

Investor Relations

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PRESS RELEASE

Moody's assigns A2 global rating and Aaa.mx national scale rating to Arca Continental

- *Rating Agency highlights the company's market leadership, prudent credit management and solid financial position*

Monterrey, Mexico, July 30, 2015. – Arca Continental (BMV: AC*), the world's third largest Coca-Cola bottling company, announced that today it received an "A2" global rating and an "Aaa.mx" local rating by Moody's Investors Service with a stable outlook.

In its release, the credit rating agency's rationale focused on the company's leading position in the markets in which it operates, its ample distribution network and product portfolio, which manifests in a strong credit profile with high margins, low interest expenses, positive free cash flow generation and robust liquidity levels.

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.