



CONSUMER FOCUS

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



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

Large Scale

- 2.6 bn unit cases of beverages

Powerful Brands

- #1 in beverages in all regions

Efficient Production and Distribution

- 38 beverage bottling plants
- + 9,300 routes

Growing Consumer Base

- + 1.7 mm retailers
- + 215 mm consumers

Dynamic Store Platform

- +10,100 OXXO stores

+ 177,000 employees and associates

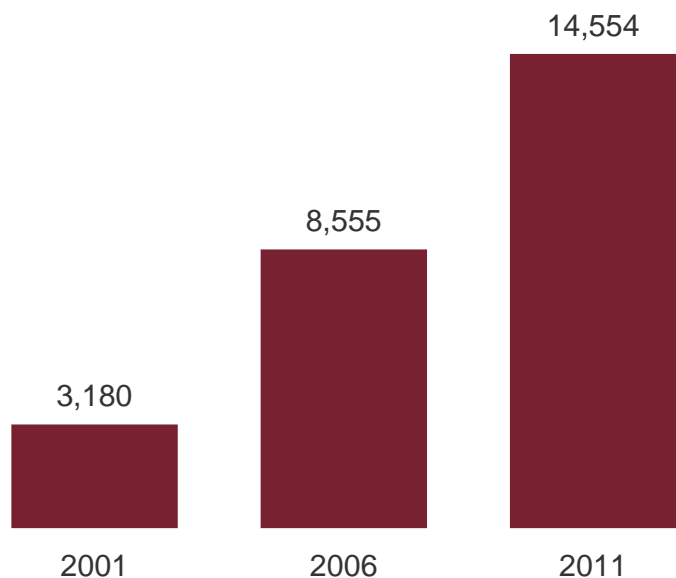
2nd Largest investor in Heineken



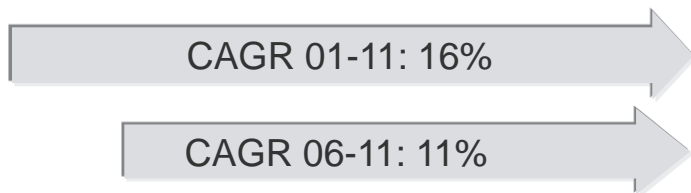
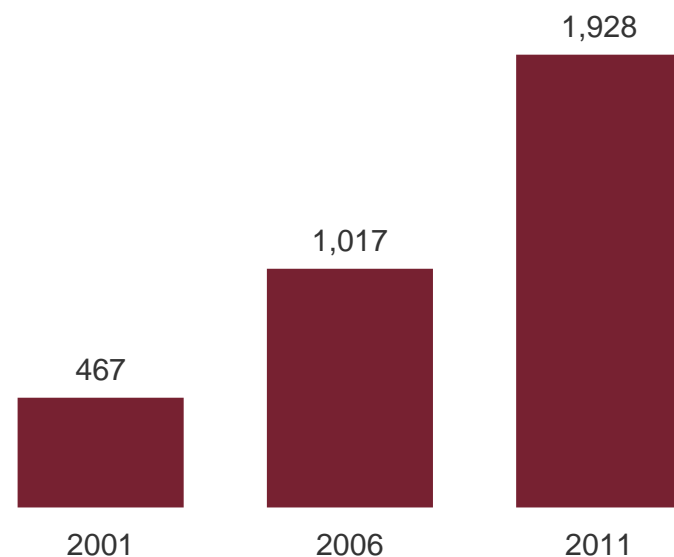
Delivering consistent double-digit growth



Total Revenue (US\$ million)

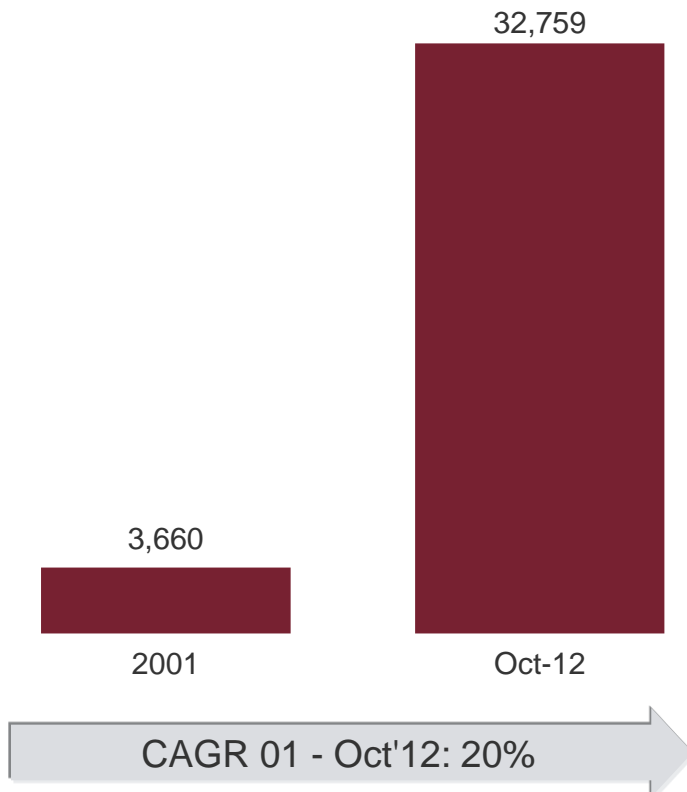


EBIT (US\$ million)



Notes: 2011 figures in nominal Mexican pesos converted to US dollars using EOP exchange rate, prior figures in constant pesos as of year end and converted to US dollars using the EOP exchange rate. From 2001-2006 figures are the arithmetical sum of Coca-Cola FEMSA and FEMSA Comercio. These figures are not proforma.

