

MEXICAN ECONOMIC DEVELOPMENT INC  
Form 6-K  
February 25, 2005

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**SECURITIES AND EXCHANGE COMMISSION**  
WASHINGTON, DC 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 February 2005

**FOMENTO ECONÓMICO MEXICANO, S.A. DE C.V.**

*(Exact name of Registrant as specified in its charter)*

**Mexican Economic Development, Inc.**

*(Translation of Registrant's name into English)*

**United Mexican States**

*(Jurisdiction of incorporation or organization)*

**General Anaya No. 601 Pte.**

**Colonia Bella Vista**

**Monterrey, Nuevo León 64410**

**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): \_\_\_\_\_

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): \_\_\_\_\_

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

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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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 of the undersigned, thereunto duly authorized.

FOMENTO ECONÓMICO MEXICANO, S.A. DE C.V.

By: /s/ FEDERICO REYES

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Federico Reyes  
Chief Financial Officer

Date: February 25, 2005

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*Latin America's Beverage Leader*

**FEMSA Reports Record Results for 2004**  
*Sales and Net Income increased 17% and 88%, respectively*

**Monterrey, Mexico, February 25, 2005** Fomento Económico Mexicano, S.A. de C.V. ( FEMSA ) today announced its operational and financial results for the fourth quarter and year ended December 31, 2004.

**Fourth Quarter Highlights:**

**Coca-Cola FEMSA increased its soft-drink sales volume across most territories** and expanded its consolidated EBITDA margin to 23.1% of revenues.

**Domestic beer volumes increased 3.1% and export beer volumes increased 7.0%**, as we transition to our new US importer.

**Oxxo continued its pace of double-digit growth**, increasing revenues by 26.1% driven by 207 new stores and a 9.6% increase in same-store sales.

**Consolidated net debt was reduced by Ps. 1,302 million** or 3.2% compared with 3Q04.

**2004 Full Year Highlights:**

**Solid performance in all businesses** drove a 17.2% increase in consolidated total revenues and an 8.7% increase in operating income.

**Corporate streamlining moved ahead.** Glass bottle and aluminum can operations are now part of FEMSA Cerveza.

**Successful integration of newly acquired soft-drink territories.** Coca-Cola FEMSA remains one of the most profitable Coca-Cola bottlers in the world.

**Profitable share gains in domestic and US beer markets.** Our domestic beer volume growth outpaced the industry while operating margin expanded 50 basis points; export beer volumes increased 13.0%.

**Oxxo continues to be the fastest growing convenience store chain in Mexico**, opening 668 new stores, and ending the year with 3,466 Oxxos.

**Investor Contact:**

Alan Alanis  
(52) 818-328-6211  
alan.alanis@femsa.com.mx

Emily Klingbeil  
(52) 818-328-6189  
emily.klingbeil@femsa.com.mx

**Media Contact:**

Jaime Toussaint  
(52) 818-328-6202  
jtouelo@femsa.com.mx

Carolina Alvear  
(52) 818-328-6046  
calvsev@femsa.com.mx

[www.femsa.com/investor](http://www.femsa.com/investor)

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José Antonio Fernández, Chairman and CEO of FEMSA, commented, "Despite significant competitive and raw material cost pressure, the FEMSA team was able to successfully navigate the challenges of 2004. I am pleased to report our 10th consecutive year of operating income growth."

Beyond our positive results, we also made great strategic strides. At Coca-Cola FEMSA, we finalized the integration of the new soft-drink territories, which include operations in seven new countries. While there is still much work to do, we are quickly seeing the benefits of our initiatives and continuing to raise our expectations. At FEMSA Cerveza, 2004 was a remarkable year, as we recovered 100% ownership of our beer operations, gained profitable market share in Mexico, established an alliance with Heineken to distribute our beers in the US, and began importing *Coors Light* into Mexico. For the first time, our return on invested capital at FEMSA Cerveza exceeded 11%. Finally, Oxxo continued consolidating its position as the leading convenience store chain in Mexico, becoming a powerful distribution channel for many consumer products and by far the largest client of The Coca-Cola Company in Mexico and one of its top clients in Latin America.

Mr. Fernández added, "At FEMSA our good results are a product of a great team, doing the right things with the best technology. In 2004, we underscored our ability to operate successfully in complex market environments such as Brazil, Venezuela, and Colombia; to serve customers in a differentiated way through improved execution at the point of sale; and to manage a broad portfolio of strong brands in a precise and effective way."

In 2005, we will remain focused on delivering high-quality growth and building long-term value for our shareholders.

#### **FEMSA Consolidated**

**Total revenues** increased 6.1% to Ps. 24.625 billion during 4Q04. This increase is primarily due to 26.1% total revenue growth at the Oxxo retail chain followed by a slight top-line increase at Coca-Cola FEMSA, which more than offset lower revenues at the beer operations.

For full year 2004, total revenues increased 17.2% to Ps. 93.956 billion. All of FEMSA's operations—soft drinks, beer, and retail—contributed positively to this double-digit pace. Coca-Cola FEMSA's total revenues increased 22.0% to Ps. 46.499 billion, mainly due to the inclusion of the territories acquired in May 2003. The Oxxo retail chain's total revenues increased 24.8% to Ps. 22.838 billion, due in large part to the 668 net new stores opened during the year. Beer operations also contributed positively with total revenue growth of 3.4% to Ps. 24.970 billion, due to a 4.5% increase in total sales volume that was partially offset by a 1.2% decrease in real price per hectoliter.

**Gross margin** decreased 120 basis points to Ps. 11.497 billion, or 46.7% of total revenues during 4Q04. This was primarily due to a 50 basis point gross margin contraction at Coca-Cola FEMSA and the greater contribution of lower margin Oxxo retail operations to FEMSA's consolidated results. Partially offsetting this contraction was a 110 basis point gross margin improvement at our beer operations, reaching 59.2% of total revenues for the quarter.

For full year 2004, gross margin decreased 120 basis points to Ps. 43.987 billion, or 46.8% of total revenues. The downward pressure on margins resulted mainly from a gross margin contraction at Coca-Cola FEMSA and the greater contribution of lower margin Oxxo retail operations to FEMSA's consolidated results.

