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 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

Corporate Communications

Fidel Salazar

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







PRESS RELEASE

Standard & Poor's (S&P) affirms AC's 'mxAAA' rating

 Credit rating agency reiterates highest rating for the Mexican bottler, with a stable outlook, for its strong cash flow and profitability as well as for its healthy financial position.

Monterrey, Nuevo Leon, March 23, 2016.- The debt rating agency, Standard & Poor's, announced yesterday, in the form of a press release, that it had affirmed Arca Continental's (AC) long-term local credit ratings as well as the long-term rating of its debt instruments —CaVal— as 'mxAAA' with a stable outlook.

According to the release, AC's affirmed ratings "reflect operating performance and financial indicators that have remained in line with expectations, particularly following the Corporacion Lindley transaction."

S&P added, "During the business integration process in Peru, AC has maintained relatively stable profitability levels with EBITDA margins of close to 22%, which exceed that of its regional and global peers."

With respect to the Company's debt, the rating agency expressed its trust in AC's ability to improve its main debt-to-equity credit indicators under 1.0x in the coming years.

To download the full Standard & Poor's report, please click here.

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 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.