



FEMSA

Company Overview

August 2006



FMX
LISTED
NYSE

Safe Harbor Statement

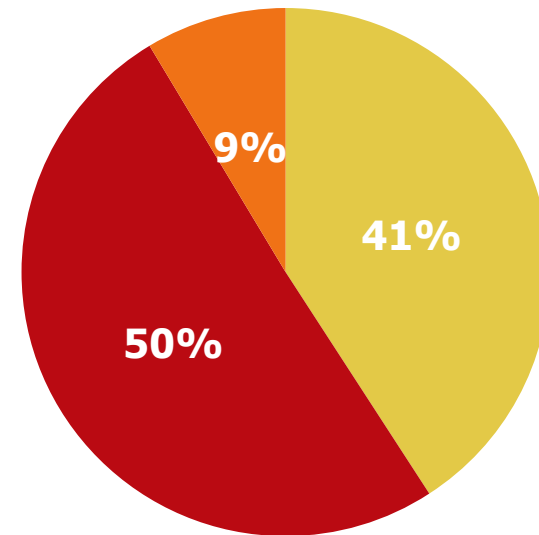
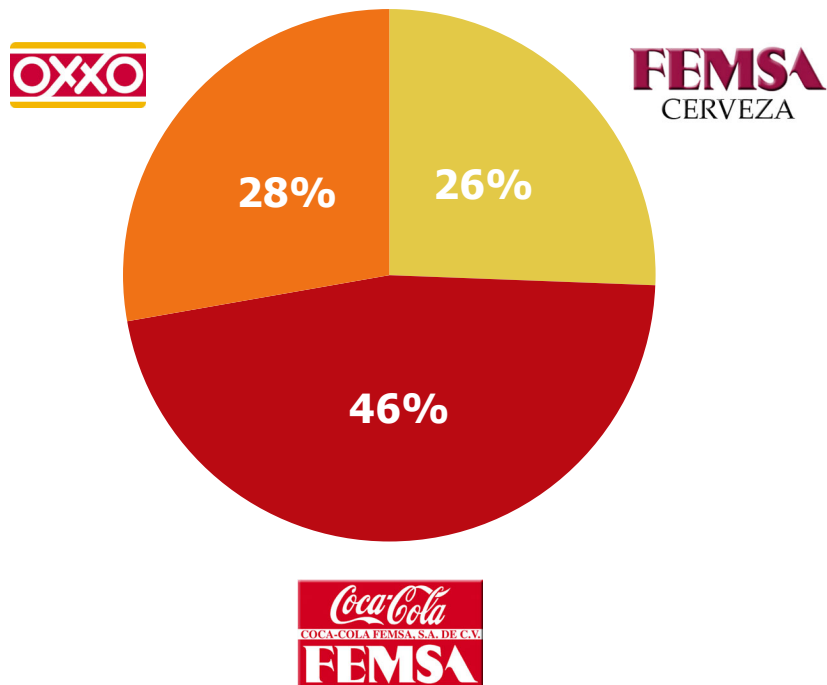
During this presentation management may discuss certain forward-looking statements concerning FEMSA's future performance that should be considered as good faith estimates made by the Company. These forward-looking statements reflect management expectations and are based upon currently available data.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

A Unique Beverage Platform...

(LTM as of June 2006)

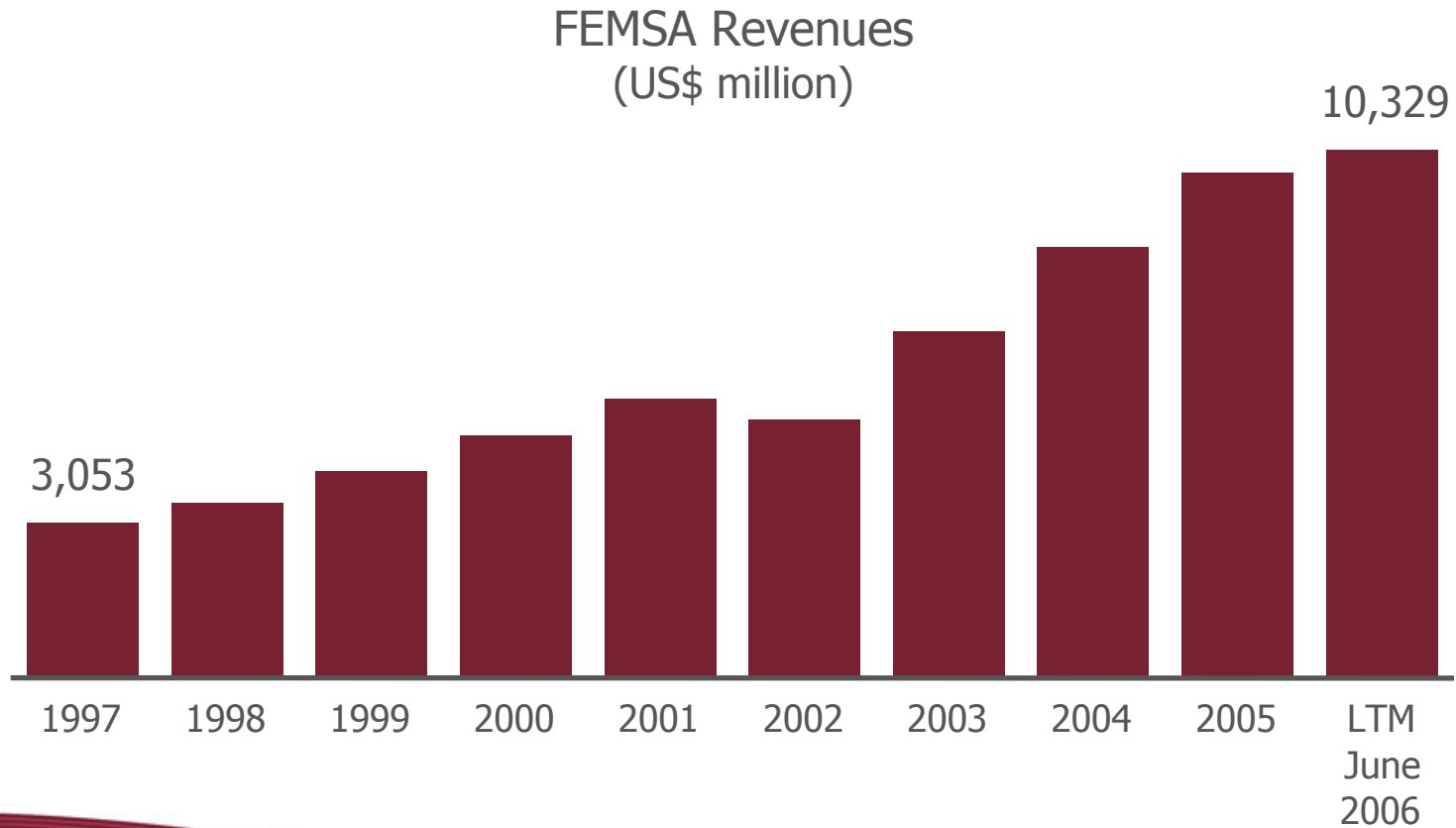
Total Revenue = US\$ 10,329 million

EBITDA = US\$ 2,166 million



Double-Digit Growth in the Top Line...

