

COCA COLA FEMSA SAB DE CV  
Form 6-K  
October 11, 2011

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 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 October 2011  
Commission File Number 1-12260

**COCA-COLA FEMSA, S.A.B. de C.V.**

(Translation of registrant's name into English)

**United Mexican States**

(Jurisdiction of incorporation or organization)

**Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210**

**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)

Yes  No

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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)

Yes\_\_No\_X

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

Yes\_\_No\_X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with

Rule 12g3-2(b): 82-\_\_.

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**Stock Listing Information**

Mexican Stock Exchange

Ticker: KOFL

**Financial Information - New Reporting Segments**

NYSE (ADR)

Ticker: KOF

Ratio of KOF L to KOF = 10:1

Mexico City, October 11, 2011 – Coca-Cola FEMSA, S.A.B. de C.V. (“Coca-Cola FEMSA” or the “Company”), the largest public bottler of Coca-Cola products in the world in terms of sales volume, discloses historic financial information in connection with the new business structure.

As stated in the press release dated August 25, 2011, as of the third quarter of 2011, our reporting segments will be (i) the Mexico and Central America division and (ii) the South America division.

This document contains restated unaudited quarterly financial information for the years 2009, 2010 and 2011.

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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 parts of 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 Goiás, and part of the state of Minas Gerais), and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories. The Company has 34 bottling facilities in Latin America and serves more than to 1,600,000 retailers in the region.

Website:

www.coca-colafemsa.com

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1<sup>st</sup> Quarter 2010 Results (unaudited)

**Mexico & Central America  
Division**

Expressed in millions of Mexican pesos<sup>(1)</sup>

|  | 1Q 10 | % Rev  | 1Q 09 | % Rev  | Δ%     |
|--|-------|--------|-------|--------|--------|
| Volume (million unit cases)                                      | 305.9 |        | 303.3 |        | 0.9%   |
| Average price per unit case                                      | 32.41 |        | 31.88 |        | 1.7%   |
| Net revenues   | 9,916 |        | 9,668 |        | 2.6%   |
| Other operating revenues   | 22    |        | 27    |        | -18.5% |
| Total revenues   | 9,938 | 100.0% | 9,695 | 100.0% | 2.5%   |
| Cost of goods sold   | 5,152 | 51.8%  | 4,901 | 50.6%  | 5.1%   |
| Gross profit   | 4,786 | 48.2%  | 4,794 | 49.4%  | -0.2%  |
| Operating expenses   | 3,379 | 34.0%  | 3,202 | 33.0%  | 5.5%   |
| Operating income   | 1,407 | 14.2%  | 1,592 | 16.4%  | -11.6% |
| Depreciation, amortization & other<br>operative non-cash charges | 531   | 5.3%   | 503   | 5.2%   | 5.6%   |
| EBITDA <sup>(2)</sup>  | 1,938 | 19.5%  | 2,095 | 21.6%  | -7.5%  |

<sup>(1)</sup> Except volume and average price per unit case figures.

<sup>(2)</sup> EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

**South America Division**

Expressed in millions of Mexican pesos<sup>(1)</sup>

|  | 1Q 10  | % Rev  | 1Q 09  | % Rev  | Δ%     |
|--|--------|--------|--------|--------|--------|
| Volume (million unit cases) <sup>(2)</sup>                       | 283.5  |        | 250.9  |        | 13.0%  |
| Average price per unit case <sup>(2)</sup>                       | 45.14  |        | 48.28  |        | -6.5%  |
| Net revenues   | 13,560 |        | 12,718 |        | 6.6%   |
| Other operating revenues   | 97     |        | 113    |        | -14.2% |
| Total revenues   | 13,657 | 100.0% | 12,831 | 100.0% | 6.4%   |
| Cost of goods sold   | 7,728  | 56.6%  | 7,182  | 56.0%  | 7.6%   |
| Gross profit   | 5,929  | 43.4%  | 5,649  | 44.0%  | 5.0%   |
| Operating expenses   | 3,818  | 28.0%  | 3,936  | 30.7%  | -3.0%  |
| Operating income   | 2,111  | 15.5%  | 1,713  | 13.4%  | 23.2%  |
| Depreciation, amortization & other<br>operative non-cash charges | 427    | 3.1%   | 466    | 3.6%   | -8.4%  |
| EBITDA <sup>(3)</sup>  | 2,538  | 18.6%  | 2,179  | 17.0%  | 16.5%  |

<sup>(1)</sup> Except volume and average price per unit case figures.

