



As Inclusive as our Brands

2010 U.S. Diversity
Stewardship Report



The Coca-Cola Company

CONTENTS

Letter From Our Chairman and Chief Executive Officer	3
Diversity Highlights	4
Introduction	6
Workplace	8
Marketplace	20
Supplier Diversity	32
Community	36
U.S. Diversity Demographics	42

AS INCLUSIVE AS OUR BRANDS

The Coca-Cola Company now has more than 500 brands and 3,500 beverage products. We sell 1.7 billion servings per day in over 200 countries. We believe that our approach to diversity is as broad and inclusive as the brands we sell.

Just as we are growing our reach, strengthening our brands and advancing our global momentum, we are strengthening our diversity - in the workplace, marketplace and community - to support our growth.

This second annual U.S. Diversity Stewardship Report is designed to provide information, data, facts and personal stories about our ongoing diversity work in the U.S. workplace, marketplace and community, and with our suppliers.

Note: Cover photographs are of our Business Resource Group (BRG) leaders. To learn more about our BRGs, turn to page 8 of this report.

LETTER FROM OUR CHAIRMAN AND CHIEF EXECUTIVE OFFICER



Coca-Cola isn't just a drink. It's an idea, an emotion, and a journey. Coca-Cola is a refreshment of connection, and it touches everyone. It's a shared experience – a common thread that ties our diverse world together.

By 2020, nearly a billion citizens from the emerging economies of the world will have entered the middle class, bringing their voice and purchasing power to the market. In order to compete and succeed in this environment, we must tap the creative genius and broad diversity of our global associates. Building a diverse and inclusive workforce is central to our 2020 Vision which calls for us to “achieve true diversity” throughout our business. In fact, our 2020 Vision is the by-product of input from the diversity of our leadership across our Company and our system. This is the result of our collective strength, and that is the real power of diversity – realizing that the whole is infinitely more powerful than the individual parts.

The key to our success is for all of us to understand our business from the ground up; 80 percent of our business is outside of the U.S. It's imperative for us to understand the markets, people and cultures that comprise the vast majority of our business. Having this “global mindset” will allow us to put all of our decisions and actions through a global filter – enabling our critical thinking with cross-cultural understanding.

This second annual Diversity Stewardship Report is designed to communicate our diversity commitments, actions taken and progress made here in the United States. In our workplace, you will see how we continue to promote diversity through our Business Resource Groups, our workplace fairness monitoring programs and our various diversity education programs. In our marketplace, our North America business continues to focus on the diversity of our U.S. population and developing plans to make our brands speak to all of our consumers. Our supplier diversity efforts have allowed us to continue growing our supplier spend with women- and minority-owned businesses. Finally, you will see how we continue to build sustainable communities through our various philanthropic and community-based diversity strategies and programs.

This is an ongoing journey, and we have much more to do to achieve our 2020 Vision. Everyone plays a role. Everyone contributes. Everyone is part of the Secret Formula of diversity.

Sincerely,

A handwritten signature in black ink that reads "Muhtar Kent". The signature is fluid and cursive.

Muhtar Kent

Chairman and Chief Executive Officer
May 2011

**THE COCA-COLA COMPANY
DIVERSITY HIGHLIGHTS**



51/49

Males 51% Females 49%
U.S. Non-Hourly Workforce
December 31, 2010

50/36

In 2010, approximately **50%** of the Company's U.S. new hires were women, and approximately **36%** were minority.



34%

Total Minorities 34%
U.S. Non-Hourly Workforce
December 31, 2010



34%

Approximately **34%** of U.S. employees were members of an Employee Business Resource Group in 2010.

\$622 million

The Coca-Cola system's U.S.-based spend was **\$622 million** with minority and women-owned businesses (MWBs) in 2010.

\$22.2 million

The Company's U.S.-based philanthropic endeavors directed towards multicultural/underserved organizations totaled **\$22.2 million** in 2010.

Diversity as Business

Steve Bucherati, Chief Diversity Officer



“Diversity to us is not just about Human Resources policies and practices. It’s an integral part of who we are, how we operate and how we see our future.”

At The Coca-Cola Company, our definition of diversity is simple: having and valuing differences. Inclusion is about providing equal access to information and giving all our employees the opportunity to participate and have their voices and opinions heard. Fairness is all about making equitable decisions as a Company. We must focus on all three of these – which collectively make up our “secret formula” – to be successful in an ever-changing world.

Our Diversity as Business strategies and initiatives are aligned with our 2020 Vision of “Being a great place to work ... and achieving true diversity,” ensuring we have a workforce that is diverse enough to both see and seize marketplace opportunities and create sustainable growth for our Company.

By building an inclusive workplace environment, we seek to leverage our global team, which is rich in diverse people, talent and ideas.

However, diversity to us is not just about Human Resources policies and practices. It’s an integral part of who we are, how we operate and how we see our future.

A Collective Effort

Many people across the Company continue to work diligently to help us build organizational and individual “muscle” on diversity, inclusion and fairness:

- They include thousands of associates who participate in our Business Resource Groups and those who have attended our various diversity education programs.
- They include associates who come through our Employee Resolutions Program because they have issues they are concerned with and are looking for help.
- They include the men and women across our organization who are making a difference through their work in multicultural marketing, their use of diverse suppliers or



“I value diversity because I truly believe that a team that reflects the communities in which we operate, and represents different genders, nationalities and generations ensures that we have diversity of thought and ideas to better serve the needs of our consumers and customers.

I’m very fortunate that I do have an incredibly talented and diverse team built through thoughtful consideration when filling job openings.

Diversity leadership is the only way we win over time in business.”

- Bea Perez, Chief Sustainability Officer



“Diversity is no longer just an issue of black and white...

Today, as we struggle for the first time in our history with four distinct generations in the workplace, the diversity dialogue also is a discussion of intergenerational diversity. (Think of your parents interacting with their grandkids at work.) As LGBT constituencies grow in visibility, economic clout and political currency, the diversity dialogue of the 21st century is also about sexual orientation. Today’s diversity dialogue is about how we empower women. Today’s diversity dialogue, as it was in Dr. Martin Luther King, Jr.’s day, is about the forgotten, the silenced and the institutionally marginalized, and all that we collectively stand to lose by not bringing their talent, energy, perspective and passion to the marketplace.”

- John Lewis, Jr., Senior Managing Compliance Counsel

through the actions they are taking to better our local communities.

This second annual U.S. Diversity Stewardship Report is designed to provide information, data, facts and personal stories about our ongoing

diversity work in the U.S. workplace, marketplace and community, and with our suppliers. I welcome your feedback and input and thank all of our associates for contributing to our journey.

WORKPLACE

Diversity, inclusion and workplace fairness



“The Coca-Cola Company is committed to continuing the progress with our diversity, inclusion and workplace fairness initiatives. We are focusing on valuing and leveraging the broad diversity of our entire workforce in line with our 2020 Vision goal of achieving true diversity. For our Company this means our ability to understand, embrace and operate in a multicultural world - both in the marketplace and the workplace. This is absolutely critical for our success.”

