

Building on our
Strengths

FEMSA

FMX
LISTED
NYSE



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



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

Large Scale

- +3 bn unit cases of beverages

Powerful Brands

- #1 in beverages in all regions

Efficient Production and Distribution

- 60 beverage bottling plants
- 261 distribution facilities

Growing Consumer Base

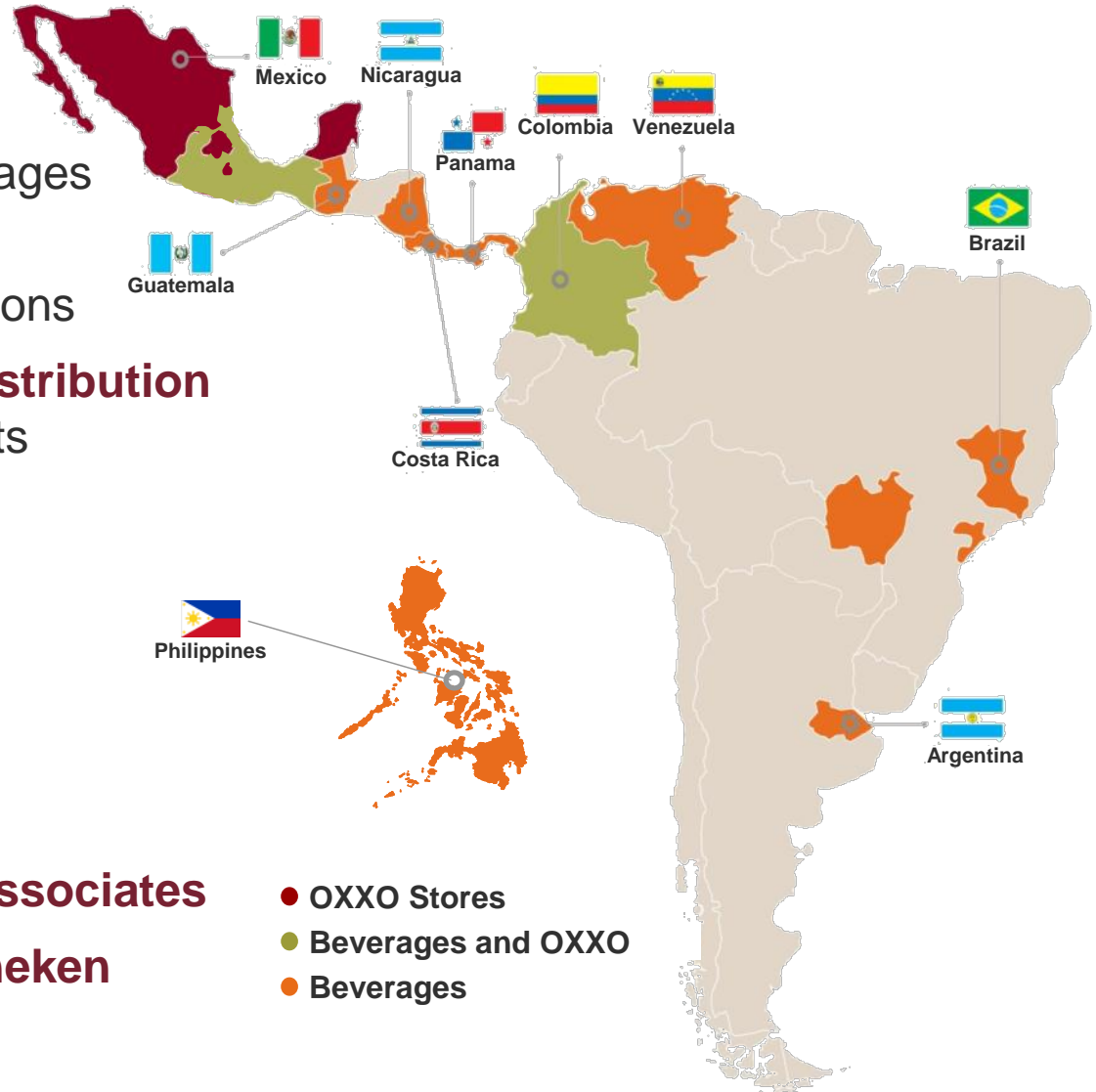
- 2.58 mm clients
- 314 mm consumers

Dynamic Store Platform

- +10,730 OXXO stores

+ 177,000 employees and associates

2nd Largest investor in Heineken

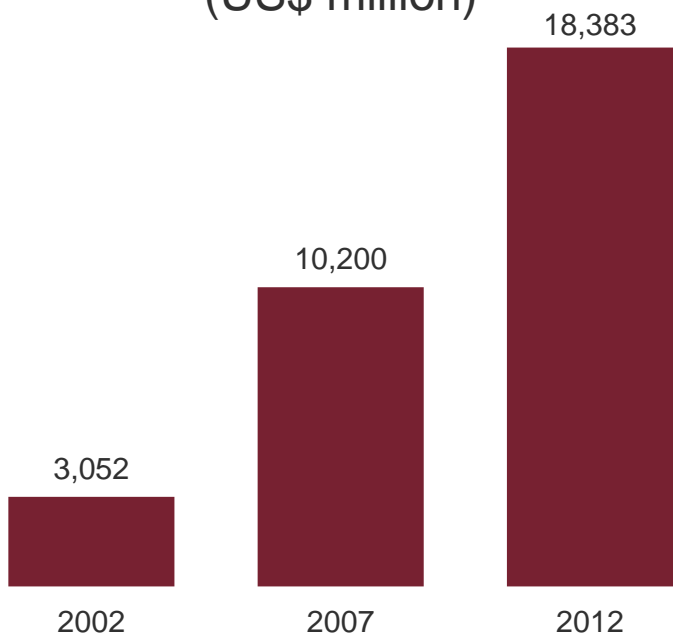


Note: OXXO stores as of March 31, 2013.

