

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



PRESS RELEASE



AC and allies go Beyond Recycling

- Through a forum with the participation of specialists in waste management and inclusive recycling, Arca Continental invited the promotion of circular economy models.

Monterrey, Mexico, July 14, 2021.- Arca Continental, one of the most important Coca-Cola bottlers in the world, held its forum “Beyond Recycling” in recent days. The meeting addressed issues related to the circular economy, basing the dialogue on the intentional design of packaging, the use and reuse of plastic, inclusive collection, and recycling and reintegration into new bottles.

The event was attended by Megan Daum, Vice President of Sustainability of the American Beverage Association; Francisco Balbuena, Director of Sustainability Operations for Coca-Cola Latin America; Mariana Larumbre, Director of Compromiso Eco, from Argentina; Paloma Roldán, Director of Ciudad Saludable, from Peru; Juana Iza, President of the Network of Collectors of Ecuador, Renarec, and Jaime Cámara, General Director of PetStar, the largest food grade PET recycling plant in the world, as well as Santiago López, Director for Latin America and the Caribbean of the Council International Beverage Associations (ICBA), who served as moderator.

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In the forum, the speakers highlighted the importance of consumers assuming responsibility in the process, participating with the four steps for the correct disposal of bottles: Empty, close, crush and cover. With this, in addition to facilitating recycling processes, it relies on the work of grassroots collectors.

Regarding the latter, it was also stressed that it is essential to continue making progress in providing better working conditions to collectors due to its importance in the effort to achieve more sustainable models.

Another point in which emphasis was placed was on the strategies that companies are promoting, highlighting the efforts of the Coca-Cola System at a global level with the goals of A World Without Waste, as well as the collaboration of the industry in the United States. through the Every Bottle Back initiative.

The dialogue will remain public on Arca Continental's Facebook and YouTube accounts.

With this forum, the company reaffirmed its commitment to promoting the circular economy model, integrating a long-term vision of sustainability in all areas of the business.

About Arca Continental

Arca Continental is a company dedicated to the production, distribution and sale of beverages under the brands owned by The Coca-Cola Company, as well as snacks under its own brands in Mexico, Ecuador, and the United States of America. With an outstanding history of more than 95 years, Arca Continental is the second largest Coca-Cola bottler in Latin America and one of the most important in the world. In its Coca-Cola franchise, the company serves a population of more than 123 million in the northern and western regions of Mexico, as well as in Ecuador, Peru, the northern region of Argentina, and the southwestern region of the United States. Arca Continental is listed on the Mexican Stock Exchange under the symbol "AC". For more information about Arca Continental, please visit www.arcacontal.com