

MEXICAN ECONOMIC DEVELOPMENT INC
Form 6-K
April 24, 2013

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, DC 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

PURSUANT TO RULE 13a-16 OR 15d-16 UNDER

THE SECURITIES EXCHANGE ACT OF 1934

For the month of April 2013

FOMENTO ECONÓMICO MEXICANO, S.A.B. DE C.V.

(Exact name of Registrant as specified in its charter)

Mexican Economic Development, Inc.

(Translation of Registrant's name into English)

United Mexican States

(Jurisdiction of incorporation or organization)

General Anaya No. 601 Pte.
Colonia Bella Vista

Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

Monterrey, Nuevo León 64410
México

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover of Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as
permitted by Regulation S-T Rule 101(b)(1): _____

Indicate by check mark if the registrant is submitting the Form 6-K in paper as
permitted by Regulation S-T Rule 101(b)(7): _____

Indicate by check mark whether by furnishing the information contained in this
Form, the registrant is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in
connection with Rule 12g3-2(b): 82-_____

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

FOMENTO ECONÓMICO
MEXICANO, S.A. DE C.V.

By: /s/ Javier Astaburuaga
Javier Astaburuaga
Chief Financial Officer

Date: April 24, 2013

FEMSA Delivers Moderate Revenue Growth in 1Q13

Monterrey, Mexico, April 24, 2013 — Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”) announced today its operational and financial results for the first quarter of 2013.

First Quarter 2013 Highlights:

FEMSA consolidated total revenues increased 4.6% compared to the first quarter of 2012, driven by strong results at FEMSA Comercio that offset mixed results at Coca-Cola FEMSA. On an organic basis total revenues increased 3.2%.

Coca-Cola FEMSA total revenues remained stable and organically decreased 2.2% as compared to the first quarter of 2012, 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. This contraction was largely driven by the negative translation effect from the devaluation of several local currencies as well as a volume decline in Brazil, coupled with increased marketing spending and labor cost pressures in certain markets. On a currency-neutral basis and excluding the non-comparable effect of Grupo Fomento Queratano in Mexico, total revenues increased 10.8%.

FEMSA Comercio achieved total revenues growth of 14.0% and income from operations growth of 21.5% compared to the first quarter of 2012, driven by new store openings and 4.8% growth in same-store sales.

José Antonio Fernández Carbajal, Chairman and CEO of FEMSA, commented: “We operate across many different markets, and sometimes the diverse economic environments we face manifest themselves with particular clarity in our results. This was the case during the first quarter, with our operations in Mexico performing solidly –both Coca-Cola FEMSA and especially FEMSA Comercio- but some of our operations in South America reflecting not only challenging operating conditions, but also the impact of currencies that weakened significantly against the US dollar and, importantly, against a strong Mexican peso.

We cannot influence the way currencies move or economies grow, but our objectives for the year remain in place and we will strive to achieve them. And so, we continue to push forward with great expectations. We share the optimism that surrounds Mexico, our most important market, and we fully expect the business trends in the rest of our territories to continue to support long-term value creation.”

FEMSA Consolidated

Total revenues increased 4.6% compared to 1Q12, to Ps. 56.203 billion in 1Q13. FEMSA Comercio drove the growth in consolidated revenues. On an organic basis total revenues increased 3.2% compared to 1Q12.

Gross profit increased 6.0% compared to 1Q12, to Ps. 23.255 billion in 1Q13. Gross margin in 1Q13 increased 60 basis points compared to the same period in 2012 to 41.4% of total revenues, driven by margin expansion at Coca-Cola FEMSA and FEMSA Comercio.

Income from operations decreased 1.8% as compared to 1Q12, to Ps. 5.119 billion in 1Q13 as growth at FEMSA Comercio was offset by higher expenses at Coca-Cola FEMSA. On an organic basis, income from operations decreased 3.4% in 1Q13 compared to the same period in 2012. Consolidated operating margin decreased 60 basis points compared to 1Q12, to 9.1% of total revenues, driven by margin contraction at Coca-Cola FEMSA.

Net consolidated income increased 5.1% compared to 1Q12 to Ps. 3.939 billion in 1Q13, driven by an increase in FEMSA's 20% participation in Heineken's 1Q13 net income combined with lower financing expenses which more than compensated lower income from operations. The effective income tax rate was 32.7% in 1Q13 compared to 31.7% in 1Q12.

Net majority income for 1Q13 resulted in Ps. 0.73 per FEMSA Unit¹. Net majority income per FEMSA ADS was US\$ 0.59 for the quarter.

Capital expenditures amounted to Ps. 3.213 billion in 1Q13, driven by incremental capacity-driven investments in Colombia by Coca-Cola FEMSA.

Our consolidated balance sheet as of March 31, 2013, recorded a cash balance of Ps. 28.855 billion (US\$ 2.343 billion), a decrease of Ps. 9.261 billion (US\$ 752.0 million) compared to December 31, 2012. Short-term debt was Ps. 8.365 billion (US\$ 679.2 million), while long-term debt was Ps. 26.610 billion (US\$ 2.161 billion). Our consolidated net debt balance was Ps. 6.120 billion (US\$ 496.9 million).

Soft Drinks – Coca-Cola FEMSA

Coca-Cola FEMSA's financial results and discussion are incorporated by reference from Coca-Cola FEMSA's press release, which is attached to this press release and available at www.coca-colafemsa.com.

FEMSA Comercio

Total revenues increased 14.0% compared to 1Q12, to Ps. 21.703 billion in 1Q13 mainly driven by the opening of 135 net new stores in the quarter, reaching 1,037 total net new store openings for the last twelve months. As of March 31, 2013, FEMSA Comercio had a total of 10,736 convenience stores. Same-store sales increased an average of 4.8% for the first quarter of 2013 over 1Q12, reflecting a 6.1% increase in average customer ticket that offset a 1.2% decrease in store traffic.

Gross profit increased by 17.3% in 1Q13 compared to 1Q12, resulting in a 100 basis point gross margin expansion to 33.3% of total revenues. This increase reflects (i) a positive mix shift due to the growth of higher margin categories, including services, (ii) a more efficient use of promotion-related marketing resources, and (iii) a better execution of segmented pricing strategies across markets.

Income from operations increased 21.5% over 1Q12 to Ps. 971 million in 1Q13. Operating expenses increased 16.7% to Ps. 6.253 billion, reflecting the growing number of stores and distribution centers as well as incremental expenses relating to, among other things, the continued strengthening of FEMSA Comercio's organizational and IT structure, and the development of specialized distribution routes aimed at enabling our prepared food initiatives. Operating margin expanded 30 basis points compared to 1Q12, to 4.5% of total revenues in 1Q13.

