



Investor Relations Presentation

February 2013



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FORWARD-LOOKING STATEMENTS

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ADDITIONAL INFORMATION AND WHERE TO FIND IT

Documents filed by KOF are available at the Securities and Exchange 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 KOF’s filings with the Commission may also be obtained by directing a request to:

COCA-COLA FEMSA

Mario Pani # 100, Piso 7, Col. Santa Fé Cuajimalpa 05348, México D.F., México

Investor Relations

José Castro / (52) 55 1519 5120 / jose.castro@kof.com.mx

Roland Karig / (52) 55 1519 5186 / roland.karig@kof.com.mx

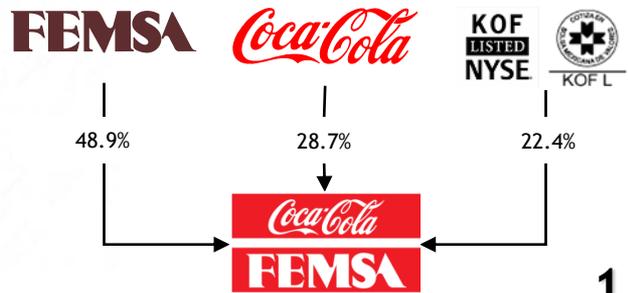
Carlos Uribe / (52) 55 1519 5148 / carlos.uribe@kof.com.mx

Largest franchise bottler in the world operating in one of the most attractive regions for its industry...



- ~ **2.97** Bn Unit Cases⁽¹⁾
- US\$ **10.73** Bn in Revenues⁽¹⁾
- US\$ **2.01** Bn in EBITDA⁽¹⁾
- **18.8%** EBITDA margin⁽¹⁾

- more than **218** Mn consumers
- close to **1.8** Mn points of sale
- more than **85,000** employees



(1) KOF Figures: LTM 3Q 2012

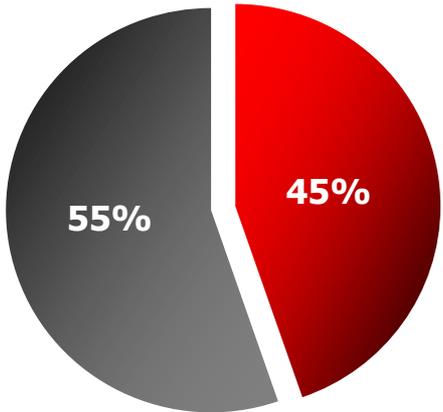
...while building on a solid track record of growth

Operations in the rest of Latin America have contributed importantly to top- ...

FY 2004
(US\$ 4,176 Mn)

Revenues

CAGR 2004-2012: 13 %



■ Mexico & Central America Division ■ South America Division

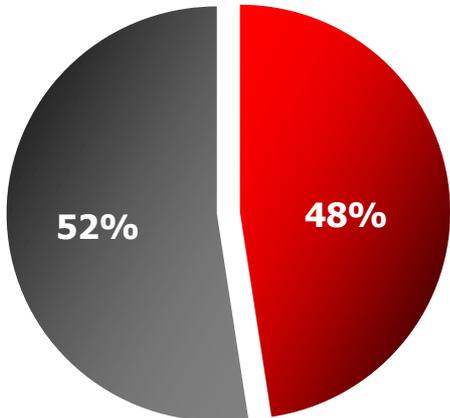
LTM 3Q 2012
(US\$ 10,729 Mn)

... and bottom-line growth, balancing the sources of cash flow generation

FY 2004
(US\$ 889 Mn)

EBITDA

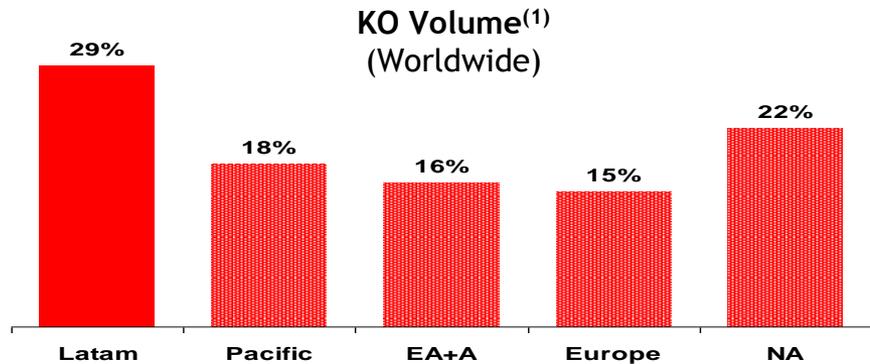
CAGR 2004-2012: 11 %



LTM 3Q 2012
(US\$ 2,012 Mn)

