

Great challenges



FEMSA

ANNUAL REPORT 2013

A man and a woman are seen from behind, standing on a rocky mountain peak. The man is standing and looking out over a vast, hazy landscape of mountains and valleys. He has a large black backpack with a blue sleeping bag rolled up on top. The woman is sitting on the rock, also looking out over the landscape. She has a smaller black backpack. The sky is overcast and the overall tone is serene and adventurous.

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; 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. In the retail industry it participates with FEMSA Comercio, operating various small-format chain stores, including OXXO, the largest and fastest-growing chain of stores in Latin America. All of which is supported by a Strategic Business unit.

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Greater opportunities

At FEMSA, we are excited by the prospect of profitably managing our business in the face of a complex, competitive, and challenging market landscape. To nimbly navigate today's tough terrain, we're staying on track—leveraging our strengths to satisfy and even exceed consumers' evolving needs, to generate new paths for growth, and to profitably convert complexity into opportunity. As we surmount the near-term challenges that we encounter, we will take full advantage of the greater opportunities that lie ahead.

Consumer

+2,000 products and services for our OXXO shoppers to choose from each and every day.



At FEMSA, we share the same inviting view—complete consumer satisfaction. At every level of our organization, our consumers are the central focus of our tireless effort to create the perfect experience on every occasion. We are unrelenting in our quest to identify and satisfy the needs of our consumers from new and innovative perspectives.

2.9 million points of sale satisfy our thirsty consumers. How can we serve you?



9 million shoppers' needs fulfilled at OXXO daily. What do you need today?

focus



Constant

+ **11,700**

OXXO stores to serve our shoppers. Come in and taste the coffee!



While we aren't alone in our pursuit of growth, we have made growth a central motivating force for what we do every day of the year. Onward and upward, we continue our long-term strategy—seeking out promising new paths for growth that capitalize on our core capabilities. Envisioning new horizons, we continually seize new value-creating opportunities for sustainable growth, now and into the future.

3.2 billion unit cases of refreshing beverages sold this year. Enjoy the magic!

Three **new** OXXO stores open daily. Is one close to you?

growth



Profitable



3 billion
OXXO
transactions
in 2013 alone,
and we
created value
doing it!

When you climb to new heights, advancing at a rapid pace for a sustained period and building your business around your ability to accommodate an ever-changing consumer environment, things get pretty complicated. Fortunately, our skilled team takes care where we step, planting our feet firmly on the trail to sustainability and profitability—even in the face of ever-growing complexity.

7 mergers and
acquisitions completed
in the Coca-Cola bottling
system over three years.
Welcome to our family!

+ 100,000
employees profitably handle
over 9 million transactions
at OXXO daily.

complexity



Dear shareholders



**José Antonio
Fernández Carbajal**
Executive Chairman
of the Board



**Carlos Salazar
Lomelin**
Chief Executive Officer

72 million
consumers now served
in Brazil.

Short-term Challenges

2013 was a year in which our short-term challenges were more than offset by our long-term opportunities. Throughout a difficult year, we leveraged our core businesses' strengths to satisfy our consumers' needs, generated new avenues for growth, and profitably converted complexity into opportunity. Furthermore, through our 20% economic interest in Heineken, we remained in a position to benefit from the promising long-term prospects of the global brewing space.

Let us take a moment to summarize the challenges our company surmounted this year. In our key Mexican market, the soft macroeconomic environment, coupled with reduced construction spending, lower remittances, and torrential rains during the month of September, dampened consumer demand in both our retail and beverage businesses. Moreover, foreign exchange weakness in our major South American markets, along with slower economic growth and inflationary pressures in Brazil, affected consumer behavior and our performance in the region. While there are some encouraging signs across our operations as we begin 2014, some significant challenges remain, such as the new tax on soft drinks in Mexico and sustained currency pressures in certain South American markets.

Against this challenging backdrop, in 2013, we produced solid results for our shareholders thanks to our robust business platform, talented team of people, and operating capability. For the full year, our total revenues rose 8.3% to Ps. 258.1 billion (US\$ 19.7 billion). Our income from operations grew 2.2% to Ps. 29.9 billion (US\$ 2.3 billion). Our net income reached 21.0% to Ps. 22.2 billion (US\$ 1.7 billion), and our earnings per unit were Ps. 4.45 (US\$ 3.4 per ADR). Given our ability to perform in such tough terrain, we are optimistic that we have the tools to succeed throughout an evolving fiscal, monetary, and economic environment.

Now, let us briefly review some of the year's highlights for our businesses.

Long-term Opportunities Coca-Cola FEMSA

We manage our company for the long term, and do not make major adjustments to our growth strategy based on short-term market dynamics. Since acquiring Panamco a decade ago, we continue to enhance our leading position in Brazil. During the year, we capitalized on the opportunities presented in the Coca-Cola bottling system to strengthen our platform in this major market through acquisitions that better position us to capture the benefits of this country's recovery. In August and October, we closed the acquisitions of Companhia Flumin-

We continue to strengthen our leading position in Brazil, expanding our platform in this major market through two important acquisitions that better position us to capture the benefits of this country's recovery.



We are launching innovative new products and packages to embrace market opportunities.



ense and Spaipa, two key bottling franchises that fit perfectly with our existing territories. These transactions—which increase the number of consumers we serve in the country to 72 million—are consistent with our bullish view of Brazil as a market with great long-term potential despite the short-term issues it faces today.

In the Philippines, we are working with our partner, The Coca-Cola Company, along with a talented team of local professionals, on the pillars of an ambitious new strategic framework for this business: portfolio, route to market, and supply chain. Specifically, we are rationalizing our existing portfolio, freeing up capacity at our bottling plants. We are launching innovative new packages and products, capturing untapped market potential. We are introducing a new route to market, regaining direct contact with our customers across the greater Manila metropolitan area. We are also optimizing our production and distribution network, modernizing our capacity to roll out new products and presentations into the market. Through our ongoing efforts, we are firmly on the path to sustainable, long-term profitability.

In Mexico, we completed the merger of Grupo Yoli, one of our four recent mergers in our home market. Our combined scale from the integration of these operations enables us to further strengthen our position, while generating even greater value for all of our stakeholders.

FEMSA Comercio

At FEMSA Comercio, in the face of significant short-term headwinds, we continued with our long-term strategy to grow OXXO's leader-



ship position as Mexico's unique national modern small-format store chain. In 2013, we successfully opened 1,120 new stores for a total of 11,721 stores—serving more than 9 million shoppers daily. Given the relatively low penetration of OXXO across ample areas of Mexico, we will continue expanding our store base at a sustained rate of growth.

Beyond the pursuit of geographic expansion, we are excited by FEMSA Comercio's entry into the attractive drugstore sector, a complementary avenue for growth that leverages our capability and platform across small-box retail formats. In May, we completed the acquisition of a controlling stake in Farmacias YZA and the acquisition of Farmacias FM Moderna, two leading regional drugstore operators with more than 400 stores in southeast and western Mexico. Through these transactions, we will not only contribute our significant expertise in the development of small-box retail formats to what are already two successful regional players, but also advance our long-term strategy to establish a position in this dynamic industry.

Additionally, FEMSA Comercio opened another compelling new avenue for growth with the recent acquisition of a controlling stake in Gorditas Doña Tota, a strong regional player in the quick-service restaurant sector with high consumer preference in northern Mexico. On top of Doña Tota's robust potential as a stand-alone format, this transaction further enables us to share our considerable experience in the growth of small-box retail formats, while gaining relevant capabilities in the field of prepared food operations.

Strategic Businesses

We also continued to advance our strategy to focus and strengthen our Strategic Businesses' operations, particularly those that provide significant support to our core businesses and present attractive growth potential. To this end, we are working to consolidate Imbera as the leader in the design and production of refrigeration solutions for retail applications, spearheading innovation and achieving the highest efficiency ratings in the Americas. At FEMSA Logística, we continued to progress with the restructuring of its operations, while positioning it to drive growth organically and through selective acquisitions. These have become world-class operations in their own right, and they will continue to contribute to the growth and success of our company going forward.

Sustainable Development

At FEMSA, we embrace sustainability as integral to our company's development. Our vision is to ensure the sustainability of our business by positively transforming our communities through the simultaneous creation of economic, social, and environmental value.

In addition to our company's and business units' many sustainability initiatives, FEMSA Foundation, along with the Nature Conservancy, the Inter-American Development Bank, and the Global Environment Facility, made considerable progress on the *Latin American Water Funds Partnership*. Over five years, the Partnership plans to implement at least 32 Water Funds throughout Latin America with seed investments of over US\$27 million. Revenue from these investments preserves key watersheds upstream that filter and regulate the water supply of some of the most important cities in the region. Already, the Partnership has launched 17 Water Funds, benefiting 17 cities in six countries. For example, in 2013, the Partnership worked with over 50 organizations to establish the *Monterrey Metropolitan Water Fund*, protecting the watershed serving more than 3.7 million inhabitants of this urban area.

For more information about FEMSA, please visit: www.femsa.com
 You are also welcome to read our annual report online at: www.annualreport.femsa.com



Our entry into the attractive drugstore sector offers a compelling avenue for growth that leverages our capability and platform across small-box retail formats.

Underscoring our commitment to sustainability, we were further honored by Coca-Cola FEMSA's selection as one of 81 companies to comprise the Dow Jones Sustainability Emerging Markets Index, as well as one of only 4 Mexico-based companies chosen for the Index.



Management Transition

Over the past 12 years, I enjoyed the privilege of serving as both Chairman and CEO of FEMSA. However, given the growing size and expanding geographic footprint of our company, as well as the complexity of our businesses and industries, our Board agreed on my proposal to separate the roles of Chairman and CEO. Effective January 1, 2014, I assumed the responsibilities of Executive Chairman, and Carlos Salazar Lomelin assumed the duties as new CEO of FEMSA, after serving as CEO of Coca-Cola FEMSA for the past 14 years.

The objective of this change is to provide even more focus on the responsibilities of each role. As Executive Chairman of the Board, I will ensure the proper functioning of the various levels of governance, the management of strategic relationships with key stakeholders, the definition of a clear strategic path, and the adherence to the highest business and corporate governance practices, consistent with the values of our company. I will also focus on the development of talent in order to pursue and capture future opportunities, and to properly enable the transition and succession of our management teams.

+346
million thirsty
consumers
served across
10 countries.



In his role as the new CEO of FEMSA, Carlos Salazar will focus his efforts on the day-to-day stewardship of FEMSA's businesses, leading and managing his senior team; proposing short- and long-term plans and strategies to our Board; and developing the talent required to support our growth and succession processes.

Consequently, John Santa Maria was named CEO of Coca-Cola FEMSA, replacing Carlos Salazar. John, who headed Coca-Cola FEMSA's South America Division, assumes his new responsibilities after 18 successful years with the company.

Looking forward, we envision an immensely rewarding future for our company, driven by our passionate team of managers and employees. On behalf of these more than 200 thousand dedicated men and women, we thank you for your continued support. We reiterate our conviction that the very reason for our existence is to create economic, social, and environmental value for our stakeholders—including our employees, our consumers, our shareholders, and the enterprises and institutions within our society—now and into the future. ▲

José Antonio Fernández Carbajal

Executive Chairman of the Board

Carlos Salazar Lomelin

Chief Executive Officer

Financial Highlights

Millions of 2013 pesos	2013 ¹	2013	2012	% Change	2011 ²	% Change
Total Revenues	19,705	258,097	238,309	8.3%	201,540	18.2%
Income from Operations ³	2,280	29,857	29,227	2.2%	24,484	19.4%
Consolidated Net Income	1,692	22,155	28,051	-21.0%	20,901	34.2%
Controlling Interest ⁴	1,216	15,922	20,707	-23.1%	15,332	35.1%
Non-Controlling Interest	476	6,233	7,344	-15.1%	5,569	31.9%
Total Assets	27,423	359,192	295,942	21.4%	263,362	12.4%
Total Liabilities	10,432	136,642	85,781	59.3%	71,191	20.5%
Total Equity	16,991	222,550	210,161	5.9%	192,171	9.4%
Capital Expenditures	1,365	17,882	15,560	14.9%	12,609	23.4%
Controlling Interest Book Value per Share ⁵	0.68	8.91	8.68	2.6%	8.06	7.7%
Net Controlling Interest Income per Share ⁵	0.07	0.89	1.16	-23.3%	0.86	34.9%
Headcount ⁶		209,232	182,260	14.8%	168,370	8.2%

¹ U.S. dollar figures are converted from Mexican pesos using the noon-buying rate published by the U.S. Federal Reserve Board, which was Ps. 13.0980 per US\$1.00 as of December 31, 2013.

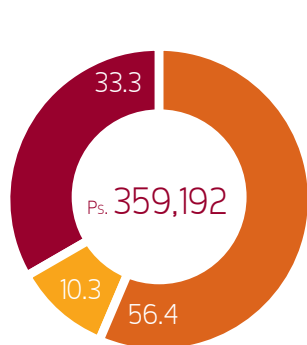
² 2011 figures were restated for comparison with 2013 and 2012 as a result of transition to International Financial Reporting Standards (IFRS).

³ Company's key performance indicator.

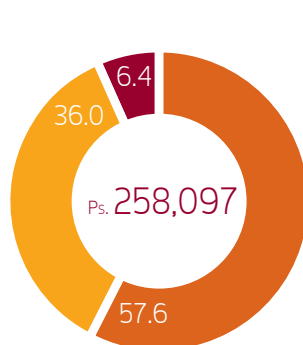
⁴ Represents the net income that is assigned to the controlling shareholders of the entity.

⁵ Data based on outstanding shares of 17,891,131,350.

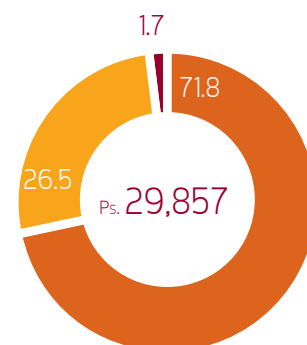
⁶ Includes headcount from Coca-Cola FEMSA, FEMSA Comercio and other businesses of FEMSA.



Total Assets
millions of Mexican pesos



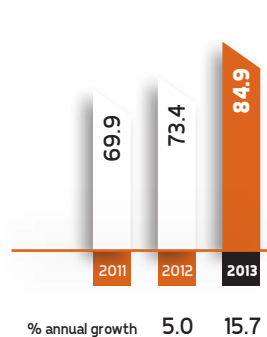
Total Revenues
millions of Mexican pesos



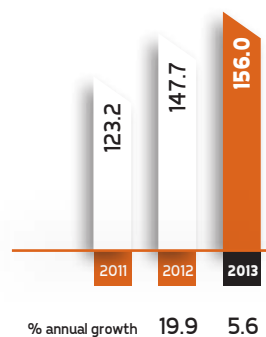
Income from Operations
millions of Mexican pesos

Coca-Cola FEMSA

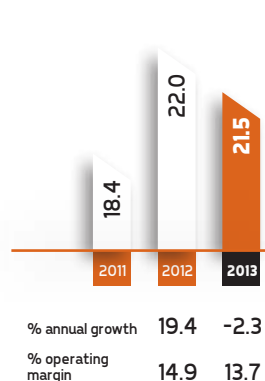
Headcount
thousands



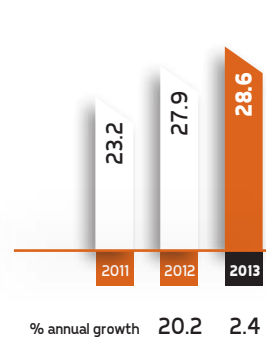
Total Revenues
billions of Mexican pesos



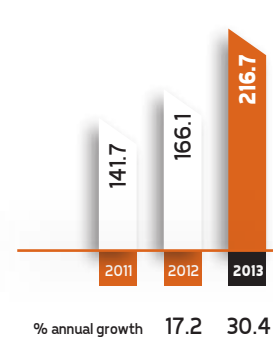
Income from Operations¹
billions of Mexican pesos



EBITDA²
billions of Mexican pesos

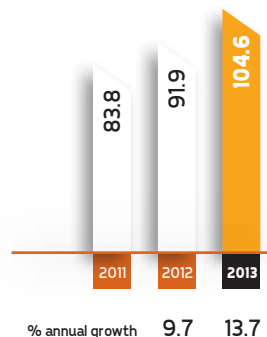


Total Assets
billions of Mexican pesos

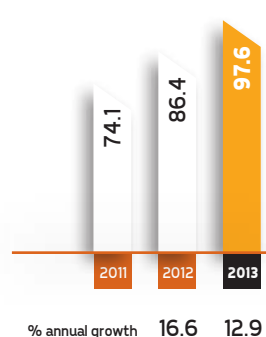


FEMSA Comercio

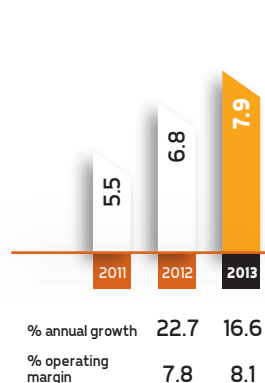
Headcount
thousands



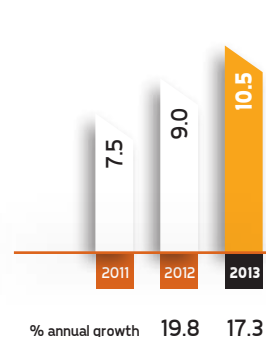
Total Revenues
billions of Mexican pesos



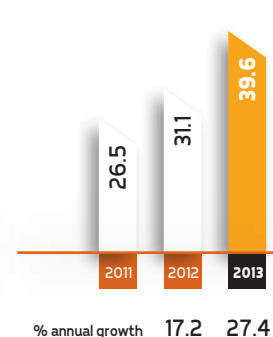
Income from Operations¹
billions of Mexican pesos



EBITDA²
billions of Mexican pesos



Total Assets
billions of Mexican pesos



¹ Company's key performance indicator.

² EBITDA equals Income from Operations plus Depreciation, Amortization and other non-cash items.

- ▲ Coca-Cola FEMSA
- ▲ FEMSA Comercio
- ▲ Others (Includes other companies and our 20% economic interest in Heineken)

Operating Overview



1.4 billion unit cases of beverages added from seven transactions over the past three years.

1,120 new OXXO stores opened this year for a total of 11,721 stores across Mexico.



3 acquisitions completed in complementary small-box drugstore and quick-service restaurant sectors.





Venezuela¹

Headcount	7,751
Plants	4
Distribution Facilities	34
Distribution Routes ³	629
Brands ⁴	14
Clients	183,879

Philippines¹

Headcount ⁷	30,576
Plants	21
Distribution Facilities	49
Brands ⁴	22
Clients	925,000

Central America^{1,2}

Headcount	5,898
Plants	5
Distribution Facilities	32
Distribution Routes ³	509
Brands ⁴	43
Clients	109,830

Mexico¹

Headcount	44,642
Plants	18
Distribution Facilities	144
Distribution Routes ³	6,462
Brands ⁴	48
Clients	883,692

Colombia¹

Headcount	4,768
Plants	6
Distribution Facilities	25
Distribution Routes ³	961
Brands ⁴	23
Clients	401,500

Mexico and Colombia

Headcount	104,564
Stores	11,721
Distribution Facilities	16
Brands ⁵	2
Clients ⁶	+ 3 billion

Argentina¹

Headcount	2,892
Plants	2
Distribution Facilities	4
Distribution Routes ³	345
Brands ⁴	28
Clients	75,506

Brazil¹

Headcount	18,971
Plants	9
Distribution Facilities	41
Distribution Routes ³	2,398
Brands ⁴	37
Clients	292,949

- ▲ Coca-Cola FEMSA
- ▲ FEMSA Comercio
- ▲ Coca-Cola FEMSA & FEMSA Comercio

Note: Only includes Coca-Cola FEMSA and FEMSA Comercio information.

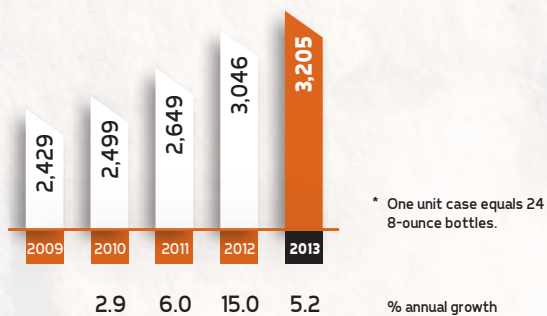
1. FEMSA owns 47.9%; the remaining 28.1% and 24.0% are owned by The Coca-Cola Company and the investing public, respectively.
2. Includes Guatemala, Nicaragua, Costa Rica and Panama.
3. Includes third-party distributors.
4. Includes brand extensions.
5. Includes selected brands.
6. Clients per year based on the number of daily transactions.
7. Includes third-party headcount.

Coca-Cola FEMSA



Beverage volume

million unit cases*



Traversing a Difficult Landscape

In the face of a tough consumer and volatile currency environment, our business produced single-digit top- and bottom-line growth. For the year, our total revenues rose 5.6% to Ps. 156.0 billion. Our gross profit grew 6.3% to Ps. 72.9 billion, and our income from operations reached Ps. 21.5 billion.

Consumer Focus

Consumer-driven innovation is key to our business strategy. Through innovation, we capitalize on our agility to serve the diverse, constantly evolving preferences and practices of our more than 346 million consumers across 10 different countries each and every day.

Together with our partner, The Coca-Cola Company, in 2013, we introduced a number of new products and presentations to satisfy consumer demand in multiple beverage categories. In Buenos Aires, Argentina, we kicked off the global launch of *Coca-Cola Life*, a

Powerade is rapidly becoming the sports drink of choice among young health-conscious consumers across our franchise territories.



We launched *Coca-Cola Life*, a low-calorie, naturally sweetened alternative for our core brand in Argentina.



3,205 million
unit cases sold this year.

low-calorie alternative for one of the world's most beloved brands. Sweetened with such natural ingredients as stevia and cane sugar, *Coca-Cola Life* offers our consumers less than half the calories of regular *Coke*. Launched in multiple packages, we not only achieved more than 80% coverage of our points of sale, but also gained share and revitalized the *Coca-Cola* category among our consumers.

We also continue to quench the thirst of health-conscious consumers of isotonic sports drinks with the innovative growth of *Powerade*. Through our hot fill formula, we heat *Powerade* almost to the point of pasteurization, eliminating the need for preservatives and achieving a better tasting product. In Mexico, *Powerade* is now the leading isotonic brand in three of our five operating regions, achieving 46% market share in our overall Mexican franchise by the end of 2013. Building on the brand's popularity in Venezuela, we launched *Powerade ION4*, which is specially designed to help

replenish fluids and minerals lost during exercise. *Powerade* is rapidly becoming the sports drink of choice among young people—bolstering the brand’s growth by 21% in Venezuela.

We further continue to proactively address our consumers’ evolving needs with a growing array of affordable, returnable packaging alternatives. In Brazil, we reinforced the coverage of our 2-liter multi-serve returnable PET presentation for brand *Coca-Cola*, enabling consumers to share the magic of *Coke* at home. In the Valley of Mexico, we launched our 3-liter multi-serve returnable PET presentation for brand *Coca-Cola*, providing an attractive value proposition for our consumers’ enjoyment. Also in the Valley of Mexico, we launched our 2.5-liter multi-serve returnable PET pre-



Thanks to our refreshing new formulas, flavors, and packages, *Powerade* is now the leading isotonic brand in three of our five operating regions in Mexico.

sentation for *Sidral Mundet*, expanding the opportunities to share this popular local brand. In Colombia, we reinforced the coverage of our 1.25-liter multi-serve returnable glass presentation for home consumption of brand *Coca-Cola*, *Sprite*, and *Quatro*. In Mexico, we reinforced the coverage of our convenient 500-milliliter returnable glass presentation for brand *Coca-Cola*, fostering consumption at the point of sale or at home. In Mexico, we also expanded the coverage of our 1.25-liter multi-serve returnable glass presentation for brand *Coca-Cola*, catering to families in our new and existing franchise territories. Through our growing portfolio of returnable presentations, we look to provide the right package at the right price for every consumer.

Constant Growth

Despite a very difficult operating environment, we generated solid currency-neutral organic growth. Excluding the non-comparable results from our mergers with Grupo Fomento Queretano and

We offer affordable, returnable multi-serve packaging alternatives for *Coca-Cola* in Brazil, *Sidral Mundet* in Mexico, and *Quatro* in Colombia.

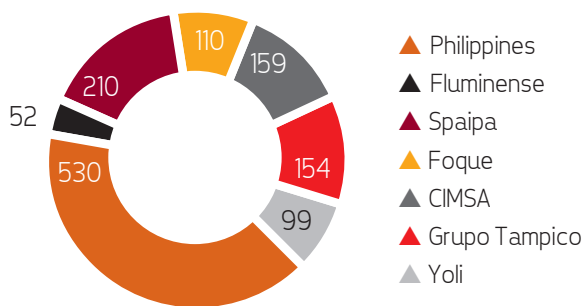


Grupo Yoli in Mexico and our acquisitions of Companhia Fluminense and Spaipa in Brazil, our currency-neutral revenues rose 16.3%. The main drivers of our performance for the year were our reinforced marketplace execution and ability to adapt our wide portfolio of beverages to capture different consumption occasions and satisfy consumers' demand, while capitalizing on the realities of our geographically diversified portfolio of franchise territories.

As previously reported, in January 2013, we closed the acquisition of 51% of Coca-Cola Bottlers Philippines, Inc., The Coca-Cola Company's bottling operations in the Philippines. This transaction represents an important strategic expansion of our company's bottling footprint beyond Latin America—reinforcing our exposure to fast growing economies and our commitment to The Coca-Cola System. With one of the highest per capita consumption rates of Coca-Cola products in the region, the Philippines presents significant opportunities for further growth.

We continue to focus on the opportunities that the Latin American Coca-Cola bottling system presents. Accordingly, we completed two important acquisitions that consolidate our company's leadership position in Brazil—one of the top five markets in terms of volume for The Coca-Cola Company worldwide. These acquisitions not only highlight the long-term strategic importance of the Brazilian market for Coca-Cola FEMSA, but also confirm our conviction in the country's attractive domestic consumption prospects and socioeconomic dynamics.

First, we closed the acquisition of 100% of Companhia Fluminense in August. This franchise serves 5 million consumers across parts of the states of Minas Gerais, Rio de Janeiro, and São Paulo. It provides a perfect geographic link between our São Paulo and



Volume from Mergers & Acquisitions since 2011
million unit cases excluding beer

Minas Gerais territories, creating opportunities to multiply strategic alliances with customers and suppliers, generate greater value from our combined scale, and capture upwardly revised synergies of approximately US\$19 million.

Second, in October, we closed the acquisition of 100% of Spai-pa, the second largest privately owned bottler in the Brazilian Coca-Cola system. This franchise serves close to 17 million consumers across the states of Paraná and São Paulo. It offers an ideal geographic fit with our operations in the states of Mato Grosso do Sul and São Paulo, facilitating a smooth integration and the generation of potential synergies of approximately US\$33 million.



We completed the merger of Grupo Yoli, one of our four recent mergers in Mexico.

Together, these transactions increase our volume in Brazil by close to 55%, reaching 39% of the Coca-Cola system's volume in the country. They also enable us to increase the number of consumers we serve in Brazil by approximately 50% to 72 million—more than the number of consumers that we serve in Mexico.

Profitable Complexity

Throughout the year, we have worked with our partner, The Coca-Cola Company, and a talented team of local professionals to transform our complex operations in the Philippines.

Among our strategic initiatives, we implemented more than 120 training cells to develop the core and functional capabilities of our executives in the Philippines. We streamlined our portfolio of products and presentations, delisting approximately 20% of our SKUs, while focusing on the fastest moving SKU's. Across the greater Manila metropolitan area, we launched "Mismo," an exceptionally

We continue to adapt our broad portfolio of beverages to capture different consumption occasions and satisfy consumer demand across our geographically diverse franchise territories.



55% volume growth in our Brazilian operations with our two recent acquisitions.

Our new *Minute Maid Fresh* orangeade and “Mismo” *Coca-Cola* presentation are a hit with our Filipino consumers.



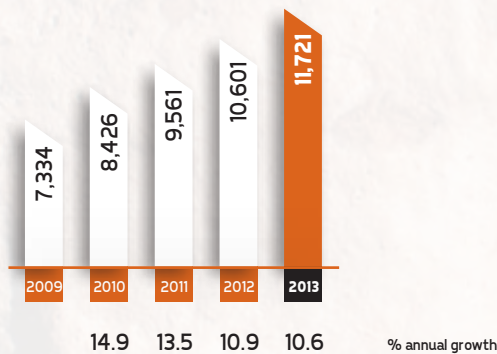
popular 300-milliliter, single-serve, one-way PET presentation for on-the-go consumption of brand *Coca-Cola* at 10 Philippine pesos, and successfully re-launched “Kasalo,” a well-received 750-milliliter, multi-serve, returnable glass presentation for shared consumption of brand *Coca-Cola*, *Sprite*, and *Royal*. We also launched our refreshing new *Minute Maid* orangeade in an affordable 250-milliliter, single-serve presentation that appeals to Filipino consumers’ palates and pocketbooks. We further rolled out a new route to market at the six distribution centers serving the greater Manila metropolitan area with encouraging results from both our clients and local delivery partners. Additionally, we optimized our production and distribution network, while modernizing our capacity to introduce new products and presentations into the market. Through this comprehensive strategy, we are firmly on the path to long-term profitability.

Looking forward, the investments that we have made in every one of our franchise territories provide us with a strong foundation to take advantage of the short- to medium-term recovery of our markets. The skills of our team, the strength of our multi-category beverage portfolio, and the breadth of our geographically diverse footprint should enable us to deliver sustainable value for our stakeholders. ▲

FEMSA Comercio



Total OXXO Stores



Navigating a Challenging Environment

In the face of a tough operating environment, FEMSA Comercio produced resilient results for the year. Total revenues rose 12.9% to Ps. 97.6 billion, including the results from our recent acquisitions of Farmacias YZA and Farmacias Moderna. Our increased revenues came from our continued store expansion and our comparable same-store sales growth—driven by an improvement in our average customer ticket despite consumers’ lower disposable income and a slight decline in store traffic.

Gross profit grew 14.3% to Ps. 34.6 billion, resulting in a 40 basis point gross margin expansion to 35.4% of total revenues. Our expansion in gross margin reflected a positive shift in our product mix resulting from the growth of higher margin categories, and a more effective collaboration and execution with our key supplier

We continue to expand and enhance OXXO's assortment of quality products and services to cater to the needs of over nine million shoppers every day.



Consumers enjoy a stimulating array of *andatti*[®] brand coffee flavors, formulas, and presentations.



Over **3** billion transactions this year.

partners, including our greater, more efficient use of joint promotion-related marketing resources, as well as objective-based incentives.

Income from operations increased 16.6% to Ps. 7.9 billion. Our operating expenses rose at a lower rate than our revenue growth thanks to our successful cost-containment program, which offset higher expenses from our growing number of stores and distribution centers. For the year, our operating margin expanded 30 basis points to 8.1% of total revenues.

Consumer Focus

At OXXO, we continue to expand and enhance our value proposition to satisfy our shoppers' needs through an increasing array of quality products and services. Among our initiatives, we continue to broaden

+ 11 thousand OXXO stores, redefining proximity one store at a time.

the scope of our convenient one-stop services. To optimize our consumers' time, we expanded our correspondent bank program; in addition to Bancomer and Banamex, Mexico's two largest financial institutions, we welcomed Santander and Scotiabank, two leading global financial institutions. Through this program, we enable cus-



OXXO shoppers indulge their cravings with our irresistible high-quality Bitz brand snacks, candy, and baked goods.

tomers to make cash deposits to their bank accounts and payments toward the balance of their bank credit cards at any one of OXXO's stores across the country. As consumers come to realize the advantages of this new functionality, we look forward to eventually expanding this program to most major banks in Mexico—particularly since the number of our OXXO stores is already comparable to the combined number of branches of the 10 largest banks in the country.

Furthermore, to more effectively satisfy our consumers' appetite at any time of the day, we continue to steadily roll out our O 'Sabor brand menu of tacos, burritos, tortas, tamales, and pizzas. Indeed, our base menu of O 'Sabor brand tacos and burritos is already available at more than 100 stores. Through this initiative, along with our systematic progress along the entire prepared food supply chain, we are only beginning to unlock the potential of this promising consumption occasion.

To satisfy our consumers' appetite at any time of the day, we continually enhance our selection of private label offerings—from our *Bitz* brand snacks to our *O 'Sabor* brand tacos and burritos.



We invite our shoppers to enjoy an ever-expanding assortment of products and one-stop services.



Growth

We managed to navigate significant short-term headwinds to produce same-store sales growth of 2.4%—outperforming the rate of growth of our industry. Our performance through a very challenging operating environment underscores the strength of our ever-improving value proposition, brand equity, and marketplace execution.

In addition to our same-store sales growth, we continued with our long-term strategy to expand OXXO's leadership position as Mexico's largest and fastest growing modern small-format store chain. In 2013, we opened 1,120 new stores for a total of 11,721 stores in Mexico and Colombia.

Beyond OXXO, FEMSA Comercio marked its entry into the complementary drugstore sector, taking the first steps down an important avenue for growth that leverages our capability and our platform across retail formats. Indeed, the combination of comparable small-box store formats and a similarly fragmented industry structure—coupled with the considerable, transferable skills we have built managing OXXO's progress over the years—represents a very compelling opportunity. With this in mind, in May, we closed the acquisition of a 75% stake in Farmacias YZA, a leading regional drugstore operator with more than 300 stores in southeast Mexico. Also, in May, we completed the acquisition of Farmacias Moderna, an important drugstore operator with over 100 stores in the western state of Sinaloa. Through these transactions, we advance our strategy to play an increasingly significant role in an evolving, consolidating, and modernizing industry, where we can replicate our winning small-box retail format strategy.

Furthermore, in January 2014, FEMSA Comercio closed the acquisition of an 80% investment stake in Doña Tota, a leading

Each of our 16 distribution centers aim to serve an average of approximately 800 stores, replenishing an inventory of over 1,800 products for our shoppers at least twice a week.



quick-service restaurant operator with a strong brand and more than 200 outlets in Mexico and the U.S. This acquisition opens another compelling new avenue for growth. Through this transaction, we will not only contribute our significant expertise in the development of small-box retail formats to what is already a successful player in the quick-service restaurant industry, but also gain relevant capabilities in the area of prepared food. Moving forward, Doña Tota will continue to operate as a stand-alone format.

Profitable Complexity

We use our robust information technology platform, detailed processes, and logistics expertise to manage the complex variables



9 million transactions made nationwide every day!

required to run an efficient supply chain profitably. Today, through our demand planning system, we are able to accurately replenish our stores with the items they need to satisfy our consumers according to the movement of goods in different product categories. To do this, we use information extracted from our point-of-sale databases, as well as historical data, to predict the behavior patterns for our product categories in the different seasons and events of the year. Together, these systems and processes significantly improve product availability, reduce stock outs, increase inventory turnover, and achieve high levels of service.

Furthermore, our 16 distribution centers use the information generated by our demand planning system to design and execute the logistics required to pick, pack, and ship products on-time for sale at our stores. Our centers each aim to serve an average of approximately 800 stores, replenishing the inventory of over 1,800 products at least twice a week through a distribution network synchronized

+200

quick-service
restaurant outlets in
Mexico and the U.S.
from the acquisition
of Doña Tota.



We opened another compelling new avenue for growth with our recent acquisition of a controlling stake in Doña Tota, a strong regional player in the quick-service restaurant sector with high consumer preference in northern Mexico.

with our warehouse operations to ensure the proper transportation and care of the product. Our centers' operations are conducted through an advanced warehouse management system, which has developed the functionality to manage each task and control every movement of an article from receiving to shipping. Because of the importance of inventory control, we use different tools such as Radio Frequency and Voice-guided Picking to register every transaction in real-time. Moreover, the modern infrastructure of our new distribution centers enables optimal material handling and a high fill rate of orders, while minimizing the risk of any damage to our merchandise. Our centers are also capable of handling any kind of product—from dry to frozen and perishable foods.

Thanks to our efficient supply chain management, comprehensive human resources platform, and technologically advanced business model, OXXO profitably manages the complexity of more than 100,000 employees handling over 9 million transactions across a nationwide network of more than 11,700 stores each and every day. ▲

Fostering Sustainable Development



We invite you to read our 2013 Sustainability Report on our website at: www.sustainabilityreport.femsa.com/index.html

In 2013, we advanced with the consolidation and integration of our comprehensive long-term sustainability strategy into our company's and our business units' key processes, including overall planning and day-to-day decision-making criteria. Focused on three governing pillars—*Our People*, *Our Planet*, and *Our Community*—our vision is to ensure the sustainability of our business by **Positively Transforming our Communities** through the simultaneous creation of economic, social, and environmental value.

To this end, we undertook a number of important steps to implement our strategy. We worked together—across business units and functions—to define clear, long-term objectives for each of our nine action areas; create a sustainability glossary, comprised of operational definitions for our business units to provide a common understanding of all concepts; and establish strategic metrics, baselines, and goals with which to measure the performance and impact of our operations and programs. We also initiated the

Focused on three governing pillars—*Our People, Our Planet, and Our Community*—our holistic approach to sustainability is integral to our company's growth and development.



1,000 young people developed 250 social projects in 2013 through our *Youth with Value* program in Mexico.

MEMBER OF
**Dow Jones
Sustainability Indices**
In Collaboration with RobecoSAM

Coca-Cola
FEMSA was
selected
to join the
Dow Jones
Sustainability
Emerging
Markets Index.



development of guidelines to monitor, verify, report, and update our objectives, goals, and programs, and prepared strategic lines of action that will support our action plans.

Underscoring our firm commitment to sustainability, Coca-Cola FEMSA was one of 81 companies recently selected to join the Dow Jones Sustainability Emerging Markets Index, as well as one of only four companies from Mexico. Additionally, the *Carbon Disclosure Project Global 500* ranked FEMSA the highest scoring Mexican company for its disclosure of carbon emissions strategies and data.

Exemplary Sustainability Initiative

Among our many initiatives, we supported the second generation and launched the third generation of *Youth with Value*, a signature program through which we encourage young people from 14 to 24 years of age to develop and lead their own social entrepreneurship projects, becoming agents of change in their communities. In alliance with Ashoka, the largest network of social entrepreneurs worldwide, we worked with approximately 1,000 young social entrepreneurs to carry out 250 projects that address a variety of social needs—from the production and sale of ethnic arts and crafts to services supporting vulnerable communities to innovative environmental technologies. Since 2011, we have helped more than 1,400 young people in Mexico to design and develop approximately 340 projects in the states of Nuevo León, Michoacán, and Veracruz. At the end of 2013, we signed a commitment as part of the Clinton Global Initiative to support 520 social entrepreneurship projects over the next four years. ▲

FEMSA Foundation: Building Legacies



For more information
about FEMSA Foundation,
please visit: [www.femsa-
foundation.org](http://www.femsa-foundation.org).

FEMSA Foundation is an independent organization aligned with FEMSA's sustainability strategy. As the company's instrument for social investment, we are committed to the creation of long-term value for the communities where we operate. To ensure the long-term success of our initiatives, we join forces with stakeholders from different sectors to support projects and create regional platforms.

Sustainable Development of Water Resources

In 2013, the *Water Center for Latin America and the Caribbean*—created by FEMSA Foundation, the Inter-American Development Bank (IDB), and the Tecnológico de Monterrey—continued to build the capabilities of water professionals, one of the greatest opportunities for water stewardship throughout Latin America. With renewed economic support from IDB, the Center will expand its capability to provide onsite and online training. Over the past five years, the Center has offered specialized

110 thousand people will benefit from *Water Links* program.



courses to over 1,700 directors and technical personnel of the water community.

In partnership with Coca-Cola Latin America and the Millennium Water Alliance, the Foundation launched the *Water Links* program. This three-year program aims to help approximately 110,000 people in marginalized communities across five countries to gain access to safe water, improved sanitation, and hygiene education. Ultimately, *Water Links* builds sustainable, healthy long-term communities where children can spend more time in school and adults have more time to work and participate as productive members of their community.

In 2011, we joined The Nature Conservancy, IDB, and the Global Environment Facility (GEF) to create the *Latin American Water Funds Partnership*. Over five years, the Partnership plans to implement at least 32 Water Funds throughout Latin America with seed invest-

FUNDACIÓN
FEMSA



NOTEWORTHY HONORS

- **FEMSA Foundation** Earns C.K. Prahalad Award for Global Sustainability Leadership from Corporate Eco Forum
- The Rockefeller Foundation Granted the Next Century Innovators Award to The Nature Conservancy for Its Work on the **Latin American Water Funds Partnership**

ments of over US\$27 million. Revenue from these investments preserves key watersheds upstream that filter and regulate the water supply of some of the most important cities in the region.

Today, the Partnership has launched 17 Water Funds, benefiting 17 cities in six countries. In 2013, the Partnership brought together more than 50 public, private, and civil society organizations to establish the *Monterrey Metropolitan Water Fund* in the state of Nuevo León, Mexico, to preserve the San Juan River watershed—which serves over 3.7 million habitants of this metropolitan area. The Fund will help mitigate flooding, improve water infiltration, raise awareness of water conservation, and work alongside government to attract resources to protect the watershed.

Quality of Life

In 2013, the Quality of Life area of FEMSA Foundation introduced pilot nutritional education initiatives for school children and mothers in disadvantaged communities in Mexico and Nicaragua. Among them, the Foundation developed the *Campaign of Colors* program in Nicaragua to promote nutritional education for underprivileged school children in Managua. Accomplished in collaboration with Coca-Cola FEMSA and the American Nicaraguan Foundation, the program adds a nutritional learning component to *One Plate, One Smile*, a project that has given food to school children in rural Nicaragua for eight years. Additionally, the Foundation launched new research projects through the *Nutrigenomics Research Chair*. During 2013, the Chair pursued 10 ongoing projects and received 25 prizes for its work. ▲

Executive Team

Our experienced team of executives leads our unwavering pursuit of excellence as a leading international consumer company. Our team continues to extend our track record of sustainable, profitable growth—creating economic, social, and environmental value for our stakeholders year after year. Together, they build on our strengths to maximize our corporate and financial flexibility, capitalize on strategic new avenues for growth, profitably convert complexity into opportunity, and achieve a superior competitive position in our industry—ensuring and instilling FEMSA's legacy of integrity well into the future.

