**Arca Continental to Replenish Over 300 Million Liters of Water in Coahuila with Reforestation Efforts**

* The initiative includes the planting of 60,000 native agaves on 150 hectares of the Ejido Barreal de Guadalupe.
* This project began in 2024, with a total investment of 18.8 million pesos, aiming to infiltrate more than 6.3 billion liters of water into the Nazas-Aguanaval sub-basin over twenty years.

**Torreon – Coahuila, August 22, 2024** - Arca Continental, one of the largest Coca-Cola bottlers in the world, along with the Mexican Coca-Cola Industry (IMCC) and the Government of the State of Coahuila, have started the reforestation stage of native agave in the Ejido Barreal de Guadalupe and Ejido La Colonia, as part of a water replenishment project initiated in 2024.

With a total investment of 18.8 million pesos, this long-term initiative aims to infiltrate more than 330 million liters of water each year, achieving estimated benefits over twenty years, reaching an average of 6.3 billion liters of water by the end. The reforestation includes 60,000 Agave asperrima plants on 150 hectares, promoting water infiltration and providing economic benefits to the ejido families, who can use the agave as raw material for various products.

"I want to congratulate Arca Continental for being a socially responsible company and making this effort, promoting a great sustainability project that will allow each plant and each drop of water to last for many years for the benefit of all, because that is our primary responsibility as Coahuilenses, to preserve everything our region offers." - Declared Susana Estens, Secretary of the Environment of the State of Coahuila.

In this stage, 40 families from the community were temporarily hired for the planting, which will take place over two months. The intervention, developed together with Toroto, a company specializing in nature-based solutions, will be carried out on different types of Nature-Based Solutions (NBS), such as contour trenches, trench ditches, macro terraces, and individual terraces, which improve soil conditions and strengthen water resilience.

"The reforestation of native agave in the Ejido Barreal de Guadalupe and Ejido La Colonia is a key step within our water replenishment project for the Aguanaval sub-basin. With these actions, we not only contribute to water infiltration and the conservation of our sources, but we also promote local economic development, generating value in the communities where we operate and making a positive difference," said David Reyna, director of the Northern Region of Arca Continental Mexico.

This project is part of Arca Continental's water security strategy, which is based on three pillars: optimizing water use in its operations, conserving and replenishing water sources through nature-based solutions, and improving water access and culture in communities.

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**About Arca Continental**

Arca Continental is a company engaged in the production, distribution, and sale of beverages under The Coca-Cola Company’s brands, as well as savory snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise in the United States. With a distinguished track record of over 99 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 over 128 million across northern and western Mexico, Ecuador, Peru, northern Argentina, and the southwestern United States. Arca Continental is publicly traded on the Mexican Stock Exchange under the symbol "AC".

For more information about Arca Continental, please visit [www.arcacontal.com](https://www.arcacontal.com/)

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**About the Mexican Coca-Cola Industry**

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 soft drinks. Within the hydration, sports, coffee, and tea brands are Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest, and Ayataka. Our nutrition, juice, dairy, and plant-based brands include Minute Maid, Simply, Innocent, Del Valle, fairlife, and AdeS. In Mexico, our portfolio offers more than 80 brands, of which 66% are low or no-calorie, including locally developed products such as Ciel®, Fresca®, Sidral Mundet®, and Santa Clara®.

We are continually evolving our beverage offerings, from reducing sugar in them to introducing new and innovative products to the market. Additionally, we seek to positively impact people's lives, communities, and the planet through water replenishment, packaging recycling, sustainable sourcing practices, and reducing carbon emissions across our value chain. Together with our bottling partners, we employ more than 700,000 people, generating local economic opportunities worldwide.

For more information, visit [www.coca-colamexico.com.mx](http://www.coca-colamexico.com.mx).

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