

Coca-Cola FEMSA

August 2005



Cautionary Statement



FORWARD-LOOKING STATEMENTS

This presentation contains “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934 as amended. These forward-looking statements relate to Coca-Cola FEMSA, S.A. de C.V. and subsidiaries (“KOF”) and their businesses, and are based on KOF management’s current expectations regarding KOF and its businesses. Recipients are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of performance and are subject to a number of uncertainties and other factors, many of which are outside KOF’s control, that could cause actual results of KOF and its businesses to differ materially from such statements. KOF is under no obligation, and expressly disclaims any intention or obligation, to update or alter any forward-looking statements, whether as a result of new information, future events or otherwise.

ADDITIONAL INFORMATION AND WHERE TO FIND IT

Documents filed by Coca-Cola FEMSA are available at the Commission’s public reference room located at 450 Fifth Street, N.W., Washington, D.C. 20594. Investors and security holders may call the Commission at 1-800-SEC-0330 for further information on the public reference room. Free copies of all of Coca-Cola FEMSA’s filings with the Commission may also be obtained by directing a request to:

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Coca-Cola FEMSA

Achievements in the Panamco Acquisition

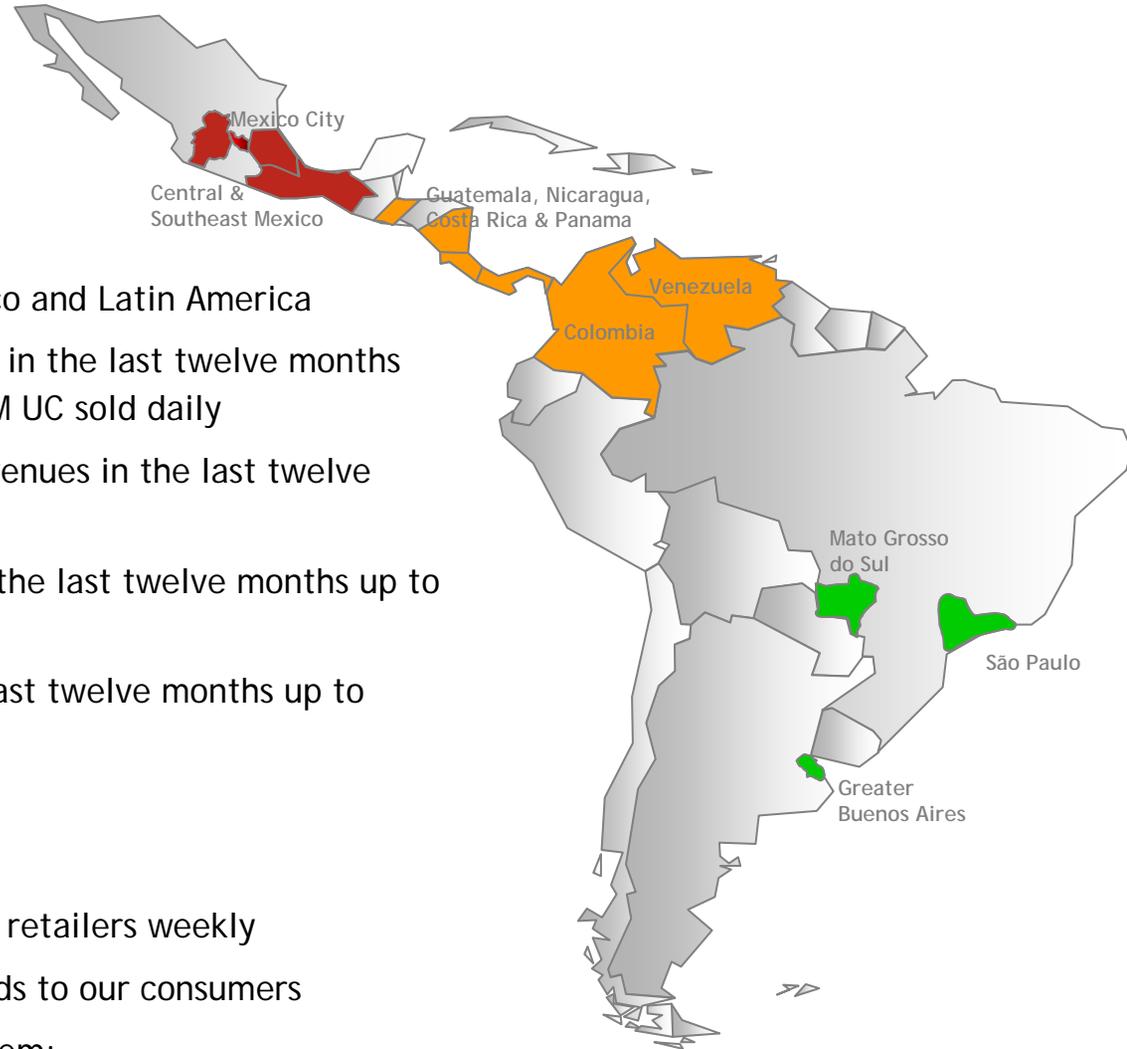
Growth through Product and Packaging Innovation

