

Stock Listing Information

Mexican Stock Exchange
Ticker: KOFL

NYSE (ADR)
Ticker: KOF

Ratio of KOF L to KOF = 10:1



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2010 FOURTH-QUARTER AND FULL-YEAR RESULTS

	Fourth Quarter			YTD		
	2010	2009	Δ%	2010	2009	Δ%
Total Revenues	27,991	29,032	-3.6%	103,456	102,767	0.7%
Gross Profit	12,974	13,415	-3.3%	47,922	47,815	0.2%
Operating Income	5,080	4,827	5.2%	17,079	15,835	7.9%
Net Controlling Interest Income	3,022	2,828	6.9%	9,800	8,523	15.0%
EBITDA ⁽¹⁾	6,109	5,805	5.2%	21,022	19,746	6.5%
Net Debt ⁽²⁾	4,817	5,971	-19.3%			
Net Debt / EBITDA ⁽³⁾	0.23	0.30				
EBITDA/ Interest Expense, net ⁽³⁾	14.37	12.27				
Earnings per Share ⁽³⁾	5.31	4.62				
Capitalization ⁽⁴⁾	19.4%	20.2%				

Expressed in millions of Mexican pesos.

⁽¹⁾ EBITDA = Operating income + Depreciation + Amortization & Other operative Non-cash Charges.

See reconciliation table on page 9 except for Earnings per Share

⁽²⁾ Net Debt = Total Debt - Cash

⁽³⁾ LTM figures

⁽⁴⁾ Total debt / (long-term debt + shareholders' equity)

- Total revenues reached Ps. 27,991 million in the fourth quarter of 2010, a decrease of 3.6% compared to the fourth quarter of 2009 mainly as a result of the devaluation of the Venezuelan bolivar, which was partially compensated by double-digit total revenue growth in our Mercosur division and a 6.5% total revenue growth in our Mexico division. On a currency neutral basis, total revenues grew approximately 12%.
- Consolidated operating income grew 5.2% to Ps. 5,080 million for the fourth quarter of 2010, driven by double-digit operating income growth recorded in our Latincentro division. Our operating margin was 18.1% in the fourth quarter of 2010.
- Consolidated net controlling interest income grew 6.9%, reaching Ps. 3,022 million in the fourth quarter of 2010, resulting in earnings per share of Ps. 1.64 in the fourth quarter of 2010.

Mexico City (February 22, 2011), Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest public Coca-Cola bottler in the world in terms of sales volume, announces results for the fourth quarter of 2010.

“In the face of unusually bad weather conditions across our Mexico and Latincentro divisions during an important part of the year and the effect of the devaluation of the Venezuelan bolivar, we believe the strength of our diversified, defensive business profile enabled us to produce top-line growth for 2010. Our operators' disciplined ability to navigate and adapt our business to challenging, complex market environments produced increased profitability for the fourth quarter and the full year, despite the volatility of sugar costs throughout 2010. Our diversified sources of cash flow allowed us to deliver double-digit consolidated net controlling interest income growth for our shareholders in 2010, extending our track record of earnings per share growth. We are privileged to lead a solid, multinational business that evolves and adapts to our operations' particular conditions; stays focused on our disciplined search to capture opportunities in the beverage industry, which extend the growth path that we have followed over the past several years; and enables us to consolidate our position across our franchise territories—delivering value to our shareholders.” said Carlos Salazar Lomelin, Chief Executive Officer of the Company.

CONSOLIDATED RESULTS

Our consolidated total revenues decreased 3.6% to Ps. 27,991 million in the fourth quarter of 2010, compared to the fourth quarter of 2009 mainly as a result of the devaluation of the Venezuelan bolivar. On a currency neutral basis, total revenues grew approximately 12%, mainly driven by volume growth in our Mercosur and Mexico divisions, in combination with average price per unit case growth across our territories.

Total sales volume increased 1.2% to reach 659.9 million unit cases in the fourth quarter of 2010 as compared to the same period in 2009. Strong volume growth across all categories in our Mercosur division in combination with volume growth in our Mexico division, mainly driven by a 3% increase in the sparkling beverage category, supported by 3% growth of the *Coca-Cola* brand, compensated for volume declines in our Latincentro division.

Our gross profit decreased 3.3% to Ps. 12,974 million in the fourth quarter of 2010, compared to the fourth quarter of 2009. Cost of goods sold decreased 3.8%, mainly as a result of the devaluation of the Venezuelan bolivar. In local currency, cost of goods sold increased mainly driven by higher year-over-year sweetener costs across our territories, which were partially offset by the appreciation of the Brazilian real,⁽¹⁾ the Colombian peso⁽¹⁾ and the Mexican peso⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Gross margin reached 46.4%, an expansion of 20 basis points as compared to the fourth quarter of 2009.

