



Coca-Cola

FEMSA

A Growing
Multi-National
Company

KOF
LISTED
NYSE



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.

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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

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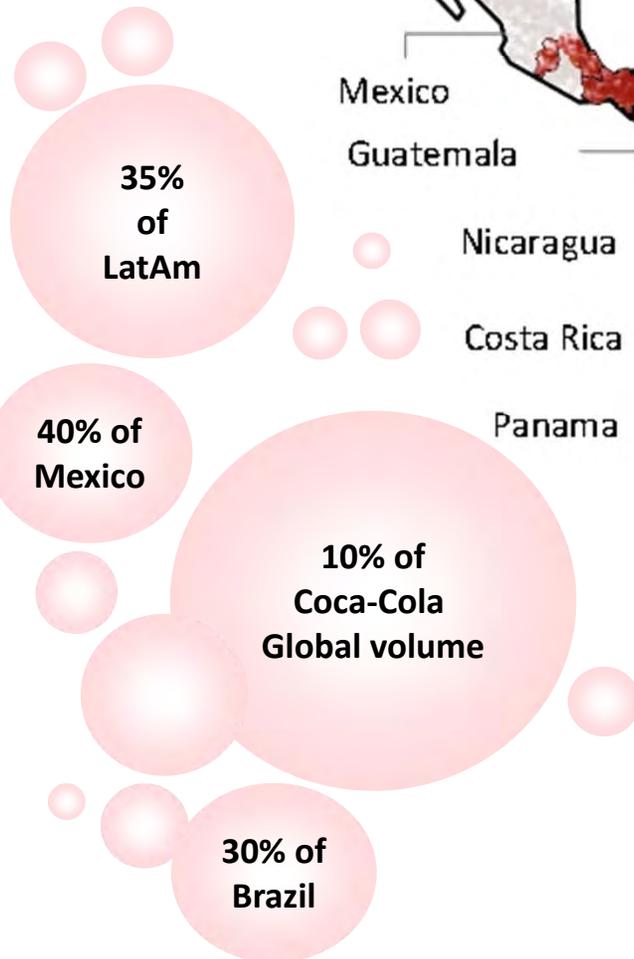
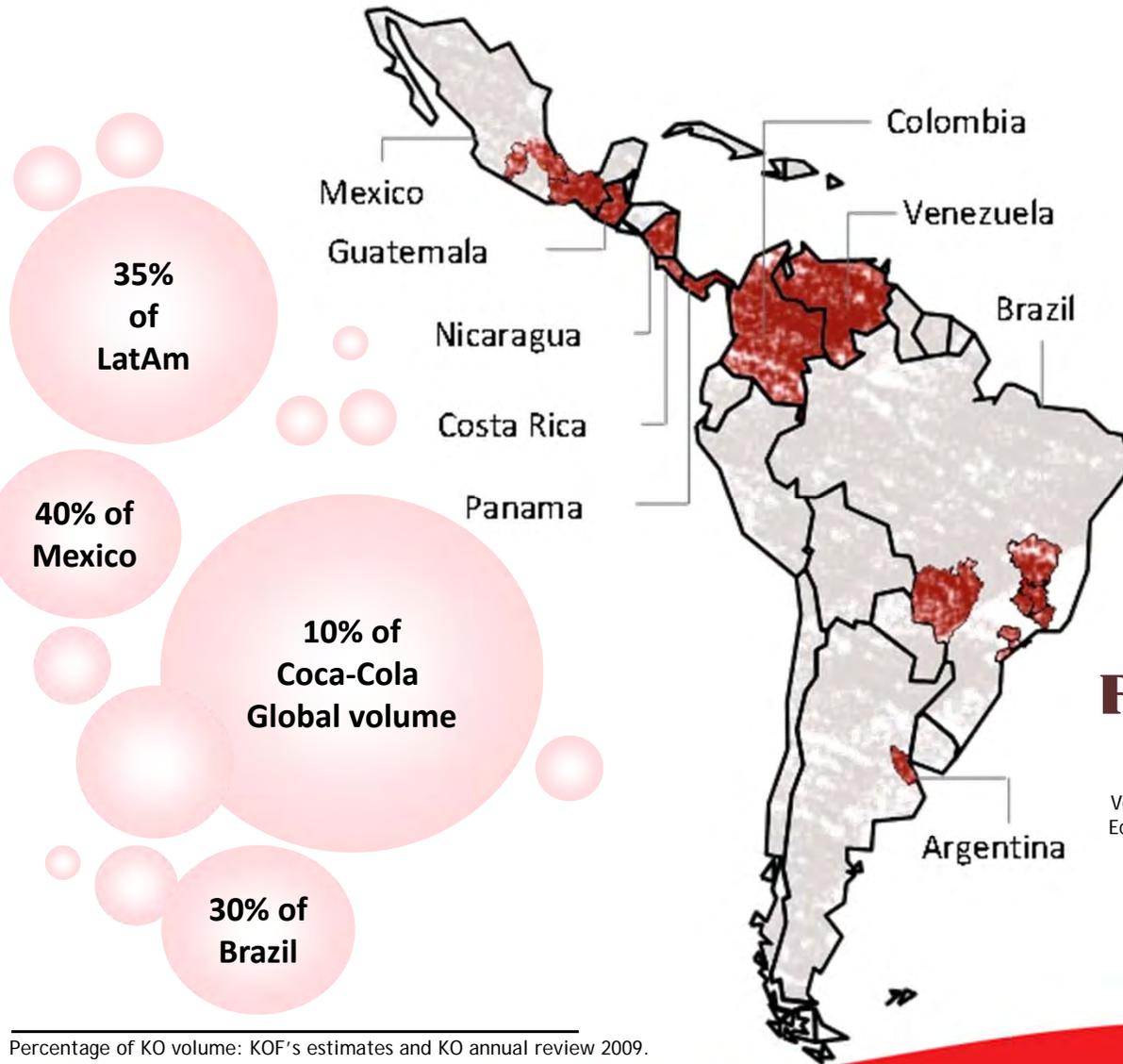
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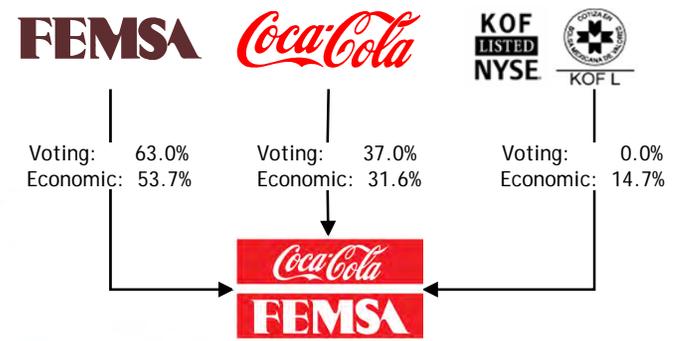
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Largest public bottler in terms of sales volume



