



flexibility

Coca-Cola FEMSA

2011 Sustainability Report

Coca-Cola FEMSA, S.A.B. de C.V.

GRI 2.3

(BMV: KOF L; NYSE: KOF) is the largest public Coca-Cola bottler in the world, delivering more than 2.6 billion unit cases a year.

The Company produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, the southeast and the northeast of Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goias, and part of the state of Minas Gerais), and Argentina (Buenos Aires and surrounding areas), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories.

The company's capital stock is owned 48.9% by Fomento Económico Mexicano S.A.B. de C.V. (FEMSA), 28.7% by a wholly-owned subsidiary of *The Coca-Cola Company*, and 22.4% by the public. The publicly traded shares of KOF are Series L shares with limited voting rights that are listed on the Bolsa Mexicana de Valores (BMV: KOF L) and as American Depositary Shares (ADSs) on the New York Stock Exchange (NYSE: KOF). Each ADS represents 10 Series L shares.

* Assuming the successful closing of the merger with Grupo Fomento Queretano

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flexibility

to achieve
sustainable
development



A message from our Director

GRI 1.1, 3.1 and 3.3

As we face an ever-changing environment full of relevant challenges to our operations, we continue to work on the simultaneous generation of economic and social value for our customers, shareholders, employees, communities, and other corporate stakeholders. We, at Coca-Cola FEMSA strive daily to build the best beverage company in the world by developing a successful business model based on operational excellence, innovation, growth through acquisitions and a proactive management of our business environment, as we develop the capabilities that allow us to consolidate our position as a global industry leader.

We are aware that to achieve our goal, it is necessary for us to engage in responsible and consistent business practices to manage our human capital, our markets, our communities and the environment in a sustainable way that allows us to develop our business in the long term.

I am therefore pleased to present our fourth annual report highlighting the most relevant actions and results of 2011, including several new initiatives we are specifically interested in promoting, as well as many others resulting from the Company's consistent commitment over the last few years. I particularly want to focus on the fact that the Mexican Stock Exchange acknowledged our participation in the Sustainability and Social Responsibility Index as of November 2011, which fills us with pride and strengthens our presence in the market.

I appreciate your interest in Coca-Cola FEMSA and invite you to learn more about our actions that take place because we believe they are the correct thing to do and because they help us build a company that strives to create opportunities for future generations and make a difference in the world.

Carlos Salazar Lomelín

Chief Operating Officer, Coca-Cola FEMSA

2,600 million cases

US \$9,100 million in revenues

35 manufacturing plants and 249 distribution centers

20.2% EBITDA margin

More than 215 million consumers

Over 1.7 million retailers in the region

Close to 85,000* employees



19%
growth in
economic
impact

* In Coca-Cola FEMSA we administer 85,000 employees from which 79,000 are direct employees and around 6,000 belong to our Joint Ventures with *The Coca-Cola Company*'s Jugos del Valle in Mexico and Brazil or Estrella Azul in Panama.

Coca-Cola FEMSA Today

We are the largest Coca-Cola bottler in the world, with operations in Argentina, Brazil, Colombia, Costa Rica, Guatemala, Mexico, Nicaragua, Panama, and Venezuela where we serve 215 million consumers.

GRI 2.1, 2.4

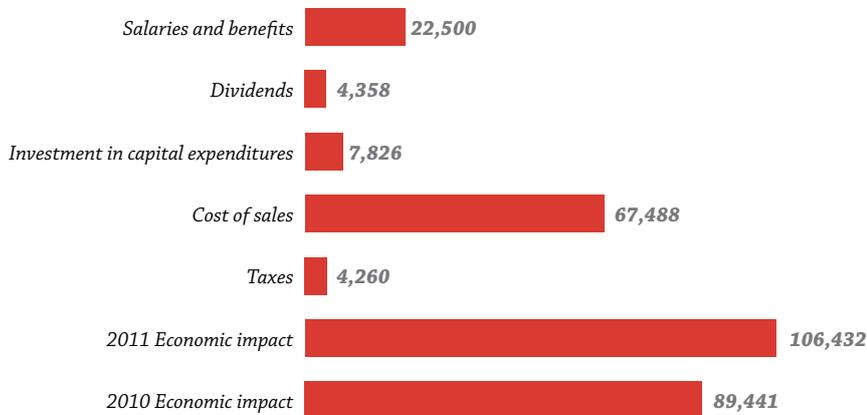
Our products include a variety of categories such as Coca Cola, sparkling beverages, juices, water, dairy products, and ready-to-drink tea, among others, which satisfy different consumption occasions. We operate 35 bottling facilities in Latin America and serve over 1.7 million retailers in the region.

We are committed to maintaining our sustainable growth through innovation and new acquisitions to keep creating value for our shareholders and the communities we serve.

Business Results

GRI 2.3, 2.6, 2.7, 2.8, 2.9, 3.10, 3.11, SO7, PR9, EC1 and EC9

Coca-Cola FEMSA seeks to be a profitable company for our shareholders, and is pleased to report its positive business results in 2011, with a 20.5% revenue growth over last year.



* amounts in millions of Mexican pesos

20.5%
growth
in revenue



During 2011 we completed three successful business integrations* to expand our market and portfolio. In March, through a joint venture with TCCC, we integrated the operations of Grupo Industrias Lácteos (*Estrella Azul*) a Panamanian company that was founded in 1956 and is a leader in juice and milk-based products in Panama. It has:

- Two production plants
- Seven distribution centers
- 159 routes
- Four milk collection centers
- 1,600 employees

Further consolidation of our business in Mexico included the integration of three of the Coca-Cola system's relevant bottlers nationwide, as we integrated the beverage division of Grupo Tampico and Grupo CIMSA into our operations during the second half of 2011, while achieving an integration agreement with Grupo Fomento Queretano. These mergers enable us to bring talent and experience to our company, thus positioning us as the most important bottler in Mexico, while increasing the volume and revenues obtained from our operations by approximately 30%.



In Coca-Cola FEMSA we pay salaries and benefits to our employees, which added to our investments, supply purchases, payment of shareholder dividends, and taxes to the governments of the countries in which we operate, produced an economic impact in 2011 that was 19% higher than our 2010 result.

For further information about our business results you can visit our 2011 Annual Report.



* The Grupo Industrias Lácteos (*Estrella Azul*), Grupo Tampico and CIMSA integration processes were completed in compliance with the rules established by the competition authorities in Mexico and Panama, avoiding anti-competitive practices.

Product Portfolio

We consistently work to sustainably serve our markets as we strive to offer our customers and consumers a wide-ranging product portfolio with 120 brands in different presentations to meet each of their every day hydration and nutrition needs.

GRI 2.2, SO8, PR1, PR2, PR3, PR4, PR5, PR6, PR7, PR9, FP5, FP6 and FP7

We currently offer categories, such as Coca-Cola, flavored sparkling beverages, ready-to-drink tea, sports drinks, juice and fruit drinks, water, dairy products, energy drinks, coffee, and vitamin beverages. These categories include no-calorie products and a variety of serving sizes to meet different consumer requirements. Total Coca-Cola FEMSA beverage's sales include 5.1% low-sugar products and 1.5% beverages enhanced with vitamins, fibers, minerals or nutritional supplements.

Coca-Cola

This is the world's most famous brand. When icy cold, it makes you enjoy every moment of life while adding magic to every second. With more than 120 years of existence worldwide, the brand now offers the following three varieties:

- Coca-Cola Classic
- Coca-Cola Light
- Coca-Cola Zero

Plus a wide range of presentations designed to meet our consumer preferences.



Sparkling beverages

This category includes carbonated drinks with some of our flagship brands, such as Sprite, Fanta, Lift and Fresca. We also offer a variety of regional brands, such as Mundet, Quatro, Premio, and Kuat, among others, that allow us to satisfy consumer tastes in the different markets we serve. Our offering in this category also includes a broad portfolio of no-calorie beverages in different formats.



Ready-to-drink tea

We make this important segment of beverages available to our customers through different NESTEA and Matte Leao options —for our market in Brazil—, blending the benefits tea provides with refreshing fruit flavors to offer our consumers a variety of options for daily consumption.



Product Portfolio (cont.)

Sports drinks

Powerade ION4 replenishes minerals lost through vigorous physical activity, such as sodium, potassium, calcium and magnesium, and includes B3, B6, and B12 vitamins that help metabolize carbohydrates for energy. It is sold in berry, fruit, grape, lemon-lime, orange, and tangerine flavors in 500 ml, 600 ml and one-liter bottles.



Juices and juice-based drinks

Our juices are made from top quality fruit. All Del Valle products contain phytonutrients that strengthen the immune system and the body's integrated functions, while helping consumers kick-start their day with energy. In 2011, Jugos del Valle became the first Latin American brand within *The Coca-Cola Company* to report 1,000 million dollars in sales.



Natural and flavored water

A natural, healthy and high quality beverage that contributes to people's wellness and quality of life. It is represented in our portfolio by brands such as Ciel, Manantial, Brisa, Crystal and Dasani.



Dairy products

We strategically evolved our portfolio to incorporate the milk-based category and value-added dairy products in Panama, one of the most dynamic beverage segments with the largest scale and value in the non-alcoholic beverage industry in Latin America.

With the integration of Estrella Azul, we opened our business to the manufacture and distribution of milk, yogurt and ice cream.



Product Portfolio (cont.)

Energy drinks

These are drinks designed specifically for people engaged in tasks that require extended hours of physical activity, providing renewed energy at an affordable price and with an original and fun-filled image.



Coffee

We recently launched the BLAK brand in different ready-to-drink coffee presentations and blends featuring very unique flavors, in the following eight varieties:

- Cappuccino
- American-style coffee
- Latte
- Vanilla Cappuccino
- Hot Chocolate
- Mocha Latte
- Mokachino
- Vanilla Latte

Blak is made from carefully selected liquid coffee and vanilla concentrates that enhance the quality, flavor and aroma of our products.



Vitamin drinks

Our portfolio also includes Glacéau Vitaminwater, a drink that gives you the energy you need to lead a more balanced lifestyle. Its great taste loaded with vitamins, minerals, and natural flavors helps you get some of the nutrients you need during the day in a very practical and delicious manner.



We are committed to offering our customers products with high food safety and quality standards by managing our Integrated Quality System (SICKOF) and working with The Coca-Cola Company to make sure that the ingredients, materials and processes we use to elaborate our products always take our consumers' health and safety into account.

In Coca-Cola FEMSA we have implemented a Food Safety Management System that meets the legal requirements of the countries in which we operate based on the FSSC 22000 certification system that includes the ISO 22000¹ and PAS220² international food standards.

