

FEMSA

CONSUMER FOCUS

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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 is a leading company that participates in the beverage industry through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world; in the retail industry through FEMSA Comercio, operating OXXO, the largest and fastest-growing chain of small-format stores in Latin America, and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world's leading brewers with operations in over 70 countries.

Leading consumer company in Latin America

FEMSA

Large Scale

- +3 bn unit cases of beverages

Powerful Brands

- #1 in beverages in all regions

Efficient Production and Distribution

- 60 beverage bottling plants
- 261 distribution facilities

Growing Consumer Base

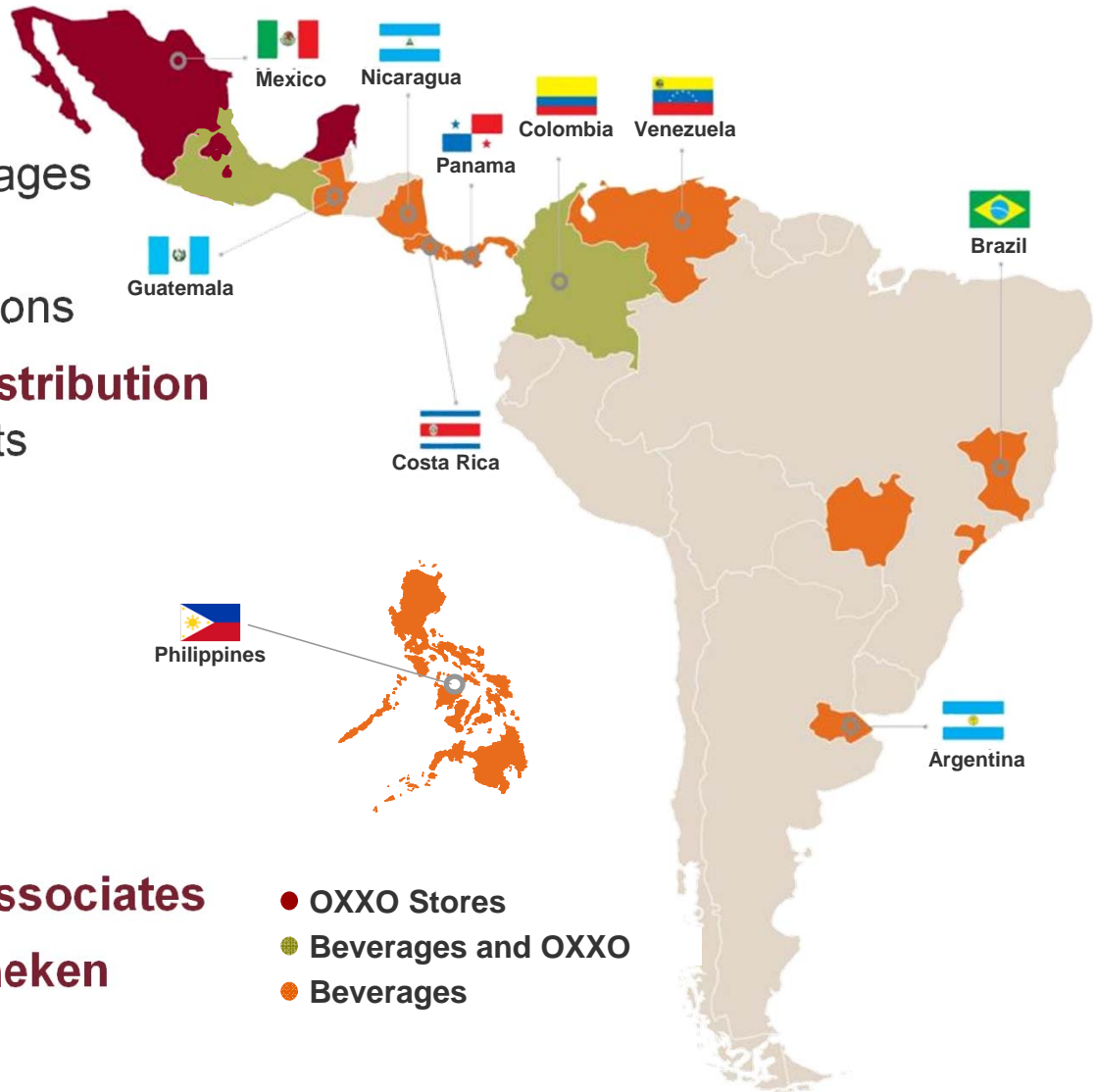
- 2.58 mm clients
- 314 mm consumers

Dynamic Store Platform

- +10,600 OXXO stores

+ 177,000 employees and associates

2nd Largest investor in Heineken

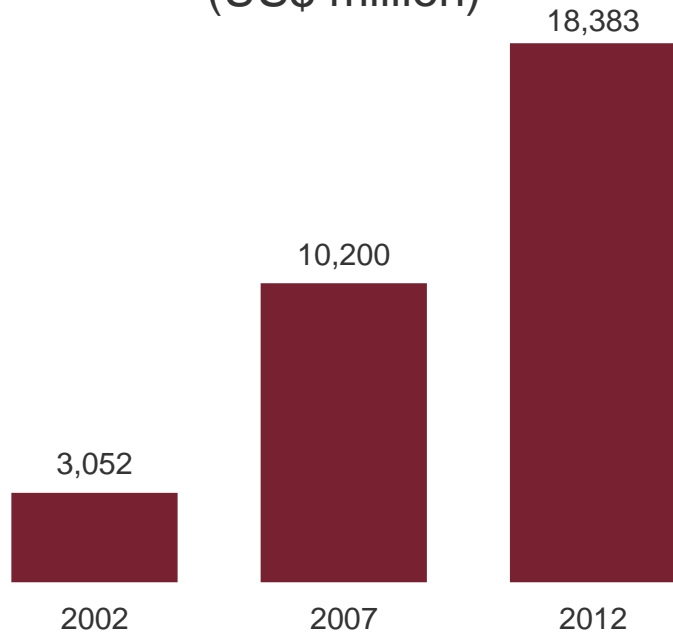


Note: OXXO stores as of December 31, 2012.

Delivering consistent double-digit growth



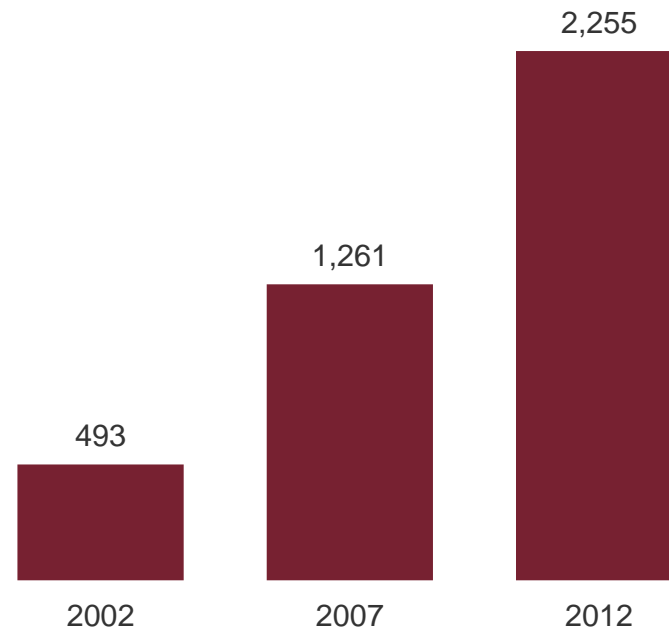
Total Revenue (US\$ million)



CAGR 02-12: 20%

CAGR 07-12: 13%

EBIT (US\$ million)



