

Coca-Cola FEMSA

January 2014



Cautionary Statement

FORWARD-LOOKING STATEMENTS

This presentation contains “forward-looking statements” These forward-looking statements relate to Coca-Cola FEMSA, S.A.B. de C.V. its Subsidiaries (“KOF”) and their businesses, and are based on KOF management’s good faith expectations regarding KOF and its businesses. Recipients are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of performance and are subject to a number of uncertainties and other factors, many of which are outside KOF’s control, that could cause actual results of KOF and its businesses to differ materially from such statements. KOF is under no obligation, and expressly disclaims any intention or obligation, to update or alter any forward-looking statements, whether as a result of new information, future events or otherwise.

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The nature of all the information in this presentation is proprietary and confidential.

ADDITIONAL INFORMATION AND WHERE TO FIND IT

Documents filed by KOF are available at the Securities and Exchange Commission’s public reference room located at 450 Fifth Street, N.W., Washington, D.C. 20594. Investors and security holders may call the Commission at 1-800-SEC-0330 for further information on the public reference room. Free copies of all of KOF’s filings with the Commission may also be obtained by directing a request to:

COCA-COLA FEMSA

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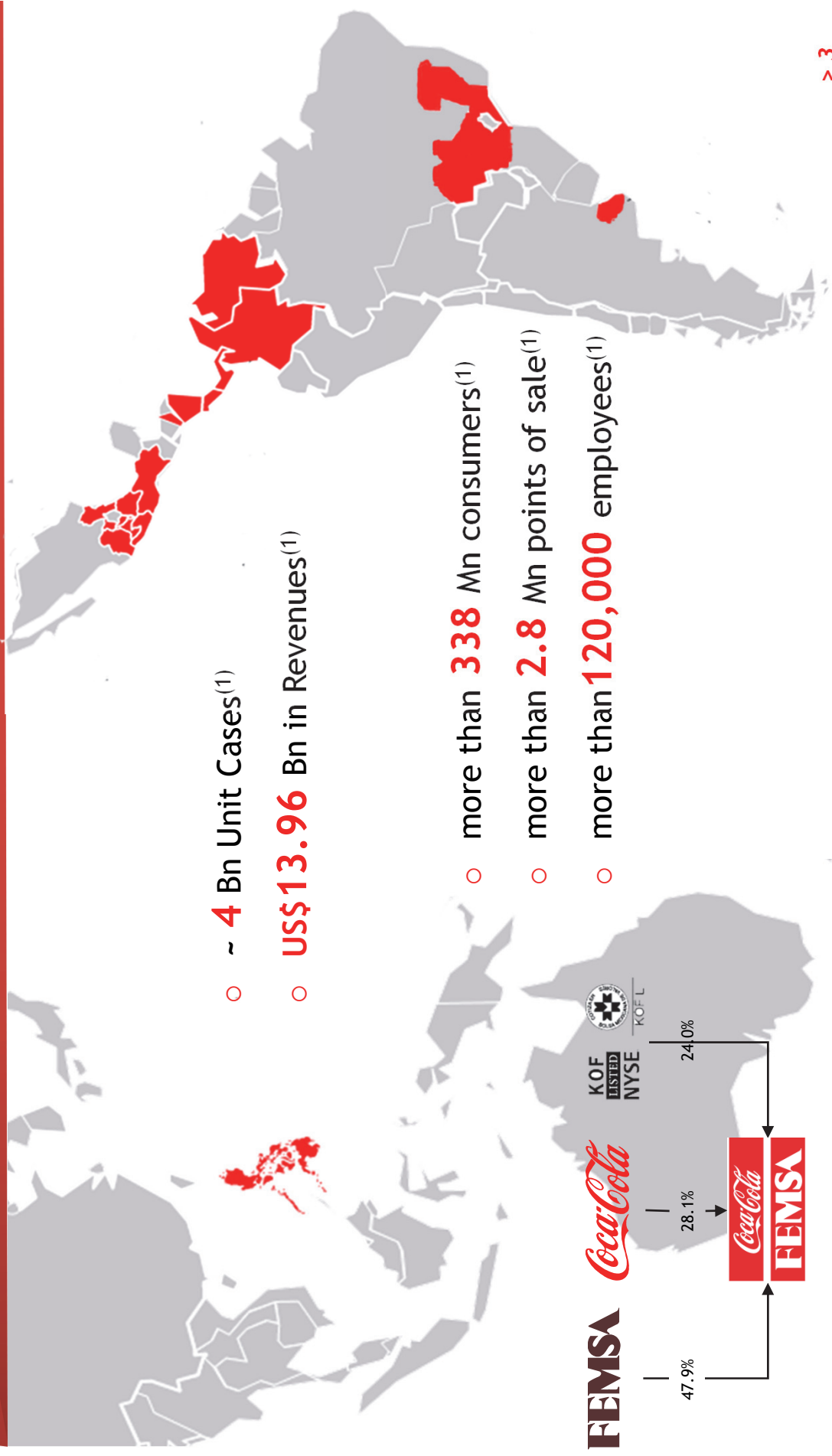
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Largest franchise bottler in the world operating in two of the most attractive regions for its industry...



