

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

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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-\_\_.

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**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**

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**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:

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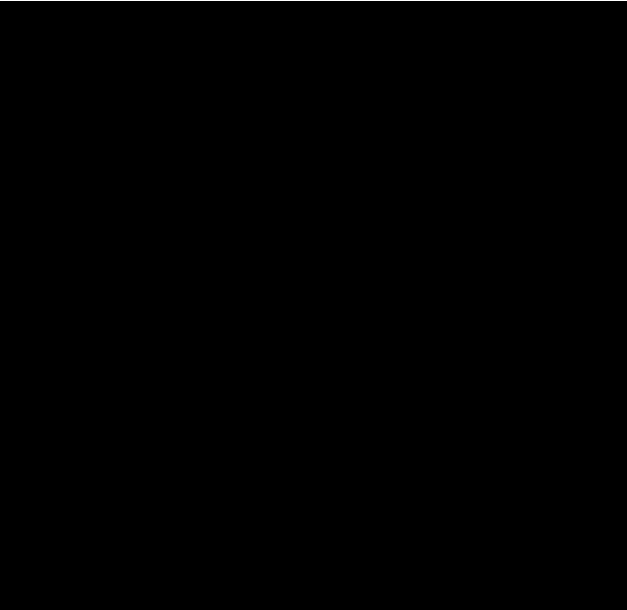
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Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark ~~brands.~~  
~~CAUTIONS~~ The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as ~~go~~ ~~Al~~ ~~of~~ ~~1934~~ ~~the~~ ~~regist~~ ~~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, Campiões ~~COCA COLA FEMSA SAB DE CV~~ ~~SO~~ ~~ul~~, part of the state of ~~Boias/di~~ ~~de~~ ~~par~~ ~~de~~ ~~th~~ ~~os~~ ~~at~~ ~~io~~ ~~de~~ ~~Minas~~ ~~Gerais~~), Argentina (federal ~~Hé~~ ~~ro~~ ~~de~~ ~~Tr~~ ~~es~~ ~~de~~ ~~San~~ ~~ti~~ ~~ago~~ ~~de~~ ~~Chil~~ ~~e~~ ~~and~~ ~~surrounding~~ ~~areas~~) and Philippines (nationwide), along with bottled water, juices, teas, isotonic ~~be~~ ~~er~~ ~~dr~~ ~~in~~ ~~g~~ ~~s~~ ~~and~~ ~~other~~ ~~be~~ ~~er~~ ~~dr~~ ~~in~~ ~~g~~ ~~s~~ ~~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.~~