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PRESS RELEASE

AC awarded as Socially Responsible Company for 14th consecutive year

- ***CEMEFI – the Mexican Philanthropy Center – recognized Arca Continental’s commitment to ethical and sustainable management***
- ***PetStar, the largest PET food-grade recycling plant in the world, receives certificate for 3^d consecutive year, and Bokados is awarded for the 2nd time***

Monterrey, Mexico, April 7, 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, announced today that it was recognized for the 14th consecutive year as Socially Responsible Company by CEMEFI, the Mexican Philanthropy Center, for its ethical and sustainable management in the economic, social and environmental areas, as well as for its community wellness programs.

In addition, PetStar, the largest food-grade PET recycling plant in the world, led by Arca Continental, Coca-Cola de Mexico and a group of Mexican bottlers, was recognized for the third consecutive year.

Furthermore, Bokados, Arca Continental’s snacks business in Mexico, was awarded for the second straight year among the Socially Responsible Companies, upon satisfactorily meeting the standards established in the strategic areas of corporate social responsibility.

CEMEFI announced that Arca Continental, PetStar, Bokados and the other winning companies will receive the distinction of ESR 2017 at the 10th Annual Latin American Socially Responsible Company Forum which will be held from May 2-5, 2017.

Arca Continental reiterates its commitment to the wellbeing of the communities it serves, as well as that of its collaborators, the protection of the environment and the sustainable development of Mexico and the countries in which it operates.

About Arca Continental

Arca Continental is a company dedicated to the production, distribution, and sale of non-alcoholic beverages which are brand names of The Coca-Cola Company as well as salty snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador, and Wise in the United States. With an outstanding track record of more than 91 years, Arca Continental is the second largest Coca-Cola bottling company in Latin America and one of the most important in the world. Within its Coca-Cola franchise, the company serves a population of more than 118 million in the northern and western parts of Mexico as well as Ecuador, Peru, the northern region of Argentina and the Southwestern U.S. Arca Continental is listed in the Mexican Stock Market under the "AC" symbol. For further information about Arca Continental, please visit www.arcacontal.com.