

## 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

## Public Affairs and Communications

### New York

Melanie Carpenter  
i-advize Corporate  
Communications  
Tel: (212) 406-3692  
arcacontal@i-advize.com

### Guillermo Garza

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

### Fidel Salazar

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



## PRESS RELEASE

# AC Thanks Heroes of the Health Emergency

- Through different initiatives in the markets it serves, Arca Continental is sending a message of appreciation to the heroes of the pandemic.

**Monterrey, Mexico, May 21st, 2020.** –In addition to making donations of different kinds to Covid-19 treating hospitals, health professionals, at-risk communities, and microenterprises in its value chain, Arca Continental, one of the top Coca-Cola bottlers in the world, has launched a campaign to show appreciation to people on the frontlines who are directly dealing with the health emergency affecting the world.

By means of special packaging rollouts, the company is sending a message of appreciation to medical personnel, storekeepers, teachers, custodial staff, the police and the army, and other heroes who have been helping society as a whole since the beginning of the pandemic.

### Special Coca-Cola Appreciation Messages

In Mexico, as part of the Coca-Cola Mexican Industry, a special can presentation thanking not only those on the frontlines, but the Mexican people in general, in an effort to raise morale was launched.



The can includes a QR code linking consumers to the Coca-Cola Mexican Industry's website (<https://www.coca-colamexico.com.mx/packages/covid-19>), where they can find information on the efforts

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carried out for hospitals and communities across the country, benefiting 450,000 people; delivering more than 1.3 million liters of beverages to 200 Covid-19 treating hospitals; and donating 200,000 face shields made by PetStar with more than one million recycled bottles.

### Thank you, Wise

Likewise, AC's snacks brand in the US, Wise, rolled out an appreciation package. Part of the profits from sales of this presentation will be donated to the first line of defense in the pandemic.



### Tortolines

This iconic Inalecsa snack is also participating in our appreciation efforts, emphasizing the fact that it is only because of this sector's contribution to society that the majority of the population was able to maintain social isolation, thus reducing the impact of the virus in Ecuador.

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Actions such as these reaffirm the company's commitment to supporting the whole of society during the pandemic, in addition to ensuring the availability of hydration and food for the communities and reiterating its disposition to act as promoters of a positive change in a crisis.

### 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 94 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 123 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](http://www.arcacontal.com)