CAGR 02-12: 16%

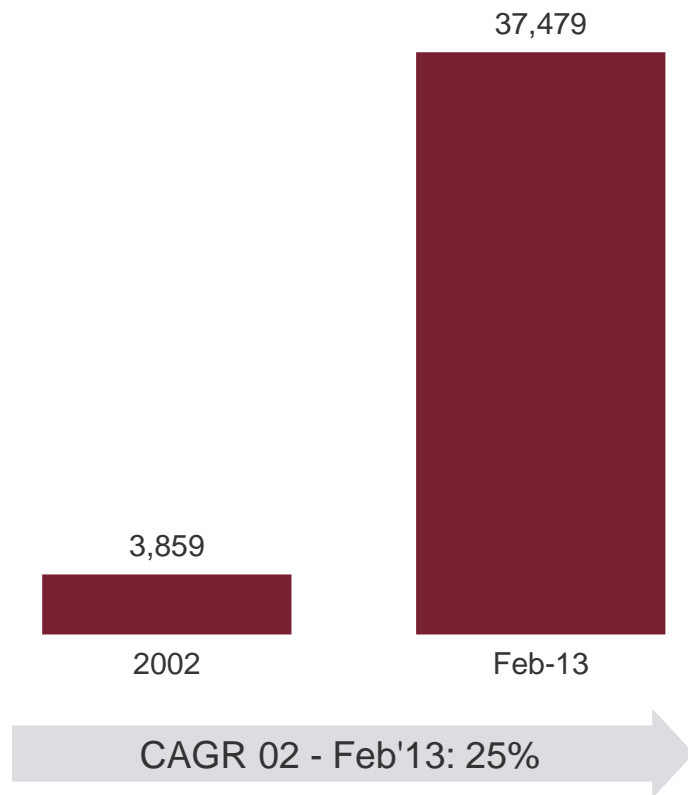
CAGR 07-12: 12%

Notes: 2012 figures in nominal Mexican pesos converted to US dollars using EOP exchange rate, prior figures in constant pesos as of year end and converted to US dollars using the EOP exchange rate. 2012 figures are under International Financial Reporting Standards ("IFRS"). From 2001-2006 figures are the arithmetical sum of Coca-Cola FEMSA and FEMSA Comercio. These figures are not proforma.

Creating economic value during the last decade



FEMSA Market Cap Evolution
(US\$ million)



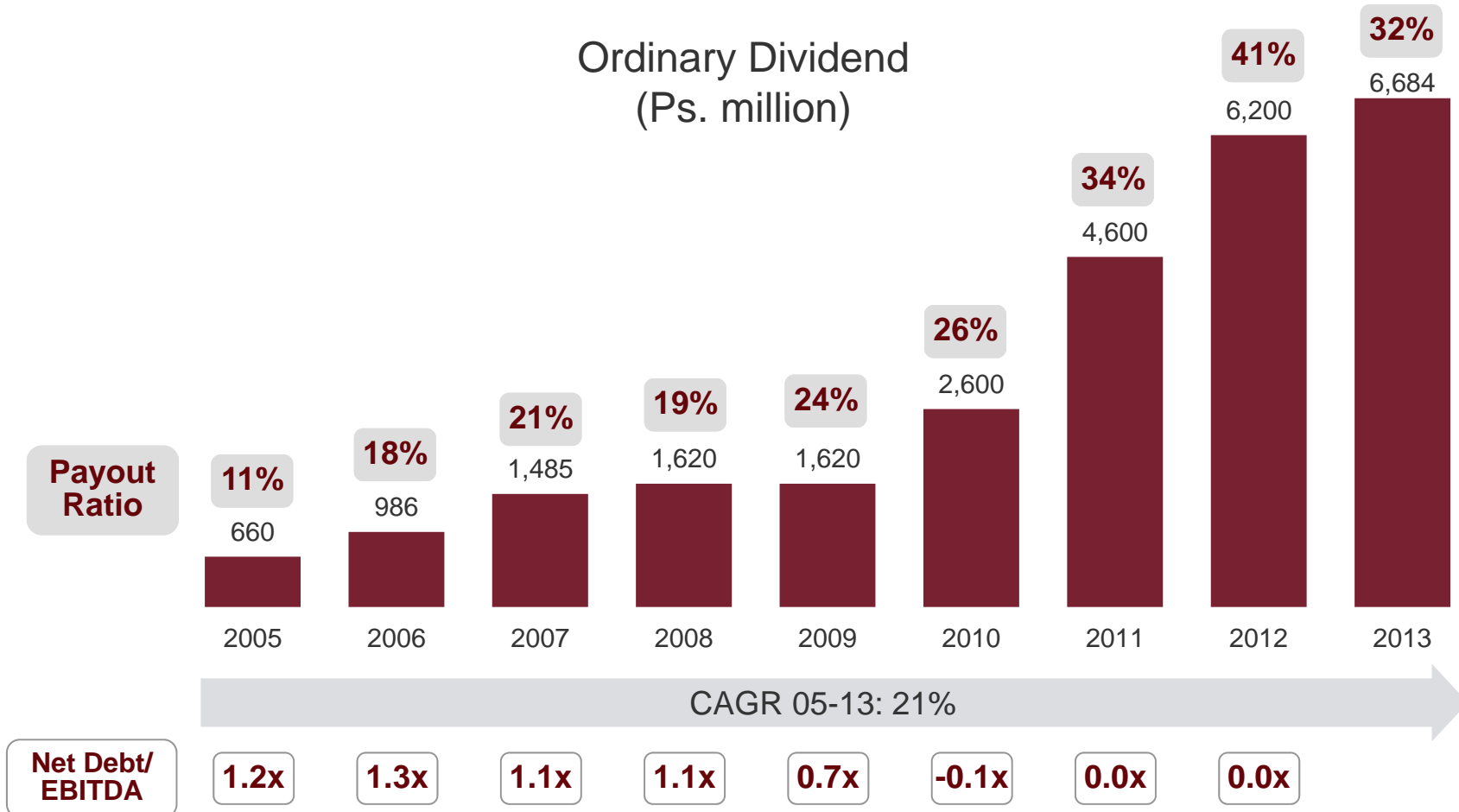
- Consistently strengthening our competitive position
- Ability to operate in a rapidly changing economic environment
- Strong brand portfolio and exceptional operational capabilities

Source: Bloomberg, as of February 28, 2013.

Increasing cash to shareholders over time...



...while retaining strategic and financial flexibility



Note: Dividend figures are in Mexican pesos. Payout ratio figures are the division of the dividend between previous year net majority income. 2011 and 2012 figures are under International Financial Reporting Standards ("IFRS").



