

COCA COLA FEMSA SAB DE CV  
Form 6-K  
February 19, 2008

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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 February 2008

Commission file number 1-12260

### COCA-COLA FEMSA, S.A.B. 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

**2007 FOURTH-QUARTER AND FULL YEAR RESULTS**

	Fourth Quarter			YTD		
	2007	2006	Δ%	2007	2006	Δ%
Total Revenues	18,361	16,908	8.6%	69,251	64,046	8.1%
Gross Profit	9,011	7,913	13.9%	33,370	30,301	10.1%
Operating Income	3,224	2,862	12.6%	11,447	10,251	11.7%
Majority Net Income	1,932	1,625	18.9%	6,908	5,292	30.5%
EBITDA <sup>(1)</sup>	3,930	3,475	13.1%	14,434	13,278	8.7%
Net Debt <sup>(2)(3)</sup>	11,374	15,144	-24.9%			
EBITDA <sup>(1)</sup> / Interest Expense	6.75	5.90				
Earnings per Share	1.05	0.88				
Capitalization <sup>(4)</sup>	29.2%	33.0%				
EBITDA <sup>(1)</sup> / Net Interest Expense				9.46	7.10	
Net Debt <sup>(2)(3)</sup> / EBITDA <sup>(1)</sup>				0.79	1.14	

Expressed in million of Mexican pesos with purchasing power as of December 31, 2007

<sup>(1)</sup> EBITDA = Operating income + Depreciation + Amortization & Other

Non-cash Charges.

See reconciliation table on page 11, except per share figures

(2) Net Debt = Total Debt - Cash

(3) Figures are as of December 31, of the applicable year.

(4) Total debt / (long-term debt + stockholders' equity)

Total revenues reached Ps. 18,361 million in the fourth quarter of 2007, an increase of 8.6% compared to the fourth quarter of 2006, and increased 8.1% for the full year to Ps. 119,250 million compared to the full year 2006. Driven by the higher profitability in Mexico and the growth of our South American operations, consolidated operating income increased 12.6% to Ps. 3,224 million for the fourth quarter of 2007, and 11.7% to Ps. 11,447 million for the full year. Our operating margin was 17.6% for the fourth quarter of 2007 and 16.5% for the full year.

Consolidated majority net income increased 18.9% to Ps. 1,932 million in the fourth quarter of 2007, and 30.5% to Ps. 6,908 million for the full year, resulting in earnings per share of Ps. 1.05 for the fourth quarter of 2007, and Ps. 3.74 for the full year.

### For Further Information:

### Investor Relations

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Mexico City (February 19, 2008), Coca-Cola FEMSA, S.A.B. 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 fourth quarter and full year of 2007.

Our company achieved record-breaking volume, revenue, and EBITDA for the year. As our Mexican operations continued to improve their profitability recording their best quarter for the year it was our markets outside of Mexico that drove our top- and bottom-line growth. Our growth is fueled by our winning marketplace execution as exemplified by our successful launch of innovative new products, led by *Coca-Cola Zero* and *Aquarius Fresh* in the sparkling beverages category. Our strong balance sheet and profitable operations have enabled us to deliver diversified free cash flow, reduce our debt, and finance additional acquisitions with cash from operations. During the quarter, our company and The Coca-Cola Company successfully closed the public tender offer for Jugos del Valle, and we are in the process of integrating other Coca Cola bottlers into the joint venture. In January, we had already started to distribute Jugos del Valle's juice products in some of our Mexican market territories, said Carlos Salazar Lomelín, Chief Executive Officer of the company.

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## CONSOLIDATED RESULTS

Our consolidated total revenues increased 8.6% to Ps. 18,361 million in the fourth quarter of 2007, compared to the fourth quarter of 2006, as a result of increases in most of our territories. Our consolidated average price per unit case increased 1.3% to Ps. 31.94 (US\$ 2.93) in the fourth quarter of 2007 compared to the same period of 2006, as a result of higher average prices in Mexico and other operations in our South American territories.

Total sales volume increased 6.7% to 558.4 million unit cases in the fourth quarter of 2007 as compared to the same period of 2006, mainly driven by a 5.8% volume growth of the *Coca-Cola* brand, which accounted for more than 55% of our total incremental volumes during the quarter. Sparkling beverages sales volume grew 6.7% to 478.4 million unit cases, driven by volume growth across most of our territories. The fourth quarter of 2007 represented 26.3% of total volumes for the year.

Our gross profit increased 13.9% to Ps. 9,011 million in the fourth quarter of 2007, compared to the fourth quarter of 2006, driven by increases in all of our operations. Gross margin reached 49.1% in the fourth quarter of 2007 from 46.8% in the same period of 2006. Lower sweetener costs in Brazil and Colombia in conjunction with lower PET (polyethylene terephthalate) costs in Mexico and Brazil more than compensated for higher sweetener costs mainly in Mexico and Argentina.

Our consolidated operating income increased 12.6% to Ps. 3,224 million in the fourth quarter of 2007. Double-digit increases in operating income in Brazil, Venezuela and Argentina combined with higher operating income in Mexico for the second quarter in a row, more than compensated for the decline in Colombia. Our operating margin was 17.6% in the fourth quarter of 2007, an improvement of 70 basis points as a result of higher fixed-cost absorption combined with lower sweetener costs in Brazil and Colombia.

