

COCA COLA FEMSA SA DE CV  
Form 6-K  
October 27, 2006

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## FORM 6-K

Securities and Exchange Commission  
Washington, D.C. 20549  
Report of Foreign Issuer  
Pursuant To Rule 13a-16 Or 15d-16  
Of The  
Securities Exchange Act of 1934

For the month of October 2006

Commission file number 1-12260

### COCA-COLA FEMSA, S.A. de C.V.

(Translation of Registrant's name into English)

Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210  
(Address of principal office)

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

(Check One) Form 20-F  Form 40-F

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

(Check One) Yes  No

(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

NYSE (ADR)

Ticker: KOF

Ratio of KOF L to KOF = 10:1

**2006****THIRD-QUARTER AND NINE-MONTHS RESULTS**

|  | Third Quarter |         |       | YTD     |         |      |
|--|---------------|---------|-------|---------|---------|------|
|  | 2006          | 2005    | Δ %   | 2006    | 2005    | Δ %  |
| Total Revenues                           | 14,369        | 13,228  | 8.6%  | 41,693  | 39,077  | 6.7% |
| Gross Profit                             | 6,835         | 6,516   | 4.9%  | 19,974  | 19,128  | 4.4% |
| Operating Income                         | 2,347         | 2,268   | 3.5%  | 6,714   | 6,496   | 3.4% |
| Majority Net Income                      | 1,709         | 1,187   | 44.0% | 3,306   | 3,278   | 0.9% |
| EBITDA <sup>(1)</sup>                    | 3,120         | 2,900   | 7.6%  | 8,881   | 8,402   | 5.7% |
| Net Debt <sup>(2)(3)</sup>               | 16,268        | 18,510  |       |         |         |      |
| EBITDA <sup>(1)</sup> / Interest Expense | 5.36          | 4.06    |       | 5.41    | 4.42    |      |
| Earnings per Share                       | 0.93          | 0.64    |       | 1.79    | 1.78    |      |
| Average Shares Outstanding               | 1,846.5       | 1,846.5 |       | 1,846.5 | 1,846.5 |      |

Expressed in million of Mexican pesos with purchasing power as of September 30, 2006, except for per share amount.

<sup>(1)</sup> EBITDA = Operating income + Depreciation + Amortization & Other Non-cash Charges. See reconciliation table on page 12.

<sup>(2)</sup> Figures for 2005 are as of December 31, 2005

<sup>(3)</sup> Net Debt = Total Debt - Cash

Total revenues increased 8.6% to Ps. 14,369 million in the third quarter of 2006, driven by growth in all of our operations and increased 6.7% for the first nine months of the year to Ps. 41,693 million.

In spite of raw material cost pressures across our operations and a more competitive environment in our main markets, our consolidated operating income grew 3.5% to Ps. 2,347 million for the third quarter of 2006 and 3.4% for the first nine months of the year to Ps. 6,714 million. Our operating margin was 16.3% for the third quarter of 2006 and 16.1% for the first nine months of the year.

Consolidated majority net income increased 44.0% to Ps. 1,709 million, resulting in

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earnings per share of Ps. 0.93 for the third quarter of 2006, and increased 0.9% to Ps. 3,306 million for the first nine months of the year, resulting in earnings per share of Ps. 1.79.

Mexico City (October 27, 2006), Coca-Cola FEMSA, S.A. de C.V. (BMV: KOFL, NYSE: KOF) (Coca-Cola FEMSA or the Company), the largest Coca-Cola bottler in Latin America and the second-largest Coca-Cola bottler in the world in terms of sales volume, announces results for the third quarter 2006 and the first nine months of the year.

"Our new comprehensive cooperation framework with The Coca-Cola Company demonstrates the collaborative relationship we continue to build with them and underscores the willingness of both of us to look for value-creating alternatives from a potentially larger revenue pool. We will keep pursuing opportunities that seek to fulfill the growth potential that Coca-Cola FEMSA can achieve by transferring its strong and distinctive operating model and capabilities to other territories," said José Antonio Fernández, Chairman of the Company.

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## CONSOLIDATED RESULTS

Our consolidated revenues increased 8.6% to Ps. 14,369 million in the third quarter of 2006 as a result of increases in all of our territories. In spite of a more competitive environment, our consolidated average price per unit case increased 1.0% to Ps. 28.09 (US\$ 2.56), driven by increases in average price per unit case in all of our territories except for Mexico. Our multi-segmentation strategy combined with price increases in certain countries drove this increase.

Total sales volume increased 6.5% to 503.1 million unit cases in the third quarter of 2006 as compared to the same period of 2005, mainly driven by a 7% volume growth of brand *Coca-Cola*, which accounted for almost 70% of our total incremental volumes during the quarter. Sales volume growth in Mexico and Brazil accounted for approximately 50% of our incremental volume. Carbonated soft drinks sales volume grew 6.6% to 426.7 million unit cases, driven by incremental volumes across all of our territories.

Our gross profit rose 4.9% to Ps. 6,835 million in the third quarter of 2006, compared to the third quarter of 2005 driven by increases in all of our operations. Gross margin decreased 170 basis points to 47.6% in the third quarter of 2006 from 49.3% in the same period of 2005, due to a 5.3% increase in our average cost per unit case resulting from increases in our sweetener cost in all of our territories, except for Central America and higher resin prices in some of the territories.

Our consolidated operating income grew 3.5% to Ps. 2,347 million in the third quarter of 2006, double-digit increases in operating income in Central America and Colombia, and the operating income growth in Brazil, more than compensated decreases in Mexico, Venezuela, and Argentina. Our operating margin was 16.3% in the third quarter of 2006, a decline of 80 basis points as compared to the same period of 2005 mainly due to a decline in the gross margin.

Our integral cost of financing shifted from a loss of Ps. 364 million in the third quarter of 2005 to a gain of Ps. 369 million in the same period of 2006, driven by (i) foreign exchange gain resulting from the appreciation of the Mexican peso against the U.S. dollar as applied to our net liability position denominated in foreign currency, compared to a loss recorded during the same period in 2005, (ii) a higher monetary position gain resulting from the inflation rate applied to our monetary position and (iii) a reduction in interest expenses as compared to the third quarter of 2005.

During the third quarter of 2006, income tax, tax on assets and employee profit sharing as a percentage of income before taxes was 31.2% as compared to 33.6% in the same quarter of 2005. During the quarter we took advantage from a tax loss carry forward in some of our operations, resulting in a reduction in our effective tax rate in the quarter.

Our consolidated majority net income increased by 44.0% to Ps. 1,709 million in the third quarter of 2006 compared to the third quarter of 2005 driven by (i) a foreign exchange gain mentioned above, (ii) lower interest expenses, and (iii) higher operating income. Earnings per share (EPS) were Ps. 0.93 (US\$ 0.85 per ADR) computed on the basis of 1,846.5 million shares outstanding (each ADR represents 10 local shares).

In the third quarter, our multi-segmentation strategy continued to deliver strong top-line growth, letting us gain share of revenues within the beverage industry in almost all of our territories despite the competitive environment in some of our markets and the external realities in others. We also generated solid bottom-line growth in the face of cost pressures in the majority of our operations, thanks to our understanding of retail dynamics and operating practices which we tailor to suit local market conditions. Importantly, our successful debt reduction, reaching almost U.S.\$1.0 billion over the past few years, has driven down our interest expenses and produced strong, sustainable

cash-flow generation even though we continue investing in our business. said Carlos Salazar, Chief Executive Officer of the Company.

