

## Let's talk about water, because every drop counts



- Arca Continental, as part of the Coca-Cola Mexican Industry (CCMI) and through the Coca-Cola Foundation, will reinforce its efforts to take water to more than one million Mexican people by means of an initial joint investment for \$50 million pesos.
- With filters, cisterns, rainwater harvesting roofs, and several other initiatives, CCMI promotes access to water and its availability across the country.

**Monterrey, February 24, 2021.-** Currently, more than 12 million Mexican people lack clean water, one of the most essential resources for Mexico and the world. According to the 2030 Agenda for the Sustainable Development Goals, promoting the access to clean water and sanitation is paramount to achieving the well-being and development of society. This is why **Arca Continental**, as part of the **Coca-Cola Mexican Industry (CCMI)**, working hand-in-hand with the **Coca-Cola Foundation** and in partnership with several organizations including **Pronatura**, **Agua Capital**, **Global Environment & Technology Foundation (GETF)**, and the **World Wildlife Fund Mexico (WWF)**, are working every day in promoting community projects aimed at ensuring access to and the conservation of this vital resource.

Access to water and its availability is an issue that concerns us all, which is why Arca Continental, in collaboration with the Coca-Cola Foundation and CCMI have set forth the **objective of taking water to more than one million Mexican people by 2030 by means of an initial joint investment of**

\$50 million pesos that will be used to develop and install filters, cisterns, water harvesting roofs, and in several other initiatives that promote its availability and conservation.



As of this date, the Coca-Cola Mexican Industry, through the Coca-Cola Foundation, and in collaboration with Pronatura, has benefited close to 500,000 people in several communities with its access to water and conservation programs. Furthermore, more than 79 million trees have been planted, which makes a strong contribution to water absorption, thus replenishing springs, rivers, and lakes. This has contributed to generating more than 115,000 jobs.

Arca Continental, as part of the Coca-Cola Mexican Industry, continues to multiply its efforts through the Mexico Reforestation and Water Harvesting Program, which includes the participation of communities, authorities, and the government to promote reforestation and soil restoration, water harvesting and availability, in addition to productive projects.

These results are in addition to other advances made by the CCMI such as returning to nature more than 100% of the water used in its products, reducing water consumption in its bottling plants by 36%, and returning more than 11 billion liters of water annually, which is equal to 5,000 Olympic-sized swimming pools, in addition to treating 100% of the industrial water in its production processes.

It is time for us to

**#DoThisTogether**



@SomosCocaCola



@ArcaContal



@SomosCocaCola



@ArcaContal



[coca-colamexico.com.mx](http://coca-colamexico.com.mx)



[arcacontal.com](http://arcacontal.com)

## About Arca Continental

Arca Continental produces, distributes, and markets beverages under The Coca-Cola Company brand, as well as 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](http://www.arcacontal.com)

## About Coca-Cola

The Coca-Cola Company (NYSE: KO) is a total beverages company whose products are sold in more than 200 countries. Our purpose is to refresh the world and make a difference. Our brand portfolio includes Coca-Cola, Sprite, Fanta, and other soft drinks. Our hydration sports, coffee, and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest, and Ayataka. Our nutrition, juice, dairy, and plant-based brands include Minute Maid, Simply, Innocent, Del Valle, fairlife, and AdeS. In Mexico, our portfolio includes more than 80 brands, of which 66% are low- or no-calorie, including products developed locally such as Ciel®, Fresca®, Sidral Mundet®, and Santa Clara®.

We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. In addition, we strive to have a positive impact on the lives of people, communities, and the planet by replenishing water, recycling packaging, sourcing sustainably, and reducing carbon emissions across our value chain. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide.

For more information, visit [www.coca-colamexico.com.mx](http://www.coca-colamexico.com.mx) Follow us on [twitter.com/SomosCocaCola](https://twitter.com/SomosCocaCola), [facebook.com/SomosCocaCola](https://facebook.com/SomosCocaCola) and [mx.linkedin.com/company/the-coca-cola-company](https://mx.linkedin.com/company/the-coca-cola-company)

## About the Coca-Cola Foundation

The Coca-Cola Foundation (CCF) was born in 1997 in order to address a variety of social needs in the country and contribute to the comprehensive well-being of the Mexican people. By joining the efforts of civil associations, authorities, and the private sector (the Golden Triangle), the foundation promotes projects in which personal, social, and environmental well-being come together to develop sustainable communities that generate shared value and growth for the country. Today its commitment to and solidarity with Mexican families is stronger than ever before, and it continues to work on their safety and well-being, because together we are stronger.