

The Coca-Cola Company

Our business strategy, priorities, and leadership model



Our purpose is to REFRESH THE WORLD AND MAKE A DIFFERENCE.

We're clear on how we will do this, through Loved Brands, Done Sustainably, For a Better Shared Future.



Loved Brands



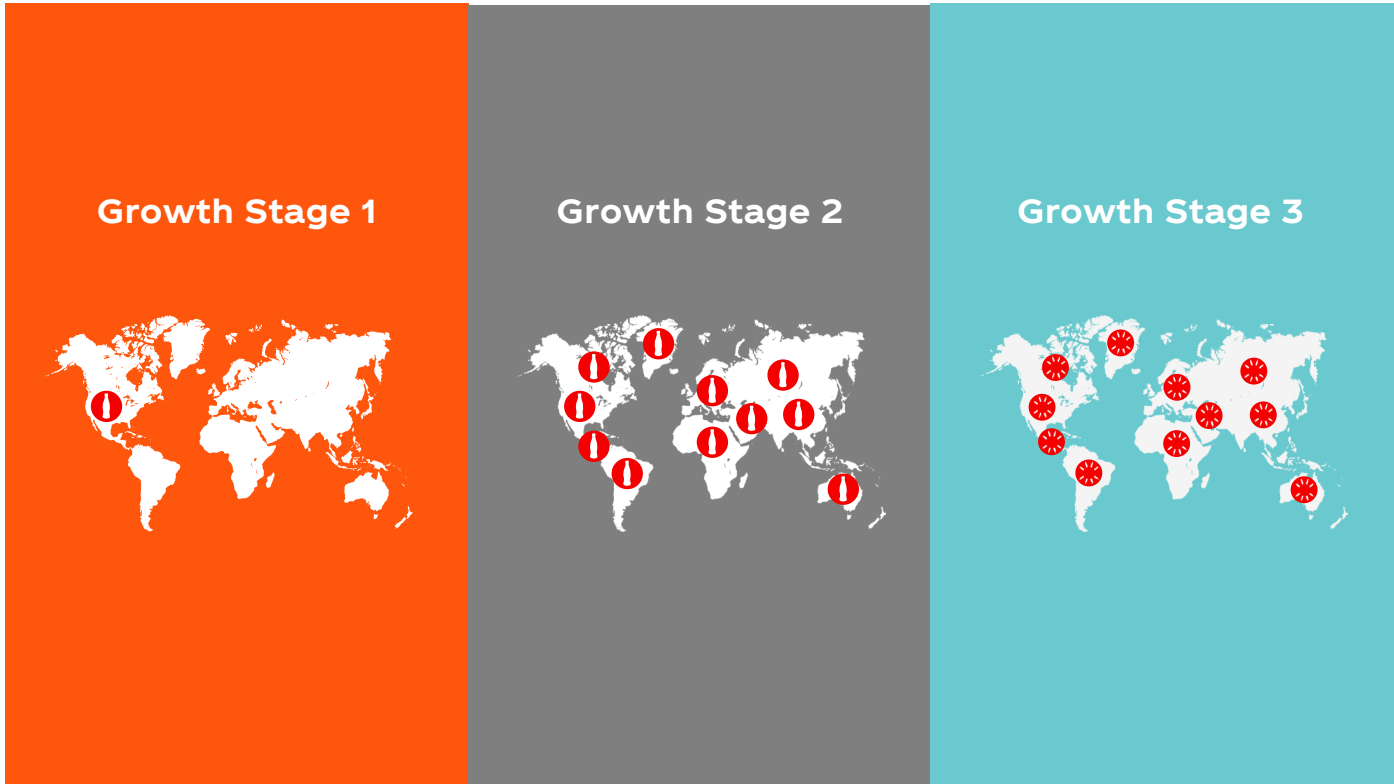
Done Sustainably



For A Better Shared Future

Stage 3 Growth:

We have grown from one brand in one country to having a broad portfolio across multiple countries. Stage 3 Growth involves a portfolio of globally scaled brands and capabilities. To deliver Stage 3 Growth, we must operate with collaboration, digital literacy, a growth mindset, and an unparalleled results orientation.