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**BALANCE SHEET**

As of September 30, 2006, Coca-Cola FEMSA had a cash balance of Ps. 4,255 million (US\$ 388 million), an increase of Ps. 2,106 million (US\$ 192 million) compared to December 31, 2005, resulting mainly from internal cash generation, net of Coca-Cola FEMSA's dividend payment in the amount of Ps. 705 million (US\$ 64 million) made in the first half of the year, and some additional indebtedness.

Total short-term debt was Ps. 6,788 million (US\$ 618 million) and long-term debt was Ps. 13,735 million (US\$ 1,251 million), total gross debt decreased by Ps. 136 million (US\$ 12 million) compared to year end of 2005, mainly as a result of the Mexican inflation rate as applied to our year end 2005 debt balance, accordingly to Mexican General Accepted Accounting Principles. Net debt decreased approximately Ps. 2,204 million (US\$ 204 million) compared to year end of 2005 and in nominal U.S. dollar terms net debt declined US\$ 1,000 million since the second quarter of 2003 when we acquired Panamco.

The weighted average cost of debt for the quarter was 8.48% . The following chart sets forth the Company's debt profile by currency and interest rate type as of September 30, 2006:

| <b>Currency</b>      | <b>% Total Debt<sup>(2)</sup></b> | <b>% Interest Rate Floating<sup>(2)</sup></b> |
|----------------------|-----------------------------------|---|
| U.S. dollars         | 44.8%                             | 31.4%   |
| Mexican pesos        | 46.3%                             | -   |
| Colombian pesos      | 3.1%                              | 25.3%   |
| Other <sup>(1)</sup> | 5.9%                              | -   |

<sup>(1)</sup> Includes the equivalent of US\$ 74.5 million denominated in Argentine pesos, and US\$ 34.6 million denominated in Venezuelan bolivares.

<sup>(2)</sup> After giving effect to cross-currency swaps.

**Consolidated Statement of Changes in Financial Position**

Expressed in million of Mexican pesos and U.S. dollars as of September 30, 2006

|                                | <i>Jan - Sep 2006</i> |            |
|--------------------------------|-----------------------|------------|
|                                | <i>Ps.</i>            | <i>USD</i> |
| Net income                     | 3,408                 | 310        |
| Non cash charges to net income | 2,694                 | 245        |
|                                | <b>6,102</b>          | <b>555</b> |
| Change in working capital      | (607)                 | (55)       |

|  |              |            |
|--|--------------|------------|
| <b>NRGOA<sup>(1)</sup></b>                       | <b>5,495</b> | <b>500</b> |
| Total investments                                | (1,793)      | (163)      |
| Dividends paid                                   | (705)        | (64)       |
| Debt reduction                                   | (148)        | (13)       |
| Deferred taxes and others                        | (743)        | (68)       |
| <b>Increase in cash and cash equivalents</b>     | <b>2,106</b> | <b>192</b> |
| Cash and cash equivalents at beginning of period | 2,149        | 196        |
| Cash and cash equivalents at end of period       | 4,255        | 388        |

<sup>(1)</sup> Net Resources Generated by Operating Activities

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## MEXICAN OPERATING RESULTS

### *Revenues*

Revenues from our Mexican territories increased 2.8% to Ps. 7,701 million in the third quarter of 2006, as compared to the same period of the previous year. Sales volume growth compensated for lower average price per unit case. Price increases implemented during the year partially compensated for incremental volumes in multi-serve presentations, which carry lower prices per unit case, resulting in an average price per unit case decrease of 1.0% to Ps. 28.16 (US\$ 2.57). Excluding *Ciel* water volume in 5.0, 19.0 and 20.0 -liter packaging presentations, our average price per unit case was Ps. 32.40 (US\$ 2.95) a 1.0% decline in real terms as compared to the same period of 2005.

Total sales volume increased 4.0% to 272.9 million unit cases in the third quarter of 2006, as compared to the third quarter of 2005, mainly resulting from a 4.1% sales volume growth in carbonated soft drinks. Brand *Coca-Cola* accounted for over 80% of our total incremental volumes and the majority of the balance came from bottled water. Non-carbonated beverage segment excluding non-flavored bottled water, the grew 34.4% in the third quarter of 2006 as a result of strong volume growth from *Ciel Aquarius*, a flavored no-calorie water, which almost doubled its sales volume during the quarter as compared to the same period of 2005.

### *Operating Income*

Our gross profit increased 0.9% to Ps. 4,038 million in the third quarter of 2006 as compared to the same period of 2005. Gross margin declined from 53.4% in the third quarter of 2005 to 52.4% in the same period of 2006, resulting from higher raw material prices year over year, mainly resin and sugar, combined with the depreciation of the Mexican peso as applied to our U.S. dollar-denominated costs.

Operating expenses increased 2.5% during the quarter, less than our revenues, driven by higher breakage expenses of returnable presentations. Operating income decreased 1.4% to Ps. 1,607 million in the third quarter of 2006, as compared to the same period of 2005, mainly as a result of higher costs per unit case. Our operating income margin decreased by 90 basis points to 20.9% in the third quarter of 2006, as compared to 21.8% in the same period of 2005.

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## CENTRAL AMERICAN OPERATING RESULTS (Guatemala, Nicaragua, Costa Rica and Panama)

### *Revenues*

Revenues reached Ps. 1,031 million in the third quarter of 2006, an increase of 19.3% as compared to the same period of 2005. Volume growth and average price increases, contributed equally to our incremental revenues in the quarter. Average price per unit case increased by 7.5% to Ps. 34.48 (US\$ 3.14), mainly as a result of price increases implemented during the year throughout the region.

Total sales volume in our Central American territories grew 10.4% to 29.7 million unit cases in the third quarter of 2006, as compared to the same period of 2005, resulting from incremental volumes in each of our Central American territories. Volume growth from carbonated soft drinks, mainly coming from Nicaragua and Costa Rica, which accounted for over 60% of our incremental volume and the non-carbonated segment, including bottled water, represented the balance. Non-carbonated beverages grew as a percentage of total sales volume from 2.2% in the third quarter 2005 to 5.4% in the same period of 2006, mainly driven by *Hi-C*, a juice-based product.

### *Operating Income*

Gross profit increased by 22.1% in the third quarter of 2006, as compared to the same period of 2005, to Ps. 481 million as a result of operating leverage due to higher revenues. In spite of higher packaging costs coming from a packaging mix shift towards non-returnable presentations our gross margin rose from 45.6% in the third quarter of 2005 to 46.7% in the same period of 2006.

Our operating income increased 75.3% to Ps. 156 million in the third quarter of 2006, resulting in a margin expansion of 480 basis points to 15.3% as compared to the same period of 2005. Higher fixed-cost absorption due to an increase in revenue combined with operating savings coming from the closing of distribution centers throughout the region drove this growth during the quarter.

## COLOMBIAN OPERATING RESULTS

### *Revenues*

Total revenues increased 11.4% to Ps. 1,371 million in the third quarter of 2006, as compared to the third quarter of 2005. Higher volumes drove over 80% of this growth, and higher average prices represented the majority of the balance. Our average price per unit case grew 1.7% to Ps. 27.59 (US\$ 2.51), as a result of price increases implemented in the year and a mix shift towards higher average price per unit case products.

