## NEWS RELEASE

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## COCA-COLA FEMSA ANNOUNCES THIRD QUARTER 1999 OPERATING RESULTS

## THIRD QUARTER 1999

> Unit case volume in the Mexican Territories grew $5.5 \%$, on top of a $14.2 \%$ increase in the third quarter of 1998.
> Buenos Aires Territory unit case volume increased $2.3 \%$ over the third quarter 1998.
> Consolidated operating profit increased 4.3\% over third quarter 1998, reaching Ps.461.4 million.
> Consolidated EBITDA increased 9.2\% as compared to third quarter 1998, reaching Ps.711.3 million.

## NINE MONTHS 1999

> Unit case volume in the Mexican Territories grew 4.7\%, on top of a $23.4 \%$ increase in the first nine months of 1998.
> Buenos Aires Territory comparable unit case volume increased 3.5\% (8.1\% including volume from the Pilar area).
> Consolidated operating profit increased by 11.2\% over the first nine months 1998, reaching Ps. 1,320 billion.
> Consolidated EBITDA increased $16.2 \%$ as compared to the first nine months of 1998, reaching Ps. 2.112 billion.

Mexico City (October 26, 1999) - Coca-Cola FEMSA, S.A. de C.V. (NYSE: KOF) ("KOF" or the "Company"), one of ten global Coca-Cola anchor bottlers and the largest Coca-Cola bottler in Mexico and Argentina, announced today its consolidated results for the three-month period and nine month period ended September 30, 1999. Figures for the Company's operations in Mexico and its consolidated international operations were prepared in accordance with Mexican generally accepted accounting principles ("Mexican GAAP"). Figures of the Company's operations in Argentina were prepared in accordance with Argentine generally accepted accounting principles. All figures are expressed in constant Mexican pesos with purchasing power at September 30, 1999. For comparison purposes, 1998 and 1999 figures from the Company's Argentine operations have been restated taking into account Argentine inflation with reference to the Argentine consumer price index and converted from Argentine pesos into Mexican pesos using the September 30, 1999 exchange rate of Ps. 9.339 per A\$1.00.
"I am very encouraged by our third quarter 1999 results," stated Alfredo Martínez Urdal, Chief Executive Officer of the Company. "Although the first nine months of 1999 have presented competitive and economic challenges, we continue to grow our sales volume and improve the profitability of the Company.

## THIRD QUARTER 1999 CONSOLIDATED RESULTS

Consolidated unit case ${ }^{1}$ volume (including Pilar area in Argentina ${ }^{2}$ ) grew 4.8\% during third quarter 1999, reaching 134.4 million unit cases. This growth follows a $13.0 \%$ comparable volume growth in the third quarter of 1998.

Volume growth and favorable pricing in the Company's Mexican territories offset a $9.9 \%$ decline, year over year, in average unit case pricing in Buenos Aires. Consolidated net sales increased $3.0 \%$ over third quarter 1998 , reaching Ps. 3.362 billion.

Although Argentine prices pressured the Company's revenues, the combination of (i) favorable packaging costs in dollar terms, (ii) the strengthening of the Mexican peso, (iii) improved volumes, and (iv) advancements made in operating efficiencies, resulted in a $6.1 \%$ increase in consolidated gross profits over third quarter 1998.

During the third quarter of 1999, the Company reclassified expenses associated with the writeoff of plant equipment within the Mexican territories. Prior to September 1999, these write-offs were recorded as other expenses and registered below the operating line. Retroactive for first and second quarters 1999, all asset write-offs are recorded as operating expenses. The reclassification decreased operating profit for the third quarter by Ps. 12.1 million and Ps. 46.3 million for the first nine months of 1999. As a result of the reclassification, expenses associated with the write-off of plant equipment are recorded primarily as cost of sales.

Although the reclassification will affect the operating profit of the Company, it is a non-cash expense and will not affect EBITDA or net income. Including the expense noted above, consolidated operating profits increased $4.3 \%$, reaching Ps. 461.4 million.

During third quarter 1999, integral cost of financing reached Ps. 70.4 million, which compares favorably to the Ps. 155.7 million integral cost of financing reported in the third quarter of $1998 .{ }^{3}$

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Net interest expense decreased by $44.4 \%$ primarily to the appreciation of the Mexican peso and the Company's lower debt levels. During the quarter, Coca-Cola FEMSA decreased its shortterm debt by US\$76.1 million.

