

Our Plan for Growth

In 2003, we re-affirmed our commitment to be the world's leading provider of branded beverage solutions, to deliver consistent and profitable growth and to have the highest-quality products and processes. We achieve these goals by striving for flawless execution against a crystal-clear strategy for success, and by doing so with an unwavering commitment to quality.

Our six strategic priorities provide us with the framework for this success. In 2003, every function of The Coca-Cola Company integrated these priorities into their business plans. And this year, we will continue to ingrain these priorities – and their benefits – into every aspect of our business.

Our Six Strategic Priorities

1. ACCELERATE CARBONATED SOFT-DRINK GROWTH, LED BY COCA-COLA

We lead with our strengths. Carbonated soft drinks remain our most profitable business and Coca-Cola is the most popular brand in the world. This strategy paves the way for growth.

2. SELECTIVELY BROADEN OUR FAMILY OF BEVERAGE BRANDS TO DRIVE PROFITABLE GROWTH

Enormous opportunity exists in categories such as juice and juice drinks, bottled water, teas, energy drinks, coffee and more.

3. GROW SYSTEM PROFITABILITY AND CAPABILITY TOGETHER WITH OUR BOTTLING PARTNERS

We are a company of relationships, and one of our most important relationships is the one we share with our bottling partners. In 2003, those relationships became more profitable and productive.

4. SERVE CUSTOMERS WITH CREATIVITY AND CONSISTENCY TO GENERATE GROWTH ACROSS ALL CHANNELS

We will continually strive to increase growth for our customers' businesses, helping create a context for our own growth.

5. DIRECT INVESTMENTS TO HIGHEST-POTENTIAL AREAS ACROSS MARKETS

We tailor our business approach to the individual marketplace based on its stage of development. In this way, we direct our investments in a way that makes the most business sense.

6. DRIVE EFFICIENCY AND COST-EFFECTIVENESS EVERYWHERE

By leveraging technology, creating alignment across business units and achieving economies of scale, we are able to operate with more efficiency.