As we mentioned in our first quarter press release, beginning in 2007, pursuant to Mexican Financial Reporting Standards, we recorded employee profit sharing in the other expenses line, instead of recording it in the income tax line. For comparison purposes we are reflecting this change in the 2006 information presented, which amounted to Ps. 13 million in the fourth quarter of 2006 and Ps. 68 million in the same period of 2007.

Additionally the other expenses line reflects lower expenses driven by a high comparable due to extraordinary expenses recorded for strategic projects in 2006.

Our integral cost of financing in the fourth quarter of 2007 reached a gain of Ps. 162 million as compared to a loss of Ps. 85 million in the same period of 2006, mainly driven by lower interest expenses due to lower gross debt and higher interest income coming from our higher cash position.

During the fourth quarter of 2007 income tax, as a percentage of income before taxes, was 38.28%, compared to 30.6% in the same quarter of 2006. The tax rate in the fourth quarter of 2007 was higher than the same period of 2006, mainly due to additional tax accruals in some of our operations.

Our consolidated majority net income increased by 18.9% to Ps. 1,932 million in the fourth quarter of 2007 compared to the fourth quarter of 2006, driven by an increase in our operating income, lower net interest expenses recorded this quarter compared to the fourth quarter of 2006 and the results in the other expenses line as mentioned above. Earnings per share (EPS) were Ps. 1.05 (US\$ 0.96 per ADR) computed on the basis of 1,846.5 million shares outstanding (each ADR represents 10 local shares).

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**BALANCE SHEET**

As of December 31, 2007, Coca-Cola FEMSA had a cash balance of Ps. 7,542 million (US\$ 691 million), an increase of Ps. 2,468 million (US\$ 226 million), compared to December 31, 2006, resulting from internal cash generation.

Total short-term debt, was Ps. 4,814 million (US\$ 441 million) and long-term debt was Ps. 14,102 million (US\$ 1,292 million). Total debt decreased Ps. 1,299 million (US\$ 119 million) compared with year end 2006. Net debt decreased approximately Ps. 3,770 million (US\$ 345 million) compared to year-end 2006, mainly as a result of internal cash generation. Our debt reduction figures were achieved notwithstanding our Ps. 2,198 million (US\$201 million) investment in the Jugos del Valle acquisition, net of reimbursements received from other Coca-Cola bottlers in Mexico as of December 31, 2007.

The weighted average cost of debt for the quarter was 8.01% . The following charts sets forth the Company's debt profile by currency and interest rate type and by maturity date as of December 31, 2007:

<b>Currency</b>	<b>% Total Debt<sup>(1)</sup></b>	<b>% Interest Rate Floating<sup>(1)</sup></b>
U.S. dollars	46.6%	54.3%
Mexican pesos	48.5%	19.5%
Venezuelan bolivares	2.3%	0.0%
Argentine pesos	2.7%	0.0%

<sup>(1)</sup> After giving effect to cross-currency and interest rate swaps.

**Debt maturity profile**

<b>Maturity Date</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>20112</b>	<b>2013 +</b>
% of Total Debt	<b>25.5%</b>	<b>19.4%</b>	<b>5.3%</b>	<b>0.0%</b>	<b>20.0%</b>	<b>29.8%</b>

**Consolidated Statement of Changes in Financial Position**

Expressed in million of Mexican pesos and U.S. dollars as of December 31, 2007

*Jan - Dec 2007*

	<i>Ps.</i>	<i>USD</i>
Net income	7,105	651
Non cash charges to net income	3,448	316
	<b>10,553</b>	<b>967</b>
Change in working capital	(1,469)	(135)
<b>NRGOA<sup>(1)</sup></b>	<b>9,084</b>	<b>832</b>
Total investments	(3,887)	(356)
Dividends declared	(831)	(76)
Decrease in debt	(1,299)	(119)
Other liabilities	(599)	(55)
<b>Increase in cash and cash equivalents</b>	<b>2,468</b>	<b>226</b>
Cash and cash equivalents at beginning of period	5,074	465
Cash and cash equivalents at end of period	7,542	691

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

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## MEXICAN OPERATING RESULTS

### *Revenues*

Total revenues from our Mexican territories increased 4.4% to Ps. 8,089 million in the fourth quarter of 2007, as compared to the same period of the previous year. Incremental volumes accounted for more than 80% of the incremental revenues during the quarter and higher price per unit case represented the balance. Average price per unit case increased 0.8% to Ps. 29.57 (US\$ 2.71), as compared to the fourth quarter of 2006 mainly driven by price increases from sparkling beverages. Excluding bulk water under the brand *Ciel*, our average price per unit case was Ps. 34.18 (US\$ 3.13), a 1.1% increase as compared to the same period of 2006.

Total sales volume increased 3.7% to 272.2 million unit cases in the fourth quarter of 2007, as compared to the fourth quarter of 2006, resulting from (i) a 2.6% sales volume growth in sparkling beverages, driven by a 3.6% increase in the Coca-Cola brands, (ii) sales volume growth in bulk water and (iii) incremental volumes of bottled water in single serve presentations.