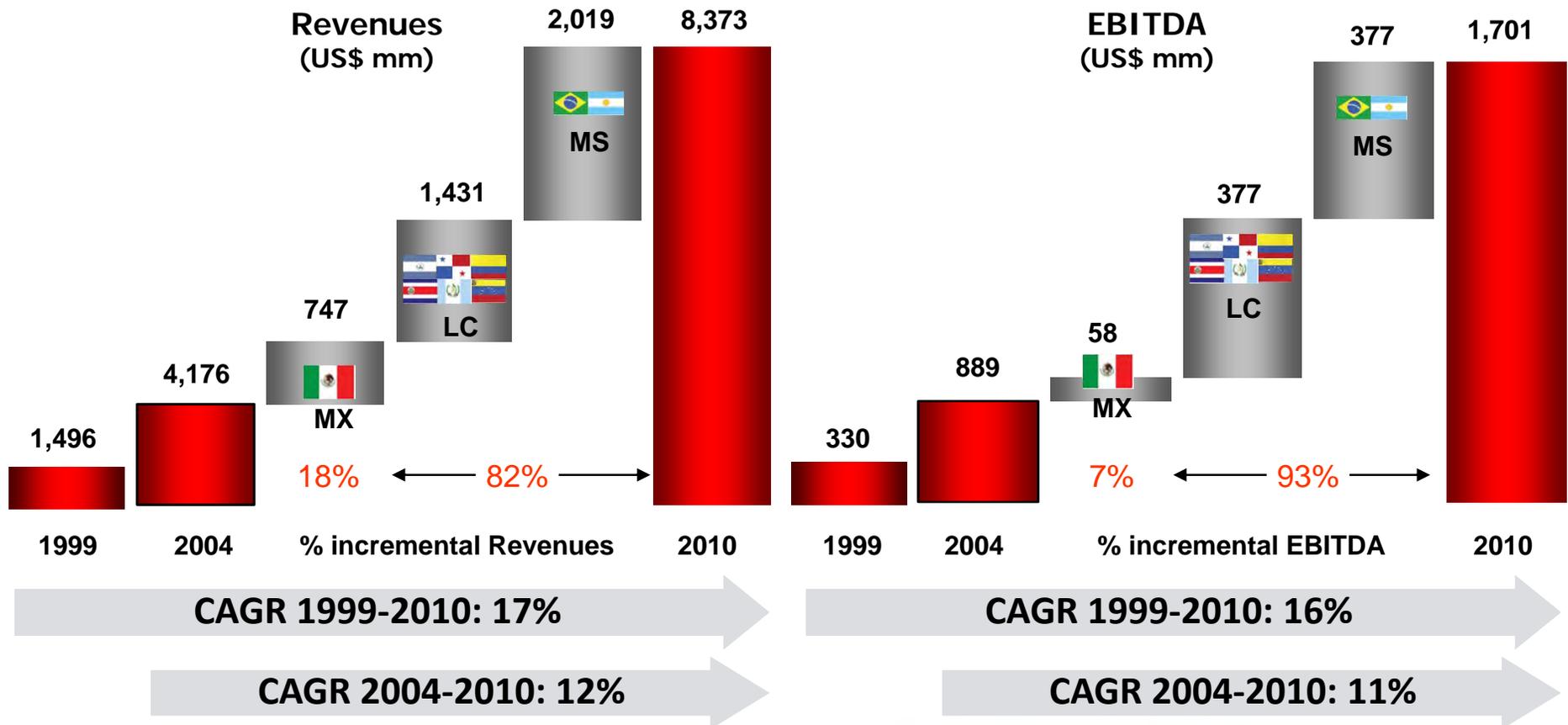
2.5 Bn Unit Cases
US\$ 8.4 Bn in Revenues
 more than **200** MM consumers
 Close to **1.6** MM points of sale
 almost **70,000** employees



Percentage of KO volume: KOF's estimates and KO annual review 2009.
 KOF figures: Full Year 2010

Sourcing a solid track record of growth from a balanced geographic footprint ...

Operations outside of Mexico have importantly contributed to both the top and bottom line of our business, while Mexico continues to be our largest cash-flow generator



Figures in Mexican Pesos converted into US dollars at the EOP exchange rate of each period
KOF Figures: Full Year 2010

