

Corporate Profile

Appendix F

PROFILE

Coca-Cola FEMSA now bottles, distributes and sells Coca-Cola trademark products as well as in some countries beer, water and additional beverages in the following nine Latin American countries: México, Guatemala, Nicaragua, Costa Rica, Panamá, Venezuela, Colombia, Brazil and Argentina. Operating in the largest urban centers in Latin America (México City, São Paulo, Buenos Aires, Caracas and Bogotá).

With the acquisition of Panamco, Coca-Cola FEMSA becomes the largest Coca-Cola bottler in Latin America representing approximately 40% of Coca-Cola volumes in the region, and the second largest Coca-Cola bottler globally in terms of volume sales.

Our capital stock is owned 45.7% by Fomento Económico Mexicano S.A. de C.V. (FEMSA), 39.6% by a wholly-owned subsidiary of The Coca-Cola Company, and 14.7% by the public. The publicly-traded shares of Coca-Cola FEMSA (KOF) are L series shares with limited voting rights and are listed on the Bolsa Mexicana de Valores (BMV: KOF) and as American depository Receipts (ADR) on the New York Stock Exchange (NYSE: KOF). Each ADR represents ten Series L shares.

At May 6, 2003 the capital stock of Coca-Cola FEMSA was represented by 1,846 million shares of fixed capital.

OVERVIEW

Coca-Cola FEMSA delivers more than 5 million unit cases a day to retailers who serve a population of over 169 million people. In addition, we are working to deliver value to our shareholders with an attractive return on their investment. The key factors in improving profitability are increasing the sales volume of our products at a competitive price while improving the efficiency of our operations.

Coca-Cola FEMSA trades on the following Exchanges:



Mexican Stock Exchange



New York Stock Exchange

Shareholder Information

Exchanges

New York Stock Exchange
Mexican Stock Exchange

Stock Quote (KOF)

24.4 -0.3 (-1.21%)
As of 1/28/04 3:58 PM
Minimum 20 minutes delayed

Listed Security

KOF ADR

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