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CONFERENCE CALL

ARCA CONTINENTAL CORDIALLY INVITES YOU TO ITS FOURTH QUARTER 2015 EARNINGS CONFERENCE CALL

Date: Friday, February 19, 2016

Time: 10:00 am Mexico/Monterrey Time
11:00 am New York Time

To participate, please dial:
+1-877-712-5080 (U.S. participants)
+1-334-245-3009 (International participants)
Passcode: 36151

This conference call will also be available via webcast, accessible at: www.arcacontal.com within the Investor Relations section.

NOTE: Arca Continental will report its Fourth Quarter 2015 Earnings on Friday, February 19, 2016 before the markets open. Quiet Period begins on February 14, 2016 and concludes upon reporting.

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 83 million consumers in Northern and Western Mexico, Ecuador, Peru and Northern Argentina. The Company's shares trade on the Mexican Stock Exchange under the ticker symbol "AC".

For more information on Arca Continental, please visit www.arcacontal.com or download the [AC Investor](#) iPad app.