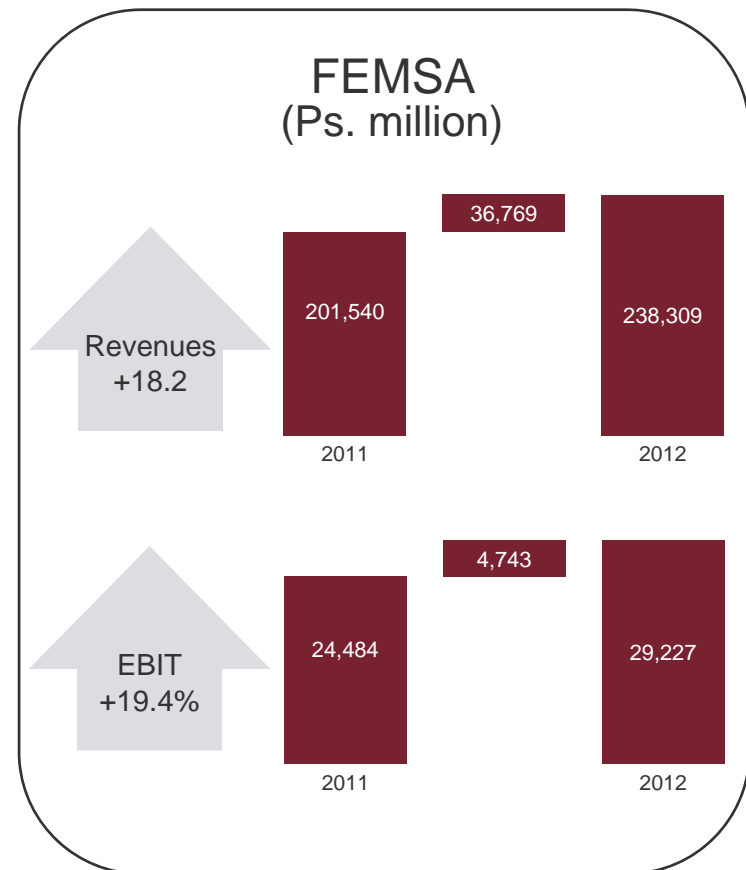
Total revenues and EBIT increased 19.9% and 19.4%, respectively, including the integration of new territories in Mexico



Achieved total revenues growth of 16.6% and income from operations growth of 22.7% driven by new store openings and 7.7% growth in same-store sales.



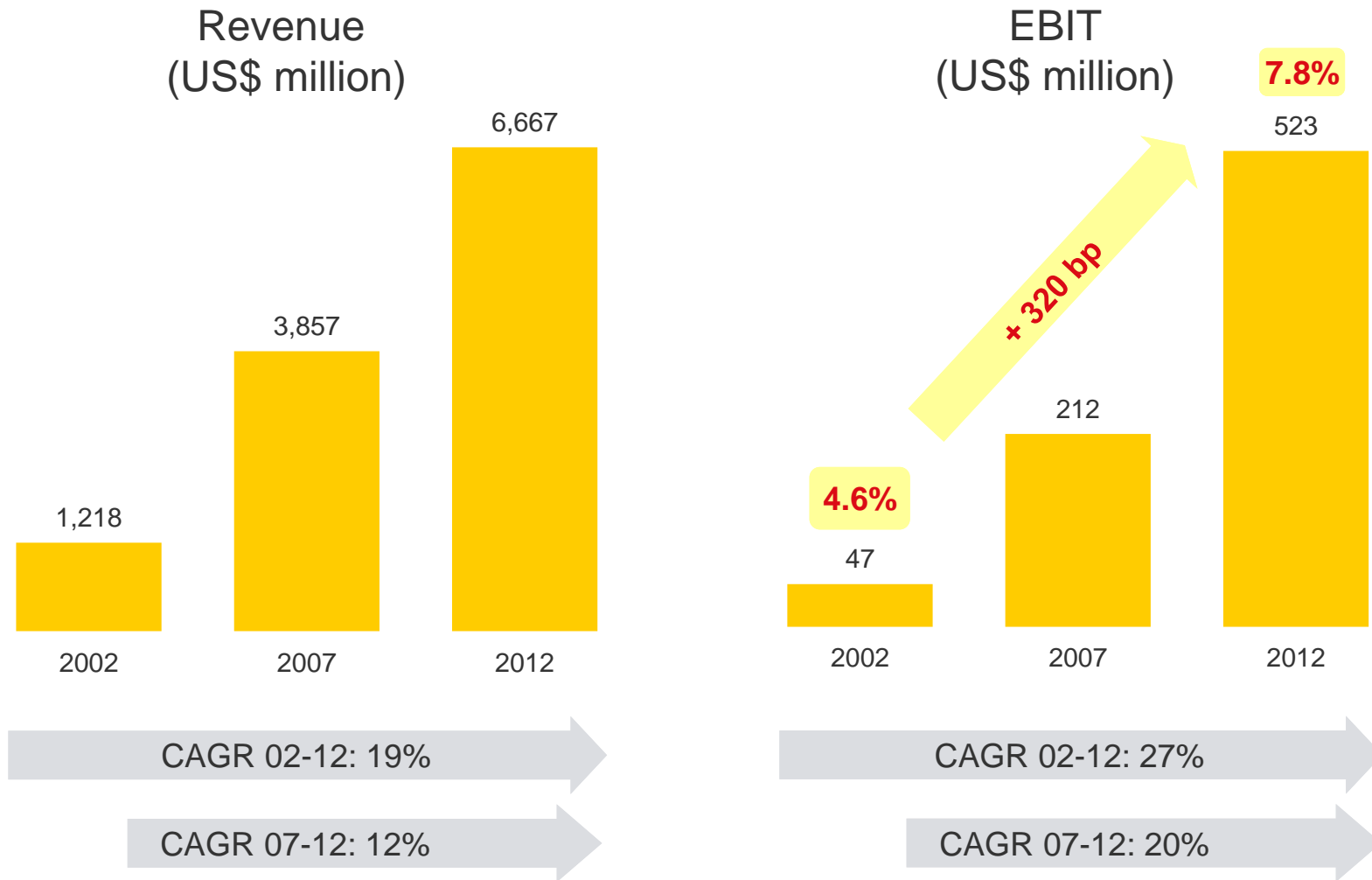
We include our 20% participation in Heineken's net income using the equity method



FEMSA
COMERCIO

**DELIVERING EXCELLENT
RESULTS**

FEMSA Comercio: Accelerated profitable growth



Note: 2012 figures in nominal Mexican pesos converted to US dollars using EOP exchange rate, prior figures in constant pesos as of year end and converted to US dollars using the EOP exchange rate. 2012 figures are under International Financial Reporting Standards ("IFRS").

OXXO: The way to play Mexican Retail



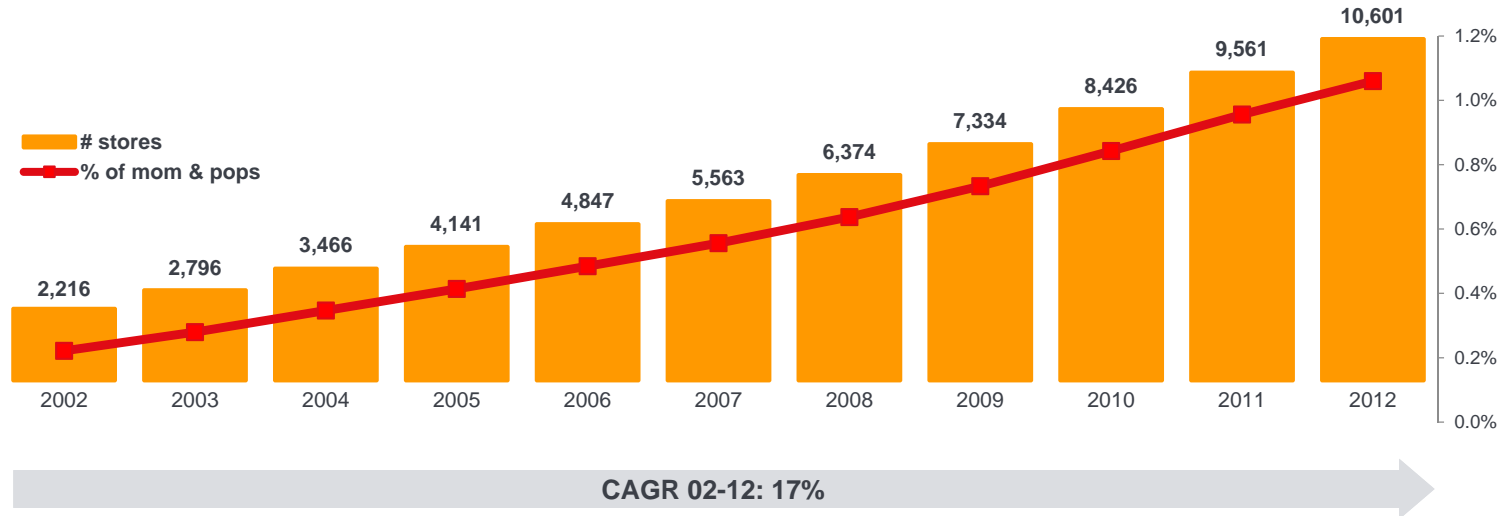
- **Third largest retailer** in terms of Revenues in Mexico
- We are the **benchmark for SSS and Sales per sq. meter** in Mexico
- **Profitability in line** with leading benchmark in Mexico
- We open a new store **every 8 hours** on average
- Every day, close to **8 million** people buy at an OXXO Store