<sup>(2)</sup> Sales volume and average price per unit case exclude beer results.

<sup>(3)</sup> EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Since June 2009, we integrated Brisa in the operations of Colombia.

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## 2<sup>nd</sup> Quarter 2010 Results (unaudited)

### Mexico & Central America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|   | 2Q 10  | % Rev  | 2Q 09  | % Rev  | Δ%     | YTD<br>10 | % Rev  | YTD<br>09 | % Rev  | Δ%     |
|---|--------|--------|--------|--------|--------|-----------|--------|-----------|--------|--------|
| Volume<br>(million unit<br>cases)   | 377.2  |        | 363.6  |        | 3.7%   | 683.1     |        | 666.9     |        | 2.4%   |
| Average price<br>per unit case  | 32.41  |        | 31.00  |        | 4.5%   | 32.41     |        | 31.28     |        | 3.6%   |
| Net revenues  | 12,224 |        | 11,272 |        | 8.4%   | 22,139    |        | 20,860    |        | 6.1%   |
| Other<br>operating<br>revenues  | 20     |        | 63     |        | -68.3% | 42        |        | 85        |        | -50.6% |
| Total<br>revenues   | 12,244 | 100.0% | 11,335 | 100.0% | 8.0%   | 22,181    | 100.0% | 20,945    | 100.0% | 5.9%   |
| Cost of goods<br>sold   | 6,238  | 50.9%  | 5,708  | 50.4%  | 9.3%   | 11,389    | 51.3%  | 10,559    | 50.4%  | 7.9%   |
| Gross profit  | 6,006  | 49.1%  | 5,627  | 49.6%  | 6.7%   | 10,792    | 48.7%  | 10,386    | 49.6%  | 3.9%   |
| Operating<br>expenses   | 3,766  | 30.8%  | 3,440  | 30.3%  | 9.5%   | 7,145     | 32.2%  | 6,618     | 31.6%  | 8.0%   |
| Operating<br>income   | 2,240  | 18.3%  | 2,187  | 19.3%  | 2.4%   | 3,647     | 16.4%  | 3,768     | 18.0%  | -3.2%  |
| Depreciation,<br>amortization &<br>other operative<br>non-cash<br>charges | 519    | 4.2%   | 444    | 3.9%   | 16.9%  | 1,052     | 4.7%   | 943       | 4.5%   | 11.6%  |
| EBITDA <sup>(2)</sup>   | 2,759  | 22.5%  | 2,631  | 23.2%  | 4.9%   | 4,699     | 21.2%  | 4,711     | 22.5%  | -0.3%  |

