

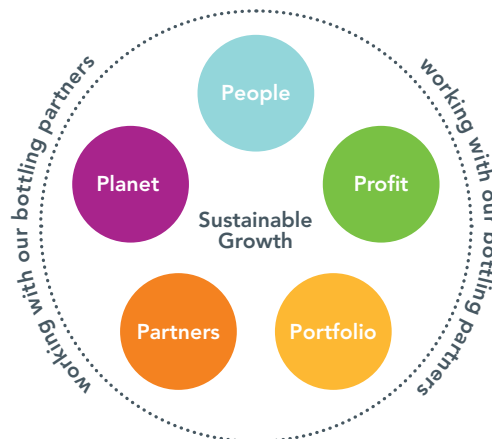
Business Profile

THE COCA-COLA COMPANY

Established in 1886, The Coca-Cola Company operates in more than 200 countries and markets more than 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. Four of the world's top five nonalcoholic sparkling beverage brands are ours: Coca-Cola, Diet Coke, Sprite and Fanta.

Our mission:

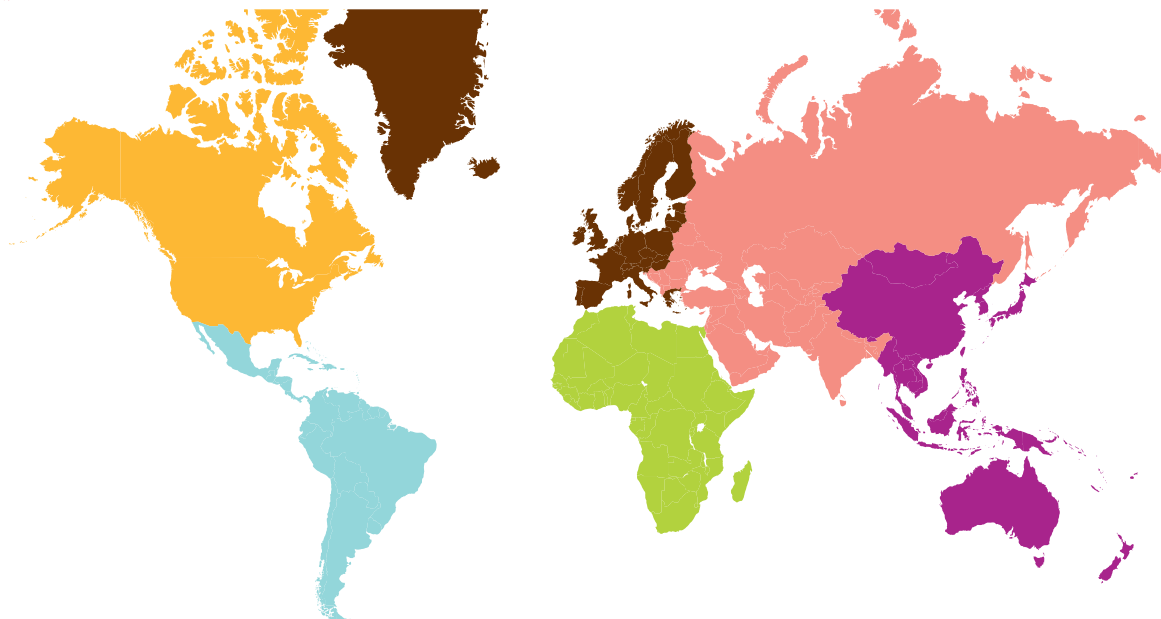
- To refresh the world in body, mind and spirit
- To inspire moments of optimism through our brands and our actions
- To create value and make a difference everywhere we engage



Manifesto for Growth

THE COCA-COLA COMPANY GLOBAL WORKFORCE: 90,500*

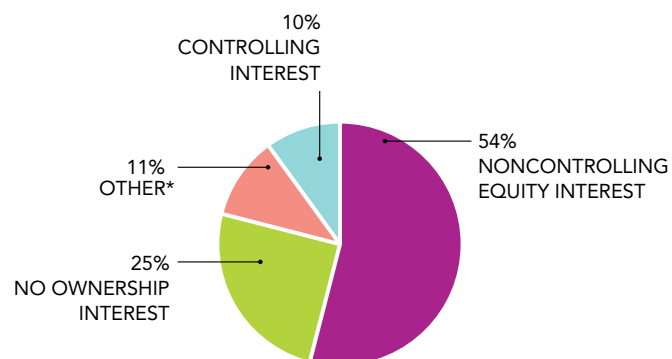
NORTH AMERICA	12,500
Bottling Investments	1,300
LATIN AMERICA	3,300
Bottling Investments	10,400
EUROPEAN UNION	2,500
Bottling Investments	14,200
AFRICA	1,300
Bottling Investments	10,600
EURASIA	900
Bottling Investments	9,100
PACIFIC	2,900
Bottling Investments	21,500



*Corporate associates are included in the geographic area in which they work. Bottling Investments is an operating group with associates located in each of our six geographic operating groups. Numbers are approximate and as of December 31, 2007. The increase in the number of associates (19,500) since December 31, 2006, was primarily due to acquisitions and the consolidation of certain bottling operations.

THE COCA-COLA SYSTEM

The Coca-Cola system comprises our Company and more than 300 bottling partners worldwide. Our Company primarily manufactures and sells concentrates, beverage bases and syrups to bottling operations, which then produce a wide array of Coca-Cola beverages. Our Company owns the brands and is responsible for consumer marketing initiatives. Our bottling partners, in addition to manufacturing the final branded beverages, also handle merchandising and distribution and work closely with customers—grocery stores, restaurants, street vendors, convenience stores, movie theaters and amusement parks, among many others—to bring our beverages to consumers at a rate of 1.5 billion servings a day.



Company's 2007 Worldwide Unit Case Volume by Bottler Relationship

*Eleven percent of our unit case volume was produced by our foodservice operations, as well as by our finished beverage operations, which produce products such as juices and juice drinks and sports drinks.

LARGEST BOTTLING PARTNERS AND COMPANY EQUITY STAKE

Coca-Cola Enterprises Inc. (CCE)

CCE is the world's largest marketer, producer and distributor of Coca-Cola beverages. CCE operates in 46 states in the United States and in Canada, and it is the exclusive Coca-Cola bottler in six European countries.

18%

35%

Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA)

Coca-Cola FEMSA is the third-largest Coca-Cola bottler in the world. Coca-Cola FEMSA operates in Mexico, as well as in eight countries in Central America and South America.

9%

32%

Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic)

Coca-Cola Hellenic is the fourth-largest bottler of Coca-Cola beverages, operating in 27 countries in Europe and in Nigeria—with a total population of more than 550 million.

8%

23%

Coca-Cola Amatil Limited (Coca-Cola Amatil)

Coca-Cola Amatil is the largest independent Coca-Cola bottler in the Pacific region and one of the world's top six Coca-Cola bottlers.

2%

30%

Percent of Company's 2007 Worldwide Unit Case Volume	Our Ownership Interest as of December 31, 2007
18%	35%
9%	32%
8%	23%
2%	30%