Opportunities for Growth

Coca-Cola Femsa - The Latin America Leader

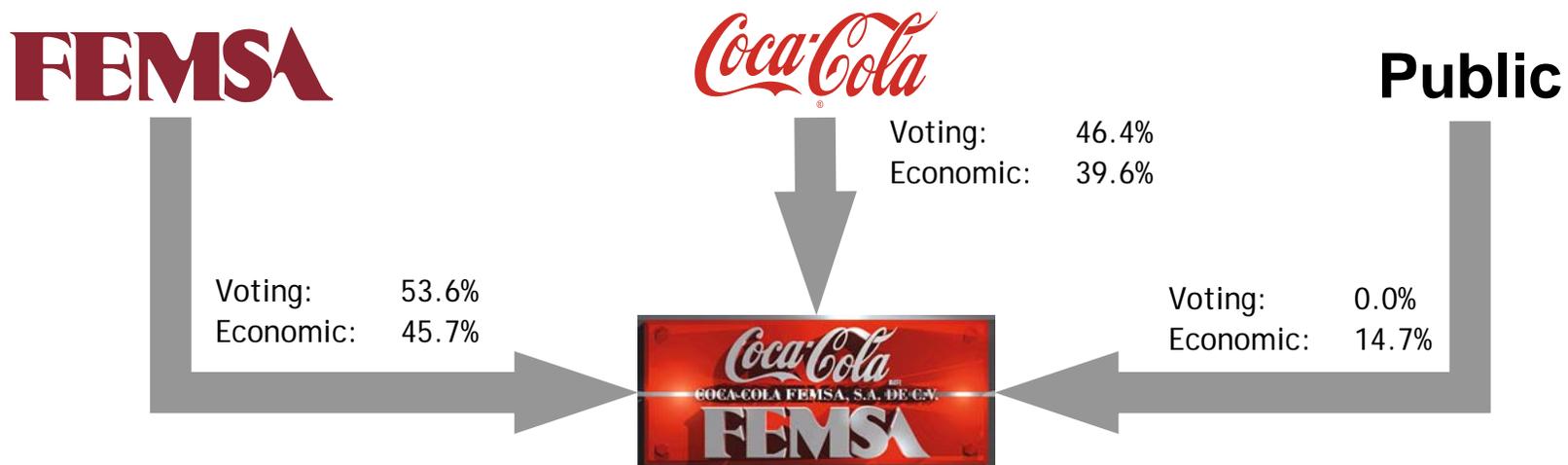


- The Company is the preeminent bottler of Coca-Cola products in Latin America and the second largest in the world



- Largest soft-drink operation in Mexico and Latin America
 - 1,885 million total unit cases in the last twelve months up to June 2005, over five MM UC sold daily
 - US\$ 4,439 million of total revenues in the last twelve months up to June 2005
 - US\$ 971 million of EBITDA in the last twelve months up to June 2005
 - 21.9% EBITDA margin in the last twelve months up to June 2005
- Powerful geographic footprint
 - Serves 179 million consumers
 - Attends more than 1,500,000 retailers weekly
 - Offers over 65 different brands to our consumers
- Important part of the Coca-Cola system:
 - Represents approximately 36% of Coca-Cola sales volume in Latin America

Ownership Structure



	US\$MM
Market Capitalization ⁽¹⁾	5,157
Net Debt (June 2005)	1,903
Enterprise Value	7,060