Total sales volume in the third quarter of 2006 grew 9.5%, as compared to the same period of 2005, to 49.7 million unit cases. Carbonated soft drinks volume growth accounted for over 80% of the incremental volume in the quarter, mainly driven by brand *Coca-Cola* with non-flavored water accounting for the majority of the balance. Non-carbonated beverages, excluding non-flavored water, more than doubled its size from a very low base during the quarter.

### *Operating Income*

In spite of cost pressures during the quarter, our gross profit increased 9.0% to Ps. 607 million in the third quarter of 2006, as compared to the same period of the previous year. Cost pressures driven by sugar price increases and higher packaging costs resulting from a packaging mix shift towards non-returnable presentations, more than offset savings resulting from light-weighting bottles initiatives, resulting in a gross margin decline of 90 basis points from 45.2% in the third quarter of 2005 to 44.3% in the third quarter of 2006.

Operating expenses remained almost flat in absolute terms and declined by 310 basis points as percentage of total revenues, due to operating leverage achieved by higher revenues. Operating income increased 29.9% to Ps. 204 million in the third quarter of 2006, as compared to the same period of 2005, resulting in margin improvement of 210 basis points reaching an operating margin of 14.9% .

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## VENEZUELAN OPERATING RESULTS

### *Revenues*

Revenues from our Venezuelan operations increased 15.1% to Ps. 1,657 million in the third quarter of 2006, as compared to the same period of 2005. Volume growth and average price increases, driven by a favorable product and packaging mix shift, contributed equally to our incremental revenues in the quarter. Our average price reached Ps. 34.68 (US\$ 3.16) in the third quarter of 2006 .

Total sales volume increased 7.7% to 47.6 million unit cases during the third quarter of 2006, as compared to the same quarter of 2005, driven by a 10.9% volume growth of carbonated beverages. Carbonated beverages grew 10.9% in the third quarter of 2006 as compared to the same period of 2005 and non-carbonated beverages, excluding non-flavored water, grew 4.5% in the quarter, mainly driven by *Nestea*, a ready to drink iced-tea, which accounted for over 15% of our total incremental volumes in the quarter.

### *Operating Income*

Gross profit increased 14.2% to Ps. 643 million in the third quarter of 2006, as compared to the same period of the previous year. In spite of higher sugar prices, salary increases and higher packaging costs due to a shift in packaging mix to non-returnable presentations, our gross margin remained almost flat at 38.8% in the third quarter of 2006 as compared to the previous year.

Operating expenses increased 19.2% to Ps. 596 million in the third quarter of 2006, reflecting increases in depreciation costs; and higher freight costs and salary increases implemented during the last twelve months primarily due to inflationary pressures. Higher revenues partially offset the increase in operating expenses, resulting in an operating income decline of 25.4% to Ps. 47 million in the third quarter of 2006 as compared to the same period of 2005. Our operating margin decreased 160 basis points from 4.4% in the third quarter of 2005 to 2.8% in the same period of 2006.

## ARGENTINE OPERATING RESULTS

### *Revenues*

In Argentina, our total revenues increased 13.3% to Ps. 757 million in the third quarter of 2006, as compared to the same period of the previous year, mainly driven by a 14.0% sales volume growth. Average price per unit case was Ps. 19.21 (US\$ 1.75) in the third quarter of 2006, an increase of 1.8% as compared to the previous year driven by a product mix shift towards our premium and core brands, which carry higher average prices per unit case.

In the third quarter of 2006, total sales volume increased 14.0% to 39.1 million unit cases, as compared to the same period of 2005. Carbonated soft drinks volumes increased 13.1% in the quarter, with the *Coca-Cola* brand accounting for over 50% of the incremental volumes and *Fanta* and *Sprite* for the majority of the balance. Sales volume of non-carbonated beverages, excluding non-flavored bottled water, doubled its size during the quarter from a small base.

### *Operating Income*

Gross profit increased 11.6% to Ps. 299 million in the third quarter of 2006, as compared to the third quarter of 2005. Our gross margin decreased 60 basis points to 39.5%, as compared to the third quarter of 2005, due to higher polyethylene terephthalate ( PET ) bottle prices and labor costs.

Operating expenses increased 21.1% in the third quarter of 2006 mainly due to higher depreciation expenses, freight costs and salaries. Higher revenues were more than offset by incremental expenses resulting in a decline in operating income of 5.2% to Ps. 92 million in the third quarter of 2006, as compare to the same period of 2005. Our operating income margin decreased 230 basis points to 12.2% .

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## **BRAZILIAN OPERATING RESULTS**

*In January 2006, FEMSA Cerveza acquired an indirect controlling stake in Cervejarias Kaiser Brasil S.A. or Cervejarias Kaiser. As of February 2006, Coca-Cola FEMSA has subsequently agreed to continue to distribute the Kaiser beer portfolio and to resume the sales function in São Paulo, Brazil, consistent with the arrangements in place prior to 2004. Beer sales volume will not be included in our sales volume for the 2006 period, although revenues and costs will be recorded in our income statement. In 2005, we did not include beer that we distributed in Brazil in our sales volumes and net sales. Instead, the amount we received for distributing beer in Brazil is included in other revenues. Therefore, financial information will not be comparable with previous quarters until the first quarter of 2007, and on a yearly basis, until the end of 2007.*

### ***Revenues***

Net revenues increased 23.3% to Ps. 1,844 million in the third quarter of 2006 as compared to the same period of 2005. Excluding beer, net revenues increased 10.2% to Ps. 1,647 million in the third quarter of 2006, as compared to the same period of 2005; volume growth accounted for the majority of the incremental net revenues. Excluding beer, average price per unit case increased 1.5% to Ps. 25.73 (US\$ 2.34) during the third quarter of 2006, driven by price increases implemented in the quarter. Total revenues from beer were Ps. 197 million in the third quarter of 2006.

Sales volume, excluding beer, increased 8.5% to 64.0 million unit cases in the third quarter of 2006. Carbonated soft drinks sales volume growth accounted for over 80% of the incremental volumes, mainly driven by the *Coca-Cola* brand, with non-flavored water sales volume accounting for the majority of the balance. Non-flavored water sales volume increased almost 20% in the third quarter of 2006 and non-carbonated beverages, excluding non-flavored bottled water, grew 20%, driven by the introduction of a fruit juice based product under the *Minute Maid Mais* brand.

### ***Operating Income***

In the third quarter of 2006, our gross profit increased by 4.6% to Ps. 767 million, as compared to the same period of the previous year, in spite of higher sugar prices year over year, which were partially offset by the appreciation of the Brazilian real year over year as applied to our U.S. dollar-denominated costs. Gross margin was 41.4% in the third quarter of 2006.

Our operating expenses increased by 5.0% in the third quarter of 2006 as compared to the same period of 2005, however as a percentage of total revenues it declined from 32.7% to 28.4% due to higher fixed cost absorption driven by incremental revenues. Operating income was Ps. 241 million in the third quarter of 2006, an increase of 3.9% as compared to the same quarter of 2005.

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## SUMMARY OF NINE-MONTH RESULTS

Our consolidated total revenues increased 6.7% to Ps. 41,693 million in the first nine months of 2006, as compared to the same period of 2005, as a result of growth in the majority of our territories; Mexico and Brazil accounted for the majority of the growth. Consolidated average price per unit case remained almost flat in real terms at Ps. 27.79 (US\$ 2.53) in the first nine months of 2006. Average price increases in Colombia, Venezuela, Brazil and Central America offset lower average price per unit case in Mexico and Argentina.

