

Coca-Cola FEMSA, S.A.B. DE C.V. **Proposed Audit Committee 2016**

José Manuel Canal Hernando

*Chairman and
Financial Expert*

Born: February 1940
First elected to
Committee: 2003
Principal
occupation: Independent consultant
Business
experience: Former managing partner at Arthur Andersen (Ruiz, Urquiza y Cía, S.C.)
from 1981 to 1999, acted as statutory examiner of Fomento Económico
Mexicano, S.A.B. de C.V. from 1984 to 2002, founder and chairman of the
Mexican Accounting Standards Board.
Other directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B.
de C.V., Gentera, S.A.B. de C.V., Grupo Kuo, S.A.B. de C.V., Grupo
Industrial Saltillo, S.A.B. de C.V., and statutory examiner of Grupo
Financiero BBVA Bancomer, S.A. de C.V.
Education: Holds a Certified Public Accountant degree from Universidad Nacional
Autónoma de México and is licensed as a CPA.

Alfonso González Migoya

Born: January 1945
First elected to
Committee: 2007
Principal occupation: Chairman of the board of directors of Controladora Vuela Compañía de
Aviación, S.A.B. de C.V. (Volaris)
Other directorships: Member of the board of directors of Fomento Económico Mexicano, S.A.B.
de C.V., Bolsa Mexicana de Valores, S.A.B. de C.V., Banregio Grupo
Financiero, S.A., Cuprum, S.A. de C.V., Berel, S.A. de C.V., Servicios
Corporativos JAVER, S.A.P.I. de C.V., Instituto Tecnológico y de Estudios
Superiores de Monterrey (ITESM).
Business
experience: Served as Corporate Director of Alfa, S.A.B. de C.V. from 1995 to 2005 and
as Chairman of the board of directors and Chief Executive Officer of Grupo
Industrial Saltillo, S.A.B. de C.V. from 2009 to 2014.
Education: Holds a Mechanical Engineering degree from ITESM and a Master in
Business Administration from the Stanford University Graduate School of
Business.

Charles H. McTier

Born: January 1939
First elected to
Committee: 2002
Principal occupation: Trustee, Robert W. Woodruff Foundation
Business
experience: Has been associated with the Robert W. Woodruff Foundation for over forty
years, serving as its President from 1988-2006 and now as a trustee. Served
on the board of directors of nine U.S. Coca-Cola bottling companies in
the 1970s and 1980s.
Other directorships: Member of the advisory board of Sun Trust Bank Atlanta.
Education: Holds a Bachelor's degree in Business Administration from Emory
University.

Francisco Zambrano Rodríguez

Born: January 1953
First elected to
Committee: 2003

Principal occupation: Chief Executive Officer of Grupo Verterrak, S.A.P.I. de C.V. and Vice Chairman of the board of directors of Desarrollo Inmobiliario y de Valores, S.A. de C.V.

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

Other directorships: Member of the board of directors of Fomento Económico Mexicano, S.A.B. de C.V., member of the supervisory board of Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

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

Ernesto Cruz Velázquez de León

Born: February 1957

First elected to Committee: 2012

Principal occupation: Partner and Chairman of the board of directors of Advanzer de México, S.A. de C.V., since 2008.

Business experience: He began his professional career in 1980 with Arthur Andersen in the audit area. In 1993 he became a partner and in 1998, with the aim of expanding the firm in the northern region of Mexico, he was appointed as Office and Northeast Region Managing Partner. When the firm merged with Deloitte & Touche in 2002 he remained as Northeast Office Managing Partner. In 2006 he joined the board of directors of the Deloitte & Touche Mexican firm.

Other directorships: Member of the board of directors and audit committee of Fomento Económico Mexicano, S.A.B. de C.V., and board member and Chairman of the audit committee of MEETME Inc., Grupo San Antonio, Grupo Porres, Inverfinancial (SOFOM) and Grupo Capitel.

Education: Holds a Certified Public Accountant degree from the Universidad Tecnológica de México.

Secretary (non-member of the committee): José González Ornelas

Coca-Cola FEMSA, S.A.B. DE C.V.
Proposed Corporate Practices Committee 2016

Daniel Servitje Montull

Chairman

Born: April 1959
First elected to Committee: 2003
Principal occupation: Chief Executive Officer and Chairman of the board of directors of Grupo Bimbo, S.A.B. de C.V. (Bimbo)
Other directorships: Member of the boards of directors of Banco Nacional de Mexico, S.A., Instituto Mexicano para la Competitividad, A.C., The Consumer Goods Forum, Latin America Conservation Council (The Nature Conservancy), Stanford GSB Advisory Council and Corporación Aura Solar.
Business experience: Served as Vice President of Grupo Bimbo.
Education: Holds a Business Administration degree from Universidad Iberoamericana and a Master in Business Administration from the Stanford Graduate School of Business.

Alfredo Livas Cantú

Born: July 1951
First elected to Committee: 2014
Principal occupation: President of Praxis Financiera, S.C.
Other directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B. de C.V., Grupo Senda Autotransporte, S.A. de C.V., Grupo Acosta Verde, S.A. de C.V., Grupo Industrial Saltillo, S.A.B. de C.V., and Grupo Financiero Banorte, S.A.B. de C.V., alternate member of the board of directors of Gruma, S.A.B. de C.V., and member of the governance committee of Grupo Proeza, S.A.P.I. de C.V.
Education: Holds an Economics degree from Universidad Autónoma de Nuevo León and a Master in Business Administration and Master in Economics from the University of Texas.