The gain on monetary position amounted to Ps. 14.3 million, compared to Ps. 48.4 million in the third quarter of 1998. The change reflected the Company's lower debt position in Mexico and third quarter inflationary rate of $2.11 \%$ in Mexico and deflation of $0.2 \%$ in Argentina compared to an inflation rate of $5.27 \%$ in Mexico and deflation of $0.1 \%$ in Argentina during the third quarter of 1998.

Notwithstanding the 1\% appreciation of the Mexican peso against the U.S. dollar during third quarter 1999, the Company reported a foreign exchange loss of Ps. 11.1 million. The exchange loss was largely due to losses generated by the Company's investment in dollar forward contracts. Beginning in June 1999, the Company began hedging its foreign exchange exposure presented primarily by dollar-denominated non-returnable packaging requirements through these contracts.

Other expenses for third quarter 1999, after the reclassification of expenses stated above, reached Ps. 7.1 million. These expenses were primarily related to a work force reduction.

KOF recognized consolidated income tax, tax on assets and employee profit sharing expense of Ps. 145.0 million for third quarter 1999 compared to Ps. 77.6 million in third quarter 1998. The increase was largely due to the depletion of tax loss carryforwards in Argentina as of December 1998, changes in the Mexican and Argentine tax laws, and the Company's improved profitability in the Mexican territories.

Consolidated net income increased by $65.2 \%$, reaching Ps. 238.9 million during the third quarter of 1999. Net income per share reached Ps. 0.168 (US $\$ 0.180$ per ADR).

Consolidated EBITDA ${ }^{4}$ grew $9.2 \%$ to Ps. 711.3 million in the third quarter of 1999 over the same period of 1998.

## REGIONAL DETAIL

As part of its strategic plan, the Company will consider from time to time the possibility of acquiring additional bottler territories where such opportunities develop and when they fit into the Company's business and financial objectives. In this regard, Coca-Cola FEMSA is currently evaluating the potential attractiveness of a number of bottler territories in Latin America. Of these bottler territories, management has, as of this time, only considered favorably a potential acquisition in Argentina. The Company can make no assurances that any of these opportunities will result in an acquisition transaction.

## MEXICO

The Company's Mexican Territories, third quarter 1999 sales volume exceeded sales volume of third quarter 1998 by $5.5 \%$. Quarterly carbonated soft drink (CSD) unit case volume grew $6.4 \%$ and bottled water sales volume declined $23.2 \%$ as compared to third quarter 1998.

Average unit case pricing for the Company in Mexico increased $1.4 \%$ in real terms over third quarter 1998 primarily due to a better mix of products and selected price increases implemented

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in the Mexican territories during the third quarter of 1999. The positive pricing combined with the increase in sales volume resulted in a $7.0 \%$ increase in net sales over third quarter 1998.

Gross profit increased $9.1 \%$ for the Mexican operations during third quarter 1999 despite, (i) increased packaging requirements related to the increase in non-returnable products as a percentage of the Company's product mix, (ii) an increase in depreciation associated with the Toluca plant, and (iii) the reclassification of certain expenses as operating expenses (as described above). Lower per unit costs of certain raw materials and the positive effect of the appreciation of the peso against the U.S. dollar on dollar denominated raw material costs more than off-set the above mentioned increases and the gross margin (measured as gross profit to net sales) increased by 90 basis points over third quarter 1998.

Administrative and selling expenses for the Mexican operations increased 10.4\% during the third quarter as compared to third quarter 1998. The primary drivers of this increase were, (i) increases in information technology and the amortization expense of earlier investments made in this area (including SAP and Year 2000), (ii) increases in depreciation of fixed assets due to the speed of technological advancement, and, (iii) continued investments in the Company's technical operations area. The Company's marketing expense remained constant as a percentage of sales.

## ARGENTINA

"Going into the fourth, and most important, quarter for our Argentine operations, we are cautiously optimistic in our estimates. Pricing has been extremely competitive and we are focusing on improving percapita consumption and pricing," stated Mr. Martínez Urdal.
Third quarter 1999 unit case volume grew $2.3 \%$ compared to the third quarter of 1998. Sales volume of colas and flavors grew $0.4 \%$ and $11.7 \%$, respectively.

