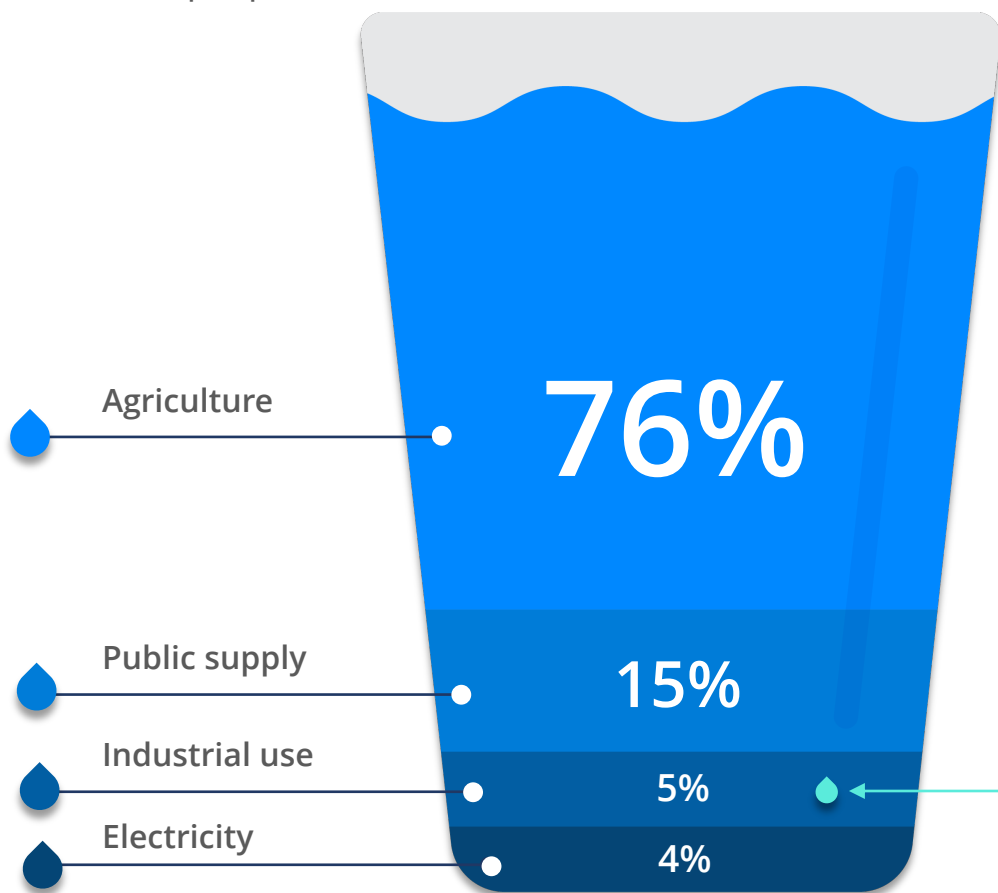


# WATER USAGE IN MEXICO

\*The Federal Government grants concessions for various purposes:



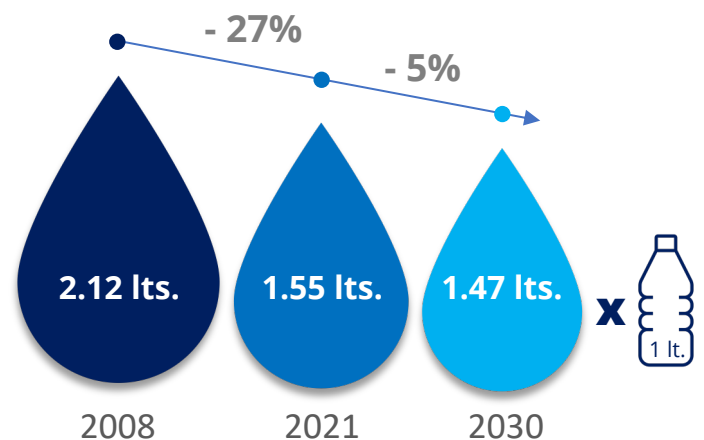
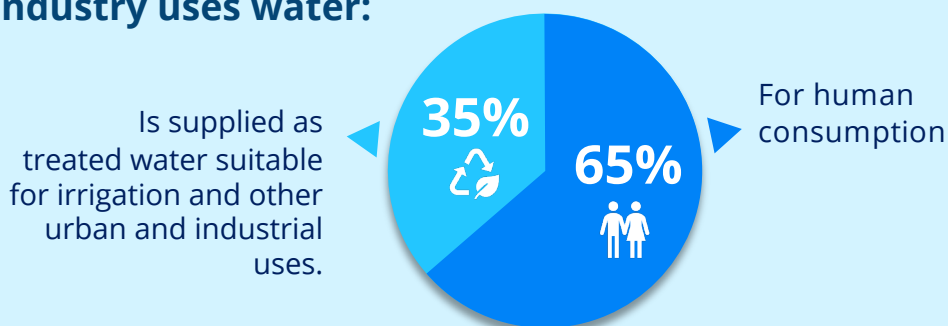
Corresponds to industrial use (includes all industries, commerce and services).

Non - alcoholic beverage industry utilizes only **0.06%** of the total volume concessioned.

**At MexBeb, we are committed to the efficient use of water.**

We strive to reduce water consumption for every liter of beverage we produce.\*\*

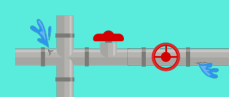
## This is how the non-alcoholic beverage industry uses water:



## MexBeb partners' initiatives in support of communities:

- 1 Establishment of water funds.
- 2 Replenishment of aquifers in northern Mexico.
- 3 Development of green spaces and environmental conservation programs.
- 4 Construction of nature-based wetlands.
- 5 Installation of rainwater harvesting systems in schools.
- 6 Donation of water and treatment plants.
- 7 Reuse of treated water for irrigation.
- 8 Construction of water catchment basins, wells, and absorption lagoons.

**...And we continuously invest in technology and innovation to improve our processes and care for water.**



### - An insight -

Annually, leaks in the public distribution networks in Mexico City's Metropolitan Area waste 12.7 times more water than the volume used by the non-alcoholic beverage industry nationwide in the same period".\*\*\*

#### Sources

\* National Water Commission (CONAGUA)

\*\* Mexican Beverages Association (MexBeb)

\*\*\* Institute of Social Research, National Autonomous University of Mexico (UNAM).



MexBeb.org