José Antonio Fernández Carbajal
Executive Chairman of the Board of FEMSA

After 11 years of professional experience in different companies, José Antonio Fernández Carbajal began his career, in 1987 at FEMSA serving various positions in its different businesses, including CEO of OXXO. He was appointed CEO of FEMSA in 1995 and Chairman of the Board in 2001, serving both positions until January 2014. In 2010, he was appointed Vice-President of Heineken Holding NV's Board of Directors and Chairman of Heineken's Americas Committee, which oversees the strategic direction of business in the Americas and evaluates new business opportunities in the region. Since 2012, Mr. Fernández is also Chairman of the Board of Tecnológico de Monterrey, where he served as Vice Chairman since 1997. He is also Chairman of the Board of Coca-Cola FEMSA, FEMSA Foundation and the U.S.-Mexico Foundation. Currently, he participates as a board member of Industrias Peñoles and Grupo Televisa, and he co-chairs the Mexican Chapter of the Woodrow Wilson Center. He holds a degree in Industrial Engineering and Systems from Tecnológico de Monterrey and in 1978, he earned an MBA from that institution. For more than 20 years, he has been professor of Planning Systems at Tecnológico de Monterrey.

Carlos Salazar Lomelín
Chief Executive Officer of FEMSA

Carlos Salazar joined FEMSA in 1973, and he has held several senior management positions across FEMSA, including Vice-President of Grafo Regia, Vice-President of Plásticos Técnicos Mexicanos, S.A., Vice-President of the International Division of FEMSA Cerveza, Vice-President of the Commercial Planning in Grupo Visa, CEO of FEMSA Cerveza, and CEO of Coca-Cola FEMSA. In 2014 he was appointed Chief Executive Officer of FEMSA. In 2010, he was awarded the medal of Distinguished Citizen by the state of Nuevo León. He was President of the 21st Century Commission and Executive Director of CINTERMEX in Monterrey. He has been a professor in economics for a number of years at Tecnológico de Monterrey and is the current President of the Advisory Board of the EGADE Business School of this Institution. He holds a B.A. in Economics and a Master's degree in Business Administration from this institution. He also has pursued graduate studies in Economic Development in Italy and a Management Program from the IPADE in Mexico, among other studies in different countries.

Javier Astaburuaga Sanjines
Corporate Vice-President of FEMSA

Javier Astaburuaga joined FEMSA in 1982. In 2006, he was named FEMSA's CFO and Vice-President of Strategic Development. In 2012, he was appointed Chief Financial and Strategic Development Officer, adding the Human Resources function matters to his responsibilities. Prior to that, Mr. Astaburuaga served as co-CEO of FEMSA Cerveza, Vice-President of Sales for Northern Mexico, CFO of FEMSA Cerveza, Vice-President of Corporate Development for FEMSA, and Chief Information Officer of FEMSA Cerveza. Mr. Astaburuaga earned a Bachelor's degree in Public Accounting from Tecnológico de Monterrey.

Federico Reyes García
Vice-President of Corporate Development of FEMSA

Mr. Reyes assumed his current position in January 2006, after serving as Vice-President of Finance and Corporate Development of FEMSA since 1999. Starting in 1987, he was associated with FEMSA as an external advisor, and he formally joined FEMSA in 1992 as Vice-President of Corporate Development. Between 1993 and 1999, he was CEO of Seguros Monterrey Aetna and Valores Monterrey Aetna and Executive Vice-President of the Insurance and Pension Division at Bancomer Financial Group. He rejoined FEMSA in 1999. Mr. Reyes holds a Bachelor's degree in Accounting from Tecnológico de Monterrey.

Alfonso Garza Garza
Vice-President of Strategic Businesses of FEMSA

Alfonso Garza joined FEMSA in 1985 and was named Executive Vice-President of Human Resources in 2005. Prior to that, he held various positions at FEMSA Cerveza and FEMSA Empaques, including the Vice-presidency of FEMSA Empaques and Grafo Regia. In January 2009, he was appointed Vice-President of Strategic Businesses of FEMSA. From 2011 to 2013, he served as President of the Employers Confederation of Mexico (Coparmex) for the state of Nuevo León and since 2009 he has been National Vice-President of this organization. In 2012 he was appointed Chairman of the Talent and Culture Committee of Tecnológico de Monterrey. He also participates as a member of the Board of Directors of Coca-Cola FEMSA and Tecnológico de Monterrey. Mr. Garza earned a Bachelor's degree in Industrial Engineering from Tecnológico de Monterrey and completed postgraduate courses at IPADE.

Genaro Borrego Estrada
Vice-President of Corporate Affairs of FEMSA

Genaro Borrego joined FEMSA in September 2007 as Vice-President of Corporate Affairs. Prior to that, Mr. Borrego was elected as a Federal Congressman for the LII Legislature from 1982 to 1985. After that, he served as Governor of the Mexican State of Zacatecas from 1986 to 1992, and in early 1992, he was elected President of the PRI political party for one year. From 1993 to 2000, he led the Mexican Social Security Institute (IMSS), and he was the President of the American Conference of Social Security Institutions. In 2000, he was also elected as a Senator of the Federal Congress to represent the State of Zacatecas during the LVIII and LIX Legislatures. He holds a degree in Industrial Relations from Universidad Iberoamericana.

José González Ornelas
Vice-President of Administration and Corporate Control of FEMSA

José González assumed the current position in 2003. He first joined FEMSA in 1973, where he held different positions in the organization, such as Finance Information Manager, Planning and Administration Vice-President, and Administration Vice-President. In 1997, he was named CEO of FEMSA Logística. He is a board member of several international companies, he participates as Auditing Committee Secretary of FEMSA's and Coca-Cola FEMSA's board and sits on the controller board at Tecnológico de Monterrey. He is also part of the Instituto de Contadores Públicos de Nuevo León Directive Committee and he is President of the Club de Fútbol Monterrey board. He holds a B.A. in Accounting from Universidad Autónoma de Nuevo León and undertook postgraduate studies in Business Administration from different universities in Mexico and abroad.

Corporate Governance

John Anthony Santa Maria Otazua

*Chief Executive Officer of
Coca-Cola FEMSA*

John Anthony Santa Maria Otazua was appointed Chief Executive Officer of Coca-Cola FEMSA as of January 2014. He joined Coca-Cola FEMSA in 1995. Since then, he has held several senior management positions, including Chief Operating Officer of the company's Mexico Division, Strategic Planning and Commercial Development Officer, and Chief Operating Officer of the company's South America Division, overseeing its operations in Argentina, Brazil, Colombia, and Venezuela. His previous beverage and consulting experience includes PepsiCo, Inc. and McKinsey & Co., respectively. He is a member of the Board of Directors of Banco Compartamos. Mr. Santa Maria earned a Bachelor's degree and an MBA with a major in Finance from Southern Methodist University.

Eduardo Padilla Silva

*Chief Executive Officer of FEMSA
Comercio*

Eduardo Padilla joined FEMSA in 1997 as FEMSA's Vice-President of Strategic Planning and Corporate Control. In 2000, he was appointed CEO of FEMSA Strategic Procurement, which included Packaging, Logistics, and OXXO. Since 2004, he has focused on his position as CEO of FEMSA Comercio. Before joining FEMSA, Mr. Padilla served as CEO of Terza, a subsidiary of Grupo ALFA, from 1987 to 1996. Mr. Padilla earned a Bachelor's degree in Mechanical and Administrative Engineering from Tecnológico de Monterrey and a Master's degree in Business Administration from Cornell University. He also has completed Graduate studies at IPADE.

At FEMSA, the reliability and transparency of our corporate governance practices are essential to our long-term success. Accordingly, we are committed to the quality, objectivity, and integrity of our disclosure policies, and adhere to best corporate governance practices. We comply with the standards set forth in the Mexican Securities Law and the applicable provisions of the United States' Sarbanes-Oxley Act. Furthermore, we were among the first industry leaders to embrace the Code of Best Corporate Governance Practices, established by the Mexican Entrepreneurial Council.

We work to ensure that our company promotes financial transparency, accountability, and high ethical standards at all times. Our responsible principles of corporate governance provide a framework for our company to sustainably build our business—delivering the results our shareholders, consumers, employees, and other stakeholders expect from FEMSA.

Audit Committee

The Audit Committee is responsible for (1) reviewing the accuracy and integrity of quarterly and annual financial statements in accordance with accounting, internal control and auditing requirements, (2) the appointment, compensation, retention, and oversight of the independent auditor, who reports directly to the Audit Committee, and (3) identifying and following up on contingencies and legal proceedings. The Audit Committee has implemented procedures for receiving, retaining, and addressing complaints regarding accounting, internal control, and auditing matters, including the submission of confidential, anonymous complaints from employees regarding questionable accounting or auditing matters. To carry out its duties, the Audit Committee may hire independent counsel and other advisors. As necessary, the company compensates the independent auditor and any outside advisor hired by the Audit Committee and provides funding for ordinary administrative expenses incurred by the Audit Committee in the course of its duties. The Chairman of the Audit Committee is José Manuel Canal Hernando. Members include financial experts: Francisco Zambrano Rodríguez, Alfonso González Migoya, and Ernesto Cruz Velázquez de León—all of them independent directors as required by the Mexican Securities Law and applicable New York Stock Exchange listing standards. The Secretary (non-member) of the Audit Committee is José González Ornelas.

Corporate Practices Committee

The Corporate Practices Committee is responsible for preventing or reducing the risk of performing operations that could damage the value of our company or that could benefit a particular group of shareholders. The committee may call a shareholders' meeting and include matters on the agenda for that meeting as it may deem appropriate. They are also responsible for the approval of policies for the use of the company's assets or related party transactions, the approval of the compensation of the Chief Executive Officer and relevant officers, and support our board of directors in the elaboration of reports on accounting practices. Members include: Robert E. Denham and Ricardo Saldivar Escajadillo. Each member of the Corporate Practices Committee is an independent director, as required by the Mexican Securities Law. The Secretary (non-member) of the Corporate Practices Committee is Javier Astaburuaga Sanjines.

Planning and Finance Committee

The Finance and Planning Committee's responsibilities include (1) evaluating the investment and financing policies proposed by the Chief Executive Officer, and (2) evaluating risk factors to which the corporation is exposed, as well its management policies. The current Finance and Planning Committee members are Ricardo Guajardo Touché (chairman), Federico Reyes García, Robert E. Denham, Francisco Javier Fernández Carbajal and Alfredo Livas Cantú. Javier Astaburuaga Sanjines is the appointed secretary (non-member) of this committee.

For more information on how our corporate governance practices differ from those followed by United States companies under NYSE listing standards, please refer to the Corporate Governance section of our website:

www.femsa.com/investor.

Board of Directors

Our Board of Directors is at the head of FEMSA's corporate governance system—guided by what is in the best long-term interests of our company's shareholders and other stakeholders. Our Board is responsible for determining our corporate strategy; defining and overseeing the implementation of our key values and vision; and reviewing and approving related-party transactions and transactions not in the ordinary course of business.

In addition to our executive team, our Board of Directors is supported by its committees: the Audit Committee, the Finance Committee, and the Corporate Practices Committee. Our Board appoints and supervises these committees, which assist and make recommendations to our Board in their respective areas of responsibility.

Series "B" Directors

José Antonio Fernández Carbajal

Executive Chairman of the Board of Fomento Económico Mexicano, S.A.B. de C.V.

Elected 1984

Alternate Director: Federico Reyes García ^c

Eva María Garza Lagüera Gonda

Private Investor

Elected 1999

Alternate Director: Mariana Garza Lagüera Gonda

Paulina Garza Lagüera Gonda

Private Investor

Elected 2004

Alternate Director: Othón Páez Garza

José Calderón Rojas

Chief Executive Officer of Franca Servicios, S.A. de C.V., Servicios Administrativos de Monterrey, S.A. de C.V., Regio Franca, S.A. de C.V., and Franca Industrias, S.A. de C.V.

Elected 2005

Alternate Director: Francisco José Calderón Rojas

Consuelo Garza de Garza

Founder and Former President of Asociación Nacional Pro-Superación Personal, A.C. (a Non-profit Organization)

Elected in 1995

Alternate Director: Alfonso Garza Garza

Max Michel Suberville

Private Investor

Elected 1985

Alternate Director: Max Michel González

Alberto Baillères González

Chairman of the Board of Grupo BAL, S.A. de C.V., Grupo Nacional Provincial, S.A., Fresnillo, PLC, Grupo Palacio de Hierro, S.A.B. de C.V., Grupo Profuturo, S.A.B. de C.V., and Chairman of the Governance Board of Instituto Tecnológico Autónomo de México.

Elected 1989

Alternate Director: Arturo Fernández Pérez

Francisco Javier Fernández Carbajal ^c

Chief Executive Officer of Servicios Administrativos Contry, S.A. de C.V.

Elected 2005

Alternate Director: Javier Astaburuaga Sanjines ^c

Ricardo Guajardo Touché ^{c,i}

Chairman of SOLFI, S.A. and Director of Grupo Valores Monterrey

Elected 1988

Alternate Director: Alfonso González Migoya ^{a,i}

Alfredo Livas Cantú ^{c,i}

Private Investor

Elected 1995

Alternate Director: Sergio Deschamps Ebergenyi ⁱ

Bárbara Garza Lagüera Gonda

Private Investor

Elected 2005

Alternate Director: Juan Guichard Michel

José Manuel Canal Hernando ^{a,i}

Private Consultant

Elected 2003

Alternate Director: Ricardo Saldívar Escajadillo ^{b,i}

Series "D" Directors

Armando Garza Sada ⁱ

Chairman of the Board of Grupo Alfa, S.A.B. de C.V.

Elected 2003

Alternate Director: Enrique F. Senior Hernández ⁱ

Moisés Naim ⁱ

Senior Associate of Carnegie Endowment for International Peace

Elected 2011

Alternate Director: Francisco Zambrano Rodríguez ^{a,i}

Michael Larson ⁱ

Chief Investment Officer of William H. Gates III

Elected 2011

Robert E. Denham ^{b,c,i}

Partner at Munger, Tolles & Olson, LLP Law firm

Elected 2001

Secretary

Carlos Eduardo Aldrete Ancira

Alternate Secretary

Arnulfo Treviño Garza

Committees:

- a) Auditing
- b) Corporate Practices
- c) Finance and Planning

Relation:

- i) Independent

Consolidated Financial Statements

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Financial Summary

Amounts expressed in millions of Mexican pesos (Ps.)
as of December 31:

	2013	2012	2011 ⁽¹⁾
Income Statement			
Net sales	256,804	Ps. 236,922	Ps. 200,426
Total revenues	258,097	238,309	201,540
Cost of goods sold	148,443	137,009	117,244
Gross profit	109,654	101,300	84,296
Operating expenses	79,797	72,073	59,812
Income from operations ⁽²⁾	29,857	29,227	24,484
Other non-operating expenses (income), net	326	(345)	625
Financing expenses, net	4,249	1,904	196
Income before income taxes and share of the profit of associates and joint ventures			
accounted for using the equity method	25,282	27,668	23,663
Income taxes	7,756	7,949	7,618
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes	4,629	8,332	4,856
Consolidated net income	22,155	28,051	20,901
Controlling Interest	15,922	20,707	15,332
Non-Controlling Interest	6,233	7,344	5,569
Ratios to total revenues (%)			
Gross margin	42.5%	42.5%	41.8%
Operating margin	11.6%	12.3%	12.1%
Consolidated net income	8.6%	11.8%	10.4%
Other information			
Depreciation	8,805	7,175	5,694
Amortization and other non cash charges to income from operations	1,208	1,278	1,320
Operative Cash Flow (EBITDA)	39,870	37,680	31,498
Capital expenditures ⁽³⁾	17,882	15,560	12,609

	2013	2012	2011 ⁽¹⁾
Balance Sheet			
Assets			
Current assets	73,569	75,455	59,983
Investments in associates and joint ventures	98,330	83,840	78,643
Property, plant and equipment, net ⁽⁴⁾	73,955	61,649	54,563
Intangible assets, net	103,293	67,893	63,030
Other assets, net	10,045	7,105	7,143
Total assets	359,192	295,942	263,362
Liabilities			
Short-term bank loans and current portion of long-term bank loans and notes payable	3,827	8,702	5,573
Other current liabilities	45,042	39,814	33,752
Long-term bank loans and notes payable	72,921	28,640	23,819
Post-employment and other long-term employee benefits	4,074	3,675	2,584
Deferred income taxes liabilities	2,993	700	414
Other long-term liabilities	7,785	4,250	5,049
Total liabilities	136,642	85,781	71,191
Total equity	222,550	210,161	192,171
Controlling interest	159,392	155,259	144,222
Non-controlling interest	63,158	54,902	47,949
Financial ratios (%)			
Liquidity	1.505	1.555	1.525
Leverage	0.614	0.408	0.370
Capitalization	0.26	0.16	0.14
Data per share			
Controlling interest book value ⁽⁵⁾	8.909	8.678	8.061
Net controlling interest income ⁽⁶⁾	0.890	1.157	0.857
Dividends paid ⁽⁷⁾			
Series B shares	0.667	0.309	0.229
Series D shares	0.833	0.386	0.287
Number of employees⁽⁸⁾	209,232	182,260	168,370
Number of outstanding shares⁽⁹⁾	17,891.13	17,891.13	17,891.13

⁽¹⁾ 2011 figures were restated for comparison with 2013 and 2012 as a result of transition to International Financial Reporting Standards (IFRS).

⁽²⁾ Company's key performance indicator.

⁽³⁾ Includes investments in property, plant and equipment, as well as deferred charges and intangible assets.

⁽⁴⁾ Includes bottles and cases

⁽⁵⁾ Controlling interest divided by the total number of shares outstanding at the end of each year.

⁽⁶⁾ Net controlling interest income divided by the total number of shares outstanding at the end of the each year.

⁽⁷⁾ Expressed in nominal pesos of each year

⁽⁸⁾ Includes incremental employees resulting from mergers & acquisitions made during the year.

⁽⁹⁾ Total number of shares outstanding at the end of each year expressed in millions.

Management's Discussion and Analysis

Audited Financial Results for the twelve months ended December 31, 2013. Compared to the twelve months ended December 31, 2012.

Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") is a Mexican holding company. Set forth below is certain audited financial information for FEMSA and its subsidiaries (the "Company" or "FEMSA Consolidated") (NYSE: FMX; BMV: FEMSA UBD). The principal activities of the Company are grouped mainly under the following subholding companies (the "Subholding Companies"): Coca-Cola FEMSA, S.A.B de C.V. ("Coca-Cola FEMSA" or "KOF"), (NYSE: KOF, BMV: KOFL) which engages in the production, distribution and marketing of beverages, and FEMSA Comercio, S.A. de C.V. ("FEMSA Comercio"), which engages in the operation of small format stores.

The consolidated financial information included in this annual report was prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB").

The 2013 and 2012 results are stated in nominal Mexican pesos ("pesos" or "Ps."). Translations of pesos into US dollars ("US\$") are included solely for the convenience of the reader and are determined using the noon buying rate for pesos as published by the U.S. Federal Reserve Board in its H.10 Weekly Release of Foreign Exchange Rates as of December 31, 2013, which was 13.0980 pesos per US dollar.

This report may contain certain forward-looking statements concerning Company's future performance that should be considered 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 the Company's actual performance.

FEMSA Consolidated

2013 amounts in millions of Mexican pesos

	Total Revenues	% Growth vs '12	Gross Profit	% Growth vs '12
FEMSA Consolidated	258,097	8.3%	109,654	8.2%
Coca-Cola FEMSA	156,011	5.6%	72,935	6.3%
FEMSA Comercio	97,572	12.9%	34,586	14.3%

FEMSA's consolidated total revenues increased 8.3% to Ps. 258,097 million in 2013 compared to Ps. 238,309 million in 2012. All of FEMSA's operations—beverages and retail—contributed positively to this revenue growth. Coca-Cola FEMSA's total revenues increased 5.6% to Ps. 156,011 million, driven by the integration of the beverage divisions of Grupo Fomento Queretano and Yoli in Mexico and Fluminense and Spaipa in Brazil. FEMSA Comercio's revenues increased 12.9% to Ps. 97,572 million, mainly driven by the opening of 1,120 net new stores combined with an average increase of 2.4% in same-store sales.

Consolidated gross profit increased 8.2% to Ps. 109,654 million in 2013 compared to Ps. 101,300 million in 2012, driven by FEMSA Comercio. Gross margin remained stable compared to 2012 at 42.5% of consolidated total revenues.

Consolidated operating expenses increased 10.7% to Ps. 79,797 million in 2013 compared to Ps. 72,073 million in 2012. The majority of this increase resulted from Coca-Cola FEMSA and additional operating expenses at FEMSA Comercio, resulting from accelerated store expansion. As a percentage of total

revenues, consolidated operating expenses increased from 30.2% in 2012 to 30.9% in 2013.

Consolidated administrative expenses increased 4.3% to Ps. 9,963 million in 2013 compared to Ps. 9,552 million in 2012. As a percentage of total revenues, consolidated administrative expenses decreased from 4.0% in 2012 to 3.9% in 2013.

Consolidated selling expenses increased 12.1% to Ps. 69,574 million in 2013 as compared to Ps. 62,086 million in 2012. This increase was attributable to greater selling expenses at Coca-Cola FEMSA and FEMSA Comercio. As a percentage of total revenues, selling expenses increased 0.9 percentage points, from 26.0% in 2012 to 26.9% in 2013.

Consolidated income from operations increased 2.2% to Ps. 29,857 million in 2013 as compared to Ps. 29,227 million in 2012, driven by FEMSA Comercio. As a percentage of total revenues, operating margin decreased 0.7 percentage points, from 12.3% in 2012 to 11.6% in 2013.

Some of our subsidiaries pay management fees to us in consideration of corporate services we provide to them. These payments are recorded as administrative expenses in the respective business segments. Our subsidiaries' payments of management fees are eliminated in consolidation and, therefore, have no effect on our consolidated operating expenses.

Net financing expenses increased to Ps. 4,249 million from Ps. 1,904 million in 2012, driven by an interest expense of Ps. 4,331 million in 2013 compared to Ps. 2,506 million in 2012 resulting from higher financing expenses related to bonds issued by FEMSA and Coca-Cola FEMSA.

Income before income taxes and share of the profit in Associates results decreased 8.6% to Ps. 25,282 million in 2013 compared with Ps. 27,668 million in 2012, mainly driven by higher financing expenses, which were partially offset by the growth in income from operations.

Our accounting provision for income taxes in 2013 was Ps. 7,756 million, as compared to Ps. 7,949 million in 2012, resulting in an effective tax rate of 30.7% in 2013, as compared to 28.7% in 2012.

Consolidated net income was Ps. 22,155 million in 2013 compared to Ps. 28,051 million in 2012, resulting from a tough comparable base

caused by a non-cash exceptional gain related to the revaluation of certain equity interests held by Heineken in Asia in 4Q12, as well as by higher financing expenses, which were slightly offset by the growth in income from operations. Controlling interest amounted to Ps. 15,922 million in 2013 compared to Ps. 20,707 million in 2012, which difference was also due principally by a tough comparable base caused by a non-cash exceptional gain related to the revaluation of certain equity interests held by Heineken in Asia in 4Q12. Controlling interest in 2013 per FEMSA Unit¹ was Ps. 4.45 (US\$ 3.40 per ADS).

Coca-Cola FEMSA

Coca-Cola FEMSA total revenues increased 5.6% to Ps. 156,011 million in 2013, as compared to 2012, driven by the integration of the beverage divisions of Grupo Fomento Queretano and Yoli in Mexico and Fluminense and Spaipa in Brazil. Excluding the non-comparable effect of the recently integrated territories in Mexico and Brazil, total revenues reached Ps. 149,210. On a currency neutral basis and excluding the non-comparable effect of Foque, Yoli, Fluminense and Spaipa, total revenues increased 16.3% in 2013.

Coca-Cola FEMSA gross profit increased 6.3% to Ps. 72,935 million in 2013, as compared to 2012. Lower sugar prices in most of our territories in combination with the appreciation of the average exchange rate of the Mexican peso, compensated for the depreciation of the average exchange rate of the Venezuelan bolivar, the Argentine peso, the Brazilian real and the Colombian peso as applied to our U.S. dollar-denominated raw material costs. Reported gross margin reached 46.7%, an expansion of 20 basis points as compared to 2012.

The components of cost of goods sold include raw materials (principally soft drink concentrate and sweeteners), packaging materials, depreciation costs attributable to our production facilities, wages and other employment costs associated with the labor force employed at our production facilities and certain overhead costs. Concentrate prices are determined as a percentage of the retail price of our products in local currency net of applicable taxes. Packaging materials, mainly PET and aluminum, and HFCS, used as a sweetener in some countries, are denominated in U.S. dollars.

Operating expenses increased 10.3% to Ps. 51,485 million in 2013 compared with Ps. 46,673 million in 2012, largely driven by (i) higher labor and freight costs in our South America division and (ii) continued

¹ FEMSA Units consist of FEMSA BD Units and FEMSA B Units. Each FEMSA BD Unit is comprised of one Series B Share, two Series D-B Shares and two Series D-L Shares. Each FEMSA B Unit is comprised of five Series B Shares. The number of FEMSA Units outstanding as of December 31, 2013 was 3,578,226,270, equivalent to the total number of FEMSA Shares outstanding as of the same date, divided by 5.

Audited Financial Results for the twelve months ended December 31, 2013. Compared to the twelve months ended December 31, 2012.

marketing investments to support our marketplace execution and bolster our returnable packaging base.

Administrative expenses increased 4.3% to Ps. 6,487 million in 2013, compared with Ps. 6,217 million in 2012. Selling expenses increased 11.4% to Ps. 44,828 million in 2013 compared with Ps. 40,223 million in 2012.

Income from operations decreased 2.3% to Ps. 21,450 million in 2013 compared with Ps. 21,957 million in 2012.

FEMSA Comercio

FEMSA Comercio total revenues increased 12.9% to Ps. 97,572 million in 2013 compared to Ps. 86,433 million in 2012, primarily as a result of the opening of 1,120 net new stores during 2013, together with an average increase in same-store sales of 2.4%. As of December 31, 2013, there were a total of 11,721 stores in Mexico. FEMSA Comercio same-store sales increased an average of 2.4% compared to 2012, driven by a 2.8% increase in average customer ticket that offset a 0.5% decrease in store traffic.

Cost of goods sold increased 12.1% to Ps. 62,986 million in 2013, below total revenue growth, compared with Ps. 56,183 million in 2012. As a result, gross profit reached Ps. 34,586 million in 2013, which represented a 14.3% increase from 2012. Gross margin expanded 0.4 percentage points to reach 35.4% of total revenues. This increase reflects (i) a positive mix shift due to the growth of higher margin categories, and (ii) a more effective collaboration and execution with our key supplier partners, including higher and more efficient joint use of promotion-related marketing resources, as well as objective-based incentives.

Operating expenses increased 13.7% to Ps. 26,680 million in 2013 compared with Ps. 23,472 million in 2012, largely driven by the growing number of stores and distribution centers and specialized routes as well as incremental expenses related to new initiatives.

Administrative expenses increased 13.0% to Ps. 1,883 million in 2013, compared with Ps. 1,666 million in 2012; however, as a percentage of sales, they remained stable at 1.9%. Selling expenses increased 13.9% to Ps. 24,707 million in 2013 compared with Ps. 21,686 million in 2012.

Income from operations increased 16.6% to Ps. 7,906 million in 2013 compared with Ps. 6,778 million in 2012, resulting in an operating

margin expansion of 0.3 percentage points to 8.1% as a percentage of total revenues for the year, compared with 7.8% in 2012.

Key Events During 2013

Coca-Cola FEMSA finalizes the acquisition of 51% of The Coca-Cola Company's Philippines' bottling operation

On January 24, 2013 Coca-Cola FEMSA, finalized the acquisition of 51% of Coca-Cola Bottlers Philippines, Inc. (CCBPI) from The Coca-Cola Company (NYSE: KO), the world's largest beverage company, for an amount of US\$688.5 million in an all-cash transaction. The closing of this transaction will be effective on January 25, 2013. This purchase price represents an aggregate enterprise value for 100% of the bottler of US\$1,350 million. As part of the agreement, Coca-Cola FEMSA will have an option to acquire the remaining 49% of CCBPI at any time during the seven years following the closing and will have a put option to sell its ownership to The Coca-Cola Company any time during year six. Coca-Cola FEMSA will recognize the results of CCBPI through the equity method as of the closing date.

Coca-Cola FEMSA shareholders approved dividend payment in the amount of Ps. 5,950 million

On March 5, 2013 Coca-Cola FEMSA, held its Annual Ordinary General Shareholders Meeting, during which its shareholders approved the annual report presented by the Board of Directors, the Company's consolidated financial statements for the year ended December 31, 2012, the declaration of dividends corresponding to fiscal year 2012 and the composition of the Board of Directors and the Finance and Planning, Audit, and Corporate Practices Committees for 2013. Shareholders approved the payment of a cash dividend in the amount of Ps. 5,950 million or the equivalent of Ps. 2.90 per share to be paid in two equal installments as of May 2, 2013 and November 5, 2013. In accordance with Mexican legislation requirements, shareholders approved the maximum amount that can potentially be used for our share repurchase program during 2013, the amount of Ps. 400 million.

FEMSA Shareholders Approved Ps. 6,684 Million Dividend

On March 15, 2013 FEMSA held its Annual Ordinary General Shareholders Meeting, during which the shareholders approved the Company's annual report for 2012 prepared by the Chief Executive Officer, the Company's consolidated financial statements for the

year ended December 31, 2012, the declaration of dividends for the 2012 fiscal year and the election of the Board of Directors and its Committees for 2013. The shareholders approved the payment of a cash dividend in the amount of Ps. 6,684 million, consisting of Ps. 0.416666 per each Series "D" share and Ps. 0.333333 per each Series "B" share, which amounts to Ps. 2.00 per "BD" Unit (BMV: FEMSAUBD) or Ps. 20.00 per ADS (NYSE: FMX), and Ps. 1.666667 per "B" Unit (BMV: FEMSAUB). The dividend payment will be split in two equal payments, payable on May 7, 2013 and November 7, 2013. In addition, the shareholders established the amount of Ps. 3,000 million as the maximum amount that could potentially be used for the Company's share repurchase program during 2013.

FEMSA closes the acquisition of Farmacias Yza

On May 2, 2013 FEMSA announced that its retail subsidiary, FEMSA Comercio, has closed the acquisition of a 75% stake in Farmacias YZA after obtaining all regulatory approvals. Farmacias YZA is a leading drugstore operator in Southeast Mexico. Headquartered in Merida, Yucatan, Farmacias YZA currently operates more than three hundred 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. In turn, this transaction opens a new avenue for growth for FEMSA Comercio.

FEMSA Announces Successful Issuance in US Dollar Bond Market

On May 10, 2013 FEMSA announced the placement of two tranches of US Dollar-denominated bonds in the international capital markets. FEMSA successfully issued US\$300 million in 10 year bonds at a yield of 10-year Treasuries plus 1.125%, and US\$700 million in 30 year bonds at a yield of 30-year Treasuries plus 1.45%. The transaction was oversubscribed more than 8 times. The coupon for the 10-year bond represents the lowest ever achieved by a Latin American corporate issuer in the US Dollar bond market. This issuance received credit ratings of BBB+ from Standard & Poor's and A from Fitch Ratings. The proceeds from this issuance will be used for general corporate purposes, improving FEMSA's cost of debt and significantly extending its maturity profile. FEMSA has now increased its financial flexibility under extremely favorable conditions in order to continue to advance its long-term growth strategy.

FEMSA announces acquisition of Farmacias Moderna

On May 13, 2013 FEMSA announced that its retail subsidiary FEMSA Comercio has acquired Farmacias Moderna, a leading drugstore operator in the western state of Sinaloa. This transaction follows

the recent acquisition of a controlling stake in Farmacias Yza in the southeast of Mexico, as FEMSA Comercio advances in its strategy to establish a relevant position in this attractive small-box retail segment. Headquartered in the city of Mazatlan, Sinaloa, Farmacias FM Moderna currently operates over one hundred stores.

Coca-Cola FEMSA Announces 10 Year Bond Issuance in Mexican Market

On May 22, 2013 Coca-Cola FEMSA announced the placement of peso denominated bonds ("Certificados Bursátiles") in the Mexican market. KOF issued Ps. 7,500 million in a 10 year bond at a yield of 5.46%. The coupon for the 10-year bond represents the lowest ever achieved by a corporate issuer in the Mexican Peso bond market. This issuance received credit ratings of Aaa.mx from Moody's and AAAMex from Fitch. The use of the proceeds will be used by the Company for general corporate purposes, including capital expenditure and working capital.

Coca-Cola FEMSA and Grupo Yoli successfully merge their bottling operations

On May 24, 2013 Coca-Cola FEMSA and Grupo Yoli, and its shareholders announced the successful merger of Grupo Yoli with Coca-Cola FEMSA. As a result of the merger, Grupo Yoli's shareholders will receive approximately 42.4 million KOF series L shares. Through this transaction, Coca-Cola FEMSA became the owner of an additional 10.14% stake in Promotora Industrial Azucarera, S.A. de C.V. (-PIASA-), a participant in the Mexican sugar industry. Proyectos Financieros Especializados, S.C. (Profit) and Creel, García-Cuéllar, Aiza y Enriquez acted as exclusive financial and legal advisors, respectively, to Grupo Yoli on this transaction. Deloitte Galaz, Yamazaki, Ruiz Urquiza, S.C. and Raz Guzmán Abogados acted as financial and legal advisors, respectively, to Coca-Cola FEMSA on this transaction.

Coca-Cola FEMSA Successfully Closes the Acquisition of Companhia Fluminense de Refrigerantes in Brazil

On Aug 22, 2013 Coca-Cola FEMSA, announced that it has successfully closed the acquisition of 100% of *Companhia Fluminense de Refrigerantes* ("Companhia Fluminense") in an all-cash transaction.

Companhia Fluminense represents a geographic link between our São Paulo and Minas Gerais footprint and expands our presence in Brazil to parts of the state of Rio de Janeiro. During the

Audited Financial Results for the twelve months ended December 31, 2013. Compared to the twelve months ended December 31, 2012.

last twelve months ended March 31, 2013, this franchise sold 56.6 million unit cases of beverages, including beer, generating approximately US\$ 232 million in net revenues and an estimated pro forma consolidated EBITDA of US\$ 40 million. Through this transaction, Coca-Cola FEMSA will increase its participation in Leao Alimentos, the leading non-carbonated beverage player in the country, from 19.7% to 21.8%.

Coca-Cola FEMSA Selected as Member of Dow Jones Sustainability Indices

On Sep 17, 2013 Coca-Cola FEMSA, announced that it has been selected as a member of the Dow Jones Sustainability Indices ("DJSI"). Effective September 23, 2013, Coca-Cola FEMSA will be a part of the Dow Jones Sustainability Emerging Markets Index, comprised of a group of 81 emerging markets companies.

FEMSA announces acquisition of Doña Tota

On September 23, 2013 FEMSA announced that its retail subsidiary FEMSA Comercio has agreed to acquire an investment stake representing 80% of Doña Tota, a leading quick-service restaurant operator, with the founding shareholders staying as partners with the remaining 20%. Founded in the state of Tamaulipas, Doña Tota currently operates 204 units across Mexico and 11 units in the United States (Texas). FEMSA Comercio believes that it can contribute its significant expertise in the development of small-box retail formats to what is already a successful player in the quick-service restaurant industry. In turn, this transaction brings relevant capabilities in the area of prepared food operation to FEMSA Comercio, while opening a compelling new avenue for growth. Doña Tota has built a strong brand and will continue to operate as a stand-alone format. The transaction is pending customary regulatory approvals.

FEMSA to separate the roles of Chairman of the Board and Chief Executive Officer

On October 24, 2013 FEMSA announced that its Board of Directors agreed to separate the roles of Chairman of the Board and CEO, ratifying José Antonio Fernández Carbajal as Executive Chairman and naming Carlos Salazar Lomelín as the new Chief Executive Officer of FEMSA.

The objective is to provide even more focus on the responsibilities of each role, ensuring from the position of the Executive Chairman of the Board the proper functioning of the various levels of governance; the management of strategic relationships with key

stakeholders such as partners, authorities and shareholders; a clear strategic path in alignment with FEMSA's shareholders; the development and management of talent to ensure the sustainability of FEMSA into the future, and the adherence to the highest business and corporate governance practices, consistent with the values of our company. For his part, the Chief Executive Officer will be able to direct all his efforts to the day-to-day stewardship of FEMSA's businesses, leading and managing his senior team; proposing to the Board of Directors the short- and long-term plans and strategies; and developing the talent required to support growth and the necessary succession processes. These changes will become effective on *January 1st, 2014*.

Coca-Cola FEMSA Appoints New Chief Executive Officer

On Oct 24, 2013 Coca-Cola FEMSA, announced that its Board of Directors has appointed John Santa Maria Otazua as Chief Executive Officer ("CEO"), effective January 1, 2014. Mr. Santa Maria is currently Chief Operating Officer of the Company's South America Division and succeeds Mr. Carlos Salazar Lomelín, who has served as the Company's CEO since 2000.

Coca-Cola FEMSA Successfully Closes the Acquisition of Spaipa S.A. Industria Brasileira de Bebidas in Brazil

On Oct 29, 2013 Coca-Cola FEMSA, announced that it has successfully closed the acquisition of 100% of *Spaipa S.A. Industria Brasileira de Bebidas* ("Spaipa") in an all-cash transaction. Spaipa's strategic footprint is a perfect geographic fit which links Coca-Cola FEMSA's operations in the state of Mato Grosso do Sul and the state of São Paulo. This transaction will increase our volume in Brazil by 40%, allowing us to reach 39% of the Coca-Cola system's volume in the country. During the last twelve months ended June 30, 2013, Spaipa sold 233.3 million unit cases of beverages, including beer, generating approximately US\$905 million in net revenues and an estimated pro forma EBITDA of US\$134 million. Our combined territories will allow Coca-Cola FEMSA to serve more than 66 million consumers -- a third of the population in Brazil. In addition, Coca-Cola FEMSA will increase its participation in Leão Alimentos, the leading non-carbonated beverage player in the country, to 26%.

Coca-Cola FEMSA Places US\$2.15 Billion of Senior Notes in the International Capital Markets

On Nov 19, 2013 Coca-Cola FEMSA, announced the placement of three tranches of U.S. dollar-denominated bonds in the international capital markets (the "Senior Notes"). The Company success-

fully sold US\$ 1.0 billion of 5-year bonds at a yield of US Treasury + 105 basis points, with a coupon of 2.375%; US\$ 750 million of 10-year bonds at a yield of US Treasury + 135 basis points, with a coupon of 3.875%; and US\$ 400 million of 30-year bonds at a yield of US Treasury + 155 basis points, with a coupon of 5.250%. The transaction was multiple times oversubscribed with broad participation from investment grade dedicated investors. This issuance received credit ratings of A2 from Moody's, A- from Standard & Poor's, and A from Fitch Ratings. The proceeds will be used for general corporate purposes, including partial debt refinancing. As a result of this issuance, Coca-Cola FEMSA will increase the average life of its debt maturity profile from 4.1 years to 7.9 years.

FEMSA Shareholders Approved Ps. 6,684 Million Dividend

On December 6, 2013 FEMSA held its Annual Ordinary General Shareholders Meeting, during which the shareholders approved the payment of a cash dividend in the amount of Ps. 6,684 million, consisting of Ps. 0.416666 per each Series "D" share and Ps. 0.333333 per each Series "B" share, which amounts to Ps. 2.00 per "BD" Unit (BMV: FEMSAUBD) or Ps. 20.00 per ADS (NYSE: FMX), and Ps. 1.666667 per "B" Unit (BMV: FEMSAUB). The dividend will be payable as of December 18, 2013.

Annual Report of the Audit Committee

To the Board of Directors Fomento Económico Mexicano, S.A.B. de C.V. (the "Company"):

Pursuant to Articles 42 and 43 of the Mexican Securities Law (Ley del Mercado de Valores) and the Charter of the Audit Committee, we submit to the Board of Directors our report on the activities performed during 2013. We considered the recommendations established in the Code of Corporate Best Practices and, since the Company is a publicly-listed company in the New York Stock Exchange ("NYSE"), we also complied with the applicable provisions set forth in Sarbanes-Oxley Act. We met at least on a quarterly basis and, based on a work program, we carried out the activities described below.

Internal Control

We verified the compliance by management of its responsibilities regarding internal control, the establishment of general guidelines and the procedures necessary for their application and compliance. Additionally, we reviewed the comments and suggestions made by the External Auditors as a result of their findings.

We verified the actions taken by the Company in order to comply with section 404 of Sarbanes-Oxley Act regarding the self-assessment of internal controls performed by the Company to be reported for the year 2013. Throughout this process, we verified the preventive and corrective measures implemented.

Risk Assessment

We periodically evaluated the effectiveness of the Risk Management System, which is established to identify, measure, record, assess, and control the Company's risks, as well as the implementation of the related controls to ensure its effective operation.

We reviewed with Management and both External and Internal Auditors of the Company, the key risk factors that could adversely affect the Company's operations and assets, and we determined that they have been appropriately identified managed, and considered in both audit programs.

External Audit

We recommended to the Board of Directors to approve the external auditors for the Company and its subsidiaries for fiscal year 2013. For this purpose, we verified their independence and their compliance with the requirements established by applicable laws and regulations. We analyzed their approach, work program as well as their coordination with Internal Audit.

We were in permanent and direct communication with them to be timely informed of their progress and their observations, and also to consider any comments that resulted from their review of the quarterly financial statements. We were timely informed of their conclusions and reports, regarding annual financial statements and followed up on the actions implemented resulting from the findings and recommendations provided during the year.

We authorized the fees of the external auditors for their audit and other permitted services, and made sure that such services would not compromise their Independence.

