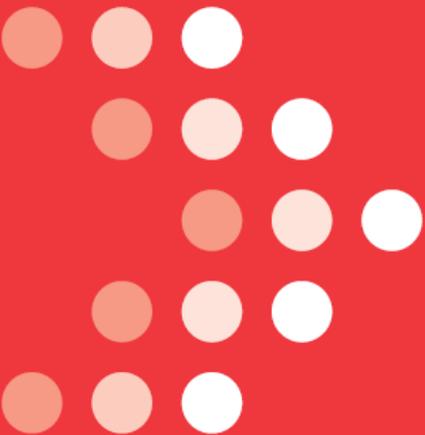




EXCELLENCE IN EVOLUTION

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

March, 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

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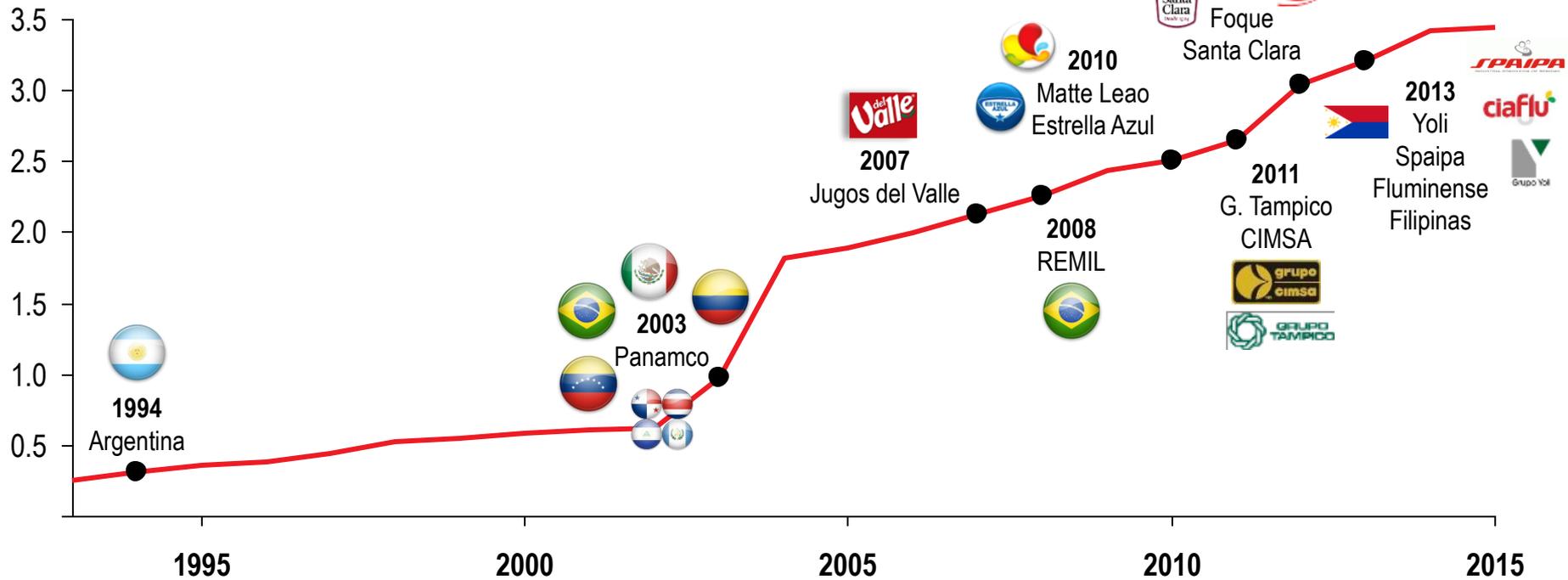
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# In the last two decades as a public bottler, KOF has travelled a successful growth journey...

