

Coca-Cola FEMSA Announces Partial Early Redemption of its 2.375% US Dollar Senior Notes

Mexico City, July 12, 2017, Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest Coca-Cola franchise bottler in the world by sales volume, announces the partial early redemption of its 2.375% Senior Notes due in 2018 (the “Notes”). The Company will redeem 55.5% of the Notes outstanding, in a principal amount of US\$555,000,000.00.

The redemption date is August 18, 2017. Selection of the Notes for redemption will be made by lot in accordance with the procedures of The Depository Trust Corporation.

Notices of redemption were sent to all currently registered holders of the Notes by the trustee, The Bank of New York Mellon. Following the partial redemption of the Notes, the aggregate principal amount of the Notes outstanding shall be US\$445,000,000.00.

This press release shall not constitute a notice of partial redemption of the Notes.

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.

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