FEMSA Market Cap Evolution (US\$ million)

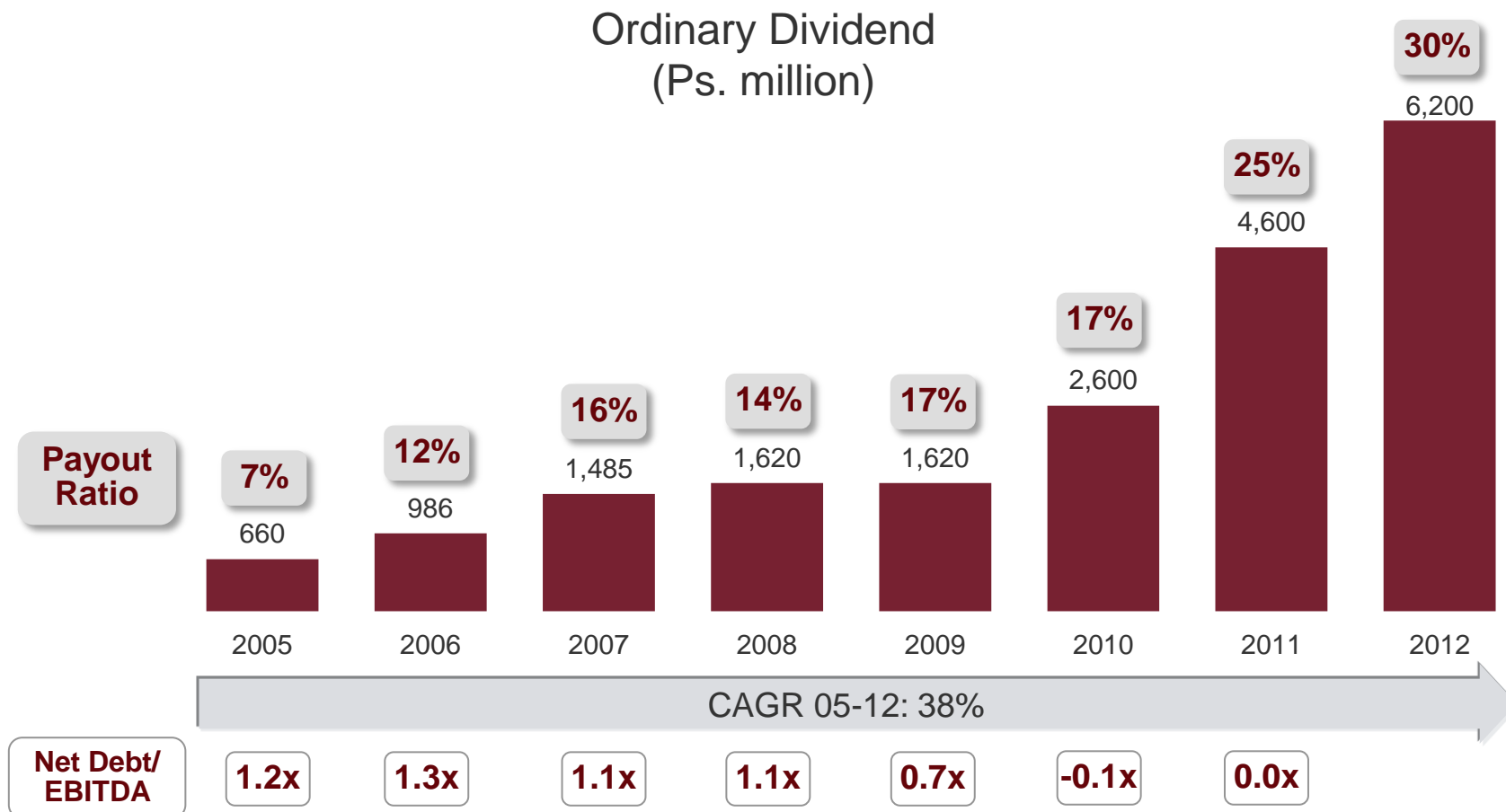


- Consistently strengthening our competitive position
- Ability to operate in a rapidly changing economic environment
- Strong brand portfolio and exceptional operational capabilities

Increasing cash to shareholders over time...



...while retaining strategic and financial flexibility



Note: Dividend figures are in Mexican pesos.



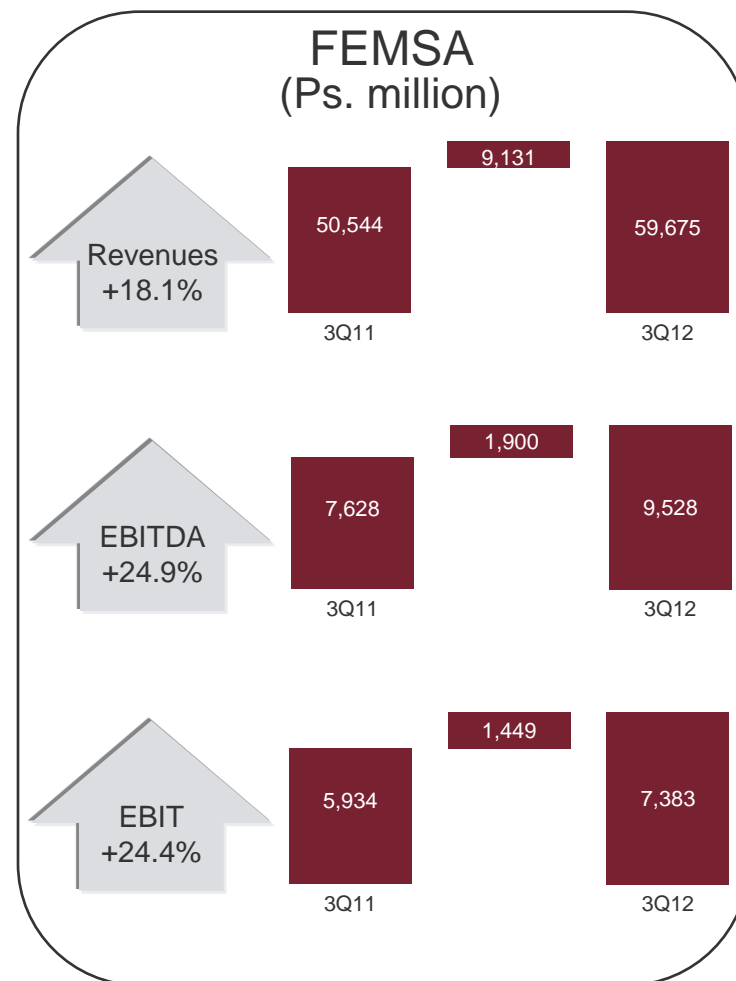
Total revenues and EBIT increased 20.3% and 26.6%, respectively, including the integration of new territories in Mexico



Achieved total revenues growth of 16.0%, EBITDA growth of 24.3% and 7.6% growth in same-store sales



