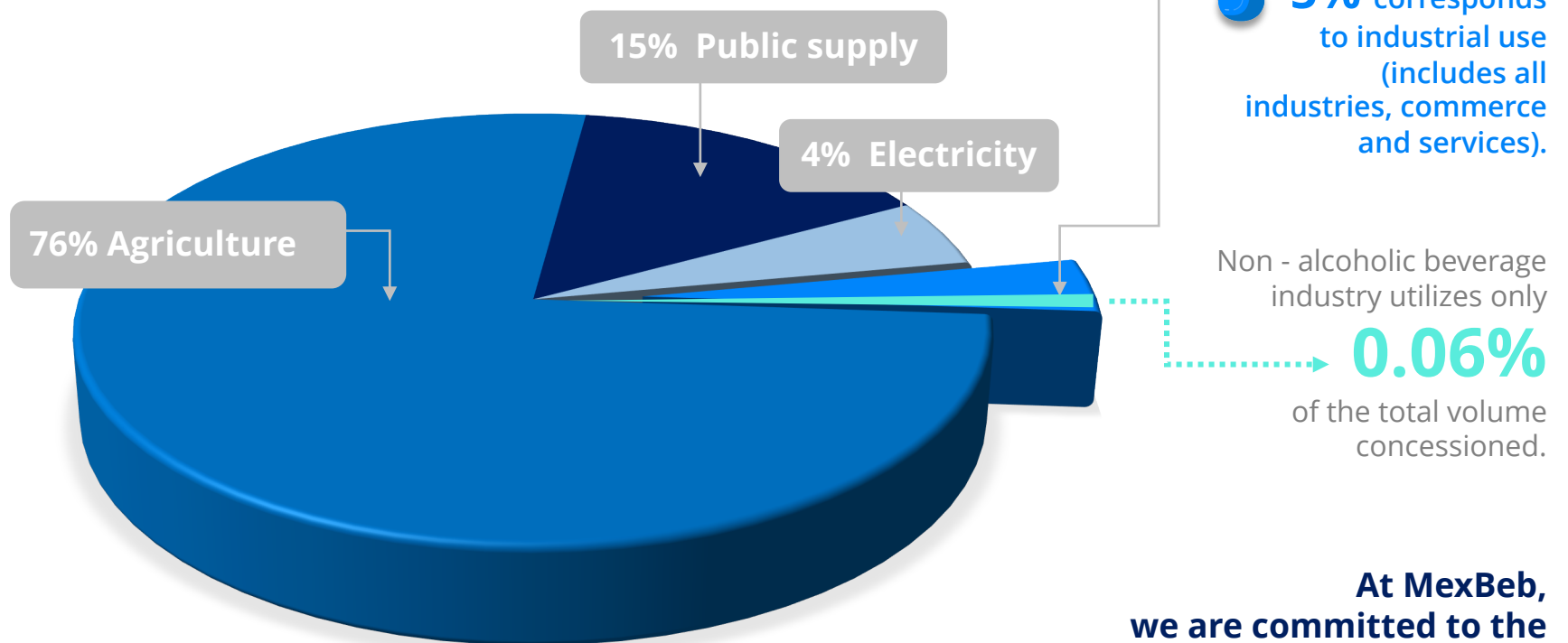


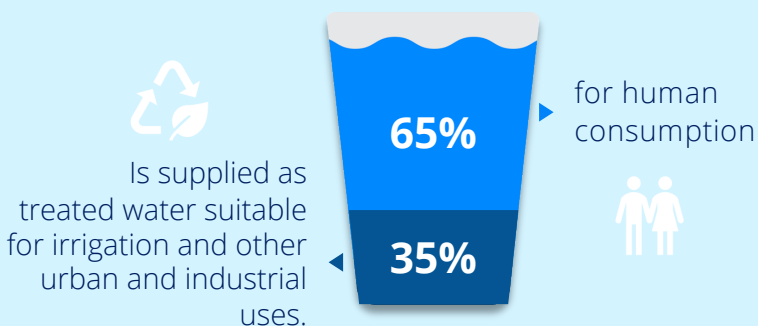
WATER USAGE IN MEXICO

*The Federal Government grants concessions for various purposes:



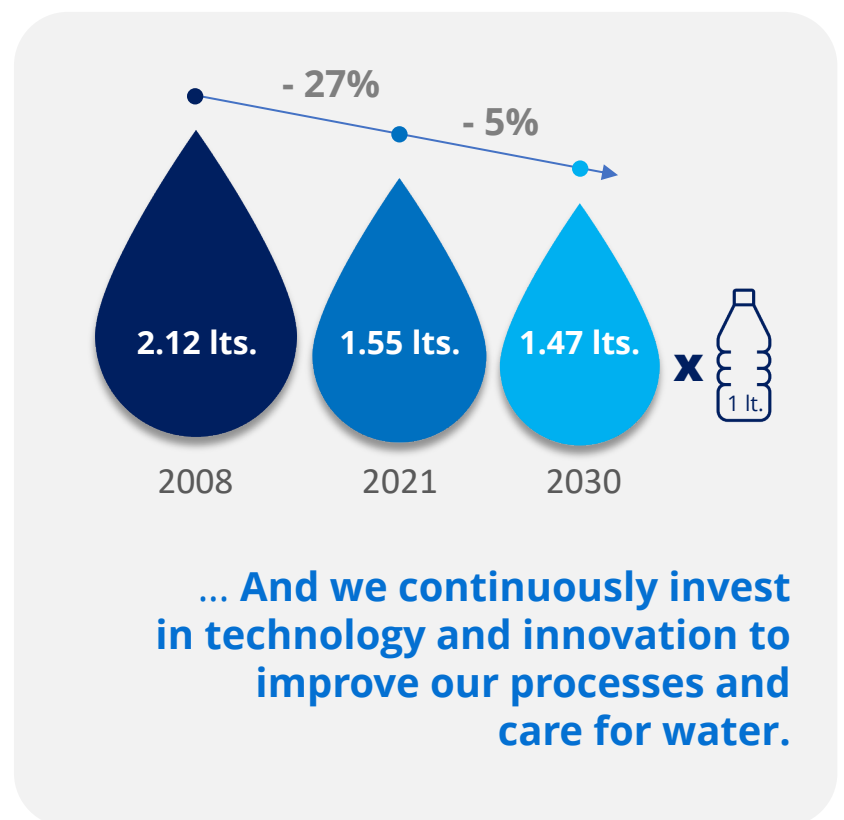
At MexBeb, we are committed to the efficient use of water. We strive to reduce water consumption for every liter of beverage we produce.**

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).

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