

**Monterrey**  
**Ulises Fernández de Lara**  
 ulises.fernandezdelara@arcacontal.com  
 Tel: 52 (81) 8151-1525

**Juan Hawach Sánchez**  
 juan.hawach@arcacontal.com  
 Tel: 52 (81)8151-1547

**New York**  
**Melanie Carpenter**  
 i-advize Corporate Communications  
 Tel: (212) 406-3692  
 arcacontal@i-advize.com

**Guillermo Garza**  
 guillermo.garza@arcacontal.com  
 Tel: 52 (81) 8151-1589



## PRESS RELEASE

### Arca Continental and The Coca-Cola Company announce the acquisition of the majority stock of Holding Tonicorp

- *Arca Continental and The Coca-Cola Company officially announce the acquisition of Holding Tonicorp.*
- *The acquisition will allow both companies to strengthen their strategic partnership with their joint participation in the dairy market of Ecuador.*

**Quito, April 15, 2014.-** Arca Continental and The Coca-Cola Company have officially announced the acquisition of the majority stock of Tonicorp – a leading company in the dairy product industry and one of the most important groups in the consumption sector in Ecuador. It is composed of Industrias Lácteas Toni S.A, Heladosa S.A., Plásticos Ecuatorianos S.A., Dipor S.A, Cosedone and Fabacorpsa.

In order to consolidate their innovation strategy and expand their beverage portfolio in a region with significant growth potential, Arca Continental and The Coca-Cola Company strengthened their long-term relationship and joint work by agreeing on this equal-part scheme partnership.

This agreement will allow the Coca-Cola System of Ecuador to strengthen its product portfolio, keep innovating in new market segments and co-offer a variety of products that meet the consumers' needs.

“We thank the authorities for their trust and support to this project. We confirm our commitment to Ecuador. We intend to keep participating, along with our partners from The Coca-Cola Company and Arca Continental Sudamérica, in the economic development of the country, by bringing knowledge, expertise and the outstanding performance of our companies, for the benefit of consumers and society in general”, stated Alejandro González Quiroga, Chief Executive Officer of Arca Continental South America.

“Consistent with our 2020 Vision to be one of the leading companies in each ready-to-drink non-alcoholic beverages category, we constantly aim at offering a portfolio that allows meeting the Ecuadorian’s needs. The investment in the Holding Tonicorp will allow us to keep innovating in new market segments and confirm our commitment with the country”, stated Louis Balat, General Manager of Coca-Cola de Ecuador S.A.

Francisco Alarcón Fernández-Salvador, President of Holding Tonicorp, highlighted this investment as “very good news, which makes us proud because it represents a recognition and endorsement to the group’s success, as well as a vote of confidence for the country by bringing new and valuable investments to promote the development of Ecuador”.

Arca Continental South America has been present in Ecuador since 2010 as the single bottler of Coca-Cola in the country, and it has been participating in the Mexican dairy market since 2012, through Santa Clara –a company where it has a joint participation with The Coca-Cola Company and other Mexican bottlers.

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With this acquisition, both the Coca-Cola System confirms their commitment with the country and local innovation. Therefore, they will keep investing and contributing to the development of the food and beverage industry in Ecuador, as well as to the comprehensive wellbeing of contributors and communities where they operate.

### **About The Coca-Cola Company**

*The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).*

### **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](http://www.arcacontal.com)*