

## COCA-COLA FEMSA ANNOUNCEMENT

Coca-Cola FEMSA shareholders approved dividend payment in the amount of Ps. 6,011 million

**Mexico City, Mexico – March 6, 2014** – Coca-Cola FEMSA, S.A.B. de C.V. (“Coca-Cola FEMSA” or the “Company”), the largest franchise bottler of Coca-Cola products in the world, held its Annual Ordinary General Shareholders Meeting on March 6, 2014, during which its shareholders approved the annual report presented by the Board of Directors, the Company’s consolidated financial statements for the year ended December 31, 2013, the declaration of dividends corresponding to fiscal year 2013 and the composition of the Board of Directors and the Finance and Planning, Audit, and Corporate Practices Committees for 2014.

Shareholders approved the payment of a cash dividend in the amount of Ps. 6,011 million, or the equivalent of Ps. 2.90 per share, to be paid in two equal installments as of May 2, 2014 and November 5, 2014.

In accordance with Mexican legislation requirements, shareholders approved the maximum amount that can potentially be used for the share repurchase program during 2014, the amount of Ps. 400 million.



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 (a major part of the states of São Paulo and Minas Gerais, the states of Paraná and Mato Grosso do Sul and part of the states of Rio de Janeiro and Goiás), 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 64 bottling facilities and serves more than 346 million consumers through close to 2,900,000 retailers with more than 120,000 employees worldwide.



### Stock Listing Information

Mexican Stock Exchange  
Ticker: KOF L

NYSE (ADR)  
Ticker: KOF

Ratio of KOF L to KOF = 10:1



### For Further Information:

#### Investor Relations

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