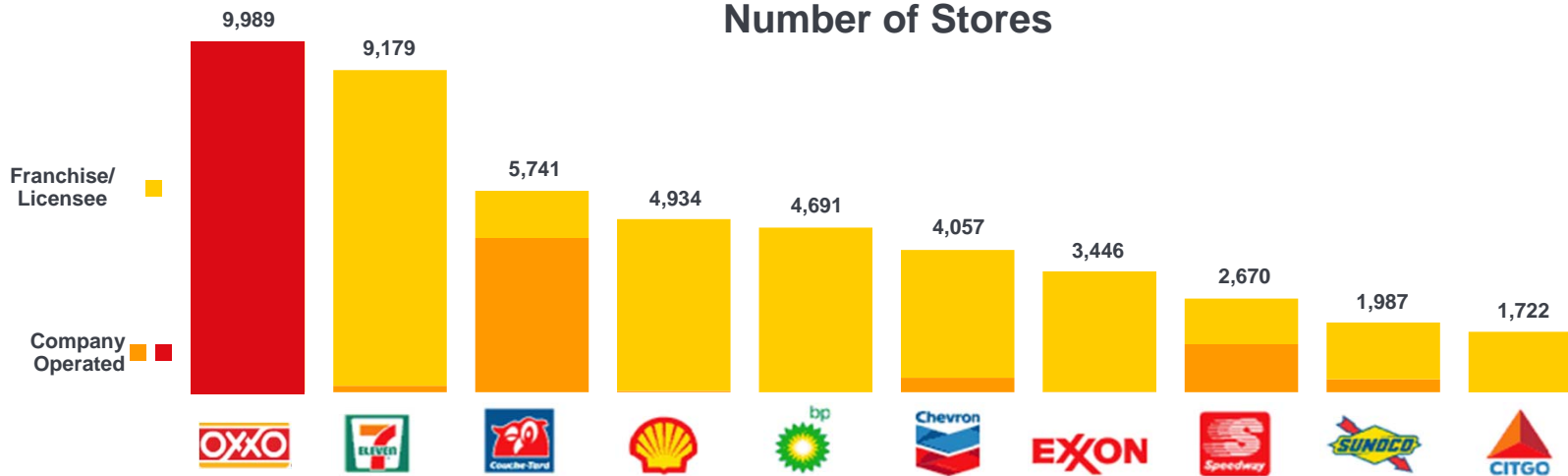
The largest store chain in the Americas...



OXXO Stores as a Percentage of Mom & Pops



Number of Stores



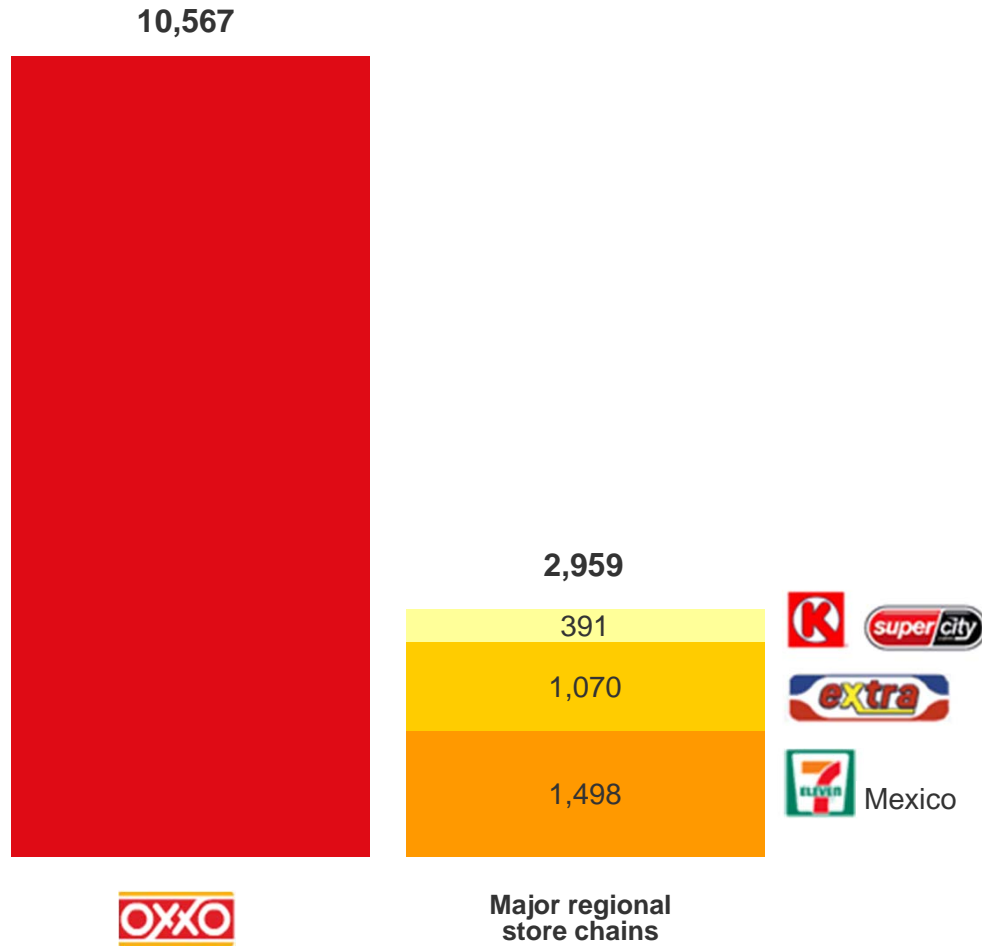
Note: Alimentation Couche-Tard includes US and Canada Operations. 7 Eleven includes US, Canada and Mexico Operations. OXXO stores as of June 30, 2012.
 Source: CSNews "Top 100 US Convenience Store Companies", Published June 2012. Mom & pops: Company information .