Total sales volume increased 5.6% to 1,474.4 million unit cases in the first nine months of 2006, as compared to the same period of the previous year, mainly driven by a 5.7% volume growth of brand *Coca-Cola*, which accounted for over 65% of our incremental volumes. Sales volume growth in Mexico and Brazil, excluding beer, accounted for over 65% of our incremental volumes. Carbonated soft-drink sales volume grew 5.6% to 1,245.8 million cases, driven by incremental volume across all of our territories.

Our gross profit increased 4.4% to Ps. 19,974 million in the first nine months of 2006, as compared to the same period of the previous year, driven by gross profit growth across all of our territories; Mexico accounted for over 40% of the incremental gross profit. Gross margin decreased to 47.9% during the first nine months of 2006 from 48.9% in the first nine months of 2005, due to higher cost per unit case in all of our territories except Mexico and Argentina.

Our consolidated operating income increased 3.4% to Ps. 6,714 million in the first nine months of 2006, as compared to the first nine months of 2005. Mexico accounted for over 65% of this growth and more than offset an operating income decline in Venezuela and Argentina. Our operating margin decreased 50 basis points to 16.1% in the first nine months of 2006, driven by the gross margin reduction.

Our consolidated majority net income was Ps. 3,306 million in the first nine months of 2006 an increase of 0.9% compared to the first nine months of 2005, mainly driven by incremental operating income, which more than offset higher integral cost of financing, driven by the depreciation of the Mexican peso versus the U.S. dollar as applied to our net monetary position denominated in foreign currency, compared to an appreciation during the same period in 2005. EPS in the third quarter of 2006 were Ps. 1.79 (US\$ 1.63 per ADR) computed on the basis of 1,846.5 million shares outstanding (each ADR represents 10 local shares).

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## **RECENT DEVELOPMENTS**

### **NEW COOPERATION FRAMEWORK WITH THE COCA-COLA COMPANY**

During the third quarter of 2006, we and The Coca-Cola Company ("TCCC") arrived at a comprehensive cooperation framework for a new stage of profitable collaboration going forward. This new framework includes the main aspects of our relationship with TCCC and defines the terms for the new collaborative business model. The framework is structured around three main objectives:

#### **1. Sustainable Growth of Carbonated Soft Drinks and Non-Carbonated Beverages:**

We and TCCC have defined a platform for the joint pursuit of incremental growth in the CSD category, as well as the accelerated development of the non-carbonated segment across Latin America, organically as well as through acquisitions. To this end, TCCC will provide a relevant portion of the funds derived from the incidence increase to marketing support of the carbonated and non-carbonated soft drinks portfolio. In addition, the new framework contemplates a new, all-encompassing business model for the development of the non-carbonated segment that further aligns our and TCCC's objectives and should contribute to incremental long-term value creation at both companies.

#### **2. Horizontal growth of Coca-Cola FEMSA:**

The new framework includes TCCC's endorsement of our aspiration to continue being a leading participant in the consolidation of the Coca-Cola system in Latin America, as well as our exploration of potential opportunities in other markets where our operating model and strong execution capabilities could be leveraged.

#### **3. Long-term vision in relationship economics:**

We and TCCC understand each other's business objectives and growth plans, and the new framework provides long-term perspective on the economics of our relationship. This will allow us and TCCC to focus on continuing to drive the business forward and generating profitable growth.

The new framework creates a compelling platform on which to continue creating value for our shareholders for years to come.

## **VENEZUELA - OPERATING DISRUPTIONS**

On October 23, 2006 a group of persons claiming to be former third-party distributors and sponsored by two Congressional representatives of the Venezuelan National Assembly, blocked the majority of our operating facilities, including our headquarters in Venezuela, producing a short-term operating disruption. Yesterday, October 26, 2006 this blockage was ended and we resumed operations today. We do not expect this disruption will have a material adverse effect on our financial results.

## **CONFERENCE CALL INFORMATION**

Our third-quarter 2006 Conference Call will be held on: October 27, 2006, 11:00 A.M. Eastern Time (10:00 A.M. Mexico City Time). To participate in the conference call, please dial: Domestic U.S.: 866-700-7477, Mexico: 001-866-656-5787 and International: 617-213-8840. We invite investors to listen to the live audiocast of the conference call on the Company's website, [www.coca-colafemsa.com](http://www.coca-colafemsa.com)

If you are unable to participate live, an instant replay of the conference call will be available through November 4, 2006. To listen to the replay, please dial: Domestic U.S.: 888-286-8010 or International: 617-801-6888. Pass code:

98344233.

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Coca-Cola FEMSA, S.A. de C.V. produces and distributes *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast 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 and part of the state of Goias) and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 30 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 39.6% equity interest in Coca-Cola FEMSA.

Figures for the Company's operations in Mexico and its consolidated international operations were prepared in accordance with Mexican generally accepted accounting principles (Mexican GAAP). All figures are expressed in constant Mexican pesos with purchasing power at September 30, 2006. For comparison purposes, 2005 and 2006 figures from the Company's operations have been restated taking into account local inflation of each country with reference to the consumer price index and converted from local currency into Mexican pesos using the official exchange rate at the end of the period published by the local central bank of each country. In addition, all comparisons in this report for the third quarter of 2006, which ended on September 30, 2006, are made against the figures for the comparable period in 2005, unless otherwise noted.

This news release may contain forward-looking statements concerning Coca-Cola FEMSA's future performance and 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 that 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.

U.S. dollar amounts in this report solely for the convenience of the reader have been translated from Mexican pesos at the noon day buying rate for pesos as published by the Federal Reserve Bank of New York at September 30, 2006, which exchange rate was Ps. 10.9770 to \$1.00.

(7 pages of tables to follow)

**Consolidated Balance Sheet**

Expressed in million of Mexican pesos with purchasing power as of September 30, 2006

| <b>Assets</b>                                   | <b>Sep 06</b>     | <b>Dec 05</b>     |
|---|-------------------|-------------------|
| <b>Current Assets</b>                           |                   |                   |
| Cash and cash equivalents                       | Ps. 4,255         | Ps. 2,149         |
| Total accounts receivable                       | 2,160             | 2,677             |
| Inventories                                     | 2,934             | 2,283             |
| Prepaid expenses and other                      | 1,113             | 830               |
| <b>Total current assets</b>                     | <b>10,462</b>     | <b>7,939</b>      |
| <b>Property, plant and equipment</b>            |                   |                   |
| Property, plant and equipment                   | 33,221            | 33,191            |
| Accumulated depreciation                        | -15,151           | -14,770           |
| Bottles and cases                               | 1,122             | 1,100             |
| <b>Total property, plant and equipment, net</b> | <b>19,192</b>     | <b>19,521</b>     |
| <b>Investment in shares and other</b>           | 477               | 486               |
| <b>Deferred charges, net</b>                    | 1,277             | 1,344             |
| <b>Intangibles assets and other assets</b>      | 40,829            | 40,487            |
| <b>Total Assets</b>                             | <b>Ps. 72,237</b> | <b>Ps. 69,778</b> |
| <br>  |                   |                   |
| <b>Liabilities and Stockholders' Equity</b>     |                   |                   |
| <b>Current Liabilities</b>                      |                   |                   |
| Short-term bank loans and notes                 | Ps. 6,788         | Ps. 4,600         |
| Interest payable                                | 387               | 334               |
| Suppliers                                       | 4,466             | 4,851             |
| Other current liabilities                       | 3,401             | 2,905             |
| <b>Total Current Liabilities</b>                | <b>15,042</b>     | <b>12,690</b>     |
| Long-term bank loans                            | 13,735            | 16,059            |
| Pension plan and seniority premium              | 860               | 807               |
| Other liabilities                               | 3,753             | 4,153             |
| <b>Total Liabilities</b>                        | <b>33,390</b>     | <b>33,709</b>     |
| <b>Stockholders' Equity</b>                     |                   |                   |
| Minority interest                               | 1,140             | 1,144             |
| Majority interest:                              |                   |                   |
| Capital stock                                   | 2,958             | 2,958             |
| Additional paid in capital                      | 12,654            | 12,654            |
| Retained earnings of prior years                | 21,910            | 17,940            |