Strategic partner to the Coca-Cola System towards fulfilling its 2020 vision

KOF has presence in some of the most important markets and has pursued relevant opportunities in every category to contribute to the system's future growth



**2020
VISION**

“In 2011, we built strong momentum toward our 2020 goal of doubling our business over the course of this decade... to -US\$ 200 Bn of revenues”

CAGR 2010-2020: 7%



“... we partnered with Coca-Cola FEMSA to jointly acquire the Jugos del Valle business in 2007... Today, Del Valle is the first of our \$1 billion brands with its roots in our Latin America region.”
Muhtar Kent, The Coca-Cola Company - President and CEO

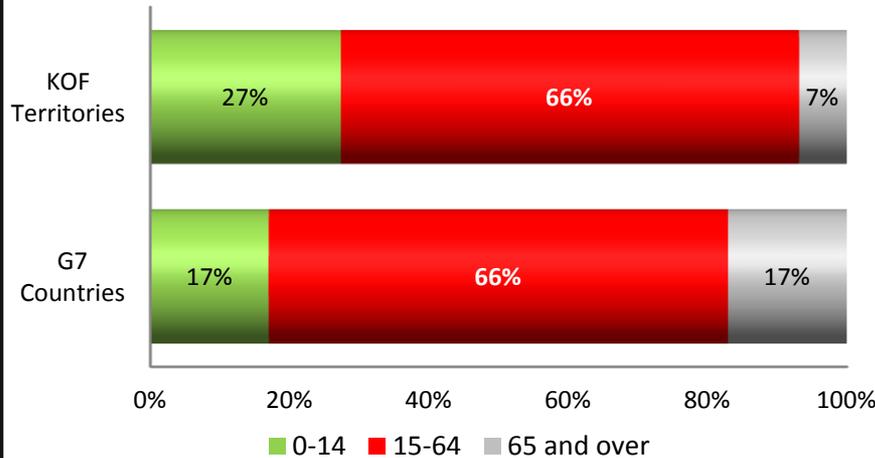


In March 2011, together with The Coca-Cola Company, we successfully closed the acquisition of Estrella Azul, a leading dairy and juice company, which allowed us to enter the milk and value-added dairy products category, one of the most dynamic segments in terms of scale and value in the non-alcoholic beverage industry in Latin America.

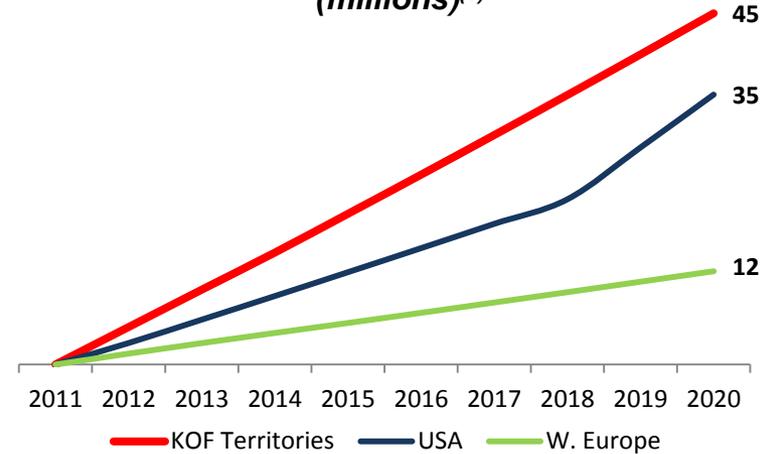
Dynamic and attractive socioeconomic profile

KOF's territories throughout Latin America enjoy an attractive demographic profile going forward

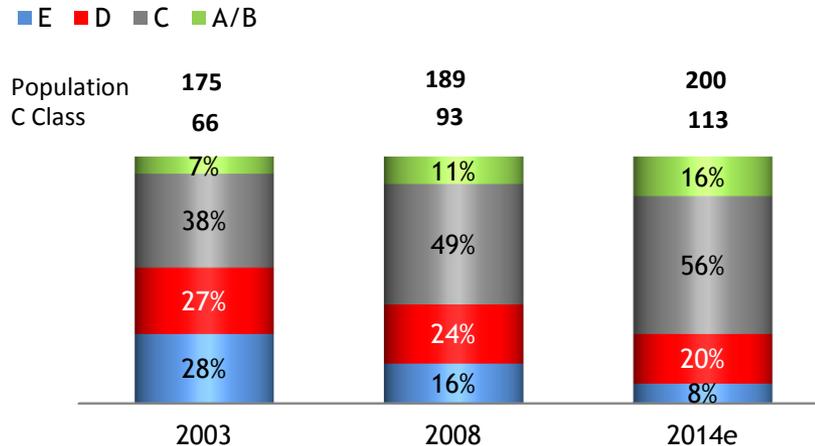
Population Age Distribution⁽¹⁾



Expected Population Growth (millions)⁽³⁾



Social Mobility in Brazil (millions)



