

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

Corporate Communications

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

Fidel Salazar

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



PRESS RELEASE

Grupo PIASA inaugurates Electric Generation Plant in Oaxaca

- *The sugar company, led by AC and other bottlers of the Mexican Coca-Cola Industry, re-states their commitment with clean energy production.*

Oaxaca, Mexico, February 27, 2018. – Grupo PIASA, a company led by Arca Continental and other bottlers part of the Mexican Coca-Cola Industry, with the presence of Governor Alejandro Murat Hinojosa, inaugurated today their Electric Power Generation Plant based on biomass in Oaxaca.

Capable of generating 50 MW/HR in their second biomass-based generating plant, Grupo PIASA, strengthen its position as a leader in clean energy production.

With an investment of USD \$61 million in three years, this project benefits from the sugarcane bagasse resulting from the milling process and uses it as fuel to generate steam, that is also used to produce electricity that supplies the sugarcane mill and its partners of the Mexican Coca-Cola Industry. The surplus is delivered to the Federal Electricity Commission, CFE for its initials in Spanish.

The plant's efficiency will allow Grupo Piasa to stop using 4.5 million liters of fossil fuels a year, which will reduce its CO2 emissions on 14 thousand tons, equivalent to what 8,000 vehicles would produce. Additionally, the process of cogeneration will increase the competitiveness of the clean energy supply in Mexico.

"The challenges we are facing nowadays obliges the companies, authorities and citizens to be committed with society's well-being, and to work side by side in shared solutions, that could transcend trends and moments, with a long-term vision and generosity," said Jaime Sánchez Fernández, Chairman of the Board of Grupo Piasa. State and municipality authorities, as well and members of the community, led by Governor Murat, visited the new facilities and learned about the commitment of Grupo Piasa and its partners with the environment.

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 91 years, Arca Continental is the second largest Coca-Cola bottling company in Latin America and one of the most important in the world. Within its Coca-Cola franchise, the company serves a population of more than 118 million in the northern and western parts of Mexico as well as Ecuador, Peru, the northern region of Argentina and the Southwestern U.S. Arca Continental is listed on the Mexican Stock Market under the ticker symbol "AC". For further information about Arca Continental, please visit www.arcacontal.com

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