

Investor Relations

Monterrey
Ulises Fernández de Lara
ulises.fernandezdelara@arcacontal.com
Tel: 52 (81) 8151-1525

Felipe R. Barquín Goris
felipe.barquin@arcacontal.com
Tel: 52 (81) 8151-1674

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 Acquires US-based Deep River Snacks®

Deep River Snacks® joins Wise in the USA, Bokados in Mexico, and Inalecsa in Ecuador, to broaden the company's international snack offering



Monterrey, Mexico, November 27, 2017 - Arca Continental, the second largest Coca-Cola bottler in Latin America and parent company of Wise Snacks, Bokados and Inalecsa, announced today the acquisition of Deep River Snacks, a company of premium better-for-you snacks based in the state of Connecticut.

With nationwide distribution and sales of approximately USD\$45 million per year, the company is known for its colorful line of kettle cooked potato chips, and HONCHOS™ organic seasoned tortilla chips. All of its products have non-GMO ingredients, are certified gluten-free, cooked exclusively in sunflower oil, and are Kosher and nut-free.

“Consistent with Arca Continental’s profitable growth and long-term vision we continue to expand our investment in

Complementary Businesses in the United States, hand in hand with a company that shares our core values and sense of social responsibility,” said Manuel L. Barragan Morales, Chairman of the Board of Directors of Arca Continental.

“This acquisition broadens the process of diversification and complementarity of the snacks portfolio for the US consumer with innovative products and in differentiated segments, allowing us to better serve our customers and enhance the development of our brands,” added the CEO of Arca Continental, Francisco Garza Egloff.

Deep River Snacks rounds out Arca Continental’s portfolio to capture both the conventional and growing better-for-you segment within the snack category, while partnering with a company whose mission is well aligned with Arca Continental’s Sustainability and Social Responsibility Strategy.

Through this acquisition, Arca Continental becomes a more significant player in the salty snacks industry in the United States, now manufacturing, distributing and selling brands like Wise®, Cheez Doodles®, Deep River Snacks® and HONCHOS™.

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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 on the Mexican Stock Market under the ticker symbol "AC". For further information about Arca Continental, please visit www.arcacontal.com.