...and Mexico's leading store chain



Number of Stores

(As of December 2012)

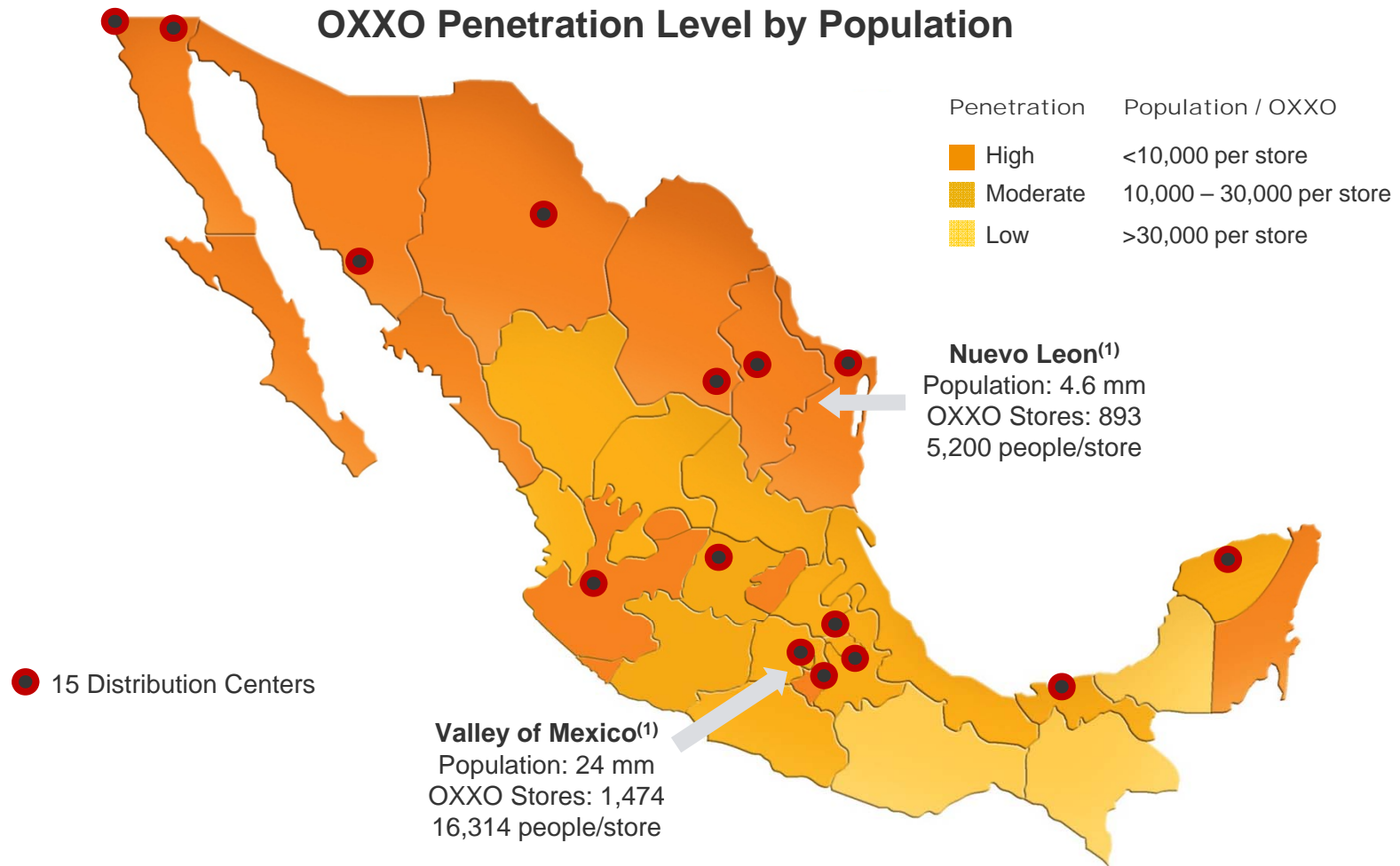


- An effective and rapidly growing sales channel for several categories in Mexico driving an important portion of their growth
- The only truly national store chain with over eight million transactions per day and surpassing three billion transactions in 2012

Horizontal growth: That's the easy part

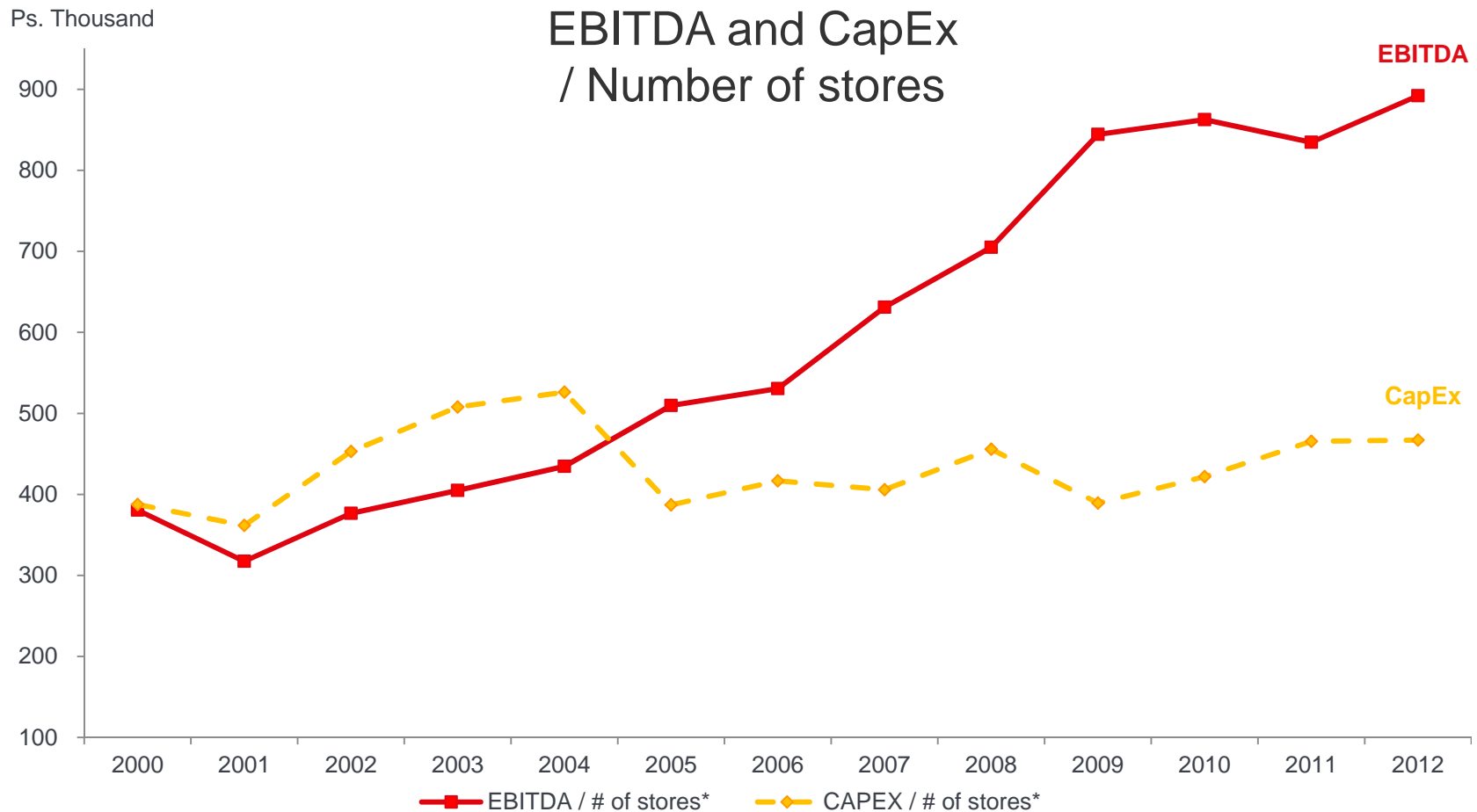


10,601 stores and counting



Note: CONAPO information as of December 2010. FEMSA information as of December 31, 2012.
 (1) OXXO stores as of December 31, 2012.

Holding CapEx steady while driving profitability



Notes: Figures in nominal Mexican pesos. 2011 and 2012 information are under International Financial Reporting Standards ("IFRS").. The # of stores are based on average stores per year.