**Income from operations** decreased 1.5% to Ps. 3.738 billion during 4Q04, resulting in an operating margin of 15.2%. The 120 basis point decline in operating margin was primarily attributable to (1) the increased contribution of Oxxo in our consolidated results, and (2) operating margin contractions in both beer and soft drinks reflecting increased competition in our core markets.

For full year 2004, income from operations increased 8.7% to Ps. 13.738 billion. The consolidated operating margin decreased 120 basis points from 2003 levels to 14.6% of total revenues.

**Net income** increased 41.1% to Ps. 2.666 billion in 4Q04. Growth in net income was due to (1) a one-time deferred income tax benefit of Ps. 602 million resulting from a reduction in Mexican tax rates, (2) a foreign exchange gain due to the strength of the peso over dollar-denominated debt, and (3) a gain in monetary position. These positive factors partially offset an increase in interest expense from the financing incurred for the repurchase of 30% of FEMSA Cerveza and an increase in other expenses primarily due to asset write-downs and to a lesser extent severance payments.

For full year 2004, net income increased 87.8% to Ps. 9.249 billion. This growth was due to (1) a non-recurrent tax gain of Ps. 1.311 billion at Coca-Cola FEMSA as explained in our second quarter earnings release, (2) growth of 8.7% in consolidated income from operations, (3) a one-time deferred income tax benefit during 4Q04 from a reduction in Mexican corporate tax rates, and (4) foreign exchange gains due to the strength of the peso over our US dollar denominated debt.

**Net majority income** per FEMSA Unit<sup>1</sup> was Ps. 1.761 in 4Q04 and Ps. 5.504 for full year 2004. Net majority income per FEMSA ADS, considering an exchange rate of Ps. 11.146 per dollar, was US\$ 4.94 for 2004. Consolidated net majority income amounted to Ps. 5.831 billion for the year, up 76.6% from 2003.

**Capital expenditures** increased 15.3% to Ps. 2.134 billion in 4Q04, mainly reflecting increased investment at our soft-drink operations. For full year 2004, capital expenditures were Ps. 6.902 billion, down 3.3% from 2003 levels.

**Consolidated net debt.** As of December 31, 2004, FEMSA recorded a cash balance of Ps. 6.822 billion (US\$ 612 million), short-term debt of Ps. 312 million (US\$ 28 million), bridge financing of Ps. 5.674 billion (US\$ 509 million) and long-term debt of Ps. 39.825 billion (US\$ 3,573 million), for a net debt of Ps. 38.989 billion, 20.7% higher than a year ago, reflecting new debt contracted to finance the repurchase of 30% of FEMSA Cerveza, which was partially offset by a significant debt reduction at Coca-Cola FEMSA.

**Divestitures.** Consistent with our beverage strategy, we have divested US\$154 million of non-strategic assets. These divestitures include COTESA (cardboard packaging), sold in 2000 for US\$70 million; AYSSA (billboards), sold by FEMSA Cerveza in 2001 for US\$28 million; DICASA (employee vouchers for food and other goods), sold in 2003 for US\$28 million; and COMEXLA (food cans), where we sold a 49% stake and formed a joint venture in 2004. We are now in advanced conversations to divest the remaining 51% of COMEXLA. The combined amount for both transactions will be US\$28 million, and we expect to close in the second quarter of 2005. We are largely complete with the divestiture of non-strategic assets and will continue to pursue the sale of those that remain, under the appropriate market conditions.

#### **Soft Drinks Coca-Cola FEMSA**

*Coca-Cola FEMSA's financial results and discussion are incorporated by reference from Coca-Cola FEMSA's press release attached to this press release.*

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<sup>1</sup>FEMSA Units consist of FEMSA BD Units and FEMSA B Units. Each FEMSA BD Unit is comprised of one Series B Share, two Series D-B Shares and two Series D-L Shares. Each FEMSA B Unit is comprised of five Series B Shares. The number of FEMSA Units outstanding as of December 31, 2004 was 1,059,462,090, equivalent to the total number of FEMSA Shares outstanding as of the same date, divided by 5.

**Beer FEMSA Cerveza**

**Domestic sales volume** increased 3.1% to Ps. 5,999 million hectoliters in 4Q04. The increase in domestic sales volume resulted from favorable demand during the holiday season and increased sales throughout most of Mexico led by our *Sol*, *Indio*, and *Tecate Light* brands.

For the full year 2004, domestic sales volume increased 3.8% to 23,442 million hectoliters. This positive sales trend seen throughout 2004 was primarily due to favorable demand across most of Mexico, broader availability of our beers, successful execution at the point of sale, and our revenue management initiatives. We implemented micro-segmentation strategies in some territories as we increasingly leveraged the functionality of our Enterprise Resource Planning ( ERP ) system, which is currently operational in 79% of our total direct domestic volume.

We also increased the level of innovation in our packaging and product portfolio, particularly the successful re-launch of *Tecate Light*, the rollout of *Sol Brava* throughout Central Mexico, and the launching of non-returnable *Sol* in our Northwest Mexico territories.

**Export sales volume** increased 7.0% to 0,452 million hectoliters in 4Q04, partially influenced by a moderate inventory buildup related to the end of our agreement with our former US importer. Export sales volume grew 13.0% to 2,240 million hectoliters for full year 2004, largely due to increased sales volume in the US through our *Tecate* and *Dos Equis* brands. On January 1, we transferred our brands to Heineken USA as previously announced.

**Total revenues** decreased 0.2% to Ps. 6,152 billion during 4Q04. This was mainly a result of a 0.9% increase in beer sales, resulting from a 3.3% increase in total sales volume, offset by a 2.5% decline in the domestic real price per hectoliter and a 0.5% decline in the export real price per hectoliter. The decline in domestic real price per hectoliter was due to an increase in promotional activity in response to heightened price competition during October and November. Compared with 3Q04, domestic real price per hectoliter declined 2.8%, or 1.0% in nominal terms. For the most part, during the month of December, prices in the domestic market returned to second quarter levels, and we anticipate a more stable pricing environment in the domestic market in 2005.

Despite increased competitive pressures in Mexico during the 4Q04, full year 2004 total revenues increased by 3.4% to Ps. 24,970 billion. Total sales volume growth of 4.5% and a 2.3% increase in the export real price per hectoliter more than offset a 1.4% decline in the domestic real price per hectoliter. Domestic sales represented 91.3% of the total, while the remaining 8.7% came from exports.

