

COCA COLA FEMSA SA DE CV  
Form SC 13G  
July 28, 2005

**UNITED STATES  
SECURITIES AND EXCHANGE  
COMMISSION**  
Washington, D.C. 20549  
**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934  
(Amendment No. )\***

**Coca-Cola FEMSA, S.A. de C.V.**

(Name of Issuer)

**Series L Shares, without par value**

(Title of Class of Securities)

**191241108**

(CUSIP Number)

**July 18, 2005**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 191241108

1. **Names of Reporting Persons.**  
**Bill & Melinda Gates Foundation**  
**I.R.S. Identification Nos. of above persons (entities only)**
  
2. **Check the Appropriate Box if a Member of a Group (See Instructions)**  
 (a)  **o**  
 (b)  **o**
  
3. **SEC Use Only**
  
4. **Citizenship or Place of Organization**  
**State of Washington**
  

	5.		<b>Sole Voting Power</b>
<b>Number of</b>			<b>-0-</b>
<b>Shares</b>			
<b>Beneficially</b>	6.		<b>Shared Voting Power</b>
<b>Owned by</b>			<b>16,721,000*</b>
<b>Each</b>	7.		<b>Sole Dispositive Power</b>
<b>Reporting</b>			<b>-0-</b>
<b>Person With</b>	8.		<b>Shared Dispositive Power</b>
			<b>16,721,000*</b>

  
9. **Aggregate Amount Beneficially Owned by Each Reporting Person**  
**16,721,000\***
  
10. **Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)**  **o**
  
11. **Percent of Class Represented by Amount in Row (9)**  
**6.1%\***
  
12. **Type of Reporting Person (See Instructions)**  
**OO**

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\* The Bill & Melinda Gates Foundation (the Foundation) holds 1,672,100 American Depositary Shares (ADSs), each representing 10 Series L Shares, without par value. The Series L Shares underlying the ADSs held by the Foundation represent 6.1% of the outstanding Series L Shares. For purposes of Rule 13d-3 under the Securities Exchange Act of 1934, as amended, all ADSs held by the Foundation may be deemed to be beneficially owned by William H. Gates III and Melinda French Gates as Co-Trustees of the Foundation. Michael Larson acts with investment discretion for Mr. and Mrs. Gates, as Co-Trustees of the Foundation, in respect of the ADSs owned by the Foundation. Mr. Larson disclaims any beneficial ownership of the ADSs beneficially owned by the Foundation or Mr. and Mrs. Gates.

CUSIP No. 191241108

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| 1.  | <b>Names of Reporting Persons.</b><br>William H. Gates III<br>I.R.S. Identification Nos. of above persons (entities only)                |
| 2.  | <b>Check the Appropriate Box if a Member of a Group (See Instructions)</b><br>(a) <input type="radio"/> 0<br>(b) <input type="radio"/> 0 |
| 3.  | <b>SEC Use Only</b>  |
| 4.  | <b>Citizenship or Place of Organization</b><br>United States of America  |
| 5.  | <b>Sole Voting Power</b><br>-0-  |
| 6.  | <b>Shared Voting Power</b><br>16,721,000*  |
| 7.  | <b>Sole Dispositive Power</b><br>-0-   |
| 8.  | <b>Shared Dispositive Power</b><br>16,721,000*   |
| 9.  | <b>Aggregate Amount Beneficially Owned by Each Reporting Person</b><br>16,721,000*   |
| 10. | <b>Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)</b> <input type="radio"/> 0                       |
| 11. | <b>Percent of Class Represented by Amount in Row (9)</b><br>6.1%*  |
| 12. | <b>Type of Reporting Person (See Instructions)</b><br>IN   |

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\* The Bill & Melinda Gates Foundation (the Foundation) holds 1,672,100 American Depositary Shares (ADSs), each representing 10 Series L Shares, without par value. The Series L Shares underlying the ADSs held by the Foundation represent 6.1% of the outstanding Series L Shares. For purposes of Rule 13d-3 under the Securities Exchange Act of 1934, as amended, all ADSs held by the Foundation may be deemed to be beneficially owned by William H. Gates III and Melinda French Gates as Co-Trustees of the Foundation. Michael Larson acts with investment discretion for Mr. and Mrs. Gates, as Co-Trustees of the Foundation, in respect of the ADSs owned by the Foundation. Mr. Larson disclaims any beneficial ownership of the ADSs beneficially owned by the Foundation or Mr. and Mrs. Gates.

