



COCA-COLA FEMSA, S.A.B. DE C.V.
Proposal of Board of Directors 2013

SERIES A DIRECTORS

José Antonio Fernández Carbajal

Chairman

Born: February 1954

First elected: 1993, as director; 2001 as chairman.

Term expires: 2014

Principal occupation: Chief Executive Officer of FEMSA.

Other directorships: Chairman of the board of directors of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), Fundación FEMSA, A.C. and Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM); Vice-Chairman of the supervisory board of Heineken N.V. and member of the board of Heineken Holding N.V. Member of the boards of directors of Industrias Peñoles, S.A.B. de C.V. (Peñoles); Grupo Televisa S.A.B. de C.V. (Televisa) and Controladora Vuela Compañía de Aviación, S.A. de C.V. (Volaris), and chairman of the advisory board of Woodrow Wilson Center, Mexico Institute.

Business experience: Joined FEMSA's strategic planning department in 1987; held managerial positions at FEMSA Cerveza's Commercial Division and the Oxxo Retail Chain. Appointed Chief Executive Officer of FEMSA in 1995.

Education: Holds a degree in Industrial Engineering and a Master in Business Administration (MBA) from ITESM.

Alternate director: Alfredo Livas Cantú.

Alfonso Garza Garza

Director

Born: July 1962

First elected: 1996

Term expires: 2014

Principal occupation: Executive Vicepresident, Procurement and Information Technology, FEMSA.

Other directorships: Member of the board of ITESM and Nutec, S.A. de C.V. and Chairman of the Board of Coparmex Nuevo León.

Business experience: Has experience in several FEMSA business units and departments, including domestic sales, international sales, procurement and marketing, mainly at FEMSA Empaques, S.A. de C.V. (FEMSA Empaques), and FEMSA Cerveza, and was Chief Executive Officer of FEMSA Empaques.

Education: Holds a degree in Industrial Engineering from ITESM and an MBA from Instituto Panamericano de Alta Dirección de Empresa (IPADE).

Alternate director: Eva Garza Lagüera Gonda.



José Luis Cutrale

Director

Born: September 1946

First elected: 2004

Term expires: 2014

Principal occupation: Chief Executive Officer of Sucocítrico Cutrale.

Other directorships: Member of the boards of directors of Cutrale North America, Cutrale Citrus Juice, and Citrus Products.

Business experience: Founding partner of Sucocítrico Cutrale and member of ABECITRUS (the Brazilian Association of Citrus Exporters) and CDES (the Brazilian Government's Counsel for Economic and Social Development).

Education: Holds a degree in business management

Alternate director : José Luis Cutrale, Jr.

Carlos Salazar Lomelín

Director

Born: April 1951

First elected: 2001

Term expires: 2014

Principal occupation: Chief Executive Officer, Coca-Cola FEMSA.

Other directorships: Member of the board of directors of BBVA Bancomer, AFORE Bancomer, S.A. de C.V., Seguros Bancomer, S.A. de C.V. and member of the advisory board of Centro Internacional de Negocios Monterrey, A.C. (CINTERMEX), APEX, EGADE Business School from ITESM and the Eugenio Garza Sada Award.

Business experience: Has held managerial positions within FEMSA, including Grafo Regia, S.A. de C.V. and Plásticos Técnicos Mexicanos, S.A. de C.V. Served as Chief Executive Officer of FEMSA Cerveza until 2000.

Education: Holds a bachelor's degree in economics from ITESM, and performed postgraduate studies in business administration at ITESM and economic development in Italy.

Alternate director: Max Michel González.



Ricardo Guajardo Touché

Director

Born: May 1948

First elected: 1993

Term expires: 2014

Principal occupation: Chairman of the board of directors of SOLFI, S.A.

Other directorships: Member of the board of directors of Grupo Valores Monterrey, El Puerto de Liverpool, S.A. de C.V. (Liverpool), Alfa, BBVA Bancomer, Grupo Aeroportuario del Sureste, S.A. de C.V. (ASUR), Grupo Bimbo, and Grupo Coppel.