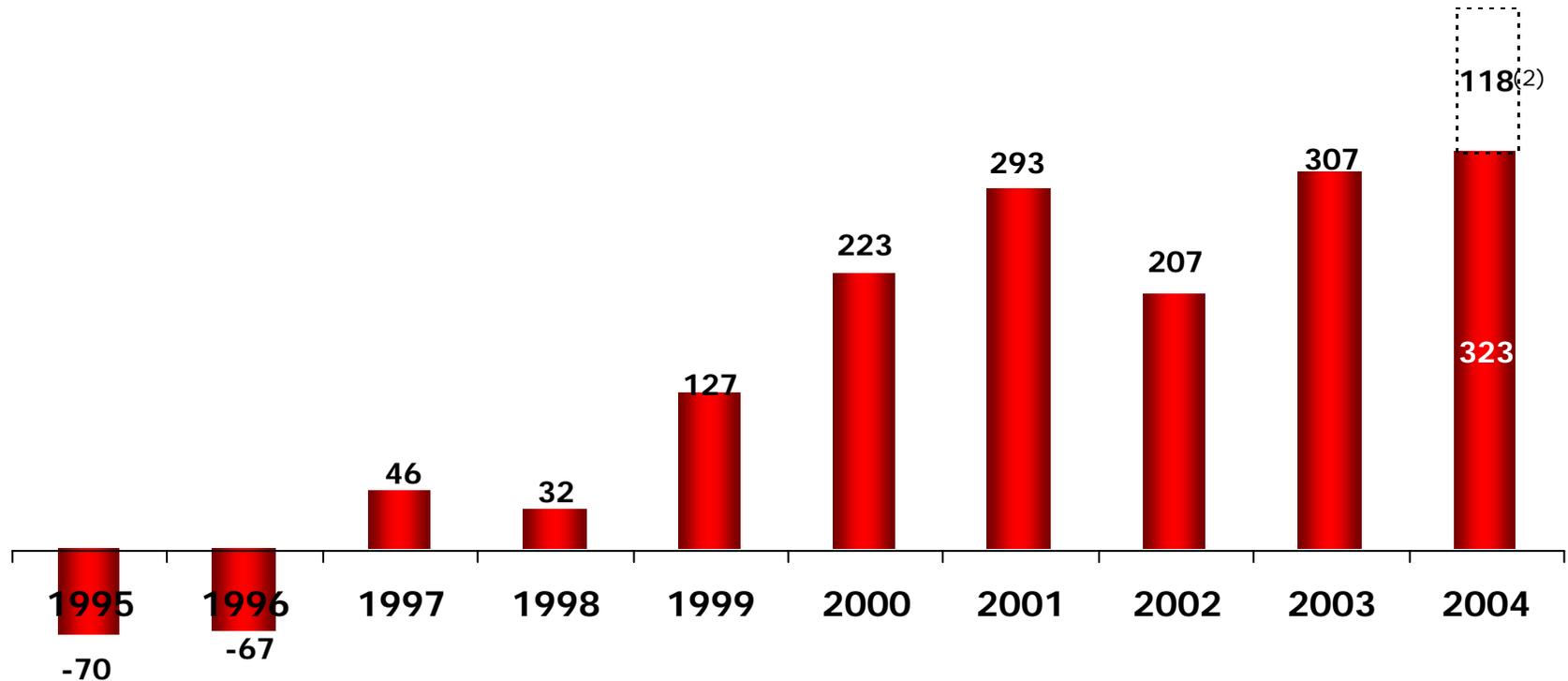
(1) Considers a stock price (ADR) of US\$ 27.93 as of August 8, 2005

Sustainable Free Cash Flow Generation



- The strong cash flow generation supports our deleveraging story

Free Cash Flow (MM USD) ⁽¹⁾



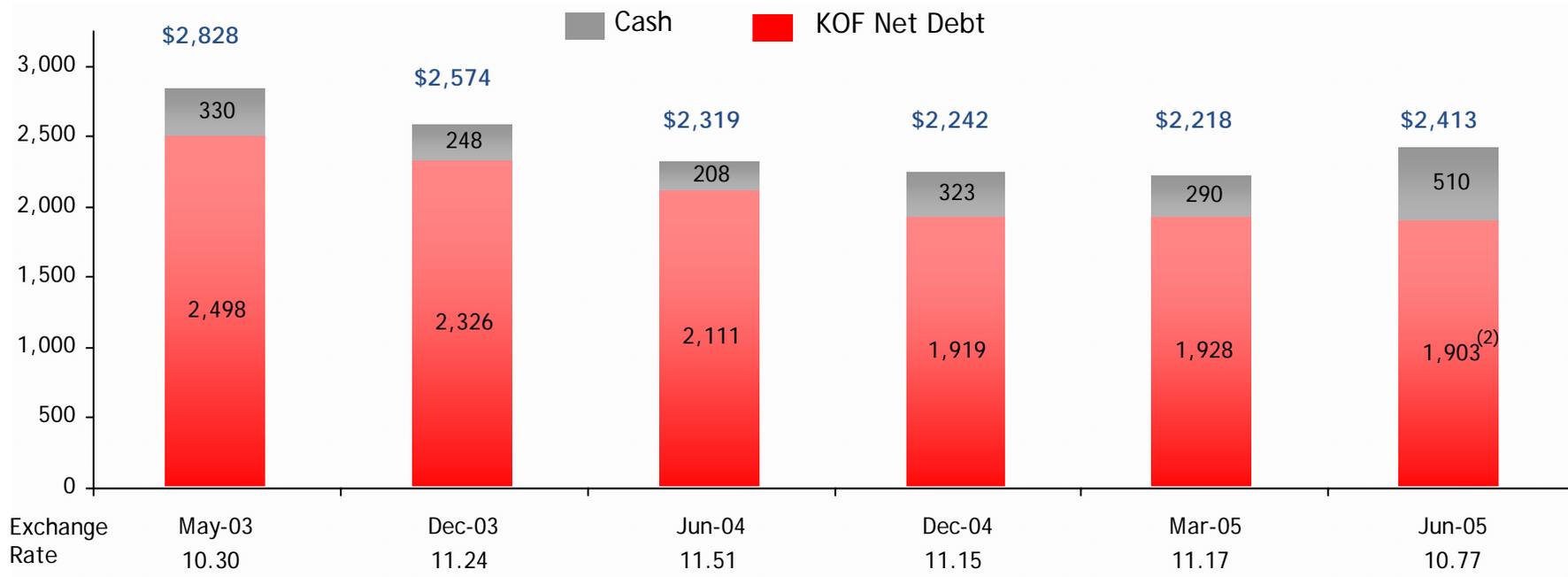
Note: All figures are in nominal Mexican pesos as of the reported year and converted into US\$ for the respective year end exchange rate.