### *Operating Income*

Our gross profit increased by 5.6% to Ps. 4,355 million in the fourth quarter of 2007 as compared to the same period of 2006. Gross margin increased from 53.2% in the fourth quarter of 2006 to 53.8% in the same period of 2007, as a result of lower PET costs year-over-year, mainly driven by our light-weighting initiatives, which more than compensated for higher cost of sweeteners.

Operating income increased 3.7% to Ps. 1,719 million in the fourth quarter of 2007, as compared to Ps. 1,657 million in the same period of 2006 as a result of operating leverage achieved by higher revenues as compared to the same period of 2006. Our operating margin was 21.3% in the fourth quarter of 2007, a decline of 10 basis points as compared to the same period of 2006.

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

### *Revenues*

Total revenues reached Ps. 1,227 million in the fourth quarter of 2007, an increase of 0.7% compared to the same period of 2006. Volume growth offset lower average prices per unit case. Average price per unit case declined by 2.8% to Ps. 36.19 (US\$ 3.32) in the fourth quarter of 2007, as compared to the fourth quarter of 2006, as a result of strong volume growth in multiserve presentations, which carry a lower average price per unit case.

Total sales volume in our Central American territories grew 3.7% to 33.9 million unit cases in the fourth quarter of 2007, as compared to the same period of 2006, resulting from incremental volumes in the sparkling beverage category, which accounted for more than 75% of the growth; the balance was brought mainly by still beverages. In the fourth quarter of 2007, sales volume of still beverages, excluding bottled water, increased almost 20% as compared to the same period of 2006 due to strong growth of *Hi-C*, a juice based product line, and *Powerade*, an isotonic beverage.

### *Operating Income*

Gross profit reached Ps. 568 million, an increase of 0.7% in the fourth quarter of 2007, as compared to the same period of 2006, as a result of lower costs driven by the appreciation of local currencies as applied to the U.S. dollar-denominated raw materials combined with light-weighting PET initiatives. Gross margin remained flat at 46.3% in the fourth quarter of 2007, compared to the fourth quarter of 2006.

Our operating income increased 9.6% to Ps. 205 million in the fourth quarter of 2007, as compared to the fourth quarter of 2006, driven by higher fixed cost absorption. Our operating margin reached 16.7% in the fourth quarter of 2007, expanding 130 basis points as compared to the same period of 2006.

## COLOMBIAN OPERATING RESULTS

### *Revenues*

Total revenues declined 3.0% to Ps. 1,782 million in the fourth quarter of 2007, as compared to the fourth quarter of 2006. Our average price per unit case declined 1.2% to Ps. 33.81 (US\$ 3.10). A decline in sales volumes accounted for more than 60% of the revenue decrease during the quarter and lower price per unit case represented the balance.

Total sales volume in the fourth quarter of 2007 declined 1.9%, as compared to the same period of the previous year, reaching 52.7 million unit cases lapping over a 12.3% growth in the fourth quarter of 2006. Volume growth in bottled water, excluding bulk water, combined with growth in the still beverages, partially offset a volume decline in sparkling beverages.

### *Operating Income*

Our gross profit increased 10.8% to Ps. 913 million in the fourth quarter of 2007, as compared to the same period of the previous year. The 10% appreciation of the Colombian peso as applied to our U.S. dollar denominated raw materials combined with lower sweetener costs and operating efficiencies, resulted in a gross margin expansion of 640 basis points from 44.8% in the fourth quarter of 2006 to 51.2% in the fourth quarter of 2007.

Our operating income decreased 6.6% to Ps. 310 million in the fourth quarter of 2007, as compared to the fourth quarter of 2006. Incremental gross profit partially compensated (i) higher marketing expenses, (ii) higher breakage costs, and incremental distribution fleet maintenance expenses. Our operating margin reached 17.4% in the fourth quarter of 2007, a contraction of 70 basis points as compared to the same period of 2006.

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## **VENEZUELAN OPERATING RESULTS**

### ***Revenues***

Total revenues from our Venezuelan operations increased 21.9% to Ps. 2,627 million in the fourth quarter of 2007, as compared to the same period of 2006. Incremental volumes accounted for more than 65% of the incremental revenues during the quarter and higher price per unit case represented the balance. Our average price reached Ps. 46.00 (US\$ 4.21) in the fourth quarter of 2007.

Total sales volume increased 14.5% to 57.0 million unit cases during the fourth quarter of 2007, as compared to the same quarter of 2006. We posted double digit volume growth in the flavored sparkling beverages category, driven by *Freskolita* and *Hit* combined with growth of the Coca-Cola brand.

### ***Operating Income***

Gross profit reached Ps. 1,051 million, an increase of 34.6% in the fourth quarter of 2007, as compared to the same period of the previous year. Higher revenues combined with lower PET costs improved our gross margin by 380 basis points from 36.2% in the fourth quarter of 2006 to 40.0% in the same period of 2007.

