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PRESS RELEASE



Arca Continental Ecuador Offers Training to Shopkeepers

- The initiative, which was launched in collaboration with Coca-Cola Ecuador, Tonicorp, and government entities, impacted more than 17,000 entrepreneurs across the country in terms of their social and economic-commercial development.

Guayaquil, Ecuador, July 2nd, 2021.- Arca Continental Ecuador, in collaboration with Coca-Cola Ecuador, Tonicorp, the municipal office for management and competitiveness known as *ÉPICO (Empresa Pública Municipal para la Gestión y Competitividad)*, the municipality of Guayaquil, a leaders-in-government corporation known as *Corporación Líderes para Gobernar*, and the University of the Americas promoted the program *Mi Tienda, Mi Futuro* (my store, my future).

The goal of this initiative was to offer virtual workshops during which shopkeepers could develop commercial and social abilities that contribute to the growth of their business and customer engagement. During the first stage of implementation, more than 1,000 businesses in the city of Guayaquil received training employing different digital monitoring tools and bulletins. Additionally, with open Facebook Live broadcasts we reached more than 17,000 entrepreneurs throughout the country.

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Participants could gain access to a virtual tutor via a call center and WhatsApp groups. Likewise, retailers received supporting materials at their stores.

The *Mi Tienda, Mi Futuro* program in Ecuador is part of Arca Continental's comprehensive strategy to support the traditional channel, through which we aim to become their commercial partner of choice. In this manner, the company underscores its commitment to be an agent of positive change in the communities where it operates.

About Arca Continental

Arca Continental produces, distributes, and markets beverages under The Coca-Cola Company brand, as well as snacks under its own brands in Mexico, Ecuador, and the United States. With an outstanding history spanning more than 95 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the largest in the world. Through its Coca-Cola franchise, the company serves more than 123 million people in the Northern and Western regions in Mexico, as well as in Ecuador, Peru, in the Northern region of Argentina, and in the Southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the ticker "AC". For more information about Arca Continental, please visit www.arcacontal.com