- (1) Free Cash Flow is calculated as $EBITDA - (Capex + Taxes + Net Interest Expense) = FCF$. A reconciliation table of free cash flow and EBITDA to operating income is attached to this presentation
- (2) Tax Reimbursement

Net Debt Evolution



■ After two years of acquiring Panamco we have managed to reduce net debt by US\$595 mm



(1) Expressed in millions of U.S. dollars

(2) Includes US\$118 mm of new debt acquired in part to refinance the maturity of one of our "Certificados Bursátiles" maturing on July 15, 2005 in the amount of US\$240 mm

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Integration of the operations



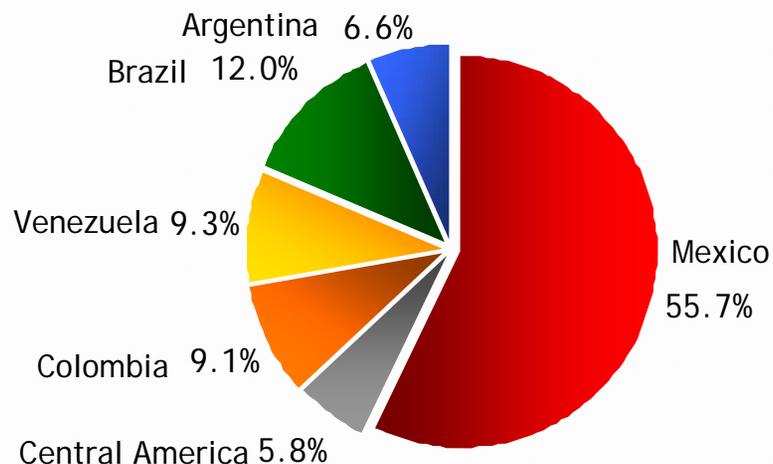
- Successful integration generating value through our sales growth with a lower asset base
- Clear improvement in operating productivity and efficiency metrics

Relevant Information (Last twelve months)			
	2Q03	2Q05	% Change
Soft Drinks (MM CU)	1,491	1,587	6.4%
Plants	52	30	(42.3%)
Routes	7,981	6,962	(12.8%)
Distribution Centers	284	240	(15.5%)

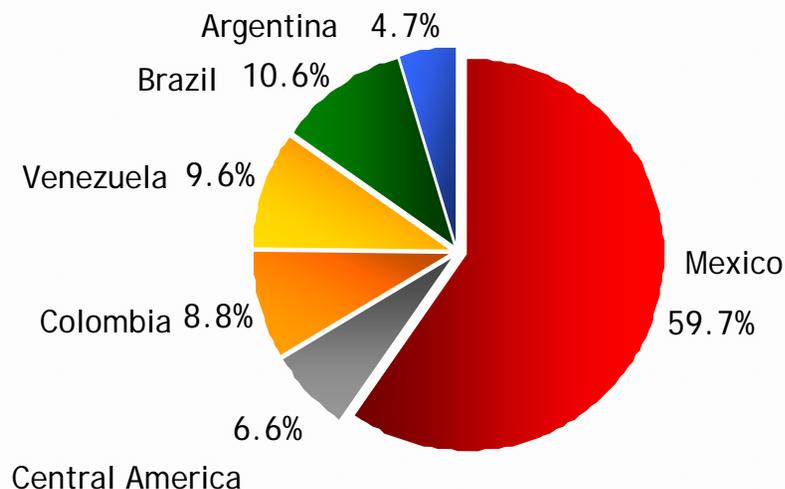
KOF's Growth Story - 2Q 2005



Volume (486.9 MM UC)



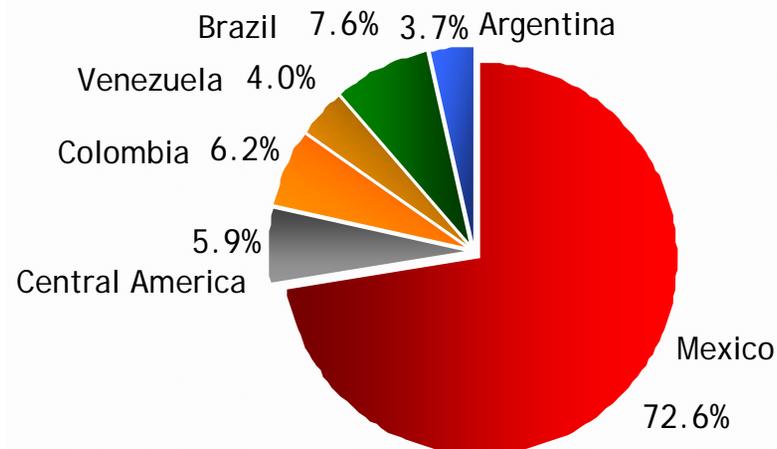
Revenues (US\$ 1,181 MM) ⁽¹⁾



Highlights

- Consolidated revenues and EBITDA grew 11% and 17% respectively, during the second quarter of 2005
- Mexico continues to be our most important operation; nevertheless, Brazil now represents our second most important market as a result of its solid financial and operating results