1. ISO 22000 – Food Safety Standard

2. PAS220 – Prerequisite Programs on Food Safety for Food Manufacturing

Responsible Marketing

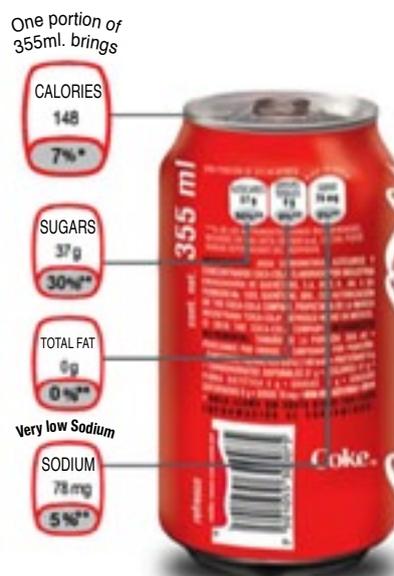
GRI FP8

Coca-Cola FEMSA has joined *The Coca-Cola Company's* commitment to offer quality beverages by seeking to use responsible marketing practices in all of our products. This is achieved by providing reliable information to consumers, guided by *The Coca-Cola Company's* Global Marketing Policy that guarantees that no child under the age of 12 is targeted by more than 35% of our marketing messages in advertising applied to television, radio, print, the Internet and mobile phones. We pledge to monitor and follow-up on the policy in all of the markets we serve, while guaranteeing our compliance with each country's regulations on advertising and sales in schools.

Labeling and nutritional information

Coca-Cola FEMSA is committed to working with *The Coca-Cola Company* in its goal to be a recognized leader in helping people achieve active and healthy lifestyles. That is why we develop programs focused on the importance of eating a balanced diet combined with physical activity, and thus offer customers nutritional information on all of our products including information such as energy, calories, protein, sodium, sugars, etcetera.

This nutritional information conforms to the regulations and terminology established in each country and is complemented by campaigns that seek to raise consumer awareness about the importance of eating healthy diets. We are pleased to inform that we did not receive any reports on the breach of government regulations related to the impact produced on the health and safety of our consumers in 2011 thanks to these practices, thus preventing all negative advertising incidents. Moreover, none of our operations received any significant fines or penalties for breaking the law in the countries in which we operate.



Supplier Relations

At Coca-Cola FEMSA we want to develop relationships with suppliers who share similar values and business ethics.

GRI: EC6, HR2, FP1 and FP2

This is the reason why we have joined *The Coca-Cola Company* in implementing the Supplier Guiding Principles (SGP) that includes direct suppliers of *The Coca-Cola Company*, as well as those authorized by the Coca-Cola system and all direct bottler’s suppliers.

The Supplier Guiding Principles describe *The Coca-Cola Company’s* expectations of suppliers and all approved third parties that supply employees for such vendors, operating in accordance with the laws and labor and environmental regulations established in the country and local jurisdictions in which they operate. These laws and regulations include work shifts, wages, working conditions and employee rights to choose between being represented by third parties or being part of a collective bargaining agreement, among other options.



We make sure that 100% of all strategic supply purchases comply with Coca-Cola FEMSA policies and the production standards established by the countries in which we operate.

Stakeholder and communication channels

GRI 4.14, 4.15, 4.16, 4.17, LA5, and PR5

We at Coca-Cola FEMSA define our stakeholders as those with whom we have a relationship and/or that show a legitimate interest in our activities. We have developed different communication methods to stay in constant contact with such stakeholders. Furthermore, information provided by each of these channels is considered in developing initiatives that help improve our relationships.

Group	Employees	Communities	Clients and consumers	Suppliers	Shareholders and investors	Civil society organizations	Government and regulatory agencies
Claim system	▲			▲			
01800			▲				
Organizational climate survey	▲						
Information reports					●	●	●
Dialogue meetings		●			●	●	●
Participation in social media communication		●	●	●	●	●	●
Email and website	▲	▲	▲	▲	▲	▲	▲
Community studies		●					

- ▲ Permanent communication channel
- Variable intervention

Business participation and awards

Since we are fully aware of our corporate responsibility, we actively participate in partnerships that allow us to contribute to developing the beverage industry in the countries we serve.

GRI 2.10, 4.13

Coca-Cola FEMSA operation	Business Associations
 Argentina	Argentinean Chamber of Non-alcoholic Beverages (CADIBSA) Food Industry Coordination Office (COPAL)
 Brazil	Associação Brasileira das Indústrias de Refrigerantes e de Bebidas Não Alcoólicas (ABIR)
 Colombia	National Business Association of Colombia (ANDI)
 Costa Rica	Costa Rican Chamber of Food Industries (CACIA) Chamber of Commerce Chamber of Industries Chamber of Exporters American Chamber of Commerce (AMCHAM)
 Mexico	Business Coordination Council (CCE) National Association of Soft Drinks and Water (ANPRAC) Mexican Center for Philanthropy (CEMEFI) Association of Coca-Cola Bottlers (ASCOCA) National Chamber of Transformation Industries (CANACINTRA)
 Nicaragua	Chamber of Nicaraguan Industries Nicaraguan-Mexican Chamber of Commerce
 Panama	Chamber of Commerce and Industry
 Venezuela	Venezuelan-Mexican Chamber of Commerce (CAVEMEX) Venezuelan Chamber of Food Industries (CAVIDEA) National Soft Drink Association (ANBER)



We belong to the Sustainability and Social Responsibility Index of the Mexican Stock Exchange.

We have been awarded the following recognitions based on our social involvement:

- The Mexican Stock Market (BMV) recognized Coca-Cola FEMSA as part of its Sustainability and Social Responsibility Index (ISRS) as of November 2011.
- The distinction granted by the Mexican Center for Philanthropy (CEMEFI) as a Socially Responsible Company for the seventh year running.
- Recognition from the Venezuelan-American Chamber of Commerce named Coca-Cola FEMSA as the “#1 social investment company” nationwide.
- The Latin American Association of American Chambers of Commerce gave Coca-Cola FEMSA in Colombia The Western Hemisphere Award for Corporate Citizenship.
- BRITCHAM Lazos Corporate Social Responsibility Award granted by the Colombo-British Chamber of Commerce for its “Best Environmental Practices Program.”

Sustainability at Coca-Cola FEMSA

Sustainability at Coca-Cola FEMSA –defined as the capacity to generate economic and social value simultaneously through responsible and consistent business practices– is a cornerstone of our strategy.

GRI 1.2, 4.11

We recognize that proactive management of our business environment and operation consistent with responsible practices is essential to meeting our strategic framework goals.

Our approach to sustainability is guided by the principles that the FEMSA Group has practiced and developed for more than 120 years and since we are associated with *The Coca-Cola Company*, one of the major beverage companies globally with which we also share our objectives and strive to achieve the goals used to build its “Living Positively” sustainability platform.

We thus align our efforts to ensure the sustainable management of our human resources, community relations, our market presence and the steps we take to protect the environment in the countries where we operate. This strategy is developed through a methodology we use to manage our business environment, which allows our operations to identify, analyze and define action programs on key risk issues related to sustainability.

The five core areas of our sustainability strategy are described as follows:



Core area 1 Ethics and Corporate Values	Defines the commitment to acting, defining and organizing ourselves with our corporate values and culture, with the highest standards of business ethics and corporate governance, and all the laws of the countries where we operate. We seek to set the example and share this commitment with the communities with which we interact.
Core area 2 Quality of life in the company	Encourage integral development of our employees and their families through programs that support their professional and personal enrichment.
Core area 3 Health and wellness	Promote an attitude of health, self-care, nutrition and physical activity, both within and outside the company.
Core area 4 Community engagement	Develop education and learning projects that improve the quality of life in the communities where we operate.
Core area 5 Environmental care	Establish guidelines that result in actions to minimize the impact that our operations might have on the environment and create a broader awareness of caring for our environment.

flexibility

to act with values



Congruence between our business philosophy and our actions at all levels of the organization is a priority for Coca-Cola FEMSA.

The daily implementation of our values and the Coca-Cola FEMSA Business Code of Ethics guarantees that the corporate culture favors the development of a harmonious, respectful and upright labor environment. We seek to make sure these principles are reflected in our relationships with investors, customers, suppliers, competitors, and government authorities.

Coca-Cola FEMSA Culture

GRI 4.8

Mission

Satisfy and please beverage consumers with excellence.

Vision

Be the best bottler in the world, recognized for its excellent operations and the quality of its people.

Values

1. Passion for service and focus on customers and consumers alike
2. Innovation and creativity
3. Quality and productivity
4. Respect, integral development and staff excellence
5. Honesty, integrity and austerity



Corporate Governance

GRI 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 and 4.9

The Coca-Cola FEMSA Corporate Governance System consists of a series of administrative entities, principles, standards, policies and procedures that aim to ensure fair and equal treatment within the company to help it preserve its legacy and economic interests within the established profitability, productivity and safety margins.

We apply the same standards to those businesses or operations we have purchased and continue to acquire. We firmly believe that the independence of our board members is an invaluable contribution to our company's decision-making process and shareholder protection.

Coca-Cola FEMSA complies with the Corporate Governance practices established by the Mexican regulatory authorities and used by companies based in the United States of America in accordance with New York Stock Exchange (NYSE) standards.

Board of Directors

GRI 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 and 4.10

At Coca-Cola FEMSA we strive to form a balanced Board of Directors with distinguished and well-known men and women who represent broad and diverse professional backgrounds and can add value to our company and secure the community's trust.

Our board includes presidents and CEOs of major companies, and financial and legal experts of different nationalities, men and women alike.

Under Mexican law, board members are elected for renewable one-year terms at the Annual Ordinary Shareholders Meeting, which is also responsible for monitoring their performance. The Board of Directors currently consists of 19 board members and 18 alternate board members. According to our corporate bylaws and Article 24 of the Securities Market Law, at least 25% of our Board members must be independent.



Board Members are elected as follows: 11 board members and their respective alternate board members are appointed by Series A shareholders with a right to vote; four directors, three with alternates, are elected by Series D shareholders with a right to vote; and three board members and their respective alternate board members are elected by Series L shareholders (including ADS holders), with one right to vote. Board members can only be elected by the majority shareholders of the corresponding series, voting as one class represented at the shareholders meeting. The Board of Directors is supported by three committees to ensure its ultimate performance:

The Finance and Planning Committee

The Finance and Planning Committee works with the management to set annual and long-term strategic and financial plans of the company and monitors adherence to these plans. It is responsible for setting our optimal capital structure of the company and recommends the appropriate level of borrowing as well as the issuance of securities. Financial risk management is another responsibility of the Finance and Planning Committee.

