

Coca-Cola FEMSA

March 2014



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FORWARD-LOOKING STATEMENTS

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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:

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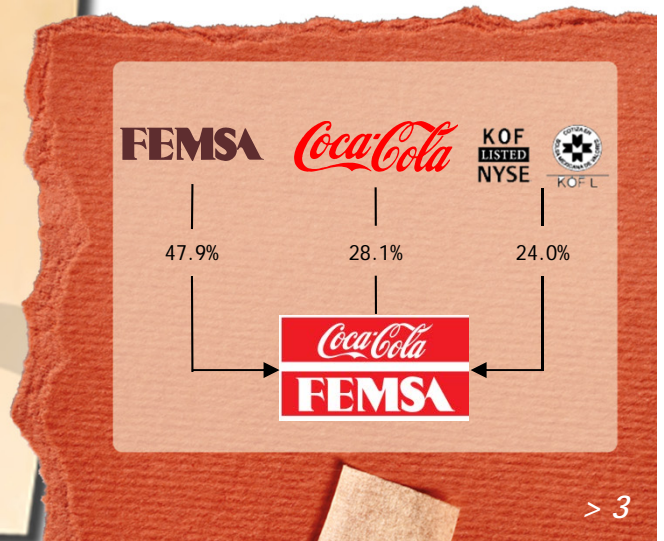
