



*The Coca-Cola Company*

**FOR IMMEDIATE RELEASE**

**COCA-COLA FEMSA AND THE COCA-COLA COMPANY ANNOUNCEMENT**

Coca-Cola Femsa, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF) ("Coca-Cola Femsa") and The Coca-Cola Company (NYSE: KO) have been unofficially informed by the *Comisión Federal de Competencia* in Mexico (CFC), the Mexican Antitrust Commission, of its decision to object to the acquisition of Jugos del Valle, S.A.B. de C.V. (Jugos del Valle).

Once we receive the official notification, we will review CFC's resolution and jointly with Jugos del Valle decide our course of action, including the possibility of contesting such resolution.

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For Further Information:

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Coca-Cola Femsa, S.A.B. de C.V. produces and distributes Coca-Cola, Sprite, Fanta, Lift and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast 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, Campinas, Santos, the state of Mato Grosso do Sul and part of the state of Goias) and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 31 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 31.6% equity interest in Coca-Cola Femsa.

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*The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecocacolacompany.com](http://www.thecocacolacompany.com).*