**Cost of goods sold** decreased 2.7% to Ps. 2,513 billion in 4Q04. Gross profit reached Ps. 3,639 billion for the quarter, up 1.6% from 4Q03, achieving a gross margin of 59.2%. The 110 basis points of gross margin expansion resulted from a strong peso on US dollar-denominated raw materials and operating efficiencies.

For full year 2004, cost of goods sold increased 2.8%, slightly below total revenue growth. Gross profit reached Ps. 14,695 billion, a 3.8% increase from 2003 resulting in a gross margin of 58.8%. The 20 basis points of gross margin expansion resulted from better purchasing terms for raw materials and operating efficiencies.

**Income from operations** (before deduction of management fees) decreased 7.1% to Ps. 1.198 billion in 4Q04. This decrease reflects a slight decline in total revenues combined with higher operating expenses that offset improvements at the gross margin level during the quarter. Operating expenses increased 6.4% to Ps. 2.441 billion reaching 39.7% of total revenues, 2.5 percentage points higher than in 4Q03. Specifically, administrative expenses increased 5.1% to Ps. 713 million during the quarter, primarily due to ERP related expenses. Selling expenses also increased, up 6.9% due to (1) an increase in expenses related to the launch of *Coors Light* and the re-launch of *Tecate* and *Tecate Light* in Mexico, (2) promotional materials purchased from our former importer in the US, and (3) an increase in advertising expenditures for specific programs aimed at reinforcing our brands, given the increased level of competition experienced during the quarter in the Mexican market. The operating margin decreased 140 basis points to 19.5% of total revenues.

Despite increased competitive pressures in 4Q04, full year 2004 operating income increased 5.7% to Ps. 5.293 billion. The year over year growth reflects an increase in total revenues, combined with expense containment initiatives. Operating expenses increased 2.8%, in-line with total revenue growth. Operating margin (before management fees) increased 50 basis points to 21.2% of total revenues due to (1) solid volume growth on the back of slightly weaker pricing, (2) a reduction in cost of goods sold, and (3) a more efficient use of operating expenses.

#### **Oxxo Stores FEMSA Comercio**

**Total revenues** increased 26.1% to Ps. 6.275 billion during 4Q04. The primary reason for the increase was the opening of 207 net new Oxxo stores during the quarter and a total of 668 net new Oxxo stores for the full year.

For full year 2004, total revenues increased 24.8% to Ps. 22.838 billion. As of December 31, 2004, we had 3,466 Oxxos nationwide, an increase of 23.9% from 2003. 2004 was the 5<sup>th</sup> consecutive year of over 20% annual growth in the number of new stores.

**Oxxo same-store sales** increased an average of 9.6% during 4Q04, reflecting an increase in store traffic of 8.7%, and an increase in the average ticket of 0.8%. This increase reflects the rapid pace of expansion as well as stronger promotional activity and category management practices that are enabling Oxxo to improve the mix of products within the store.

For the full year 2004, Oxxo same-store sales increased an average of 8.9%, reflecting an increase in the average ticket of 3.8% and an increase in store traffic of 4.9%.

**Income from operations** (before deduction of management fees) increased 49.1% to Ps. 360 million resulting in an 80 basis point improvement in the operating margin, reaching 5.7% of total revenues for 4Q04. This improvement is credited to a slight decline in the cost of goods sold as a percentage of total revenues, a more efficient use of administrative expenses, and stable selling expenses.

For the full year, operating income increased 23.7% to Ps. 1.025 billion. This increase was in-line with revenue growth, and contributed to a stable operating margin of 4.5% for 2004, in-line with 2003 levels.

## Accounting Matters

As indicated in our 3Q04 earnings release, in 4Q04 we integrated FEMSA Empaques' core operations into FEMSA Cerveza, and specifically, we consolidated the glass bottle and can operations into FEMSA Cerveza. The results presented herein provide reclassified figures for full comparability for all quarters from 2003 through 2004. Going forward, FEMSA will provide financial results by segment for FEMSA Cerveza, Coca-Cola FEMSA, and FEMSA Comercio. FEMSA Empaques' results are no longer presented as a separate business segment.

FEMSA's beer operations purchase packaging materials from external providers that are used to transport bottles and cans. These materials are subsequently sold to FEMSA's glass and can operations. Before the merger, these sales were included in FEMSA Cerveza's sales line and therefore, in our domestic price per hectoliter calculation. However, due to the integration of FEMSA's glass and can business into FEMSA Cerveza, these transactions are now eliminated in the consolidation process and no longer appear as part of FEMSA Cerveza's sales. For comparability purposes, we are presenting adjusted domestic price per hectoliter information for all quarters from 2003 through 2004. For further details see the enclosed appendix.

During the course of the SEC review of FEMSA's pending registration statement, it was brought to our attention that EITF 96-16 does not permit FEMSA to consolidate the financial results of Coca-Cola FEMSA under US GAAP, due to the rights of The Coca-Cola Company as a minority shareholder in Coca-Cola FEMSA. As a result, the application of EITF 96-16 will be reflected in the notes to FEMSA's financial statements, which present summary financial information under US GAAP and a reconciliation of net income and stockholders' equity between Mexican GAAP and US GAAP. There is no change in the net income and stockholders' equity under US GAAP; therefore, earnings per share are not impacted. The application of EITF 96-16 will have no effect on FEMSA's financial statements under Mexican GAAP, and we will continue to consolidate Coca-Cola FEMSA as required under Mexican GAAP.

The new requirements of Mexican GAAP under Bulletin D-3, "Labor Obligations", clarify that the total period cost related to the pension plan should be reported above the operating income line. Historically, FEMSA registered financing costs related to the pension plan as part of net interest expense, and the amortization of past services in other expenses. In compliance with the new requirements, FEMSA and its subsidiaries reclassified these costs above the operating income line and for comparability, reclassified prior periods. For further details, please see the enclosed appendix.



**CONFERENCE CALL INFORMATION:**

Our Fourth Quarter and Full Year 2004 Conference Call will be held on: Monday February 28, 2005, 4:00 P.M. New York Time (3:00 PM Mexico City Time). To participate in the conference call, please dial: Domestic U.S.: 1-800-289-0569, International: 913-981-5542. This Conference Call will also be transmitted through live webcast at [www.femsa.com/investor](http://www.femsa.com/investor)

If you are unable to participate live, an instant replay of the conference call will be available through March 7, 2005. To listen to the replay please dial: Domestic U.S.: 1-888-203-1112; International: 719-457-0820, Passcode: 9419579.