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

(2) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

### South America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|   | 2Q 10  | % Rev  | 2Q 09  | % Rev  | Δ%     | YTD<br>10 | % Rev  | YTD<br>09 | % Rev  | Δ%     |
|---|--------|--------|--------|--------|--------|-----------|--------|-----------|--------|--------|
| Volume (million unit cases) <sup>(2)</sup>                    | 256.6  |        | 243.4  |        | 5.4%   | 540.1     |        | 494.3     |        | 9.3%   |
| Average price per unit case <sup>(2)</sup>                    | 47.24  |        | 49.90  |        | -5.3%  | 46.94     |        | 48.51     |        | -3.2%  |
| Net revenues  | 12,868 |        | 12,761 |        | 0.8%   | 26,861    |        | 25,202    |        | 6.6%   |
| Other operating revenues                                      | 65     |        | 88     |        | -26.1% | 163       |        | 192       |        | -15.1% |
| Total revenues  | 12,933 | 100.0% | 12,849 | 100.0% | 0.7%   | 27,024    | 100.0% | 25,394    | 100.0% | 6.4%   |
| Cost of goods sold  | 7,284  | 56.3%  | 7,049  | 54.9%  | 3.3%   | 15,261    | 56.5%  | 14,072    | 55.4%  | 8.4%   |
| Gross profit  | 5,649  | 43.7%  | 5,800  | 45.1%  | -2.6%  | 11,763    | 43.5%  | 11,322    | 44.6%  | 3.9%   |
| Operating expenses  | 3,801  | 29.4%  | 4,310  | 33.5%  | -11.8% | 7,744     | 28.7%  | 8,151     | 32.1%  | -5.0%  |
| Operating income  | 1,848  | 14.3%  | 1,490  | 11.6%  | 24.0%  | 4,019     | 14.9%  | 3,171     | 12.5%  | 26.7%  |
| Depreciation, amortization & other operative non-cash charges | 416    | 3.2%   | 428    | 3.3%   | -2.8%  | 853       | 3.2%   | 882       | 3.5%   | -3.3%  |
| EBITDA <sup>(3)</sup>   | 2,264  | 17.5%  | 1,918  | 14.9%  | 18.0%  | 4,872     | 18.0%  | 4,053     | 16.0%  | 20.2%  |

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

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

(3) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Since June 2009, we integrated Brisa in the operations of Colombia.

**3rd Quarter 2010 Results (unaudited)****Mexico &  
Central  
America  
Division**Expressed in millions of Mexican pesos<sup>(1)</sup>

|   | <b>3Q 10</b> | <b>% Rev</b> | <b>3Q 09</b> | <b>% Rev</b> | <b>Δ%</b> | <b>YTD<br/>10</b> | <b>% Rev</b> | <b>YTD<br/>09</b> | <b>% Rev</b> | <b>Δ%</b> |
|---|--------------|--------------|--------------|--------------|-----------|-------------------|--------------|-------------------|--------------|-----------|
| Volume (million unit cases)                                   | 347.7        |              | 355.4        |              | -2.2%     | 1,030.8           |              | 1,022.3           |              | 0.8%      |
| Average price per unit case                                   | 32.76        |              | 31.30        |              | 4.7%      | 32.56             |              | 31.31             |              | 4.0%      |
| Net revenues  | 11,393       |              | 11,124       |              | 2.4%      | 33,568            |              | 32,008            |              | 4.9%      |
| Other operating revenues                                      | 54           |              | 21           |              | 157.1%    | 100               |              | 111               |              | -9.9%     |
| Total revenues  | 11,447       | 100.0%       | 11,145       | 100.0%       | 2.7%      | 33,668            | 100.0%       | 32,119            | 100.0%       | 4.8%      |
| Cost of goods sold  | 5,853        | 51.1%        | 5,710        | 51.2%        | 2.5%      | 17,256            | 51.3%        | 16,281            | 50.7%        | 6.0%      |
| Gross profit  | 5,594        | 48.9%        | 5,435        | 48.8%        | 2.9%      | 16,412            | 48.7%        | 15,838            | 49.3%        | 3.6%      |
| Operating expenses  | 3,689        | 32.2%        | 3,469        | 31.1%        | 6.3%      | 10,853            | 32.2%        | 10,097            | 31.4%        | 7.5%      |
| Operating income  | 1,905        | 16.6%        | 1,966        | 17.6%        | -3.1%     | 5,559             | 16.5%        | 5,741             | 17.9%        | -3.2%     |
| Depreciation, amortization & other operative non-cash charges | 513          | 4.5%         | 467          | 4.2%         | 9.9%      | 1,566             | 4.7%         | 1,411             | 4.4%         | 11.0%     |
| EBITDA <sup>(2)</sup>   | 2,418        | 21.1%        | 2,433        | 21.8%        | -0.6%     | 7,125             | 21.2%        | 7,152             | 22.3%        | -0.4%     |

