



CORPORATE PRESENTATION



ARCACONTINENTAL



- 01** Company Overview
- 02** Operational Performance
- 03** Financial Performance
- 04** Sustainability

130
YEARS
OF



STRONG
PARTNERSHIP
WITH TCCC
SINCE
1926



Corporate Structure AC



The Coca-Cola Company

Market Value⁽¹⁾:
USD \$296 billion



Market Value⁽¹⁾:
USD \$17 billion



⁽¹⁾ Source: Bloomberg, February 17, 2025

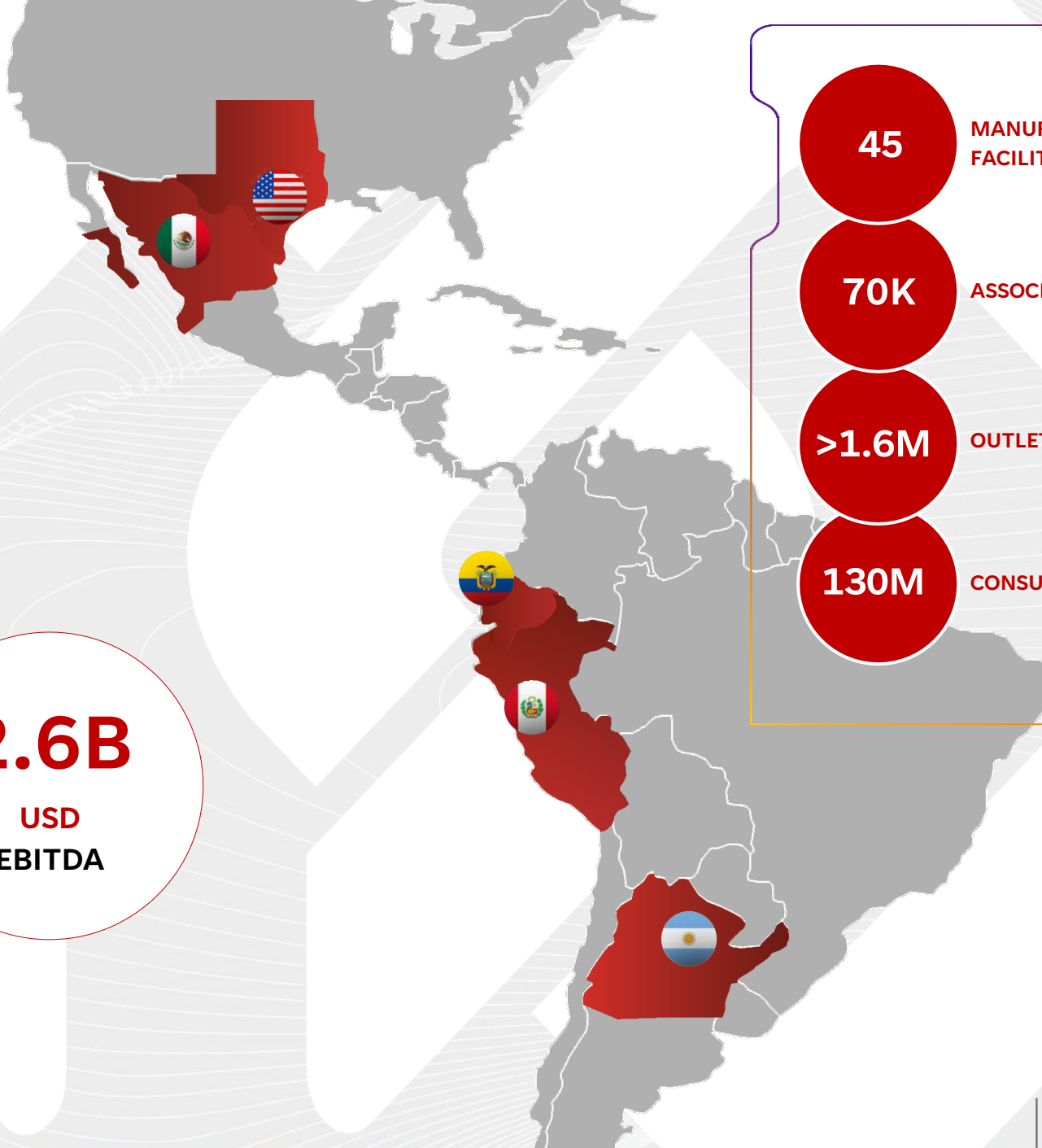
ARCA CONTINENTAL TODAY

2.5B
Unit cases
Volume

12.9B
USD
Revenues

2.6B
USD
EBITDA

- 45** MANUFACTURING FACILITIES
- 70K** ASSOCIATES
- >1.6M** OUTLETS
- 130M** CONSUMERS



SUSTAINING ONE OF THE HIGHEST PROFITABILITY LEVELS AMONG THE GLOBAL TCCC SYSTEM

3.8x
Revenues
2024 vs 2014

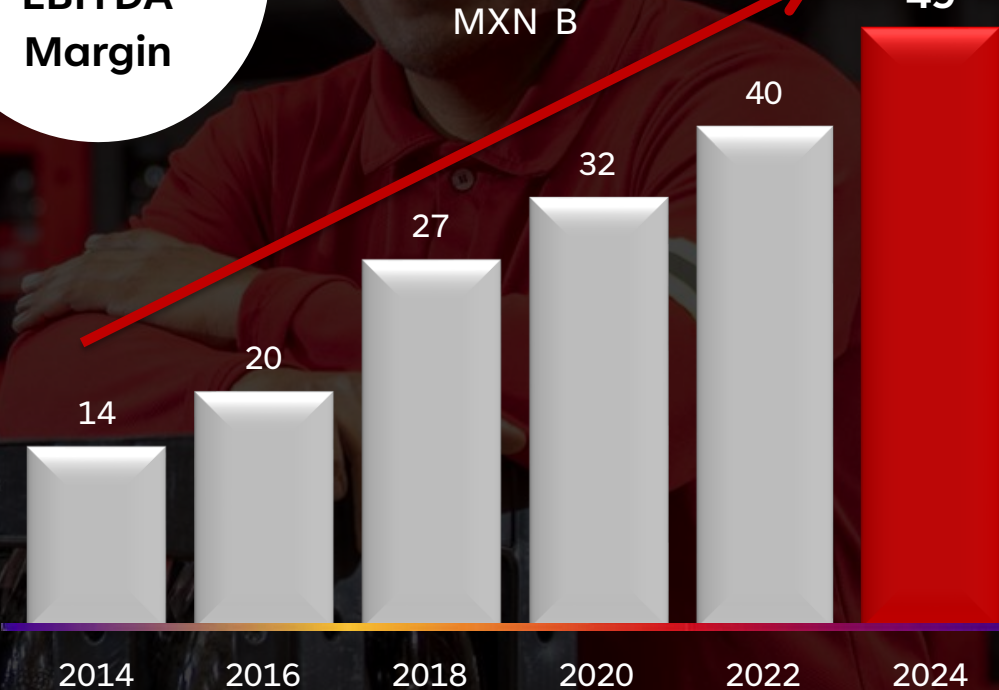
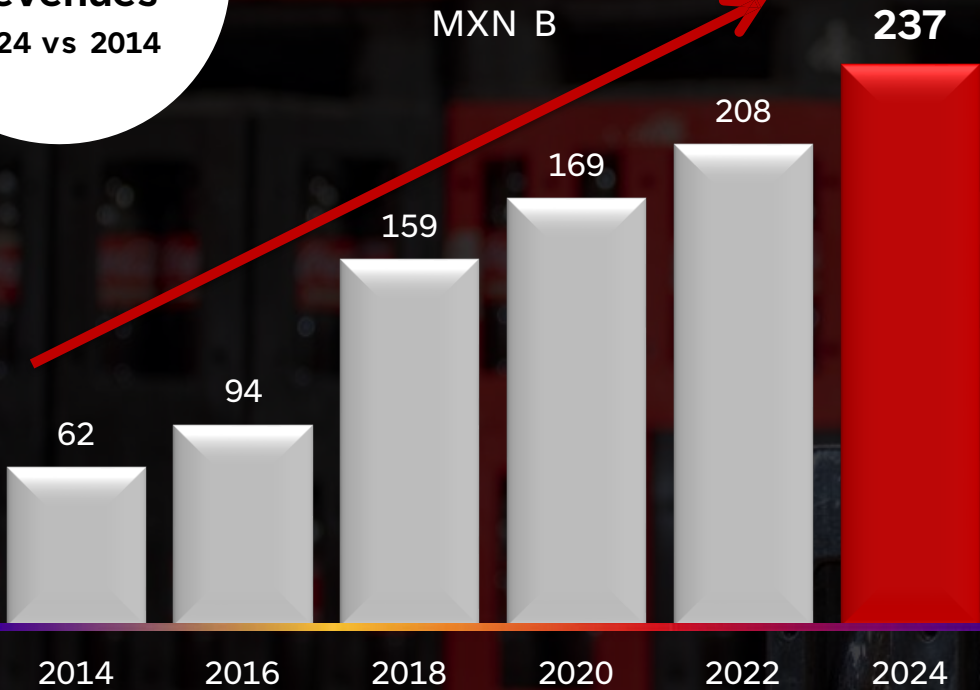
Revenues
MXN B