Set forth in this press release is certain unaudited financial information for FEMSA for the fourth quarter and audited financial information for the full year ended December 31, 2004, compared to the fourth quarter and full year ended December 31, 2003. We are a holding company whose principal activities are grouped under the following sub-holding companies and carried out by their respective operating subsidiaries: Coca-Cola FEMSA, S.A. de C.V., which engages in the production, distribution and marketing of non-alcoholic beverages; FEMSA Cerveza, S.A. de C.V., which engages in the production, distribution and marketing of beer; and FEMSA Comercio, S.A. de C.V., which engages in the operation of convenience stores.

All of the figures in this report were prepared in accordance with Mexican Generally Accepted Accounting Principles ( Mexican GAAP ) and have been restated in constant Mexican pesos ( Pesos or Ps. ) with purchasing power as of December 31, 2004. As a result, all percentage changes are expressed in real terms.

**FORWARD LOOKING STATEMENTS**

*This report may contain certain forward-looking statements concerning our future performance that should be considered as good faith estimates made by us. These forward-looking statements reflect management expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact our actual performance.*

Nine pages of tables and Coca-Cola FEMSA's press release to follow

## FEMSA

## Consolidated Income Statement

Expressed in Millions of Pesos as of December 31, 2004	For the fourth quarter of:					For the twelve months of:				
	2004	% Integ.	2003	% Integ.	% Incr.	2004	% Integ.	2003	% Integ.	% Incr.
Net sales	24,334	98.8	23,086	99.5	5.4	93,478	99.5	79,854	99.6	17.1
Other operating revenues	291	1.2	122	0.5	138.5	478	0.5	300	0.4	59.3
Total revenues	24,625	100.0	23,208	100.0	6.1	93,956	100.0	80,154	100.0	17.2
Cost of goods sold	13,128	53.3	12,093	52.1	8.6	49,969	53.2	41,712	52.0	19.8
Gross margin	11,497	46.7	11,115	47.9	3.4	43,987	46.8	38,442	48.0	14.4
Administrative expenses	1,673	6.8	1,596	6.9	4.8	6,621	7.0	5,725	7.1	15.7
Selling expenses	6,086	24.7	5,723	24.7	6.3	23,628	25.1	20,077	25.0	17.7
Operating expenses	7,759	31.5	7,319	31.5	6.0	30,249	32.2	25,802	32.2	17.2
Income from operations	3,738	15.2	3,796	16.4	(1.5)	13,738	14.6	12,640	15.8	8.7
Interest expense	(1,133)		(555)		N.S.	(3,764)		(2,591)		45.3
Interest income	85		110		(22.7)	541		743		(27.2)
Interest expense, net	(1,048)		(445)		N.S.	(3,223)		(1,848)		74.4
Foreign exchange (loss) gain	95		(475)		N.S.	(15)		(2,664)		(99.4)
Gain (loss) on monetary position	797		490		62.7	1,952		1,017		91.9
Integral result of financing	(156)		(430)		(63.7)	(1,286)		(3,495)		(63.2)
Participation in affiliated companies	6		14		(57.1)	63		31		N.S.
Other (expenses) income	(419)		52		N.S.	(871)		(667)		30.6
Income before taxes	3,169		3,432		(7.7)	11,644		8,509		36.8
Provision for taxes	(1,105)		(1,542)		N.S.	(4,308)		(3,584)		20.2
Change in tax rate	602				N.S.	602				N.S.
Non-recurring gain on tax lawsuit						1,311				100.0
Taxes	(503)		(1,542)		(67.4)	(2,395)		(3,584)		(33.2)
Net Income	2,666		1,890		41.1	9,249		4,925		87.8

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Net majority income	<b>1,866</b>	<b>1,132</b>	<b>64.8</b>	<b>5,831</b>	<b>3,302</b>	<b>76.6</b>
Net minority income	<b>800</b>	<b>758</b>	<b>5.5</b>	<b>3,418</b>	<b>1,623</b>	<b>110.6</b>

**EBITDA & CAPEX**

Operating Income	<b>3,738</b>	15.2	<b>3,796</b>	16.4	<b>(1.5)</b>	<b>13,738</b>	14.6	<b>12,640</b>	15.8	<b>8.7</b>
Depreciation	<b>867</b>	3.5	<b>850</b>	3.7	<b>1.9</b>	<b>3,326</b>	3.5	<b>3,022</b>	3.8	<b>10.1</b>
Amortization & other	<b>793</b>	3.2	<b>566</b>	2.4	<b>40.2</b>	<b>3,128</b>	3.4	<b>2,662</b>	3.3	<b>17.5</b>
EBITDA	<b>5,398</b>	21.9	<b>5,212</b>	22.5	<b>3.6</b>	<b>20,192</b>	21.5	<b>18,324</b>	22.9	<b>10.2</b>
CAPEX	<b>2,134</b>		<b>1,850</b>		<b>15.3</b>	<b>6,902</b>		<b>7,139</b>		<b>(3.3)</b>

**FINANCIAL RATIOS**

(Times)	2004	2003	Var. p.p.
Liquidity <sup>(1)</sup>	<b>0.89</b>	<b>1.19</b>	<b>(0.30)</b>
Interest coverage <sup>(2)</sup>	<b>6.26</b>	<b>9.92</b>	<b>(3.65)</b>
Leverage <sup>(3)</sup>	<b>1.32</b>	<b>1.29</b>	<b>0.02</b>
Capitalization <sup>(4)</sup>	<b>46.81%</b>	<b>45.43%</b>	<b>1.38</b>

<sup>(1)</sup> Total current assets / total current liabilities.

<sup>(2)</sup> Income from operations + depreciation + amortization & other / interest expense, net.

<sup>(3)</sup> total liabilities/ total stockholders' equity.

<sup>(4)</sup> Bank loans / (Bank loans + total stockholders' equity).

