

NORTH AMERICA ROLE

in delivering the 2020 Vision

This is our home market. We demonstrate leadership in everything we do.

- Leadership with consumers, customers, investors, our people & communities
- Leadership in growing our business for ourselves & our customers
- Leadership in consistently delivering our performance commitments
- Leadership in global best practices & exporter of talent

CULTURE OF EXCELLENCE

Aspiring to be the best in everything we do

Accountability: We do what we say we will do

Consumer & Customer Focused: We grow our business by engaging consumers & creating value for our customers

Team-Driven: We win together as a team

Roadmap for Growth

Coca-Cola
in North America





North America Roadmap for Growth

DESTINATION: Best Brand, Sales & Customer Service System in North America

VISION

OUR MISSION

To refresh the world...

Inspire moments of optimism and happiness...

Create value and make a difference.



Profit & Productivity		STRATEGIC PRIORITIES	Success Metrics
GOAL	Leader in Total Beverage Volume & Profit Growth	<ul style="list-style-type: none"> Win in beverage categories where we can generate profitable growth Build a customer-centric selling & distribution system Operate the most effective, efficient & safe supply system Drive relentless productivity to reinvest in the business 	<ul style="list-style-type: none"> Total Beverage Volume & Profit Growth
Portfolio		STRATEGIC PRIORITIES	Success Metrics
GOAL	#1 Consumer Preferred Brands in North America	<ul style="list-style-type: none"> Accelerate growth in our core business and leadership brands ... led by Coke TM Increase the value of our portfolio with focus on fast growth categories ... led by Juice & Active Hydration Drive preference with teens & multicultural consumers Drive recruitment through leadership in immediate consumption 	<ul style="list-style-type: none"> Favorite Brand PITA Dollar & Volume Share
Partners		STRATEGIC PRIORITIES	Success Metrics
GOAL	Our Customers' #1 Most Valued Supplier	<ul style="list-style-type: none"> Build world-class capabilities that drive superior customer value Leverage One Coca-Cola Voice Deliver best-in-class customer service every day 	<ul style="list-style-type: none"> Best Supplier Rankings
People		STRATEGIC PRIORITIES	Success Metrics
GOAL	A Great Place to Work Where People Are Inspired to Be Their Best	<ul style="list-style-type: none"> Attract, develop, & engage a highly talented and diverse workforce Embed a high performing, growth-oriented culture that fosters career opportunities Invest in talent & leadership capabilities 	<ul style="list-style-type: none"> Engagement Diversity Talent Management
Planet		STRATEGIC PRIORITIES	Success Metrics
GOAL	Undisputed Social License to Operate	<ul style="list-style-type: none"> Establish undisputed leadership as a corporate citizen Deepen relationships with our communities & demonstrate commitment to the physical well-being of our consumers Reduce our carbon footprint. Recycle 100% of our packaging. Return to nature the water that we use 	<ul style="list-style-type: none"> System Alignment Global Corporate Reputation Barometer

LIVE OUR VALUES:

LEADERSHIP

COLLABORATION

INTEGRITY

ACCOUNTABILITY

PASSION

DIVERSITY