CAGR
14.4%

20.5%
EBITDA
Margin

EBITDA
MXN B

CAGR
13.6%



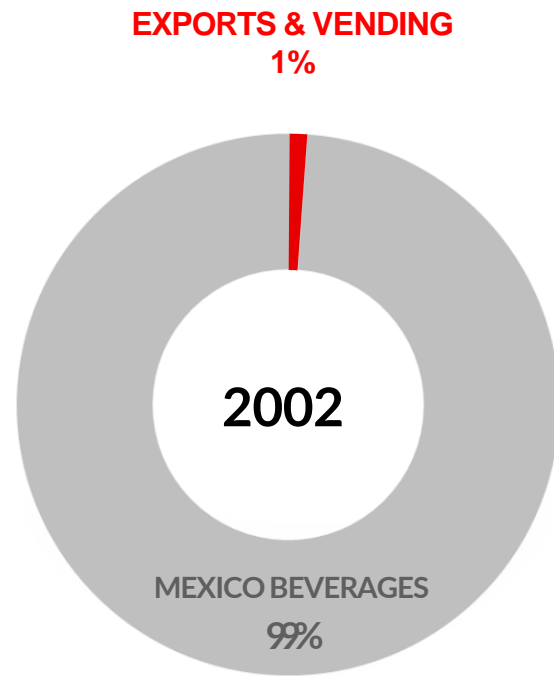
World-class Corporate Governance



- Majority shareholders are present only at Board of Directors level
- Audit Committee exclusively composed by independent members
- No related party transactions
- 20 members with a wide range of profiles and a tenure of 9.4 years
- 15% of the board is represented by women
- The board has 30% independent directors

Outstanding growth since 2002 driven by innovation and excellence ...