<sup>(1)</sup> Except volume and average price per unit case figures.<sup>(2)</sup> EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.**South America  
Division**Expressed in millions of Mexican pesos<sup>(1)</sup>

|  | <b>3Q 10</b> | <b>% Rev</b> | <b>3Q 09</b> | <b>% Rev</b> | <b>Δ%</b> | <b>YTD<br/>10</b> | <b>% Rev</b> | <b>YTD<br/>09</b> | <b>% Rev</b> | <b>Δ%</b> |
|--|--------------|--------------|--------------|--------------|-----------|-------------------|--------------|-------------------|--------------|-----------|
| Volume (million unit cases) <sup>(2)</sup> | 268.7        |              | 260.2        |              | 3.2%      | 808.8             |              | 754.5             |              | 7.2%      |
| Average price per unit case <sup>(2)</sup> | 49.67        |              | 54.32        |              | -8.6%     | 48.07             |              | 51.81             |              | -7.2%     |
| Net revenues                               | 14,161       |              | 14,777       |              | -4.2%     | 41,201            |              | 40,956            |              | 0.6%      |

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|   |        |        |        |        |        |        |        |        |        |        |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Other operating revenues                                      | 67     |        | 85     |        | -21.2% | 228    |        | 283    |        | -19.4% |
| Total revenues  | 14,228 | 100.0% | 14,862 | 100.0% | -4.3%  | 41,429 | 100.0% | 41,239 | 100.0% | 0.5%   |
| Cost of goods sold  | 7,693  | 54.1%  | 8,233  | 55.4%  | -6.6%  | 23,051 | 55.6%  | 22,847 | 55.4%  | 0.9%   |
| Gross profit  | 6,535  | 45.9%  | 6,629  | 44.6%  | -1.4%  | 18,378 | 44.4%  | 18,392 | 44.6%  | -0.1%  |
| Operating expenses  | 4,191  | 29.5%  | 4,636  | 31.2%  | -9.6%  | 11,989 | 28.9%  | 13,154 | 31.9%  | -8.9%  |
| Operating income  | 2,344  | 16.5%  | 1,993  | 13.4%  | 17.6%  | 6,389  | 15.4%  | 5,238  | 12.7%  | 22.0%  |
| Depreciation, amortization & other operative non-cash charges | 477    | 3.4%   | 522    | 3.5%   | -8.6%  | 1,337  | 3.2%   | 1,436  | 3.5%   | -6.9%  |
| EBITDA <sup>(3)</sup>   | 2,821  | 19.8%  | 2,515  | 16.9%  | 12.2%  | 7,726  | 18.6%  | 6,674  | 16.2%  | 15.8%  |

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

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

(3) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Since June 2009, we integrated Brisa in the operations of Colombia.

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**4<sup>th</sup> Quarter 2010 Results (unaudited)**

**Mexico &  
Central  
America  
Division**

Expressed in millions of Mexican pesos<sup>(1)</sup>

|                             | 4Q 10  | % Rev | 4Q 09  | % Rev | Δ%    | 2010    | % Rev | 2009    | % Rev | Δ%    |
|-----------------------------|--------|-------|--------|-------|-------|---------|-------|---------|-------|-------|
| Volume (million unit cases) | 348.3  |       | 340.8  |       | 2.2%  | 1,379.3 |       | 1,363.0 |       | 1.2%  |
| Average price per unit case | 33.03  |       | 32.01  |       | 3.2%  | 32.69   |       | 31.47   |       | 3.9%  |
| Net revenues                | 11,503 |       | 10,910 |       | 5.4%  | 45,084  |       | 42,896  |       | 5.1%  |
|                             | 38     |       | 29     |       | 31.0% | 129     |       | 138     |       | -6.5% |