With the appropriate input from Management, we carried out an evaluation of their services for the previous year and initiated the evaluation process for the fiscal year 2013.

Internal Auditing

In order to maintain its independence and objectivity, the Internal Audit area reports to the Audit Committee therefore:

We reviewed and approved the annual work program and budget, in order to comply with the requirements of SAROX. For its preparation, the Internal Audit area participated in the process of identifying risks, reviewing controls and testing them.

We received periodic reports regarding the progress of the approved work program, their findings and the causes thereof.

We followed up the implementation of the observations developed by Internal Audit.

We confirmed the existence of an Annual Training program.

We reviewed the evaluations of the Internal Audit service performed by the responsible of each business unit and the Audit Committee.

Financial Information, Accounting Policies and Reports to the Third Parties

We reviewed the quarterly and annual financial statements of the Company with the individuals responsible for their preparation and recommended the Board of Directors its approval and authorized their publication. As part of this process, we took into account the opinions and remarks of the external auditors and made sure that the criteria, accounting policies and information used by Management to prepare financial information were adequate, sufficient, and consistently applied with the prior year. As a consequence, the information submitted by Management reasonably reflects the Company's financial situation, its operating results and cash flows for the fiscal year ending December 31, 2013.

We also reviewed the quarterly reports prepared by Management and submitted to shareholders and the financial community, verifying that such information was prepared under International Financial Reporting Standards (IFRS) and with the same accounting criteria used for preparing the annual information. We also reviewed the existence of an integral process that provides a reasonable assurance of fairness in the information content. To conclude, we recommended to the Board to authorize the release of such information.

Our reviews also included reports and any other financial information required by Mexican and United States regulatory authorities.

We reviewed and approved the accounting standards for the Company that became effective in 2013, recommending their approval to the Board of Directors.

Compliance with Applicable Laws and Regulations, Legal Issues and Contingencies

We verified the existence and reliability of the Company-established controls to ensure compliance with the various legal provisions applicable to the Company. When required, we verified the appropriate disclosure in the financial reports.

We made periodic reviews of the various tax, legal and labor contingencies of the Company. We supervised the efficiency of the procedures established for their identification and follow-up, as well as their adequate disclosure and recording.

Code of Conduct

We reviewed the new version of the Business Code of Ethics of the Company which incorporates among other changes an update of its values. We validated the incorporation of a compliance provision with the Anti-Money Laundering laws in the countries where we operate, as well as compliance with anti corruption laws (FCPA) recommending its approval to the Board of Directors.

With the support from Internal Audit, we verified the compliance of the Business Code of Ethics, the existence of adequate processes to update it and its communication to employees, as well as the application of sanctions in those cases where violations were detected.

We reviewed the complaints received in the Company's Whistle-Blowing System and followed up on their correct and timely handling.

Administrative Activities

We held regular meetings with Management to be informed of any relevant or unusual activities and events. We also met individually with external and internal auditors to review their work, and observations.

In those cases where we deemed advisable, we requested the support and opinion from independent experts. We are not aware of any significant non-compliance with the operating policies, the internal control system or the accounting records of the Company.

We held executive meetings and when applicable reviewed with management our resolutions.

We submitted quarterly reports to the Board of Directors, on the activities performed by the Committee.

We reviewed the Audit Committee Charter and made the amendments that we deemed appropriate, submitting such changes for its approval to the Board of Directors.

We verified that the financial expert of the Committee meets the technical background and experience requirements to be considered as such, and that each Committee Member meets the independence requirements set forth in by the applicable laws and regulations.

Our activities were duly documented in the minutes prepared for each meeting. Such minutes were properly reviewed and approved by Committee members. We made our annual performance self-assessment, and submitted the results to the Chairman of the Board of Directors.

Sincerely

February 26, 2014



José Manuel Canal Hernando

Independent Auditor's Report

**The Board of Directors and Shareholders of
Fomento Económico Mexicano, S.A.B. de C.V.**

Report on the Consolidated Financial Statements

We have audited the accompanying consolidated financial statements of Fomento Económico Mexicano, S.A.B. de C.V. and its subsidiaries, which comprise the consolidated statements of financial position as at December 31, 2013 and 2012, and the consolidated income statements, consolidated statements of comprehensive income, consolidated statements of changes in equity and consolidated statements of cash flows for each of the three years in the period ended December 31, 2013, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with International Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Fomento Económico Mexicano, S.A.B. de C.V. and its subsidiaries as at December 31, 2013 and 2012, and their financial performance and cash flows for each of the three years in the period ended December 31, 2013, in accordance with International Financial Reporting Standards as issued by the International Accounting Standards Board.

Mancera, S.C.
A member practice of Ernst & Young Global



Agustín Aguilar Laurents
March 3, 2014
Monterrey NL, MEXICO

Consolidated Statements of Financial Position

As of December 31, 2013 and 2012.

Amounts expressed in millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.)

	Note	December 2013 (*)	December 2013	December 2012
ASSETS				
Current Assets:				
Cash and cash equivalents	5	\$ 2,081	Ps. 27,259	Ps. 36,521
Investments	6	10	126	1,595
Accounts receivable, net	7	977	12,798	10,837
Inventories	8	1,396	18,289	16,345
Recoverable taxes		698	9,141	6,277
Other current financial assets	9	304	3,977	2,546
Other current assets	9	151	1,979	1,334
Total current assets		5,617	73,569	75,455
Investments in associates and joint ventures	10	7,507	98,330	83,840
Property, plant and equipment, net	11	5,646	73,955	61,649
Intangible assets, net	12	7,886	103,293	67,893
Deferred tax assets	24	290	3,792	2,028
Other financial assets	13	210	2,753	2,254
Other assets, net	13	267	3,500	2,823
TOTAL ASSETS		\$ 27,423	Ps. 359,192	Ps. 295,942
LIABILITIES AND EQUITY				
Current Liabilities:				
Bank loans and notes payable	18	\$ 40	Ps. 529	Ps. 4,213
Current portion of long-term debt	18	252	3,298	4,489
Interest payable		31	409	207
Suppliers		2,033	26,632	24,629
Accounts payable		528	6,911	6,522
Taxes payable		515	6,745	5,048
Other current financial liabilities	25	332	4,345	3,408
Total current liabilities		3,731	48,869	48,516
Long-Term Liabilities:				
Bank loans and notes payable	18	5,567	72,921	28,640
Post-employment and other long-term employee benefits	16	311	4,074	3,675
Deferred tax liabilities	24	229	2,993	700
Other financial liabilities	25	127	1,668	480
Provisions and other long-term liabilities	25	467	6,117	3,770
Total long-term liabilities		6,701	87,773	37,265
Total liabilities		10,432	136,642	85,781
Equity:				
Controlling interest:				
Capital stock		255	3,346	3,346
Additional paid-in capital		1,942	25,433	22,740
Retained earnings		9,989	130,840	128,508
Cumulative other comprehensive (loss) income		(17)	(227)	665
Total controlling interest		12,169	159,392	155,259
Non-controlling interest in consolidated subsidiaries	21	4,822	63,158	54,902
Total equity		16,991	222,550	210,161
TOTAL LIABILITIES AND EQUITY		\$ 27,423	Ps. 359,192	Ps. 295,942

(*) Convenience translation to U.S. dollars (\$) - See Note 2.2.3

Consolidated Income Statements

For the years ended December 31, 2013, 2012 and 2011.

Amounts expressed in millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.), except per share amounts.

	Note	2013 (*)		2012		2011			
Net sales		\$	19,606	Ps.	256,804	Ps.	236,922	Ps.	200,426
Other operating revenues			99		1,293		1,387		1,114
Total revenues			19,705		258,097		238,309		201,540
Cost of goods sold			11,333		148,443		137,009		117,244
Gross profit			8,372		109,654		101,300		84,296
Administrative expenses			761		9,963		9,552		8,172
Selling expenses			5,312		69,574		62,086		50,685
Other income	19		50		651		1,745		381
Other expenses	19		(110)		(1,439)		(1,973)		(2,072)
Interest expense	18		(331)		(4,331)		(2,506)		(2,302)
Interest income			94		1,225		783		1,014
Foreign exchange (loss) gain, net			(55)		(724)		(176)		1,148
Monetary position (loss) gain, net			(33)		(427)		(13)		53
Market value gain (loss) on financial instruments			1		8		8		(109)
Income before income taxes and share of the profit of associates and joint ventures accounted for using the equity method			1,915		25,080		27,530		23,552
Income taxes	24		592		7,756		7,949		7,618
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes	10		369		4,831		8,470		4,967
Consolidated net income		\$	1,692	Ps.	22,155	Ps.	28,051	Ps.	20,901
Attributable to:									
Controlling interest			1,216		15,922		20,707		15,332
Non-controlling interest			476		6,233		7,344		5,569
Consolidated net income		\$	1,692	Ps.	22,155	Ps.	28,051	Ps.	20,901
Basic net controlling interest income:									
Per series "B" share	23	\$	0.06	Ps.	0.79	Ps.	1.03	Ps.	0.77
Per series "D" share	23		0.08		1.00		1.30		0.96
Diluted net controlling interest income:									
Per series "B" share	23		0.06		0.79		1.03		0.76
Per series "D" share	23		0.08		0.99		1.29		0.96

(*) Convenience translation to U.S. dollars (\$) - See Note 2.2.3

Consolidated Statements of Comprehensive Income

For the years ended December 31, 2013, 2012 and 2011.

Amounts expressed in millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.)

	Note	2013 (*)		2013		2012		2011	
Consolidated net income		\$	1,692	Ps.	22,155	Ps.	28,051	Ps.	20,901
Other comprehensive income:									
Items that may be reclassified to consolidated net income, net of tax:									
Unrealized (loss) gain on available for sale securities	6		-		(2)		(2)		4
Valuation of the effective portion of derivative financial instruments			(19)		(246)		(243)		118
Exchange differences on translating foreign operations			88		1,151		(5,250)		9,008
Share of other comprehensive income of associates and joint ventures	10		(201)		(2,629)		(781)		(1,395)
Total items that may be reclassified			(132)		(1,726)		(6,276)		7,735
Items that will not to be reclassified to consolidated net income in subsequent periods, net of tax:									
Remeasurements of the net defined benefit liability	16		(9)		(112)		(279)		(59)
Total items that will not be reclassified			(9)		(112)		(279)		(59)
Total other comprehensive (loss) income, net of tax			(141)		(1,838)		(6,555)		7,676
Consolidated comprehensive income, net of tax		\$	1,551	Ps.	20,317	Ps.	21,496	Ps.	28,577
Controlling interest comprehensive income			1,147		15,030		15,638		20,986
Reattribution to non-controlling interest of other comprehensive income by acquisition of Grupo YOLI			(3)		(36)		-		-
Reattribution to non-controlling interest of other comprehensive income by acquisition of FOQUE			-		-		29		-
Reattribution to non-controlling interest of other comprehensive income by acquisition of Grupo Tampico			-		-		-		37
Reattribution to non-controlling interest of other comprehensive income by acquisition of Grupo CIMSA			-		-		-		50
Controlling interest, net of reattribution		\$	1,144	Ps.	14,994	Ps.	15,667	Ps.	21,073
Non-controlling interest comprehensive income			404		5,287		5,858		7,591
Reattribution from controlling interest of other comprehensive income by acquisition of Grupo YOLI			3		36		-		-
Reattribution from controlling interest of other comprehensive income by acquisition of FOQUE			-		-		(29)		-
Reattribution from controlling interest of other comprehensive income by acquisition of Grupo Tampico			-		-		-		(37)
Reattribution from controlling interest of other comprehensive income by acquisition of Grupo CIMSA			-		-		-		(50)
Non-controlling interest, net of reattribution		\$	407	Ps.	5,323	Ps.	5,829	Ps.	7,504
Consolidated comprehensive income, net of tax		\$	1,551	Ps.	20,317	Ps.	21,496	Ps.	28,577

(*) Convenience translation to U.S. dollars (\$) - See Note 2.2.3

Consolidated Statements of Changes in Equity

For the years ended December 31, 2013, 2012 and 2011.

Amounts expressed in millions of Mexican pesos (Ps.)

		Capital Stock		Additional Paid-in Capital		Retained Earnings		Unrealized Gain (Loss) on Available for Sale Securities
Balances at January 1, 2011	Ps.	3,345	Ps.	14,757	Ps.	103,695	Ps.	-
Net income						15,332		
Other comprehensive income, net of tax								4
Comprehensive income						15,332		4
Dividends declared						(4,600)		
Issuance (repurchase) of shares associated with share-based payment plans				50				
Acquisition of Grupo Tampico through issuance of Coca-Cola FEMSA shares (see Note 4)				2,854				
Acquisition of Grupo CIMSA through issuance of Coca-Cola FEMSA shares (see Note 4)				3,040				
Other transactions of non-controlling interest				(45)				
Other movements of equity method of associates, net of taxes						60		
Balances at December 31, 2011		3,345		20,656		114,487		4
Net income						20,707		
Other comprehensive income, net of tax								(2)
Comprehensive income						20,707		(2)
Dividends declared						(6,200)		
Issuance (repurchase) of shares associated with share-based payment plans		1		(50)				
Acquisition of Grupo Fomento Queretano through issuance of Coca-Cola FEMSA shares (see Note 4)				2,134				
Other transactions of non-controlling interest								
Other movements of equity method of associates, net of taxes						(486)		
Balances at December 31, 2012		3,346		22,740		128,508		2
Net income						15,922		
Other comprehensive income, net of tax								(2)
Comprehensive income						15,922		(2)
Dividends declared						(13,368)		
Issuance (repurchase) of shares associated with share-based payment plans				(172)				
Acquisition of Grupo Yoli through issuance of Coca-Cola FEMSA shares (see Note 4)				2,865				
Other acquisitions (see Note 4)								
Increase in share of non-controlling interest								
Other movements of equity method of associates, net of taxes						(222)		
Balances at December 31, 2013	Ps.	3,346	Ps.	25,433	Ps.	130,840	Ps.	-

The accompanying notes are an integral part of these consolidated statements of changes in equity.

Valuation of the Effective Portion of Derivative Financial Instrument	Exchange Differences on Translation of Foreign Operations	Remeasurements of the Net Defined Benefit Liability	Total Controlling Interest	Non-Controlling Interest	Total Equity
Ps. 139	Ps. -	Ps. (59)	Ps. 121,877	Ps. 31,521	Ps. 153,398
			15,332	5,569	20,901
228	5,810	(301)	5,741	1,935	7,676
228	5,810	(301)	21,073	7,504	28,577
			(4,600)	(2,025)	(6,625)
			50	(19)	31
(1)	(39)	3	2,817	5,011	7,828
(1)	(54)	5	2,990	6,027	9,017
			(45)	(70)	(115)
			60	-	60
365	5,717	(352)	144,222	47,949	192,171
			20,707	7,344	28,051
(17)	(3,725)	(1,296)	(5,040)	(1,515)	(6,555)
(17)	(3,725)	(1,296)	15,667	5,829	21,496
			(6,200)	(2,986)	(9,186)
			(49)	(12)	(61)
1	(31)	1	2,105	4,172	6,277
			-	(50)	(50)
			(486)	-	(486)
349	1,961	(1,647)	155,259	54,902	210,161
			15,922	6,233	22,155
(170)	(1,214)	458	(928)	(910)	(1,838)
(170)	(1,214)	458	14,994	5,323	20,317
			(13,368)	(3,125)	(16,493)
			(172)	(7)	(179)
2	32	2	2,901	5,120	8,021
			-	430	430
			-	515	515
			(222)	-	(222)
Ps. 181	Ps. 779	Ps. (1,187)	Ps. 159,392	Ps. 63,158	Ps. 222,550

Consolidated Statements of Cash Flows

For the years ended December 31, 2013, 2012 and 2011.

Amounts expressed in millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.)

	2013 (*)		2013		2012		2011	
Cash flows from operating activities:								
Income before income taxes	\$	2,284	Ps.	29,911	Ps.	36,000	Ps.	28,519
Adjustments for:								
Non-cash operating expenses		58		752		1,683		474
Employee profit sharing		147		1,936		1,650		1,237
Depreciation		672		8,805		7,175		5,694
Amortization		68		891		715		469
Gain on sale of long-lived assets		(3)		(41)		(132)		(95)
Gain on sale of shares		-		-		(2,148)		-
Disposal of long-lived assets		9		122		133		656
Impairment of long-lived assets		-		-		384		146
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes		(369)		(4,831)		(8,470)		(4,967)
Interest income		(94)		(1,225)		(783)		(1,014)
Interest expense		331		4,331		2,506		2,302
Foreign exchange loss (gain), net		55		724		176		(1,148)
Monetary position loss (gain), net		33		427		13		(53)
Market value (gain) loss on financial instruments		(1)		(8)		(8)		109
Cash flow from operating activities before changes in operating accounts		3,190		41,794		38,894		32,329
Accounts receivable and other current assets		(149)		(1,948)		(746)		(2,990)
Other current financial assets		(115)		(1,508)		(977)		(94)
Inventories		(118)		(1,541)		(2,289)		(2,277)
Derivative financial instruments		31		402		(17)		(43)
Suppliers and other accounts payable		39		517		3,833		1,364
Other long-term liabilities		(8)		(109)		(18)		(391)
Other current financial liabilities		32		417		329		116
Post-employment and other long-term employee benefits		(24)		(317)		(209)		(348)
Cash generated from operations		2,878		37,707		38,800		27,666
Income taxes paid		(683)		(8,949)		(8,015)		(6,419)
Net cash generated by operating activities		2,195		28,758		30,785		21,247
Cash flows from investing activities:								
Acquisition of Grupo Tampico, net of cash acquired (see Note 4)		-		-		-		(2,414)
Acquisition of Grupo CIMSA, net of cash acquired (see Note 4)		-		-		-		(1,912)
Acquisition of Grupo Fomento Queretano, net of cash acquired (see Note 4)		-		-		(1,114)		-
Acquisition of Grupo Yoli, net of cash acquired (see Note 4)		(80)		(1,046)		-		-
Acquisition of Companhia Fluminense de Refrigerantes, net of cash acquired (see Note 4)		(355)		(4,648)		-		-
Acquisition of Spaipa S.A. Industria Brasileira de Bebidas, net of cash acquired (see Note 4)		(1,760)		(23,056)		-		-
Other acquisitions, net of cash acquired (see Note 4)		(231)		(3,021)		-		-
Investment in shares of Coca-Cola Bottlers Philippines, Inc. CCBPI (see Note 10)		(680)		(8,904)		-		-
Other investments in associates and joint ventures (see Note 10)		(26)		(335)		(1,207)		(955)
Disposals of subsidiaries and associates, net of cash		-		-		1,055		-
Purchase of investments		(9)		(118)		(2,808)		(1,351)
Proceeds from investments		114		1,488		2,534		68
Interest received		93		1,224		777		1,029
Derivative financial instruments		9		119		94		6
Dividends received from associates and joint ventures		134		1,759		1,697		1,661
Long-lived assets acquisitions		(1,251)		(16,380)		(14,844)		(12,046)
Proceeds from the sale of long-lived assets		19		252		362		535
Acquisition of intangible assets		(82)		(1,077)		(441)		(639)
Investment in other assets		(109)		(1,436)		(1,264)		(1,147)
Investment in other financial assets		(4)		(52)		-		(924)
Collection in other financial assets		-		-		516		-
Net cash used in investing activities	\$	(4,218)	Ps.	(55,231)	Ps.	(14,643)	Ps.	(18,089)
Cash flows from financing activities:								
Proceeds from borrowings	\$	6,025	Ps.	78,907	Ps.	14,048	Ps.	6,606
Payments of bank loans		(3,051)		(39,962)		(5,872)		(3,732)
Interest paid		(234)		(3,064)		(2,172)		(2,020)
Derivative financial instruments		53		697		(209)		(359)
Dividends paid		(1,259)		(16,493)		(9,186)		(6,625)
Acquisition of non-controlling interests		-		-		(6)		(115)
Increase in shares of non-controlling interest		39		515		-		-
Other financing activities		(1)		(16)		(21)		(13)
Net cash generated by (used in) financing activities		1,572		20,584		(3,418)		(6,258)
(Decrease) increase in cash and cash equivalents		(451)		(5,889)		12,724		(3,100)
Initial balance of cash and cash equivalents		2,788		36,521		25,841		26,705
Effects of exchange rate changes and inflation effects on cash and cash equivalents held in foreign currencies		(256)		(3,373)		(2,044)		2,236
Ending balance of cash and cash equivalents	\$	2,081	Ps.	27,259	Ps.	36,521	Ps.	25,841

(*) Convenience translation to U.S. dollars (\$) - see Note 2.2.3

The accompanying notes are an integral part of these consolidated statements of cash flow.

Notes to the Consolidated Financial Statements

As of December 31, 2013, 2012 and 2011.

Amounts expressed in millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.)

1. Activities of the Company

Fomento Económico Mexicano, S.A.B. de C.V. ("FEMSA") is a Mexican holding company. The principal activities of FEMSA and its subsidiaries (the "Company"), as an economic unit, are carried out by operating subsidiaries and companies under direct and indirect holding company subsidiaries (the "Subholding Companies") of FEMSA.

The following is a description of the activities of the Company as of the date of the issuance of these consolidated financial statements, together with the ownership interest in each Subholding Company:

Subholding Company	% Ownership		Activities
	December 31, 2013	December 31, 2012	
Coca-Cola FEMSA, S.A.B. de C.V. and subsidiaries ("Coca-Cola FEMSA")	47.9% ^{(1) (2)} (63.0% of the voting shares)	48.9% ⁽¹⁾ (63.0% of the voting shares)	Production, distribution and marketing of certain Coca-Cola trademark beverages in Mexico, Guatemala, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Brazil, Argentina and Philippines (see Note 10). At December 31, 2013, The Coca-Cola Company (TCCC) indirectly owns 28.1% of Coca-Cola FEMSA's capital stock. In addition, shares representing 24.0% of Coca-Cola FEMSA's capital stock are traded on the Bolsa Mexicana de Valores (Mexican Stock Exchange "BMV"). Its American Depositary Shares ("ADS") trade on the New York Stock Exchange, Inc (NYSE).
FEMSA Comercio, S.A. de C.V. and subsidiaries ("FEMSA Comercio")	100%	100%	Operation of chains of small-box retail formats in Mexico, Colombia and the United States, mainly under the trade name "OXXO."
CB Equity, LLP ("CB Equity")	100%	100%	This Company holds Heineken N.V. and Heineken Holding N.V. shares, which represents in the aggregate a 20% economic interest in both entities ("Heineken Company").
Other companies	100%	100%	Companies engaged in the production and distribution of coolers, commercial refrigeration equipment and plastic cases; as well as transportation logistics and maintenance services to FEMSA's subsidiaries and to third parties.

⁽¹⁾ The Company controls Coca-Cola FEMSA's relevant activities.

⁽²⁾ The ownership decreased from 48.9% as of December 31, 2012 to 47.9% as of December 31, 2013 as a result of merger with Grupo Yoli (see Note 4).

2. Basis of Preparation

2.1 Statement of compliance

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS") as issued by the International Accounting Standards Board ("IASB").

The Company's consolidated financial statements and notes were authorized for issuance by the Company's Chief Executive Officer Carlos Salazar Lomelin and Chief Financial and Administrative Officer Javier Astaburuaga Sanjines on February 21, 2014. Those consolidated financial statements and notes were then approved by the Company's Board of Directors on February 26, 2014 and subsequent events have been considered through that date (see Note 28). These consolidated financial statements and their accompanying notes will be presented at the Company's shareholders meeting in March 14, 2014. The Company's Shareholders have the faculty to approve or modify the Company's consolidated financial statements.

2.2 Basis of measurement and presentation

The consolidated financial statements have been prepared on the historical cost basis except for the following:

- Available-for-sale investments.
- Derivative financial instruments.
- Long-term notes payable on which fair value hedge accounting is applied.
- Trust assets of post-employment and other long-term employee benefit plans.

The financial statements of subsidiaries whose functional currency is the currency of a hyperinflationary economy are stated in terms of the measuring unit current at the end of the reporting period.

2.2.1 Presentation of consolidated income statement

The Company classifies its costs and expenses by function in the consolidated income statement, in order to conform to the industry practices where the Company operates. Information about expenses by their nature is disclosed in notes of these financial statements.

2.2.2 Presentation of consolidated statements of cash flows

The Company's consolidated statement of cash flows is presented using the indirect method.

2.2.3 Convenience translation to U.S. dollars (\$)

The consolidated financial statements are stated in millions of Mexican pesos ("Ps.") and rounded to the nearest million unless stated otherwise. However, solely for the convenience of the readers, the consolidated statement of financial position as of December 31, 2013, the consolidated income statement, the consolidated statement of comprehensive income and consolidated statement of cash flows for the year ended December 31, 2013 were converted into U.S. dollars at the exchange rate of 13.0980 Mexican pesos per U.S. dollar as published by the U.S. Federal Reserve Board in its H.10 Weekly Release of Foreign Exchange Rates as of that date. This arithmetic conversion should not be construed as representation that the amounts expressed in Mexican pesos may be converted into U.S. dollars at that or any other exchange rate.

2.3 Critical accounting judgments and estimates

In the application of the Company's accounting policies, which are described in Note 3, management is required to make judgments, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

2.3.1 Key sources of estimation uncertainty

The following are the key assumptions concerning the future and other key sources of estimation uncertainty at the end of the reporting period that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year. Existing circumstances and assumptions about future developments, however, may change due to market changes or circumstances arising beyond the control of the Company. Such changes are reflected in the assumptions when they occur.

2.3.1.1 Impairment of indefinite lived intangible assets, goodwill and other depreciable long-lived assets

Intangible assets with indefinite lives including goodwill are subject to annual impairment tests. An impairment exists when the carrying value of an asset or cash generating unit (CGU) exceeds its recoverable amount, which is the higher of its fair value less costs to sell and its value in use. The fair value less costs to sell calculation is based on available data from binding sales transactions in arm's length transactions of similar assets or observable market prices less incremental costs for disposing of the asset. In order to determine whether such assets are impaired, the Company initially calculates an estimation of the value in use of the cash-generating units to which such assets have been allocated. The value in use calculation requires management to estimate the future cash flows expected to arise from the cash-generating unit and a suitable discount rate in order to calculate present value. The Company reviews annually the carrying value of its intangible assets with indefinite lives and goodwill for impairment based on recognized valuation techniques. While the Company believes that its estimates are reasonable, different assumptions regarding such estimates could materially affect its evaluations. Impairment losses are recognized in current earnings in the period the related impairment is determined.

The Company assesses at each reporting date whether there is an indication that a depreciable long lived asset may be impaired. If any indication exists, or when annual impairment testing for an asset is required, the Company estimates the asset's recoverable amount. When the carrying amount of an asset or CGU exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. In determining fair value less costs to sell, recent market transactions are taken into account, if available. If no such transactions can be identified, an appropriate valuation model is used. These calculations are corroborated by valuation multiples, quoted share prices for publicly traded subsidiaries or other available fair value indicators. The key assumptions used to determine the recoverable amount for the Company's CGUs, including a sensitivity analysis, are further explained in Notes 3.16 and 12.

2.3.1.2 Useful lives of property, plant and equipment and intangible assets with defined useful lives

Property, plant and equipment, including returnable bottles as they are expected to provide benefits over a period of more than one year, as well as intangible assets with defined useful lives are depreciated/amortized over their estimated useful lives. The Company bases its estimates on the experience of its technical personnel as well as based on its experience in the industry for similar assets, see Notes 3.12, 3.14, 11 and 12.

2.3.1.3 Post-employment and other long-term employee benefits

The Company regularly evaluates the reasonableness of the assumptions used in its post-employment and other long-term employee benefit computations. Information about such assumptions is described in Note 16.

2.3.1.4 Income taxes

Deferred income tax assets and liabilities are determined based on the differences between the financial statement carrying amounts and the tax basis of assets and liabilities. The Company regularly reviews its deferred tax assets for recoverability, and records a deferred tax asset based on its judgment regarding the probability of historical taxable income continuing in the future, projected future taxable income and the expected timing of the reversals of existing temporary differences, see Note 24.

2.3.1.5 Tax, labor and legal contingencies and provisions

The Company is subject to various claims and contingencies related to tax, labor and legal proceedings as described in Note 25. Due to their nature, such legal proceedings involve inherent uncertainties including, but not limited to, court rulings, negotiations between affected parties and governmental actions. Management periodically assesses the probability of loss for such contingencies and accrues a provision and/or discloses the relevant circumstances, as appropriate. If the potential loss of any claim or legal proceeding is considered probable and the amount can be reasonably estimated, the Company accrues a provision for the estimated loss. Management's judgement must be exercised to determine the likelihood of such a loss and an estimate of the amount, due to the subjective nature of the loss.

2.3.1.6 Valuation of financial instruments

The Company is required to measure all derivative financial instruments at fair value.

The fair values of derivative financial instruments are determined considering quoted prices in recognized markets. If such instruments are not traded, fair value is determined by applying techniques based upon technical models supported by sufficient reliable and verifiable data, recognized in the financial sector. The Company bases its forward price curves upon market price quotations. Management believes that the chosen valuation techniques and assumptions used are appropriate in determining the fair value of financial instruments, see Note 20.

2.3.1.7 Business combinations

Acquisitions of businesses are accounted for using the acquisition method. The consideration transferred in a business combination is measured at fair value, which is calculated as the sum of the acquisition-date fair values of the assets transferred by the Company, liabilities assumed by the Company to the former owners of the acquiree and the equity interests issued by the Company in exchange for control of the acquiree.

At the acquisition date, the identifiable assets acquired and the liabilities assumed are recognized at their fair value, except that:

- Deferred tax assets or liabilities, and assets or liabilities related to employee benefit arrangements are recognized and measured in accordance with IAS 12, *Income Taxes* and IAS 19, *Employee Benefits*, respectively;
- Liabilities or equity instruments related to share-based payment arrangements of the acquiree or share-based payment arrangements of the Company entered into to replace share-based payment arrangements of the acquiree are measured in accordance with IFRS 2, *Share-based Payment* at the acquisition date, see Note 3.24; and
- Assets (or disposal groups) that are classified as held for sale in accordance with IFRS 5, *Non-current Assets Held for Sale and Discontinued Operations* are measured in accordance with that Standard.

Management's judgement must be exercised to determine the fair value of assets acquired and liabilities assumed.

Goodwill is measured as the excess of the sum of the consideration transferred, the amount of any non-controlling interests in the acquiree, and the fair value of the Company previously held equity interest in the acquiree (if any) over the net of the acquisition-date amounts of the identifiable assets acquired and the liabilities assumed. If, after reassessment, the net of the acquisition-date amounts of the identifiable assets acquired and liabilities assumed exceeds the sum of the consideration transferred, the amount of any non-controlling interests in the acquiree and the fair value of the Company previously held interest in the acquiree (if any), the excess is recognized immediately in profit or loss as a bargain purchase gain.

For each business combination, with respect to the non-controlling present ownership interests in the acquiree that entitle their holders to a proportionate share of net assets in liquidation, the Company elects whether to measure such interest at fair value or at the proportionate share of the acquiree's identifiable net assets.

2.3.1.8 Investments in associates

If the Company holds, directly or indirectly, 20 per cent or more of the voting power of the investee, it is presumed that it has significant influence, unless it can be clearly demonstrated that this is not the case. If the Company holds, directly or indirectly, less than 20 per cent of the voting power of the investee, it is presumed that the Company does not have significant influence, unless such influence can be clearly demonstrated. Decisions regarding the propriety of utilizing the equity method of accounting for a less than 20 per cent-owned corporate investee requires a careful evaluation of voting rights and their impact on the Company's ability to exercise significant influence. Management considers the existence of the following circumstances which may indicate that the Company is in a position to exercise significant influence over a less than 20 per cent-owned corporate investee:

- Representation on the board of directors or equivalent governing body of the investee;
- Participation in policy-making processes, including participation in decisions about dividends or other distributions;
- Material transactions between the Company and the investee;
- Interchange of managerial personnel; or
- Provision of essential technical information.

Management also considers the existence and effect of potential voting rights that are currently convertible when assessing whether the Company has significant influence.

In addition, the Company evaluates certain indicators that provide evidence of significant influence, such as:

- Whether the extent of the Company's ownership is significant relative to other shareholders (i.e., a lack of concentration of other shareholders);
- Whether the Company's significant shareholders, fellow subsidiaries, or officers hold additional investment in the investee; and
- Whether the Company is a part of significant investee committees, such as the executive committee or the finance committee.

2.3.1.9 Joint arrangements

An arrangement can be a joint arrangement even though not all of its parties have joint control of the arrangement. When the Company is a party to an arrangement it shall assess whether the contractual arrangement gives all the parties, or a group of the parties, control of the arrangement collectively; joint control exists only when decisions about the relevant activities require the unanimous consent of the parties that control the arrangement collectively. Management needs to apply judgment when assessing whether all the parties, or a group of the parties, have joint control of an arrangement. When assessing joint control, management considers the following facts and circumstances:

- a) Whether all the parties or a group of the parties, control the arrangement, considering definition of joint control, as described in note 3.11.2; and
- b) Whether decisions about the relevant activities require the unanimous consent of all the parties, or of a group of the parties.

As mentioned in Note 10, on January 25, 2013, Coca-Cola FEMSA finalized the acquisition of 51% of Coca-Cola Bottlers Philippines (CCBPI). Coca-Cola FEMSA currently jointly controls CCBPI with TCCC. This is based on the following factors: (i) during the first three years some relevant activities require joint approval between Coca-Cola FEMSA and TCCC; and (ii) potential voting rights to acquire the remaining 49% of CCBPI are not probable to be executed in the foreseeable future due to the fact that the call option is "out of the money" as of December 31, 2013.

2.4 Changes in accounting policies

The Company has adopted the following new IFRS and amendments to IFRS, during 2013:

- IAS 28, "Investments in Associates and Joint Ventures" (2011).
- IFRS 10, "Consolidated Financial Statements."
- IFRS 11, "Joint Arrangements."
- IFRS 12, "Disclosure of Interests in Other Entities."
- IFRS 13, "Fair Value Measurement."
- Amendments to IFRS 7, "Financial Instruments: Disclosures."

The Company early adopted Amendments to IAS 19, "Employee Benefits" as of January 1, 2012.

The nature and the effect of the changes are further explained below.

IAS 28, "Investments in Associates and Joint Ventures" (2011):

IAS 28, "Investments in Associates and Joint Ventures" (2011), (which the Company refers to as IAS 28 -2011-) prescribes the accounting for investments in associates and establishes the requirements to apply the equity method for those investments in associates and in joint ventures. The standard is applicable to all entities with joint control of, or significant influence over, an investee. This standard supersedes the previous version of IAS 28, Investments in Associates, which did not include jointly controlled investments under its scope for evaluation purposes due to the existence of IAS 31, Interests in Joint Ventures, which required entities to apply either, proportionate consolidation or the equity method to ownership in joint ventures. As the Company's investments in associates and joint ventures were accounted for using the equity method since before the entry into force of IAS 28 (2011), the adoption of this standard did not impact the Company's consolidated financial statements.

IFRS 10, "Consolidated Financial Statements":

IFRS 10, "Consolidated Financial Statements," establishes the principles for the presentation and preparation of consolidated financial statements when an entity controls one or more entities. The standard requires the controlling company to present its consolidated financial statements and replaces portions of IAS 27, Consolidated and Separate Financial Statements and SIC 12, Consolidation - Special Purpose Entities. As a result of IFRS 10, the Company changed its accounting policy for determining whether it has control over and consequently whether it consolidates its investees. IFRS 10 introduces a new control model that is applicable to all investees, by focusing on whether the Company has power over an investee, exposure or rights to variable returns from its involvement with the investee and ability to use its power to affect those returns. In accordance with the transitional provisions of IFRS 10, the Company reassessed the control conclusion for its investees as at January 1, 2013 and concluded that the adoption of this standard had no impact on the Company's consolidated financial statements.

IFRS 11, "Joint Arrangements":

IFRS 11, "Joint Arrangements," classifies joint arrangements as either joint operations (combining the existing concepts of jointly controlled assets and jointly controlled operations) or joint ventures (equivalent to the existing concept of a jointly controlled entity). Joint operation is a joint arrangement whereby the parties that have joint control have rights to the assets and obligations for the liabilities. Joint venture is a joint arrangement whereby the parties that have joint control of the arrangement have rights to the net assets of the arrangement. IFRS 11 requires the use of the equity method of accounting for interests in joint ventures thereby eliminating the proportionate consolidation method. As a result of IFRS 11, the Company has changed its accounting policy for its interests in joint arrangements. Under IFRS 11, the Company classifies its interests in joint arrangements as either joint operations or joint ventures depending on the Company's rights to the assets and obligations for the liabilities of the arrangements. When making this assessment, the Company considers the structure of the arrangements, the legal form of any separate vehicles, the contractual terms of the arrangements and other facts and circumstances. Previously, the existence of a separate legal vehicle was the key factor for classification. The Company reassessed its involvement in its joint arrangements and concluded that the adoption of this standard had no impact on the Company's consolidated financial statements.

IFRS 12, "Disclosure of Interests in Other Entities":

IFRS 12, "Disclosure of Interests in Other Entities," is a consolidated disclosure standard requiring a wide range of extensive disclosures about an entity's interests in subsidiaries, joint arrangements, associates and unconsolidated structured entities and has the objective to require the disclosure of information to allow the users of financial information to evaluate the nature and risk associated with their interests in other entities, and the effects of such interests on their financial position, financial performance and cash flows. IFRS 12 requires to disclose whatever additional information is necessary to disclosures required by IFRS 12, together with disclosures required by other IFRS to enable such evaluation. Disclosures in regards to interests in other entities were previously required by IAS 27 (2008), "Consolidated and Separate Financial Statements," IAS 28, "Investments in Associates" and IAS 31, "Interests in Joint Ventures." As a result of the adoption of IFRS 12 the Company added additional disclosures regarding to the following items:

- Joint ventures.- At December 31, 2013 and 2012, the Company does not have material joint ventures. Additional summarized aggregate financial information for non-material joint ventures, such as: current and non-current assets, current and non-current liabilities, revenues, costs and expenses and net income (loss). These disclosures are presented in Note 10.
- Non-controlling interest.- For each subsidiary that has non-controlling interest that are material to the Company, it disclosed summarized financial information about current and non-current assets, current and non-current liabilities, net income, comprehensive income and cash flows of the subsidiary (see Note 21).

IFRS 13, "Fair Value Measurement":

IFRS 13, "Fair Value Measurement," establishes a single source of guidance under IFRS for all fair value measurements. IFRS 13 does not change when an entity is required to use fair value, but rather provides guidance on how to measure fair value under IFRS. IFRS 13 defines fair value as an exit price. As a result of the guidance in IFRS 13, the Company re-assessed its policies for measuring fair values. IFRS 13 also requires additional disclosures. Application of IFRS 13 has not impacted the fair value measurements of the Company. Additional disclosures where required, are provided in the individual notes relating to the assets and liabilities whose fair values were determined.

Amendments to IFRS 7, "Financial Instruments: Disclosures":

The amendments to IFRS 7 require entities to disclose information about rights of offset and related arrangements (such as collateral posting requirements) for financial instruments under an enforceable master netting agreement or similar arrangement. The Company evaluated the amendments to IFRS 7 and concluded that they do not impact its previous disclosures of financial instruments, as no enforceable master netting agreements exist for its financial instruments.

Amendments to IAS 19, "Employee Benefits" (2011):

IAS 19 (2011), which was early adopted by the Company in 2012 (mandatory effective as of January 1, 2013), eliminates the use of the corridor method, which defers the remeasurements of the net defined benefit liability, and requires that such items be recorded directly within other comprehensive income in each reporting period. The standard also eliminates deferral of past service costs and requires entities to record them in earnings in each reporting period. These requirements increased the Company's liability for post-employment and other long-term employee benefits with a corresponding reduction in retained earnings at the transition date. Based on these requirements, the items pending to be amortized in accordance with Mexican FRS were reclassified as of December 31, 2011 and January 1, 2011 upon adoption of IFRS in 2012 to retained earnings at those dates for Ps. 840 and Ps. 708, respectively, in the consolidated statement of financial position.

3. Significant Accounting Policies

3.1 Basis of consolidation

The consolidated financial statements comprise the financial statements of the Company and its subsidiaries. Control is achieved when the Company is exposed, or has rights, to variable returns from its involvement with the investee and has the ability to affect those returns through its power over the investee.

Specifically, the Company controls an investee if and only if the Company has:

- Power over the investee (i.e. existing rights that give it the current ability to direct the relevant activities of the investee);
- Exposure, or rights, to variable returns from its involvement with the investee; and
- The ability to use its power over the investee to affect its returns.

When the Company has less than a majority of the voting or similar rights of an investee, the Company considers all relevant facts and circumstances in assessing whether it has power over an investee, including:

- The contractual arrangements with the other vote holders of the investee;
- Rights arising from other contractual arrangements; and
- The Company's voting rights and potential voting rights.

The Company re-assesses whether or not it controls an investee if facts and circumstances indicate that there are changes to one or more of the three elements of control. Consolidation of a subsidiary begins when the Company obtains control over the subsidiary and ceases when the Company loses control of the subsidiary. Assets, liabilities, income and expenses of a subsidiary acquired or disposed of during the year are included in the financial statements from the date the Company gains control until the date the Company ceases to control the subsidiary.

Consolidated net income and each component of other comprehensive income (OCI) are attributed to the equity holders of the parent of the Company and to the non-controlling interests, even if this results in the non-controlling interests having a deficit balance. When necessary, adjustments are made to the financial statements of subsidiaries to bring their accounting policies into line with the Company's accounting policies. All intercompany assets and liabilities, equity, income, expenses and cash flows have been eliminated in full on consolidation.

3.1.1 Acquisitions of non-controlling interests

Acquisitions of non-controlling interests are accounted for as transactions with owners in their capacity as owners and therefore no goodwill is recognized as a result. Adjustments to non-controlling interests arising from transactions that do not involve the loss of control are measured at carrying amount and reflected in shareholders' equity as part of additional paid-in capital.