...with attractive socioeconomic dynamics

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

Population Growth

+42

MM in KOF Territories

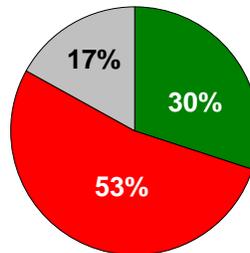
+29 MM in US

+2 MM in W. Europe

-3 MM in Japan

Age Distribution

KOF Territories

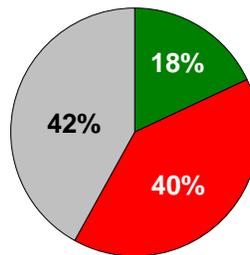


■ Under 15

■ Between 15 and 60

■ More than 60

G7 Countries⁽¹⁾



GDP Growth

+4%

In KOF Territories

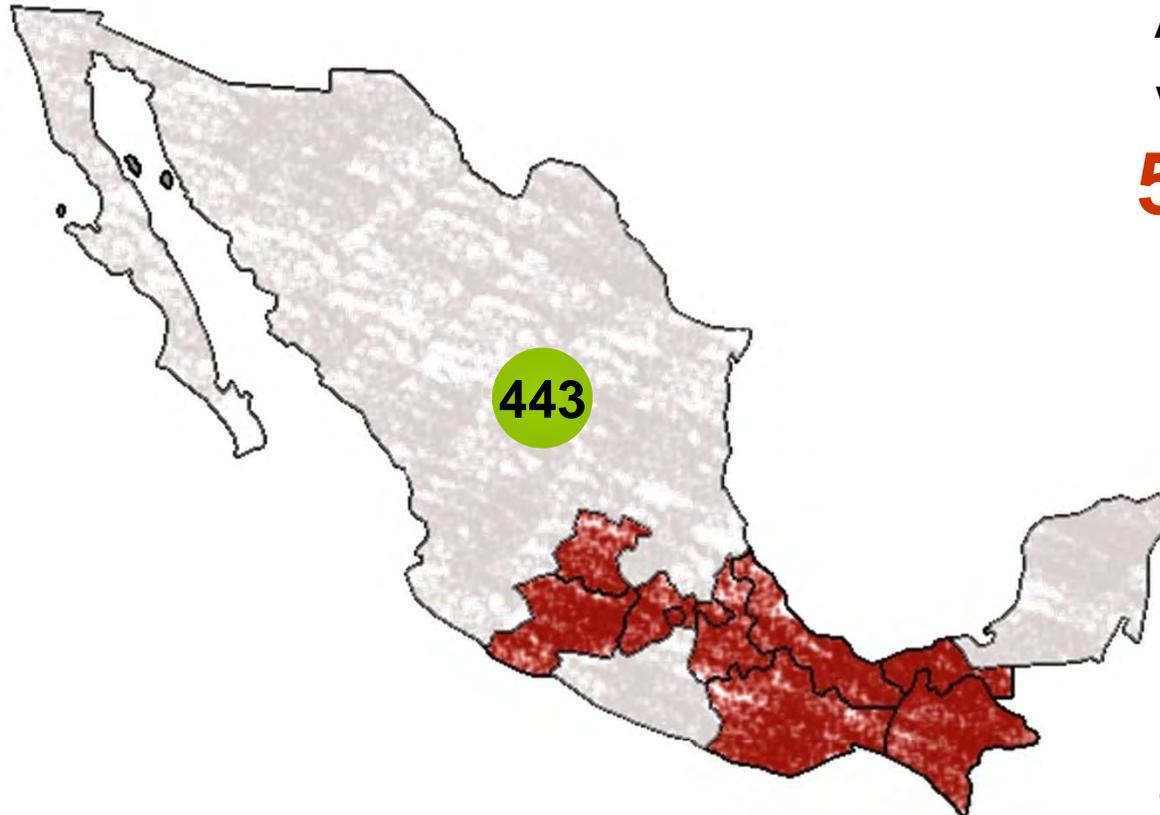
Source: UN World Population Prospects. 2008

Population Growth forecast for 10 years and GDP growth forecast for 5 years

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

Largest bottler in Mexico...

KOF is the most integrated beverage player in the industry, ranking #1 in Sparkling and Still Beverages and a strong #2 in Water



● Sparkling Beverage Per Capita Consumption (8 oz. Servings)

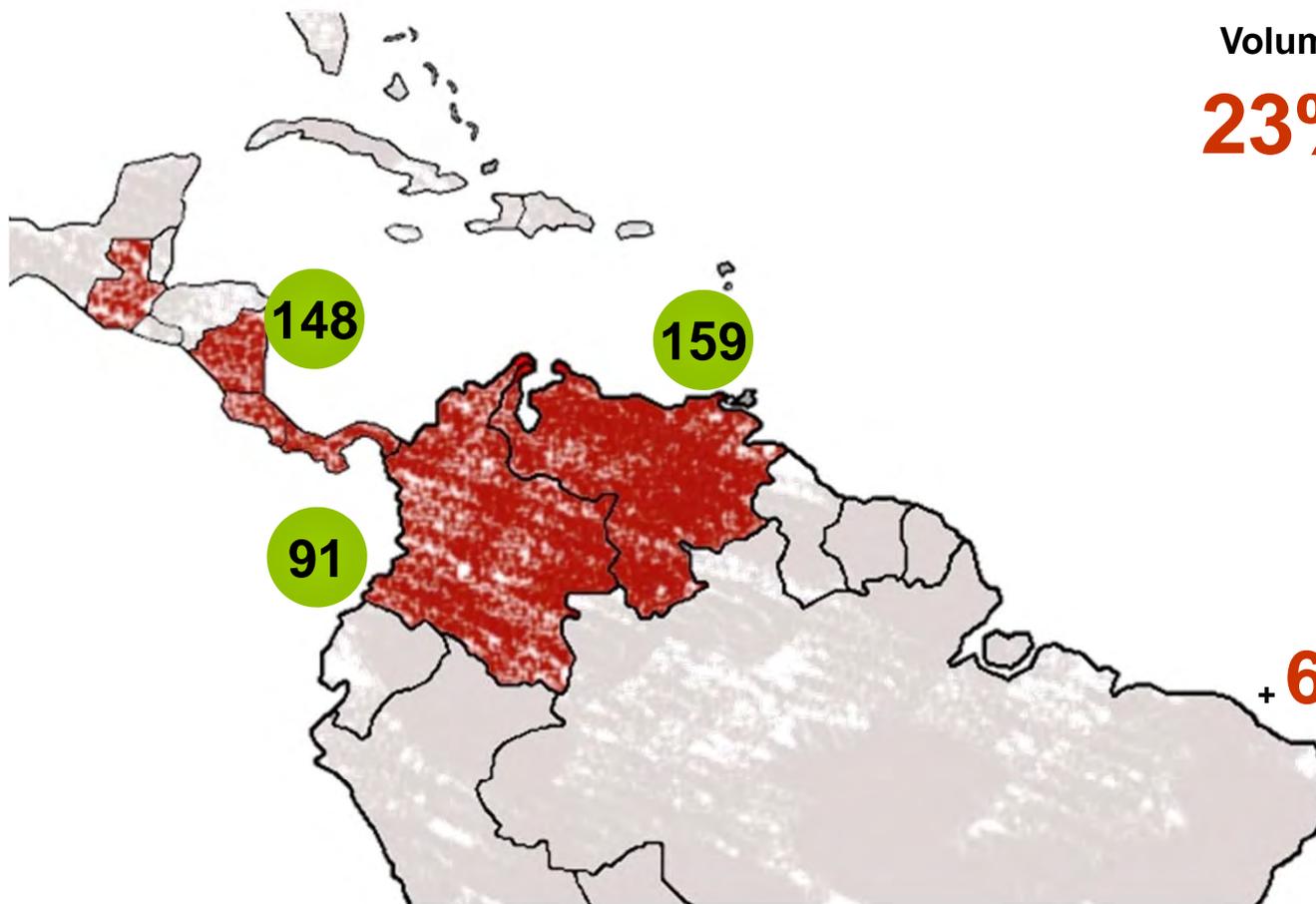
As a % of KOF:

Volume	Revenue	EBITDA
50%	37%	40%

1.24 Bn Unit Cases
+US\$ 3.14 Bn in Revenues
+US\$ 672 Mn in EBITDA
21.4% EBITDA Margin
+ 621 thousand points of sale
50 million consumers

Figures in Mexican Pesos converted into US dollars at the EOP exchange rate of each period
KOF Figures: Full Year 2010

...with solid presence in Latincentro...



