



ARCACONTINENTAL



PRESS RELEASE

Arca Continental drives startups investment strategy

- *AC Ventures is focused on driving innovation and transformation at Arca Continental through strategic investments and collaborations with emerging startups, benefiting the countries where it operates.*
- *AC Ventures' objective reflects Arca Continental's vision to integrate innovation, efficiency, and sustainability across all its operations.*

Mexico City, October 29, 2024 - Arca Continental presented its new Corporate Venture strategy through its Venture Capital fund, AC Ventures. This strategy focuses on addressing high-impact challenges within the organization through five investment verticals aligned with the company's priorities. With this initiative, Arca Continental aims to invest in startups that benefit the countries where it operates.

AC Ventures is an investment fund designed to be an innovation catalyst within Arca Continental, focusing on collaborating with high-potential, scalable entrepreneurs. The mission of AC Ventures is centered on creating shared value for the communities where Arca Continental operates by connecting business and value chain needs with the entrepreneurial ecosystem to develop and adopt emerging technologies.

During the launch of AC Ventures at the "VIP Investor Breakfast: The Future of Mom and Pop Stores" panel hosted by Arca Continental, attendees were briefed on the investment thesis focused on five key areas: digital transformation of the commercial ecosystem, evolution of the proximity channel, support for developing a sustainable model, supply chain transformation, and evolution in recruitment, training, and talent retention processes.

"Each of these areas reflects Arca Continental's vision of integrating innovation, efficiency, and sustainability throughout its operations. AC Ventures seeks to invest in disruptive solutions and transform the way the company supports entrepreneurs through agility, collaboration, and co-creation of business cases that strengthen the sustainable business model we are promoting," explained Daniel Rodríguez Siller, Director of AC Ventures.

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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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