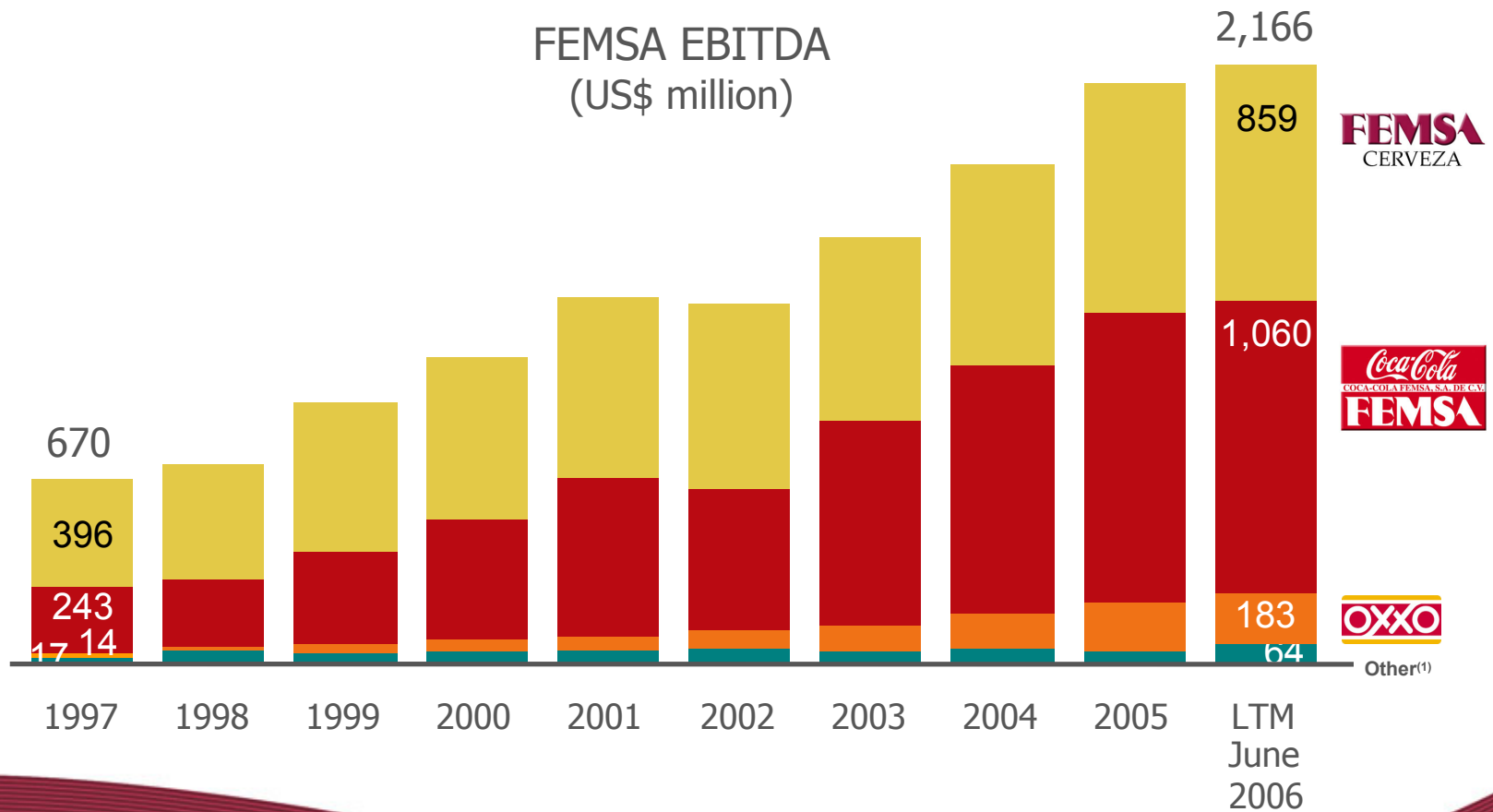
CAGR of 15% since 1997



Note: All figures are in nominal Mexican pesos as of the reported year and converted into US\$ for the respective year end exchange rate. LTM information as of June 30, 2006. Converted into dollars with ending exchange rate of each of 4 quarters.