GDP per capita in KOF territories (by 2015)⁽²⁾

~US\$11,200

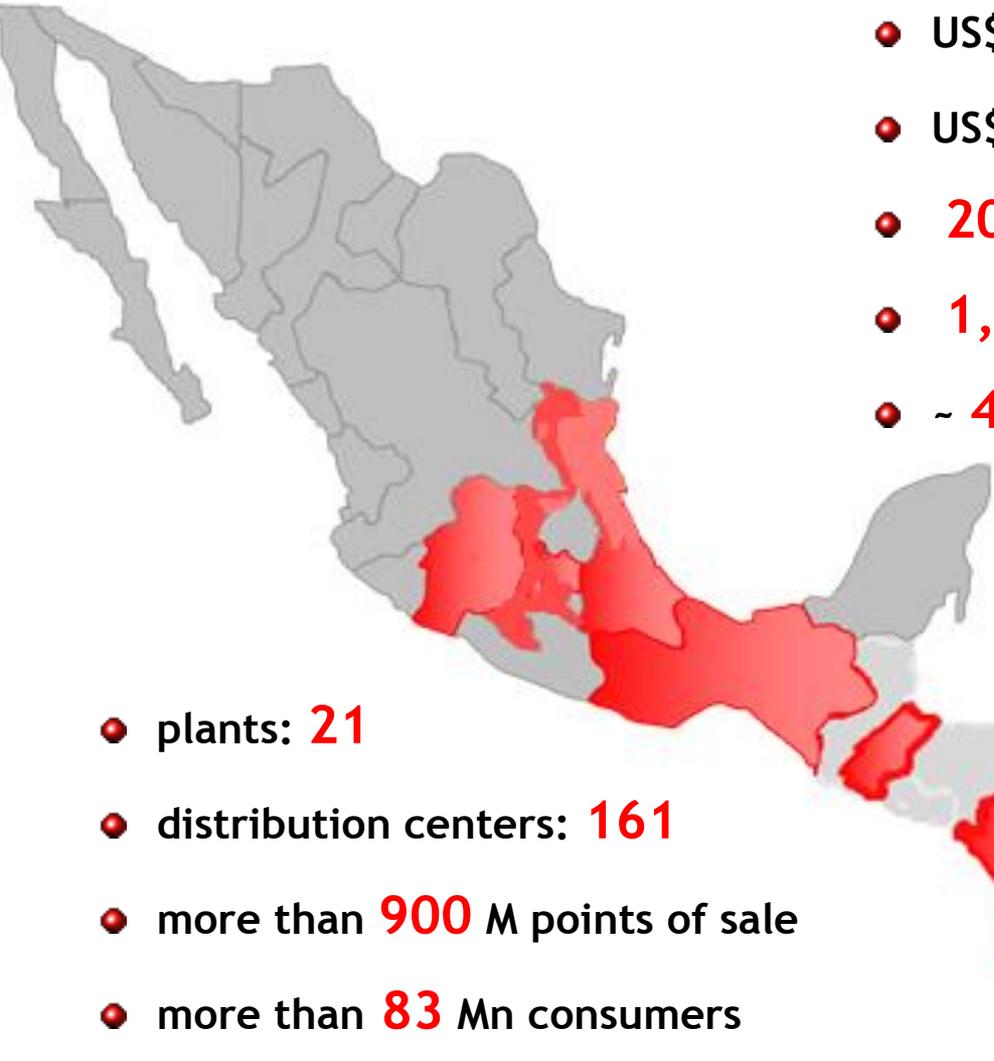
Sources: CIA - The World Factbook, World Population Prospects. 2012, World Economic Outlook Database, October 2010
Population Growth forecasts for 2020 and GDP per capita improvement forecast for 2015

(1) G7: Canada, France, Germany, Italy, Japan, United Kingdom and United States of America

(2) Weighted Average per population served by country

(3) Western Europe: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom

Mexico & Central America highlights

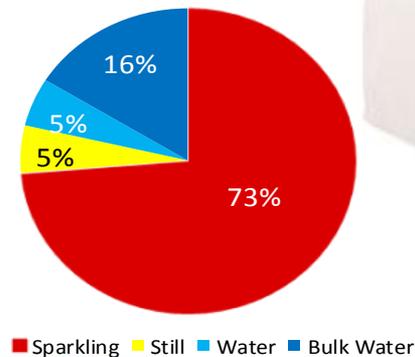


- US\$ **4,796** Mn in Revenues⁽¹⁾
- US\$ **958** Mn in EBITDA⁽¹⁾
- **20.0%** EBITDA margin⁽¹⁾
- **1,805** Mn Unit Cases⁽¹⁾
- ~ **444** Mn UC of returnables⁽¹⁾