Our consolidated operating income increased 5.2% to Ps. 5,080 million in the fourth quarter of 2010, driven by double-digit operating income growth in our Latincentro division. Operating expenses decreased 8.1% in the fourth quarter of 2010 mainly as a result of the devaluation of the Venezuelan bolivar. In local currency, operating expenses grew mainly as a result of continued marketing investment in our Mexico division to support our execution in the marketplace, widen our cooler coverage and broaden our returnable base availability and higher labor and freight costs in Argentina. Our operating margin was 18.1% in the fourth quarter of 2010, an expansion of 150 basis points compared to the same period in 2009.

During the fourth quarter of 2010, we recorded Ps. 415 million in the other expenses, net line. These expenses mainly reflect the recording of employee profit sharing and the loss on sale of certain fixed assets.

Our comprehensive financing result in the fourth quarter of 2010 recorded an expense of Ps. 147 million as compared to an expense of Ps. 102 million in the same period of 2009.

During the fourth quarter of 2010, income tax, as a percentage of income before taxes, was 29.7% compared to 32.2% in the same period of 2009.

Our consolidated net controlling interest income⁽²⁾ grew 6.9% reaching Ps. 3,022 million in the fourth quarter of 2010 as compared to the fourth quarter of 2009. Earnings per share (EPS) in the fourth quarter of 2010 were Ps. 1.64 (Ps. 16.37 per ADS) computed on the basis of 1,846.5 million shares outstanding (each ADS represents 10 local shares).

(1) See page 14 for average and end of period exchange rates for the fourth quarter.

(2) Previously referred to as Majority Net Income; name changed in accordance with Mexican Financial Reporting Standards.

BALANCE SHEET

As of December 31, 2010, we had a cash balance of Ps. 12,534 million, including US\$ 593 million denominated in U.S. dollars, an increase of Ps. 2,580 million compared to December 31, 2009, mainly as a result of cash generated by our operations, net of debt and dividend payments made during the year.

As of December 31, 2010, total short-term debt was Ps. 1,840 million and long-term debt was Ps. 15,511 million. Total debt increased by Ps. 1,426 million, compared to year end 2009. During February, 2010 we issued a Yankee Bond in the amount of US\$ 500 million. We used the proceeds to pay the maturity of our Ps. 2,000 million and Ps. 1,000 million *Certificados Bursátiles* on February and April of 2010, respectively, and to prepay US\$ 202 million of bilateral loans. During the fourth quarter, we increased our debt denominated in Colombian pesos by a net amount equivalent to US\$ 38 million. KOF's total debt balance includes U.S. dollar-denominated debt in the amount of US\$ 673 million.⁽¹⁾

The weighted average cost of debt for the quarter was 5.6%. The following charts set forth the Company's debt profile by currency and interest rate type and by maturity date as of December 31, 2010:

Currency	% Total Debt ⁽¹⁾	% Interest Rate Floating ⁽¹⁾⁽²⁾
Mexican pesos	33.5%	38.1%
U.S. dollars	47.4%	4.6%
Colombian pesos	11.8%	100.0%
Brazilian reais	0.6%	0.0%
Argentine pesos	6.8%	6.9%

(1) After giving effect to cross-currency swaps and interest rate swaps.

(2) Calculated by weighting each year's outstanding debt balance mix.

Debt Maturity Profile

Maturity Date	2011	2012	2013	2014	2015	2016 +
% of Total Debt	10.4%	26.4%	2.7%	8.1%	16.4%	36.0%

Consolidated Cash Flow⁽³⁾

Expressed in millions of Mexican pesos (Ps.) as of December 31, 2010

	<i>Dic-10</i>
	<i>Ps.</i>
Income before taxes	14,559
Non cash charges to net income	5,806
	20,365
Change in working capital	(6,016)
Resources Generated by Operating Activities	14,349
Investments	(7,954)
Debt Increase	2,427
Dividends declared and paid	(2,612)
Other	(1,823)
Increase in cash and cash equivalents	4,387
Cash, cash equivalents and marketable securities at beginning of period	9,954
Translation Effect	(1,807)
Cash, cash equivalents and marketable securities at end of period	12,534

(3) The difference between the items presented in the balance sheet and the cash flow is because the cash flow is presented on a historical basis and the balance sheet is presented in nominal terms. These differences are presented separately as a part of the translation effect in the cash flow in accordance with the Mexican Financial Reporting Standards.

