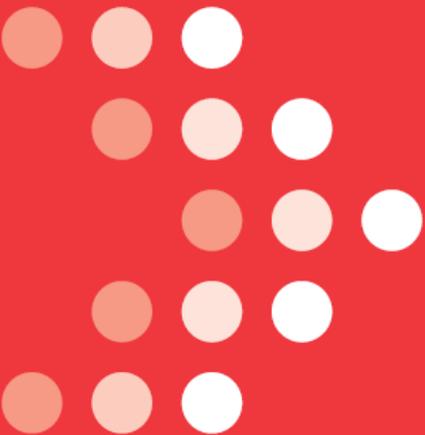




EXCELLENCE IN EVOLUTION

A decorative graphic consisting of a grid of circles in various shades of red and white, arranged in a pattern that tapers to the right.

Investor Relations

2016



Cautionary Statement

FORWARD-LOOKING STATEMENTS

This presentation contains “forward-looking statements” These forward-looking statements relate to Coca-Cola FEMSA, S.A.B. de C.V. its Subsidiaries (“KOF”) and their businesses, and are based on KOF management’s good faith 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.

CONFIDENTIALITY

The nature of all the information in this presentation is proprietary and confidential.

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

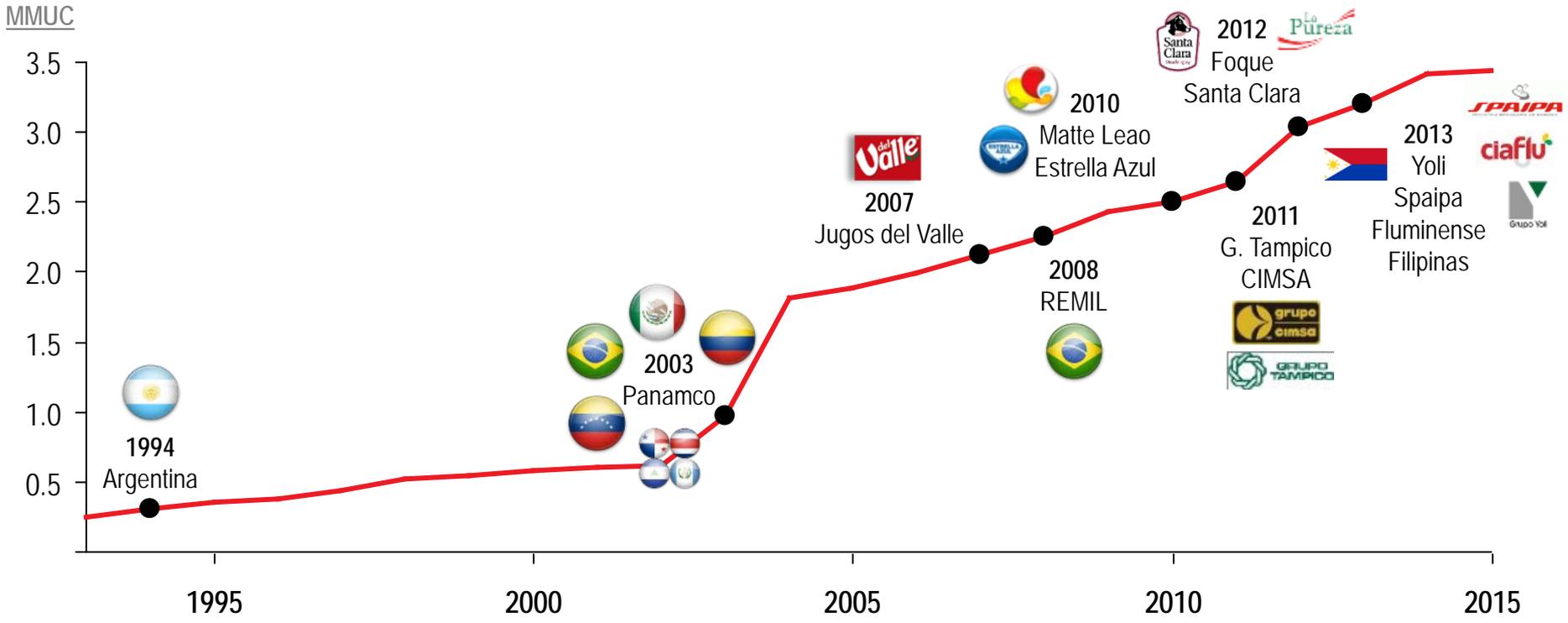
INVESTOR RELATIONS

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

Tania Ramirez / (52) 55 1519 5013 / tania.ramirez@kof.com.mx

In the last two decades as a public bottler, KOF has travelled a successful growth journey...

Coca-Cola FEMSA Volume



| | | | | |
|----------------------|------|-------|-------|-------|
| Consumers | 40.1 | 181.4 | 200.7 | 357.6 |
| Plants | 14 | 30 | 31 | 63 |
| Distribution Centers | 68 | 228 | 204 | 327 |

...to become the largest franchise bottler in the world, in terms of volume, operating in two of the most attractive regions for its industry

~ 26 Bn Transactions⁽¹⁾

~ 4 Bn Unit Cases⁽¹⁾

US\$ ~10 Bn in Revenues⁽¹⁾

US\$ ~2 Bn in EBITDA⁽¹⁾