## Coca-Cola FEMSA Volume

MMUC



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, operating in two of the most attractive regions for its industry

~ 26 Bn Transactions<sup>(1)</sup>

~ 4 Bn Unit Cases<sup>(1)</sup>

US\$ +10 Bn in Revenues<sup>(1)</sup>

US\$ ~2 Bn in EBITDA<sup>(1)</sup>

10 years  
CAGR<sup>(1)</sup>

+8%

+12%

+11%



(1) Figures reflect FY 2015 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

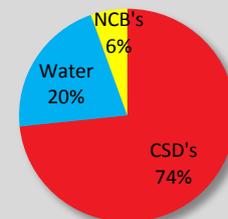


<b>Volume</b> (MMUC)	1,952
<b>Transactions</b> (Millions)	10,877
<b>EBITDA Margin</b>	23.4%

<b>Population served</b> (millions)	93.8
<b>Points of sale</b>	996,773
<b>Plants</b>	22
<b>Distribution centers</b>	174

### product mix by category

% of volume of total beverages



### product mix by package

% of volume of sparkling beverages

<b>Non-Returnable</b>	<b>63%</b>
<b>Returnable</b>	<b>37%</b>

### product mix by size

% of volume of sparkling beverages



### Product Innovation



\* Figures reflect FY 2015

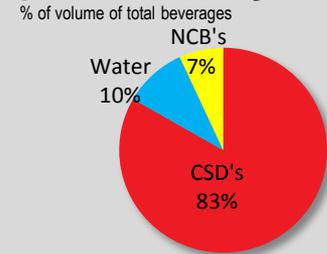
# Our footprint... South America division



**Volume** (MMUC) 1,484  
**Transactions** (Millions) 9,403  
**EBITDA Margin** 17.4%  
 \*Including Venezuela

**Population served** (millions) 162  
**Points of sale** 1,006,206  
**Plants** 22  
**Distribution centers** 100  
 \*Including Venezuela

## product mix by category

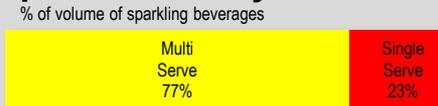


## product mix by package

% of volume of sparkling beverages

<b>Non-Returnable</b>	<b>82%</b>
<b>Returnable</b>	<b>18%</b>

## product mix by size



## Product Innovation



\* Figures reflect FY 2015

# Our footprint...

## Asia division (1)

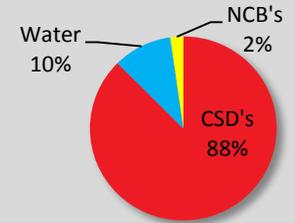


**Volume** (MMUC) 522  
**Transactions** (Millions) 5,481

**Population served** (millions) 101.8  
**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



\* Figures reflect FY 2015

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



# We delivered solid results during 2015 despite a complex environment

## Committed with protecting our business' profitability...

- ✓ Every operation **continued to maintain or improve market share** in the sparkling beverage category
- ✓ We **increased prices** in all of our operations through our portfolio management strategy
- ✓ Given our **hedging strategy** we were able to **mitigate most of the currency pressure** during the year
- ✓ We delivered **EBITDA margin expansion** in most of our operations



Comparable figures FY 2015 <sup>(1)</sup>	
Revenues	<b>+9%</b>
Operating Income	<b>+13%</b>
Operative cash flow	<b>+10%</b>

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

- Mexican economy growing **slower than expected** and **Brazilian deceleration** continues
- **Significant depreciation** across Latin American **currencies**
- **Category Attacks** continue to threaten our operations
- 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

