

Coca-Cola FEMSA

October 2013



Cautionary Statement

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:

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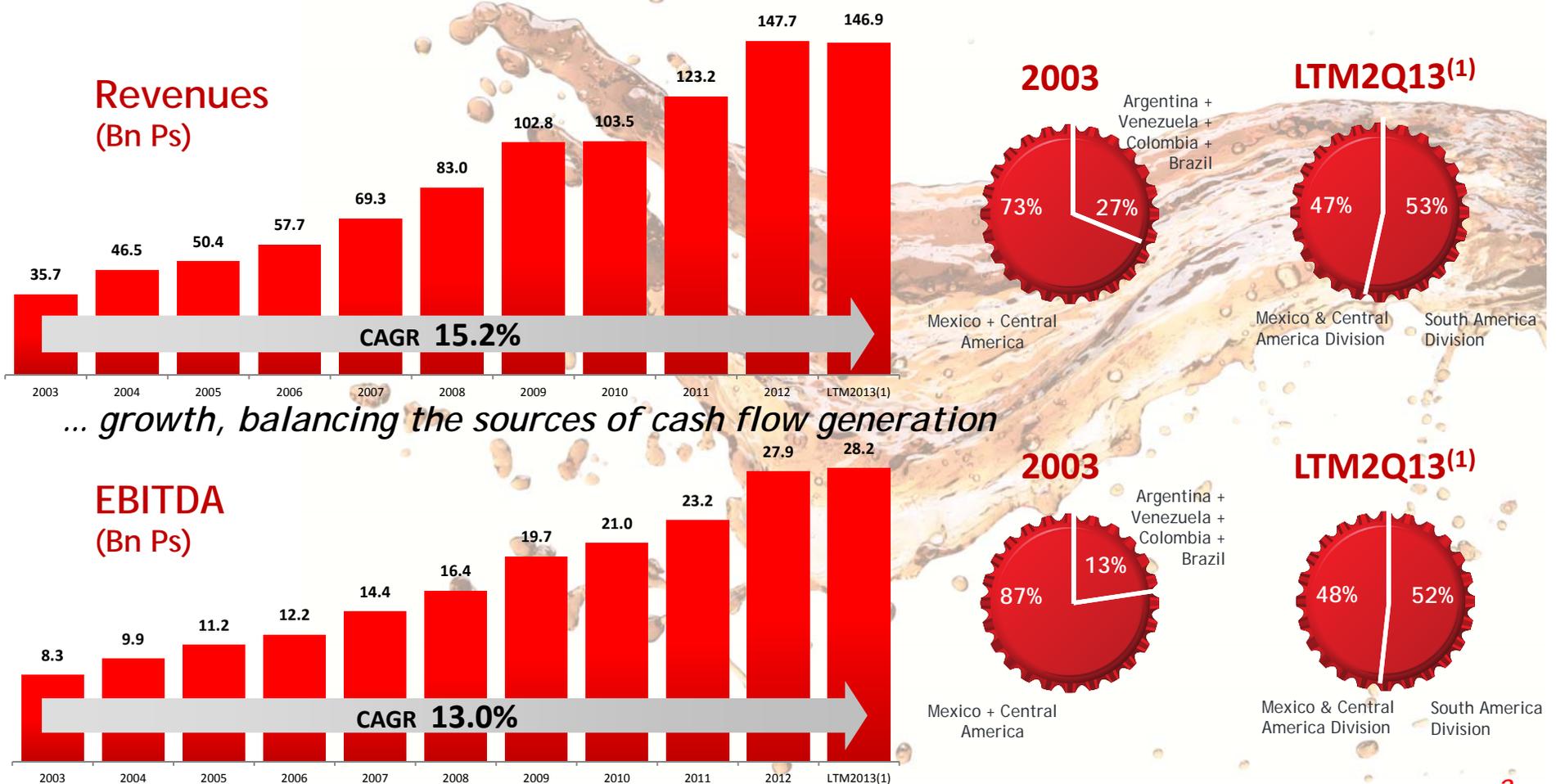
Largest franchise bottler in the world operating in two of the most attractive regions for its industry...



