

Coca-Cola FEMSA announces relevant event

Mexico City, Mexico – February 24, 2017 –Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”) has refiled with the Mexican Stock Exchange (Bolsa Mexicana de Valores, S.A.B. de C.V.) and the Mexican National Banking and Securities Commission (Comisión Nacional Bancaria y de Valores) the corresponding notes to the financial statements of the fourth quarter results of 2016. This change does not involve any changes to the figures reported previously.

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 154 brands to more than 375 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 66 manufacturing plants and 328 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, FTSE4Good Emerging Index, and the Mexican Stock Exchange's IPC and Social Responsibility and Sustainability Indices, among other indexes. Its operations encompass franchise territories in Mexico, Brazil, Colombia, Argentina, and Guatemala and, nationwide, in the Philippines, Venezuela, Nicaragua, Costa Rica, and Panama. For more information, please visit www.coca-colafemsa.com.

For additional information or inquiries contact the Investor Relations team:

- Maria Dyla Castro | mariadyla.castro@kof.com.mx | (5255) 1519-5186
- Jorge Collazo | jorge.collazo@kof.com.mx | (5255) 1519-5218
- Tania Ramírez | tania.ramirez@kof.com.mx | (5255) 1519-5013