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 B¹ Shares. The number of FEMSA Units outstanding as of March 31, 2013 was 3,578,226,270, equivalent to the total number of FEMSA Shares outstanding as of the same date, divided by 5.

Recent Developments

Given the prevailing low-rate environment in global capital markets, FEMSA will explore market conditions for potential issuance of long-term debt securities.

CONFERENCE CALL INFORMATION:

Our First Quarter of 2013 Conference Call will be held on: Wednesday April 24, 2013, 1:00 PM Eastern Time (12:00 PM Mexico City Time). To participate in the conference call, please dial: Domestic US: (888) 438-5535; International: (719) 325-2315; Conference Id 4004256. The conference call will be webcast live through streaming audio. For details please visit www.femsa.com/investor.

If you are unable to participate live, the conference call audio will be available at <http://ir.FEMSA.com/results.cfm>.

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.

The translations of Mexican pesos into US dollars are included solely for the convenience of the reader, using the noon day buying rate for Mexican Pesos as published by the U.S. Federal Reserve Board in its H.10 weekly Release of Foreign Exchange Rates for March 31, 2013, which was 12.3155 Mexican pesos per US dollar.

FORWARD-LOOKING STATEMENTS

This report may contain certain forward-looking statements concerning our future performance that should be considered as good faith estimates made by us. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could

materially impact our actual performance.

Five pages of tables and Coca-Cola FEMSA's press release to follow.

3

FEMSA
Consolidated
Income
Statement
Millions of
Pesos

For the first quarter of:

| | 2013 (A) | % of rev. | 2012 | % of rev. | % Var. | % Org (B) |
|--|----------|--------------|--------|-----------|---------|-----------------|
| Total revenues | 56,203 | 100.0 | 53,746 | 100.0 | 4.6 | 3.2 |
| Cost of sales | 32,948 | 58.6 | 31,810 | 59.2 | 3.6 | |
| Gross profit | 23,255 | 41.4 | 21,936 | 40.8 | 6.0 | |
| Administrative expenses | 2,259 | 4.0 | 2,329 | 4.3 | (3.0) | |
| Selling expenses | 15,617 | 27.8 | 14,471 | 26.9 | 7.9 | |
| Other Operating expenses (income), net ⁽¹⁾ | 260 | 0.5 | (79) | (0.1) | N.A. | |
| Income from operations ⁽²⁾ | 5,119 | 9.1 | 5,215 | 9.7 | (1.8) | (3.4) |
| Other Non-Operating expenses (income) | (6) | | (225) | | (97.3) | |
| Interest expense | 651 | | 613 | | 6.2 | |
| Interest income | 176 | | 175 | | 0.6 | |
| Foreign exchange loss (gain) | 40 | | 458 | | (91.3) | |
| Other financial expenses (income), net. | 106 | | (25) | | N.A. | |
| Financing expenses, net | 621 | | 871 | | (28.7) | |
| Income before income tax and Participation in Heineken results | 4,504 | | 4,569 | | (1.4) | |
| Income tax | 1,475 | | 1,447 | | 1.9 | |
| Participation in Heineken results ⁽³⁾ | 910 | | 627 | | 45.1 | |
| Net consolidated income | 3,939 | | 3,749 | | 5.1 | |
| Net majority income | 2,613 | | 2,318 | | 12.7 | |
| Net minority income | 1,326 | | 1,431 | | (7.3) | |

Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

| | 2013 (A) | % of rev. | 2012 | % of rev. | % Var. | % Org (B) |
|--|-----------------|-----------|--------------|-----------|------------------|-----------|
| Operative Cash Flow & CAPEX | | | | | | |
| Income from operations | 5,119 | 9.1 | 5,215 | 9.7 | (1.8) | (3.4) |
| Depreciation | 1,976 | 3.5 | 1,706 | 3.2 | 15.8 | |
| Amortization & other non-cash charges | 366 | 0.7 | 237 | 0.4 | 54.4 | |
| Operative Cash Flow (EBITDA) | 7,461 | 13.3 | 7,158 | 13.3 | 4.2 | 2.6 |
| CAPEX | 3,213 | | 2,141 | | 50.1 | |
| Financial Ratios | | | | | | |
| | 2013 (A) | | 2012 | | Var. p.p. | |
| Liquidity ⁽⁴⁾ | 1.15 | | 1.56 | | (0.41) | |
| Interest coverage ⁽⁵⁾ | 15.71 | | 16.34 | | (0.64) | |
| Leverage ⁽⁶⁾ | 0.47 | | 0.41 | | 0.06 | |
| Capitalization ⁽⁷⁾ | 15.84 | % | 15.26 | % | 0.58 | |

(A) We integrated the beverage divisions of FOQUE in Coca-Cola FEMSA's operations since May 2012.

% Org. represents the variation in a given measure excluding the effects of mergers, acquisitions and divestitures.

(B) We believe this measure allows us to provide investors and other market participants with a better representation of the performance of our business. In preparing this measure, management has used its best judgment, estimates and assumptions in order to maintain comparability.

(1) Other Operating expenses (income), net = Other Operating expenses (income) +(-) Equity method from operated associates.

(2) Income from operations = Gross profit - Administrative and selling expenses - Other operating expenses (income), net.

(3) Represents the equity method participation in Heineken's results, net.

(4) Total current assets / total current liabilities.

(5) Income from operations + depreciation + amortization & other / interest expense, net.

(6) Total liabilities / total stockholders' equity.

(7) Total debt / long-term debt + stockholders' equity.

Total debt = short-term bank loans + current maturities of long-term debt + long-term bank loans.

FEMSA
Consolidated
Balance
Sheet
Millions of
Pesos

| | Mar-13 | Dec-12 | % Var. |
|---|----------------|----------------|---------------|
| ASSETS | | | |
| Cash and cash equivalents | 28,855 | 38,116 | (24.3) |
| Accounts receivable | 9,145 | 11,812 | (22.6) |
| Inventories | 14,557 | 16,345 | (10.9) |
| Other current assets | 10,233 | 9,182 | 11.4 |
| Total current assets | 62,790 | 75,455 | (16.8) |
| Investments in shares | 87,302 | 83,840 | 4.1 |
| Property, plant and equipment, net | 59,413 | 61,649 | (3.6) |
| Intangible assets ⁽¹⁾ | 66,076 | 67,893 | (2.7) |
| Other assets | 9,795 | 7,105 | 37.9 |
| TOTAL ASSETS | 285,376 | 295,942 | (3.6) |
| LIABILITIES & STOCKHOLDERS' EQUITY | | | |
| Bank loans | 4,021 | 4,213 | (4.6) |
| Current maturities of long-term debt | 4,344 | 4,489 | (3.2) |
| Interest payable | 197 | 207 | (4.8) |
| Operating liabilities | 46,186 | 39,607 | 16.6 |
| Total current liabilities | 54,748 | 48,516 | 12.8 |
| Long-term debt ⁽²⁾ | 26,610 | 27,574 | (3.5) |
| Labor liabilities | 3,529 | 3,675 | (4.0) |
| Other liabilities | 6,242 | 6,016 | 3.8 |
| Total liabilities | 91,129 | 85,781 | 6.2 |
| Total stockholders' equity | 194,247 | 210,161 | (7.6) |
| LIABILITIES AND STOCKHOLDERS' EQUITY | 285,376 | 295,942 | (3.6) |

Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

| | March 31, 2013 | Average Rate | | | | | |
|------------------------------|-------------------|-----------------|--------|-------|-------|--------|---|
| DEBT MIX ⁽²⁾ | % of Total | | | | | | |
| Denominated in: | | | | | | | |
| Mexican pesos | 45.7 | % 5.9 | % | | | | |
| Dollars | 48.2 | % 3.0 | % | | | | |
| Colombian pesos | 2.9 | % 6.2 | % | | | | |
| Argentine pesos | 2.0 | % 20.3 | % | | | | |
| Brazilian Reais | 1.2 | % 7.1 | % | | | | |
| Total debt | 100.0 | % 4.8 | % | | | | |
| Fixed rate ⁽²⁾ | 39.9 | % | | | | | |
| Variable rate ⁽²⁾ | 60.1 | % | | | | | |
| | | | | | | | |
| % of Total Debt | 2013 | 2014 | 2015 | 2016 | 2017 | 2018+ | |
| DEBT MATURITY PROFILE | 23.4 | % 15.0 | % 22.3 | % 7.4 | % 6.9 | % 24.7 | % |

(1)Includes mainly the intangible assets generated by acquisitions.

(2)Includes the effect of derivative financial instruments on long-term debt.

Coca-Cola
FEMSA
Results of
Operations
Millions of
Pesos

| | For the first quarter of: | | | | | |
|--|---------------------------|--------------|-------------------|-----------|-----------------|---------|
| | 2013 (A) | % of rev. | 2012 % of rev. | % Var. | % Org (B) | |
| Total revenues | 33,561 | 100.0 | 33,542 | 100.0 | 0.1 | (2.2) |
| Cost of sales | 18,013 | 53.7 | 18,338 | 54.7 | (1.8) |) |
| Gross profit | 15,548 | 46.3 | 15,204 | 45.3 | 2.3 | |
| Administrative expenses | 1,426 | 4.2 | 1,539 | 4.6 | (7.3) |) |
| Selling expenses | 9,838 | 29.4 | 9,414 | 28.0 | 4.5 | |
| Other Operating expenses (income), net | 210 | 0.6 | (63) | (0.2) |) | N.A. |
| Income from operations | 4,074 | 12.1 | 4,314 | 12.9 | (5.6) |) (7.4) |
| Depreciation | 1,404 | 4.2 | 1,201 | 3.6 | 16.9 | |
| Amortization & other non-cash charges | 267 | 0.8 | 162 | 0.4 | 64.8 | |
| Operative Cash Flow | 5,745 | 17.1 | 5,677 | 16.9 | 1.2 | (0.8) |
| CAPEX | 2,171 | | 1,253 | | 73.2 | |
| Sales volumes | | | | | | |
| (Millions of unit cases) | | | | | | |
| Mexico and Central America | 436.2 | 59.7 | 412.5 | 58.7 | 5.8 | (0.2) |
| South America | 294.4 | 40.3 | 290.6 | 41.3 | 1.3 | 1.3 |
| Total | 730.6 | 100.0 | 703.0 | 100.0 | 3.9 | 3.9 |

(A) We integrated the beverage divisions of FOQUE in Coca-Cola FEMSA's operations since May 2012.

% Org. represents the variation in a given measure excluding the effects of mergers, acquisitions and divestitures.

(B) We believe this measure allows us to provide investors and other market participants with a better representation of the performance of our business. In preparing this measure, management has used its best judgment, estimates and assumptions in order to maintain comparability.

FEMSA
Comercio
Results of
Operations
Millions of
Pesos

| | For the first quarter of: | | | | |
|--|---------------------------|-------------|--------|----------|--------|
| | 2013%ofrev. | 2012%ofrev. | | | % Var. |
| Total revenues | 21,703 | 100.0 | 19,033 | 100.0 | 14.0 |
| Cost of sales | 14,479 | 66.7 | 12,877 | 67.7 | 12.4 |
| Gross profit | 7,224 | 33.3 | 6,156 | 32.3 | 17.3 |
| Administrative expenses | 464 | 2.1 | 386 | 2.0 | 20.2 |
| Selling expenses | 5,770 | 26.6 | 4,998 | 26.2 | 15.4 |
| Other Operating expenses (income), net | 19 | 0.1 | (27 |) (0.1) | N.A. |
| Income from operations | 971 | 4.5 | 799 | 4.2 | 21.5 |
| Depreciation | 545 | 2.5 | 459 | 2.4 | 18.7 |
| Amortization & other non-cash charges | 54 | 0.2 | 42 | 0.2 | 28.6 |
| Operative Cash Flow | 1,570 | 7.2 | 1,300 | 6.8 | 20.8 |
| CAPEX | 812 | | 726 | | 11.9 |
| Information of OXXO Stores | | | | | |
| Total stores | 10,736 | | 9,699 | | 10.7 |
| Net new convenience stores vs. March prior year | 1,037 | | 1,078 | | (3.8) |
| vs. December prior year | 135 | | 138 | | (2.2) |
| Same store data: ⁽¹⁾ | | | | | |
| Sales (thousands of pesos) | 641.7 | | 612.1 | | 4.8 |
| Traffic (thousands of transactions) | 23.5 | | 23.8 | | (1.2) |
| Ticket (pesos) | 27.3 | | 25.7 | | 6.1 |

⁽¹⁾Monthly average information per store, considering same stores with more than twelve months of operations.

