

COCA COLA FEMSA SAB DE CV  
Form 6-K  
March 15, 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

Edgar Filing: COCA COLA FEMSA SAB DE CV - Form 6-K

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\_X

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-\_\_.

---

**Stock Listing Information**

**Mexican Stock Exchange**

**Ticker: KOFL**

**NYSE (ADR)**

**Ticker: KOF**

**Ratio of KOF L to KOF =  
10:1**

**For Further Information:**

**Investor Relations**

**José Castro**

**[jose.castro@kof.com.mx](mailto:jose.castro@kof.com.mx)**

**(5255) 1519-5120 / 5121**

**Roland Karig**

**[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)**

**(5255) 1519-5186**

**Carlos Uribe**

**[carlos.uribe@kof.com.mx](mailto:carlos.uribe@kof.com.mx)**

**(5255) 1519-5148**

**Website:**

**[www.coca-colafemsa.com](http://www.coca-colafemsa.com)**

**COCA-COLA FEMSA ANNOUNCEMENT**

**Coca-Cola FEMSA announces the filing of its 2012 SEC Annual Report**

**Mexico City, Mexico, March 15, 2013.** Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF), the largest franchise bottler of Coca-Cola products in the world, filed its annual report on Form 20-F for the fiscal year ended December 31, 2012 with the U.S. Securities and Exchange Commission.

The report is available on the investor relations section of Coca-Cola FEMSA's website at [www.coca-colafemsa.com](http://www.coca-colafemsa.com). Shareholders may receive a hard copy of the report, which includes Coca-Cola FEMSA's audited financial statements, free of charge through the contacts listed below.

Contact:

José Castro

[jose.castro@kof.com.mx](mailto:jose.castro@kof.com.mx)

(5255) 1519-5120 / 5121

Roland Karig

[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)

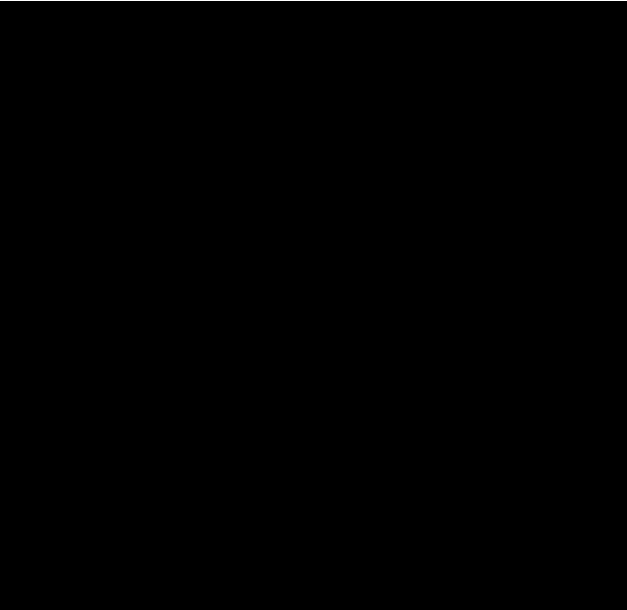
(5255) 1519-5186

Carlos Uribe

[carlos.uribe@kof.com.mx](mailto:carlos.uribe@kof.com.mx)

(5255) 1519-5148

V V V



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark ~~and other trademarks~~ ~~of the Coca-Cola Company~~ ~~in Mexico~~ ~~and other territories~~. The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as ~~other parts of Mexico~~ ~~and other territories~~) ~~has~~ ~~been~~ ~~registered~~ ~~in~~ ~~Guatemala~~ ~~(Guatemala City and surrounding areas)~~, Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiões ~~Coca-Cola FEMSA SAB DE CV~~ ~~CSul~~, part of the state of ~~Boias/diápar (for the~~ ~~atuação~~ ~~in~~ ~~Minas Gerais)~~, Argentina (federal ~~Héptora~~ ~~Tré~~ ~~Bo~~ ~~Gos~~ ~~é~~ ~~ár~~ ~~z~~ and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic ~~beverages~~ ~~and other beverages~~ in some of these territories. The Company has 60 bottling facilities and serves close to 315 million consumers through more than 2,500,000 retailers with ~~more than 100,000 employees worldwide.~~