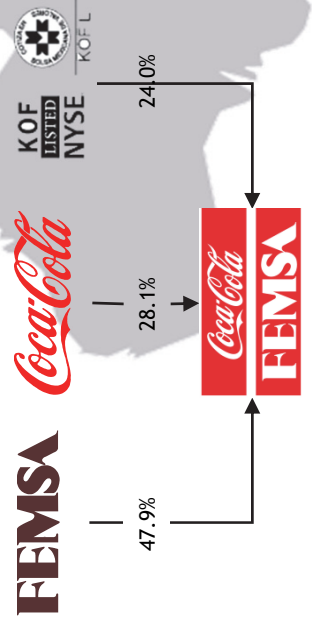
○ ~ **4 Bn** Unit Cases⁽¹⁾

○ **US\$13.96 Bn** in Revenues⁽¹⁾

○ more than **338 Mn** consumers⁽¹⁾

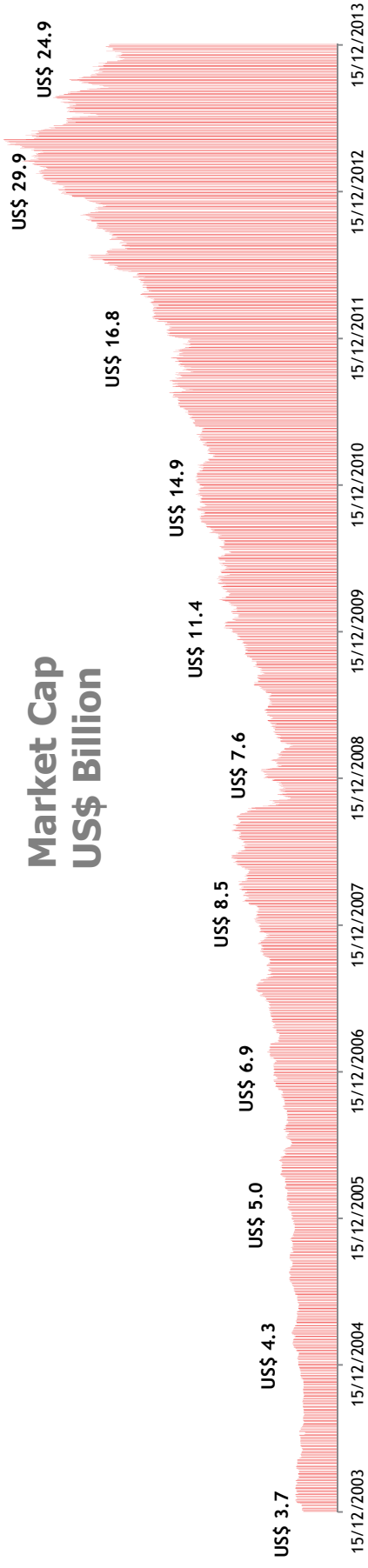
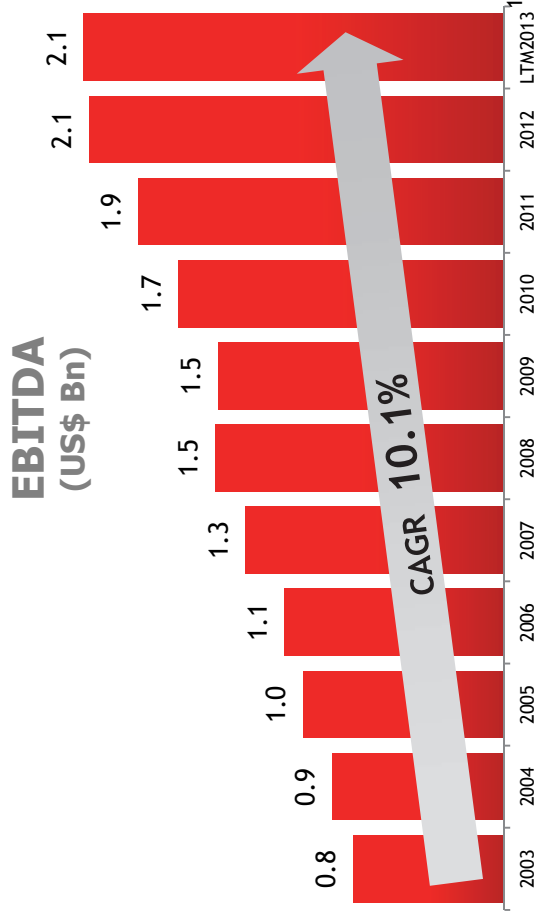
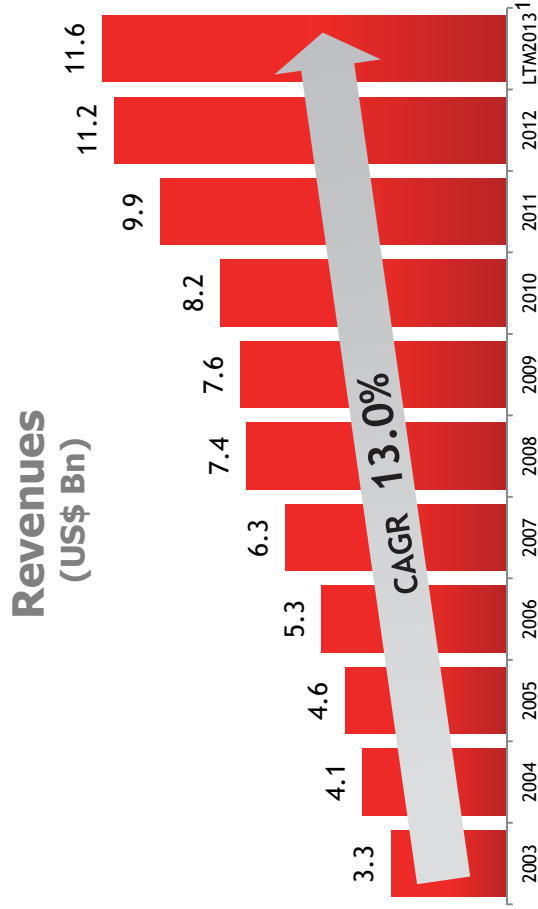
○ more than **2.8 Mn** points of sale⁽¹⁾

