



AC and Sprite invite young people to recycle and change the world

- With Sprite brand, Arca Continental brought together hundreds of people in Nuevo León to clean the Santa Catarina River.
- The event is part of a diversity of clean-up activities set up by the Coca-Cola Mexican Industry to clean water bodies across the country.

Monterrey, Mexico, July 8, 2019.- Arca Continental, as part of the Coca-Cola Mexican Industry, collaborated with close to 500 young people in Nuevo León in the Sprite-backed initiative to clean the Santa Catarina River, proving that it is possible to make a positive change in the planet.

The clean-up effort is part of the Sprite Summer national campaign put together by the Coca-Cola Mexican Industry, which is aimed at clean water bodies across the country by eliminating manmade trash, including bottles, plastics, tires, cigarette butts, etc.

This campaign includes the launching of the new blue Sprite bottle, which is made out of 100% recycled bottles, making it the first soft drink brand whose packaging has these sustainable

characteristics. At the end of the summer, the brand will return to its iconic green color, but its bottles will continue to be made of 100% recycled PET.

During the event held on Saturday, July 6th, in the Santa Catarina River, the youngster gathered near to 2 tons of waste, of which, 100 kilograms were in conditions to be recycled.

All gathered waste will be processed by the environmental association known as ECOCE, granting a second life to all recyclable materials. Non-recyclable waste will be delivered to government institutions for adequate treatment.

In collaboration with other members of the Coca-Cola Mexican Industry, Arca Continental currently heads PetStar, the largest food grade PET recycling facility in the world, which has the capacity to process more than 80,000 tons of PET annually.

Initiatives such as Sprite Summer are included in the “World Without Waste” strategy implemented by Arca Continental, as part of the Coca-Cola Mexican Industry, whose 2030 global goal is to collect and recycle the equivalent of 100% of the packaging it sells.

@SpriteMX **#NacidosParaRefrescar**
@SomosCocaCola **#WordWithoutWaste**

About Arca Continental

Arca Continental produces, distributes, and markets non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding history spanning 93 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 123 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

About the Coca-Cola Mexican Industry

The CCMI includes Coca-Cola Mexico in addition to eight bottling groups: Arca Continental, Bebidas Refrescantes de Nogales, Bepensa, Corporación del Fuerte, Corporación RICA, Embotelladora de Colima, Embotelladora del Nayar, Coca-Cola FEMSA, and Jugos del Valle-Santa Clara, all of which are proud to be Mexican companies that for over 93 years have shared the culture and quality The Coca-Cola Company is known for.

The CCMI caters to the diversity of lifestyles of the Mexican people by offering a portfolio of beverages that includes more than 80 brands to be enjoyed at different moments during the day such as Coca-Cola, AdeS, Powerade, Sprite, Santa Clara, Jugos Del Valle, Ciel, and Sidral Mundet. 45% of our products have low- or no-sugar content and we offer more than 260 presentations with less than 100 calories.

Committed to making a positive difference, we develop initiatives that promote well-being and socio-economic development in our communities. Today we are one of the largest employers in the country and contribute with 1.4% of the GDP.

Learn more about the CCMI at Coca-Cola Journey www.coca-colamexico.com.mx; and follow us on Twitter @SomosCocaCola and Facebook SomosCocaCola.