

Coca-Cola FEMSA released its 2018 Integrated Report

Mexico City, March 14, 2019 - Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF) (“Coca-Cola FEMSA”, “KOF” or the “Company”), the largest public bottler of Coca-Cola products in the world by sales volume, presented today its Integrated Report 2018, entitled “Clarity, Consistency and Commitment.”

In this report, Coca-Cola FEMSA highlights the Company’s clarity of vision, mission, and strategy; its consistent focus on satisfying its consumers and clients’ needs by building a winning portfolio, digitizing its operations and carrying on a cultural evolution; and its commitment to generate sustainable economic, social and environmental value for all its stakeholders.

Highlights of the 2018 Integrated Report

- In 2018, Coca-Cola FEMSA celebrated its 25th anniversary as a public company, a period over which it multiplied the original value of the Company by almost 13 times, from US\$1 billion at its initial public offering to US\$12.8 billion.
- In 2018, on a comparable basis, Coca-Cola FEMSA increased its sales volume by 1.3%, transactions by 1.4%, and total revenues by 5.9%.
- Through the acquisitions of ABASA, Los Volcanes, and MONRESA franchises in Guatemala and Uruguay, the Company served an additional 14.6 million consumers.
- During 2018, the Company launched 237 products in the market across 12 beverage categories.
- Since 2015, more than 6.15 million people have benefited from the Company’s healthy habits initiatives.
- Coca-Cola FEMSA accelerated its digitally driven business transformation through important progress in the deployment of its Digital Manufacturing 2.0, Digital Distribution, and KOFmmercial Digital Platform in its operations.
- Coca-Cola FEMSA covered 50% of its manufacturing operations’ electricity needs with renewable energy in Mexico, Brazil, Panama, Colombia, and Argentina.
- Coca-Cola FEMSA integrated an average of 21% recycled resin in its PET packaging, approaching its 2020 goal of 25%. Additionally, it lightened its PET bottles, reducing its consumption of 22 thousand tons of PET resin from 2011 to 2018, representing savings of US\$14.6 million.
- Coca-Cola FEMSA increased its efficiency in water use by 19% from its 2010 baseline, reaching 1.59 liters of water per liter of beverage produced, representing savings of 7.25 billion liters of water.

Message from the Chief Executive Officer

“Our clarity of strategy, consistent focus on building a winning portfolio and transforming our operational model, combined with our entrepreneurial spirit and passion for our clients and consumers have served as the core values of our 25-year history as a public company. Building on these principles we remain committed to generating economic and social value in collaboration with all our stakeholders in the countries where we operate,” said John Santa Maria Otazua, CEO of Coca-Cola FEMSA.

The Integrated Report 2018 “Clarity, Consistency, Commitment” was developed under the guidelines of the International Integrated Reporting Council (IIRC) and in accordance with the GRI (Global Reporting Initiative) Standards: Core option. Furthermore, this report communicates the Company’s progress toward achieving its 2020 Sustainability Goals and alignment with the United Nations Sustainable Development Goals.

The report also considers recommendations from the indexes and rankings to which it belongs, such as the Mexican Stock Exchange Sustainable IPC; Dow Jones Emerging Markets Sustainability Index; FTSE4Good Emerging Index, Vigeo-Eiris Emerging Market 70 Ranking and Bloomberg Equality Index.

The complete report “Clarity, Consistency and Commitment” is available on www.coca-colafemsa.com



About Coca-Cola FEMSA

Coca-Cola FEMSA, S.A.B. de C.V. is the largest Coca-Cola franchise bottler in the world by sales volume. The Company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio of 131 brands close to 290 million consumers daily. With over 87 thousand employees, the Company markets and sells approximately 3.3 billion unit cases through 2 million points of sale a year. Operating 48 manufacturing plants and 297 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain. The Company is a member of the Dow Jones Sustainability Emerging Markets Index, Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the Mexican Stock Exchange's IPC and Social Responsibility and Sustainability Indices, among others. Its operations encompass franchise territories in Mexico, Brazil, Guatemala, Colombia, and Argentina, and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay, and Venezuela. For further information, please visit: www.coca-colafemsa.com

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