

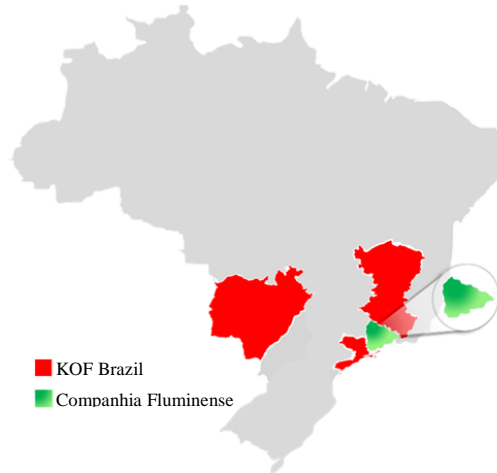


Coca-Cola FEMSA successfully closes the acquisition of *Companhia Fluminense de Refrigerantes* in Brazil

Mexico City, Mexico – August 22, 2013 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest public bottler of Coca-Cola products in the world, announces that it has successfully closed the acquisition of 100% of *Companhia Fluminense de Refrigerantes* (“Companhia Fluminense”) in an all-cash transaction.

Companhia Fluminense represents a geographic link between our São Paulo and Minas Gerais footprint and expands our presence in Brazil to parts of the state of Rio de Janeiro. During the last twelve months ended March 31, 2013, this franchise sold 56.6 million unit cases of beverages, including beer, generating approximately US\$ 232 million in net revenues and an estimated pro forma consolidated EBITDA of US\$ 40 million.

Through this transaction, Coca-Cola FEMSA will increase its participation in Leao Alimentos, the leading non-carbonated beverage player in the country, from 19.7% to 21.8%.



“We deeply appreciate all of the hard work of both companies’ teams to close this transaction in a record time, enabling us to enhance our bottling footprint in one of the most important markets for The Coca-Cola Company worldwide. Our larger family in Brazil will now work to integrate our operations and realize identified synergies. We reinforce our commitment to focus on the beverage industry in our markets and to capture the future growth opportunities in the Coca-Cola bottling system,” said Carlos Salazar Lomelín, Chief Executive Officer of the Company.

Coca-Cola FEMSA will start integrating the results of Companhia Fluminense as of September, 2013.



Coca-Cola FEMSA, S.A.B. de C.V. 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, as well as southeast and northeast 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, part of the state of Rio de Janeiro and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories. The Company has 63 bottling facilities and serves more than 321 million consumers through more than 2,700,000 retailers with more than 100,000 employees worldwide.

Stock Listing Information

Mexican Stock Exchange
Ticker: KOFL

NYSE (ADR)
Ticker: KOF

Ratio of KOF L to KOF = 10:1



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