



FEMSA

Investor Presentation

September 2006



FMX
LISTED
NYSE

Safe Harbor Statement

During this presentation management may discuss certain forward-looking statements concerning FEMSA's future performance that should be considered as good faith estimates made by the Company. These forward-looking statements reflect management expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact FEMSA's actual performance.

FEMSA Investment Highlights

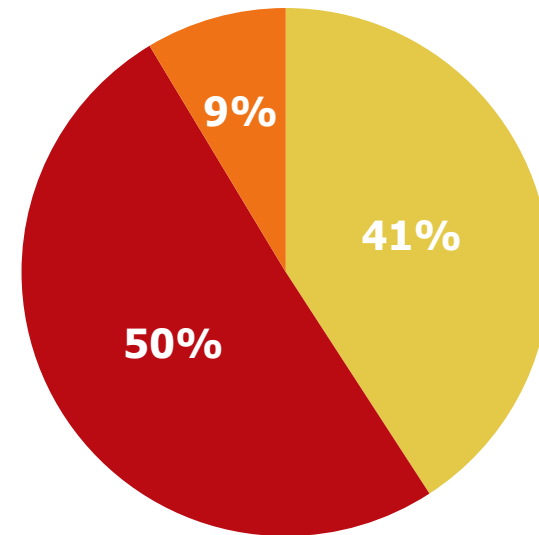
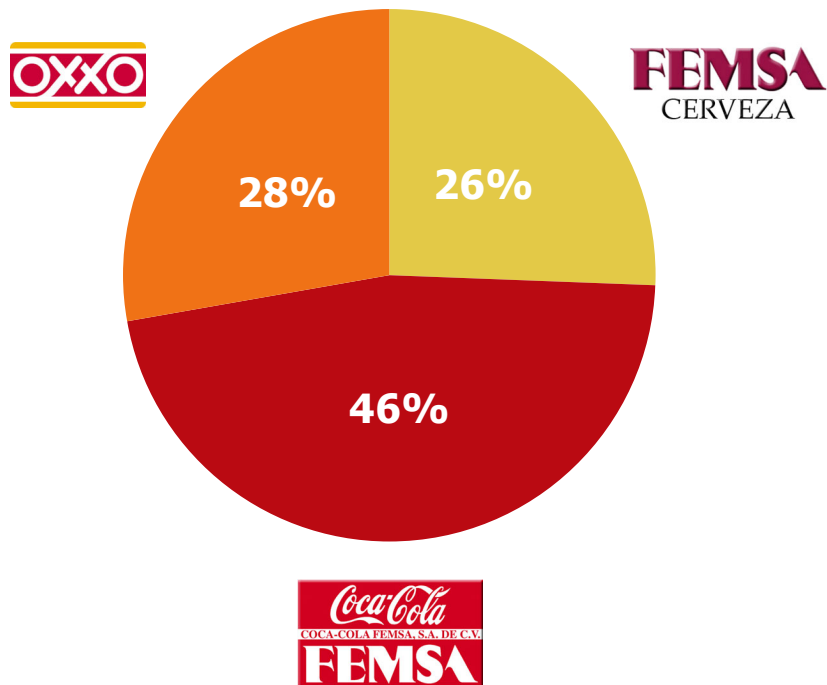
- Largest beverage company in Latin America
- Proven track record of profitable growth
- Leading market position with strong brands
- Unique business model and capabilities
- Significant growth potential in our markets

A Unique Beverage Platform

LTM as of June 2006*

Total Revenue = US\$ 10,329 million

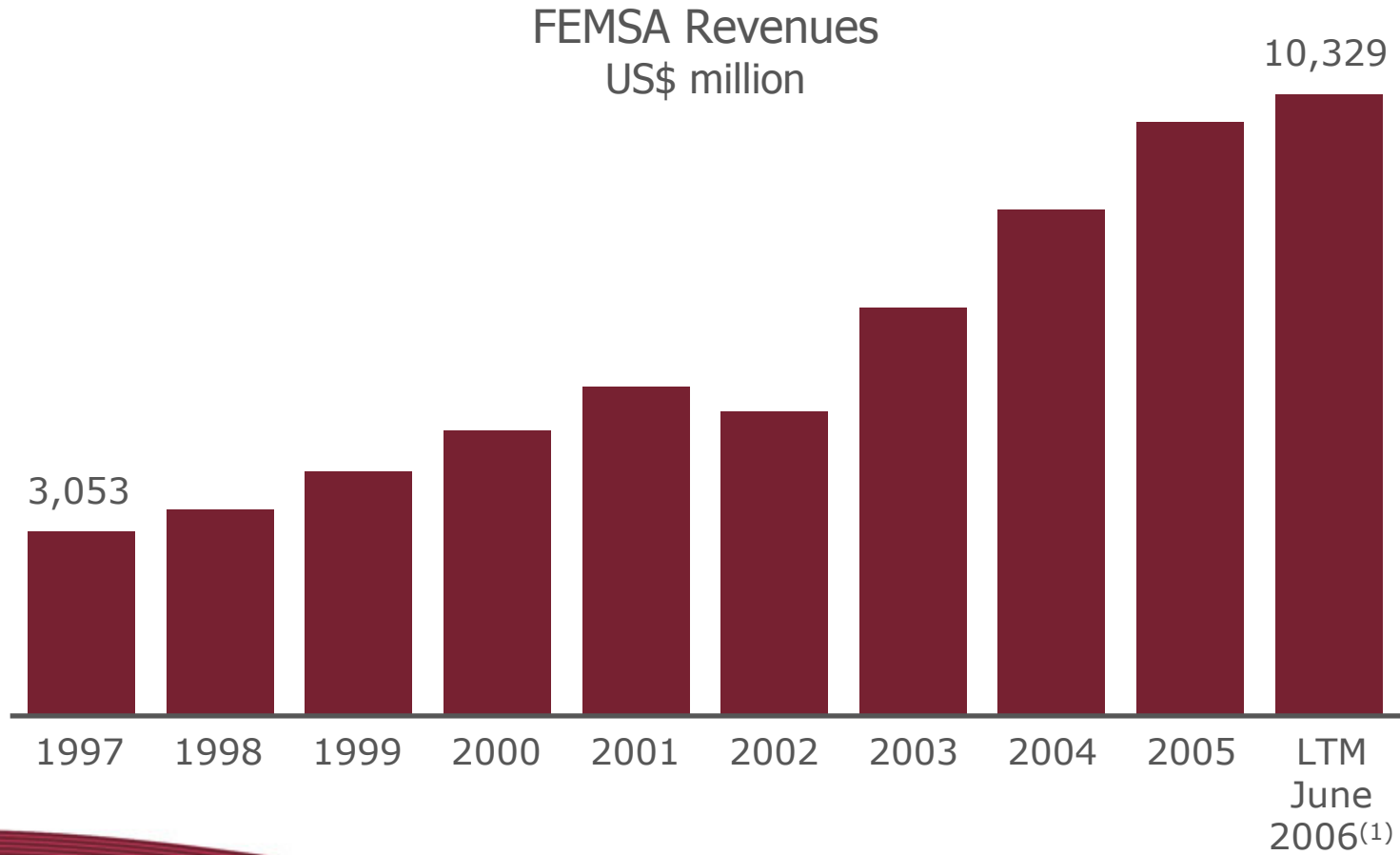
EBITDA = US\$ 2,166 million



* Last Twelve Months information as of June 30, 2006.
Converted into dollars with ending exchange rate of each of the last four quarters.