Pricing in Argentina continues to be under pressure with an average unit case of A\$3.02 for the third quarter 1999. This price represented a 9.9\% decrease over third quarter 1998 and a $2.8 \%$ decline over average prices for the second quarter of 1999.

Cost savings on certain raw materials and continued improvement in asset utilization during third quarter 1999 partially offset the decline in average prices and the additional expenses associated to the Pilar operation. The combined effect lead to an operating margin contraction from 6.0\% reported for third quarter 1998 to $5.3 \%$. Operating profit for the Buenos Aires territory decreased from $\mathrm{A} \$ 5.9$ million in third quarter 1998 to $\mathrm{A} \$ 4.7$ million.

## YEAR 2000

As of September 30, 1999, 100\% of Coca-Cola FEMSA's mission-critical programs and data processing systems are Year 2000 ("Y2K") compliant.

## Contingency Plan

The Company began development of its contingency plan during the fourth quarter of 1998. Although completed in June 1999, the plan is revised and modified continually to adapt to the Company's needs and concerns. Work sessions were carried out to test the diverse stages of possible Y2K scenarios. These sessions involved testing of all areas of the Company including Information Technology, Administration, Human Resources, Production, Distribution, and Sales within the Valley of Mexico, Southeast, Buenos Aires and the Corporate Offices. To date, the results have not indicated any substantial problems. In addition, in building the contingency plan, the Company has conducted various tests and simulated transactions with financial institutions to better prepare for the new millenium.

The Company's contingency plan was designed after the guidelines provided by The Coca-Cola Company. The guidelines for the contingency plans establish that the principal objective of such plans is to ensure the continuation of the critical functions of the businesses by developing capabilities to compensate for the scarcity of the principal resources. The scope of the contingency plan covers plants, equipment, buildings, internal and external suppliers, internal and third party clients, information technology and communications.

The principal contingency measures to be implemented are summarized below:
> Production schedules have been programmed to step up production during the fourth quarter of 1999. The Company will raise its finished product inventory level marginally relative to those of the normal course of the Company's business.
> Raw material inventory levels will be kept at maximum of normal levels during the last week of December.
> Maintenance centers for distribution vehicles will fill up their fuel reserve tanks on December 30, 1999 preventing fuel scarcity.
> The Company will maintain cash reserves during the last week of December 1999 in an effort to avoid a lack of liquidity.
> A selected group of employees are scheduled for duty from December 31, 1999 to January 5 , 2000. This group includes key senior management, information systems personnel and a specialized technical team to deal with embedded system issues.
> Procedures to execute the critical administrative processes manually have been put into place in case failures in electricity supply or internal administrative systems.

In the worse case scenario, there are no assurances that these measures guarantee the Company's ability to continue normal operations.

## Risk

The Company believes the greatest risk of disruption to its operations primarily arises from the Company's dependence on third-party business relationships. The Company has identified and classified as material risks to the Company's operation the absence or shortage in the supply of the following critical inputs in the production processes: electricity, fuel, telecommunications and raw materials. In addition, the Company believes that failures in the banking system could cause credit and cash constraints that could lead to liquidity problems disrupting the transactions in which the Company engages in the normal course of its business.

The Company has contacted all of its critical suppliers, customers, and other business partners to determine their preparation for the Y2K problem and to assess the Company's vulnerability to third-party Y2K risk. Although the Company will make its best efforts to insulate itself from exposure to third-party Y2K problems and has a contingency plans to face the most reasonably likely worst-case scenarios, it can not guarantee that these third parties, including critical suppliers, will be properly prepared by the end of 1999, nor can it guarantee that any Y2K problems experienced by third-parties will not affect the Company's operations.


This news release may contain forward-looking statements concerning Coca-Cola FEMSA
future performance and should be considered as good faith estimates of 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, which could materially impact the Company's actual performance.