## FEMSA

## Consolidated Balance Sheet

(Expressed in Millions of Pesos  
as of December 31, 2004)

	2004	2003.	% Incr
<b>ASSETS</b>			
Cash and cash equivalents	6,822	8,228	(17.1)
Accounts receivable	4,515	5,069	(10.9)
Inventories	8,009	7,284	10.0
Prepaid expenses	1,533	664	131.0
<b>Total Current Assets</b>	<b>20,879</b>	<b>21,245</b>	<b>(1.7)</b>
Property, plant and equipment, net	44,291	44,814	(1.2)
Intangible assets <sup>(1)</sup>	46,845	36,707	27.6
Deferred assets	6,550	6,521	0.4
Other assets	2,112	2,366	(10.7)
<b>TOTAL ASSETS</b>	<b>120,677</b>	<b>111,653</b>	<b>8.1</b>
<b>LIABILITIES &amp; STOCKHOLDERS' EQUITY</b>			
Bank loans	5,986	2,621	128.4
Current maturities long term debt	3,540	2,732	29.6
Interest payable	394	426	(7.5)
Operating liabilities	13,575	12,118	12.0
<b>Total Current Liabilities</b>	<b>23,495</b>	<b>17,897</b>	<b>31.3</b>
Bank loans	36,285	35,171	3.2
Deferred income taxes	4,157	5,217	(20.3)
Other liabilities	4,695	4,696	(0.0)
<b>Total Liabilities</b>	<b>68,632</b>	<b>62,981</b>	<b>9.0</b>
Total Stockholders' equity	52,045	48,672	6.9
<b>LIAB. &amp; STOCKHOLDERS' EQUITY</b>	<b>120,677</b>	<b>111,653</b>	<b>8.1</b>

<sup>(1)</sup> Includes mainly the intangible assets generated by the acquisition of Panamco and 30% of FEMSA Cerveza.

<b>DEBT MIX</b>	2004			2003		
	Ps.	% Integ.	Average Rate	Ps.	% Integ.	Average Rate
Trade in:						
Mexican pesos	31,793	69.4%	9.5%	20,185	49.8%	7.7%
Dollars	13,342	29.1%	5.8%	19,720	48.7%	5.3%
Colombian pesos	676	1.5%	10.1%	619	1.5%	1.5%
<b>Total Debt</b>	<b>45,811</b>	<b>100.0%</b>	<b>8.5%</b>	<b>40,524</b>	<b>100.0%</b>	<b>6.6%</b>

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Fixed rate	29,414	64.2%		28,825	71.1%
Variable rate	16,397	35.8%		11,699	28.9%

<i>% of Total Debt</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>+ 2010</i>
<i>DEBT MATURITY PROFILE (1)</i>	9.6%	11.5%	8.6%	20.9%	20.4%	29.1%

<sup>(1)</sup> Excludes bridge financing

## Coca-Cola FEMSA

## Results from Operations

Expressed in Millions of Pesos as of December 31, 2004	For the fourth quarter of:				
	2004	% Integ.	2003	% Integ.	% Incr.
Net sales	12,300.7	99.5	12,185.2	99.2	0.9
Other revenues	62.3	0.5	101.6	0.8	(38.8)
Total revenues	12,363.0	100.0	12,286.8	100.0	0.6
Cost of goods sold	6,341.1	51.3	6,245.9	50.8	1.5
Gross margin	6,021.9	48.7	6,040.9	49.2	(0.3)
Administrative expenses	687.5	5.6	674.9	5.5	1.9
Sales expenses	3,071.1	24.8	3,065.9	25.0	0.2
Operating expenses	3,758.6	30.4	3,740.8	30.4	0.5
Income from operations	2,263.3	18.3	2,300.1	18.7	(1.6)
Depreciation	306.9	2.5	287.2	2.3	6.9
Amortization & other	290.8	2.3	41.3	0.4	604.1
EBITDA	2,861.0	23.1	2,628.6	21.4	8.8
Capital Expenditures	682.8		190.7		257.9
<b>Sales Volumes <sup>(1)</sup></b> <b>(Millions of Unit Cases)</b>					
Mexico	248.3	50.6	243.9	50.7	1.8
Central America	29.8	6.1	29.3	6.1	1.6
Colombia	45.1	9.2	45.1	9.4	(0.1)
Venezuela	45.9	9.3	45.8	9.5	0.2
Brazil	80.3	16.3	77.3	16.1	3.9
Argentina	41.8	8.5	39.4	8.2	6.0
Total KOF	491.2	100.0	480.8	100.0	2.2

Expressed in Millions of Pesos as of December 31, 2004	For the twelve months of:				
	2004	% Integ.	2003	% Integ.	% Incr.
Net sales	46,290.2	99.6	37,876.2	99.4	22.2
Other revenues	208.8	0.4	245.6	0.6	(15.2)
Total revenues	46,499.0	100.0	38,121.8	100.0	22.0
Cost of goods sold	23,963.6	51.5	19,367.3	50.8	23.7
Gross margin	22,535.4	48.5	18,754.5	49.2	20.2

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Administrative expenses	<b>2,705.0</b>	5.8	<b>2,090.7</b>	5.5	<b>29.3</b>
Sales expenses	<b>12,133.6</b>	26.1	<b>9,564.4</b>	25.1	<b>26.9</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Operating expenses	<b>14,838.6</b>	31.9	<b>11,655.1</b>	30.6	<b>27.3</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Income from operations	<b>7,696.8</b>	16.6	<b>7,099.4</b>	18.6	<b>8.4</b>
Depreciation	<b>1,238.7</b>	2.7	<b>1,040.1</b>	2.7	<b>19.1</b>
Amortization & other	<b>1,084.6</b>	2.2	<b>723.1</b>	1.9	<b>50.0</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
EBITDA	<b>10,020.1</b>	21.5	<b>8,862.6</b>	23.2	<b>13.1</b>
Capital Expenditures	<b>1,929.1</b>		<b>2,006.5</b>		<b>(3.9)</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Sales Volumes <sup>(1)</sup></b>					
<b>(Millions of Unit Cases)</b>					
Mexico	<b>989.8</b>	53.3	<b>1,001.6</b>	54.9	<b>(1.2)</b>
Central America	<b>110.6</b>	6.0	<b>107.3</b>	5.9	<b>3.1</b>
Colombia	<b>167.1</b>	9.0	<b>171.8</b>	9.4	<b>(2.7)</b>
Venezuela	<b>172.7</b>	9.3	<b>151.6</b>	8.3	<b>13.9</b>
Brazil	<b>270.8</b>	14.6	<b>265.1</b>	14.5	<b>2.2</b>
Argentina	<b>144.3</b>	7.8	<b>126.6</b>	7.0	<b>13.9</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total KOF	<b>1,855.3</b>	100.0	<b>1,824.0</b>	100.0	<b>1.7</b>
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

<sup>(1)</sup> For comparison purposes the 2003 sales volumes of the acquired Panamco territories, were included.

