

Coca-Cola FEMSA

October 2013



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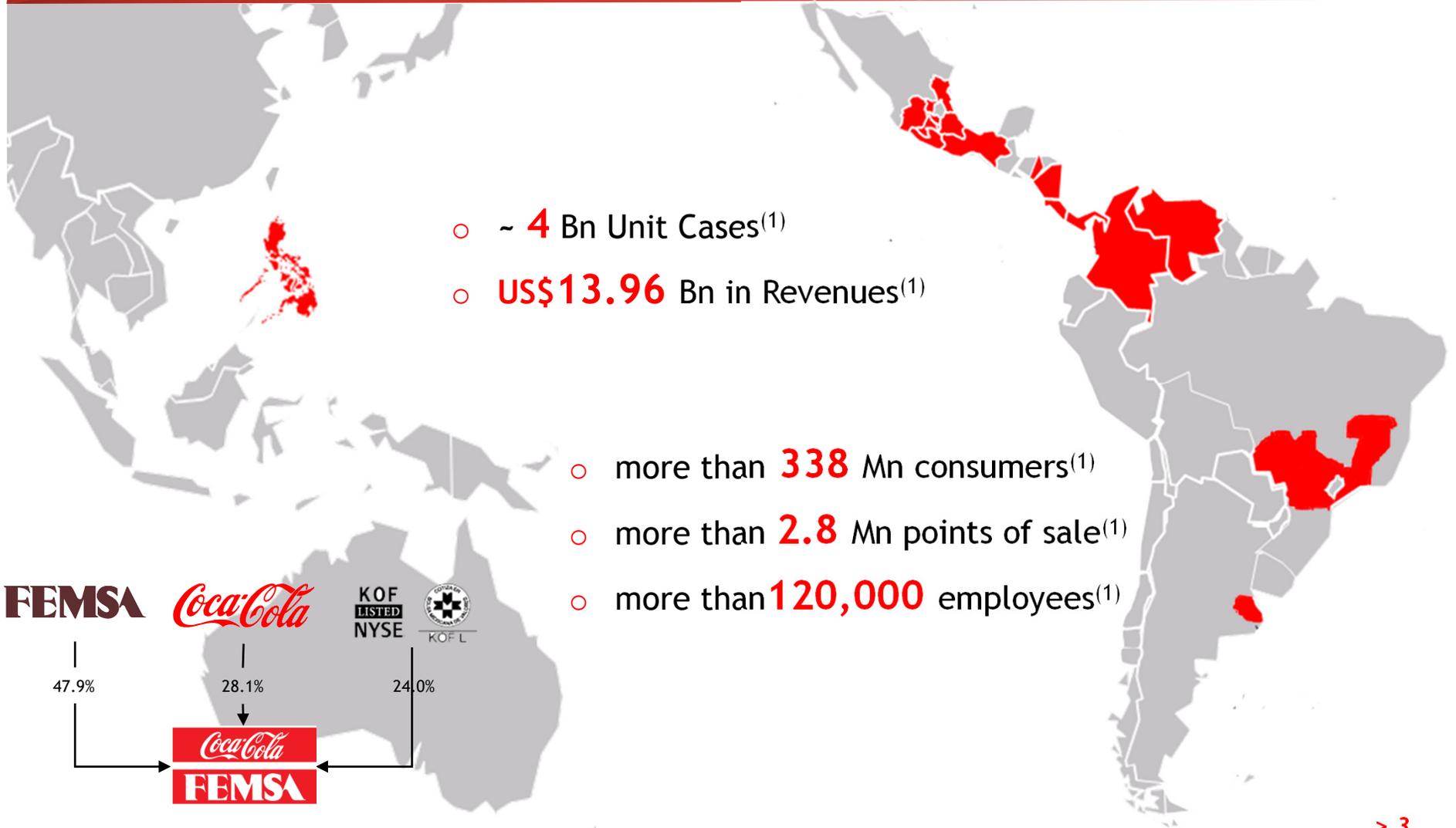
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