Operating income increased 72.0% to Ps. 172 million, in the fourth quarter of 2007 compared to the same period of 2006. Operating expenses as a percentage of total revenues increased from 31.6% in the fourth quarter of 2006 to 33.5% in the same period of 2007, mainly due to higher labor costs. Higher revenues combined with lower costs of raw material more than offset higher operating expenses in the quarter, resulting in an operating margin increase of 190 basis points from 4.6% in the fourth quarter of 2006 to 6.5% in the fourth quarter of 2007, which continues to be the lowest among our territories.

## **ARGENTINE OPERATING RESULTS**

### ***Revenues***

In Argentina, our total revenues reached Ps. 1,277 million in the fourth quarter of 2007, as a result of increases in sales volume and better average price per unit case. Incremental volumes accounted for more than 75% of the incremental revenues during the quarter and higher price per unit case represented the balance. Average price per unit case reached Ps. 22.48 (US\$ 2.05) in the fourth quarter of 2007, which continues to be the lowest among our territories.

In the fourth quarter of 2007, total sales volume increased 14.4% to 54.9 million unit cases, as compared to the same period of 2006. Sales volume growth was driven by incremental volumes from the Coca-Cola brand, mainly by the introduction of *Coca-Cola Zero*, combined with the growth of flavored sparkling beverages.

### ***Operating Income***

Gross profit increased 25.4% to Ps. 504 million in the fourth quarter of 2007, as compared to the fourth quarter of 2006. Higher revenues compensated for higher sweetener costs, resulting in a gross margin expansion of 90 basis points to 39.5%, as compared to the fourth quarter of 2006.

Operating expenses increased 31.8% in the fourth quarter of 2007, mainly due to higher salary expenses and freight costs. Higher revenues offset incremental expenses, resulting in an increase in operating income of 13.5% to Ps. 160 million in the fourth quarter of 2007, as compared to the same period of 2006. Our operating income margin reached 12.5% in the fourth quarter of 2007.

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## **BRAZILIAN OPERATING RESULTS**

### ***Revenues***

Net revenues increased 15.4% to Ps. 3,359 million in the fourth quarter of 2007, as compared to the same period of 2006. Excluding beer, net revenues increased 14.2% to Ps. 2,920 million in the fourth quarter of 2007, as compared to the same period of 2006, mainly due to volume growth. Excluding beer, average price per unit case slightly declined to Ps. 33.30 (US\$ 3.05) during the fourth quarter of 2007. Total revenues from beer were Ps. 430 million in the fourth quarter of 2007.

Sales volume, excluding beer, increased 14.5% to 87.7 million unit cases in the fourth quarter of 2007, as compared to the fourth quarter of 2006. Sparkling beverages sales volume growth accounted for more than 95% of the incremental volumes, mainly driven by the Coca-Cola brand in multi-serve presentations and the introduction of *Coca-Cola Zero*. Still beverages, excluding bottled water, grew more than 45% in the quarter, driven by strong performance of *Minute Maid Mais*, a juice based beverage line.

### ***Operating Income***

In the fourth quarter of 2007, our gross profit increased 33.0% to Ps. 1,620 million, as compared to the same period of the previous year. Lower average cost per unit case, resulting from (i) lower PET bottle costs, (ii) lower sugar costs and (iii) the appreciation of the Brazilian Real as applied to our U.S. dollar-denominated raw materials, contributed to a gross margin improvement of 630 basis points to 48.2% in the fourth quarter of 2007.

Operating income increased 47.9% reaching Ps. 658 million in the fourth quarter of 2007, as compared to Ps. 445 million in the same period of 2006. Our operating margin was 19.6% in the fourth quarter of 2007, an increase of 430 basis points as compared to the fourth quarter of 2006, due to an expansion in gross margin that more than compensated for expenses related to improving our go-to-market management and execution, reconfiguring our distribution network and expenses related to product introductions.

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## SUMMARY OF FULL YEAR RESULTS

Our consolidated total revenues increased 8.1% to Ps. 69,251 million in 2007, as compared to 2006, as a result of growth in all of our territories, with Mexico, Brazil and Venezuela representing more than 75% of this growth. Consolidated average price per unit case increased 1.9% to Ps. 32.15 (US\$ 2.95) in 2007. Higher average prices per unit case for the sparkling beverages portfolio in most of our operations, more than offset incremental volumes of bulk water in Mexico, which carry lower average unit price per unit case. In 2007, the operations outside Mexico contributed 53% of consolidated revenues.

Total sales volume increased 6.1% to 2,120.8 million unit cases in 2007, as compared to the previous year. Sales volume growth in Mexico, Brazil and Venezuela accounted for more than 75% of our incremental volumes. Sparkling beverages sales volume grew 5.7% to 1,791.0 million cases, driven by incremental volume across all of our territories. In 2007, the operations outside Mexico contributed 51% of consolidated sparkling beverage volumes.

Our gross profit increased 10.1% to Ps. 33,370 million in 2007, as compared to the previous year, driven by revenue growth across all of our territories. Gross margin increased to 48.2% in 2007 from 47.3% in 2006, driven by revenue growth, which more than compensated for higher sweetener costs in Mexico.