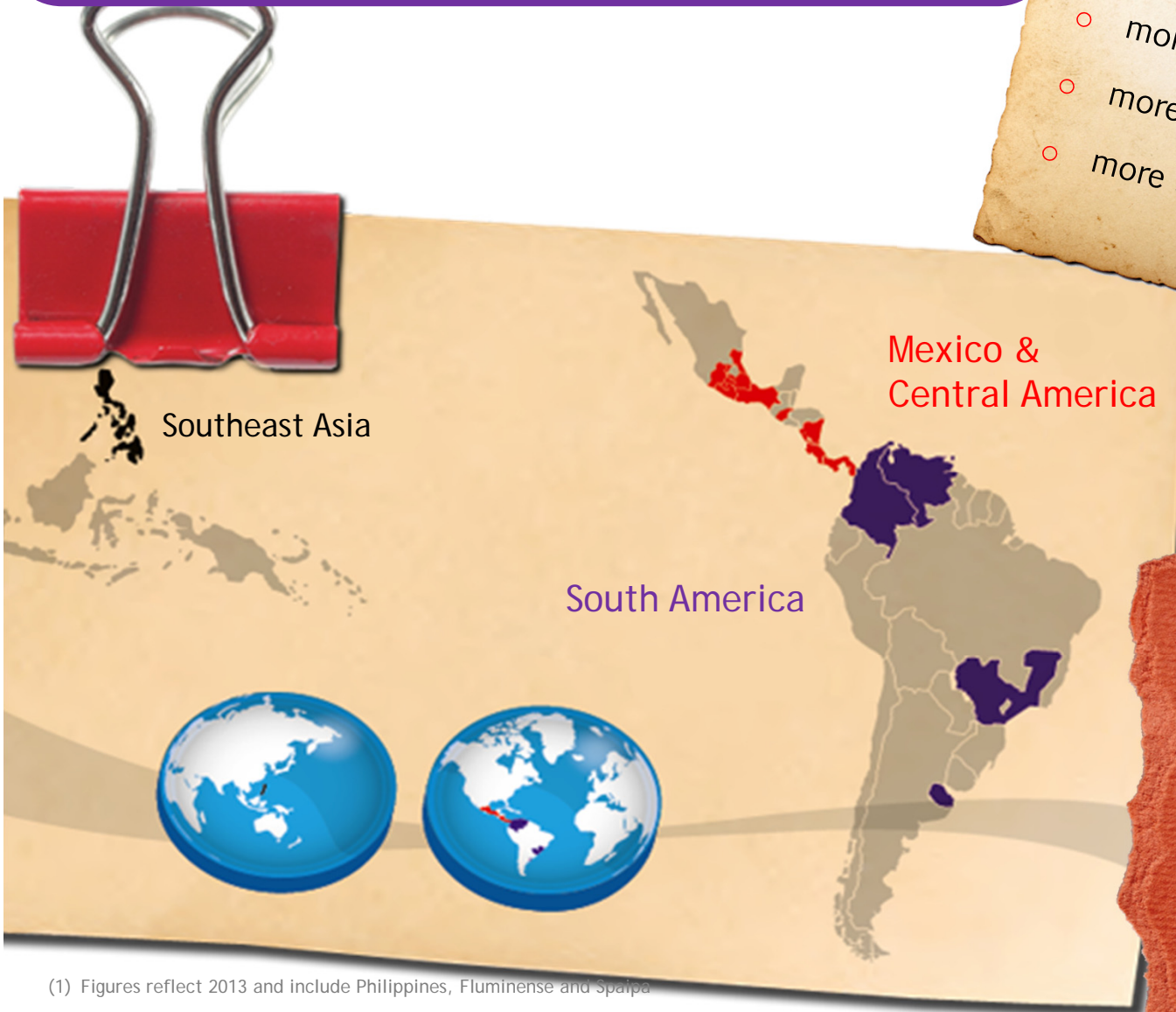
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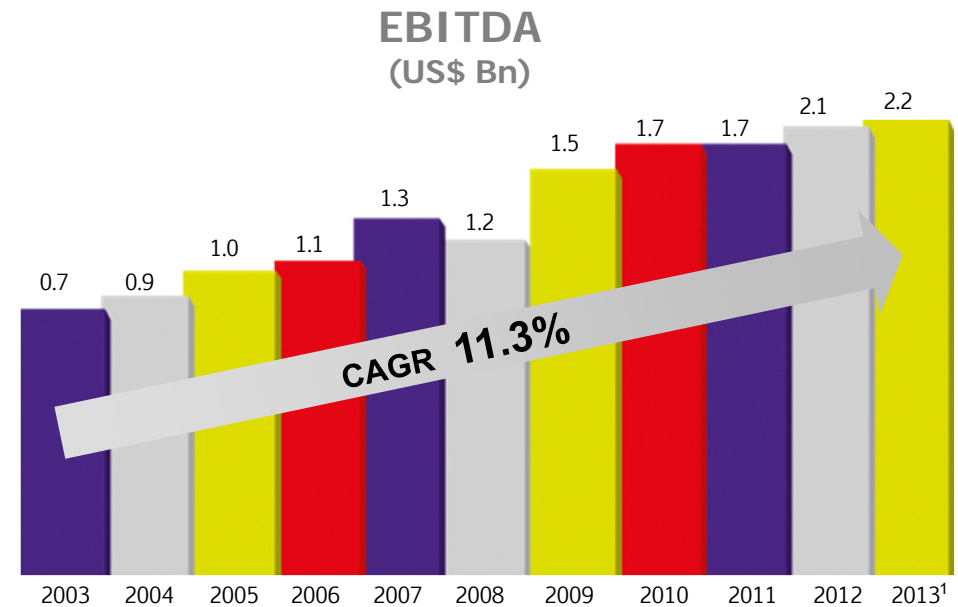
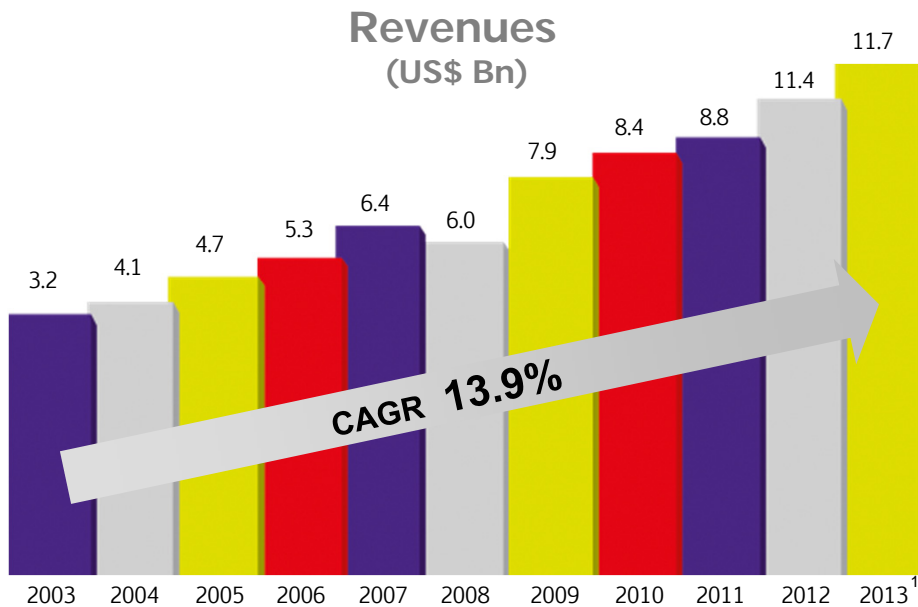
Largest franchise bottler in the world operating in two of the most attractive regions for its industry

