

COCA COLA FEMSA SAB DE CV  
Form 6-K  
May 07, 2012

**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 May 2012  
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)

**Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210**

**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**

**Coca-Cola FEMSA and Grupo Fomento Queretano successfully merge their  
bottling operations**

**Mexico City, Mexico – May 07, 2012** – 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, and Grupo Fomento Queretano, S.A.P.I. de C.V. (“Grupo Fomento Queretano”) and its shareholders announce the successful merger of Grupo Fomento Queretano’s beverage operation with Coca-Cola FEMSA.

**For Further Information:**

This transaction received all necessary approvals, including the approval of the *Comisión Federal de Competencia*, the Mexican antitrust authority, and The Coca-Cola Company. Subsequently, Coca-Cola FEMSA held an extraordinary shareholders meeting on May 4, 2012, at which the Company’s shareholders approved this merger.

**José Castro**

**[jose.castro@kof.com.mx](mailto:jose.castro@kof.com.mx)  
(5255) 5081-5120 / 5121**

The aggregate enterprise value of this transaction is Ps. 6,600 million, which at the time of the announcement of this merger agreement represented an EV/EBITDA multiple of approximately 9.7 times. As a result of the completion of the due diligence process, no material adjustment was recorded, and Grupo Fomento Queretano’s shareholders received approximately 45.1 million newly issued KOF series L shares. The Company assumed Ps. 1,221 million in net debt.

**Roland Karig**

**[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186**

**[carlos.uribe@kof.com.mx](mailto:carlos.uribe@kof.com.mx)  
(5255) 5081-5148**

“We are pleased to announce the successful merger of Grupo Fomento Queretano’s Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, beverage operation with Coca-Cola FEMSA. We would like to thank everybody Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in involved in this transaction, including our new partner--with whom we share an Mexico (a substantial part of central Mexico, including Mexico City, as well as aligned vision of economic and social value creation--for their effort and hard work parts of southeast and northeast Mexico), Guatemala (Guatemala City and to reach this important milestone for our company. These new territories represent surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama a strategic link between our existing operations in Mexico. The culmination of this (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil transaction will enable us to leverage our mutual expertise in the beverage industry, (greater Sao Paulo, Campinas, Santos, the state of Mato Grosso do Sul, part of the our talented pool of professionals, and the strong brand equity of our products, state of Goias, and part of the state of Minas Gerais), and Argentina (federal capital while complementing our prospects for the continued growth of our business into of Buenos Aires and surrounding areas), along with bottled water, juices, teas, the future. In addition, through this transaction, we increase our stake in PIASA, isotonic, beer, and other beverages in some of these territories. The Company has one of the most important and efficient participants in the Mexican sugar industry, 37 bottling facilities in Latin America and serves close to 1,800,000 retailers in the to more than 26 percent. Through the three mergers we have closed over the past region, several months, we have enjoyed the privilege of expanding our family with important new members, whose track record and entrepreneurial legacy speak for

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

themselves. Looking forward, we will continue to operate our business, capitalizing on the proven management capabilities and transparency that attracted these families to our company as an investment vehicle," said Carlos Salazar Lomelin, Chief Executive Officer of the Company.

May 07, 2012

Coca-Cola FEMSA will start integrating the results of Grupo Fomento Queretano as of May, 2012.

Page 1

Seale & Associates, Inc. and White & Case S.C. acted as exclusive financial and legal advisors, respectively, to Grupo Fomento Queretano on this transaction.

Ritch Mueller and Deloitte Galaz, Yamazaki, Ruiz Urquiza, S.C. acted as legal and tax advisors, respectively, to Coca-Cola FEMSA on this transaction.

**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.**

By: /s/ Héctor Treviño Gutiérrez

Héctor Treviño Gutiérrez

Chief Financial Officer

Date: May 07, 2012

---