

PRESS RELEASE

Arca Continental Strengthens Production Capacity in Ecuador

- *Arca Continental South America will invest approximately US\$80 million in the construction of a state-of-the-art bottling plant in Machachi*
- *New production capacity will consolidate its competitive position as a regional value driver*



Quito, Ecuador, September 25, 2014.- Arca Continental, the second largest Coca-Cola bottler in Latin America, initiated construction today of a new production plant in Machachi which will have the capability to produce carbonated and still beverages under the The Coca-Cola Company brands.

Through an investment of approximately US\$80 million, the Machachi plant will incorporate the highest standards of technology, efficiency and production quality to supply the growing demand of the Ecuadorian market. The plant will also significantly help Arca Continental South America achieve its sustainability goals.

This new facility will strengthen the strategic growth plan of Arca Continental South America, which is focused on consolidating its position as a platform for value

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creation for its shareholders, customers, collaborators and the communities it serves.

The groundbreaking ceremony was attended by Richard Espinoza, Coordinating Minister of Production, Employment and Competitiveness, Francisco Rivadeneira, Minister of Foreign Trade and Vice-Minister of Industry and Productivity, Economist Pablo de la Torre, as well as Ramiro Barros, Mayor of the Mejía Canton, José Miguel García, Director of Arca Continental Ecuador, and Louis Balat, General Manager of The Coca-Cola Company Ecuador.

Prior to the event, the Coordinating Minister of Production, Employment and Competitiveness Coordination mentioned that the investments made by Arca Continental in Ecuador are aligned with the Government's efforts to develop the national production matrix, diversify production, increase productivity and generate new jobs.

The Director of Arca Continental Ecuador, José Miguel García, highlighted the importance of continuing investing in the country with initiatives that will benefit consumers.

“As part of the vision of sustainable growth that we work towards with our partners in Arca Continental South America, these investments reaffirm our commitment to continue driving the economic growth of the communities we serve, as well as constantly improve our product portfolio and customer service”, said the Director of Arca Continental Ecuador.

About Arca Continental

Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. With an outstanding history spanning more than 85 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 territory, the Company serves over 53 million consumers in Northern and Western Mexico, Ecuador and Northern Argentina. The Company's shares trade on the Mexican Stock Exchange under the ticker symbol "AC". For more information, visit www.arcacontal.com