

Coca-Cola FEMSA Announces Change of Alternate Director

Mexico City, Mexico – May 2, 2019 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFUBL; NYSE: KOF) announces that Mr. Jose Luis Cutrale, Jr. who served as Alternate Director to Mr. Jose Luis Cutrale since 2004 has resigned from his position.

In his place, Mr. Jose Henrique Cutrale has been appointed as Alternate Director to Mr. Jose Luis Cutrale by our Series A shareholders, through which FEMSA indirectly participates in Coca-Cola FEMSA.

These changes are effective today May 2, 2019.

About Coca-Cola FEMSA

Stock listing information: Mexican Stock Exchange, Ticker: KOFUBL
NYSE (ADS), Ticker: KOF | Ratio of KOFUBL to KOF = 10:1

Coca-Cola FEMSA, S.A.B. de C.V. is the largest Coca-Cola 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 131 brands to a population of more than 257 million. With over 83 thousand employees, the company markets and sells approximately 3.3 billion unit cases through close to 2 million points of sale a year. Operating 49 manufacturing plants and 275 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, Guatemala, Colombia, and Argentina, and, nationwide, in Costa Rica, Nicaragua, Panama, Uruguay, and in Venezuela through its investment in KOF Venezuela. For further information, please visit www.coca-colafemsa.com

For additional information, please contact the Investor Relations team:

- Maria Dyla Castro | mariadyla.castro@kof.com.mx
- Jorge Collazo | jorge.collazo@kof.com.mx
- Maria Fernanda Garcia | maria.garciacr@kof.com.mx