Double-Digit Growth in the Top Line...

CAGR of 15% since 1997

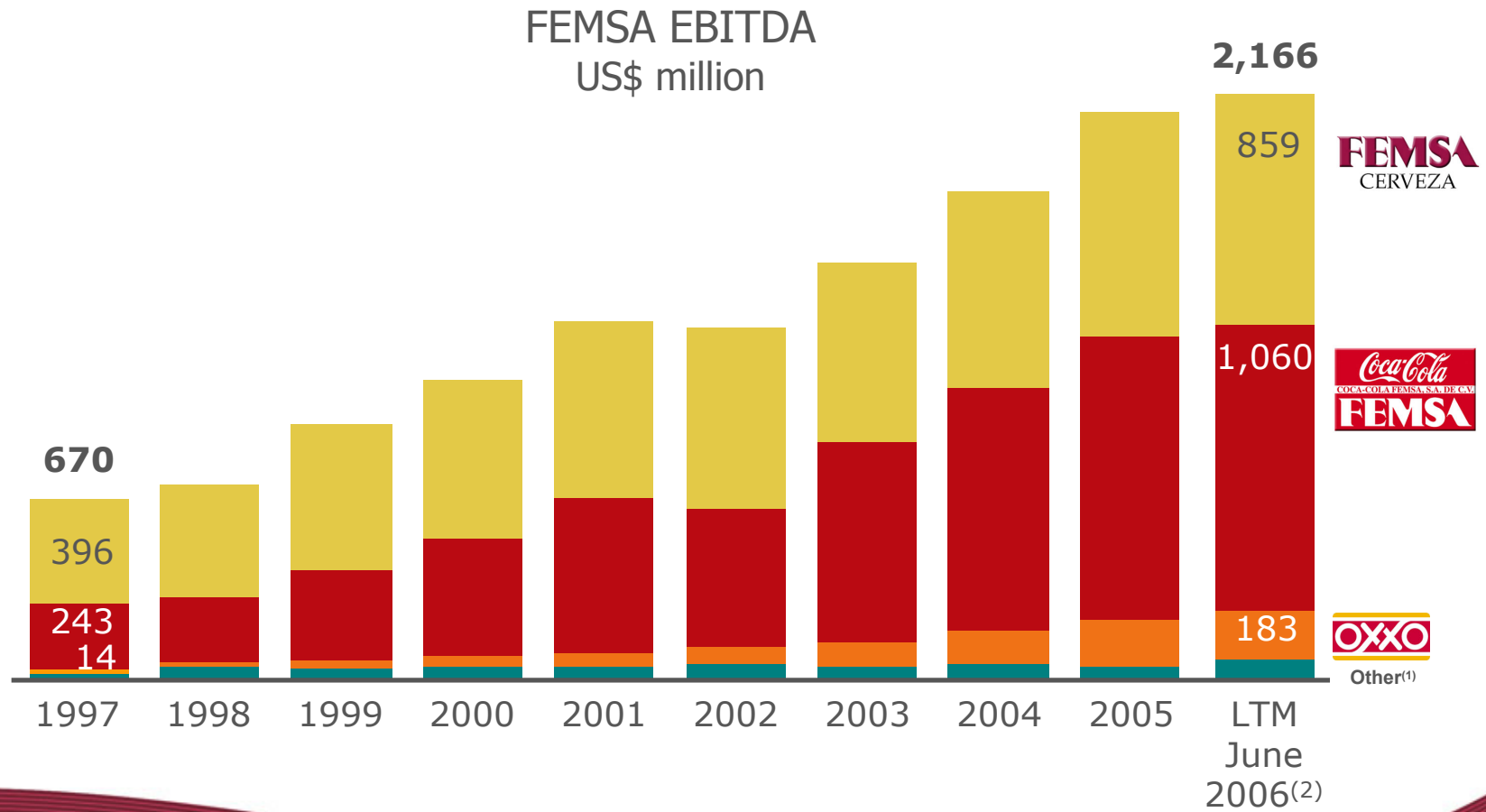


⁽¹⁾ Last Twelve Months information as of June 30, 2006.

Note: All figures are in Mexican pesos as of the reported year and converted into US\$ for the respective year-end exchange rate. Converted into dollars with ending exchange rate of each of last four quarters.

... and in Profitability

CAGR of 14% since 1997



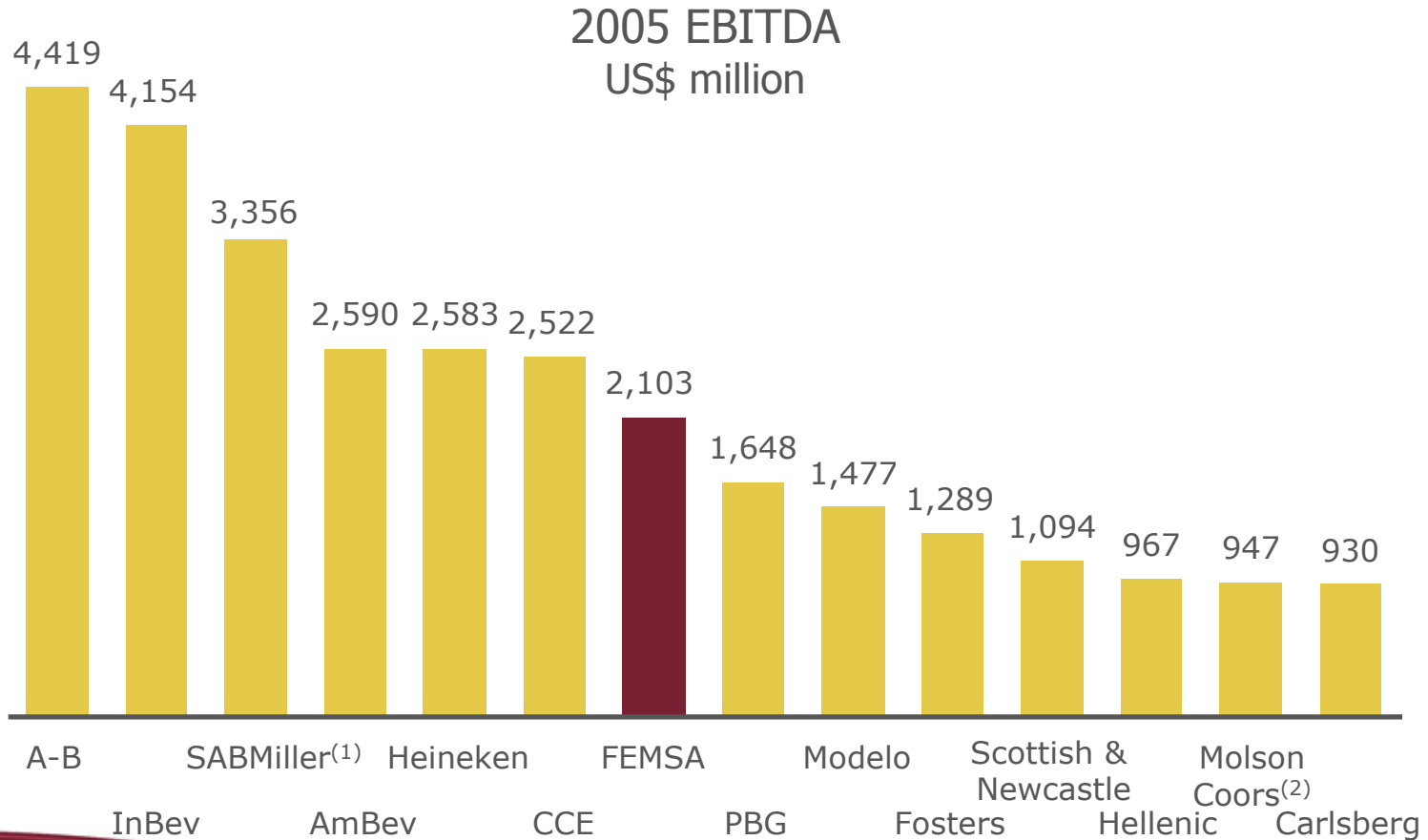
⁽¹⁾ Other includes non-core packaging and logistics businesses.