## FEMSA Cerveza

## Results from Operations

For the fourth quarter of:

Expressed in Millions of Pesos as of December 31, 2004	2004	% Integ.	2003	% Integ.	% Incr.
Domestic beer sales	5,102.3	82.9	5,074.3	82.3	0.6
Export beer sales	356.5	5.8	334.8	5.4	6.5
Beer sales	5,458.8	88.7	5,409.1	87.7	0.9
Packaging sales	626.4	10.2	701.2	11.4	(10.7)
Net sales	6,085.2	98.9	6,110.3	99.1	(0.4)
Other revenues	66.4	1.1	54.6	0.9	21.6
Total revenues	6,151.6	100.0	6,164.9	100.0	(0.2)
Cost of goods sold	2,512.5	40.8	2,581.8	41.9	(2.7)
Gross margin	3,639.1	59.2	3,583.1	58.1	1.6
Administrative expenses	712.5	11.6	677.7	11.0	5.1
Sales expenses	1,728.4	28.1	1,616.3	26.2	6.9
Operating expenses	2,440.9	39.7	2,294.0	37.2	6.4
Income from operations before management fee	1,198.2	19.5	1,289.1	20.9	(7.1)
Management fee	155.1	2.5	130.8	2.1	18.6
Income from operations	1,043.1	17.0	1,158.3	18.8	(9.9)
Depreciation	372.4	6.1	389.4	6.3	(4.4)
Amortization & other	497.1	8.0	546.3	8.9	(9.0)
EBITDA	1,912.6	31.1	2,094.0	34.0	(8.7)
Particip. in affiliated companies	6.0		14.0		(57.1)
Capital Expenditures	950.6		1,154.6		(17.7)
<b>Sales volumes (Thousand hectoliters)</b>					
Domestic	5,999.0	93.0	5,820.0	93.2	3.1
Exports	452.0	7.0	422.3	6.8	7.0
Total	6,451.0	100.0	6,242.3	100.0	3.3
<b>Price per hectoliter</b>					
Domestic	850.5		871.9		(2.5)
Exports	788.9		792.8		(0.5)
Total	846.2		866.5		(2.3)



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<b>Total presentation mix (%)</b>					
Returnable	4,222.2	65.4	4,236.6	67.9	(0.3)
Non Returnable	600.5	9.3	558.1	8.9	7.6
Cans	1,628.3	25.3	1,447.6	23.2	12.5
<b>Total</b>	<b>6,451.0</b>	<b>100.0</b>	<b>6,242.3</b>	<b>100.0</b>	<b>3.3</b>

For the twelve months of:

<b>Expressed in Millions of Pesos as of December 31, 2004</b>	<b>2004</b>	<b>% Integ.</b>	<b>2003</b>	<b>% Integ.</b>	<b>% Incr.</b>
Domestic beer sales	20,439.7	81.9	19,969.7	82.7	2.4
Export beer sales	1,800.0	7.2	1,557.0	6.4	15.6
Beer sales	22,239.7	89.1	21,526.7	89.1	3.3
Packaging sales	2,511.2	10.1	2,444.9	10.1	2.7
Net sales	24,750.9	99.1	23,971.6	99.3	3.3
Other revenues	219.5	0.9	178.8	0.7	22.8
Total revenues	24,970.4	100.0	24,150.4	100.0	3.4
Cost of goods sold	10,275.4	41.2	9,995.9	41.4	2.8
Gross margin	14,695.0	58.8	14,154.5	58.6	3.8
Administrative expenses	2,698.1	10.8	2,544.0	10.5	6.1
Sales expenses	6,704.3	26.8	6,603.8	27.3	1.5
Operating expenses	9,402.4	37.7	9,147.8	37.9	2.8
Income from operations before management fee	5,292.6	21.2	5,006.7	20.7	5.7
Management fee	548.5	2.2	522.0	2.2	5.1
Income from operations	4,744.1	19.0	4,484.7	18.5	5.8
Depreciation	1,470.0	5.9	1,486.3	6.2	(1.1)
Amortization & other	2,030.9	8.1	1,961.1	8.1	3.6
EBITDA	8,245.0	33.0	7,932.1	32.8	3.9
Particip. in affiliated companies	63.0		31.0		N.S.
Capital Expenditures	3,170.9		3,731.0		(15.0)
<b>Sales volumes (Thousand hectoliters)</b>					
Domestic	23,442.0	91.3	22,582.0	91.9	3.8
Exports	2,240.0	8.7	1,982.4	8.1	13.0
Total	25,682.0	100.0	24,564.4	100.0	4.5
<b>Price per hectoliter</b>					
Domestic	871.9		884.3		(1.4)
Exports	803.6		785.4		2.3
Total	866.0		876.3		(1.2)

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<b>Total presentation mix (%)</b>					
Returnable	<b>16,810.4</b>	65.5	<b>16,767.3</b>	68.3	<b>0.3</b>
Non Returnable	<b>2,474.7</b>	9.6	<b>2,128.2</b>	8.7	<b>16.3</b>
Cans	<b>6,396.9</b>	24.9	<b>5,668.9</b>	23.0	<b>12.8</b>
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
Total	<b>25,682.0</b>	100.0	<b>24,564.4</b>	100.0	<b>4.5</b>
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

## FEMSA Comercio

## Results from Operations

Expressed in Millions of Pesos as of December 31, 2004	For the fourth quarter of:				
	2004	% Integ.	2003	% Integ.	% Incr.
Net sales	6,275.2	100.0	4,976.6	100.0	26.1
Other revenues					
Total revenues	6,275.2	100.0	4,976.6	100.0	26.1
Cost of goods sold	4,558.9	72.6	3,644.3	73.2	25.1
Gross margin	1,716.3	27.4	1,332.3	26.8	28.8
Administrative expenses	102.2	1.6	96.9	1.9	5.5
Sales expenses	1,254.1	20.0	994.0	20.0	26.2
Operating expenses	1,356.3	21.6	1,090.9	21.9	24.3
Income from operations before management fee	360.0	5.7	241.4	4.9	49.1
Management fee	27.8	0.4	29.2	0.6	(4.8)
Income from operations	332.2	5.3	212.2	4.3	56.5
Depreciation	65.4	1.0	37.5	0.8	74.5
Amortization & other	64.0	1.1	39.1	0.7	63.9
EBITDA	461.6	7.4	288.8	5.8	59.9
Capital Expenditures	400.1		455.1		(12.1)
<b>Information of Convenience Stores</b>					
Total stores					
New convenience stores	207		257		8.6
Same stores data: <sup>(1)</sup>					
Sales (Thousands Pesos)	576.7		526.1		9.6
Traffic	21.8		20.0		8.7
Ticket	26.5		26.2		0.8