Coca-Cola FEMSA, S.A. de C.V., is a joint venture between Grupo Industrial Emprex, S.A. de C.V. ("Emprex"), a 99\%-owned subsidiary of Fomento Económico Mexicano, S.A. de C.V. ("FEMSA"), Mexico's largest beverage company, and Inmex Corporation, a wholly owned subsidiary of The Coca-Cola Company. KOF produces Coca-Cola, Sprite, Fanta, Lift and other trademark beverages of The Coca-Cola Company in the Valley of Mexico and the Southeast Territories in Mexico and in the Buenos Aires Territory in Argentina. The Company has 12 bottling facilities in Mexico and two in Buenos Aires and serves more than 245,000 retailers in Mexico and more than 65,000 retailers in the greater Buenos Aires area. The Company currently accounts for approximately $24 \%$ of all Coca-Cola sales in Mexico and approximately $35 \%$ of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30\% equity interest in CocaCola FEMSA.
(5 pages of tables to follow)


Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

## INCOME STATEMENT

For the three months ended September 30, 1999 and 1998
Expressed in currency with purchasing power as of September 30, 1999

|  | Consolidated |  |  | Mexican Operations |  |  | Buenos Aires Operation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (Millions of Mexican Pesos) (1) |  |  |  |  |  | (Millions 0 | raentine | Pesos) (1) |
|  | 1999 | 1998 | \% VAR | 1999 | 1998 | \% VAR | 1999 | 1998 | \% VAR |
| Sales volume (millions unit cases) | 134.4 | 128.3 | 4.8 | 105.1 | 99.6 | 5.5 | 29.3 | 28.7 | 2.3 |
| Average unit price per case | 25.01 | 25.44 | (1.7) | 24.11 | 23.77 | 1.4 | 3.02 | 3.35 | (9.9) |
| Net Sales | 3,362.3 | 3,264.2 | 3.0 | 2,533.5 | 2,367.5 | 7.0 | 88.7 | 96.0 | (7.6) |
| Other operating revenues | 11.7 | 20.4 | (42.6) | 5.4 | 5.4 | - | 0.7 | 1.6 | (56.3) |
| Total revenues | 3,374.0 | 3,284.6 | 2.7 | 2,538.9 | 2,372.9 | 7.0 | 89.4 | 97.6 | (8.4) |
| Cost of sales | 1,783.0 | 1,785.1 | (0.1) | 1,299.4 | 1,236.3 | 5.1 | 51.8 | 58.8 | (11.9) |
| Gross profit | 1,591.0 | 1,499.5 | 6.1 | 1,239.5 | 1,136.6 | 9.1 | 37.6 | 38.8 | (3.1) |
| Administrative expenses | 257.4 | 208.9 | 23.2 | 206.3 | 163.4 | 26.2 | 5.5 | 4.9 | 12.2 |
| Selling_expenses | 844.2 | 816.7 | 3.4 | 595.8 | 563.2 | 5.8 | 26.6 | 27.1 | (1.8) |
| Operating expenses | 1.101 .6 | 1.025.6 | 7.4 | 802.1 | 726.6 | 10.4 | 32.1 | 32.0 | 0.3 |
| Goodwill amortization | 28.0 | 31.4 | (10.8) | 1.6 | 1.6 | - | 0.8 | 0.9 | (11.1) |
| Operating_income | 461.4 | 442.5 | 4.3 | 435.8 | 408.4 | 6.7 | 4.7 | 5.9 | (20.3) |
| Interest expense, net | 73.6 | 132.4 | (44.4) |  |  |  |  |  |  |
| Foreign exchange loss | 11.1 | 71.7 | (84.5) |  |  |  |  |  |  |
| Result on monetary position | (14.3) | (48.4) | (70.5) |  |  |  |  |  |  |
| Integral cost of financing | 70.4 | 155.7 | (54.8) |  |  |  |  |  |  |
| Other (income) expenses, net | 7.1 | 64.6 | (89.1) |  |  |  |  |  |  |
| Income before taxes | 383.9 | 222.2 | 72.8 |  |  |  |  |  |  |
| Taxes | 145.0 | 77.6 | 86.9 |  |  |  |  |  |  |
| Consolidated net income | 238.9 | 144.6 | 65.2 |  |  |  |  |  |  |
| Majority net income | 238.9 | 144.6 | 65.2 |  |  |  |  |  |  |
| EBITDA (2) | 711.3 | 651.6 | 9.2 | 6012 | 540.0 | 11.3 | 11.8 | 11.9 | (0.8) |

