

## Investor Relations

### Monterrey

**Ulises Fernández de Lara**

ulises.fernandezdelara@arcacontal.com  
Tel: 52 (81) 8151-1525

### Felipe R. Barquín Gorís

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

## Public Affairs and Communications

### Guillermo Garza

guillermo.garza@arcacontal.com  
Tel: 52 (81) 8151-1441

### Fidel Salazar

fidel.salazar@arcacontal.com  
Tel: 52 (81) 8151-1441



## PRESS RELEASE

# Arca Continental will invest Ps. 13 billion in 2019

- ***It will strengthen its production and commercial capacities***
- ***AC will allocate 35% of its investments for the year to operations in Mexico, 39% to the United States, 26% to South America.***

**Monterrey, Mexico, April 4, 2019.** - Arca Continental, one of the top Coca-Cola bottlers in the world, announced today that it plans to invest close to Ps. 13 billion in 2019. The resources will be allocated to strengthening operations and market execution in its beverages business, as well as in its food & snacks division along the countries it serves.

Of the total amount, close to 35%, Ps. 4.6 billion, will be allocated to Mexico; 39%, close to Ps. 5 billion to operations in the U.S., including Ps. 3 billion to the new production facility in Houston, and 26%, Ps. 3.4 billion to South America.

Before the Annual Shareholders Meeting, Chairman of the Board of Directors, Manuel L. Barragan Morales, and Arturo Gutierrez Hernandez, Chief Executive Officer, spoke about the company's performance in 2018 and outlined the main strategies for 2019.

"Consistent with Arca Continental's long-term vision, in 2019 we will continue to reinforce and expand our production, distribution, and customer service capabilities in the markets we serve, in order to strengthen our position and capture new opportunities for organic and inorganic growth," said Barragan Morales.

While presenting the company's financial results, Gutierrez Hernandez stated that, in 2018, Arca Continental's sales reached Ps. 158,952 million, for a 14% increase year-over-year. EBITDA was 27,466 million, 5.7% higher than 2017, with a total consolidated volume of 2,220 million of unit cases.

"In 2019 we will focus our efforts on innovation and on fine-tuning our diverse commercial initiatives," he explained. "We will also reinforce operations in the U.S. and in all our territories through greater digitization projects and a more profound analysis of the information we collect from the market."

## Investor Relations

### Monterrey

#### Ulises Fernández de Lara

ulises.fernandezdelara@arcacontal.com  
Tel: 52 (81) 8151-1525

### Felipe R. Barquín Gorís

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

## Public Affairs and Communications

### Guillermo Garza

guillermo.garza@arcacontal.com  
Tel: 52 (81) 8151-1441

### Fidel Salazar

fidel.salazar@arcacontal.com  
Tel: 52 (81) 8151-1441



## PRESS RELEASE

Following the press conference, the Shareholders Meeting honored Barragan Morales as Honorary Lifetime Chairman of the Board of Directors while Jorge Humberto Santos Reyna was named Chairman.

“I am sure that in this new stage, guided by the effort, support, and vision of Jorge Santos Reyna and the Board of Directors, by the continued collaboration with The Coca-Cola Company, as well as the leadership of our CEO, Arturo Gutierrez, we will maintain our firm positive evolution, fostering the growth of our employees and excellence in the service we offer our customers and consumers,” said Barragan Morales.

### **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 93 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the top bottlers in the world. Through its Coca-Cola franchise, the company serves more than 123 million people in Northern and Western Mexico, Ecuador, Peru, and Northern Argentina. Arca Continental is listed on the Mexican Stock Exchange under the ticker symbol “AC”. For more information about Arca Continental, please visit <http://www.arcacontal.com>