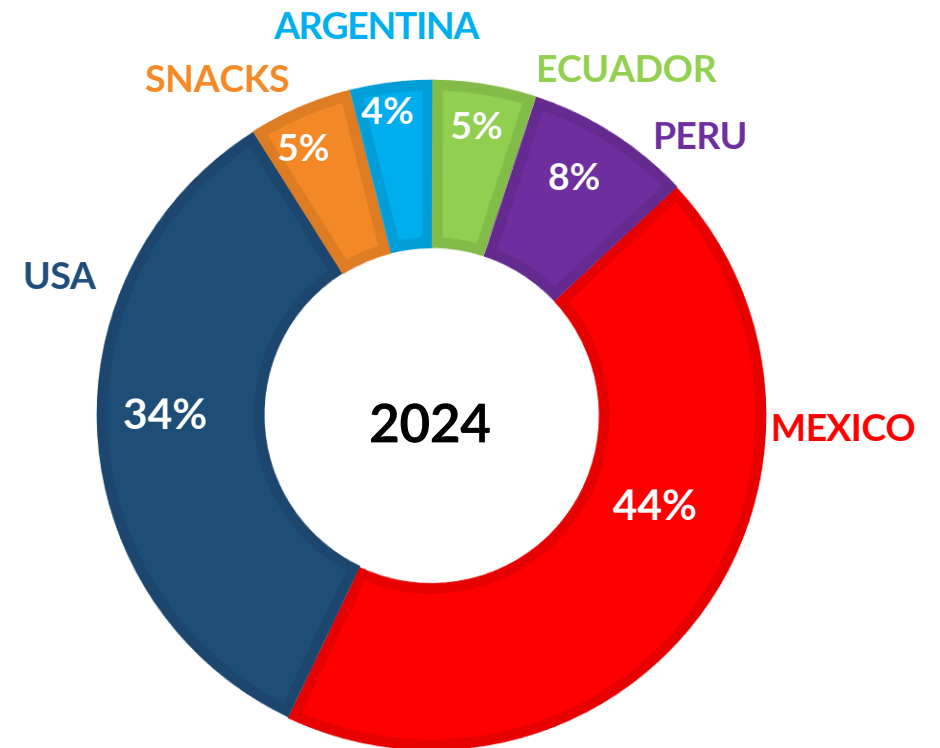
REVENUES 2002 - 2024



MX \$13 billion

~18x

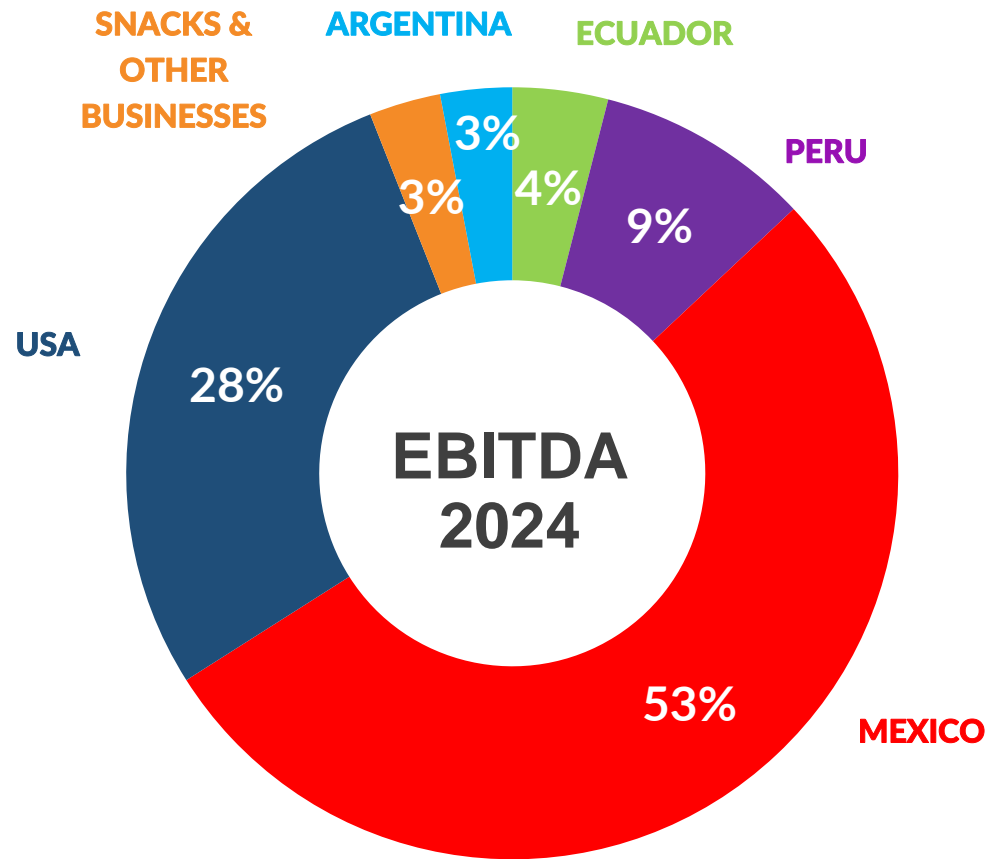
**14%
CAGR¹**



MX \$237 billion

⁽¹⁾ CAGR: Compound Annual Growth Rate

...and a balanced portfolio of markets and businesses



MXN \$49 billion

- Revenue and EBITDA grew 10.9% and 14.9%, respectively vs 2023
- 41% of revenues and 34% of EBITDA are denominated in USD

...with an extensive brand portfolio to satisfy every consumption occasion



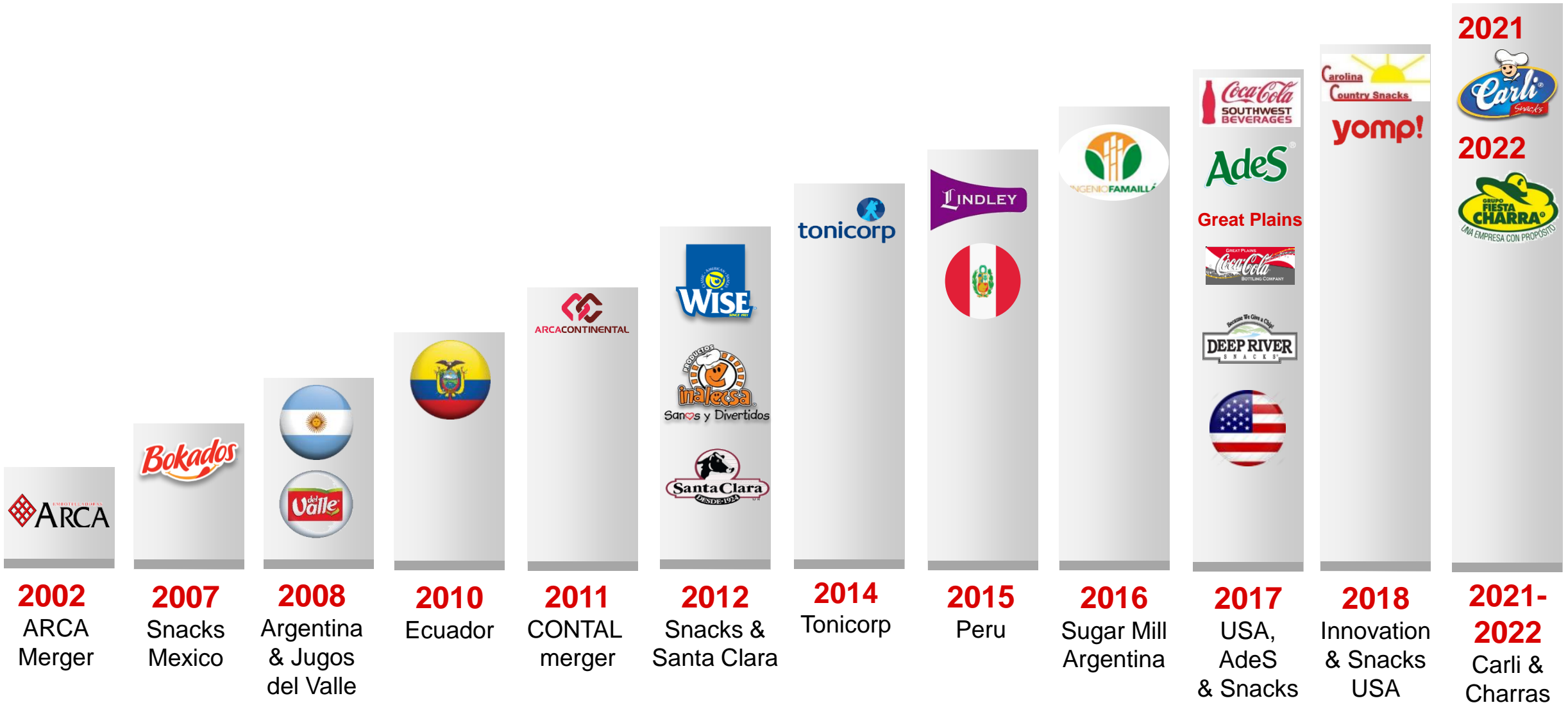
2006

28 Brands
128 SKUs

2024

+140 Brands
+1,800 SKUs

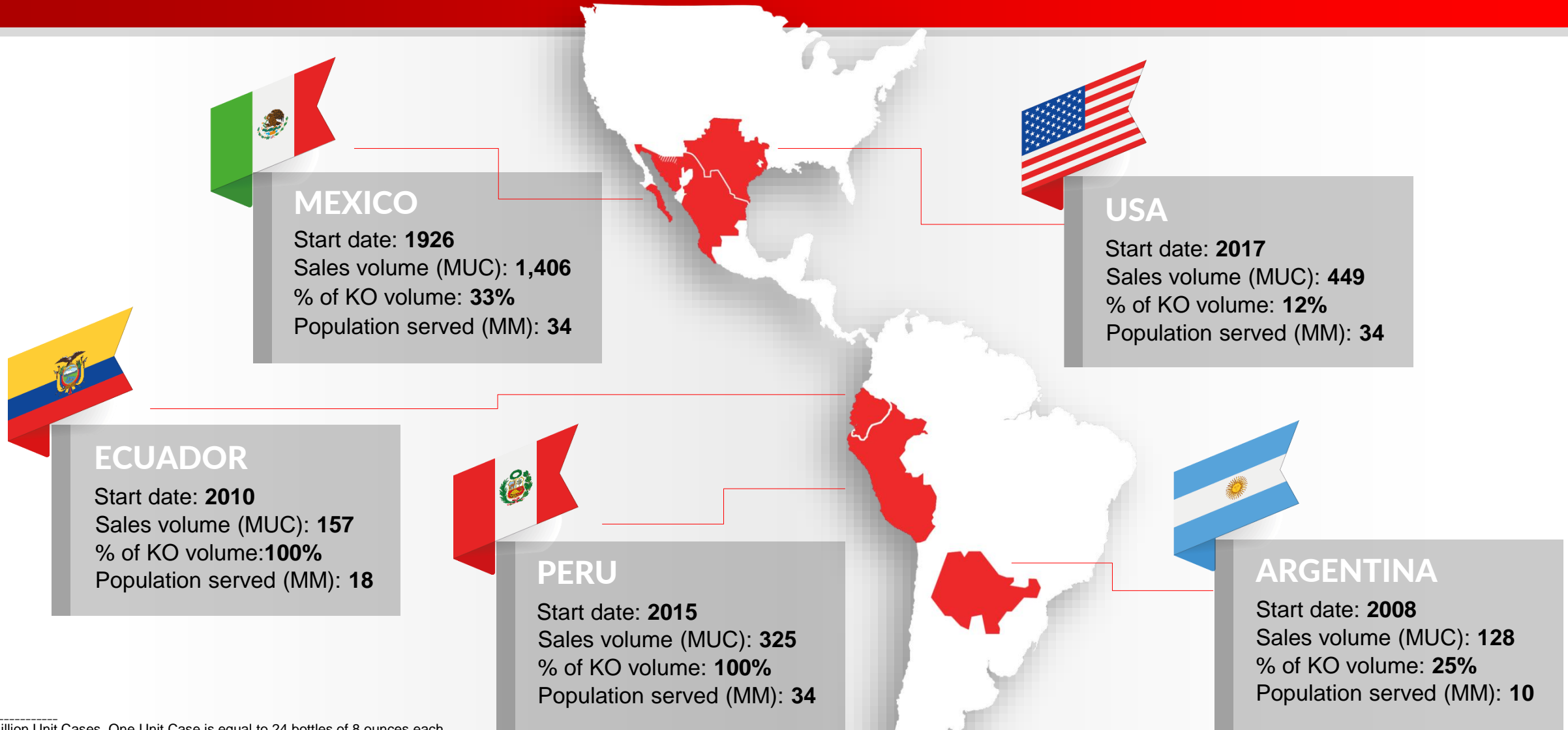
Pursuing value creation through consistent organic growth and an excellent M&A track record





