



COCA-COLA FEMSA INTRODUCES ITS FIRST INTEGRATED REPORT

Mexico City, March 9, 2018 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF) (“Coca-Cola FEMSA” or “Company”), the largest public bottler of Coca-Cola products in the world in terms of sales volume, presented today its Integrated Annual Report 2017, entitled “Integrated Transformation.”

In its first integrated report, Coca-Cola FEMSA discusses the global context for its business’ vision, providing both a financial and non-financial perspective of its strategic priorities, including accelerating revenue growth, boosting sparkling beverage growth, increasing the scale and profitability of its still beverage business, expanding its dairy and vegetable protein-based beverage platform, advancing its operating model transformation, and attracting, retaining, and developing the best multicultural talent.

Relevant Highlights of Coca-Cola FEMSA’s Integrated Annual Report 2017

- Total reported sales volume increased by 16.1% to 3.8 billion unit cases, with 25.9 billion transactions. Total revenues grew 14.7% to Ps. 203.8 billion. Operating income increased 9.4% to Ps. 26.2 billion, and operating cash flow increased 11.4% to Ps. 39.5 billion.
- Strengthened its winning multi-category beverage portfolio, comprised of 12 categories and 169 leading brands, of which 41% are zero or low-calorie beverages and 31% contain vitamins, fibers, minerals or food supplements.
- Benefited more than 1.6 million people through its healthy habits programs.
- Accelerated transformation of its operating model through commercial, manufacturing, distribution, and logistics initiatives.
- Achieved savings of US\$37.7 million from environmental efficiencies in water, energy, and packaging.
- Returned 100% of the water used in the production of its beverages to the environment in Mexico, Brazil, Central America, and Colombia.
- Supplied 38% of the electricity for its bottling plants’ globally from clean sources, reaching 57% in Mexico and 100% in Brazil.
- Recycled 94% of the waste generated in its manufacturing processes and used 21.2% of recycled materials in its PET packaging.
- Benefited more than 420,000 people through its community development programs, while more than 57,000 employees and their families participated in volunteer activities.

Message from the Chief Executive Officer

“We remain focused on our integrated strategic framework to further develop a winning multi-category portfolio, transform our operational capabilities, and create a strong corporate culture that enables us to continue generating economic, social, and environmental value in a sustainable way for all of our stakeholders,” said John Santa Maria, Chief Executive Officer of Coca-Cola FEMSA.

Coca-Cola FEMSA’s Integrated Annual Report 2017: Integrated Transformation follows the guidelines of the *International Integrated Reporting Council (IIRC)* and is in accordance with the GRI (*Global Reporting Initiative*) Standards: Core option. It has received external verification for the information presented, considering recommendations from the indexes and rankings to which it belongs, such as the Mexican Stock Exchange IPC Sustainable Index for the seventh consecutive year, the Dow Jones Emerging Markets Sustainability Index for the fifth consecutive year, the FTSE4Good Emerging Index, and Vigeo-Eiris Emerging Market 70 Ranking. The complete report is available on the Company’s website: <https://www.coca-colafemsa.com/>

About the Company

Stock listing information: Mexican Stock Exchange, Ticker: KOFL | NYSE (ADR), Ticker: KOF | Ratio of KOF L to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the largest franchise bottler in the world by sales volume. The company produces and distributes trademark beverages of The Coca-Cola Company, offering a wide portfolio of 169 brands to more than 381 million consumers daily. With over 100 thousand employees, the company markets and sells approximately 4 billion unit cases through 2.8 million points of sale a year. Operating 64 manufacturing plants and 324 distribution centers, Coca-Cola FEMSA is committed to generating economic, social, and environmental value for all of its stakeholders across the value chain. The company is a member of the Dow Jones Sustainability Emerging Markets Index, Dow Jones Sustainability MILA Pacific Alliance Index, FTSE4Good Emerging Index, and the Mexican Stock Exchange’s IPC and Social Responsibility and Sustainability Indices, among others. Its operations encompass franchise territories in Mexico, Brazil, Colombia, Argentina, and Guatemala and, nationwide, in the Philippines, Venezuela, Nicaragua, Costa Rica, and Panama. For further information, please visit www.coca-colafemsa.com

For additional information, please contact the Investor Relations or Communication External team: kofmxinves@kof.com.mx
comunicacionexterna@kof.com.mx