



Continued to roll out Coca-Cola Freestyle units in more than 200 restaurants and attractions throughout the United States. By the end of 2010, these next-generation dispensers, which offer 106 individual drink choices while eliminating 30% of water and packaging from the supply chain, were available in 15 U.S. markets.

## Grew worldwide volume 5%, led by Coca-Cola.



Received a prestigious DuPont Award for Packaging Innovation for our Company's PlantBottle™ polyethylene terephthalate (PET) package, the first plastic beverage bottle in the marketplace today made from up to 30% plant-based material that is fully recyclable. PlantBottle also won the 2010 Design for Recycling Award from the Institute of Scrap Recycling Industries, Inc.



**Launched Minute Maid NutriBoost™ in Vietnam (locally known as Minute Maid Nutri Ngon-Khoe). This great-tasting dairy and juice drink, primarily targeted at young adults who enjoy an active and healthy lifestyle, is fortified with essential nutrients.**



**Completed the 13th season of Copa Coca-Cola™ in Mexico. In 2010, this soccer program had approximately 80,000 youth participants. Globally, our physical activity and nutrition programs have reached millions of people in nearly 100 countries.**

Welcomed 1.1 million guests from around the globe to the World of Coca-Cola in Atlanta, Georgia, exceeding our attendance expectations against the backdrop of continuing economic challenges facing consumers.



Created the 111 Navy Chair, the result of a partnership between our Company and the furniture manufacturer Emeco, by combining 111 recycled PET plastic bottles and other materials, including pigment and glass fiber, for strength. Going forward, it is estimated that more than 5 million PET plastic bottles will be repurposed annually for the production of 111 Navy Chairs. In addition to chairs, our growing recycled PET retail merchandise includes bags, caps, notebooks and T-shirts.



Placed more than 160,000 units with hydrofluorocarbon (HFC)-free refrigeration systems in 2010 for a total of more than 275,000 units placed since 2004. Since 2006, we have installed more than 3.5 million intelligent energy management devices that reduce energy consumption by monitoring the energy use of our refrigeration units. We also have invested more than \$60 million since 2000 in research and development to advance the use of climate-friendly cooling technologies.



Introduced Odwalla™ Heart Health Superfood, a berry blend that contains 0.4 grams of plant sterols, naturally sourced from plant extracts, which may help reduce cholesterol and support cardiovascular health.

Made our presence carbon neutral for the Vancouver 2010 Olympic Winter Games by offering 100% commercially compostable beverage cups, debuting our PlantBottle packaging and deploying HFC-free coolers and vending equipment. We also used 126 PET plastic bottles for each of the 600 Coca-Cola associate Olympic Games uniforms, totaling 75,600 recycled bottles.



Added I LOHAS™ Mikan, a sparkling beverage made with Japanese natural spring water and extract from the satsuma mandarin, a domestically produced fruit popular throughout Japan, to the I LOHAS mineral water brand.



Achieved billion dollar brand status for Minute Maid Pulpy™ just five years after its initial launch in China. It surpassed retail sales of \$1 billion and became our Company's 14th billion dollar brand.



Completed Expedition 206, in which three young “happiness ambassadors” visited 186 of the 206 countries where Coca-Cola is sold, seeking stories of happiness and documenting their voyage via Facebook™, YouTube™, Twitter™, Flickr™ and a blog.

Launched Hugo™ in Peru and Argentina, a dairy and juice drink that combines milk and fruit nectar in three new flavors—banana-orange, peach and cherimoya-orange. The flavors offer refreshing, creamy combinations that satisfy consumers' tastes.



Celebrated the fifth anniversary of Coca-Cola Zero™, which is now available in more than 130 countries.



Maintained our leadership as the world's largest juice and juice drink company, selling nearly 2 billion unit cases of juice and juice drinks across more than 70 brands.