... and in Profitability

CAGR of 14% since 1997

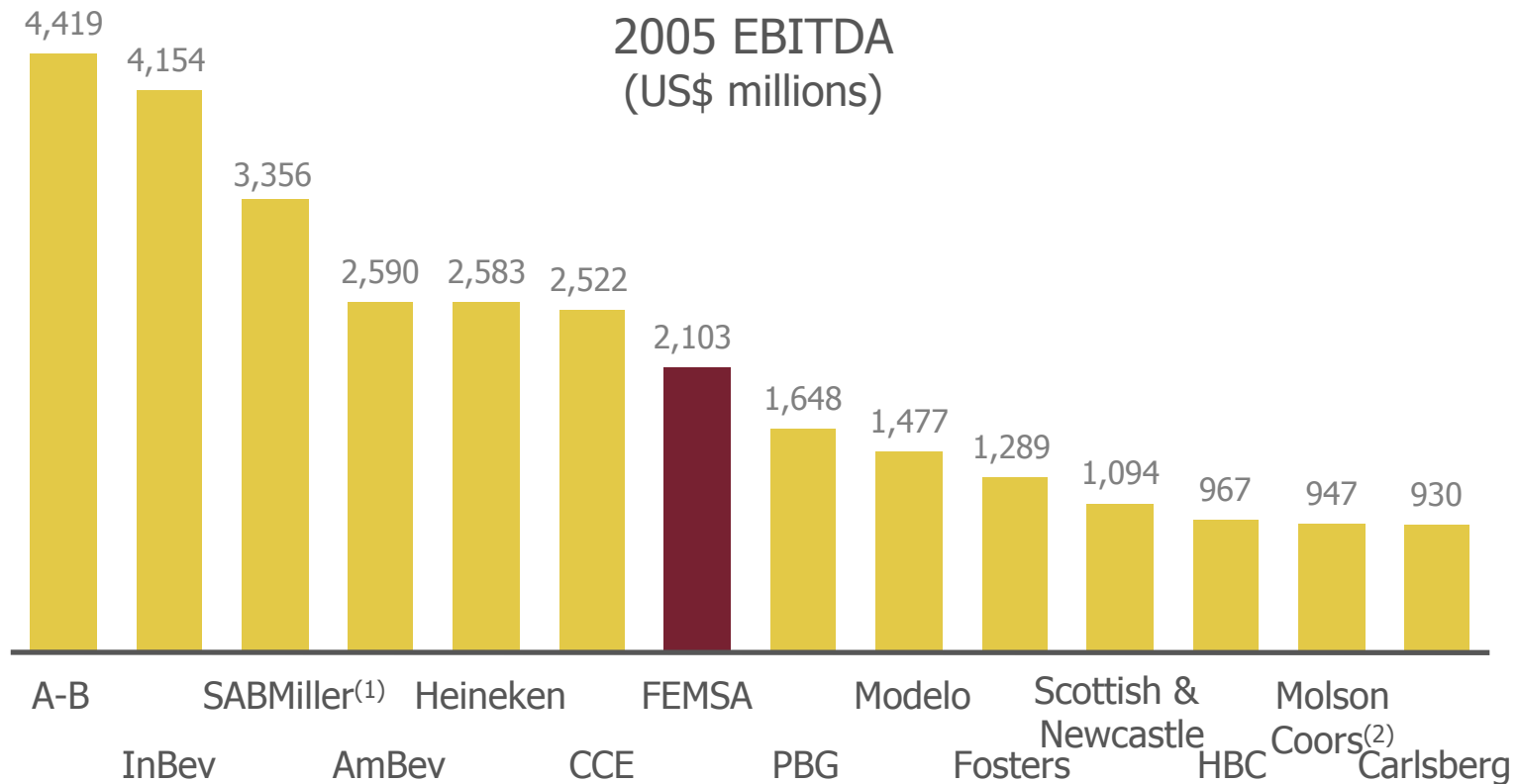


Note: All figures are in nominal Mexican pesos as of the reported year and converted into US\$ for the respective year end exchange rate.

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

FEMSA in the Global Context

Among Leaders in Global Beverages



Source: Company filings and analyst reports.

⁽¹⁾ For FY 2006 ended March 31.

⁽²⁾ Excludes Kaiser operations.



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**

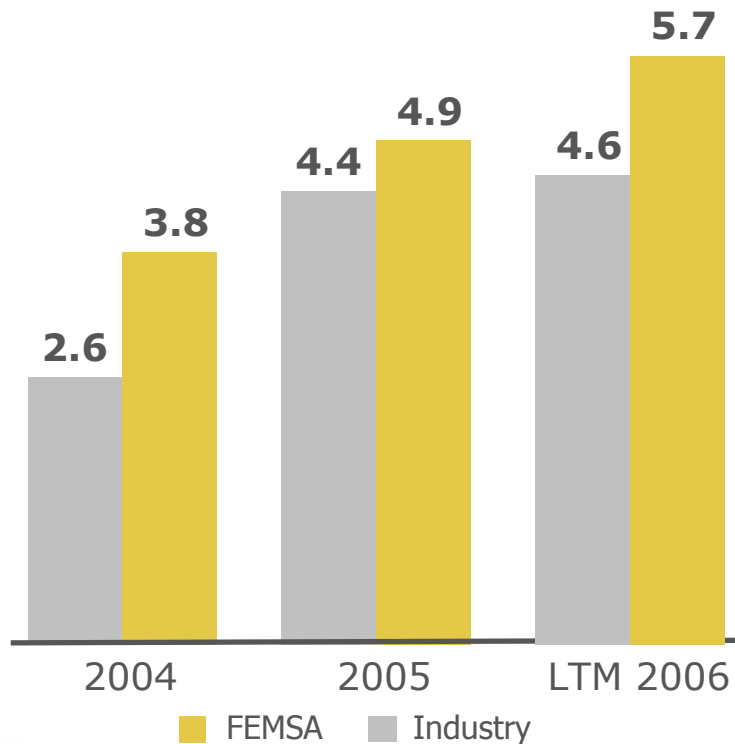
	US\$ million	
	1997	LTM 2006
Revenues	1,471	2,637
EBITDA	396	859

... with operating margin expansion every single year

Outpacing Industry Growth with Strong Pricing

FEMSA CERVEZA

FEMSA Domestic Volume Growth vs. Industry* (%)



FEMSA Domestic Price above inflation

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

FEMSA

* Industry includes domestic brewers only. Data from company filings.