Karl Frei Buechi

Born: March 1945
First elected to Committee: 2007
Principal occupation: President of Octata, S.A. de C.V.
Other directorships: Chairman of the board of directors of Basilisk, S.A. de C.V., and member of the board of directors of several of its subsidiaries. Member of the board of directors and of the audit and corporate practices committee of General de Seguros, S.A.B.
Education: He participated in the Harvard International Senior Managers Program of Harvard University.

Luis Rubio Freidberg

Born: August 1955
Principal occupation: President at Centro de Investigación para el Desarrollo (CIDAC).
Other directorships: Member of the board of directors of Xanthus hedge fund and The India Fund-Asia Tigers. Member of the board of directors of Afore Banamex, S.A. de C.V. He participates in academic organizations, such as México Evalúa.
Education: Holds a degree in Political Science and Public Administration from Universidad Iberoamericana, a masters degree and PhD in Political Science

from Brandeis University, a masters in Business Administration from Mckinsey with specialization in Finance Administration.

Luis A. Nicolau Gutiérrez

Born: June 1961

Principal occupation: Partner at Ritch, Mueller, Heather y Nicolau, S.C., law firm; member of the firm's executive committee.

Other directorships: Member of the boards of directors of Morgan Stanley, Casa de Bolsa, S.A. de C.V., Grupo Financiero Credit Suisse, S.A. de C.V., UBS Asesores México, S.A. de C.V., Grupo Posadas, S.A.B. de C.V., Ignia's public fund (Fideicomiso Ignia), Pizzas del Valle de México, S.A de C.V. (Shakey's Pizza Mexico) and Club de Golf Bosques de Santa Fe. Member of the investment committee of Ignia Fund and Dila Capital (private equity fund)and in independent member of the supervisory board (comité de vigilancia) of Bolsa Mexicana de Valores, S.A.B. de C.V. (Mexican Stock Exchange).

Education: Holds a Law degree from Escuela Libre de Derecho and a Master in Laws from Columbia University.

Secretary (non-member of the Committee): Raymundo Yutani Vela

Coca-Cola FEMSA, S.A.B. DE C.V.

Proposed Finance and Planning Committee 2016

Irial Finan

Chairman

Born: June 1957
First elected to
Committee: 2005
Principal occupation: Executive Vice President and President of Bottling Investments
Other directorships: Member of the boards of directors of Coca-Cola HBC, Coca-Cola East Japan, The Coca-Cola Foundation, Supervisory Board for CCE AG (Germany), G2G Trading, Smurfit Kappa Group and The American-Ireland Fund.
Business experience: He served as Chief Executive Officer of Coca-Cola Hellenic. Has experience in several Coca-Cola bottlers, mainly in Europe.
Education: Holds a Bachelor's degree in Commerce from the National University of Ireland.

Federico Reyes García

Born: September 1945
First elected to
Committee: 2003
Principal occupation: Independent Consultant
Other directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), Fundación FEMSA and Tec Salud.
Business experience: At FEMSA, he held the position of Executive Vice-President of Corporate Development from 1992 to 1993, and Chief Financial Officer from 1999 until 2006 and Corporate Development Officer until 2015.
Education: Holds a Business and Finance degree from Instituto Tecnológico y de Estudios Superiores de Monterrey.

Ricardo Guajardo Touché

Born: May 1948
First elected to
Committee: 2003
Principal occupation: Chairman of the board of directors of Solfi, S.A.
Other directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), Grupo Valores Operativos Monterrey, S.A.P.I. de C.V., El Puerto de Liverpool, S.A.B. de C.V., Alfa, S.A.B. de C.V., Grupo Financiero BBVA Bancomer, S.A. de C.V., BBVA Bancomer, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA Bancomer, Grupo Aeroportuario del Sureste, S.A. de C.V., Grupo Bimbo, S.A.B. de C.V., Grupo Coppel, S.A. de C.V., Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and Vitro, S.A.B. de C.V.
Business experience: Has held senior executive positions at FEMSA, Grupo AXA, S.A. de C.V. and Valores de Monterrey, S.A.B. de C.V.
Education: Holds an Electrical Engineering degree from ITESM and the University of Wisconsin and a Master degree from the University of California at Berkeley.

Enrique F. Senior Hernández

Born: August 1943
First elected to
Committee: 2004
Principal occupation: Managing Director of Allen & Company, LLC.

Other directorships: Member of the boards of directors of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), Grupo Televisa, S.A.B., Cinemark USA, Inc. and Univision Communications, Inc.

Business experience: Among other clients, has provided financial advisory services to FEMSA and Coca-Cola FEMSA, S.A.B. de C.V.

Eduardo Padilla Silva

Born: January 1955

Principal occupation: Chief Financial and Corporate Officer of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA) (effective 2016)

Other directorships: Member of the boards of directors of Grupo Lamosa, S.A.B. de C.V., Club Industrial, A.C., Universidad Tec Milenio and Grupo Coppel, S.A. de C.V., and alternate member of the boards of directors of FEMSA.

Business experience: Was Chief Executive Officer of FEMSA Comercio, S.A. de C.V. from 2004 until 2016. Director of Planning and Control of FEMSA from 1997 to 1999 and Chief Executive Officer of the Strategic Procurement Business Division of FEMSA from 2000 until 2003. Had a 20-year career in Alfa, S.A.B. de C.V., culminating in a ten-year tenure as Chief Executive Officer of Terza, S.A. de C.V., major areas of expertise include operational control, strategic planning and financial restructuring.

Education: Holds a mechanical engineering degree from Instituto Tecnológico y de Estudios Superiores de Monterrey, a Master's in Business Administration degree from Cornell University and a master's degree from Instituto Panamericano de Alta Dirección de Empresas.

Secretary (non-member of the Committee): Hector Treviño Gutiérrez