**Operational
Performance**

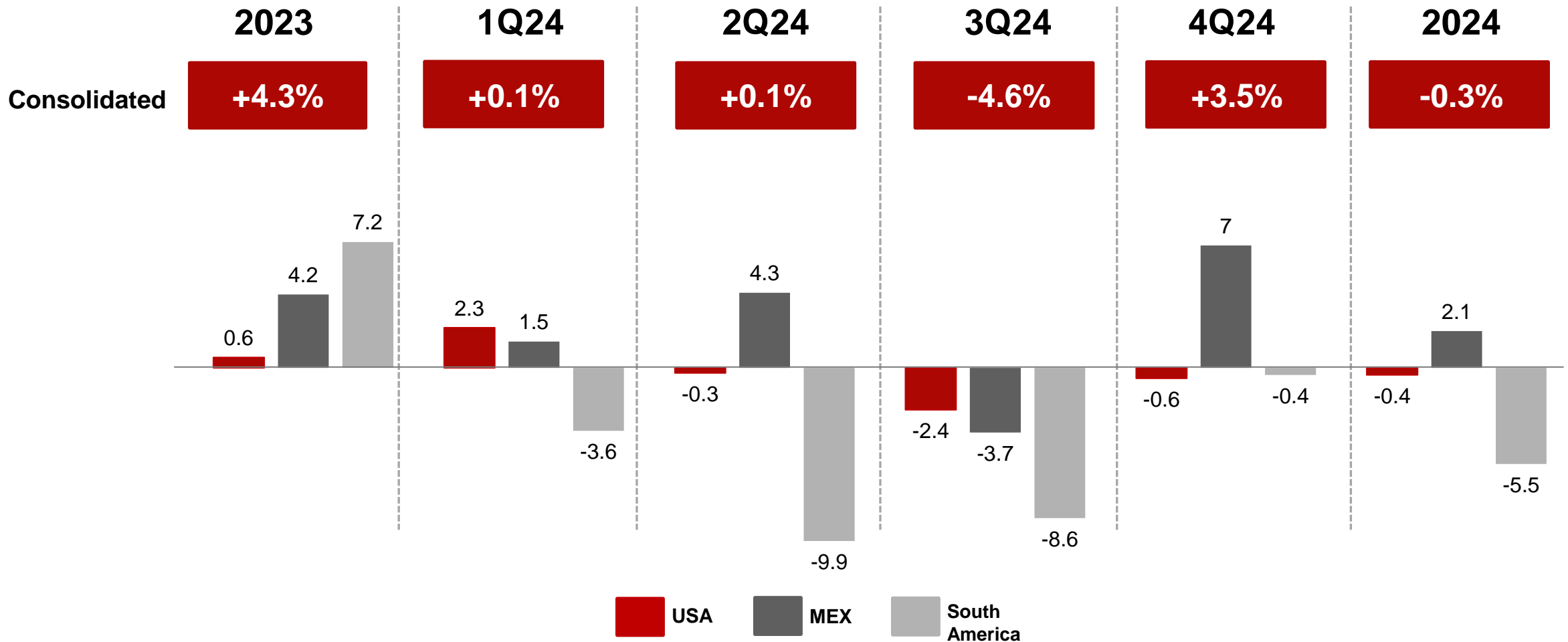
Strong presence in attractive markets...



MUC: Million Unit Cases. One Unit Case is equal to 24 bottles of 8 ounces each.
MM: Millions
Data by the end of 2024.

...with positive operating performance

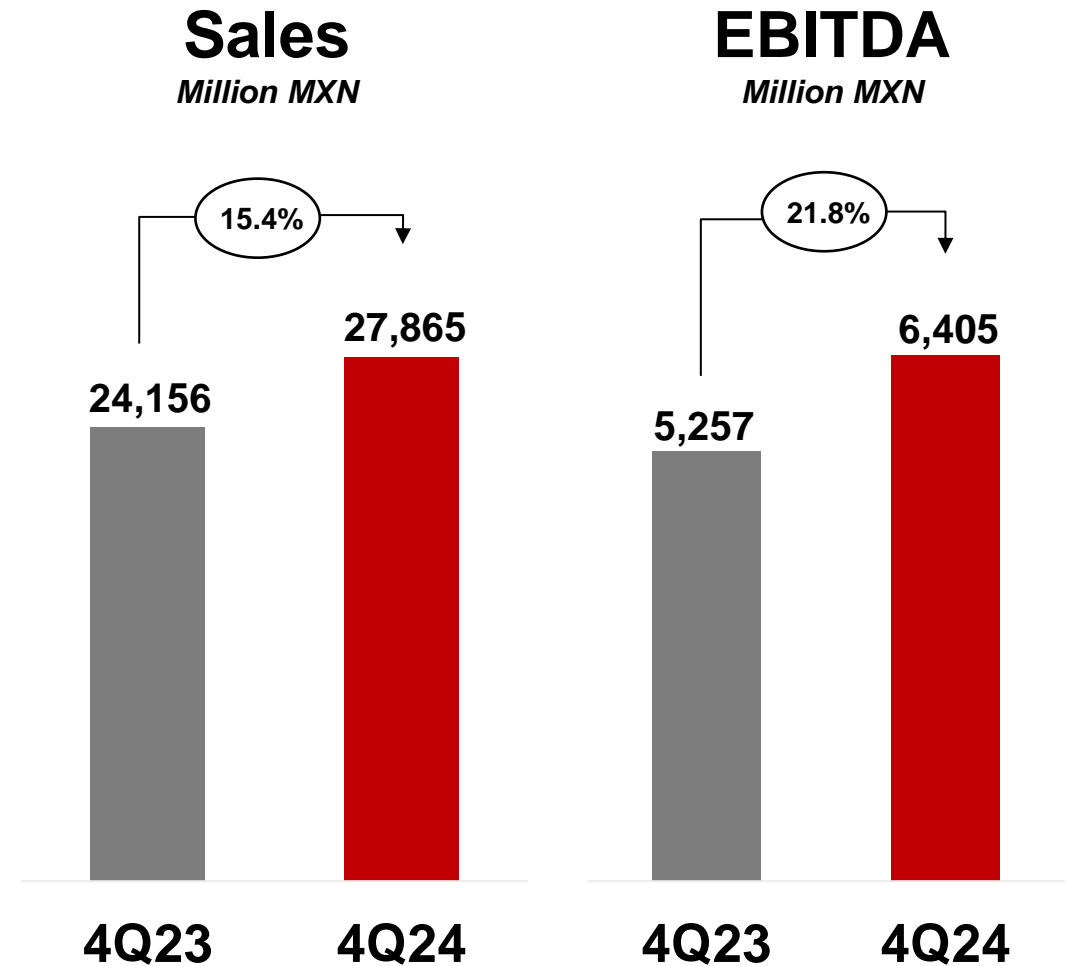
Variation in volume %*



The beverage business continues displaying strength in Mexico...