New launches in high growth brands such as Tecate Light and Sol

Litro 1/4

Tecate
Tecate Light
Sol



12 oz Ret

Sol Brava

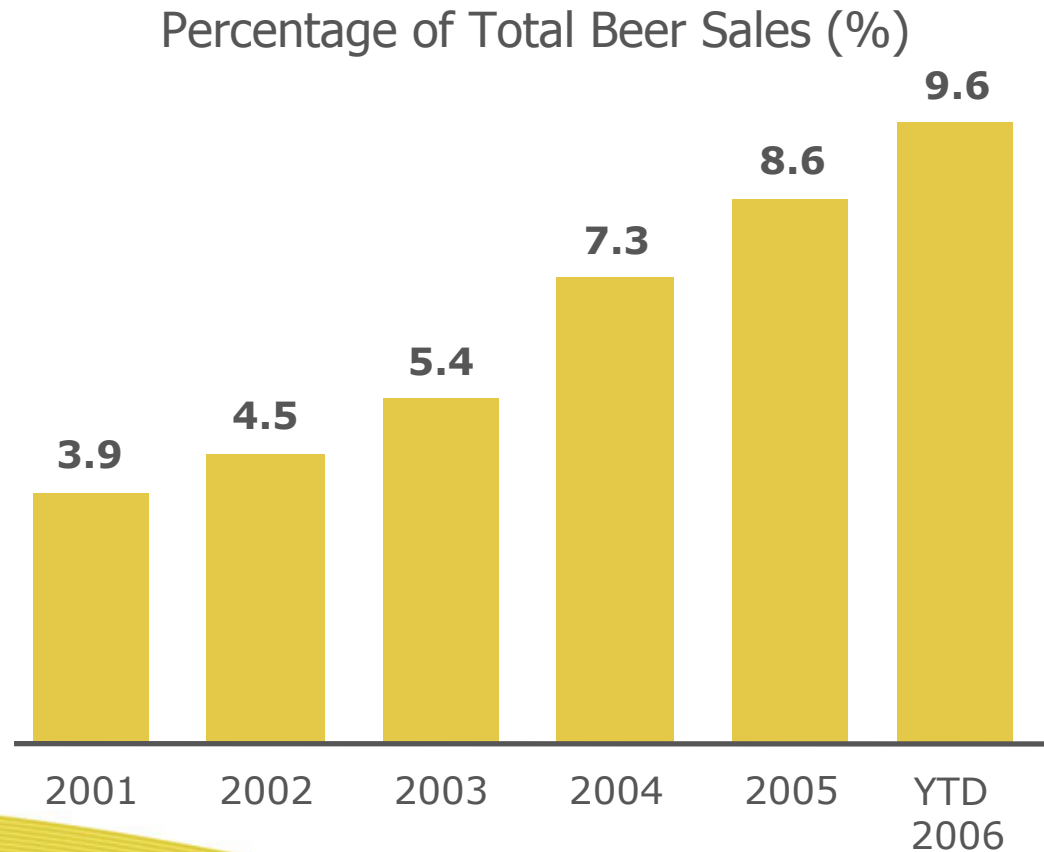


24 oz Can

Tecate
Tecate Light



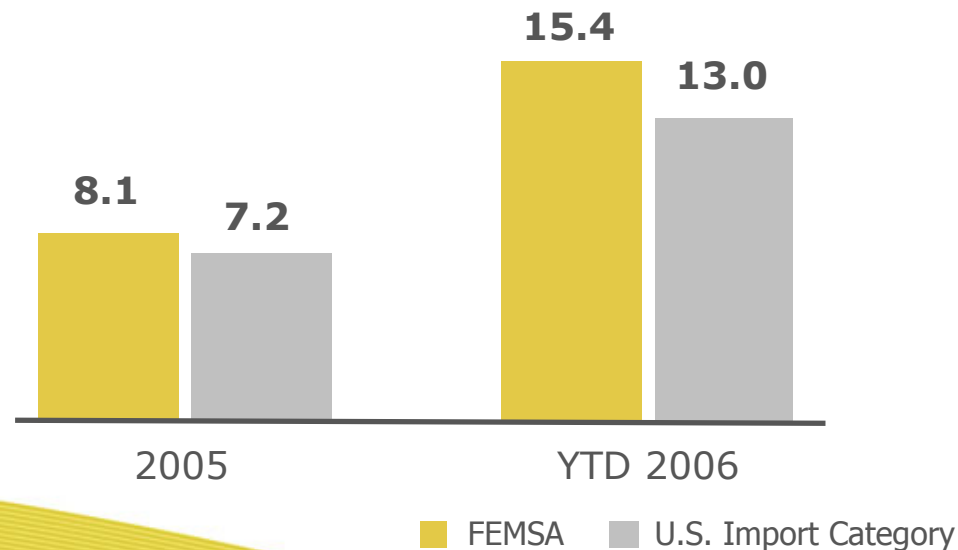
Beer volume sold in Oxxo has more than doubled in last 5 yrs



Growing ahead of domestic volumes

- Focus on key markets
- Successful first year with Heineken in U.S.

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



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



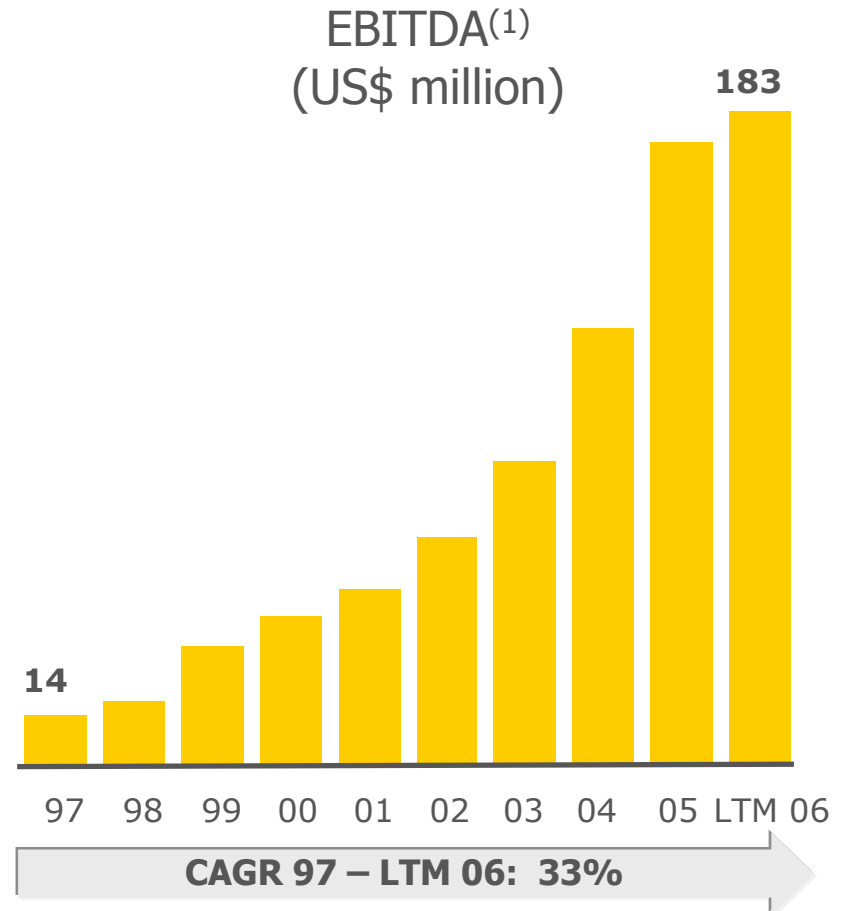
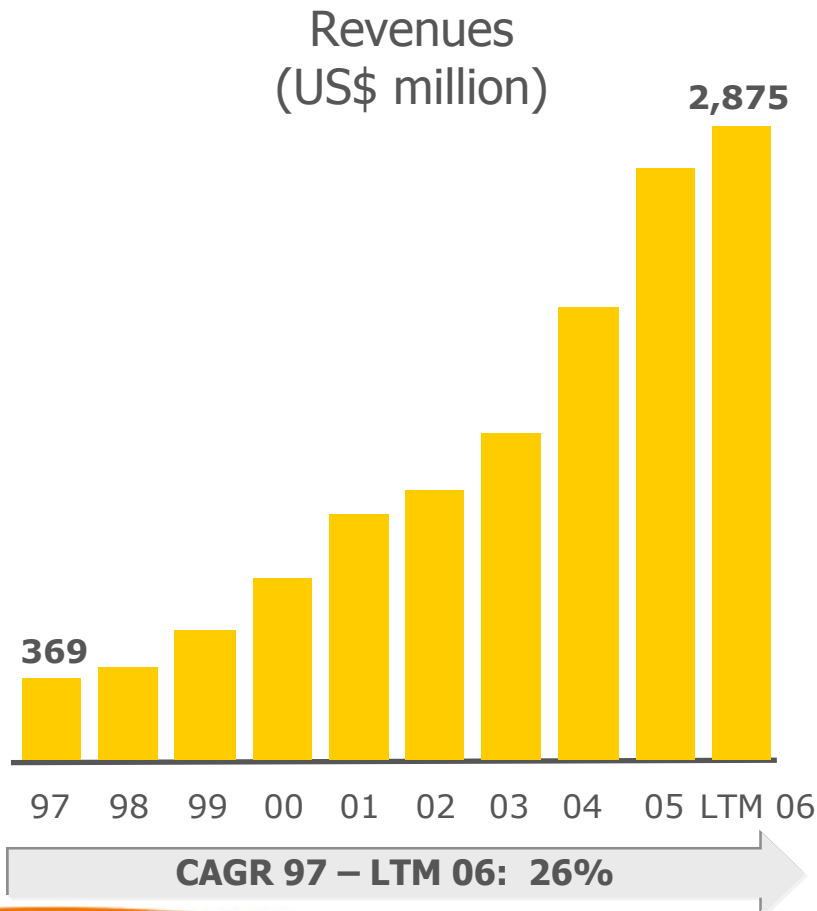
FEMSA COMERCIO