MEXICO DIVISION OPERATING RESULTS

Revenues

Total revenues from our Mexico division increased 6.5% to Ps. 9,922 million in the fourth quarter of 2010, as compared to the same period in 2009. Increased average price per unit case accounted for approximately 60% of incremental revenues during the quarter and volume growth represented the balance. Average price per unit case reached Ps. 31.66, an increase of 3.7%, as compared to the fourth quarter of 2009, mainly reflecting higher volumes sold in our sparkling beverage portfolio and selective price increases across our product portfolio implemented over the past several months. Excluding bulk water under the *Ciel* brand, our average price per unit case was Ps. 36.21, a 3.1% increase as compared to the same period in 2009.

Total sales volume increased 2.6% to 312.2 million unit cases in the fourth quarter of 2010, as compared to the fourth quarter of 2009. Sparkling beverage volume increased 3%, driven by the strong performance of the *Coca-Cola* brand and increases in flavored sparkling beverages. Our still beverage portfolio grew 5% mainly due to the Jugos del Valle line of beverages. These volume increases in sparkling and still beverages compensated for a slight decline in our water portfolio, driven by a 2% decline in bulk water.

Operating Income

Our gross profit increased 3.6% to Ps. 4,887 million in the fourth quarter of 2010 as compared to the same period in 2009. Cost of goods sold increased 9.5% as a result of higher PET and sweetener costs, which were partially compensated by the appreciation of the Mexican peso⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Gross margin reached 49.3% in the fourth quarter of 2010 in comparison to 50.6% in the same period of 2009.

Operating income decreased 2.9% to Ps. 1,859 million in the fourth quarter of 2010, compared to Ps. 1,914 million in the same period of 2009. Operating expenses grew 8.0% mainly due to continued marketing investment to support our execution in the marketplace, widen our cooler coverage and broaden our returnable base availability. Our operating margin was 18.7% in the fourth quarter of 2010, compared to 20.5% in the same period of 2009.

(1) See page 14 for average and end of period exchange rates for the fourth quarter.

LATINCENTRO DIVISION OPERATING RESULTS (Colombia, Venezuela, Guatemala, Nicaragua, Costa Rica and Panama)

Revenues

Total revenues reached Ps. 7,984 million in the fourth quarter of 2010, a decrease of 26.2% as compared to the same period of 2009 mainly as a result of the devaluation of the Venezuelan bolivar and a volume decline across the division. On a currency neutral basis, total revenues increased approximately 12% due to selective price increases implemented over the past several months across the division.

Total sales volume in our Latincentro division decreased 8.8% to 151.8 million unit cases in the fourth quarter of 2010 as compared to the same period of 2009. Our bottled water category recorded a double-digit volume decline, while the sparkling and still beverage categories declined 7% and 8%, respectively. Volumes in Venezuela declined approximately 14%, while volumes in Colombia and Central America declined approximately 9% and 1%, respectively. These declines were mainly related to unusually bad weather conditions experienced during the fourth quarter of 2010 in our operations.

Operating Income

Gross profit reached Ps. 3,780 million, a decrease of 23.3% in the fourth quarter of 2010, as compared to the same period of 2009. Cost of goods sold decreased 28.6% mainly as a result of the devaluation of the Venezuelan bolivar. In local currency, cost of goods sold increased mainly as a result of higher year-over-year sweetener costs across the division, which were partially compensated by the appreciation of the Colombian peso⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Operating leverage achieved by higher average prices per unit case in local currency resulted in a gross margin expansion of 180 basis points to 47.3% in the fourth quarter of 2010.

Our operating income increased 23.8% to Ps. 1,608 million in the fourth quarter of 2010, compared to the fourth quarter of 2009. Operating expenses decreased 40.1% mainly as a result of the devaluation of the Venezuelan bolivar. In local currency, higher labor costs in Venezuela were partially compensated by lower marketing expenses across the division. Operating leverage achieved through higher average prices per unit case in local currency resulted in an operating margin of 20.1% in the fourth quarter of 2010, as compared to 12.0% in the same period of 2009.

(1) See page 14 for average and end of period exchange rates for the fourth quarter.

MERCOSUR DIVISION OPERATING RESULTS (Brazil and Argentina)

Volume and average price per unit case exclude beer results.

Revenues

Total revenues increased 13.3% to Ps. 10,085 million in the fourth quarter of 2010, as compared to the same period of 2009. Excluding beer, which accounted for Ps. 986 million during the quarter, revenues increased 14.0% to Ps. 9,099 million. Volume growth and higher average prices per unit case in local currency were partially compensated by a negative currency translation effect resulting from the appreciation of the Mexican peso against the Brazilian real⁽¹⁾ and the Argentinean peso⁽¹⁾. On a currency neutral basis, our Mercosur division's revenues increased approximately 18%.