- Ceree Eberly, Sr. Vice President & Chief People Officer

We strive to create an inclusive culture defined by our seven core values – leadership, passion, integrity, diversity, collaboration, quality and accountability. We bring these core values to life in the workplace through programs that are designed to attract, retain, develop and advance diverse talent, such as:

Business Resource Groups

Within our Company, we support Business Resource Groups (BRGs) that form communities for associates to engage with colleagues who have similar ethnic or gender backgrounds, interests, sexual orientation or work roles.

These groups enable associates to participate in additional professional and personal growth opportunities through training and education, community projects, networking events, cultural heritage month celebrations and even, project management assignments.

Each group has an Executive Champion from the Company’s

senior leadership team who provides guidance on the vision and strategy for their assigned groups.

Active Employee BRGs

- African American Business Resource Group
- Asian/Pacific American Business Resource Group
- Coca-Cola Business Support Professionals
- KOLAGE: Gay and Lesbian Business Resource Group
- Latino Business Resource Group
- women’s linc: Women’s Business Resource Group

BRGs in action

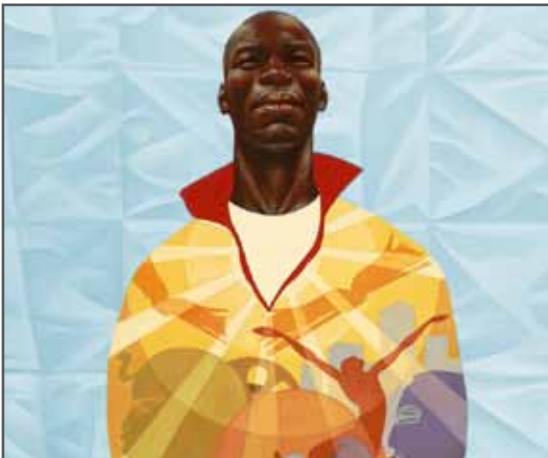


- Designed an On-boarding Program to accelerate the introduction of newly hired African American associates into the Coca-Cola system
- Participated in a Market Impact Team (MIT) activity in a holiday or diet brand-focused market
- Leveraged the skills, networks and contacts of our members who graduated from Historically Black Colleges and Universities (HBCUs) to increase marketing efforts at those institutions



- Provided Asian Pacific American insight for CCNA portfolio development (i.e., launch of Sokenbicha)
- Participated and represented the Company in relevant community leadership forums
- Professional development offered to members via collaboration with Atlanta Asian Affinity Group Network and National Association of Asian American Professionals Atlanta Chapter

Celebrating Black History Month



▲ **Artwork by Kadir Nelson** was displayed throughout the Atlanta Office Complex in honor of Black History Month.

◆ **Black History & Cinematography:** Disney's *The Princess and the Frog* "Behind the Camera" Princess Party panel discussion featured Imani Twine.

Celebrating Asian Heritage Month



Events included a leadership panel discussion, Sokenbicha tasting and artwork display.

BRGs in action



- Supported LIVE POSITIVELY™ through charitable activities, such as Back to School Daze and a men's clothing drive
- Hosted motivational speakers, roundtable discussions and a Time Talent & Treasure showcase during Administrative Professionals Week

Educating our Members



Business Support Professional BRG members participated in an Event Planning Certificate Program.



- Co-sponsored Atlanta Gay Pride float and sampled/distributed Coca-Cola products and branded items
- Launched "I'm Proud" campaign to increase member engagement and awareness

Networking & Community Outreach

KOLAGE (Coca-Cola Lesbian, Allied & Gay Employees) BRG hosted a networking event at the World of Coca-Cola with other gay, lesbian, bisexual and transgender (GLBT) corporate employee affinity groups, GLBT partners and charities.



BRGs in action



- Co-organized the World Cup activation with the Hispanic Marketing team at the Atlanta Office Complex
- Coordinated Job Shadowing program with Coca-Cola employees and Junior Achievement and Career Day at Bethesda Elementary School
- Led volunteer effort for the Coke Zero recycle booth at Fiesta Atlanta

Celebrating Hispanic Heritage Month



Senior business leaders Rudy Beserra, Reinaldo Padua and Joe Tripodi led an event celebrating Hispanic Heritage Month with food, music and prizes.



- Continued to strengthen and build field chapters
- Provided female insights to organization: specifically, senior leaders, brand and customer teams to grow our business and improve TCCC associates' engagement and productivity
- Implemented Ambassador Program

Networking & Learning



Of the numerous events women's linc sponsored in 2010, two of the standout events were the "Atlanta Summit" with guest speakers, breakout sessions and a networking reception and "Celebrating New Connections" at the Fox Theatre in Atlanta where approximately 300 women's linc, (former CCE) Enterprising Women members and senior leaders gathered.

DIVERSITY FOR WINNING INNOVATION

The Global Research & Development team realized that in order to create winning innovations, they needed to understand how to leverage the diversity of their teams. The managers in the group attended a daylong session focused on managing diversity and understanding style and cultural differences.

Diversity Education

Our Diversity Education program is designed to provide managers and employees with the knowledge, skills and competencies needed to cultivate an inclusive environment – one that leverages unique backgrounds, experiences and perspectives to drive organizational performance. The blended learning curriculum utilizes an array of classroom-based, experiential and online programs and learning resources that help to foster a better understanding of our colleagues, our suppliers and our customers, and ultimately lead to greater success in the marketplace.

Diversity Education priorities include:

- Building the capability of managers so they can support and reinforce an inclusive environment;
- Building the capability of individual contributors and teams; and
- Expanding/broadening the understanding of diversity.

Our diversity education curriculum currently includes the following programs:

MicroInequities

This program highlights the effects of negative micromessages in the workplace, which have a powerful influence on driving workplace behavior. Repeated sending or receiving of negative micromessages, known as ‘MicroInequities’, results in exponential erosion of workforce effectiveness. Conversely, well-crafted and constructive micromessages, known as ‘MicroAdvantages’, have an equally powerful positive effect that promotes loyalty and heightened performance.

The program seeks to inspire participants to become catalysts for change in the workplace, using constructive MicroAdvantages to heighten performance and create a work environment that visibly values and leverages the diversity

of associates. In addition to the classroom course, a one-hour e-Learning course, “MicroMessaging: Building a Culture of Inclusion” was added in 2010.

Managing Diversity

The Company uses self-assessments, exercises and discussions to equip managers of The Coca-Cola Company with the awareness, knowledge and skills needed to foster an inclusive workplace climate that leverages unique backgrounds, experiences and viewpoints, and improves organizational performance.

Challenge Day

Challenge Day is a corporate version of a nationally recognized diversity training program that has been launched in schools across the country.

Diversity Speaker Series

Our Diversity Speaker Series offers a firsthand perspective on the importance of diversity to our business, helping us create a winning culture where all associates are inspired to be the best they can be. Since the series began in 2006, programming has focused on providing employees with a broader and deeper understanding of diversity. In 2010, topics included:

- “But (How Does Diversity Relate to My Job and) What Exactly Do I Do?”