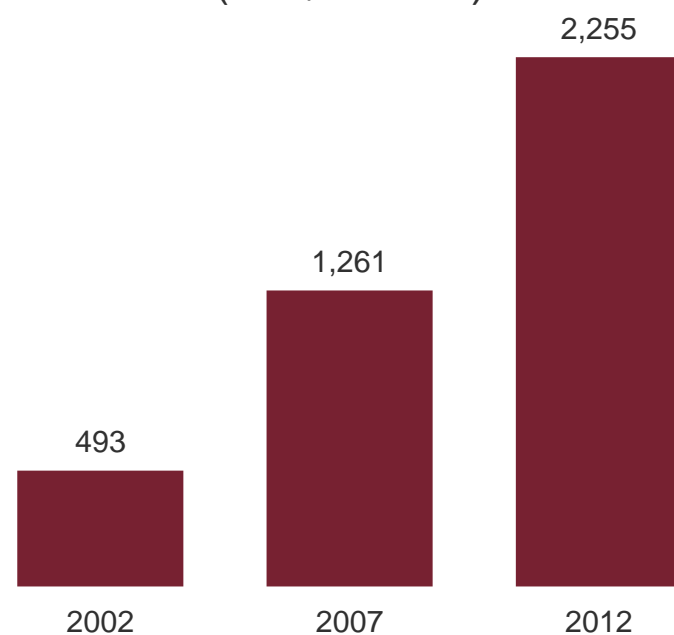
Delivering consistent double-digit growth



Total Revenue (US\$ million)



EBIT (US\$ million)



CAGR 02-12: 20%

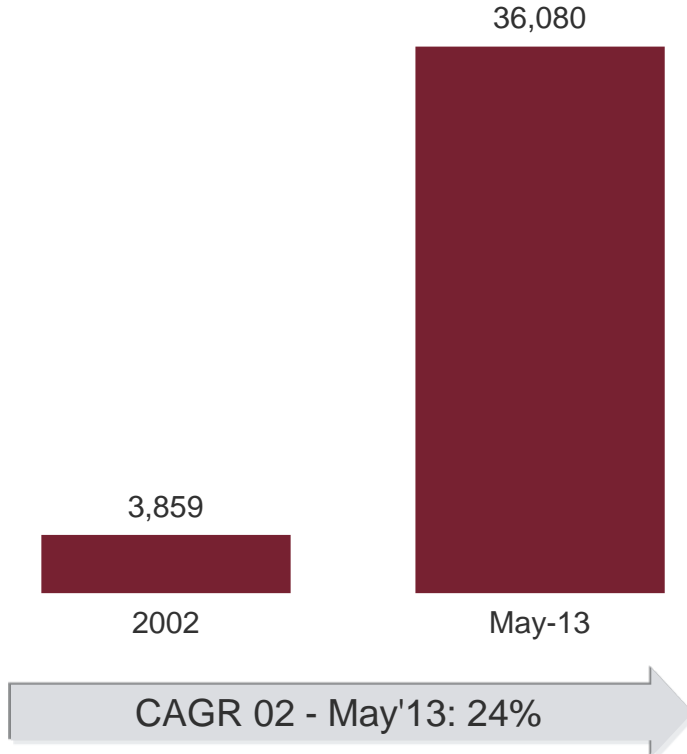
CAGR 07-12: 13%

CAGR 02-12: 16%

CAGR 07-12: 12%

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

FEMSA Market Cap Evolution (US\$ million)

