Muttenz, 28 August 2026

Leadership change at Valora: CEO Michael Mueller to leave the company after 14 years

Michael Mueller, CEO of the Valora Group and FEMSA Europe, will leave the company at his own request as of 31 October 2026. Roger Vogt will take on the interim leadership of the Valora Group from 1 November until the final organizational set up for FEMSA Europe is defined, in addition to his current role as CEO Retail and Food Service.

Michael Mueller

Roger Vogt

Michael Mueller has been with the Valora Group since 2012, initially as CFO and, since 2014, as CEO. He has played a decisive role in shaping Valora's development over many years. Under his leadership, the company has further expanded its position as a leading foodvenience provider in Europe, driven the expansion of key formats and successfully managed its integration into the FEMSA Group. This strategic progress was reflected in the company's strong financial performance. Valora delivered a successful financial performance in 2025, achieving a record EBIT. The Group maintained this positive momentum in the first half of 2026 and further improved its operating result.

"I am confident that, with its clear foodvenience strategy and strong leadership team, Valora is well positioned to remain successful in the future," says Michael Mueller. "At the same time, I am very grateful for my time at Valora and for the opportunity to strengthen the company's position in European retail and food service together with the team."

Roger Vogt to ensure continuity and drive further development

From November, Roger Vogt will lead FEMSA Europe as acting CEO, ensuring continuity while its future organizational and leadership structure is being finalized. Roger Vogt has been a member of Valora Group's management team for eight years and currently leads the B2C business as CEO Retail and Food Service. He has played a key role in advancing Valora's foodvenience strategy, expanding the avec brand and strengthening fresh food service offerings. Most recently, he successfully oversaw the integration of the previously separate Retail and Food Service divisions into a single organization.

Michael Mueller and Roger Vogt will prepare the handover together over the coming weeks. The official transition phase will last until 31 October 2026.

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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.