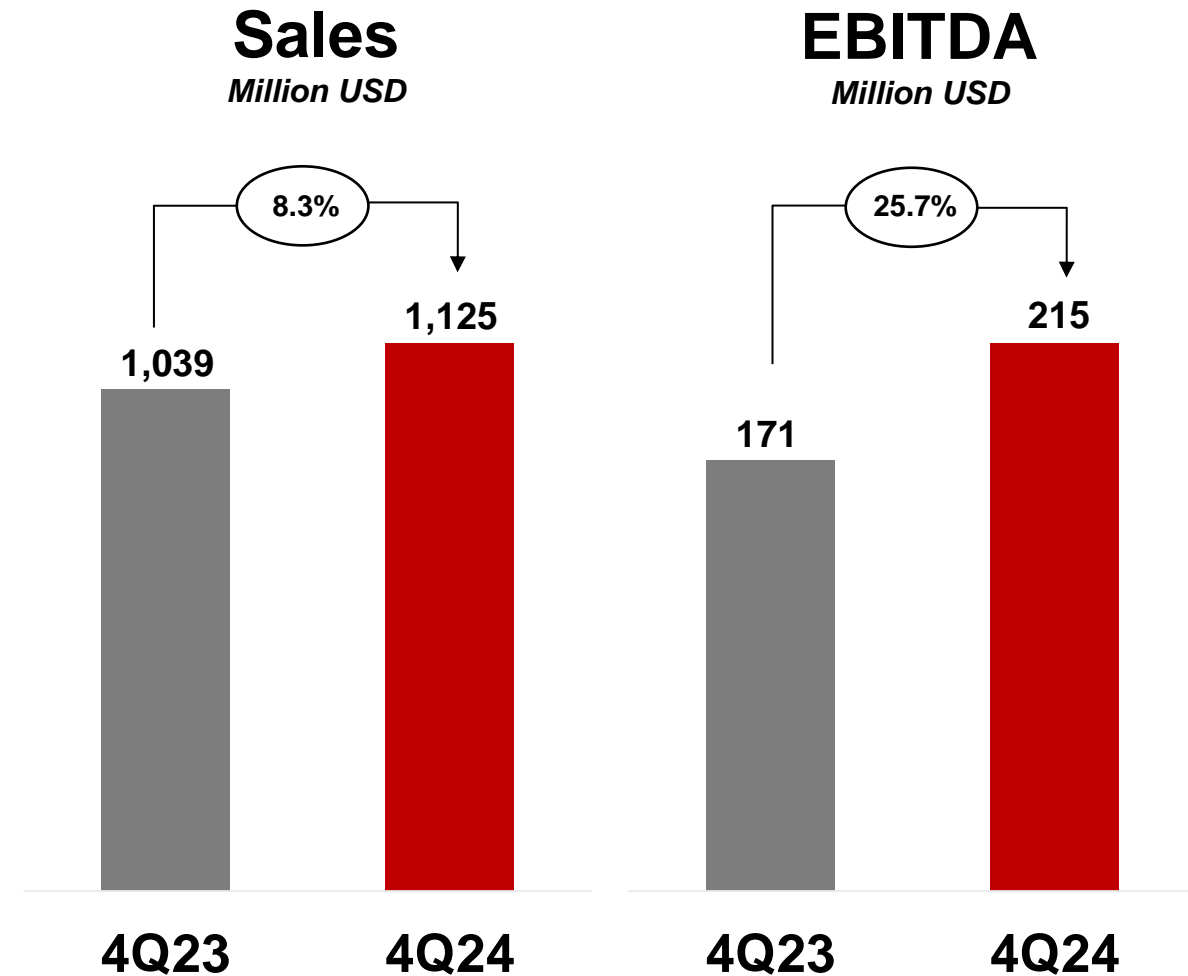


- Increase in average price per unit case (excluding jug) of 7.2% by the end of 4Q24
- Beverage sales in Mexico increased by 15.4%, as a result of selective price adjustments and positive volume performance
- EBITDA margin improved to 24.3%, reflecting a 150-basis point increase, driven by strong revenue growth and stable raw materials costs



...a positive evolution of Sales and pricing execution in the United States

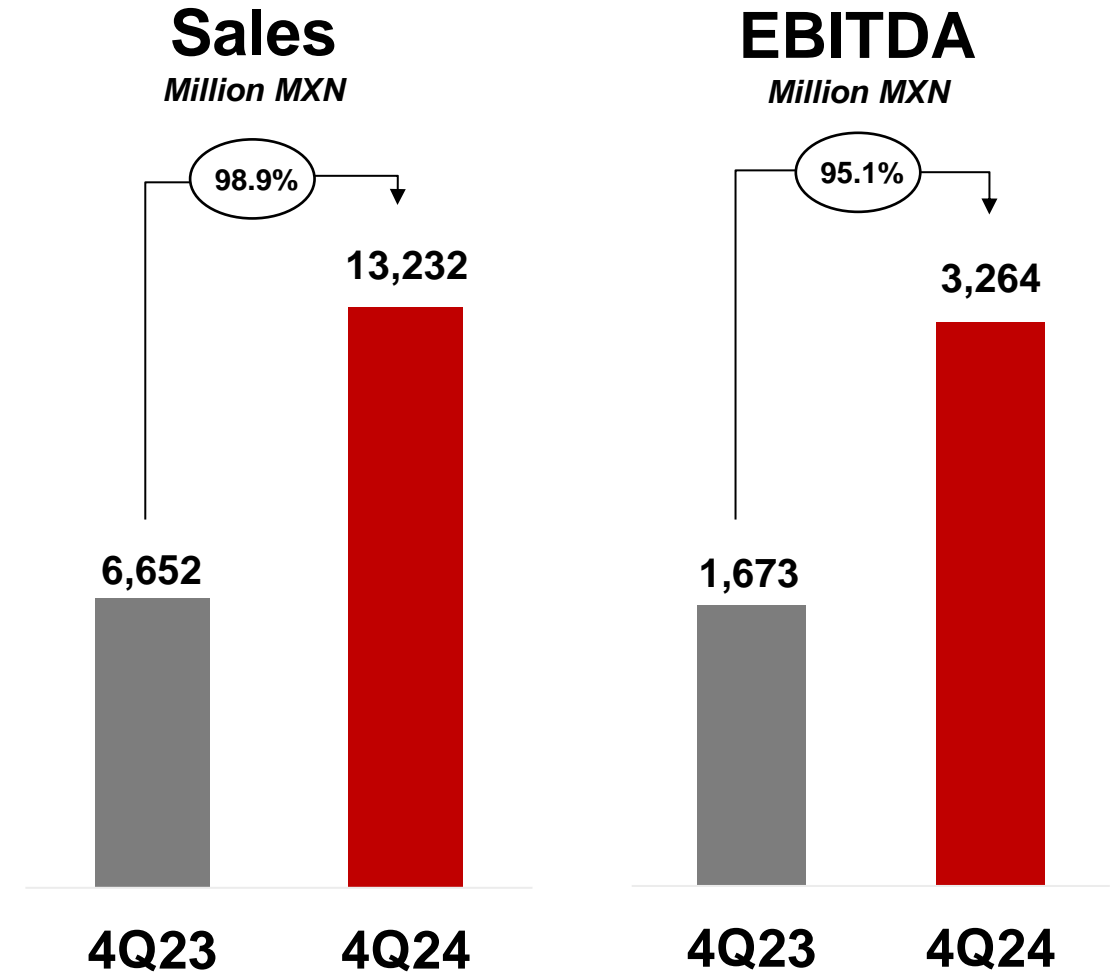
- In 4Q24, our EBITDA grew 25.7%, reaching US\$215 million, while EBITDA margin expanded 270 bp to 19.2%
- Increase in average price per unit case of 8.8% by the end of 4Q24, as we remain focused on the optimal execution of packages with higher profitability



