

Scope and Approach



Corporate responsibility for The Coca-Cola Company means building a sustainable business and helping to build sustainable communities.

Scope of Report

This *2006 Corporate Responsibility Review* covers corporate responsibility performance of The Coca-Cola Company (the "Company") from January 2006 through July 2007. Charts and graphs refer to 2006 data for The Coca-Cola Company, as we publish this information on a calendar-year basis. Environmental data refers to the Coca-Cola system, unless otherwise indicated. We publish a *Corporate Responsibility Review* annually, and our last report was published in July 2006.

In this report, we have taken an issues-based approach to discussing our performance. While we do not discuss all issues relevant to the sustainable growth of our business and communities, more detailed information about other challenges and opportunities is available on our website at www.thecoca-colacompany.com.

An extensive discussion of potential risks and challenges to our business can be found in our *2006 Annual Report on Form 10-K*, pages 12–19. We discuss some of these issues and include others of interest to our stakeholders in this report, such as water scarcity and quality, energy use and climate change, sustainable packaging, obesity and health concerns, workplace and human rights, and product quality.

Other Reports

A description of our business, operations and financial performance is provided in our *2006 Annual Report on Form 10-K*. More information on our corporate responsibility performance can be found in our *2006 Annual Review* and our *2006 Environmental Report*. All of these reports can be downloaded from our website at www.thecoca-colacompany.com.

Assurance

Environmental data in this report has been verified through an external agency during the process of

preparing our *2006 Environmental Report*. See our website for the report's assurance statement. Our *2006 Corporate Responsibility Review* was assured through a rigorous internal verification process, which included verifying qualitative and quantitative claims and data calculations.

Metrics

Our reporting on corporate responsibility is still evolving, and we are working to employ better and improved metrics. While we discuss initiatives and programs, as well as progress from year to year, we recognize the need to report quantifiable metrics and targets, in particular as they relate to our social performance and economic impact.

On pages 14 and 15 we provide a summary of various performance metrics. We are working toward mapping corporate responsibility issues, prioritizing them and determining what will be discussed in our next *Corporate Responsibility Review*. We are also developing the necessary systems and targets to gauge our performance and to consistently gather global data.

Coca-Cola Systemwide Performance

In April 2007, associates from The Coca-Cola Company and several of our largest bottling partners met for the first time to discuss the development of a core set of performance indicators for the Coca-Cola system.

Working groups of Company associates and representatives from our bottling partners have been formed to determine the feasibility—due to the legal and management complexity of the Coca-Cola system (see page 10)—of collecting

and consolidating economic and social data in addition to the environmental data already collected. Many of our bottling partners produce their own corporate responsibility reports, and we provide links to their websites in the *About Bottling* section of our website.

Stakeholders and Feedback

Since publishing our last *Corporate Responsibility Review*, we have conducted several feedback sessions with many internal and external stakeholders. Our stakeholders include shareowners, associates, bottling partners, suppliers, governments, NGOs, customers and consumers. We have used their feedback to help shape this current report.

Following are the main areas noted for improvement by various stakeholders:

- Better demonstrate the integration of corporate responsibility into business strategy
- Explain The Coca-Cola Company franchise system—bottlers and the Company
- Align performance with clearly articulated internal and external standards or frameworks
- Include more third-party input and feedback
- Balance reporting—include the good and the bad

In 2006, we established a *Corporate Responsibility Review* email address and received many email comments from stakeholders. We invite you to send your comments, suggestions or critiques to crreview@na.ko.com.