○ more than **120,000** employees⁽¹⁾



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

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



(1) Figures reflect LTM as of September 2013.

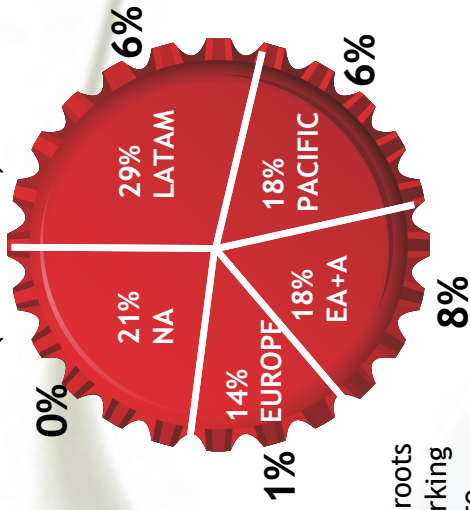
Strategic partner to the Coca-Cola System

KOF has presence in some of the most important regions for the beverage industry and has pursued relevant opportunities in every category to contribute to the system's future growth

KO Volume (worldwide) (1)

Volume Growth

5y-CAGR
(2008-2012)



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

Muhtar Kent, The Coca-Cola Company - President and CEO

“... we partnered with Coca-Cola FEMSA to jointly acquire the Jugos del Valle business in 2007... Today, Del Valle is the first of our \$1 billion brands with its roots in our Latin America region.”
Muhtar Kent, The Coca-Cola Company - President and CEO