- “None of Us Is As Good As All of Us: How McDonald’s Prospers by Embracing Inclusion and Diversity”
- “2020 Marketplace and Workplace: What Does the Future Hold?”
- “Tribal Leadership: Leveraging Natural Groups to Build a Thriving Organization”

Each session is recorded and available for viewing via KO Web TV.

Women’s Leadership Council

In 2007, we created the Global Women’s Initiative to accelerate the recruitment, development, advancement and retention of qualified women across the organization.

A key component of this initiative is the Women’s Leadership Council (WLC), which launched in 2008. Comprised of 16 senior female Company leaders from around the world, the WLC is focused on building a pipeline of women leaders; creating an enabling and supportive culture that values personal sustainability; and driving employee engagement.

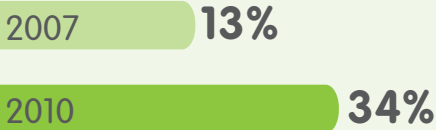
Since launching the Global Women’s Initiative, our Company has focused on driving accelerated development for female talent globally, increasing women’s participation in our key leadership programs from 21 percent in 2007 to 39 percent in 2010. We

created the Women-in-Leadership program, designed to provide key female talent an opportunity for accelerated development. The program had 120 female participants in 2010 and 120 more women are slated to participate in 2011. The Company also has increased its sourcing and hiring of female talent.

to 26 percent, and women in job grade 13 moved from 28 percent to 32 percent.

High Level Female Ranks Grow

Percentage of new hires, grades 14 and above, who were women



Since 2008, women in job grades 14 and above climbed from 23 percent

Fairness Monitoring

To ensure fairness in all our employment-related decisions, our Company conducts a wide range of monitoring and reporting programs for our Corporate and North America associates. These qualitative and quantitative studies – most of which have been in place since 2001/2002 – are conducted “behind the scenes” by our Global Diversity & Workplace Fairness team and are considered “best in class.” A summary of each is provided below:

Annual Merit, Short-Term and Long-Term Incentives

A quantitative assessment of the proposed distribution of merit awards, annual incentives and stock/stock options is conducted annually. The analysis can determine if groups of associates or individuals (based on gender and/or race/



“There is a very clear business case for The Coca-Cola Company Women’s Leadership Council. Women make 85 percent of the purchase decisions for our products in the U.S., represent 50 percent of our consumers, and comprise 50 percent of our U.S. workforce, yet only 26 percent of our global leadership is female. The vision of the Global Women’s Initiative is to mirror the consumer population we serve.”

- Kathy Waller, Vice President and Controller, WLC Chair

ethnicity) are negatively impacted by proposed awards. If issues exist without sufficient rationale, changes are made to the proposed awards to correct those issues.

Pay Equity

The Company reviews base pay salary for Corporate and Coca-Cola North America associates to ensure fairness when compared to similarly situated associates. This is not just a review of pay in comparison with peers. Rather, it looks at pay in relation to U.S.-based associates with similar roles, performance, salary grade, time in grade, time in job, and Company experience. If the quantitative study finds unsubstantiated pay differences, associates are provided a one-time base pay increase.

Performance Management

For each business unit or function within Corporate and North America a quantitative assessment is conducted on the distribution of proposed performance ratings. If issues exist without sufficient rationale, changes are made to negate those issues.

Restructuring

Quantitative assessments of proposed restructuring impacts (separations) are also conducted by the organization.

Selection

Periodic reviews of quantitative selection, hiring and promotion

results are conducted to ensure that groups of associates (based on gender and/or race/ethnicity) are not negatively impacted by ongoing selection decisions.

Workforce Demographics

Detailed workforce demographic data is provided quarterly to senior leaders, the Diversity Advisory Councils and HR. This demographic data includes details on:

- Population and trends over time
- Analysis of relative promotion and termination rates
- Analysis of population and trends by salary grade
- New hire analysis

Employee Resolution Resources

The Coca-Cola Company respects the dignity of all employees, and values their unique contributions and differences. Accordingly, we expect our employees to treat each other with respect and fairness at all times. The Company has worked hard to create an inclusive work environment that is free of unlawful discrimination, harassment and retaliation, and our policies clearly state the Company's commitment to people.

To underscore this commitment, Employee Resolution Resources are available to help U.S.-based Corporate and Coca-Cola North

America employees resolve workplace issues, including:

- **Ombuds**
A confidential, independent and neutral resource
- **Employee Reporting Service (ERS)**
An easy-to use, toll-free phone number to report issues of concern 24 hours a day, 7 days a week
- **Employee Assistance Program (EAP)**
A confidential, professional counseling service administered by an independent consulting firm
- **EthicsLine**
A toll-free phone number administered by a third party to report a suspected violation of the Code of Business Conduct or the Workplace Rights policy
- **Solutions**
A formal, multi-step approach for resolving workplace issues

Solutions - An Interactive, Multiple-Step Approach to Workplace Issue Resolution

At The Coca-Cola Company we believe workplace issues are best resolved through open communication and that early resolution of issues is the best way to maintain a positive, productive work environment. *Solutions*, a 4-step approach to workplace issue resolution, is available to active U.S.-based, non-represented Corporate and current or legacy

Coca-Cola North America employees. *Solutions* addresses issues related to work assignments, transfer or promotion decisions, written warnings or other disciplinary actions, final performance appraisals, compensation, treatment perceived as unfair or discriminatory, and any form of perceived harassment (e.g., sexual, racial, ethnic, religious, sexual orientation).

Each step of the 4-step process must be completed prior to moving to the next:

- STEP 1** Open Door
- STEP 2** Employee Relations Issue Resolution
- STEP 3** *Solutions* Facilitation
- STEP 4** *Solutions* Arbitration

In 2010 the Company added an Employee Relations department to assist with issue resolution. While most issues are resolved through Step 1, the Open Door process, the addition of Employee Relations, Step 2, has allowed employees to escalate concerns to a separate neutral organization. If the issue is not resolved at Step 2, our employees have another level of neutral resources within the Diversity and Workplace Fairness Department to assist in resolving the issue through Steps 3 and 4 of *Solutions*.

Disability Programs

Our disability programs focused on three key areas in 2010:

- Creating greater awareness and recognition of our disability initiatives;
- Enhancing our ability to source and recruit individuals with disabilities; and
- Ensuring our Company is making appropriate job accommodations for those individuals with different needs.

2010 National Disability Awareness Program & Recruiting Highlights

We activated National Disability Awareness programming in October,

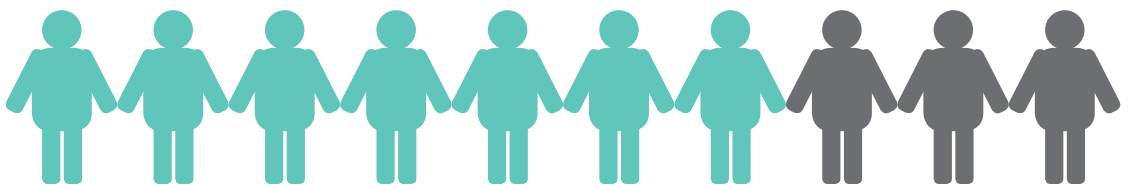
supporting the theme “Talent Has No Boundaries: Workforce Diversity INCLUDES Workers with Disabilities.” Special Olympics Athlete Katy Wilson spoke at a North America Town Hall meeting during that time.