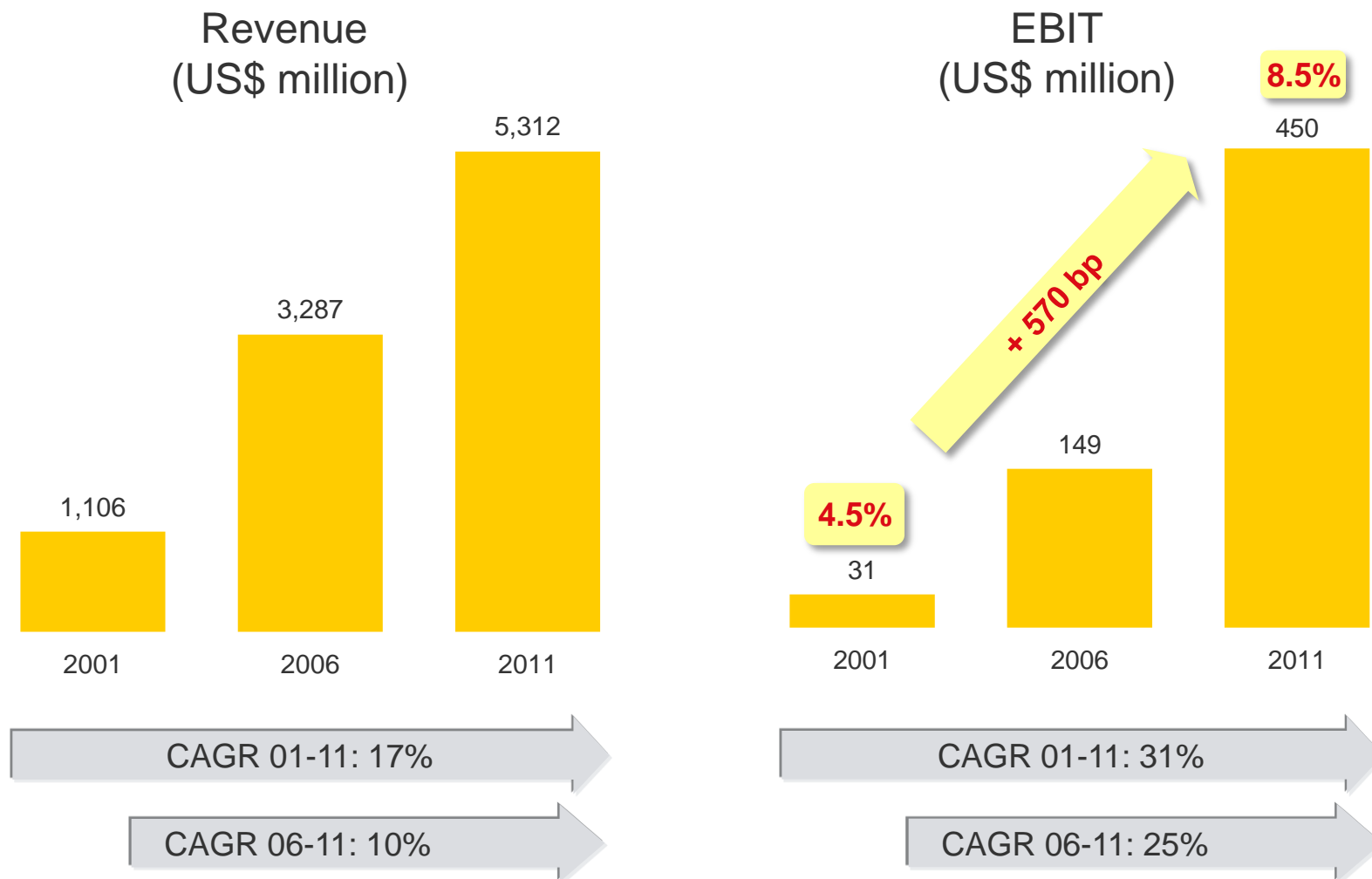
We include our 20% participation in Heineken's net income using the equity method



FEMSA
COMERCIO

**DELIVERING EXCELLENT
RESULTS**

FEMSA Comercio: Accelerated profitable growth



Note: 2011 figures in nominal Mexican pesos converted to US dollars using EOP exchange rate, prior figures in constant pesos as of year end and converted to US dollars using the EOP exchange rate.

OXXO: The way to play Mexican Retail



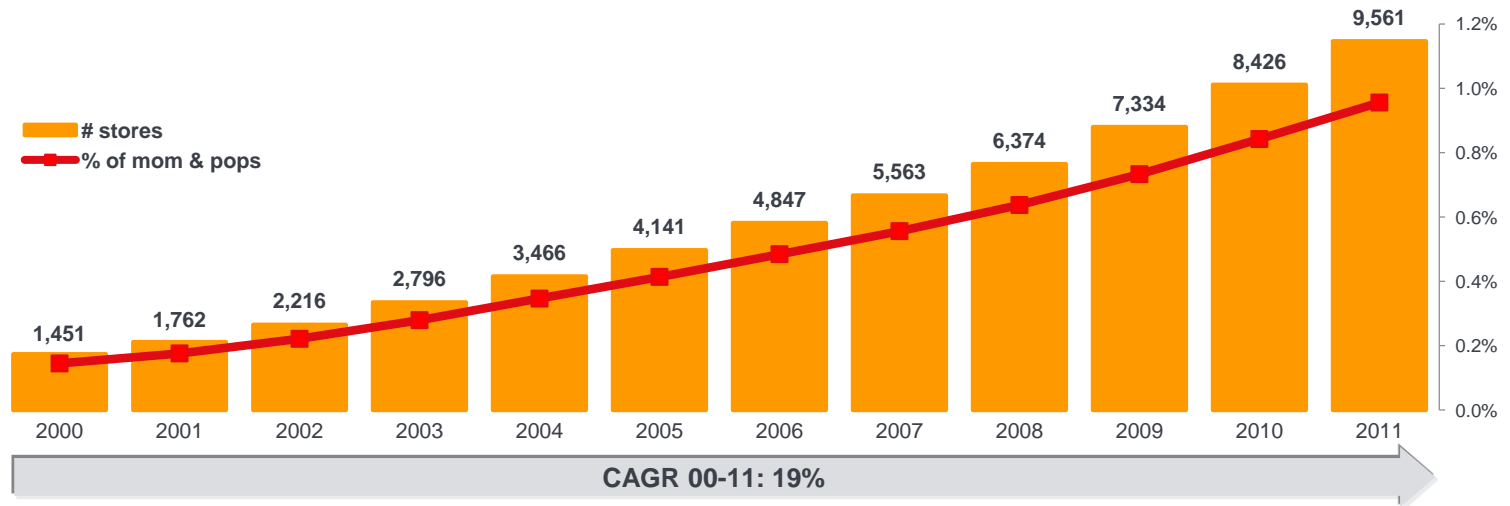
- **Third largest retailer** in terms of Revenues in Mexico
- We are the **benchmark for SSS and Sales per sq. meter** in Mexico
- **Profitability in line** with leading benchmark in Mexico
- We open a new store **every 8 hours** on average
- Every day, close to **8 million** people buy at an OXXO Store