Resiliency across our markets in South America



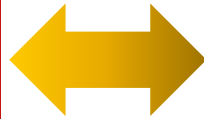
- Strengthening our commercial service models and operational efficiencies
- Increased coverage of AC Digital, allowing clients to directly place their orders through our mobile platform
- The operation in Peru achieved the highest fourth quarter sales volume in its history since our acquisition in 2015



New Cooperation Framework with TCCC

Alignment for Growth

- Execution
- Scaling
- Investment and profitability levels that are mutually beneficial



Economic Model

- Certainty
- Stability
- Equality

Beer and spirits distribution

- Pilots in process
- Region by region approach

Multicategory

- Generate new revenue streams and grow our core business
- Increase loyalty in the traditional trade by becoming a more relevant partner

Digital Alliance/ Yomp!

- Leverage the power of the KO system's footprint
- Build an integrated ecosystem of platforms
- Capitalize on all the learnings and capabilities that AC has developed in Yomp!

Implementing the AC Digital ecosystem as the evolution of RTM throughout Latin America

ARCA CONTINENTAL DIGITAL ECOSYSTEM

Our strategic priority is to continue evolving and scaling our **Digital Ecosystem**, focusing on three key objectives

- Protect and enhance the core business
- Create new monetization opportunities
- Maintain our position as the most important partner for our customers



Omnichannel B2B Experience



DIGITAL

+802K

CUSTOMERS
ON ACD

+18%

ADDITIONAL SKU'S

+93%

TRADITIONAL
TRADE COVERAGE

+1%

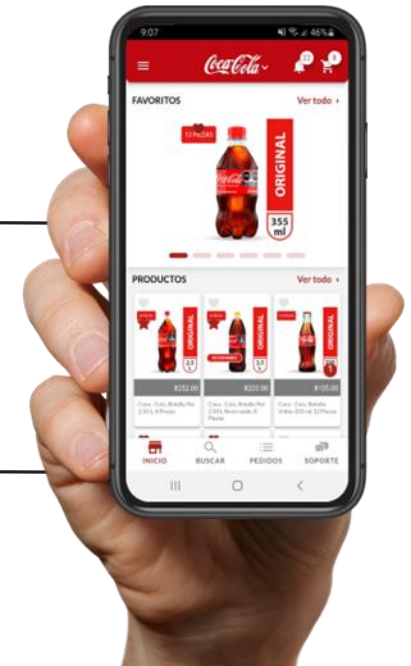
ORDER
FREQUENCY

+67%

VOLUME
MIX

+11%

DROP
SIZE



Expanding our portfolio to capture new avenues of growth with Alcoholic Ready-To-Drinks (ARTDs)...



Alcoholic Beverages Categories

- Capture new consumption occasions
- Position ourselves with new brands and innovations within the category



Liquor Distribution

- Distribution pilots in Mexico throughout 2024
- 16 SKUs of Diageo's main brands



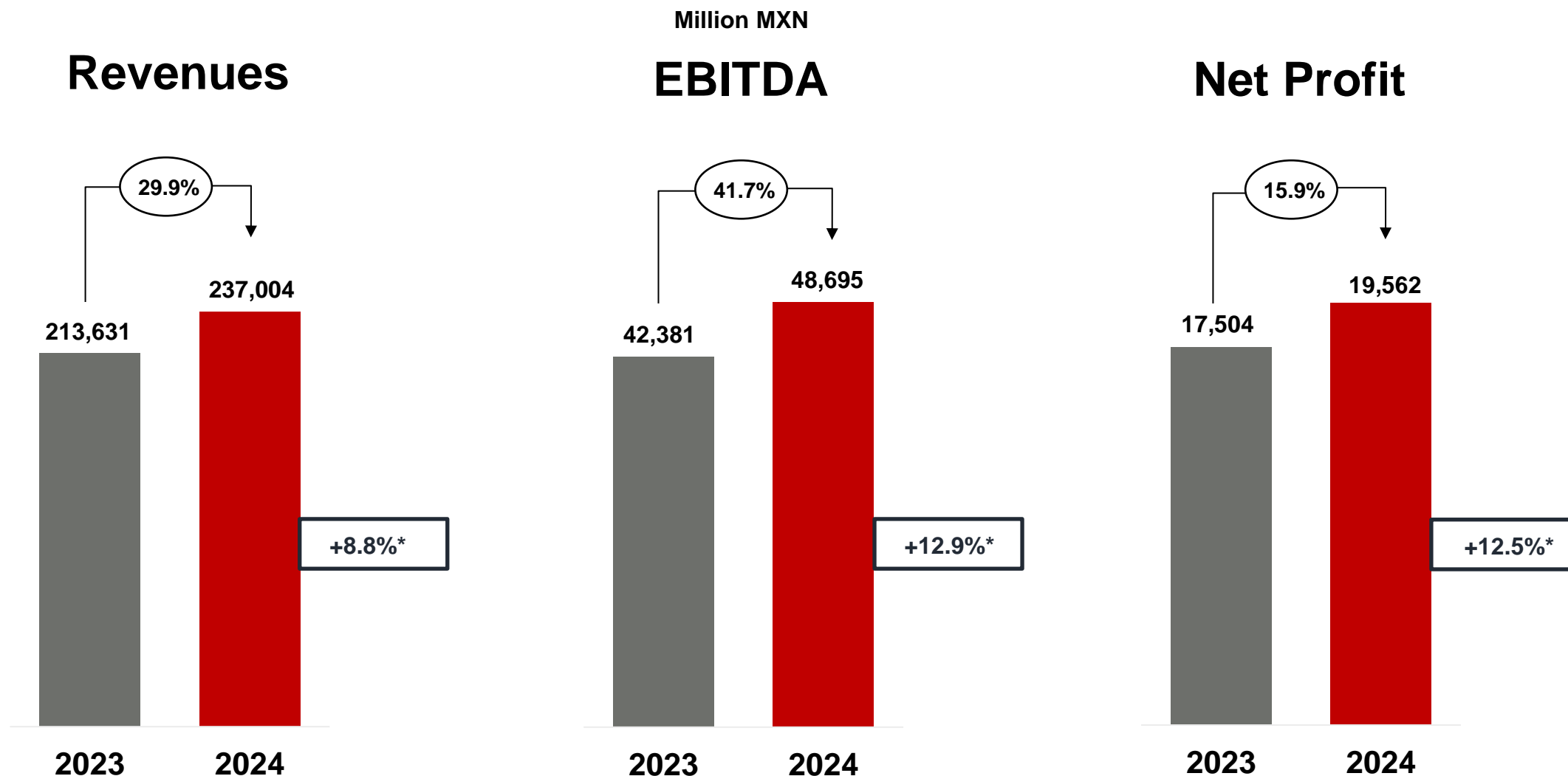
Beer Distribution

- Synergies with our core portfolio
- Successful pilots in Ecuador, Mexico and Peru