Business experience: Has held senior executive positions in FEMSA, Grupo AXA, S.A. de C.V. (Grupo AXA) and Valores de Monterrey.

Education: Holds degrees in Electrical Engineering from ITESM and the University of Wisconsin and a Master degree from the University of California, Berkeley.

Alternate director: Eduardo Padilla Silva.

Paulina Garza Lagüera Gonda

Director

Born: March 1972

First elected: 2005

Term expires: 2014

Business experience: Private investor.

Other directorships: Member of the boards of directors of FEMSA.

Education: Holds a business administration degree from ITESM.

Alternate director: Mariana Garza Lagüera Gonda.

Federico Reyes García

Director

Born: September 1945

First elected: 1992

Term expires: 2014

Principal occupation: Corporate Development Officer of FEMSA.

Business experience: Served as Vicepresident of Finance and Corporate Development of FEMSA, Director of Corporate Staff at Grupo AXA, a major manufacturer of electrical equipment. Has extensive experience in the insurance sector.

Other directorships: Chairman of the board of directors of Valores de Monterrey and Director and alternate director of the board of directors of Óptima Energía and Grupo Bimbo, respectively.

Education: Holds a degree in Business and Finance from ITESM.

Alternate director: Alejandro Bailleres Gual.



Javier Gerardo Astaburuaga Sanjines

Director

Born: July 1959

First elected: 2006

Term expires: 2014

Principal occupation: Chief Corporate Officer and Chief Financial Officer of FEMSA.

Business experience: Joined FEMSA as a financial information analyst and later acquired experience in corporate development, administration and finance, held various senior positions at FEMSA Cerveza between 1993 and 2001, including Chief Financial Officer and for two years was FEMSA Cerveza's Director of Sales for the north region of Mexico. Prior to his current position, until 2003 in which he was appointed FEMSA Cerveza's Co-Chief Executive Officer.

Other directorships: Member of the board of Heineken N.V. and supervisory board of Heineken N.V.

Education: Holds a degree as Certified Public Accountant (CPA) from ITESM.

Alternate director: Francisco José Calderón Rojas.

Alfonso González Migoya

Director

Born: January 1945

First elected: 2006

Term expires: 2014

Principal occupation: Chairman of the board of directors and Chief Executive Officer of Grupo Industrial Saltillo, S.A.B. de C.V.

Other directorships: Member of the board of directors of several Mexican companies, including the Bolsa Mexicana de Valores, S.A.B. de C.V. among other financial institutions.

Business experience: Served from 1995 until 2005 as Corporate Director of Alfa.

Education: Holds a degree in Mechanical Engineering from ITESM and a MBA from the Stanford Graduate School of Business.

Alternate director: Ernesto Cruz Velázquez de León.

Daniel Servitje Montull

Director

Born: April 1959

First elected: 1998

Term expires: 2014

Principal occupation: Chief Executive Officer, Bimbo.

Other directorships: Member of the boards of directors of Banco Nacional de Mexico and Bimbo.

Business experience: Served as Vicepresident of Bimbo.

Education: Holds a degree in Business from the Universidad Iberoamericana in Mexico and a MBA from the Stanford Graduate School of Business.

Alternate director: Sergio Deschamps Ebergenyi.



Enrique F. Senior Hernández

Director

Born: August 1943

First elected: 2004

Term expires: 2014

Principal occupation: Managing Director of Allen & Company.

Other directorship: Member of the boards of directors of Televisa, Cinemark USA, Inc. and Univision Communication, Inc.

Business experience: Among other clients, has provided financial advisory services to FEMSA and Coca-Cola FEMSA.

Alternate director: Herbert Allen III.



SERIES D DIRECTORS

Irial Finan

Director

Born: June 1957

First elected: 2004

Term expires: 2014

Principal occupation: President of Bottling Investments Group and Supply Chain, The Coca-Cola Company.