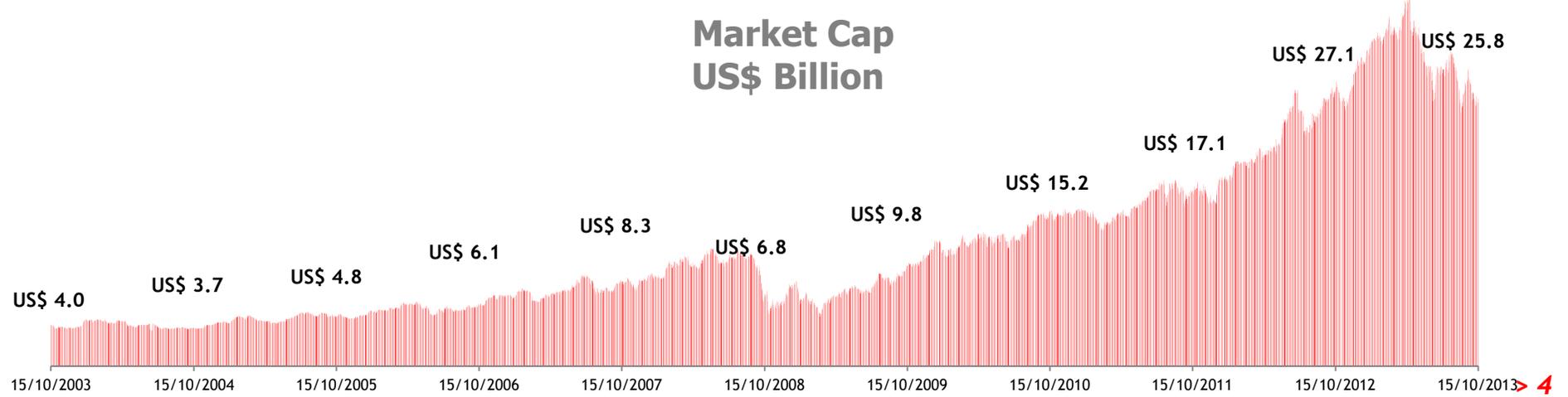
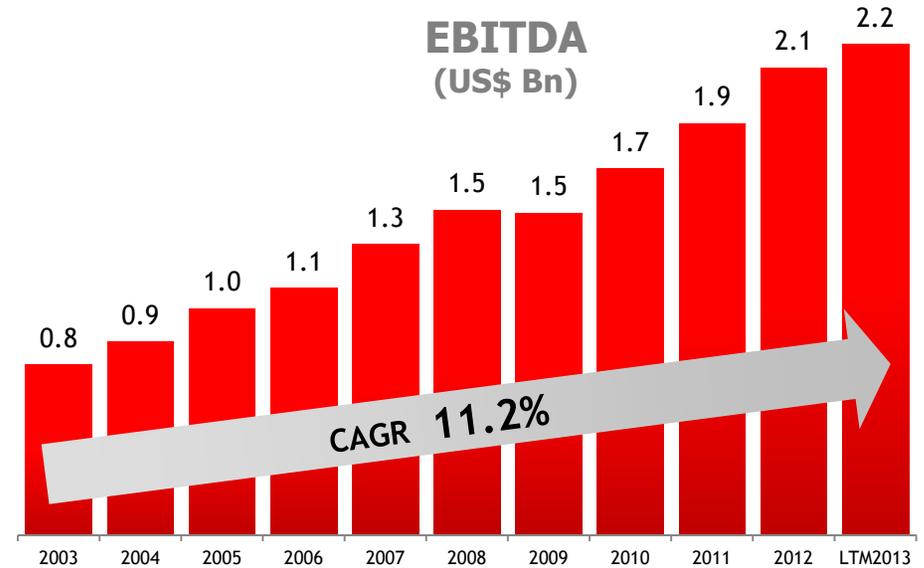
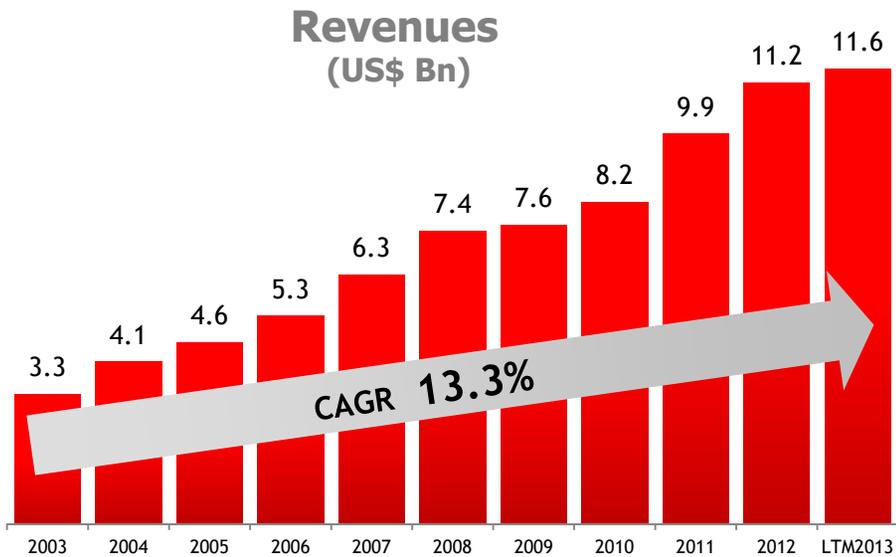
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Largest franchise bottler in the world operating in two of the most attractive regions for its industry...