FEMSA
Macroeconomic
Information

| | Inflation 1Q 2013 | Mar-13 LTM ⁽¹⁾ | March-13 | End of period, Exchange Rates | | | |
|-----------|----------------------|------------------------------|-----------------|-------------------------------|--------------|---------|--------------|
| | | | | Mar-12 Per USD | Per Mx. Peso | Per USD | Per Mx. Peso |
| Mexico | 0.90 | % 3.34 | % 12.35 | 1.0000 | 13.01 | 1.0000 | |
| Colombia | 0.74 | % 1.21 | % 1,832.20 | 0.0067 | 1,768.23 | 0.0074 | |
| Venezuela | 4.99 | % 21.47 | % 6.30 | 1.9610 | 4.30 | 3.0256 | |
| Brazil | 1.47 | % 5.84 | % 2.01 | 6.1350 | 2.04 | 6.3666 | |
| Argentina | 1.64 | % 10.01 | % 5.12 | 2.4121 | 4.92 | 2.6454 | |
| Euro Zone | -0.69 | % 1.34 | % 0.78 | 15.7840 | 0.76 | 17.1182 | |

(1)LTM = Last twelve months

2013 FIRST-QUARTER RESULTS

| | First Quarter | | Reported $\Delta\%$ | Excluding M&A Effects $\Delta\%$ ⁽⁵⁾ | |
|---|---------------|--------|---------------------|---|---|
| | 2013 | 2012 | | | |
| Total Revenues | 33,561 | 33,542 | 0.1 | % -2.2 | % |
| Gross Profit | 15,548 | 15,204 | 2.3 | % | |
| Operating Income | 4,074 | 4,314 | -5.6 | % -7.4 | % |
| Net Income Attributable to Equity Holders of the Company | 2,434 | 2,637 | -7.7 | % | |
| Operative cash flow ⁽¹⁾ | 5,745 | 5,677 | 1.2 | % -0.8 | % |
| Net Debt ⁽²⁾ | 14,369 | 6,680 | 115.1 | % | |
| Net Debt / Operative cash flow ⁽³⁾ | 0.52 | 0.24 | | | |
| Operative cash flow/ Interest Expense, net ⁽³⁾ | 17.71 | 18.24 | | | |
| Earnings per Share ⁽³⁾ | 6.39 | 7.02 | | | |
| Capitalization ⁽⁴⁾ | 23.8 | % 23.1 | % | | |

Expressed in millions of Mexican pesos.

(1) Operative cash flow = Operating income + Depreciation + Amortization & Other operative Non-cash Charges.

See reconciliation table on page 7 except for Earnings per Share

(2) Net Debt = Total Debt - Cash

(3) LTM figures

(4) Total debt / (long-term debt + shareholders' equity)

(5) Excluding M&A Effects means, with respect to a year-over-year comparison, the increase in a given measure excluding the mergers, acquisitions and divestitures. We believe this measure allows us to provide investors and other market participants with a better representation of the performance of our business. In preparing this measure, management has used its best judgment, estimates and assumptions in order to maintain comparability.

Reported total revenues reached Ps. 33,561 million in the first quarter of 2013, remaining flat as compared to the first quarter of 2012, mainly as a result of high single-digit revenue growth in our Mexico & Central America Division which compensated for a negative translation effect resulting from the devaluation of the Venezuelan bolivar, the Argentine peso and the Brazilian real. On a currency neutral basis and excluding the non-comparable effect of Grupo Fomento Queretano in Mexico, total revenues grew 10.8%.

Reported consolidated operating income reached Ps. 4,074 million for the first quarter of 2013, representing a decrease of 5.6%. Our reported operating margin reached 12.1% in the first quarter of 2013.

Reported consolidated net income attributable to equity holders of the Company was Ps. 2,434 million in the first quarter of 2013.

Mexico City (April 24, 2013), Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest franchise bottler in the world, announces results for the first quarter of 2013.

"Despite tough weather conditions and a volatile currency environment during the quarter, our operators delivered solid, profitable results thanks to local revenue management initiatives, solid market execution, and the geographic diversification of our franchise territories. Looking forward, we are confident that our operators' skills, coupled with a benign commodity cost environment, will enable us to achieve our targets for the full year. During the quarter, our shareholders approved a dividend of Ps. 2.90 per share, demonstrating our company's financial flexibility and ability to return cash to shareholders, while continuing to capitalize on opportunities arising from the consolidation of the Coca-Cola bottling system. As always, we continue to invest in our company's most important asset—our talented team of professionals—to ensure the sustainable development of our operations," said Carlos Salazar Lomelin, Chief Executive Officer of the Company.

Coca-Cola FEMSA is including the results of Grupo Fomento Queretano as of May 2012 in the Company's Mexico & Central America divisions' operating results.

All the financial information presented in this report was prepared under International Financial Reporting Standards (IFRS).

Our reported total revenues reached Ps. 33,561 million in the first quarter of 2013, remaining flat as compared to the first quarter of 2012. High single-digit revenue growth in our Mexico & Central America Division, including the integration of Grupo Fomento Queretano ("FOQUE") in our Mexican operations⁽¹⁾, compensated for a negative translation effect resulting from the devaluation of the Venezuelan bolivar⁽²⁾, the Argentine peso⁽²⁾ and the Brazilian real⁽²⁾. On a currency neutral basis and excluding the non-comparable effect of FOQUE, total revenues grew 10.8%, driven by average price per unit case growth in almost every territory and volume growth mainly in Venezuela, Colombia and Central America.

Reported total sales volume increased 3.9% to reach 730.6 million unit cases in the first quarter of 2013 as compared to the same period in 2012. Excluding the non-comparable effect of FOQUE in Mexico⁽¹⁾, volumes grew reaching 705.9 million unit cases. On the same basis, the still beverage category grew 7.4%, mainly driven by the performance of the Jugos del Valle line of business in Venezuela, Colombia and Mexico, and the continued growth of *Powerade* and *FUZE Tea*. In addition, our bottled water category grew 6.0% and our sparkling beverage remained flat. These increases compensated for a 3.4% decline in our bulk water business.

Our reported gross profit increased 2.3% to Ps. 15,548 million in the first quarter of 2013, as compared to the first quarter of 2012. Lower sweetener and PET prices in most of our territories compensated for the depreciation of the average exchange rate of the Venezuelan bolivar⁽²⁾, the Argentine peso⁽²⁾ and the Brazilian real⁽²⁾ as applied to our U.S. dollar-denominated raw material costs. Reported cost of goods sold decreased 1.8%. Reported gross margin reached 46.3%, an expansion of 100 basis points as compared to the first quarter of 2012.

Our reported operating income decreased 5.6% to Ps. 4,074 million in the first quarter of 2013. In local currency and excluding the non-comparable effect of FOQUE in Mexico⁽¹⁾, operating expenses increased mainly as a result of (i) higher labor costs in Venezuela, (ii) higher freight costs in Argentina, (iii) higher labor and freight costs in Brazil and (iv) increased marketing investments in the South America division. In addition, during the first quarter of 2013, the other operative expenses, net line registered (i) the effect of the devaluation of the Venezuelan bolivar⁽²⁾ on our U.S. dollar-denominated accounts payable in that operation, (ii) restructuring expenses related to the integration of Grupo Tampico and Grupo CIMSA in Mexico, which results are now fully comparable and (iii) certain other restructuring charges across our South America division. Our reported operating margin reached 12.1% in the first quarter of 2013.