A “Living and Working Well with Disability” fair included the following vendors: Special Olympics Georgia, Alzheimer’s Association - Georgia Chapter, Autism Speaks Georgia, National Multiple Sclerosis Society - Georgia Chapter, Center for the Visually Impaired and Full Radius Dance.

In 2010, we also linked all job openings to five specific recruiting

Did You Know?

20% People with disabilities account for **20 percent** of America’s population and are the largest minority group in the U.S.



7 out of 10 people will experience some form of disability in their lifetime.

Americans with disabilities represent more than **\$230 billion** in annual spending power, mirroring an important and increasingly expanding customer base.

sites that cater to the disabled community, and partnered with Spherion to promote the hiring of persons with disabilities in our temporary labor pool.

Other recruiting partners were the Getting Hired Consortium, the largest job portal consortium serving people with disabilities, and the Bobby Dodd Institute, who helped identify and recruit persons with disabilities to fill positions at our Customer Service Operations Center, The World of Coca-Cola and other appropriate jobs.

- Raise awareness of employee engagement issues that may be impacted by diversity factors;
- Steward our long-term diversity leadership strategy and plans;
- Serve as partners and coaches to others facing specific diversity challenges; and
- Gather associate feedback through Employee Forums, Diversity Roundtables and Focus Groups.

Diversity Advisory Council

The Company's Diversity Advisory Councils (DACs) are comprised of diversity advocates from functions and business units who develop recommendations for senior management on advancing our diversity leadership efforts. The CCNA and Corporate DACs are chaired by CCNA President Sandy Douglas and Executive Vice President and Chief Administrative Officer Alex Cummings, respectively.

The Councils are designed to:

- Provide oversight of the internal diversity climate within our Company;



The Special Olympics were established in 1968 by Eunice Kennedy Shriver. The Coca-Cola Company is a founding partner of Special Olympics and the relationship continues because of our shared values around inclusion, acceptance and optimism.

A SPECIAL OLYMPICS PARTNER FOR 40+ YEARS

In honor of Special Olympics Georgia's 40th Anniversary and National Disability Month, Sandy Douglas, President, Coca-Cola North America (CCNA), hosted Katy Wilson (r), a Special Olympics gold medalist in gymnastics, and her mother, Jeanne, at the October 2010 North America Town Hall.

MARKETPLACE

Deep and broad programming to connect with diverse consumers



“Diversity is a critical growth lever for Coca-Cola North America. Our integrated approach across marketplace, workplace and community uniquely positions us to be successful in a long-term sustainable manner.”

- **Lauventria Robinson, Vice President, CCNA Diversity Business Development**

Our marketplace efforts in support of diversity are led by the Diversity Business Development team and the Multicultural Consumer Marketing team, who work across the organization with brand teams, Community Connections and other groups, to bring the Diversity as Business strategy to life in the marketplace.

Diversity Business Development Team Actions

Coca-Cola North America (CCNA) Diversity Business Development (DBD) team develops integrated strategies to bring diversity-related operating effectiveness to our marketplace strategies and initiatives. In 2010, the DBD team:

- Worked in conjunction with the Multicultural Marketing team to build out marketing strategies, integrating multicultural elements into general market programs for greater reach;
- Launched the first Asian Model Market in San Francisco;
- Designed and developed the e-learning module Multicultural Customer Competency (MC2) and deployed the tool to over

600 associates in Coca-Cola Foodservice; and

- Worked closely with our Total Beverage Teams to add greater value through strategic diversity consulting with customers such as Walmart, Wegmans, Giant Eagle, The Home Depot and SUPERVALU.

CCNA Multicultural Marketing Highlights

Our Multicultural Consumer Marketing team develops and executes relevant marketing plans to reach multicultural consumers, working with brand and customer teams and the bottling system. The team also works across the Coca-Cola system to deepen multicultural expertise.

In 2010, the Multicultural Consumer Marketing team completed a long-term multicultural marketing strategy and continues to focus on African American and Hispanic consumer marketing. The team worked closely with Diversity Business Development to integrate Asian consumers into our long-term multicultural capability.

Our Multicultural Marketing programs employ both “depth” programming that highlights key periods of activity that are important to a target consumer base, such as Black History Month or Hispanic Heritage Month, and “breadth” programming that ensures that all of our general market programs, such as the NCAA Final Four or our summer campaign, incorporate relevant messaging. To ensure deep and broad programming, the group:

- Develops enhanced multicultural marketing programs targeting specific consumer groups;
- Supports the integration of multicultural insights into general market CCNA plans; and
- Drives multicultural focus in geographic regions and with customers.

Asian Marketing Pilot

In 2010, the DBD team made significant efforts in building the company’s Asian Marketing capability. Though Asians represent only 5 percent of the population,

they are the second-fastest-growing ethnic group, following Hispanics, and have income levels 25 percent above the national average.



Asian market advertisement

Several targeted activities were employed to reach this group in 2010:

- We partnered with Target in San Francisco to conduct an in-store program celebrating the Chinese Lunar New Year. Results from this first initiative showed 180 percent volume growth in participating Target stores.
- DBD led the creation of specific point-of-sale materials for Asian consumers, now readily available on Design Machine, the Coca-Cola system’s online visual identity system. The team also worked with key sparkling brands to ensure Asian consumers are included in their communication elements.
- A San Francisco learning lab targeting Chinese consumers was also launched in 2010. The learning lab focuses on several retail chains’ (Safeway and Walgreens)



美味盛開

TASTE
TURNED
ON



快樂暢開
open happiness



San Francisco, Chinese New Year Community Fair

on-premise accounts and is supported with a 360-degree bilingual marketing campaign, which also includes strong ties to our LIVE POSITIVELY™ campaign and local community teams.

- We leveraged the knowledge of the Coca-Cola system to reach Asian consumers, adapting marketing materials from the Asian Pacific Group (TV, bus shelters, and print ads) for use in the United States.

African American Consumer Marketing Continues to Connect

The African American Consumer Marketing (AACM) team’s goal is to “inspire, empower and build

advocacy among African American consumers.” By developing relevant programs, the AACM team is able to drive volume, equity and share for the Company among the important African American target segment in the United States.

In 2010, the team drove a deeper connection with African American consumers by expanding programming across the sparkling and still beverage categories. The group partnered with key customer teams, including new key account Fred’s discount store chain, whose shopper base is 42 percent African American, with a result of more than 15 percent beverage sales growth for the customer. The AACM team also partnered with celebrities and activated programs with top African American media partners.