(1) Figures reflect 2012 and include Philippines, Fluminense and Spaipa

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

Our South America Division has contributed importantly to top- and bottom-line ...



... growth, balancing the sources of cash flow generation

(1) LTM figures as of June 2013

Strategic partner to the Coca-Cola System

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

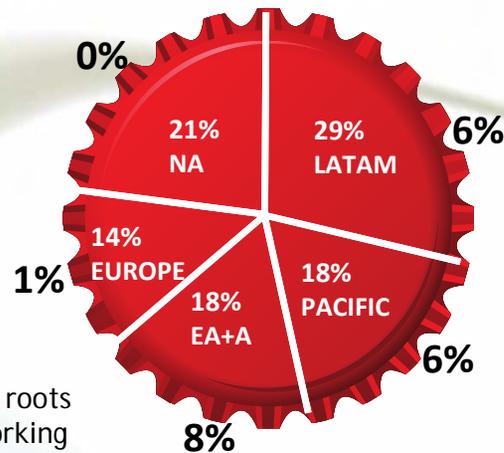


"Our brands and our business have very deep roots in the Philippines, and we look forward to working with our strong partners at Coca-Cola FEMSA to capture future opportunities for growth and investment and bring even more social and economic value to customers and communities throughout the country."

Muhtar Kent, The Coca-Cola Company - President and CEO

KO Volume (worldwide) ⁽¹⁾

**Volume Growth
5y-CAGR
(2008-2012)**



"... 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

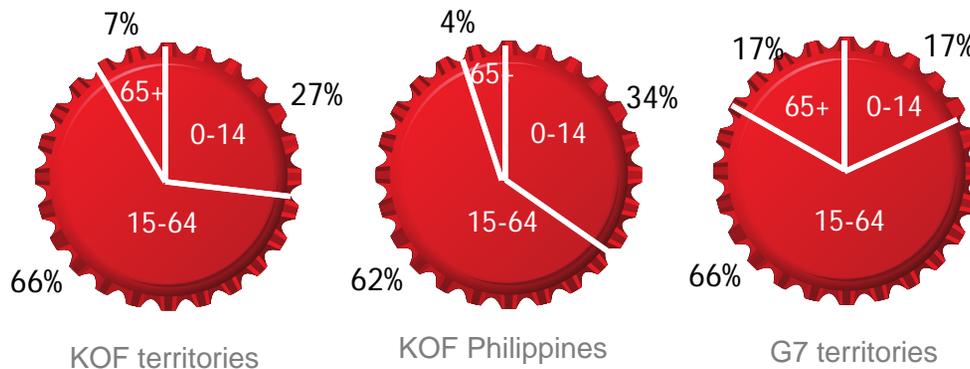


(1) The Coca-Cola Company annual report 2012

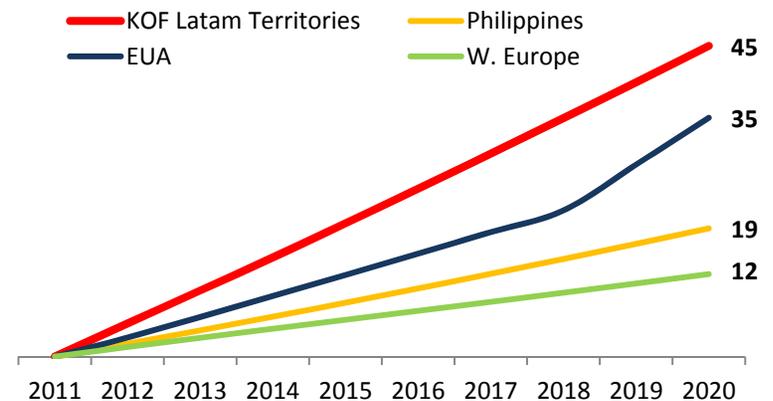
Dynamic and attractive socioeconomic profile

Going forward our territories will enjoy an attractive demographic profile

Population age distribution⁽¹⁾



Expected population growth (millions)⁽³⁾



Social mobility in Brazil (millions)