● Sparkling Beverage Per Capita Consumption (8 oz. Servings)

As a % of KOF:

Volume	Revenue	EBITDA
23%	30%	32%

592 Mn Unit Cases

+US\$ **2.53** Bn in Revenues

+US\$ **556** Mn in EBITDA

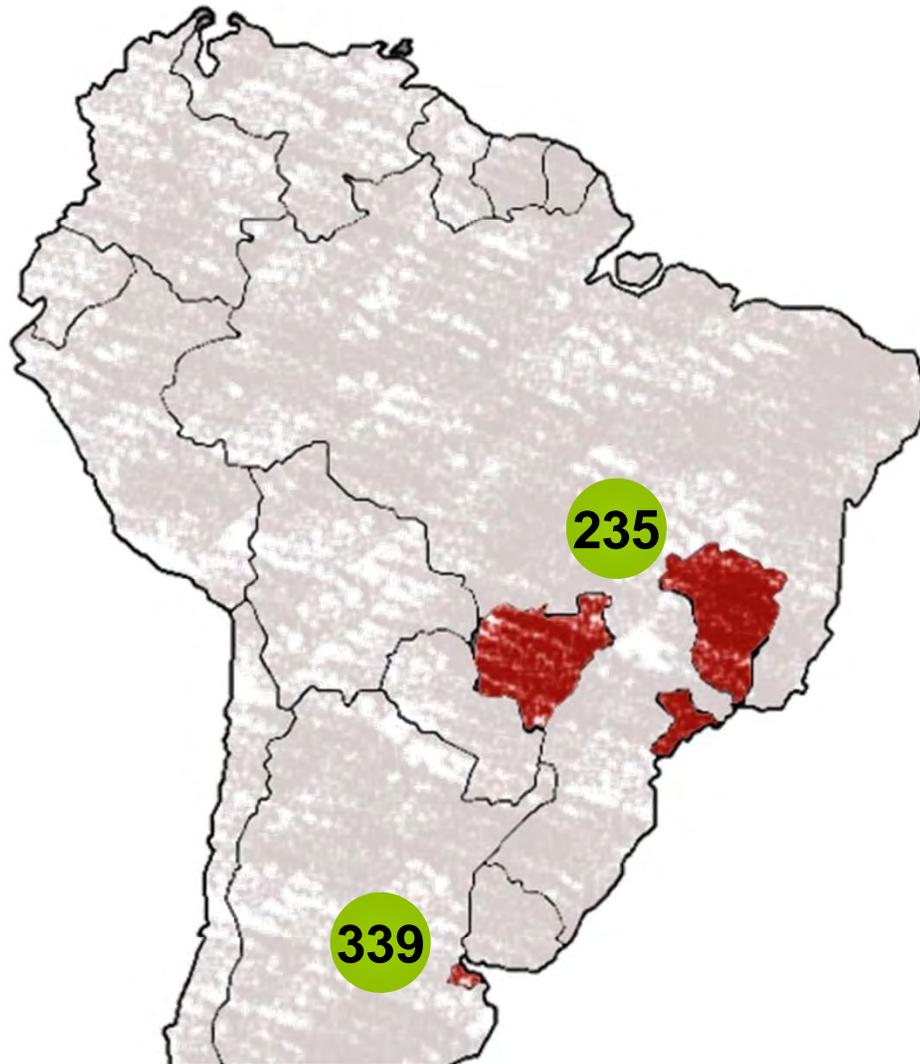
21.9 % EBITDA Margin

+ **685** thousand points of sale

95 million consumers

Figures in Mexican Pesos converted into US dollars at the EOP exchange rate of each period
KOF Figures: Full year 2010

...and a growing presence in South America



As a % of KOF:

Volume	Revenue	EBITDA
27%	33%	28%

665 Mn Unit Cases

US\$ **2.70** Bn in Revenues

+US\$ **473** Mn in EBITDA

17.5 % EBITDA Margin

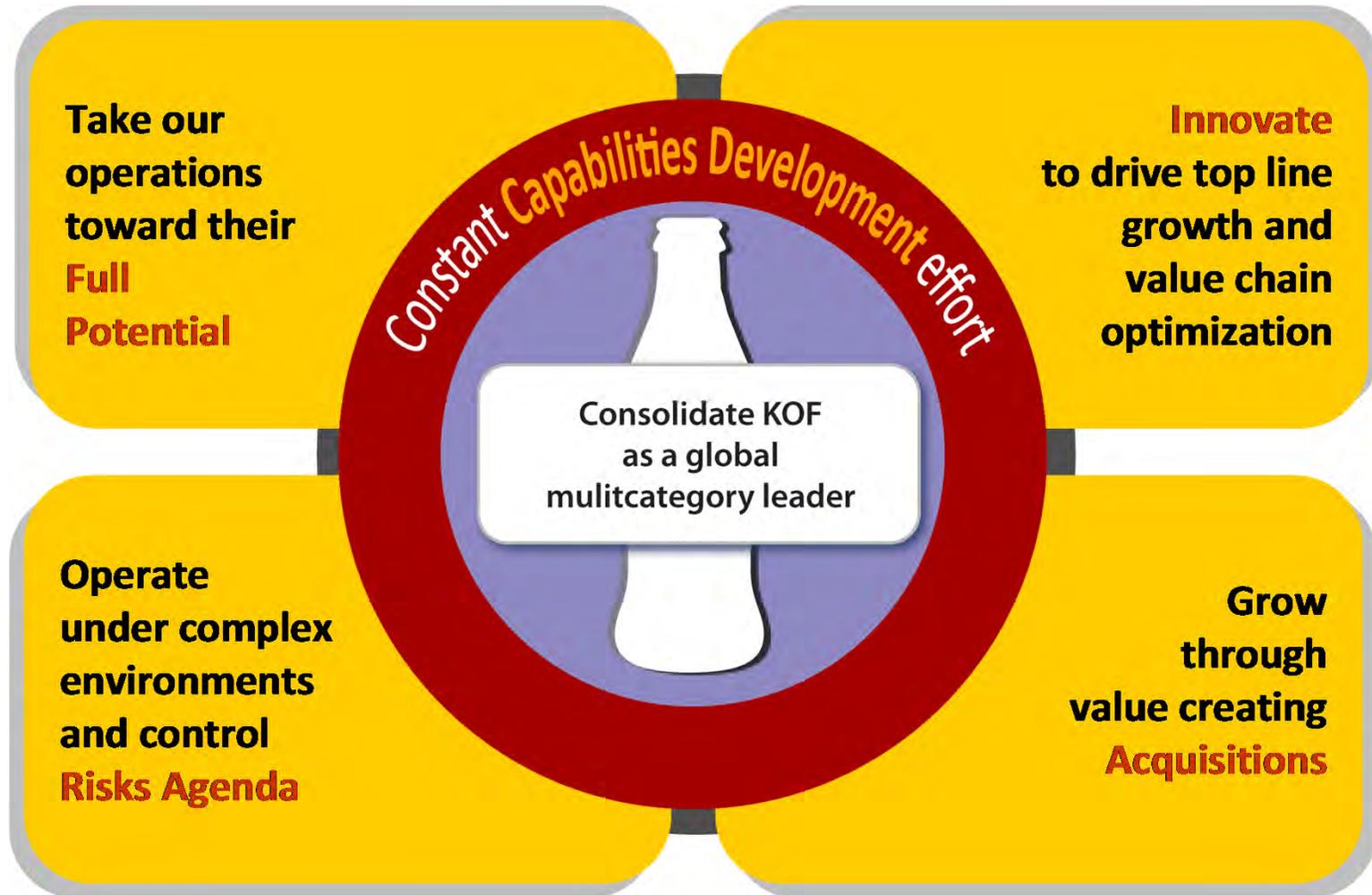
+ **269** thousand points of sale

56 million consumers

 Sparkling Beverage Per Capita Consumption (8 oz. Servings)

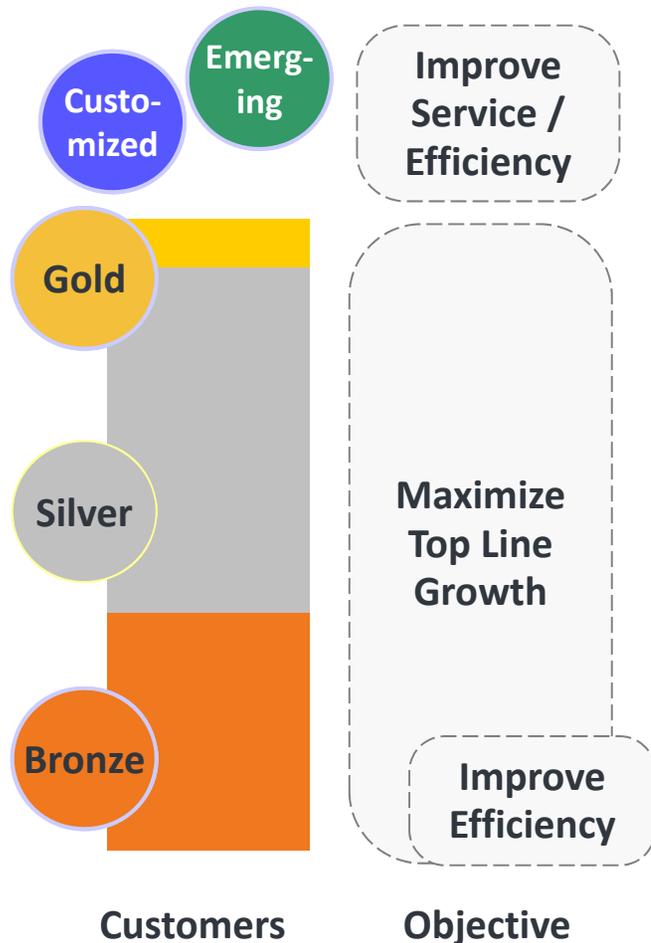
Figures in Mexican Pesos converted into US dollars at the EOP exchange rate of each period
KOF Figures: Full year 2010