(1) Except volume and average price per unit case figures.
(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

| Mexican Inflation June 99 - September 99 | $2.11 \%$ |
| :--- | :---: |
| Argentine Inflation June 99 - September 99 | $-0.20 \%$ |
| Mexican Peso / U.S.Dollar at September 30, 1999 | 9.34 |

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

## INCOME STATEMENT

For the nine months ended September 30, 1999 and 1998
Expressed in currency with purchasing power as of September 30, 1999

|  | Consolidated |  |  | Mexican Operations |  |  | Buenos Aires Operation |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (Millions of Mexican Pesos) (1) |  |  |  |  |  | (Millions of Argentine Pesos) (1) |  |  |
|  | 1999 | 1998 | \% VAR | 1999 | 1998 | \% VAR | 1999 | 1998 | \% VAR |
| Sales Volume(millions unit cases) Average unit price per case | $\begin{aligned} & 400.1 \\ & 25.04 \end{aligned}$ | $\begin{aligned} & 379.4 \\ & 24.97 \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline 5.4 \\ & 0.3 \\ & \hline \end{aligned}$ | $\begin{aligned} & 312.2 \\ & 23.88 \\ & \hline \end{aligned}$ | $\begin{aligned} & 298.1 \\ & 23.38 \end{aligned}$ | $\begin{aligned} & 4.7 \\ & 2.1 \end{aligned}$ | $\begin{aligned} & 87.9 \\ & 3.12 \\ & \hline \end{aligned}$ | $\begin{aligned} & 81.3 \\ & 3.30 \\ & \hline \end{aligned}$ | $\begin{gathered} 8.1 \\ (5.5) \end{gathered}$ |
| Net Sales <br> Other operating revenues | $\begin{array}{r} \hline 10,015.7 \\ 30.6 \\ \hline \end{array}$ | $\begin{array}{r} 9,474.8 \\ 77.9 \\ \hline \end{array}$ | $\begin{array}{r} 5.7 \\ (60.7) \\ \hline \end{array}$ | $\begin{array}{r} 7,454.8 \\ 12.8 \\ \hline \end{array}$ | $\begin{array}{r} 6,971.6 \\ 13.0 \\ \hline \end{array}$ | $\begin{array}{r} 6.9 \\ (1.5) \end{array}$ | $\begin{array}{r} 274.2 \\ 1.9 \\ \hline \end{array}$ | $\begin{array}{r} 268.0 \\ 7.0 \\ \hline \end{array}$ | $\begin{array}{r} 2.3 \\ (72.9) \\ \hline \end{array}$ |
| Total revenues Cost of sales | $\begin{array}{r} 10,046.3 \\ 5.389 .1 \\ \hline \end{array}$ | $\begin{aligned} & 9,552.7 \\ & 5,291.4 \end{aligned}$ | $\begin{aligned} & 5.2 \\ & 1.8 \\ & \hline \end{aligned}$ | $\begin{aligned} & 7,467.6 \\ & 3,896.8 \end{aligned}$ | $\begin{aligned} & 6,984.6 \\ & 3,703.8 \end{aligned}$ | $\begin{aligned} & 6.9 \\ & 5.2 \end{aligned}$ | $\begin{aligned} & 276.1 \\ & 159.8 \end{aligned}$ | $\begin{aligned} & 275.0 \\ & 170.0 \\ & \hline \end{aligned}$ | $\begin{gathered} 0.4 \\ (6.0) \end{gathered}$ |
| Gross Drofit | 4,657.2 | 4,261.3 | 9.3 | 3,570.8 | 3,280.8 | 8.8 | 116.3 | 105.0 | 10.8 |
| Administrative expenses Selling expenses | $\begin{array}{r} 733.0 \\ 2.517 .1 \end{array}$ | $\begin{array}{r} 629.5 \\ 2.353 .3 \\ \hline \end{array}$ | $\begin{array}{r} 16.4 \\ 7.0 \\ \hline \end{array}$ | $\begin{array}{r} 583.0 \\ 1.768 .2 \\ \hline \end{array}$ | $\begin{array}{r} 492.2 \\ 1.645 .8 \end{array}$ | $\begin{array}{r} 18.4 \\ 7.4 \\ \hline \end{array}$ | $\begin{aligned} & 16.1 \\ & 80.2 \\ & \hline \end{aligned}$ | $\begin{aligned} & 14.7 \\ & 75.8 \\ & \hline \end{aligned}$ | $\begin{aligned} & 9.5 \\ & 5.8 \end{aligned}$ |
| Operating expenses | 3.250 .1 | 2.982 .8 | 9.0 | 2.351 .2 | 2.138 .0 | 10.0 | 96.3 | 90.5 | 6.4 |
| Goodwillamortization | 86.7 | 90.9 | (4.6) | 4.7 | 4.7 | - | 2.5 | 2.5 | - |
| Operating income | 1.320.4 | 1,187.6 | 11.2 | 1.214.9 | 1.138.1 | 6.8 | 17.5 | 12.0 | 45.8 |
| Interest expense, net Foreign exchange loss Result on monetary position | $\begin{array}{r} 250.2 \\ (16.8) \\ (55.0) \\ \hline \end{array}$ | $\begin{gathered} 345.5 \\ 132.4 \\ (53.8) \\ \hline \end{gathered}$ | $\begin{array}{r} (27.6) \\ (112.7) \\ 2.2 \\ \hline \end{array}$ |  |  |  |  |  |  |
| Integral cost of financing | 178.4 | 424.1 | (57.9) |  |  |  |  |  |  |
| Other (income) expenses, net | 28.8 | 123.3 | (76.6) |  |  |  |  |  |  |
| Income before taxes | 1,113.2 | 640.2 | 73.9 |  |  |  |  |  |  |
| Jaxes | 431.2 | 231.3 | 86.4 |  |  |  |  |  |  |
| Consolidated net income | 682.0 | 408.9 | 66.8 |  |  |  |  |  |  |
| Majority netincome | 682.0 | 408.9 | 66.8 |  |  |  |  |  |  |
| EBITDA (2) | 2.111 .7 | 1.816 .7 | 16.2 | 1.742 .0 | 1.523.7 | 14.3 | 39.5 | 31.3 | 26.2 |