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

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



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

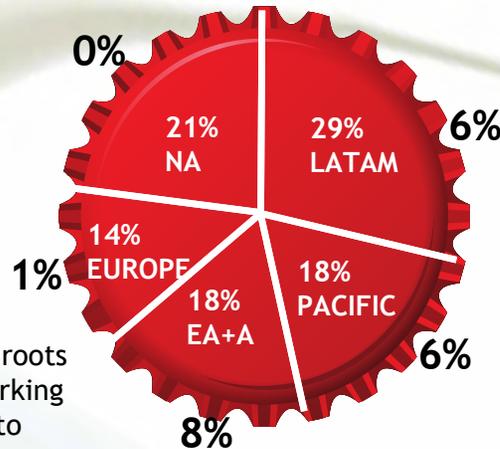


“Our brands and our business have very deep roots in the Philippines, and we look forward to working with our strong partners at Coca-Cola FEMSA to capture future opportunities for growth and investment and bring even more social and economic value to customers and communities throughout the country.”

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

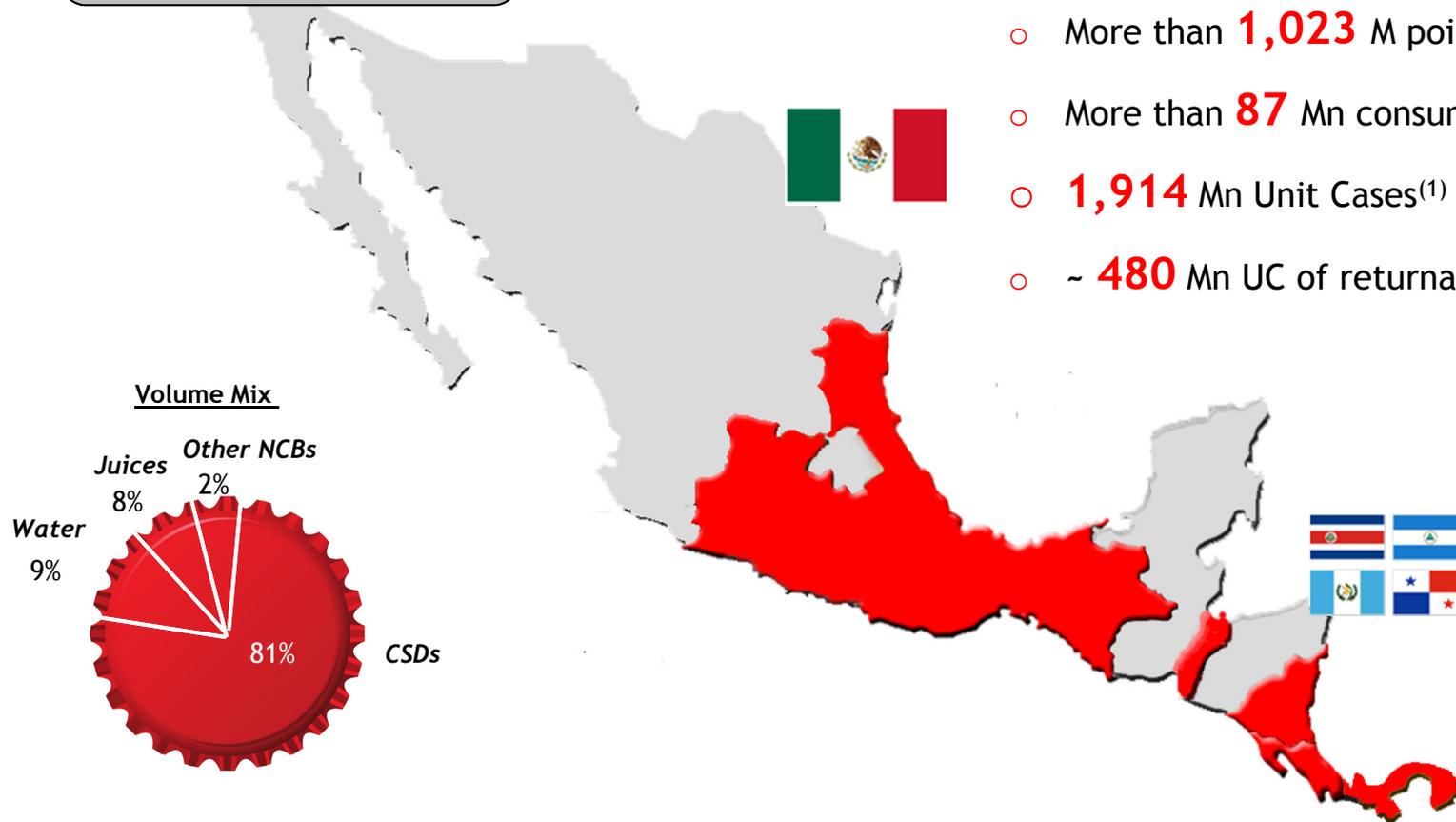


(1) The Coca-Cola Company annual report 2012

Reaching more than 50% of the population of Mexico & Central America

- US\$ **5.3** Bn in Revenues⁽¹⁾
- US\$ **1.1** Bn in EBITDA⁽¹⁾

- Plants **23**
- Distribution centers **169**
- More than **1,023** M points of sale
- More than **87** Mn consumers
- **1,914** Mn Unit Cases⁽¹⁾
- ~ **480** Mn UC of returnables⁽²⁾



(1) Figures reflect LTM 2Q13.

Priority strategies for growth



Reinforcing presence across categories (CSDs, NCBs and Water)

