

Monterrey
Ulises Fernández de Lara
 ulises.fernandezdelara@arcacontal.com
 Tel: 52 (81) 8151-1525

New York
Melanie Carpenter
 i-advize Corporate Communications
 Tel: (212) 406-3692
 arcacontal@i-advize.com

Guillermo Garza
 guillermo.garza@arcacontal.com
 Tel: 52 (81) 8151-1589

Felipe R. Barquín Goris
 felipe.barquin@arcacontal.com
 Tel: 52 (81) 8151-1674

Fidel Salazar
 fidel.salazar@arcacontal.com
 Tel: 52 (81) 8151-1400, ext. 11513



PRESS RELEASE

Bokados builds plant in Queretaro

- *With an investment of close to Ps. 300 million, Arca Continental's snacks division in Mexico begins the installation and equipping of its third production center to expand its brand presence and national coverage*



The Governor of Queretaro, Francisco Dominguez Servien (left) and Raymundo Garcia, General Manager of Bokados.

Queretaro, Mexico, January 18, 2017. - 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 yesterday to the state authorities of Queretaro that it is opening its third snacks production plant for Bokados, as part of its strategic plan to expand its brand presence and coverage throughout Mexico.

After presenting the project to Francisco Dominguez Servien, the Governor of Queretaro, Raymundo Garcia, Bokados General Manager, informed that the new plant, located in the municipality of El Marques, will require an investment of nearly Ps. 300 million to reach an installed capacity of 16 thousand tons per year upon completion. It will have 7 production lines and create 150 direct jobs and approximately 600 indirect jobs.

"Since 2007, when Arca Continental ventured into the snacks industry with its acquisition of Bokados, we began a period of expanding the brand's presence, its product portfolio, and commercial execution. Our success has enabled us to

Investor Relations

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PRESS RELEASE

transform from a regional company to having an ever-growing national presence with innovative products at a very competitive price point. The opening of our new plant in Queretaro will reinforce our presence in the central and southern part of the country from a strategic location, thereby furthering our objective of making Bokados a national brand,” explained Raymundo Garcia.

Governor Dominguez Servien highlighted the logistical advantages his State offers.

“Bokados will find in Queretaro competitive advantages. For example, our transportation routes and roadways make us one of the most important logistical centers in the heart of Mexico, which will allow them to strengthen their production capabilities,” he stated.

The new plant is expected to initiate operations during the first quarter of 2017.

About Arca Continental

Arca Continental is a company dedicated to the production, distribution, and sale of non-alcoholic beverages which are brand names of The Coca-Cola Company as well as salty snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador, and Wise in the United States. With an outstanding track record of more than 90 years, Arca Continental is the second largest Coca-Cola bottling company in Latin America and one of the most important in the world. With its Coca-Cola franchise, the company services a population of more than 83 million in the northern and western parts of Mexico as well as Ecuador, Peru, and the northern part of Argentina. Arca Continental is listed in the Mexican Stock Market under the "AC" symbol. For further information about Arca Continental, please visit www.arcacontal.com.