	2003	2008	2014e
Population	175	189	200
C-class	66	93	113

GDP per capita in KOF LatAm 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



- US\$5,341 Mn in Revenues⁽¹⁾
- US\$1,145 Mn in EBITDA⁽¹⁾
- 1,914 Mn of Unit Cases⁽¹⁾



Mexico and Central America Division



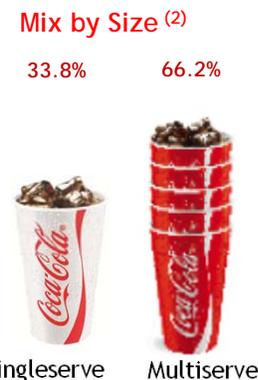
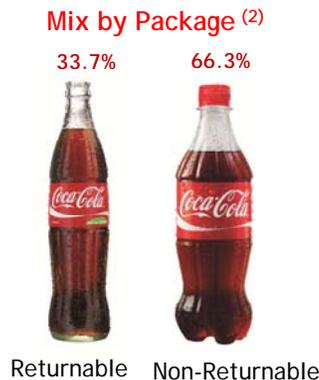
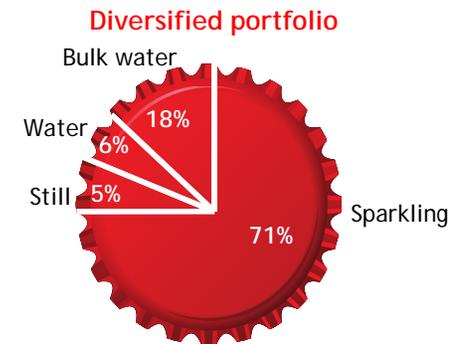
(1) Figures reflect LTM 2013.

A flexible portfolio that allows for continued growth



Mexico

- Plants **18**
- Distribution centers **143**
- More than **920 M** points of sale
- Close to **67 Mn** consumers
 - KOF population coverage: **56%**
- **1,761 Mn** Unit Cases⁽¹⁾



3 Litros
retornable

por sólo
\$18
precio sugerido
4 pesos

(1) Figures reflect LTM 2013
(2) Sparkling Beverage figures reflect Full Year 2012

A strategy to generate value from each country's opportunities



Central America

- Plants **5**
- Distribution centers **26**
- More than **103** M points of sale
- More than **19.5** Mn consumers
- KOF population coverage: **69%**
- **153** Mn Unit Cases⁽¹⁾



Mix by Package ⁽²⁾

33.6% 66.4%



Returnable Non- Returnable

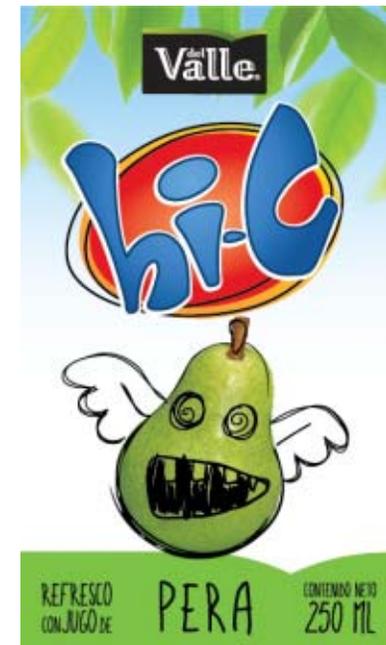
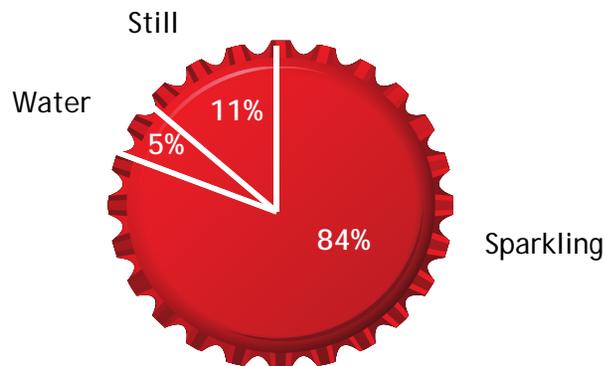
Mix by Size ⁽²⁾