Media Partnerships

The AACM team continues to leverage important media partnerships to build relevancy and strengthen emotional connections with African American consumers. These partnerships include Black Entertainment Television (BET), Radio One, Essence Communications, Steve Harvey

Asians

Represent 5 percent of the population

Are the second-fastest-growing ethnic group

Have income levels 25 percent above the national average

and Johnson Publishing. During Summer 2010, Coca-Cola celebrated African American teens' passion for self-expression and connectivity by partnering with BET for the BET Awards. Coca-Cola created an engaging and exciting experience for celebrity guests and key media influencers during the BET Awards weekend, and celebrity host Eva Pigford conducted six Coca-Cola branded celebrity interviews from the Coca-Cola Studio Red Room.

The AACM team also partnered with BET to connect with teens through the popular show, "106 & Park," the No. 1 music video countdown show in the United States. As part of the 2010 sponsorship, Coca-Cola was the exclusive on-air and digital sponsor of "Wild Out Wednesday," 106 & Park's weekly talent competition where consumers had the opportunity to win \$5,000 by sharing videos about how they "uplift" their communities.

In July 2010, Coca-Cola connected with African American moms

as a sponsor of the ESSENCE Music Festival, America's largest celebration of contemporary African American music and culture since 1995. The program was launched in more than 2,500 retail outlets and had more than 400,000 attendees.

Connecting Through Celebrities

The AACM team has partnered with influential African American celebrities, including R&B artists Chilli, Musiq Soulchild and Lupe Fiasco, and film and TV actor Idris Elba. These partnerships have connected our brands with African American consumers through various retail and experiential programs.

In 2010, the AACM team launched a partnership with celebrity Chef G. Garvin at the ESSENCE Music Festival. The strategic relationship was developed to connect with African American moms and build "Coke with Meals" occasions among African American consumers. Chef G. Garvin played a major role in the 2010 holiday program and is



Coca-Cola partnered with BET to sponsor "Wild Out Wednesday," 106 & Park's exciting weekly talent competition.





The Sprite Step Off™ tournament was created in 2010 to engage multicultural consumers by recognizing the leadership, service, loyalty and perseverance that make the multicultural college Greek system a source of empowerment.

2011 COMPETITION

Final face-off was scheduled May 21 in Washington D.C.



Nestea/Minute Maid summer in-store promotional materials

continuing to work with African American Marketing in 2011.

Sprite is giving back to the community in 2011 through the Sprite Spark Parks Project. With the help of the National Basketball Association and Miami Heat forward LeBron James, Sprite will invest approximately \$2 million to rebuild or revamp more than 150 basketball courts, community

spaces, playgrounds and athletic fields in at least 40 cities in the U.S. this year, providing access to recreation centers to nearly one million young people.

Sprite Step Off™:
Marketing with Community and Customer Involvement

The Sprite Step Off™ competition, which involves partnerships with the National Panhellenic Council



Black History Month advertisement

organizations and the Boy's and Girl's Clubs of America, promotes multicultural Greek life, active lifestyles, education and community service.

After a nationwide regional event tournament, complete with celebrity guest judges and performances from major recording artists, the competition culminated with the National Finals on February 20, 2010 in Atlanta. The event featured the top 12 teams—six fraternities and six sororities—as they competed to see who was the best step team in America for the \$100,000 grand prize awarded to both the winning fraternity and sorority.

With \$1.5 million in scholarships up for grabs and the commitment to perform community service the morning of every event, Sprite Step

Off™ is the largest college Greek stepping competition ever. The competition is continuing in 2011 with the final face-off scheduled May 21 in Washington D.C.

Black History Month and Nestea/Minute Maid Lemonade Program a Hit in Value Channel

Customers in the value channel and other customer teams launched AACM programs in 2010, driving significant volume increases. National and regional accounts, including Family Dollar, Jewel-Osco and Sodexo, also launched the Black History Month marketing program, resulting in an incremental volume gain of 15 percent. In addition, our “Drink It Up, Soak It In” Nestea/Minute Maid Lemonade summer promotion generated over 14,000 registrants and a 1.67 percent increase in lemonade sales.

Hispanic American Consumer Marketing

In 2010, the Hispanic American Consumer Marketing (HACM) team drove volume, equity and share for the CCNA system by developing relevant marketing plans to reach Hispanic American consumers. The team leveraged Hispanic influence in sports and meals to drive market-wide programs with Hispanic insights, such as the 2010 FIFA World Cup, a partnership with Chef Ingrid Hoffman during Hispanic Heritage Month and utilization of



This soccer ad was developed by the Hispanic Marketing team.

“Spanglish” marketing materials for Glaceau vitaminwater.

In addition, the team delivered a positive share increase in our sparkling brands - Coca-Cola, Coke Zero and Sprite - as well as POWERADE, which increased 2.5 percent in share during the year, by focusing on increased depth in Hispanic marketing programs.

2010 FIFA World Cup Activation

The 2010 FIFA World Cup program was one of the largest programs that Coca-Cola North America and our bottlers have ever executed. It included national distribution of can and bottle packages featuring FIFA World Cup graphics as well as \$1 million in point-of-sale and premiums. Programs with key

customers were executed in over 50,000 outlets in multiple channels, resulting in positive share results.



The Coca-Cola FIFA World Cup Trophy Tour in Houston was one of the best attended stops around the world with +13,000 attendees.

Previous strategies that used the World Cup as a Hispanic-only initiative in the U.S. evolved to become a national pillar program



POWERADE[®]

LATINO

X ION⁴[®]

ADVANCED ELECTROLYTE SYSTEM
SISTEMA AVANZADO DE ELECTROLITOS

From the opening game to the final in Johannesburg, South Africa, on July 11, 2010, POWERADE was the primary beverage before, during and after all 64 games at 10 venues, hydrating 736 players from 32 countries. Guillermo "Memo" Ochoa was the only athlete of the U.S. campaign featured throughout the 2010 FIFA World Cup.



un producto de
The Coca-Cola Company

©2010 The Coca-Cola Company. POWERADE ION4[®] Official Sports Drink of 2010 FIFA World Cup South Africa™. ©2010 The Coca-Cola Company. POWERADE ION4[®] Bebida Deportiva Oficial de la Copa del Mundo de la FIFA Sudáfrica 2010™. 1768709

05/03
07/11

launched across multiple types of communications and audiences. As a key element of the campaign, we sponsored a select group of teens to attend a soccer camp in South Africa. Additionally, more than 10,000 multicultural customers attended the only U.S. stop of the 2010 FIFA World Cup Trophy Tour held in Houston, Texas.

As part of our 2010 FIFA World Cup program, soccer superstar Guillermo “Memo” Ochoa was the featured player of POWERADE Latino, the first-ever, fully integrated marketing campaign created exclusively for U.S. Hispanic consumers. The campaign celebrated our brand’s strong relationship with the U.S. Hispanic community and maximized our partnership with the most popular sporting event in the world, along with driving strong loyalty among consumers for “celebrating diversity” and “community involvement.”