Our comprehensive financing result in the first quarter of 2013 recorded an expense of Ps. 248 million as compared to an expense of Ps. 136 million in the same period of 2012. This difference was mainly driven by a market value loss on the ineffective portion of derivative instruments, resulting from the volatility of the exchange rate of the Mexican peso versus the U.S. dollar.

During the first quarter of 2013, income tax, as a percentage of income before taxes, remained flat at 33.7% as compared with the same period of 2012.

Our reported net income attributable to equity holders of the Company reached Ps. 2,434 million in the first quarter of 2013. Earnings per share (EPS) in the first quarter of 2013 were Ps. 1.20 (Ps. 11.99 per ADS) computed on the basis of 2,030.5 million shares (each ADS represents 10 local shares).

(1) Our Mexican operations include Grupo Fomento Queretano's results as of May, 2012

(2) See page 11 for average and end of period exchange rates for the first quarter of 2013

As of March 31, 2013, we had a cash balance of Ps. 14,200 million, including US\$417 million denominated in U.S. dollars, a decrease of Ps. 9,034 million compared to December 31, 2012. During the first quarter of 2013 we paid US\$688.5 million to acquire 51% of Coca-Cola Bottlers Philippines, Inc. (CCBPI) from The Coca-Cola Company.

As of March 31, 2013, total short-term debt was Ps. 4,748 million and long-term debt was Ps. 23,821 million. Total debt decreased by Ps. 1,345 million, compared to year end 2012. Net debt increased Ps. 7,689 million compared to year end 2012. The Company's total debt balance includes U.S. dollar-denominated debt in the amount of US\$1,110 million.⁽¹⁾

The weighted average cost of debt for the quarter was 4.8%. The following charts set forth the Company's debt profile by currency and interest rate type and by maturity date as of March 31, 2013.

| Currency | % Total Debt ⁽¹⁾ | % Interest Rate Floating ⁽¹⁾⁽²⁾ | |
|-----------------|-----------------------------|--|---------|
| Mexican pesos | 45.9 | % | 33.0 % |
| U.S. dollars | 47.8 | % | 22.0 % |
| Colombian pesos | 3.6 | % | 100.0 % |
| Brazilian reals | 0.2 | % | 0.0 % |
| Argentine pesos | 2.5 | % | 0.0 % |

(1) After giving effect to interest rate swaps
(2) Calculated by weighting each year's outstanding debt balance mix

Debt Maturity Profile

| Maturity Date | 2013 | 2014 | 2015 | 2016 | 2017 | 2018+ |
|-----------------|-------|-------|-------|-------|-------|--------|
| % of Total Debt | 15.7% | 18.0% | 27.2% | 8.7 % | 0.0 % | 30.3 % |

Coca-Cola FEMSA is including the results Grupo Fomento Queretano as of May 2012 in the Company's Mexico & Central America division's operating results.

Reported total revenues from our Mexico and Central America division increased 8.5% to Ps. 15,700 million in the first quarter of 2013, as compared to the same period in 2012, including the integration of Grupo Fomento Queretano ("FOQUE") in our Mexican operations. Excluding the non-comparable effect of FOQUE in Mexico⁽¹⁾, total revenues increased 3.3%. On the same basis, increased average price per unit case, mainly reflecting selective price increases implemented over the past several months, accounted for the incremental revenues. On a currency neutral basis and excluding FOQUE in Mexico, total revenues increased 3.8%.

Reported total sales volume increased 5.8% to 436.2 million unit cases in the first quarter of 2013, as compared to the first quarter of 2012. Excluding the non-comparable effect of FOQUE in Mexico⁽¹⁾, volumes remained flat as compared with the first quarter of 2012. On the same basis, still beverages grew 5.3% mainly driven by the Jugos del Valle line of products in Mexico, the performance of *Powerade* and *FUZE Tea* in the division and *del Prado* in Central America. Our bottled water portfolio grew 5.3%, while our sparkling beverage category remained flat. These increases compensated for a 5.1% decline in the bulk water business.

Our reported gross profit increased 12.7% to Ps. 7,653 million in the first quarter of 2013 as compared to the same period in 2012. Reported cost of goods sold increased 4.8%. Reported gross margin reached 48.7% in the first quarter of 2013, an expansion of 180 basis points as compared with the same period of the previous year, as a result of lower sweetener and PET prices in combination with the average appreciation of the Mexican peso⁽²⁾ as applied to our U.S. dollar-denominated raw material costs.

Reported operating income increased 19.9% to Ps. 2,255 million in the first quarter of 2013, compared to Ps. 1,881 million in the same period of 2012. Our reported operating margin was 14.4% in the first quarter of 2013, as compared with 13.0% in the same period of 2012, an expansion of 140 basis points. Excluding the non-comparable effect of FOQUE in Mexico⁽¹⁾, operating income increased 15.7%. On the same basis, the other operative expenses, net line recorded certain restructuring charges related to the integration of Grupo Tampico and Grupo CIMSA, which results are now fully comparable.

(1) Our Mexican operations include Grupo Fomento Queretano's results as of May, 2012

(2) See page 11 for average and end of period exchange rates for the first quarter of 2013

Volume and average price per unit case exclude beer results.

Reported total revenues were Ps. 17,861 million in the first quarter of 2013, a decrease of 6.3% as compared to the same period of 2012, as a result of the negative translation effect of the devaluation of the Venezuelan bolivar⁽¹⁾, the Argentine peso⁽¹⁾ and the Brazilian real⁽¹⁾. Excluding beer, which accounted for Ps. 850 million during the quarter, revenues decreased 6.0% to Ps. 17,011 million. On a currency neutral basis, total revenues increased 16.1%, mainly as a result of average price per unit case growth in Venezuela, Brazil and Argentina; and volume growth in Venezuela and Colombia.

Reported total sales volume in our South America division increased 1.3% to 294.4 million unit cases in the first quarter of 2013 as compared to the same period of 2012, driven by volume growth in Venezuela and Colombia that compensated for a decline in volume in Brazil and Argentina. The still beverage category grew 10.5%, mainly driven by the performance of the *Jugos del Valle* line of business in Venezuela. Our water portfolio, including bulk water, grew 8.1% and our sparkling beverage category remained flat.