|   |                   |                   |
|---|-------------------|-------------------|
| Net income for the period                         | 3,306             | 4,676             |
| Cumulative results of holding non-monetary assets | -3,121            | -3,303            |
| Total majority interest                           | 37,707            | 34,925            |
| Total stockholders' equity                        | 38,847            | 36,069            |
| <b>Total Liabilities and Equity</b>               | <b>Ps. 72,237</b> | <b>Ps. 69,778</b> |

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**Consolidated Income Statement**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|  | 3Q 06  | %<br>Rev | 3Q 05  | %<br>Rev | Δ%       | YTD<br>06 | %<br>Rev | YTD<br>05 | %<br>Rev | Δ%      |
|--|--------|----------|--------|----------|----------|-----------|----------|-----------|----------|---------|
| Sales Volume (million unit cases)                      | 503.1  |          | 472.3  |          | 6.5%     | 1,474.4   |          | 1,396.8   |          | 5.6%    |
| Average price per unit case                            | 28.09  |          | 27.80  |          | 1.0%     | 27.79     |          | 27.78     |          | 0.0%    |
| Net revenues   | 14,328 |          | 13,131 |          | 9.1%     | 41,555    |          | 38,799    |          | 7.1%    |
| Other operating revenues                               | 41     |          | 97     |          | -57.7%   | 138       |          | 278       |          | -50.4%  |
| Total revenues   | 14,369 | 100%     | 13,228 | 100%     | 8.6%     | 41,693    | 100%     | 39,077    | 100%     | 6.7%    |
| Cost of sales  | 7,534  | 52.4%    | 6,713  | 50.7%    | 12.2%    | 21,719    | 52.1%    | 19,949    | 51.1%    | 8.9%    |
| Gross profit   | 6,835  | 47.6%    | 6,516  | 49.3%    | 4.9%     | 19,974    | 47.9%    | 19,128    | 48.9%    | 4.4%    |
| Operating expenses                                     | 4,488  | 31.2%    | 4,248  | 32.1%    | 5.6%     | 13,260    | 31.8%    | 12,632    | 32.3%    | 5.0%    |
| Operating income                                       | 2,347  | 16.3%    | 2,268  | 17.1%    | 3.5%     | 6,714     | 16.1%    | 6,496     | 16.6%    | 3.4%    |
| Interest expense                                       | 582    |          | 714    |          | -18.5%   | 1,643     |          | 1,899     |          | -13.5%  |
| Interest income  | 84     |          | 81     |          | 3.7%     | 242       |          | 235       |          | 3.0%    |
| Interest expense, net                                  | 498    |          | 633    |          | -21.3%   | 1,401     |          | 1,664     |          | -15.8%  |
| Foreign exchange (gain) loss                           | (384)  |          | 4      |          | -9700.0% | 248       |          | (243)     |          | -202.1% |
| Gain on monetary position                              | (483)  |          | (273)  |          | 76.9%    | (620)     |          | (445)     |          | 39.3%   |
| Integral cost of financing                             | (369)  |          | 364    |          | -201.4%  | 1,029     |          | 976       |          | 5.4%    |
| Other (income) expenses, net                           | 219    |          | 104    |          | 110.6%   | 395       |          | 356       |          | 11.0%   |
| Income before taxes                                    | 2,497  |          | 1,800  |          | 38.7%    | 5,290     |          | 5,164     |          | 2.4%    |
| Taxes  | 779    |          | 604    |          | 29.0%    | 1,882     |          | 1,869     |          | 0.7%    |
| Consolidated net income                                | 1,718  |          | 1,196  |          | 43.6%    | 3,408     |          | 3,295     |          | 3.4%    |
| Majority net income                                    | 1,709  | 11.9%    | 1,187  | 9.0%     | 44.0%    | 3,306     | 7.9%     | 3,278     | 8.4%     | 0.9%    |
| Minority net income                                    | 9      |          | 9      |          | 0.0%     | 102       |          | 17        |          | 500.0%  |
| Operating income                                       | 2,347  | 16.3%    | 2,268  | 17.1%    | 3.5%     | 6,714     | 16.1%    | 6,496     | 16.6%    | 3.4%    |
| Depreciation   | 403    |          | 336    |          | 19.9%    | 1,123     |          | 1,009     |          | 11.3%   |
| Amortization and Other non-cash charges <sup>(2)</sup> | 370    |          | 296    |          | 25.0%    | 1,044     |          | 897       |          | 16.4%   |
| EBITDA <sup>(3)</sup>                                  | 3,120  | 21.7%    | 2,900  | 21.9%    | 7.6%     | 8,881     | 21.3%    | 8,402     | 21.5%    | 5.7%    |

- (1) Except volume and average price per unit case figures.
- (2) Includes returnable bottle breakage expense.
- (3) EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.

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**Mexican operations**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|  | <b>3Q 06</b> |       | <b>3Q 05</b> |       | <b>Δ%</b> | <b>YTD 06</b> |        | <b>YTD 05</b> |        | <b>Δ%</b> |       |
|--|--------------|-------|--------------|-------|-----------|---------------|--------|---------------|--------|-----------|-------|
|  | <b>% Rev</b> |       | <b>% Rev</b> |       |           | <b>% Rev</b>  |        | <b>% Rev</b>  |        |           |       |
| Sales Volume (million unit cases)                                  |              | 272.9 |              | 262.4 | 4.0%      |               | 808.2  |               | 768.7  | 5.1%      |       |
| Average price per unit case  |              | 28.16 |              | 28.45 | -1.0%     |               | 27.88  |               | 28.37  | -1.7%     |       |
| Net revenues   |              | 7,684 |              | 7,465 | 2.9%      |               | 22,529 |               | 21,808 | 3.3%      |       |
| Other operating revenues   |              | 17    |              | 28    | -39.3%    |               | 38     |               | 63     | -39.7%    |       |
| Total revenues   |              | 7,701 | 100.0%       | 7,493 | 100.0%    | 2.8%          | 22,567 | 100.0%        | 21,871 | 100.0%    | 3.2%  |
| Cost of sales  |              | 3,663 | 47.6%        | 3,492 | 46.6%     | 4.9%          | 10,642 | 47.2%         | 10,315 | 47.2%     | 3.2%  |
| Gross profit   |              | 4,038 | 52.4%        | 4,001 | 53.4%     | 0.9%          | 11,925 | 52.8%         | 11,556 | 52.8%     | 3.2%  |
| Operating expenses   |              | 2,431 | 31.6%        | 2,371 | 31.6%     | 2.5%          | 7,203  | 31.9%         | 6,961  | 31.8%     | 3.5%  |
| Operating income   |              | 1,607 | 20.9%        | 1,630 | 21.8%     | -1.4%         | 4,722  | 20.9%         | 4,595  | 21.0%     | 2.8%  |
| Depreciation, Amortization & Other non-cash charges <sup>(2)</sup> |              | 458   | 5.9%         | 372   | 5.0%      | 23.1%         | 1,313  | 5.8%          | 1,098  | 5.0%      | 19.6% |
| EBITDA <sup>(3)</sup>  |              | 2,065 | 26.8%        | 2,002 | 26.7%     | 3.1%          | 6,035  | 26.7%         | 5,693  | 26.0%     | 6.0%  |

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

(2) Includes returnable bottle breakage expense.