Total sales volume in our Mercosur division increased 8.1% to 195.9 million unit cases in the fourth quarter of 2010 as compared to the same period of 2009. Volume growth was a result of (i) a 7% growth in sparkling beverages, mainly driven by the strong performance of the *Coca-Cola* brand in Brazil and Argentina, growing 7% and 6% respectively, accounting for close to 75% of incremental volumes, (ii) a 43% growth in the still beverage category, driven by the performance of the Jugos del Valle line of business in Brazil and *Aquarius* flavored water in Argentina, in combination with the recent introduction of the *Matte Leao* brand into our portfolio in Brazil, contributing approximately 20% of incremental volumes, and (iii) a 9% increase in our bottled water category, representing the balance.

Operating Income

In the fourth quarter of 2010, our gross profit increased 14.3% to Ps. 4,307 million, as compared to the same period in 2009. Cost of goods sold increased 12.7% mainly due to higher sweetener costs in the division and higher PET costs in Argentina, which were partially compensated by the appreciation of the Brazilian real⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Gross margin reached 42.7% in the fourth quarter of 2010, an expansion of 30 basis points as compared to the fourth quarter of 2009.

Operating income remained flat at Ps. 1,613 million in the fourth quarter of 2010, as compared to Ps. 1,614 million in the same period of 2009. Operating expenses increased 25.0%, mainly driven by higher labor and freight costs in Argentina. Our operating margin was 16.0% in the fourth quarter of 2010 as compared to 18.1% in the same period of 2009.

(1) See page 14 for average and end of period exchange rates for the fourth quarter.

SUMMARY OF FULL-YEAR RESULTS

Our consolidated total revenues increased 0.7% to Ps. 103,456 million in 2010, as compared to 2009, as a result of revenue growth in our Mercosur and Mexico divisions and despite the devaluation of the Venezuelan bolivar. On a currency neutral basis and excluding the acquisition of Brisa in Colombia, total revenues increased approximately 15% in 2010.

Total sales volume increased 2.9% to 2,499.5 million unit cases in 2010, as compared to 2009. The sparkling beverage category, driven by a 4% growth of the *Coca-Cola* brand, contributed more than 70% of incremental volumes. The still beverage category, mainly driven by the performance of the Jugos del Valle line of business across our territories, grew 11% and accounted for approximately 20% of incremental volumes. The consolidation of the *Brisa* water brand in Colombia drove an 8% growth in our bottled water portfolio, representing the balance. Excluding the non-comparable effect of *Brisa*, total sales volume increased 2.1% to reach 2,479.6 million unit cases.

Our gross profit increased 0.2% to Ps. 47,922 million in 2010, as compared to 2009, despite the devaluation of the Venezuelan bolivar. Cost of goods sold increased 1.1% as a result of higher cost of sweetener across our operations, which was partially offset by the appreciation of the Brazilian real,⁽¹⁾ the Colombian peso⁽¹⁾ and the Mexican peso⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Gross margin reached 46.3% for 2010, a decrease of 20 basis points as compared to 2009.

Our consolidated operating income increased 7.9% to Ps. 17,079 million in 2010, as compared to 2009. Our Mercosur and Latincentro divisions accounted for this growth. Our operating margin was 16.5% for 2010, a 110 basis points expansion as compared to 2009.

Our consolidated net controlling interest income⁽²⁾ increased by 15.0% to Ps. 9,800 million in 2010 as compared to 2009, mainly as a result of higher operating income. Earnings per share (EPS) in 2010 were Ps. 5.31 (Ps. 53.07 per ADS) computed on the basis of 1,846.5 million shares outstanding (each ADS represents 10 local shares).

(1) See page 14 for average and end of period exchange rates for the fourth quarter and full year.

(2) Previously referred to as Majority Net Income; name changed in accordance with Mexican Financial Reporting Standards.