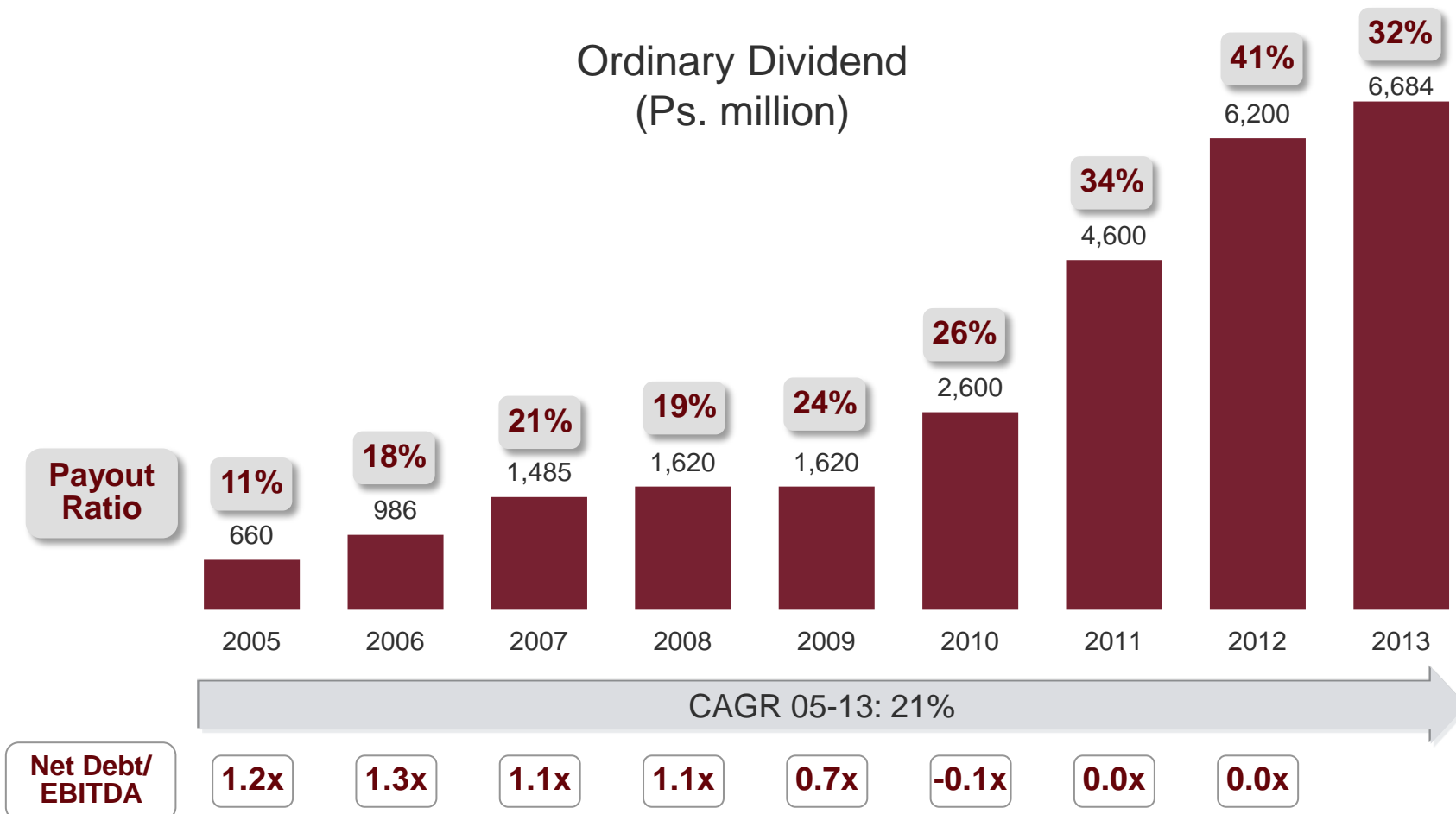


- Consistently strengthening our competitive position
- Ability to operate in a rapidly changing economic environment
- Strong brand portfolio and exceptional operational capabilities

Increasing cash to shareholders over time...



...while retaining strategic and financial flexibility



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

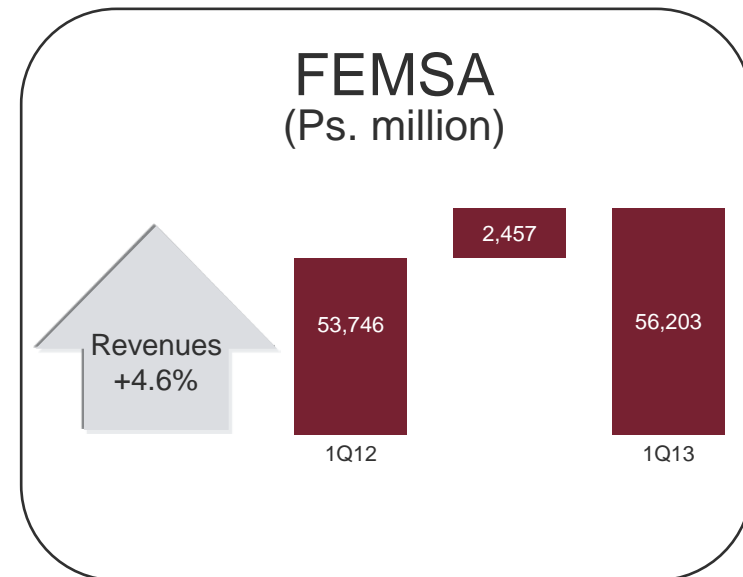


Total revenues remained stable, mainly as a result of high single-digit revenue growth in our Mexico & Central America Division which compensated for a mid-single-digit contraction in our South America Division.



Achieved total revenues growth of 14.0% and income from operations growth of 21.5% driven by new store openings and 4.8% growth in same-store sales.