(3) EBITDA = Operating Income + Depreciation + Amortization &amp; Other non-cash charges.

**Central American operations**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|                                   | <b>3Q 06</b> |       | <b>3Q 05</b> |       | <b>Δ%</b> | <b>YTD 06</b> |       | <b>YTD 05</b> |       | <b>Δ%</b> |       |
|-----------------------------------|--------------|-------|--------------|-------|-----------|---------------|-------|---------------|-------|-----------|-------|
|                                   | <b>% Rev</b> |       | <b>% Rev</b> |       |           | <b>% Rev</b>  |       | <b>% Rev</b>  |       |           |       |
| Sales Volume (million unit cases) |              | 29.7  |              | 26.9  | 10.4%     |               | 87.6  |               | 81.0  | 8.1%      |       |
| Average price per unit case       |              | 34.48 |              | 32.08 | 7.5%      |               | 34.04 |               | 32.78 | 3.9%      |       |
| Net revenues                      |              | 1,024 |              | 863   | 18.7%     |               | 2,982 |               | 2,655 | 12.3%     |       |
| Other operating revenues          |              | 7     |              | 1     | NM        |               | 26    |               | 3     | NM        |       |
| Total revenues                    |              | 1,031 | 100.0%       | 864   | 100.0%    | 19.3%         | 3,008 | 100.0%        | 2,658 | 100.0%    | 13.2% |
| Cost of sales                     |              | 550   | 53.3%        | 470   | 54.4%     | 17.0%         | 1,611 | 53.6%         | 1,390 | 52.3%     | 15.9% |
| Gross profit                      |              | 481   | 46.7%        | 394   | 45.6%     | 22.1%         | 1,397 | 46.4%         | 1,268 | 47.7%     | 10.2% |

|   |     |       |     |       |        |     |       |     |       |       |
|---|-----|-------|-----|-------|--------|-----|-------|-----|-------|-------|
| Operating expenses  | 325 | 31.5% | 305 | 35.3% | 6.6%   | 973 | 32.3% | 942 | 35.4% | 3.3%  |
| Operating income  | 156 | 15.1% | 89  | 10.3% | 75.3%  | 424 | 14.1% | 326 | 12.3% | 30.1% |
| Depreciation, Amortization &<br>Other non-cash charges <sup>(2)</sup> | 50  | 4.8%  | 56  | 6.5%  | -10.7% | 161 | 5.4%  | 171 | 6.4%  | -5.8% |
| EBITDA <sup>(3)</sup>   | 206 | 20.0% | 145 | 16.8% | 42.1%  | 585 | 19.4% | 497 | 18.7% | 17.7% |

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

(2) Includes returnable bottle breakage expense.

(3) EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.

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**Colombian operation**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|  | <b>3Q 06</b> | <b>% Rev</b> | <b>3Q 05</b> | <b>% Rev</b> | <b>Δ%</b> | <b>YTD 06</b> | <b>% Rev</b> | <b>YTD 05</b> | <b>% Rev</b> | <b>Δ%</b> |
|--|--------------|--------------|--------------|--------------|-----------|---------------|--------------|---------------|--------------|-----------|
| Sales Volume (million unit cases)                                  | 49.7         |              | 45.4         |              | 9.5%      | 137.0         |              | 131.9         |              | 3.9%      |
| Average price per unit case  | 27.59        |              | 27.11        |              | 1.7%      | 27.13         |              | 26.66         |              | 1.8%      |
| Net revenues   | 1,371        |              | 1,231        |              | 11.4%     | 3,717         |              | 3,516         |              | 5.7%      |
| Other operating revenues   | -            |              | -            |              | N.M.      | 2             |              | -             |              | N.M.      |
| Total revenues   | 1,371        | 100.0%       | 1,231        | 100.0%       | 11.4%     | 3,719         | 100.0%       | 3,516         | 100.0%       | 5.8%      |
| Cost of sales  | 764          | 55.7%        | 674          | 54.8%        | 13.4%     | 2,080         | 55.9%        | 1,946         | 55.3%        | 6.9%      |
| Gross profit   | 607          | 44.3%        | 557          | 45.2%        | 9.0%      | 1,639         | 44.1%        | 1,570         | 44.7%        | 4.4%      |
| Operating expenses   | 403          | 29.4%        | 400          | 32.5%        | 0.8%      | 1,208         | 32.5%        | 1,207         | 34.3%        | 0.1%      |
| Operating income   | 204          | 14.9%        | 157          | 12.8%        | 29.9%     | 431           | 11.6%        | 363           | 10.3%        | 18.7%     |
| Depreciation, Amortization & Other non-cash charges <sup>(2)</sup> | 76           | 5.5%         | 63           | 5.1%         | 20.6%     | 205           | 5.5%         | 214           | 6.1%         | -4.2%     |
| EBITDA <sup>(3)</sup>  | 280          | 20.4%        | 220          | 17.9%        | 27.3%     | 636           | 17.1%        | 577           | 16.4%        | 10.2%     |

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

(2) Includes returnable bottle breakage expense.

(3) EBITDA = Operating Income + Depreciation + Amortization &amp; Other non-cash charges.

**Venezuelan operations**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|                                   | <b>3Q 06</b> | <b>% Rev</b> | <b>3Q 05</b> | <b>% Rev</b> | <b>Δ%</b> | <b>YTD 06</b> | <b>% Rev</b> | <b>YTD 05</b> | <b>% Rev</b> | <b>Δ%</b> |
|-----------------------------------|--------------|--------------|--------------|--------------|-----------|---------------|--------------|---------------|--------------|-----------|
| Sales Volume (million unit cases) | 47.7         |              | 44.3         |              | 7.7%      | 132.8         |              | 129.9         |              | 2.2%      |
| Average price per unit case       | 34.68        |              | 32.28        |              | 7.4%      | 34.92         |              | 32.71         |              | 6.8%      |
| Net revenues                      | 1,654        |              | 1,430        |              | 15.7%     | 4,638         |              | 4,249         |              | 9.2%      |
| Other operating revenues          | 3            |              | 9            |              | -66.7%    | 12            |              | 11            |              | 9.1%      |
| Total revenues                    | 1,657        | 100.0%       | 1,439        | 100.0%       | 15.1%     | 4,650         | 100.0%       | 4,260         | 100.0%       | 9.2%      |
| Cost of sales                     | 1,014        | 61.2%        | 876          | 60.9%        | 15.8%     | 2,856         | 61.4%        | 2,531         | 59.4%        | 12.8%     |
| Gross profit                      | 643          | 38.8%        | 563          | 39.1%        | 14.2%     | 1,794         | 38.6%        | 1,729         | 40.6%        | 3.8%      |