43.9% 56.1%



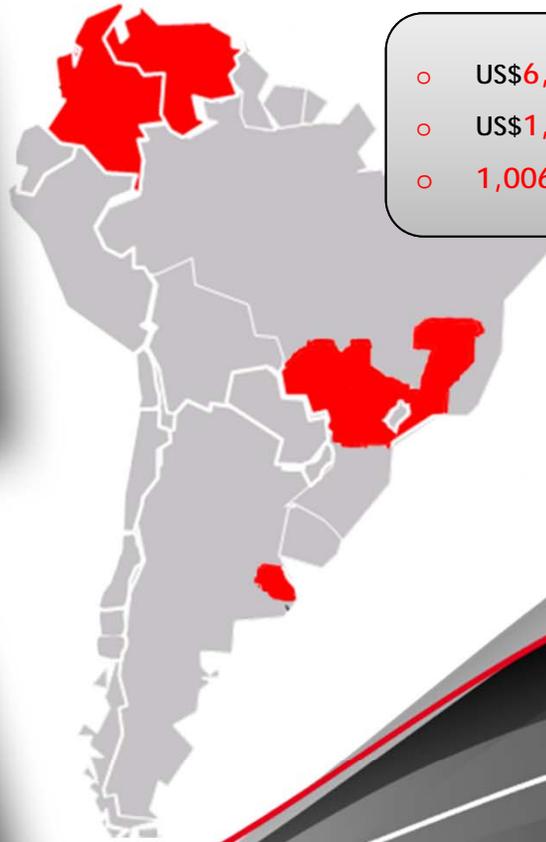
Singleserve Multiserve

Diversified portfolio



(1) Figures reflect LTM 2Q13
 (2) Sparkling Beverage figures reflect Full Year 2012

South America Division



- US\$6,039 Mn in Revenues⁽¹⁾
- US\$1,041 Mn in EBITDA⁽¹⁾
- 1,006 Mn Unit Cases ⁽¹⁾



(1) Figures reflect LTM 2013.

Working on a long term strategy to develop per capita consumption



- plants: **6**
- distribution centers: **32**
- more than **395,000** points of sale
- more than **47** Mn consumers
- **265** Mn Unit Cases⁽¹⁾



Developing affordability...



... while improving execution



- More than **100,000** new coolers installed since 2010

Mix by Size⁽²⁾

37.1% 62.9%



Singleserve Multiserve

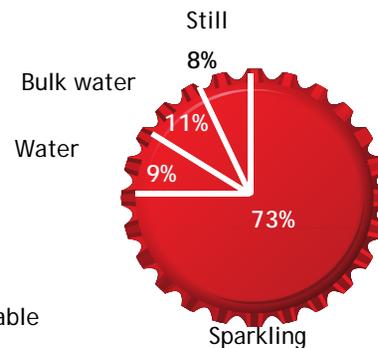
Mix by Package⁽²⁾

40.4% 59.6%



Returnable Non- Returnable

Diversified portfolio



⁽¹⁾ Figures reflect LTM 2Q13

⁽²⁾ Sparkling Beverage figures reflect Full Year 2012

Remarkable performance despite a challenging environment



Venezuela

- plants: **4**
- distribution centers: **33**
- more than **209,000** points of sale
- more than **30** Mn consumers
- **218** Mn Unit Cases⁽¹⁾

Building a solid volume growth potential with flexibility and innovation



Mix by Size⁽²⁾



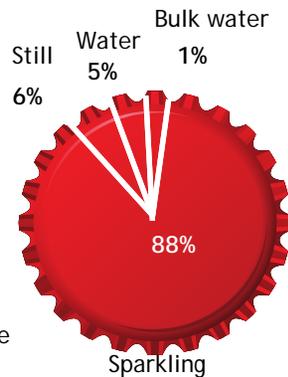
Singleserve Multiserve

Mix by Package⁽²⁾



Returnable Non- Returnable

Diversified portfolio



- More than **45,000** new coolers installed since 2011

(1) Figures reflect LTM 2Q13
 (2) Sparkling Beverage figures reflect Full Year 2012