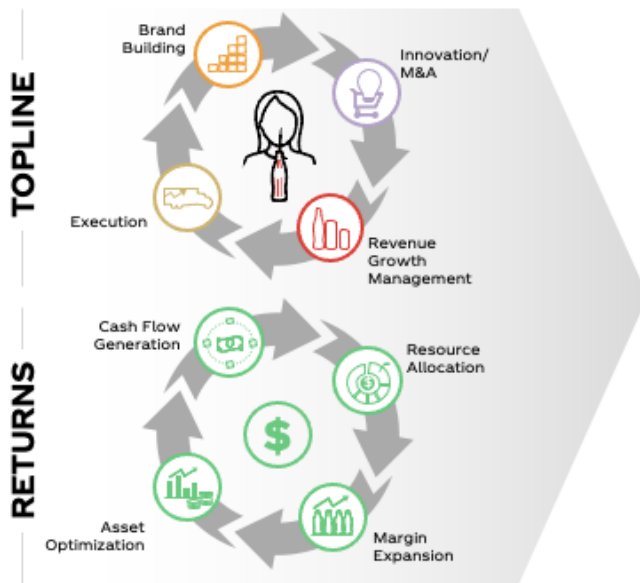
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Accelerating the strategy

Maintaining focus and flexibility to successfully manage through the crisis.



Five Priorities

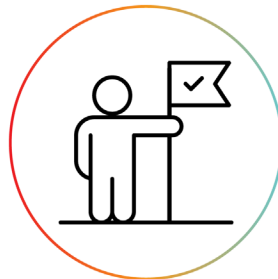
- 1 Optimized portfolio of strong global, regional and scaled local brands
- 2 Disciplined innovation framework and increased marketing effectiveness
- 3 Stepped-up RGM and execution capabilities
- 4 Enhance our system collaboration and capture supply chain efficiencies
- 5 Evolve the organization and invest in new capabilities

Leadership:

Achieving our purpose requires nurturing a culture that makes it possible. We believe that everyone at Coca-Cola has the capacity to lead, and everyone should be able to see some aspect of themselves within the leadership definition. Leaders at Coca-Cola Commit to: Be the Role Model, Set the Agenda, and Help People Be Their Best Selves.



**Be the
Role Model**



**Set the
Agenda**



**Help People be
Their Best Selves**

What does our Leadership Model mean?

Here are some examples to bring it to life:



Be the Role Model



Set the Agenda



Help People be Their Best Selves

1. Live the Growth Behaviors and act with a growth mindset

Believe in your unlimited capacity for growth and never stop learning (Curious). Make it happen (Empowered). Include, value and trust each other (Inclusive). Focus on progress and believe in the power of iteration to create better outcomes (Agile). Spend time reflecting on your leadership: be open to feedback, genuinely listen, introspect and act on it. Embrace debate without becoming defensive. Hold yourself to a higher standard.

2. Build an environment of trust and safety

Assume positive intent in everyone. Create an environment where it's okay for someone to be imperfect. Be approachable and empathetic—understand the power of your words. Encourage people to take smart risks and have their backs if they fail. Help them learn and make it better next time.

3. Seek the right outcome, not the comfortable one

Be courageous. Make the tough decisions required for long-term, sustainable growth. Speak up and help the business make informed choices. Channel your energy into positive momentum for progress. Don't let bottlenecks, bureaucracy, or failure stop you. Help people make effective decisions without delay.

1. Dream big and establish a compelling vision

Set a bold vision and high expectations. Think both future back and present forward. Help co-create the future destination with an ambitious plan to get there. Provide clarity and shared understanding: actively communicate the vision and expectations. Simplify complexity for your team. Hold yourself accountable for providing feedback on the good and the bad. Actively course correct when things aren't working.

2. Bring the outside in, shamelessly borrow and reapply

Bring the outside in by staying connected to the world and the trends happening around you. Don't reinvent the wheel – borrow great ideas from anywhere and make them better. Actively share insights, solutions, and outcomes to reduce rework and learn from each other. Don't let hierarchies and functions stand between you and success.

3. Disagree and Commit

Leave your ego at the door. Have the courage to express your point of view and encourage others to do the same. Ensure that all points of view and facts are surfaced to make better quality decisions. Once decided, commit to a unified course of action and help the team move ahead with speed; make it about progress.

1. Build and develop talent

Build diverse teams for today and the future; hire people that are better than yourself – people who challenge you and complement the team's strengths and gaps. Actively work on understanding what your team needs to grow. Focus your energy on helping people succeed and empower them to reach their potential.

2. Serve as a coach and a connector

Listen more and talk less. Ask questions to raise awareness and accountability, enabling those who are struggling to be more successful. Help people build on their strengths. Be a mentor and/or sponsor. Collaborate around the work, connect with people, and share information. Look beyond conventional teams to deliver solutions through a network.

3. Make your passion irresistible

You are ultimately responsible for our culture. Create an environment where people can thrive. Encourage learning from experience. Manage your energy and your time. Bring your authentic self to work. Generate positive energy and encourage others to do the same. Give credit to others: celebrate progress and wins. Recognize that failures will bring disappointment, and your role is to help people learn, get up, and get started again.