EBITDA (US\$ 266 MM) ⁽¹⁾

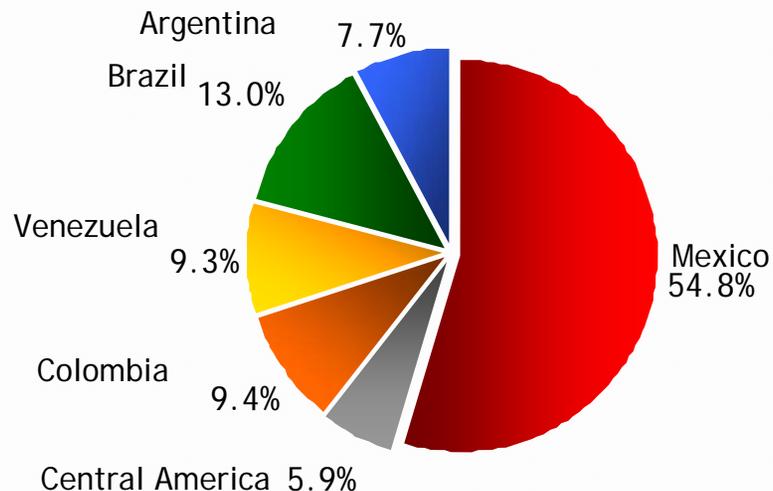


(1) Exchange Rate used: 10.7645 MXN/USD

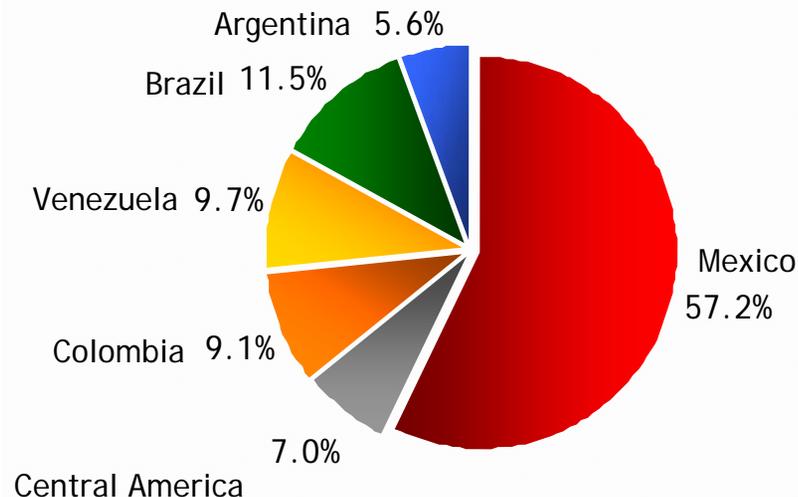
KOF's Geographic Diversification - 1st Half 2005



Volume (924.6 MM CU)



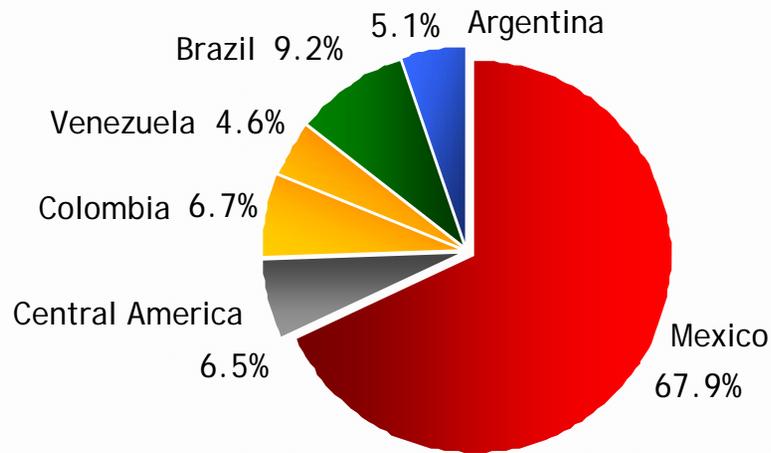
Revenues (US\$ 2,223 MM) ⁽¹⁾



Highlights

- Consolidated revenues and EBITDA grew 6% and 9% respectively, during the first half of 2005
- Mexico continues to be our most important operation; nevertheless, our operations outside of Mexico continue to grow in importance

