



Our Business is Beverages

FEMSA is the largest beverage company in Latin America and ranks among the world's leaders.

We began operations in 1890 with the founding of our brewery in Monterrey, Mexico. Today, over a century later, we have grown from a brewer into a complete beverage company with integrated soft drink, beer and retail operations.

FEMSA's integrated beverage platform provides superior service to consumers and customers, generates sustainable value for shareholders and enriches the communities of 9 countries throughout Latin America.

FEMSA's beverage operations include:

Soft drinks division

Coca-Cola FEMSA (53.7% owned) is the largest Coca-Cola bottler in Latin America and the second largest in the world, accounting for one out of every ten Coca-Cola products sold globally. It offers over 99 brands, including Coca-Cola, Fanta, Sprite, Ciel and Jugos del Valle.

Beer

FEMSA Cerveza (100% owned) has presence in three of the largest and most profitable beer markets in the world: Mexico, Brazil and the United States. Its flagship brands include Sol, Tecate, Dos Equis and Kaiser.

Convenience stores

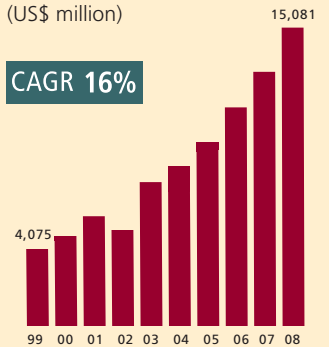
OXXO (100% owned) is the largest retail network in Latin America with over 6,300 stores in Mexico. More than 800 new store openings in 2008, on average, two new OXXO stores per day.

Financial Track Record

Total Revenue

(US\$ million)

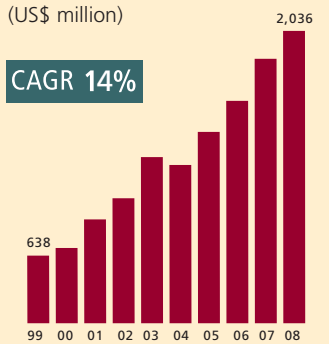
CAGR 16%



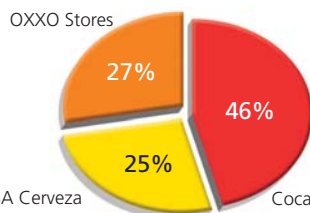
Operating Income

(US\$ million)

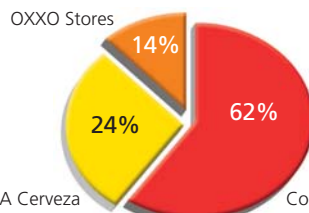
CAGR 14%



2008 Total Revenue
US \$ 15,081 million



2008 Operating Income
US \$ 2,036 million



Note: 2008 figures in nominal Mexican pesos converted to US dollars using average exchange rate of the year, prior figures in constant pesos as of year end and converted to US dollars using the period-end exchange rate.

We are in Growing Markets

Mexico, Brazil, and the United States are our three main markets.

Mexico is our largest market in terms of sales and profits.

- Large consumer base, with approximately 35% of consumers under the age of 18.
- Second largest soft drink market in the world, with Coca-Cola the soft drink of choice.
- Third most profitable beer market in the world.

Brazil

- Consumer demographic base comparable to Mexico.
- Third largest soft drink market in the world.
- Fifth largest beer market in the world.

United States

- Most profitable beer market in the world.
- Fourth largest imported beer brand is Tecate.

Outside of our three main markets, we are present in 7 other countries, including some of the largest cities in Latin America, such as Bogota, Colombia; Buenos Aires, Argentina; and Caracas, Venezuela.

With Strong Brands and a Leading Market Position



FOR MORE INFORMATION

FEMSA INVESTOR RELATIONS
 investor@femsa.com.mx
 FROM U.S. DIAL:
 011 (52) 818-328-6167

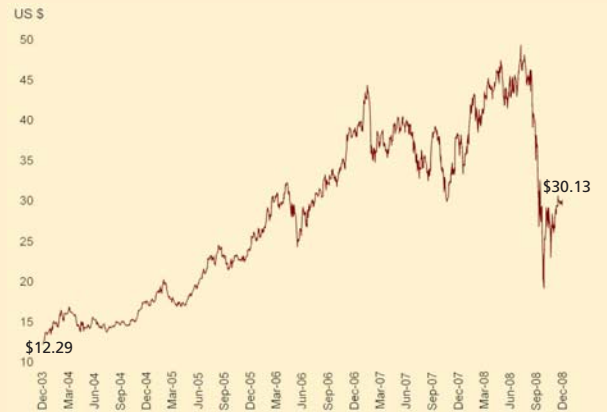
DIRECT PURCHASE AND REINVESTMENT PLAN
 THE BANK OF NEW YORK SHAREHOLDER RELATIONS DEPT.
 U.S. TOLL FREE: 1 (888) BNY-ADRS
 INTERNATIONAL: 1 (610) 382-7836

www.femsa.com/investor

HISTORICAL INFORMATION IS AVAILABLE ON OUR WEBSITE, INCLUDING SEC FILINGS, ANNUAL REPORTS, PRESENTATIONS, CONFERENCE CALLS, EARNINGS AND NEWS RELEASES, CORPORATE GOVERNANCE, STOCK QUOTES, DIVIDENDS, AND ANALYST COVERAGE. YOU CAN ALSO REGISTER TO RECEIVE E-MAIL ALERTS AND COMPANY INFORMATION.

Share Price

Up 145% Last 5 years



Stock and Dividends

NYSE:	FMX
ADRs Outstanding:	357.88 mm
Float:	60%
Market Cap:	US\$10.8 billion

Note: Information as of December 31, 2008.

Opportunities to Grow

- Latin America enjoys a young, growing population with rising demand for consumer goods.
- We can build on this growth with new products and innovations.
- In the United States, we are outperforming the import segment growth improving our coverage and capturing new consumers.
- We open more than 800 new OXXO stores per year while improving return on investment and we expect this trend to continue.

Investment Highlights

10 Reasons Why

- 1 Largest beverage company in Latin America.
- 2 Market leader with strong brands.
- 3 Innovative marketplace execution.
- 4 Experienced management team.
- 5 Proven track record of profitable growth.
- 6 Solid free cash flow generation.
- 7 Conservative balance sheet.
- 8 Significant growth potential.
- 9 Sound corporate governance.
- 10 Consistently rated one of the "Best Places to Work".