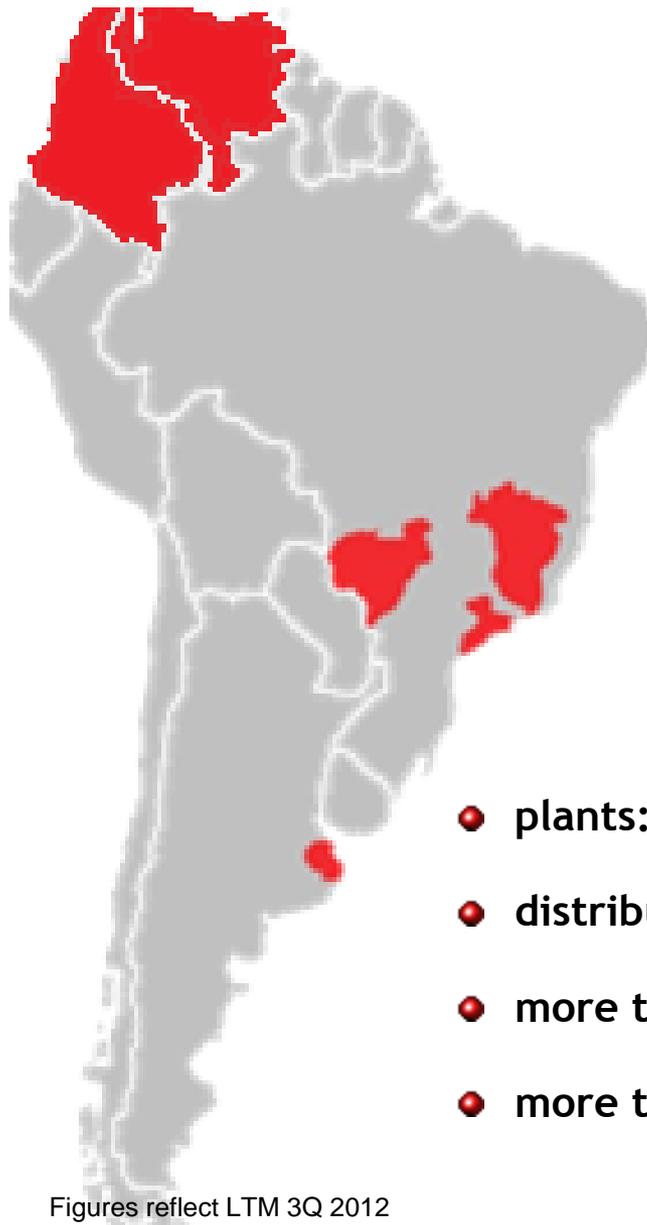
- plants: **21**
- distribution centers: **161**
- more than **900** M points of sale
- more than **83** Mn consumers

Diversified portfolio



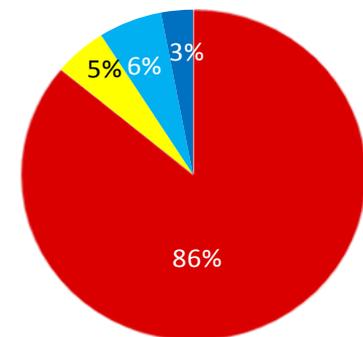
(1) Figures reflect LTM 3Q 2012

South America highlights



- US\$ **5,933** Mn in Revenues⁽¹⁾
- US\$ **1,054** Mn in EBITDA⁽¹⁾
- **17.8%** EBITDA margin⁽¹⁾
- **1,160** Mn Unit Cases⁽¹⁾
 - ~ **213** Mn UC of returnables

Diversified portfolio



- plants: **16**
- distribution centers: **97**
- more than **873** M points of sale
- more than **135** Mn consumers