Audit Committee

The Audit Committee is responsible for reviewing the accuracy and integrity of quarterly and annual financial statements in accordance with accounting, internal control and auditing requirements. The Audit Committee is directly responsible for the appointment, compensation, retention and oversight of the independent auditor, who reports directly to the Audit Committee; the internal auditing function also reports to the Audit Committee. The Audit Committee has implemented procedures for receiving, retaining and addressing complaints regarding accounting, internal control and auditing matters, including the submission of confidential, anonymous complaints from employees regarding questionable accounting or auditing matters. To carry out its duties, the Audit Committee may hire independent counsel and other advisors. As necessary, the company compensates the independent auditor and any outside advisor hired by the Audit Committee and provides funding for ordinary administrative expenses incurred by the Audit Committee in the course of its duties.

Corporate Practices Committee

The Corporate Practices Committee, which consists of exclusively independent directors, is responsible for preventing or reducing the risk of performing operations that could damage the value of our company or that benefit a particular group of shareholders. The committee may call a shareholders' meeting and include matters on the agenda for that meeting that it deems appropriate, approve policies on related party transactions, approve the compensation of the chief executive officer and relevant officers and support our board of directors in the elaboration of certain reports.

Business Code of Ethics

The Coca-Cola FEMSA Business Code of Ethics establishes basic criteria to govern the behavior of everyone that works in our company.



Business Code of Ethics and Reporting System

GRI 4.8, EN28, HR2, HR4, HR9, HR10, HR11, SO2, SO3, SO4, SO5, SO6, PR8 and EC6/ PMIII, PMVI, PMX

Our corporate culture establishes that the harmonious performance of our work is based on adherence to ethical principles such as respect, honesty and integrity as a cornerstone to our company's daily operations. We strive to make sure these principles are reflected in our relationships with investors, customers, suppliers, creditors, competitors, and government authorities.

We endeavor to resolve situations not covered in the Business Code of Ethics, in accordance with management's sound judgment. Anyone who has a doubt in this regard, must talk to HR, Internal Auditing or the Board of Directors' Audit Committee, as a last resort.

The Business Code of Ethics establishes that all business rules are extended to our dealing with the suppliers of goods or services and "soliciting or receiving incentives from suppliers to encourage their selection, is considered unlawful conduct." Suppliers are also asked to familiarize themselves with this Business Code of Ethics and report contrary practices through our "DILO" Reporting System.

According to our Business Code of Ethics, Coca-Cola FEMSA's relationship with government authorities and its business activities must be fully compliant with the applicable legal framework in a spirit of cooperation and permanent dialogue conducted at the appropriate levels.

The Code also forbids firing, demoting, suspending, threatening, harassing, interfering with the right to a job, or otherwise discriminating against a director, officer or employee, to provide information, help provide data or assist in an investigation when there is the presumption of breach of one of the stipulations set forth in the Coca-Cola FEMSA Corporate Policy or Business Code of Ethics.

The Board of Director's Audit and Human Resources Committees are responsible for monitoring compliance with the Business Code of Ethics and submitting proposals for its amendment to the Board of Directors for approval.

Coca-Cola FEMSA Reporting System (DILO)

This is a formal mechanism, transmitted to 100% of all Coca-Cola FEMSA employees, as it provides them with the opportunity to openly report any behavior or practice that is not in line with our Business Code of Ethics. This is a formal claims system that allows us to uphold our commitment to maintaining the highest standards of integrity, honesty, openness, uprightness, objectivity and transparency in terms of financial information, operations, human resources, and equity security. DILO promotes and facilitates the detection of inappropriate practices and/or behavior; it facilitates their investigation and penalization, where appropriate, while also encouraging their prevention. DILO is available to all employees via phone and email.

DILO:

- It is a very important tool for Coca-Cola FEMSA that must be used responsibly.
- It serves to prevent and resolve breach of the Business Code of Ethics related to financial reporting, operations, HR, and Occupational Health and Safety.
- All claims filed in the system are objectively investigated and resolved, without exception, by the Human Resources and Internal Control Divisions, as appropriate.

A total of 2,800 claims were filed between 2005 and the end of 2011; 92% of these have been resolved, while the remaining 8% is undergoing the corresponding investigation process based on our corporate policy. Most claims have been related to abuse of authority and business practices. Cases with confirmed breaches have been submitted to measures ranging from a warning, through termination or legal action.

It is important to note that none of the claims reported in 2011 involved discrimination in indigenous communities, violation of human rights, leaks of personal data, or the violation of our customers' right to privacy.



Core area 2 - Quality of life in the Company

flexibility

to promote our people's welfare



We are committed to offering our employees the best place to work based on respect for human rights, while overseeing our working conditions at all times.

Our People

GRI 4.12, HR1, HR5, HR6, HR7, LA1, LA2, LA3, LA4, LA13, LA14, LA15, EC5, EC7 and FP3 / PMI, PMII, PMIII, PMIV, PMV



We seek to foster productivity in an inclusive and respectful work culture with motivated and goal-oriented individuals.

Coca-Cola FEMSA reported 78, 979 employees at the end of 2011, which represents a 15% increase over 2010 due to the integration of the CIMSA and Grupo Tampico Beverages Divisions into Coca-Cola FEMSA in Mexico.

Group	Employees	Unionized employees	Total workforce	Outsourced personnel	Total with outsourced personnel
Headquarters	443	0	443	99	542
Mexico Operations	15,183	19,521	34,704	3,721	38,425
Central American operations	188	0	188	3	191
Costa Rica Operations	1,363	0	1,363	390	1,753
Guatemala Operations	298	957	1,255	183	1,438
Nicaragua Operations	259	437	696	263	959
Panama Operations	283	800	1,083	270	1,353
Total Mexico and Central America Division	17,574	21,715	39,289	4,830	44,119
Argentina Operations	635	2,139	2,774	1,229	4,003
Brazil Operations	109	8,641	8,750	5,573	14,323
Colombia Operations	1,568	620	2,188	5,533	7,721
Venezuela Operations	2,761	4,631	7,392	879	8,271
Total South America Division	5,073	16,031	21,104	13,214	34,318
Total Coca-Cola FEMSA	23,090	37,746	60,836	18,143	78,979



240
people with
physical disabilities
integrated

According to a study published by the National Association of Soft Drinks and Sparking Water Producers of Mexico (Asociación Nacional de Productores de Refrescos y Aguas Carbonatadas, A.C. de México – ANPRAC), each direct job in this industry, produces 5.2 indirect jobs, so we can thus estimate that Coca-Cola FEMSA creates more than 410,000 indirect jobs.

At the end of 2011, 67% of all Coca-Cola FEMSA employees had direct employment contracts, while the remaining 23% work with us through outsourcing contracts. A total of 48% of our total staff is unionized and works with the company through a collective bargaining agreement that complies with the laws and labor conditions of each of the countries in which we operate, thus ensuring compliance with labor requirements, including health, hygiene and safety issues. We are pleased to report that these practices kept us from receiving any reports in 2011 that might jeopardize trade union rights.

We operate under internationally accepted principles that adhere to the Coca-Cola FEMSA Business Code of Ethics, thus ensuring full respect for human rights, and preventing forced or child labor in our facilities or the application of physical disciplinary measures in light of failure to meet the company's goals and objectives.

Additionally, and as members of the Coca-Cola Bottler System, we have implemented The Coca-Cola Company's Workplace Rights Policy in our operations and joined its global goal to guarantee compliance with 98% of the policy by 2015.

We base our human resource management policy on equal employment opportunities, and according to our records at the close of 2011, 240 people with physical disabilities and 20 senior citizens on our payroll were integrated to the Company. In terms of gender equity, close to 10% of our employees are women, concentrated primarily in the administration divisions where the proportion ranges around 40%.

Moreover, men and women who serve in similar positions with similar experience, receive the same financial compensation for their work.

We seek to offer very competitive benefits and salaries in the nine countries in which we operate. We fully respect, without exception, the general minimum and professional wages applicable by law in the communities in which we operate, and we offer higher wages and benefits than those established by law.



Organizational Climate

Coca-Cola FEMSA developed the DICOYES Organizational Climate Diagnosis and Sociometric Study 15 years ago, which we apply at least once every two years, to see how our employees are doing in terms of quality of life and organizational climate.

Each work center takes the findings obtained from the periodic diagnosis to develop action plans to work on the opportunities for improvement detected in the study, and has reported clearly visible results between one diagnosis and another. The company evaluated a total of 198 workplaces in eight countries involving over 42,000 employees in 2011.



80%
of workplaces
assessed in
organization
climate

Occupational health and safety



GRI 3.10, LA6, LA7, LA8 and LA9

Industrial safety and occupational health are priorities for Coca-Cola FEMSA, which implemented the Occupational Health Management System (SASSO) in 2006, comprised of the following three major preventive strategies: occupational health with 20 programs, industrial safety with 12 cultural practices, and Safety Management Processes upheld by Health and Safety Committees and Subcommittees, representing 100% of our entire workforce. These practices include preventive medical campaigns, the promotion of quality of life, an adult vaccination program, and studies in ergonomics, occupational risk prevention, and industrial contingencies, among others.

The system aims to promote a self-care culture based on the development and implementation of safe work procedures and follow-up through five levels of implementation, through which we aim to reach the following strategic goals:

- Healthy workplaces that do not affect individual health.
- Safe processes and procedures that do not cause accidents.
- Employee prevention and self-care culture that produces a positive impact on the workforce's health status, quality of life, family nucleus, and the communities we serve.

During 2011 we succeeded in reducing the severity of accidents by 3.5% and the seriousness of diseases by 19%, thanks to preventive and corrective action plans based primarily on standardizing processes, safety procedures, the development and implementation of programs focused on preventing accidents and health-related issues centered on the design of work processes and educational programs, while reinforcing this culture through Social Development activities.

Social Development System

We have implemented the FEMSA Social Development System based on a philosophy of life and work, which seeks to improve the welfare of our employees and their families, through integral development centered on seven dimensions.

GRI LA12

Labor: we look for excellent performance by our employees, both on a personal and job-related level.

Education: we encourage the continued development of our intellectual and cultural legacy.

Economic: we encourage our employees and their families to protect and build their personal wealth, based on their current and future needs.

Health: we strive to guarantee the health of our employees both within and outside of work.

