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Arca Continental Ecuador and Coca-Cola Ecuador launch “Emprendamos Junt@s” program

Quito – Ecuador, September 2, 2024.- Coca-Cola Ecuador and Arca Continental Ecuador have launched the "Emprendamos Junt@s: Capacitación para tu Primer Empleo" program, an initiative aimed at strengthening the skills and abilities of young people and promoting youth inclusion in the Ecuadorian labor market, to empower them economically and foster the sustainable development of their communities.

The launch took place at the Universidad San Francisco de Quito and brought together dozens of young people interested in the initiative, along with special guests and partner organizations. President Daniel Noboa attended the event, recognizing the importance of coordinated efforts between the public and private sectors in the country to create initiatives that promote the talent and professionalism of young people.

The program is supported by Junior Achievement Ecuador, the Ministry of Production, and the Ecuador Gender Parity Initiative (IPG).

“The people of Ecuador possess an unstoppable strength that inspires us and teaches us that the prosperity of any business depends on the well-being of the communities in which it operates... and that’s why we are here today, reaffirming our commitment through this program focused on the youth of the country,” said Bruno Pietracci, President of Coca-Cola Latin America, emphasizing the importance of contributing to the employability of young Ecuadorians, both men and women, by promoting equitable access to opportunities. “The goal for this first year is ambitious: to train 7,000 young Ecuadorians, both men and women, between the ages of 17 and 25,” added Bruno Pietracci.

The "Emprendamos Junt@s: Capacitación para Tu Primer Empleo" program will be carried out with the support of Junior Achievement Ecuador, the implementing partner of this program, and will have two main action lines. The first is training in the skills necessary for the first job; and the second is labor placement through



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strategic partnerships with various companies to facilitate connections between employers and potential young employees.

In this regard, Enrique Pérez, Executive Director of South America Beverages at Arca Continental, highlighted the company's contribution to the economic and social development of the region. In Ecuador, the company generates more than 9,700 direct jobs and 220,000 indirect jobs across its three business lines: beverages, dairy products, and snacks. He also pointed out that the company will provide young people who complete the program with the opportunity to join the workforce, thereby helping to reduce the gap in access to their first professional experience. "At Arca Continental, we operate a business model where sustainability and the success of the company and the community go hand in hand... we will offer the opportunity to young people who complete the training to be the first candidates for job opportunities with the company in Ecuador," added Enrique Pérez.

The "Emprendamos Junt@s: Capacitación para tu Primer Empleo" program aligns with the goals of the IPG in generating and implementing actions that promote equal opportunities in the labor market. Both see young people as key players in the country's growth, integrating a gender perspective and encouraging the participation of women in national productivity.

With the implementation of the "Emprendamos Junt@s: Capacitación para Tu Primer Empleo" program, Coca-Cola Ecuador and Arca Continental Ecuador reinforce their commitment to positively contributing to the professional development of Ecuadorian youth and the productive transformation of the country

About Arca Continental

Arca Continental is a company engaged in the production, distribution and sale of beverages under the brands owned by The Coca-Cola Company. The Coca-Cola Company, as well as salty snacks under the brands Bokados in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding track record of more than 98 years, Arca Continental is the second largest Coca-Cola bottler in the Americas and one of the most important in the world. Through its Coca-Cola franchise, the company serves a population of more than 128 million in the northern and western regions of Mexico, as well as in Ecuador, Peru, the northern region of Argentina and the southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the symbol "AC". For more information about Arca Continental, please visit www.arcacontal.com.

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries. Our purpose is to refresh the world and make a difference. Our brand portfolio includes Coca-Cola, Sprite, Fanta and other sparkling soft drinks. Among waters & hydration, for athletes, coffee and tea, are Dasani, smartwater vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our Juices, dairy and plant-based brands include Minute Maid, Simply, Innocent, Del Valle, fairlife y AdeS. In México, our portfolio offers more than 80 brand, from which 66% are low or non-caloric, including locally developed products like Ciel®, Fresca®, Sidral Mundet® and Santa Clara®. We continue to innovate across our portfolio to deliver more beverage options from sugar reduction to the introduction of new and innovative products in the market. In addition, we seek to make positive impacts on people's lives, communities and the planet through water stewardship, packaging recycling, sustainable sourcing practices, and the carbon footprint reduction along our value chain. Together with our bottling partners, we employ 700 thousand people, creating local economic opportunities worldwide. For more information visit www.coca-colamexico.com.mx. Follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#)

About Junior Achievement Ecuador

Junior Achievement is a non-governmental organization (NGO) dedicated to providing hands-on and immersive learning experiences in areas such as work readiness, finance, entrepreneurship, sustainability, STEM, economics, citizenship, ethics, and more to young people around the world. Through our network, we reach over 12 million beneficiaries every year, supported by nearly half a million teachers and business volunteers. In Ecuador, we offer non-traditional educational programs, workshops, and group activities aligned with the SDGs, targeting children, youth, and adults as a supplement to their regular education. We are active in 23 provinces across the country. For more information about Junior Achievement, please visit <http://jae.org.ec/>