CUSIP No. 191241108

1. **Names of Reporting Persons.**  
Melinda French Gates  
**I.R.S. Identification Nos. of above persons (entities only)**
  
2. **Check the Appropriate Box if a Member of a Group (See Instructions)**  
(a)  **o**  
(b)  **o**
  
3. **SEC Use Only**
  
4. **Citizenship or Place of Organization**  
United States of America
  

	5.		<b>Sole Voting Power</b>
<b>Number of Shares Beneficially Owned by Each Reporting Person With</b>			<b>-0-</b>
	6.		<b>Shared Voting Power</b>
			<b>16,721,000*</b>
	7.		<b>Sole Dispositive Power</b>
			<b>-0-</b>
	8.		<b>Shared Dispositive Power</b>
			<b>16,721,000*</b>

  
9. **Aggregate Amount Beneficially Owned by Each Reporting Person**  
16,721,000\*
  
10. **Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)**  **o**
  
11. **Percent of Class Represented by Amount in Row (9)**  
6.1%\*
  
12. **Type of Reporting Person (See Instructions)**  
IN

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\* The Bill & Melinda Gates Foundation (the Foundation) holds 1,672,100 American Depositary Shares (ADSs), each representing 10 Series L Shares, without par value. The Series L Shares underlying the ADSs held by the Foundation represent 6.1% of the outstanding Series L Shares. For purposes of Rule 13d-3 under the Securities Exchange Act of 1934, as amended, all ADSs held by the Foundation may be deemed to be beneficially owned by William H. Gates III and Melinda French Gates as Co-Trustees of the Foundation. Michael Larson acts with investment discretion for Mr. and Mrs. Gates, as Co-Trustees of the Foundation, in respect of the ADSs owned by the Foundation. Mr. Larson disclaims any beneficial ownership of the ADSs beneficially owned by the Foundation or Mr. and Mrs. Gates.

**Item 1.**

- (a) **Name of Issuer**  
**Coca-Cola FEMSA, S.A. de C.V. (the Issuer )**
- (b) **Address of Issuer's Principal Executive Offices**  
**Guillermo González Camarena No. 600**  
  
**Col. Centro de Ciudad Santa Fé**  
  
**Delegación Alvaro Obregón**  
  
**México, D.F. 01210**

**Item 2.**

- (a) **Name of Person Filing**  
**Bill & Melinda Gates Foundation (the Foundation ), Melinda French Gates and William H. Gates III.\***
- (b) **Address of Principal Business Office or, if none, Residence**  
**The Foundation 1551 Eastlake Avenue E., Seattle, Washington 98102**  
  
**Mr. Gates One Microsoft Way, Redmond, Washington 98052**  
  
**Mrs. Gates 2365 Carillon Point, Kirkland, Washington 98033**
- (c) **Citizenship**  
**The Foundation is a charitable trust organized under the laws of the State of Washington.**
- (d) **Both Mr. and Mrs. Gates are citizens of the United States of America.**  
**Title of Class of Securities**  
**Series L Shares, without par value**
- (e) **CUSIP Number**  
**191241108\*\***

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\* Neither the present filing nor anything contained herein shall be construed as an admission that the Foundation or Mr. and Mrs. Gates constitute a person for any purpose other than Section 13(g) of the Securities Exchange Act of 1934, or that the Foundation and Mr. and Mrs. Gates constitute a group for any purpose.

\*\* The stated CUSIP Number relates to the American Depositary Shares representing the Series L Shares.

**Item 3.**

**If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

Not Applicable.

**Item 4. Ownership**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) **Amount beneficially owned:**

See the responses to Item 9 on the attached cover pages.

(b) **Percent of class:**

See the responses to Item 11 on the attached cover pages.

(c) **Number of shares as to which the person has:**

(i) **Sole power to vote or to direct the vote**

See the responses to Item 5 on the attached cover pages.

(ii) **Shared power to vote or to direct the vote**

See the responses to Item 6 on the attached cover pages.

(iii) **Sole power to dispose or to direct the disposition of**

See the responses to Item 7 on the attached cover pages.

(iv) **Shared power to dispose or to direct the disposition of**

See the responses to Item 8 on the attached cover pages.

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not Applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person**

Not Applicable.

**Item 8. Identification and Classification of Members of the Group**

Not Applicable.

**Item 9. Notice of Dissolution of Group**

Not Applicable.

**Item 10. Certification**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

## Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: July 28, 2005

### BILL & MELINDA GATES FOUNDATION

By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact for each of the Co-Trustees,  
William H. Gates III and  
Melinda French Gates

### WILLIAM H. GATES III

By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact

### MELINDA FRENCH GATES

By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact

### JOINT FILING AGREEMENT

We, the signatories of the statement to which this Joint Filing Agreement is attached, hereby agree that such statement is filed, and any amendments thereto filed by any or all of us will be filed, on behalf of each of us.

DATED: July 28, 2005

### BILL & MELINDA GATES FOUNDATION

By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact for each of the Co-Trustees,  
William H. Gates III and  
Melinda French Gates

### WILLIAM H. GATES III

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By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact

MELINDA FRENCH GATES

By /s/ Michael Larson  
Name: Michael Larson\*  
Title: Attorney-in-fact

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\* Duly authorized under Special Power of Attorney appointing Michael Larson attorney-in-fact, dated February 4, 2005, by and on behalf of William H. Gates III and Melinda French Gates, as Co-Trustees, filed as Exhibit 99.2 to Cascade Investment, L.L.C.'s Amendment No. 5 to Schedule 13G with respect to Canadian National Railway Company on February 11, 2005, SEC File No. 005-48661, and incorporated by reference herein.