3.1.2 Loss of control

Upon the loss of control, the Company derecognizes the assets (including goodwill) and liabilities of the subsidiary, any non-controlling interests, cumulative translation differences recorded in equity and the other components of equity related to the subsidiary. The Company recognizes the fair value of the consideration received, any surplus or deficit arising on the loss of control in consolidated net income, including the share by the controlling interest of components previously recognized in other comprehensive income. If the Company retains any interest in the previous subsidiary, then such interest is measured at fair value at the date that control is lost. Subsequently it is accounted for by the equity method or as a financial asset depending on the level of influence retained.

3.2 Business combinations

Business combinations are accounted for using the acquisition method at the acquisition date, which is the date on which control is transferred to the Company. In assessing control, the Company takes into consideration substantive potential voting rights.

The Company measures goodwill at the acquisition date as the fair value of the consideration transferred plus the fair value of any previously-held equity interest in the acquiree and the recognized amount of any non-controlling interests in the acquiree (if any), less the net recognized amount of the identifiable assets acquired and liabilities assumed. If after reassessment, the excess is negative, a bargain purchase gain is recognized in consolidated net income at the time of the acquisition.

The consideration transferred does not include amounts related to the settlement of pre-existing relationships. Such amounts are recognized in consolidated net income of the Company.

Costs related to the acquisition, other than those associated with the issuance of debt or equity securities, that the Company incurs in connection with a business combination are expensed as incurred.

Any contingent consideration payable is recognized at fair value at the acquisition date. If the contingent consideration is classified as equity, it is not remeasured and settlement is accounted for within equity. Otherwise, if after reassessment, subsequent changes to the fair value of the contingent considerations are recognized in consolidated net income.

If the initial accounting for a business combination is incomplete by the end of the reporting period in which the combination occurs, the Company reports provisional amounts for the items for which the accounting is incomplete, and discloses that its allocation is preliminary in nature. Those provisional amounts are adjusted during the measurement period (not greater than 12 months), or additional assets or liabilities are recognized, to reflect new information obtained about facts and circumstances that existed at the acquisition date that, if known, would have affected the amounts recognized at that date.

3.3 Foreign currencies, consolidation of foreign subsidiaries and accounting for investments in associates and joint ventures

In consolidating the financial statements of each individual subsidiary and accounting for investment in associates and joint ventures, transactions in currencies other than the individual entity's functional currency (foreign currencies) are recognized at the rates of exchange prevailing at the dates of the transactions. At the end of each reporting period, monetary items denominated in foreign currencies are retranslated at the rates prevailing at that date. Non-monetary items that are measured in terms of historical cost in a foreign currency are not remeasured.

Exchange differences on monetary items are recognized in consolidated net income in the period in which they arise except for:

- The variations in the net investment in foreign subsidiaries generated by exchange rate fluctuation which are included as part of the exchange differences on translation of foreign operations within the cumulative other comprehensive income (loss) item, which is recorded in equity.
- Intercompany financing balances with foreign subsidiaries that are considered as long-term investments, since there is no plan to pay such financing in the foreseeable future. Monetary position and exchange rate fluctuation regarding this financing is included in the exchange differences on translation of foreign operations, which is recorded in the exchange differences on translation of foreign operations within the cumulative other comprehensive income (loss) item, which is recorded in equity.
- Exchange differences on transactions entered into in order to hedge certain foreign currency risks.

For incorporation into the Company's consolidated financial statements, each foreign subsidiary, associates or joint venture's individual financial statements are translated into Mexican pesos, as described as follows:

- For hyperinflationary economic environments, the inflation effects of the origin country are recognized, and subsequently translated into Mexican pesos using the year-end exchange rate for the consolidated statements of financial position and consolidated income statement and comprehensive income; and
- For non-hyperinflationary economic environments, assets and liabilities are translated into Mexican pesos using the year-end exchange rate, equity is translated into Mexican pesos using the historical exchange rate, and the income statement and comprehensive income is translated using the exchange rate at the date of each transaction. The Company uses the average exchange rate of each month only if the exchange rate does not fluctuate significantly.

Country or Zone	Functional / Recording Currency	Exchange Rates of Local Currencies Translated to Mexican Pesos				
		Average Exchange Rate for			Exchange Rate as of	
		2013	2012	2011	December 31, 2013	December 31, 2012
Guatemala	Quetzal	1.62	1.68	1.59	1.67	1.65
Costa Rica	Colon	0.03	0.03	0.02	0.03	0.03
Panama	U.S. dollar	12.77	13.17	12.43	13.08	13.01
Colombia	Colombian peso	0.01	0.01	0.01	0.01	0.01
Nicaragua	Cordoba	0.52	0.56	0.55	0.52	0.54
Argentina	Argentine peso	2.34	2.90	3.01	2.01	2.65
Venezuela	Bolivar	2.13	3.06	2.89	2.08	3.03
Brazil	Real	5.94	6.76	7.42	5.58	6.37
Euro Zone	Euro (€)	16.95	16.92	17.28	17.98	17.12
Philippines	Philippine peso	0.30	0.31	0.29	0.29	0.32

The Company has operated under exchange controls in Venezuela since 2003 that affect its ability to remit dividends abroad or make payments other than in local currencies and that may increase the real price of raw materials purchased in local currency.

In February 2013, the Venezuelan government announced a devaluation of its official exchange rates from 4.30 to 6.30 bolivars per U.S. dollar. As a result of this devaluation, the statement of financial position of the Company's Venezuelan subsidiary reflected a reduction in shareholders' equity of Ps. 3,700, approximately, which was accounted since February 2013 as part of other comprehensive income.

On the disposal of a foreign operation (i.e., a disposal of the Company's entire interest in a foreign operation, or a disposal involving loss of control over a subsidiary that includes a foreign operation, a disposal involving loss of joint control over a joint venture that includes a foreign operation, or a disposal involving loss of significant influence over an associate that includes a foreign operation), all of the exchange differences accumulated in other comprehensive income in respect of that operation attributable to the owners of the Company are recognized in the consolidated income statement.

In addition, in relation to a partial disposal of a subsidiary that does not result in the Company losing control over the subsidiary, the proportionate share of accumulated exchange differences are re-attributed to non-controlling interests and are not recognized in profit or loss. For all other partial disposals (i.e., partial disposals of associates or joint ventures that do not result in the Company losing significant influence or joint control), the proportionate share of the accumulated exchange differences is reclassified to profit or loss.

Goodwill and fair value adjustments on identifiable assets and liabilities acquired arising on the acquisition of a foreign operation are treated as assets and liabilities of the foreign operation and translated at the rate of exchange prevailing at the end of each reporting period. Foreign exchange differences arising are recognized in equity as part of the cumulative translation adjustment.

The translation of assets and liabilities denominated in foreign currencies into Mexican pesos is for consolidation purposes and does not indicate that the Company could realize or settle the reported value of those assets and liabilities in Mexican pesos. Additionally, this does not indicate that the Company could return or distribute the reported Mexican peso value equity to its shareholders.

3.4 Recognition of the effects of inflation in countries with hyperinflationary economic environments

The Company recognizes the effects of inflation on the financial information of its Venezuelan subsidiary that operates in hyperinflationary economic environments (when cumulative inflation of the three preceding years is approaching, or exceeds, 100% or more in addition to other qualitative factors), which consists of:

- Using inflation factors to restate non-monetary assets, such as inventories, property, plant and equipment, intangible assets, including related costs and expenses when such assets are consumed or depreciated;
- Applying the appropriate inflation factors to restate capital stock, additional paid-in capital, net income, retained earnings and items of other comprehensive income by the necessary amount to maintain the purchasing power equivalent in the currency of Venezuela on the dates such capital was contributed or income was generated up to the date of these consolidated financial statements are presented; and
- Including the monetary position gain or loss in consolidated net income.

The Company restates the financial information of subsidiaries that operate in a hyperinflationary economic environment (Venezuela) using the consumer price index of that country.

3.5 Cash and cash equivalents and restricted cash

Cash is measured at nominal value and consists of non-interest bearing bank deposits. Cash equivalents consist principally of short-term bank deposits and fixed rate investments, both with maturities of three months or less at the acquisition date and are recorded at acquisition cost plus interest income not yet received, which is similar to market prices.

The Company also maintains restricted cash held as collateral to meet certain contractual obligations (see Note 9.2). Restricted cash is presented within other current financial assets given that the restrictions are short-term in nature.

3.6 Financial assets

Financial assets are classified into the following specified categories: "fair value through profit or loss (FVTPL)," "held-to-maturity investments," "available-for-sale" and "loans and receivables" or as derivatives designated as hedging instruments in an effective hedge, as appropriate. The classification depends on the nature and purpose of holding the financial assets and is determined at the time of initial recognition.

When a financial asset or financial liability is recognized initially, the Company measures it at its fair value plus, in the case of a financial asset or financial liability not at fair value through profit or loss, transaction costs that are directly attributable to the acquisition or issue of the financial asset or financial liability.

The fair value of an asset or a liability is measured using the assumptions that market participants would use when pricing the asset or liability, assuming that market participants act in their economic best interest.

The Company's financial assets include cash, cash equivalents and restricted cash, investments, loans and receivables, derivative financial instruments and other financial assets.

3.6.1 Effective interest rate method

The effective interest rate method is a method of calculating the amortized cost of loans and receivables and other financial assets (designated as held-to-maturity) and of allocating interest income/expense over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts (including all fees on points paid or received that form an integral part of the effective interest rate, transaction costs and other premiums or discounts) through the expected life of the financial asset, or (where appropriate) a shorter period, to the net carrying amount on initial recognition.

3.6.2 Investments

Investments consist of debt securities and bank deposits with maturities of more than three months at the acquisition date. Management determines the appropriate classification of investments at the time of purchase and assesses such designation as of each reporting date (see Note 6).

3.6.2.1 Available-for-sale investments are those non-derivative financial assets that are designated as available for sale or are not classified as loans and receivables, held to maturity investments or financial assets at fair value through profit or loss. These investments are carried at fair value, with the unrealized gains and losses, net of tax, reported in other comprehensive income. Interest and dividends on investments classified as available-for-sale are included in interest income. The fair values of the investments are readily available based on quoted market prices. The exchange effects of securities available for sale are recognized in the consolidated income statement in the period in which they arise.

3.6.2.2 Held-to maturity investments are those that the Company has the positive intent and ability to hold to maturity, and after initial measurement, such financial assets are subsequently measured at amortized cost, which includes any cost of purchase and premium or discount related to the investment. Subsequently, the premium/discount is amortized over the life of the investment based on its outstanding balance utilizing the effective interest method less any impairment. Interest and dividends on investments classified as held-to maturity are included in interest income.

3.6.3 Loans and receivables

Loans and receivables are non-derivative financial instruments with fixed or determinable payments that are not quoted in an active market. Loans and receivables with a stated term (including trade and other receivables) are measured at amortized cost using the effective interest method, less any impairment.

Interest income is recognized by applying the effective interest rate, except for short-term receivables when the recognition of interest would be immaterial. For the years ended December 31, 2013, 2012 and 2011 the interest income on loans and receivables recognized in the interest income line item within the consolidated income statements is Ps. 127, Ps. 87 and Ps. 61, respectively.

3.6.4 Other financial assets

Other financial assets are long term accounts receivable and derivative financial instruments. Long term accounts receivable with a stated term are measured at amortized cost using the effective interest method, less any impairment.

3.6.5 Impairment of financial assets

Financial assets, other than those at FVTPL, are assessed for indicators of impairment at the end of each reporting period. Financial assets are considered to be impaired when there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, (an incurred "loss event") and that loss event has an impact on the estimated future cash flows of the financial assets that can be reliably estimated.

Evidence of impairment may include indicators as follows:

- Significant financial difficulty of the issuer or counterparty; or
- Default or delinquent in interest or principal payments; or
- It becoming probable that the borrower will enter bankruptcy or financial re-organization; or
- The disappearance of an active market for that financial asset because of financial difficulties.

For financial assets carried at amortized cost, the amount of the impairment loss recognized is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade receivables, where the carrying amount is reduced through the use of an allowance for doubtful accounts. When a trade receivable is considered uncollectible, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against the allowance account. Changes in the carrying amount of the allowance account are recognized in consolidated net income.

For the year ended December 31, 2012, the Company recognized impairment of Ps. 384 (see Note 19). No impairment was recognized for the years ended December 31, 2013 and 2011.

3.6.6 Derecognition

A financial asset (or, where applicable, a part of a financial asset or part of a group of similar financial assets) is derecognized when:

- The rights to receive cash flows from the financial asset have expired, or
- The Company has transferred its rights to receive cash flows from the asset or has assumed an obligation to pay the received cash flows in full without material delay to a third party under a 'pass-through' arrangement; and either (a) the Company has transferred substantially all the risks and rewards of the asset, or (b) the Company has neither transferred nor retained substantially all the risks and rewards of the asset, but has transferred control of the asset.

3.6.7 Offsetting of financial instruments

Financial assets are required to be offset against financial liabilities and the net amount reported in the consolidated statement of financial position if, and only when the Company:

- Currently has an enforceable legal right to offset the recognized amounts; and
- Intends to settle on a net basis, or to realize the assets and settle the liabilities simultaneously.

3.7 Derivative financial instruments

The Company is exposed to different risks related to cash flows, liquidity, market and third party credit. As a result, the Company contracts different derivative financial instruments in order to reduce its exposure to the risk of exchange rate fluctuations between the Mexican peso and other currencies, and interest rate fluctuations associated with its borrowings denominated in foreign currencies and the exposure to the risk of fluctuation in the costs of certain raw materials.

The Company values and records all derivative financial instruments and hedging activities, in the consolidated statement of financial position as either an asset or liability measured at fair value, considering quoted prices in recognized markets. If such instruments are not traded in a formal market, fair value is determined by applying techniques based upon technical models supported by sufficient, reliable and verifiable market data. Changes in the fair value of derivative financial instruments are recorded each year in current earnings or as a component of cumulative other comprehensive income based on the item being hedged and the effectiveness of the hedge.

3.7.1 Hedge accounting

The Company designates certain hedging instruments, which include derivatives in respect of foreign currency risk, as either fair value hedges or cash flow hedges. Hedges of foreign exchange risk on firm commitments are accounted for as cash flow hedges.

At the inception of the hedge relationship, the Company documents the relationship between the hedging instrument and the hedged item, along with its risk management objectives and its strategy for undertaking various hedge transactions. Furthermore, at the inception of the hedge and on an ongoing basis, the Company documents whether the hedging instrument is highly effective in offsetting changes in fair values or cash flows of the hedged item attributable to the hedged risk.

3.7.2 Cash flow hedges

The effective portion of changes in the fair value of derivatives that are designated and qualify as cash flow hedges is recognized in other comprehensive income and accumulated under the heading valuation of the effective portion of derivative financial instruments. The gain or loss relating to the ineffective portion is recognized immediately in consolidated net income, and is included in the market value (gain) loss on financial instruments line item within the consolidated income statements.

Amounts previously recognized in other comprehensive income and accumulated in equity are reclassified to consolidated net income in the periods when the hedged item is recognized in consolidated net income, in the same line of the consolidated income statement as the recognized hedged item. However, when the hedged forecast transaction results in the recognition of a non-financial asset or a non-financial liability, the gains and losses previously recognized in other comprehensive income and accumulated in equity are transferred from equity and included in the initial measurement of the cost of the non-financial asset or non-financial liability.

Hedge accounting is discontinued when the Company revokes the hedging relationship, when the hedging instrument expires or is sold, terminated, or exercised, or when it no longer qualifies for hedge accounting. Any gain or loss recognized in cumulative other comprehensive income in equity at that time remains in equity and is recognized when the forecast transaction is ultimately recognized in consolidated net income. When a forecast transaction is no longer expected to occur, the gain or loss accumulated in equity is recognized immediately in consolidated net income.

3.7.3 Fair value hedges

The change in the fair value of a hedging derivative is recognized in the consolidated income statement as foreign exchange gain. The change in the fair value of the hedged item attributable to the risk hedged is recorded as part of the carrying value of the hedged item and is also recognized in the consolidated income statement as foreign exchange gain.

For fair value hedges relating to items carried at amortized cost, any adjustment to carrying value is amortized through consolidated net income over the remaining term of the hedge using the effective interest rate method ("EIR"). EIR amortization may begin as soon as an adjustment exists and no later than when the hedged item ceases to be adjusted for changes in its fair value attributable to the risk being hedged. If the hedged item is derecognized, the unamortized fair value is recognized immediately in the profit and loss.

When an unrecognized firm commitment is designated as a hedged item, the subsequent cumulative change in the fair value of the firm commitment attributable to the hedged risk is recognized as an asset or liability with a corresponding gain or loss recognized in the consolidated net income.

3.8 Fair value measurement

The Company measures financial instruments, such as derivatives and non-financial assets, at fair value at each balance sheet date. Also, fair values of financial instruments measured at amortized cost are disclosed in Notes 13 and 18.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The fair value measurement is based on the presumption that the transaction to sell the asset or transfer the liability takes place either:

- In the principal market for the asset or liability; or
- In the absence of a principal market, in the most advantageous market for the asset or liability.

A fair value measurement of a non-financial asset takes into account a market participant's ability to generate economic benefits by using the asset in its highest and best use or by selling it to another market participant that would use the asset in its highest and best use.

The Company uses valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, maximizing the use of relevant observable inputs and minimizing the use of unobservable inputs.

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorized within the fair value hierarchy, described as follows, based on the lowest level input that is significant to the fair value measurement as a whole:

- Level 1 – Quoted prices (unadjusted) in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date.
- Level 2 – Inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly or indirectly.
- Level 3 – Are unobservable inputs for the asset or liability. Unobservable inputs shall be used to measure fair value to the extent that observable inputs are not available, thereby allowing for situations in which there is little, if any, market activity for the asset or liability at the measurement date.

For assets and liabilities that are recognized in the financial statements on a recurring basis, the Company determines whether transfers have occurred between Levels in the hierarchy by re-assessing categorization (based on the lowest level input that is significant to the fair value measurement as a whole) at the end of each reporting period.

The Company determines the policies and procedures for both recurring fair value measurements, such as those described in Note 20 and unquoted liabilities such as Debt described in Note 18.

For the purpose of fair value disclosures, the Company has determined classes of assets and liabilities on the basis of the nature, characteristics and risks of the asset or liability and the level of the fair value hierarchy as explained above.

3.9 Inventories and cost of goods sold

Inventories are measured at the lower of cost and net realizable value. Net realizable value represents the estimated selling price for inventories less all estimated costs of completion and costs necessary to make the sale.

Inventories represent the acquisition or production cost which is incurred when purchasing or producing a product, and are based on the weighted average cost formula. The operating segments of the Company use inventory costing methodologies to value their inventories, such as the standard cost method in Coca-Cola FEMSA and retail method in FEMSA Comercio.

Cost of goods sold is based on average cost of the inventories at the time of sale. Cost of goods sold in Coca-Cola FEMSA includes expenses related to the purchase of raw materials used in the production process, as well as labor costs (wages and other benefits, including employee profit sharing), depreciation of production facilities, equipment and other costs, including fuel, electricity, breakage of returnable bottles during the production process, equipment maintenance, inspection and plant transfer costs.

3.10 Other current assets

Other current assets, which will be realized within a period of less than one year from the reporting date, are comprised of prepaid assets and agreements with customers.

Prepaid assets principally consist of advances to suppliers of raw materials, advertising, promotional, leasing and insurance expenses, and are recognized as other current assets at the time of the cash disbursement. Prepaid assets are carried to the appropriate caption when inherent benefits and risks have already been transferred to the Company or services have been received.

The Company has prepaid advertising costs which consist of television and radio advertising airtime paid in advance. These expenses are generally amortized over the period based on the transmission of the television and radio spots. The related production costs are recognized in consolidated net income as incurred.

Coca-Cola FEMSA has agreements with customers for the right to sell and promote Coca-Cola FEMSA's products over a certain period. The majority of these agreements have terms of more than one year, and the related costs are amortized using the straight-line method over the term of the contract, with amortization presented as a reduction of net sales. During the years ended December 31, 2013, 2012 and 2011, such amortization aggregated to Ps. 696, Ps. 970 and Ps. 793, respectively.

3.11 Investments in associates and joint arrangements

3.11.1 Investments in associates

Associates are those entities over which the Company has significant influence. Significant influence is the power to participate in the financial and operating policy decisions of the investee, but is not control over those policies.

Investments in associates are accounted for using the equity method and initial recognition comprises the investment's purchase price and any directly attributable expenditure necessary to acquire it.

The consolidated financial statements include the Company's share of the consolidated net income and other comprehensive income, after adjustments to align the accounting policies with those of the Company, from the date that significant influence commences until the date that significant influence ceases.

Profits and losses resulting from 'upstream' and 'downstream' transactions between the Company (including its consolidated subsidiaries) and an associate are recognized in the consolidated financial statements only to the extent of unrelated investors' interests in the associate. 'Upstream' transactions are, for example, sales of assets from an associate to the Company. 'Downstream' transactions are, for example, sales of assets from the Company to an associate. The Company's share in the associate's profits and losses resulting from these transactions is eliminated.

When the Company's share of losses exceeds the carrying amount of the associate, including any long-term investments, the carrying amount is reduced to nil and recognition of further losses is discontinued except to the extent that the Company has a legal or constructive obligation or has made payments on behalf of the associate.

Goodwill identified at the acquisition date is presented as part of the investment in shares of the associate in the consolidated statement of financial position. Any goodwill arising on the acquisition of the Company's interest in an associate is measured in accordance with the Company's accounting policy for goodwill arising in a business combination, see Note 3.2.

After application of the equity method, the Company determines whether it is necessary to recognize an additional impairment loss on its investment in its associate. The Company determines at each reporting date whether there is any objective evidence that the investment in the associates is impaired. If this is the case, the Company calculates the amount of impairment as the difference between the recoverable amount of the associate and its carrying value, and recognizes the amount in the share of the profit or loss of associates and joint ventures accounted for using the equity method in the consolidated income statements.

3.11.2 Joint arrangements

A joint arrangement is an arrangement of which two or more parties have joint control. Joint control is the contractually agreed sharing of control of an arrangement, which exists only when decisions about the relevant activities require the unanimous consent of the parties sharing control. The Company classifies its interests in joint arrangements as either joint operations or joint ventures depending on the Company's rights to the assets and obligations for the liabilities of the arrangements.

Joint venture is a joint arrangement whereby the parties that have joint control of the arrangement have rights to the net assets of the arrangement. The Company recognizes its interest in the joint ventures as an investment and accounts for that investment using the equity method, as describes in note 3.11.1. As of December 31, 2013 and 2012 the Company does not have an interest in joint operations.

3.12 Property, plant and equipment

Property, plant and equipment are initially recorded at their cost of acquisition and/or construction, and are presented net of accumulated depreciation and/or accumulated impairment losses, if any. The borrowing costs related to the acquisition or construction of qualifying asset is capitalized as part of the cost of that asset.

Major maintenance costs are capitalized as part of total acquisition cost. Routine maintenance and repair costs are expensed as incurred.

Investments in progress consist of long-lived assets not yet in service, in other words, that are not yet used for the purpose that they were bought, built or developed. The Company expects to complete those investments during the following 12 months.

Depreciation is computed using the straight-line method over the asset's estimated useful life. Where an item of property, plant and equipment comprises major components having different useful lives, they are accounted and depreciated for as separate items (major components) of property, plant and equipment. The Company estimates depreciation rates, considering the estimated useful lives of the assets.

The estimated useful lives of the Company's principal assets are as follows:

	Years
Buildings	40-50
Machinery and equipment	10-20
Distribution equipment	7-15
Refrigeration equipment	5-7
Returnable bottles	15-4
Leasehold improvements	The shorter of lease term or 15 years
Information technology equipment	3-5
Other equipment	3-10

The estimated useful lives, residual values and depreciation method are reviewed at the end of each reporting period, with the effect of any changes in estimate accounted for on a prospective basis.

An item of property, plant and equipment is derecognized upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds (if any) and the carrying amount of the asset and is recognized in consolidated net income.

Returnable and non-returnable bottles:

Coca-Cola FEMSA has two types of bottles: returnable and non-returnable.

- Non returnable: Are recorded in consolidated net income at the time of product sale.
- Returnable: Are classified as long-lived assets as a component of property, plant and equipment. Returnable bottles are recorded at acquisition cost; for countries with hyperinflationary economies, restated according to IAS 29, "Financial Reporting in Hyperinflationary Economies." Depreciation of returnable bottles is computed using the straight-line method considering their estimated useful lives.

There are two types of returnable bottles:

- Those that are in Coca-Cola FEMSA's control within its facilities, plants and distribution centers; and
- Those that have been placed in the hands of customers, but still belong to Coca-Cola FEMSA.

Returnable bottles that have been placed in the hands of customers are subject to an agreement with a retailer pursuant to which Coca-Cola FEMSA retains ownership. These bottles are monitored by sales personnel during periodic visits to retailers and Coca-Cola FEMSA has the right to charge any breakage identified to the retailer. Bottles that are not subject to such agreements are expensed when placed in the hands of retailers.

Coca-Cola FEMSA's returnable bottles are depreciated according to their estimated useful lives. Deposits received from customers are amortized over the same useful estimated lives of the bottles.

3.13 Borrowing costs

Borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale. Borrowing costs may include:

- Interest expense; and
- Exchange differences arising from foreign currency borrowings to the extent that they are regarded as an adjustment to interest costs.

Interest income earned on the temporary investment of specific borrowings pending their expenditure on qualifying assets is deducted from the borrowing costs eligible for capitalization.

All other borrowing costs are recognized in consolidated net income in the period in which they are incurred.

3.14 Intangible assets

Intangible assets are identifiable non monetary assets without physical substance and represent payments whose benefits will be received in future years. Intangible assets acquired separately are measured on initial recognition at cost. The cost of intangible assets acquired in a business combination is their fair value as at the date of acquisition. Following initial recognition, intangible assets are carried at cost less any accumulated amortization and accumulated impairment losses. The useful lives of intangible assets are assessed as either finite or indefinite, in accordance with the period over which the Company expects to receive the benefits.

Intangible assets with finite useful lives are amortized and mainly consist of:

- Information technology and management system costs incurred during the development stage which are currently in use. Such amounts are capitalized and then amortized using the straight-line method over their expected useful lives, with a range in useful lives from 3 to 10 years. Expenses that do not fulfill the requirements for capitalization are expensed as incurred.
- Long-term alcohol licenses are amortized using the straight-line method over their estimated useful lives, which range between 12 and 15 years, and are presented as part of intangible assets with finite useful lives.

Amortized intangible assets, such as finite lived intangible assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset or group of assets may not be recoverable through its expected future cash flows.

Intangible assets with an indefinite life are not amortized and are subject to impairment tests on an annual basis as well as whenever certain circumstances indicate that the carrying amount of those intangible assets exceeds their recoverable value.

The Company's intangible assets with an indefinite life mainly consist of rights to produce and distribute Coca-Cola trademark products in the Company's territories. These rights are contained in agreements that are standard contracts that The Coca-Cola Company has with its bottlers.

Coca-Cola FEMSA has separate bottler agreements with the Coca-Cola Company for each of the territories in which it operates, on substantially the same terms and conditions. In Mexico, Coca-Cola FEMSA has nine bottler agreements for Coca-Cola FEMSA's territories; two expire in June 2023, two expire in May 2025 and additionally five contracts that arose from the mergers with Grupo Tampico, CIMSA, Grupo Fomento Queretano and Grupo Yoli expire in September 2014, April and July 2016 and two in August 2014, respectively. The bottler agreement for Argentina expires in September 2014, for Brazil in April 2014 and October 2017, for Colombia in June 2014, for Venezuela in August 2016, for Guatemala in March 2015, for Costa Rica in September 2017, for Nicaragua in May 2016 and for Panama in November 2014. These bottler agreements are automatically renewable for ten-year term, subject to the right of either party to give prior notice that it does not wish to renew the agreement. In addition, these agreements generally may be terminated in the case of a material breach. Termination would prevent the Company from selling Coca-Cola trademark beverages in the affected territory and would have an adverse effect on the Company's business, financial conditions, results from operations and prospects.

3.15 Non-current assets held for sale

Non-current assets and disposal groups are classified as held for sale if their carrying amount will be recovered principally through a sale transaction rather than through continuing use. This condition is regarded as met only when the sale is highly probable and the non-current asset (or disposal group) is available for immediate sale in its present condition. Management must be committed to the sale, which should be expected to qualify for recognition as a completed sale within one year from the date of classification.

When the Company is committed to a sale plan involving loss of control of a subsidiary, all of the assets and liabilities of that subsidiary are classified as held for sale when the criteria described above are met, regardless of whether the Company will retain a non-controlling interest in its former subsidiary after the sale.

Non-current assets (and disposal groups) classified as held for sale are measured at the lower of their previous carrying amount and fair value less costs to sell.

3.16 Impairment of non financial assets

At the end of each reporting period, the Company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the Company estimates the recoverable amount of the cash-generating unit to which the asset belongs. Where a reasonable and consistent basis of allocation can be identified, corporate assets are also allocated to individual CGUs, or otherwise they are allocated to the smallest CGUs for which a reasonable and consistent allocation basis can be identified.

For goodwill and other indefinite lived intangible assets, the Company tests for impairment on an annual basis and whenever certain circumstances indicate that the carrying amount of the cash generating unit might exceed its recoverable amount.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or CGU) is estimated to be less than its carrying amount, the carrying amount of the asset (or CGU) is reduced to its recoverable amount. An impairment loss is recognized immediately in consolidated net income.

Where an impairment loss subsequently reverses, the carrying amount of the asset (or CGU) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognized for the asset (or CGU) in prior years. A reversal of an impairment loss is recognized immediately in consolidated net income. Impairment losses related to goodwill are not reversible.

For the year ended December 31, 2011, the Company recognized impairment of Ps. 146 (see Note 12), regarding to indefinite life intangible assets. No impairment was recognized regarding to depreciable long-lived assets, goodwill nor investment in associates and joint ventures.

3.17 Leases

The determination of whether an arrangement is, or contains, a lease is based on the substance of the arrangement at inception date, whether fulfillment of the arrangement is dependent on the use of a specific asset or assets or the arrangement conveys a right to use the asset, even if that right is not explicitly specified in an arrangement.

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee. All other leases are classified as operating leases.

Assets held under finance leases are initially recognized as assets of the Company at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the consolidated statement of financial position as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Interest expenses are recognized immediately in consolidated net income, unless they are directly attributable to qualifying assets, in which case they are capitalized in accordance with the Company's general policy on borrowing costs. Contingent rentals are recognized as expenses in the periods in which they are incurred. Assets held under finance leases are depreciated over their expected useful lives on the same basis as owned assets or, where shorter, the term of the relevant lease.

Operating lease payments are recognized as an expense on a straight-line basis over the lease term, except where another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed. Contingent rentals arising under operating leases are recognized as an expense in the period in which they are incurred. In the event that lease incentives are received to enter into operating leases, such incentives are recognized as a liability. The aggregate benefit of incentives is recognized as a reduction of rental expense on a straight-line basis, except where another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed. Leasehold improvements on operating leases are amortized using the straight-line method over the shorter of either the useful life of the assets or the related lease term.

3.18 Financial liabilities and equity instruments

3.18.1 Classification as debt or equity

Debt and equity instruments issued by the Company are classified as either financial liabilities or as equity in accordance with the substance of the contractual arrangements and the definitions of a financial liability and an equity instrument.

3.18.2 Equity instruments

An equity instrument is any contract that evidences a residual interest in the assets of an entity after deducting all of its liabilities. Equity instruments issued by the Company are recognized at the proceeds received, net of direct issue costs.

Repurchase of the Company's own equity instruments is recognized and deducted directly in equity. No gain or loss is recognized in profit or loss on the purchase, sale, issue or cancellation of the Company's own equity instruments.

3.18.3 Financial liabilities

Initial recognition and measurement

Financial liabilities within the scope of IAS 39 are classified as financial liabilities at FVTPL, loans and borrowings, or as derivatives designated as hedging instruments in an effective hedge, as appropriate. The Company determines the classification of its financial liabilities at initial recognition.

All financial liabilities are recognized initially at fair value less, in the case of loans and borrowings, directly attributable transaction costs.

The Company financial liabilities include trade and other payables, loans and borrowings, and derivative financial instruments, see Note 3.7.

Subsequent measurement

The measurement of financial liabilities depends on their classification as described below.

3.18.4 Loans and borrowings

After initial recognition, interest bearing loans and borrowings are subsequently measured at amortized cost using the effective interest method. Gains and losses are recognized in the consolidated income statements when the liabilities are derecognized as well as through the effective interest method amortization process.

Amortized cost is calculated by taking into account any discount or premium on acquisition and fees or costs that are an integral part of the effective interest method. The effective interest method amortization is included in interest expense in the consolidated income statements.

3.18.5 Derecognition

A financial liability is derecognized when the obligation under the liability is discharged or cancelled or expires. When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the derecognition of the original liability and the recognition of a new liability. The difference in the respective carrying amounts is recognized in the consolidated income statements.

3.19 Provisions

Provisions are recognized when the Company has a present obligation (legal or constructive) as a result of a past event, it is probable that the Company will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation.

The amount recognized as a provision is the best estimate of the consideration required to settle the present obligation at the end of the reporting period, taking into account the risks and uncertainties surrounding the obligation. When a provision is measured using the cash flows estimated to settle the present obligation, its carrying amount is the present value of those cash flows (where the effect of the time value of money is material).

When some or all of the economic benefits required to settle a provision are expected to be recovered from a third party, a receivable is recognized as an asset if it is virtually certain that reimbursement will be received and the amount of the receivable can be measured reliably.

The Company recognizes a provision for a loss contingency when it is probable (i.e., the probability that the event will occur is greater than the probability that it will not) that certain effects related to past events, would materialize and can be reasonably quantified. These events and their financial impact are also disclosed as loss contingencies in the consolidated financial statements when the risk of loss is deemed to be other than remote. The Company does not recognize an asset for a gain contingency until the gain is realized, see Note 25.

Restructuring provisions are recognized only when the recognition criteria for provisions are fulfilled. The Company has a constructive obligation when a detailed formal plan identifies the business or part of the business concerned, the location and number of employees affected, a detailed estimate of the associated costs, and an appropriate timeline. Furthermore, the employees affected must have been notified of the plan's main features.

3.20 Post-employment and other long-term employee benefits

Post-employment and other long-term employee benefits, which are considered to be monetary items, include obligations for pension and retirement plans, seniority premiums and postretirement medical services, are all based on actuarial calculations, using the projected unit credit method.

In Mexico and Brazil, the economic benefits from employee benefits and retirement pensions are granted to employees with 10 years of service and minimum age of 60 and 65, respectively. In accordance with Mexican Labor Law, the Company provides seniority premium benefits to its employees under certain circumstances. These benefits consist of a one-time payment equivalent to 12 days wages for each year of service (at the employee's most recent salary, but not to exceed twice the legal minimum wage), payable to all employees with 15 or more years of service, as well as to certain employees terminated involuntarily prior to the vesting of their seniority premium benefit. For qualifying employees, the Company also provides certain post-employment healthcare benefits such as the medical-surgical services, pharmaceuticals and hospital.

For defined benefit retirement plans and other long-term employee benefits, such as the Company's sponsored pension and retirement plans, seniority premiums and postretirement medical service plans, the cost of providing benefits is determined using the projected unit credit method, with actuarial valuations being carried out at the end of each reporting period. All remeasurements of the Company's defined benefit obligation such as actuarial gains and losses are recognized directly in other comprehensive income ("OCI"). The Company presents service costs within cost of goods sold, administrative and selling expenses in the consolidated income statements. The Company presents net interest cost within interest expense in the consolidated income statements. The projected benefit obligation recognized in the consolidated statement of financial position represents the present value of the defined benefit obligation as of the end of each reporting period. Certain subsidiaries of the Company have established plan assets for the payment of pension benefits, seniority premiums and postretirement medical services through irrevocable trusts of which the employees are named as beneficiaries, which serve to increase the funded status of such plans' related obligations.

Costs related to compensated absences, such as vacations and vacation premiums, are recognized on an accrual basis. Cost for mandatory severance benefits are recorded as incurred.

The Company recognizes a liability and expense for termination benefits at the earlier of the following dates:

- a) When it can no longer withdraw the offer of those benefits; or
- b) When it recognizes costs for a restructuring that is within the scope of IAS 37 "Provisions, Contingent Liabilities and Contingent Assets," and involves the payment of termination benefits.

The Company is demonstrably committed to a termination when, and only when, the entity has a detailed formal plan for the termination and is without realistic possibility of withdrawal.

A settlement occurs when an employer enters into a transaction that eliminates all further legal or constructive obligations for part or all of the benefits provided under a defined benefit plan. A curtailment arises from an isolated event such as closing of a plant, discontinuance of an operation or termination or suspension of a plan. Gains or losses on the settlement or curtailment of a defined benefit plan are recognized when the settlement or curtailment occurs.

3.21 Revenue recognition

Sales of products are recognized as revenue upon delivery to the customer, and once all the following conditions are satisfied:

- The Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- The Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- The amount of revenue can be measured reliably;
- It is probable that the economic benefits associated with the transaction will flow to the Company; and
- The costs incurred or to be incurred in respect of the transaction can be measured reliably.

All of the above conditions are typically met at the point in time that goods are delivered to the customer at the customers' facilities. Net sales reflect units delivered at list prices reduced by promotional allowances, discounts and the amortization of the agreements with customers to obtain the rights to sell and promote the Company's products.

Rendering of services and other

Revenue arising from services of sales of waste material and packing of raw materials are recognized in the other operating revenues caption in the consolidated income statement.

The Company recognized these transactions as revenues in accordance with the requirements established in the IAS 18 "Revenue" for delivery of goods and rendering of services, which are:

- a) The amount of revenue can be measured reliably; and
- b) It is probable that the economic benefits associated with the transaction will flow to the entity.

Interest income

Revenue arising from the use by others of entity assets yielding interest is recognized once all the following conditions are satisfied:

- The amount of the revenue can be measured reliably; and
- It is probable that the economic benefits associated with the transaction will flow to the entity.

For all financial instruments measured at amortized cost and interest bearing financial assets classified as available for sale, interest income is recorded using the effective interest rate ("EIR"), which is the rate that exactly discounts the estimated future cash or receipts through the expected life of the financial instrument or a shorter period, where appropriate, to the net carrying amount of the financial asset. The related interest income is included in the consolidated income statements.

3.22 Administrative and selling expenses

Administrative expenses include labor costs (salaries and other benefits, including employee profit sharing "PTU") of employees not directly involved in the sale or production of the Company's products, as well as professional service fees, the depreciation of office facilities, amortization of capitalized information technology system implementation costs and any other similar costs.

Selling expenses include:

- Distribution: labor costs (salaries and other related benefits), outbound freight costs, warehousing costs of finished products, write off of returnable bottles in the distribution process, depreciation and maintenance of trucks and other distribution facilities and equipment. For the years ended December 31, 2013, 2012 and 2011, these distribution costs amounted to Ps. 17,971, Ps. 16,839 and Ps. 14,967, respectively;
- Sales: labor costs (salaries and other benefits, including PTU) and sales commissions paid to sales personnel; and
- Marketing: labor costs (salaries and other benefits), promotional expenses and advertising costs.

PTU is paid by the Company's Mexican and Venezuelan subsidiaries to its eligible employees. In Mexico, employee profit sharing is computed at the rate of 10% of the individual company taxable income, except for considering cumulative dividends received from resident legal persons in Mexico, depreciation of historical rather tax restated values, foreign exchange gains and losses, which are not included until the asset is disposed of or the liability is due and other effects of inflation are also excluded. As of January 1, 2014, PTU in Mexico will be calculated from the same taxable income for income tax, except for the following: a) neither tax losses from prior years nor the PTU paid during the year are deductible; and b) payments exempt from taxes for the employees are fully deductible in the PTU computation.

In Venezuela, employee profit sharing is computed at a rate equivalent to 15% of after tax income, and it is no more than four months of salary.

3.23 Income taxes

Income tax expense represents the sum of the tax currently payable and deferred tax. Income taxes are charged to consolidated net income as they are incurred, except when they relate to items that are recognized in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognized in other comprehensive income or directly in equity, respectively.

3.23.1 Current income taxes

Income taxes are recorded in the results of the year they are incurred.

3.23.2 Deferred income taxes

Deferred tax is recognized on temporary differences between the carrying amounts of assets and liabilities in the consolidated financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognized for all taxable temporary differences. Deferred tax assets are generally recognized for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilized and if any, future benefits from tax loss carry forwards and certain tax credits. Such deferred tax assets and liabilities are not recognized if the temporary difference arises from initial recognition of goodwill (no recognition of deferred tax liabilities) or from the initial recognition (other than in a business combination) of other assets and liabilities in a transaction that affects neither the taxable profit nor the accounting profit, except in the case of Brazil, where certain goodwill amounts are at times deductible for tax purposes.

Deferred tax liabilities are recognized for taxable temporary differences associated with investments in subsidiaries, associates, and interests in joint ventures, except where the Company is able to control the reversal of the temporary difference and it is probable that the temporary difference will not reverse in the foreseeable future. Deferred tax assets arising from deductible temporary differences associated with such investments and interests are only recognized to the extent that it is probable that there will be sufficient taxable profits against which to utilize the benefits of the temporary differences and they are expected to reverse in the foreseeable future.

Deferred income taxes are classified as a long-term asset or liability, regardless of when the temporary differences are expected to reverse.

The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realized, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. The measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

In Mexico, the income tax rate is 30% for 2011, 2012 and 2013, and as result of Mexican Tax Reform for 2014, it will no longer be 29% and 28% for 2014 and 2015 respectively; it will remain at 30% for the following years (see Note 24).

3.24 Share-based payments arrangements

Senior executives of the Company receive remuneration in the form of share-based payment transactions, whereby employees render services as consideration for equity instruments. The equity instruments are granted and then held by a trust controlled by the Company until vesting. They are accounted for as equity settled transactions. The award of equity instruments is a fixed monetary value on grant date.

Equity-settled share-based payments to employees are measured at the fair value of the equity instruments at the grant date. The fair value determined at the grant date of the equity-settled share-based payments is expensed and recognized based on the graded vesting method over the vesting period, based on the Company's estimate of equity instruments that will eventually vest. At the end of each reporting period, the Company revises its estimate of the number of equity instruments expected to vest. The impact of the revision of the original estimates, if any, is recognized in consolidated net income such that the cumulative expense reflects the revised estimate.