Building leadership in one of the most important markets for Coke worldwide

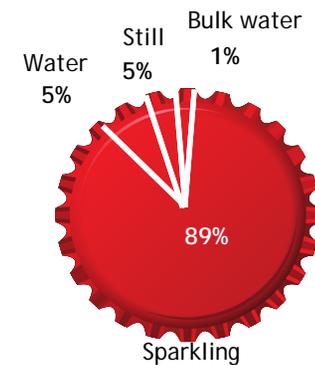


Brazil

- plants: **10**
- distribution centers: **39**
- more than **305,000** points of sale
- more than **66.3** Mn consumers
- **482** Mn Unit Cases⁽¹⁾



Diversified portfolio



Reconnecting with the consumer

Mix by Size⁽²⁾

27.5% 72.5%



Mix by Package⁽²⁾

14.4% 85.6%



Singleserve Multiserve Returnable Non- Returnable



With "magic" price points for single-serve consumption...



... developing affordable presentations and...



... reinforcing suggested retail prices ...

(1) Figures reflect LTM 2Q13. Does not include Beer volumes
 (2) Sparkling Beverage figures reflect Full Year 2012

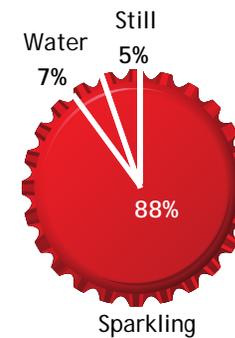
Building on innovation and affordability



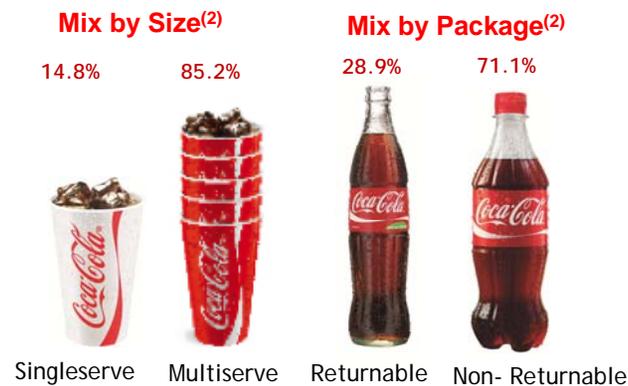
- plants: **2**
- distribution centers: **4**
- more than **78,000** points of sale
- more than **13** Mn consumers
 - KOF population coverage: **30%**
- **218** Mn Unit Cases⁽¹⁾



Diversified portfolio



Developing a strong portfolio



(1) Figures reflect LTM 2Q13.
 (2) Sparkling Beverage figures reflect Full Year 2012



Philippines

Executing on our strategic framework to capture opportunities



Philippines

NEW Coca-Cola mismo!
300mL
available dito!

(1) CCBPI: Coca-Cola Bottling Philippines, Inc., estimated for 2012



Strategic Framework



- US\$ **1.1** Bn in Revenues⁽¹⁾
- ~US\$ **100** Mn of Ebitda
- **530** Mn Unit Cases⁽¹⁾
- Important mix of returnables **71%**
- Plants **23**
- Close to **800** M points of sale
- More than **95** Mn consumers

Our strategic framework allows us to continue building capabilities...