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|   |        |        |        |        |       |        |        |        |        |       |
|---|--------|--------|--------|--------|-------|--------|--------|--------|--------|-------|
| Other operating revenues                                      |        |        |        |        |       |        |        |        |        |       |
| Total revenues  | 11,541 | 100.0% | 10,939 | 100.0% | 5.5%  | 45,213 | 100.0% | 43,034 | 100.0% | 5.1%  |
| Cost of goods sold  | 5,913  | 51.2%  | 5,477  | 50.1%  | 8.0%  | 23,178 | 51.3%  | 21,748 | 50.5%  | 6.6%  |
| Gross profit  | 5,628  | 48.8%  | 5,462  | 49.9%  | 3.0%  | 22,035 | 48.7%  | 21,286 | 49.5%  | 3.5%  |
| Operating expenses  | 3,475  | 30.1%  | 3,198  | 29.2%  | 8.7%  | 14,321 | 31.7%  | 13,288 | 30.9%  | 7.8%  |
| Operating income  | 2,153  | 18.7%  | 2,264  | 20.7%  | -4.9% | 7,714  | 17.1%  | 7,998  | 18.6%  | -3.6% |
| Depreciation, amortization & other operative non-cash charges | 460    | 4.0%   | 446    | 4.1%   | 3.1%  | 2,027  | 4.5%   | 1,928  | 4.5%   | 5.1%  |
| EBITDA <sup>(2)</sup>   | 2,613  | 22.6%  | 2,710  | 24.8%  | -3.6% | 9,741  | 21.5%  | 9,926  | 23.1%  | -1.9% |

<sup>(1)</sup> Except volume and average price per unit case figures.

<sup>(2)</sup> EBIT DA = Operating Income + Depreciation, amortization & other operative non-cash charges.

**South America Division**

Expressed in millions of Mexican pesos<sup>(1)</sup>

|   | 4Q 10  | % Rev  | 4Q 09  | % Rev  | Δ%     | 2010    | % Rev  | 2009    | % Rev  | Δ%     |
|---|--------|--------|--------|--------|--------|---------|--------|---------|--------|--------|
| Volume (million unit cases) <sup>(2)</sup>                    | 311.6  |        | 311.2  |        | 0.2%   | 1,120.2 |        | 1,065.6 |        | 5.1%   |
| Average price per unit case <sup>(2)</sup>                    | 49.29  |        | 54.83  |        | -10.1% | 48.76   |        | 53.07   |        | -8.1%  |
| Net revenues  | 16,344 |        | 17,979 |        | -9.1%  | 57,904  |        | 59,333  |        | -2.4%  |
| Other operating revenues                                      | 106    |        | 114    |        | -7.0%  | 339     |        | 400     |        | -15.3% |
| Total revenues  | 16,450 | 100.0% | 18,093 | 100.0% | -9.1%  | 58,243  | 100.0% | 59,733  | 100.0% | -2.5%  |
| Cost of goods sold  | 9,104  | 55.3%  | 10,140 | 56.0%  | -10.2% | 32,356  | 55.6%  | 33,204  | 55.6%  | -2.6%  |
| Gross profit  | 7,346  | 44.7%  | 7,953  | 44.0%  | -7.6%  | 25,887  | 44.4%  | 26,529  | 44.4%  | -2.4%  |
| Operating expenses  | 4,419  | 26.9%  | 5,390  | 29.8%  | -18.0% | 16,522  | 28.4%  | 18,692  | 31.3%  | -11.6% |
| Operating income  | 2,927  | 17.8%  | 2,563  | 14.2%  | 14.2%  | 9,365   | 16.1%  | 7,837   | 13.1%  | 19.5%  |
| Depreciation, amortization & other operative non-cash charges | 569    | 3.5%   | 532    | 2.9%   | 7.0%   | 1,916   | 3.3%   | 1,983   | 3.3%   | -3.4%  |
| EBITDA <sup>(3)</sup>   | 3,496  | 21.3%  | 3,095  | 17.1%  | 13.0%  | 11,281  | 19.4%  | 9,820   | 16.4%  | 14.9%  |

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

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

(3) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

Since June 2009, we integrated Brisa in the operations of Colombia.

