



ROADMAP FOR WINNING TOGETHER: TCCC & OUR BOTTLING PARTNERS

VISION

Our Mission

To refresh the world...

Inspire moments of optimism and happiness...

Create value and make a difference.



Our Vision	Our Goals	Our System Priorities – Consumer / Customer and Commercial / Franchise	Our Metrics
PROFIT	More than double system revenue while increasing system margins.	<p>Maximize Company and bottler long-term cash flow:</p> <ul style="list-style-type: none"> Boost system investment in sales and market execution. Operate the lowest cost manufacturing and logistics in every market, while maintaining our quality standards Use our size and expertise to create economies of scale. 	<ul style="list-style-type: none"> Total shareowner return Economic profit growth System cash flow
PEOPLE	Be a great place to work.	<p>Attract, engage and retain the best talent:</p> <ul style="list-style-type: none"> Increase people's system knowledge and cross-system movement. Inspire our people to be passionate ambassadors for our brands. Recruit, develop and advance women and achieve true diversity. 	<ul style="list-style-type: none"> Engagement Employer of choice Workplace rights Diversity Retention
PORTFOLIO	<p>More than double our servings to over 3 billion a day.</p> <p>Be #1 in NARTD business in every market and every category that's of value to us.</p>	<p>Develop and deploy the world's most innovative and effective marketing.</p> <p>Win with Coca-Cola:</p> <ul style="list-style-type: none"> Accelerate growth of Trademark Coca-Cola, the epicenter of our business. Act now to ensure the next generation of youth falls in love with Coca-Cola. <p>Aggressively increase the value of our portfolio:</p> <ul style="list-style-type: none"> Acquire or develop scalable, innovative premium brands. Bring innovations to the market faster. Satisfy the needs of older consumers with the right brands and marketing. Together with our bottlers, use new technologies to reinvent our fountain business. Ensure that our products are always the 'gold standard' for quality. 	<ul style="list-style-type: none"> Volume & value share Servings growth Brand health Category ranking # of new billion dollar brands Commercialization: <ul style="list-style-type: none"> Percentage Speed Longevity Quality index
PARTNERS	Be the most preferred and trusted beverage partner.	<p>Think and act like an integrated global enterprise while intensifying our local focus.</p> <p>Become a critical part of our customer's growth strategies:</p> <ul style="list-style-type: none"> Align our franchise structure to create unsurpassed value for our customers. Focus on selling and merchandising; be flexible on delivery method. <p>Win at the point of sale:</p> <ul style="list-style-type: none"> Anticipate and serve local tastes, traditions and needs, providing outlets with products and communications tailored to their specific shoppers. Expand immediate consumption investment. 	<ul style="list-style-type: none"> Customer relationship health Retail sales growth Shopping trips with a Company product Immediate consumption growth
PLANET	Global leadership in sustainable water use. Industry leadership in packaging, energy and climate protection	<p>Create competitive advantage by fulfilling our Live Positively commitments:</p> <ul style="list-style-type: none"> Community Marketplace (beverage benefits and active, healthy living) Workplace Environment (climate packaging and water) 	<ul style="list-style-type: none"> Reputation tracking Environmental performance Safety record
PRODUCTIVITY	Manage people, time and money for greatest effectiveness.	<p>Design and Implement the most effective and efficient business system:</p> <ul style="list-style-type: none"> Redirect resources to drive profitable growth. Standardize and simplify our business processes, data and IT systems. Create a competitive cost advantage across the entire supply chain. Build a continuous improvement and cost management culture. Minimize our energy use. 	<ul style="list-style-type: none"> Market-driven spending levels Supply chain costs Overhead per unit Total energy use