Innovation in new packages (SS & MS)(1), categories and channels

Developing full operating potential initiatives in new territories

Enhancing channel execution



Continue improving manufacturing efficiencies and capacities in all countries

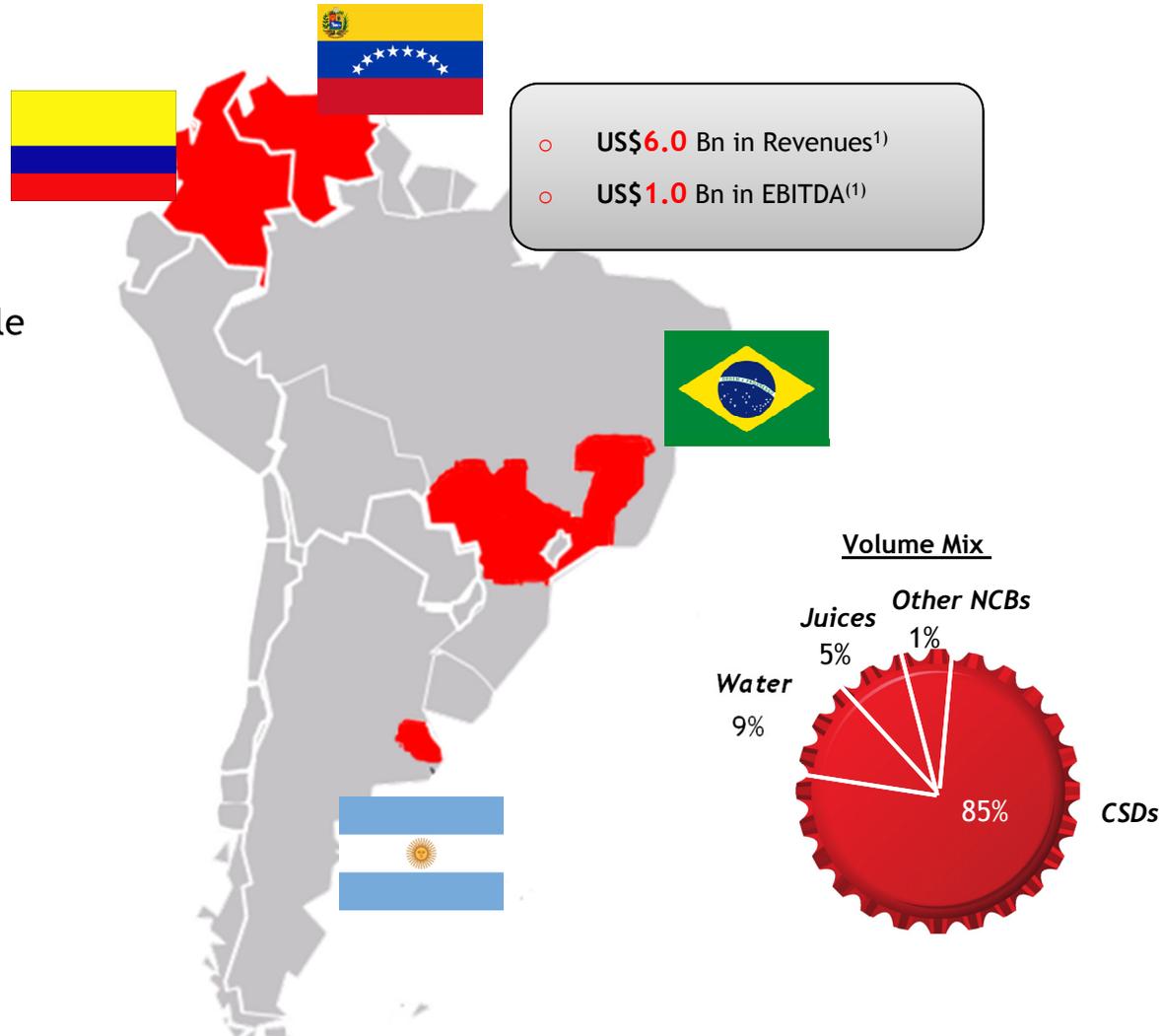
Costa Rica and Panama: Price-Package strategies to achieve full operating potential

Guatemala and Nicaragua: Magic Prices to reconnect with consumers

(1) SS: Single-serves. MS: Multi-serves

Serving more than 40% of the population of our territories in South America

- Plants **22**
- Distribution centers **108**
- More than **987** M points of sale
- More than **156** Mn consumers
- **1,183** Mn Unit Cases⁽¹⁾