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### 1st Quarter 2011 Results (unaudited)

#### Mexico & Central America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|  | 1Q 11  | % Rev  | 1Q 10 | % Rev  | Δ%    |
|--|--------|--------|-------|--------|-------|
| Volume (million unit cases)                                      | 331.7  |        | 305.9 |        | 8.4%  |
| Average price per unit case                                      | 33.44  |        | 32.41 |        | 3.2%  |
| Net revenues   | 11,092 |        | 9,916 |        | 11.9% |
| Other operating revenues   | 24     |        | 22    |        | 9.1%  |
| Total revenues   | 11,116 | 100.0% | 9,938 | 100.0% | 11.9% |
| Cost of goods sold   | 5,821  | 52.4%  | 5,152 | 51.8%  | 13.0% |
| Gross profit   | 5,295  | 47.6%  | 4,786 | 48.2%  | 10.6% |
| Operating expenses   | 3,633  | 32.7%  | 3,379 | 34.0%  | 7.5%  |
| Operating income   | 1,662  | 15.0%  | 1,407 | 14.2%  | 18.1% |
| Depreciation, amortization & other<br>operative non-cash charges | 521    | 4.7%   | 531   | 5.3%   | -1.9% |
| EBITDA <sup>(2)</sup>  | 2,183  | 19.6%  | 1,938 | 19.5%  | 12.6% |

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

(2) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

#### South America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|  | 1Q 11  | % Rev | 1Q 10  | % Rev | Δ%    |
|--|--------|-------|--------|-------|-------|
| Volume (million unit cases) <sup>(2)</sup> | 273.1  |       | 283.5  |       | -3.7% |
| Average price per unit case <sup>(2)</sup> | 50.27  |       | 45.14  |       | 11.4% |
| Net revenues                               | 14,606 |       | 13,560 |       | 7.7%  |

|  |        |        |        |        |       |
|--|--------|--------|--------|--------|-------|
| Other operating revenues   | 104    |        | 97     |        | 7.2%  |
| Total revenues   | 14,710 | 100.0% | 13,657 | 100.0% | 7.7%  |
| Cost of goods sold   | 8,239  | 56.0%  | 7,728  | 56.6%  | 6.6%  |
| Gross profit   | 6,471  | 44.0%  | 5,929  | 43.4%  | 9.1%  |
| Operating expenses   | 4,250  | 28.9%  | 3,818  | 28.0%  | 11.3% |
| Operating income   | 2,221  | 15.1%  | 2,111  | 15.5%  | 5.2%  |
| Depreciation, amortization & other<br>operative non-cash charges | 563    | 3.8%   | 427    | 3.1%   | 31.9% |
| EBITDA <sup>(3)</sup>  | 2,784  | 18.9%  | 2,538  | 18.6%  | 9.7%  |

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

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

(3) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

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## 2<sup>nd</sup> Quarter 2011 Results (unaudited)

### Mexico & Central America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|                                | 2Q 11  | % Rev  | 2Q 10  | % Rev  | Δ%    | YTD<br>11 | % Rev  | YTD<br>10 | % Rev  | Δ%    |
|--------------------------------|--------|--------|--------|--------|-------|-----------|--------|-----------|--------|-------|
| Volume (million<br>unit cases) | 402.2  |        | 377.2  |        | 6.6%  | 733.9     |        | 683.1     |        | 7.4%  |
| Average price<br>per unit case | 33.59  |        | 32.40  |        | 3.7%  | 33.52     |        | 32.41     |        | 3.4%  |
| Net revenues                   | 13,508 |        | 12,224 |        | 10.5% | 24,598    |        | 22,139    |        | 11.1% |
| Other operating<br>revenues    | 38     |        | 20     |        | 90.0% | 62        |        | 42        |        | 47.6% |
| Total revenues                 | 13,546 | 100.0% | 12,244 | 100.0% | 10.6% | 24,660    | 100.0% | 22,181    | 100.0% | 11.2% |
| Cost of goods<br>sold          | 6,887  | 50.8%  | 6,238  | 50.9%  | 10.4% | 12,684    | 51.4%  | 11,389    | 51.3%  | 11.4% |
| Gross profit                   | 6,659  | 49.2%  | 6,006  | 49.1%  | 10.9% | 11,976    | 48.6%  | 10,792    | 48.7%  | 11.0% |
| Operating<br>expenses          | 4,040  | 29.8%  | 3,766  | 30.8%  | 7.3%  | 7,697     | 31.2%  | 7,145     | 32.2%  | 7.7%  |
|                                | 2,619  | 19.3%  | 2,240  | 18.3%  | 16.9% | 4,279     | 17.4%  | 3,647     | 16.4%  | 17.3% |