⁽²⁾ Last Twelve Months information as of June 30, 2006.

Note: All figures are in Mexican pesos as of the reported year and converted into US\$ for the respective year-end exchange rate.

FEMSA in the Global Context

Among Leaders in Global Beverages



⁽¹⁾ For FY 2006 ended March 31.

⁽²⁾ Excludes Kaiser operations.

Source: Company filings and analyst reports.



FEMSA CERVEZA

**Changing the Rules
of the Game**

Oriented to Profitable Growth

FEMSA CERVEZA

**Since 1997 revenues have increased at a CAGR of 7%;
EBITDA at 9% in dollar terms**

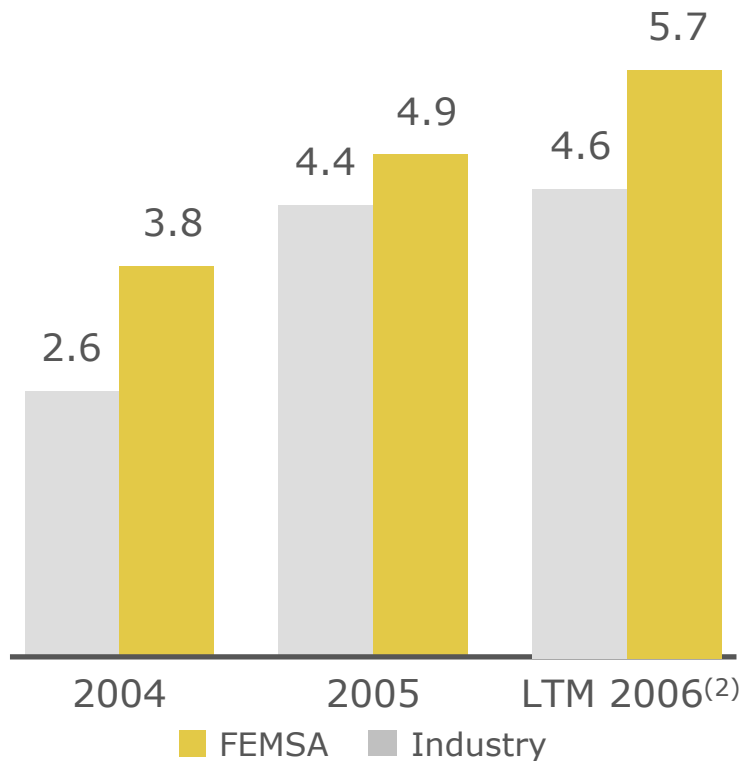
	US\$ million	
	1997	LTM 2006 ⁽¹⁾
Revenues	1,471	2,637
EBITDA	396	859

... with operating margin expansion every single year

Outpacing Industry Growth with Strong Pricing

FEMSA CERVEZA

FEMSA Domestic Volume Growth vs. Industry⁽¹⁾ (%)



FEMSA Domestic Price above inflation

Price per hl	1H05	1H06	% Chg
Real	905	948	+4.7%
Nominal	877	948	+8.1%

⁽¹⁾ Industry includes FEMSA Cerveza and Grupo Modelo beer sales volume in Mexico only. Data from company filings.

⁽²⁾ Last Twelve Months information as of June 30, 2006.