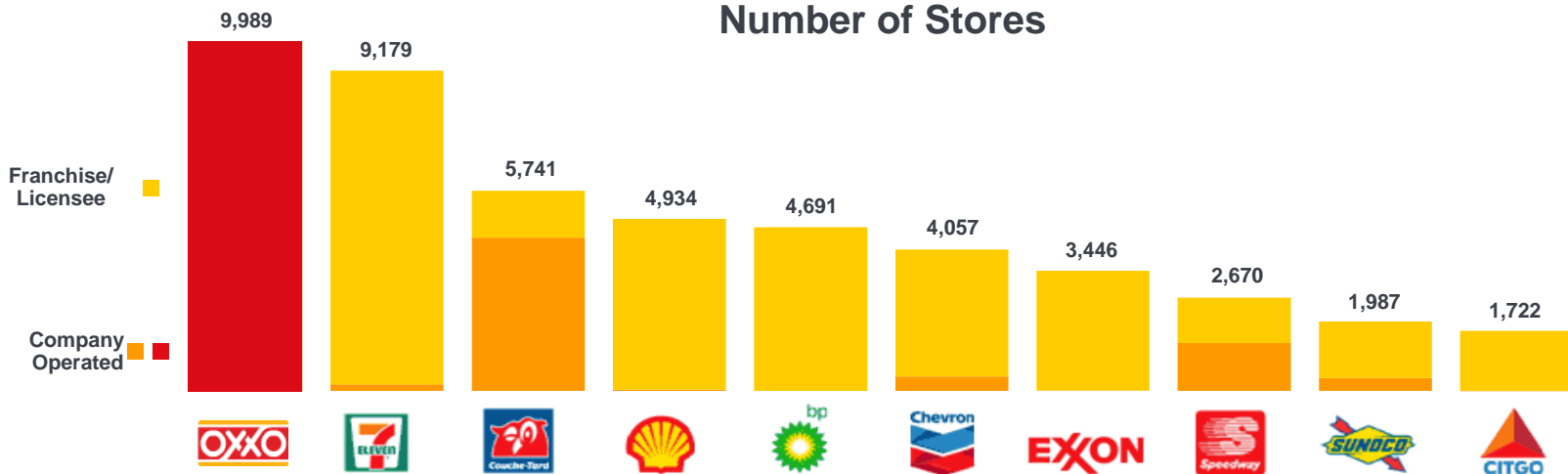
The largest store chain in the Americas...



OXXO Stores as a Percentage of Mom & Pops



Number of Stores



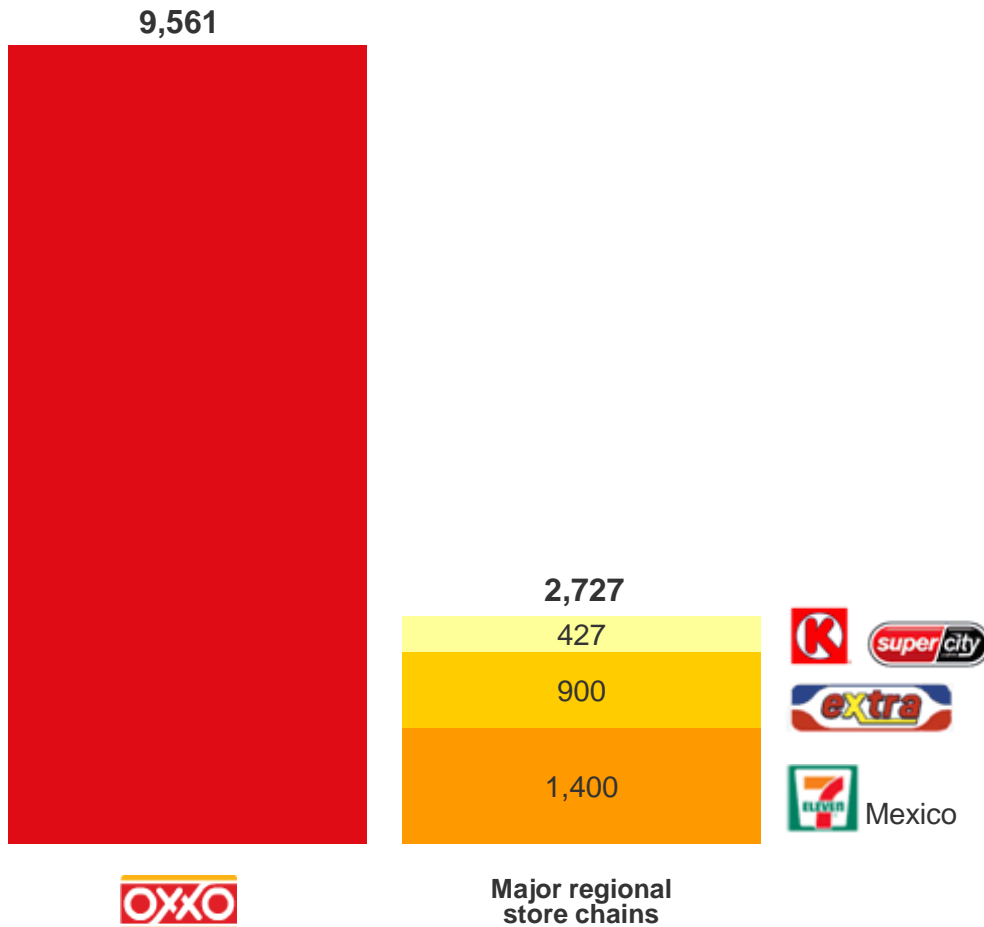
Note: Alimentation Couche-Tard includes US and Canada Operations. 7 Eleven includes US, Canada and Mexico Operations. OXXO stores as of June 30, 2012.
 Source: CSNews "Top 100 US Convenience Store Companies", Published June 2012. Mom & pops: Company information .