Farmacias YZA: An attractive growth opportunity

FEMSA
COMERCIO

- We have reached an agreement to acquire a 75% stake in Farmacias YZA
- Yza is a leading drugstore operator in Southeast Mexico
- They currently operate more than 300 stores
- FEMSA believes that it can contribute its significant expertise in the development of small-box retail formats to what is already a successful regional player in this industry



Developing our value proposition to satisfy our customer needs



THIRST

Quench your thirst immediately



CRAVING

Satisfy your sudden craving for a snack, a meal or drink



TIME OPTIMIZATION

Acquire one-stop products and services in a simple and fast way



BREAKFAST

Start your day with a practical breakfast



LUNCH

Satisfy your hunger with an on-the-go meal



GATHERING

Stop by for your party needs



DAILY

Take home your everyday grocery needs



REPLENISHMENT

Replenish your depleted grocery and non-food products

Strategic tools enabling us to continually expand our range of one-stop products and services



Segmentation

Category Development
- Prepared Food

Category Development
- Services



Replenishment Base Indulgence



come más+
con menos



Paga tu tarjeta ahora en:

www.banamex.com



EMBRACING INDUSTRY

OPPORTUNITIES

Largest franchise bottler in the world operating in one of the most attractive regions for its industry...



~**3.04** Bn Unit Cases⁽¹⁾

US\$ **11.20** Bn in Revenues⁽¹⁾

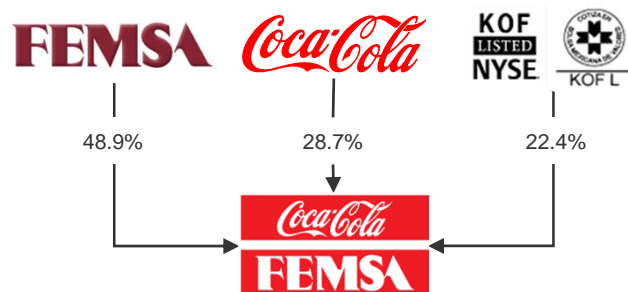
US\$ **2.12** Bn in EBITDA⁽¹⁾

19.0% EBITDA margin⁽¹⁾

more than **218** Mn consumers

Close to **1.8** Mn points of sale

Almost **85,000** employees



(1) KOF Figures: FY2012.

...while building on a solid track record of growth

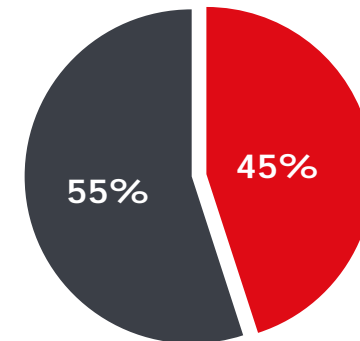


Operations in the rest of Latin America have contributed importantly to top...

Revenues

FY 2004
(US\$ 4,176 Mn)

CAGR 04-12: 13.1%



FY2012
(US\$ 11,204 Mn)

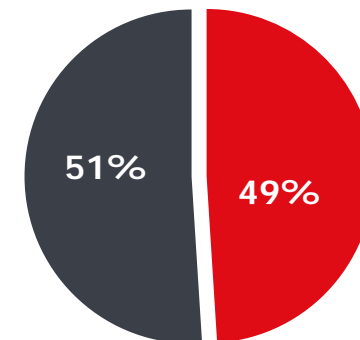
■ Mexico and Central America division ■ South America division

... and bottom-line growth, balancing the sources of cash flow generation

EBITDA

FY 2004
(US\$ 889 Mn)

CAGR 04-12: 11.5%



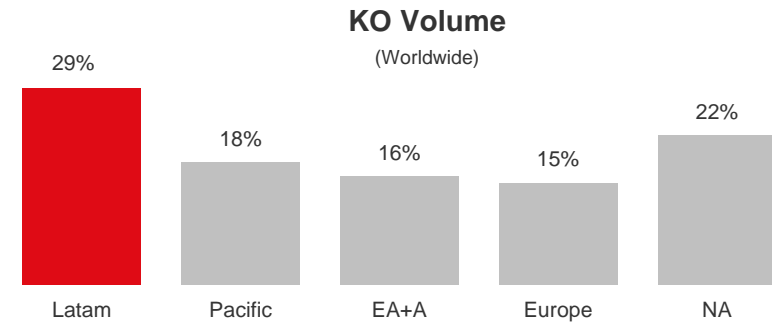
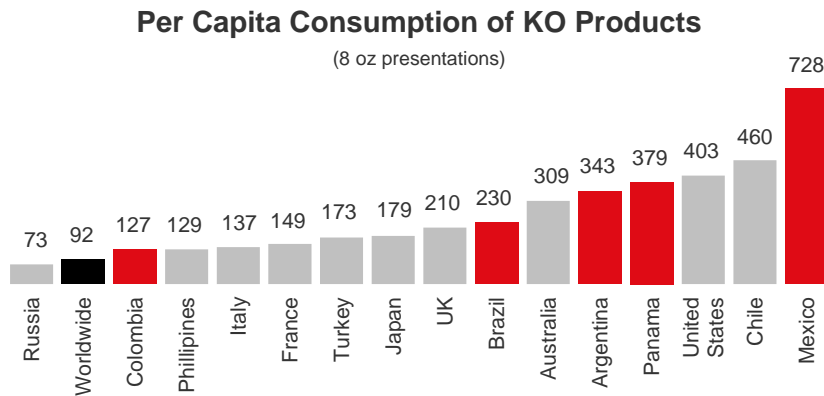
FY2012
(US\$ 2,124 Mn)

Note: Figures in nominal Mexican pesos converted to US dollars using EOP average exchange rate of each quarter of the year.

Strategic partner to the Coca-Cola System towards fulfilling its 2020 vision



KOF has presence in some of the most important markets and has pursued relevant opportunities in every category to contribute to the system's future growth



"In 2011, we built strong momentum toward our 2020 goal of doubling our business over the course of this decade... to ~US\$ 200 Bn of revenues"

CAGR 2010-2020: 7%

In March 2011, together with The Coca-Cola Company, we successfully closed the acquisition of Estrella Azul, a leading dairy and juice company, which allowed us to enter the milk and value-added dairy products category, one of the most dynamic segments in terms of scale and value in the non-alcoholic beverage industry in Latin America.



Source: The Coca-Cola Company annual report 2011.