New launches in high growth brands and creating new categories in Mexico

Litro 1/4



12 oz Ret



24 oz Can

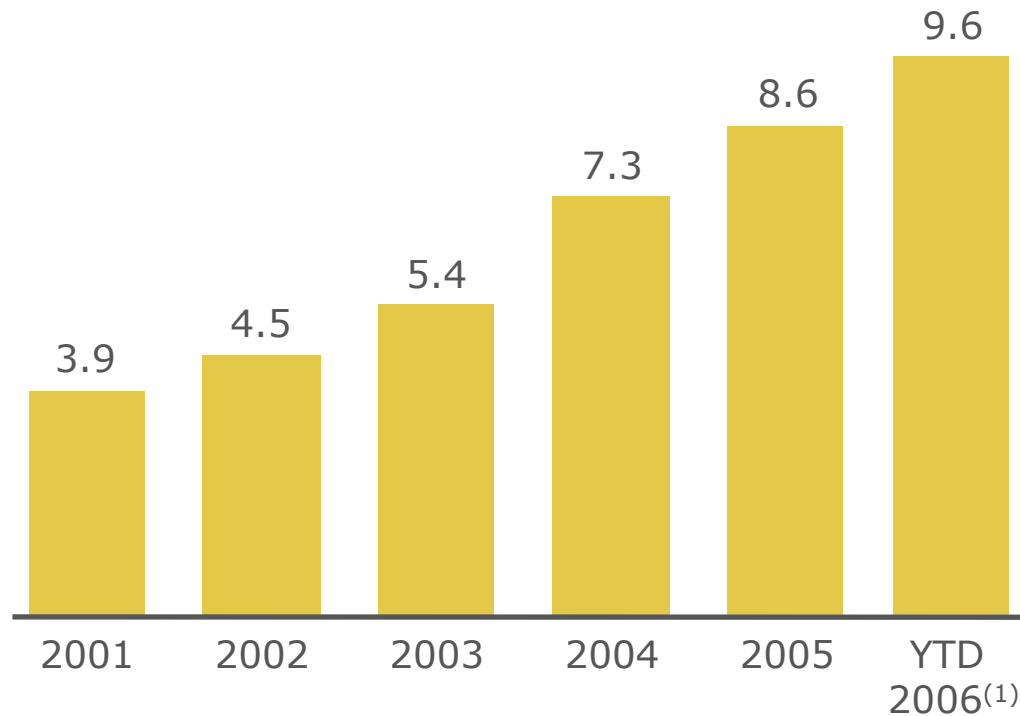


Soul Citric



Beer volume sold in Oxxo has more than doubled in last 5 yrs

Percentage of FEMSA Cerveza
Domestic Beer Sales

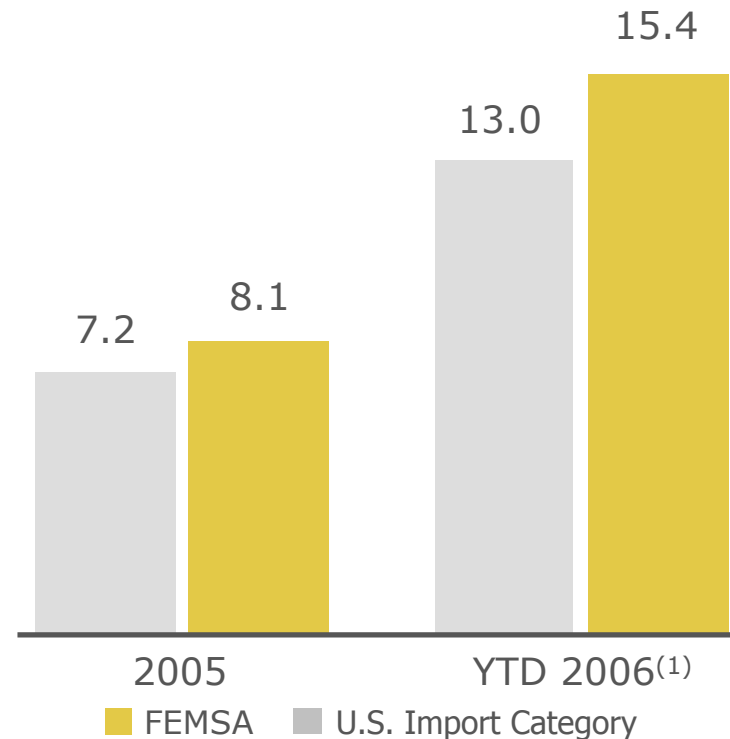


⁽¹⁾ Year To Date as of June 30, 2006.

Growing at double-digit pace

- Focus on key markets based on profitability
- Successful first year with Heineken USA
- Tecate is #3 import beer in U.S.

Vol. Growth of FEMSA Exports vs. U.S. Import Category (%)



⁽¹⁾ Year To Date as of June 30, 2006.

Source: U.S. Import data from The Beer Institute for 2005 and Jan to May 2006.

FEMSA export data as reported in June 2006 (U.S. represents just over 90% of exports).

Kaiser Turnaround: A Solid Start

FEMSA CERVEZA

- Initiatives
 - Merged sales force with KOF in Sao Paulo
 - Developed short-term plan
- YTD results
 - Increased coverage in Sao Paulo
 - Initial volume increase in 2Q06 for all Brazil
- Next steps
 - Improve competitive position
 - Invest and build brand portfolio
 - On track for EBITDA break-even in 2006





COCA-COLA **FEMSA**

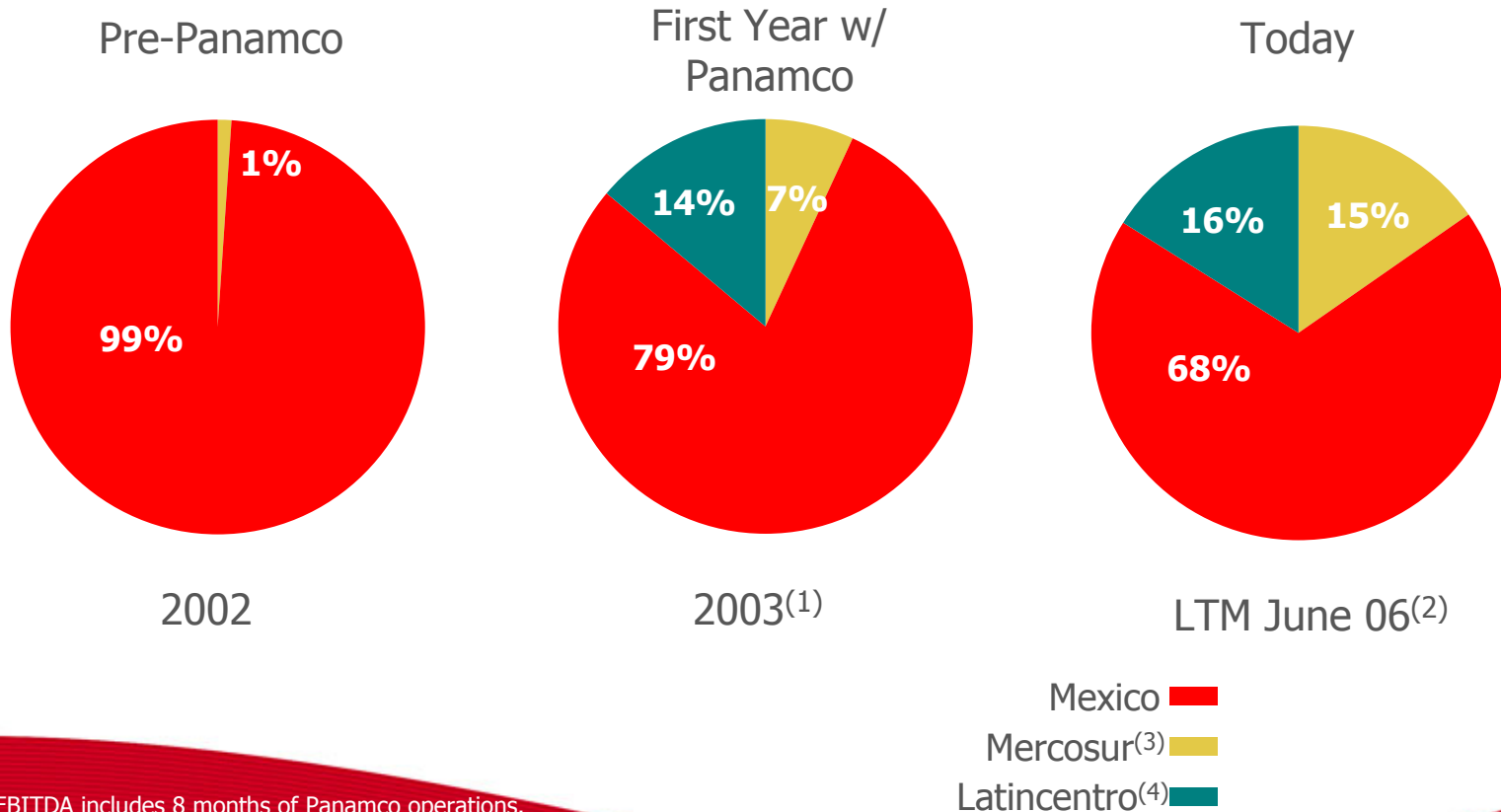
**Growing Beyond a
Successful Integration**

Increasing Geographic Diversification

COCA-COLA FEMSA

Today over 30% of KOF EBITDA is generated outside of Mexico

KOF EBITDA Evolution



(1) 2003 EBITDA includes 8 months of Panamco operations.