- ~ 4 Bn Unit Cases⁽¹⁾
- US\$13.76 Bn in Revenues⁽¹⁾
- more than 346 Mn consumers⁽¹⁾
- more than 2.9 Mn points of sale⁽¹⁾
- more than 120,000 employees⁽¹⁾



(1) Figures reflect 2013 and include Philippines, Fluminense and Spaipa

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



(1) Figures reflect FY 2013

Strategic partner to the Coca-Cola System

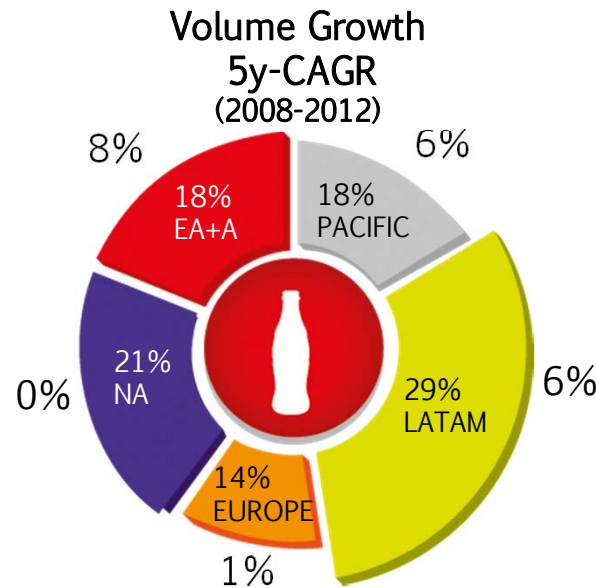
KOF has presence in some of the most important regions for the beverage industry and has pursued relevant opportunities in every category to contribute to the system's future growth



“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

KO Volume (worldwide) ⁽¹⁾



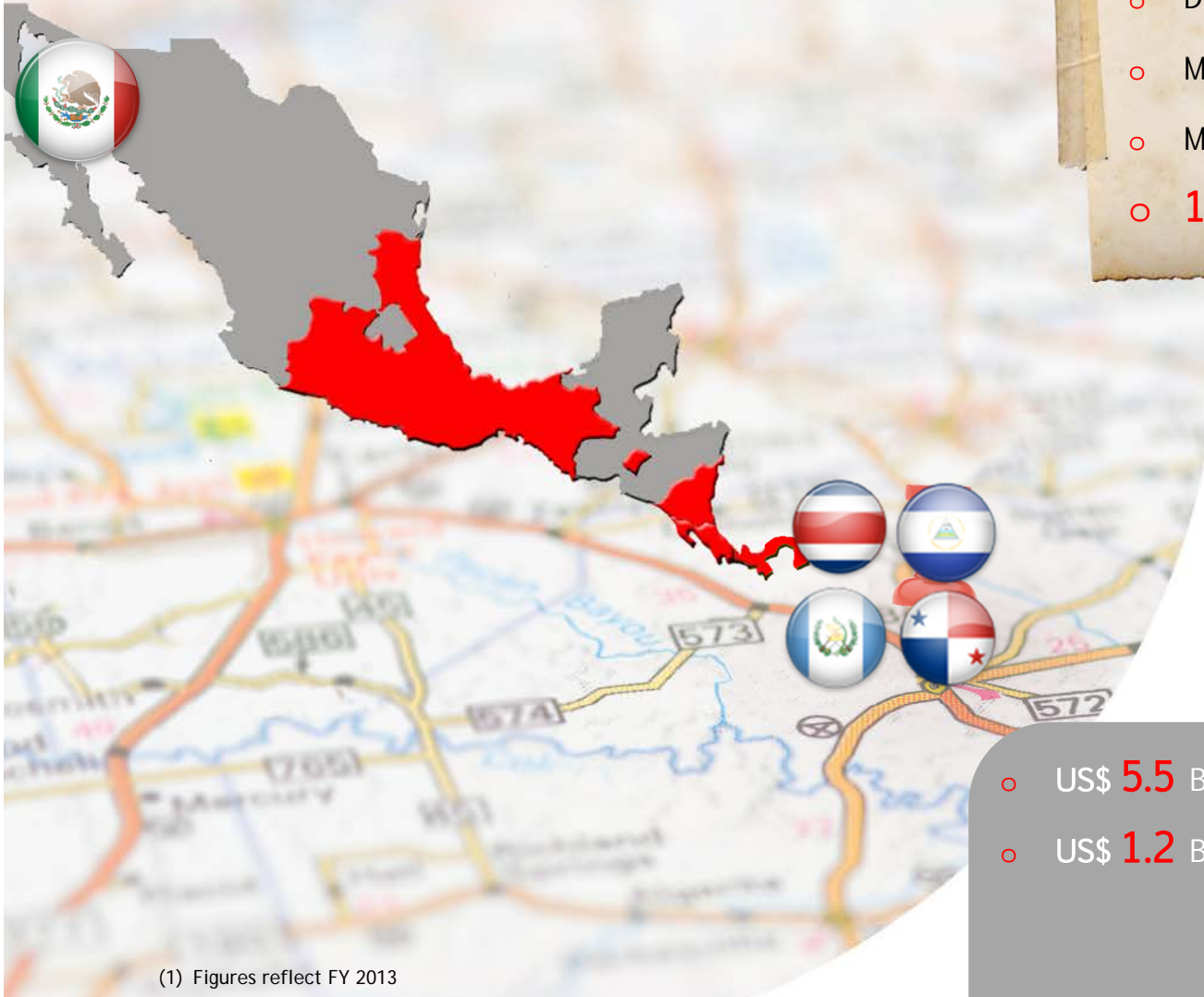
“... we partnered with Coca-Cola FEMSA to jointly acquire the Jugos del Valle business in 2007... Today, Del Valle is the first of our \$1 billion brands with its roots in our Latin America region.”