|   |       |       |       |       |       |       |       |       |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Operating income  |       |       |       |       |       |       |       |       |       |       |
| Depreciation, amortization & other operative non-cash charges | 549   | 4.1%  | 519   | 4.2%  | 5.8%  | 1,069 | 4.3%  | 1,052 | 4.7%  | 1.6%  |
| EBITDA <sup>(2)</sup>   | 3,168 | 23.4% | 2,759 | 22.5% | 14.8% | 5,348 | 21.7% | 4,699 | 21.2% | 13.8% |

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

(2) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

### South America Division

Expressed in millions of Mexican pesos<sup>(1)</sup>

|   | 2Q 11  | % Rev  | 2Q 10  | % Rev  | Δ%    | YTD 11 | % Rev  | YTD 10 | % Rev  | Δ%    |
|---|--------|--------|--------|--------|-------|--------|--------|--------|--------|-------|
| Volume (million unit cases) <sup>(2)</sup>                    | 263.4  |        | 256.6  |        | 2.6%  | 536.6  |        | 540.1  |        | -0.6% |
| Average price per unit case <sup>(2)</sup>                    | 52.91  |        | 47.24  |        | 12.0% | 51.82  |        | 46.94  |        | 10.4% |
| Net revenues  | 14,788 |        | 12,868 |        | 14.9% | 29,539 |        | 26,861 |        | 10.0% |
| Other operating revenues                                      | 83     |        | 65     |        | 27.7% | 189    |        | 163    |        | 16.0% |
| Total revenues  | 14,871 | 100.0% | 12,933 | 100.0% | 15.0% | 29,728 | 100.0% | 27,024 | 100.0% | 10.0% |
| Cost of goods sold  | 8,452  | 56.8%  | 7,284  | 56.3%  | 16.0% | 16,770 | 56.4%  | 15,261 | 56.5%  | 9.9%  |
| Gross profit  | 6,419  | 43.2%  | 5,649  | 43.7%  | 13.6% | 12,958 | 43.6%  | 11,763 | 43.5%  | 10.2% |
| Operating expenses  | 4,442  | 29.9%  | 3,801  | 29.4%  | 16.9% | 8,746  | 29.4%  | 7,744  | 28.7%  | 12.9% |
| Operating income  | 1,977  | 13.3%  | 1,848  | 14.3%  | 7.0%  | 4,212  | 14.2%  | 4,019  | 14.9%  | 4.8%  |
| Depreciation, amortization & other operative non-cash charges | 587    | 3.9%   | 416    | 3.2%   | 41.1% | 1,155  | 3.9%   | 853    | 3.2%   | 35.4% |
| EBITDA <sup>(3)</sup>   | 2,564  | 17.2%  | 2,264  | 17.5%  | 13.3% | 5,367  | 18.1%  | 4,872  | 18.0%  | 10.2% |

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

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

(3) EBITDA = Operating Income + Depreciation, amortization & other operative non-cash charges.

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**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 by the undersigned, thereunto duly authorized.

**COCA-COLA FEMSA, S.A.B. DE C.V.**

By: /s/ Héctor Treviño Gutiérrez

Héctor Treviño Gutiérrez

Chief Financial Officer

Date: October 11, 2011

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