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PRESS RELEASE



AC to Invest \$588 million USD in 2022

- Arca Continental announces investments for more than 12,000 million pesos (\$588 million USD) in 2022 to strengthen its operations in key territories.

Monterrey, Mexico, April 1st, 2022.- Arca Continental, one of the top bottlers of Coca-Cola brand products in the world, announced today that it is planning to invest more than 12,000 million (\$602 million USD) in 2022 to strengthening and innovating its production, distribution, and execution capabilities, as well as promoting digitalization and sustainability projects, in Mexico, Ecuador, Peru, Argentina, and the U.S.

Of the total investment, approximately 50% will be allocated to initiatives aimed at strengthening its operations in Mexico, and the other 50% to several projects in the United States and South America.

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Prior to holding the General Shareholders Meeting, the company's Chairman of the Board of Directors, Jorge Humberto Santos Reyna, and CEO, Arturo Gutiérrez Hernández, spoke about Arca Continental's performance in 2021.

"Backed by our committed team of associates, in 2021 we accelerated the development of capabilities to build a better future—with our performance at better levels than the year prior to the pandemic—while at the same time caring for the health of our team and maintaining our support for our communities, customers, and economic reactivation," said Santos.

"In 2022, we will aim to reinforce our leadership in the market by continually adapting to change, determined to capitalize on opportunities for improvement and innovation and to promote social well-being and sustainable development," he added.

In outlining the company's results, Gutiérrez pointed out that during 2021 Arca Continental registered consolidated sales for 183,366 million pesos, up 8.3% compared to 2020, and its EBITDA was 35,406 million, a growth 10.1% higher with respect to the prior period (588 million USD).

"To continue strengthening our competitiveness, we will keep promoting the digitalization agenda currently underway, convinced of the potential that data analytics and information technologies provide in serving our customers in more efficient ways, getting to know the consumer better, and adapting our portfolio to their changing needs," said Gutiérrez.

The company pointed out that during the current year, it will also reinforce attention to the point-of-sale in all distribution channels, focusing on the expansion of direct-to-consumer and direct-to-home service models, as well as on the expansion of technological solutions in the Traditional Channel.

About Arca Continental

Arca Continental produces, distributes, and markets beverages under The Coca-Cola Company brand, as well as snacks under its own brands in Mexico, Ecuador, and the United States. With an outstanding history spanning more than 96 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