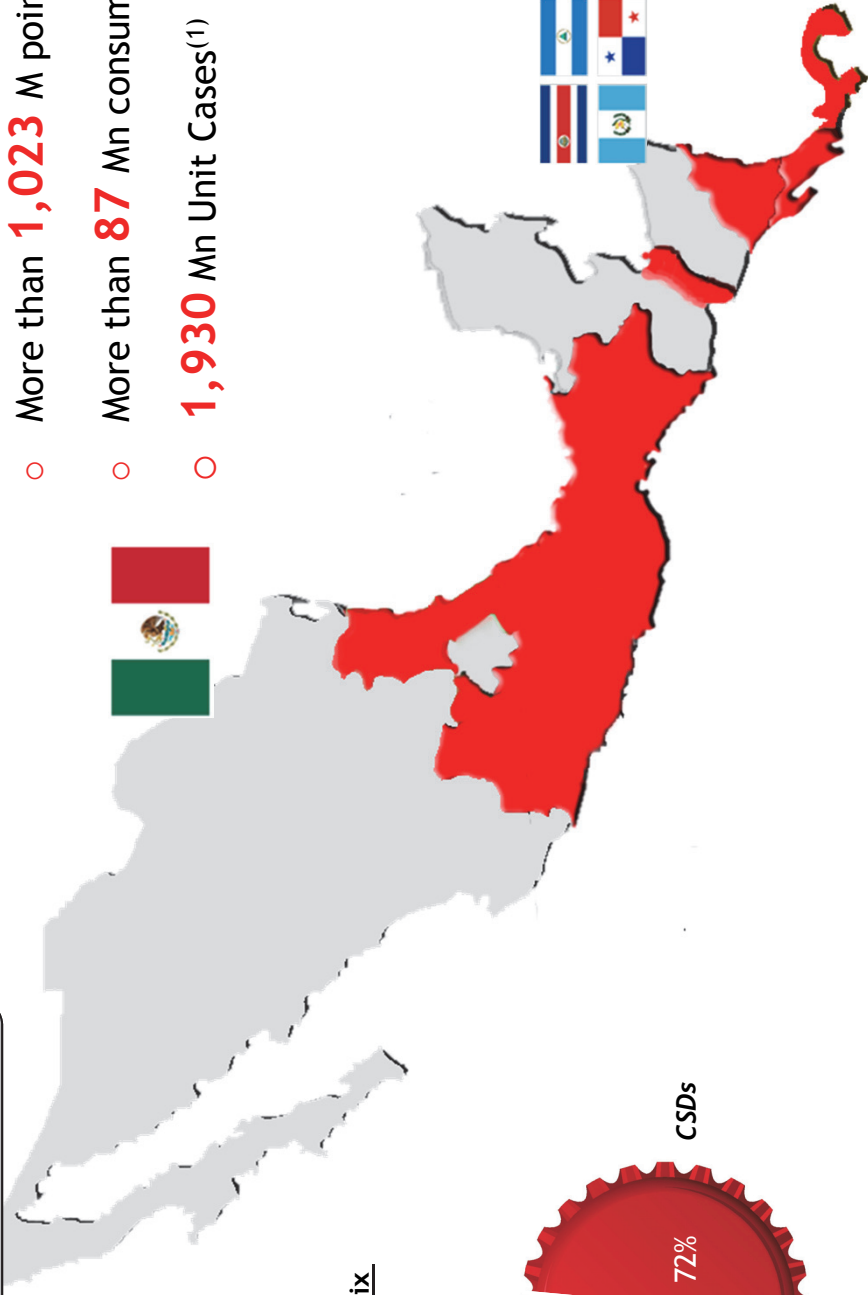


(1) The Coca-Cola Company annual report 2012

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

- US\$ **5.4** Bn in Revenues⁽¹⁾
- US\$ **1.2** Bn in EBITDA⁽¹⁾

- Plants **23**
- Distribution centers **169**
- More than **1,023** M points of sale
- More than **87** Mn consumers
- **1,930** Mn Unit Cases⁽¹⁾



(1) Figures reflect LTM 3Q13.

Priority strategies for growth



Reinforcing presence across categories (CSDs, NCBs and Water)

