



**Daniel Alberto Rodríguez Cofré**  
*Chief Executive Officer of FEMSA*

He joined FEMSA in 2015 as Chief Financial and Corporate Officer before being named the Chief Executive Officer of FEMSA Comercio in 2016. He was appointed to his current role as of January 1, 2022. Prior to joining the Company, he was CFO and then CEO of CENCOSUD (Centros Comerciales Sudamericanos S.A.), among other senior finance and management positions in Latin America and Europe. He holds a forest engineering degree from Austral University of Chile and an MBA from Adolfo Ibañez University.

**Carlos Arenas Cadena**  
*Chief Executive Officer, Proximity Division of FEMSA*

He began his career at FEMSA in 1984 and joined FEMSA Retail in 2001 as Strategic Planning Manager. In 2007, he was promoted to the head of FEMSA Comercio's Planning and Information Technology Department, followed by the Supply Chain Department for OXXO, and later the Commercial Department of OXXO. In January 2016, he was appointed Director General of OXXO Mexico and assumed his current role as of January 1, 2022. Up until 2020, he participated in the National Association of Self-Service and Department Stores (ANTAD) in Mexico and continues to be a member of the International Council and the Latin American Council of the Association For Convenience & Fuel Retailing (NACS). He graduated with a degree in Computer Science from the Universidad Autónoma de Nuevo León

**Salvador Alfaro Hernández**

*Chief Financial Officer, Proximity Division of FEMSA*

He joined FEMSA in 2017 and was named to his current position in 2022. Prior to joining the Company, he was CFO of PepsiCo Foods Brazil, among other senior finance and strategy positions in Latin America. He is a Board Member of Caffenio and Grupo Nós; FEMSA's convenience retail joint-venture in Brazil, and up until 2019 he was member of the Board of Directors of Socofar (FEMSA's Health Division). He received his MBA from Sloan School of Management at the Massachusetts Institute of Technology and his Bachelor's degree in Business Administration from Tecnológico de Monterrey.

**Sascha Zahnd**

*Chairman (since 2022) and board member (since 2019)  
of the Valora Group*

Born 1975, Swiss citizen

**Other main activities in 2021:**

Member of the board of directors of MYT Netherlands Parent B.V. ("Mytheresa"), a NYSE listed company, and since May 2021 president of digitalswitzerland.

**Career highlights:**

Since 2021, Sascha Zahnd has been a member of the board of directors of MYT Netherlands Parent B.V., the NYSE listed parent company of Mytheresa, an online retailer for luxury fashion. He is also president of the digitalswitzerland initiative that aims to strengthen Switzerland as a leading global location for

digital innovation. From 2016 to 2021, he was part of the leadership team of Tesla, California. There he was responsible for the global supply chain and for the EMEA region, where, among other duties, he built up the retail business. He also played an active role in shaping future global topics such as mobility, energy, artificial intelligence and Industry 4.0. Previously he worked at ETA SA / Swatch Group for six years where he was responsible for the global supply chain and the component production plants as a member of the Executive Board. From 2001, his various functions at IKEA took him from Switzerland to Sweden, Mexico, the US and China, where he held a number of management positions in retail and the supply chain area.

**Qualifications:**

Qualified forwarding merchant, degree in Business Administration (University of Applied Sciences), Executive Master of Business Administration from the IMD Business School Lausanne.

**Michael Mueller**

*Chief Executive Officer of the Valora Group*

Born 1972, Swiss citizen

**Career highlights:**

Michael Mueller joined Valora on 1 November 2012, initially as CFO of Valora Holding AG and since 1 March 2014 he has been the CEO. In his previous roles, he was the Owner & Managing Director of Rubus Capital Management Ltd. between 2010 and 2012, CEO/Delegate and Member of the Board of Directors of Jelmoli Holding AG between 2007 and 2010 as well as CEO of GVO Asset Management Ltd. between 2007 and 2009. Before this, he was a merger & acquisitions advisor in investment banking at Goldman Sachs and he worked for Bain & Company as a strategy consultant in strategic transformation and restructuring programmes. In addition to his role at Valora, Michael Mueller is a member of the Board of Directors of Merbag Holding AG since 2021.

**Qualifications:**

Master's degree in Law (lic. iur. HSG) from the University of St. Gallen.