**Growing to Satisfy
Consumers**



Consistent Profitable Growth

FEMSA COMERCIO

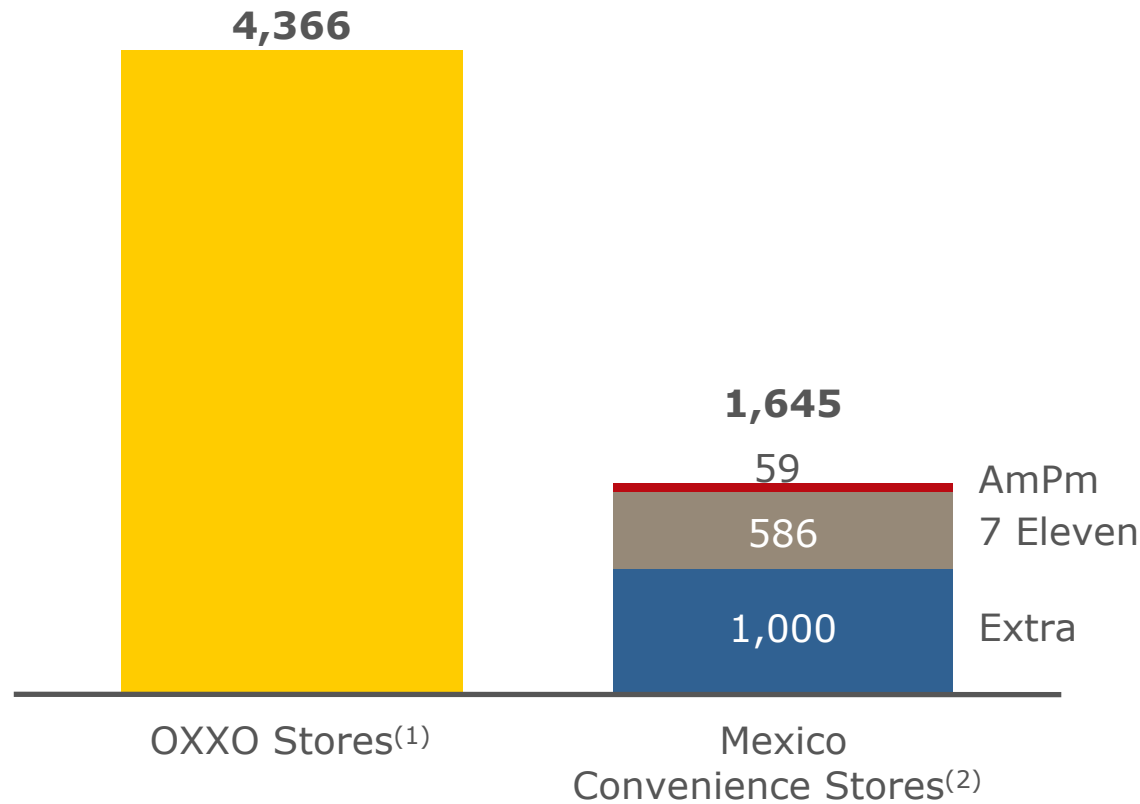


Note: All figures are in nominal Mexican pesos as of the reported year and converted into US\$ for the respective year end exchange rate. LTM information as of June 30, 2006. Converted into dollars with ending exchange rate of each of 4 quarters.

Mexico's Leading Convenience Store Chain

FEMSA COMERCIO

Mexico Convenience Stores



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

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

Oxxo's Role in FEMSA's Beverage Strategy

FEMSA COMERCIO

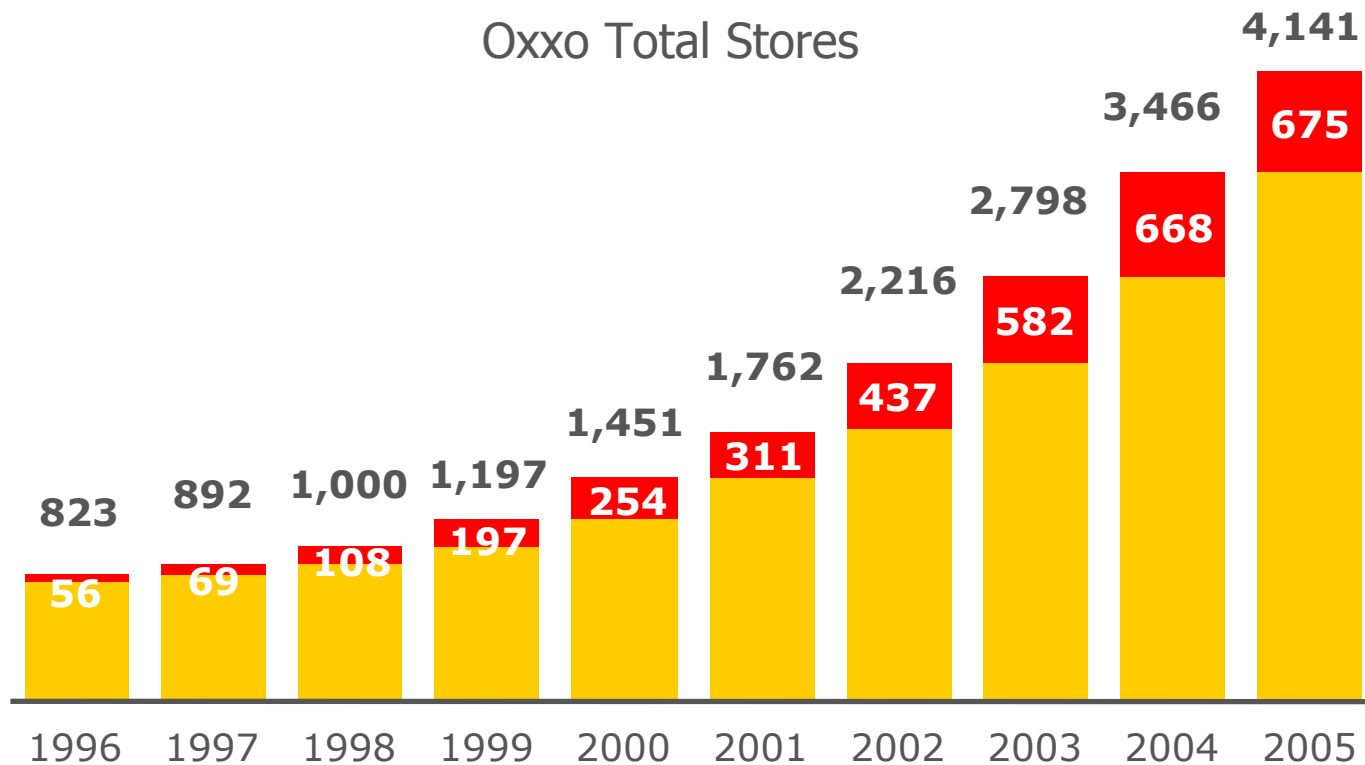
- Opening a new store every 13 hours
- Over 1 billion customers served in '05
 - More than 3.7mm daily
- Largest client of Cerveza and KOF
 - Sells 2x more beer than all supermarkets
 - 38% of sales from beverages
- Oxxo/Cerveza joint site selection



