



Relevant Event

Monterrey, Mexico, April 3, 2017. - Arca Continental, S.A.B. de C.V. ("Arca Continental" or "the Company") (BMV: AC*), the second-largest Coca-Cola bottler in Latin America, in accordance with the release of February the 8th, 2017, announces the closing of the transaction with The Coca-Cola Company ("TCCC") to be the sole franchise bottler of the Southwestern United States including the State of Texas, parts of Oklahoma, New Mexico, and Arkansas (the "Territory"), under which the agreed closing conditions were fulfilled, including the approval of the Arca Continental shareholders' meeting and the non-objection of The Comisión Federal de Competencia Económica.

Therefore, as of April 1, 2017, Arca Continental began operations in the Territory.

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 91 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 118 million consumers in Northern and Western Mexico, Ecuador, Peru, Northern Argentina and Southwest region in United States. 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