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

Developing full operating potential initiatives in new territories

Enhancing channel execution

Continue improving manufacturing efficiencies and capacities in all countries

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

Guatemala and Nicaragua: Magic Prices to reconnect with consumers

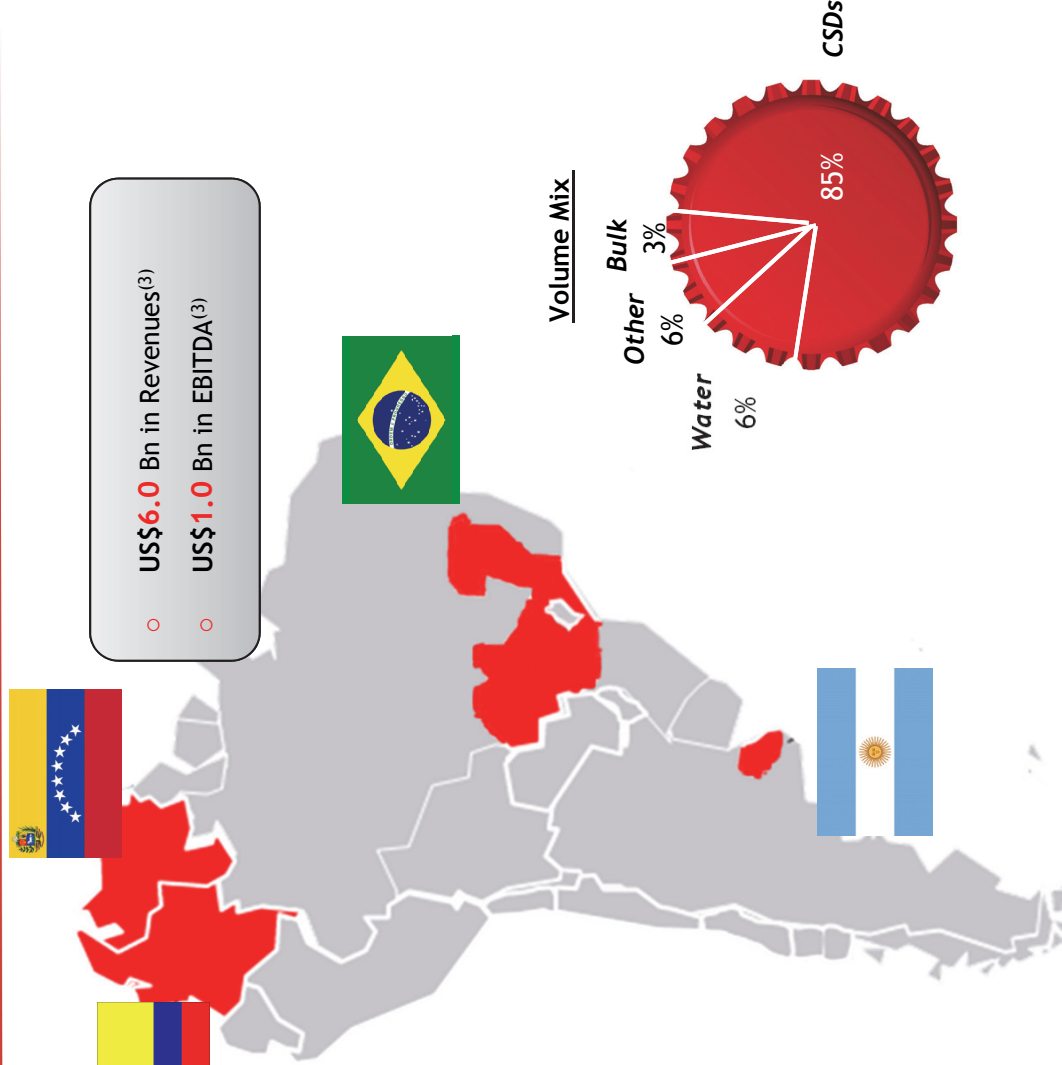
(1) SS: Single-serves. MS: Multi-serves

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

- Plants **21**⁽²⁾
- Distribution centers **108**
- More than **992** M points of sale
- More than **156** Mn consumers
- **1,203** Mn Unit Cases⁽¹⁾



○ US\$**6.0** Bn in Revenues⁽³⁾
 ○ US\$**1.0** Bn in EBITDA⁽³⁾



Figures reflect LTM 3Q13

- (1) Excluding Beer
- (2) Includes Fluminense and Spaipa
- (3) Including Beer

South America: priority strategies for growth



Execution

- Revenue management initiatives
- Point of sale execution
- Develop NARTD per capita consumption
- Increase growth of our brands
- Manufacturing optimization

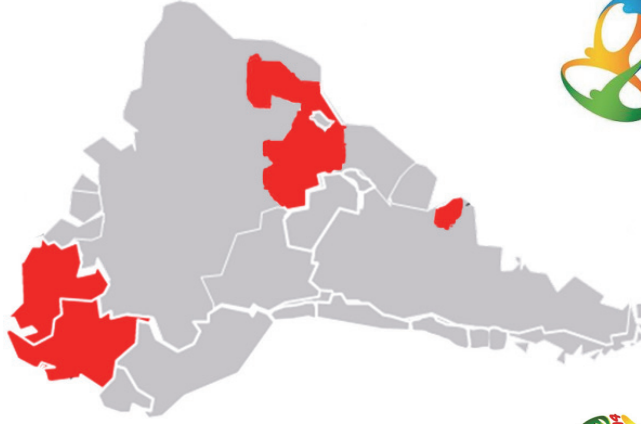
Affordability



Flexibility

- Winning portfolio
- Managing the environment
- Expand cooler coverage
- Manufacturing productivity
- Innovation in new categories

