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## Arca Continental and Tec de Monterrey Promote Talent Through National Hackathon

- The bottler is fostering university talent in science, technology, engineering, and mathematics through the second edition of the **Hack4Her** Hackathon in collaboration with the university.
- The event brought together nearly 350 students in Monterrey, Nuevo León, to solve real-world business and technology challenges from Arca Continental's Digital Nest.

**Monterrey, Nuevo León, June 10, 2026** – Arca Continental, S.A.B. de C.V. (BMV: AC\*) and the Tecnológico de Monterrey held the second edition of the national Hack4Her Hackathon. The event brought together nearly 350 students in Monterrey to tackle real business challenges, strengthening early collaboration between academia and industry while promoting the development of digital talent to support the company's operational evolution.

Held on June 6–7 at Tec de Monterrey's Monterrey campus, the event is part of Arca Continental's strategy to consolidate its position as one of the most digitalized bottlers within the Coca-Cola System through the development of capabilities in advanced analytics, automation, and technological innovation.

The national call attracted participants from 36 different academic programs, 15 universities, and 21 states across Mexico, including Nuevo León, Mexico City, Puebla, and the State of Mexico.

Over two intensive days, students worked in 97 multidisciplinary teams to solve four strategic challenges proposed by Arca Continental's Digital Nest, focused on analytics, forecasting, operational optimization, technology platforms, and intelligent automation. In addition to receiving awards, the winning teams presented solutions that may be considered for implementation within the company's operations, while participants joined a growing talent pipeline for future opportunities at Arca Continental.

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The hackathon was supported by experts from Tec de Monterrey’s School of Engineering and Sciences, as well as communities such as Women In Technology (WIT), and included specialized workshops, mentoring sessions, and networking opportunities.

*“At Arca Continental, we are committed to developing talent with skills in analytics, technology, and strategic thinking—capabilities that are essential to advancing our digital transformation. Initiatives such as Hack4Her allow us to connect with students who are building those skills today and who will play a key role in shaping the future of our business.”*

— Santiago Herrera Varón, Chief Commercial and Digital Officer, Arca Continental

As Arca Continental celebrates its centennial as the first Coca-Cola bottler in Mexico, the company reaffirms its commitment to developing the capabilities that will drive its future, strengthening a culture of innovation, talent, and sustainable growth that will create value for the next century.

In 2026, the company reported employing more than 70,000 associates across five countries. It was also recognized among *Mexico’s Best Employers* by Forbes and Statista and ranked among the Top 5 companies in the beverage sector in the Merco Talento ranking.

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### About Arca Continental

Arca Continental is a company engaged in the production, distribution, and sale of beverages under brands owned by The Coca-Cola Company, as well as snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise in the United States. With an outstanding track record of more than 100 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise, the company serves a population of more than 130 million people across northern and western Mexico, as well as in Ecuador, Peru, northern 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](http://www.arcacontal.com)

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