(1) Figures reflect LTM 3Q 2012

Our strategic framework allows us to continue building capabilities

**Reach our
Full Operating
Potential**

**Growth
through
Innovation**

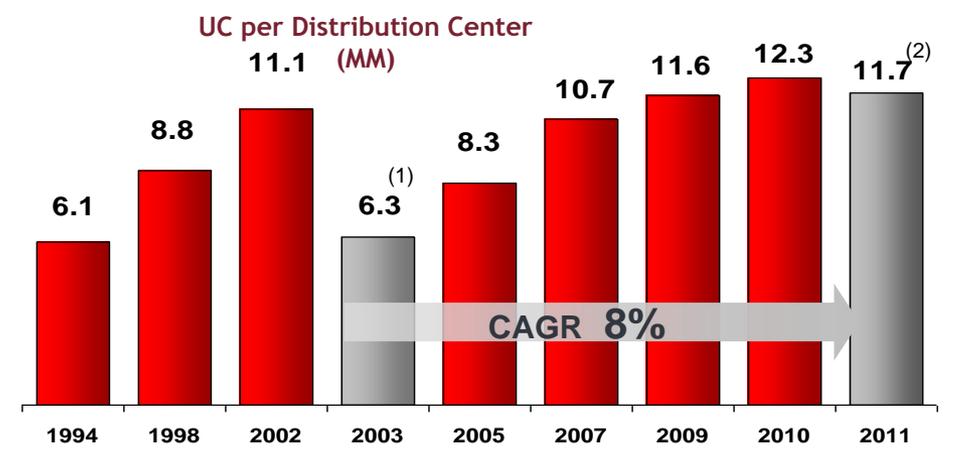
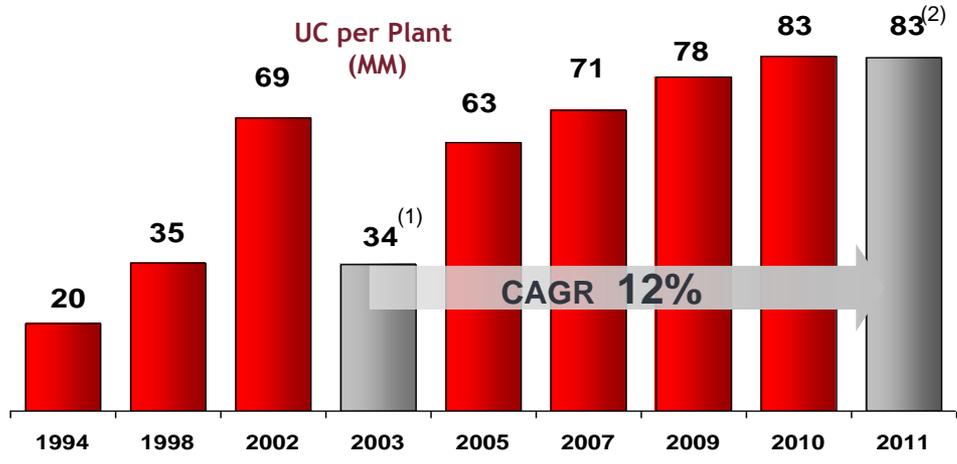
**Proactive
Environment
Management**

**Consolidate
KOF as a
Multicategory
Leader**

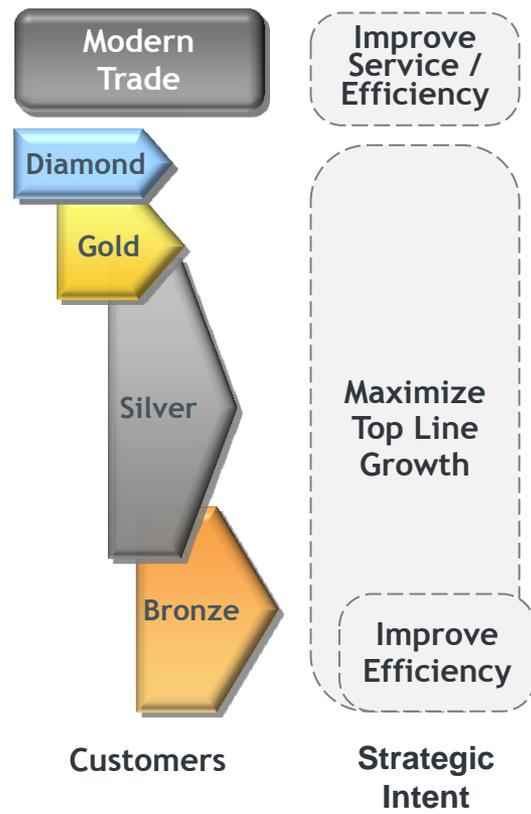
**Growth
through
Acquisitions**

We develop capabilities to reach our full operating potential

As the complexity of our business continues to increase, we constantly work towards increasing the efficiencies of our asset portfolio, while evolving from a volume driven commercial model to a value based segmentation approach to capture the industry's value potential.



Value Based Segmentation



(1) Acquisition of Panamerican Beverages
 (2) Mergers with Grupo Tampico and Grupo CIMSA