Mexico & Central America highlights



21 Plants

149 Distribution Centers

more than **950** M points of sale

more than **83** Mn consumers

US\$ **5,076** Mn in Revenues⁽¹⁾

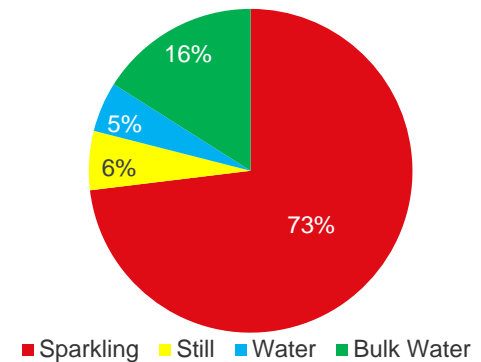
US\$ **1,034** Mn in EBITDA⁽¹⁾

20.4% EBITDA margin⁽¹⁾

1,871 Mn Unit Cases⁽¹⁾

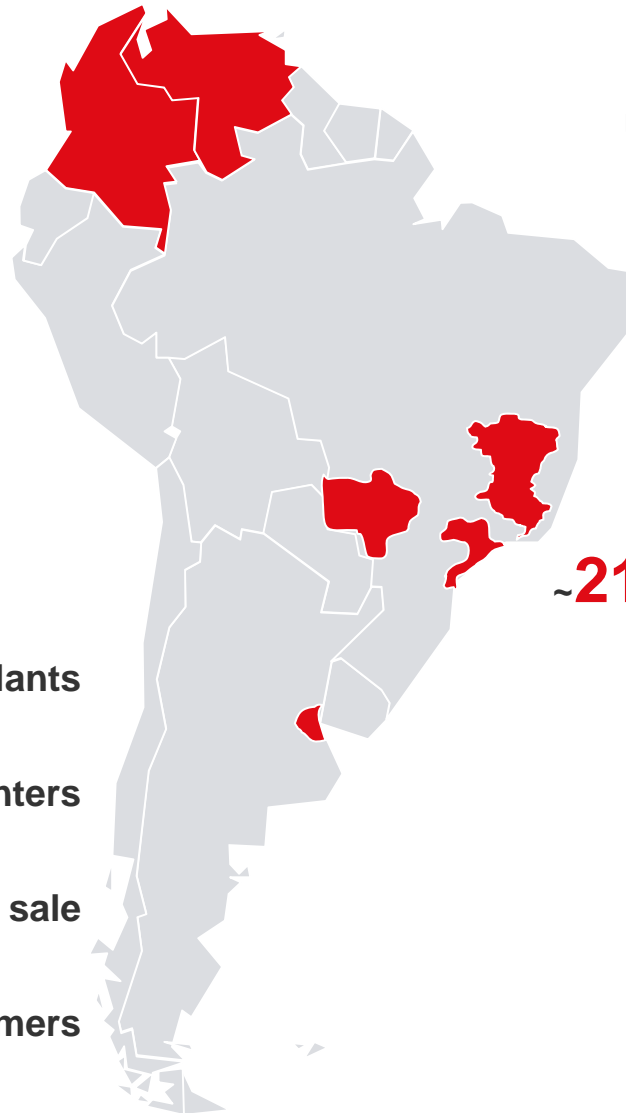
~463 Mn Unit Cases of returnables⁽¹⁾

Diversified portfolio



(1) KOF Figures: FY2012.

South America highlights



US\$ **6,128** Mn in Revenues⁽¹⁾

US\$ **1,090** Mn in EBITDA⁽¹⁾

17.8% EBITDA margin⁽¹⁾

1,171 Mn Unit Cases⁽¹⁾

~213 Mn Unit Cases of returnables

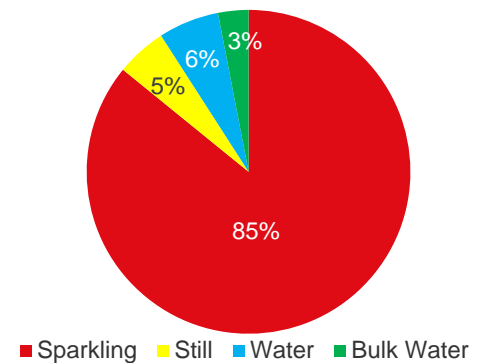
16 Plants

97 Distribution Centers

more than **862** M points of sale

more than **135** Mn consumers

Diversified portfolio

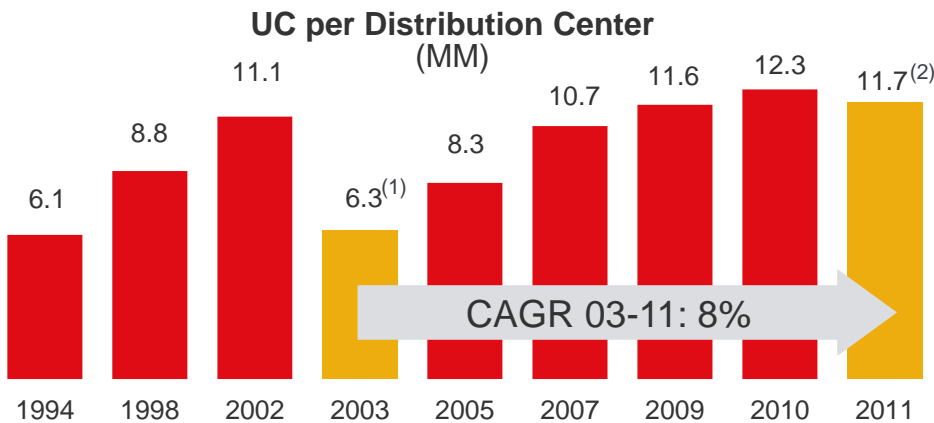
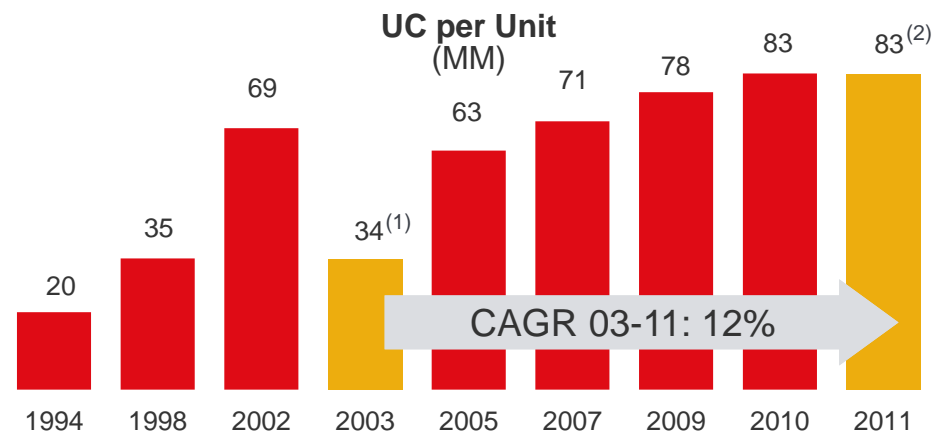


(1) KOF Figures: FY2012.

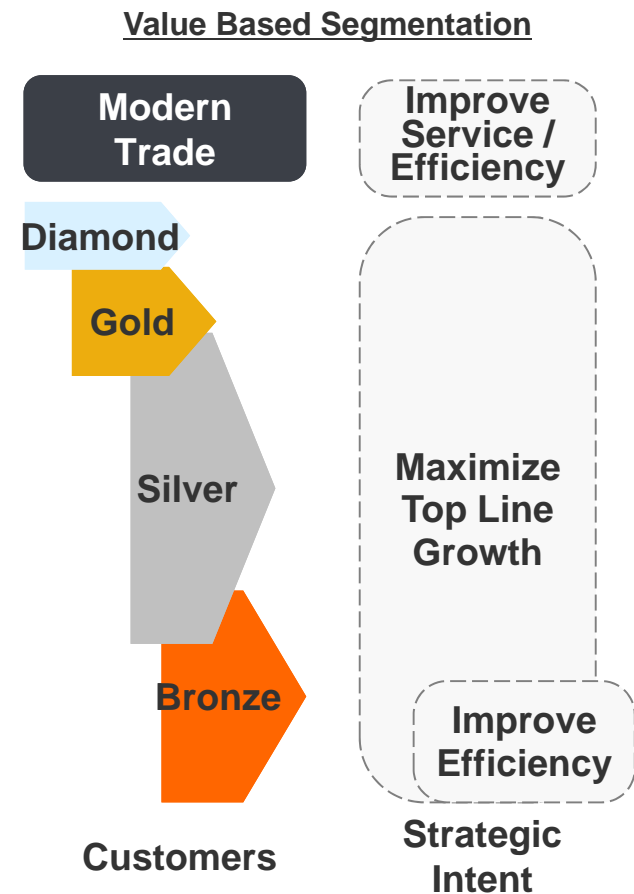
We develop capabilities to reach our full operating potential



As the complexity of our business continues to increase, we constantly work towards increasing the efficiencies of our asset portfolio, while evolving from a volume driven commercial model to a value based segmentation approach to capture the industry's value potential.



(1) Acquisition of Panamerican Beverages.
 (2) Mergers with Grupo Tampico and Grupo CIMSA.



Consolidating our footprint in Latin America...