EBITDA (US\$ 478 MM) ⁽¹⁾



(1) Exchange Rate used: 10.7645 MXN/USD

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Strengthening Continuously brand Coca-Cola



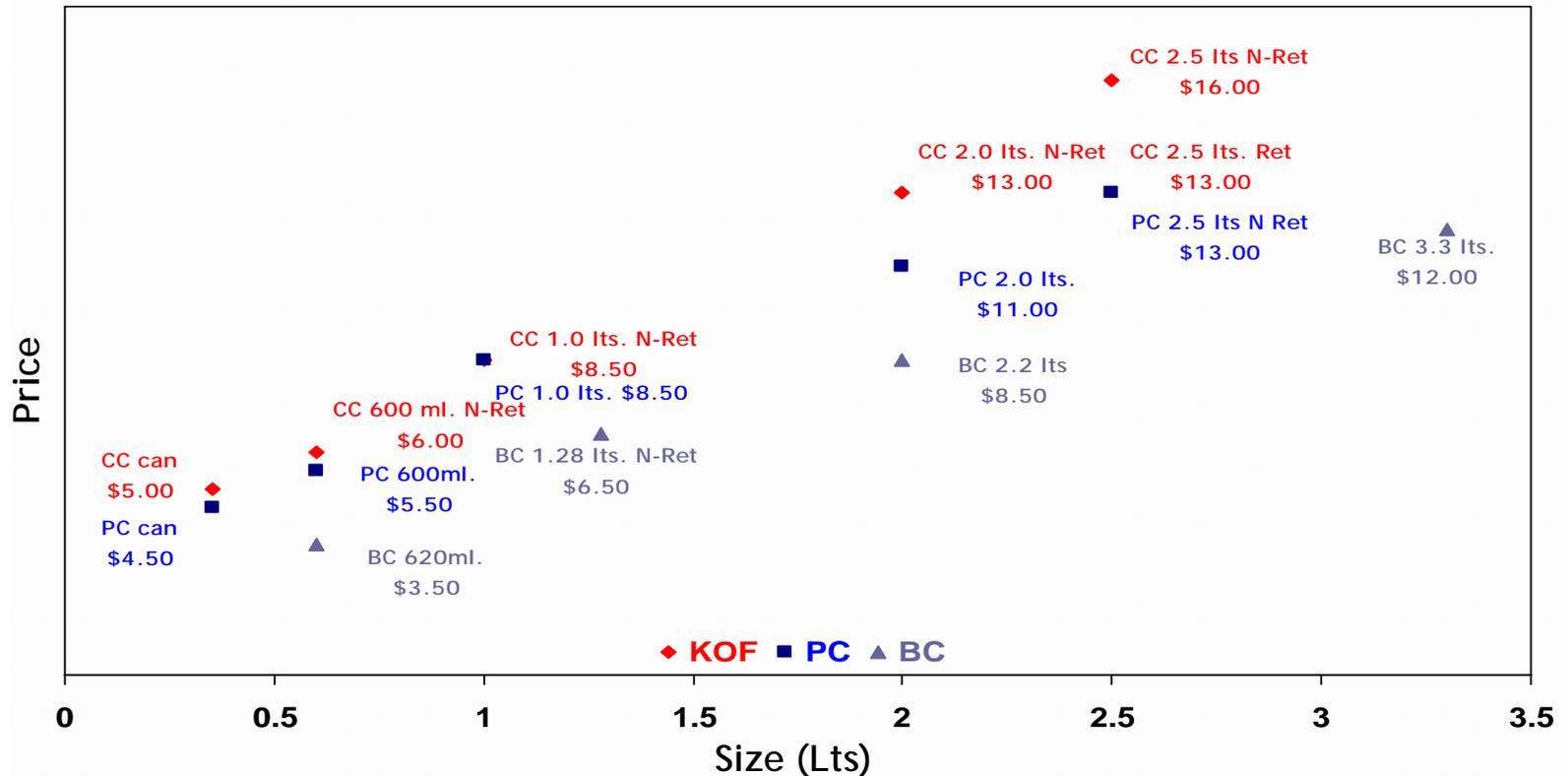
- Special focus on the execution of brand Coca-Cola
- Larger number of multi-serve presentations alternatives in Central America with the objective of increasing the per capitas
 - Launch of the 2.5 Lt returnable PET presentation in Costa Rica and Guatemala
 - Launch of the 2.0 Lt returnable PET presentation in Nicaragua
- Development of a wider packaging portfolio for brand Coca-Cola in Mexico and Brazil
 - Today we have 13 different presentations for brand Coca-Cola in Brazil
 - Reinforcement of returnable presentations in Brazil though the roll-out of the 1.0 Lt returnable glass presentation



In México the "Choice Portfolio"



- Offering more than ten different packaging presentations for brand Coca-Cola in Mexico with different price points, from Ps. 3 up to Ps. 16



