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ARCACONTINENTAL



AC

PRESS RELEASE

AC and Coca-Cola support retailers in Argentina

With its Potencia tu Negocio (Boost your business) program, Arca Continental is helping 185 women who own small- and medium-sized enterprises in Argentina this year.



Tucumán, Argentina. September 13, 2018.- Arca Continental, one of the top Coca-Cola bottlers worldwide, launched the first module of its *Potencia tu Negocio* (Boost your business) program in the province of Tucumán, in collaboration with the local government. The program is aligned with Coca-Cola's global commitment to empower 5 million women all over the world by 2020.

This is the second year the program has been implemented in the Northern region of Argentina, where in 2017 it impacted 162 retail stores that are either headed or operated by women. This year the expectation is to impact 185 such stores in the cities of Salta and Tucumán. Three additional training sessions with a similar scope are scheduled for 2019.

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“Given that we are convinced that the total immersion of women in the social dynamic is key to regional development, at Arca Continental we are very proud to be part of the solution”, explained Sergio Giménez, Director for Arca Continental Argentina. “These kinds of programs are aligned with the company’s social responsibility strategy for the whole continent, and they confirm our commitment to the communities where we operate”, he added.

Arca Continental has actively participated in training small- and micro-sized enterprises in every country where it operates. Over the last five years, more than 20,000 retailers, primarily women, have been impacted through different programs that are part of Arca Continental’s Social Responsibility and Sustainability strategy.

About Arca Continental

Arca Continental produces, distributes, and markets non-alcoholic beverages under The Coca-Cola Company brand, as well as salted snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding history spanning 92 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the largest in the world. Through its Coca-Cola franchise, the company serves more than 119 million people in the Northern and Western regions in Mexico, as well as in Ecuador, Peru, in the Northern region of Argentina, and in the Southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the ticker “AC”. For more information about Arca Continental, please visit www.arcacontal.com