

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

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



ARCACONTINENTAL



PRESS RELEASE



AC and Coca-Cola Promote Reactivation in Ecuador

- AC and Coca-Cola are implementing a comprehensive economic reactivation plan for neighborhood stores in Ecuador, with the participation of the National and Local government, business unions and the UNDP.

Guayaquil, Ecuador. May 26, 2020. – Arca Continental Ecuador, in collaboration with Coca-Cola Ecuador, announced the implementation of a Plan to Reactivate Neighborhood Stores, reaffirming their commitment to contributing to economic, social, and environmental growth in the country.

The United Nations Development Programme (UNDP), the municipality of Quito, Conquito, the Authority of Guayas, and the Ministry of Production, Foreign Trade, Investment, and Fishing are also participants in the plan.

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

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



ARCACONTINENTAL



PRESS RELEASE

These efforts were begun in collaboration with the UNDP, offering online training courses to more than 100,000 neighborhood stores across the nation on prevention, care, and safety measures that help mitigate contagion.

Additionally, digital tools were adapted to the stores' strategies, enabling storekeepers to use mobile apps such as AC Digital and other guides that make it easier for them to receive orders and serve customers.

In order to keep the stores safe, kits including cloth face masks, face shields, antibacterial gel, customer information materials, and distancing panes were also distributed to close to 12,600 neighborhood stores in Quito and Guayaquil. The goal of these efforts is to revitalize both the economies of these stores and that of the country.

This program is part of Arca Continental's global strategy to reinforce the traditional channel and promote economic reactivation in every country where it operates.

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 more than 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