Innovation



Innovation

- Revenue management initiatives
- Investments in distribution network
- Increasing supply chain capacity
- Developing a strong portfolio
- Increasing affordability

Diversification



Innovation

- Winning portfolio
- Point of sale execution
- Operational excellence
- Increasing supply chain capacity
- Developing new price/package architecture

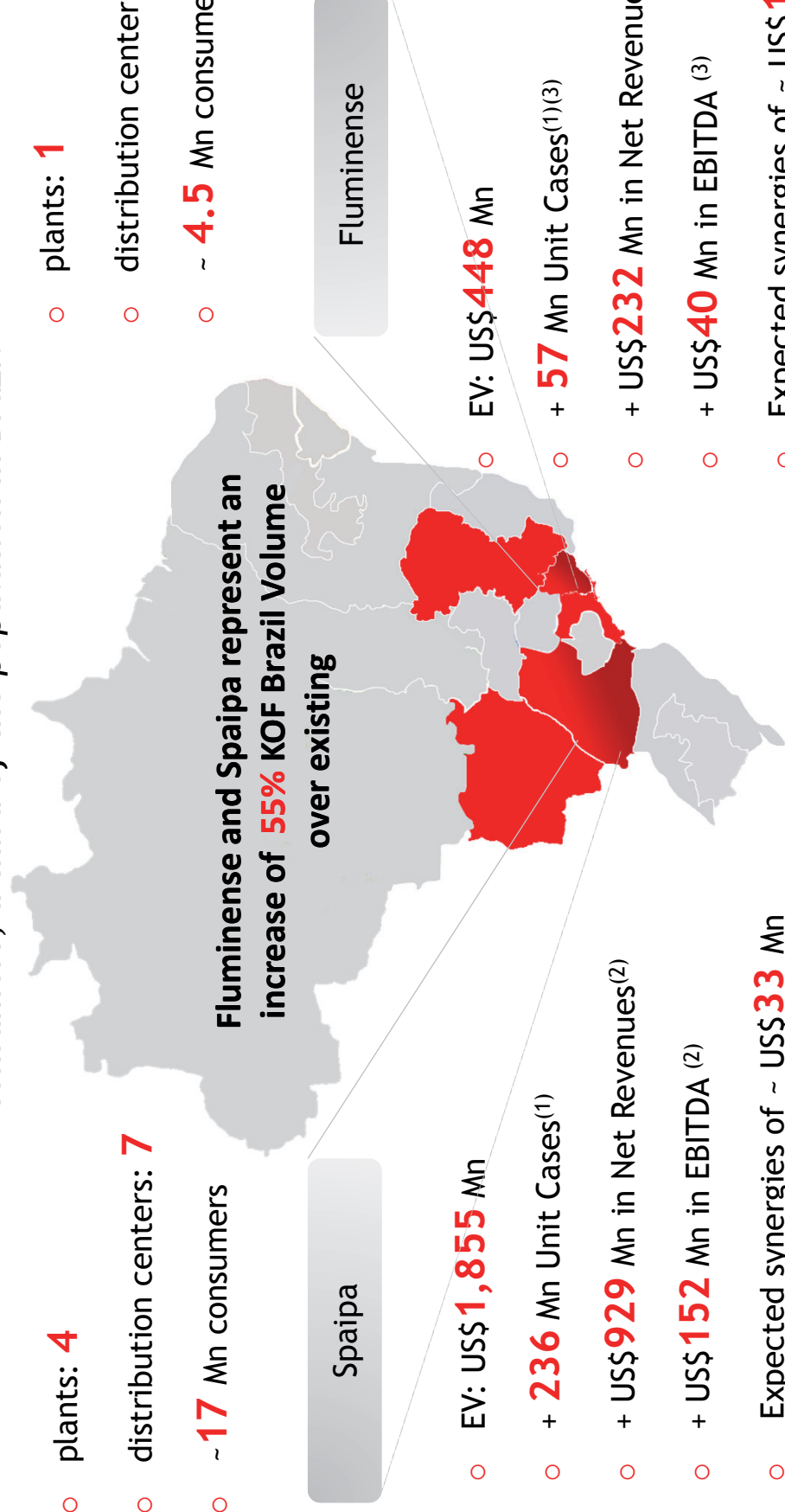
Magic Prices



Brazil: expanding our geographic footprint

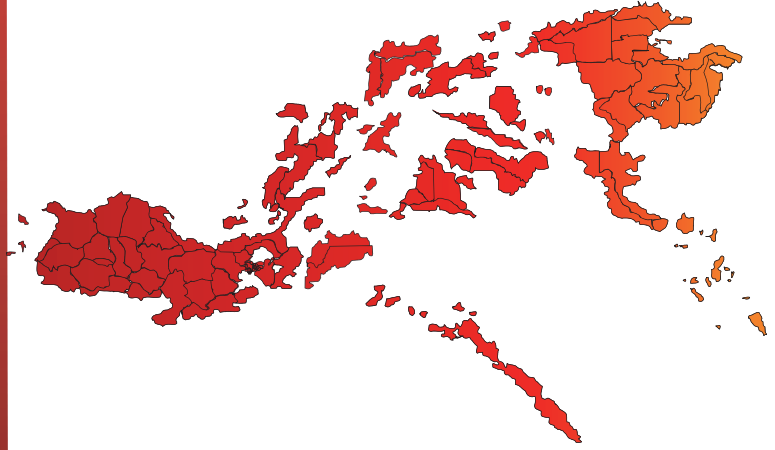
Our combined territories will allow Coca-Cola FEMSA to serve more than 66 million consumers, a third of the population in Brazil

- plants: **4**
- distribution centers: **7**
- ~ **17** Mn consumers