...and Mexico's leading store chain



Number of Stores

(As of December 2011)



- An effective and rapidly growing sales channel for several categories in Mexico driving an important portion of their growth
- The only truly national store chain with over eight million transactions per day and surpassing three billion transactions in 2011

Horizontal growth: That's the easy part



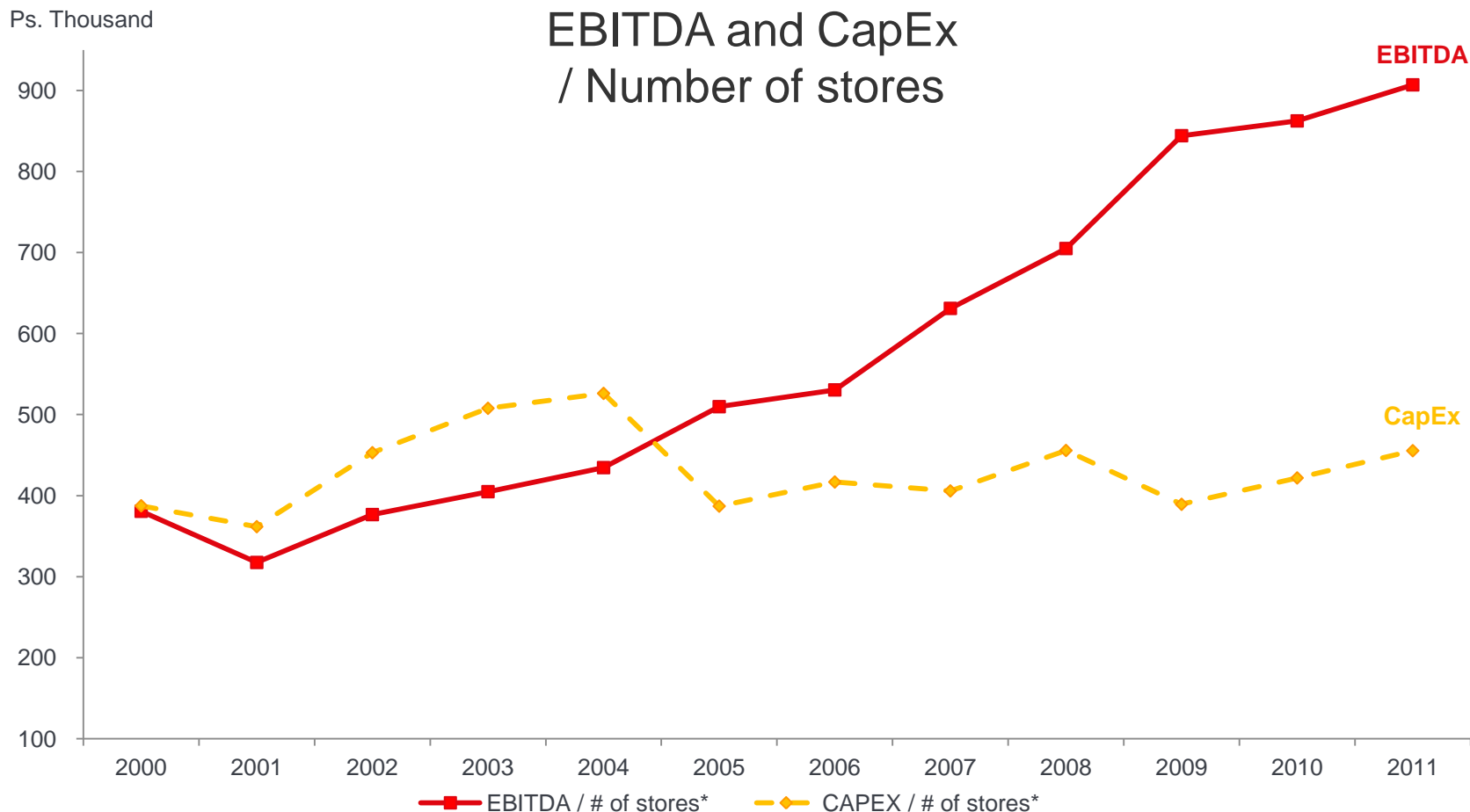
10,167 stores and counting

OXXO Penetration Level by Population



Note: CONAPO information as of December 2010. FEMSA information as of June 30, 2012.
(1) OXXO stores as of December 31, 2011.

Holding CapEx steady while driving profitability



Notes: Figures in nominal Mexican pesos using historical information according Mexican Financial Reporting Standards. The # of stores are based on average stores per year.

Developing our value proposition to satisfy our customer needs



THIRST

Quench your thirst immediately



CRAVING

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



TIME OPTIMIZATION

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



BREAKFAST

Start your day with a practical breakfast



LUNCH

Satisfy your hunger with an on-the-go meal



GATHERING

Stop by for your party needs



DAILY

Take home your everyday grocery needs



REPLENISHMENT

Replenish your depleted grocery and non-food products

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



Segmentation

Category Development
- Fast Food

Category Development
- Services



Replenishment Base Indulgence



come más +
con menos



Paga tu tarjeta ahora en:



www.banamex.com

The logo is contained within a white circle in the top-left corner. It consists of two horizontal red bars. The top bar contains the 'Coca-Cola' script logo in white. The bottom bar contains the word 'FEMSA' in a bold, white, sans-serif font.