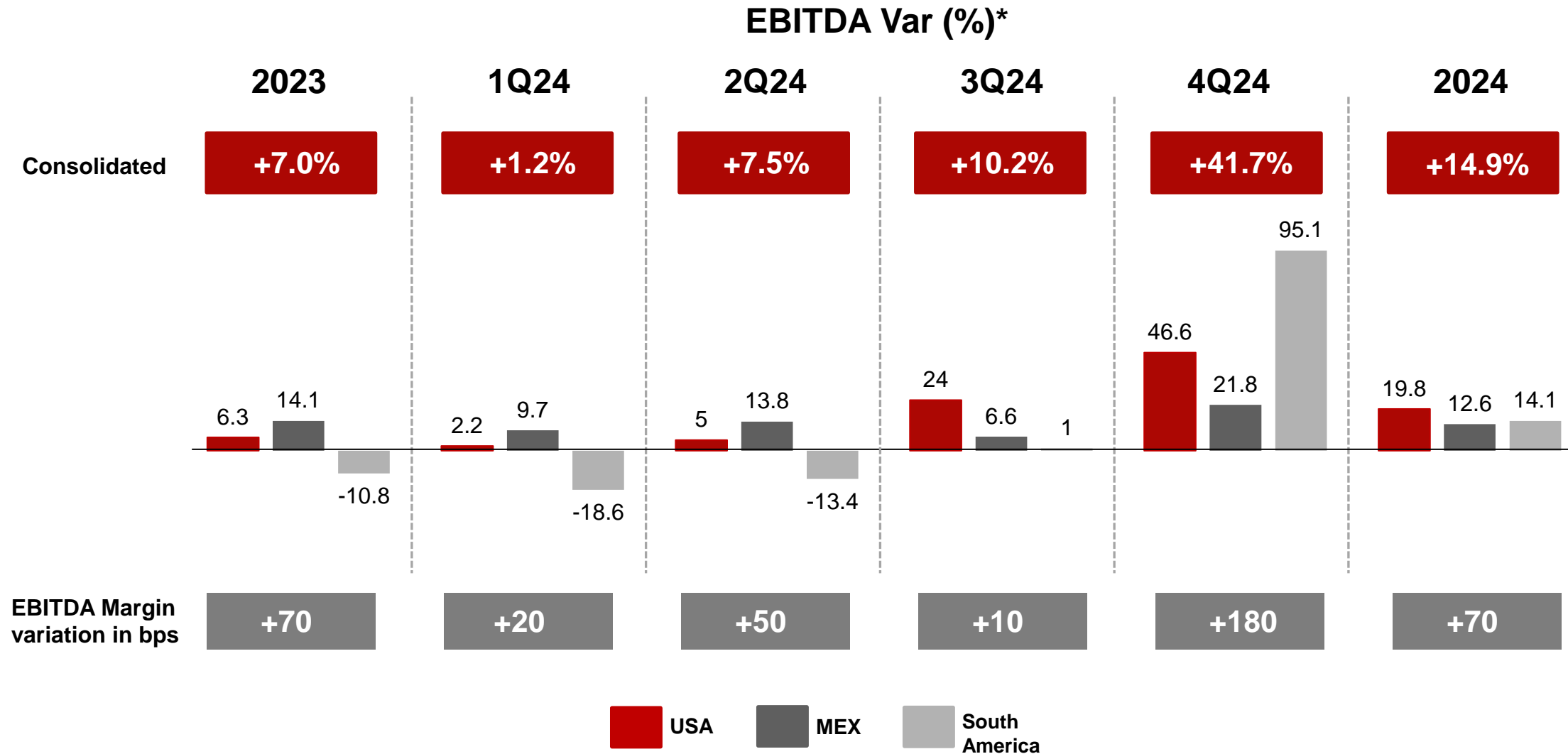
Financial Performance

Moving forward with a positive financial performance



*Currency neutral

Solid EBITDA generation and profitability

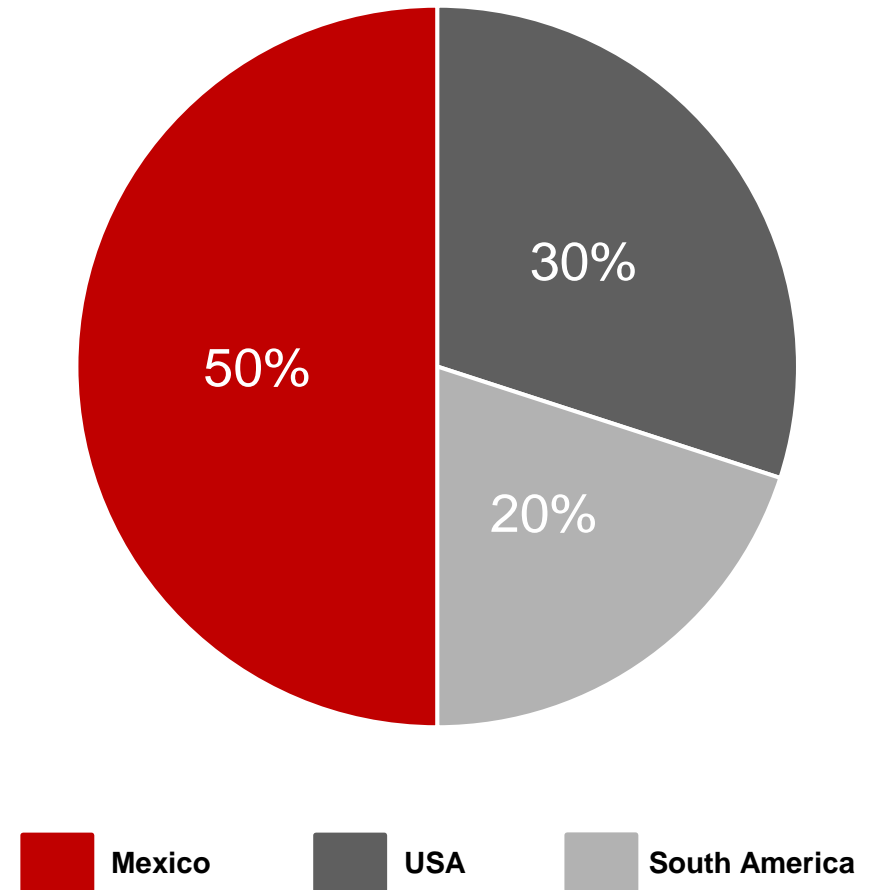


*Variation vs same period last year

Investments focused on projects and initiatives that add value to our company

CAPEX 2024 ~7% of Revenues

- Production lines
- Coolers
- Returnable bottles
- Machinery and Equipment
- Information Technology
- Delivery fleet