Other directorships: Member of the boards of directors of Coca-Cola Enterprises, Coca-Cola Amatil and Coca-Cola Hellenic.

Business experience: Chief Executive Officer of Coca-Cola Hellenic. Has experience in several Coca-Cola bottlers, mainly in Europe.

Education: Holds a Bachelor's degree from National University of Ireland.

Alternate director: Sunil Ghatnekar.

Gary Fayard

Director

Born: April 1952

First elected: 2003

Term expires: 2014

Principal occupation: Chief Financial Officer, The Coca-Cola Company.

Other directorships: Member of the boards of directors of Coca-Cola Enterprises and Coca-Cola Sabco.

Business experience: Senior Vicepresident of The Coca-Cola Company and former Partner of Ernst & Young.

Education: Holds a degree from the University of Alabama and is licensed as a CPA.

Alternate director: Wendy Clark.

Charles H. McTier

Director

Born: January 1939

First elected: 1998

Term expires: 2014

Principal occupation: Trustee, Robert W. Woodruff Foundation.

Other directorships: Member of the board of directors of AGL Resources.

Business experience: Served as President of Robert W. Woodruff Foundation during the period 1971-2007 and on the board of directors of nine U.S. Coca-Cola bottling companies in the 1970s and 1980s.

Education: Holds a degree in Business Administration from Emory University.



Bárbara Garza Lagüera Gonda

Director

Born: December 1959

First elected: 1999

Term expires: 2014

Principal occupation: Private Investor.

Business experience: Former president/Chief Executive Officer of Alternativas Pacíficas, A.C. (a non-profit organization).

Education: Holds a Business Administration degree from ITESM.

Alternate director: Kathy Waller.

Marie Quintero-Johnson

Director

Born: October 1966

First elected: 2012

Term expires: 2014

Principal occupation: Merger and Acquisitions Vicepresident of The Coca-Cola Company.

Other directorships: Member of the board of directors of Zico Beverages.

Education: Holds a Bachelor degree of Science from Georgetown University and a MBA from the University of Virginia, Darden School.

Alternate director: Gloria Bowden.



SERIES L DIRECTORS

Herman Harris Fleishman Cahn

Director

Born: May 1951

First elected: 2011

Term expires: 2014

Principal occupation: President of Grupo Tampico, S.A. de C.V.

Other directorships: Member or the Board of Directors of Banco Nacional de México, S.A., BBVA Bancomer, Banco de México, Teléfonos de México, S.A. and Administración Portuaria Integral de Tampico, S.A. de C.V.

Education: Holds a degree in Business from Universidad Iberoamericana, a MBA from Harvard and postgraduate studies from Wharton School, University of Texas, Columbia University and Massachusetts Institute of Technology.

Alternate director: Robert Alan Fleishman Cahn.

José Manuel Canal Hernando

Director

Born: February 1940

First elected: 2003

Term expires: 2014

Principal occupation: Private consultant.

Other directorships: Member of the board of directors of FEMSA, Banco Compartamos, S.A., Kuo, Consorcio Comex, Grupo Industrial Saltillo, S.A.B. de C.V., Grupo Acir, S.A. de C.V., Satélites Mexicanos, S.A. de C.V. and Grupo Diagnostico Proa, S.A. de C.V.

Business experience: Former managing partner at Ruiz, Urquiza y Cía, S.C. from 1981 to 1999, acted as our statutory examiner from 1984 to 2002, presided the Committee of Surveillance of the Mexican Institute of Finance Executives, has participated in several commissions at the Mexican Institute of Public Accountants and has extensive experience in financial auditing for holding companies, banks and financial brokers.

Education: Holds a CPA degree from UNAM.

Alternate director: Helmut Paul.



Francisco Zambrano Rodríguez

Director

Born: January 1953

First elected: 2003

Term expires: 2014

Principal occupation: Chief Executive Officer of Desarrollo de Fondos Inmobiliarios S.A. de C.V. (DFI) and Vicepresident of Desarrollo Inmobiliarios y de Valores, S.A. de C.V. (DIV).