Our consolidated operating income increased 11.7% to Ps. 11,447 million in 2007, as compared to 2006. Brazil, Colombia and Venezuela accounted for the majority of the incremental growth and more than offset a slight operating income decline in Mexico. Our consolidated operating margin grew 50 basis points to 16.5% in 2007, mainly driven by the improved operating leverage that resulted from higher revenues.

Our consolidated majority net income was Ps. 6,908 million in 2007 an increase of 30.5% compared to 2006, resulting from an increase in operating income combined with a decline in our integral cost of financing. EPS were Ps. 3.74 (US\$ 3.42 per ADR) in 2007, computed on the basis of 1,846.5 million shares outstanding (each ADR represents 10 local shares).

## RECENT DEVELOPMENTS

- On October 10, 2007, a joint venture company owned indirectly in equal proportion by Coca-Cola FEMSA, S.A.B. de C.V. ("Coca Cola FEMSA") and The Coca-Cola Company (NYSE: KO), launched a Public Tender Offer ( Tender Offer ) to buy 100% of the shares representative of the capital stock of the company Jugos del Valle, S.A.B. de C.V. ( Jugos del Valle ) for approximately US\$370 million in cash, equivalent to a price of US\$6.3409 per share, assuming liabilities of approximately US\$86 million. On November 8<sup>th</sup> 2007, Coca-Cola FEMSA and The Coca-Cola Company informed the public that the Tender Offer concluded successfully, and the joint venture company acquired shares representing 100% of Jugos del Valle s outstanding capital stock. This transaction was approved by the Mexican regulatory authorities and carried out in Mexico. The rest of the bottlers of The Coca-Cola Company branded products in Mexico and Brazil, respectively, will be incorporated to the joint venture.
- In the fourth quarter of 2007 we sold certain proprietary brands to The Coca-Cola Company, which we mainly distribute in our Latincentro division.

## CONFERENCE CALL INFORMATION

Our fourth-quarter 2007 Conference Call will be held on: February 19, 2007, at 10:30 A.M. Eastern Time (09:30 A.M. Mexico City Time). To participate in the conference call, please dial: Domestic U.S.: 866-700-7477 or 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 February 26, 2007. To listen to the replay, please dial: Domestic U.S.: 888-286-8010 or International: 617-801-6888. Pass code: 98344233.

Coca-Cola FEMSA, S.A.B. 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 31.6% 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 financial reporting standards (Mexican FRS). All figures are expressed in constant Mexican pesos with purchasing power as of December 31, 2007. For comparison purposes, 2006 and 2007 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 fourth quarter of 2007, which ended on December 31, 2007, are made against the figures for the comparable period in 2006, 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 December 31, 2007, which exchange rate was Ps. 10.9169 to US \$ 1.00.

(7 pages of tables to follow)

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**Consolidated Balance Sheet**

Expressed in million of Mexican pesos with purchasing power as of December 31, 2007

<b>Assets</b>		<b>Dec 07</b>		<b>Dec 06</b>
<b>Current Assets</b>				
Cash and cash equivalents	Ps.	7,542	Ps.	5,074
Total accounts receivable		4,512		3,061
Inventories		3,418		2,926
Prepaid expenses and other		1,302		1,443
Shares availables for sale		684		-
<b>Total current assets</b>		<b>17,458</b>		<b>12,504</b>
<b>Property, plant and equipment</b>				
Property, plant and equipment		37,420		37,272
Accumulated depreciation		-16,672		-16,769
Bottles and cases		1,175		1,295
<b>Total property, plant and equipment, net</b>		<b>21,923</b>		<b>21,798</b>
Investment in non-consolidated companies and other		1,492		476
Deferred charges, net		1,255		2,041
Intangibles assets and other assets		45,050		43,607
<b>Total Assets</b>	<b>Ps.</b>	<b>87,178</b>	<b>Ps.</b>	<b>80,426</b>
<b>Liabilities and Stockholders' Equity</b>				
<b>Current Liabilities</b>				
Short-term bank loans and notes	Ps.	4,814	Ps.	3,419
Interest payable		274		281
Suppliers		6,100		5,766
Other current liabilities		5,009		3,857
<b>Total Current Liabilities</b>		<b>16,197</b>		<b>13,323</b>
Long-term bank loans		14,102		16,799
Pension plan and seniority premium		993		925
Other liabilities		5,105		4,924
<b>Total Liabilities</b>		<b>36,397</b>		<b>35,971</b>
<b>Stockholders' Equity</b>				

Minority interest	1,641	1,475
Majority interest		
Capital stock	3,116	3,116
Additional paid in capital	13,333	13,333
Retained earnings of prior years	27,930	23,469
Net income for the period	6,908	5,292
Cumulative results of holding non-monetary assets	-2,147	-2,230
Total majority interest	49,140	42,980
Total stockholders' equity	50,781	44,455
<b>Total Liabilities and Equity</b>	<b>Ps. 87,178</b>	<b>Ps. 80,426</b>