10 years
CAGR⁽¹⁾

+8%

+12%

+11%



(1) Figures reflect LTM 2Q 2016 including the Philippines on a proforma basis
 (2) Source Euromonitor, NARTD industry
 (3) We operate the Philippines through a joint venture with The Coca-Cola Company

Our footprint...

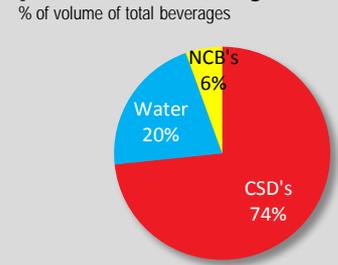
Mexico and Central America division



| | LTM 2Q16 |
|--------------------------------|----------|
| Volume (MMUC) | 2,009 |
| Transactions (Millions) | 11,284 |
| Revenues (USD Billions) | ~4.4 |
| EBITDA Margin | 23.3% |

| | |
|-------------------------------------|---------|
| Population served (millions) | 93.8 |
| Points of sale | 996,773 |
| Plants | 22 |
| Distribution centers | 174 |

product mix by category



product mix by package



product mix by size



(1) Figures reflect FY 2015

Our footprint... South America division



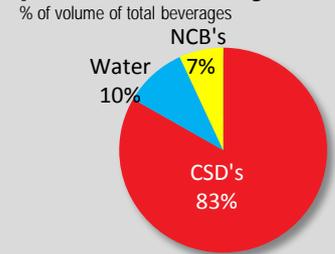
| | LTM 2016 |
|--------------------------------|----------|
| Volume (MMUC) | 1,428 |
| Transactions (Millions) | 9,070 |
| Revenues (USD Billions) | ~4.0 |
| EBITDA Margin | 17.4% |

*Including Venezuela

| | |
|-------------------------------------|-----------|
| Population served (millions) | 162 |
| Points of sale | 1,006,206 |
| Plants | 22 |
| Distribution centers | 100 |

(1)
*Including Venezuela

product mix by category



product mix by package



product mix by size



Product Innovation



(1) Figures reflect FY 2015

Our footprint...