Coca-Cola Telenovela Club Program

In 2010, the Coca-Cola Telenovela Club program provided yearlong marketing promotions focused on Hispanic moms and experiences that helped “uncap” her dreams through partnerships with Kraft and our key sponsored actors, Jacqueline Bracamontes and Cristián de La Fuente. We also partnered with Walt Disney World Resorts, Best Buy and American Airlines to create a



Coca-Cola Telenovela Club Program actors

Jacqueline Bracamontes and Cristián de La Fuente promoted a dream vacation at Disney World Resorts where eight Hispanic moms were able to vacation with their families and meet their favorite stars.

meet-and-greet event where eight Hispanic winners were able to have a dream vacation with their families and meet their favorite stars.

We continue to promote the latest telenovelas (which are the top-rated TV shows for Hispanic moms) in retail outlets and on the new Coca-Cola Telenovela Club website.

HACM and Dia del Mujer Latina Focus on Latina Health and Wellness

In 2010, the HACM team partnered with Dia del Mujer Latina (DML) on a culturally-specific “Health Fiesta” to address health disparities among Latino women and provide health care services by connecting the community with dedicated Promotoras, or Patient Navigators, and a network of key

non-government organizations, such as the National Hispanic Nurses Association. Events held in Los Angeles and Miami were attended by over 12,000 Hispanic women and featured health and wellness workshops, health screenings and samplings of Coca-Cola products, such as Diet Coke, POWERADE ZERO and vitaminwater zero.

HACM Celebrates Hispanic Heritage Month

During Hispanic Heritage Month, we celebrated Latin cuisine through a Holiday Meals campaign with popular chef Ingrid Hoffman, who made personal appearances at various retailers.

HACM Supports the Hispanic Scholarship Fund

Education is of great importance to Hispanic consumers and Coca-Cola has been a long-time contributor to the Hispanic Scholarship Fund. In 2010, the HACM team evolved this partnership and was recognized as the first strategic marketing partner of the Hispanic Scholarship Fund. The goal is to advance the Fund’s marketing efforts, primarily within communities and with retailers, and to provide additional awareness and support for Hispanic students as they work to achieve their dreams of higher education.



Hispanic Scholarship Fund advertisement



Celebrity Chef Ingrid Hoffman was featured during Hispanic Heritage Month.

SUPPLIER DIVERSITY

Procurement spend, advocacy and engagement



“Our team is committed to participation in a wide range of internal and external activities to ensure a qualified pool of minority and women business enterprises (MWBES) are accessible to the Coca-Cola system.”

- **Johnnie Booker, Global Director of Supplier Diversity**

We have a commitment to proactively build relationships with and purchase goods and services from diverse suppliers. This commitment creates maximum value for our business, our associates, our partners and the communities in which we do business. We recognize the value that diverse suppliers bring to product innovation, development, quality and supply. Leveraging diversity in our supply chain is integral in achieving sustainable growth in the marketplace.

Unwavering Commitment

As demonstrated by the composition of our workforce, The Coca-Cola Company has a long tradition of supporting programs that foster diversity in our organization and in our communities. We are passionate about bringing the refreshment and enjoyment of Coca-Cola and all of our other brands to our customers, consumers and communities every day. Helping our communities to grow and thrive is a defining commitment of our Company. In support of this commitment, it is our goal and policy to provide maximum opportunities to minority and women business enterprises (MWBES) for various goods and services we procure.

Executive Leadership

Chairman and Chief Executive Officer Muhtar Kent serves as the executive sponsor for the Company’s supplier diversity efforts and has demonstrated strong, visible leadership. All senior management within the Company ensures supplier diversity is an integral part of our procurement strategy and business management routines. In addition, supplier diversity is a major component of performance plans for all executives, managers and associates who impact the procurement process.

“I am eager now to bring my leadership abilities and strong commitment to my business ventures. I know that there is nothing I can’t accomplish as long as I set my mind to it, and this is the lesson of The Coca-Cola Company’s Mentoring Program, lessons essential for me to realize my dreams for the future.”

Ted Cummings, President, Onyx Media Services

We tie diverse spend with business performance, and one of our biggest achievements is the full integration of supplier diversity into our business processes. As a result, we have MWBEs in all aspects of our business – packaging and materials, construction, transportation, IT staffing, graphic design and marketing/promotions. As a result, the Coca-Cola system spent \$622 million with MWBEs in the U.S. in 2010.

**\$622
million**

The Coca-Cola system’s U.S.- based spend was \$622 million with MWBEs in 2010.

Advocacy

Our supplier diversity process is supported by our partnership with a number of external advocacy organizations, each of which share our commitment to supplier diversity and play an integral role in helping us meet our goals. Some of our external partners include, but are not limited to: National Minority Supplier Development Council, Women’s Business Enterprise National Council, National Association of Women Business Owners, U.S. Pan Asian American Chamber of Commerce, U.S. Hispanic Chamber of Commerce, Native American Chamber of Commerce, The National Center for American Indian Enterprise Development, Georgia Mentor Protégé Connection, Georgia Minority Supplier Development Council and Greater Women’s Business Council.

2010 Awards and Recognitions

- “Asian Enterprise” Magazine Corporation of the Year
- Georgia Minority Supplier Development Council Buyer of the Year
- Greater Women’s Business Council Top Corporation Award
- Greater Women’s Business Council Corporation of the Year
- U.S. Hispanic Chamber of Commerce Million Dollar Club
- Women’s Business Enterprise National Council Top Corporation Doing Business with Women
- “DiversityBusiness.com” America’s Top Corporation for Multicultural Business Opportunities

Veteran and GLBT Supplier Spend Tracked in 2011

Beginning in 2011, The Coca-Cola Company will build the business case for the use of certified veteran businesses, service-disabled veteran businesses, and gay, lesbian, bisexual and transgender (GLBT) businesses in our supplier diversity program. Specifically, we will track and report procurement spend, support advocacy organizations, and proactively engage these certified businesses in procurement opportunities.



Chairman and Chief Executive Officer Muhtar Kent serves as the executive sponsor for the Company’s supplier diversity efforts and has demonstrated strong, visible leadership.



Partners in the Promise

“The Coca-Cola Company exists to benefit and refresh everyone who is touched by our business.”

The Coca-Cola Company always welcomes new partners. For more information about becoming a qualified supplier, please contact Office of Supplier Diversity.

<http://supplierdiversity.coke.com>



The Coca-Cola Company

COMMUNITY

Leadership, education and volunteerism



“At The Coca-Cola Company, we are absolutely committed to making a unique difference in the communities where we live and operate. Our ability to understand, embrace and operate in a multicultural world is critical to our sustainability.”

- **Ingrid Saunders Jones, Sr. Vice President and Director,
Global Community Connections**

Our Company strives to touch consumers in the communities where they live and work, an approach that ensures we are talking to and meeting the unique needs of our multicultural consumers. Our Community strategy calls for:

- **Establishing a leadership presence in diverse communities;**
- **Alignment of our business and community strategies;**
- **Commitment to education;**
- **Support of multicultural organizations; and**
- **Employee volunteerism and engagement with diverse communities.**

Establishing a Leadership Presence in Diverse Communities

Our diversity strategy is supported by a strong community outreach component – much of which is led by our North America Community Connections team and supports our Company’s broader approach that involves organizations such as the U.S. Hispanic Chamber of Commerce, Special Olympics and Historically Black Colleges and Universities.