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**Consolidated Income Statement**Expressed in millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	4Q 07	% Rev	4Q 06	% Rev	Δ%	YTD 07	% Rev	YTD 06	% Rev	Δ%
Sales Volume (million unit cases)	558.4		523.2		6.7%	2,120.8		1,998.1		6.1%
Average price per unit case	31.94		31.53		1.3%	32.15		31.56		1.9%
Net revenues	18,263		16,841		8.4%	68,969		63,820		8.1%
Other operating revenues	98		67		46.3%	282		226		24.8%
Total revenues	18,361	100%	16,908	100%	8.6%	69,251	100%	64,046	100%	8.1%
Cost of sales	9,350	50.9%	8,995	53.2%	3.9%	35,881	51.8%	33,745	52.7%	6.3%
Gross profit	9,011	49.1%	7,913	46.8%	13.9%	33,370	48.2%	30,301	47.3%	10.1%
Operating expenses	5,787	31.5%	5,051	29.9%	14.6%	21,923	31.7%	20,050	31.3%	9.3%
Operating income	3,224	17.6%	2,862	16.9%	12.6%	11,447	16.5%	10,251	16.0%	11.7%
Other expenses, net	178		336		-47.0%	701		1,046		-33.0%
Interest expense	485		546		-11.2%	2,139		2,252		-5.0%
Interest income	152		82		85.4%	613		383		60.1%
Interest expense, net	333		464		-28.2%	1,526		1,869		-18.4%
Foreign exchange (gain) loss	(27)		57		-147.4%	(99)		237		-141.8%
(Gain) Loss on monetary position	(423)		(412)		2.7%	(1,007)		(1,071)		-6.0%
Unhedged derivative instrument (gain) loss	(45)		(24)		87.5%	(114)		118		-196.6%
Integral cost of financing	(162)		85		-290.6%	306		1,153		-73.5%
Income before taxes	3,208		2,441		31.4%	10,440		8,052		29.7%

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Taxes	1,228		748		64.2%	3,335		2,555		30.5%
Consolidated net income	1,980		1,693		17.0%	7,105		5,497		29.3%
Majority net income	1,932	10.5%	1,625	9.6%	18.9%	6,908	10.0%	5,292	8.3%	30.5%
Minority net income	48		68		-29.4%	197		205		-3.9%
Operating income	3,224	17.6%	2,862	16.9%	12.6%	11,447	16.5%	10,251	16.0%	11.7%
Depreciation	399		393		1.5%	1,645		1,656		-0.7%
Amortization and Other non-cash charges <sup>(2)</sup>	307		220		39.5%	1,342		1,371		-2.1%
EBITDA <sup>(3)</sup>	3,930	21.4%	3,475	20.6%	13.1%	14,434	20.8%	13,278	20.7%	8.7%

(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 millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	272.2		262.4		3.7%	1,110.4		1,070.7		3.7%
Average price per unit case	29.57		29.33		0.8%	29.18		29.36		-0.6%
Net revenues	8,048		7,695		4.6%	32,398		31,431		3.1%
Other operating revenues	41		50		-18.0%	152		109		39.4%
Total revenues	8,089	100.0%	7,745	100.0%	4.4%	32,550	100.0%	31,540	100.0%	3.2%
Cost of sales	3,734	46.2%	3,621	46.8%	3.1%	15,537	47.7%	14,837	47.0%	4.7%
Gross profit	4,355	53.8%	4,124	53.2%	5.6%	17,013	52.3%	16,703	53.0%	1.9%
Operating expenses	2,636	32.6%	2,467	31.9%	6.9%	10,444	32.1%	10,077	31.9%	3.6%
Operating income	1,719	21.3%	1,657	21.4%	3.7%	6,569	20.2%	6,626	21.0%	-0.9%
Depreciation, Amortization & Other non-cash charges <sup>(2)</sup>	365	4.5%	241	3.1%	51.5%	1,649	5.1%	1,623	5.1%	1.6%
EBITDA <sup>(3)</sup>	2,084	25.8%	1,898	24.5%	9.8%	8,218	25.2%	8,249	26.2%	-0.4%

<sup>(1)</sup> Except volume and average price per unit case figures.<sup>(2)</sup> Includes returnable bottle breakage expense.<sup>(3)</sup> EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.**Central American operations**Expressed in millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	33.9		32.7		3.7%	128.1		120.3		6.5%
	36.19		37.25		-2.8%	37.40		37.79		-1.0%

Average price per unit case

Net revenues	1,227		1,218		0.7%	4,791		4,546		5.4%
Other operating revenues	-		-		N.A.	17		13		30.8%
Total revenues	1,227	100.0%	1,218	100.0%	0.7%	4,808	100.0%	4,559	100.0%	5.5%
Cost of sales	659	53.7%	654	53.7%	0.8%	2,560	53.2%	2,448	53.7%	4.6%
Gross profit	568	46.3%	564	46.3%	0.7%	2,248	46.8%	2,111	46.3%	6.5%
Operating expenses	363	29.6%	377	31.0%	-3.7%	1,533	31.9%	1,470	32.2%	4.3%
Operating income	205	16.7%	187	15.4%	9.6%	715	14.9%	641	14.1%	11.5%
Depreciation, Amortization & Other non-cash charges <sup>(2)</sup>	57	4.6%	61	5.0%	-6.6%	233	4.8%	241	5.3%	-3.3%
EBITDA <sup>(3)</sup>	262	21.4%	248	20.4%	5.6%	948	19.7%	882	19.3%	7.5%