Single-serve Presentations

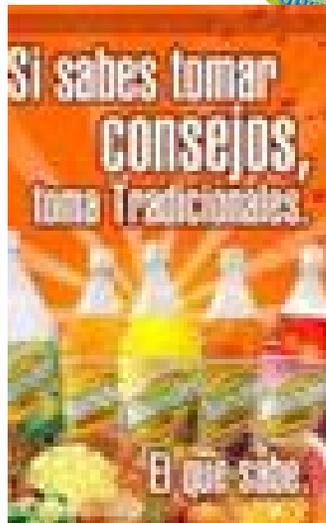
Multi-serve Presentations

Intense Product Innovation



- Opportunities to develop a segmented product portfolio as in Argentina
- Launched new line extensions for CSD flavors (Lift Golden, Senzao Guaranaranja, Mundet Multi-flavors), representing two thirds of incremental volumes during 2004 in Mexico
- Reinforcing our presence in non-carb beverages with line extensions of Nestea and Keloco, a flavor water product for children in Mexico
- Adapting our product portfolio to the economic environment and industry particularities throughout the different countries, with the introduction of Value Protection brands
- Introducing Crush Multiflavors in Colombia in 3 different packages and 5 different flavors in Colombia
- Entering the juice business in Argentina through the acquisition by KO of Cepita one of the largest brands in that market

Cepita[®]
Saborizada



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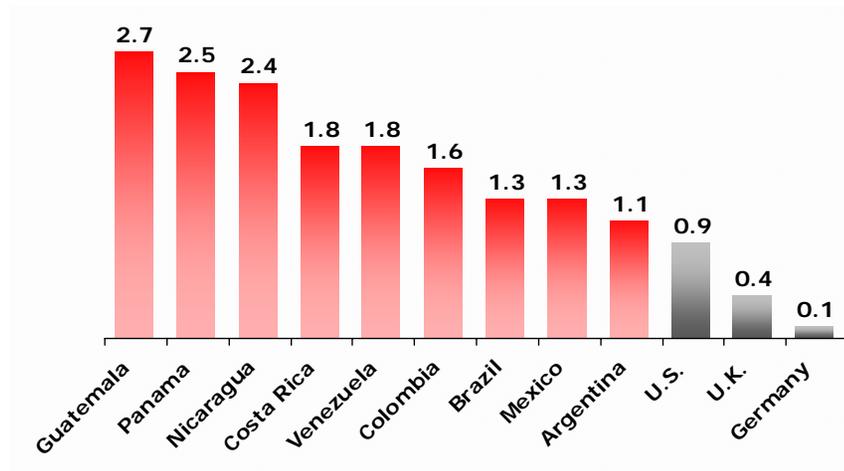
Opportunities for Growth

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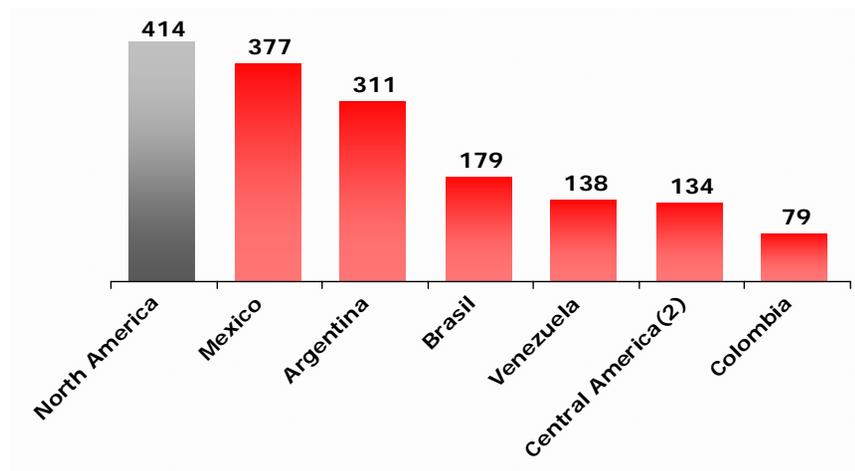


- Low per capita consumption
- Population Growth
- Single serve presentations and CSD flavor brands
- Non-carbonated beverage segment and Light products
- Leverage on the brand equity of Coca-Cola

Population Growth
CAGR 2000-2004 (%)



CSD per Capita Consumption
in KOF Territories during 2004⁽¹⁾



Source: Economic Intelligence Unit, Company filings.

