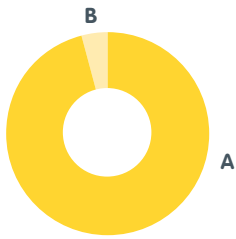


# NORTH AMERICA OPERATING GROUP 2010 AT-A-GLANCE

*The Coca-Cola Company*



## 2010 UNIT CASE VOLUME BY GEOGRAPHY



A. United States 94%  
B. Canada 6%

## UNIT CASE VOLUME

**22%** of total company  
2010 unit  
case volume

## NET OPERATING REVENUES (in millions)



## UNIT CASE VOLUME GROWTH

	2008	2009	2010
Still Beverages	5%	1%	5%
Sparkling Beverages	(3%)	(3%)	1%*
<b>Total</b>	<b>(1%)</b>	<b>(2%)</b>	<b>2%**</b>

## OPERATING INCOME (in millions)



\* 0% excluding the benefit of new cross-licensed brands associated with the acquisition of CCE's North American business  
\*\* 1% excluding the benefit of new cross-licensed brands associated with the acquisition of CCE's North American business

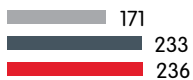
## PER CAPITA CONSUMPTION OF COMPANY BEVERAGE PRODUCTS

Based on U.S. 8 fluid ounces of a finished beverage

### Worldwide



### Canada



### North America Operating Group



■ 1990  
■ 2000  
■ 2010

### United States