Reported gross profit reached Ps. 7,895 million, a 6.1% decline in the first quarter of 2013, as compared to the same period of 2012. Reported cost of goods sold decreased 6.5%. In local currency, lower cost of sweeteners and PET across the division compensated for the depreciation of the average exchange rate of the Venezuelan bolivar⁽¹⁾, the Argentine peso⁽¹⁾ and the Brazilian real⁽¹⁾ as applied to our U.S. dollar-denominated raw material costs. Reported gross margin reached 44.2% in the first quarter of 2013, an expansion of 10 basis points as compared to the same period of 2012.

Our reported operating income decreased 25.2% to Ps. 1,819 million in the first quarter of 2013, compared to the same period of 2012. Reported operating expenses in the first quarter of 2013 decreased 1.7%. In local currency, operating expenses increased mainly as a result of (i) higher labor costs in Venezuela, (ii) higher freight costs in Argentina, (iii) higher labor and freight costs in Brazil and (iv) increased marketing investments across the division. In addition, during the first quarter of 2013, the other operative expenses, net line registered the effect of the devaluation of the Venezuelan bolivar⁽¹⁾ on our U.S. dollar-denominated accounts payable in that operation and certain restructuring charges across the division. Our reported operating margin was 10.2% in the first quarter of 2013.

(1) See page 11 for average and end of period exchange rates for the first quarter of 2013

RECENT DEVELOPMENTS

On March 5, 2013, Coca-Cola FEMSA held its Annual Ordinary General Shareholders Meeting during which its shareholders approved 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 Committees for 2013. Shareholders approved the payment of a cash dividend in the amount of Ps. 2.90 per each share. The dividend will be paid in two installments during May and November of 2013.

CONFERENCE CALL INFORMATION

Our first-quarter 2013 Conference Call will be held on April 24, 2013, at 11:00 A.M. Eastern Time (10:00 A.M. Mexico City Time). To participate in the conference call, please dial: Domestic U.S.: 888-339-2688 or International: 617-847-3007. We invite investors to listen to the live audiocast of the conference call on the Company's website, www.coca-colafemsa.com

If you are unable to participate live, an instant replay of the conference call will be available through April 30, 2013. To listen to the replay, please dial: Domestic U.S.: 888-286-8010 or International: 617-801-6888. Pass code: 66144246

v v v

Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as southeast and northeast Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goias, and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories. The Company has 60 bottling facilities and serves close to 315 million consumers through more than 2,500,000 retailers with more than 100,000 employees worldwide.

v v v

This news release may contain forward-looking statements concerning Coca-Cola FEMSA's future performance, which should be considered as good faith estimates by Coca-Cola FEMSA. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, many of which are outside Coca-Cola FEMSA's control, which could materially impact the Company's actual performance.

References herein to "US\$" are to United States dollars. This news release contains translations of certain Mexican peso amounts into U.S. dollars for the convenience of the reader. These translations should not be construed as representations that Mexican peso amounts actually represent such U.S. dollar amounts or could be converted into U.S. dollars at the rate indicated.

v v v

(5 pages of tables to follow)

Mexican Stock Exchange Quarterly Filing

Coca-Cola FEMSA encourages the reader to refer to our quarterly filing to the Mexican Stock Exchange (Bolsa Mexicana de Valores or BMV) for more detailed information. This filing contains a detailed cash flow statement and selected notes to the financial statements. This filing is available at www.bmv.com.mx in the Información Financiera section for Coca-Cola FEMSA (KOF).

April 24, 2013 Page 14

Consolidated Income StatementExpressed in millions of Mexican pesos⁽¹⁾

| | 1Q 13 | % Rev | 1Q 12 | % Rev | Reported | Δ% | Excluding M&A Effects Δ% | |
|---|--------|--------|--------|--------|----------|----|-----------------------------|---|
| Volume (million unit cases) ⁽²⁾ | 730.6 | | 703.0 | | 3.9 | % | 0.4 | % |
| Average price per unit case ⁽²⁾ | 44.48 | | 45.97 | | -3.2 | % | -2.1 | % |
| Net revenues | 33,344 | | 33,295 | | 0.1 | % | | |
| Other operating revenues | 217 | | 247 | | -12.1 | % | | |
| Total revenues | 33,561 | 100 % | 33,542 | 100 % | 0.1 | % | -2.2 | % |
| Cost of goods sold | 18,013 | 53.7 % | 18,338 | 54.7 % | -1.8 | % | | |
| Gross profit | 15,548 | 46.3 % | 15,204 | 45.3 % | 2.3 | % | | |
| Operating expenses | 11,264 | 33.6 % | 10,953 | 32.7 % | 2.8 | % | | |
| Other operative expenses, net ⁽⁶⁾ | 210 | 0.6 % | (63) | -0.2 % | -433.3 | % | | |
| Operating income ⁽³⁾ | 4,074 | 12.1 % | 4,314 | 12.9 % | -5.6 | % | -7.4 | % |
| Other non operative expenses, net | 32 | | 32 | | 0.0 | % | | |
| Interest expense | 508 | | 483 | | 5.2 | % | | |
| Interest income | 103 | | 105 | | -1.9 | % | | |
| Interest expense, net | 405 | | 378 | | 7.1 | % | | |
| Foreign exchange (gain) loss | (234) | | (203) | | 15.3 | % | | |
| Loss (gain) on monetary position in Inflationary subsidiaries | 30 | | (7) | | -528.6 | % | | |
| Market value loss (gain) on ineffective portion of derivative instruments | 47 | | (32) | | -246.9 | % | | |
| Comprehensive financing result | 248 | | 136 | | 82.4 | % | | |
| Income before taxes | 3,794 | | 4,146 | | -8.5 | % | | |
| Income taxes | 1,279 | | 1,399 | | -8.6 | % | | |
| Consolidated net income | 2,515 | | 2,747 | | -8.4 | % | | |
| Net income attributable to equity holders of the Company | 2,434 | 7.3 % | 2,637 | 7.9 % | -7.7 | % | | |
| Non-controlling interest | 81 | | 110 | | -26.4 | % | | |
| Operating income ⁽³⁾ | 4,074 | 12.1 % | 4,314 | 12.9 % | -5.6 | % | -7.4 | % |
| Depreciation | 1,404 | | 1,201 | | 16.9 | % | | |
| Amortization and other operative non-cash charges | 267 | | 162 | | 64.8 | % | | |
| Operative cash flow ⁽³⁾⁽⁴⁾ | 5,745 | 17.1 % | 5,677 | 16.9 % | 1.2 | % | -0.8 | % |