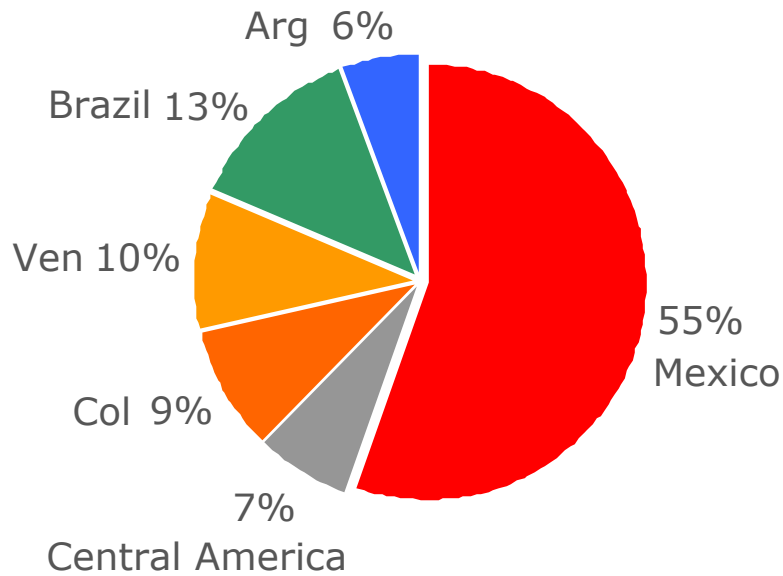
(2) Last Twelve Months information as of June 30, 2006.

(3) Mercosur includes Brazil and Argentina.

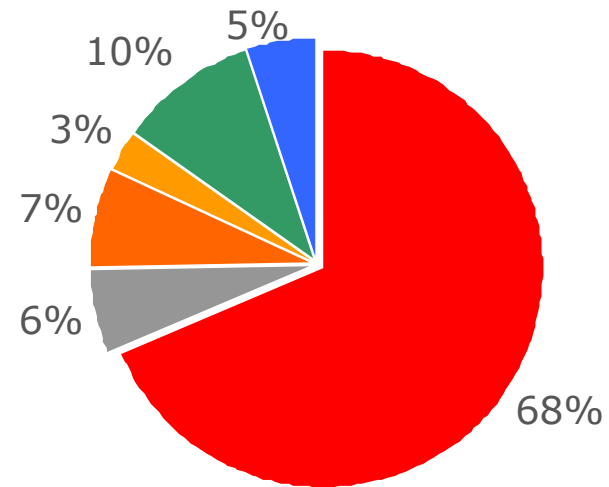
(4) Latincentro includes Central America, Colombia, and Venezuela.

Source: Company filings.

Revenues = US\$ 4,798 million⁽¹⁾



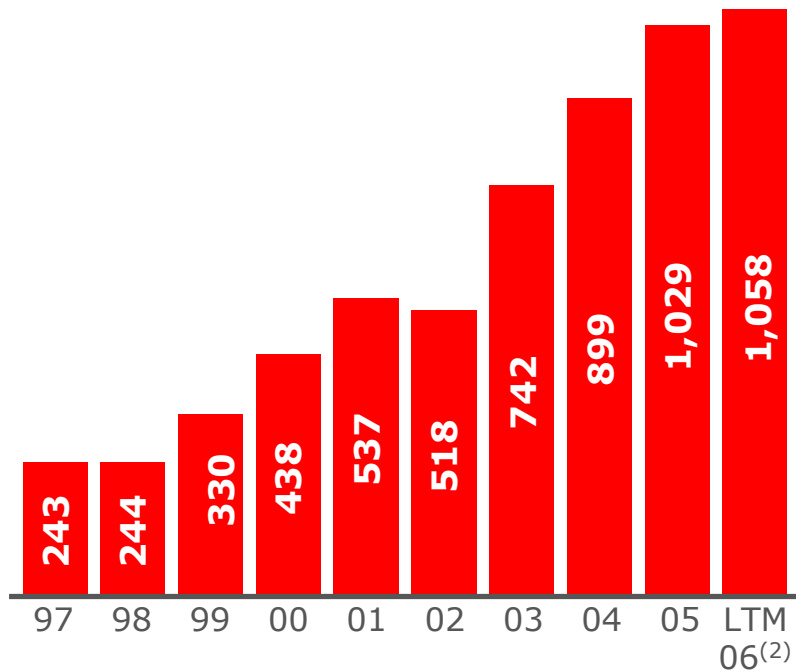
EBITDA = US\$ 1,060 million⁽¹⁾



Strong EBITDA and FCF growth...