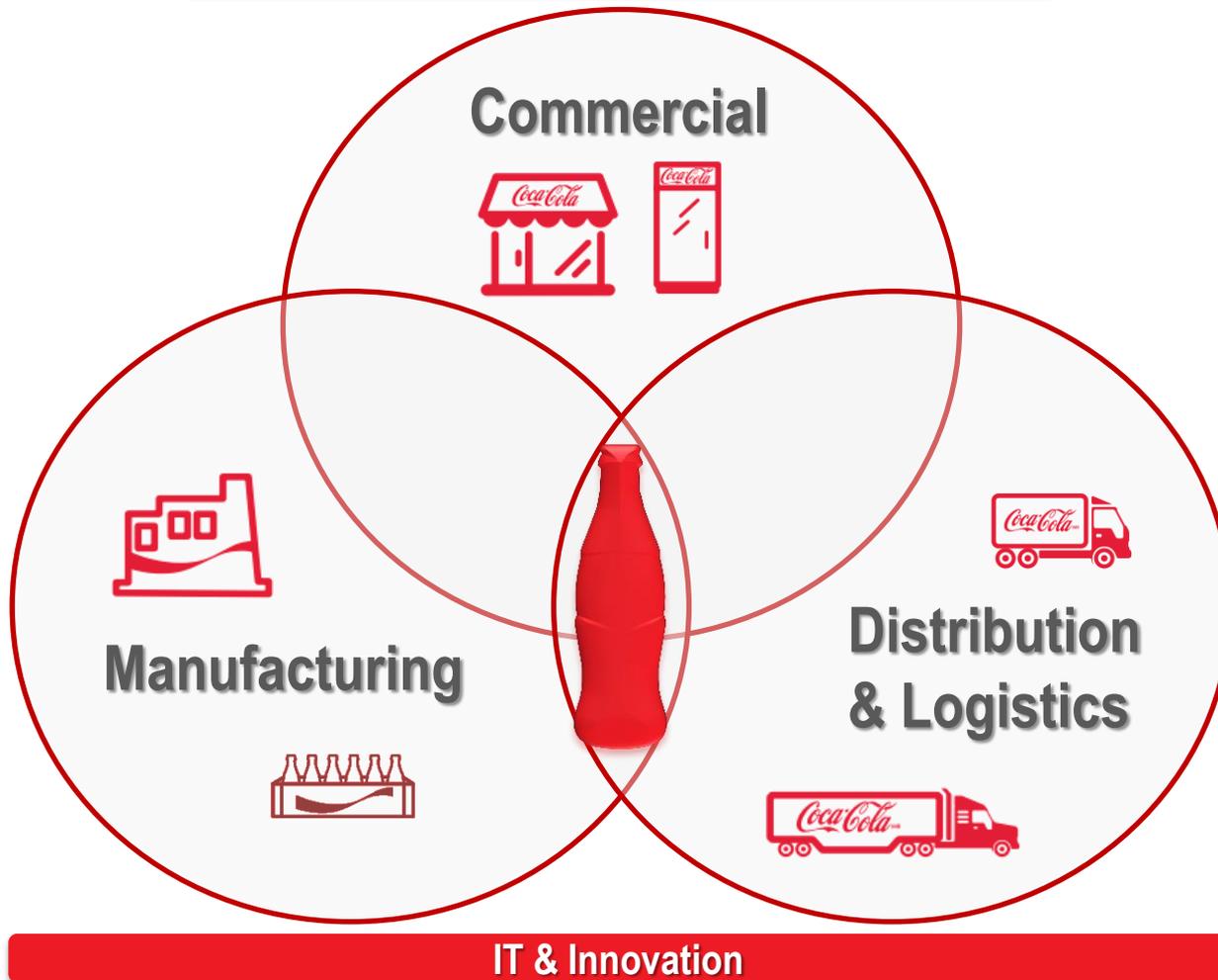
Disciplined Capital Allocation

Business Sustainability

Targeted Innovation

At KOF we are continuously building a sustainable, competitive advantage through capability development

