

Arca Continental finalizes agreement to acquire majority stake of Tonicorp of Ecuador

- *The bottler announced that it has reached an agreement for the acquisition of a majority interest in the shares of Holding Tonicorp, a market leader with great tradition in the Ecuadorian high value-added dairy products segment*
- *The Mexican multinational corporation expands its competitive position in South America, where it participates in the beverage business in Ecuador and Argentina, as well as in the snack business in Ecuador, through its subsidiary Inalecsa*

Guayaquil, Ecuador, August 22, 2013 – Arca Continental S.A.B (“Arca Continental”) (BMV: AC), the second-largest Coca-Cola bottler in Latin America, today announced that it has reached an agreement with major shareholders of Holding Tonicorp to acquire a majority stake in the company, a leader in high value added dairy products in Ecuador. The transaction is subject to various approvals, including the anti-trust authority.

With over 3,000 employees, Holding Tonicorp is one of the largest companies of the consumer goods sector in Ecuador, with sales of US\$308 million in 2012.

The investment in this important sector will strengthen and create new profitable growth opportunities for Arca Continental South America, where along with its business partners it already participates as Coca-Cola bottler in Ecuador and northern Argentina, as well as in the snack business in Ecuador through Inalecsa.

The operation will integrate the knowledge, experience, and outstanding performance of both companies to benefit consumers, by incorporating the brands, products and services of *Industrias Lacteas Toni*, *Heladosa*, *Plasticos Ecuatorianos*, and *Dipor* to the portfolio of Arca Continental. These Ecuadorian companies are focused on the production of high value-added milk products and other beverages, ice cream, packaging and plastic containers for industrial and mass-consumption markets, and a solid, nationwide distribution platform.

"This transaction will boost the presence and competitiveness of our operations in South America, reflecting our confidence to continuing investing in Ecuador and our constant conviction of seeking new ways to create value for shareholders, the community and employees," stated Manuel L. Barragán Morales, Chairman of the Board of Arca Continental.

Francisco Alarcón Fernández-Salvador, Chairman of the Board of Holding Tonicorp commented, "This agreement gives Tonicorp the opportunity to leverage its brands and continue the sustained growth its operations have experienced for decades. This transaction recognizes Tonicorp's vision, track record and commitment to the country"

Francisco Garza Egloff, CEO of Arca Continental, added that "in addition to sharing Tonicorp's culture of excellence serving its market with high-quality products and services, this acquisition will provide an excellent platform for innovation in a segment of great growth in this region—value-added dairy products—with cherished brands of great tradition and loyalty that we will have the honor to continue growing."

Since 2012 Arca Continental has participated in the Mexican dairy market through Santa Clara, a joint venture between the Coca-Cola Company and other Mexican bottlers.

With this agreement, Arca Continental reiterates its commitment to generating maximum value for its clients, consumers, employees and shareholders in a profitable and sustainable manner.

About Arca Continental

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. With an outstanding history spanning more than 85 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise territory, the Company serves over 53 million consumers in Northern and Western Mexico, Ecuador and Northern Argentina. The Company's shares trade on the Mexican Stock Exchange under the ticker symbol "AC". For more information, visit www.arcacontal.com

About Holding Tonicorp

Holding Tonicorp is comprised of market-leading companies in Ecuador: Industrias Lacteas Toni, Plasticos Ecuatorianos, Dipor and Heladosa. With more than 40 years in the market, Holding Tonicorp is one of the largest groups in the consumer goods sector in Ecuador. The company produces high value-added dairy products as well as other beverages under the respected Toni brand, ice cream with high dairy content under the Topsy brand, packaging and plastic containers for to the industrial and mass-consumption markets, and has a solid marketing and distribution channels. Tonicorp is involved in the production process from farm-to-table and aims to raise the quality of life of Ecuadorians through the supply of accessible and high-quality products that generate wellness. Holding Tonicorp's shares are traded on the Ecuadorian Stock Exchange. For more information, visit www.tonicorp.com

Contacts:**Investor Relations Arca Continental**
Monterrey

Ulises Fernández de Lara
Juan Hawach Sánchez

ulises.fernandezdelara@arcacontal.com
juan.hawach@arcacontal.com

52 (81) 8151-1525
52 (81) 8151-1547

New York

Melanie Carpenter
i-Advize Corporate Communications

arcacontal@i-advize.com

(212) 406-3692

Corporate Communications Arca Continental

Guillermo Garza
Fidel Salazar

guillermo.garza@arcacontal.com
fidel.salazar@arcacontal.com

52 (81) 8151-1443
52 (81) 8151-1443

Corporate Communications Holding Tonicorp

Mariuxy Vergara

mvergara@tonisa.com

593 (98) 7231-729