Innovation as key driver to our growth



Execution



Packaging



Categories



New lines of Business

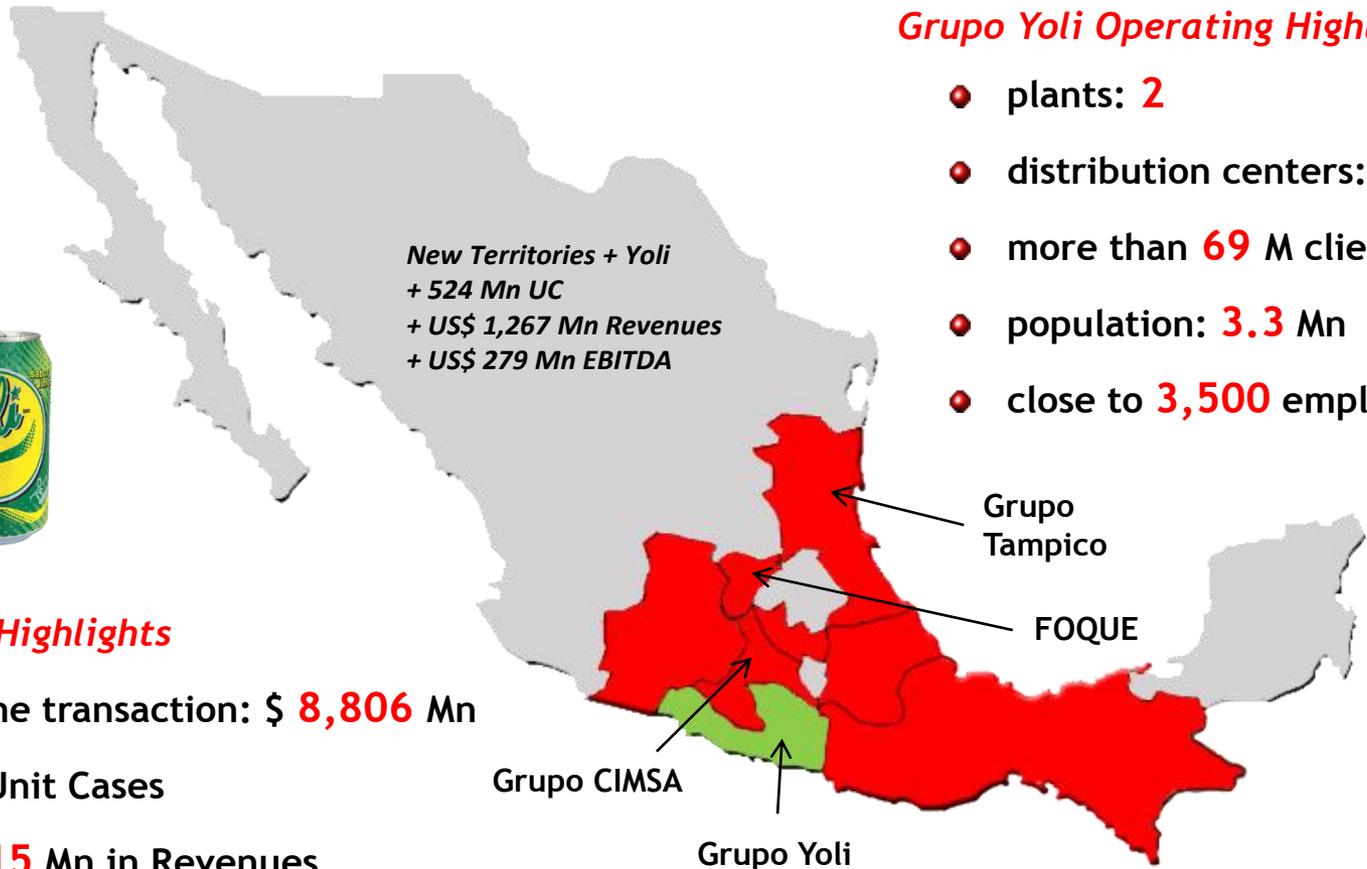


IT enables Innovation

Consolidating our footprint in Latin America...



Grupo Yoli marks our fifth transaction in the Coca-Cola bottling space in the last 18 months, representing an aggregate investment of more than US\$3,500 million. The four mergers in Mexico represent volumes of 524 Mn UC, revenues of US\$1,267 Mn and more than US\$82 Mn in synergies.



Grupo Yoli Operating Highlights

- plants: **2**
- distribution centers: **20**
- more than **69 M** clients
- population: **3.3 Mn**
- close to **3,500** employees

Transaction Highlights

- value of the transaction: \$ **8,806 Mn**
- + **99 Mn** Unit Cases
- + Ps. **4,015 Mn** in Revenues
- + Ps. **813 Mn** in EBITDA