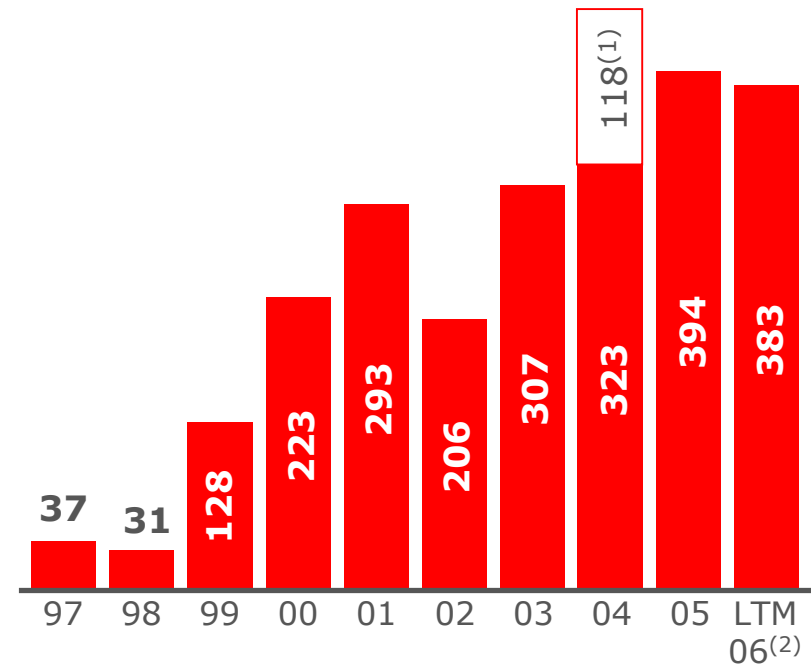
COCA-COLA FEMSA

EBITDA
US\$ million



CAGR 97 – LTM 06: 18%

Free Cash Flow
US\$ million



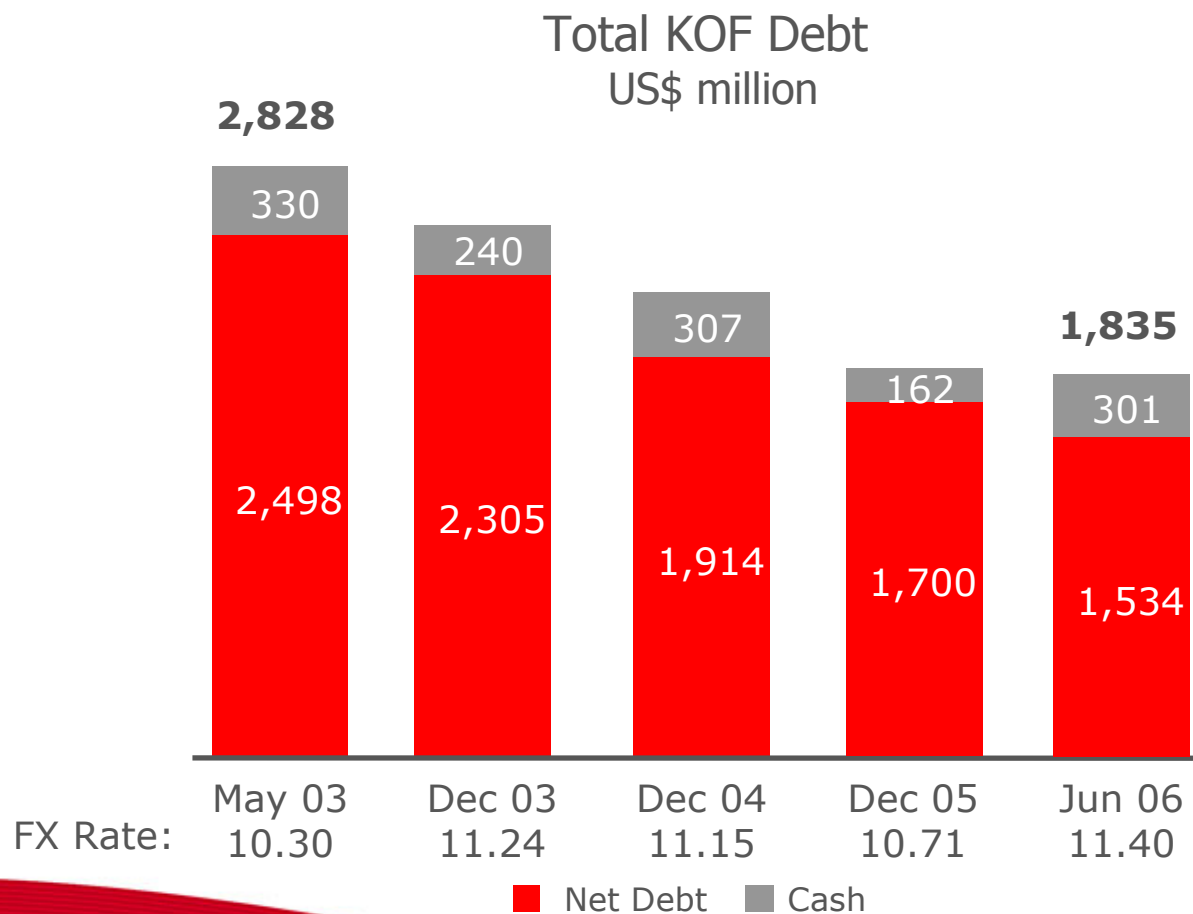
CAGR 97 – LTM 06: 30%

⁽¹⁾ Tax Reimbursement.

⁽²⁾ Last Twelve Months information as of June 30, 2006. Converted into U.S. dollars with ending exchange rate of each of last four quarters.

... significant Debt Reduction

Almost 1 billion less debt in just three years



In Mexico alone we have over 13 packaging presentations for brand Coca-Cola...



Single-serve Presentations



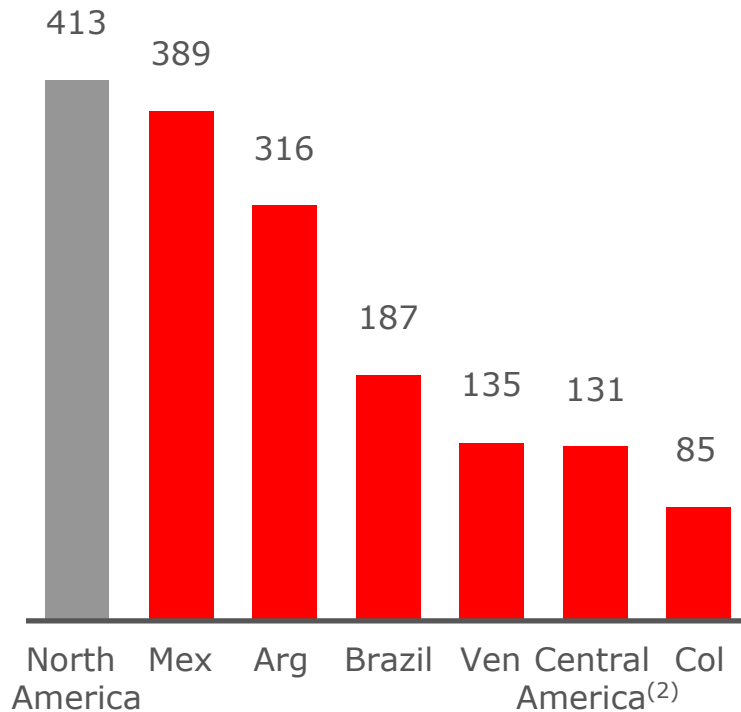
Multi-serve Presentations

Attractive Growth Opportunities

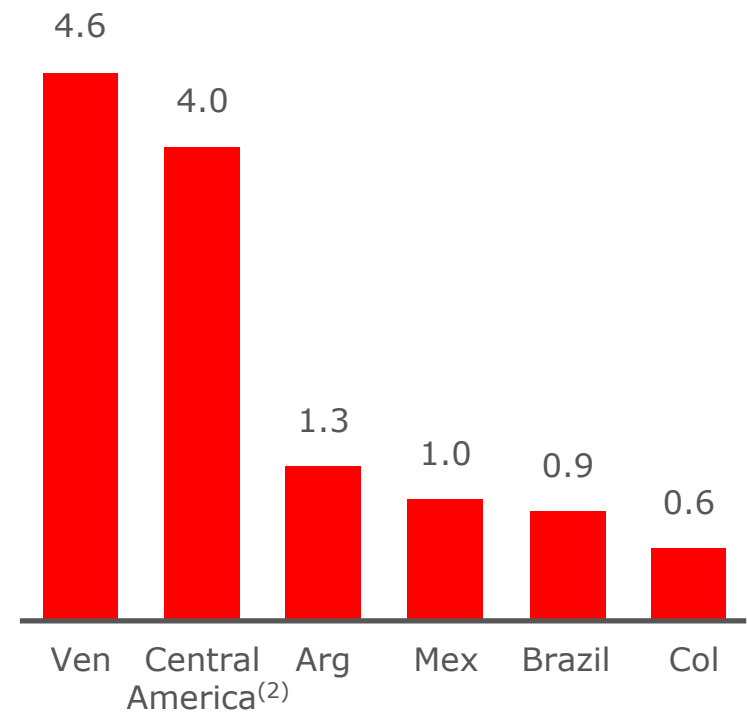
COCA-COLA FEMSA

... with room to grow through increased consumption and growth in non-carbs

CSD per Capita Consumption in KOF Territories during 2005⁽¹⁾



Non-carbs as % of KOF Total Volume⁽³⁾



Notes: ⁽¹⁾ Per capita consumption of soft drinks of Coca-Cola FEMSA products in the territories of Coca-Cola FEMSA, with the exception of North America which consists of KO products. ⁽²⁾ Includes Guatemala, Nicaragua, Costa Rica, and Panama. ⁽³⁾ Last Twelve Months information as of June 30, 2006. Excludes still and mineral water.