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



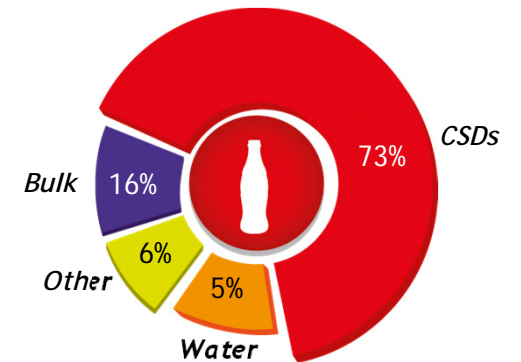
(1) The Coca-Cola Company annual report 2012

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



- Plants **23**
- Distribution centers **176**
- More than **993** M points of sale
- More than **88** Mn consumers
- **1,954** Mn Unit Cases⁽¹⁾

Volume Mix



- US\$ **5.5** Bn in Revenues⁽¹⁾
- US\$ **1.2** Bn in EBITDA⁽¹⁾

(1) Figures reflect FY 2013

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

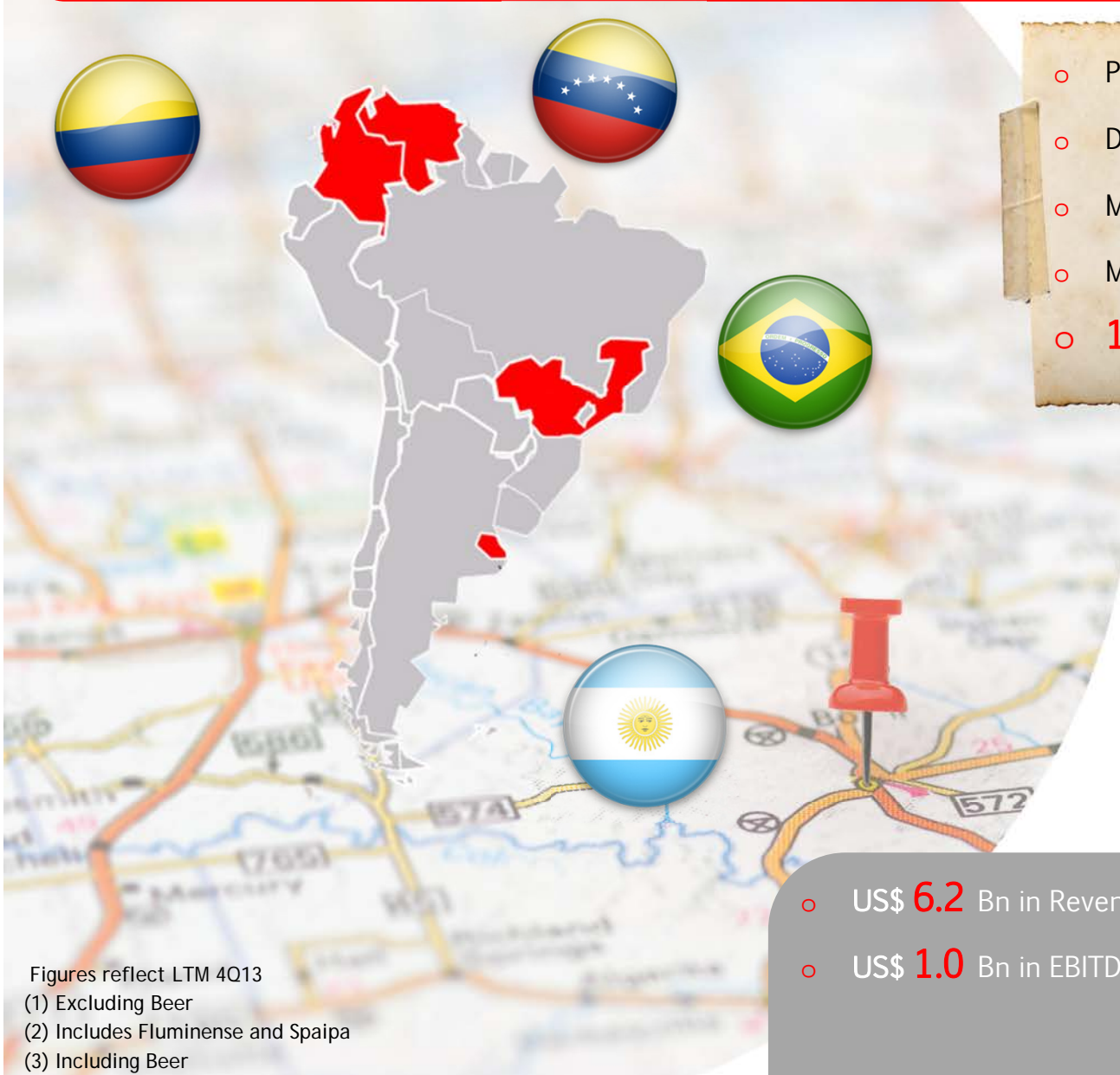


Costa Rica and Panama: Price-Package strategies to achieve full operating potential

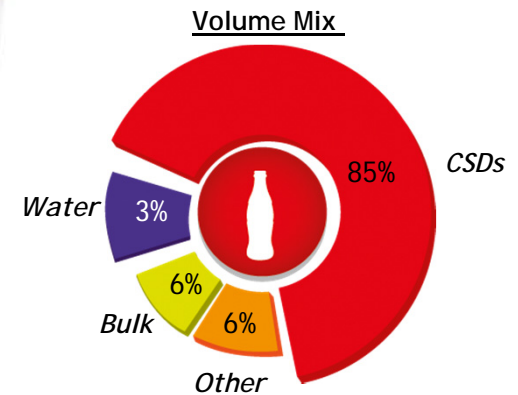
Guatemala and Nicaragua: Magic Prices to reconnect with consumers

(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 **104**
- More than **953** M points of sale
- More than **156** Mn consumers
- **1,251**Mn Unit Cases⁽¹⁾



- US\$ **6.2** Bn in Revenues⁽³⁾
- US\$ **1.0** Bn in EBITDA⁽³⁾

Figures reflect LTM 4Q13
(1) Excluding Beer
(2) Includes Fluminense and Spaipa
(3) Including Beer

South America: priority strategies for growth



Execution Affordability

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



Flexibility Innovation

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



Innovation Diversification

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



Innovation Magic Prices

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



Brazil: expanding our geographic footprint

Our combined territories will allow Coca-Cola FEMSA to serve more than 72 million consumers, a third of the population in Brazil

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

- plants: **1**
- distribution centers: **4**
- ~ **5.0** Mn consumers

Fluminense and Spaipa represent an increase of **55%** over existing KOF Brazil Volume