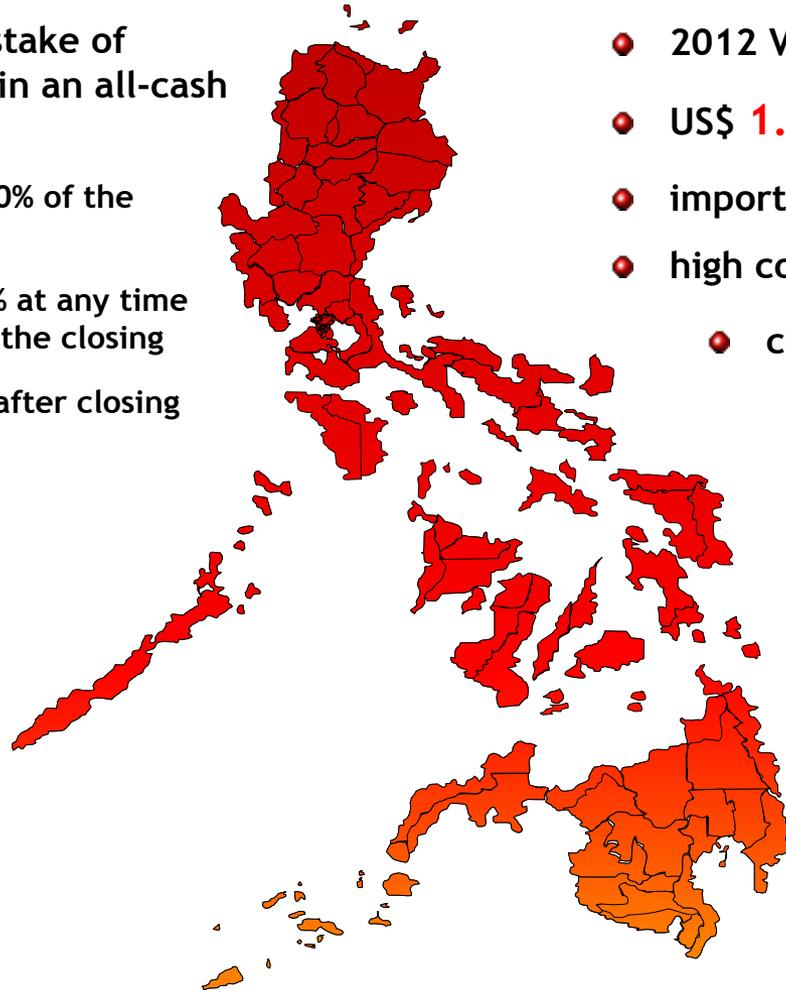
Grupo Yoli figures are 2012 estimates

... and expanding our presence in Emerging Markets

The Philippines provides a unique opportunity to operate in a country with (i) very attractive economic growth prospects, (ii) a private consumption driven economy, (iii) an attractive socio-economic and demographic profile and (iv) a cultural resemblance to Latin America

KOF acquired a **51%** majority stake of CCBPI⁽¹⁾ for US\$ **688.5** million in an all-cash transaction

- Aggregate EV of US\$1,350 for 100% of the operations
- Call option for the remaining 49% at any time during the seven years following the closing
- Put option exercisable in year 6 after closing



- 2012 Volume: **530** Mn Unit Cases
- US\$ **1.1** Bn in Sales
- important mix of returnable **71%** ⁽¹⁾
- high complexity of the retail network
 - close to **800,000** points of sale
 - plants: **23**
 - population: **95** million
 - + **10,000** direct employees
 - one of the highest per capita consumption rates in the region

(1) CCBPI: Coca-Cola Bottling Philippines, Inc.

Driving a sustainable business



Coca-Cola FEMSA was ranked **first place** in its industry by *Newsweek Green Rankings 2012*, an evaluation of the environmental impact and management, and transparent reporting practices of the 500 largest global public companies



Poder y Negocio listed **Coca-Cola FEMSA** as one of the top 30 green companies committed to environmental stewardship in Mexico



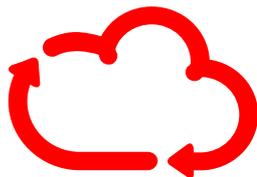
Recycling / Solid waste:

Our light-weighting efforts and packaging optimization initiatives allow us to save 60,000 tons of plastic per year
We have the lightest 20 Oz. Contour bottle in the System



Water stewardship:

In the past 5 years we have planted more than 31million trees in Mexico
Our Toluca plant has a water usage ratio of 1.24 liters, a benchmark in the System



