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PRESS RELEASE

Arca Continental to invest Ps. 12 billion in 2018

- **AC will allocate 30% of CAPEX to operations in Mexico, 30% to U.S., 30% to South America and 10% to Food and Snacks**

Monterrey, Mexico, April 26, 2018.- Arca Continental, the second-largest Coca-Cola bottler in Latin America, announced today that it will invest an estimated Ps. 12 billion towards strengthening operations and execution in the countries it serves.

Of this amount, close to Ps. 3.5 billion, or 30%, will be allocated to its operations in Mexico, the same amount will go towards the beverage business in the U.S., another Ps. 3.5 billion to South America and Ps. 1.2 billion for Food & Snacks; mainly for the purchase of coolers, production lines, transportation equipment and IT initiatives, among others.

In a press conference prior to the Annual Shareholders' Meeting, the Chairman of the Board, Manuel L. Barragan Morales, and Chief Executive Officer, Francisco Garza Egloff, spoke about the performance of Arca Continental in 2017 and the main strategies for 2018.

"The expansion we achieved in 2017, making us the first Latin American bottler to participate in the Coca-Cola system in the U.S., exemplifies the commitment our organization has to be a proven source of value creation, innovation and continuous improvement, capable of continuing to deliver consistent results", commented Barragan Morales.

In presenting the company's results, Garza Egloff noted that Ps. 139,487 million in sales were registered, 49% above the previous year, and EBITDA came in at Ps. 25,993 million, 29% higher than in 2016, with total consolidated volume of 2,085 MUC, representing a 20% increase.

"Thanks to the professionalism and efforts of our team, we are pleased to say that in 2017, we surpassed – for the 3rd consecutive time – our target of doubling our sales profitably every 5 years. This is, of course, a great source of pride, but also renews our commitment to continue aligning best practices and strengthening the growth of the territories in which we operate", stated Garza Egloff.