

ARCA CONTINENTAL STRENGTHENS DIGITAL EVOLUTION OF THE TRADITIONAL CHANNEL

- *TUALI is the evolution of the AC Digital platform, designed to optimize the orders of nearly one million small business owners in Mexico, Peru, Ecuador, and Argentina.*
- *In 2023, Arca Continental's digital sales accounted for 60% of the volume in the traditional channel.*

Monterrey, Nuevo León, October 17th, 2024. Arca Continental continues to advance in its digital transformation with the launch of "**TUALI**," a platform that optimizes the operations of nearly one million small business owners in Latin America. Developed by Arca Continental's Digital Nest, TUALI will be available in Mexico starting in October and will expand to Ecuador, Peru, and Argentina in the last quarter of the year.

With TUALI, our customers will be able to quickly and securely access a wide range of products, as well as take advantage of innovative tools such as AI-driven predictive ordering, loyalty programs, and financial services that will help them grow their businesses.

Driving Digital Innovation

Digitization has been a key pillar in Arca Continental's strategy to be closer to its customers and generate **shared value**. **Santiago Herrera**, Executive Director of Digital and Commercial, highlighted: *"With the launch of TUALI, we not only provide an advanced tool for our customers to improve their competitiveness, but we also reinforce our commitment to developing small businesses, facilitating their day-to-day operations and helping them grow. As part of Arca Continental's digital ecosystem, Tuali will be key in our strategy to strengthen the traditional channel and generate shared value in the markets where we operate."*

Innovation Empowering the Traditional Channel

Arca Continental's Digital Nest, comprising over 200 experts in digital technology, data science, and commercial strategy, is the driving force behind TUALI. Utilizing agile methodologies and generative artificial intelligence, the team develops cutting-edge solutions to optimize both customer experience and operational efficiency. In 2023, it helped small business owners increase their sales by 5% to 10%. With TUALI, the company continues to drive growth in the traditional channel while exploring new opportunities in the digital field.

Investor Relations

Monterrey
Ulises Fernández De Lara
ulises.fernandezdelara@arcacontal.com
Tel: 52 (81) 8151-1525

Rebeca Pinto
emmarebeca.pinto@arcacontal.com
Tel: 52 (81) 8151-1814

Public Affairs and Communications

Guillermo Garza
guillermo.garza@arcacontal.com
Tel: 52 (81) 8151-1441

Vicente Chávez
vicente.chavez@arcacontal.com
Tel: 52 (81) 8151-1400

New York
Melanie Carpenter
Ideal Advisors
melanie@ideal-advisors.com
Tel: 917-797-7600



ARCACONTINENTAL



PRESS RELEASE

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.

Media Contact: saladeprensa@arcacontal.com