Our strategic framework allows us to face more complex challenges

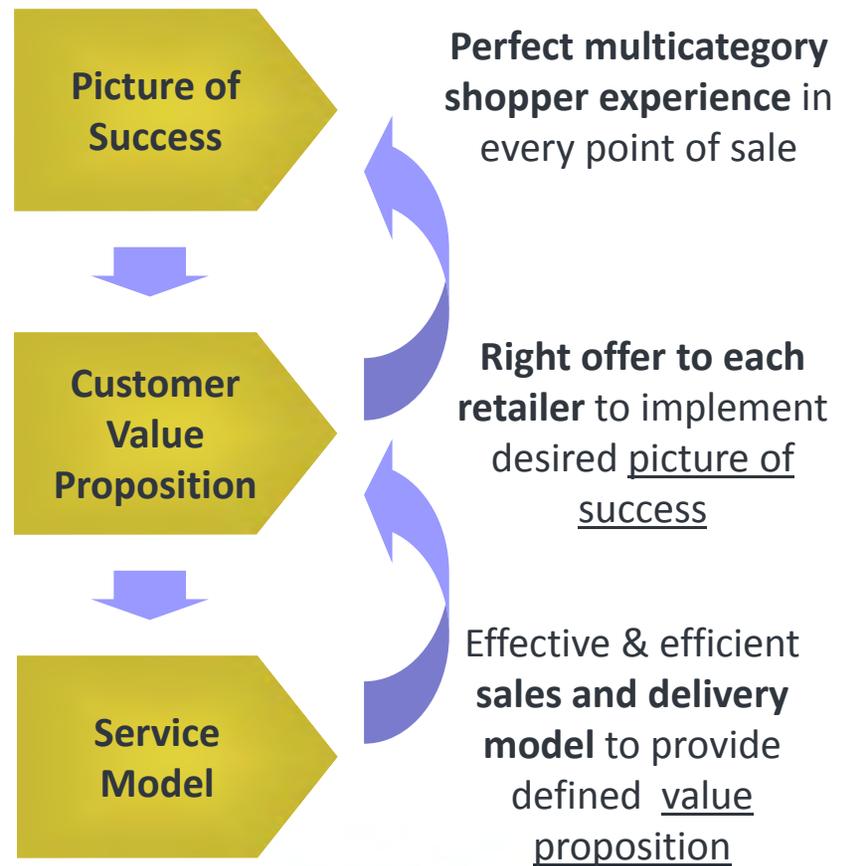


We have transformed our commercial model to focus on our customer's value

Value Based Customer Segmentation

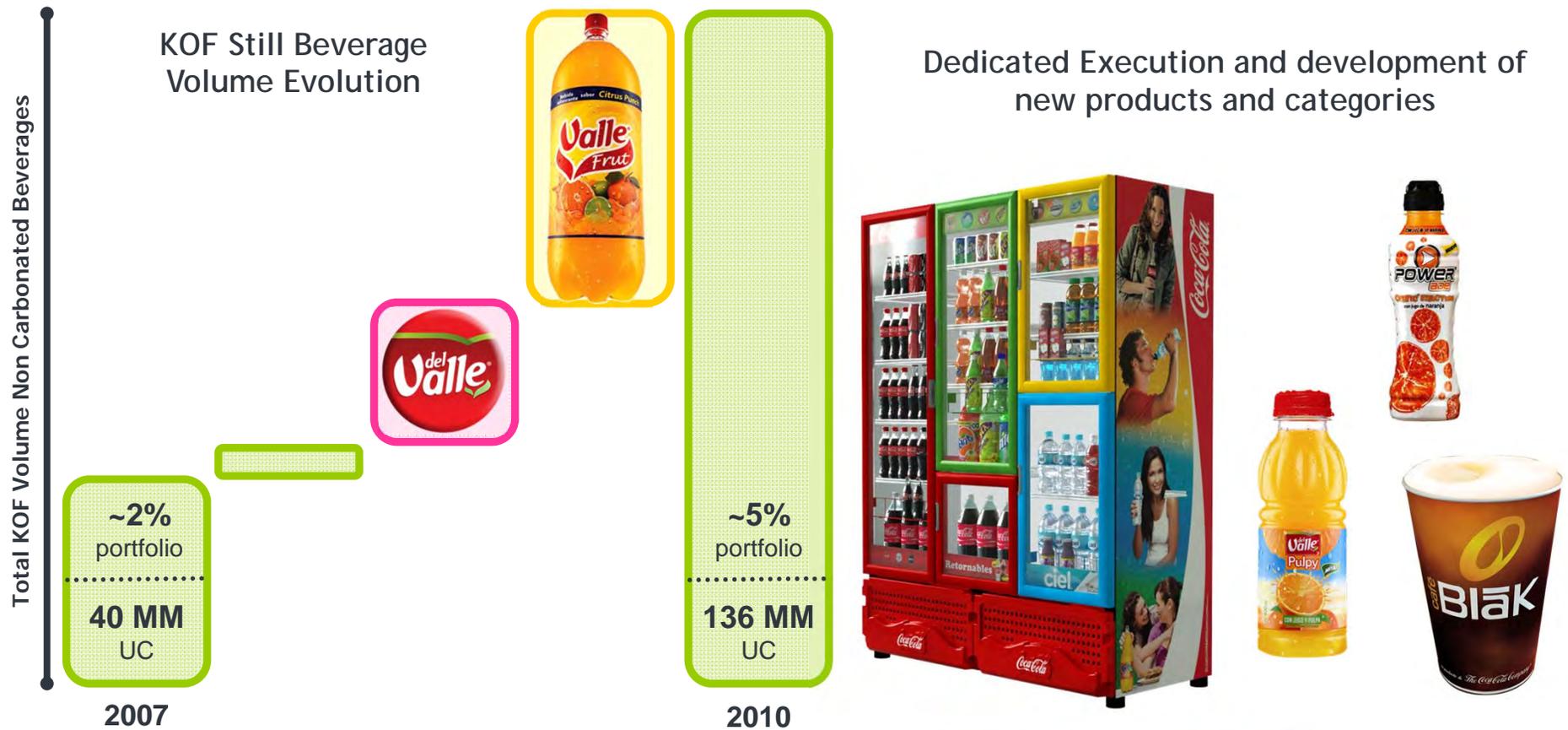


Core Commercial Processes



Value creating acquisitions levered with innovation & execution deliver growth

Strategic alignment with The Coca-Cola Company, through the 50/50 Joint-Venture, generates an exponential avenue of growth for Still Beverages helping the category grow three times in two years



KOF Figures: Full year 2010

We are broadening our portfolio to better satisfy our customers

Broad category diversification, balancing the portfolio and allowing us to capture consumers in the up- and down-trade.