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

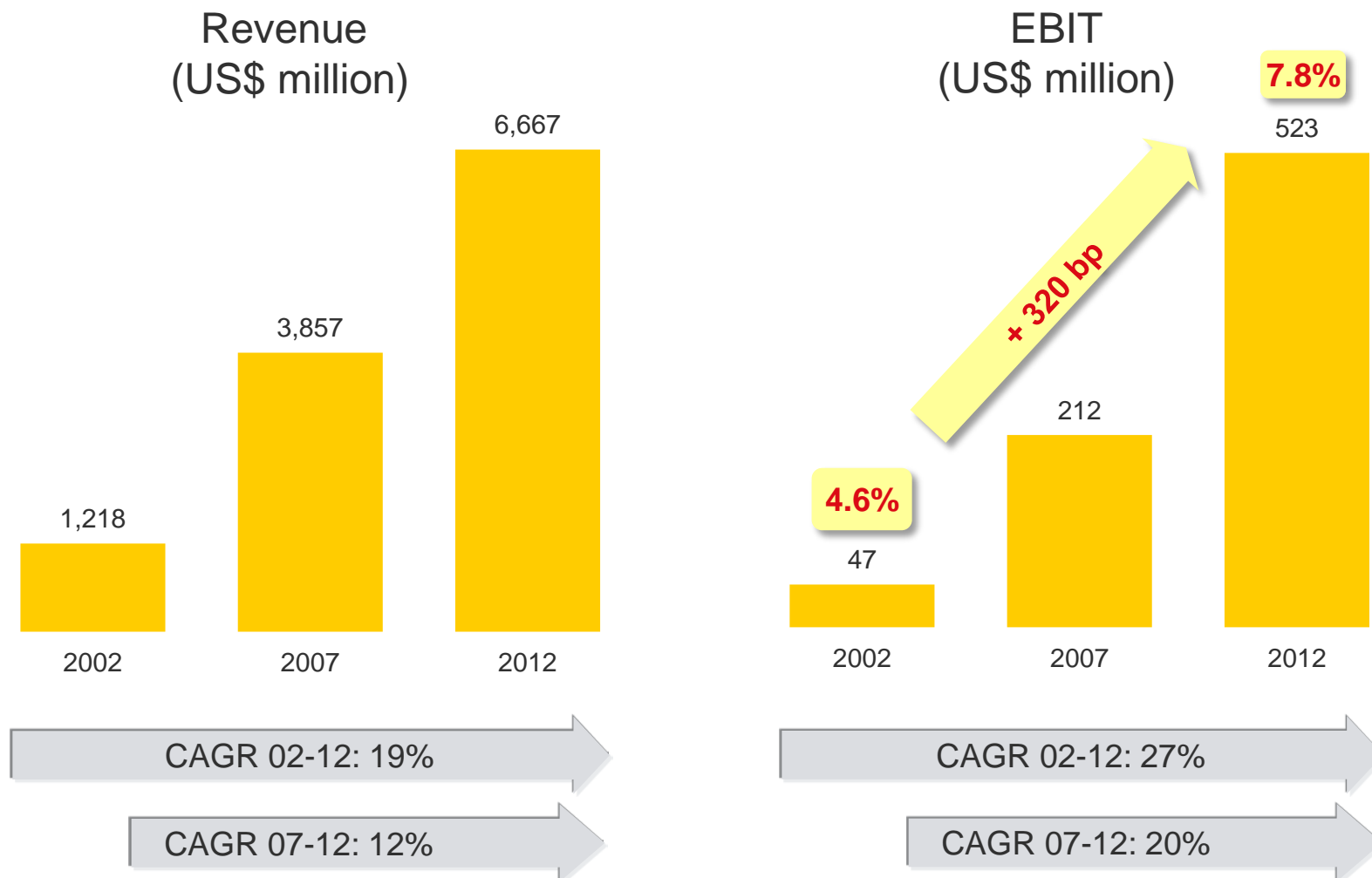


Generating

dynamic, profitable growth

FEMSA
COMERCIO
COMERCIO
FEMSA

FEMSA Comercio: Accelerated profitable growth



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

OXXO: The way to play Mexican Retail



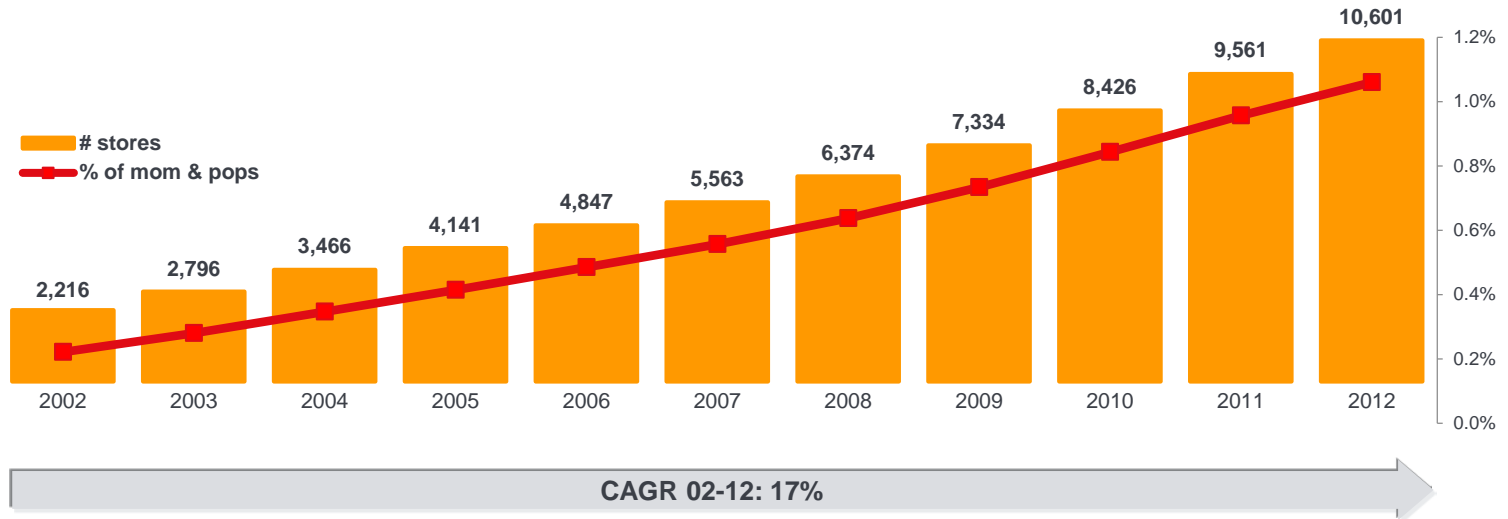
- **Third largest retailer** in terms of Revenues in Mexico
- We are the **benchmark for SSS and Sales per sq. meter** in Mexico
- **Profitability in line** with leading benchmark in Mexico
- We open a new store **every 8 hours** on average
- Every day, close to **8 million** people buy at an OXXO Store



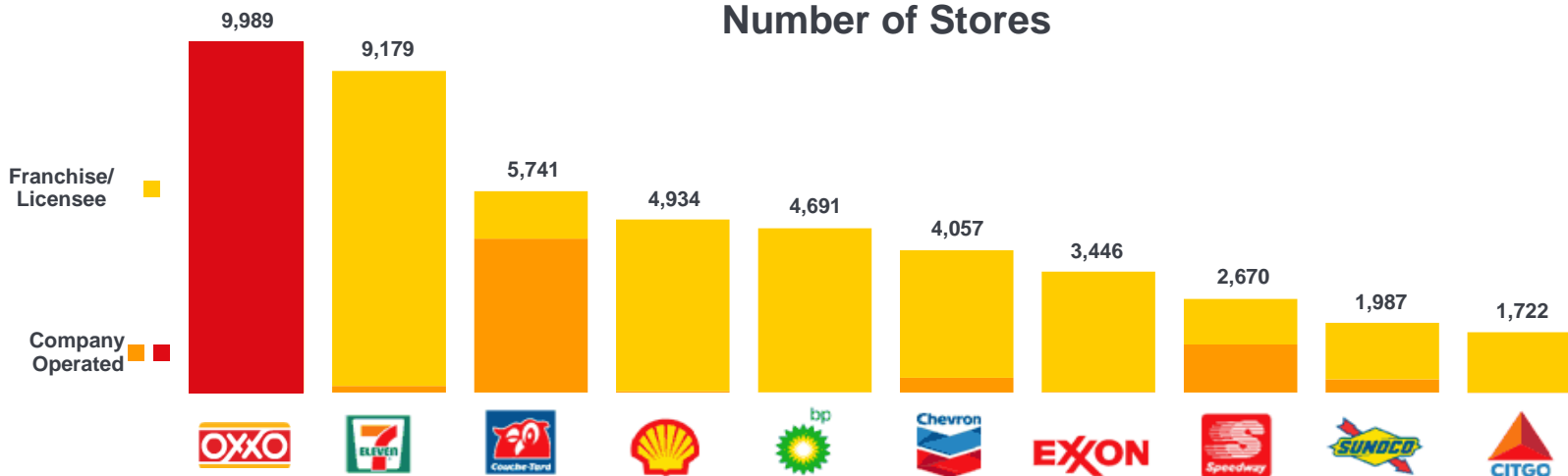
The largest store chain in the Americas...