Values: we understand and practice the human values that make individuals better people.

Family: we encourage a tightly knit formative and affectionate focus.

Social and Environmental: we are committed to the common good, respect for the law and protecting the environment.



A total of 1,000 activities involving more than 16,000 of our employees' families were implemented in 2011, with a US \$2.3 million investment.



Training and Development

One of the key elements in the Coca-Cola FEMSA strategic framework is focused on Capacity Building and Organizational Skills Development to consolidate our position as a global leader.

75%
coverage
in training

GRI HR3, HR8 and LA10, LA11

Training includes virtual courses taught by the FEMSA University, classroom courses, diploma programs, language proficiency classes and training in commercial models to guarantee development of the skills our leaders need to manage our business model and better serve our customers. Some of our key initiatives of 2011 were:

- **Training cells:** these support the transfer of organizational knowledge and replication of best practices with the participation of 145 key executives.
- **The Internal Coaching and Mentoring Program:** supports the development of leadership skills on the senior and middle management levels.
- **Functional schools:** these facilitate the development of the skills the business requires. This year included training in Business/Marketing and Supply Chain involving 617 employees from all operations.

Service is another key element that is why 100% of all employees that work in the security and asset protection divisions are trained to ensure their kind and respectful personal relations supported by emotional intelligence techniques designed specifically for that division.

KOF provided a total of 833,051 hours of training in 2010, representing an average of approximately 14 hours for each employee trained. In 2011 we secured 75% coverage, topping our 2010 results by 5%.



Performance Assessment

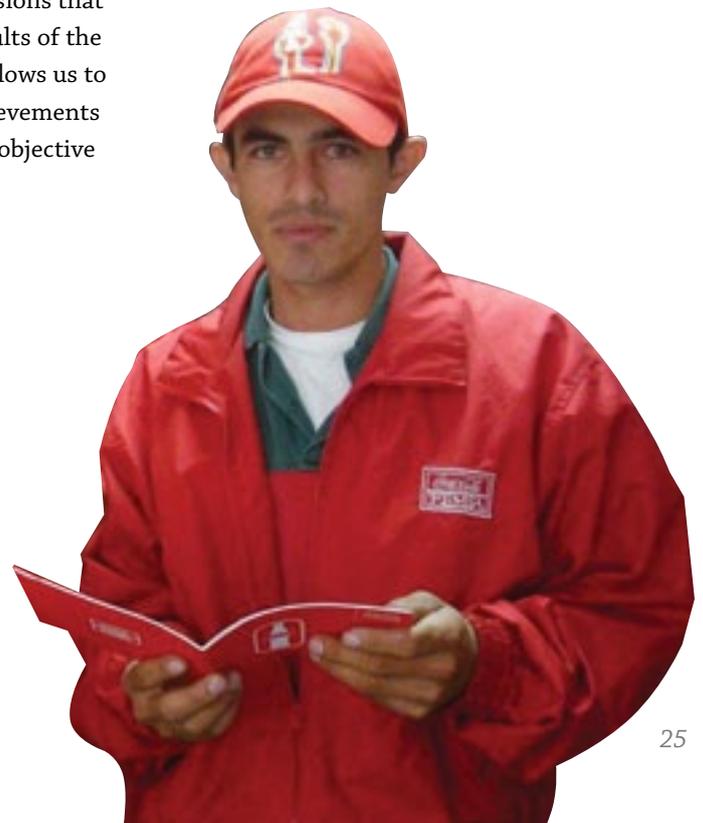
We acknowledge the work done by our employees and evaluate them objectively, based on a culture of continuous improvement.



GRI 4.5, LA12

This is accomplished through “The One Page System” methodology that allows us to establish annual Critical Success Factors to align the objectives established by Coca-Cola FEMSA Senior Management with the initiatives and projects developed throughout the entire company, seeking to create a work-focused culture.

Every leader accompanies its work team through Vertical Revisions that creates a time for dialogue to review the development and results of the employees. By the end of the year, a performance assessment allows us to make sure that our employees are acknowledged for their achievements and their contribution to the company’s goals by receiving an objective feedback and support for their talent development.



Global Principles, Local Actions



Vacation Festival

Coca-Cola FEMSA Argentina held its 17th edition of the Vacation Festival Initiative that promotes integration and Coca-Cola FEMSA values among our employees' children and teens ages seven to 18. Attendance in 2011 included more than 360 children and teenagers, who spent two weeks participating in the program's recreational and educational activities.



Women of Value

In 2011 Coca-Cola FEMSA Brazil held the 5th edition of FEMSA Women of Value for the São Paulo business units. This program invites the wives of our Brazilian staff to provide them with tools for personal and professional development. This event was held in nearby school facilities, and was attended by more than 1,400 participants. The main topic this year was focused on preparing for motherhood.

Integration and Development Programs

During 2011, Coca-Cola FEMSA Colombia implemented a variety of programs to extensively improve our employees and their families' quality of life. An example of these programs included home economics and handcraft workshops for employees' wives, involving 31,088 participants across the nation.

Commercial School

The Coca-Cola FEMSA Central America sales force now has a new tool it can use to improve its market performance: the Commercial School, a comprehensive training program for sales staff taught by facilitators in the four Central American countries that comprise the region. The program aims to meet the Sales Force's basic training needs and reinforce their knowledge to ensure their market strength and competitiveness.

 **Health Fair**

Part of the strategy of promoting wellness and prevention among our Coca-Cola FEMSA Central American employees included the organization of a Health Fair in Costa Rica, Guatemala, Nicaragua and Panama in 2011, while also supporting the World Day for Safety and Health at Work. This space gave employees the opportunity to receive free benefits, such as lipid profile, blood glucose, and blood pressure exams, height and weight measurements, body mass index, nutritional consultations and eye tests, among others. The operation used this initiative to encourage prevention and healthy lifestyles among the 800 participants that participated in the program.

 **Coca-Cola FEMSA Family Day**

Coca-Cola FEMSA Mexico organized its “Family Day” event where more than 900 employees and their families gathered to enjoy a full day of recreation and family time.

 **Seniority awards**

In February, Coca-Cola FEMSA Venezuela publicly thanked employees celebrating their five-year period anniversaries in 2011. The company acknowledged the work of 217 employees that celebrated 5, 10, 15, 20, 25, 30 and 35 years of service at the company over the course of the year.

More than

+1,000

social development
activities for
our employees
and their families

Core Area 3 – Health and Wellness

flexibility

to promote healthy lifestyles



We believe that healthy lifestyle habits should include good nutrition and hydration, with regular physical activities.



GRI 4.12 and FP4

Our commitment to our communities is the reason why we have been present for several years in the countries where we operate promoting healthy lifestyles.

Together for Your Wellness



Coca-Cola FEMSA Mexico implemented a comprehensive educational and prevention program titled “Together for Your Wellness” in 2009, which aims to promote a healthy lifestyle, good nutrition and physical activity among the school community. This program has benefited more than 670,000 children, parents and teachers over the last three years, and consists of:

- Children’s theater as a fun way to understand the importance of proper nutrition and hydration, the need and benefits offered by regular physical activity, and protecting the environment.
- Health brigades are mobile medical units that visit schools to test students in terms of their general weight, height, Body Mass Index (BMI), and vital signals. This activity serves to raise awareness among children regarding their health, proper nutrition and hydration, while also promoting physical activity, thus contributing to the program recently announced by the Ministry of Health of the Federal District.
- Talks for Parents: providing scientifically validated information on nutrition, hydration and physical activity for themselves and their families.
- School Drinking Fountains: the *Federal District Government* helped us install 80 water fountains in 20 public elementary and middle schools in the Mexico City metropolitan area, benefitting close to 12,000 children.



Let's Play

The goal for our Let's Play program was designed to encourage children to develop their skills and love physical exercise that will last a lifetime, in addition to encouraging values such as solidarity, respect and tolerance.

This program is implemented with the support of the Ministries of Education in Colombia and the countries in which we operate in Central America.



+685,000
beneficiaries of
health and physical
activity programs



The tool aimed at teachers, whether physical education teachers or not, helps them understand the great value of becoming promoters of physical activity, especially among school children.

“Let's Play” consists of four main components:

1. Donation of materials to schools to encourage physical activity.
2. Development of teacher manuals.
3. Training routines for teachers responsible for stimulating and controlling physical activity among school children.
4. The use of physical spaces in schools to encourage movement, optimism and leadership.

More than 9,000 students and 60 teachers at 25 schools were reported to have benefited from the program in Costa Rica, Guatemala, Nicaragua, and Panama by the end of 2011, while a total of 2,159 students have signed up for the program in Colombia in 13 schools.

Global Principles, Local Actions



This program implemented through Coca-Cola FEMSA Argentina seeks to promote healthy lifestyles in partnership with the Central Market Civil Athletic Club, a sports club that was recently built as a soccer and boxing practice venue near the Buenos Aires Central Market.



Coca-Cola FEMSA Brazil, through its Healthy Living Booklets, informs, demonstrates and promotes practical actions that can improve community living, both at work and home. Each booklet features a different theme,

and the 2011 edition covered the following topics: ethics in everyday life, nutrition and health benefits, recycling, waste, and climate change.



Healthy Parks

This is an initiative we created to provide recreational areas where children and adults are offered specialized workout and exercise equipment. The parks were built based on an agreement entered into by and between the La Calera municipality and Coca-Cola FEMSA Colombia. The six parks outfitted in La Calera and Bogotá feature outdoor sports equipment, fences with an explanation regarding their use, and park benches.



Community in Balance

This program created by Coca-Cola FEMSA Costa Rica focuses on promoting healthy lifestyles and protecting the environment in neighboring communities that are close to the company's operations. The project includes the "Families in Movement" plan that encourages physical activity in the community. The Company in Costa Rica held the first dance on Blancos Street in San José in 2011, where local residents participated in the "Powerade 90 minutes" dancing coordinated by fitness experts. Other activities at the event included table soccer, Coca-Cola penalties and others. The Balanced Community platform benefited over 645 people in 2011.