Aligning Our Business and Community Strategies

We support events that reach diverse consumers in hundreds of communities across the country, working to align our community

and business strategies whenever possible. Examples of some of the events we support include the ESSENCE Music Festival, National Black Arts Festival, Native American Journalists Association’s Annual Conference, the Cesar Chavez Foundation’s Annual Awards Dinner and the Atlanta Pride Festival.

Many of our multicultural marketing activities incorporate a community component, including our Black History Month campaign and the Sprite Step Off™, the largest step competition for Greek letter organizations in the U.S., sponsored by The Coca-Cola Company.

The Coca-Cola Company has a long tradition of supporting education in the United States and around the world. And as part of our Community focus, we are committed to promoting access to education, sponsoring scholarship programs, helping reduce school dropout rates and other educational initiatives.

Coca-Cola Scholars Foundation

During the last 25 years, we have contributed more than \$44 million in support of education in the U.S. through our Coca-Cola Scholars awards. The Coca-Cola Scholars Foundation is one of the most recognized and respected corporate-sponsored scholarship programs in the U.S. It was created in 1986 to commemorate the 100th anniversary of Coca-Cola and to establish an educational support system for tomorrow's leaders through college scholarships. Of the 252 current Coca-Cola Scholars, 130 come from multicultural backgrounds.

Coca-Cola First Generation Scholarships

In 1993, we started providing scholarships to students who are the first in their families to attend college. In 2010, we provided scholarship support to more than 410 students, more than three-fourths of whom were diverse

first-generation scholars. Part of that support comes from more than \$1.2 million in scholarship support our Company provided in 2010 to organizations that focus solely on diverse students. These include:

- United Negro College Fund
- Hispanic Scholarship Fund
- American Indian College Fund
- The Asian & Pacific Islander American Scholarship Fund
- The Jackie Robinson Foundation
- Thurgood Marshall College Fund

Coca-Cola Valued Youth Program

The Coca-Cola Valued Youth Program is an internationally recognized dropout prevention program created by the Intercultural Development Research Association. This program identifies junior high and high school students in at-risk situations and enlists them as tutors for elementary school children who are also struggling in school. Given a role of personal and academic responsibility, the Valued Youth tutors learn self-discipline and develop self-esteem. Results show that 98 percent of tutors stay in school, have increased academic performance and improved school attendance, and ultimately advance to higher education.

Coca-Cola Scholars Foundation was created in 1986 to commemorate the 100th anniversary of Coca-Cola.



Participants in the Coca-Cola Valued Youth Program work as tutors for elementary school children.

This program has benefitted more than 30,000 students – nearly all from diverse backgrounds – in Brazil, the United Kingdom, the United States and Puerto Rico since its inception in 1984. Over the past 20 years, we have committed more than \$6.1 million to the Coca-Cola Valued Youth Program.

American Indian College Fund

The Coca-Cola Foundation recently established a four-year grant of \$250,000 to the American Indian College Fund, which will primarily be used to provide up to \$5,000 in annual scholarship support for students who are attending each of the country's 32 eligible tribal colleges and universities. Scholarships are intended for students who are the first in their families to attend college.

Support of Multicultural Organizations

The Coca-Cola Company provides significant financial and volunteer support for diversity and multicultural community organizations. In 2010, \$22.2 million or 43 percent of The Coca-Cola Company's U.S.-based philanthropic endeavors were directed toward multicultural/underserved organizations, including:

National Association for the Advancement of Colored People (NAACP)

The Coca-Cola Company is proud to continue our longstanding partnership with the NAACP – the nation's preeminent and oldest civil rights organization – and in 2010 supported their Annual Convention in Kansas City, Mo. In existence for over a century, the NAACP is responsible for a number of victories in the struggle for justice and equality in America, and it continues to be at the forefront of important issues in our communities. Their recent efforts led to the launch of new initiatives and programs

31%

31 percent of the Company's U.S.-based senior executives sit on the board of a multicultural organization.

aimed at eliminating disparities in economic development, healthcare, education and technology.

We served as a sponsor of the Freedom Fund/Spingarn Award Dinner, where Cicely Tyson was recognized for her lifetime achievements and First Lady Michelle Obama addressed conventioners on the White House's "Let's Move" healthy living program. In addition, in 2010 the Foundation provided a grant to the NAACP to support five local NAACP chapters by funding Project HELP (Healthy, Eating, Lifestyle Change and Physical Activity), a comprehensive education and community awareness program designed to address healthy eating, physical activity and healthy lifestyle changes. This pilot program will focus on the entire family to promote healthy behaviors and advocate for healthier environments in underserved communities.

Human Rights Campaign (HRC)

The Human Rights Campaign (HRC), the largest national lesbian, gay, bisexual and transgender (LGBT) civil rights organization, represents a grassroots force of over 750,000 members and supporters nationwide. HRC envisions an America where LGBT people are ensured of their basic equal rights and can be open, honest and safe at home, at work and in the community. The Company has a longstanding partnership with the

HRC and provides support for the annual fundraising gala.

OTHER MULTICULTURAL GROUPS SUPPORTED BY THE COCA-COLA COMPANY

- National Urban League
- 100 Black Men of America
- National Coalition of 100 Black Women
- Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation
- Asian-American Heritage Foundation
- The Center for Pan-Asian Community Services
- Committee of 100
- Korean Culture Research
- Thai Association World Center
- Latin American Association
- League of United Latin American Citizens
- National Council of La Raza
- United States Hispanic Chamber of Commerce
- International Women's Forum
- Girls Inc.
- National Black Arts Festival
- National Action Network

Volunteerism

Volunteering in local communities is an integral part of the Company's culture. Coca-Cola employees eagerly commit their personal time and professional expertise to charitable causes, volunteer service and board leadership. Last year, our employees donated nearly 300,000 hours of volunteer service, or 60,000* volunteer days. In the United States, Coca-Cola employees donated more than 27,000 volunteer

**A volunteer day is based on five hours of service.*



Sprite Step Off™ Service Challenge Volunteers re-stripe a parking lot.

hours in 2010 to organizations such as the Special Olympics and the Sprite Step Off™ Service Challenge. For Special Olympics, employees helped organize and supervise activities, and provided water and other refreshments to participants.

In association to the Company's sponsorship of Sprite Step Off™ - the step competition for Greek letter organizations - Coca-Cola employees also helped manage one of Atlanta's largest collegiate volunteer efforts in 2010. Sprite Step Off™ celebrates the creativity and originality of the multicultural college experience through stepping, scholarship and service, and promoted the Sprite Step Off™ Service Challenge, a national community engagement campaign designed to inspire youth nationwide to give back to their communities through volunteerism and service.

During the Atlanta Service

Challenge more than 500 Coca-Cola volunteers, steppers, youth from the Boys & Girls Club of Metro Atlanta and community volunteers helped beautify historic homes, paint murals, assemble school supplies for elementary school students, and personal hygiene and snack bags for the homeless.