RECENT DEVELOPMENTS

- During December, 2010, authorities of the Venezuelan Government announced the unification of their two fixed foreign exchange rates, stating that the BsF. 4.30 per US dollar exchange rate would remain as the only official exchange rate in the country. We expect this event will affect our financial results, increasing our operating costs, as a result of the impact of the announced exchange rate as applied to our US dollar-denominated raw material costs. This event will not affect the results of our Venezuelan operations when translated into our reporting currency, the Mexican peso, as we have been translating the results of these operations at the BsF. 4.30 per US dollar exchange rate since January 1, 2010.
- On January 14, 2011, our Valencia production and distribution facilities in Venezuela went on strike as a result of our negotiations with these facilities' labor union. On February 10, 2011, we reached an agreement and returned to normal operating conditions after 26 days.
- During the third quarter of 2010, our Board of Directors approved the anticipated adoption of International Financial Reporting Standards. On February 18, 2011, based on a recommendation made by the audit committee, the Board of Directors approved the adoption of International Financial Reporting Standards in accordance with Mexican regulations beginning January 1, 2012.
- On February 18, 2011, Coca-Cola FEMSA's Board of Directors agreed to propose an ordinary dividend of approximately Ps. 4,358 million, to be paid during the second quarter of 2011. This dividend is subject to approval at the Annual Shareholders meeting to be held in March, 2011 and represents an increase of approximately 67 % as compared to the dividend paid on April 26, 2010.

CONFERENCE CALL INFORMATION

Our fourth-quarter 2010 Conference Call will be held on: February 22, 2011, at 11:00 A.M. Eastern Time (10:00 A.M. Mexico City Time). To participate in the conference call, please dial: Domestic U.S.: 866-700-7477 or International: 617-213-8840. We invite investors to listen to the live audiocast of the conference call on the Company's website, www.coca-colafemsa.com

If you are unable to participate live, an instant replay of the conference call will be available through March 1, 2011. To listen to the replay, please dial: Domestic U.S.: 888-286-8010 or International: 617-801-6888. Pass code: 95777529.



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast 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 (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 30 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 31.6% equity interest in Coca-Cola FEMSA.



This news release may contain forward-looking statements concerning Coca-Cola FEMSA's future performance, which should be considered as good faith estimates by Coca-Cola FEMSA. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, many of which are outside Coca-Cola FEMSA's control, which could materially impact the Company's actual performance.

References herein to "US\$" are to United States dollars. This news release contains translations of certain Mexican peso amounts into U.S. dollars for the convenience of the reader. These translations should not be construed as representations that Mexican peso amounts actually represent such U.S. dollar amounts or could be converted into U.S. dollars at the rate indicated.



(6 pages of tables to follow)

Consolidated Income Statement

Expressed in millions of Mexican pesos⁽¹⁾

	4Q 10	% Rev	4Q 09	% Rev	Δ%	YTD 10	% Rev	YTD 09	% Rev	Δ%
Volume (million unit cases) ⁽²⁾	659.9		652.0		1.2%	2,499.5		2,428.6		2.9%
Average price per unit case ⁽²⁾	40.70		42.90		-5.1%	39.89		40.95		-2.6%
Net revenues	27,847		28,889		-3.6%	102,988		102,229		0.7%
Other operating revenues	144		143		0.7%	468		538		-13.0%
Total revenues	27,991	100%	29,032	100%	-3.6%	103,456	100%	102,767	100%	0.7%
Cost of goods sold	15,017	53.6%	15,617	53.8%	-3.8%	55,534	53.7%	54,952	53.5%	1.1%
Gross profit	12,974	46.4%	13,415	46.2%	-3.3%	47,922	46.3%	47,815	46.5%	0.2%
Operating expenses	7,894	28.2%	8,588	29.6%	-8.1%	30,843	29.8%	31,980	31.1%	-3.6%
Operating income	5,080	18.1%	4,827	16.6%	5.2%	17,079	16.5%	15,835	15.4%	7.9%
Other expenses, net	415		277		49.8%	1,292		1,449		-10.8%
Interest expense	437		396		10.4%	1,748		1,895		-7.8%
Interest income	75		93		-19.4%	285		286		-0.3%
Interest expense, net	362		303		19.5%	1,463		1,609		-9.1%
Foreign exchange (gain) loss	(37)		(3)		1133.3%	423		370		14.3%
Gain on monetary position in Inflationary subsidiaries	(123)		(107)		15.0%	(414)		(488)		-15.2%
Market value gain on ineffective portion of derivative instruments	(55)		(91)		-39.6%	(244)		(118)		106.8%
Comprehensive financing result	147		102		44.1%	1,228		1,373		-10.6%
Income before taxes	4,518		4,448		1.6%	14,559		13,013		11.9%
Income taxes	1,344		1,431		-6.1%	4,260		4,043		5.4%
Consolidated net income	3,174		3,017		5.2%	10,299		8,970		14.8%
Net controlling interest income	3,022	10.8%	2,828	9.7%	6.9%	9,800	9.5%	8,523	8.3%	15.0%
Net non-controlling interest income	152		189		-19.6%	499		447		11.6%
Operating income	5,080	18.1%	4,827	16.6%	5.2%	17,079	16.5%	15,835	15.4%	7.9%
Depreciation	683		688		-0.7%	2,633		2,810		-6.3%
Amortization and other operative non-cash charges	346		290		19.3%	1,310		1,101		19.0%
EBITDA ⁽³⁾	6,109	21.8%	5,805	20.0%	5.2%	21,022	20.3%	19,746	19.2%	6.5%

⁽¹⁾ Except volume and average price per unit case figures.