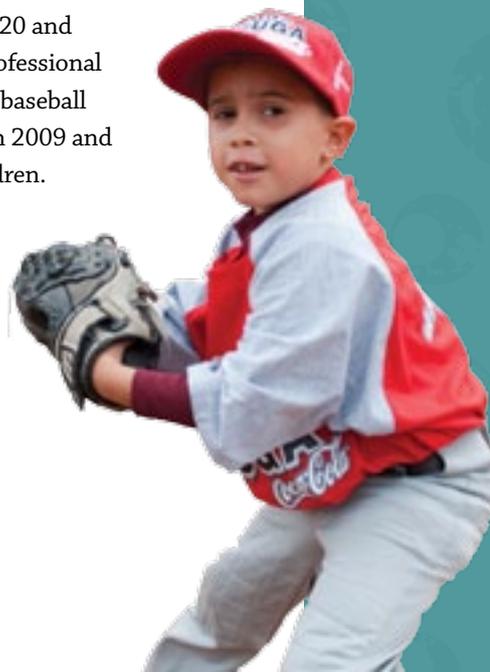
Your Best Move, Integral Development through Sports

This program implemented in Coca-Cola FEMSA Mexico territories seeks to integrate the practice of universal values by using sports as a vehicle to improve student routines through physical education teacher training programs with a methodology designed to work on psychomotor development, coexistence skills, and abilities for improved classroom performance.



Baseball Program

The Baseball program implemented by Coca-Cola FEMSA Venezuela consists of baseball clinics taught by professional players, focused primarily on disadvantaged children and teenagers ages between 5 and 15. Each clinic is attended by groups of between 120 and 200 children that are able to practice alongside professional players in their own communities, as they play all baseball game positions. This program was implemented in 2009 and reported 50 clinics in 2011 benefitting 6,780 children.



flexibility

to promote community development



Coca-Cola FEMSA is committed to generating value for our communities, and thus invests in initiatives that help improve their quality of life.

GRI SO1, SO9, SO10, EC3 and EC7

We carry out studies that allow us to detect and mitigate the impact caused by our operations, in an effort to understand our communities and their needs, while concentrating our program efforts on the most effective initiatives. We also try to offer most of our local jobs to members in our surrounding communities.

Peace Contributions in Colombia

Coca-Cola FEMSA Colombia was the first company to support the High Commission for Reintegration (ACR) to provide opportunities for former guerrilla group members and the population demobilized by the armed conflict, in an effort that encourages them to create small businesses and reintegrate into civilian life.

This initiative has provided an all-inclusive plan that contributes to the peace process in Colombia, and is built on the following three pillars: the Time Bank, Learning Centers, and Productive Projects.

Time Bank

The Time Bank initiative involves Coca-Cola FEMSA employees who volunteer in a training program for the demobilized population that reported a total of 321 participants and 218 volunteers at the end of 2011. The program is taught in Barranquilla, Bogotá, Bucaramanga, Medellín, Montería, and Valledupar.



Community Learning Centers

We use the Community Centers to offer training tools for communities living in precarious conditions. Their rationale is based on creating physical spaces where participants have virtual access to educational programs developed and taught by the Mexican Technological Institute

2,700
people
directly
benefited by
our peace
contribution
programs

of Monterrey (ITESM). The program reported 2,197 participants in the following eight communities in Colombia between 2010 and 2011: Aguachica, Cereté, Curumaní, Guapí, Medellín, Santa Marta, Santuario, and Yopal, with a total of 332 people reengaging in community life after coming out of the armed conflict.



Productive Projects

Once they complete their Time Bank training, members of the program have the opportunity to develop a productive project that might become one of our company's suppliers. They receive personalized advice from Coca-Cola FEMSA executives to consolidate their projects, and 49 participants had created productive projects, while 35 formed their own companies and became Coca-Cola FEMSA suppliers. By the end of 2011, total billings report an amount of US \$67,523.

Coordinates for Life

"Coordinates for Life" is a series of programs that develop knowledge, attitudes and skills to train participants in values and provide them with resources so they can practice what they learn and teach others how to face life, based on personal experience and their approach to everyday living.



3,100
participants
in the
Coordinates
for Life
program



This program developed by FEMSA aims to have young people become change agents for themselves, their families and their communities, through children and teen workshops, train the trainer programs, informative conferences and workbooks that encourage the way we interact with each other. It also provides an electronic platform that seeks to form a virtual community.

The Coca-Cola FEMSA Argentina operation partnered with the "Convivir Foundation" to implement the program in two schools in the Barracas and Pompeya neighborhoods. This effort benefited more than 190 children and 109 adults in a couple of the city's most precarious neighborhoods. In Mexico, the program has started to benefit 2,800 children and teens in the State of Puebla.

Art and Culture

The FEMSA Collection allowed us to take a major art show to two of our main operations.

Latin American ZOOM

The ZOOM Latin American exposition by the FEMSA Art Collection was open to the public between August 25th and October 30th, 2011 at the National Museum of Colombia in Bogotá, and it was visited by more than 22,000 local residents.

This same exhibition was later hosted by the Palace of Arts in Belo Horizonte, Brazil, where more than 12,000 Brazilians viewed the 41 works on exhibit created by 39 Latin American artists.



The FEMSA Award for Children and Youth Theater

This is an award that was designed 19 years ago to encourage the production of children and teen theatrical displays, as a means to rescue and encourage professionals to produce their plays and bring them on stage. The program is implemented in a partnership with the Ministry of Culture and Education of São Paulo. Theater presentations in 2011 were attended by more than 50,000 visitors, while the jury evaluated more than 49 shows.



84,000
participants in
our art and
cultural activities

Global Principles, Local Actions



Solidarity Campaign

To mark Children's Day, Coca-Cola FEMSA Argentina invited all staff to join the Solidarity Campaign to donate new or used toys in good condition for children and teens at the Pedro Elizalde Children's Hospital and the Zavaleteros Civil Association.



Citizens Plaza

This is an annual initiative that aims to provide the community with information and a variety of free services. It also seeks to raise awareness of each individual citizen's commitment and participation in the implementation of good practices aimed at the common good.

Coca-Cola FEMSA Brazil implemented this program three years ago, and reported that the 2011 edition benefited close to 11,000 people served by 100 volunteers in the Belo Horizonte, Itabirito, Jundiaí, and Mogi das Cruzes communities.



Education for Work

This Coca-Cola FEMSA Brazil program aims to promote young people's self-awareness and clarity in identifying goals and expectations, while developing the skills needed to enter and stay in the job market. The 2011 program included the participation of 300 young people, bringing the total of kids that have benefited from this program since its creation six years ago to 1,200.



Los Trupillos Park

Los Trupillos Park is a Coca-Cola FEMSA Colombia Initiative that recovered close to 4,000 square meters in the traditional Trupillos Park in the city of Barranquilla, working side-by-side with the community and the city major. The recovery included the installation of synthetic soccer field, playgrounds, kiosks, walking trails, and bicycle routes, the reforestation of green areas, concrete benches and lighting.



Coordinates for Life

This FEMSA program seeks to strengthen the development of skills for decision-making processes among children and teens 10 to 18 years old, while providing parents, teachers and other adults with practical resources to support the work they do as trainers. The program consists of workshops, a series of ten lectures, and three workbooks to help develop 16 skills in children and teenagers required to make better decisions over



the course of their lives, while also making sure the adults have the tools they need to assist them in this process. A total of 7,000 kids benefited from this program in the states of Nuevo Leon and Puebla in 2011.

A Plate, A Smile

The Coca-Cola FEMSA Nicaragua participates in this program that distributes grains, dehydrated food, vegetables, and canned milk to 36 schools across the nation, in an effort to supplement the meals schools to feed more than 9,000 impoverished children every day of the school year. This project aims to provide children with a basic and balanced nutrition to make sure they go to school and are able to improve their learning abilities.



The Social Entrepreneur of the Year

Coca-Cola FEMSA Venezuela participates in this initiative in an effort to recognize the work done by Venezuelan leaders who have faithfully participated in programs that produce a positive change within their communities through innovative projects and initiatives. The contest was organized together with the Venezuela without Limits Foundation and a partnership with the Schwab Foundation. Great Venezuelan social entrepreneurs that contribute to the country's development participate in this initiative and Dr. Tomas Sanabria, a pioneer of rural telemedicine in the Venezuelan Maniapure Project, was named Social Entrepreneur of the year in 2011.

+9,000
children
fed daily

The Coca-Cola Maracaibo Route

It is a social program created by Coca-Cola FEMSA Venezuela, which consists of offering guided tours of the Maracaibo Coca-Cola plant for low-income school children.

Buses carry groups of 80 children with four representatives to and from their schools and the Coca-Cola FEMSA plant for a tour. Once outfitted with the appropriate safety gear, the children walk through the plant for a tour that takes them to nine stations covering the plant's production processes. A total of 75 guided tours benefiting 6,000 children were offered in 2011.



flexibility

to protect natural resources



Environmental stewardship is one of the Coca-Cola FEMSA pillars to ensure the sustainability of our business and the communities we serve.

GRI 4.12, EN8, EN23, EN24, EN26, EN28, SO10 and EC4/ PMVII, PMVIII, PMLX

We abide our policy and fulfill it with a comprehensive focus on caring for the impact our operations produce on the environment, while also engaging in actions that involve both our employees and the communities we serve in promoting a culture to protect the environment.

We focus primarily on Water Care, the use of Sustainable Packaging and Climate Protection through controlled carbon emissions and the use of renewable energy in our operations.

19%
increase in
water use
efficiency

Water care

Our goal is to return to nature the same amount of water we use to produce our beverages in our bottling facilities and guarantee a more efficient use of water across the value chain. Our strategy for water care is to Reduce, Recycle and Replenish and we base our actions and investments on these principles.

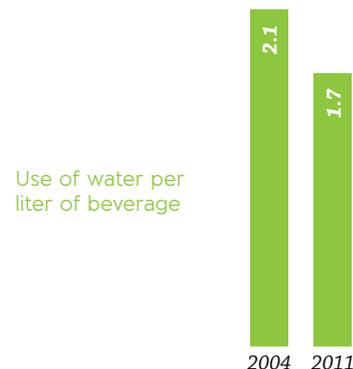
GRI EN9, EN10, EN11, EN12, EN13, EN14, EN15, EN21, EN22, EN24, and EN25

We realize the importance of water for community development, protecting the ecosystem and developing our business. In order to mitigate the risks related to this important resource, we have joined the commitment acquired by the Coca-Cola system to perform plant-level risk assessments around each one of our beverage plants. At Coca-Cola FEMSA we completed this analysis at 85% of our plants during 2011, thus guaranteeing the possibility of taking action to improve our management and conservation of this vital resource.



Reduce

Water care and optimized water consumption are a priority in our operations. Since this vital liquid is part of our production process, we have succeeded in becoming one of the world's references in the Coca-Cola System, thanks to the efficient use of water reported in our Toluca plant in May 2010, which consisted of just 1.24 liters of water used per liter of beverage produced. By the end of 2011, our performance in the average consumption of water per liter of beverage produced is 19% more efficient than the average we reported in 2004. Our efficient use of water has allowed us to collectively save more than 650,000 cubic meters of waters in our operations.