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



FEMSA



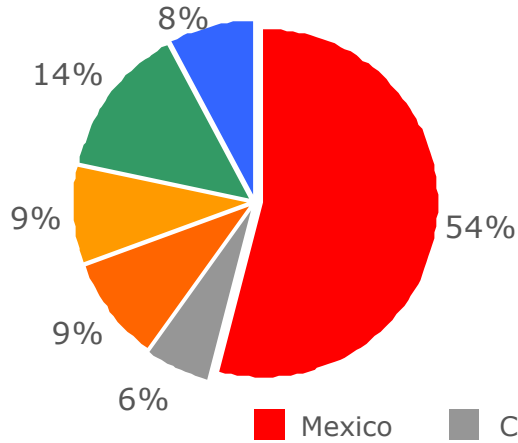
COCA-COLA **FEMSA**

**Growing Beyond a
Successful Integration**

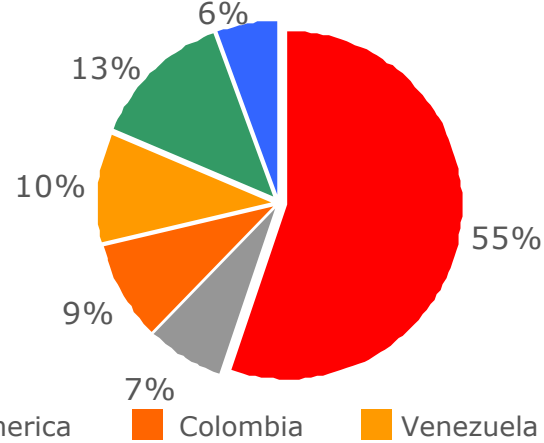
KOF – LTM June 2006

COCA-COLA FEMSA

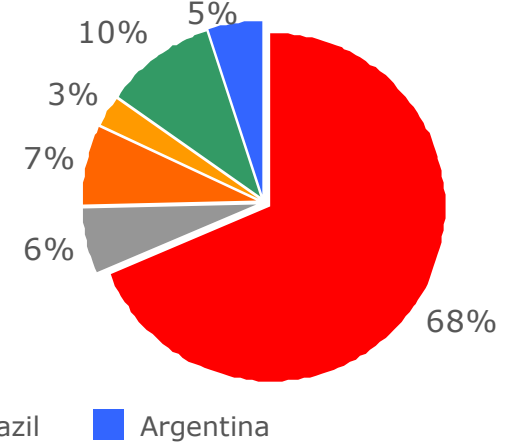
Volume = 1,937 MM UC



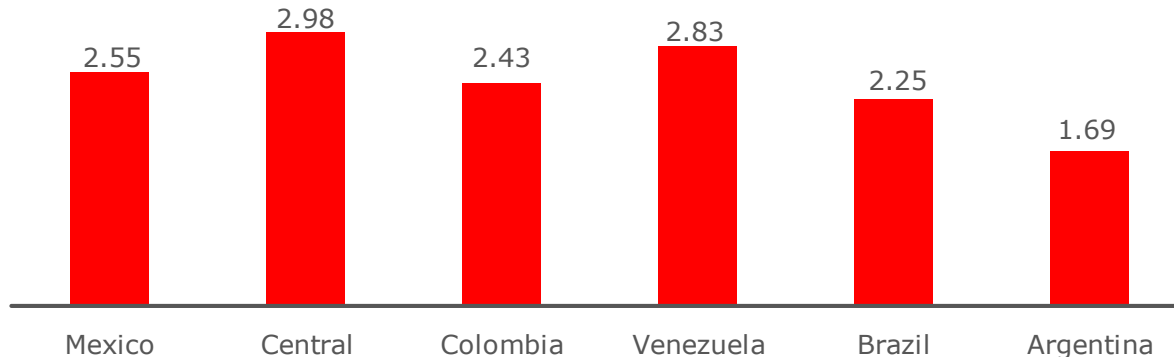
Revenues = US\$ 4,798 MM)



EBITDA = US\$ 1,060 MM



LTM 06 - Average Unit Price (USD/UC)



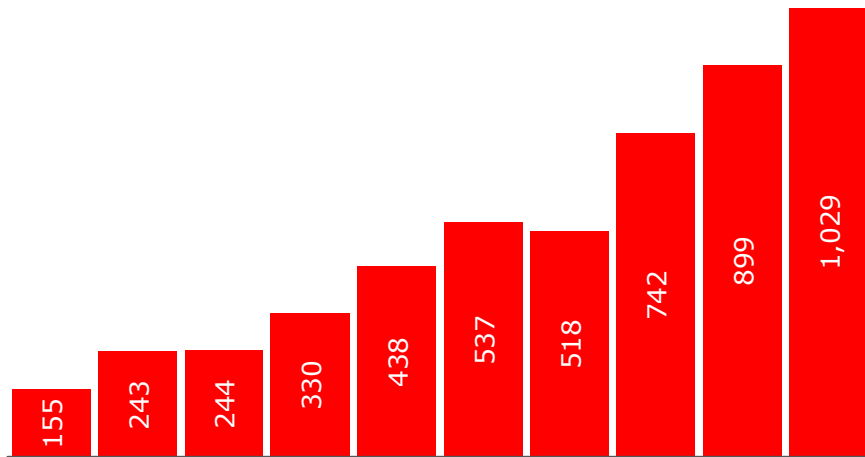
Region	EBITDA Margin
Mexico	27.3%
Central America	19.3%
Colombia	17.1%
Venezuela	7.6%
Brazil	17.6%
Argentina	18.9%

Strong EBITDA and FCF growth

COCA-COLA FEMSA

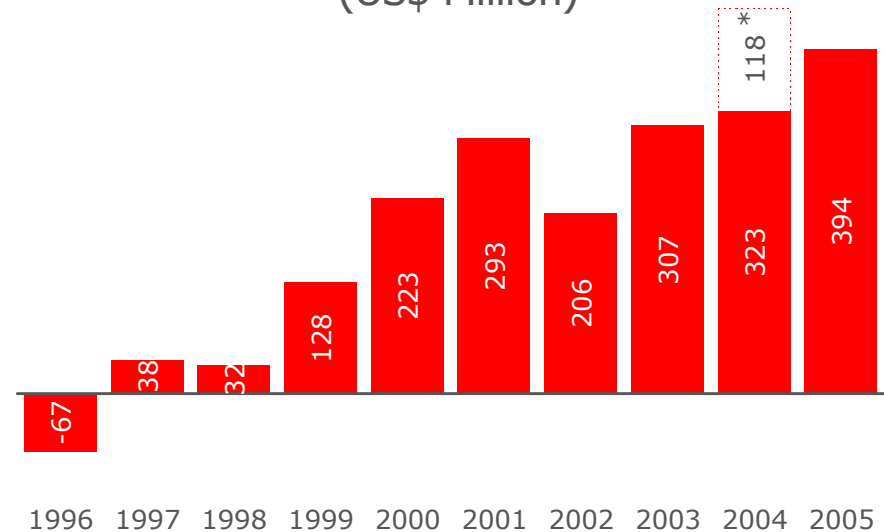
A clear sign of our superior track record is our EBITDA growth and strong cash flow generation during the last 10 years...

