

The Coca-Cola Company Fact Sheet

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola®, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater®, Powerade®, Minute Maid®, Simply® and Georgia®. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate.

Fast Facts:

- Established: 1886
- Ranking: We own 4 of the world's top 5 nonalcoholic sparkling beverage brands: Coca-Cola, Diet Coke, Sprite and Fanta
- Company Associates: 139,600 worldwide (as of December 31, 2010).
- Operational Reach: 200+ countries
- Consumer Servings (per day): 1.7 billion
- Beverage Variety: We offer more than 3,500 products including diet and regular sparkling beverages, and still beverages such as 100 percent juices, juice drinks, waters, sports and energy drinks, teas and coffees, and milk- and soy-based beverages.
- New York Stock Exchange Ticker Symbol: KO

Our Mission:

- To refresh the world...
- To inspire moments of optimism...
- To create value and make a difference.

Our Commitment to Sustainability – 2009/2010 Highlights:

- Respecting People: We offered more than 1,720 training classes to Company associates.
- Protecting the Environment: In 2010 we introduced more than 2.5 billion PlantBottle packages. PlantBottle is a fully recyclable PET plastic bottle that is up to 30 percent made from plants.
- Offering Safe, Quality Products: We launched more than 150 low and no-calorie products in 2010, as well as more than 200 juice and juice drink products. In addition to our product and packaging innovations, we support more than 250 nutrition education and physical activity initiatives in more than 100 countries. We're committed to have a physical activity program in every country where we operate by 2015.
- Supporting Communities: In 2010, The Coca-Cola Company and The Coca-Cola Foundation made charitable contributions of \$88 million to sustainable community initiatives worldwide.

2010 Financial Highlights:

- Unit case volume grew 5% to 25.5 billion unit cases worldwide.
- Operating cash flow grew 16% to \$9.5 billion.
- Almost 70% of our net operating revenues and nearly 80% of our unit case volume were generated outside of North America.

For more information about our Company, please visit our website at www.thecoca-colacompany.com.