FEMSA COMERCIO

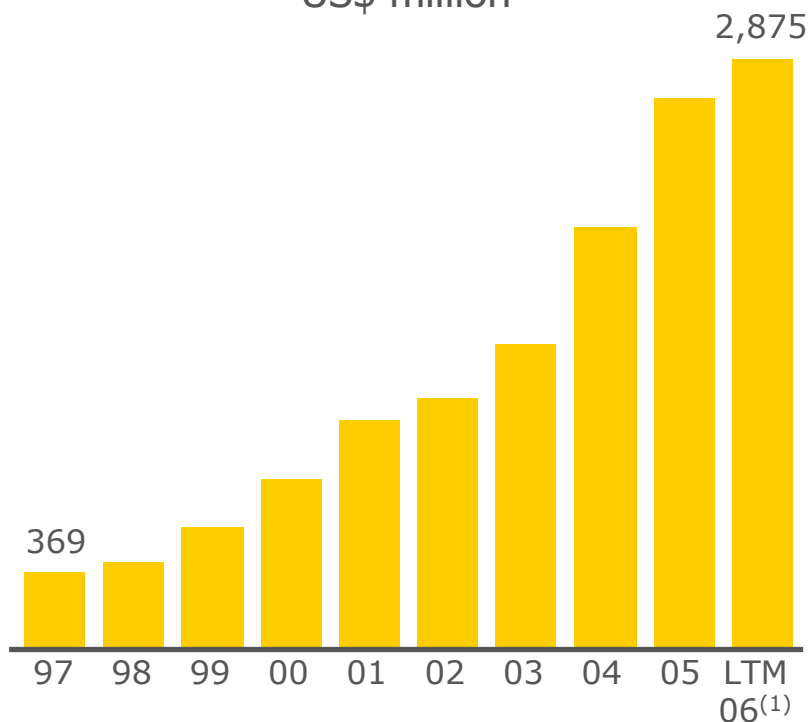
**Growing to Satisfy
Consumers**



Consistent Profitable Growth

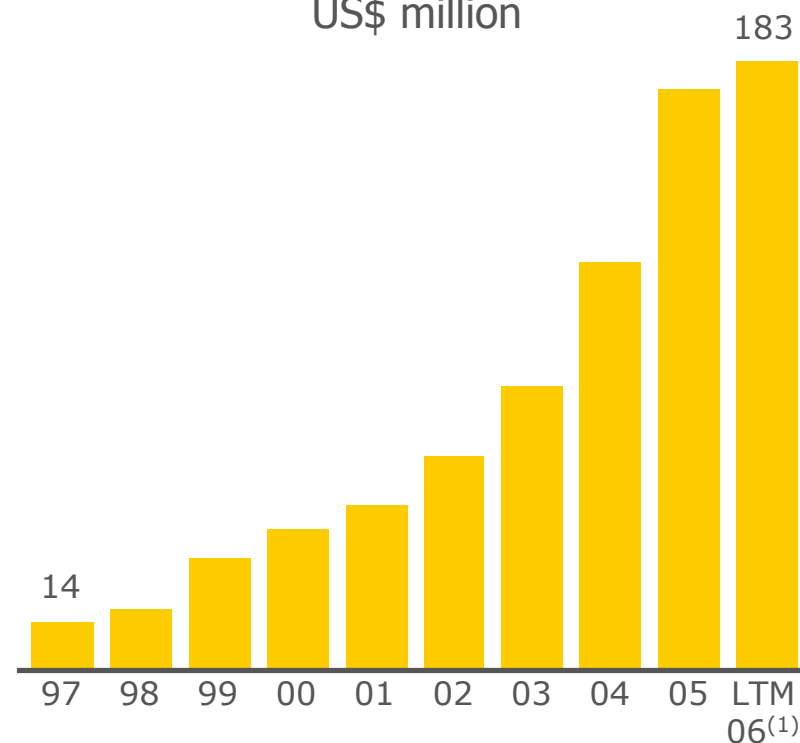
FEMSA COMERCIO

Revenues
US\$ million



CAGR 97 – LTM 06: 26%

EBITDA
US\$ million



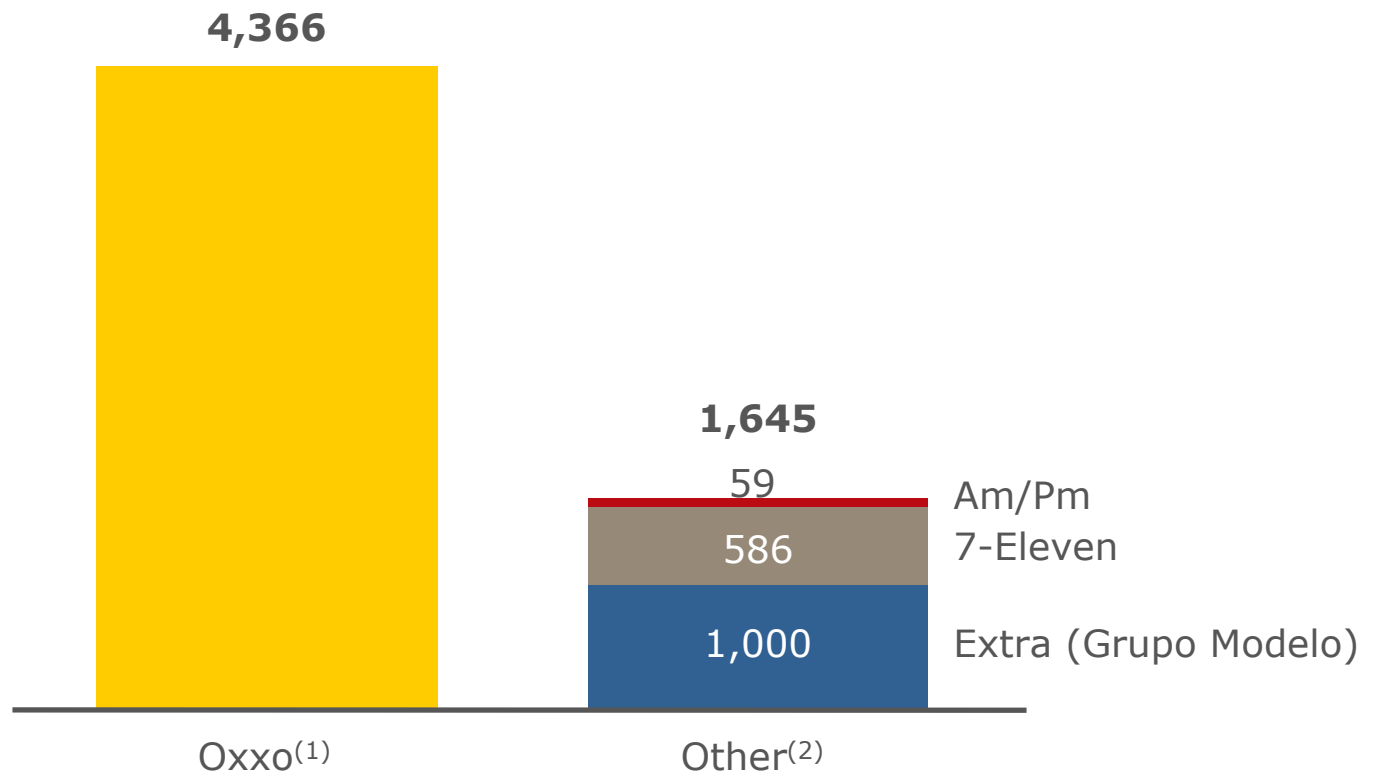
CAGR 97 – LTM 06: 33%

⁽¹⁾ Last Twelve Months information as of June 30, 2006. Converted into U.S. dollars with ending exchange rate of each of last four quarters.
Note: All figures are in Mexican pesos as of the reported year and converted into US\$ for the respective year-end exchange rate.

