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PRESS RELEASE

Arca Continental announces CEO succession plan

- **Arturo Gutiérrez will succeed Francisco Garza Egloff as Arca Continental's Chief Executive Officer on January 1st, 2019**

Monterrey, México, August 21, 2018.- Arca Continental SAB de CV (BMV: AC), one of the largest Coca-Cola bottlers in the world, announced today that Francisco "Pancho" Garza Egloff has opted to make his retirement effective on January 1st, 2019 after an outstanding record of nearly 16 years as CEO. Arturo Gutiérrez, currently Deputy CEO, will be named Arca Continental's CEO, effective January 1, 2019.

In a meeting held today, the Arca Continental Board of Directors unanimously approved the leadership transition, which is part of the institutional succession plan designed to ensure the long-term continuity and growth of the company.

"It has been a true privilege for us as a Board, and for me in particular, to witness Pancho's commitment, perseverance and talent throughout the years," said Manuel L. Barragán, Chairman of the Board of Directors of Arca Continental. "He has played an instrumental role in our profitable growth, always working closely with our associates and serving as a great example of the human and institutional values that distinguish us."

"One of the highest priorities of the Board of Directors has been the development of top talent to ensure the positive evolution of Arca Continental," added Barragán Morales. "We are confident that in his new role as CEO, Arturo will apply his in-depth business knowledge and vision to continue strengthening our development in all the territories and businesses in which we operate."

"First and foremost, I extend my sincere gratitude to all associates of Arca Continental for the constant dedication and professionalism that allowed us to achieve our goals. It has been an honor to be part of this outstanding team," said Garza Egloff.

"I also recognize the trust and guidance of the Board of Directors and Chairman Barragán, who have been fundamental in shaping who we are today as an organization. I am sure that with Arturo's leadership, we will continue to achieve more and higher objectives," added Garza Egloff.

During Garza Egloff's tenure, Arca Continental profitably doubled its sales in a profitable way every five years, supported by strong organic growth and constant geographical and business expansion. As a result, Arca Continental was transformed from a regional player in Mexico to an international company with operations in five countries in the Americas. In addition, Arca Continental became the first Latin American Coca-Cola bottler to operate in the United States, primarily in Texas and parts of Oklahoma, Arkansas and New Mexico.

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Starting January 1st, 2019, Garza Egloff will continue as a member of the Arca Continental Board of Directors and serve as Vice Chairman of the Food and Snack Board, seeking to drive growth in this business segment.

Arturo Gutiérrez is 52 years old and has been with Arca Continental for more than 17 years, holding various executive positions, including Executive Vice President of Operations; Secretary of the Board of Directors; Head of the Mexico Beverages Division; Vice President of Human Resources; and Vice President of Planning and General Counsel. He also holds positions on several international industry councils. He is a lawyer from the Escuela Libre de Derecho and earned a master's degree in Law from Harvard University.

He oversaw the operational merger process of Embotelladoras Arca and Grupo Continental and most recently, in his current role as Deputy CEO, he led the integration of Coca-Cola Southwest Beverages with Arca Continental.

"I would like to thank the Board of Directors for trusting me with this important responsibility and stress my commitment to build on what we have achieved," said Gutiérrez. "My plan is to continue promoting an increasingly competitive, agile and innovative organization. We will be better positioned to serve our customers and consumers, clearly focused on generating value for our shareholders, associates and the communities for decades to come."

About Arca Continental

Arca Continental produces, distributes, and markets non-alcoholic beverages under The Coca-Cola Company brand, as well as salted snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding history spanning 92 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the largest in the world. Through its Coca-Cola franchise, the company serves more than 119 million people in the Northern and Western regions in Mexico, as well as in Ecuador, Peru, in the Northern region of Argentina, and in the Southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the ticker "AC". For more information about Arca Continental, please visit www.arcacontal.com