⁽²⁾ Sales volume and average price per unit case exclude beer results

⁽³⁾ EBITDA = Operating Income + depreciation, amortization & other operative non-cash charges.

As of June 1st, 2009, we integrated the operation of Brisa in the results of Colombia.

Consolidated Balance Sheet

Expressed in millions of Mexican pesos.

Assets		Dec 10		Dec 09
Current Assets				
Cash, cash equivalents and marketable securities ⁽¹⁾	Ps.	12,534	Ps.	9,954
Total accounts receivable		6,363		5,931
Inventories		5,130		5,002
Other current assets		2,409		2,752
Total current assets		26,436		23,639
Property, plant and equipment				
Property, plant and equipment		57,330		58,640
Accumulated depreciation		(25,230)		(27,397)
Total property, plant and equipment, net		32,100		31,243
Other non-current assets ⁽¹⁾		55,525		55,779
Total Assets	Ps.	114,061	Ps.	110,661
Liabilities and Shareholders' Equity				
Current Liabilities				
Short-term bank loans and notes	Ps.	1,840	Ps.	5,427
Suppliers		8,988		9,368
Other current liabilities		6,818		8,653
Total Current Liabilities		17,646		23,448
Long-term bank loans		15,511		10,498
Other long-term liabilities		7,023		8,243
Total Liabilities		40,180		42,189
Shareholders' Equity				
Non-controlling interest		2,602		2,296
Total controlling interest		71,279		66,176
Total shareholders' equity		73,881		68,472
Liabilities and Shareholders' Equity	Ps.	114,061	Ps.	110,661

(1) As of January 1, 2010, according to NIF C-1 "Cash and cash equivalents", restricted cash presentation is part of the entry "Cash, cash equivalents and marketable securities". Reclassification is made for comparative purposes in 2009.

Mexico Division

Expressed in millions of Mexican pesos⁽¹⁾

	4Q 10	% Rev	4Q 09	% Rev	Δ%	YTD 10	% Rev	YTD 09	% Rev	Δ%
Volume (million unit cases)	312.2		304.3		2.6%	1,242.3		1,227.2		1.2%
Average price per unit case	31.66		30.52		3.7%	31.12		29.86		4.2%
Net revenues	9,884		9,289		6.4%	38,663		36,642		5.5%
Other operating revenues	38		26		46.2%	119		143		-16.8%
Total revenues	9,922	100.0%	9,315	100.0%	6.5%	38,782	100.0%	36,785	100.0%	5.4%
Cost of goods sold	5,035	50.7%	4,597	49.4%	9.5%	19,733	50.9%	18,396	50.0%	7.3%
Gross profit	4,887	49.3%	4,718	50.6%	3.6%	19,049	49.1%	18,389	50.0%	3.6%
Operating expenses	3,028	30.5%	2,804	30.1%	8.0%	12,444	32.1%	11,540	31.4%	7.8%
Operating income	1,859	18.7%	1,914	20.5%	-2.9%	6,605	17.0%	6,849	18.6%	-3.6%
Depreciation, amortization & other operative non-cash charges	378	3.8%	368	4.0%	2.7%	1,699	4.4%	1,655	4.5%	2.7%
EBITDA ⁽²⁾	2,237	22.5%	2,282	24.5%	-2.0%	8,304	21.4%	8,504	23.1%	-2.4%

⁽¹⁾ Except volume and average price per unit case figures.