Coca-Cola

FEMSA

EMBRACING INDUSTRY

OPPORTUNITIES

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



~**2.85** Bn Unit Cases⁽¹⁾

US\$ **10.17** Bn in Revenues⁽¹⁾

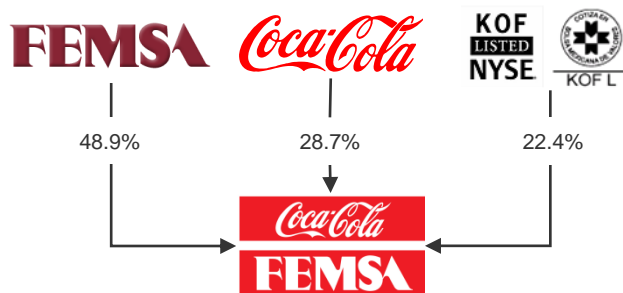
US\$ **1.90** Bn in EBITDA⁽¹⁾

18.7% EBITDA margin⁽¹⁾

more than **218** Mn consumers

Close to **1.8** Mn points of sale

Almost **85,000** employees

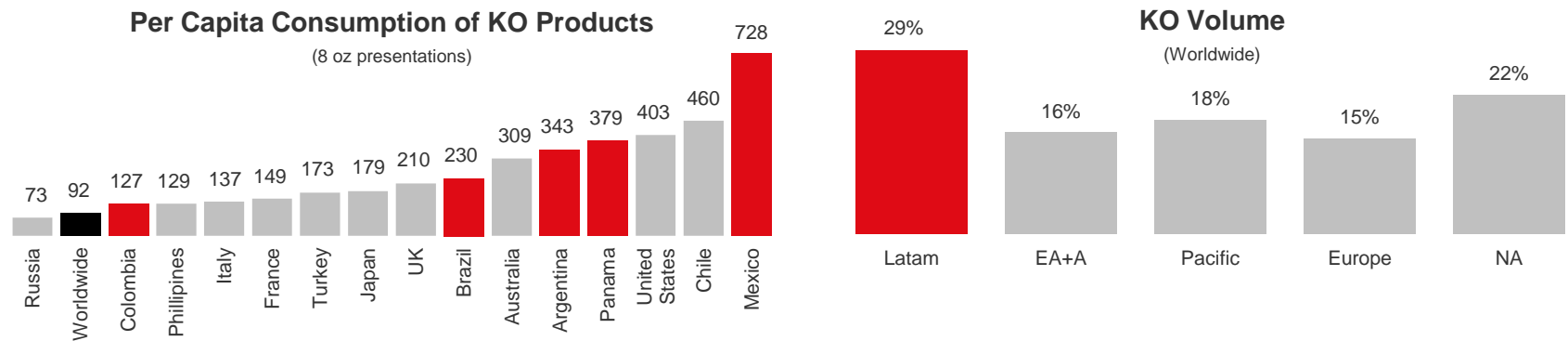


(1) KOF Figures: LTM 2Q2012.

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



KOF has presence in some of the most important markets and has pursued important opportunities to drive the system's growth



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

CAGR 2010-2020: 7%

"... we partnered with Coca-Cola FEMSA to jointly acquire the Jugos del Valle business in 2007... Today, ...Del Valle is the first of our \$1 billion brands with its roots in our Latin America region."

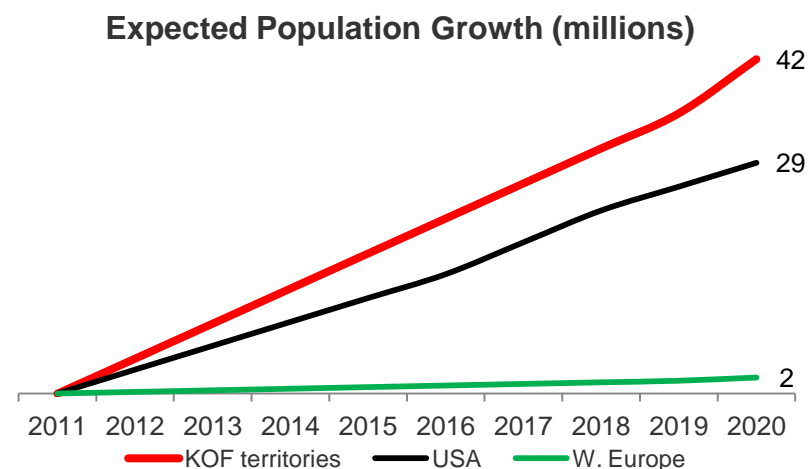
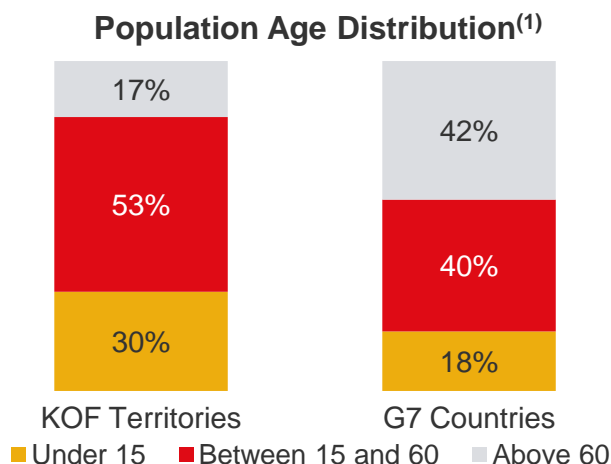
Muhtar Kent, The Coca-Cola Company – President and CEO



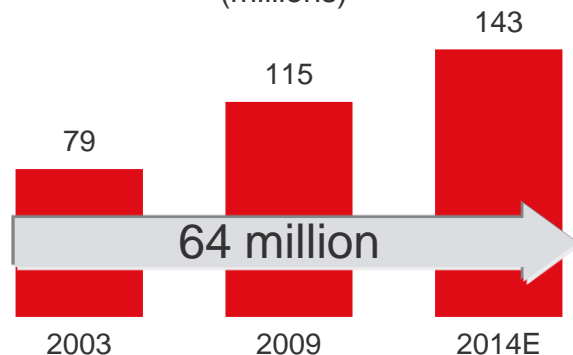
Dynamic and attractive socioeconomic profile



KOF's territories throughout Latin America enjoy an attractive demographic profile going forward



Brazil: Population in ABC Bracket (millions)



GDP per capita in KOF territories (by 2015)⁽²⁾

~US\$10,500

Sources: UN World Population Prospects, 2008, International Monetary Fund, World Economic Outlook Database, October 2010 population Growth and Social Mobility forecasts for 2020 and GDP growth and GDP per capita improvement forecast for 2015.

(1) G7: Canada, France, Germany, Italy, Japan, United Kingdom and United States of America. (2) Annual household income between US\$ 5,000 and US\$ 20,000.

(3) Excluding Guatemala and Nicaragua.