Expressed in Millions of Pesos as of December 31, 2004	For the twelve months of:				
	2004	% Integ.	2003	% Integ.	% Incr.
Net sales	22,838.4	100.0	18,303.7	100.0	24.8
Other revenues					
Total revenues	22,838.4	100.0	18,303.7	100.0	24.8

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Cost of goods sold	<b>16,775.1</b>	73.5	<b>13,492.1</b>	73.7	<b>24.3</b>
Gross margin	<b>6,063.3</b>	26.5	<b>4,811.6</b>	26.3	<b>26.0</b>
Administrative expenses	<b>425.6</b>	1.9	<b>309.6</b>	1.7	<b>37.5</b>
Sales expenses	<b>4,613.1</b>	20.2	<b>3,673.9</b>	20.1	<b>25.6</b>
Operating expenses	<b>5,038.7</b>	22.1	<b>3,983.5</b>	21.8	<b>26.5</b>
Income from operations before management fee	<b>1,024.6</b>	4.5	<b>828.1</b>	4.5	<b>23.7</b>
Management fee	<b>113.8</b>	0.5	<b>91.9</b>	0.5	<b>23.8</b>
Income from operations	<b>910.8</b>	4.0	<b>736.2</b>	4.0	<b>23.7</b>
Depreciation	<b>215.5</b>	1.0	<b>137.7</b>	0.7	<b>56.5</b>
Amortization & other	<b>234.3</b>	1.0	<b>141.3</b>	0.8	<b>65.8</b>
EBITDA	<b>1,360.6</b>	6.0	<b>1,015.2</b>	5.5	<b>34.0</b>
Capital Expenditures	<b>1,648.0</b>		<b>1,273.1</b>		<b>29.4</b>
<b>Information of Convenience Stores</b>					
Total stores	<b>3,466</b>		<b>2,798</b>		<b>23.9</b>
New convenience stores	<b>668</b>		<b>582</b>		<b>14.8</b>
Same stores data: <sup>(1)</sup>					
Sales (Thousands Pesos)	<b>578.8</b>		<b>531.6</b>		<b>8.9</b>
Traffic	<b>22.5</b>		<b>21.4</b>		<b>4.9</b>
Ticket	<b>25.8</b>		<b>24.8</b>		<b>3.8</b>

<sup>(1)</sup> Monthly average information per store, considering same stores with 13 months of operations.

## FEMSA Cerveza, Including Core Packaging Business (excl. Six )

## Quarterly Results from Operations

Expressed in Millions of Pesos as of December 31, 2004	2003			
	I	II	III	IV
Domestic volume	4,840.6	6,120.4	5,801.0	5,820.0
Domestic Price	888.3	893.6	883.7	871.9
Export volume	361.5	598.3	600.3	422.3
Export Price	773.2	787.2	786.0	792.8
Domestic beer sales	4,299.9	5,469.0	5,126.4	5,074.3
Export beer sales	279.5	471.0	471.8	334.8
Beer sales	4,579.4	5,940.0	5,598.2	5,409.1
Packaging sales	536.7	601.8	605.2	701.2
Net sales	5,116.1	6,541.8	6,203.4	6,110.3
Other revenues	38.5	35.6	50.0	54.6
Total revenues	5,154.6	6,577.4	6,253.4	6,164.9
Cost of goods sold	2,246.1	2,645.4	2,522.5	2,581.8
Gross margin	2,908.5	3,932.0	3,730.9	3,583.1
Administrative expenses	622.3	623.4	620.7	677.7
Sales expenses	1,530.5	1,773.9	1,683.0	1,616.3
Operating expenses	2,152.8	2,397.3	2,303.7	2,294.0
Income from operations before management fee	755.7	1,534.7	1,427.2	1,289.1
Management fee	129.2	131.6	130.4	130.8
Income from operations	626.5	1,403.1	1,296.8	1,158.3
Depreciation	361.7	362.9	372.2	389.4
Amortization & other	411.6	502.7	500.7	546.3
EBITDA	1,399.8	2,268.7	2,169.7	2,094.0
EBIT before management fee to Total sales	14.7%	23.3%	22.8%	20.9%
EBIT to Total sales	12.2%	21.3%	20.7%	18.8%
EBITDA to Total sales	27.2%	34.5%	34.7%	34.0%

2004

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Expressed in Millions of  
Pesos as of December 31, 2004

	I	II	III	IV
Domestic volume	5,122.0	6,273.0	6,048.0	5,999.0
Domestic Price	870.9	890.2	875.0	850.5
Export volume	480.2	699.0	608.8	452.0
Export Price	780.5	824.9	808.3	788.9
Domestic beer sales	4,460.8	5,584.4	5,292.3	5,102.3
Export beer sales	374.8	576.6	492.1	356.5
Beer sales	4,835.6	6,161.0	5,784.4	5,458.8
Packaging sales	569.4	665.6	649.7	626.4
Net sales	5,405.0	6,826.6	6,434.1	6,085.2
Other revenues	37.1	57.1	59.0	66.4
Total revenues	5,442.1	6,883.7	6,493.1	6,151.6
Cost of goods sold	2,367.5	2,725.6	2,669.8	2,512.5
Gross margin	3,074.6	4,158.1	3,823.3	3,639.1
Administrative expenses	660.4	664.5	660.8	712.5
Sales expenses	1,544.9	1,758.8	1,672.2	1,728.4
Operating expenses	2,205.3	2,423.3	2,333.0	2,440.9
Income from operations before management fee	869.3	1,734.8	1,490.3	1,198.2
Management fee	135.6	134.8	122.9	155.1
Income from operations	733.7	1,600.0	1,367.4	1,043.1
Depreciation	355.2	373.0	369.4	372.4
Amortization & other	472.3	566.7	494.7	497.1
EBITDA	1,561.2	2,539.7	2,231.5	1,912.6
EBIT before management fee to Total sales%	16.0%	25.2%	23.0%	19.5%
EBIT to Total sales%	13.5%	23.2%	21.1%	17.0%
EBITDA to Total sales%	28.7%	36.9%	34.4%	31.1%