3.25 Earnings per share

The Company presents basic and diluted earnings per share (EPS) data for its shares. Basic EPS is calculated by dividing the net income attributable to controlling interest by the weighted average number of shares outstanding during the period adjusted for the weighted average of own shares purchased in the year. Diluted EPS is determined by adjusting the weighted average number of shares outstanding including the weighted average of own shares purchased in the year for the effects of all potentially dilutive securities, which comprise share rights granted to employees described above.

3.26 Issuance of subsidiary stock

The Company recognizes the issuance of a subsidiary's stock as an equity transaction. The difference between the book value of the shares issued and the amount contributed by the non-controlling interest holder or third party is recorded as additional paid-in capital.

4. Mergers, Acquisitions and Disposals

4.1 Mergers and acquisitions

The Company has certain business mergers and acquisitions that were recorded using the acquisition method of accounting. The results of the acquired operations have been included in the consolidated financial statements since the date on which the Company obtained control of the business, as disclosed below. Therefore, the consolidated income statements and the consolidated statements of financial position in the years of such acquisitions are not comparable with previous periods. The consolidated statements of cash flows for the years ended December 31, 2013, 2012 and 2011 show the merged and acquired operations net of the cash related to those mergers and acquisitions.

While the acquired companies disclosed below, from note 4.11 to note 4.16, represent bottlers of Coca-Cola trademarked beverages, such entities were not under common ownership control prior to their acquisition.

4.1.1 Acquisition of Grupo Spaipa

On October 29, 2013, Coca-Cola FEMSA through its Brazilian subsidiary Spal Industria Brasileira de Bebidas, S.A. completed the acquisition of 100% of Grupo Spaipa. Grupo Spaipa is comprised of the bottler entity Spaipa, S.A. Industria Brasileira de Bebidas and three Holding Companies (collectively "Spaipa") for Ps. 26,856 in an all cash transaction. Spaipa is a bottler of Coca-Cola trademark products which operates mainly in Sao Paulo and Paraná, Brazil. This acquisition was made to reinforce Coca-Cola FEMSA's leadership position in South America and throughout Latin America. Transaction related costs of Ps. 8 were expensed by the Company as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Spaipa was included in operating results from November 2013.

As of December 31, 2013 Coca-Cola FEMSA is still in the process of completing its purchase price allocation of this transaction. Specifically, it is in the process of evaluating the fair value of the net assets acquired which are in the process of completion with the assistance of a third party valuation expert. Coca-Cola FEMSA ultimately anticipates allocating a large component of this purchase price to the value of the distribution agreement with the Coca-Cola Company, which will be an indefinite life intangible asset.

The Coca-Cola FEMSA preliminary estimate of fair value of Spaipa's net assets acquired is as follows:

		2013
Total current assets (including cash acquired of Ps. 3,800)	Ps.	5,918
Total non-current assets		5,390
Distribution rights		13,731
Total assets		25,039
Total liabilities		(5,734)
Net assets acquired		19,305
Goodwill		7,551
Total consideration transferred	Ps.	26,856

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Brazil. The goodwill recognized and expected to be deductible for income tax purposes according to Brazil tax law, is for an amount of Ps. 22,202.

Selected income statement information of Spaipa for the period from to the acquisition date through December 31, 2013 is as follows:

		2013
Total revenues	Ps.	2,466
Income before income taxes		354
Net income	Ps.	311

4.1.2 Acquisition of Companhia Fluminense de Refrigerantes

On August 22, 2013, Coca-Cola FEMSA through its Brazilian subsidiary Spal Industria Brasileira de Bebidas, S.A. completed the acquisition of 100% of Companhia Fluminense de Refrigerantes ("Companhia Fluminense") for Ps. 4,657 in an all cash transaction. Companhia Fluminense is a bottler of Coca-Cola trademark products which operates in the states of Minas Gerais, Rio de Janeiro and Sao Paulo, Brazil. This acquisition was made to reinforce Coca-Cola FEMSA's leadership position in South America and throughout Latin America. Transaction related costs of Ps. 11 were expensed by Coca-Cola FEMSA as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Companhia Fluminense was included in operating results from September 2013.

As of December 31, 2013 Coca-Cola FEMSA is still in the process of completing its purchase price allocation of this transaction. Specifically, it is in the process of evaluating the fair value of the net assets acquired which are in the process of completion with the assistance of a third party valuation expert. Coca-Cola FEMSA ultimately anticipates allocating a large component of this purchase price to the value of the distribution agreement with the Coca-Cola Company, which will be an indefinite life intangible asset.

Coca-Cola FEMSA preliminary estimate of fair value of Companhia Fluminense's net assets acquired is as follows:

	2013
Total current assets (including cash acquired of Ps. 9)	Ps. 515
Total non-current assets	1,467
Distribution rights	2,634
Total assets	4,616
Total liabilities	(1,581)
Net assets acquired	3,035
Goodwill	1,622
Total consideration transferred	Ps. 4,657

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Brazil. The goodwill recognized and expected to be deductible for income tax purposes according to Brazil tax law is for an amount of Ps. 4,581.

Selected income statement information of Companhia Fluminense for the period from to the acquisition date through December 31, 2013 is as follows:

Income Statement	2013
Total revenues	Ps. 981
Loss before taxes	(39)
Net loss	Ps. (34)

4.1.3 Merger with Grupo YOLI

On May 24, 2013, Coca-Cola FEMSA completed the merger of 100% of Grupo Yoli. Grupo Yoli comprises the bottler entity YOLI de Acapulco, S.A. de C.V. and other nine entities. Grupo Yoli is a bottler of Coca-Cola trademark products which operates mainly in the state of Guerrero, as well as in parts of the state of Oaxaca in Mexico. This merger was made to reinforce Coca-Cola FEMSA's leadership position in Mexico and throughout Latin America. The transaction involved the issuance of 42,377,925 new L shares of Coca-Cola FEMSA, along with a cash payment immediately prior to closing of Ps. 1,109, in exchange for 100% share ownership of Grupo YOLI, which was accomplished through a merger. The total purchase price was Ps. 9,130 based on a share price of Ps. 189.27 per share on May 24, 2013. Transaction related costs of Ps. 82 were expensed by Coca-Cola FEMSA as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Grupo YOLI was included in operating results from June 2013.

The fair value of Grupo Yoli net assets acquired is as follows:

	2013
Total current assets (including cash acquired of Ps. 63)	Ps. 837
Total non-current assets	2,144
Distribution rights	3,503
Total assets	6,484
Total liabilities	(1,487)
Net assets acquired	4,997
Goodwill	4,133
Total consideration transferred	Ps. 9,130

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Mexico. The entire amount of goodwill will not be tax deductible.

Selected income statement information of Grupo YOLI for the period from to the acquisition date through December 31, 2013 is as follows:

Income Statement	2013
Total revenues	Ps. 2,240
Income before taxes	70
Net income	Ps. 44

4.1.4 Merger with Grupo Fomento Queretano

On May 4, 2012, Coca-Cola FEMSA completed the merger of 100% of Grupo Fomento Queretano. Grupo Fomento Queretano comprises the bottler entity Refrescos Victoria del Centro, S. de R.L. de C.V. and other three entities. Grupo Fomento Queretano is a bottler of Coca-Cola trademark products in the state of Queretaro in Mexico. This merger was made to reinforce Coca-Cola FEMSA's leadership position in Mexico and throughout Latin America. The transaction involved the issuance of 45,090,375 new L shares of Coca-Cola FEMSA, along with a cash payment prior to closing of Ps. 1,221, in exchange for 100% share ownership of Grupo Fomento Queretano, which was accomplished through a merger. The total purchase price was Ps. 7,496 based on a share price of Ps. 139.22 per share on May 4, 2012. Transaction related costs of Ps. 12 were expensed by Coca-Cola FEMSA as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Grupo Fomento Queretano was included in operating results from May 2012.

The fair value of the Grupo Fomento Queretano's net assets acquired is as follows:

		2012
Total current assets (including cash acquired of Ps. 107)	Ps.	445
Total non-current assets		2,123
Distribution rights		2,921
Total assets		5,489
Total liabilities		(598)
Net assets acquired		4,891
Goodwill		2,605
Total consideration transferred	Ps.	7,496

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Mexico. The entire amount of goodwill will not be tax deductible.

Selected income statement information of Grupo Fomento Queretano for the period from to the acquisition date through December 31, 2012 is as follows:

Income Statement		2012
Total revenues	Ps.	2,293
Income before taxes		245
Net income	Ps.	186

4.1.5 Merger with Grupo CIMSA

On December 9, 2011, Coca-Cola FEMSA completed the merger of 100% of Grupo CIMSA. Grupo CIMSA comprises the bottler entity Grupo Embotellador CIMSA, S.A. de C.V. and other four entities. Grupo CIMSA is a bottler of Coca-Cola trademark products, which operates mainly in the states of Morelos and Mexico, as well as in parts of the states of Guerrero and Michoacan in Mexico. This merger was also made to reinforce the Coca-Cola FEMSA's leadership position in Mexico and throughout Latin America. The transaction involved the issuance of 75,423,728 new L shares of Coca-Cola FEMSA along with a cash payment prior to closing of Ps. 2,100 in exchange for 100% share ownership of Grupo CIMSA, which was accomplished through a merger. The total purchase price was Ps. 11,117 based on a share price of Ps. 119.55 per share on December 9, 2011. Transaction related costs of Ps. 24 were expensed by Coca-Cola FEMSA as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Grupo CIMSA was included in operating results from December 2011.

The fair value of Grupo CIMSA's net assets acquired is as follows:

		2011
Total current assets (including cash acquired of Ps. 188)	Ps.	603
Total non-current assets		3,055
Distribution rights		6,186
Total assets		9,844
Total liabilities		(558)
Net assets acquired		9,286
Goodwill		1,831
Total consideration transferred	Ps.	11,117

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Mexico. The entire amount of goodwill will not be tax deductible.

Selected income statement information of Grupo CIMSA for the one month of December 31, 2011 is as follows:

Income Statement		2011
Total revenues	Ps.	429
Income before taxes		32
Net income	Ps.	23

4.1.6 Merger with Grupo Tampico

On October 10, 2011, Coca-Cola FEMSA completed the merger of 100% of Grupo Tampico. Grupo Tampico comprises the bottler entity Comercializadora la Pureza, S.A. de C.V. and another entity. Grupo Tampico is a bottler of Coca-Cola trademark products in the states of Tamaulipas, San Luis Potosí and Veracruz; as well as in parts of the states of Hidalgo, Puebla and Queretaro in Mexico. This merger also was made to reinforce Coca-Cola FEMSA's leadership position in Mexico and throughout Latin America. The transaction involved the issuance of 63,500,000 new L shares of Coca-Cola FEMSA along with a cash payment prior to closing of Ps. 2,436, in exchange for 100% share ownership of Grupo Tampico, which was accomplished through a merger. The total purchase price was Ps. 10,264 based on a share price of Ps. 123.27 per share on October 10, 2011. Transaction related costs of Ps. 20 were expensed by Coca-Cola FEMSA as incurred, and recorded as a component of administrative expenses in the accompanying consolidated income statements. Grupo Tampico was included in operating results from October 2011.

The fair value of the Grupo Tampico's net assets acquired is as follows:

		2011
Total current assets (including cash acquired of Ps. 22)	Ps.	461
Total non-current assets		2,512
Distribution rights		5,499
Total assets		8,472
Total liabilities		(744)
Net assets acquired		7,728
Goodwill		2,536
Total consideration transferred	Ps.	10,264

Coca-Cola FEMSA expects to recover the amount recorded as goodwill through synergies related to the available production capacity. Goodwill has been allocated to Coca-Cola FEMSA's cash generating unit in Mexico. The entire amount of goodwill will not be tax deductible.

Selected income statement of Grupo Tampico for the period from to the acquisition date through December 31, 2011 is as follows:

Income Statement		2011
Total revenues	Ps.	1,056
Income before taxes		43
Net income	Ps.	31

4.1.7 Other acquisitions

During 2013, other cash payments, net of cash acquired, related to the Company's smaller acquisitions amounted to Ps. 3,021. These payments were primarily related to the following: acquisition of Expresso Jundiaí, supplier of logistics services in Brazil, with experience in the service industry breakbulk logistics, warehousing and value added services. Expresso Jundiaí operated a network of 42 operating bases as of the date of the agreement, and has presence in six states in South and Southeast Brazil; acquisition of 80% of Doña Tota, brand leader in quick service restaurants in Northeast Mexico, originated in the state of Tamaulipas, Mexico, which operated 204 restaurants in Mexico and 11 in the state of Texas, United States, as of the date of the agreement. This transaction resulted in the acquisition of assets and rights for the production, processing, marketing and distribution of its fast food products, which was treated as business combination according to IFRS 3 "Business Combinations;" acquisition of Farmacias Moderna, leading pharmacy in the state of Sinaloa, Mexico which operated 100 stores in Mazatlan, Sinaloa as of the date of the agreement; and acquisition of 75% of Farmacias YZA, a leading pharmacy in Southeast Mexico, in the state of Yucatan, which operated 330 stores, as of the date of the agreement.

Unaudited Pro Forma Financial Data

The following unaudited consolidated pro forma financial data represent the Company's historical financial statements, adjusted to give effect to (i) the acquisition of Spaipa, Companhia Fluminense and merger of Grupo Yoli, mentioned in the preceding paragraphs; and (ii) certain accounting adjustments mainly related to the pro forma depreciation of fixed assets of the acquired companies. Unaudited Pro Forma Financial Data for all other acquisitions is not included, as they are not material.

		Unaudited pro forma financial information for the -year ended December 31, 2013
Total revenues	Ps.	270,705
Income before income taxes and share of the profit of associates and joint ventures accounting for using the equity method		23,814
Net income		20,730
Basic net controlling interest income per share Series "B"	Ps.	0.76
Basic net controlling interest income per share Series "D"		0.95

Below are pro-forma 2012 results as if Grupo Fomento Queretano was acquired on January 1, 2012:

		Unaudited pro forma financial information for the -year ended December 31, 2012
Total revenues	Ps.	239,297
Income before income taxes and share of the profit of associates and joint ventures accounting for using the equity method		27,618
Net income		28,104
Basic net controlling interest income per share Series "B"	Ps.	1.03
Basic net controlling interest income per share Series "D"		1.30

Below are pro-forma 2011 results as if Grupo Tampico and Grupo CIMSA were acquired on January 1, 2011:

	Unaudited pro forma financial information for the year ended December 31, 2011	
Total revenues	Ps.	210,760
Income before income taxes and share of the profit of associates and joint ventures accounting for using the equity method		24,477
Net income		21,536
Basic net controlling interest income per share Series "B"	Ps.	0.78
Basic net controlling interest income per share Series "D"		0.98

4.2 Disposals

During 2012, gain on sale for shares from the disposal of subsidiaries and investments of associates amounted to Ps. 1,215, primarily related to the sale of the Company's subsidiary Industria Mexicana de Quimicos, S.A. de C.V., a manufacturer and supplier of cleaning and sanitizing products and services related to food and beverage industrial processes, as well as of water treatment, for an amount of Ps. 975. The Company recognized a gain of Ps. 871, as a sales of shares within other income, which is the difference between the fair value of the consideration received and the book value of the net assets disposed. None of the Company's other disposals was individually significant. (See Note 19).

5. Cash and Cash Equivalents

For the purposes of the statement of cash flows, cash includes cash on hand and in banks and cash equivalents, which are short-term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, with a maturity date of less than three months at their acquisition date. Cash at the end of the reporting period as shown in the consolidated statement of cash flows is comprised of the following:

	December 31, 2013		December 31, 2012	
Cash and bank balances	Ps.	16,862	Ps.	10,577
Cash equivalents (see Note 3.5)		10,397		25,944
	Ps.	27,259	Ps.	36,521

6. Investments

As of December 31, 2013 and 2012 investments are classified as available-for-sale and held-to maturity. The carrying value of held-to maturity investments is similar to its fair value. The following is a detail of available-for-sale and held-to maturity investments:

	2013		2012	
Available-for-Sale ⁽¹⁾				
Debt Securities				
Acquisition cost	Ps.	-	Ps.	10
Unrealized gain recognized in other comprehensive income		-		2
Fair value	Ps.	-	Ps.	12
Held-to Maturity ⁽²⁾				
Bank Deposits				
Acquisition cost	Ps.	125	Ps.	1,579
Accrued interest		1		4
Amortized cost	Ps.	126	Ps.	1,583
	Ps.	126	Ps.	1,595

⁽¹⁾ Denominated in U.S. dollars as of December 31, 2012.

⁽²⁾ Denominated in euros at a fixed interest rate. Investments as of December 31, 2013 mature during 2014.

For the years ended December 31, 2013, 2012 and 2011, the effect of the investments in the consolidated income statements under the interest income caption is Ps. 3, Ps. 23 and Ps. 37, respectively.

7. Accounts Receivable, Net

	December 31, 2013		December 31, 2012	
Trade receivables	Ps.	9,294	Ps.	7,519
Allowance for doubtful accounts		(489)		(413)
Current trade customer notes receivable		185		434
The Coca-Cola Company (see Note 14)		1,700		1,835
Loans to employees		211		172
Travel advances to employees		64		46
Other related parties (see Note 14)		235		211
Heineken Company (see Note 14)		454		462
Others		1,144		571
	Ps.	12,798	Ps.	10,837

7.1 Trade receivables

Accounts receivable representing rights arising from sales and loans to employees or any other similar concept, are presented net of discounts and the allowance for doubtful accounts.

Coca-Cola FEMSA has accounts receivable from The Coca-Cola Company arising from the latter's participation in advertising and promotional programs and investment in refrigeration equipment and returnable bottles made by Coca-Cola FEMSA.

The carrying value of accounts receivable approximates its fair value as of December 31, 2013 and 2012.

Aging of past due but not impaired (days outstanding)

	December 31, 2013		December 31, 2012	
60-90 days	Ps.	208	Ps.	242
90-120 days		40		69
120+ days		299		144
Total	Ps.	547	Ps.	455

7.2 Movement in the allowance for doubtful accounts

	2013		2012		2011	
Opening balance	Ps.	413	Ps.	343	Ps.	249
Allowance for the year		154		330		146
Charges and write-offs of uncollectible accounts		(34)		(232)		(84)
Restatement of beginning balance in hyperinflationary economies and effects of changes in foreign exchange rates		(44)		(28)		32
Ending balance	Ps.	489	Ps.	413	Ps.	343

In determining the recoverability of trade receivables, the Company considers any change in the credit quality of the trade receivable from the date credit was initially granted up to the end of the reporting period. The concentration of credit risk is limited due to the customer base being large and unrelated.

Aging of impaired trade receivables (days outstanding)

	December 31, 2013		December 31, 2012	
60-90 days	Ps.	69	Ps.	4
90-120 days		14		12
120+ days		406		397
Total	Ps.	489	Ps.	413

7.3 Payments from The Coca-Cola Company

The Coca-Cola Company participates in certain advertising and promotional programs as well as in the Coca-Cola FEMSA's refrigeration equipment and returnable bottles investment program. Contributions received by Coca-Cola FEMSA for advertising and promotional incentives are recognized as a reduction in selling expenses and contributions received for the refrigeration equipment and returnable bottles investment program are recorded as a reduction in the investment in refrigeration equipment and returnable bottles items. For the years ended December 31, 2013, 2012 and 2011 contributions received were Ps. 4,206, Ps. 3,018 and Ps. 2,595, respectively.

8. Inventories

	December 31, 2013		December 31, 2012	
Finished products	Ps.	10,492	Ps.	9,630
Raw materials		4,934		4,541
Spare parts		1,404		978
Work in process		238		63
Inventories in transit		1,057		1,118
Other		164		15
	Ps.	18,289	Ps.	16,345

For the years ended at 2013, 2012 and 2011, the Company recognized write-downs of its inventories for Ps. 1,322, Ps. 793 and Ps. 747 to net realizable value, respectively.

For the years ended at 2013, 2012 and 2011, changes in inventories are comprised as follows and included in the consolidated income statement under the cost of goods sold caption:

	2013		2012		2011	
Changes in inventories of finished goods and work in progress	Ps.	76,163	Ps.	68,712	Ps.	61,566
Raw materials and consumables used		49,740		51,033		44,578
	Ps.	125,903	Ps.	119,745	Ps.	106,144

9. Other Current Assets and Other Current Financial Assets

9.1 Other current assets

	December 31, 2013		December 31, 2012	
Prepaid expenses	Ps.	1,666	Ps.	1,108
Agreements with customers		148		128
Short-term licenses		55		47
Other		110		51
	Ps.	1,979	Ps.	1,334

Prepaid expenses as of December 31, 2013 and 2012 are as follows:

	December 31, 2013		December 31, 2012	
Advances for inventories	Ps.	478	Ps.	86
Advertising and promotional expenses paid in advance		191		284
Advances to service suppliers		309		339
Prepaid leases		120		101
Prepaid insurance		33		61
Others		535		237
	Ps.	1,666	Ps.	1,108

Advertising and deferred promotional expenses recorded in the consolidated income statement for the years ended December 31, 2013, 2012 and 2011 amounted to Ps. 6,232, Ps. 4,471 and Ps. 4,695, respectively.

9.2 Other current financial assets

	December 31, 2013		December 31, 2012	
Restricted cash	Ps.	3,106	Ps.	1,465
Derivative financial instruments (see Note 20)		28		106
Short term note receivable		843		975
	Ps.	3,977	Ps.	2,546

The Company has pledged part of its short-term deposits in order to fulfill the collateral requirements for the accounts payable in different currencies. As of December 31, 2013 and 2012, the fair value of the short-term deposit pledged were:

	December 31, 2013		December 31, 2012	
Venezuelan bolivars	Ps.	2,658	Ps.	1,141
Brazilian reais		340		183
Colombian pesos		108		141
	Ps.	3,106	Ps.	1,465

10. Investments in Associates and Joint Ventures

Details of the Company's associates and joint ventures accounted for under the equity method at the end of the reporting period are as follows:

Investee	Principal Activity	Place of Incorporation	Ownership Percentage		Carrying Amount	
			December 31, 2013	December 31, 2012	December 31, 2013	December 31, 2012
Heineken Company ⁽¹⁾⁽²⁾	Beverages	The Netherlands	20.0%	20.0%	Ps. 80,351	Ps. 77,484
Coca-Cola FEMSA:						
Joint ventures:						
Grupo Panameño de Bebidas	Beverages	Panama	50.0%	50.0%	892	756
Dispensadoras de Café, S.A.P.I. de C.V.	Services	Mexico	50.0%	50.0%	187	167
Estancia Hidromineral Itabirito, LTDA	Bottling and distribution	Brazil	50.0%	50.0%	142	147
Coca-Cola Bottlers Philippines, Inc. (CCBPI)	Bottling	Philippines	51.0%	-	9,398	-
Associates:						
Promotora Industrial Azucarera, S.A. de C.V. ("PIASA") ⁽³⁾	Sugar production	Mexico	36.3%	26.1%	2,034	1,447
Industria Envasadora de Queretaro, S.A. de C.V. ("EQSA")	Canned bottling	Mexico	32.8%	27.9%	181	141
Industria Mexicana de Reciclaje, S.A. de C.V. ("IMER")	Recycling	Mexico	35.0%	35.0%	90	74
Jugos del Valle, S.A.P.I. de C.V.	Beverages	Mexico	26.2%	25.1%	1,470	1,351
KSP Participações, LTDA	Beverages	Brazil	38.7%	38.7%	85	93
SABB Sistema de Alimentos e Bebidas Do Brasil, LTDA (formerly Sucos del Valle do Brasil LTDA) ⁽⁴⁾⁽⁵⁾	Beverages	Brazil	-	19.7%	-	902
Holdfab2 Participações Societárias, LTDA ("Holdfab2") ⁽⁴⁾	Beverages	Brazil	-	27.7%	-	205
Leao Alimentos e Bebidas, LTDA ⁽⁴⁾	Beverages	Brazil	26.1%	-	2,176	-
Other investments in Coca Cola FEMSA's companies	Various	Various	Various	Various	112	69
FEMSA Comercio:						
Café del Pacifico, S.A.P.I. de C.V. (Caffenio) ⁽¹⁾	Coffee	Mexico	40.0%	40.0%	466	459
Other investments ⁽¹⁾⁽⁶⁾	Various	Various	Various	Various	746	545
					Ps. 98,330	Ps. 83,840

⁽¹⁾ Associate.

⁽²⁾ As of December 31, 2013, comprised of 12.53% of Heineken, N.V. and 14.94% of Heineken Holding, N.V., which represents an economic interest of 20% in Heineken. The Company has significant influence, mainly, due to the fact that it participates in the Board of Directors of Heineken Holding, N.V. and the Supervisory Board of Heineken N.V.; and for the material transactions between the Company and Heineken Company.

⁽³⁾ As mentioned in Note 4, on May 24, 2013 and May 4, 2012, Coca-Cola FEMSA completed the merger of 100% of Grupo Yoli and Grupo Foque, respectively. As part of these mergers, Coca-Cola FEMSA increased its equity interest to 36.3% and 26.1% in Promotora Industrial Azucarera, S.A. de C.V., respectively.

⁽⁴⁾ During March 2013, Holdfab2 Participações Societárias, LTDA and SABB- Sistema de Alimentos e Bebidas Do Brasil, LTDA, were merged into Leao Alimentos e Bebidas, Ltda.

⁽⁵⁾ The Company has significant influence due to the fact that it has power to participate in the financial and operating policy decisions of the investee.

⁽⁶⁾ Joint ventures.

On January 25, 2013, Coca-Cola FEMSA finalized the acquisition of 51% of Coca-Cola Bottlers Philippines, Inc. (CCBPI) for an amount of \$688.5 U.S. dollars (Ps. 8,904) in an all-cash transaction. As part of the agreement, Coca-Cola FEMSA obtained a call option to acquire the remaining 49% of CCBPI at any time during the seven years following the closing. Coca-Cola FEMSA also has a put option to sell its 51% ownership to The Coca-Cola Company at year six, at a price which is based in part on the fair value of CCBPI at the date of acquisition (See Note 20.7).

From the date of the investment acquisition through December 31, 2013, the results of CCBPI have been recognized by Coca-Cola FEMSA using the equity method, given certain substantive participating rights of the Coca-Cola Company in the relevant activities of the operations of the bottler that exist during the first 3 years of ownership.

On October 1, 2012 FEMSA Comercio acquired a 40% ownership interest in Café del Pacifico, S.A.P.I. de C.V., a Mexican coffee producing company for Ps. 462. On the acquisition date, the difference between the cost of its investment and the FEMSA Comercio's share of the net book value and net fair value of the associate's identifiable assets, liabilities and contingent liabilities was accounted for in accordance with the Company's accounting policy described in Note 3.2 and resulted in the identification of amortizable intangible assets, primarily customer lists, step-up adjustments associated with the fair value of acquired fixed assets, including the associated deferred tax impacts as well as goodwill, which is not amortized, all of which are included in the carrying amount of the investment in associates. The Company made adjustments to its share of the associate's profits after the acquisition date to account for the depreciation of the depreciable assets and amortizable intangible assets based on their fair values at the acquisition date, net of their deferred tax impact and recognized a loss of Ps. 23 associated with its investment in this associate for the period from October 1, 2012 to December 31, 2012.

During 2013 Coca-Cola FEMSA made capital contributions to Jugos del Valle S.A.P.I. de C.V. in the amount of Ps. 27.

During 2012 Coca-Cola FEMSA made capital contributions to Jugos del Valle, S.A.P.I. de C.V. in the amount of Ps. 469. The funds were mainly used by Jugos del Valle to acquire Santa Clara in Mexico (a dairy products Company).

On March 17, 2011, a consortium of investors formed by FEMSA, the Macquarie Mexican Infrastructure Fund and other investors, acquired Energía Alternativa Istmefia, S. de R.L. de C.V. ("EAI"), and Energía Eólica Mareña, S.A. de C.V. ("EEM"), from subsidiaries of Preneal, S.A. ("Preneal"). EAI and EEM are the owners of a 396 megawatt late-stage wind energy project in the southeastern region of the State of Oaxaca. On February 23, 2012, a wholly-owned subsidiary of Mitsubishi Corporation, and Stichting Depository PGGM Infrastructure Funds, a pension fund managed by PGGM, acquired the 45% interest held by FEMSA in the parent companies of the Mareña Renovables Wind Power Farm. The sale of FEMSA's participation as an investor resulted in a gain of Ps. 933. Certain subsidiaries of FEMSA, FEMSA Comercio and Coca-Cola FEMSA have entered into 20-year wind power supply agreements with the Mareña Renovables Wind Power Farm to purchase some of the energy output produced by it. These agreements will remain in full force and effect.

Heineken's main activities are the production, distribution and marketing of beer worldwide. The Company recognized an equity income of Ps. 4,587, Ps. 8,311 and Ps. 4,880, net of taxes regarding its interest in Heineken for the years ended December 31, 2013, 2012 and 2011, respectively.

Summarized financial information in respect of the associate Heineken accounted for under the equity method is set out below.

	December 31, 2013		December 31, 2012 ⁽¹⁾	
	Peso	Euro	Peso	Euro
Total current assets	Ps. 98,814	€. 5,495	Ps. 94,788	€. 5,537
Total non-current assets	500,667	27,842	521,155	30,443
Total current liabilities	143,913	8,003	133,734	7,812
Total non-current liabilities	233,376	12,978	263,000	15,363
Total equity	222,192	12,356	219,209	12,805
Equity attributable to equity holders of Heineken	205,038	11,402	200,876	11,734
Total revenue	Ps. 333,437	€. 19,429	Ps. 333,209	€. 19,893
Total cost and expenses	289,605	16,875	271,284	16,196
Net income	Ps. 27,236	€. 1,587	Ps. 51,490	€. 3,074
Net income attributable to equity holders of the company	23,409	1,364	48,810	2,914
Other comprehensive income	(18,998)	(1,107)	(5,327)	(318)
Total comprehensive income	Ps. 8,238	€. 480	Ps. 46,163	€. 2,756
Total comprehensive income attributable to equity holders of the company	5,766	336	43,684	2,608

⁽¹⁾ Heineken adjusted its comparative figures due to restatement for the revised IAS 19 and finalization of the purchase price allocation for APB.

Reconciliation from the equity of the associate Heineken to the investment of the Company.

	December 31, 2013		December 31, 2012	
	Peso	Euro	Peso	Euro
Equity attributable to equity holders of Heineken	Ps. 205,038	€. 11,402	Ps. 200,876	€. 11,734
Restatement due to IAS 19 revised	-	-	(736)	(43)
Effects of fair value determined by Purchase Price Allocation	88,822	4,939	84,566	4,939
Goodwill	107,895	6,000	102,714	6,000
Equity attributable to equity holders of Heineken adjusted	Ps. 401,755	€. 22,341	Ps. 387,420	€. 22,630
Economic ownership percentage	20%	20%	20%	20%
Investment in Heineken Company	Ps. 80,351	€. 4,468	Ps. 77,484	€. 4,526

As of December 31, 2013 and 2012 fair value of Company's investment in Heineken N.V. Holding and Heineken N.V. represented by shares equivalent to 20% of its outstanding shares amounted to Ps. 99,279 (€ 5,521 million) and Ps. 92,879 (€ 5,425 million) based on quoted market prices of those dates. As of February 26, 2014, issuance date of these consolidated financial statements, fair value amounted to € 5,509 million.

During the years ended December 31, 2013, 2012 and 2011, the Company received dividends distributions from Heineken, amounted to Ps. 1,752, Ps. 1,697 and Ps. 1,661, respectively.

Summarized financial information in respect of the interests in individually immaterial of Coca-Cola FEMSA's associates accounted for under the equity method is set out below.

	2013	2012	2011
Total current assets	Ps. 8,232	Ps. 6,958	Ps. 7,038
Total non-current assets	11,750	12,023	9,843
Total current liabilities	4,080	3,363	3,376
Total non-current liabilities	3,575	2,352	2,067
Total revenue	Ps. 20,889	Ps. 16,609	Ps. 16,087
Total cost and expenses	20,581	15,514	14,894
Net income ⁽¹⁾	433	858	1,053

⁽¹⁾ Includes FEMSA Comercio's investments and other investments.

Summarized financial information in respect of the interests in individually immaterial of Coca-Cola FEMSA's joint ventures accounted for under the equity method is set out below.

	2013		2012		2011	
Total current assets	Ps.	8,622	Ps.	1,612	Ps.	1,091
Total non-current assets		13,561		2,616		3,097
Total current liabilities		6,547		1,977		2,053
Total non-current liabilities		960		106		141
Total revenue	Ps.	16,844	Ps.	2,187	Ps.	2,095
Total cost and expenses		16,622		2,262		2,093
Net income (loss) ⁽¹⁾		113		(77)		(7)

⁽¹⁾ Includes FEMSA Comercio's investments and other investments.

The Company's share of other comprehensive income from equity investees, net of taxes for the years ended December 31, 2013, 2012 and 2011 are as follows:

	2013		2012		2011	
Valuation of the effective portion of derivative financial instruments	Ps.	(91)	Ps.	113	Ps.	94
Exchange differences on translating foreign operations		(3,029)		183		(1,253)
Remeasurements of the net defined benefit liability		491		(1,077)		(236)
	Ps.	(2,629)	Ps.	(781)	Ps.	(1,395)

11. Property, Plant and Equipment, Net

Cost	Land	Buildings	Machinery and Equipment	Refrigeration Equipment	Returnable Bottles	Investments in Fixed Assets in Progress	Leasehold Improvements	Other	Total
Cost as of January 1, 2011	Ps. 4,006	Ps. 10,273	Ps. 32,600	Ps. 8,462	Ps. 2,930	Ps. 3,082	Ps. 7,270	Ps. 629	Ps. 69,252
Additions	233	271	3,348	960	1,236	5,849	45	104	12,046
Additions from business combinations	597	1,103	2,309	314	183	202	-	-	4,708
Transfer of completed projects in progress	23	379	2,542	421	521	(5,162)	1,277	(1)	-
Transfer to/(from) assets classified as held for sale	111	144	(13)	-	-	-	-	(68)	174
Disposals	(58)	(15)	(2,315)	(325)	(901)	5	(331)	(162)	(4,102)
Effects of changes in foreign exchange rates	141	414	981	536	143	76	12	82	2,385
Changes in value on the recognition of inflation effects	91	497	1,155	268	3	50	-	11	2,075
Capitalization of borrowing costs	-	-	17	-	-	-	-	-	17
Cost as of December 31, 2011	Ps. 5,144	Ps. 13,066	Ps. 40,624	Ps. 10,636	Ps. 4,115	Ps. 4,102	Ps. 8,273	Ps. 595	Ps. 86,555
Cost as of January 1, 2012	Ps. 5,144	Ps. 13,066	Ps. 40,624	Ps. 10,636	Ps. 4,115	Ps. 4,102	Ps. 8,273	Ps. 595	Ps. 86,555
Additions	329	415	4,607	1,176	1,434	6,511	186	186	14,844
Additions from business combinations	206	390	486	84	18	-	-	-	1,184
Adjustments of fair value of past business combinations	57	312	(462)	(39)	(77)	-	(1)	-	(210)
Transfer of completed projects in progress	137	339	1,721	901	765	(5,183)	1,320	-	-
Transfer to/(from) assets classified as held for sale	-	-	(34)	-	-	-	-	-	(34)
Disposals	(82)	(131)	(963)	(591)	(324)	(14)	(100)	(69)	(2,274)
Effects of changes in foreign exchange rates	(107)	(485)	(2,051)	(451)	(134)	(28)	(60)	(41)	(3,357)
Changes in value on the recognition of inflation effects	85	471	1,138	275	17	(31)	-	83	2,038
Capitalization of borrowing costs	-	-	16	-	-	-	-	-	16
Cost as of December 31, 2012	Ps. 5,769	Ps. 14,377	Ps. 45,082	Ps. 11,991	Ps. 5,814	Ps. 5,357	Ps. 9,618	Ps. 754	Ps. 98,762
Cost as of January 1, 2013	Ps. 5,769	Ps. 14,377	Ps. 45,082	Ps. 11,991	Ps. 5,814	Ps. 5,357	Ps. 9,618	Ps. 754	Ps. 98,762
Additions	433	167	4,648	1,107	1,435	8,238	11	341	16,380
Additions from business combinations	536	2,278	2,814	428	96	614	36	264	7,066
Transfer of completed projects in progress	389	1,158	992	1,144	785	(6,296)	1,828	-	-
Transfer to/(from) assets classified as held for sale	-	-	(216)	-	-	-	-	-	(216)
Disposals	(11)	(291)	(2,049)	(749)	(324)	(748)	(697)	(15)	(4,884)
Effects of changes in foreign exchange rates	(250)	(1,336)	(3,678)	(1,135)	(466)	(291)	(103)	(55)	(7,314)
Changes in value on the recognition of inflation effects	228	1,191	2,252	603	46	165	-	277	4,762
Capitalization of borrowing costs	-	-	32	-	-	-	-	-	32
Cost as of December 31, 2013	Ps. 7,094	Ps. 17,544	Ps. 49,877	Ps. 13,389	Ps. 7,386	Ps. 7,039	Ps. 10,693	Ps. 1,566	Ps. 114,588

Accumulated Depreciation	Investments in Fixed Assets in Progress										Total
	Land	Buildings	Machinery and Equipment	Refrigeration Equipment	Returnable Bottles	Leasehold Improvements	Other				
Accumulated Depreciation as of January 1, 2011	Ps. -	Ps. (3,347)	Ps. (15,829)	Ps. (4,778)	Ps. (478)	Ps. (2,464)	Ps. (174)	Ps. (27,070)			
Depreciation for the year	-	(328)	(2,985)	(948)	(853)	(533)	(47)	(5,694)			
Transfer (to)/from assets classified as held for sale	-	(41)	(3)	-	-	-	-	(44)			
Disposals	-	6	2,146	154	335	298	67	3,006			
Effects of changes in foreign exchange rates	-	(171)	(525)	(270)	(35)	-	(29)	(1,030)			
Changes in value on the recognition of inflation effects	-	(280)	(653)	(202)	-	-	(25)	(1,160)			
Accumulated Depreciation as of December 31, 2011	Ps. -	Ps. (4,161)	Ps. (17,849)	Ps. (6,044)	Ps. (1,031)	Ps. (2,699)	Ps. (208)	Ps. (31,992)			
Accumulated Depreciation as of January 1, 2012	Ps. -	Ps. (4,161)	Ps. (17,849)	Ps. (6,044)	Ps. (1,031)	Ps. (2,699)	Ps. (208)	Ps. (31,992)			
Depreciation for the year	-	(361)	(3,781)	(1,173)	(1,149)	(639)	(72)	(7,175)			
Transfer (to)/from assets classified as held for sale	-	1	10	-	-	-	(26)	(15)			
Disposals	-	158	951	492	200	94	1	1,896			
Effects of changes in foreign exchange rates	-	200	749	303	(5)	68	(5)	1,310			
Changes in value on the recognition of inflation effects	-	(288)	(641)	(200)	(3)	-	(5)	(1,137)			
Accumulated Depreciation as of December 31, 2012	Ps. -	Ps. (4,451)	Ps. (20,561)	Ps. (6,622)	Ps. (1,988)	Ps. (3,176)	Ps. (315)	Ps. (37,113)			
Accumulated Depreciation as of January 1, 2013	Ps. -	Ps. (4,451)	Ps. (20,561)	Ps. (6,622)	Ps. (1,988)	Ps. (3,176)	Ps. (315)	Ps. (37,113)			
Depreciation for the year	-	(431)	(4,380)	(1,452)	(1,662)	(784)	(96)	(8,805)			
Transfer (to)/from assets classified as held for sale	-	-	105	-	-	-	-	105			
Disposals	-	200	1,992	785	33	682	6	3,698			
Effects of changes in foreign exchange rates	-	591	2,061	755	143	8	73	3,631			
Changes in value on the recognition of inflation effects	-	(583)	(996)	(442)	(6)	-	(122)	(2,149)			
Accumulated Depreciation as of December 31, 2013	Ps. -	Ps. (4,674)	Ps. (21,779)	Ps. (6,976)	Ps. (3,480)	Ps. (3,270)	Ps. (454)	Ps. (40,633)			
Carrying Amount											
As of December 31, 2011	Ps. 5,144	Ps. 8,905	Ps. 22,775	Ps. 4,592	Ps. 3,084	Ps. 4,102	Ps. 387	Ps. 54,563			
As of December 31, 2012	Ps. 5,769	Ps. 9,926	Ps. 24,521	Ps. 5,369	Ps. 3,826	Ps. 5,357	Ps. 439	Ps. 61,649			
As of December 31, 2013	Ps. 7,094	Ps. 12,870	Ps. 28,098	Ps. 6,413	Ps. 3,906	Ps. 7,039	Ps. 1,112	Ps. 73,955			

During the years ended December 31, 2013, 2012 and 2011 the Company capitalized Ps. 32, Ps. 16 and Ps. 17, respectively of borrowing costs in relation to Ps. 790, Ps. 196 and Ps. 256 in qualifying assets. The effective interest rates used to determine the amount of borrowing costs eligible for capitalization were 4.1%, 4.3% and 5.8%, respectively.

For the years ended December 31, 2013, 2012 and 2011 interest expense, interest income and net foreign exchange losses are analyzed as follows:

	2013	2012	2011
Interest expense, interest income and foreign exchange losses	Ps. 3,887	Ps. 1,937	Ps. 325
Amount capitalized ⁽¹⁾	57	38	185
Net amount in consolidated income statements	Ps. 3,830	Ps. 1,899	Ps. 140

⁽¹⁾ Amount capitalized in property, plant and equipment and amortized intangible assets.

Commitments related to acquisitions of property, plant and equipment are disclosed in Note 25.