(1) Excluding Beer

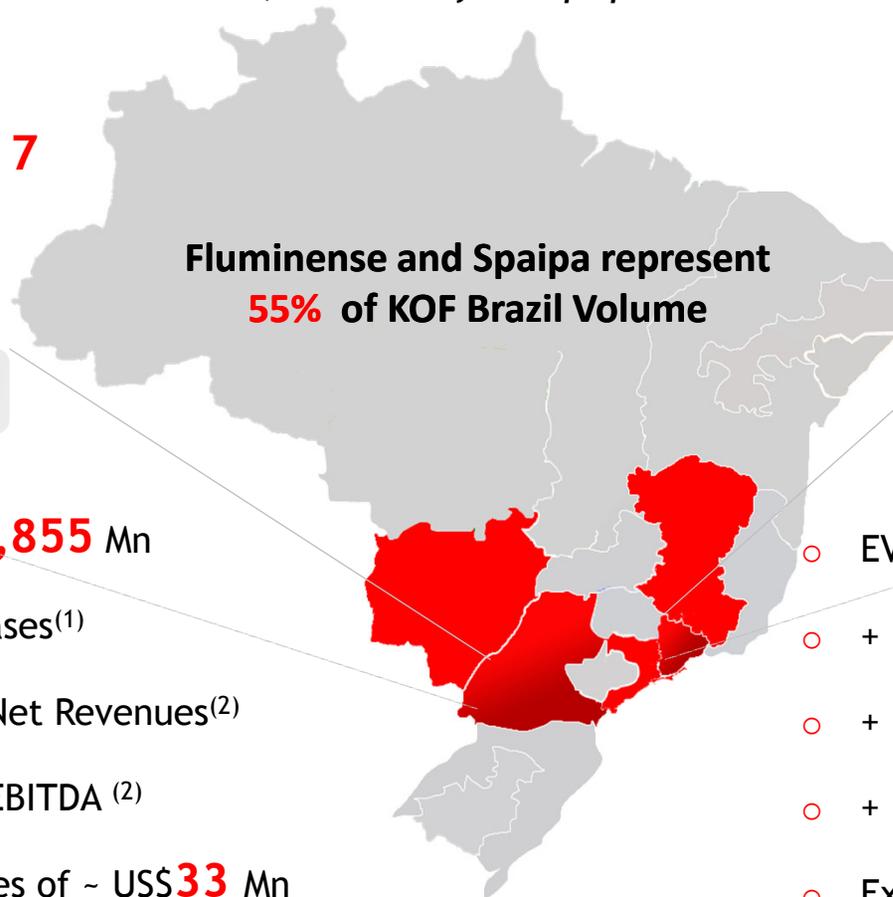
South America: Priority strategies for growth



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

Spaipa

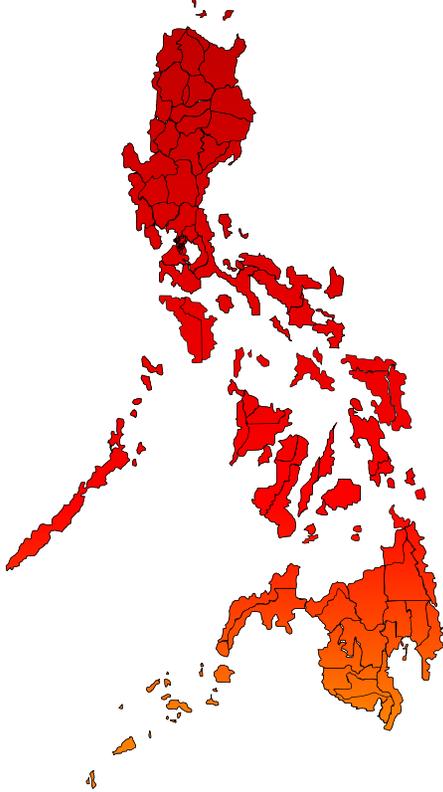
- EV: All Cash US\$ **1,855** Mn
- + **236** Mn Unit Cases⁽¹⁾
- + US\$ **929** Mn in Net Revenues⁽²⁾
- + US\$ **152** Mn in EBITDA⁽²⁾
- Expected synergies of ~ US\$ **33** Mn