+31
million trees planted

Recycle

In 2010 we achieved the goal of treating 99.5% of the water produced at the Coca-Cola FEMSA manufacturing facilities. We do this through 28 of our own water treatment plants and three municipal wastewater treatment plants with which we have signed contracts to treat our wastewater. Consistent with this commitment, in 2011 we invested in the renewal of our water treatment plants in Maracaibo and Valencia in Venezuela. Coca-Cola FEMSA Argentina is also equipped with a modern on-line control system compliant with water discharge parameters. Inside our facilities we reuse water for different general services, such as irrigation, washing lavatory floors, and generating vapor and machine cooling processes, among others.

Replenish

We have implemented initiatives in all of the countries we serve in order to replenish water supplies, ranging from major reforestation programs, watershed sustainability and the cleaning of water bodies. These initiatives allow us to contribute to the recovery of the aquifers, while also protecting biodiversity and ecosystems.

Reforestation and protection of biodiversity programs

Coca-Cola FEMSA Mexico, as part of the Coca-Cola System, has worked together with SEMARNAT (the Mexican Secretariat of the Environment and Natural Resources), CONAFOR (the National Forestry Commission of Mexico), and PRONATURA (Mexico's largest environmental conservation group) in supporting the National Reforestation and Water Harvesting Program that set the goal of planting 30 million trees over a five-year period. We had planted 31 million trees by the end of 2011, thus meeting our goal one year ahead of schedule and planting one million trees more than those included in the original objective set for 2012. We have planted approximately 20 million trees covering 20,000 hectares in Coca-Cola FEMSA territories over the last four years.

A Nursery for the Community of Apizaco in the State of Tlaxcala, Mexico was opened in June 2011, as part of World Environment Day celebration. This space will be able to produce 50,000 plants per year to reforest and protect biodiversity in the region, while providing a place for children, teenagers and community members to learn more about the environment. These efforts have also included planting 50,000 tree species endemic to the region, which will help conserve the area's biodiversity.



Coca-Cola FEMSA Costa Rica supported the initiative promoted by the city of San José and the Costa Rican Central Bank, in planting 50,000 trees in the capital city to make it greener and fresher in 2011. The first stage included the donation of 100 trees, while we also planted over 1,200 trees in Peace Park, south of San José. This initiative was created to reforest the park with trees indigenous to the country and region, such as Lorito, Sota horse, Murta, Ceiba or silk cotton trees, potbellied Ciebo, yellow bark, Jacaranda and Savannah Oak.

Coca-Cola FEMSA in Colombia planted close to 4,500 native species in their Manantial Water Plant with the help of visitors in 2011.



Coca-Cola FEMSA Brazil supports São Paulo and Minas Gerais in the Águas das Brasileiras Tropicais Forests initiative, which together with The Coca-Cola Company and the SOS Mata Atlântica organization, expect to reforest 3,000 hectares with 3.3 million trees in five years to preserve the Brazilian rainforest, often called the 'lungs of the world'. The Future Water Crystal Forest initiative we have supported for seven years promotes the conservation of biodiversity in river environments. A total of 35,000 trees had been planted near the Jundiaí River in Mogi das Cruzes by the end of 2011, contributing to the preservation of the Tiête River Basin that flows through 302 municipalities.

Cleaning and Care of Water Bodies

Coca-Cola FEMSA and the Coca-Cola System, working together with The Ocean Conservancy organizes cleanup days that include bodies of water such as, dams, beaches, lakes, lagoons and rivers, removing organic and inorganic waste and improving the quality of these water bodies. We do this with volunteer help from our employees and their families.

Coca-Cola FEMSA in Costa Rica participated in the annual Cleanup Day led by the Terra Association and The Ocean Conservancy for the fifth year running. A total 264 volunteers working on the annual beach cleaning effort in Costa Rica collected 360 kilograms of recyclable material and trash at Chacarita beach in Puntarenas. The collected materials included 36,000 pieces of Styrofoam, 1,252 bottle caps and lids in general, nine home appliances and other electrical devices, 16 large

More than

68

tons of waste
contaminants
in water were
collected
by 6,000
volunteers



containers or vessels, 175 buoys, 1,195 PET bottles, 746 plastic bags, and other waste.

The success and results of the volunteer work done both in 2011 and previous years was reflected in the reduction of pollution in Chacarita beach and the increased community participation, which brought volunteers from the Lions Club, the Chacarita Hospital and the School of Chacarita, including both students and teachers.

We intend to raise awareness among the population about the importance of proper solid waste management in households and communities.

Coca-Cola FEMSA Colombia worked with the Todos por el Agua (All for Water) a project for cleaning beaches, rivers and wetlands in the following eight Colombian cities: Bahía Solano, Barranquilla, Bogotá, Cartagena, Girón, Leticia, San Andrés, and Santa Marta. This initiative, which is spearheaded by Coca-Cola FEMSA Colombia, Coca-Cola Services of Colombia, Alpina, Henkel Colombiana, Exxon Mobil in Colombia, the Flores Terminal Port Authority, and the Bogotá Aqueduct plus more than 100 Civil Organizations or CSOs, gathered 2,495 volunteers who collected 25.4 tons of PET bottles.



The Water Watchers program led by the Costa Rica Water and Sewer Agency, Coca-Cola FEMSA and the Coca-Cola System, trains teachers and teaches students about the importance of water and the need to care for and protect this vital liquid. It also selects several children that become “Water Watchers” and are in charge of making sure their schools use this resource properly and make arrangements to install the corresponding plumbing facilities. Meanwhile, the Coca-Cola System provides the supplies needed to make sure schools make the corresponding repairs and change their traditional pipes for self-closing devices—a system that does not waste one single drop of water.

The program was implemented in Costa Rica in 2008 and was expanded as a pilot project in Panama in 2010. Reports at the end of 2011 confirmed the program’s implementation in 35 schools, with an estimated savings of close to 137.4 million liters of water that used to go to waste.

Safe Water Access Programs

The Water for Education, Education for Water program is an initiative whereby we donate water treatment plants to provide drinking water for 32 schools in the Colombian Department of Antioquia, benefiting both children and the neighboring communities. This program worked together with the FEMSA Foundation to raise awareness among 650 people about the need to care for water, while 35 people were trained to operate the plants and the communities have been equipped to receive a flow of 500,000 liters of potable water benefiting 3,600 people in the community.



Coca-Cola FEMSA and the FEMSA Foundation donated state-of-the-art potabilization equipment to the Humanitarian Colombia organization, which supported ten towns affected by winter flooding, such as Argelia, Guajira, Nariño, Santa Marta, and Sopo, generating 1.7 million liters of water per day for 40,000 people. The program also equipped a Disaster Response Water Purification Vehicle with a mobile water treatment plant that travels across the country serving the areas ridden by disasters that need urgent water supplies, as it is able to provide one liter of water per second to benefit close to 84,000 people.

Coca-Cola FEMSA Brazil delivered two mobile water purification plants to the state government of Minas Gerais, which will support the Brazilian community in emergency situations. The Civil Defense Department of Minas Gerais will be responsible for managing and operating the plants during the rainy season.

Three water treatment plants will also be donated to serve communities in northern Minas Gerais that lack water due to the natural conditions that prevail in the region. Each plant has the capacity to serve nearly 10,000 people.

Coca-Cola FEMSA and the FEMSA Foundation back these initiatives to provide not only financial aid, but effective solutions in bringing water to the communities.



27
million dollars
for 32 Water Funds
in Latin America

Sustainability of Water Bodies

The Latin American Water Funds Partnerships incorporating more than US \$27 million in investments to build, deploy and capitalize at least 32 Water Funds in Latin America and the Caribbean, contributing to the conservation of nearly three million acres of watershed that could benefit up to 50 million people in Brazil, Colombia, Ecuador, Mexico, and Peru, among other countries. Partners in this alliance include The Nature Conservancy, the FEMSA Foundation, the Inter-American Development Bank, and the Global Environment Fund.

Water Funds provide an innovative way to pay for services provided by nature and reinvest those funds in its conservation. Because healthy watersheds minimize water treatment costs, the Funds attract voluntary contributions from large water users downstream, such as aqueducts, hydroelectric plants or industries.



Profits from these investments are allocated to preserve essential watershed lands upstream that filter and regulate water supplies through activities such as reforestation, ecotourism and oversight of water flows. Water Funds also help create incentives for sustainable economic opportunities that generate ecological economies that produce a positive impact on local communities.

In 2009 we committed to the study of 14 river basins in Mexico through the Water Basin Studies program implemented by the Water Center for Latin America and the Caribbean of the Technological Institute of Monterrey (ITESM), to determine the status of such basins and submit proposals for their conservation. We presented the studies on the Sierra de Lobos River in León, Guanajuato and the Zahuapan River in the State of Tlaxcala in 2011. The FEMSA Foundation submitted these studies together with the National Institute of Livestock and Forestry Research of Mexico.

About the FEMSA Foundation

The FEMSA Foundation was created in 2008 to make social investments in communities in Latin America. The projects we support are known for their ability for replication, sustainability and improving the quality of life of current and future generations.

Specific objectives

- Social value for the future of communities
- Multiply our impact through strategic alliances
- Support long-term solutions
- Support the creation of institutions and/or permanent and sustainable projects



Our strategic areas include:

The Sustainable Development of Water Resources	Quality of Life
We support projects focused on solutions that address the conservation and sustainable use of water, to protect the ecosystems in our region and support communities that do not have access to water and sanitation.	We bring integrated solutions that create social value in the long run through projects that focus on improving nutrition, specific health interventions and research in biotechnology.

139,600

beneficiaries
in joint Coca-Cola FEMSA
and FEMSA
Foundation
projects



Sustainable Packaging

Coca-Cola FEMSA invests in technologies that allow it to produce increasingly environmentally friendly packaging.

GRI EN1, EN2, EN26, EN27, and EN30



Between 2007 and 2011, we implemented measures to lighten the weight of PET bottles by 20% on average and reduce the weight of the bottle caps used for still beverages, primarily water, by 17%, while also reducing the weight of sparking beverage container lids by 11%. We have also optimized labels and packaging materials for shipping products on pallets, saving 32% of the plastic traditionally used to this end, with a 13% savings on materials through our label efficiencies.

The use of different technologies has allowed us to save 60,000 tons of plastic per year thanks to our efforts to lighten bottles and our plastic packaging optimization efforts.