12. Intangible Assets

Cost	Rights to Produce and Distribute Coca-Cola Trademark Products	Goodwill	Other Indefinite Lived Intangible Assets	Total Unamortized Intangible Assets	Technology Costs and Management Systems	Systems in Development	Alcohol Licenses	Other	Total Amortized Intangible Assets	Total Intangible Assets
Cost as of January 1, 2011	Ps. 41,173	Ps. -	Ps. 386	Ps. 41,559	Ps. 1,627	Ps. 1,389	Ps. 499	Ps. 226	Ps. 3,741	Ps. 45,300
Purchases	-	-	9	9	221	300	61	48	630	639
Acquisition from business combinations	11,878	4,515	-	16,393	66	3	-	-	69	16,462
Transfer of completed development systems	-	-	-	-	261	(261)	-	-	-	-
Effect of movements in exchange rates	1,072	-	-	1,072	30	-	-	7	37	1,109
Changes in value on the recognition of inflation effects	815	-	-	815	-	-	-	-	-	815
Capitalization of borrowing costs	-	-	-	-	168	-	-	-	168	168
Cost as of December 31, 2011	Ps. 54,938	Ps. 4,515	Ps. 395	Ps. 59,848	Ps. 2,373	Ps. 1,431	Ps. 560	Ps. 281	Ps. 4,645	Ps. 64,493
Cost as of January 1, 2012	Ps. 54,938	Ps. 4,515	Ps. 395	Ps. 59,848	Ps. 2,373	Ps. 1,431	Ps. 560	Ps. 281	Ps. 4,645	Ps. 64,493
Purchases	-	-	6	6	35	90	166	106	397	403
Acquisition from business combinations	2,973	2,605	-	5,578	-	-	-	-	-	5,578
Internally developed	-	-	-	-	-	38	-	-	38	38
Adjustments of fair value of past business combinations	(42)	(148)	-	(190)	-	-	-	-	-	(190)
Transfer of completed development systems	-	-	-	-	559	(559)	-	-	-	-
Disposals	-	-	(62)	(62)	(7)	-	-	-	(7)	(69)
Effect of movements in exchange rates	(478)	-	-	(478)	(97)	(3)	-	(3)	(103)	(581)
Changes in value on the recognition of inflation effects	(121)	-	-	(121)	-	-	-	-	-	(121)
Capitalization of borrowing costs	-	-	-	-	-	22	-	-	22	22
Balance as of December 31, 2012	Ps. 57,270	Ps. 6,972	Ps. 339	Ps. 64,581	Ps. 2,863	Ps. 1,019	Ps. 726	Ps. 384	Ps. 4,992	Ps. 69,573
Cost as of January 1, 2013	Ps. 57,270	Ps. 6,972	Ps. 339	Ps. 64,581	Ps. 2,863	Ps. 1,019	Ps. 726	Ps. 384	Ps. 4,992	Ps. 69,573
Purchases	-	-	-	-	164	644	179	123	1,110	1,110
Acquisition from business combinations	19,868	14,692	1,621	36,181	70	-	-	196	266	36,447
Transfer of completed development systems	-	-	-	-	172	(172)	-	-	-	-
Disposals	-	-	(163)	(163)	-	-	(46)	-	(46)	(209)
Effect of movements in exchange rates	(1,828)	(356)	(10)	(2,194)	(75)	-	-	(13)	(88)	(2,282)
Changes in value on the recognition of inflation effects	417	-	-	417	-	113	-	-	113	530
Capitalization of borrowing costs	-	-	-	-	25	-	-	-	25	25
Cost as of December 31, 2013	Ps. 75,727	Ps. 21,308	Ps. 1,787	Ps. 98,822	Ps. 3,219	Ps. 1,604	Ps. 859	Ps. 690	Ps. 6,372	Ps. 105,194
Amortization and Impairment Losses										
Amortization as of January 1, 2011	Ps. -	Ps. -	Ps. -	Ps. -	Ps. (914)	Ps. -	Ps. (87)	Ps. (46)	Ps. (1,047)	Ps. (1,047)
Amortization expense	-	-	-	-	(187)	-	(27)	(41)	(255)	(255)
Impairment losses	-	-	(103)	(103)	-	-	-	(43)	(43)	(146)
Effect of movements in exchange rates	-	-	-	-	(15)	-	-	-	(15)	(15)
Amortization as of December 31, 2011	Ps. -	Ps. -	Ps. (103)	Ps. (103)	Ps. (1,116)	Ps. -	Ps. (114)	Ps. (130)	Ps. (1,360)	Ps. (1,463)
Amortization as of January 1, 2012	Ps. -	Ps. -	Ps. (103)	Ps. (103)	Ps. (1,116)	Ps. -	Ps. (114)	Ps. (130)	Ps. (1,360)	Ps. (1,463)
Amortization expense	-	-	-	-	(202)	-	(36)	(66)	(304)	(304)
Disposals	-	-	-	-	25	-	-	-	25	25
Effect of movements in exchange rates	-	-	-	-	65	-	-	(3)	62	62
Amortization as of December 31, 2012	Ps. -	Ps. -	Ps. (103)	Ps. (103)	Ps. (1,228)	Ps. -	Ps. (150)	Ps. (199)	Ps. (1,577)	Ps. (1,680)
Amortization as of January 1, 2013	Ps. -	Ps. -	Ps. (103)	Ps. (103)	Ps. (1,228)	Ps. -	Ps. (150)	Ps. (199)	Ps. (1,577)	Ps. (1,680)
Amortization expense	-	-	-	-	(271)	-	(73)	(72)	(416)	(416)
Disposals	-	-	103	103	2	-	46	-	48	151
Effect of movements in exchange rates	-	-	-	-	35	-	-	9	44	44
Amortization as of December 31, 2013	Ps. -	Ps. -	Ps. -	Ps. -	Ps. (1,462)	Ps. -	Ps. (177)	Ps. (262)	Ps. (1,901)	Ps. (1,901)

Carrying Amount	Rights to Produce and Distribute Coca-Cola Trademark Products	Goodwill	Other Indefinite Lived Intangible Assets	Total Unamortized Intangible Assets	Technology Costs and Management Systems	Systems in Development	Alcohol Licenses	Other	Total Amortized Intangible Assets	Total Intangible Assets
As of December 31, 2011	Ps. 54,938	Ps. 4,515	Ps. 292	Ps. 59,745	Ps. 1,257	Ps. 1,431	Ps. 446	Ps. 151	Ps. 3,285	Ps. 63,030
As of December 31, 2012	Ps. 57,270	Ps. 6,972	Ps. 236	Ps. 64,478	Ps. 1,635	Ps. 1,019	Ps. 576	Ps. 185	Ps. 3,415	Ps. 67,893
As of December 31, 2013	Ps. 75,727	Ps. 21,308	Ps. 1,787	Ps. 98,822	Ps. 1,757	Ps. 1,604	Ps. 682	Ps. 428	Ps. 4,471	Ps. 103,293

During the years ended December 31, 2013, 2012 and 2011 the Company capitalized Ps. 25, Ps. 22 and Ps. 168, respectively of borrowing costs in relation to Ps. 630, Ps. 674 and Ps. 1,761 in qualifying assets, respectively. The effective interest rates used to determine the amount of borrowing costs eligible for capitalization were 4.1%, 4.3% and 5.8%, respectively.

For the years ended 2013, 2012 and 2011, allocation for amortization expense is as follows:

	2013	2012	2011
Cost of goods sold	Ps. 10	Ps. 3	Ps. 4
Administrative expenses	249	204	151
Selling expenses	157	97	100
	Ps. 416	Ps. 304	Ps. 255

The average remaining period for the Company's intangible assets that are subject to amortization is as follows:

	Years
Technology Costs and Management Systems	7
Alcohol Licenses	9

Coca-Cola FEMSA Impairment Tests for Cash-Generating Units Containing Goodwill and Distribution Rights

For the purpose of impairment testing, goodwill and distribution rights are allocated and monitored on an individual country basis, which is considered to be the CGU.

The aggregate carrying amounts of goodwill and distribution rights allocated to each CGU are as follows:

	December 31, 2013	December 31, 2012
Mexico	Ps. 55,126	Ps. 47,492
Guatemala	303	299
Nicaragua	390	407
Costa Rica	1,134	1,114
Panama	785	781
Colombia	5,895	6,387
Venezuela	3,508	3,236
Brazil	28,405	4,416
Argentina	103	110
Total	Ps. 95,649	Ps. 64,242

Goodwill and distribution rights are tested for impairments annually. The recoverable amounts of the CGUs are based on value-in-use calculations. Value in use was determined by discounting the future cash flows generated from the continuing use of the CGU.

The key assumptions used for the value-in-use calculations are as follows:

- Cash flows were projected based on actual operating results and the five-year business plan. Cash flows for a further five-year were forecasted maintaining the same stable growth and margins per country of the last year base. Coca-Cola FEMSA believes that this forecasted period is justified due to the non-current nature of the business and past experiences.
- Cash flows after the first ten-year period were extrapolated using a perpetual growth rate equal to the expected annual population growth, in order to calculate the terminal recoverable amount.
- A per CGU-specific Weighted Average Cost of Capital ("WACC") was applied as a hurdle rate to discount cash flows to get the recoverable amount of the units; the calculation assumes, size premium adjusting.

The key assumptions by CGU for impairment test as of December 31, 2012 were as follows:

CGU	WACC Real	Expected Annual Long-Term Inflation 2013-2023	Expected Volume Growth Rates 2013-2023
Mexico	5.5%	3.6%	2.8%
Colombia	5.8%	3.0%	6.1%
Venezuela	11.3%	25.8%	2.8%
Costa Rica	7.7%	5.7%	2.8%
Guatemala	8.1%	5.3%	4.0%
Nicaragua	9.5%	6.6%	5.1%
Panama	7.7%	4.6%	3.6%
Argentina	10.7%	10.0%	4.2%
Brazil	5.5%	5.8%	3.8%

The key assumptions by CGU for impairment test as of December 31, 2013 were as follows:

CGU	WACC Real	Expected Annual Long-Term Inflation 2014-2024	Expected Volume Growth Rates 2014-2024
Mexico	5.1%	3.9%	1.3%
Colombia	6.0%	3.0%	5.0%
Venezuela	10.8%	32.2%	2.5%
Costa Rica	7.2%	5.0%	2.4%
Guatemala	9.7%	5.2%	5.2%
Nicaragua	12.5%	6.3%	4.1%
Panama	7.1%	4.2%	5.7%
Argentina	10.9%	11.1%	3.8%
Brazil	5.9%	6.0%	4.4%

The values assigned to the key assumptions represent management's assessment of future trends in the industry and are based on both external sources and internal sources (historical data). Coca-Cola FEMSA consistently applied its methodology to determine CGU specific WACC's to perform its annual impairment testing.

Sensitivity to Changes in Assumptions

At December 31, 2013 Coca-Cola FEMSA performed an additional impairment sensitivity calculation, taking into account an adverse change in WACC, according to the country risk premium, using for each country the relative standard deviation between equity and sovereign bonds and an additional sensitivity to the volume of a 100 basis points, except in Mexico and concluded that no impairment would be recorded.

Change in Volume CGU	Change in WACC	Growth CAGR ⁽¹⁾	Effect on Valuation
Mexico	+2.5 %	-0.25 %	Passes by 2.9x
Colombia	+0.9 %	-1.0 %	Passes by 4.6x
Venezuela	+5.5 %	-1.0 %	Passes by 7.4x
Costa Rica	+0.3 %	-1.0 %	Passes by 2.6x
Guatemala	+2.0 %	-1.0 %	Passes by 3.5x
Nicaragua	+4.1 %	-1.0 %	Passes by 1.5x
Panama	+1.8 %	-1.0 %	Passes by 8.4x
Argentina	+3.8 %	-1.0 %	Passes by 78.8x
Brazil	+3.7 %	-1.0 %	Passes by 8.1x

⁽¹⁾ Compound Annual Growth Rate (CAGR).

13. Other Assets, Net and Other Financial Assets

13.1 Other assets, net

	December 31, 2013	December 31, 2012
Agreement with customers, net	Ps. 314	Ps. 278
Long term prepaid advertising expenses	102	78
Guarantee deposits ⁽¹⁾	1,147	953
Prepaid bonuses	116	117
Advances to acquire property, plant and equipment	866	973
Recoverable taxes	185	93
Others	770	331
	Ps. 3,500	Ps. 2,823

⁽¹⁾ As it is customary in Brazil, the Company is required to collateralize tax, legal and labor contingencies by guarantee deposits.

13.2 Other financial assets

	December 31, 2013		December 31, 2012	
Non-current accounts receivable	Ps.	1,120	Ps.	1,110
Derivative financial instruments (see Note 20)		1,472		1,144
Other non-current financial assets		161		-
	Ps.	2,753	Ps.	2,254

As of December 31, 2013 and 2012, the fair value of long term accounts receivable amounted to Ps. 1,142 and Ps. 1,244, respectively. The fair value is calculated based on the discounted value of contractual cash flows whereby the discount rate is estimated using rates currently offered for receivable of similar amounts and maturities, which is considered to be level 2 in the fair value hierarchy.

14. Balances and Transactions with Related Parties and Affiliated Companies

Balances and transactions between the Company and its subsidiaries have been eliminated on consolidation and are not disclosed in this note.

The consolidated statements of financial positions and consolidated income statements include the following balances and transactions with related parties and affiliated companies:

	December 31, 2013		December 31, 2012	
Balances				
Due from The Coca-Cola Company (see Note 7) ⁽¹⁾⁽⁹⁾	Ps.	1,700	Ps.	1,835
Balance with BBVA Bancomer, S.A. de C.V. ⁽²⁾		2,357		2,299
Balance with Grupo Financiero Banorte, S.A. de C.V. ⁽²⁾		817		-
Instituto Tecnológico y de Estudios Superiores de Monterrey, A.C. ⁽³⁾		171		219
Due from Heineken Company ⁽¹⁾⁽⁷⁾		454		462
Due from Compañía Panameña de Bebidas, S.A.P.I de C.V. ⁽³⁾⁽⁸⁾		893		828
Other receivables ⁽¹⁾⁽⁴⁾		924		211
Due to The Coca-Cola Company ⁽⁶⁾⁽⁹⁾	Ps.	5,562	Ps.	4,088
Due to BBVA Bancomer, S.A. de C.V. ⁽⁵⁾		1,080		1,136
Due to Caffenio ⁽⁶⁾⁽⁷⁾		7		144
Due to Grupo Financiero Banamex, S.A. de C.V. ⁽⁵⁾		1,962		-
Due to British American Tobacco Mexico ⁽⁶⁾		280		395
Due to Heineken Company ⁽⁶⁾⁽⁷⁾		2,339		1,939
Other payables ⁽⁶⁾		605		488

⁽¹⁾ Presented within accounts receivable.

⁽²⁾ Presented within cash and cash equivalents.

⁽³⁾ Presented within other financial assets.

⁽⁴⁾ Presented within other current financial assets.

⁽⁵⁾ Recorded within bank loans.

⁽⁶⁾ Recorded within accounts payable.

⁽⁷⁾ Associates.

⁽⁸⁾ Joint venture.

⁽⁹⁾ Non controlling interest.

Balances due from related parties are considered to be recoverable. Accordingly, for the years ended December 31, 2013 and 2012, there was no expense resulting from the uncollectibility of balances due from related parties.

Transactions	2013		2012		2011	
Income:						
Services to Heineken Company ⁽¹⁾	Ps.	2,412	Ps.	2,979	Ps.	2,169
Logistic services to Grupo Industrial Saltillo, S.A. de C.V. ⁽⁴⁾		287		242		241
Sales of Grupo Inmobiliario San Agustín, S.A. shares to Instituto Tecnológico y de Estudios Superiores de Monterrey, A.C. ⁽⁴⁾		-		391		-
Logistic services to Jugos del Valle ⁽¹⁾		471		431		-
Other revenues from related parties		399		341		469
Expenses:						
Purchase of concentrate from The Coca-Cola Company ⁽³⁾	Ps.	22,988	Ps.	23,886	Ps.	20,882
Purchases of raw material, beer and operating expenses from Heineken Company ⁽¹⁾		11,865		11,013		9,397
Purchase of coffee from Caffenio ⁽¹⁾		1,383		342		-
Purchase of baked goods and snacks from Grupo Bimbo, S.A.B. de C.V. ⁽⁴⁾		2,860		2,394		2,270
Purchase of cigarettes from British American Tobacco Mexico ⁽⁴⁾		2,460		2,342		1,964
Advertisement expense paid to The Coca-Cola Company ^{(3),(5)}		1,291		1,052		872
Purchase of juices from Jugos del Valle, S.A.P.I. de C.V. ⁽¹⁾		2,628		1,985		1,564
Purchase of sugar from Promotora Industrial Azucarera, S.A. de C.V. ⁽¹⁾		956		423		52
Interest expense and fees paid to BBVA Bancomer, S.A. de C.V. ⁽⁴⁾		77		205		128
Purchase of sugar from Beta San Miguel ⁽⁴⁾		1,557		1,439		1,398
Purchase of sugar, cans and aluminum lids from Promotora Mexicana de Embotelladores, S.A. de C.V. ⁽⁴⁾		670		711		701
Purchase of canned products from IEQSA ⁽¹⁾		615		483		262
Advertising paid to Grupo Televisa, S.A.B. ⁽⁴⁾		92		124		86
Interest expense paid to Grupo Financiero Banamex, S.A. de C.V. ⁽⁴⁾		19		-		28
Insurance premiums for policies with Grupo Nacional Provincial, S.A.B. ⁽⁴⁾		67		57		59
Donations to Instituto Tecnológico y de Estudios Superiores de Monterrey, A.C. ⁽⁴⁾		78		109		81
Donations to Fundación FEMSA, A.C. ⁽⁴⁾		27		864		46
Purchase of plastic bottles from Embotelladora del Atlántico, S.A. (formerly Complejo Industrial Pet, S.A.) ⁽⁴⁾		124		99		56
Purchase of juice and milk powder from Grupo Estrella Azul ⁽²⁾		-		-		60
Donations to Difusión y Fomento Cultural, A.C. ⁽⁴⁾		-		29		21
Interest expense paid to The Coca-Cola Company ⁽³⁾		60		24		7
Other expenses with related parties		299		389		321

⁽¹⁾ Associates.

⁽²⁾ Joint Venture.

⁽³⁾ Non controlling interest.

⁽⁴⁾ Members of the board of directors in FEMSA participate in board of directors of this entity.

⁽⁵⁾ Net of the contributions from The Coca-Cola Company of Ps. 4,206, Ps. 3,018 and Ps. 2,595, for the years ended in 2013, 2012 and 2011, respectively.

Also as disclosed in Note 10, during January 2013, Coca-Cola FEMSA purchased its 51% interest in CCBPI from The Coca-Cola Company. The remainder of CCBPI is owned by The Coca-Cola Company and Coca-Cola FEMSA has currently outstanding certain call and put options related to CCBPI's equity interests.

Commitments with related parties

Related Party	Commitment	Amount	Conditions
Heineken Company	Supply	Ps. -	Supply of all beer products in Mexico's OXXO stores. The contract may be renewed for five years on additional periods. At the end of the contract OXXO will not hold exclusive contract with another supplier of beer for the next 3 years. Commitment term, Jan 1st, 2010 to Jun 30, 2020.
		Ps. -	

The benefits and aggregate compensation paid to executive officers and senior management of the Company were as follows:

	2013		2012		2011	
Short-term employee benefits paid	Ps.	1,268	Ps.	1,022	Ps.	998
Postemployment benefits		37		37		29
Termination benefits		25		13		13
Share based payments		306		275		253

15. Balances and Transactions in Foreign Currencies

Assets, liabilities and transactions denominated in foreign currencies are those realized in a currency different than the functional currency of the Company. As of the end and for the years ended on December 31, 2013, 2012 and 2011, assets, liabilities and transactions denominated in foreign currencies, expressed in Mexican pesos (contractual amounts) are as follows:

Balances	Assets		Liabilities	
	Short-Term	Long-Term	Short-Term	Long-Term
As of December 31, 2013				
U.S. dollars	Ps. 5,340	Ps. 969	Ps. 6,061	Ps. 53,929
Euros	333	-	152	-
Other currencies	-	186	251	115
Total	Ps. 5,673	Ps. 1,155	Ps. 6,464	Ps. 54,044
As of December 31, 2012				
U.S. dollars	Ps. 21,236	Ps. 912	Ps. 6,588	Ps. 14,493
Euros	-	-	38	-
Other currencies	8	-	75	250
Total	Ps. 21,244	Ps. 912	Ps. 6,701	Ps. 14,743

Transactions	Revenues	Disposal Shares	Other Revenues	Purchases of Raw Materials	Interest Expense	Consulting Fees	Assets Acquisitions	Other
For the year ended December 31, 2013								
U.S. dollars	Ps. 2,013	Ps. -	Ps. 605	Ps. 15,017	Ps. 435	Ps. 11	Ps. 80	Ps. 1,348
Euros	1	-	3	55	9	-	2	15
Other currencies	-	-	-	-	-	-	-	3
Total	Ps. 2,014	Ps. -	Ps. 608	Ps. 15,072	Ps. 444	Ps. 11	Ps. 82	Ps. 1,366
For the year ended December 31, 2012								
U.S. dollars	Ps. 1,631	Ps. 1,127	Ps. 717	Ps. 12,016	Ps. 380	Ps. 13	Ps. 154	Ps. 1,585
Euros	-	-	-	-	-	-	32	10
Other currencies	-	-	-	-	-	-	-	68
Total	Ps. 1,631	Ps. 1,127	Ps. 717	Ps. 12,016	Ps. 380	Ps. 13	Ps. 186	Ps. 1,663
For the year ended December 31, 2011								
U.S. dollars	Ps. 1,067	Ps. -	Ps. 497	Ps. 9,424	Ps. 319	Ps. 11	Ps. 306	Ps. 1,075
Euros	-	-	-	-	-	-	-	-
Other currencies	-	-	2	-	5	-	-	90
Total	Ps. 1,067	Ps. -	Ps. 499	Ps. 9,424	Ps. 324	Ps. 11	Ps. 306	Ps. 1,165

Mexican peso exchange rates effective at the dates of the consolidated statements of financial position and at the issuance date of the Company's consolidated financial statements were as follows:

	December 31,		February 26,
	2013	2012	2014
U.S. dollar	13.0765	13.0101	13.2090
Euro	18.0079	17.0889	18.2744

16. Post-Employment and Other Long-Term Employee Benefits

The Company has various labor liabilities for employee benefits in connection with pension, seniority and post-retirement medical benefits. Benefits vary depending upon the country where the individual employees are located. Presented below is a discussion of the Company's labor liabilities in Mexico, Brazil and Venezuela, which comprise the substantial majority of those recorded in the consolidated financial statements.

16.1 Assumptions

The Company annually evaluates the reasonableness of the assumptions used in its labor liability for post-employment and other non-current employee benefits computations.

Actuarial calculations for pension and retirement plans, seniority premiums and post-retirement medical benefits, as well as the associated cost for the period, were determined using the following long-term assumptions to non-hyperinflationary most significant countries:

Mexico	December 31, 2013	December 31, 2012	December 31, 2011
Financial:			
Discount rate used to calculate the defined benefit obligation	7.50%	7.10%	7.64%
Salary increase	4.79%	4.79%	4.79%
Future pension increases	3.50%	3.50%	3.50%
Healthcare cost increase rate	5.10%	5.10%	5.10%
Biometric:			
Mortality ⁽¹⁾	EMSSA 82-89	EMSSA 82-89	EMSSA 82-89
Disability ⁽²⁾	IMSS-97	IMSS-97	IMSS-97
Normal retirement age	60 years	60 years	60 years
Employee turnover table ⁽³⁾	BMAR 2007	BMAR 2007	BMAR 2007

Measurement date December:

⁽¹⁾ EMSSA. Mexican Experience of social security.

⁽²⁾ IMSS. Mexican Experience of Instituto Mexicano del Seguro Social.

⁽³⁾ BMAR. Actuary experience.

Brazil	December 31, 2013	December 31, 2012	December 31, 2011
Financial:			
Discount rate used to calculate the defined benefit obligation	10.70%	9.30%	9.70%
Salary increase	6.80%	5.00%	5.00%
Future pension increases	5.80%	4.00%	4.00%
Biometric:			
Mortality ⁽¹⁾	UP84	UP84	UP84
Disability ⁽²⁾	IMSS - 97	IMSS - 97	IMSS - 97
Normal retirement age	65 years	65 years	65 years
Employee turnover table	Brazil ⁽³⁾	Brazil ⁽³⁾	Brazil ⁽³⁾

Measurement date December:

⁽¹⁾ UP84. Unisex mortality table.

⁽²⁾ IMSS. Mexican Experience of Instituto Mexicano del Seguro Social.

⁽³⁾ Rest of employee turnover bases on the experience of the Company's subsidiary in Brazil.

Venezuela is a hyper-inflationary economy. The actuarial calculations for post-employment benefit (termination indemnity), as well as the associated cost for the period, were determined using the following long-term assumptions which are "real" assumptions (excluding inflation):

Venezuela	December 31, 2013	December 31, 2012
Financial:		
Discount rate used to calculate the defined benefit obligation	1.00%	1.50%
Salary increase	1.00%	1.50%
Biometric:		
Mortality ⁽¹⁾	EMSSA 82-89	EMSSA 82-89
Disability ⁽²⁾	IMSS - 97	IMSS - 97
Normal retirement age	65 years	65 years
Employee turnover table ⁽³⁾	BMAR 2007	BMAR 2007

Measurement date December:

⁽¹⁾ EMSSA. Mexican Experience of social security.

⁽²⁾ IMSS. Mexican Experience of Instituto Mexicano del Seguro Social.

⁽³⁾ BMAR. Actuary experience.

In Mexico the methodology used to determine the discount rate was the Yield or Internal Rate of Return ("IRR") which involves a yield curve. In this case, the expected rates of each period were taken from a yield curve of Mexican Federal Government Treasury Bond (known as CETES in Mexico).

In Brazil the methodology used to determine the discount rate was the Yield or Internal Rate of Return ("IRR") which involves a yield curve. In this case, the expected rates of each period were taken from a yield curve of fixed long term bonds of Federal Republic of Brazil.

In Venezuela the methodology used to determine the discount rate started with reference to the interest rate bonds of similar denomination issued by the Republic of Venezuela, with subsequent consideration of other economic assumptions appropriate for hyper-inflationary economy. Ultimately, the discount rates disclosed in the table above are calculated in real terms (without inflation).

In Mexico upon retirement, the Company purchases an annuity for the employee, which will be paid according to the option chosen by the employee.

Based on these assumptions, the amounts of benefits expected to be paid out in the following years are as follows:

	Pension and Retirement Plans		Seniority Premiums		Post Retirement Medical Services		Post-employment (Venezuela)		Total	
2014	Ps.	520	Ps.	22	Ps.	15	Ps.	33	Ps.	590
2015		252		20		14		30		316
2016		267		21		14		35		337
2017		349		23		14		46		432
2018		287		25		14		51		377
2019 to 2023		1,863		175		60		450		2,548

16.2 Balances of the liabilities for post-employment and other long-term employee benefits

	December 31, 2013		December 31, 2012	
Pension and Retirement Plans:				
Defined benefit obligation	Ps.	4,866	Ps.	4,495
Pension plan funds at fair value		(2,230)		(2,043)
Net defined benefit liability		2,636		2,452
Effect due to asset ceiling		94		105
Net defined benefit liability after asset ceiling	Ps.	2,730	Ps.	2,557
Seniority Premiums:				
Defined benefit obligation	Ps.	475	Ps.	324
Seniority premium plan funds at fair value		(90)		(18)
Net defined benefit liability	Ps.	385	Ps.	306
Postretirement Medical Services:				
Defined benefit obligation	Ps.	267	Ps.	267
Medical services funds at fair value		(51)		(49)
Net defined benefit liability	Ps.	216	Ps.	218
Post-employment:				
Defined benefit obligation	Ps.	743	Ps.	594
Post-employment plan funds at fair value		-		-
Net defined benefit liability	Ps.	743	Ps.	594
Total post-employment and other long-term employee benefits	Ps.	4,074	Ps.	3,675

The net defined benefit liability of the pension and retirement plan includes an asset generated in Brazil (the following information is included in the consolidated information of the tables above), which is as follows:

	December 31, 2013		December 31, 2012	
Defined benefit obligation	Ps.	313	Ps.	313
Pension plan funds at fair value		(498)		(589)
Net defined benefit asset		(185)		(276)
Effect due to asset ceiling		94		105
Net defined benefit asset after asset ceiling	Ps.	(91)	Ps.	(171)

16.3 Trust assets

Trust assets consist of fixed and variable return financial instruments recorded at market value, which are invested as follows:

Type of Instrument	December 31, 2013	December 31, 2012
Fixed return:		
Traded securities	15%	10%
Bank instruments	6%	5%
Federal government instruments of the respective countries	57%	65%
Variable return:		
Publicly traded shares	22%	20%
	100%	100%

In Mexico, the regulatory framework for pension plans is established in the Income Tax Law and its Regulations, the Federal Labor Law and the Mexican Social Security Institute Law. None of these laws establish minimum funding levels or a minimum required level of contributions.

In Brazil, the regulatory framework for pension plans is established by the Brazilian Social Security Institute (INSS), which indicates that the contributions must be made by the Company and the workers. There are not minimum funding requirements of contributions in Brazil neither contractual nor given.

In Venezuela, the regulatory framework for post-employment benefits is established by the Organic Labor Law for Workers (LOTTT). The organic nature of this law means that its purpose is to defend constitutional rights, and therefore has precedence over other laws.

In Mexico, the Income Tax Law requires that, in the case of private plans, certain notifications must be submitted to the authorities and a certain level of instruments must be invested in Federal Government securities among others.

The Company's various pension plans have a technical committee that is responsible for verifying the correct operation of the plan with regard to the payment of benefits, actuarial valuations of the plan, and supervise the trustee. The committee is responsible for determining the investment portfolio and the types of instruments the fund will be invested in. This technical committee is also responsible for reviewing the correct operation of the plans in all of the countries in which the Company has these benefits.

The risks related to the Company's employee benefit plans are primarily attributable to the plan assets. The Company's plan assets are invested in a diversified portfolio, which considers the term of the plan so as to invest in assets whose expected return coincides with the estimated future payments.

Since the Mexican Tax Law limits the plan asset investment to 10% for related parties, this risk is not considered to be significant for purposes of the Company's Mexican subsidiaries.

In Mexico, the Company's policy is to invest at least 30% of the fund assets in Mexican Federal Government instruments. Guidelines for the target portfolio have been established for the remaining percentage and investment decisions are made to comply with these guidelines insofar as the market conditions and available funds allow.

In Brazil, the investment target is to obtain the consumer price index (inflation), plus six percent. Investment decisions are made to comply with this guideline insofar as the market conditions and available funds allow.

On May 7, 2012, the President of Venezuela amended the Organic Law for Workers (LOTTT), which establishes a minimum level of social welfare benefits to which workers have a right when their labor relationship ends for whatever reason. This benefit is computed based on the last salary received by the worker and retroactive to June 19, 1997 for any employee who joined the Company prior to that date. For employees who joined the Company after June 19, 1997, the benefit is computed based on the date on which the employee joined the Company. An actuarial computation must be performed using the projected unit credit method to determine the amount of the labor obligations that arise. As a result of the initial calculation, there was an amount for Ps. 381 to other expenses captioned in the consolidated income statement reflecting past service costs during the year ended December 31, 2012 (See Note 19).

In Mexico, the amounts and types of securities of the Company in related parties included in plan assets are as follows:

	December 31, 2013	December 31, 2012
Debt:		
BBVA Bancomer, S.A. de C.V.	Ps. -	Ps. 10
Grupo Televisa, S.A.B. de C.V.	3	3
Grupo Financiero Banorte, S.A.B. de C.V.	-	8
El Puerto de Liverpool, S.A.B. de C.V.	5	5
Grupo Industrial Bimbo, S. A. B. de C. V.	3	3
Grupo Financiero Banamex, S.A.B. de C.V.	22	21
Teléfonos de México, S.A. de C.V.	4	-
Capital:		
Fomento Económico Mexicano, S.A.B. de C.V.	85	70
Coca-Cola FEMSA, S.A.B. de C.V.	19	8
Grupo Televisa, S.A.B. de C.V.	3	10
Alfa, S.A.B. de C.V.	4	5
Grupo Aeroportuario del Sureste, S.A.B. de C.V.	1	8
Grupo Industrial Bimbo, S.A.B. de C.V.	1	-

In Brazil, the amounts and types of securities of the Company in related parties included in plan assets are as follows:

Brazil Portfolio	December 31, 2013	December 31, 2012
Debt:		
HSBC - Sociedad de inversión Actuarial INPC (Brazil)	Ps. 383	Ps. 485
Capital:		
HSBC - Sociedad de inversión Actuarial INPC (Brazil)	114	104

During the years ended December 31, 2013 and 2012, the Company did not make significant contributions to the plan assets and does not expect to make material contributions to the plan assets during the following fiscal year.

16.4 Amounts recognized in the consolidated income statements and the consolidated statement of comprehensive income

	Income Statement						OCI			
	Current Service Cost		Past Service Cost		Gain or Loss on Settlement	Net Interest on the Net Defined Benefit Liability ⁽¹⁾	Remeasurements of the Net Defined Benefit Liability			
December 31, 2013										
Pension and retirement plans	Ps.	220	Ps.	12	Ps.	(7)	Ps.	164	Ps.	470
Seniority premiums		55		-		-		22		44
Postretirement medical services		11		-		-		15		14
Post-employment Venezuela		48		-		-		67		312
Total	Ps.	334	Ps.	12	Ps.	(7)	Ps.	268	Ps.	840
December 31, 2012										
Pension and retirement plans	Ps.	185	Ps.	-	Ps.	1	Ps.	136	Ps.	499
Seniority premiums		42		-		-		17		38
Postretirement medical services		8		-		-		14		25
Post-employment Venezuela		48		381		-		63		71
Total	Ps.	283	Ps.	381	Ps.	1	Ps.	230	Ps.	633
December 31, 2011										
Pension and retirement plans	Ps.	164	Ps.	-	Ps.	5	Ps.	151	Ps.	272
Seniority premiums		30		-		-		12		3
Postretirement medical services		9		-		(6)		14		1
Total	Ps.	203	Ps.	-	Ps.	(1)	Ps.	177	Ps.	276

⁽¹⁾ Interest due to asset ceiling amounted to Ps. 8, Ps. 11 y Ps. 19 in 2013, 2012 and 2011, respectively.

For the years ended December 31, 2013, 2012 and 2011, current service cost of Ps. 334, Ps. 283 and Ps. 203 has been included in the consolidated income statement as cost of goods sold, administration and selling expenses.

Remeasurements of the net defined benefit liability recognized in other comprehensive income are as follows:

	December 31, 2013		December 31, 2012		December 31, 2011	
Amount accumulated in other comprehensive income as of the beginning of the period, net of tax	Ps.	469	Ps.	190	Ps.	131
Actuarial gains and losses arising from exchange rates		(26)		(13)		-
Remeasurements during the year, net of tax		251		20		119
Actuarial gains and losses arising from changes in financial assumptions		(109)		281		-
Changes in the effect of limiting a net defined benefit asset to the asset ceiling		-		(9)		(60)
Amount accumulated in other comprehensive income as of the end of the period, net of tax	Ps.	585	Ps.	469	Ps.	190

Remeasurements of the net defined benefit liability include the following:

- The return on plan assets, excluding amounts included in interest expense.
- Actuarial gains and losses arising from changes in demographic assumptions.
- Actuarial gains and losses arising from changes in financial assumptions.
- Changes in the effect of limiting a net defined benefit asset to the asset ceiling, excluding amounts included in interest expense.

16.5 Changes in the balance of the defined benefit obligation for post-employment

	December 31, 2013	December 31, 2012	December 31, 2011
Pension and Retirement Plans:			
Initial balance	Ps. 4,495	Ps. 3,972	Ps. 3,297
Current service cost	220	185	164
Interest expense	311	288	263
Settlement	(7)	1	5
Remeasurements of the net defined benefit obligation	(143)	238	85
Foreign exchange (gain) loss	(60)	(67)	45
Benefits paid	(152)	(154)	(142)
Plan amendments	28	-	-
Acquisitions	174	32	255
Ending balance	Ps. 4,866	Ps. 4,495	Ps. 3,972
Seniority Premiums:			
Initial balance	Ps. 324	Ps. 241	Ps. 154
Current service cost	55	42	30
Interest expense	24	19	12
Curtailment	-	(2)	-
Remeasurements of the net defined benefit obligation	2	33	2
Benefits paid	(36)	(23)	(19)
Acquisitions	106	14	62
Ending balance	Ps. 475	Ps. 324	Ps. 241
Postretirement Medical Services:			
Initial balance	Ps. 267	Ps. 235	Ps. 232
Current service cost	11	8	9
Interest expense	17	17	15
Curtailment	-	-	(6)
Remeasurements of the net defined benefit obligation	(11)	25	-
Benefits paid	(17)	(18)	(15)
Ending balance	Ps. 267	Ps. 267	Ps. 235
Post-employment:			
Initial balance	Ps. 594	Ps. -	Ps. -
Current service cost	48	48	-
Past service cost	-	381	-
Interest expense	67	63	-
Remeasurements of the net defined benefit obligation	238	108	-
Foreign exchange (gain) loss	(187)	-	-
Benefits paid	(17)	(6)	-
Ending balance	Ps. 743	Ps. 594	Ps. -

16.6 Changes in the balance of plan assets

	December 31, 2013	December 31, 2012	December 31, 2011
Total Plan Assets:			
Initial balance	Ps. 2,110	Ps. 1,991	Ps. 1,544
Actual return on trust assets	29	145	53
Foreign exchange (gain) loss	(73)	(91)	6
Life annuities	88	29	152
Benefits paid	-	(12)	(12)
Acquisitions	201	48	248
Plan amendments	16	-	-
Ending balance	Ps. 2,371	Ps. 2,110	Ps. 1,991

As a result of the Company's investments in life annuities plan, management does not expect it will need to make material contributions to plan assets in order to meet its future obligations.

16.7 Variation in assumptions

The Company decided that the relevant actuarial assumptions that are subject to sensitivity and valued through the projected unit credit method, are the discount rate, the salary increase rate and healthcare cost increase rate. The reasons for choosing these assumptions are as follows:

- Discount rate: The rate that determines the value of the obligations over time.
- Salary increase rate: The rate that considers the salary increase which implies an increase in the benefit payable.
- Healthcare cost increase rate: The rate that considers the trends of health care costs which implies an impact on the postretirement medical service obligations and the cost for the year.

The following table presents the impact in absolute terms of a variation of 0.5% on the net defined benefit liability associated with the Company's defined benefit plans. The sensitivity of this 0.5% on the significant actuarial assumptions is based on a projected long-term discount rates to Mexico and a yield curve projections of long-term sovereign bonds:

Discount rate used to calculate the defined benefit obligation and the net interest on the net defined benefit liability (asset)	Income Statement						OCI	
	Current Service Cost	Past Service Cost	Gain or Loss on Settlement	Net Interest on the Net Defined Benefit Liability (Asset)	Remeasurements of the Net Defined Benefit Liability (Asset)			
+0.5%:								
Pension and retirement plans	Ps. 208	Ps. 11	Ps. (7)	Ps. 148	Ps. 203			
Seniority premiums	52	-	-	22	19			
Postretirement medical services	10	-	-	15	(1)			
Post-employment	44	-	-	64	255			
Total	Ps. 314	Ps. 11	Ps. (7)	Ps. 249	Ps. 476			
Expected salary increase								
Pension and retirement plans	Ps. 231	Ps. 12	Ps. (7)	Ps. 165	Ps. 557			
Seniority premiums	59	-	-	23	66			
Postretirement medical services	11	-	-	16	14			
Post-employment	56	-	-	76	413			
Total	Ps. 357	Ps. 12	Ps. (7)	Ps. 280	Ps. 1,050			
Assumed rate of increase in healthcare costs								
Postretirement medical services	Ps. 10	Ps. -	Ps. -	Ps. 16	Ps. 34			
-0.5%:								
Discount rate used to calculate the defined benefit obligation and the net interest on the net defined benefit liability (asset)								
Pension and retirement plans	Ps. 234	Ps. 13	Ps. (7)	Ps. 159	Ps. 640			
Seniority premiums	59	-	-	21	74			
Postretirement medical services	12	-	-	15	34			
Post-employment	52	-	-	72	384			
Total	Ps. 357	Ps. 13	Ps. (7)	Ps. 267	Ps. 1,132			
Expected salary increase								
Pension and retirement plans	Ps. 211	Ps. 11	Ps. (7)	Ps. 144	Ps. 240			
Seniority premiums	52	-	-	21	27			
Postretirement medical services	11	-	-	15	14			
Post-employment	42	-	-	57	232			
Total	Ps. 316	Ps. 11	Ps. (7)	Ps. 237	Ps. 513			
Assumed rate of increase in healthcare costs								
Postretirement medical services	Ps. 10	Ps. -	Ps. -	Ps. 15	Ps. (2)			

16.8 Employee benefits expense

For the years ended December 31, 2013, 2012 and 2011, employee benefits expenses recognized in the consolidated income statements are as follows:

	2013	2012	2011
Wages and salaries	Ps. 36,995	Ps. 31,561	Ps. 27,249
Social security costs	5,741	3,874	3,189
Employee profit sharing	1,936	1,650	1,237
Post employment benefits	607	514	379
Post employment benefits recognized in other expenses (Note 19)	-	381	-
Share-based payments	306	275	253
Termination benefits	480	541	411
Total	Ps. 46,065	Ps. 38,796	Ps. 32,718

17. Bonus Programs

17.1 Quantitative and qualitative objectives

The bonus program for executives is based on complying with certain goals established annually by management, which include quantitative and qualitative objectives, and special projects.

The quantitative objectives represent approximately 50% of the bonus, and are based on the Economic Value Added ("EVA") methodology. The objective established for the executives at each entity is based on a combination of the EVA generated per entity and the EVA generated by the Company, calculated at approximately 70% and 30%, respectively. The qualitative objectives and special projects represent the remaining 50% of the annual bonus and are based on the critical success factors established at the beginning of the year for each executive.