⁽²⁾ EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Latincentro Division

Expressed in millions of Mexican pesos⁽¹⁾

	4Q 10	% Rev	4Q 09	% Rev	Δ%	YTD 10	% Rev	YTD 09	% Rev	Δ%
Volume (million unit cases)	151.8		166.5		-8.8%	592.3		593.2		-0.2%
Average price per unit Case	52.57		64.93		-19.0%	52.82		64.73		-18.4%
Net revenues	7,980		10,811		-26.2%	31,285		38,402		-18.5%
Other operating revenues	4		8		-50.0%	29		21		38.1%
Total revenues	7,984	100.0%	10,819	100.0%	-26.2%	31,314	100.0%	38,423	100.0%	-18.5%
Cost of goods sold	4,204	52.7%	5,891	54.5%	-28.6%	16,716	53.4%	20,783	54.1%	-19.6%
Gross profit	3,780	47.3%	4,928	45.5%	-23.3%	14,598	46.6%	17,640	45.9%	-17.2%
Operating expenses	2,172	27.2%	3,629	33.5%	-40.1%	9,132	29.2%	12,888	33.5%	-29.1%
Operating income	1,608	20.1%	1,299	12.0%	23.8%	5,466	17.5%	4,752	12.4%	15.0%
Depreciation, amortization & other operative non-cash charges	377	4.7%	410	3.8%	-8.0%	1,406	4.5%	1,415	3.7%	-0.6%
EBITDA ⁽²⁾	1,985	24.9%	1,709	15.8%	16.1%	6,872	21.9%	6,167	16.1%	11.4%

⁽¹⁾ Except volume and average price per unit case figures.

⁽²⁾ EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Since June 2009, we integrated Brisa in the operations of Colombia.

Mercosur Division

Expressed in millions of Mexican pesos⁽¹⁾

Financial figures include beer results

	4Q 10	% Rev	4Q 09	% Rev	Δ%	YTD 10	% Rev	YTD 09	% Rev	Δ%
Volume (million unit cases) ⁽²⁾	195.9		181.2		8.1%	664.9		608.2		9.3%
Average price per unit case ⁽²⁾	45.92		43.44		5.7%	44.75		40.12		11.5%
Net revenues	9,983		8,789		13.6%	33,040		27,185		21.5%
Other operating revenues	102		109		-6.4%	320		374		-14.4%
Total revenues	10,085	100.0%	8,898	100.0%	13.3%	33,360	100.0%	27,559	100.0%	21.0%
Cost of goods sold	5,778	57.3%	5,129	57.6%	12.7%	19,085	57.2%	15,773	57.2%	21.0%
Gross profit	4,307	42.7%	3,769	42.4%	14.3%	14,275	42.8%	11,786	42.8%	21.1%
Operating expenses	2,694	26.7%	2,155	24.2%	25.0%	9,267	27.8%	7,552	27.4%	22.7%
Operating income	1,613	16.0%	1,614	18.1%	-0.1%	5,008	15.0%	4,234	15.4%	18.3%
Depreciation, Amortization & Other operative non-cash charges	274	2.7%	200	2.2%	37.0%	838	2.5%	841	3.1%	-0.4%
EBITDA ⁽³⁾	1,887	18.7%	1,814	20.4%	4.0%	5,846	17.5%	5,075	18.4%	15.2%

⁽¹⁾ Except volume and average price per unit case figures.

⁽²⁾ Sales volume and average price per unit case exclude beer results

⁽³⁾ EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

SELECTED INFORMATION

For the three months ended December 31, 2010 and 2009

Expressed in millions of Mexican pesos.

	4Q 10
Capex	2,516.1
Depreciation	683.0
Amortization & Other non-cash charges	346.0

	4Q 09
Capex	2,942.8
Depreciation	688.0
Amortization & Other non-cash charges	290.0

VOLUME

Expressed in million unit cases

	4Q 10				
	Sparkling	Water ⁽¹⁾	Bulk Water ⁽²⁾	Still ⁽³⁾	Total
Mexico	237.3	11.6	47.1	16.2	312.2
Central America	31.5	1.5	0.1	3.0	36.1
Colombia	46.6	5.0	6.7	4.2	62.5
Venezuela	48.6	2.2	0.8	1.6	53.2
Latincentro	126.7	8.7	7.6	8.8	151.8
Brazil	125.3	7.1	0.8	5.8	139.0
Argentina	51.5	0.3	0.3	4.8	56.9
Mercosur	176.8	7.4	1.1	10.6	195.9
Total	540.8	27.7	55.8	35.6	659.9

	4Q 09				
	Sparkling	Water ⁽¹⁾	Bulk Water ⁽²⁾	Still ⁽³⁾	Total
Mexico	229.8	11.0	48.1	15.4	304.3
Central America	32.0	1.5	0.1	2.9	36.5
Colombia	48.5	7.1	8.3	4.5	68.4
Venezuela	56.3	2.4	0.7	2.2	61.6
Latincentro	136.8	11.0	9.1	9.6	166.5
Brazil	117.2	6.4	0.8	3.9	128.3
Argentina	48.8	0.4	0.2	3.5	52.9
Mercosur	166.0	6.8	1.0	7.4	181.2
Total	532.6	28.8	58.2	32.4	652.0

⁽¹⁾ Excludes water presentations larger than 5.0 L

⁽²⁾ Bulk Water = Still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations

⁽³⁾ Still Beverages include flavored water

SELECTED INFORMATION

For the twelve months ended December 31, 2010 and 2009

Expressed in millions of Mexican pesos.