OXXO Stores as a Percentage of Mom & Pops



Number of Stores



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

...and Mexico's leading store chain



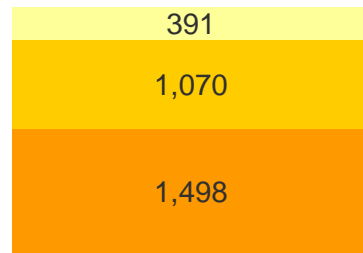
Number of Stores

(As of December 2012)

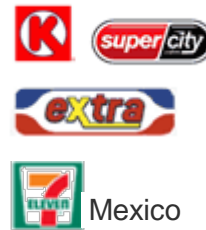
10,567



2,959



Major regional
store chains



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

Horizontal growth: That's the easy part



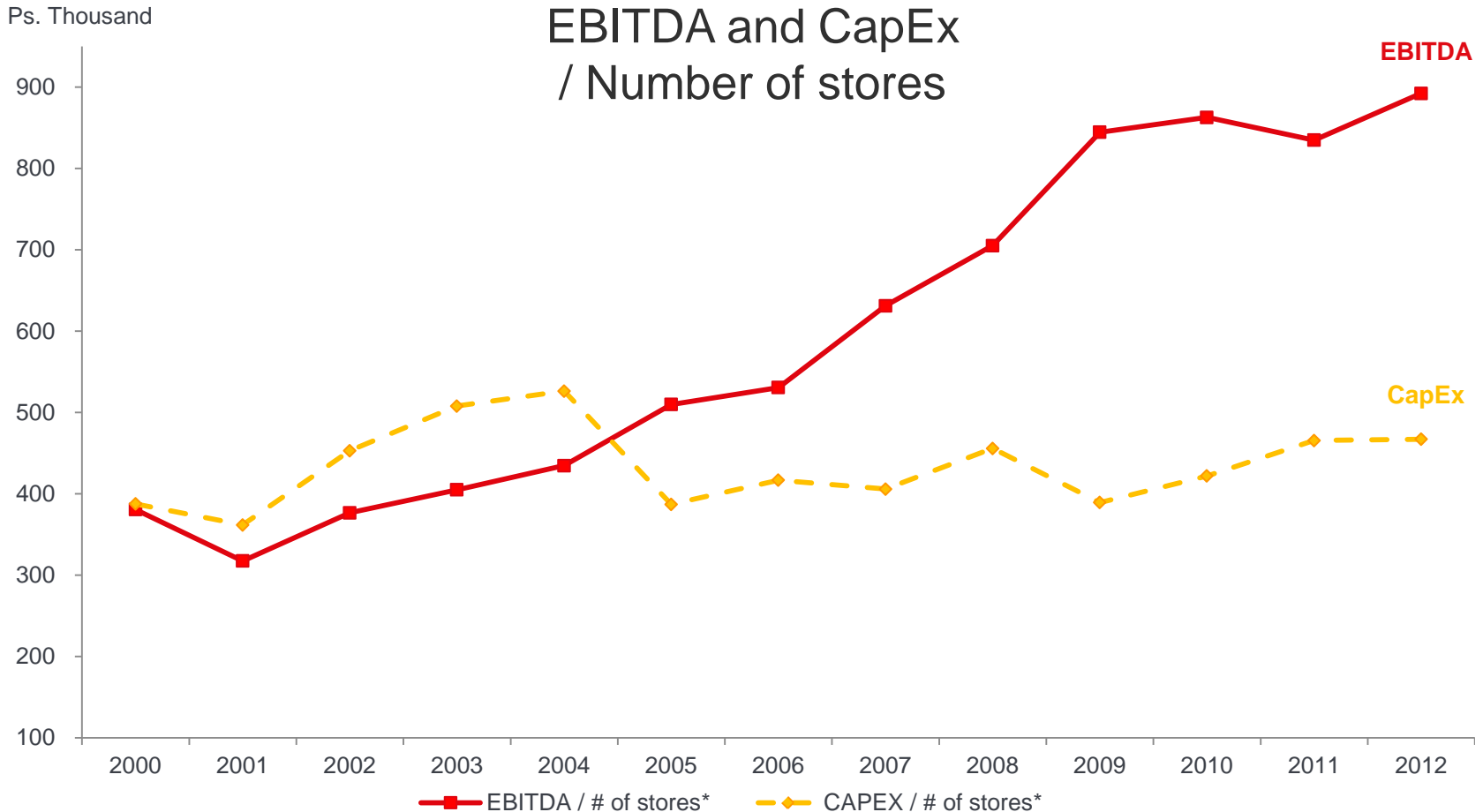
10,736 stores and counting

OXO Penetration Level by Population



Note: CONAPO information as of December 2010. FEMSA information as of December 31, 2012.
(1) OXO stores as of March 31, 2013.