The bonus amount is determined based on each eligible participant's level of responsibility and based on the EVA generated by the applicable business unit the employee works for. This formula is established by considering the level of responsibility within the organization, the employees' evaluation and competitive compensation in the market. The bonus is granted to the eligible employee on an annual basis and after withholding applicable taxes. The Company contributes the individual employee's special bonus (after taxes) in cash to the Administrative Trust (which is controlled and consolidated by FEMSA), who then uses the funds to purchase FEMSA or Coca-Cola FEMSA shares (as instructed by the Administrative Trust's Technical Committee), which are then allocated to such employee.

17.2 Share-based payment bonus plan

The Company has implemented a stock incentive plan for the benefit of its senior executives. As discussed above, this plan uses as its main evaluation metric the Economic Value Added, or EVA. Under the EVA stock incentive plan, eligible employees are entitled to receive a special annual bonus (fixed amount), to be paid in shares of FEMSA or Coca-Cola FEMSA, as applicable or stock options (the plan considers providing stock options to employees; however, since inception only shares of FEMSA or Coca-Cola FEMSA have been granted).

The plan is managed by FEMSA's chief executive officer (CEO), with the support of the board of directors, together with the CEO of the respective sub-holding company. FEMSA's Board of Directors is responsible for approving the plan's structure, and the annual amount of the bonus. Each year, FEMSA's CEO in conjunction with the Evaluation and Compensation Committee of the board of directors and the CEO of the respective sub-holding company determine the employees eligible to participate in the plan and the bonus formula to determine the number of shares to be received, which vest ratably over a six year period. On such date, the Company and the eligible employee agree to the share-based payment arrangement, being when it and the counterparty have a shared understanding of the terms and conditions of the arrangement. FEMSA accounts for its share-based payment bonus plan as an equity-settled share based payment transaction as it will ultimately settle its obligations with its employees by issuing its own shares or those of its subsidiary Coca-Cola FEMSA.

The Administrative Trust tracks the individual employees' account balance. FEMSA created the Administrative Trust with the objective of administering the purchase of FEMSA and Coca-Cola FEMSA shares by each of its subsidiaries with eligible executives participating in the stock incentive plan. The Administrative Trust's objectives are to acquire FEMSA shares, or shares of Coca-Cola FEMSA and to manage the shares granted to the individual employees based on instructions set forth by the Technical Committee. Once the shares are acquired following the Technical Committee's instructions, the Administrative Trust assigns to each participant their respective rights. As the trust is controlled and therefore consolidated by FEMSA, shares purchased in the market and held within the Administrative Trust are presented as treasury stock (as it relates to FEMSA's shares) or as a reduction of the noncontrolling interest (as it relates to Coca-Cola FEMSA's shares) in the consolidated statement of changes in equity, on the line issuance (repurchase) of shares associated with share-based payment plans. Should an employee leave prior to their shares vesting, they would lose the rights to such shares, which would then remain within the Administrative Trust and be able to be reallocated to other eligible employees as determined by the Company. The incentive plan target is expressed in months of salary, and the final amount payable is computed based on a percentage of compliance with the goals established every year. For the years ended December 31, 2013, 2012 and 2011, the compensation expense recorded in the consolidated income statement amounted to Ps. 306, Ps. 275 and Ps. 253, respectively.

All shares held in the Administrative Trust are considered outstanding for diluted earnings per share purposes and dividends on shares held by the trust are charged to retained earnings.

As of December 31, 2013 and 2012, the number of shares held by the trust associated with the Company's share based payment plans is as follows:

	Number of Shares			
	FEMSA UBD		KOF L	
	2013	2012	2013	2012
Beginning balance	8,416,027	9,400,083	2,421,876	2,714,552
Shares acquired by the Administrative Trust and granted to employees	2,285,948	2,390,815	407,487	749,830
Shares released from Administrative trust to employees upon vesting	(3,700,547)	(3,374,871)	(1,049,299)	(1,042,506)
Forfeitures	-	-	-	-
Ending balance	7,001,428	8,416,027	1,780,064	2,421,876

The fair value of the shares held by the trust as of the end of December 31, 2013 and 2012 was Ps. 1,166 and Ps. 1,552, respectively, based on quoted market prices of those dates.

18. Bank Loans and Notes Payables

(in millions of Mexican pesos)	At December 31, ⁽¹⁾										Carrying Value at December 31, 2013	Fair Value at December 31, 2013	Carrying Value at December 31, 2012 ⁽¹⁾
	2014	2015	2016	2017	2018	2019 and Thereafter							
Short-term debt:													
Fixed rate debt:													
Argentine pesos													
Bank loans	Ps. 495	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. 495	Ps. 489	Ps. 291
Interest rate	25.4%	-	-	-	-	-	-	-	-	-	25.4%	25.4%	19.2%
Variable rate debt:													
Brazilian Reais													
Bank loans	34	-	-	-	-	-	-	-	-	-	34	34	19
Interest rate	9.7%	-	-	-	-	-	-	-	-	-	9.7%	9.7%	8.1%
U.S. dollars (bank loans)	-	-	-	-	-	-	-	-	-	-	-	-	3,903
Interest rate	-	-	-	-	-	-	-	-	-	-	-	-	0.6%
Total short-term debt	Ps. 529	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. -	Ps. 529	Ps. 523	Ps. 4,213
Long-term debt:													
Fixed rate debt:													
U.S. dollars													
Senior notes	Ps. -	Ps. -	Ps. -	Ps. -	Ps. 13,022	Ps. 21,250	Ps. -	Ps. -	Ps. -	Ps. -	Ps. 34,272	Ps. 35,327	Ps. 6,458
Interest rate	-	-	-	-	2.4%	4.4%	-	-	-	-	3.7%	3.7%	4.6%
Senior note (FEMSA USD 2023)	-	-	-	-	-	-	3,736	-	-	-	3,736	3,486	-
Interest rate	-	-	-	-	-	-	2.9%	-	-	-	2.9%	2.9%	-
Senior note (FEMSA USD 2043)	-	-	-	-	-	-	-	8,377	-	-	8,377	7,566	-
Interest rate	-	-	-	-	-	-	-	4.4%	-	-	4.4%	4.4%	-
Bank loans	97	26	-	-	-	-	-	-	-	-	123	125	-
Interest rate	3.8%	3.8%	-	-	-	-	-	-	-	-	3.8%	3.8%	-
Mexican pesos													
Units of investment (UDIs)	-	-	-	3,630	-	-	-	-	-	-	3,630	3,630	3,567
Interest rate	-	-	-	4.2%	-	-	-	-	-	-	4.2%	4.2%	4.2%
Domestic senior notes	-	-	-	-	-	-	-	9,987	-	-	9,987	9,427	2,495
Interest rate	-	-	-	-	-	-	-	6.2%	-	-	6.2%	6.2%	8.3%
Brazilian reais													
Bank loans	66	72	65	63	29	42	-	-	-	-	337	311	119
Interest rate	3.2%	2.9%	3.0%	3.0%	3.4%	3.1%	-	-	-	-	3.1%	3.1%	3.8%
Finance leases	242	216	184	157	84	82	-	-	-	-	965	817	11
Interest rate	4.7%	4.7%	4.6%	4.6%	4.6%	4.6%	-	-	-	-	4.6%	4.6%	4.5%
Argentine pesos													
Bank loans	259	71	28	-	-	-	-	-	-	-	358	327	529
Interest rate	21.8%	16.8%	15.3%	-	-	-	-	-	-	-	20.3%	20.3%	19.9%
Subtotal	Ps. 664	Ps. 385	Ps. 277	Ps. 3,850	Ps. 13,135	Ps. 43,474	Ps. -	Ps. -	Ps. -	Ps. -	Ps. 61,785	Ps. 61,016	Ps. 13,179

⁽¹⁾ All interest rates shown in this table are weighted average contractual annual rates.

(in millions of Mexican pesos)	At December 31, ⁽¹⁾							2019 and Thereafter	Carrying Value at December 31, 2013	Fair Value at December 31, 2013	Carrying Value at December 31, 2012 ⁽¹⁾
	2014	2015	2016	2017	2018						
Variable rate debt:											
U.S. dollars											
Bank loans	Ps. -	Ps. -	Ps. 1,566	Ps. -	Ps. 4,277	Ps. -	Ps. -	Ps. 5,843	Ps. 5,897	Ps. 7,990	
Interest rate	-	-	1.1%	-	0.8%	-	-	0.9%	0.9%	0.9%	
Mexican pesos											
Domestic senior notes	-	-	2,517	-	-	-	-	2,517	2,500	6,011	
Interest rate	-	-	3.9%	-	-	-	-	3.9%	3.9%	5.0%	
Bank loans	1,368	2,764	-	-	-	-	-	4,132	4,205	4,380	
Interest rate	4.0%	4.0%	-	-	-	-	-	4.0%	4.0%	5.1%	
Argentine pesos											
Bank loans	180	-	-	-	-	-	-	180	179	106	
Interest rate	25.7%	-	-	-	-	-	-	25.7%	25.7%	22.9%	
Brazilian reais											
Bank loans	138	18	11	-	-	-	-	167	167	106	
Interest rate	11.3%	11.3%	11.3%	-	-	-	-	11.3%	11.3%	8.9%	
Finance leases	35	39	26	-	-	-	-	100	100	149	
Interest rate	10.0%	10.0%	10.0%	-	-	-	-	10.0%	10.0%	10.5%	
Colombian pesos											
Bank loans	913	582	-	-	-	-	-	1,495	1,490	1,023	
Interest rate	5.6%	5.7%	-	-	-	-	-	5.7%	5.7%	6.8%	
Finance leases	-	-	-	-	-	-	-	-	-	185	
Interest rate	-	-	-	-	-	-	-	-	-	6.8%	
Subtotal	Ps. 2,634	Ps. 3,403	Ps. 4,120	Ps. -	Ps. 4,277	Ps. -	Ps. -	Ps. 14,434	Ps. 14,538	Ps. 19,950	
Total long-term debt	Ps. 3,298	Ps. 3,788	Ps. 4,397	Ps. 3,850	Ps. 17,412	Ps. 43,474		Ps. 76,219	Ps. 75,554	Ps. 33,129	
Current portion of long term debt								(3,298)		(4,489)	
								Ps. 72,921		Ps. 28,640	

⁽¹⁾ All interest rates shown in this table are weighted average contractual annual rates.

Hedging Derivative Financial Instruments ⁽¹⁾	2014	2015	2016	2017	2018	2019 and Thereafter	2013	2012
	(notional amounts in millions of Mexican pesos)							
Cross currency swaps:								
Units of investments to Mexican pesos and variable rate:								
Fixed to variable	Ps. -	Ps. -	Ps. -	Ps. 2,500	Ps. -	Ps. -	Ps. 2,500	Ps. 2,500
Interest pay rate	-	-	-	4.1%	-	-	4.1%	4.7%
Interest receive rate	-	-	-	4.2%	-	-	4.2%	4.2%
U.S. dollars to Mexican pesos:								
Fixed to variable	-	-	-	-	-	11,403	11,403	-
Interest pay rate	-	-	-	-	-	5.1%	5.1%	-
Interest receive rate	-	-	-	-	-	4.0%	4.0%	-
Variable to variable	-	-	-	-	-	-	-	2,553
Interest pay rate	-	-	-	-	-	-	-	3.7%
Interest receive rate	-	-	-	-	-	-	-	1.4%
Fixed to fixed	1,308	-	-	-	-	1,267	2,575	-
Interest pay rate	8.7%	-	-	-	-	5.7%	7.2%	-
Interest receive rate	4.6%	-	-	-	-	2.9%	3.8%	-
U.S. dollars to Brazilian reais:								
Fixed to variable	50	83	-	-	5,884	-	6,017	-
Interest pay rate	12.1%	12.0%	-	-	9.5%	-	9.5%	-
Interest receive rate	3.6%	3.9%	-	-	2.7%	-	2.7%	-
Variable to variable	-	-	-	-	18,046	-	18,046	-
Interest pay rate	-	-	-	-	9.5%	-	9.5%	-
Interest receive rate	-	-	-	-	15%	-	15%	-
Interest rate swap:								
Mexican pesos								
Variable to fixed rate:	575	1,963	-	-	-	-	2,538	6,325
Interest pay rate	8.4%	8.6%	-	-	-	-	8.6%	8.4%
Interest receive rate	4.0%	4.0%	-	-	-	-	4.0%	5.0%

⁽¹⁾ All interest rates shown in this table are weighted average contractual annual rates.

For the years ended December 31, 2013, 2012 and 2011, the interest expense is comprised as follows:

	2013	2012	2011
Interest on debts and borrowings	Ps. 3,055	Ps. 2,029	Ps. 2,083
Finance charges payable under capitalized interest	(59)	(38)	(185)
Finance charges for employee benefits	268	230	177
Derivative instruments	825	142	111
Finance operating charges	225	98	103
Finance charges payable under finance leases	17	45	13
	Ps. 4,331	Ps. 2,506	Ps. 2,302

On May 7, 2013, the Company issued long-term debt on the NYSE in the amount of \$1,000, which was made up of senior notes of \$300 with a maturity of 10 years and a fixed interest rate of 2.875%; and senior notes of \$700 with a maturity of 30 years and a fixed interest rate of 4.375%. After the issuance, the Company contracted cross-currency swaps to reduce its exposure to risk of exchange rate and interest rate fluctuations associated with this issuance, see Note 20.

On November 26, 2013, Coca-Cola FEMSA issued U.S.\$1,000 in aggregate principal amount of 2.375% Senior Notes due 2018, U.S.\$750 in aggregate principal amount of 3.875% Senior Notes due 2023 and U.S.\$400 in aggregate principal amount of 5.250% Senior Notes due 2043, in an SEC registered offering. These notes are guaranteed by its subsidiaries: Propimex, S. de R.L. de C.V., Comercializadora La Pureza de Bebidas, S. de R.L. de C.V., Controladora Interamericana de Bebidas, S. de R.L. de C.V., Grupo Embotellador Cimsa, S. de R.L. de C.V., Refrescos Victoria del Centro, S. de R.L. de C.V., Servicios Integrados Inmuebles del Golfo, S. de R.L. de C.V. and Yoli de Acapulco, S.A. de C.V. (herein "the 100% - owned Guarantors Subsidiaries").

On December 4, 2007, the Company obtained the approval from the National Banking and Securities Commission (Comisión Nacional Bancaria y de Valores or "CNBV") for the issuance of long-term domestic senior notes ("Certificados Bursátiles") in the amount of Ps. 10,000 (nominal amount) or its equivalent in investment units. As of December 31, 2013, the Company has issued the following domestic senior notes: i) on December 7, 2007, the Company issued domestic senior notes composed of Ps. 3,500 (nominal amount) with a maturity date on November 29, 2013 and a floating interest rate, [which was paid at maturity]; ii) on December 7, 2007, the Company issued domestic senior notes in the amount of 637,587,000 investment units (Ps. 2,500 nominal amount), with a maturity date on November 24, 2017 and a fixed interest rate, iii) on May 26, 2008, the Company issued domestic senior notes composed of Ps. 1,500 (nominal amount), with a maturity date on May 23, 2011 and a floating interest rate, which was paid at maturity.

Coca-Cola FEMSA has the following bonds: a) registered with the Mexican stock exchange: i) Ps. 2,500 (nominal amount) with a maturity date in 2016 and a variable interest rate, ii) Ps. 2,500 (nominal amount) with a maturity date in 2021 and fixed interest rate of 8.3% and iii) Ps. 7,500 (nominal amount) with a maturity date in 2023 and fixed interest rate of 5.5%; b) registered with the SEC : i) Senior notes of \$500 with interest at a fixed rate of 4.6% and maturity date on February 15, 2020, ii) Senior notes of \$1,000 with interest at a fixed rate of 2.4% and maturity date on November 26, 2018, iii) Senior notes of \$750 with interest at a fixed rate of 3.9% and maturity date on November 26, 2023 and iv) Senior notes of \$400 with interest at a fixed rate of 5.3% and maturity date on November 26, 2043 which are guaranteed by the 100% - owned Guarantors Subsidiaries.

During 2013, Coca-Cola FEMSA contracted and prepaid in part the following Bank loans denominated in dollars: i) \$500 (nominal amount) with a maturity date in 2016 and variable interest rate and prepaid \$380 (nominal amount) in November 2013, the outstanding amount of this loan is \$120 (nominal amount) and ii) \$1,500 (nominal amount) with a maturity date in 2018 and variable interest rate and prepaid \$1,170 (nominal amount) in November 2013, the outstanding amount of this loan is \$330 (nominal amount). In December 2013, Coca-Cola FEMSA prepaid in full outstanding Bank loans denominated in dollars for a total amount of \$600 (nominal amount).

The Company has financing from different institutions under agreements that stipulate different restrictions and covenants, which mainly consist of maximum levels of leverage and capitalization as well as minimum consolidated net worth and debt and interest coverage ratios. As of the date of these consolidated financial statements, the Company was in compliance with all restrictions and covenants contained in its financing agreements.

19. Other Income and Expenses

	2013		2012		2011	
Gain on sale of shares (see Note 4)	Ps.	-	Ps.	1,215	Ps.	-
Gain on sale of long-lived assets		41		132		95
Gain on sale of other assets		170		38		8
Sale of waste material		43		43		40
Write off-contingencies		120		76		80
Others		277		241		158
Other income	Ps.	651	Ps.	1,745	Ps.	381
Contingencies associated with prior acquisitions or disposals		385		213		226
Impairment of non current assets		-		384		146
Disposal of long-lived assets ⁽¹⁾		122		133		656
Foreign Exchange		99		40		11
Securities taxes from Colombia		51		40		197
Severance payments		190		349		256
Donations ⁽²⁾		119		200		200
Legal fees and other expenses from past acquisitions		110		-		40
Effect of new labor law (LOTTT) (see Note 16) ⁽³⁾		-		381		-
Other		363		233		340
Other expenses	Ps.	1,439	Ps.	1,973	Ps.	2,072

⁽¹⁾ Charges related to fixed assets retirement from ordinary operations and other long-lived assets.

⁽²⁾ In 2012 are included the gain on the sale of 45% interest held by FEMSA in the parent companies of the Mareña Renovables Wind Power Farm (see Note 10) offsetting to the donation made to Fundación FEMSA, A. C. (see Note 14).

⁽³⁾ This amount relates to the past service cost related to post-employment by Ps. 381 as a result of the effect of the change in LOTTT and it is included in the consolidated income statement under the "Other expenses" caption.

20. Financial Instruments

Fair Value of Financial Instruments

The Company measures the fair value of its financial assets and liabilities classified as level 2 applying the income approach method, which estimates the fair value based on expected cash flows discounted to net present value. The following table summarizes the Company's financial assets and liabilities measured at fair value, as of December 31, 2013 and 2012:

	December 31, 2013		December 31, 2012	
	Level 1	Level 2	Level 1	Level 2
Available-for-sale investments			12	
Derivative financial instrument (current asset)	2	26		106
Derivative financial instrument (non-current asset)		1,472		1,144
Derivative financial instrument (current liability)	272	75	200	79
Derivative financial instrument (non-current liability)		1,526		212

20.1 Total debt

The fair value of bank and syndicated loans is calculated based on the discounted value of contractual cash flows whereby the discount rate is estimated using rates currently offered for debt of similar amounts and maturities, which is considered to be level 2 in the fair value hierarchy. The fair value of the Company's publicly traded debt is based on quoted market prices as of December 31, 2013 and 2012, which is considered to be level 1 in the fair value hierarchy.

	2013		2012	
Carrying value	Ps.	76,748	Ps.	37,342
Fair value		76,077		38,456

20.2 Interest rate swaps

The Company uses interest rate swaps to offset the interest rate risk associated with its borrowings, pursuant to which it pays amounts based on a fixed rate and receives amounts based on a floating rate. These instruments have been designated as cash flow hedges and are recognized in the consolidated statement of financial position at their estimated fair value. The fair value is estimated using formal technical models. The valuation method involves discounting to present value the expected cash flows of interest, calculated from the rate curve of the cash flow currency, and expresses the net result in the reporting currency. Changes in fair value are recorded in cumulative other comprehensive income, net of taxes until such time as the hedged amount is recorded in the consolidated income statements.

At December 31, 2013, the Company has the following outstanding interest rate swap agreements:

Maturity Date	Notional Amount	Fair Value Liability December 31, 2013	Fair Value Asset December 31, 2013
2014	Ps. 575	Ps. (18)	Ps. -
2015	1,963	(122)	-

At December 31, 2012 the Company has the following outstanding interest rate swap agreements:

Maturity Date	Notional Amount	Fair Value Liability December 31, 2012	Fair Value Asset December 31, 2012
2013	Ps. 3,787	Ps. (82)	5
2014	575	(33)	2
2015	1,963	(160)	5

A portion of certain interest rate swaps do not meet the criteria for hedge accounting; consequently, changes in the estimated fair value of these portions were recorded within the consolidated income statements under the caption "market value gain(loss) on financial instruments."

The net effect of expired contracts treated as hedges are recognized as interest expense within the consolidated income statements.

20.3 Forward agreements to purchase foreign currency

The Company has entered into forward agreements to reduce its exposure to the risk of exchange rate fluctuations between the Mexican peso and other currencies. Foreign exchange forward contracts measured at fair value are designated hedging instruments in cash flow hedges of forecast inflows in Euros and forecast purchases of raw materials in U.S. dollars. These forecast transactions are highly probable.

These instruments have been designated as cash flow hedges and are recognized in the consolidated statement of financial position at their estimated fair value which is determined based on prevailing market exchange rates to terminate the contracts at the end of the period. The price agreed in the instrument is compared to the current price of the market forward currency and is discounted to present value of the rate curve of the relevant currency. Changes in the fair value of these forwards are recorded as part of cumulative other comprehensive income, net of taxes. Net gain/loss on expired contracts is recognized as part of cost of goods sold when the raw material is included in sale transaction, and as a part of foreign exchange when the inflow in Euros are received.

Net changes in the fair value of forward agreements that do not meet hedging criteria for hedge accounting are recorded in the consolidated income statements under the caption "market value gain (loss) on financial instruments."

At December 31, 2013, the Company had the following outstanding forward agreements to purchase foreign currency:

Maturity Date	Notional Amount	Fair Value Liability December 31, 2013	Fair Value Asset December 31, 2013
2014	Ps. 3,002	Ps. (17)	Ps. -
2015	614	-	1

At December 31, 2012, the Company had the following outstanding forward agreements to purchase foreign currency:

Maturity Date	Notional Amount	Fair Value Asset December 31, 2012
2013	Ps. 2,803	Ps. 36

20.4 Options to purchase foreign currency

The Company has entered into a collar strategy to reduce its exposure to the risk of exchange rate fluctuations. A collar is a strategy that limits the exposure to the risk of exchange rate fluctuations in a similar way as a forward agreement.

These instruments have been designated as cash flow hedges and are recognized in the consolidated statement of financial position at their estimated fair value which is determined based on prevailing market exchange rates to terminate the contracts at the end of the period. They are valued based on the Black & Scholes model, doing a split in the intrinsic and extrinsic value. Changes in the fair value of these options, corresponding to the intrinsic value are initially recorded as part of cumulative other comprehensive income, net of taxes. Changes in the fair value, corresponding to the extrinsic value are recorded in the consolidated income statements under the caption "market value gain (loss) on financial instruments," as part of the consolidated net income. Net gain (loss) on expired contracts is recognized as part of cost of goods sold when the related raw material is affecting the cost of good sold.

At December 31, 2013, the Company had no outstanding collars to purchase foreign currency (composed of a call and a put option with different strike levels with the same notional amount and maturity).

At December 31, 2012, the Company had the following outstanding collars to purchase foreign currency (composed of a call and a put option with different strike levels with the same notional amount and maturity):

Maturity Date		Notional Amount		Fair Value Asset December 31, 2012
2013	Ps.	982	Ps.	47

20.5 Cross-currency swaps

The Company has contracted for a number of cross-currency swaps to reduce its exposure to risks of exchange rate and interest rate fluctuations associated with its borrowings denominated in U.S. dollars and other foreign currencies. Cross-Currency swaps contracts are designated as hedging instruments through which the Company changes the debt profile to its functional currency to reduce exchange exposure.

These instruments are recognized in the consolidated statement of financial position at their estimated fair value which is estimated using formal technical models. The valuation method involves discounting to present value the expected cash flows of interest, calculated from the rate curve of the cash foreign currency, and expresses the net result in the reporting currency. These contracts are designated as financial instruments at fair value through profit or loss. The fair values changes related to those cross currency swaps are recorded under the caption "market value gain (loss) on financial instruments," net of changes related to the long-term liability, within the consolidated income statements.

The Company has cross-currency contracts designated as cash flow hedges and are recognized in the consolidated statement of financial position at their estimated fair value. Changes in fair value are recorded in cumulative other comprehensive income, net of taxes until such time as the hedge amount is recorded in the consolidated income statement.

The Company has certain cross-currency swaps that do not meet the criteria for hedge accounting purposes. Consequently, changes in the estimated fair value were recorded in the income statement as market value gain (loss) of financial instruments.

At December 31, 2013, the Company had the following outstanding cross currency swap agreements:

Maturity Date	Notional Amount	Liability 2013	Fair Value Asset December 31, 2013
2014	Ps. 1,358	Ps. -	Ps. 18
2015	83	-	11
2017	2,711	-	1,180
2018	23,930	(825)	-
2023	12,670	(350)	-

At December 31, 2012, the Company had the following outstanding cross currency swap agreements:

Maturity Date	Notional Amount	Fair Value Asset December 31, 2012
2014	Ps. 2,553	Ps. 46
2017	2,711	1,089

20.6 Commodity price contracts

The Company has entered into various commodity price contracts to reduce its exposure to the risk of fluctuation in the costs of certain raw material. The fair value is estimated based on the market valuations to terminate the contracts at the end of the period. These instruments are designated as Cash Flow Hedges and the changes in the fair value are recorded as part of "cumulative other comprehensive income."

The fair value of expired commodity price contract was recorded in cost of goods sold where the hedged item was recorded.

At December 31, 2013, Coca-Cola FEMSA had the following sugar price contracts:

Maturity Date		Notional Amount		Fair Value Liability December 31, 2013		Asset
2014	Ps.	1,183	Ps.	(246)	Ps.	-
2015		730		(48)		-
2016		103		-		2

At December 31, 2013, Coca-Cola FEMSA had the following aluminum price contracts:

Maturity Date		Notional Amount		Fair Value Liability December 31, 2013
2014	Ps.	205	Ps.	(10)

At December 31, 2012, Coca-Cola FEMSA had the following outstanding sugar price contracts:

Maturity Date		Notional Amount		Fair Value Liability December 31, 2013
2013	Ps.	1,567	Ps.	(151)
2014		856		(34)
2015		213		(10)

At December 31, 2012, Coca-Cola FEMSA had the following aluminum price contracts:

Maturity Date		Notional Amount		Fair Value Liability December 31, 2012
2013	Ps.	335	Ps.	(5)

20.7 Embedded derivative financial instruments

The Company's call option related to the remaining 49% ownership interest in CCBPI is recorded at fair value in its financial statements using a Level 3 concept. The call option had an estimated fair value of approximately Ps. 859 million at inception of the option, and approximately Ps. 799 million as of December 31, 2013, with the change during that period being recorded through the income statement. Significant observable inputs into that Level 3 estimate include the call option's expected term (7 years at inception), risk free rate as expected return (LIBOR), implied volatility at inception (19.77%) and the underlying enterprise value of the CCBPI. The enterprise value of CCBPI for the purpose of this estimate was based on CCBPI's long-term business plan. The Company acquired its 51% ownership interest in CCBPI in January 2013 and continues to integrate CCBPI into its global operations using the equity method of accounting, and currently believes that the underlying exercise price of the call option is "out of the money." Accordingly, the Company does not anticipate exercising the call option during 2014.

The Level 3 fair value of the Company's put option related to its 51% ownership interest approximates zero as its exercise price as defined in the contract adjusts proportionately to the underlying fair value of CCBPI.

20.8 Net effects of expired contracts that met hedging criteria

Type of Derivatives		Impact in Consolidated Income Statement		2013		2012		2011
Interest rate swaps		Interest expense	Ps.	(214)	Ps.	(147)	Ps.	(120)
Forward agreements to purchase foreign currency		Foreign exchange		1,710		126		-
Commodity price contracts		Cost of goods sold		(362)		6		257
Options to purchase foreign currency		Cost of goods sold		-		13		-
Forward agreements to purchase foreign currency		Cost of goods sold		-		-		21

20.9 Net effect of changes in fair value of derivative financial instruments that did not meet the hedging criteria for accounting purposes

Type of Derivatives		Impact in Consolidated Income Statement		2013		2012		2011
Interest rate swaps		Market value loss on financial instruments	Ps.	(7)	Ps.	(4)	Ps.	(2)
Cross currency swaps				33		(2)		-
Others				(19)		(29)		-

20.10 Net effect of expired contracts that did not meet the hedging criteria for accounting purposes

Type of Derivatives	Impact in Consolidated Income Statement		2013		2012		2011
Cross-currency swaps	Market value	Ps.	-	Ps.	42	Ps.	(144)
Interest rate swaps	gain (loss) on		-		-		-
Others	financial instruments		-		-		37

20.11 Market risk

Market risk is the risk that the fair value of future cash flow of a financial instrument will fluctuate because of changes in market prices. Market prices include currency risk and commodity price risk.

The Company's activities expose it primarily to the financial risks of changes in foreign currency exchange rates and commodity prices. The Company enters into a variety of derivative financial instruments to manage its exposure to foreign currency risk, and commodity prices risk including:

- Forward Agreements to Purchase Foreign Currency in order to reduce its exposure to the risk of exchange rate fluctuations.
- Cross-Currency Swaps in order to reduce its exposure to the risk of exchange rate fluctuations.
- Commodity price contracts in order to reduce its exposure to the risk of fluctuation in the costs of certain raw materials.

The Company tracks the fair value (mark to market) of its derivative financial instruments and its possible changes using scenario analyses.

The following disclosures provide a sensitivity analysis of the market risks management considered to be reasonably possible at the end of the reporting period, which the Company is exposed to as it relates to foreign exchange rates and commodity prices, which it considers in its existing hedging strategy:

Foreign Currency Risk	Change in Exchange Rate		Effect on Equity		Effect on Profit or Loss
2013					
FEMSA ⁽³⁾	+7% EUR/+11% USD	Ps.	(157)	Ps.	-
	-7% EUR/-11% USD		157		-
Coca-Cola FEMSA	+11% USD		67		-
	+13% BRL		86		-
	+6% COP		19		-
	-11% USD		(67)		-
	-13% BRL		(86)		-
	-6% COP		(19)		-
2012					
FEMSA ⁽³⁾	+9% EUR/+11% USD	Ps.	(250)	Ps.	-
	-9% EUR/-11% USD		104		-
Coca-Cola FEMSA	-11% USD		(204)		-
2011					
FEMSA	+13% EUR/+15% USD	Ps.	(189)	Ps.	-
	-13% EUR/-15% USD		191		-
Coca-Cola FEMSA	-15% USD		(352)		(127)

Gross Currency Swaps ⁽¹⁾⁽²⁾	Change in Exchange Rate		Effect on Profit or Loss
2013			
FEMSA ⁽³⁾	-11% MXN/ USD		(1,581)
Coca-Cola FEMSA	-11% MXN/ USD		(392)
	-13% USD/BRL		(3,719)
2012			
FEMSA ⁽³⁾	-		-
Coca-Cola FEMSA	-11% MXN/ USD		(234)

⁽¹⁾ The sensitivity analysis effects include all subsidiaries of the Company.

⁽²⁾ Includes the sensitivity analysis effects of all derivative financial instruments related to foreign exchange risk.

⁽³⁾ Does not include Coca-Cola FEMSA.

Net Cash in Foreign Currency ⁽¹⁾	Change in Exchange Rate	Effect on Profit or Loss
2013		
FEMSA ⁽²⁾	+7% EUR/+11% USD	Ps. 335
	-7% EUR/-11% USD	(335)
Coca-Cola FEMSA	+11% USD	(1,090)
	-11% USD	1,090
2012		
FEMSA ⁽²⁾	+9% EUR/+11% USD	Ps. 809
	-9% EUR/-11% USD	(809)
Coca-Cola FEMSA	+15% USD	(362)
2011		
FEMSA	+13% EUR/+15% USD	Ps. 1,188
	-13% EUR/-15% USD	(1,188)
Coca-Cola FEMSA	+16% USD	(398)

Commodity Price Contracts ⁽¹⁾	Change in U.S.\$ Rate	Effect on Equity
2013		
Coca-Cola FEMSA	Sugar - 18%	Ps. (298)
	Aluminum - 19%	(36)
2012		
Coca-Cola FEMSA	Sugar - 30%	Ps. (732)
	Aluminum - 20%	(66)

⁽¹⁾ The sensitivity analysis effects include all subsidiaries of the Company.

⁽²⁾ Includes the sensitivity analysis effects of all derivative financial instruments related to foreign exchange risk.

⁽³⁾ Does not include Coca-Cola FEMSA.

20.12 Interest rate risk

Interest rate risk is the risk that the fair value or future cash flow of a financial instrument will fluctuate because of changes in market interest rates.

The Company is exposed to interest rate risk because it and its subsidiaries borrow funds at both fixed and variable interest rates. The risk is managed by the Company by maintaining an appropriate mix between fixed and variable rate borrowings, and by the use of the different derivative financial instruments. Hedging activities are evaluated regularly to align with interest rate views and defined risk appetite, ensuring the most cost-effective hedging strategies are applied.

The following disclosures provide a sensitivity analysis of the interest rate risks management considered to be reasonably possible at the end of the reporting period, which the Company is exposed to as it relates to its fixed and floating rate borrowings, which it considers in its existing hedging strategy:

	2013	2012	2011
Change in interest rate	+100 Bps.	+100 Bps.	+100 Bps.
Effect on profit loss	Ps. (332)	Ps. (198)	Ps. (98)

20.13 Liquidity risk

Each of the Company's sub-holding companies generally finances its operational and capital requirements on an independent basis. As of December 31, 2013 and 2012, 79.48% and 81.07%, respectively of the Company's outstanding consolidated total indebtedness was at the level of its sub-holding companies. This structure is attributable, in part, to the inclusion of third parties in the capital structure of Coca-Cola FEMSA. Currently, the Company's management expects to continue to finance its operations and capital requirements primarily at the level of its sub-holding companies. Nonetheless, they may decide to incur indebtedness at its holding company in the future to finance the operations and capital requirements of the Company's subsidiaries or significant acquisitions, investments or capital expenditures. As a holding company, the Company depends on dividends and other distributions from its subsidiaries to service the Company's indebtedness.

The Company's principal source of liquidity has generally been cash generated from its operations. The Company has traditionally been able to rely on cash generated from operations because a significant majority of the sales of Coca-Cola FEMSA and FEMSA Comercio are on a cash or short-term credit basis, and FEMSA Comercio's OXXO stores are able to finance a significant portion of their initial and ongoing inventories with supplier credit. The Company's principal use of cash has generally been for capital expenditure programs, acquisitions, debt repayment and dividend payments.

Ultimate responsibility for liquidity risk management rests with the Company's board of directors, which has established an appropriate liquidity risk management framework for the management of the Company's short-, medium- and long-term funding and liquidity requirements. The Company manages liquidity risk by maintaining adequate reserves and credit facilities, by continuously monitoring forecast and actual cash flows, and by maintaining a conservative debt maturity profile.

The Company has access to credit from national and international bank institutions in order to meet treasury needs; besides, the Company has the highest rating for Mexican companies (AAA) given by independent rating agencies, allowing the Company to evaluate capital markets in case it needs resources.

As part of the Company's financing policy, management expects to continue financing its liquidity needs with cash from operations. Nonetheless, as a result of regulations in certain countries in which the Company operates, it may not be beneficial or, as in the case of exchange controls in Venezuela, practicable to remit cash generated in local operations to fund cash requirements in other countries. Exchange controls like those in Venezuela may also increase the real price of remitting cash from operations to fund debt requirements in other countries. In the event that cash from operations in these countries is not sufficient to fund future working capital requirements and capital expenditures, management may decide, or be required, to fund cash requirements in these countries through local borrowings rather than remitting funds another country. In addition, the Company's liquidity in Venezuela could be affected by changes in the rules applicable to exchange rates as well as other regulations, such as exchange controls. In the future the Company management may finance its working capital and capital expenditure needs with short-term or other borrowings.

The Company's management continuously evaluates opportunities to pursue acquisitions or engage in joint ventures or other transactions. We would expect to finance any significant future transactions with a combination of cash from operations, long-term indebtedness and capital stock.

The Company's sub-holding companies generally incur short-term indebtedness in the event that they are temporarily unable to finance operations or meet any capital requirements with cash from operations. A significant decline in the business of any of the Company's sub-holding companies may affect the sub-holding company's ability to fund its capital requirements. A significant and prolonged deterioration in the economies in which we operate or in the Company's businesses may affect the Company's ability to obtain short-term and long-term credit or to refinance existing indebtedness on terms satisfactory to the Company's management.

The Company presents the maturity dates associated with its long-term financial liabilities as of December 31, 2013, see Note 18. The Company generally makes payments associated with its long-term financial liabilities with cash generated from its operations.

The following table reflects all contractually fixed pay-offs for settlement, repayments and interest resulting from recognized financial liabilities. It includes expected net cash outflows from derivative financial liabilities that are in place as per December 31, 2013. Such expected net cash outflows are determined based on each particular settlement date of an instrument. The amounts disclosed are undiscounted net cash outflows for the respective upcoming fiscal years, based on the earliest date on which the Company could be required to pay. Cash outflows for financial liabilities (including interest) without fixed amount or timing are based on economic conditions (like interest rates and foreign exchange rates) existing at December 31, 2013.

	2014	2015	2016	2017	2018	2019 and Thereafter
Non-derivative financial liabilities:						
Notes and bonds	Ps. 1,971	Ps. 1,971	Ps. 4,407	Ps. 5,086	Ps. 14,937	Ps. 55,946
Loans from banks	4,005	3,762	1,739	119	4,380	43
Obligations under finance leases	309	279	228	168	89	87
Derivative financial liabilities	140	25	-	1,132	-	350

The Company generally makes payments associated with its non-current financial liabilities with cash generated from its operations.

20.14 Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in financial loss to the Company. The Company has adopted a policy of only dealing with creditworthy counterparties, where appropriate, as a means of mitigating the risk of financial loss from defaults. The Company only transacts with entities that are rated the equivalent of investment grade and above. This information is supplied by independent rating agencies where available and, if not available, the Company uses other publicly available financial information and its own trading records to rate its major customers. The Company's exposure and the credit ratings of its counterparties are continuously monitored and the aggregate value of transactions concluded is spread amongst approved counterparties. Credit exposure is controlled by counterparty limits that are reviewed and approved by the risk management committee.

The Company has a high receivable turnover; hence management believes credit risk is minimal due to the nature of its businesses, which have a large portion of their sales settled in cash. The Company's maximum exposure to credit risk for the components of the statement of financial position at 31 December 2013 and 2012 is the carrying amounts (see Note 7).

The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with high credit-ratings assigned by international credit-rating agencies.

The Company manages the credit risk related to its derivative portfolio by only entering into transactions with reputable and credit-worthy counterparties as well as by maintaining in some cases a Credit Support Annex (CSA) that establishes margin requirements. As of December 31, 2013, the Company concluded that the maximum exposure to credit risk related with derivative financial instruments is not significant given the high credit rating of its counterparties.

21. Non-Controlling Interest in Consolidated Subsidiaries

An analysis of FEMSA's non-controlling interest in its consolidated subsidiaries for the years ended December 31, 2013 and 2012 is as follows:

	December 31, 2013	December 31, 2012
Coca-Cola FEMSA	Ps. 62,719	Ps. 54,902
Other	439	-
	Ps. 63,158	Ps. 54,902

The changes in the FEMSA's non-controlling interest were as follows:

	2013		2012		2011	
Balance at beginning of the year	Ps.	54,902	Ps.	47,949	Ps.	31,521
Net income of non controlling interest ⁽¹⁾		6,233		7,344		5,569
Other comprehensive income:						
Exchange differences on translation foreign operation		(664)		(1,342)		1,944
Remeasurements of the net defined benefits liability		(80)		(60)		6
Valuation of the effective portion of derivative financial instruments		(166)		(113)		(15)
Increase in capital stock		515		-		-
Acquisitions effects (see Note 4)		5,550		4,172		11,038
Disposal effects		-		(50)		(70)
Dividends		(3,125)		(2,986)		(2,025)
Share based payment		(7)		(12)		(19)
Balance at end of the year	Ps.	63,158	Ps.	54,902	Ps.	47,949

⁽¹⁾ For the years ended at 2013, 2012 and 2011, Coca-Cola FEMSA's net income allocated to non-controlling interest was Ps. 239, 565 and 551, respectively.

Non controlling cumulative other comprehensive income is comprised as follows:

	December 31, 2013		December 31, 2012	
Exchange differences on translation foreign operation	Ps.	(62)	Ps.	602
Remeasurements of the net defined benefits liability		(206)		(126)
Valuation of the effective portion of derivative financial instruments		(238)		(72)
Cumulative other comprehensive income	Ps.	(506)	Ps.	404

Coca-Cola FEMSA shareholders, especially the Coca-Cola Company which hold Series D shares, have some protective rights about investing in or disposing of significant businesses. However, these rights do not limit the continued normal operations of Coca-Cola FEMSA.

Summarized financial information in respect of Coca-Cola FEMSA is set out below.

	December 31, 2013		December 31, 2012	
Total current assets	Ps.	43,231	Ps.	45,897
Total non-current assets		173,434		120,206
Total current liabilities		32,398		29,550
Total non-current liabilities		67,114		31,725
Total revenue	Ps.	156,011	Ps.	147,739
Total consolidated net income		11,782		13,898
Total consolidated comprehensive income	Ps.	9,791	Ps.	11,209
Net cash flow from operating activities		22,097		23,650
Net cash flow from used in investing activities		49,481		10,989
Net cash flow from financing activities		23,506		60

22. Equity

22.1 Equity accounts

The capital stock of FEMSA is comprised of 2,161,177,770 BD units and 1,417,048,500 B units.