Other directorships: Member of the boards of directors of several Mexican companies, including DFI, DIV and Grupo Camino Real, S.A. de C.V.

Business experience: Has extensive experience in investment banking and private investment services in México.

Education: Holds a degree in Chemical Engineering from ITESM and a MBA from The University of Texas at Austin.

Alternate director: Karl Frei Buechi.



COCA-COLA FEMSA, S.A.B. DE C.V.
Proposal of Finance Committee 2013

Irial Finan

Chairman

Born: June 1957

Principal occupation: President of Bottling Investments Group and Supply Chain, The Coca-Cola Company.

Other directorships: Member of the boards of directors of Coca-Cola Enterprises, Coca-Cola Amatil and Coca-Cola Hellenic.

Business experience: Chief Executive Officer of Coca-Cola Hellenic. Has experience in several Coca-Cola bottlers, mainly in Europe.

Education: Holds a Bachelor's degree from National University of Ireland.

Javier Gerardo Astaburuaga Sanjines

Born: July 1959

Principal occupation: Chief Corporate and Chief Financial Officer of FEMSA.

Business experience: Joined FEMSA as a financial information analyst and later acquired experience in corporate development, administration and finance, held various senior positions at FEMSA Cerveza between 1993 and 2001, including Chief Financial Officer and for two years was FEMSA Cerveza's Director of Sales for the north region of Mexico. Prior to his current position, until 2003 in which he was appointed FEMSA Cerveza's Co-Chief Executive Officer.

Other directorships: Member of the board of Heineken N.V. and supervisory board of Heineken N.V.

Education: Holds a degree in Accounting from ITESM.

Federico Reyes García

Born: September 1945

Principal occupation: Corporate Development Officer of FEMSA.

Business experience: Served as Vicepresident of Finance and Corporate Development of FEMSA, Director of Corporate Staff at Grupo AXA, a major manufacturer of electrical equipment. Has extensive experience in the insurance sector.

Other directorships: Chairman of the board of directors of Valores de Monterrey and Director and alternate director of the board of directors of Óptima Energía and Grupo Bimbo, respectively.

Education: Holds a degree in Business and Finance from ITESM.



Enrique F. Senior Hernández

Born: August 1943

Principal occupation: Managing Director of Allen & Company.

Other directorship: Member of the boards of directors of Grupo Televisa, S.A.B. de C.V., Cinemark USA, Inc. and Univision Communication, Inc.

Business experience: Among other clients, has provided financial advisory services to FEMSA and Coca-Cola FEMSA.

Ricardo Guajardo Touché

Born: May 1948

Principal occupation: Chairman of the board of directors of SOLFI, S.A.

Other directorships: Member of the board of directors of Grupo Valores Monterrey, El Puerto de Liverpool, S.A. de C.V., Alfa, BBVA Bancomer, Grupo Aeroportuario del Sureste, S.A. de C.V. (ASUR), Bimbo, and Grupo Coppel.

Business experience: Has held senior executive positions in FEMSA, Grupo AXA, S.A. de C.V. (Grupo AXA) and Valores de Monterrey.

Education: Holds degrees in Electrical Engineering from ITESM and the University of Wisconsin and a Master degree from the University of California, Berkeley.



COCA-COLA FEMSA, S.A.B. DE C.V.
Proposal of Audit Committee 2013

José Manuel Canal Hernando

Chairman and Financial Expert

Born: February 1940

Principal occupation: Private consultant.

Other directorships: Member of the board of directors of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), Banco Compartamos, S.A., Kuo, Consorcio Comex, Grupo Industrial Saltillo, S.A.B. de C.V. (Grupo Industrial Saltillo), Grupo Acir, S.A. de C.V., Satélites Mexicanos, S.A. de C.V. and Grupo Diagnostico Proa, S.A. de C.V.