Disciplined and consistent capital allocation decisions



**CAPEX
focused on
growth and
productivity**



**Dividend of
minimum 30%
of the Net Profit
and Share
Repurchase
Program**

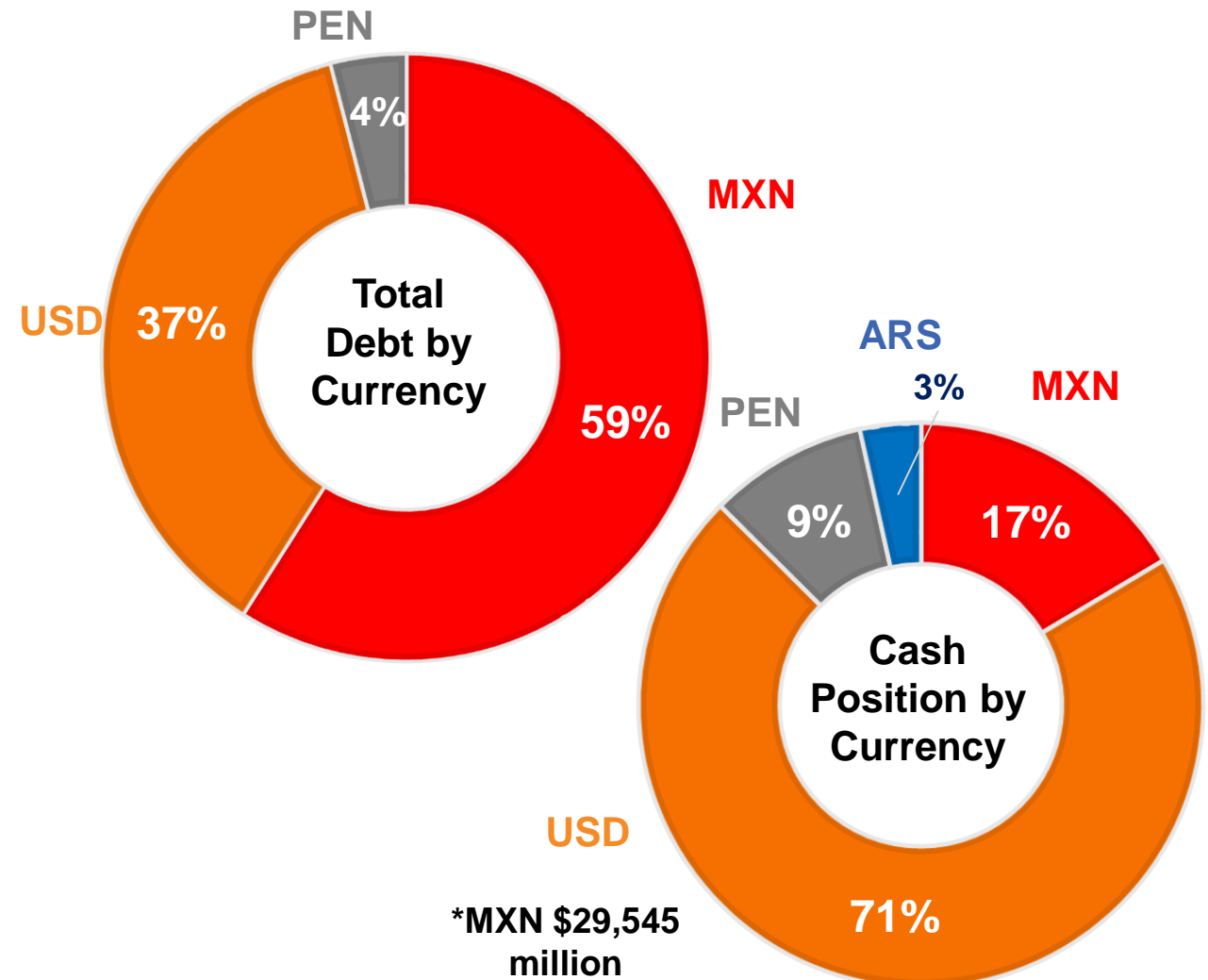
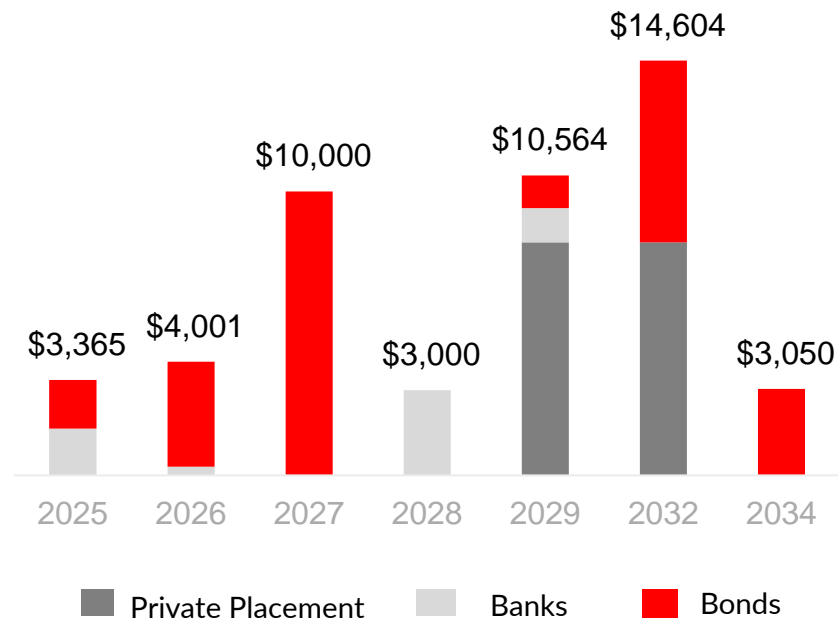


**Mergers and
acquisitions
with high
potential of
creating value**

Conservative debt profile & diversified maturity

Schedule - AC

Total Debt: **MXN \$48,584 million**



- 100% of debt is in local currency
- Healthy debt span of an average 4.7 years

High rated credit profile by main credit rating agencies

Global Scale

MOODY'S
"A3"

FitchRatings
"A"

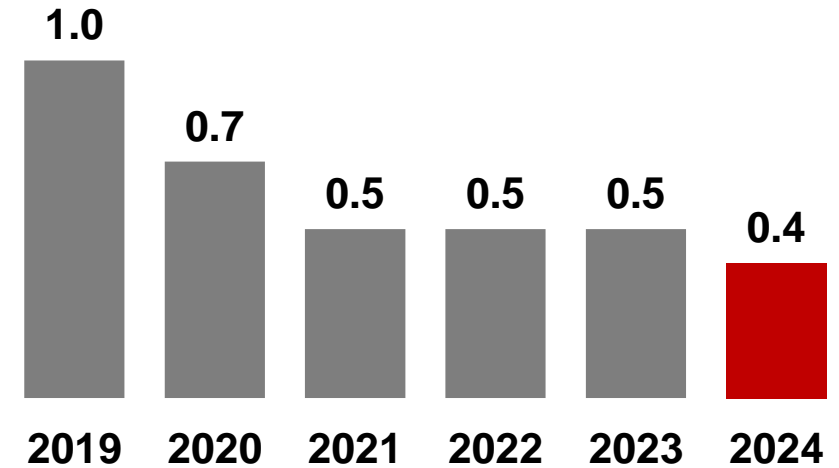
National Scale

S&P Global
Ratings
"mxAAA"

FitchRatings
"AAA(mex)"

Global rating superior to Mexico's sovereign rating

Net Debt / EBITDA



Financial flexibility and low leverage ratio



Sustainability

Sustainability is a way of doing business that guides the company's global strategy

We strategically attend business priorities



Committed across all organizational levels with a solid Corporate Governance



Where our progress is being recognized by multiple stakeholders

Arca Continental S.A.B. de C.V.
Beverages

Sustainability Yearbook Member

S&P Global Corporate Sustainability Assessment (CSA) Score 2023



Committed with the “World Without Waste” initiative from The Coca-Cola Company



- We now collect and recycle 7 out of every 10 bottles we sell
- Design our packages to be 100% recyclable
- Include in our packages at least 50% of recyclable content
- Petstar is the largest food-grade PET recycling plant in the world, with a recycling capacity of 5,500 million bottles per year





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