

COCA COLA FEMSA SAB DE CV

Form 6-K

May 22, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**

**PURSUANT TO RULE 13a-16 OR 15d-16 UNDER**

**THE SECURITIES EXCHANGE ACT OF 1934**

For the month of March 2013  
Commission File Number 1-12260

**COCA-COLA FEMSA, S.A.B. de C.V.**

(Translation of registrant's name into English)

**United Mexican States**

(Jurisdiction of incorporation or organization)

**Mario Pani No. 100**  
**Col. Santa Fe Cuajimalpa**  
**Delegación Cuajimalpa**  
**México, D.F. 03348**

**México**

(Address of principal executive offices)

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

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1)

Yes  No

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7)

Yes  No

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

Yes\_\_No\_X

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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## Coca-Cola FEMSA Announces 10 year Bond Issuance in Mexican Market


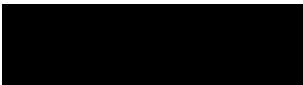



Mexico City, Mexico – May 22, 2013 – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest Coca-Cola franchise bottler in the world, announced the placement of peso denominated bonds (“Certificados Bursátiles”) in the Mexican market.



KOF issued Ps. 7,500 million in a 10 year bond at a yield of 5.46%. The coupon for the 10-year bond represents the lowest ever achieved by a corporate issuer in the Mexican Peso bond market.

This issuance received credit ratings of Aaa.mx from Moody’s and AAAMex from Fitch.



The use of the proceeds will be used by the Company for general corporate purposes, including capital expenditure and working capital.



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Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as southeast and northeast 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,

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Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goiás, and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and ~~SIGNATURES~~

isotonic, beer, and other beverages in some of these territories.

Pursuant to the requirements of the Securities Exchange Act of 1934, the undersigned hereby certifies that the information contained in this report is true and correct in all material respects and that the undersigned is duly authorized to sign on its behalf by the undersigned, thereunto duly authorized.

The Company has 60 bottling facilities, a sales force of 615 million consumers through more than 2,500,000 retailers with more than 100,000 employees worldwide.

**COCA-COLA FEMSA, S.A.B. DE C.V.**

By: /s/ Héctor Treviño Gutiérrez

Héctor Treviño Gutiérrez

Chief Financial Officer

Date: May 22, 2013

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