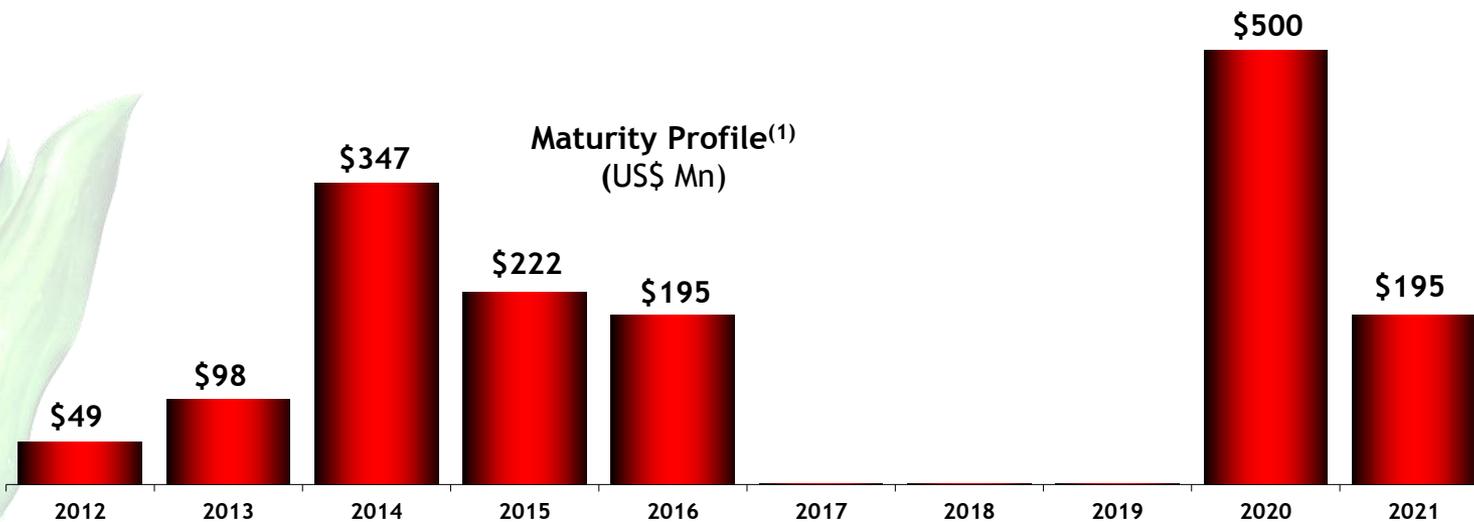
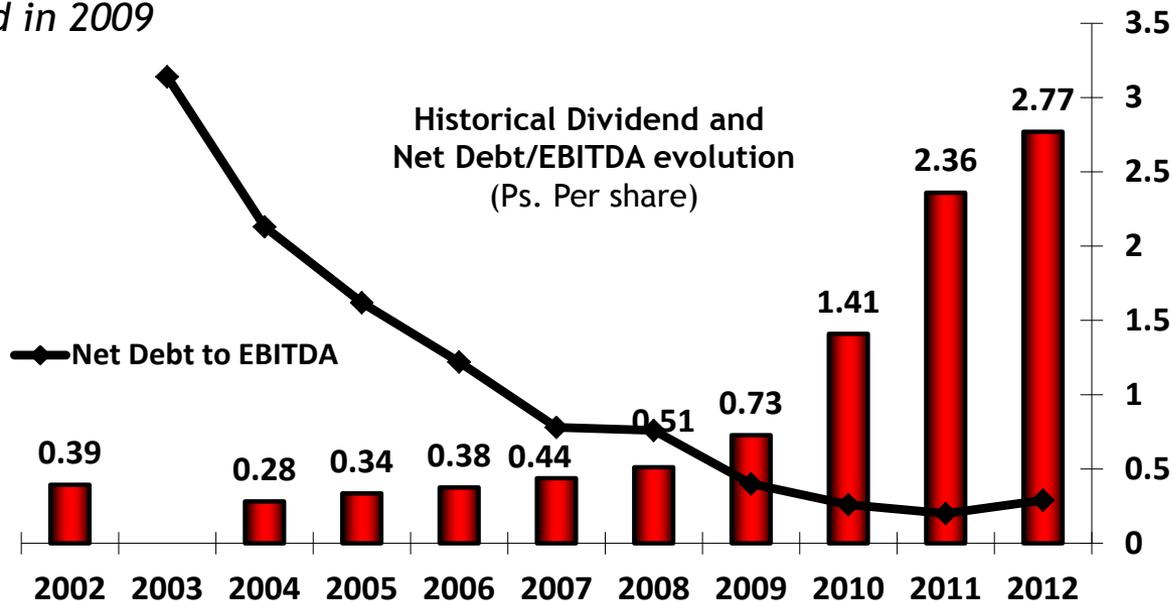
Carbon footprint:

Committed to “growing our business, not our carbon footprint”, our goal is to maintain the same amount of CO₂ emissions in 2015 as we had in 2004
By 2013, 85% of our energy consumption will come from renewable sources of energy such as wind power



Solid Financial position

During 2012, we paid in ordinary dividends an amount representing more than four times the amount we paid in 2009



(1) KOF Debt Maturity Profile as of September 30, 2012

How do we envision growth?

- > Strong market execution
- > Capture additional value from the industry
- > Improving per capita consumption
- > Attractive demographic profile
- > Strong Cash Flow Generation & Solid Balance Sheet
- > Doing all of this in a sustainable manner

Thank
You!