The use of returnable bottles is also an important initiative since close to 27% of our beverage volume is sold through this type of bottle. In Brazil, we operate the largest returnable Coca-Cola bottling line, with a production capacity for 50 million cases a year.

In 2010 we participated in bringing the PlantBottle to the market – this is the first bottle made from 30% renewable plant materials that reduce the carbon footprint by 20% and is 100% recyclable. By the end of 2011, Coca-Cola FEMSA has produced 104 million bottles with this technology.

Part of our commitment to creating sustainable packaging includes the new Ciel Eco-Flex 600 ml bottle made with just 15.5 grams of PET, which is 20% lighter than its former version. This reduction simplifies both the handling and recycling processes, while its production releases lower CO₂ emissions into the atmosphere.



104
million bottles
using PlantBottle

Recycling Programs

The implementation of our waste management programs and guidelines prevented operational spills of the hazardous materials and waste we generated in 2011, which is channeled through specialized companies engaged in its proper handling processes.

RECYCLED MATERIALS (Tons)	
Aluminum	370
Plastic	17,209
Paper	8,905
Glass	24,987
Wood	9,713
TOTAL	61,184

We promote recycling efforts through the Plant of the Mexican Recycling Industry (IMER) located in Toluca, in the State of Mexico, one of the largest plants of its kind in Latin America that opened in July 2005 with joint investments from ALPLA Mexico, Coca-Cola FEMSA and Coca-Cola de México. This plant recycled more than 15,073 tons of post-consumption PET bottles in 2011, equal to 735 million 600 ml bottles. IMER has processed more than 65,000 tons of PET bottles between 2007 and 2011, which is equal to producing over 3,150 million 600 ml bottles.

Coca-Cola FEMSA Costa Rica implemented the Mission Planet program in 1997 to promote the collection and recycling of plastic packaging nationwide.

The program is focused on collecting Tetra Pak containers, aluminum, plastic PET (polyethylene terephthalate) and HDPE (high density polyethylene) packaging that are 100% recyclable.

All materials collected in these campaigns are shipped to the Coca-Cola FEMSA bottling plant in Naranjo, where they are processed and then exported recycled plastic so they can be used as polyester fiber to manufacture clothing, handbags, hats, key chains, coasters, a variety of packages and even “plastic wood” furniture like chairs and tables.

Mission Planet also creates jobs through 200 collection centers led by micro and small businesses. The program collected the equivalent to 63 million plastic bottles of 600 ml during 2010 while in 2011 the amount was 76.5 million.



61,184
tons of recycled
materials in 2011

The third edition of the Coca-Cola FEMSA Mexico “I recycle” program included the participation of over 380 schools and more than 181,000 elementary and middle school students in the Valley of Mexico. Students, teachers and parents have embraced the culture of recycling leading to the collection of 500 tons of PET since the program was implemented in 2008 and through the end of 2011.



Climate Protection

In Coca-Cola FEMSA we are committed in “Growing our business without increasing our carbon emissions,” which is why our goal is to maintain the same number of CO₂ emissions in 2015 as we did in 2004.

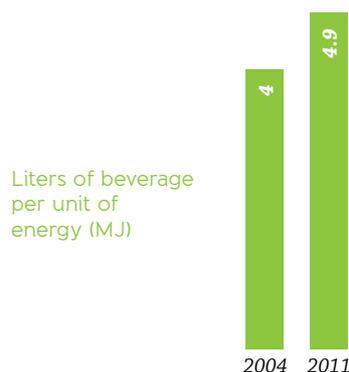


GRI EN3, EN4, EN5, EN6, EN7, EN16, EN17, EN18, EN19, EN20, EN29, EC2 and EC8

We reduced our CO₂ emissions by 1.3% between 2010 and the end of 2011, which is only 3% higher than the emissions reported in 2004.* Moreover, our efforts to improve electrical power consumption in our manufacturing facilities have helped us reduce our consumption by 18.4% compared with 2004, securing the average use of 0.204 MJ per liter of beverage produced.

We also encourage initiatives that focus on the use of renewable energy and efficiencies in our distribution and cooling systems.

*Our NO_x y SO_x emissions from stationary sources are not reported as they are not significant when compared with CO₂ emissions.



Renewable Energy

The Bii Nee Stipa Wind Farm located in the State of Oaxaca in southern Mexico was opened in 2010 to supply Coca-Cola FEMSA and its strategic partners with Eolic energy. This plant transforms wind energy into electricity using wind turbines.

FEMSA announced its intention to participate in the Macquarie Mexico Infrastructure Fund in 2011, by purchasing Istmeña alternate wind energy and Mareña Aeolian power to guarantee that 85% of the energy that FEMSA and its business units use in Mexico, including all Coca-Cola FEMSA operations, comes from renewable sources.

Sustainable Transportation

Coca-Cola FEMSA Colombia has 29 electric-powered vehicles that are totally (100%) harmless to the environment because they do not issue pollutants harmful to human health or the environment, such as fine particles, hydrocarbons, carbon monoxide, nitrogen oxides and lead. The trucks operate in the following seven cities across Colombia: Barranquilla, Bogotá, Cali, Cúcuta, Medellín, Pereira, and Santa Marta.



In 2011 Coca-Cola FEMSA Mexico conducted investments to renovate approximately 28% of its trucking fleet, resulting in efficiencies in fuel consumption and CO₂ emission reductions. It also added five electric cars to its pre-sale process as part of a program to study the feasibility of using this type of vehicles in some of its operations.

Efficient cooling

We maintain our initiative to renew the coolers we use in our markets. Since 2009, we started to install coolers that consumed between 50% and 80% less electric energy than the ones used in 2000, and reported the installation of 133,700 new coolers in Mexico and 4,190 coolers in Central America by the end of 2011.



Global Principles, Local Actions

San Isidro Recycles

Coca-Cola FEMSA Argentina seeks to recover plastic and Tetra Pak bottles for recycling purposes, through this program implemented in a joint effort with the Municipality of San Isidro, the Habitat for Development Foundation, and Tetra Pak company CLIBA, DISCO y RECICLAR, S.A., during 2011 when it successfully recovered 219.8 tons of PET and 17.7 tons of Tetra Pak, for a total of 1.3 million bottles.

Ganhou Recycles

This is a program Coca-Cola FEMSA Brazil started 13 years ago to implement practices that promote the collection and recycling of post-consumption packaging by supporting recycling cooperatives.

Diploma on Climate Change



The “Technical elements to develop the State Action Program on Climate Change” diploma course is an initiative Coca-Cola FEMSA Colombia began in 2011 to provide online training for government agency employees through an agreement with the Technological Institute of Monterrey in Mexico (ITESM). A total of 70 people from the following seven Institutions have benefitted from this program, which represented a US \$30,000 investment: 1) The District Secretariat of the Environment; 2) The Autonomous Regional Corporation of the Atlantic; 3) The Autonomous Regional Corporation of Cundinamarca; 4) The Administrative Environmental Management Department (DAGMA); 5) The Autonomous Regional Corporation of the Cauca Valley; and the 6) Administrative Environmental Department of Barranquilla (DAMAB).

Caring for Myself and Caring for the Environment

This is a Coca-Cola FEMSA Colombia program that works with corporate resources and volunteers in stocking libraries with books focused on environmental protection. The program had benefitted 26,000 students through the donation of 35 green libraries by the end of 2011.



Recycling has Value

Coca-Cola FEMSA Colombia implemented this program in chain stores, in an effort to promote the integrated management of post-consumer solid waste. A total of 130 tons of solid waste were collected in 2011, while strengthening two recycling associations in Bogotá and Medellín.



Cleaning Water Bodies

Coca-Cola FEMSA Mexico helped clean 14 bodies of water in 2011, collecting over 30 tons of waste with close to 2,600 employees who volunteered together with their families.



Eco-Schools

“Eco-Schools” is an Environmental Education and Awareness program Coca-Cola FEMSA Nicaragua created as part of the Natura Fund (FUN-DENIC-SOS) initiative, supported by the INARSA Coca-Cola Bottler in Nicaragua. This program involves students, teachers and parents from different schools. Each institution receives a set of containers for solid waste classification. The purpose of the program consists of raising awareness in the educational community and the assessment of natural resources and environment, for their protection and conservation. The Eco-Schools program has benefited four schools, 2,775 children and 89 teachers.



Global Beach Day

Coca-Cola FEMSA Venezuela participated in the Global Beach Day, the most important voluntary action Coca-Cola implements nationwide with more than 700 volunteers. We collected over 13 tons of solid waste this year, with the help of our employees and their families.



16,750

tons of
recycled PET



About this Report

GRI 2.5, 3.1, 3.2, 3.3, 3.5, 3.6, 3.7, 3.8, 3.9, 3.11 and 3.13

This report contains information on the main sustainability activities Coca-Cola FEMSA engaged in over the course of 2011. Our reports are published annually, so this report is immediately following the report published in 2010, and is the fourth report we have published since 2007.

We used the Global Reporting Initiative methodology for this report for the fourth year running, including G3.1 indicators and those required as a supplement to the Food and Beverage industry. We also prepare this document as a Progress Report in our support of the ten United Nations Global Compact Principles. This document includes references to the GRI indicators and the Global Compact principles.

The actions reported include our programs in the nine countries in which we do business: Argentina, Brazil, Colombia, Costa Rica, Guatemala, Mexico, Nicaragua, Panama and Venezuela. It does not include immaterial business information or data on companies purchased or created with less than a year.

We relied on three criteria to define its contents: the first is based on consistency with our 2010 report; the second is based on the most important events that occurred in 2011, while the third criteria is based on the materiality of the indicators for our industry as expressed by our stakeholders through our different communication channels. The financial amounts reported in this

information include those related to the implementation of programs and projects that are described in this document as a representative sample of the same.

The contents of this report are divided into nine sections for clarity purposes, the first of which contains a message from the Coca-Cola FEMSA CEO; the second section offers our readers a corporate profile that includes a brief description of our main business activities, the territories we serve, our business results, our corporate governance structure and a description of the portfolio of products we offer to clients and consumers alike.

The third through the eighth sections provide a description of Coca-Cola FEMSA's social responsibility strategy and the activities carried out according to our five strategy axes:

- Ethics and Corporate Values
- Quality of Life in the Company
- Health and wellness
- Community engagement
- Environmental Care

The last section includes the GRI indicators index, our support for the ten United Nations Global Compact Principles, links of interest for those who wish to obtain additional information to that presented in this report and Corporate contact information.

