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Valora continues its growth trajectory in Europe and expands its presence in Austria

Valora and volenergy are extending their long-standing partnership beyond Switzerland. volenergy, one of Switzerland's leading companies in the supply of liquid energy solutions, has signed an agreement with bp to acquire a network of 250 service stations in Austria. As part of this expansion, Valora and volenergy intend to further develop the Foodvenience offering at bp service stations in Austria. This will strengthen Valora's presence in the Austrian market and support the continued expansion of its Foodvenience business in Europe.

Valora, the European retail unit of FEMSA (Fomento Económico Mexicano, S.A.B. de C.V.), has extensive expertise in operating small convenience stores and offering freshly prepared food to-go. By combining convenience retail and fresh food to-go, Valora addresses the changing needs of customers on the move.

"The expansion of our partnership with volenergy is an important development for our business in Austria," says Roger Vogt, CEO Valora Retail and Food Service. "Together, we aim to bring our Foodvenience expertise to the Austrian market and develop compelling offerings for customers at bp service stations."

Valora already operates 30 Ditsch, BackWerk and Press & Books locations across Austria.

A well-established Swiss partnership expands into Austria
Valora and volenergy have been working together successfully at bp service stations across Switzerland for several years. Following volenergy's planned acquisition of the Austrian bp service station network, the partnership is now set to be extended to Austria.

"Our successful partnership with volenergy has developed over several years," says Roger Vogt. "We look forward to bringing our experience to Austria and further developing the Foodvenience offering together."

The partnership will be extended to Austria following completion of volenergy's acquisition of the bp service station network and subject to the required approval by the Austrian Federal Competition Authority (BWB). Close collaboration with the bp team will help ensure that the specific characteristics of the Austrian convenience market are taken into account and that the offering is tailored to the needs of local customers.

"Customers' expectations of service stations have changed. Today, they expect much more than simply a place to refuel," says Ramon Werner, CEO of volenergy. "With Valora, we have an experienced partner that understands these changing needs and has extensive expertise in combining convenience retail with fresh food to-go."

Foodvenience: a growth driver across Europe
Changing consumer behavior and increasingly mobile lifestyles are driving demand for freshly prepared food to-go and quick, convenient shopping. Valora's Foodvenience strategy responds to this development by combining convenience retail with food service.

The strength of this approach was recognized in 2025, when Valora was named "European Convenience Retailer of the Year" for its avec flagship store in Zurich, Switzerland, making it the first retailer from German-speaking Europe to receive the award.

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About Valora
Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800 small-scale Valora Group sales outlets are situated in highly frequented locations in Switzerland, Germany, Austria, Luxembourg, and the Netherlands.

The Valora Group includes k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk, the popular brand ok.–, and the financing provider bob Finance, as well as a steadily growing range of digital services. Valora also operates one of the world's leading productions of pretzel products with the Ditsch pretzel bakery founded in 1919. The Valora Group, headquartered in Muttenz, Switzerland, is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at www.valora.com.

About FEMSA
FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. In the retail sector, FEMSA operates through its Proximity Americas division, which includes OXXO, a chain of small convenience stores, and other related retail formats, and through its Proximity Europe division, represented by the Valora Group. In the retail industry it also participates though a Health Division, which includes drugstores and related activities and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest bottler and distributor of Coca-Cola products in the world by volume.

Across its business units, FEMSA has more than 390,000 employees in 18 countries. FEMSA is a member of the Dow Jones Bestin-Class World Index & Dow Jones Best-in-Class MILA Pacific Alliance Index, both from S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total México ESG, among other indexes.

More information is available at www.femsa.com.