

## Arca Continental and the Coca-Cola Mexican Industry Promote Access to Clean Water for Communities in Jalisco

- *In collaboration with the Government of Jalisco, Arca Continental today opened its water treatment plant based on a natural wetland, that will supply clean water to productive projects in the community of Cihuatlán.*
- *This is the first of four wetlands the Coca-Cola Mexican Industry will build as part of its national plan for treating and offering access to water*

Cihuatlán, Jalisco; August 14, 2021.- **As part of their commitment to development and the generation of social, environmental, and economic value, Arca Continental and the Coca-Cola Mexican Industry, in collaboration with the Government of Jalisco, opened a wetland based on nature that will treat urban water in the community of Cihuatlán, in the state of Jalisco, to supply productive activities that benefit a population of more than 18,000.**

This is the first of four wetlands that will be built in the country as part of the comprehensive strategy of the Coca-Cola Mexican Industry (CCMI) aimed at promoting access to clean water for communities, with a total investment of 170 million pesos.

The Cihuatlán wetland will have the capacity to treat 3 million liters of urban water a day, which is equivalent to filling more than 600 5,000-liter water truck tanks a day. Additionally, the treated water will be used to supply a 780-m<sup>2</sup> agroforestry nursery, which can house up to 50,000 forest and ornamental plants, and fruit trees.

During the opening ceremony, the Governor of Jalisco, Enrique Alfaro, pointed out that the hydrological infrastructure will be operated by members of the Cihuatlán community, with Arca Continental supervising its correct functioning, thus ensuring the community's wellbeing:

"I am pleased to say that Arca Continental has always been an ally, and today we see this spectacular project that will defiantly become a national benchmark, the first wetland this size, and that shows the commitment of Jalisco's government with preservation of our natural resources" he added.

The project has been executed by Pronatura and uses environmentally-friendly technologies. By employing ornamental plants to eliminate bacteria and odors and ultraviolet light to disinfect it, the resulting water can then be used in productive projects including for irrigation in nurseries that cultivate and sell flowers, which is a source of income that sustains Mexican families.

As a comprehensive initiative aimed at generating both a social impact, as well as economic and environmental benefits, the project includes offering training on the care, hygiene, and empowerment of women in these activities, as well as work efforts in the water basins for the conservation and replenishment through the efficient and sustainable use of water.

Enrique Pérez Barba, director for Arca Continental Mexico, highlighted the importance of continuing to unify the efforts of the industry, the government, and civil society to generate projects that benefit communities. "By opening the wetland we are taking one more step in our effort to bring clean water to the Mexican people. For Arca Continental and all of us who make

up the Coca-Cola Mexican Industry, people are what matters most, and we will continue to create joint projects that benefit communities and their quality of life”.

Additionally, Sergio Londoño, director for Public Affairs, Communications, and Sustainability at Coca-Cola Mexico, reiterated that this project is part of the company’s goal of returning to nature more than 100% of the water it uses to make its products: “We have established a strong commitment to people and the planet. We continue to reinforce our value chain to improve the quality and quantity of water across the country by promoting a responsible handling of this resource and enabling collective actions to reestablish and update the infrastructure and contribute to the conservation of ecosystems”.

In order to reduce its environmental footprint and manage water in a sustainable manner, Arca Continental makes a continuous effort to improve efficiencies in the use of this resource and to preserve water sources, through initiatives such as the Mexico Reforestation and Water Harvesting Program in collaboration with the Coca-Cola Foundation, the conservation project at the Cumbres de Monterrey National Park, in addition to collaborating with the public and private sectors, with academia, and with civil society through the Monterrey Metropolitan Environmental Fund (*Fondo Ambiental Metropolitano de Monterrey, FAMM*).

The Cihuatlán wetland is part of the goal of the Coca-Cola Mexican Industry to bring clean water to more than one million Mexicans by 2030, and proves that Arca Continental, as part of the industry, is committed to this effort and promotes access to and caring for this vital liquid through actions that benefit families and communities.

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### About the Coca-Cola Mexican Industry

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 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 95 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)

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