- plants: **1**
- distribution centers: **4**
- ~ **4.5** Mn consumers



(1) Volume includes Beer
 (2) Figures reflect Full Year 2012
 (3) Figures reflect LTM 1Q13

Philippines: tropicalizing KOF's culture by leveraging local talent

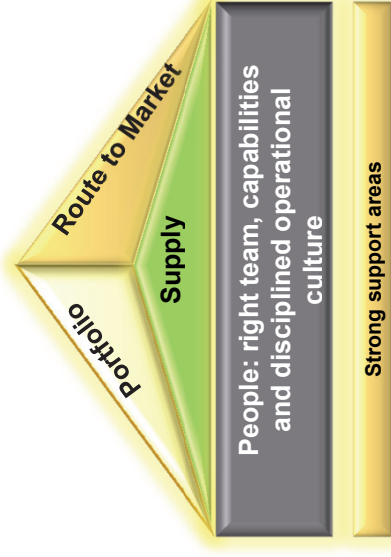


- Plants **23**
- Close to **800** M points of sale
- More than **95** Mn consumers
 - KOF population coverage: **100%**
- US\$**1.1** Bn in Revenues⁽¹⁾
- ~US\$**100** Mn of Ebitda
- **530** Mn Unit Cases⁽¹⁾
- Important mix of returnables **71%**

Implementing strategic framework based on three pillars: Portfolio, Route to Market, and Supply Chain

Medium to long-term growth strategies in place to increase per capita consumption