Fluminense

- 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

Philippines: Tropicalizing KOF's culture by leveraging local talent



IMPLEMENTING STRATEGIC FRAMEWORK BASED ON THREE PILLARS:
PORTFOLIO; ROUTE TO MARKET AND SUPPLY CHAIN

MEDIUM TO LONG TERM GROWTH STRATEGIES IN PLACE TO INCREASE PER
CAPITA CONSUMPTION

Strategic Framework

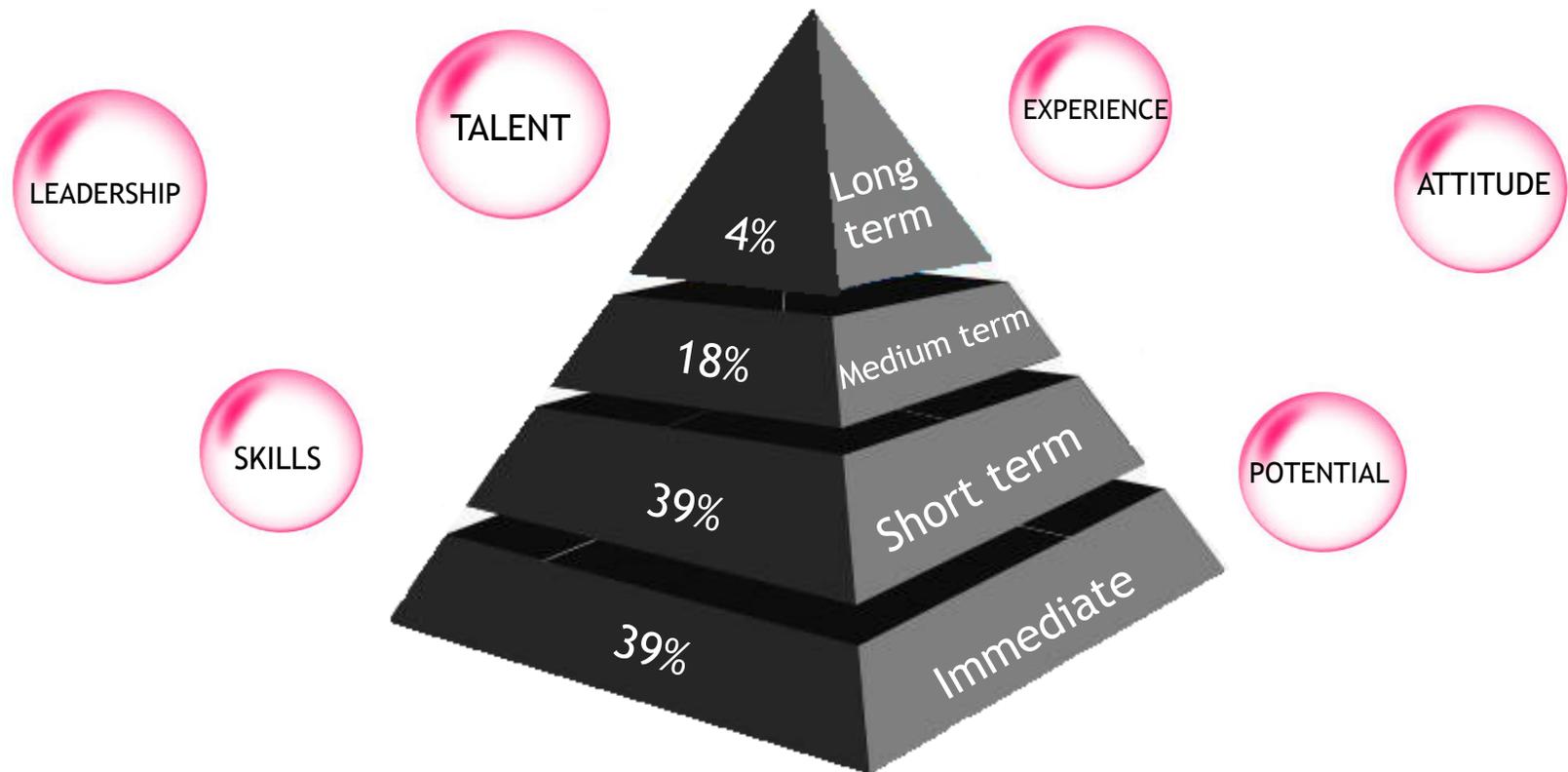


- Plants **23**
- Close to **800** M points of sale
- More than **95** Mn consumers
 - KOF population coverage: **100%**
- US\$**1.1** Bn in Revenues⁽¹⁾
- ~US\$**100** Mn of Ebitda
- **530** Mn Unit Cases⁽¹⁾
- Important mix of returnables **71%**

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