Reach our Full Operating Potential

Growth through Innovation

Proactive Environment Management

Growth through Acquisitions

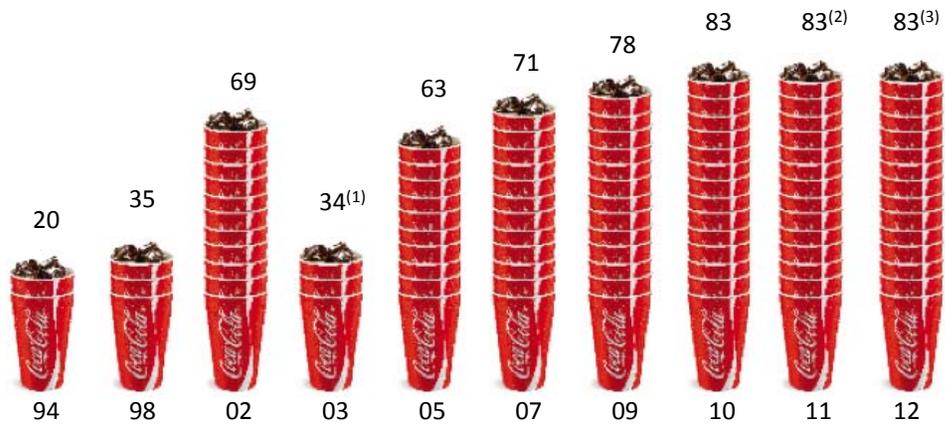
Consolidate KOF as a Multicategory Leader

...to develop capabilities to reach our full operating potential...

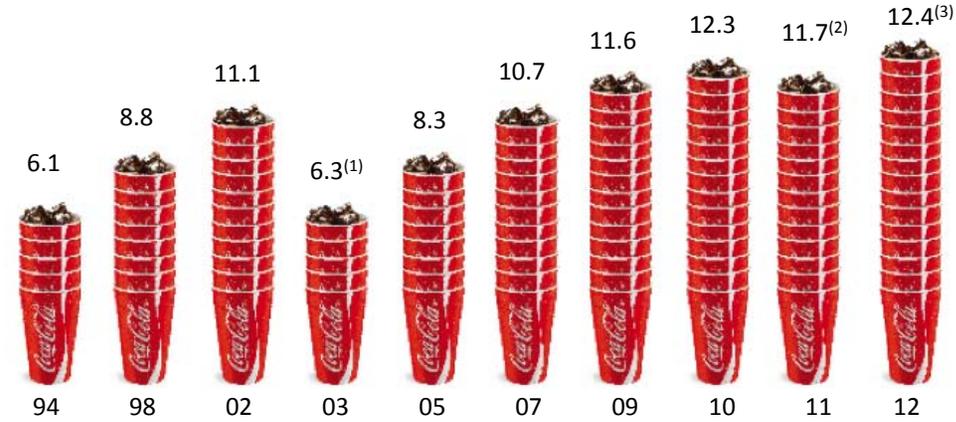


We constantly work towards increasing efficiency...

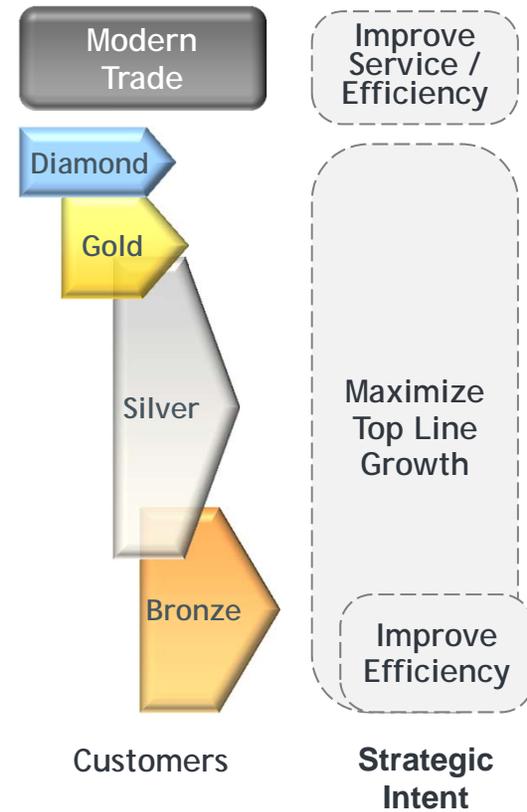
UC per Plant (MM)



UC per Distribution Center (MM)