Holding CapEx steady while driving profitability



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

Drugstores: An attractive growth opportunity

- We have acquired a 75% stake in Farmacias YZA, and 100% of Farmacias FM Moderna
- Two leading regional drugstore operators in Southeast Mexico and the state of Sinaloa, respectively
- Femsa Comercio now operates more than 400 drugstores
- FEMSA seeks to contribute its expertise developing small-box retail formats to already successful regional players



Developing our value proposition to satisfy our customer needs



THIRST

Quench your thirst immediately



CRAVING

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



TIME OPTIMIZATION

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



BREAKFAST

Start your day with a practical breakfast



LUNCH

Satisfy your hunger with an on-the-go meal



GATHERING

Stop by for your party needs



DAILY

Take home your everyday grocery needs



REPLENISHMENT

Replenish your depleted grocery and non-food products

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



Segmentation

Category Development
- Prepared Food

Category Development
- Services



Replenishment Base Indulgence



come más+
con menos-



Opening

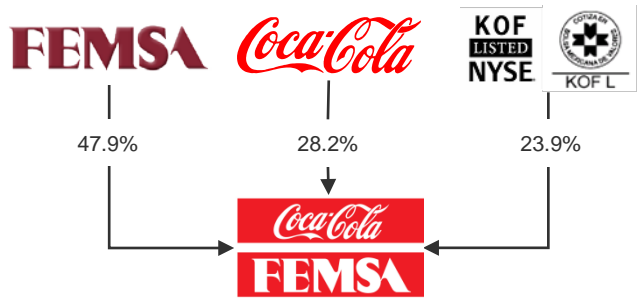
new horizons



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



~**3.07** Bn Unit Cases⁽¹⁾
 US\$ **11.30** Bn in Revenues⁽¹⁾
 US\$ **2.15** Bn in EBITDA⁽¹⁾
19.0% EBITDA margin⁽¹⁾
 more than **315** Mn consumers
 Close to **2.6** Mn points of sale
 Almost **100,000** employees



(1) KOF Figures: LTM 1Q13. They do not include Philippines.

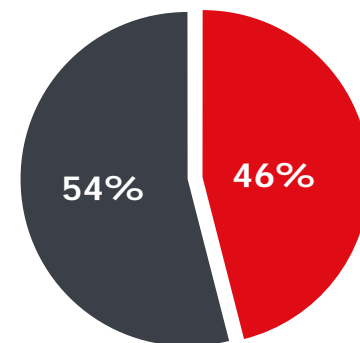
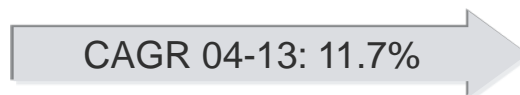
...while building on a solid track record of growth



Our South America Division has contributed importantly to top- and bottom-line...

Revenues

FY 2004
(US\$ 4,176 Mn)



LTM 1Q13
(US\$ 11,303 Mn)

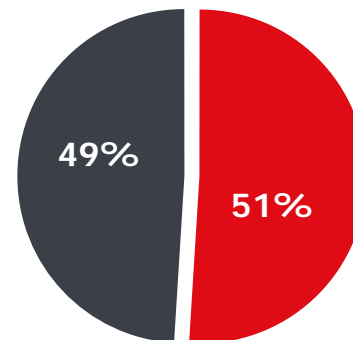
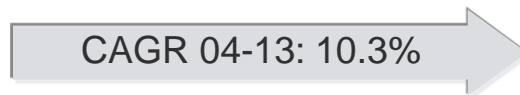
■ South America division

■ Mexico and Central America division

... growth, balancing the sources of cash flow generation

EBITDA

FY 2004
(US\$ 889 Mn)



LTM 1Q13
(US\$ 2,146 Mn)

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

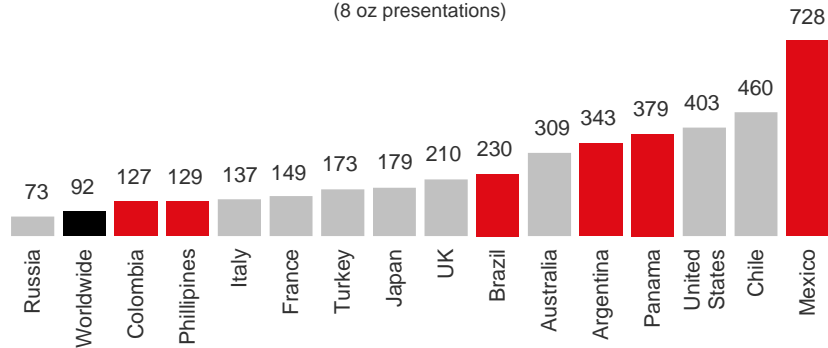
Strategic partner to the Coca-Cola System



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

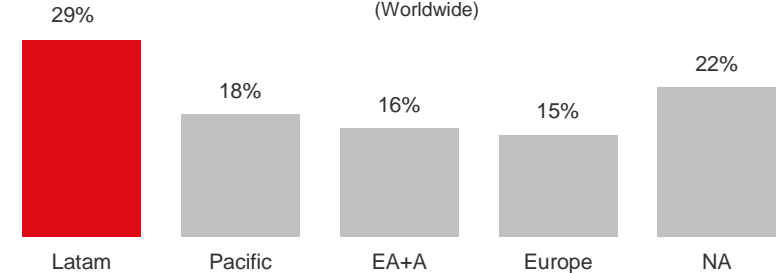
Per Capita Consumption of KO Products

(8 oz presentations)



KO Volume

(Worldwide)



In July 2012, through Jugos del Valle, KOF's joint venture with The Coca-Cola Company, KOF incorporated Santa Clara, a relevant player in the milk, ice cream and value-added dairy categories in Mexico. Through this transaction KOF can employ the considerable knowledge they have acquired from Estrella Azul to continue building on the strong brand equity of Santa Clara