EBITDA
(US\$ Million)



CAGR 96-05 21%

Free Cash Flow
(US\$ Million)



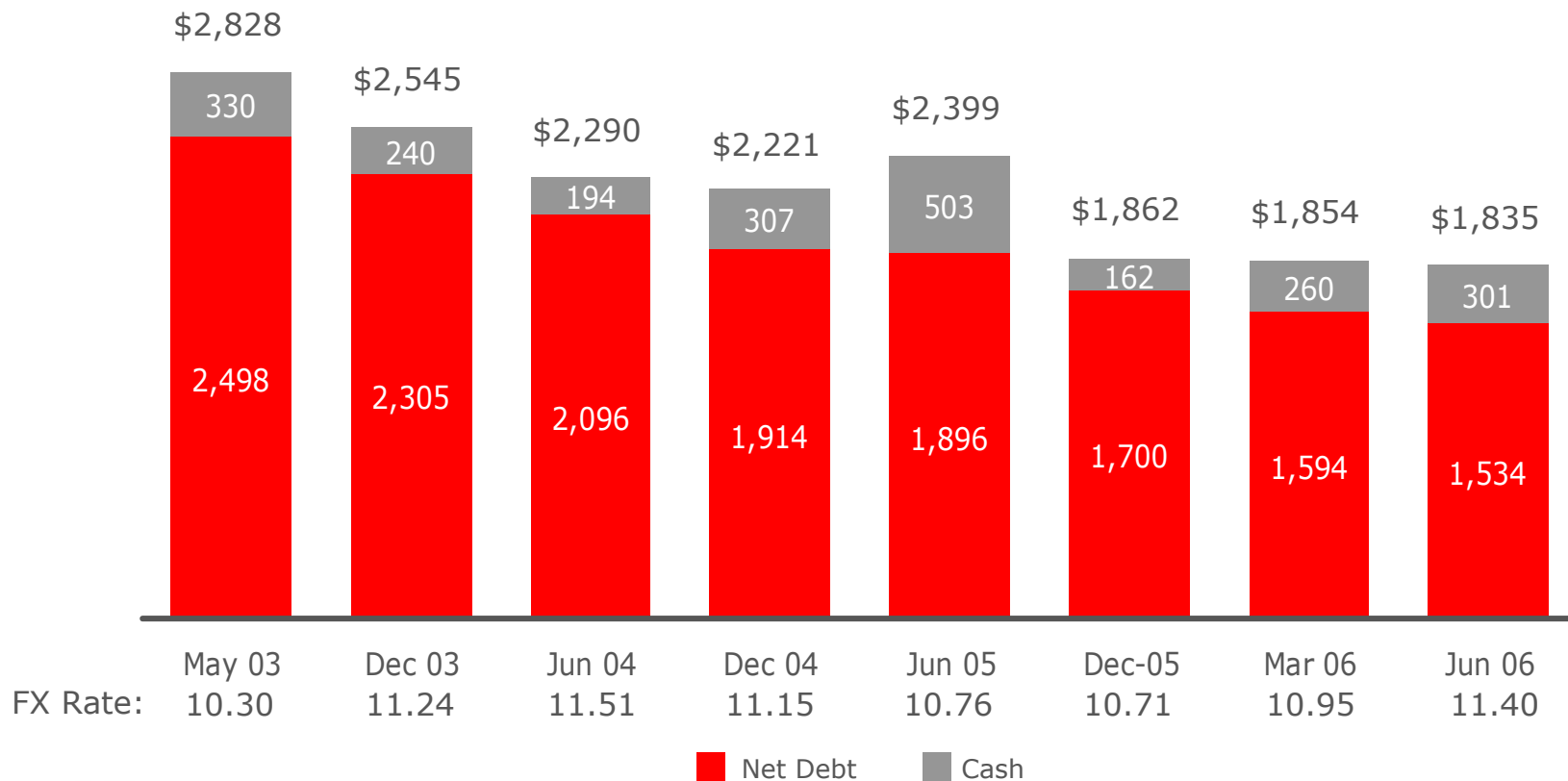
CAGR 98-05 30%

Financial information in nominal terms translated into US Dollars using the end of period exchange rate of each year.

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
FX Rate	7.87	8.05	9.88	9.50	9.61	9.18	10.46	11.24	11.15	10.71