(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 operations**Expressed in millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	52.7		53.7		-1.9%	197.8		190.9		3.6%
Average price per unit case	33.81		34.23		-1.2%	35.05		33.83		3.6%
Net revenues	1,782		1,838		-3.0%	6,933		6,459		7.3%
Other operating revenues	-		-		N.M.	-		-		N.M.
Total revenues	1,782	100.0%	1,838	100.0%	-3.0%	6,933	100.0%	6,459	100.0%	7.3%
Cost of sales	869	48.8%	1,014	55.2%	-14.3%	3,515	50.7%	3,597	55.7%	-2.3%
Gross profit	913	51.2%	824	44.8%	10.8%	3,418	49.3%	2,862	44.3%	19.4%
Operating expenses	603	33.8%	492	26.8%	22.6%	2,176	31.4%	1,969	30.5%	10.5%
Operating income	310	17.4%	332	18.1%	-6.6%	1,242	17.9%	893	13.8%	39.1%
Depreciation, Amortization & Other non-cash charges <sup>(2)</sup>	99	5.6%	91	5.0%	8.8%	337	4.9%	346	5.4%	-2.6%
EBITDA <sup>(3)</sup>	409	23.0%	423	23.0%	-3.3%	1,579	22.8%	1,239	19.2%	27.4%

<sup>(1)</sup> Except volume and average price per unit case figures.<sup>(2)</sup> Includes returnable bottle breakage expense.<sup>(3)</sup> EBITDA = Operating Income + Depreciation + Amortization & Other non-cash charges.**Venezuelan operations**Expressed in millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	57.0		49.8		14.5%	209.0		182.6		14.5%
	46.00		43.17		6.5%	46.74		43.66		7.0%

Average price per unit case

Net revenues	2,622		2,150		22.0%	9,768		7,973		22.5%
Other operating revenues	5		5		0.0%	17		20		-15.0%
Total revenues	2,627	100.0%	2,155	100.0%	21.9%	9,785	100.0%	7,993	100.0%	22.4%
Cost of sales	1,576	60.0%	1,374	63.8%	14.7%	5,783	59.1%	4,961	62.1%	16.6%
Gross profit	1,051	40.0%	781	36.2%	34.6%	4,002	40.9%	3,032	37.9%	32.0%
Operating expenses	879	33.5%	681	31.6%	29.1%	3,430	35.1%	2,825	35.3%	21.4%
Operating income	172	6.5%	100	4.6%	72.0%	572	5.8%	207	2.6%	176.3%
Depreciation, Amortization & Other non-cash charges <sup>(2)</sup>	70	2.7%	92	4.3%	-23.9%	329	3.4%	407	5.1%	-19.2%
EBITDA <sup>(3)</sup>	242	9.2%	192	8.9%	26.0%	901	9.2%	614	7.7%	46.7%

(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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**Argentine operations**Expressed in millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	54.9		48.0		14.4%	179.4		164.9		8.8%
Average price per unit case	22.48		21.60		4.0%	22.11		20.75		6.6%
Net revenues	1,234		1,037		19.0%	3,967		3,421		16.0%
Other operating revenues	43		5		760.0%	67		37		81.1%
Total revenues	1,277	100.0%	1,042	100.0%	22.6%	4,034	100.0%	3,458	100.0%	16.7%
Cost of sales	773	60.5%	640	61.4%	20.8%	2,435	60.4%	2,096	60.6%	16.2%
Gross profit	504	39.5%	402	38.6%	25.4%	1,599	39.6%	1,362	39.4%	17.4%
Operating expenses	344	26.9%	261	25.0%	31.8%	1,107	27.4%	920	26.6%	20.3%
Operating income	160	12.5%	141	13.5%	13.5%	492	12.2%	442	12.8%	11.3%
Depreciation, Amortization & Other non-cash charges <sup>(2)</sup>	56	4.4%	58	5.6%	-3.4%	209	5.2%	189	5.5%	10.6%
EBITDA <sup>(3)</sup>	216	16.9%	199	19.1%	8.5%	701	17.4%	631	18.2%	11.1%

(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 millions of Mexican pesos<sup>(1)</sup> with purchasing power as of December 31, 2007

Financial figures include beer results

	<b>4Q 07</b>	<b>% Rev</b>	<b>4Q 06</b>	<b>% Rev</b>	<b>Δ%</b>	<b>YTD 07</b>	<b>% Rev</b>	<b>YTD 06</b>	<b>% Rev</b>	<b>Δ%</b>
Sales Volume (million unit cases)	87.7		76.6		14.5%	296.1		268.7		10.2%