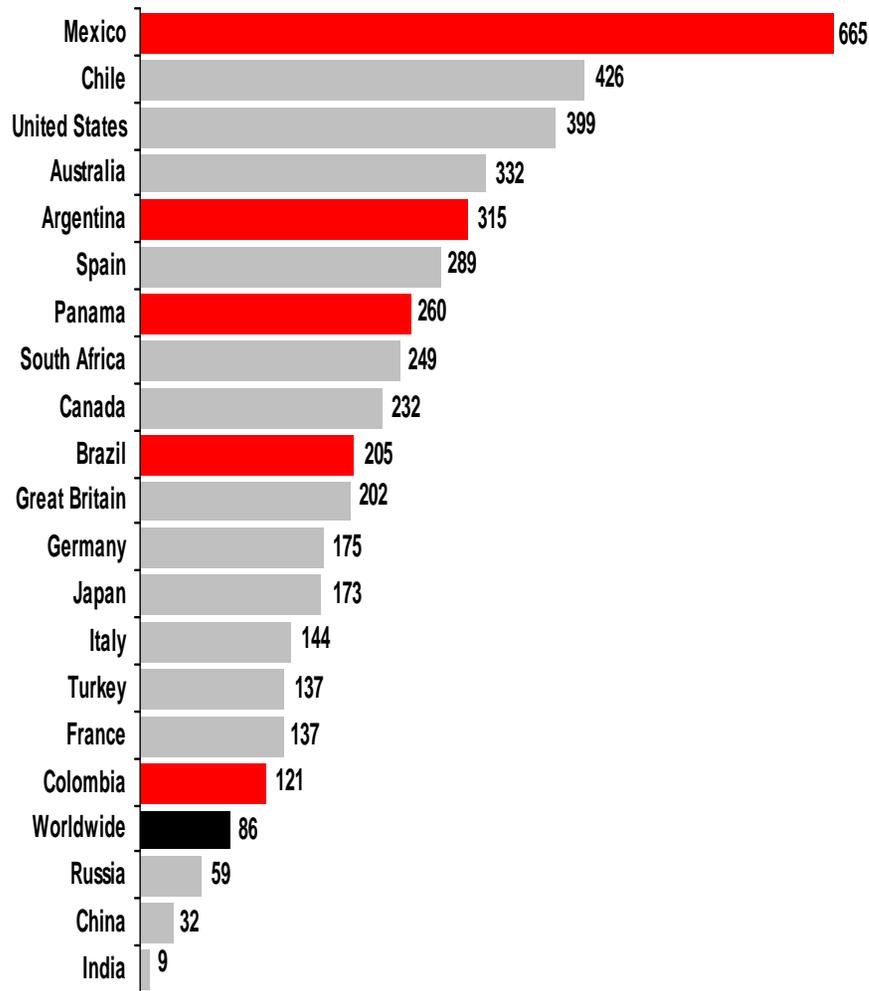


CAGR: Full year 2010

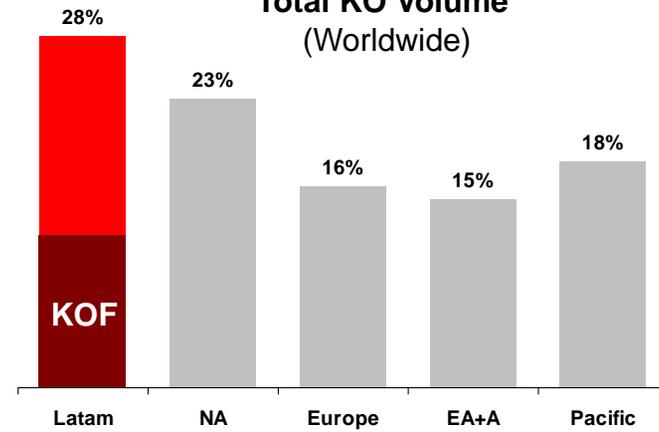
Strategic partner to the Coca-Cola System...

KOF has presence in the most important markets for the Coca-Cola System

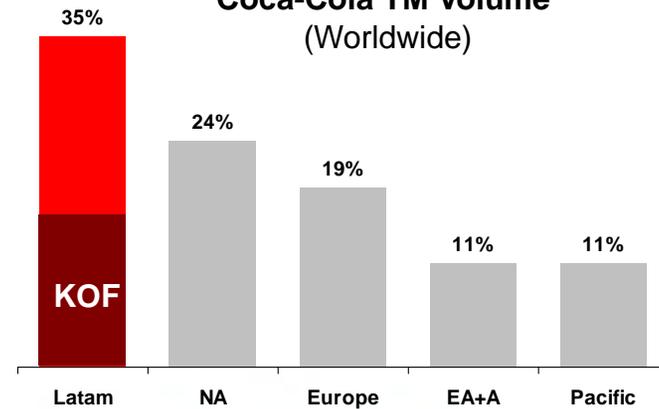
2009 Per Capita Consumption of KO Products



Total KO Volume (Worldwide)



Coca-Cola TM Volume (Worldwide)

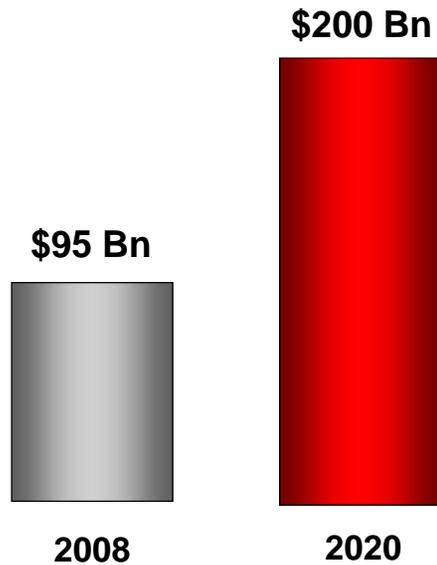


The Coca-Cola Company annual review 2009

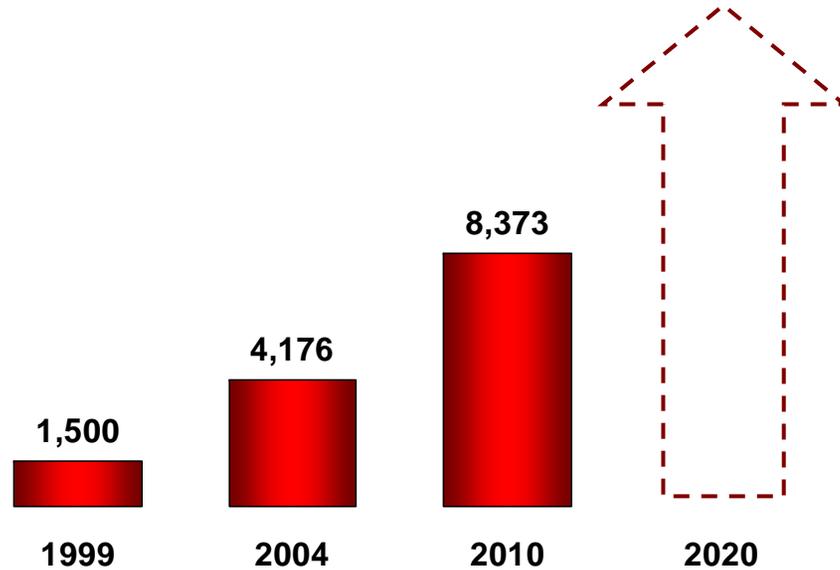
...towards fulfilling the System's 2020 Vision

Coca-Cola FEMSA will continue to play a key role within one of the System's largest and fastest growing regions, Latin America

KO System Revenue*
(US\$ Bn)



KOF Revenue
(US\$ mm)



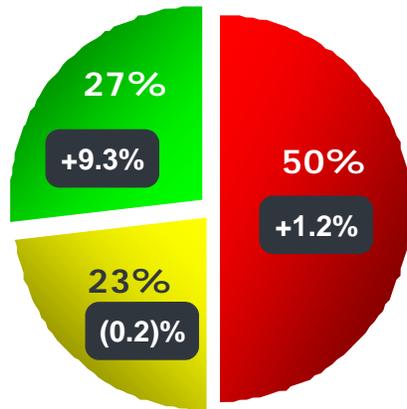
CAGR 08-20: 7%

“More than double System revenues...by 2020”

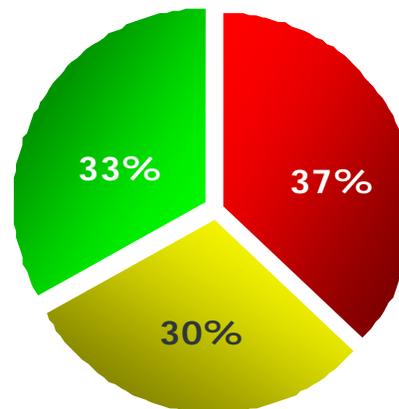
Solid Full Year 2010 Results

Balanced portfolio of geographies...