Mexico & Central America highlights



21 Plants

161 Distribution Centers

more than **900** M points of sale

more than **83** Mn consumers

US\$ **4,421** Mn in Revenues⁽¹⁾

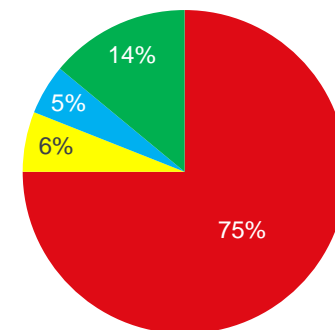
US\$ **876** Mn in EBITDA⁽¹⁾

19.8% EBITDA margin⁽¹⁾

1,694 Mn Unit Cases⁽¹⁾

~380 Mn Unit Cases of returnables

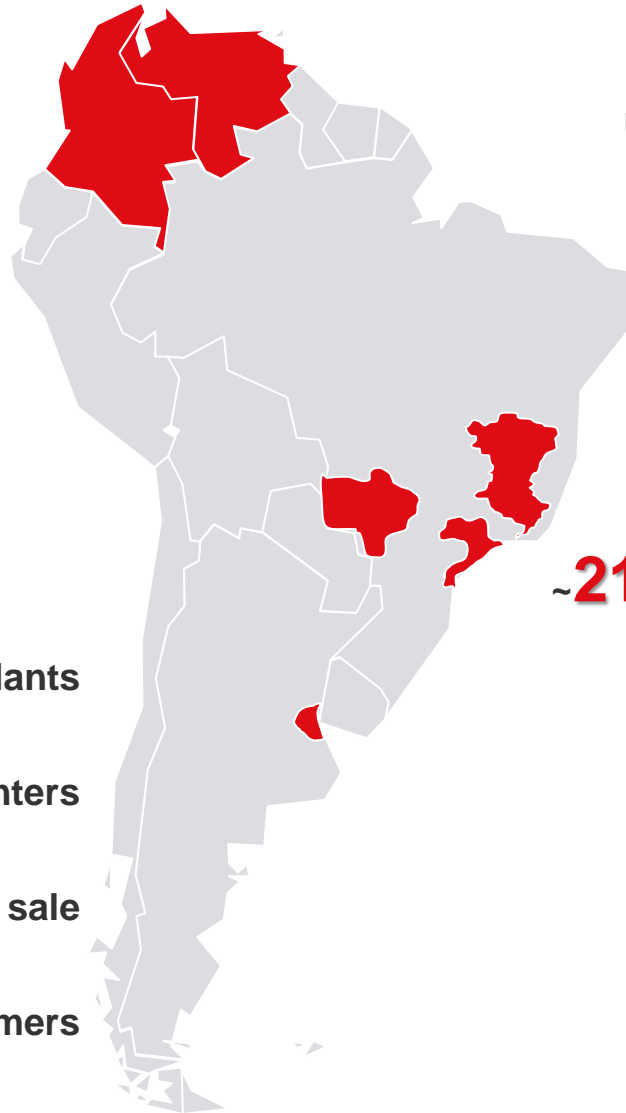
Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

(1) KOF Figures: LTM 2Q2012.

South America highlights



US\$ **5,752** Mn in Revenues⁽¹⁾

US\$ **1,030** Mn in EBITDA⁽¹⁾

17.9% EBITDA margin⁽¹⁾

1,157 Mn Unit Cases⁽¹⁾

~217 Mn Unit Cases of returnables

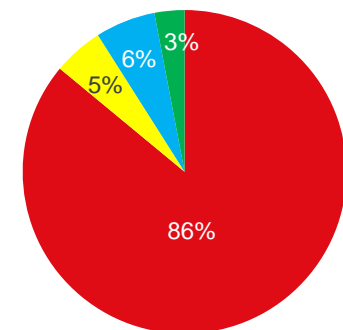
16 Plants

97 Distribution Centers

more than **873** M points of sale

more than **135** Mn consumers

Diversified portfolio



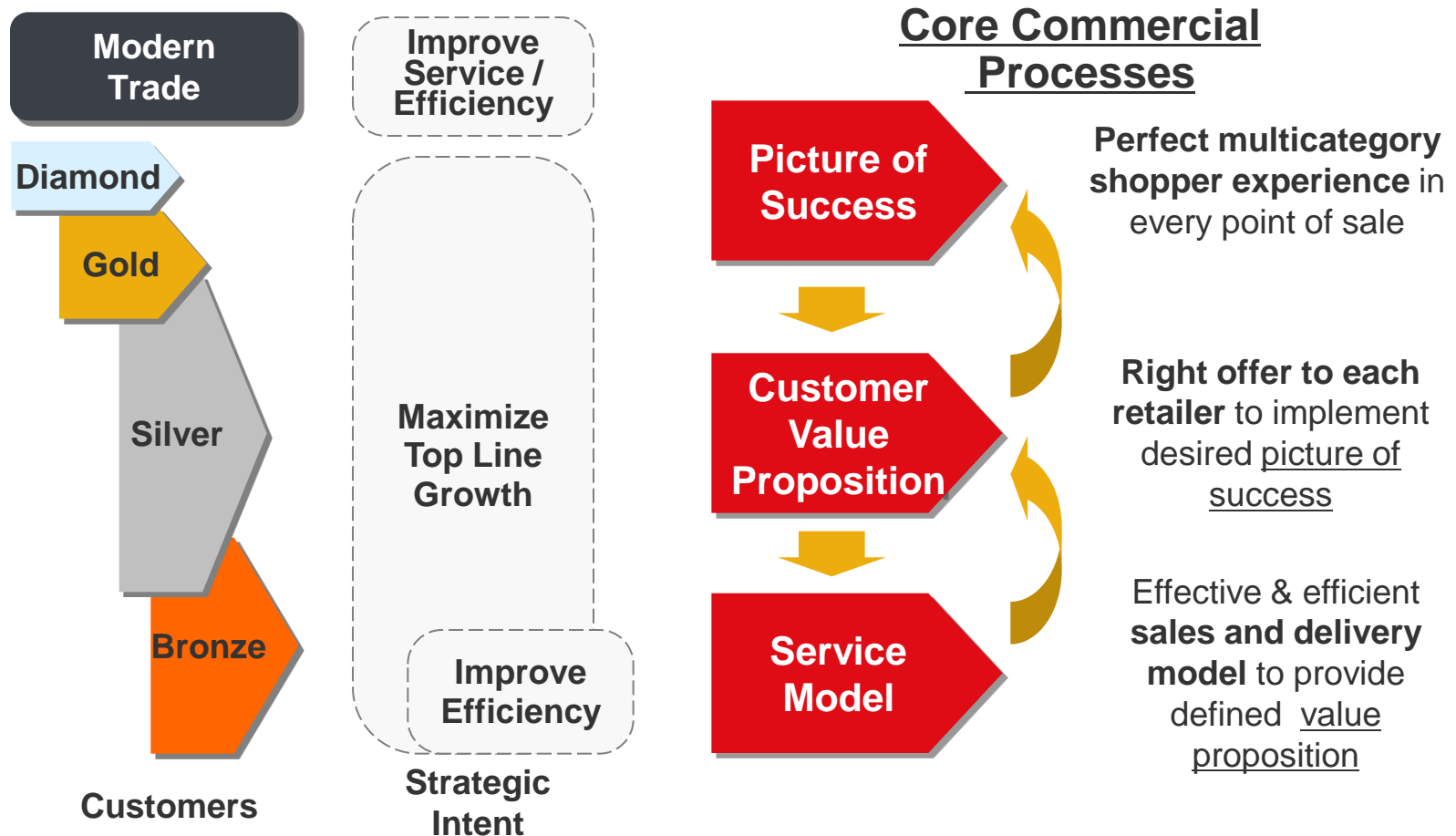
■ Sparkling ■ Still ■ Water ■ Bulk Water

(1) KOF Figures: LTM 2Q2012.