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(2)										
Average price per unit case <sup>(2)</sup>	33.30		33.38		-0.3%	34.89		34.38		1.5%
Net revenues	3,350		2,903		15.4%	11,112		9,990		11.2%
Other operating revenues	9		7		28.6%	29		47		-38.3%
Total revenues	3,359	100.0%	2,910	100.0%	15.4%	11,141	100.0%	10,037	100.0%	11.0%
Cost of sales	1,739	51.8%	1,692	58.1%	2.8%	6,051	54.3%	5,806	57.8%	4.2%
Gross profit	1,620	48.2%	1,218	41.9%	33.0%	5,090	45.7%	4,231	42.2%	20.3%
Operating expenses	962	28.6%	773	26.6%	24.5%	3,233	29.0%	2,789	27.8%	15.9%
Operating income	658	19.6%	445	15.3%	47.9%	1,857	16.7%	1,442	14.4%	28.8%
Depreciation, Amortization & Other non-cash charges <sup>(3)</sup>	59	1.8%	70	2.4%	-15.7%	230	2.1%	221	2.2%	4.1%
EBITDA <sup>(4)</sup>	717	21.3%	515	17.7%	39.2%	2,087	18.7%	1,663	16.6%	25.5%

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

(2) Sales volume and average price per unit case exclude beer results

(3) Includes returnable bottle breakage expense.

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

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**SELECTED INFORMATION****For the three months ended December 31, 2007 and 2006***Expressed in millions of Mexican pesos as of December 31, 2007*

	<b>4Q 07</b>		<b>4Q 06</b>
Capex	1,297.2	Capex	817.8
Depreciation	399.4	Depreciation	392.8
Amortization & Other non-cash charges	306.9	Amortization & Other non-cash charges	220.1

**VOLUME***Expressed in millions of unit cases*

	<b>4Q 07</b>					<b>4Q 06</b>				
	<b>Sparkling</b>	<b>Water (1)</b>	<b>Bulk Water (2)</b>	<b>Still (3)</b>	<b>Total</b>	<b>Sparkling</b>	<b>Water (1)</b>	<b>Bulk Water</b>	<b>Still (3)</b>	<b>Total</b>
Mexico Central America	216.2	10.4	43.0	2.6	272.2	210.7	9.6	39.6	2.5	262.4
Colombia	30.6	1.4	0.0	1.9	33.9	29.7	1.4	0.0	1.6	32.7
Venezuela	46.4	2.9	2.6	0.8	52.7	47.5	2.9	2.6	0.7	53.7
Brazil	51.8	3.2	0.0	2.0	57.0	44.3	3.1	0.0	2.4	49.8
Argentina	80.8	5.6	0.0	1.3	87.7	70.1	5.6	0.0	0.9	76.6
Total	52.6	0.7	0.0	1.6	54.9	46.0	0.4	0.0	1.6	48.0
<b>Total</b>	<b>478.4</b>	<b>24.2</b>	<b>45.6</b>	<b>10.2</b>	<b>558.4</b>	<b>448.3</b>	<b>23.0</b>	<b>42.2</b>	<b>9.7</b>	<b>523.2</b>

*(1) Excludes still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations**(2) Bulk Water = Still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations**(3) Still Beverages include flavored water***SELECTED INFORMATION****For the twelve months ended December 31, 2007 and 2006**

*Expressed in millions of Mexican pesos as of December 31, 2007*

	YTD 07		YTD 06	
Capex	3,682.1	Capex	2,863.0	
Depreciation	1,645.0	Depreciation	1,655.8	
Amortization & Other non-cash charges	1,341.7	Amortization & Other non-cash charges	1,371.4	

### VOLUME

*Expressed in millions of unit cases*

	YTD 07					YTD 06				
	Sparkling	Water (1)	Bulk Water (2)	Still (3)	Total	Sparkling	Water (1)	Bulk Water	Still (3)	Total
Mexico Central	869.5	47.0	182.4	11.5	1,110.4	852.0	42.7	166.6	9.4	1,070.7
America	115.0	5.5	0.0	7.6	128.1	109.4	5.2	0.0	5.7	120.3
Colombia	173.3	11.0	10.8	2.7	197.8	167.7	10.8	10.1	2.3	190.9
Venezuela	189.0	11.8	0.0	8.2	209.0	160.1	11.5	2.2	8.8	182.6
Brazil	271.6	19.9	0.0	4.6	296.1	246.3	19.6	0.0	2.8	268.7
Argentina	172.6	1.7	0.0	5.1	179.4	159.2	2.1	0.0	3.6	164.9
Total	1,791.0	96.9	193.2	39.7	2,120.8	1,694.7	91.9	178.9	32.6	1,998.1

*(1) Excludes still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations*

*(2) Bulk Water = Still bottled water in 5.0, 19.0 and 20.0 - liter packaging presentations*

*(3) Still Beverages include flavored water*

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**December 2007**  
**Macroeconomic Information**

	Inflation <sup>(1)</sup>		Foreign Exchange Rate (local currency per US Dollar) <sup>(2)</sup>	
	LTM	4Q 2007	Dec 07	Dec 06
Mexico	3.76%	1.52%	10.8662	10.876
Colombia	5.70%	0.98%	2014.76	2238.79
Venezuela	22.46%	10.43%	2150	2150
Argentina	8.47%	2.49%	3.149	3.062
Brazil	5.13%	1.71%	1.7713	2.138

<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.B. DE C.V.**  
(Registrant)

Date: February 19 , 2008

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