(1) Except volume and average price per unit case figures

(2) Sales volume and average price per unit case exclude beer results

(3) The Operating income and Operative cash flow lines are presented as non-gaap measures for the convenience of the reader

(4) Operative cash flow = Operating Income + depreciation, amortization & other operative non-cash charges

As of October 2012, Grupo Tampico completed a twelve month period since its integration, consequently it is included in Mexico under organic basis for financial information purposes

As of December 2012, CIMSA completed a twelve month period since its integration, consequently it is included in Mexico under organic basis for financial information purposes

As of May 2012, we integrated Grupo Fomento Queretano in our operations in Mexico

⁽⁵⁾ Excluding M&A Effects means, with respect to a year-over-year comparison, the increase in a given measure excluding the effects of mergers, acquisitions and divestitures

We believe this measure allows us to provide investors and other market participants with a better representation of the performance of our business. In preparing this measure, management has used its best judgment, estimates and assumptions in order to maintain comparability

⁽⁶⁾ As of February 2013, we are incorporating our stake of the results of Coca-Cola Bottlers Philippines, Inc. through the equity method on an estimated basis

April 24, 2013 Page 15

Consolidated Balance Sheet

Expressed in millions of Mexican pesos.

| | Mar 13 | Dec 12 |
|--|---------------|---------------|
| Assets | | |
| Current Assets | | |
| Cash, cash equivalents and marketable securities | Ps. 14,200 | Ps. 23,234 |
| Total accounts receivable | 7,226 | 9,329 |
| Inventories | 7,172 | 8,103 |
| Other current assets | 5,859 | 5,231 |
| Total current assets | 34,457 | 45,897 |
| Property, plant and equipment | | |
| Property, plant and equipment | 66,826 | 71,652 |
| Accumulated depreciation | (26,850) | (29,135) |
| Total property, plant and equipment, net | 39,976 | 42,517 |
| Other non-current assets | 85,236 | 77,689 |
| Total Assets | Ps. 159,669 | Ps. 166,103 |
| Liabilities and Equity | Mar 13 | Dec 12 |
| Current Liabilities | | |
| Short-term bank loans and notes | Ps. 4,748 | Ps. 5,139 |
| Suppliers | 12,158 | 14,221 |
| Other current liabilities | 15,884 | 10,190 |
| Total Current Liabilities | 32,790 | 29,550 |
| Long-term bank loans | 23,821 | 24,775 |
| Other long-term liabilities | 6,825 | 6,950 |
| Total Liabilities | 63,436 | 61,275 |
| Equity | | |
| Non-controlling interest | 3,006 | 3,179 |
| Total controlling interest | 93,227 | 101,649 |
| Total equity ⁽¹⁾ | 96,233 | 104,828 |
| Total Liabilities and Equity | Ps. 159,669 | Ps. 166,103 |

(1) Includes the effect of the devaluation of the Venezuelan bolivar as of February 13, 2013. For more detailed information, please refer to the notes to the financial statements published in our filing to the Mexican Stock Exchange (Bolsa Mexicana de Valores or BMV).

Mexico & Central America DivisionExpressed in millions of Mexican pesos⁽¹⁾

| | 1Q 13 | % Rev | 1Q 12 | % Rev | Reported Δ% | Excluding M&A Effects Δ% | |
|---|--------|---------|--------|---------|-------------|--------------------------|--|
| Volume (million unit cases) | 436.2 | | 412.4 | | 5.8 % | -0.2 % | |
| Average price per unit case | 35.81 | | 34.83 | | 2.8 % | 3.9 % | |
| Net revenues | 15,620 | | 14,365 | | 8.7 % | | |
| Other operating revenues | 80 | | 108 | | -25.9 % | | |
| Total revenues | 15,700 | 100.0 % | 14,473 | 100.0 % | 8.5 % | 3.3 % | |
| Cost of goods sold | 8,047 | 51.3 % | 7,681 | 53.1 % | 4.8 % | | |
| Gross profit | 7,653 | 48.7 % | 6,792 | 46.9 % | 12.7 % | | |
| Operating expenses | 5,333 | 34.0 % | 4,921 | 34.0 % | 8.4 % | | |
| Other operative expenses, net ⁽⁵⁾ | 65 | 0.4 % | (10) | -0.1 % | -750.0 % | | |
| Operating income ⁽²⁾ | 2,255 | 14.4 % | 1,881 | 13.0 % | 19.9 % | 15.7 % | |
| Depreciation, amortization & other operative non-cash charges | 826 | 5.3 % | 636 | 4.4 % | 29.9 % | | |
| Operative cash flow ⁽²⁾⁽³⁾ | 3,081 | 19.6 % | 2,517 | 17.4 % | 22.4 % | 18.0 % | |

(1) Except volume and average price per unit case figures

(2) The Operating income and Operative cash flow lines are presented as non-gaap measures for the convenience of the reader

(3) Operative cash flow = Operating Income + Depreciation, amortization & other operative non-cash charges
As of October 2012, Grupo Tampico completed a twelve month period since its integration, consequently it is included in Mexico under organic basis for financial information purposes

As of December 2012, CIMSA completed a twelve month period since its respectively integration, consequently it is included in Mexico under organic basis for financial information purposes

As of May 2012, we integrated Grupo Fomento Queretano in our operations in Mexico

Excluding M&A Effects means, with respect to a year-over-year comparison, the increase in a given measure
(4) excluding the effects of mergers, acquisitions and divestitures. We believe this measure allows us to provide investors and other market participants with a better representation of the performance of our business
In preparing this measure, management has used its best judgment, estimates and assumptions in order to maintain comparability

(5) As of February 2013, we are incorporating our stake of the results of Coca-Cola Bottlers Philippines, Inc. through the equity method on an estimated basis

South America DivisionExpressed in millions of Mexican pesos⁽¹⁾

| | 1Q 13 | % Rev | 1Q 12 | % Rev | Δ% | |
|---|--------|---------|--------|---------|--------|---|
| Volume (million unit cases) ⁽²⁾ | 294.4 | | 290.6 | | 1.3 | % |
| Average price per unit case ⁽²⁾ | 57.32 | | 61.77 | | -7.2 | % |
| Net revenues | 17,724 | | 18,930 | | -6.4 | % |
| Other operating revenues | 137 | | 139 | | -1.4 | % |
| Total revenues | 17,861 | 100.0 % | 19,069 | 100.0 % | -6.3 | % |
| Cost of goods sold | 9,966 | 55.8 % | 10,657 | 55.9 % | -6.5 | % |
| Gross profit | 7,895 | 44.2 % | 8,412 | 44.1 % | -6.1 | % |
| Operating expenses | 5,931 | 33.2 % | 6,032 | 31.6 % | -1.7 | % |
| Other operative expenses, net | 145 | 0.8 % | (53) | -0.3 % | -373.6 | % |
| Operating income ⁽³⁾ | 1,819 | 10.2 % | 2,433 | 12.8 % | -25.2 | % |
| Depreciation, amortization & other operative non-cash charges | 845 | 4.7 % | 727 | 3.8 % | 16.2 | % |
| Operative cash flow ⁽³⁾⁽⁴⁾ | 2,664 | 14.9 % | 3,160 | 16.6 % | -15.7 | % |

