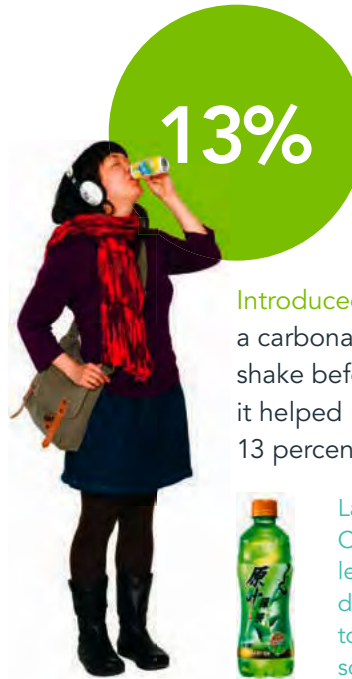


## 2008 Company Highlights



Connected with more than 500 million consumers in China through activation of our **Beijing 2008 Olympic Games** sponsorship and were cited by The Nielsen Company as the “most recognized and effective sponsor of the Beijing Olympic Games.”



Introduced **Fanta® Furu Furu Shaker™**, a carbonated jelly beverage that consumers shake before drinking. Launched in April, it helped Fanta unit case volume grow 13 percent in Japan in 2008.



Launched **Yuan Ye®** tea in China—a packaged, cold original leaf tea—to meet consumer demand for a fresh, chilled ready-to-drink tea. In 2008, Yuan Ye sold nearly 40 million unit cases.



Grew Coca-Cola Zero unit case volume by 35 percent in 2008 through promotions like our “Zero Zero 7” *Quantum of Solace* campaign in European markets, Japan, Turkey and the United States.

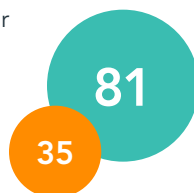


Launched the “Diet Coke Red Dress Program” in cooperation with the National Heart, Lung, and Blood Institute’s *The Heart Truth* campaign, putting messaging about heart health on 2.5 billion packages of Diet Coke and Caffeine-Free Diet Coke® products throughout the United States.



Hosted the largest Coca-Cola system meeting in more than a decade, welcoming leaders from The Coca-Cola Company and 40 of our bottling partners representing approximately 80 percent of our worldwide volume. The meeting focused on mapping out a clear vision for our future, identifying strategies and opportunities for growth, and aligning our system for continued success.

Scaled back the number of our creative agencies from 81 to 35 globally, focusing on fewer, stronger partnerships that will help us produce better marketing communications. As the Company focuses on marketing productivity, we are looking to create fewer advertisements that have greater impact in the market while generating higher levels of reuse.



Expanded availability of **Jugos del Valle®** beyond Mexico and Brazil to new markets, including Colombia, Costa Rica, Panama and Spain. The Del Valle brands sold approximately 100 million unit cases in 2008.



Set new global targets to improve water efficiency and reduce carbon emissions within our systemwide operations. Our goals are to improve our systemwide water efficiency 20 percent by 2012 and to grow our business but not our systemwide carbon footprint, reducing our emissions in developed countries by 5 percent by 2015. Both goals will be compared to a 2004 baseline.

Working with our bottling partners, we introduced new product sizes and packaging options in markets in Latin America, North America and the Pacific to bring our products to consumers at different price points and with more variety.



Launched Gladiator® Energy Drink in Latin America, with a multifaceted advertising and marketing campaign. The product is selling in channels ranging from small convenience stores to large-scale grocers, and exceeded our volume expectations with sales of more than 800,000 unit cases in 2008.

Committed and on track to drive out \$500 million in Company operating expenses by the end of 2011, making our operations more efficient and effective, and allowing reinvestment for growth.



\$500 million



Reduced the diameter of the cap and opening of PET (polyethylene terephthalate) bottles for Powerade®, Fuze® and glacéau vitaminwater® by 5 millimeters, delivering \$5 million in annual cost savings to the Company.



Welcomed more than 150 senior leaders from many of our largest retail customers to our Global Coca-Cola Retailing Research Council Forum in Beijing. Together, we worked to develop solutions for today's sustainability challenges and produced a common framework to guide our sustainability efforts.