"... 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

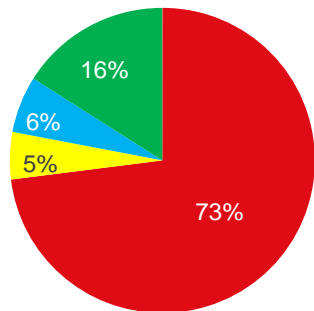
Mexico highlights



New Territories + Yoli:
 + 524 Mn UC
 + US\$ 1,267 Mn Revenues
 + US\$ 279 Mn EBITDA

1,743 Mn Unit Cases⁽¹⁾
 ~**290** Mn Unit Cases of returnables⁽¹⁾
16 Plants
123 Distribution Centers
 more than **850** M points of sale
 more than **63** Mn consumers
56% KOF population coverage

Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution



Mix by Package ⁽²⁾

33.7% 66.3%



Returnable Non-Returnable

Mix by Size ⁽²⁾

33.8% 66.2%



Singleserve Multiserve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Central America highlights



152 Mn Unit Cases⁽¹⁾

~ **110** Mn Unit Cases of returnables⁽¹⁾

5 Plants

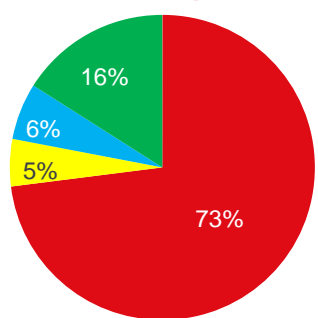
26 Distribution Centers

more than **103** M points of sale

more than **19.5** Mn consumers

69% KOF population coverage

Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution



Mix by Package ⁽²⁾

33.6% 66.4%



Returnable Non-Returnable

Mix by Size ⁽²⁾

43.9% 56.1%



Singleserve Multiserve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Colombia highlights



260 Mn Unit Cases⁽¹⁾

~**76.2** Mn Unit Cases of returnables⁽¹⁾

6 Plants

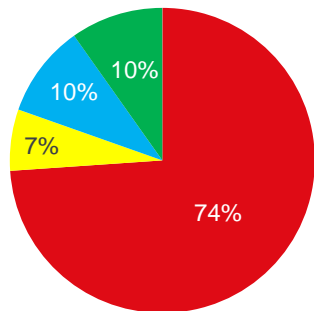
32 Distribution Centers

more than **395,000** points of sale

more than **47** Mn consumers

100% KOF population coverage

Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution



Mix by Package ⁽²⁾

40.4% 59.6%



Returnable Non-Returnable

Mix by Size ⁽²⁾

62.9% 37.1%



Singleserve Multiserve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Venezuela highlights



213 Mn Unit Cases⁽¹⁾

~**13.4** Mn Unit Cases of returnables⁽¹⁾

4 Plants

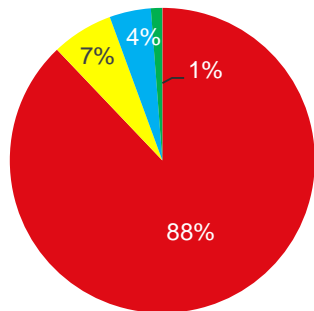
33 Distribution Centers

more than **209,000** points of sale

more than **30**Mn consumers

100% KOF population coverage

Diversified portfolio

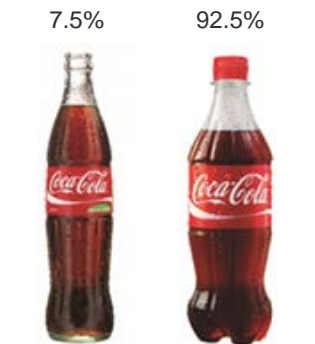


■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution



Mix by Package ⁽²⁾



Returnable Non-Returnable

Mix by Size ⁽²⁾



Singleserve Multiserve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Brazil highlights



486 Mn Unit Cases⁽¹⁾

~**64.1** Mn Unit Cases of returnables⁽¹⁾

4 Plants

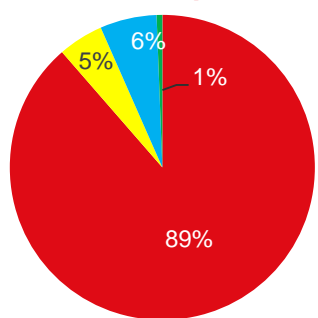
28 Distribution Centers

more than **179,000** points of sale

more than **44.5**Mn consumers

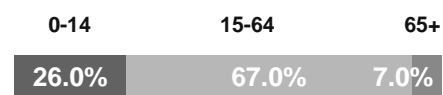
23% KOF population coverage

Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution



Mix by Package ⁽²⁾



Returnable Non-Returnable

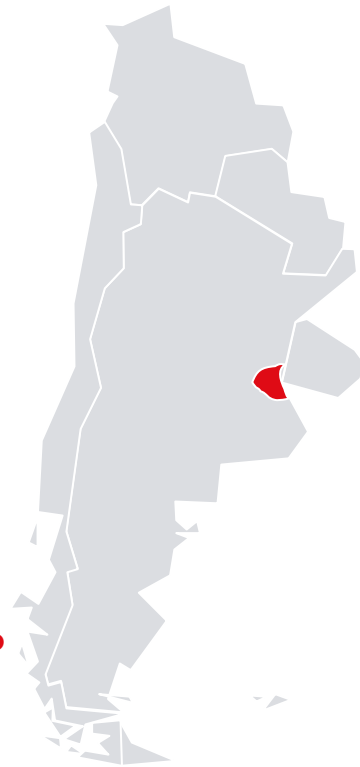
Mix by Size ⁽²⁾



Singleserve Multiserve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Argentina highlights



216 Mn Unit Cases⁽¹⁾

~**56.2** Mn Unit Cases of returnables⁽¹⁾

2 Plants

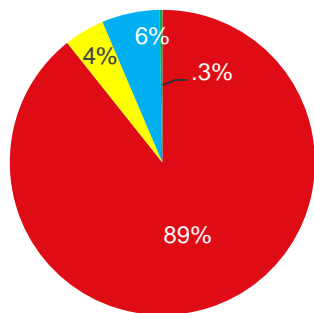
4 Distribution Centers

more than **78,000** points of sale

more than **13** Mn consumers

30% KOF population coverage

Diversified portfolio



■ Sparkling ■ Still ■ Water ■ Bulk Water

Population Age Distribution

0-14	15-64	65+
25.0%	64.0%	11.0%

Mix by Package ⁽²⁾

28.9% 71.1%



Returnable Non-Returnable

Mix by Size ⁽²⁾

14.8% 85.2%



Single-serve Multi-serve

(1) KOF Figures: LTM1Q13.
 (2) KOF Figures: Full Year 2012.