(1) Except volume and average price per unit case figures

(2) Sales volume and average price per unit case exclude beer results

(3) The Operating income and Operative cash flow lines are presented as non-gaap measures for the convenience of the reader

(4) Operative cash flow = Operating Income + depreciation, amortization & other operative non-cash charges

SELECTED INFORMATION**For the three months ended March 31, 2013 and 2012***Expressed in millions of Mexican pesos.*

| | 1Q 13 | 1Q 12 |
|---------------------------------------|---------|---------|
| Capex | 2,170.7 | 1,253.1 |
| Depreciation | 1,404.0 | 1,201.0 |
| Amortization & Other non-cash charges | 267.0 | 162.0 |

VOLUME*Expressed in million unit cases*

| | 1Q 13 | | | | | 1Q 12 | | | | |
|--------------------------|--------------------------------|---------------------------|-------|-------|-------|--------------------------------|---------------------------|-------|-------|-------|
| | Sparkling Water ⁽¹⁾ | Bulk Water ⁽²⁾ | Still | Total | | Sparkling Water ⁽¹⁾ | Bulk Water ⁽²⁾ | Still | Total | |
| Mexico | 283.2 | 21.3 | 72.2 | 21.9 | 398.6 | 268.8 | 19.1 | 67.5 | 20.0 | 375.4 |
| Central America | 31.5 | 2.2 | 0.1 | 3.9 | 37.7 | 31.4 | 2.0 | 0.1 | 3.5 | 37.0 |
| Mexico y Central America | 314.7 | 23.5 | 72.3 | 25.8 | 436.3 | 300.2 | 21.1 | 67.6 | 23.5 | 412.4 |
| Colombia | 47.1 | 5.4 | 7.4 | 4.5 | 64.4 | 44.6 | 5.1 | 6.8 | 4.1 | 60.6 |
| Venezuela | 47.1 | 2.7 | 0.7 | 3.9 | 54.4 | 43.9 | 1.9 | 0.4 | 2.7 | 48.9 |
| Brazil | 103.7 | 6.6 | 0.9 | 6.1 | 117.3 | 108.2 | 6.9 | 0.8 | 5.9 | 121.8 |
| Argentina | 51.6 | 4.2 | 0.1 | 2.3 | 58.2 | 52.8 | 3.8 | 0.2 | 2.5 | 59.3 |
| South America | 249.5 | 18.9 | 9.1 | 16.8 | 294.3 | 249.5 | 17.7 | 8.2 | 15.2 | 290.6 |
| Total | 564.2 | 42.4 | 81.4 | 42.6 | 730.6 | 549.7 | 38.8 | 75.8 | 38.7 | 703.0 |

*(1) Excludes water presentations larger than 5.0 Lt ; includes flavored water**(2) Bulk Water = Still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations; includes flavored water*

Volume of Mexico, the Mexico & Central America division, and Consolidated for the first quarter 2013 results includes Grupo Fomento Queretano's results, accounting for 24.8 million unit cases, of which 57.8% is Sparkling Beverages, 5.1% is Water, 32.9% is Bulk Water and 4.2% is Still Beverages.

April 24, 2013 Page 18

Macroeconomic Information

| | Inflation ⁽¹⁾ | | |
|-----------|--------------------------|------------|--------|
| | LTM | 1Q 2013 | YTD |
| Mexico | 4.25 % | 1.64 % | 1.64 % |
| Colombia | 1.91 % | 0.95 % | 0.95 % |
| Venezuela | 25.13 % | 7.90 % | 7.90 % |
| Brazil | 6.59 % | 1.94 % | 1.94 % |
| Argentina | 10.59 % | 2.37 % | 2.37 % |

⁽¹⁾ Source: inflation is published by the Central Bank of each country.

Average Exchange Rates for each Period

| | Quarterly Exchange Rate (local currency per USD) | | |
|------------|--|------------|--------|
| | 1Q 13 | 1Q 12 | Δ% |
| Mexico | 12.6594 | 13.0165 | -2.7 % |
| Guatemala | 7.8415 | 7.7754 | 0.9 % |
| Nicaragua | 24.2728 | 23.1181 | 5.0 % |
| Costa Rica | 506.0633 | 515.2961 | -1.8 % |
| Panama | 1.0000 | 1.0000 | 0.0 % |
| Colombia | 1,790.4599 | 1,800.6717 | -0.6 % |
| Venezuela | 5.3476 | 4.3000 | 24.4 % |
| Brazil | 1.9957 | 1.7678 | 12.9 % |
| Argentina | 5.0146 | 4.3411 | 15.5 % |

End of Period Exchange Rates

Edgar Filing: MEXICAN ECONOMIC DEVELOPMENT INC - Form 6-K

| | Exchange Rate (local currency per USD) | | | Exchange Rate (local currency per USD) | | |
|------------|--|------------|--------|--|------------|--------|
| | Mar 13 | Mar 12 | Δ% | Dec 12 | Dec 11 | Δ% |
| Mexico | 12.3546 | 12.8489 | -3.8 % | 13.0101 | 13.9787 | -6.9 % |
| Guatemala | 7.7774 | 7.6919 | 1.1 % | 7.9023 | 7.8108 | 1.2 % |
| Nicaragua | 24.4175 | 23.2571 | 5.0 % | 24.1255 | 22.9767 | 5.0 % |
| Costa Rica | 504.6500 | 513.5800 | -1.7 % | 514.3200 | 518.3300 | -0.8 % |
| Panama | 1.0000 | 1.0000 | 0.0 % | 1.0000 | 1.0000 | 0.0 % |
| Colombia | 1,832.2000 | 1,784.6600 | 2.7 % | 1,768.2300 | 1,942.7000 | -9.0 % |
| Venezuela | 6.3000 | 4.3000 | 46.5 % | 4.3000 | 4.3000 | 0.0 % |
| Brazil | 2.0138 | 1.8221 | 10.5 % | 2.0435 | 1.8758 | 8.9 % |
| Argentina | 5.1220 | 4.3790 | 17.0 % | 4.9180 | 4.3040 | 14.3 % |

April 24, 2013 Page 19