Strategic Framework



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

Strong commitment to our environment



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

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

Newsweek GREEN RANKINGS*

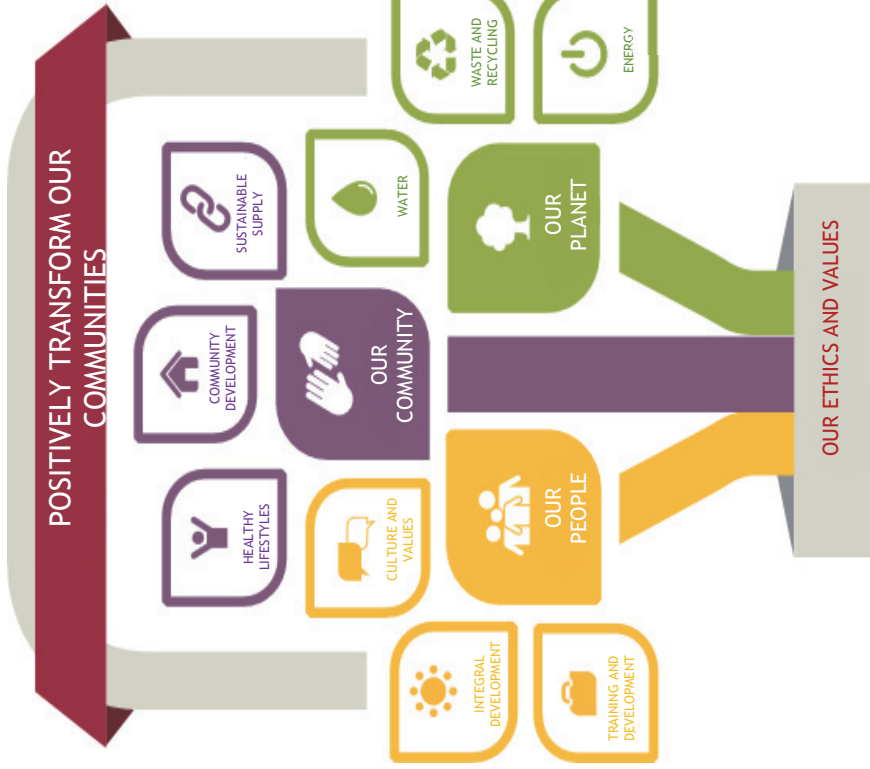


CARBON DISCLOSURE PROJECT

The Nature Conservancy
Protecting nature. Preserving life.™



GEI2
MEXICO

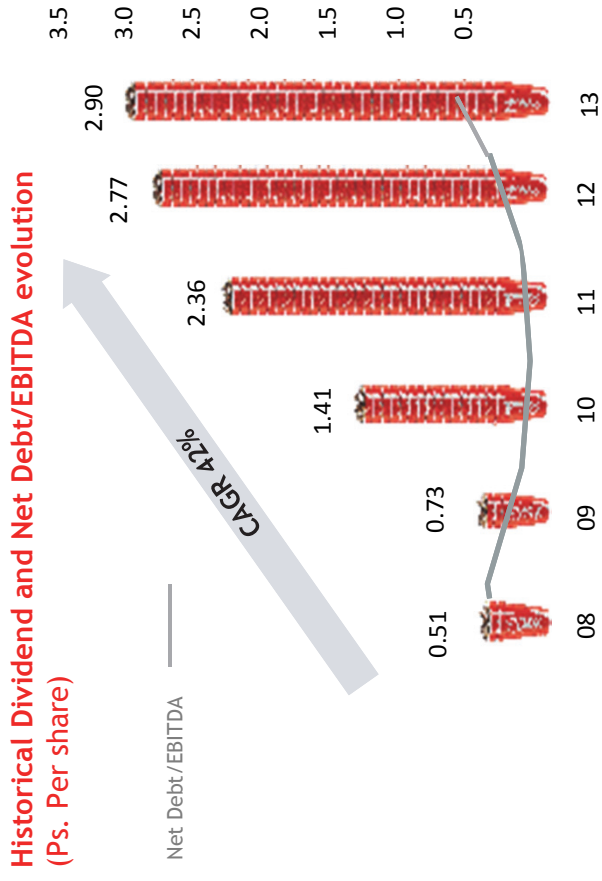


PODER360°

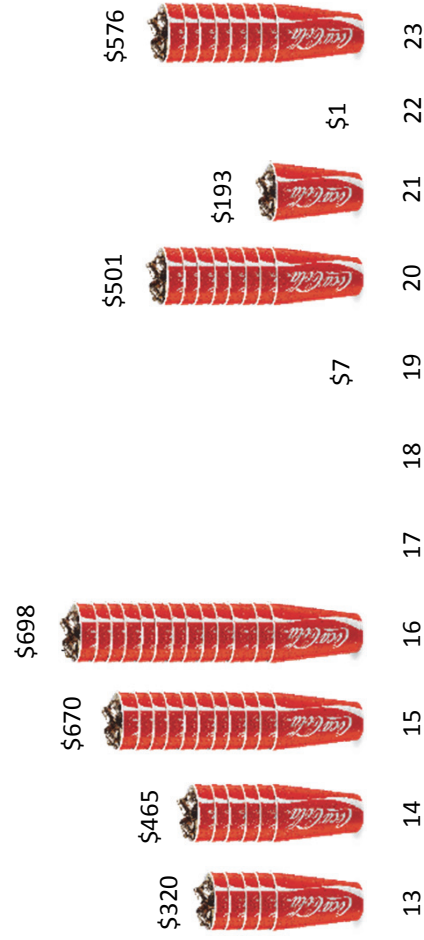


Solid financial position

During 2013, we paid in ordinary dividends an amount representing four times the amount we paid in 2009



Maturity Profile⁽¹⁾ (US\$ Mn)



(1) KOF Debt Maturity Profile as of September 30, 2013

Thank you!