Philippines highlights



Strategic Framework



US\$ **1.1** Bn in Revenues⁽¹⁾

US\$ **100** Mn of EBITDA

530 Mn Unit Cases⁽¹⁾

71% Important mix of returnables

23 Plants

close to **800** points of sale

more than **95** Mn consumers

100% KOF population coverage

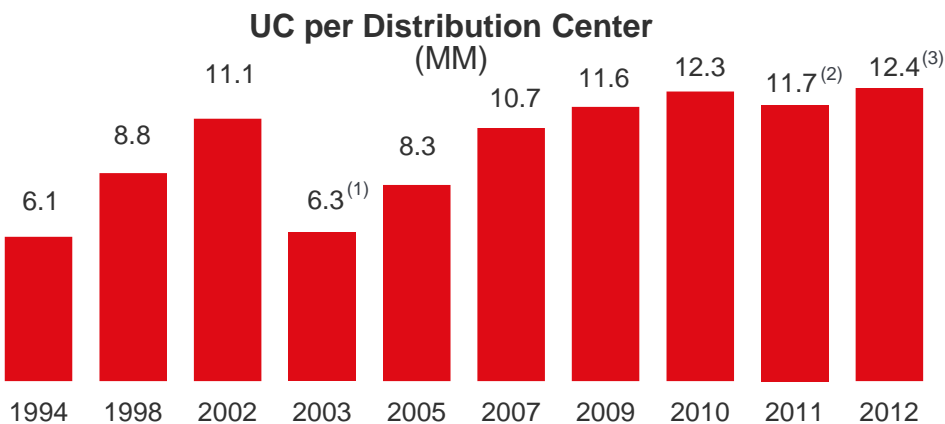
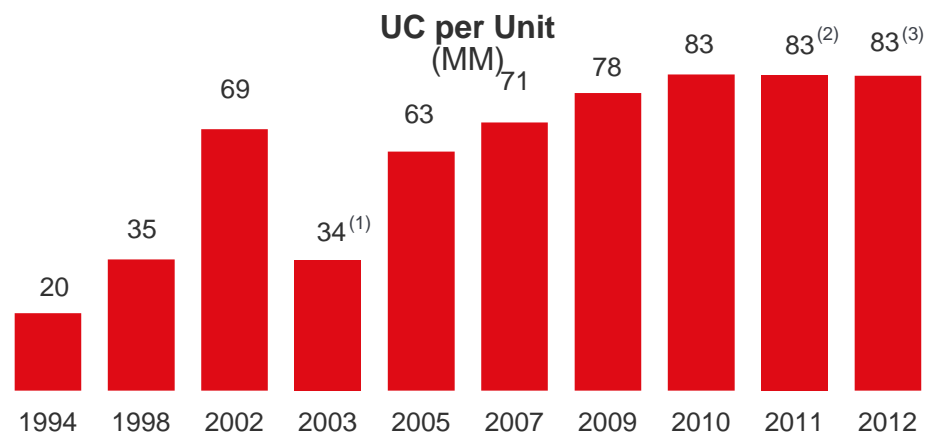


(1) CCBPI: Coca-Cola Bottling Philippines, Inc. estimated for 2012.

We develop capabilities to reach our full operating potential

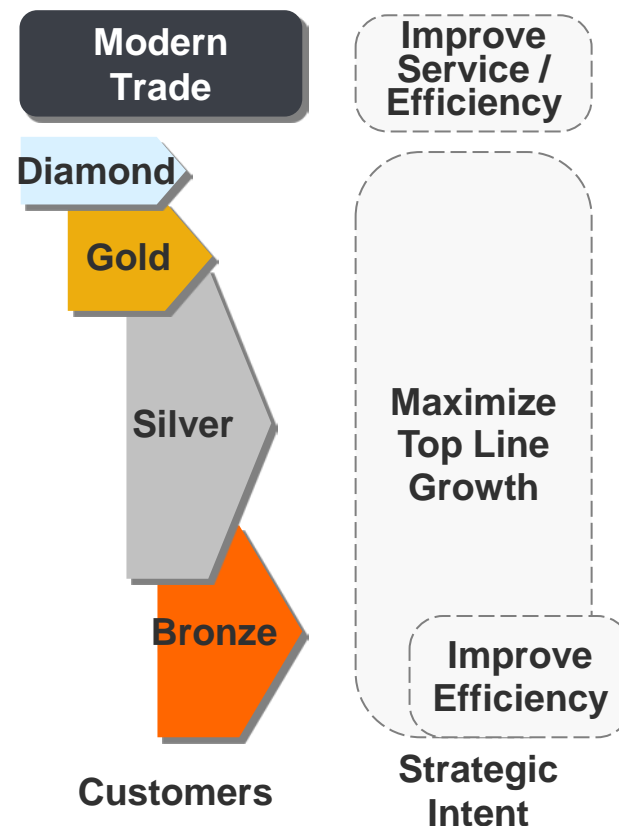


As the complexity of our business continues to increase, we constantly work towards increasing the efficiencies of our asset portfolio, while evolving from a volume driven commercial model to a value based segmentation approach to capture the industry's value potential.



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

Value Based Segmentation



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