Value Based Segmentation



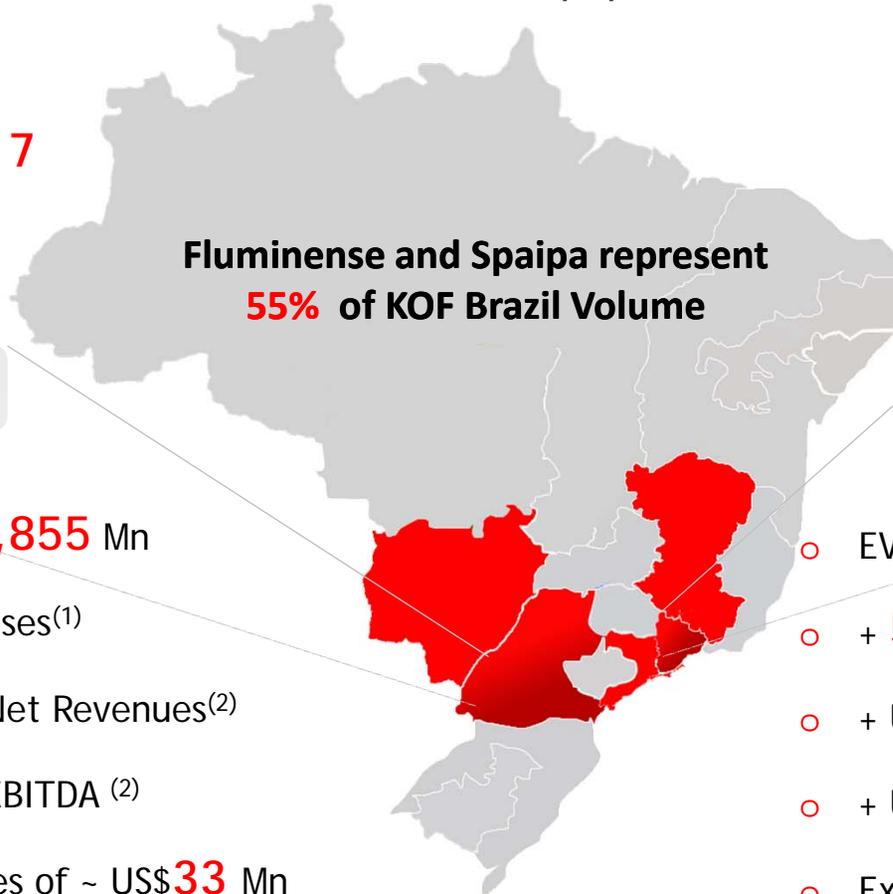
(1) Acquisition of Panamerican Beverages
 (2) Assumes the mergers with Grupo Tampico and Grupo CIMSA
 (3) Assumes the mergers with Grupo Fomento Queretano



...expanding our geographic footprint...

Our combined territories will allow Coca-Cola FEMSA to serve more than 66 million consumers, a third of the population in Brazil

- plants: **4**
- distribution centers: **7**
- ~**17** Mn consumers



- plants: **1**
- distribution centers: **4**
- ~ **4.5** Mn consumers

Spaiipa

Fluminense

- EV: All Cash US\$ **1,855** Mn
- + **236** Mn Unit Cases⁽¹⁾
- + US\$ **929** Mn in Net Revenues⁽²⁾
- + US\$ **152** Mn in EBITDA ⁽²⁾
- Expected synergies of ~ US\$ **33** Mn

- EV: All Cash US\$ **448** Mn
- + **57** Mn Unit Cases⁽³⁾
- + US\$ **232** Mn in Net Revenues⁽³⁾
- + US\$ **40** Mn in EBITDA
- Expected synergies of ~ US\$ **14** Mn

(1) Volume includes Beer
 (2) Figures reflect Full Year 2012
 (3) Figures reflect LTM 1Q13

...using innovation as a key driver...

