



Coca-Cola FEMSA Selected as One of the Most Sustainable Emerging Market Companies

- For the second year in a row, the Vigeo Eiris Emerging Market 70 Ranking chose Coca-Cola FEMSA as a member for its leadership and commitment to the sustainable generation of social value
- Coca-Cola FEMSA was the only Mexican beverage company selected to form part of this Ranking

Mexico City, Mexico – July 11th, 2016 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest public bottler by sales volume of Coca-Cola products in the world, was selected for the second consecutive time as one of the highest rated companies in sustainability in emerging markets.

Because of its commitment to the sustainable generation of economic, social and environmental value, the Company was selected from a field of 842 companies from 37 industries and 31 countries. Furthermore, the ranking selected only four companies from the beverage sector, and only four based in Mexico.

“The generation of value is a fundamental pillar of our business strategy. We work every day to promote the positive transformation of our communities and, in this way, contribute to sustainable development. We are proud to be a part of this competitive ranking, which underscores our commitment to continue working for the well-being of Our People, Our Community, and Our Planet,” said John Santa Maria, Chief Executive Officer of Coca-Cola FEMSA.

The ranking follows the Equitis® methodology, based on 38 criteria, divided into six key areas: environment, human rights, human resources, community involvement, business behavior, and corporate governance.

Coca-Cola FEMSA’s 2015 Sustainability Report: Excellence in Evolution presents the company’s most relevant sustainability results. The complete document is available on the Company’s website: 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. 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, the state of Paraná, 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 358 million consumers through 2,800,000 retailers with more than 100,000 employees worldwide.

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