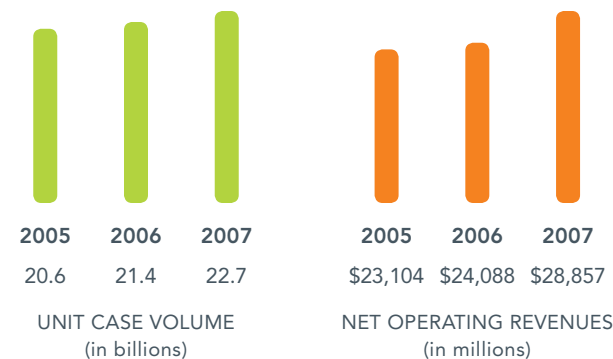


Business Profile



THE COCA-COLA COMPANY

Established in 1886, The Coca-Cola Company operates in more than 200 countries and markets more than 450 brands and 2,800 beverage products. These products include sparkling and still beverages, such as waters, juices and juice drinks, teas, coffees, sports drinks and energy drinks. We have four of the world's top five nonalcoholic sparkling beverage brands: Coca-Cola, Diet Coke, Sprite and Fanta.

The Coca-Cola Company is headquartered in Atlanta, Georgia. As of June 2008, our operating structure consisted of Africa, Eurasia, European Union, Latin America, North America, Pacific and Bottling Investments, in addition to Corporate. For more details on our operating groups, see pages 56–62. At the end of 2007, our Company had approximately 90,500 associates globally.

THE COCA-COLA SYSTEM

We are a global business that operates on a local scale, in every community where we do business. We are able to create global reach with local focus because of the strength of the Coca-Cola system, which comprises our Company and our bottling partners—more than 300 worldwide.

While many view our Company as simply “Coca-Cola,” our system operates through multiple local channels. Our Company manufactures and sells concentrates, beverage bases and syrups

to bottling operations; owns the brands; and is responsible for consumer brand marketing initiatives. Our bottling partners manufacture, package, merchandise and distribute the final branded beverages to our customers and vending partners, who then sell our products to consumers.

All bottling partners work closely with customers—grocery stores, restaurants, street vendors, convenience stores, movie theaters and amusement parks, among many others—to execute localized strategies developed in partnership with our Company. Customers then sell our products to consumers at a rate of 1.5 billion servings a day. See page 9 for a view of our value cycle.

The Coca-Cola system is not a single entity from a legal or managerial perspective, and the Company does not own or control most of our bottling partners. In 2007, approximately 79 percent of our worldwide unit case volume was produced and distributed by bottling partners in which our Company had no ownership interest or a noncontrolling equity interest. For more information on our Company equity stake in our largest bottling partners, see our *2007 Annual Review*, page 9, or visit www.annualreview.thecoca-colacompany.com.

In January 2006, our Company-owned bottling operations were brought together to form the Bottling Investments operating group, now the second-largest bottling partner in the Coca-Cola system in terms of unit case volume.