Spaipa

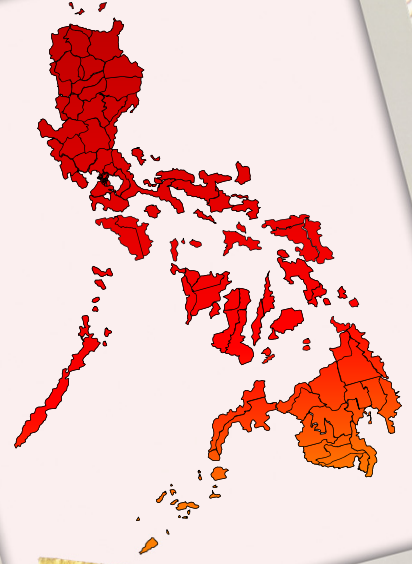
Fluminense

- EV: US\$**1,855** Mn
- + **236** Mn Unit Cases⁽¹⁾
- + US\$**929** Mn in Net Revenues⁽²⁾
- + US\$**152** Mn in EBITDA ⁽²⁾
- Expected synergies of ~ US\$**33** Mn

- EV: US\$**448** Mn
- + **57** Mn Unit Cases⁽¹⁾⁽³⁾
- + US\$**232** Mn in Net Revenues⁽³⁾
- + US\$**40** Mn in EBITDA ⁽³⁾
- Expected synergies of ~ US\$**19** Mn

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

Philippines: tropicalizing KOF's culture by leveraging local talent



- 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

- Plants **20**
- Close to **925** M points of sale
- More than **101** Mn consumers
 - KOF population coverage: **100%**
 - US\$**1.1** Bn in Revenues⁽¹⁾
 - ~US\$**100** Mn of Ebitda
 - **515** Mn Unit Cases⁽¹⁾
 - Important mix of returnables **71%**

Strategic Framework



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

Strong commitment to our environment



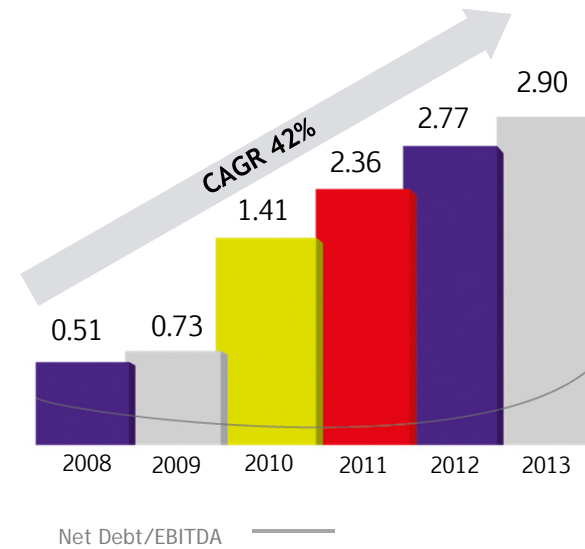
Throughout the years we have generated social, economic and environmental value for our stakeholders



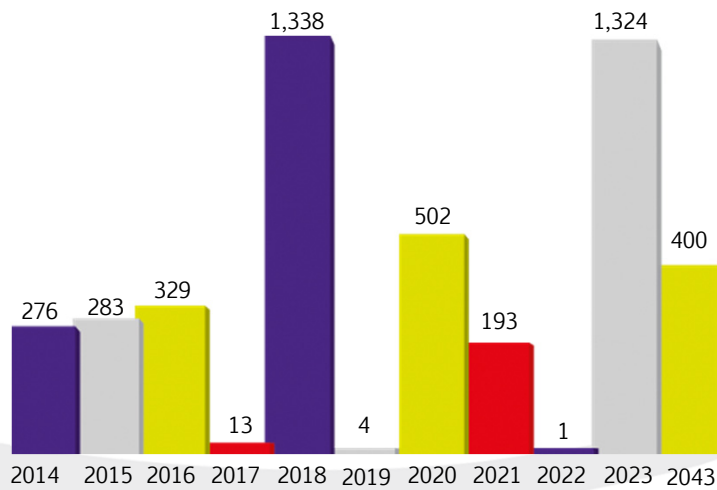
Solid financial position



Historical Dividend and Net Debt/EBITDA evolution (Ps. Per share)



Maturity Profile⁽¹⁾ (US\$ Mn)



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

(1) KOF Debt Maturity Profile as of December 31, 2013

A topographic map is the background, showing contour lines and various paths. In the bottom left, there is a black and silver compass with a red needle. A ruler is placed horizontally across the map. In the top right corner, a pair of red and black hiking shoes is visible. The text "Thank You!" is centered in a large, bold, red font.

Thank You!

