

Glossary of Terms

Bottling Partner or Bottler

Businesses that buy concentrates, beverage bases or syrups from the Company, convert them into finished packaged products and sell them to customers.

CAGR

Compound annual growth rate over a defined period of time.

Carbonated Soft Drink

Nonalcoholic carbonated beverage containing flavorings and sweeteners. Excludes, among others, waters and flavored waters, juices and juice drinks, sports drinks, and teas and coffees.

The Coca-Cola System

The Company and its bottling partners.

Company

The Coca-Cola Company together with its subsidiaries.

Concentrate

Material manufactured from Company-defined ingredients and sold to bottlers to prepare finished beverages through the addition of sweeteners and/or water and marketed under trademarks of the Company.

Consumer

Person who drinks Company products.

Customer

Retail outlet, restaurant or other operation that sells or serves Company products directly to consumers.

Dividend Payout Ratio

Cash dividends on common stock divided by net income.

Fountain

System used by retail outlets to dispense product into cups or glasses for immediate consumption.

KO

The ticker symbol for common stock of The Coca-Cola Company.

Market

When used in reference to geographic areas, territory in which the Company and its bottling partners do business, often defined by national boundaries.

Net Capital

Share-owners' equity added to net debt.

Net Debt

Debt less the sum of cash, cash equivalents and current marketable securities.

Noncarbonated Beverages

Nonalcoholic noncarbonated beverages including, but not limited to, waters and flavored waters, juices and juice drinks, sports drinks, and teas and coffees.

Per Capita Consumption

Average number of servings consumed per person, per year in a specific market. Per capita consumption of Company products is calculated by multiplying our unit case volume by 24, and dividing by the population.

Return on Capital

Income before changes in accounting principles (adding back interest expense, net of related taxes) divided by average total capital.

Return on Common Equity

Income before changes in accounting principles divided by average common share-owner's equity.

Serving

Eight U.S. fluid ounces of a finished beverage.

Syrup

Concentrate mixed with sweetener and water, sold to bottlers and customers who add carbonated water to produce finished carbonated soft drinks.

Total Capital

Share-owners' equity plus interest-bearing debt.

Total Market Value of Common Stock

Stock price as of a date multiplied by the number of shares outstanding as of the same date.

Trademark Coca-Cola

All beverage products that include Coca-Cola or Coke in their name.

Unit Case

Unit of measurement equal to 192 U.S. fluid ounces of finished beverage (24 servings).

Unit Case Volume, or Volume

The number of unit cases (or unit case equivalents) of Company trademark or licensed beverage products directly or indirectly sold by the Coca-Cola system to customers. Volume primarily consists of beverage products bearing Company trademarks. Also included in volume are certain products licensed to our Company or owned by our bottling partners, for which our Company provides marketing support and derives profit from the sales. Such products licensed to our Company or owned by our bottling partners account for a minimal portion of total unit case volume.

Forward-Looking Statements

This report contains statements, estimates or projections that constitute "forward-looking statements" as defined under U.S. federal securities laws. Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "will" and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from The Coca-Cola Company's historical experience and our present expectations or projections. These risks include, but are not limited to, changes in economic and political conditions; changes in the nonalcoholic beverages business environment, including actions of competitors and changes in consumer preferences; product boycotts; foreign currency and interest rate fluctuations; adverse weather conditions; the effectiveness of our advertising and marketing programs; fluctuations in the cost and availability of raw materials or necessary services; our ability to avoid production output disruptions; our ability to achieve earnings forecasts; our ability to effectively align ourselves with our bottling system; regulatory and legal changes; our ability to penetrate developing and emerging markets; litigation uncertainties; and other risks discussed in our Company's filings with the Securities and Exchange Commission (the "SEC"), including our Annual Report on Form 10-K, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. The Coca-Cola Company undertakes no obligation to publicly update or revise any forward-looking statements.