

Arca Continental strengthens digital evolution of the traditional channel

- *TUALI is the evolution of the AC Digital platform, designed to streamline orders for nearly one million shopkeepers in Mexico, Peru, Ecuador, and Argentina.*
- *In 2023, Arca Continental managed \$2.4 billion in digital sales, representing 60% of the traditional channel's volume.*

Monterrey, Nuevo León, October 18th, 2024. Arca Continental continues to advance its digital transformation with the launch of "**TUALI**," a platform that optimizes operations for nearly one million shopkeepers across Latin America. Developed by **Arca Continental's Digital Nest**, TUALI is available in Mexico starting in October and will expand to Ecuador, Peru, and Argentina by the last quarter of the year.

With TUALI, our customers can quickly and securely access a wide range of products and take advantage of innovative tools such as AI-powered predictive ordering, loyalty programs, and financial services to help grow their businesses.

Driving Digital Innovation

Digitalization is a key pillar for Arca Continental, and TUALI marks a significant step forward. The platform will enable shopkeepers to place smart orders, access various product categories, and benefit from personalized promotions. **Santiago Herrera**, Chief Commercial and Digital Officer, stated: "*TUALI will help our customers become more competitive, strengthening the traditional channel in the countries where Arca Continental operates.*"

Digital Nest: The Engine of Innovation

Arca Continental's Digital Nest, which brings together around 200 experts in digital technology, data science, and business strategy, is the driving force behind TUALI. Using agile methodologies and artificial intelligence, the team develops cutting-edge solutions to enhance both customer experience and operational efficiency.

In 2023, Arca Continental's digital platform generated **\$2.4 billion** in sales and helped shopkeepers using the platform achieve over 5% growth. With TUALI, the company continues to drive growth in the traditional channel and explore new opportunities in the digital space.

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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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