Asia division ⁽¹⁾



Volume (MMUC)
Transactions (Millions)
Revenues (USD Billions)
EBITDA Margin

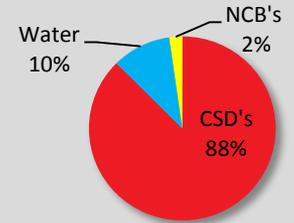
LTM 2Q16

556
 5,892
 ~1.1
 ~11%

Population served (millions) 101.8 ⁽²⁾
Points of sale 806,369
Plants 19
Distribution centers 53

product mix by category

% of volume of total beverages



product mix by package

% of volume of sparkling beverages. Excluding Fountain

Non-Returnable 40%
Returnable 60%

product mix by size

% of volume of sparkling beverages. Excluding Fountain



Product Innovation



(1) We operate the Philippines through a joint venture with The Coca-Cola Company

(2) Figures reflect FY 2015

We generated a solid set of results across our markets during the second quarter of 2016

Among our highlights for the quarter...

- ✓ **Transactions continued to outperform volumes** in key markets
- ✓ Solid performance in local currencies across operations, with comparable **top- and bottom-line growing high single digits and double digits**, respectively
- ✓ We continued to **strengthen our market position**, maintaining or gaining market share in sparkling beverages in key territories
- ✓ **Expanding margins** despite ongoing currency volatility and a very challenging consumer environment in South America.

Comparable figures ⁽¹⁾
2Q 2016

Revenues

+9%

Operating
Income

+12%

Operative
cash flow

+13%

(1) Comparable means, with respect to a year-over-year comparison, the change in a given measure excluding the effects of (i) mergers, acquisitions and divestitures, (ii) translation effects resulting from exchange rate movements and (iii) the results of hyperinflationary economies in both periods. From our operations, only Venezuela qualifies as a hyperinflationary economy.

Our industry faces short term challenges that are being addressed rapidly and effectively

- **Challenging political and macroeconomic environment** across the region
- **Continuous volatility** across Latin American **currencies**
- **Regulatory threats** to the CSD's industry
- Changing **consumer habits**



- **Affordable portfolio** with focus on returnable presentations
- **Increasing** the number of **transactions** through single serve presentations at relevant price points
- Reinforcing our **point-of-sale execution**
- Organizational re-design to become a **nimbler, faster and more competitive** company with the right capabilities
- **Widening our portfolio** offering to satisfy the evolving needs of our consumers through **relevant innovation**



Our Strategic Framework guides our quest for long-term profitable growth

Become a multi-category leader with global footprint

Categories: Protect and grow in Sparkling, but diversify with aggressive growth engines in Stills, Dairy and new categories

Geographies: Expand footprint in LatAm & Asia, monitoring other opportunities within TCCC System

Winning Portfolio Buildup

- ✓ CSD revitalization
- ✓ Stills profitable growth
- ✓ Dairy quantum leap

Operating Model Transformation

- ✓ Leverage our scale
- ✓ Local market solutions
- ✓ Cutting-edge technology

Cultural Evolution

- ✓ Attain Collaboration
- ✓ Maintain our passionate execution
- ✓ Increase Multi-culturality

Disciplined Capital Allocation

Business Sustainability

Targeted Innovation

Becoming a multi-category leader with global footprint

Our company is evolving and preparing for the next wave of growth

Expanding our footprint, monitoring other opportunities within TCCC System

- ✓ KOF and KO have reached an understanding to assess, on a preferred basis, the acquisition of specific territories in Latin America, the United States and other regions