As of December 31, 2013 and 2012, the capital stock of FEMSA was comprised 17,891,131,350 common shares, without par value and with no foreign ownership restrictions. Fixed capital stock amounts to Ps. 300 (nominal value) and the variable capital may not exceed 10 times the minimum fixed capital stock amount.

The characteristics of the common shares are as follows:

- Series "B" shares, with unlimited voting rights, which at all times must represent a minimum of 51% of total capital stock;
- Series "L" shares, with limited voting rights, which may represent up to 25% of total capital stock; and
- Series "D" shares, with limited voting rights, which individually or jointly with series "L" shares may represent up to 49% of total capital stock.

The Series "D" shares are comprised as follows:

- Subseries "D-L" shares may represent up to 25% of the series "D" shares;
- Subseries "D-B" shares may comprise the remainder of outstanding series "D" shares; and
- The non-cumulative premium dividend to be paid to series "D" shareholders will be 125% of any dividend paid to series "B" shareholders.

The Series "B" and "D" shares are linked together in related units as follows:

- "B units" each of which represents five series "B" shares and which are traded on the BMV; and
- "BD units" each of which represents one series "B" share, two subseries "D-B" shares and two subseries "D-L" shares, and which are traded both on the BMV and the NYSE.

As of December 31, 2013 and 2012, FEMSA's capital stock is comprised as follows:

	"B" Units	"BD" Units	Total
Units	1,417,048,500	2,161,177,770	3,578,226,270
Shares:			
Series "B"	7,085,242,500	2,161,177,770	9,246,420,270
Series "D"	-	8,644,711,080	8,644,711,080
Subseries "D-B"	-	4,322,355,540	4,322,355,540
Subseries "D-L"	-	4,322,355,540	4,322,355,540
Total shares	7,085,242,500	10,805,888,850	17,891,131,350

The net income of the Company is subject to the legal requirement that 5% thereof be transferred to a legal reserve until such reserve equals 20% of capital stock at nominal value. This reserve may not be distributed to shareholders during the existence of the Company, except as a stock dividend. As of December 31, 2013 and 2012, this reserve amounted to Ps. 596.

Retained earnings and other reserves distributed as dividends, as well as the effects derived from capital reductions, are subject to income tax at the rate in effect at the date of distribution, except when capital reductions come from restated shareholder contributions and when the distributions of dividends come from net taxable income, denominated "Cuenta de Utilidad Fiscal Neta" ("CUFIN").

Dividends paid in excess of CUFIN are subject to income tax at a grossed-up rate based on the current statutory rate. Since 2003, this tax may be credited against the income tax of the year in which the dividends are paid, and in the following two years against the income tax and estimated tax payments. Due to the Mexican Tax Reform, a new Income Tax Law (LISR) went into effect on January 1, 2014. Such law no longer includes the tax consolidation regime which allowed calculating the CUFIN on a consolidated basis; therefore, beginning in 2014, distributed dividends must be taken from the individual CUFIN balance of FEMSA, which can be increased with the subsidiary companies' individual CUFINES through the transfers of dividends. The sum of the individual CUFIN balances of the FEMSA and its subsidiaries as of December 31, 2013 amounted to Ps. 69,496.

In addition, the new LISR sets forth that entities that distribute dividends to its stockholders who are individuals and foreign residents must withhold 10% thereof for ISR purposes, which will be paid in Mexico. The foregoing will not be applicable when distributed dividends arise from the accumulated CUFIN balance as of December 31, 2013.

At an ordinary shareholders' meeting of FEMSA held on March 15, 2013, the shareholders approved a dividend of Ps. 6,684 that was paid 50% on May 7, 2013 and other 50% on November 7, 2013; and a reserve for share repurchase of a maximum of Ps. 3,000. As of December 31, 2013, the Company has not repurchased shares. Treasury shares resulted from share-based payment bonus plan are disclosed in Note 17.

At an ordinary shareholders' meeting of FEMSA held on December 6, 2013, the shareholders approved a dividend of Ps. 6,684 that was paid on December 18, 2013.

At an ordinary shareholders' meeting of Coca-Cola FEMSA held on March 5, 2013, the shareholders approved a dividend of Ps. 5,950 that was paid 50% on May 2, 2013 and other 50% on November 5, 2013. The corresponding payment to the non-controlling interest was Ps. 3,073.

For the years ended December 31, 2013, 2012 and 2011 the dividends declared and paid by the Company and Coca-Cola FEMSA were as follows:

	2013		2012		2011
FEMSA	Ps.	13,368	Ps.	6,200	Ps. 4,600
Coca-Cola FEMSA (100% of dividend)		5,950		5,625	4,358

For the years ended December 31, 2013 and 2012 the dividends declared and paid per share by the Company are as follows:

Series of Shares	2013		2012
"B"	Ps.	0.66667	Ps. 0.30919
"D"		0.83333	0.38649

22.2 Capital management

The Company manages its capital to ensure that its subsidiaries will be able to continue as going concerns while maximizing the return to shareholders through the optimization of its debt and equity balance in order to obtain the lowest cost of capital available. The Company manages its capital structure and makes adjustments to it in light of changes in economic conditions. To maintain or adjust the capital structure, the Company may adjust the dividend payment to shareholders, return capital to shareholders or issue new shares. No changes were made in the objectives, policies or processes for managing capital during the years ended December 31, 2013 and 2012.

The Company is not subject to any externally imposed capital requirements, other than the legal reserve (see Note 22.1) and debt covenants (see Note 18).

The Company's finance committee reviews the capital structure of the Company on a quarterly basis. As part of this review, the committee considers the cost of capital and the risks associated with each class of capital. In conjunction with this objective, the Company seeks to maintain the highest credit rating both nationally and internationally and is currently rated AAA in Mexico and BBB+ in the United States, which requires it to have a debt to earnings before interest, taxes, depreciation and amortization ("EBITDA") ratio lower than 2. As a result, prior to entering into new business ventures, acquisitions or divestures, management evaluates the optimal ratio of debt to EBITDA in order to maintain its high credit rating.

23. Earnings per Share

Basic earnings per share amounts are calculated by dividing consolidated net income for the year attributable to controlling interest by the weighted average number of shares outstanding during the period adjusted for the weighted average of own shares purchased in the period.

Diluted earnings per share amounts are calculated by dividing consolidated net income for the year attributable to controlling interest by the weighted average number of shares outstanding during the period plus the weighted average number of shares for the effects of dilutive potential shares (originated by the Company's share based payment program).

	2013		2012		2011	
	Per Series "B" Shares	Per Series "D" Shares	Per Series "B" Shares	Per Series "D" Shares	Per Series "B" Shares	Per Series "D" Shares
Net Controlling Interest Income	7,341.74	8,579.98	9,548.21	11,158.58	7,069.69	8,262.04
Shares expressed in millions:						
Weighted average number of shares for basic earnings per share	9,238.69	8,613.80	9,237.49	8,609.00	9,236.62	8,605.49
Effect of dilution associated with nonvested shares for share based payment plans	7.73	30.91	8.93	35.71	9.80	39.22
Weighted average number of shares adjusted for the effect of dilution	9,246.42	8,644.71	9,246.42	8,644.71	9,246.42	8,644.71

24. Income Taxes

In December of 2013, the Mexican government enacted a package of tax reforms (the "2014 Tax Reform") which includes several significant changes to tax laws, discussed in further detail below, entering into effect on January 1, 2014. The following changes are expected to most significantly impact the Company's financial position and results of operations:

- The introduction of a new withholding tax at the rate of 10% for dividends and/or distributions of earnings generated in 2014 and beyond;
- A fee of one Mexican peso per liter on the sale and import of flavored beverages with added sugar, and an excise tax of 8% on food with caloric content equal to, or greater than 275 kilocalories per 100 grams of product;
- The prior 11% value added tax (VAT) rate that applied to transaction in the border region was raised to 16%, matching the general VAT rate applicable in the rest of Mexico;
- The elimination of the tax on cash deposits (IDE) and the business flat tax (IETU);
- Deductions on exempt payroll items for workers are limited to 53%;
- The income tax rate in 2013 and 2012 was 30%. Scheduled decreases to the income tax rate that would have reduced the rate to 29% in 2014 and 28% in 2015 and thereafter, were canceled in connection with the 2014 Tax Reform;
- The repeal of the existing tax consolidation regime, which is effective as of January 1, 2014, modified the payment term of a tax on assets payable of Ps. 180, which will be paid over the following 5 years instead of an indefinite term. Additionally, deferred tax assets and liabilities associated with the Company's subsidiaries in Mexico are no longer offset as of December 31, 2013, as the future income tax balances are expected to reverse in periods where the Company is no longer consolidating these entities for tax purposes and the right of offset does not exist; and
- The introduction of a new optional tax integration regime (a modified form of tax consolidation), which replaces the previous tax consolidation regime. The new optional tax integration regime requires an equity ownership of at least 80% for qualifying subsidiaries and would allow the Company to defer the annual tax payment of its profitable participating subsidiaries for a period equivalent to 3 years to the extent their individual tax expense exceeds the integrated tax expense of the Company.

The impacts of the 2014 Tax Reform on the Company's financial position and results of operations as of and for the year ended December 31, 2013, resulted from the repeal of the tax consolidation regime as described above regarding the payable of Ps. 180 and the effects of the changes in tax rates on deferred tax assets and liabilities as disclosed below, which was recognized in earnings in 2013.

In Colombia, the tax reform (Law 1607) was enacted on December 26, 2012 and will take effect during fiscal year 2013. The main changes in this legislation include a reduction in the corporate tax rate from 33% to 25% and the introduction of a new income tax (CREE tax) of 9% of taxable income (taxable base) and 8% starting 2016. Tax losses and excess presumptive income, among other items, may not be applied against the CREE tax base. The payable tax for a taxpayer in a given year is the higher of CREE or income tax computed under the Colombian income tax law. The effect was recognized in the consolidated income statement in 2012 and it was not material.

24.1 Income Tax

The major components of income tax expense for the years ended December 31, 2013, 2012 and 2011 are:

	2013		2012		2011	
Current tax expense	Ps.	7,855	Ps.	7,412	Ps.	7,519
Deferred tax expense		45		537		99
Change in the statutory rate ⁽¹⁾		(144)		-		-
	Ps.	7,756	Ps.	7,949	Ps.	7,618

⁽¹⁾ Effect due to 2014 Tax Reform.

Recognized in Consolidated Statement of Other Comprehensive Income (OCI)

Income tax related to items charged or recognized directly in OCI during the year:

	2013		2012		2011	
Unrealized (gain) loss on cash flow hedges	Ps.	(128)	Ps.	(120)	Ps.	43
Unrealized (gain) loss on available for sale securities		(1)		(1)		2
Exchange differences on translation of foreign operations		1,384		(1,012)		1,930
Remeasurements of the net defined benefit liability		(56)		(113)		(18)
Share of the other comprehensive income of associates and joint ventures		(1,203)		(304)		(542)
Total income tax (benefit) cost recognized in OCI	Ps.	(4)	Ps.	(1,550)	Ps.	1,415

A reconciliation between tax expense and income before income taxes and share of the profit or loss of associates and joint ventures accounted for using the equity method multiplied by the Mexican domestic tax rate for the years ended December 31, 2013, 2012 and 2011 is as follows:

	2013		2012		2011	
Mexican statutory income tax rate		30.0%		30.0%		30.0%
Difference between book and tax inflationary effects		(1.4%)		(1.1%)		(1.1%)
Difference between statutory income tax rates		1.2%		1.1%		1.5%
Non-deductible expenses		1.0%		0.8%		1.3%
Taxable (non-taxable) income, net		0.7%		(1.3%)		(0.2%)
Change in the statutory Mexican tax rate		(0.6%)		-		-
Others		-		(0.6%)		0.8%
		30.9%		28.9%		32.3%

Deferred Income Tax Related to:

	Consolidated Statement of Financial Position as of			Consolidated Statement of Income							
	December 31,		2013	December 31,		2012	2011				
	2013	2012									
Allowance for doubtful accounts	Ps.	(148)	Ps.	(131)	Ps.	(24)	Ps.	(33)	Ps.	(28)	
Inventories		9		1		(2)		51		(124)	
Other current assets		147		25		109		(104)		93	
Property, plant and equipment, net		(452)		(405)		(630)		(101)		(75)	
Investments in associates and joint ventures		(271)		938		115		1,589		200	
Other assets		(188)		(187)		(2)		238		(308)	
Finite useful lived intangible assets		384		221		236		(38)		65	
Indefinite useful lived intangible assets		299		41		88		32		24	
Post-employment and other long-term employee benefits		(906)		(847)		30		(40)		(14)	
Derivative financial instruments		(148)		(87)		62		(14)		(8)	
Provisions		(860)		(645)		(164)		(12)		(1)	
Temporary non-deductible provision		(150)		(767)		562		51		133	
Employee profit sharing payable		(255)		(221)		(27)		(13)		(56)	
Tax loss carryforwards		(393)		(181)		(212)		434		358	
Exchange differences on translation of foreign operations		2,195		853		-		-		-	
Other liabilities		(62)		64		(131)		72		40	
Deferred tax expense (income)					Ps.	10		Ps.	2,112	Ps.	299
Deferred tax expense (income) net recorded in share of the profit of associates and joint ventures accounted for using the equity method						(109)			(1,575)		(200)
Deferred tax (income) expense, net					Ps.	(99)		Ps.	537	Ps.	99
Deferred income taxes, net		(799)		(1,328)							
Deferred tax asset		(3,792)		(2,028)							
Deferred tax liability	Ps.	2,993	Ps.	700							

The changes in the balance of the net deferred income tax asset are as follows:

	2013		2012		2011	
Initial balance	Ps.	(1,328)	Ps.	(1,586)	Ps.	(3,511)
Deferred tax provision for the year		45		537		99
Change in the statutory rate		(144)		-		-
Deferred tax expense (income) net recorded in share of the profit of associates and joint ventures accounted for using the equity method		109		1,575		200
Acquisition of subsidiaries (see Note 4)		647		(77)		218
Disposal of subsidiaries		-		16		-
Effects in equity:						
Unrealized (gain) loss on cash flow hedges		(149)		(76)		80
Unrealized (gain) loss on available for sale securities		(1)		(1)		2
Exchange differences on translation of foreign operations		2		(974)		1,410
Remeasurements of the net defined benefit liability		102		(532)		(110)
Retained earnings of associates		(121)		(189)		23
Restatement effect of beginning balances associated with hyperinflationary economies		39		(21)		3
Ending balance	Ps.	(799)	Ps.	(1,328)	Ps.	(1,586)

The Company offsets tax assets and liabilities if and only if it has a legally enforceable right to set off current tax assets and current tax liabilities and the deferred tax assets and deferred tax liabilities related to income taxes are levied by the same tax authority.

Tax Loss Carryforwards

The subsidiaries in Mexico and Brazil have tax loss carryforwards. The tax effect net of consolidation benefits and their years of expiration are as follows:

Year	Tax Loss Carryforwards
2014	Ps. 3
2015	-
2016	-
2017	2
2018	3
2019	13
2020	53
2021	95
2022 and thereafter	576
No expiration (Brazil)	499
	1,244
Tax losses used in consolidation	(686)
	Ps. 558

The changes in the balance of tax loss carryforwards are as follows:

	2013		2012	
Balance at beginning of the year	Ps.	91	Ps.	688
Additions		593		903
Usage of tax losses		(122)		(1,449)
Translation effect of beginning balances		(4)		(51)
Balance at end of the year	Ps.	558	Ps.	91

There were no withholding taxes associated with the payment of dividends in either 2013, 2012 or 2011 by the Company to its shareholders.

The Company has determined that undistributed profits of its subsidiaries, joint venture or associate will not be distributed in the foreseeable future. The temporary differences associated with investments in subsidiaries, associates and joint ventures, for which a deferred tax liability has not been recognized, aggregate to Ps. 44,920 (December 31, 2012: Ps. 43,569 and December 31, 2011: Ps. 42,225).

24.2 Other taxes

The operations in Guatemala, Nicaragua, Colombia and Argentina are subject to a minimum tax, which is based primary on a percentage of assets. Any payments are recoverable in future years, under certain conditions.

25. Other Liabilities, Provisions, Contingencies and Commitments

25.1 Other current financial liabilities

	December 31, 2013		December 31, 2012	
Sundry creditors	Ps.	3,998	Ps.	3,129
Derivative financial instruments		347		279
Total	Ps.	4,345	Ps.	3,408

25.2 Provisions and other long term liabilities

	December 31, 2013		December 31, 2012	
Provisions	Ps.	4,674	Ps.	2,476
Taxes payable		558		356
Others		885		938
Total	Ps.	6,117	Ps.	3,770

25.3 Other financial liabilities

	December 31, 2013		December 31, 2012	
Derivative financial instruments	Ps.	1,526	Ps.	212
Security deposits		142		268
Total	Ps.	1,668	Ps.	480

25.4 Provisions recorded in the consolidated statement of financial position

The Company has various loss contingencies, and has recorded reserves as other liabilities for those legal proceedings for which it believes an unfavorable resolution is probable. Most of these loss contingencies are the result of the Company's business acquisitions. The following table presents the nature and amount of the loss contingencies recorded as of December 31, 2013 and 2012:

	December 31, 2013		December 31, 2012	
Indirect taxes ⁽¹⁾	Ps.	3,300	Ps.	1,263
Labor		1,063		934
Legal		311		279
Total	Ps.	4,674	Ps.	2,476

⁽¹⁾ As of December 31, 2013 and 2012, indirect taxes include Ps. 246 and Ps. 250, respectively, of tax loss contingencies regarding indemnification accorded with Heineken over FEMSA Cerveza prior tax contingencies.

25.5 Changes in the balance of provisions recorded

25.5.1 Indirect taxes

	December 31, 2013		December 31, 2012		December 31, 2011	
Balance at beginning of the year	Ps.	1,263	Ps.	1,405	Ps.	1,358
Penalties and other charges		1		107		16
New contingencies		263		56		43
Contingencies added in business combination		2,143		117		170
Cancellation and expiration		(5)		(124)		(47)
Payments		(303)		(157)		(102)
Current portion		(163)		(52)		(113)
Restatement of the beginning balance of subsidiaries in hyperinflationary economies		101		(89)		80
Balance at end of the year	Ps.	3,300	Ps.	1,263	Ps.	1,405

25.5.2 Labor

	December 31, 2013		December 31, 2012		December 31, 2011	
Balance at beginning of the year	Ps.	934	Ps.	1,128	Ps.	1,134
Penalties and other charges		139		189		105
New contingencies		187		134		122
Contingencies added in business combination		157		15		8
Cancellation and expiration		(226)		(359)		(261)
Payments		(69)		(91)		(71)
Restatement of the beginning balance of subsidiaries in hyperinflationary economies		(59)		(82)		91
Balance at end of the year	Ps.	1,063	Ps.	934	Ps.	1,128

A roll forward for legal contingencies is not disclosed because the amounts are not considered to be material.

While provision for all claims has already been made, the actual outcome of the disputes and the timing of the resolution cannot be estimated by the Company at this time.

25.6 Unsettled lawsuits

The Company has entered into several proceedings with its labor unions, tax authorities and other parties that primarily involve Coca-Cola FEMSA. These proceedings have resulted in the ordinary course of business and are common to the industry in which the Company operates. The aggregate amount being claimed against the Company resulting from such proceedings as of December 31, 2013 is Ps. 20,671. Such contingencies were classified by legal counsel as less than probable but more than remote of being settled against the Company. However, the Company believes that the ultimate resolution of such several proceedings will not have a material effect on its consolidated financial position or result of operations.

In recent years in its Mexican, Costa Rican and Brazilian territories, Coca-Cola FEMSA has been requested to present certain information regarding possible monopolistic practices. These requests are commonly generated in the ordinary course of business in the soft drink industry where this subsidiary operates. The Company does not expect any material liability to arise from these contingencies.

25.7 Collateralize contingencies

As is customary in Brazil, the Company has been required by the tax authorities there to collateralize tax contingencies currently in litigation amounting to Ps. 2,248 and Ps. 2,164 as of December 31, 2013 and 2012, respectively, by pledging fixed assets and entering into available lines of credit covering the contingencies.

25.8 Commitments

As of December 31, 2013, the Company has contractual commitments for finance leases for machinery and transport equipment and operating lease for the rental of production machinery and equipment, distribution and computer equipment, and land for FEMSA Comercio's operations.

The contractual maturities of the operating lease commitments by currency, expressed in Mexican pesos as of December 31, 2013, are as follows:

	Mexican Pesos		U.S. Dollars		Others	
Not later than 1 year	Ps.	3,067	Ps.	141	Ps.	76
Later than 1 year and not later than 5 years		10,919		509		84
Later than 5 years		13,801		246		6
Total	Ps.	27,787	Ps.	896	Ps.	166

Rental expense charged to consolidated net income was Ps. 4,345, Ps. 4,032 and Ps. 3,248 for the years ended December 31, 2013, 2012 and 2011, respectively.

Future minimum lease payments under finance leases with the present value of the net minimum lease payments are as follows:

	2013 Minimum Payments		Present Value of Payments		2012 Minimum Payments		Present Value of Payments	
Not later than 1 year	Ps.	322	Ps.	276	Ps.	236	Ps.	225
Later than 1 year and not later than 5 years		852		789		134		122
Total minimum lease payments		1,174		1,065		370		347
Less amount representing finance charges		109		-		23		-
Present value of minimum lease payments		1,065		1,065		347		347

The Company through its subsidiary Coca-Cola FEMSA has firm commitments for the purchase of property, plant and equipment of Ps. 1,828 as December 31, 2013.

25.9 Restructuring provision

Coca-Cola FEMSA recorded a restructuring provision. This provision relates principally to reorganization in the structure of Coca-Cola FEMSA. The restructuring plan was drawn up and announced to the employees of Coca-Cola FEMSA in 2011 when the provision was recognized in its consolidated financial statements. The restructuring of Coca-Cola FEMSA was completed by 2013.

	December 31, 2013		December 31, 2012		December 31, 2011	
Balance at beginning of the year	Ps.	90	Ps.	153	Ps.	230
New		179		195		48
Payments		(234)		(258)		(76)
Cancellation		(35)		-		(49)
Balance at the end of the year	Ps.	-	Ps.	90	Ps.	153

26. Information by Segment

The analytical information by segment is presented considering the Company's business units (Subholding Companies as defined in Note 1), which is consistent with the internal reporting presented to the Chief Operating Decision Maker. A segment is a component of the Company that engages in business activities from which it earns revenues, and incurs the related costs and expenses, including revenues, costs and expenses that relate to transactions with any of Company's other components. All segments' operating results are reviewed regularly by the Chief Operating Decision Maker, which makes decisions about the resources that would be allocated to the segment and to assess its performance, and for which financial information is available.

Inter-segment transfers or transactions are entered into and presented under accounting policies of each segment, which are the same to those applied by the Company. Intercompany operations are eliminated and presented within the consolidation adjustment column included in the tables below.

a) By Business Unit:

2013	Coca-Cola FEMSA	FEMSA Comercio	CB Equity	Other ⁽¹⁾	Consolidation Adjustments	Consolidated
Total revenues	Ps. 156,011	Ps. 97,572	Ps. -	Ps. 17,254	Ps. (12,740)	Ps. 258,097
Intercompany revenue	3,116	-	-	9,624	(12,740)	-
Gross profit	72,935	34,586	-	4,670	(2,537)	109,654
Administrative expenses	-	-	-	-	-	9,963
Selling expenses	-	-	-	-	-	69,574
Other income	-	-	-	-	-	651
Other expenses	-	-	-	-	-	(1,439)
Interest expense	(3,341)	(601)	-	(865)	476	(4,331)
Interest income	654	5	12	1,030	(476)	1,225
Other net finance expenses ⁽³⁾	-	-	-	-	-	(1,143)
Income before income taxes and share of the profit of associates and joint ventures accounted for using the equity method	17,224	2,890	4	5,120	(158)	25,080
Income taxes	5,731	339	1	1,685	-	7,756
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes	289	11	4,587	(56)	-	4,831
Consolidated net income						22,155
Depreciation and amortization ⁽²⁾	7,132	2,443	-	121	-	9,696
Non-cash items other than depreciation and amortization	12	197	-	108	-	317
Investments in associates and joint ventures	16,767	734	80,351	478	-	98,330
Total assets	216,665	39,617	82,576	45,487	(25,153)	359,192
Total liabilities	99,512	37,858	1,933	21,807	(24,468)	136,642
Investments in fixed assets ⁽⁴⁾	11,703	5,683	-	831	(335)	17,882

⁽¹⁾ Includes other companies (see Note 1) and corporate.

⁽²⁾ Includes bottle breakage.

⁽³⁾ Includes foreign exchange loss, net; loss on monetary position for subsidiaries in hyperinflationary economies; and market value gain on financial instruments.

⁽⁴⁾ Includes acquisitions and disposals of property, plant and equipment, intangible assets and other long-lived assets.

2012	Coca-Cola FEMSA	FEMSA Comercio	CB Equity	Other ⁽¹⁾	Consolidation Adjustments	Consolidated
Total revenues	Ps.147,739	Ps. 86,433	Ps. -	Ps. 15,899	Ps. (11,762)	Ps. 238,309
Intercompany revenue	2,873	5	-	8,884	(11,762)	-
Gross profit	68,630	30,250	-	4,647	(2,227)	101,300
Administrative expenses	-	-	-	-	-	9,552
Selling expenses	-	-	-	-	-	62,086
Other income	-	-	-	-	-	1,745
Other expenses	-	-	-	-	-	(1,973)
Interest expense	(1,955)	(445)	-	(511)	405	(2,506)
Interest income	424	19	18	727	(405)	783
Other net finance expenses ⁽³⁾	-	-	-	-	-	(181)
Income before income taxes and share of the profit of associates and joint ventures accounted for using the equity method	19,992	6,146	10	1,620	(238)	27,530
Income taxes	6,274	729	-	946	-	7,949
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes	180	(23)	8,311	2	-	8,470
Consolidated net income						28,051
Depreciation and amortization ⁽²⁾	5,692	2,031	-	293	(126)	7,890
Non-cash items other than depreciation and amortization	580	200	-	237	-	1,017
Investments in associates and joint ventures	5,352	459	77,484	545	-	83,840
Total assets	166,103	31,092	79,268	31,078	(11,599)	295,942
Total liabilities	61,275	21,356	1,822	12,409	(11,081)	85,781
Investments in fixed assets ⁽⁴⁾	10,259	4,707	-	959	(365)	15,560

⁽¹⁾ Includes other companies (see Note 1) and corporate.

⁽²⁾ Includes bottle breakage.

⁽³⁾ Includes foreign exchange loss, net; loss on monetary position for subsidiaries in hyperinflationary economies; and market value gain on financial instruments.

⁽⁴⁾ Includes acquisitions and disposals of property, plant and equipment, intangible assets and other long-lived assets.

2011	Coca-Cola FEMSA	FEMSA Comercio	CB Equity	Other ⁽¹⁾	Consolidation Adjustments	Consolidated
Total revenues	Ps. 123,224	Ps. 74,112	Ps. -	Ps. 13,360	Ps. (9,156)	Ps. 201,540
Intercompany revenue	2,099	2	-	7,055	(9,156)	-
Gross profit	56,531	25,476	-	3,884	(1,595)	84,296
Administrative expenses	-	-	-	-	-	8,172
Selling expenses	-	-	-	-	-	50,685
Other income	-	-	-	-	-	381
Other expenses	-	-	-	-	-	(2,072)
Interest expense	(1,729)	(396)	-	(540)	363	(2,302)
Interest income	616	12	7	742	(363)	1,014
Other net finance income ⁽³⁾	-	-	-	-	-	1,092
Income before income taxes and share of the profit of associates and joint ventures accounted for using the equity method	16,794	4,993	-	1,827	(62)	23,552
Income taxes	5,667	578	67	1,306	-	7,618
Share of the profit of associates and joint ventures accounted for using the equity method, net of taxes	86	-	4,880	1	-	4,967
Consolidated net income						20,901
Depreciation and amortization ⁽²⁾	4,219	1,778	-	246	(80)	6,163
Non-cash items other than depreciation and amortization	638	170	-	31	-	839
Investments in fixed assets ⁽⁴⁾	7,862	4,186	-	735	(117)	12,666

⁽¹⁾ Includes other companies (see Note 1) and corporate.

⁽²⁾ Includes bottle breakage.

⁽³⁾ Includes foreign exchange gain, net; gain on monetary position for subsidiaries in hyperinflationary economies; and market value loss on financial instruments.

⁽⁴⁾ Includes acquisitions and disposals of property, plant and equipment, intangible assets and other long-lived assets.

b) Information by geographic area:

The Company aggregates geographic areas into the following for the purposes of its consolidated financial statements: (i) Mexico and Central America division (comprising the following countries: Mexico, Guatemala, Nicaragua, Costa Rica and Panama) and (ii) the South America division (comprising the following countries: Brazil, Argentina, Colombia and Venezuela). Venezuela operates in an economy with exchange controls and hyper-inflation; and as a result, it is not aggregated into the South America area.

Geographic disclosure for the Company is as follow:

	Total Revenues		Total Non Current Assets	
2013				
Mexico and Central America ⁽¹⁾⁽²⁾	Ps.	171,726	Ps.	133,571
South America ⁽³⁾		55,157		61,143
Venezuela		31,601		10,558
Europe		-		80,351
Consolidation adjustments		(387)		-
Consolidated	Ps.	258,097	Ps.	285,623
2012				
Mexico and Central America ⁽¹⁾	Ps.	155,576	Ps.	104,983
South America ⁽³⁾		56,444		29,275
Venezuela		26,800		9,127
Europe		-		77,484
Consolidation adjustments		(511)		(382)
Consolidated	Ps.	238,309	Ps.	220,487
2011				
Mexico and Central America ⁽¹⁾	Ps.	129,716		
South America ⁽³⁾		52,149		
Venezuela		20,173		
Europe		-		
Consolidation adjustments		(498)		
Consolidated	Ps.	201,540		

⁽¹⁾ Central America includes Guatemala, Nicaragua, Costa Rica and Panama. Domestic (Mexico only) revenues were Ps. 163,351, Ps. 148,098 and Ps. 122,690 during the years ended December 31, 2013, 2012 and 2011, respectively. Domestic (Mexico only) non-current assets were Ps. 127,693 and Ps. 99,772, as of December 31, 2013, and December 31, 2012, respectively.

⁽²⁾ Coca-Cola FEMSA's Asian division consists of the 51% equity investment in CCBPI (Philippines) which was acquired in 2013, and is accounted for using the equity method of accounting (see Note 10). The equity in earnings of the Asian division were Ps. 108 in 2013, as is the equity method investment in CCBPI Ps. 9,398 and this is presented as part of the Company's corporate operations in 2013 and thus disclosed net in the table above as part of the "Total Non Current assets" in the Mexico & Central America division. However, the Asian division is represented by the following investee level amounts, prior to reflection of the Company's 51% equity interest in the accompanying consolidated financial statements: revenues Ps. 13,438, gross profit Ps. 4,285, income before income taxes Ps. 310, depreciation and amortization Ps. 1,229, total assets Ps. 17,232, total liabilities Ps. 4,488, capital expenditures Ps. 1,889.

⁽³⁾ South America includes Brazil, Argentina, Colombia and Venezuela, although Venezuela is shown separately above. South America revenues include Brazilian revenues of Ps. 31,138, Ps. 30,930 and Ps. 31,405 during the years ended December 31, 2013, 2012 and 2011, respectively. Brazilian non-current assets were Ps. 45,900 and Ps. 14,221, as of December 31, 2013 and December 31, 2012, respectively. South America revenues include Colombia revenues of Ps. 13,354, Ps. 14,597 and Ps. 12,320 during the years ended December 31, 2013, 2012 and 2011, respectively. Colombia non-current assets were Ps. 12,888 and Ps. 13,203, as of December 31, 2013 and December 31, 2012, respectively. South America revenues include Argentina revenues of Ps. 10,729, Ps. 10,270 and Ps. 8,399 during the years ended December 31, 2013, 2012 and 2011, respectively. Argentina non-current assets were Ps. 2,042 and Ps. 2,188, as of December 31, 2013 and December 31, 2012, respectively.

27. Future Impact of Recently Issued Accounting Standards not yet in Effect

The Company has not applied the following new and revised IFRS and IAS, that have been issued but are not yet effective as of December 31, 2013.

- IFRS 9, "Financial Instruments" as issued in November 2009, and amended in October 2010, introduces new requirements for the classification and measurement of financial assets and financial liabilities and for derecognition. The standard requires all recognized financial assets that are within the scope of IAS 39, "Financial Instruments: Recognition and Measurement" to be subsequently measured at amortized cost or fair value. Specifically, debt investments that are held within a business model whose objective is to collect the contractual cash flows, and that have contractual cash flows that are solely payments of principal and interest on the principal outstanding are generally measured at amortized cost at the end of subsequent accounting periods. All other debt investments and equity investments are measured at their fair values at the end of subsequent accounting periods.

The most significant effect of IFRS 9 regarding the classification and measurement of financial liabilities relates to the accounting for changes in fair value of a financial liability (designated as at FVTPL) attributable to changes in the credit risk of that liability. Specifically, under IFRS 9, for financial liabilities that are designated as at FVTPL, the amount of change in the fair value of the financial liability that is attributable to changes in the credit risk of that liability is recognized in other comprehensive income, unless the recognition of the effects of changes in the liability's credit risk in other comprehensive income would create or enlarge an accounting mismatch in profit or loss. Changes in fair value attributable to a financial liability's credit risk are not subsequently reclassified to profit or loss. Previously, under IAS 39, the entire amount of the change in the fair value of the financial liability designated as at FVTPL was recognized in profit or loss.

IFRS 9, was further amended in November 2013, and as such introduces a new chapter on hedge accounting, putting in place a new hedge accounting model that is designed to be more closely aligned with how entities undertake risk management activities when hedging financial and non-financial risk exposures. In addition, IFRS 9 as amended in 2013 permits an entity to apply only those requirements introduced in IFRS 9 as amended in 2010 for the presentation of gains and losses on financial liabilities designated as at fair value through profit or loss without applying the other requirements of IFRS 9, meaning the portion of the change in fair value related to changes in the entity's own credit risk can be presented in other comprehensive income rather than within profit or loss.

IFRS 9 as amended in 2013 removes the mandatory effective date that had been established for IFRS 9, in 2009 and 2010, leaving the effective date open pending the finalization of the impairment and classification and measurement requirements. The Company has decided that the adoption of this standard will not take place until IFRS 9 is completed. It is not practicable to provide a reasonable estimate of the effect of IFRS 9 until the final version has been issued.

Amendments to IAS 19 (2011) *"Employee Benefits"*: With regards to employee contributions to defined benefit plans, these amendments clarify the requirements that relate to how contributions from employees or third parties that are linked to service should be attributed to periods of service. In addition, they permit a practical expedient if the amount of the contributions is independent of the number of years of service, in that contributions can be, but are not required to be, recognized as a reduction in the service cost in the period in which the related service is rendered. The amendments to IAS 19 are effective for annual periods beginning on or after July 1, 2014. These amendments have not been early adopted by the Company and are not expected to have a material effects on its consolidated financial statements.

- Amendments to IAS 32 *"Offsetting Financial Assets and Financial Liabilities"*: These amendments clarify existing application issues relating to the offsetting requirements. Specifically, the amendments clarify the meaning of "currently has a legally enforceable right of set-off" and "simultaneous realization and settlement." The amendments to IAS 32 are effective for annual periods beginning on or after January 1, 2014, with retrospective application required. These amendments have not been early adopted by the Company and are not expected to have a material effect on its consolidated financial statements.
- Amendments to IAS 36 *"Impairment of Assets"*: These amendments reduce the circumstances in which the recoverable amount of assets or cash-generating units is required to be disclosed, clarify the disclosures required, and introduce an explicit requirement to disclose the discount rate used in determining impairment (or reversals) where recoverable amount (based on fair value less costs of disposal) is determined using a present value technique. The amendments to IAS 36 are effective for annual periods beginning on or after January 1, 2014. These amendments have not been early adopted by the Company and are not expected to have a material effect on its consolidated financial statements.
- Amendments to IAS 39 *"Financial Instruments: Recognition and Measurement"*: These amendments clarify that there is no need to discontinue hedge accounting if a hedging derivative is novated, provided certain criteria are met. A novation indicates an event where the original parties to a derivative agree that one or more clearing counterparties replace their original counterparty to become the new counterparty to each of the parties. In order to apply the amendments and continue hedge accounting, novation to a central counterparty (CCP) must happen as a consequence of laws or regulations or the introduction of laws or regulations. The amendments to IAS 39 have not been early adopted by the Company and are not expected to have a material effect on its consolidated financial statements.
- Annual Improvements 2010-2012 Cycle: These Annual Improvements make amendments to: IFRS 2 "Share-based payment," by amending the definitions of vesting condition and market condition, and adding definitions for performance condition and service condition; IFRS 3 "Business combinations," by requiring contingent consideration that is classified as an asset or a liability to be measured at fair value at each reporting date; IFRS 8 "Operating segments," requiring disclosure of the judgments made by management in applying the aggregation criteria to operating segments and clarifying that reconciliations of segment assets are only required if segment assets are reported regularly; IFRS 13 "Fair value measurement," by clarifying that issuing IFRS 13 and amending IFRS 9 and IAS 39 did not remove the ability to measure certain short-term receivables and payables on an undiscounted basis (amends basis for conclusions only); IAS 16 "Property, plant and equipment" and IAS 38 "Intangible assets," by clarifying that the gross amount of property, plant and equipment is adjusted in a manner consistent with a revaluation of the carrying amount; and IAS 24 "Related party Disclosures," by clarifying how payments to entities providing management services are to be disclosed. These Annual Improvements are applicable to annual periods beginning on or after 1 July 2014. The Company has yet to complete its evaluation of whether these improvements will have a significant impact on its consolidated financial statements.
- Annual Improvements 2011-2013 Cycle: These Annual Improvements make amendments to the following standards that are applicable to the Company: IFRS 3, by clarifying that the standard excludes from its scope the accounting for the formation of a joint arrangement in the financial statements of the joint arrangement itself; IFRS 13, by clarifying the scope of the portfolio exception of paragraph 52, which permits an entity to measure the fair value of a group of financial assets and financial liabilities on the basis of the price that would be received by selling a net long position for a particular risk exposure or by transferring a net short position for a particular risk exposure in an orderly transaction between market participants at the measurement date under current market conditions. These Annual Improvements are applicable to annual periods beginning on or after July 1, 2014. The Company has yet to complete its evaluation of whether these improvements will have a significant impact on its consolidated financial statements.
- IFRIC 21 *"Levies"*: This Interpretation provides guidance on when to recognize a liability for a levy imposed by a government, both for levies that are accounted for in accordance with IAS 37 "Provisions, Contingent Liabilities and Contingent Assets," and those where the timing and amount of the levy is certain. The Interpretation identifies the obligating event for the recognition of a liability as the activity that triggers the payment of the levy in accordance with the relevant legislation. It provides guidance on recognition of a liability to pay levies, where the liability is recognized progressively if the obligating event occurs over a period of time; and if an obligation is triggered on reaching a minimum threshold, the liability is recognized when that minimum threshold is reached. This Interpretation is effective for accounting periods beginning on or after January 1, 2014, with early adoption permitted. The Company has not early adopted this IFRIC, and the Company has yet to complete its evaluation of whether it will have a material impact on its consolidated financial statements.

28. Subsequent Events

On January 13, 2014 Coca-Cola FEMSA issued a U.S. dollar-denominated 10-year bonds and 30-year bonds that were placed on November 19, 2013 (the "Original Senior Notes") in the international capital markets, to increase the total principal amount to U.S.\$2.5 billion (in three tranches), placing an additional US \$150 million for 10-year bonds at a yield of US Treasury +107 basis points, with a coupon of 3.875%; and an additional US\$200 million for 30-year bonds at a yield of US Treasury +122 basis points, with a coupon of 5.250% (the "Additional Senior Notes"). Coca-Cola FEMSA's 10-year bonds now have an aggregate principal amount of US \$900 million and 30-year bonds now have an aggregate principal amount of US \$600 million. The Additional Senior Notes have the same CUSIP and the same coupon as the respective Original Senior Notes. The Additional Senior Notes have the same CUSIP and the same coupon as the respective Original Senior Notes. These notes are guaranteed by the Guarantors Subsidiaries.

As of the end of January, 2014, the exchange rate of the Argentine peso registered a devaluation of approximately 20% with the U.S. dollar. As a result of this devaluation, the balance sheet of Coca-Cola FEMSA's subsidiary could reflect a reduction in shareholders' equity during 2014. As of December 31, 2013 our foreign direct investment in Argentina, using the exchange rate of ARS 6.38 per U.S. dollar, was Ps. 945 million.

In January 2014, the Venezuelan government announced that certain transactions, such as the importation of finished goods and raw materials for some product categories, would be transacted at the state-run Supplementary Foreign Currency Administration System (SICAD) currency rate. As per the most recent SICAD auction such currency rate is approximately 11.70 bolivars per U.S. dollar; however the Venezuelan government has authorized the use of SICAD rates only for certain entities and certain transactions, and confirmed that the official exchange rate continues to be 6.30 bolivars per U.S. Dollar.

In February 2014, Coca-Cola FEMSA prepaid in full the following Bank loans denominated in pesos: i) Ps. 292 (nominal amount) with a maturity date in 2015, ii) Ps. 1,000 (nominal amount) with a maturity date in 2015, iii) Ps. 375 (nominal amount) with a maturity date in 2015 and, iv) Ps. 1,100 (nominal amount) with a maturity date in 2014.

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The FEMSA 2013 Annual Report may contain certain forward-looking statements concerning FEMSA and its subsidiaries' future performance and should be considered as good faith estimates of FEMSA and its subsidiaries. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to further events and uncertainties which could materially impact the Company's subsidiaries' actual performance.

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FEMSA



Stock Markets and Symbols

Fomento Económico Mexicano, S.A.B. de C.V. stock trades on the Bolsa Mexicana de Valores (BMV) in the form of units under the symbols FEMSA UBD and FEMSA UB. The FEMSA UBD units also trade on The New York Stock Exchange, Inc. (NYSE) in the form of ADRs under the symbol FMX.



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