Execution



Packaging



Categories



New lines of Business



I T E N A B L E S I N N O V A T I O N

...to deliver sustainable business growth

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

Starting in 2013, **Coca-Cola FEMSA** is part of the Dow Jones Sustainability Emerging Markets Index, comprised of a group of 81 emerging markets companies. The DJSI EMI analyzes the 800 largest emerging market companies from the S&P Global Broad Market Index and selects only the top 10% to be part of its index

**Newsweek
GREEN RANKINGS**

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^{360°}

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



Recycling / Solid waste:

We have implemented measures to lighten PET bottles, by 8%, on average, in carbonated beverages and by 7% in noncarbonated beverages since 200, during 2012 we were able to recycle 64,000 tons of aluminum, plastic, paper, glass, and wood.

Water stewardship:

We reached the goal of treating 100% of the wastewater from our manufacturing facilities, through our own 30 water treatment plants and 3 municipal plants.

We planted more than 56,500 trees, thanks to the support of 5,000 volunteers

Carbon footprint:

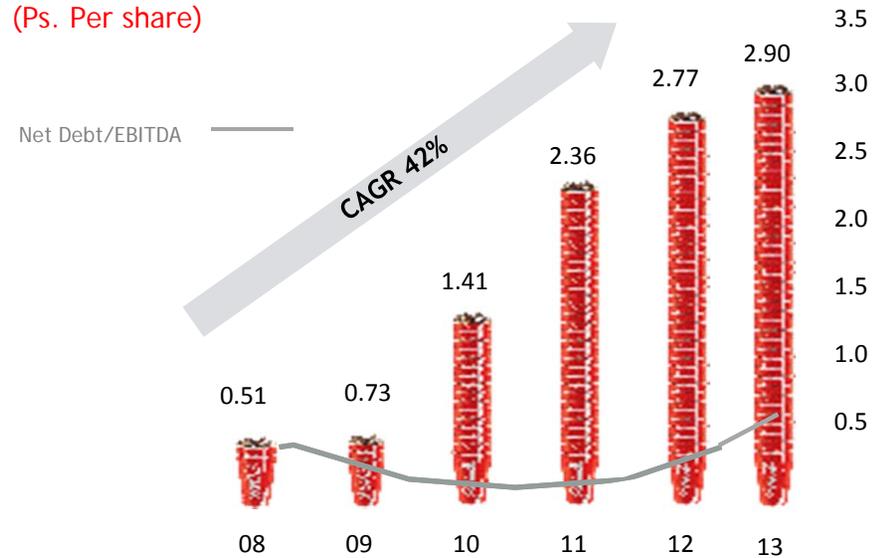
Committed to "growing our business, not our carbon footprint", our goal is to maintain the same amount of CO2 emissions in 2015 as we had in 2004. We participated for the first time, confidentially, in the Carbon Disclosure Project, to disclose the carbon emissions of all our operations



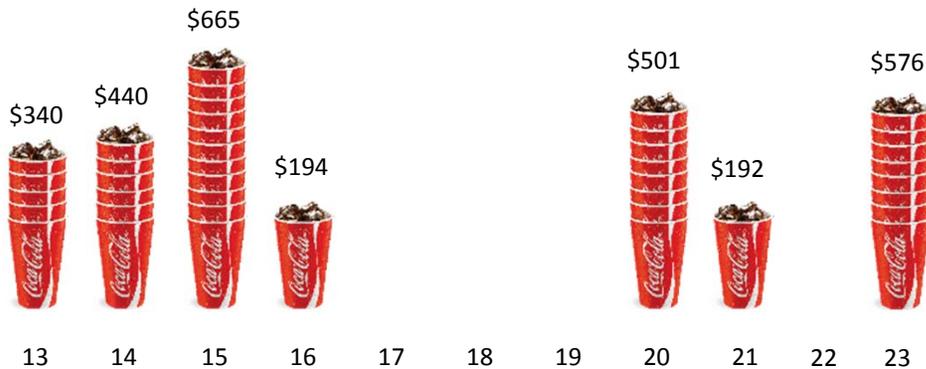
Solid Financial position

During 2013, we will pay in ordinary dividends an amount representing four times the amount we paid in 2009

Historical Dividend and Net Debt/EBITDA evolution (Ps. Per share)



Maturity Profile⁽¹⁾ (US\$ Mn)



(1) KOF Debt Maturity Profile as of June 30, 2013



Thank you!