**FEMSA Cerveza, Including Core Packaging Business (excl. Six )**  
**Accumulated Results from Operations**

Expressed in Millions of Pesos as of December 31, 2004	2003			
	March	June	September	December
Domestic volume	4,840.6	10,961.0	16,762.0	22,582.0
Domestic Price	888.3	891.2	888.6	884.3
Export volume	361.5	959.8	1,560.1	1,982.4
Export Price	773.2	781.9	783.5	785.4
Domestic beer sales	4,299.9	9,768.9	14,895.3	19,969.6
Export beer sales	279.5	750.5	1,222.3	1,557.1
Beer sales	4,579.4	10,519.4	16,117.6	21,526.7
Packaging sales	536.7	1,138.5	1,743.7	2,444.9
Net sales	5,116.1	11,657.9	17,861.3	23,971.6
Other revenues	38.5	74.2	124.2	178.8
Total revenues	5,154.6	11,732.1	17,985.5	24,150.4
Cost of goods sold	2,246.1	4,891.6	7,414.1	9,995.9
Gross margin	2,908.5	6,840.5	10,571.4	14,154.5
Administrative expenses	622.3	1,245.6	1,866.3	2,544.0
Sales expenses	1,530.5	3,304.5	4,987.5	6,603.8
Operating expenses	2,152.8	4,550.1	6,853.8	9,147.8
Income from operations before management fee	755.7	2,290.4	3,717.6	5,006.7
Management fee	129.2	260.8	391.2	522.0
Income from operations	626.5	2,029.6	3,326.4	4,484.7
Depreciation	361.7	724.6	1,096.9	1,486.3
Amortization & other	411.6	914.2	1,414.8	1,961.1
EBITDA	1,399.8	3,668.4	5,838.1	7,932.1
EBIT before management fee to Total sales	14.7%	19.5%	20.7%	20.7%
EBIT to Total sales	12.2%	17.3%	18.5%	18.6%
EBITDA to Total sales	27.2%	31.3%	32.5%	32.8%

Expressed in Millions of Pesos as of December 31, 2004	2004			
	March	June	September	December

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Domestic volume	5,122.0	11,395.0	17,443.0	23,442.0
Domestic Price	870.9	881.5	879.3	871.9
Export volume	480.2	1,179.2	1,788.0	2,240.0
Export Price	780.5	806.8	807.3	803.6
Domestic beer sales	4,460.8	10,045.2	15,337.4	20,439.7
Export beer sales	374.8	951.4	1,443.5	1,800.0
Beer sales	4,835.6	10,996.6	16,780.9	22,239.7
Packaging sales	569.4	1,235.0	1,884.8	2,511.2
Net sales	5,405.0	12,231.6	18,665.7	24,750.9
Other revenues	37.1	94.1	153.1	219.5
Total revenues	5,442.1	12,325.7	18,818.8	24,970.4
Cost of goods sold	2,367.5	5,093.1	7,762.9	10,275.4
Gross margin	3,074.6	7,232.6	11,055.9	14,695.0
Administrative expenses	660.4	1,324.9	1,985.6	2,698.1
Sales expenses	1,544.9	3,303.6	4,975.8	6,704.3
Operating expenses	2,205.3	4,628.5	6,961.4	9,402.4
Income from operations before management fee	869.3	2,604.1	4,094.5	5,292.6
Management fee	135.6	270.5	393.4	548.5
Income from operations	733.7	2,333.6	3,701.1	4,744.1
Depreciation	355.2	728.2	1,097.6	1,470.0
Amortization & other	472.3	1,039.0	1,533.8	2,030.9
EBITDA	1,561.2	4,100.8	6,332.5	8,245.0
EBIT before management fee to Total sales	16.0%	21.1%	21.8%	21.2%
EBIT to Total sales	13.5%	18.9%	19.7%	19.0%
EBITDA to Total sales	28.7%	33.3%	33.6%	33.0%



## Impact of Reclassification of Pension Plan Expenses

Millions of 2004 4th Quarter 2004	COCA-COLA FEMSA		FEMSA CERVEZA		FEMSA COMERCIO		FEMSA CONSOLIDATED	
	2004	2003	2004	2003	2004	2003	2004	2003
Cost of good sold			31.2	12.7			33.0	14.4
Administrative expenses	0.0	6.8	7.7	4.4	0.2	0.0	14.2	18.3
Sales expenses	5.3	1.0	1.1	0.6	0.2	0.0	6.6	1.6
Income From operations effect	5.3	7.8	40.0	17.7	0.4	0.0	53.8	34.3
Integral result of financing	(5.8)	(7.9)	(31.0)	(11.4)	(0.4)	(0.3)	(43.3)	(26.3)
Other expenses (income)	0.5	0.1	(9.0)	(6.3)	0.0	0.3	(10.6)	(8.0)
Net income effect								

Millions of Pesos Accumulated 2004	COCA-COLA FEMSA		FEMSA CERVEZA		FEMSA COMERCIO		FEMSA CONSOLIDATED	
	2004	2003	2004	2003	2004	2003	2004	2003
Cost of good sold			61.3	50.8			68.6	57.6
Administrative expenses	12.3	10.5	24.5	17.7	0.6	0.3	68.4	56.8
Sales expenses	9.3	3.8	3.4	2.4	0.6	0.3	13.4	6.6
Income From operations effect	21.6	14.3	89.2	70.9	1.2	0.6	150.4	121.0
Integral result of financing	(22.9)	(15.0)	(64.2)	(45.7)	(1.3)	(1.0)	(117.5)	(89.0)
Other expenses (income)	1.3	0.7	(25.0)	(25.2)	0.1	0.4	(32.9)	(32.0)
Net income effect								

**FEMSA**

Other Financial Information

***MACROECONOMIC INFORMATION***

<b>Inflation</b>		<b>Exchange Rate</b>
<b>Dec-Dec04</b>	&nb	