Segmentation is one of our core capabilities



As the complexity of our business has increased, we have evolved from a volume driven model to a value based segmentation approach to capture the industry's value potential and reach the full operating potential of our commercial models and processes

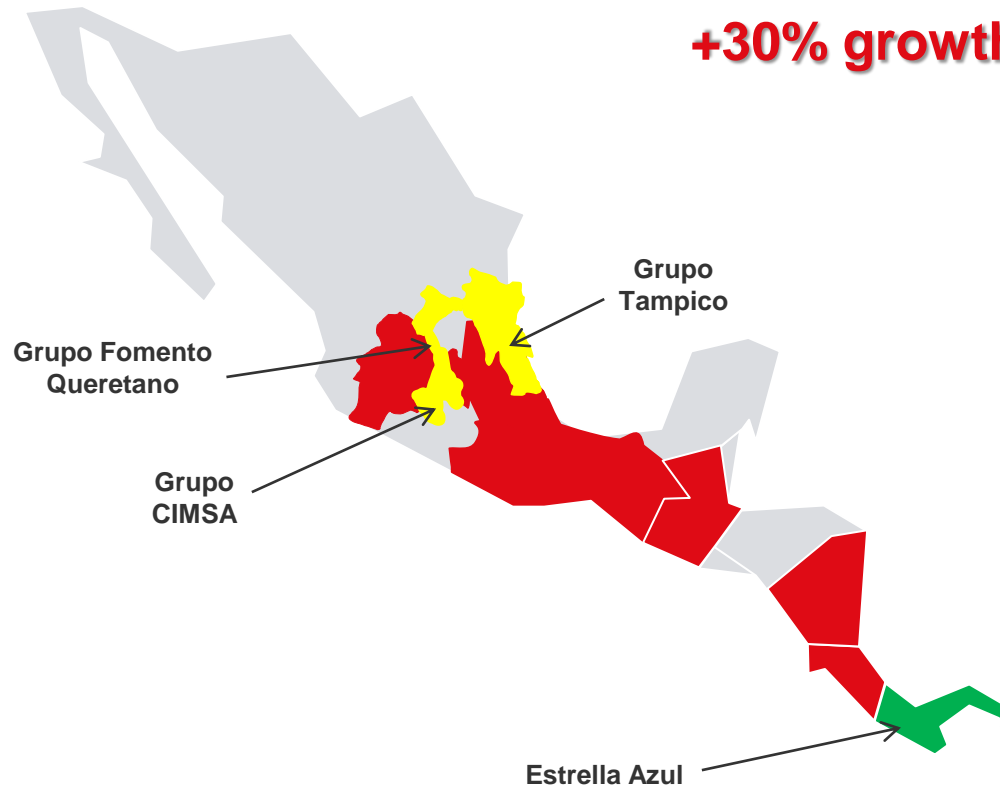


Expanding our footprint in Mexico, while entering other relevant NAB categories



KOF invested more than Ps. 28,000 million in mergers and acquisitions during 2011, to consolidate its leadership position in Mexico and Latin America, while entering the milk and value-added dairy products category with a leading position in Juices and Milk in Panama.

+30% growth from Mexican mergers



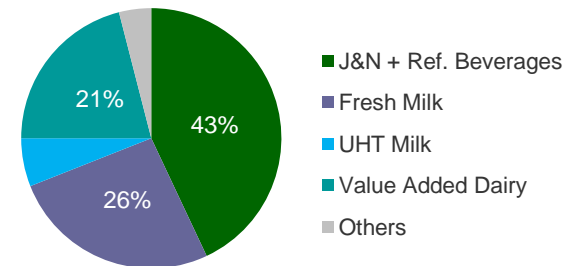
More than **425** Mn Unit Cases

Us. **950** Mn in Revenues

Us. **215** Mn in EBITDA

more than Us. **62** Mn in net synergies

Estrella Azul 2010 Revenue Breakdown



Note: Grupo Tampico, Grupo CIMSA y Fomento Queretano's Beverage Divisions figures are 2011 estimates.

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

FEMSA



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

FEMSA
COMERCIO

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

Heineken

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

EBITDA reconciliation by division



In US\$ million

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Consolidated FEMSA ⁽¹⁾ | | | | | | | | | | | |
| Income from Operations | 896 | 910 | 1,078 | 1,232 | 1,467 | 1,610 | 1,793 | 1,640 | 2,069 | 1,819 | 1,928 |
| Depreciation | 212 | 194 | 232 | 298 | 338 | 375 | 399 | 359 | 429 | 309 | 330 |
| Amortization | 192 | 198 | 232 | 280 | 314 | 346 | 355 | 291 | 343 | 166 | 176 |
| EBITDA | 1,300 | 1,303 | 1,542 | 1,810 | 2,119 | 2,332 | 2,547 | 2,290 | 2,841 | 2,295 | 2,434 |
| Coca-Cola FEMSA | | | | | | | | | | | |
| Income from Operations | 415 | 426 | 597 | 690 | 817 | 876 | 1,049 | 990 | 1,213 | 1,379 | 1,444 |
| Depreciation | 71 | 50 | 86 | 111 | 123 | 139 | 151 | 183 | 215 | 213 | 234 |
| Amortization | 53 | 44 | 59 | 97 | 115 | 117 | 123 | 65 | 84 | 106 | 113 |
| EBITDA | 539 | 519 | 742 | 898 | 1,055 | 1,131 | 1,322 | 1,237 | 1,512 | 1,698 | 1,792 |
| FEMSA Comercio | | | | | | | | | | | |
| Income from Operations | 31 | 47 | 62 | 82 | 118 | 149 | 212 | 222 | 341 | 420 | 450 |
| Depreciation | 8 | 9 | 12 | 19 | 30 | 38 | 50 | 48 | 63 | 80 | 84 |
| Amortization | 9 | 9 | 12 | 21 | 26 | 34 | 39 | 34 | 39 | 49 | 51 |
| EBITDA | 48 | 64 | 85 | 122 | 175 | 221 | 301 | 304 | 443 | 549 | 585 |
| Fx Rate (Pesos per US\$) | 9.16 | 10.43 | 11.24 | 11.15 | 10.63 | 10.80 | 10.92 | 13.83 | 13.06 | 12.38 | 13.95 |

(1) FEMSA Consolidated figures from 2001-2009 include FEMSA Cerveza.
 Note: Figures in nominal Mexican pesos converted to US dollars using EOP exchange rate.