## Coca-Cola FEMSA Excellence Centers



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

+US\$ **630** million invested on infrastructure

*Sumaré Warehouse*  
in Brazil



*Jundiai Vertical Warehouse*  
in Brazil



*Horus plant*  
in Colombia



*Itabirito plant*  
in Brazil

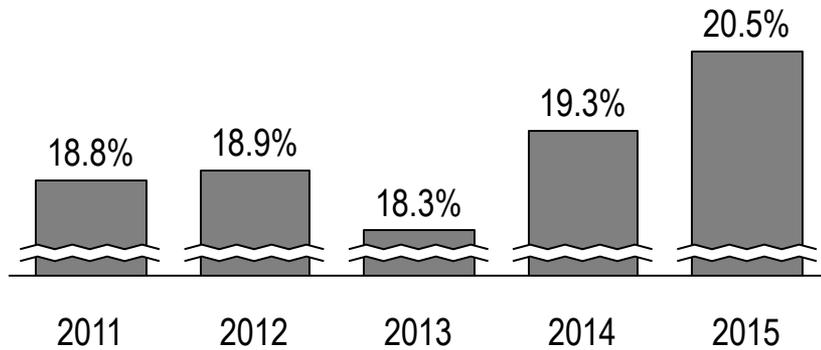


*Canlubang plant*  
in the Philippines



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

## KOF EBITDA margins

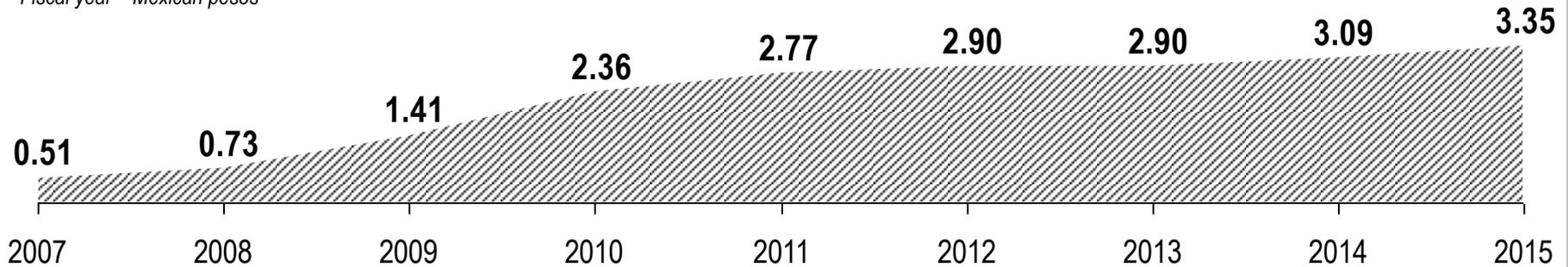


## Free Cash Flow generation

**~US\$600 MM**  
on a yearly basis

## Dividend per share

Fiscal year – Mexican pesos



# We have an 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

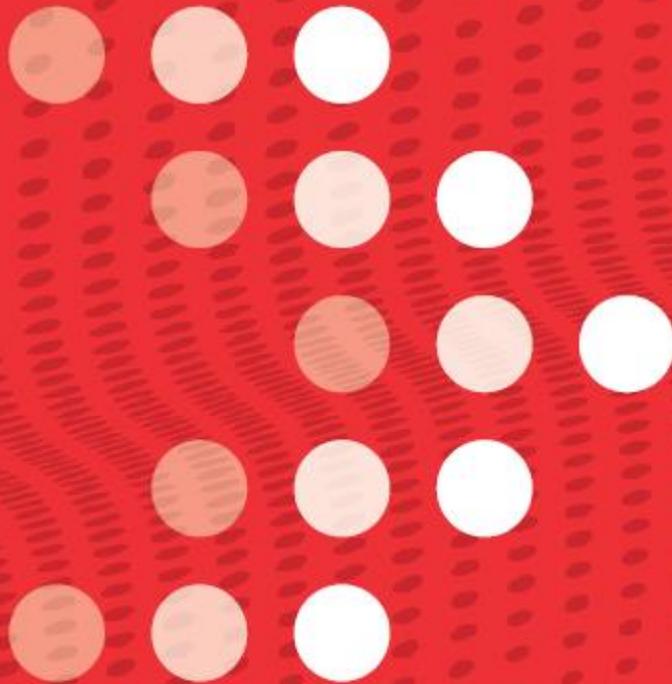
**30% OF THE ELECTRIC ENERGY WE USE IN MEXICO** IS SUPPLIED BY RENEWABLE SOURCES

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



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





Thanks