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PRESS RELEASE

Arca Continental Invests in Argentine Sugar Industry

- *In order to strengthen its value chain, the Mexican bottler acquires sugar production assets in Tucuman, Argentina.*

Tucuman, Argentina, April 6, 2016.- Arca Continental, the second-largest Coca-Cola bottler in Latin America, announced today, through its subsidiary in Argentina, Salta Refrescos, that it reached an agreement with Grupo Minetti to acquire the La Fronterita sugar production assets in the Province of Tucuman, Argentina.

As a result of this transaction, a strategic plan will be put in place to modernize and equip the acquired production facilities, which give Arca Continental access to 100,000 tons of sugar to strengthen part of the supply of this key input.

"This investment confirms the trust our Company has placed in the country, which we entered in 2008, with a vision of creating long-term value. We wish to thank the authorities for their support and reiterate our commitment to continue participating in Argentina's economic development," stated Juan Alba Loaiza, Director of Arca Continental Argentina.

The Chairman of the Board of Grupo Minetti, Fernando Cornu de Olmos, highlighted the benefits of this alliance for the sugar industry in Argentina.

"We are very optimistic to see an international enterprise like Arca Continental continuing to invest in Argentina and betting on the development of its economy. We believe that this agreement will stimulate and modernize the sugar industry in Tucuman, which will only increase the competitiveness of the region over the long-term," added Cornu.

Arca Continental reiterates its commitment to Argentina and its confidence in the country's institutions to collaborate on developing value-creation opportunities that support the well-being of the communities it serves.

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 90 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 83 million consumers in Northern and Western Mexico, Ecuador, Peru 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