET invite society, collectors, and potential partners to join in the proper management of waste; we can all contribute through separation at home, work, and school to create a sustainable future and a cleaner planet.

### **About Coca-Cola FEMSA**

*Mexican Stock Exchange, Ticker: KOFUBL. NYSE (ADS), Ticker: KOF | KOFUBL to KOF Ratio = 10:1. Coca-Cola FEMSA, S.A.B. de C.V. is the largest Coca-Cola bottler in the world by sales volume. The Company produces and distributes beverages under The Coca-Cola Company's trademarks, offering a wide portfolio to more than 276 million consumers daily. With over 93,000 employees, the company markets and sells approximately 4.2 billion unit cases through approximately 2.2 million points of sale annually. Operating 56 manufacturing plants and 256 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all its stakeholders throughout the value chain. The Company is a member of several sustainability indices, including the Dow Jones MILA Pacific Alliance and the FTSE4Good Emerging Index. Its operations span certain territories in Mexico, Brazil, Guatemala, Colombia, and Argentina, and nationwide in Costa Rica, Nicaragua, Panama, Uruguay, and Venezuela, through an investment in KOF Venezuela. For more information, visit [www.coca-colafemsa.com](http://www.coca-colafemsa.com)*