The Coca-Cola Company



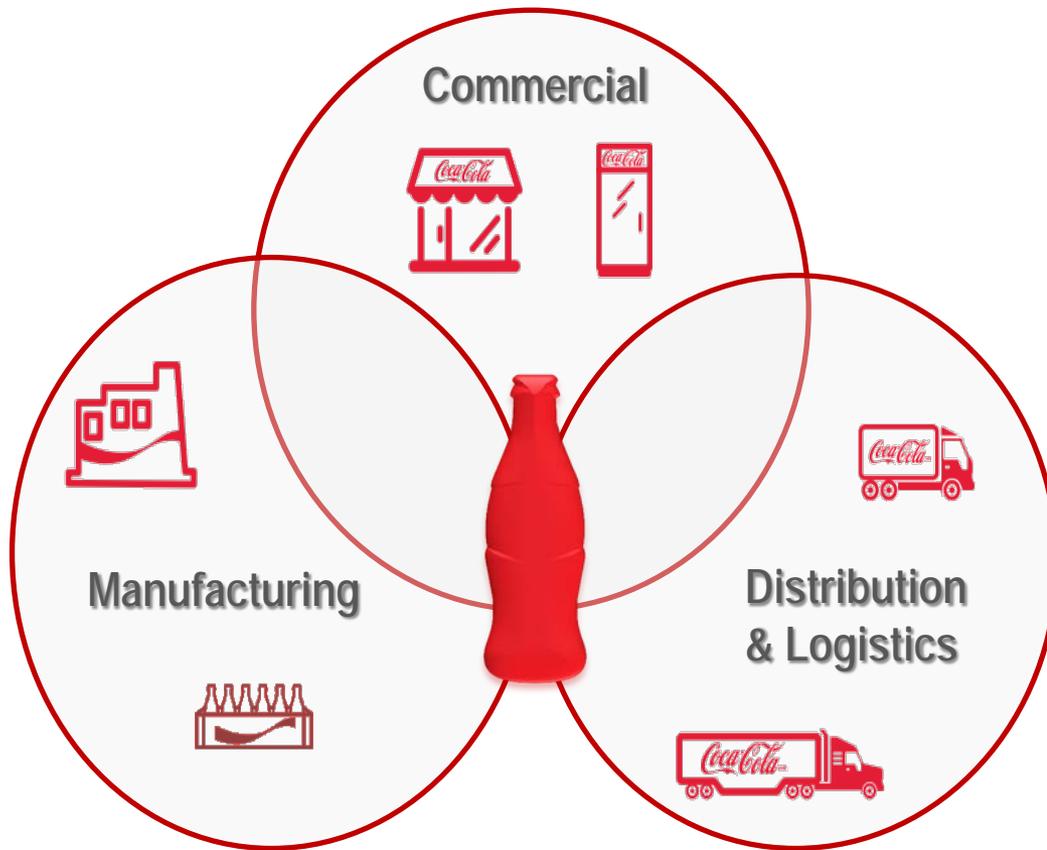
Diversifying our portfolio, providing our consumers with a wider range of choices

- ✓ AdeS works as a platform to enter the Neo Natural Nutrition category
- ✓ Latam's leading soy-based beverage



And continuously building a sustainable, competitive advantage through capability development

Coca-Cola FEMSA Excellence Centers



Accelerating the transformation of our operating models



Initial Roll out of our KOFmmercial Digital Platform in Mexico

IT & Innovation

We continue investing to lead the system with best-in-class infrastructure...

+US\$ **630** million invested on infrastructure in the last 3 years

Sumaré Warehouse
in Brazil



Jundiai Vertical Warehouse
in Brazil



Horus plant
in Colombia



Itabirito plant
in Brazil

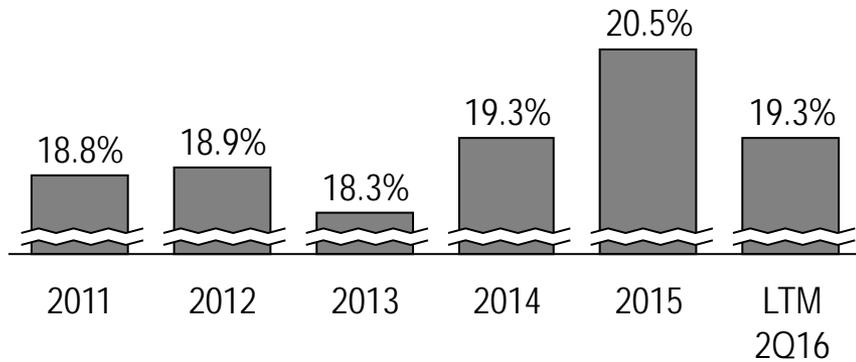


Canlubang plant
in the Philippines



...and continue generating shareholder value through our operating and financial discipline