Global Compact Principles

GRI 2.5, 3.1, 3.2, 3.3, 3.5, 3.6, 3.7, 3.8, 3.9, 3.11 and 3.13

The Global Compact Principles are based on Universal Statements and Conventions in four areas: Human Rights, the Environment, Labor Standards, and Anti-corruption.

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.



Global Reporting Initiative Index

(GRI G3.1 and Food Processing Sector Supplement)

GRI 3.12

GRI Index	Content	Page	Report
1.	STRATEGY AND ANALYSIS		
1.1	Statement from Chairman and CEO	1	Fully
1.2	Impacts, risks, and opportunities	11	Fully
2.	COMPANY PROFILE		
2.1	Name	3	Fully
2.2	Brands, products and/or services	5	Fully
2.3	Operating structure	Inside front cover	Fully
2.4	Headquarters	3	Fully
2.5	Countries where the company operates	52	Fully
2.6	Nature of ownership and legal form	3	Fully
2.7	Markets served	3	Fully
2.8	Scale of the reporting organization	3	Fully
2.9	Significant changes in the reporting period	3	Fully
2.10	Awards received	10	Fully
3.	REPORT PARAMETERS		
3.1	Reporting period	1, 52	Fully
3.2	Date of most recent previous report	52	Fully
3.3	Reporting cycle	1, 52	Fully
3.4	Contact point	Inside back cover	Fully
3.5	Process for defining report content	52	Fully
3.6	Boundary of the report	52	Fully
3.7	Specific limitations on the scope or boundary of the report	52	Fully
3.8	Basis for reporting on joint ventures	52	Fully
3.9	Data measurement techniques and bases for calculations	52	Fully
3.10	Effect of any re-statements of information provided in earlier reports, and reasons for re-statement	3, 22	Fully
3.11	Significant changes from previous	3, 52	Fully
3.12	Content index	Inside front cover	Fully
3.13	External assurance	52	Fully
4.	GOVERNANCE, COMMITMENTS, AND ENGAGEMENT		
4.1	Governance	14	Fully
4.2	Governance	14	Fully
4.3	Governance	14	Fully
4.4	Governance	14	Fully
4.5	Governance	14, 25	Fully
4.6	Governance	14	Fully
4.7	Governance	14	Fully
4.8	Mission or values, codes of conduct, and relevant principles	13, 16	Fully
4.9	Governance	14	Fully
4.10	Processes for evaluating highest governance body's performance	14	Fully

GRI Index	Content	Page	Report
4.11	Precautionary principle	11	Fully
4.12	Economic, environmental, and social charters, principles, or other initiatives	19, 29, 39	Fully
4.13	Presence in associations	10	Fully
4.14	Stakeholders	9	Fully
4.15	Stakeholders	9	Fully
4.16	Stakeholders	9	Fully
4.17	Stakeholders	9	Fully

ENVIRONMENTAL PERFORMANCE

EN1	Materials used	46	Fully
EN2	Recycled input materials	46	Fully
EN3	Direct energy consumption by primary energy source	48	Fully
EN4	Indirect energy consumption by primary source	48	Fully
EN5	Energy saved	48	Fully
EN6	Energy saved	48	Fully
EN7	Energy saved	48	Partially
EN8	Total water withdrawal by source	39	Not Reported
EN9	Water sources significantly affected by withdrawal of water	39	Not Reported
EN10	Water recycled and reused	39	Fully
EN11	Land adjacent to protected areas	39	Not Reported
EN12	Significant impacts of activities on biodiversity in protected areas	39	Fully
EN13	Habitats protected or restored	39	Fully
EN14	Biodiversity	39	Fully
EN15	Number of species affected by operations	39	Fully
EN16	Emissions	48	Fully
EN17	Emissions	48	Fully
EN18	Emissions	48	Fully
EN19	Emissions	48	Fully
EN20	Emissions	48	Partially
EN21	Total water discharge	39	Fully
EN22	Total weight of waste	39	Partially
EN23	Total number and volume of significant spills	39	Fully
EN24	Hazardous waste	39	Fully
EN25	Water resources	39	Fully
EN26	Initiatives to mitigate environmental impacts	39, 46	Fully
EN27	Reclamation of packaging materials	46	Fully
EN28	Monetary value of significant fines	16, 39	Fully
EN29	Environmental impacts of transporting products	48	Partially
EN30	Environmental investment	46	Fully

GRI Index	Content	Page	Report
HUMAN RIGHTS			
HR1	Percentage and total number of investment agreements that include human rights clauses	19	Fully
HR2	Significant suppliers and contractors that have undergone screening on human rights	9, 16	Fully
HR3	Total hours of employee training in human rights	24	Fully
HR4	Incidents of discrimination	16	Fully
HR5	Risks and actions to support freedom of association	19	Fully
HR6	Risks for incidents of child labor	19	Fully
HR7	Risks for incidents of forced labor	19	Fully
HR8	Security personnel training	24	Fully
HR9	Violations to rights of indigenous people	16	Fully
HR10	Operations subject to human rights reviews	16	Fully
HR11	Grievances related to human rights	16	Fully
LABOR PRACTICES AND DECENT WORK			
LA1	Total workforce by employment type	19	Not Reported
LA2	Employee turnover	19	Partially
LA3	Benefits	19	Not Reported
LA4	Collective bargaining agreements	19	Fully
LA5	Minimum notice period regarding operational changes, including whether it is specified in collective agreements	9	Fully
LA6	Health and safety committees	22	Fully
LA7	Absenteeism and lost days	22	Partially
LA8	Health	22	Fully
LA9	Health	22	Fully
LA10	Training	24	Fully
LA11	Training	24	Partially
LA12	Employees receiving performance and career development reviews	23, 25	Fully
LA13	Diversity indicators	19	Fully
LA14	Ratio of basic salary of men to women by employee category	19	Fully
LA15	Benefits		Not Reported

GRI Index	Content	Page	Report
SOCIAL PERFORMANCE			
SO1	Programs to assess impacts of operations on communities	33	Fully
SO2	Risks related to corruption	16	Fully
SO3	Employees trained in anti-corruption policies	16	Not Reported
SO4	Actions taken regarding incidents of corruption	16	Fully
SO5	Public policy and lobbying	16	Fully
SO6	Contributions to political parties and related institutions, by country	16	Fully
SO7	Anti-competitive behavior, anti-trust and monopoly practices	3	Fully
SO8	Fines and non-monetary sanctions for non-compliance with laws	5	Fully
SO9	Operation with negative impacts on local communities	33	Fully
SO10	Preventive measures implemented in operation with negative impacts on communities	33, 39	Fully
PRODUCT RESPONSIBILITY			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed	5	Fully
PR2	Regulations and voluntary codes of health and safety	5	Fully
PR3	Product and service information	5	Fully
PR4	Product and service information and labeling	5	Fully
PR5	Practices related to customer satisfaction	9	Fully
PR6	Adherence to voluntary codes related to marketing	5	Fully
PR7	Incidents related to marketing, promotion and sponsorship	5	Fully
PR8	Customer privacy	16	Fully
PR9	Fines for non-compliance with laws and regulations concerning the provision and use of products and services	3, 5	Fully
ECONOMIC PERFORMANCE			
EC1	Direct economic value	3	Partially
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change	48	Fully
EC3	Benefit plan obligations	33	Fully
EC4	Significant financial assistance	39	Fully
EC5	Entry level wage	19	Fully
EC6	Suppliers	9, 16	Fully
EC7	Procedures for local hiring	19, 33	Fully
EC8	Infrastructure investments and services provided primarily for public benefit	48	Fully
EC9	Indirect economic impact	3	Partially

Global Reporting Initiative Index (cont.)

GRI Index	Content	Page	Report
FOOD PROCESSING SECTOR SUPPLEMENT			
SOURCING			
FP1	Percentage of purchased volume from suppliers compliant with company's sourcing policy	9	Partially
FP2	Percentage of purchased volume verified in accordance with credible, internationally recognized responsible production standards.	9	Fully
FP3	Percentage of working time lost due to industrial disputes, strikes and/or lock-outs	19	Fully
SOCIAL			
FP4	Programs and practices that promote access to healthy lifestyles; the prevention of chronic disease; access to healthy nutritious and affordable food public policy	29	Fully
PRODUCT RESPONSIBILITY			
FP5	Percentage of production volume manufactured in sites certified by an independent third party according to internationally recognized food safety management system standards	5	Fully
FP6	Percentage of total sales volume of consumer products, by product category, that are lowered in added sugars	5	Fully
FP7	Percentage of total sales volume of consumer products sold, that contain increased fiber, vitamins, minerals, or functional food additives	5	Fully
FP8	Communication to consumers about ingredients and nutritional information beyond legal requirements	8	Fully

GRI Index	Content	Page	Report
ANIMAL WELFARE			
FP9	Percentage and total of animals raised and/or processed, by species and breed type		N/A
FP10	Policies and practices, by species and breed type, related to physical alterations and the use of anaesthetic		N/A
FP11	Percentage and total of animals raised and/or processed, by species and breed type, per housing type		N/A
FP12	Policies and practices on antibiotic, anti-inflammatory, hormone, and/or growth promotion treatments, by species and breed type		N/A
FP13	Number of incidents of non-compliance with laws and regulations, and adherence with voluntary standards related to transportation, handling, and slaughter practices for live terrestrial and aquatic animals		N/A

Global Reporting Initiative (GRI G3.1) Application Level Check



Statement GRI Application Level Check

GRI hereby states that **Coca-Cola FEMSA** has presented its report "2011 Sustainability Report" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level A.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines.

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 1 May 2012

A handwritten signature in blue ink, appearing to be "Nelmara Arbex", is written over a faint, large watermark of the GRI globe logo in the background.

Nelmara Arbex
Deputy Chief Executive
Global Reporting Initiative



The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance.
www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 23 April 2012. GRI explicitly excludes the statement being applied to any later changes to such material.

Contact Information:

GRI 3.4

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Links of interest

www.coca-colafemsa.com.mx

www.femsa.com.mx

www.fundacionfemsa.com.mx

<http://www.thecoca-colacompany.com/citizenship/index.html>

Responsible Marketing:

http://www.thecoca-colacompany.com/citizenship/responsible_marketing.html

Labeling and Nutritional Information:

http://www.thecoca-colacompany.com/ourcompany/hal_policy_nutritional_labeling.html

Corporate Governance:

www.coca-colafemsa.com/kof/

Supplier Relations:

http://www.thecocacolacompany.com/citizenship/supplier_guiding_principles.html

Workplace rights:

http://www.thecoca-colacompany.com/citizenship/workplace_rights_policy.html



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