

Investor Relations

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

Corporate Communications

Guillermo Garza

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

Fidel Salazar

fidel.salazar@arcacontal.com
Tel: 52 (81) 8151-1400, ext. 11513



PRESS RELEASE

Arca Continental to Invest Ps. 5.2 billion in 2015, 30% above 2014

- ***Bottling company announces Ps. 5.2 billion in investments, a 30% increase from 2014.***
- ***60% of the investments are destined for Mexico, primarily to solidify market and production capabilities to improve performance at the point of sale.***
- ***Investments include the automation of a plant in Mexico, new Coca-Cola and Tonicorp plants in Ecuador, along with a new bottling plant in Argentina.***

Monterrey, Mexico April 15, 2015. – Arca Continental, the second largest Coca-Cola bottling company in Latin America announced today that in 2015 it will invest Ps. 5.2 billion pesos, primarily to fortify the market and the point of sale execution in Mexico; as well as in new production facilities in South America.

In a press conference held for the Annual Shareholders' Meeting, the Chairman of the Board of Directors, Manuel L. Barragan Morales, and the Chief Executive Officer, Francisco Garza Egloff, spoke about Arca Continental's performance in 2014 and the company's main strategies for 2015.

"The major part of the investments will be focused on fortifying our operations, mainly in Mexico, which is our most relevant market, but also to perfect our execution at the point of sale, to broaden our production capabilities in South America, to strengthen our complimentary businesses and look for new value creation opportunities for the company," explained Barragan Morales.

In addition to the automation and modernization of the Insurgentes Plant in Monterrey, which is one of the largest in Mexico, investments will also be allocated towards the expansion of the Bokados snack plant. Barragan Morales and Garza Egloff explained that a new Tonicorp plant is being built for its high value-added dairy products business in Ecuador, as well as a new Coca-Cola bottling plant in that same country and a beverage facility in Corrientes, Argentina.

"We have begun construction of a new Tonicorp plant in Guayaquil that incorporates the most advanced technology and will allow us to speed up our expansion plans in this important and profitable business segment," explained Garza Egloff.

Investor Relations

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

Corporate Communications

Guillermo Garza

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

Fidel Salazar

fidel.salazar@arcacontal.com
Tel: 52 (81) 8151-1400, ext. 11513



PRESS RELEASE

During the presentation of the company's results, Garza Egloff highlighted Arca Continental's profitability, which at the close of 2014, represented 15 consecutive quarters of EBITDA growth at Ps. 13,644 million, a 6.2% increase versus 2013.

During the Ordinary Shareholders' Meeting, Arca Continental's shareholders approved the distribution of a cash dividend of Ps. 1.75 per share.

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 US. Together with The Coca-Cola Company, lead the high-value added dairy category in Ecuador under Tonicorp brands. With an outstanding history spanning more than 89 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 54 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 on Arca Continental, please visit www.arcacontal.com.