KOF EBITDA margins

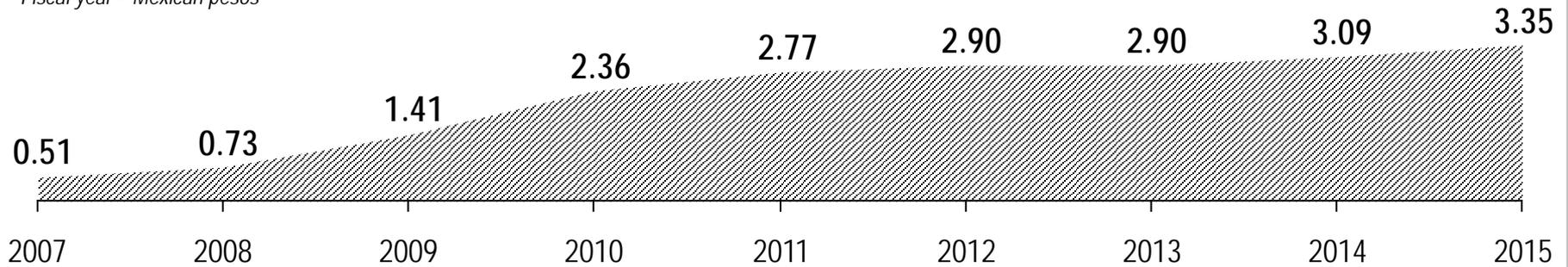


Free Cash Flow generation

~US\$550 MM
on a yearly basis

Dividend per share

Fiscal year – Mexican pesos



We have a strategic commitment to sustainable development, which is good for our business and good for our planet



- **Only beverage company** selected to comprise the **Dow Jones Sustainability Emerging Markets Index** and one of only nine beverage corporations in the Dow Jones Sustainability Index family
- **5th Consecutive Year** as a member of **Social Responsibility and Sustainability Index** in the BMV



MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RebecoSAM

MORE THAN **550 THOUSAND** PEOPLE HAVE BEEN BENEFITED WITH OUR SOCIAL PROGRAMS

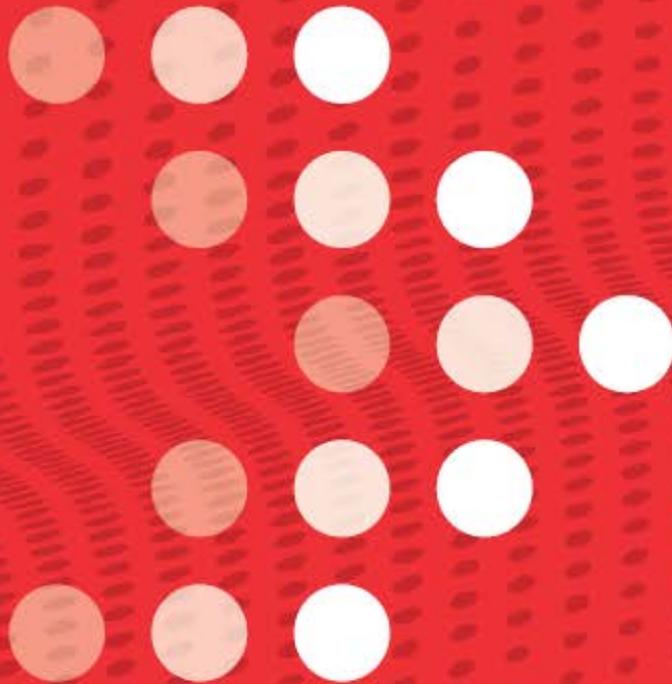
30% OF THE ELECTRIC ENERGY WE USE IN MEXICO IS SUPPLIED BY RENEWABLE SOURCES

WE ACTIVATED MORE THAN **6.1 MILLION** PEOPLE THROUGH RACES AND OTHER EVENTS



OUR PORTFOLIO INCLUDES **113 BRANDS** IN **10 CATEGORIES**





Thanks