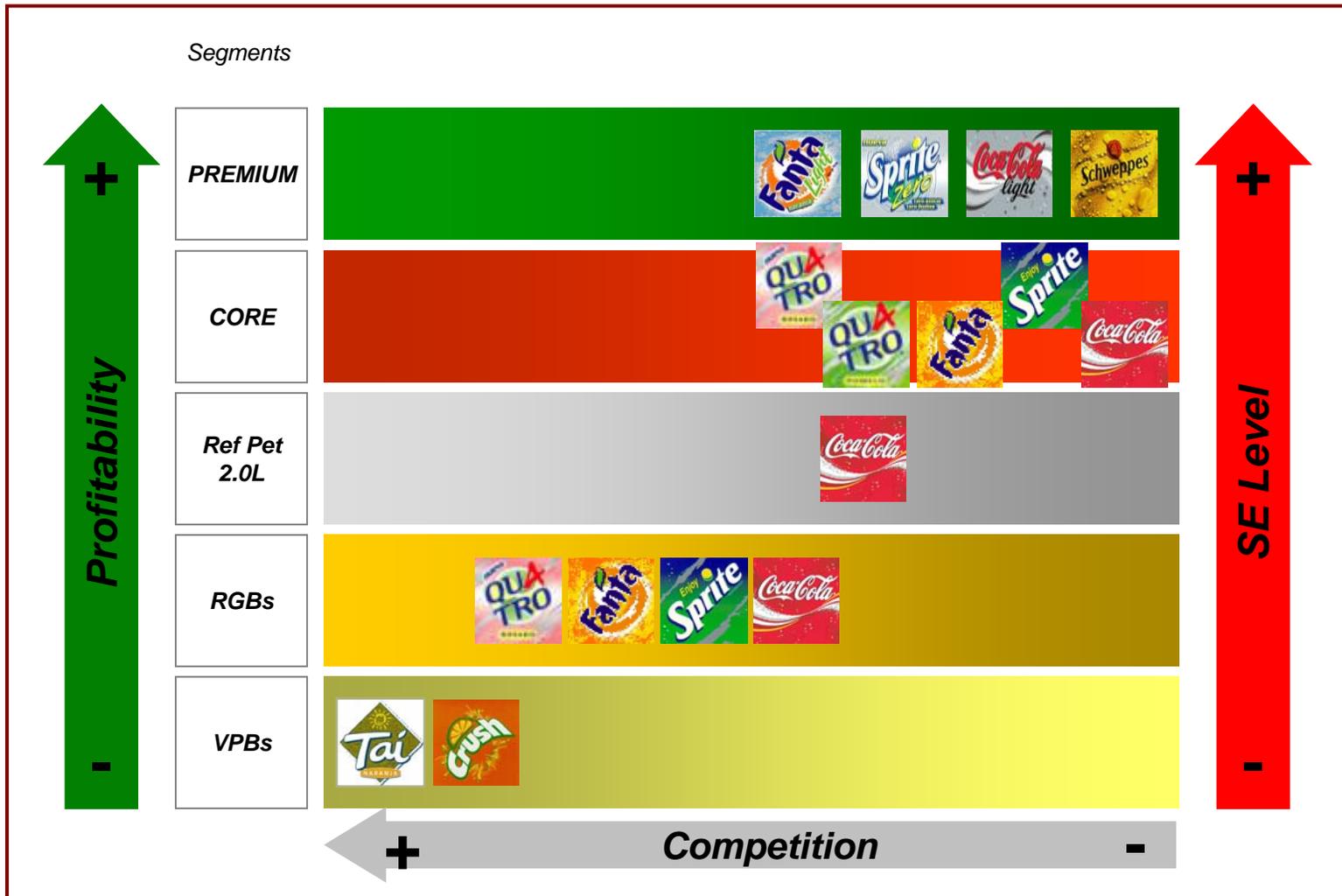
(1) Per capita consumption of soft drinks of Coca-Cola FEMSA products in the territories of Coca-Cola FEMSA, with the exception of North America which consists of KO products.

(2) Includes Guatemala, Nicaragua, Costa Rica, and Panama.

Market Multisegmentation Model



- In Argentina we developed an execution model segmented through a differentiated portfolio, adapting to the competitive and economic environment of the country
- The revenue management strategies implemented in Argentina have provided us with a base of knowledge that we are implementing in other territories



Reconciliation Tables

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Mexican Pesos (historical pesos)	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Operating Income	401	641	1,209	1,594	2,056	2,940	3,796	4,440	6,710	7,696
Depreciation, Amortization & Non- Cash Charges	456	581	752	819	1,080	1,271	1,138	975	1,629	2,324
EBITDA	857	1,222	1,961	2,413	3,136	4,212	4,934	5,415	8,339	10,020
Net Int. Expense	104	192	289	427	337	201	42	82	1,324	2,265
Taxes	104	148	223	384	733	970	1,416	1,843	1,658	1,063
Capex	1,190	1,409	1,081	1,286	855	895	789	1,341	1,910	1,775
Free Cash Flow	-540	-527	367	315	1,211	2,145	2,687	2,150	3,446	4,917
FX rate	7.695	7.89	8.055	9.897	9.505	9.6225	9.1575	10.37	11.2285	11.147
US Dollars	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
EBITDA	111	155	243	244	330	438	539	522	743	899
Net Int. Expense	13	24	36	43	35	21	5	8	118	203
Taxes	13	19	28	39	77	101	155	178	148	95
Capex	155	179	134	130	90	93	86	129	170	159
Free Cash Flow	-70	-67	46	32	127	223	293	207	307	441