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|   |     |       |     |       |        |       |       |       |       |        |
|---|-----|-------|-----|-------|--------|-------|-------|-------|-------|--------|
| Operating expenses  | 596 | 36.0% | 500 | 34.7% | 19.2%  | 1,707 | 36.7% | 1,519 | 35.7% | 12.4%  |
| Operating income  | 47  | 2.8%  | 63  | 4.4%  | -25.4% | 87    | 1.9%  | 210   | 4.9%  | -58.6% |
| Depreciation, Amortization &<br>Other non-cash charges <sup>(2)</sup> | 104 | 6.3%  | 72  | 5.0%  | 44.4%  | 250   | 5.4%  | 209   | 4.9%  | 19.6%  |
| EBITDA <sup>(3)</sup>   | 151 | 9.1%  | 135 | 9.4%  | 11.9%  | 337   | 7.2%  | 419   | 9.8%  | -19.6% |

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

(2) Includes returnable bottle breakage expense.

(3) EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.

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**Argentine operations**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|  | <b>3Q 06</b> |              | <b>3Q 05</b> |              | <b>Δ%</b> | <b>YTD 06</b> |              | <b>YTD 05</b> |              | <b>Δ%</b> |
|--|--------------|--------------|--------------|--------------|-----------|---------------|--------------|---------------|--------------|-----------|
|  |              | <b>% Rev</b> |              | <b>% Rev</b> |           |               | <b>% Rev</b> |               | <b>% Rev</b> |           |
| Sales Volume (million unit cases)                                  | 39.1         |              | 34.3         |              | 14.0%     | 116.8         |              | 105.6         |              | 10.6%     |
| Average price per unit case  | 19.21        |              | 18.86        |              | 1.8%      | 18.87         |              | 19.25         |              | -2.0%     |
| Net revenues   | 751          |              | 647          |              | 16.1%     | 2,204         |              | 2,033         |              | 8.4%      |
| Other operating revenues   | 6            |              | 21           |              | -71.4%    | 30            |              | 78            |              | -61.5%    |
| Total revenues   | 757          | 100.0%       | 668          | 100.0%       | 13.3%     | 2,234         | 100.0%       | 2,111         | 100.0%       | 5.8%      |
| Cost of sales  | 458          | 60.5%        | 400          | 59.9%        | 14.5%     | 1,346         | 60.3%        | 1,290         | 61.1%        | 4.3%      |
| Gross profit   | 299          | 39.5%        | 268          | 40.1%        | 11.6%     | 888           | 39.7%        | 821           | 38.9%        | 8.2%      |
| Operating expenses   | 207          | 27.3%        | 171          | 25.6%        | 21.1%     | 610           | 27.3%        | 511           | 24.2%        | 19.4%     |
| Operating income   | 92           | 12.2%        | 97           | 14.5%        | -5.2%     | 278           | 12.4%        | 310           | 14.7%        | -10.3%    |
| Depreciation, Amortization & Other non-cash charges <sup>(2)</sup> | 42           | 5.5%         | 33           | 4.9%         | 27.3%     | 121           | 5.4%         | 103           | 4.9%         | 17.5%     |
| EBITDA <sup>(3)</sup>  | 134          | 17.7%        | 130          | 19.5%        | 3.1%      | 399           | 17.9%        | 413           | 19.6%        | -3.4%     |

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

(2) Includes returnable bottle breakage expense.

(3) EBITDA = Operating Income + Depreciation + Amortization &amp; Other non-cash charges.

**Brazilian operations**

Expressed in million of Mexican pesos(1) with purchasing power as of September 30, 2006

|                                   | <b>3Q 06</b> |              | <b>3Q 05</b> |              | <b>Δ%</b> | <b>YTD 06<sup>(2)</sup></b> |              | <b>YTD 05<sup>(3)</sup></b> |              | <b>Δ%</b> |
|-----------------------------------|--------------|--------------|--------------|--------------|-----------|-----------------------------|--------------|-----------------------------|--------------|-----------|
|                                   |              | <b>% Rev</b> |              | <b>% Rev</b> |           |                             | <b>% Rev</b> |                             | <b>% Rev</b> |           |
| Sales Volume (million unit cases) | 64.0         |              | 59.0         |              | 8.5%      | 192.0                       |              | 179.7                       |              | 6.8%      |
| Average price per unit case       | 25.73        |              | 25.34        |              | 1.5%      | 25.54                       |              | 25.25                       |              | 1.1%      |
| Net revenues                      | 1,844        |              | 1,495        |              | 23.3%     | 5,485                       |              | 4,538                       |              | 20.9%     |
| Other operating revenues          | 8            |              | 38           |              | -78.9%    | 30                          |              | 123                         |              | -75.6%    |
| Total revenues                    | 1,852        | 100.0%       | 1,533        | 100.0%       | 20.8%     | 5,515                       | 100.0%       | 4,661                       | 100.0%       | 18.3%     |
| Cost of sales                     | 1,085        | 58.6%        | 800          | 52.2%        | 35.6%     | 3,184                       | 57.7%        | 2,477                       | 53.1%        | 28.5%     |
| Gross profit                      | 767          | 41.4%        | 733          | 47.8%        | 4.6%      | 2,331                       | 42.3%        | 2,184                       | 46.9%        | 6.7%      |

|   |     |       |     |       |       |       |       |       |       |       |
|---|-----|-------|-----|-------|-------|-------|-------|-------|-------|-------|
| Operating expenses  | 526 | 28.4% | 501 | 32.7% | 5.0%  | 1,559 | 28.3% | 1,492 | 32.0% | 4.5%  |
| Operating income  | 241 | 13.0% | 232 | 15.1% | 3.9%  | 772   | 14.0% | 692   | 14.8% | 11.6% |
| Depreciation, Amortization &<br>Other non-cash charges <sup>(4)</sup> | 43  | 2.3%  | 36  | 2.3%  | 19.4% | 117   | 2.1%  | 111   | 2.4%  | 5.4%  |
| EBITDA <sup>(5)</sup>   | 284 | 15.3% | 268 | 17.5% | 6.0%  | 889   | 16.1% | 803   | 17.2% | 10.7% |

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

(2) Includes beer results except in sales volume and average price per unit case.

(3) Excludes beer results except in other operating revenues, where net proceeds from beer are recorded.

(4) Includes returnable bottle breakage expense.

(5) EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.