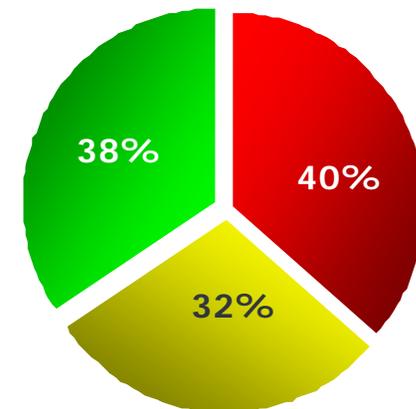
Volume
FY 2010
(2,500 Mn Unit Cases)



Revenues
FY 2010
(US\$ 8,373 Mn)



EBITDA
FY 2010
(US\$ 1,701 Mn)



Divisional Growth

■ Mexico division

■ Latincentro division

■ Mercosur division

Local Currency Revenue Growth

+ 5%

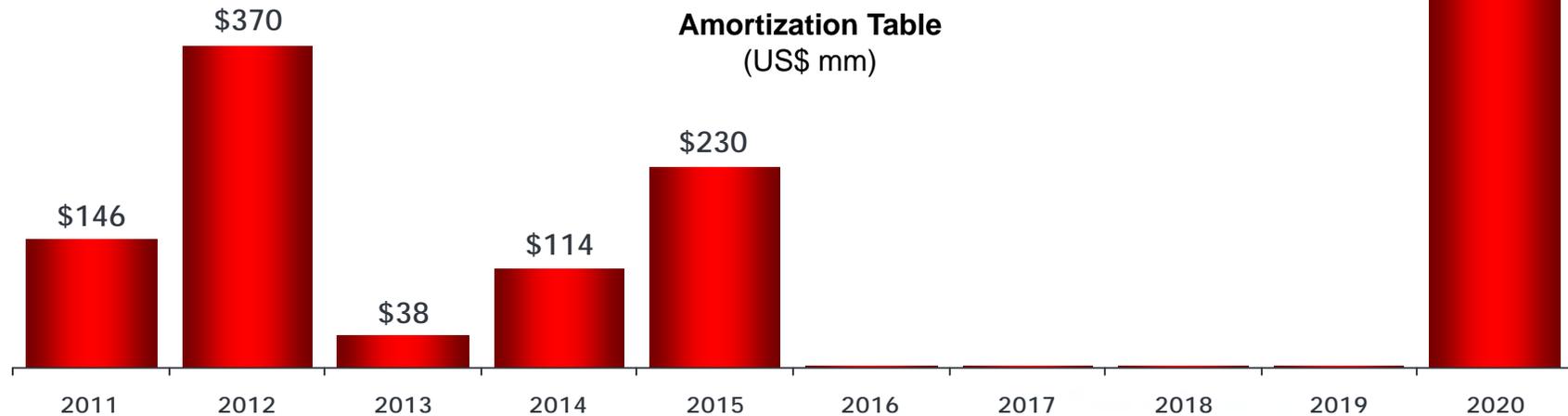
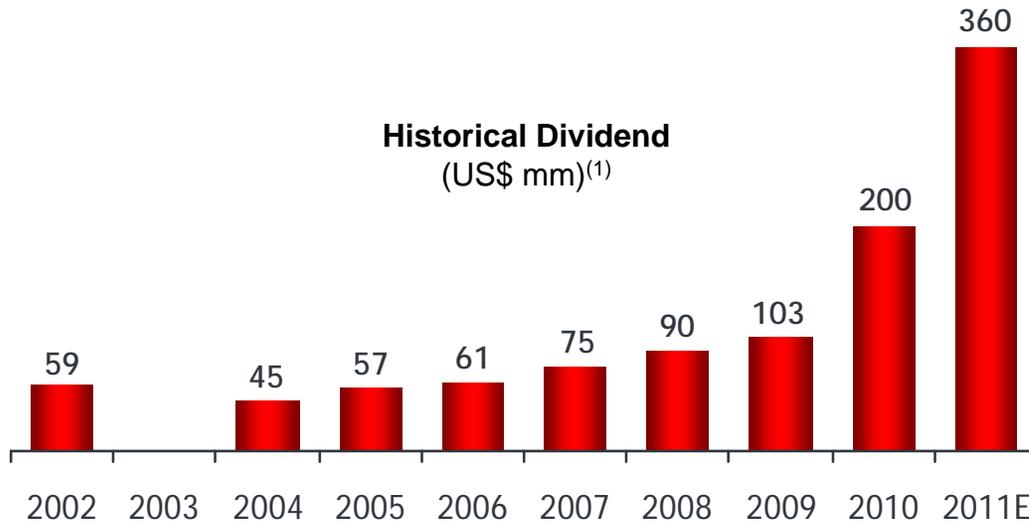
+ 21%

+ 19%

...supported by our ability to take pricing, delivered strong local currency growth.

Strong financial position

KOF has increased its dividend payout driven by strong cash flow generation



*KOF's debt maturity profile as of December 30, 2010

(1) 2011E dividend payment is subject to approval at the Annual Shareholder's Meeting

Sustainability vision

Coca-Cola FEMSA is compelled to live responsibly in the present to achieve a sustainable future



In 2009, through several initiatives, we saved more than 630,000 cubic meters of water, the equivalent to the annual consumption of 2,000 families.

Today, more than 95% of wastewater in our plants receives treatment before being discharged.

Our Toluca facility reached a water usage index of 1.3 liters of water per liter of beverage produced, setting a benchmark in the KO System.



Through IMER we recycled 16,000 tons of resin, a 30% improvement vs. 2008. We used 10,000 tons of recycled resin in our bottles, the equivalent of 1.4 billion 20 oz. bottles containing 35% of recycled material.*

Approximately 30% of our sparkling beverage consolidated volume is sold in the form of returnable bottles.



Our new coolers are at least 80% more energy efficient than the coolers we introduced in the marketplace in 2001.

By 2012 we will source approximately 70% of our energy consumption from renewable sources such eolic parks and hydroelectricity.

*IMER: Industria Mexicana de Reciclaje; a joint venture between KOF, The Coca-Cola Company and ALPLA (PET manufacturer)

Coca-Cola FEMSA is today a global multi-category company with:



Strong Partnership With a Winning Business Model



Efficient asset utilization & state-of-the-art systems



Value creating acquisitions levered by compelling innovation



Evolving commercial model & capability transfer mechanisms



Strong Cash Flow Generation & Solid Balance Sheet



Doing all of this in a sustainable manner