



PRESS RELEASE

Arca Continental Awarded for Operational Excellence

- **The Global Supply Chain Council of The Coca-Cola Company recognizes the Mexican bottler for implementing the continuous improvement methodology in the Transformation category**

Monterrey, March 3, 2015. – In recognition of the positive contribution to promote a culture of innovation and performance improvement, the Global Supply Chain Council (“GSCC”) of The Coca-Cola Company awarded Arca Continental as the winner in the Transformation Category of Operational Excellence.

During the first edition of the GSCC Awards, the board, composed of representatives from The Coca-Cola Company and bottlers from all over the world, recognized the success of Arca Continental in implementing Operational Excellence methods throughout the entire organization.

Since the implementation of this initiative in 2014, the plants in Culiacan, in Sinaloa, and Insurgentes, in Monterrey, were the first in the Coca-Cola system worldwide to receive certification as Global Centers of Reference.

“This award will further strengthen our value chain and accelerate the implementation of this program across all our territories. Reinforcing our culture of innovation to successfully face the new challenges in our business while recognizing the efforts of our professional team of collaborators who work to continuously improve Arca Continental”, stated Alejandro Molina, Executive Technical Director of Arca Continental.

For this first edition, the board received a total of 275 applications from all over the world, and the trophies will be presented in London on March 11, 2015.

Arca Continental reiterates its commitment to maximize the efficiency of its production facilities, giving priority to the security and integrity of its collaborators, the quality of its products and the sustainability of its operations.

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.

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With an outstanding history spanning more than 87 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