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**SELECTED INFORMATION**

For the three months ended September 30, 2006 and 2005

*Expressed in million of Mexican pesos as of September 30, 2006*

|  | <b>3Q 05</b> |  | <b>3Q 06</b> |
|--|--------------|--|--------------|
| Capex                                    | 536.6        | Capex                                    | 673.2        |
| Depreciation                             | 336.2        | Depreciation                             | 402.8        |
| Amortization & Other<br>non-cash charges | 295.9        | Amortization & Other<br>non-cash charges | 369.9        |

**VOLUME***Expressed in million unit cases*

|                    | <b>3Q 05</b> |              |              |              |  | <b>3Q 06</b> |              |              |              |
|--------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|
|                    | <b>CSD</b>   | <b>Water</b> | <b>Other</b> | <b>Total</b> |  | <b>CSD</b>   | <b>Water</b> | <b>Other</b> | <b>Total</b> |
| Mexico             | 209.1        | 51.3         | 2.0          | 262.4        |  | 217.6        | 52.7         | 2.6          | 272.9        |
| Central<br>America | 25.2         | 1.1          | 0.6          | 26.9         |  | 26.9         | 1.2          | 1.6          | 29.7         |
| Colombia           | 39.9         | 5.4          | 0.1          | 45.4         |  | 43.5         | 5.5          | 0.7          | 49.7         |
| Venezuela          | 38.1         | 4.0          | 2.2          | 44.3         |  | 42.2         | 3.2          | 2.3          | 47.7         |
| Brazil             | 54.7         | 3.8          | 0.5          | 59.0         |  | 58.9         | 4.5          | 0.6          | 64.0         |
| Argentina          | 33.2         | 0.7          | 0.4          | 34.3         |  | 37.6         | 0.6          | 0.9          | 39.1         |
| Total              | 400.2        | 66.3         | 5.8          | 472.3        |  | 426.7        | 67.7         | 8.7          | 503.1        |

**PACKAGE MIX BY PRESENTATION***Expressed as a Percentage of Total Volume*

|                    | <b>3Q 05</b> |                |                 |            |  | <b>3Q 06</b> |                |                 |            |
|--------------------|--------------|----------------|-----------------|------------|--|--------------|----------------|-----------------|------------|
|                    | <b>Ret</b>   | <b>Non-Ret</b> | <b>Fountain</b> | <b>Jug</b> |  | <b>Ret</b>   | <b>Non-Ret</b> | <b>Fountain</b> | <b>Jug</b> |
| Mexico             | 26.6         | 57.2           | 1.2             | 15.0       |  | 26.8         | 57.5           | 1.2             | 14.5       |
| Central<br>America | 41.6         | 54.3           | 4.1             | -          |  | 35.3         | 60.6           | 4.1             | -          |
| Colombia           | 46.4         | 44.1           | 3.5             | 6.0        |  | 43.9         | 47.4           | 3.0             | 5.7        |

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|           |      |      |     |     |      |      |     |     |
|-----------|------|------|-----|-----|------|------|-----|-----|
| Venezuela | 25.1 | 67.9 | 3.7 | 3.3 | 16.8 | 78.9 | 3.9 | 0.4 |
| Brazil    | 8.6  | 87.7 | 3.7 | -   | 9.7  | 86.6 | 3.7 | -   |
| Argentina | 25.7 | 70.5 | 3.8 | -   | 23.1 | 73.2 | 3.7 | -   |

**For the nine months ended September 30, 2006 and 2005**

*Expressed in million of Mexican pesos as of September 30, 2006*

|                                       | <b>YTD 05</b> |         | <b>YTD 06</b>                         |         |
|---------------------------------------|---------------|---------|---------------------------------------|---------|
| Capex                                 |               | 1,146.1 | Capex                                 | 1,812.6 |
| Depreciation                          |               | 1,009.4 | Depreciation                          | 1,123.3 |
| Amortization & Other non-cash charges |               | 897.3   | Amortization & Other non-cash charges | 1,043.6 |

**VOLUME**

*Expressed in million unit cases*

|                 | <b>YTD 05</b> |              |              |              | <b>YTD 06</b> |              |              |              |
|-----------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
|                 | <b>CSD</b>    | <b>Water</b> | <b>Other</b> | <b>Total</b> | <b>CSD</b>    | <b>Water</b> | <b>Other</b> | <b>Total</b> |
| Mexico          | 607.7         | 156.1        | 4.9          | 768.7        | 641.4         | 159.9        | 6.9          | 808.2        |
| Central America | 75.9          | 3.5          | 1.6          | 81.0         | 79.6          | 3.8          | 4.2          | 87.6         |
| Colombia        | 115.7         | 16.0         | 0.2          | 131.9        | 120.1         | 15.3         | 1.6          | 137.0        |
| Venezuela       | 111.8         | 11.7         | 6.4          | 129.9        | 115.8         | 10.6         | 6.4          | 132.8        |
| Brazil          | 165.8         | 12.3         | 1.6          | 179.7        | 175.8         | 14.3         | 1.9          | 192.0        |
| Argentina       | 102.7         | 1.8          | 1.1          | 105.6        | 113.1         | 1.7          | 2.0          | 116.8        |
| Total           | 1,179.6       | 201.4        | 15.8         | 1,396.8      | 1,245.8       | 205.6        | 23.0         | 1,474.4      |

**PACKAGE MIX BY PRESENTATION**

*Expressed as a Percentage of Total Volume*

|                 | <b>YTD 05</b> |                |                 |            | <b>YTD 06</b> |                |                 |            |
|-----------------|---------------|----------------|-----------------|------------|---------------|----------------|-----------------|------------|
|                 | <b>Ret</b>    | <b>Non-Ret</b> | <b>Fountain</b> | <b>Jug</b> | <b>Ret</b>    | <b>Non-Ret</b> | <b>Fountain</b> | <b>Jug</b> |
| Mexico          | 26.9          | 56.5           | 1.2             | 15.4       | 26.4          | 57.5           | 1.2             | 14.9       |
| Central America | 43.5          | 52.9           | 3.6             | -          | 35.7          | 60.3           | 4.0             | -          |
| Colombia        | 47.5          | 43.0           | 3.4             | 6.1        | 43.8          | 47.3           | 3.1             | 5.8        |
| Venezuela       | 25.2          | 68.4           | 3.1             | 3.3        | 19.3          | 75.4           | 3.6             | 1.7        |
| Brazil          | 7.6           | 88.9           | 3.5             | -          | 9.6           | 86.8           | 3.6             | -          |

|           |      |      |     |   |      |      |     |   |
|-----------|------|------|-----|---|------|------|-----|---|
| Argentina | 26.7 | 69.8 | 3.5 | - | 24.9 | 71.7 | 3.4 | - |
|-----------|------|------|-----|---|------|------|-----|---|

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## Macroeconomic Information

|           | LTM    | Inflation <sup>(1)</sup> |       | Foreign Exchange Rate (local currency<br>per US Dollar) <sup>(2)</sup> |            |            |
|-----------|--------|--------------------------|-------|--|------------|------------|
|           |        | YTD                      | 3Q 06 | Sep 06   | Sep 05     | Dec 05     |
| Mexico    | 4.09%  | 2.47%                    | 1.80% | 11.0152  | 10.8131    | 10.7109    |
| Colombia  | 4.58%  | 4.15%                    | 1.10% | 2,394.3100   | 2,289.6100 | 2,284.2200 |
| Venezuela | 15.34% | 12.53%                   | 6.63% | 2,150.0000   | 2,150.0000 | 2,150.0000 |
| Argentina | 10.44% | 6.55%                    | 2.09% | 3.1040   | 2.9100     | 3.0320     |
| Brazil    | 3.20%  | 2.60%                    | 0.29% | 2.1742   | 2.2222     | 2.3407     |

<sup>(1)</sup> Source: Mexican inflation is published by *Banco de México* (Mexican Central Bank).

<sup>(2)</sup> Exchange rates at the end of period are the official exchange rates published by Central Banks in each country.

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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. DE C.V.**  
(Registrant)

Date: October 27, 2006

By: /s/ HÉCTOR TREVIÑO GUTIÉRREZ  
Name: Héctor Treviño Gutiérrez  
Title: Chief Financial Officer