Mexico's Leading Convenience Store Chain

FEMSA COMERCIO

Mexico Convenience Store Industry



⁽¹⁾ Company filings as of June 30, 2006.

⁽²⁾ Company filings and estimates as of December 31, 2005.

Oxxo's Role in FEMSA's Beverage Strategy

FEMSA COMERCIO

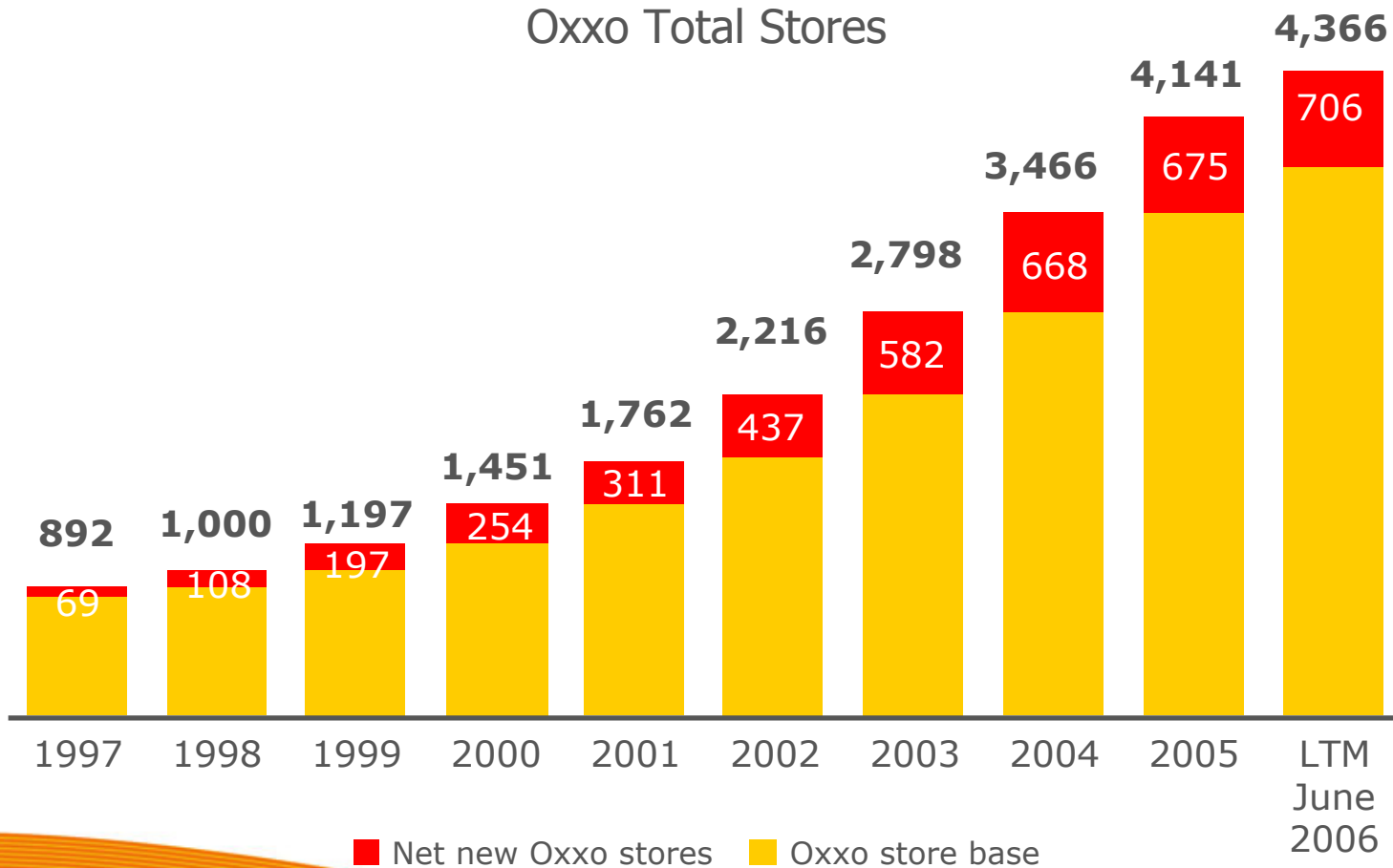
- Opening a new store every 13 hours
- Over 1 billion customers served in '05
 - More than 3.7 million per day
- Largest client of FEMSA Cerveza and KOF
 - Sells 2x more beer than all supermarkets
 - 38% of sales are beverages
- Oxxo/FEMSA Cerveza joint site selection



Store Expansion Has Accelerated

FEMSA COMERCIO

Expect to open 650 new Oxxos in 2006



We Have Ambitious Goals

FEMSA COMERCIO

Maintain scale leadership + enhance Oxxo's value proposition

- Open more than 650 stores per year
- Leverage expertise for optimal store location
- Build-out direct distribution capabilities
- Complete implementation of new IT systems
- Adjust and expand the product offering
- Develop unmatched promotions
- Increase profit streams



FEMISA

EBITDA Reconciliation By Division

In US\$ million

	1997	1998	1999	2000	2001	2002	2003	2004	2005	LTM 06 ⁽¹⁾
FEMSA Consolidated										
Income From Operations	440	479	627	736	948	907	1,078	1,238	1,455	1,502
Depreciation	124	121	175	202	204	209	233	271	387	351
Amortiation and Other	107	115	143	170	177	181	232	302	260	313
EBITDA	670	715	946	1,108	1,329	1,298	1,543	1,812	2,103	2,166
FEMSA Cerveza										
Income From Operations	282	281	368	372	414	390	379	426	500	528
Depreciation	79	75	99	111	123	128	126	132	138	132
Amortiation and Other	35	60	81	111	126	153	166	182	200	199
EBITDA	396	416	548	593	663	670	671	740	838	859
Coca-Cola FEMSA										
Income From Operations	150	161	217	305	468	425	597	691	811	815
Depreciation	33	34	58	71	70	50	86	111	122	125
Amortiation and Other	60	48	56	52	34	41	59	97	114	120
EBITDA	243	243	330	428	572	515	742	899	1,047	1,060
FEMSA Comercio										
Income From Operations	7	9	24	29	33	47	62	82	118	122
Depreciation	3	4	5	7	8	9	12	19	30	33
Amortiation and Other	4	5	4	6	8	9	12	21	26	28
EBITDA	14	18	33	42	49	64	85	122	174	183

⁽¹⁾ Last Twelve Months information as of June 30, 2006. Converted into U.S. dollars with ending exchange rate of each of last four quarters.
Note: All other annual figures are converted into US\$ for the respective year end exchange rate.