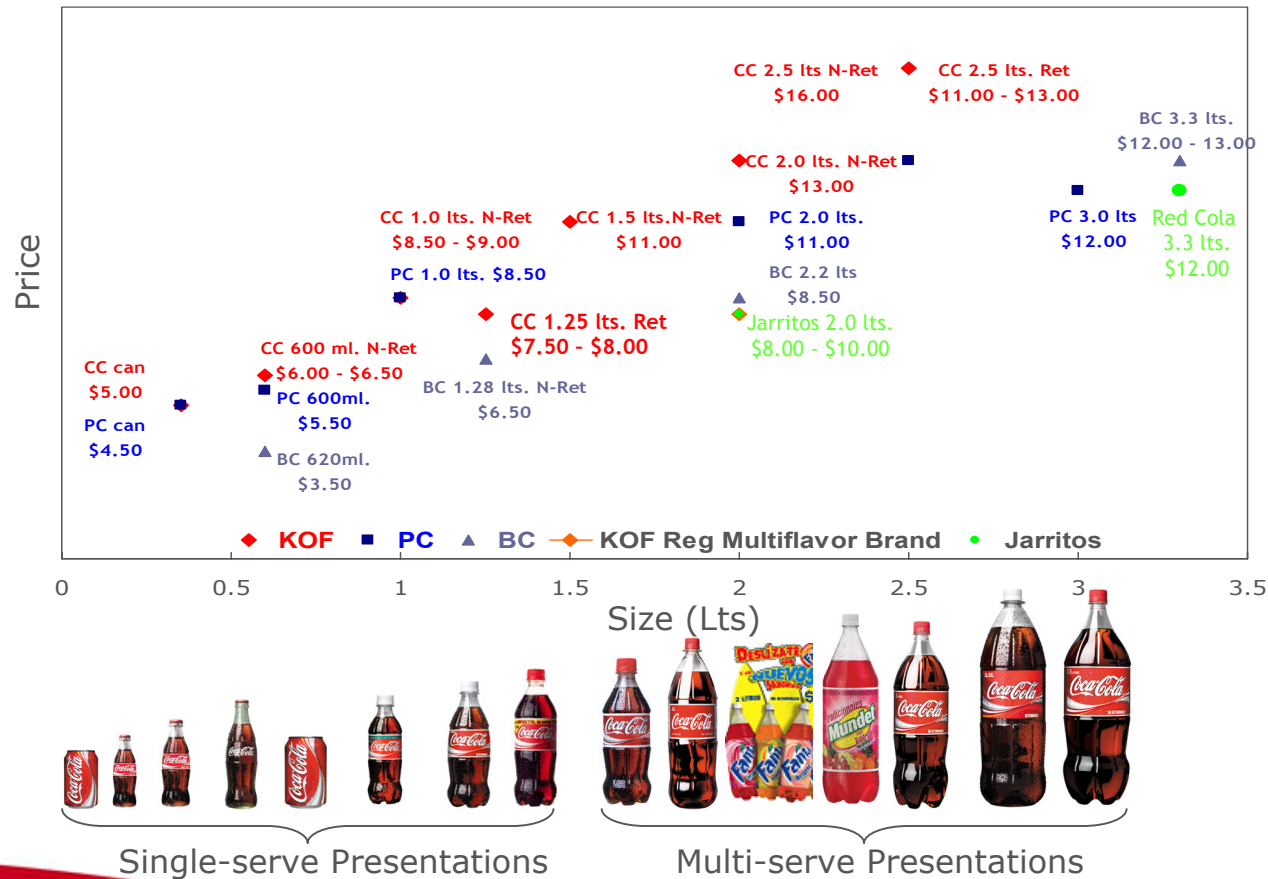
Significant Debt Reduction

... allowing us to reduce over US\$ 900 million of net debt since the acquisition of Panamco...



... our packaging innovation...

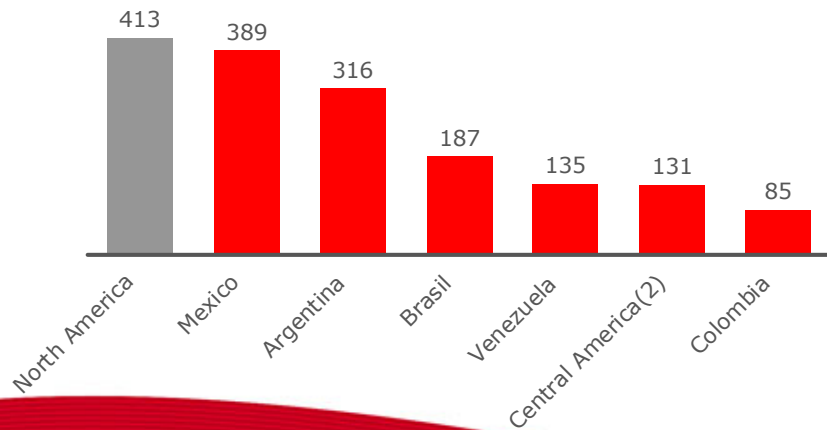
... adapting our packaging portfolio to market needs. In Mexico alone we have over 13 packaging presentations for brand Coca-Cola...



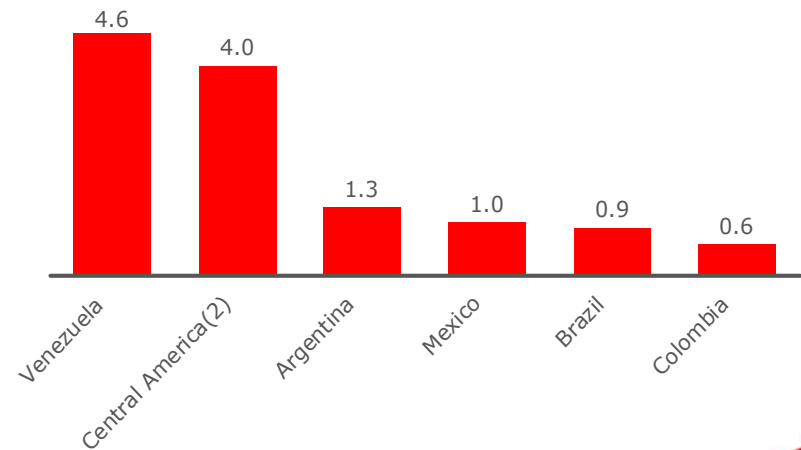
... we foresee several growth opportunities...

- Improve per capita consumption
- Opportunity to continue to capture value from our segmented product portfolio
- Foster single serve consumption through directed strategies
- Reinforce our portfolio of premium CSD's brand alternatives
- Opportunity to capture flavored carbonated soft drinks ("CSD's") growth with an ongoing pipeline of innovation
- Special focus on the non-carb segment with new and existing brands of The Coca-Cola Company
- Focus on bottled water profitability

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



LTM Non-carbs⁽³⁾ as % of
KOF Total Volume



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 as of June 30, 2006. Excludes still and mineral water.

FEMISA

EBITDA Reconciliation By Division

In US\$ millions

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
FEMSA Consolidated											
Income From Operations	160	240	440	479	627	736	948	907	1,078	1,238	1,455
Depreciation	84	99	124	121	175	202	204	209	233	271	387
Amortiation and Other	<u>52</u>	<u>89</u>	<u>107</u>	<u>115</u>	<u>143</u>	<u>170</u>	<u>177</u>	<u>181</u>	<u>232</u>	<u>302</u>	<u>260</u>
EBITDA	296	428	670	715	946	1,108	1,329	1,298	1,543	1,812	2,103
FEMSA Cerveza											
Income From Operations	107	156	282	281	368	372	414	390	379	426	500
Depreciation	53	66	79	75	99	111	123	128	126	132	138
Amortiation and Other	<u>26</u>	<u>34</u>	<u>35</u>	<u>60</u>	<u>81</u>	<u>111</u>	<u>126</u>	<u>153</u>	<u>166</u>	<u>182</u>	<u>200</u>
EBITDA	186	255	396	416	548	593	663	670	671	740	838
Coca-Cola FEMSA											
Income From Operations	53	82	150	161	217	305	468	425	597	691	811
Depreciation	25	26	33	34	58	71	70	50	86	111	122
Amortiation and Other	<u>23</u>	<u>48</u>	<u>60</u>	<u>48</u>	<u>56</u>	<u>52</u>	<u>34</u>	<u>41</u>	<u>59</u>	<u>97</u>	<u>114</u>
EBITDA	101	155	243	243	330	428	572	515	742	899	1,047
FEMSA Comercio											
Income From Operations	4	7	7	9	24	29	33	47	62	82	118
Depreciation	2	2	3	4	5	7	8	9	12	19	30
Amortiation and Other	<u>3</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>6</u>	<u>8</u>	<u>9</u>	<u>12</u>	<u>21</u>	<u>26</u>
EBITDA	8	12	14	18	33	42	49	64	85	122	174