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## PRESS RELEASE

# Arca Continental to Invest Ps. 7 billion in 2016

- *Bottler announces investment increase to fortify the market and operations throughout its territories*
- *Seeks new and profitable growth opportunities in the region, both in the beverage industry as well as in snacks*



**Monterrey, Mexico, April 14, 2016.-** Arca Continental, S.A.B. de C.V. (“Arca Continental” or “the Company”) (BMV: AC\*), the second-largest Coca-Cola bottler in Latin America, announced today that it will invest nearly Ps. 7 billion in 2016, primarily to fortify its operations and market execution in the countries it serves. This includes extraordinary investments aimed at increasing production capacity in Ecuador and Argentina.

In a press conference held as part of the Annual Shareholders’ Meeting, Mr. Manuel L. Barragán Morales, Chairman of the Board as well as Mr. Francisco Garza Eglhoff, Chief Executive Officer, discussed Arca Continental’s 2015 performance as well as its main strategies for 2016.

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“In addition to increasing capital investments aimed at strengthening current operations, both in the market as well as our production facilities, over the next few years Arca Continental will continue seeking new value creation opportunities which, up to now, have enabled us to continue growing in a profitable manner while supporting the comprehensive development of the communities we serve”, stated Barragán Morales.

“Our objective as a Company is to reach sales of Ps. 100 billion by the end of 2017. As such, in addition to continued organic growth in current businesses, we will also be seeking new investment opportunities that make sense given our core capacity and competitive strengths”, continued Garza Egloff.

During the presentation of the Company’s results, Garza Egloff highlighted Arca Continental’s profitability, which at the close of 2015, represented 19 consecutive quarters of EBITDA growth at Ps. 16,707 million, a 22.4% increase versus 2014.

During the Annual Ordinary Shareholders’ Meeting, Arca Continental’s shareholders approved the distribution of a cash dividend of Ps. 1.85 per share.

### About Arca Continental

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. with an outstanding history spanning more than 90 years. Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise territory, the Company serves over 83 million consumers in Northern and Western Mexico, Ecuador, Peru and Northern Argentina. The Company’s shares trade on the Mexican Stock Exchange under the ticker symbol "AC". For more information on Arca Continental, please visit [www.arcacontal.com](http://www.arcacontal.com)