	YTD 10
Capex	7,478.3
Depreciation	2,633.0
Amortization & Other non-cash charges	1,310.0

	YTD 09
Capex	6,282.2
Depreciation	2,810.0
Amortization & Other non-cash charges	1,101.0

VOLUME

Expressed in million unit cases

	YTD 10				
	Sparkling	Water ⁽¹⁾	Bulk Water ⁽²⁾	Still ⁽³⁾	Total
Mexico	921.1	51.5	203.9	65.8	1,242.3
Central America	118.4	6.0	0.4	12.2	137.0
Colombia	174.8	23.1	29.0	17.4	244.3
Venezuela	192.5	8.9	2.4	7.2	211.0
Latincentro	485.7	38.0	31.8	36.8	592.3
Brazil	431.8	23.4	2.6	17.8	475.6
Argentina	171.9	1.2	1.0	15.2	189.3
Mercosur	603.7	24.6	3.6	33.0	664.9
Total	2,010.5	114.1	239.3	135.6	2,499.5

	YTD 09				
	Sparkling	Water ⁽¹⁾	Bulk Water ⁽²⁾	Still ⁽³⁾	Total
Mexico	900.8	50.9	212.8	62.7	1,227.2
Central America	118.6	5.6	0.4	11.2	135.8
Colombia	173.2	20.2	21.5	17.3	232.2
Venezuela	206.5	8.7	2.6	7.4	225.2
Latincentro	498.3	34.5	24.5	35.9	592.2
Brazil	389.4	20.3	2.4	12.0	424.1
Argentina	170.3	1.6	0.7	11.5	184.1
Mercosur	559.7	21.9	3.1	23.4	608.2
Total	1,958.9	107.3	240.4	122.0	2,428.6

⁽¹⁾ Excludes water presentations larger than 5.0 L

⁽²⁾ Bulk Water = Still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations

⁽³⁾ Still Beverages include flavored water

- The Brisa water business was first included in our operations on June 1, 2009. The volume registered by this business in the months of January 2010 through May 2010 was 19.9 million unit cases and is presented separately in this note for comparison purposes. This volume is included in the results of Colombia, the Latincentro division, and Consolidated for the full year of 2010.

December 2010 Macroeconomic Information

	Inflation ⁽¹⁾		
	LTM	4Q 2010	YTD
Mexico	4.40%	1.93%	4.40%
Colombia	3.17%	0.75%	3.17%
Venezuela	27.18%	4.94%	27.18%
Brazil	5.91%	2.23%	5.91%
Argentina	10.92%	2.43%	10.92%

⁽¹⁾ Source: inflation is published by the Central Bank of each country.

Average Exchange Rates for each Period

	Quarterly Exchange Rate (local currency per USD)			YTD Exchange Rate (local currency per USD)		
	4Q 10	4Q 09	Δ%	YTD 10	YTD 09	Δ%
Mexico	12.3900	13.2628	-6.6%	12.6383	13.6610	-7.5%
Guatemala	8.0190	8.2451	-2.7%	8.0597	8.1027	-0.5%
Nicaragua	21.7500	20.4620	6.3%	21.3565	20.2145	5.6%
Costa Rica	514.8583	590.0153	-12.7%	530.9824	578.2441	-8.2%
Panama	1.0000	1.0000	0.0%	1.0000	1.0000	0.0%
Colombia	1,864.6441	2,014.9636	-7.5%	1,898.9456	2,219.0846	-14.4%
Venezuela	4.3000	2.1500	100.0%	4.2653	2.1500	98.4%
Brazil	1.6967	1.8659	-9.1%	1.7601	2.0840	-15.5%
Argentina	3.9674	3.8304	3.6%	3.9123	3.7008	5.7%

End of Period Exchange Rates

	Exchange Rate (local currency per USD)		
	Dec 10	Dec 09	Δ%
Mexico	12.3571	13.0587	-5.4%
Guatemala	8.0136	8.3544	-4.1%
Nicaragua	21.8825	20.8405	5.0%
Costa Rica	518.0900	571.8100	-9.4%
Panama	1.0000	1.0000	0.0%
Colombia	1,913.9800	2,044.2300	-6.4%
Venezuela	4.3000	2.1500	100.0%
Brazil	1.6662	1.7412	-4.3%
Argentina	3.9760	3.8000	4.6%