(1) Except volume and average price per unit case figures.
(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

| Mexican Inflation September 98 - September 99 | $14.06 \%$ |
| :--- | :---: |
| Argentine Inflation September 98 - September 99 | $1.25 \%$ |
| Mexican Peso / U.S.Dollar at September 30, 1999 | 9.34 |

## Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

## Consolidated Balance Sheet

As of September 30, 1999 and December 31, 1998
Millions of Mexican Pesos (Ps.)
Expressed in currency with purchasing power as of September 30, 1999

| ASSETS | 1999 |  |  | 1998 | LIABILITIES \& STOCKHOLDERS' EQUITY |  | 1999 | 1998 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Current Assets |  |  |  |  | Current Liabilities |  |  |  |
| Cash and cash equivalents | Ps. | 248 | Ps. | 183 | Short-term bank loans, notes and interest payable | Ps. | 134 Ps. | 1,230 |
| Accounts receivable: |  |  |  |  | Suppliers |  | 927 | 854 |
| Trade |  | 354 |  | 503 | Accounts payable and others |  | 357 | 304 |
| Notes |  | 48 |  | 57 | Taxes payable |  | 360 | 136 |
| Prepaid taxes |  | 29 |  | 25 | Total Current Liabilities |  | 1.778 | 2.524 |
| Other |  | 95 |  | 148 | Long-term bank loans |  | 2,823 | 3,271 |
|  |  | 526 |  | 733 | Pension plan and seniority premium |  | 135 | 131 |
| Inventories |  | 423 |  | 454 | Other liabilities |  | 77 | 78 |
| Prepaid expenses |  | 76 |  | 60 | Jotal_Liabilities |  | 4,813 | 6,004 |
| Total current assets |  | 1,273 |  | 1.430 | Stockholders' Equity |  |  |  |
| Property, plant and equipment |  |  |  |  | Minority interest |  | 0 | 0 |
| Land |  | 655 |  | 661 | Majority interest: |  |  |  |
| Buildings, machinery and equipment |  | 7,657 |  | 7,858 | Capital stock |  | 1,904 | 1,739 |
| Accumulated depreciation |  | $(2,516)$ |  | $(2,240)$ | Additional paid in capital |  | 1,340 | 1,505 |
| Construction in progress |  | 668 |  | 422 | Retained earnings of prior years |  | 3,590 | 3,086 |
| Bottles and cases |  | 264 |  | 331 | Net income for the period |  | 682 | 673 |
| Total property, plant and equipment |  | 6.728 |  | 7.032 | Cumulative results of holding |  |  |  |
| Investment in shares |  | 182 |  | 163 | non-monetary assets |  | $(1,966)$ | (1,901) |
| Deferred charges, net |  | 454 |  | 476 | Total majority interest |  | 5.550 | 5.102 |
| Goodwill, net |  | 1,726 |  | 2,005 | Total stockholders' equity |  | 5,550 | 5,102 |
| TOTALASSETS | Ps. | 10,363 | Ps. | 11,106 | TOTAL LIABILITIES \& EQUITY | Ps. | 10,363 Ps. | 11,106 |