Grupo Yoli marks our fifth transaction in the Coca-Cola bottling space in the last 18 months, representing an aggregate investment of more than US\$3,500 million. The four mergers in Mexico represent volumes of 524 Mn UC, revenues of US\$1,267 Mn and more than US\$82 Mn in synergies.

Grupo Yoli Operating Highlights:

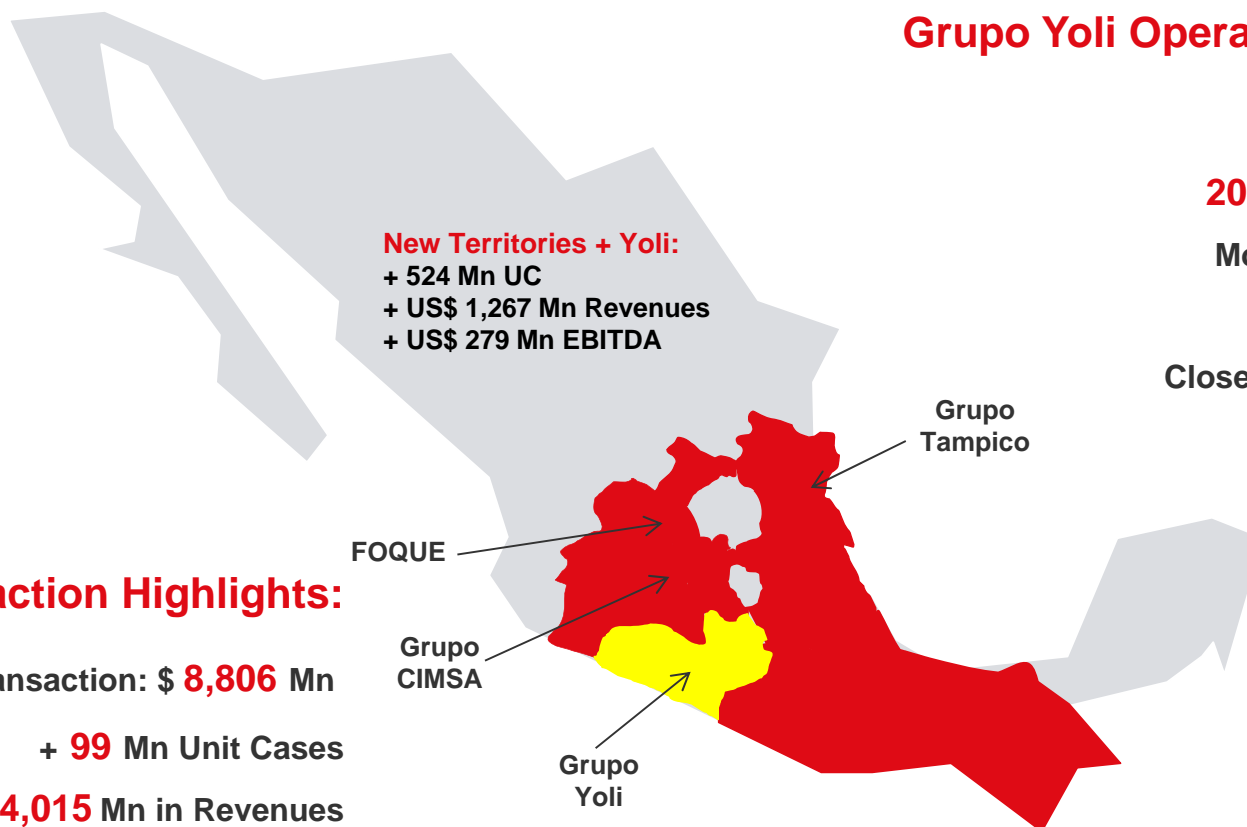
2 Plants

20 Distribution Centers

More than **69** M clients

Population: **3.3** Mn

Close to **3,500** employees



Transaction Highlights:

value of the transaction: \$ **8,806** Mn

+ **99** Mn Unit Cases

+ Ps. **4,015** Mn in Revenues

+ Ps. **813** Mn in EBITDA



Note: Grupo Yoli figures 2012 estimates.

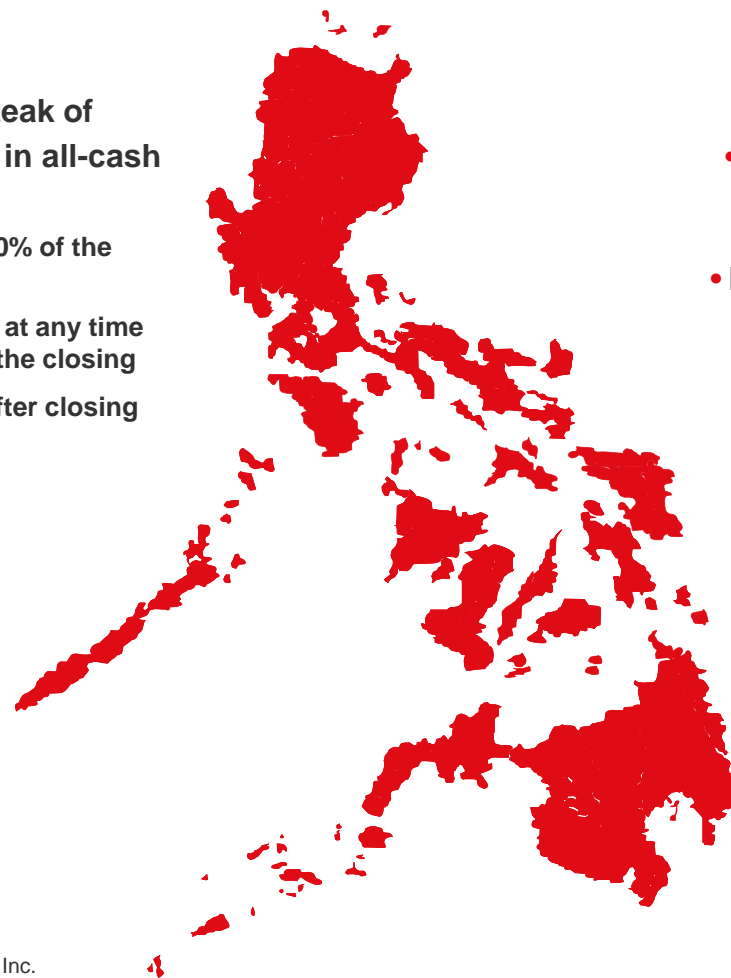
...and expanding our presence in Emerging Markets



The Philippines provides a unique opportunity to operate in a country with (i) very attractive economic growth prospects, (ii) a private consumption driven economy, (iii) an attractive socio-economic and demographic profile and (iv) a cultural resemblance to Latin America.

KOF acquired **51%** majority stake of CCBPI⁽¹⁾ for US\$ **688.5** million in all-cash transaction:

- Aggregate EV of US \$1,350 for 100% of the operations
- Call option for the remaining 49% at any time during the seven years following the closing
- Put option exercisable in year 6 after closing



Highlights:

- 2012 Volume: **530** Mn Unit Cases
 - US \$**1.1** Bn in Sales
- Important mix of returnable **71%**⁽¹⁾
 - Close to **800,000** points of sale
 - **23** plants
 - Population: **95** million
 - **+10,000** direct employees
 - One of the highest per capita consumption rates in the region

(1) CCBPI: Coca-Cola Bottling Philippines, Inc.

FEMSA: Committed to further strengthening our beverage and retail businesses based on our proven track record to create shareholder value

FEMSA



- Sustained growth and leadership through further consolidation of the Coca-Cola system and increased development of the NAB segment



- Accelerated growth of store base while focusing on improving the value proposition to drive same-store sales



- Participation in growth of the leading premium brand-driven global brewer, with a balanced reach across developed and emerging markets