Business experience: Former managing partner at Ruiz, Urquiza y Cía, S.C. from 1981 to 1999, acted as our statutory examiner from 1984 to 2002, presided the Committee of Surveillance of the Mexican Institute of Finance Executives, has participated in several commissions at the Mexican Institute of Public Accountants and has extensive experience in financial auditing for holding companies, banks and financial brokers.

Education: Holds a degree as Certified Public Accountant (CPA) from Universidad Nacional Autónoma de México (UNAM).

Alfonso González Migoya

Born: January 1945

Principal occupation: Chairman of the board of directors and Chief Executive Officer of Grupo Industrial Saltillo.

Other directorships: Member of the board of directors of several Mexican companies, including the Bolsa Mexicana de Valores, S.A.B. de C.V. and other financial institutions.

Business experience: Served from 1995 until 2005 as Corporate Director of Alfa, S.A.B. de C.V. (Alfa)

Education: Holds a degree in Mechanical Engineering from Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and a Master in Business Administration (MBA) from the Stanford Graduate School of Business.

Charles H. McTier

Born: January 1939

Principal occupation: Trustee, Robert W. Woodruff Foundation.

Other directorships: Member of the board of directors of AGL Resources.

Business experience: Served as President of Robert W. Woodruff Foundation during the period 1971-2007 and on the board of directors of nine U.S. Coca-Cola bottling companies in the 1970s and 1980s.

Education: Holds a degree in Business Administration from Emory University.



Zambrano Rodríguez

Born: January 1953

Principal occupation: Chief Executive Officer of Desarrollo de Fondos Inmobiliarios S.A. de C.V. (DFI) and Vicepresident of Desarrollo Inmobiliarios y de Valores, S.A. de C.V. (DIV).

Other directorships: Member of the boards of directors of several Mexican companies, including DFI, DIV and ITESM.

Business experience: Has extensive experience in investment banking and private investment services in México.

Education: Holds a degree in Chemical Engineering from ITESM and a MBA from The University of Texas at Austin.

Ernesto Cruz Velázquez de León

Born: February 1957

Principal occupation: Managing partner of Advanzer de México, S.A. de C.V.

Business experience: Member of the audit department of Ruiz Urquiza y Cia, S.C., subsequently he was transferred to the Monterrey office, where he was ultimately promoted to North Region Partner in 1998. With the disappearance of Arthur Andersen and the merger of the Mexican firm with Deloitte & Touche, Mr. Cruz was named the Monterrey Office Managing Partner and also Cluster Partner. In 2006, he joined the board of directors of the Mexican firm.

Other directorships: Member of the board of directors of FEMSA, Grupo Acerero del Norte, S.A. de C.V. and Altos Hornos de Mexico, S.A. de C.V.

Education: Holds a CPA degree and an Auditor degree from the Universidad Tecnológica de México.



COCA-COLA FEMSA, S.A.B. DE C.V.
Proposal of Practices Committee 2013

Daniel Servitje Montull

Chairman

Born: April 1959

Principal occupation: Chief Executive Officer, Bimbo.

Other directorships: Member of the boards of directors of Banco Nacional de Mexico and Bimbo.

Business experience: Previously served as Vicepresident of Bimbo.

Education: Holds a degree in Business from the Universidad Iberoamericana in Mexico and a MBA from the Stanford Graduate School of Business.

Helmut Paul

Born: March 1940

Principal occupation: Owner of H. Paul & Company, LLC (a corporate finance advisory firm).

Other directorships: Member of the boards of directors of Zurich Emerging Markets Solutions and Coca-Cola FEMSA.

Business experience: Ex-director of Latin-America International Finance Corporation, and senior advisor of Darby Overseas Investment, Ltd.

Education: Holds a MBA from the University of Hamburg.

Karl Frei Buechi

Born: March 1945

Principal occupation: Chairman of Octata, S.A. de C.V.

Other directorships: Chairman of the board of directors of Credipyme, S.A. de C.V., Basilisk, S.A. de C.V., and member of the board of some of Basilisk Subsidiaries. Member of the board of directors and Chairman of the audit committee of Reaseguradora Patria, S.A.B.