Leveraging on our most important asset to meet our goals

Replacement charts have been appointed for our directors to ensure that there is enough bench strength to support our growth scenarios.



Strong commitment with our environment



Throughout the years we have generated social, economic and environmental value for our stakeholders

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

**Newsweek
 GREEN RANKINGS**



**The Nature
 Conservancy**
 Protecting nature. Preserving life.



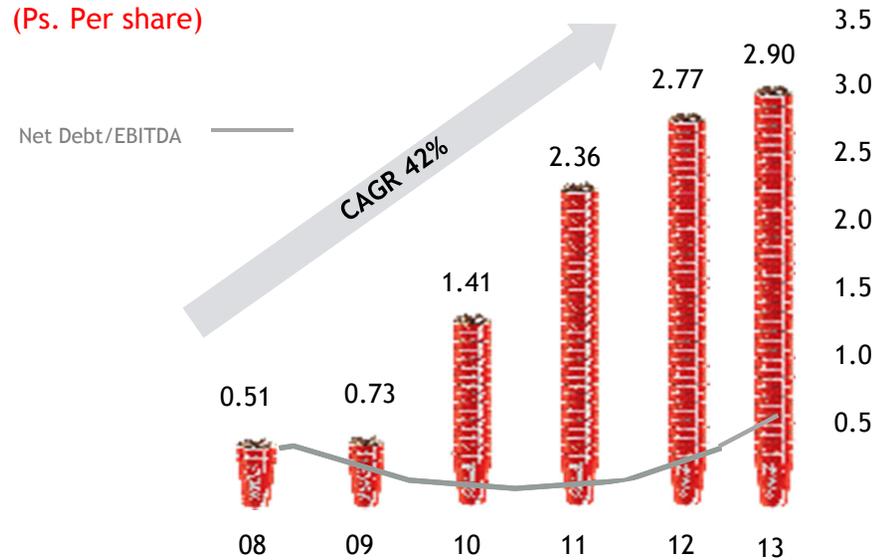
PODER360°



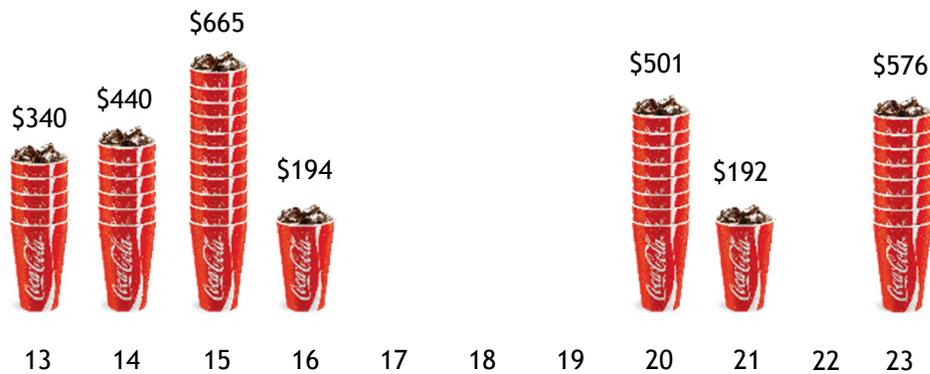
Solid Financial position

During 2013, we paid in ordinary dividends an amount representing more than 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!