Latin Affairs Group Puts Focus on Fast-Growing Hispanic Community

The U.S. Hispanic community represents the fastest-growing segment of the U.S. population and our largest per-capita consumers of Coca-Cola. That's why our commitment to this community is deeply ingrained in our business - from our strategy and employment opportunities to our community support - with a mission of investing in and providing resources to foster the success of the Hispanic community in the U.S.

Created in 1986, our Latin Affairs team works to enhance our service and support of the U.S. Hispanic community by identifying and supporting impactful programs that strengthen the Latino community.

To provide the Company with a better perspective and understanding of the Hispanic community, The Coca-Cola Company's Latin Affairs team created a Hispanic Advisory

Council, chaired by CCNA President Sandy Douglas and populated it with national Hispanic leaders from a cross-section of disciplines. This group provides valuable counsel on Company business plans, initiatives/ programs and issues that enable us to be proactive in serving this dynamic community. The Council has become a valuable resource for the Coca-Cola system.

We have created targeted marketing and national lifestyle advertising campaigns featuring the Latino community, teaming up with well-known organizations to develop educational programs focused on promoting the U.S. Hispanic community. For example, in 2010 we signed a \$20 million non-cash agreement with the Hispanic Scholarship Fund (HSF) to leverage our marketing assets and customer base to play a key role in helping HSF achieve their vision, of “having a college degree in every Hispanic household.” By jointly getting the message out to our fastest-growing consumer group, we reinforce our LIVE POSITIVELY™ platform and help strengthen America.

Moreover, we support many groups and programs that contribute to the Latino community, including the League of United Latin American Citizens, the National Council of La Raza, the Mexican-American Grocers Association, the U.S. Hispanic Chamber of Commerce and the Hispanic Association on Corporate Responsibility.

Awards & Recognition

The Company has earned numerous awards from the Hispanic community, including the following in 2010:

- LATINA Style magazine “Top 50 Companies for Latinas to Work for in the U.S.”
- Hispanic Association on Corporate Responsibility (HACR) Corporate Inclusion Index rating of 85 – the highest given to a Fortune 100 company
- Hispanic Business magazine’s “2010 Diversity Elite 60: Best Companies, Best Practices”



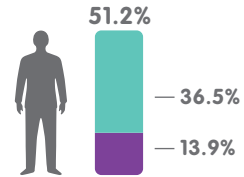
“Latin Affairs is committed to making The Coca-Cola Company the leading corporate citizen in the Hispanic community by providing leadership and resources to strengthen the community.”

- Rudy Beserra, Vice President, Latin Affairs

U.S. Non-Hourly Workforce December 31, 2010

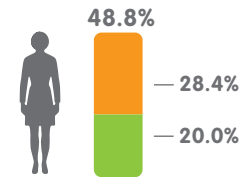
Males

- White Males
- Minority Males



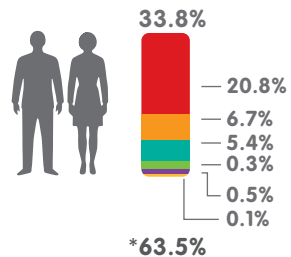
Females

- White Females
- Minority Females



Total Minorities

- African American
- Hispanic
- Asian
- American Indian or Alaska Native
- Two or more races
- Native Hawaiian or Other Pacific Islander



Women & Minorities

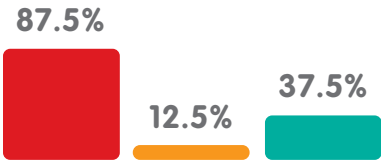
U.S. Non-Hourly Population by Salary December 31, 2010

	SG 14+	SG 10-13	SG 1-9
Males	71.8%	56.1%	33.4%
White Males	55.7%	41.7%	18.8%
Minority Males	14.8%	13.5%	14.1%
Females	28.2%	43.9%	66.6%
White Females	20.6%	28.7%	30.9%
Minority Females	7.3%	14.8%	35.1%
Total Minorities	22.1%	28.3%	49.2%
African American	9.4%	14.5%	37.5%
Hispanic	7.2%	6.6%	6.7%
Asian	4.9%	6.6%	3.4%
American Indian or Alaska Native	0.3%	0.3%	0.5%
Two or more races	0.4%	0.3%	0.9%
Native Hawaiian or Other Pacific Islander	0.0%	0.1%	0.2%
Women & Minorities *	43.0%	57.4%	80.7%

*(all women plus minority males)

Diversification of Senior Leadership

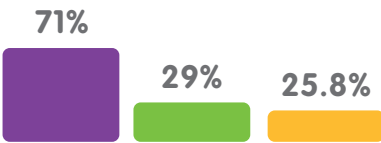
OPERATING GROUP LEADERSHIP 2010



Operating Group Leadership 2000		
Men	6	(100%)
Women	0	(0.0%)
Minorities	1	(16.7%)
Total	6	

Operating Group Leadership 12/31/2010		
• Men	7	(87.5%)
• Women	1	(12.5%)
• Minorities	3	(37.5%)
Total	8	

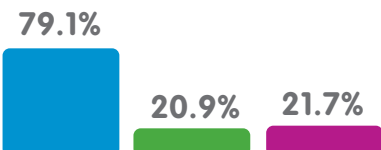
ELECTED OFFICERS 2010



Elected Officers 1/1/2000		
Men	32	(82.1%)
Women	7	(17.9%)
Minorities	4	(10.3%)
Total	39	

Elected Officers 12/31/2010		
• Men	22	(71.0%)
• Women	9	(29.0%)
• Minorities	8	(25.8%)
Total	31	

ELECTED & APPOINTED OFFICERS 2010



Elected & Appointed Officers 1/1/2000		
Men	90	(84.1%)
Women	17	(15.9%)
Minorities	9	(8.4%)
Total	107	

Elected & Appointed Officers 12/31/2010		
• Men	204	(79.1%)
• Women	54	(20.9%)
• Minorities	56	(21.7%)
Total	258	



EQUAL OPPORTUNITY STATEMENT

The Coca-Cola Company values all employees and the contributions they make. Consistent with this value, the Company reaffirms its long-standing commitment to equal opportunity and affirmative action in employment, which are integral parts of our corporate environment. The Company strives to create an inclusive work environment free of discrimination and physical or verbal harassment with respect to race, gender, color, national origin/ ancestry/ citizenship, religion, marital status, age, disability, sexual orientation, gender identity and/or expression, genetic information, veteran status or any classification protected by applicable law.

The Company maintains equal employment opportunity functions to ensure adherence to all laws and regulations, and to Company policy in the areas of equal employment opportunity and affirmative action. All managers are expected to implement and enforce the Company policy of nondiscrimination, equal employment opportunity and affirmative action, as well as prevent acts of harassment within their assigned area of responsibility. Further, it is a part of every individual's responsibility to maintain a work environment that reflects the spirit of equal opportunity and prohibits harassment.

The Coca-Cola Company