| Mexican Inflation December 98 - September 99 | $8.61 \%$ |
| :--- | :---: |
| Argentine Inflation December 98 - September 99 | $-1.25 \%$ |
| Mexican Peso / U.S.Dollar at September 30, 1999 | 9.34 |

## Selected Information

## Capital Expenditures

(Includes Bottles and Cases and excludes Deferred Charges)
For the nine months ended September 30, 1999
Expressed in Mexican Pesos as of September 30, 1999
1999
Iotal
524.3

## Sales Volume Information

For the nine months ended September 30, 1999 and 1998
Expressed in millions of unit cases

| Territory | 1999 | 1998 |
| :--- | ---: | ---: |
| Valley of Mexico | 237.0 | 225.2 |
| Southeast | 75.2 | 72.9 |
| Buenos Aires | 82.0 | 79.3 |
| Pilar Area | 5.9 | 2.0 |
| Total | 400.1 | 379.4 |

Product Mix by Brand
(Colas / Flavors / Water)
For the nine months ended September 30, 1999 and 1998
Expressed as a percentage of total volume

| Territory | 1999 | 1998 |
| :--- | ---: | ---: |
| Valley of Mexico | $76 / 22 / 02$ | $75 / 23 / 02$ |
| Southeast | $74 / 21 / 05$ | $71 / 23 / 06$ |
| Buenos Aires | $76 / 23 / 01$ | $77 / 22 / 01$ |
| Total | $76 / 22 / 02$ | $75 / 22 / 03$ |

Product Mix by Presentation
(Returnable / Non Returnable)
For the nine months ended September 30, 1999 and 1998
Expressed as a percentage of total volume

| Territory | 1999 | 1998 |
| :--- | :---: | :---: |
| Valley of Mexico | $41 / 59$ | $50 / 50$ |
| Southeast | $58 / 42$ | $61 / 39$ |
| Buenos Aires | $10 / 90$ | $12 / 88$ |
| Total | $37 / 63$ | $44 / 56$ |

Capital Expenditures
(Includes Bottles and Cases and excludes Deferred Charges)
For the three months ended September 30, 1999
Expressed in Mexican Pesos as of September 30, 1999

|  | 1999 |
| :--- | ---: |
| Total__ | 124.1 |

Sales Volume Information
For the three months ended September 30, 1999 and 1998
Expressed in millions of unit cases

| Territory | 1999 | 1998 |
| :--- | :---: | ---: |
| Valley of Mexico | 80.0 | 75.1 |
| Southeast | 25.1 | 24.5 |
| Buenos Aires | 29.3 | 28.7 |
| Total | 134.4 | 128.3 |

## Product Mix by Brand

(Colas / Flavors / Water)
For the three months ended September 30, 1999 and 1998
Expressed as a percentage of total volume

| Territory | 1999 | 1998 |
| :--- | ---: | ---: |
| Valley of Mexico | $76 / 23 / 01$ | $76 / 22 / 02$ |
| Southeast | $74 / 22 / 04$ | $72 / 22 / 06$ |
| Buenos Aires | $78 / 21 / 01$ | $80 / 19 / 01$ |
| Total | $76 / 22 / 02$ | $76 / 22 / 02$ |

## Product Mix by Presentation

(Returnable / Non Returnable)
For the three months ended September 30, 1999 and 1998 Expressed as a percentage of total volume

| Territory | 1999 | 1998 |
| :--- | :---: | :---: |
| Valley of Mexico | $42 / 58$ | $48 / 52$ |
| Southeast | $58 / 42$ | $61 / 39$ |
| Buenos Aires | $11 / 89$ | $10 / 90$ |
| Total | $38 / 62$ | $42 / 58$ |

## Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

## Income Statement

For the three months ended March 31, 1999
Expressed in currency with purchasing power as of March 31, 1999

|  | Consolidated |  | Mexican Operations |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Millions of Mexican Pesos |  |  |  |
|  | 1Q99 | 1Q99 <br> Pro Forma | 1Q99 | 1Q99 <br> Pro Forma |
| Total Revenues Cost of Sales | $\begin{aligned} & 3,162.2 \\ & 1,732.7 \end{aligned}$ | $\begin{array}{r} 3,162.2 \\ 1,741.3 \\ \hline \end{array}$ | $\begin{array}{r} 2,159.1 \\ 1,152.6 \\ \hline \end{array}$ | $\begin{array}{r} 2,159.1 \\ 1,161.2 \end{array}$ |
| Gross Profit Selling and Admin Fxnenses (1) | $\begin{aligned} & 1,429.5 \\ & 1053.5 \end{aligned}$ | $\begin{aligned} & 1,420.9 \\ & 1054.4 \\ & \hline \end{aligned}$ | $\begin{array}{r} 1,006.5 \\ 705.9 \end{array}$ | 997.9 7068 |
| Operating _ncome | 376.0 | 366.5 | 300.6 | 291.1 |
| Other Expenses, Net Net Income | $\begin{array}{r} 26.6 \\ 208.2 \\ \hline \end{array}$ | $\begin{array}{r} 17.1 \\ 208.2 \end{array}$ |  |  |
| EBITDA (2) | 628.4 | 628.4 | 459.5 | 459.5 |

## For the three months ended June 30, 1999

Expressed in currency with purchasing power as of June 30, 1999

|  | Consolidated |  | Mexican Onerations |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Millions of Mexican Pesos |  |  |  |
|  | 2Q99 | $\begin{gathered} 2 \text { Q99 } \\ \text { Pro Forma } \end{gathered}$ | 2Q99 | $\begin{gathered} \text { 2Q99 } \\ \text { Pro Forma } \end{gathered}$ |
| Total Revenues Cost of Sales | $\begin{aligned} & 3,418.8 \\ & 1,789.8 \end{aligned}$ | $\begin{aligned} & 3,418.8 \\ & 1,810.7 \end{aligned}$ | $\begin{array}{r} 2,624.0 \\ 1,338.1 \end{array}$ | $\begin{array}{r} 2,624.0 \\ 1,359.0 \\ \hline \end{array}$ |
| Gross Profit <br> Selling_and_Admin_Exnenses (1) | $\begin{array}{r} 1,629.0 \\ 1.1302 \\ \hline \end{array}$ | $\begin{array}{r} 1,608.1 \\ 1,1330 \\ \hline \end{array}$ | $\begin{array}{r} 1,285.9 \\ 796.4 \\ \hline \end{array}$ | $\begin{array}{r} 1,265.0 \\ 7992 \\ \hline \end{array}$ |
| Operating لncome | 498.8 | 475.1 | 489.5 | 465.8 |
| Other Expenses, Net Net Income | $\begin{array}{r} 27.7 \\ 2270 \\ \hline \end{array}$ | $\begin{array}{r}4.0 \\ 2270 \\ \hline\end{array}$ |  |  |
| EBITDA (2) | 745.3 | 745.3 | 648.1 | 648.1 |

(1) Includes Goodwill Amortization.
(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).


[^0]:    ${ }^{1}$ The unit case is a unit measurement equal to 24 eight-ounce servings.
    2 On June 1, 1998, KOFBA entered into a franchise agreement covering the Pilar area, previously serviced by Refrescos del Norte, S.A. (RDN). Pilar is located north of Buenos Aires.
    3 The term "integral result of financing" refers to the combined financial effects of, (i) net interest expense or interest income, (ii) net foreign exchange gains or losses and (iii) inflation on the monetary position of the Company.

[^1]:    ${ }^{4}$ The Company calculates EBITDA based on income from operations plus depreciation, amortization and other non-cash items (including bottle breakage expenses). It should be noted that the U.S. Securities and Exchange Commission does not endorse the use of EBITDA. However, the Company's management believes that reporting EBITDA is an industry standard and is a useful measure.

