

## HAITI HOPE PROJECT FACT SHEET

March 31, 2010

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### WHAT

The Haiti Hope Project aims to create opportunity for 25,000 mango farmers and their families by developing a sustainable mango juice industry through a coalition of private, public and non-profit sector partners.

With the support of the Haitian Government, The Coca-Cola Company, the Inter-America Development Bank (IDB) and the nonprofit TechnoServe, are partnering on this five-year project, estimated at \$7.5-million. This collaboration is a pioneering effort to double the incomes of fruit farmers and to raise their standard of living, while contributing to the long-term development and revitalization of Haiti. The partnership demonstrates the potential of large enterprises to improve their core businesses while simultaneously driving growth for local communities.

In addition to financial investment in the initiatives, Coca-Cola and other public and private sector partners will make in-kind contributions such as technical assistance, capital investments, research and development and long-term purchasing contacts.

### WHEN

Project activities will begin in mid-2010 and will conclude in 2015. TechnoServe and the Company are currently conducting technical assessments on the ground in Haiti in order to enable the development of the detailed project plan.

### HOW

The **Coca-Cola system** is leading this coalition of private and public sector partners. It will combine its global juice expertise with the skills and capabilities of its partners uniquely suited for this initiative. The Company will invest \$3.5 million in the Project, including 100 percent of the profit from the Odwalla Haiti Hope Mango Lime-Aid. Coca-Cola also will provide in-kind technical expertise, Research & Development on local fruit juice varieties and capital investments.

The **IDB** is the leading source of long-term financing for development projects in Latin America and the Caribbean. Its Multilateral Investment Fund (FOMIN), which focuses on poverty reduction through work with micro, small and medium-sized enterprises, has made the Haiti Hope Project eligible for \$3 million in funding, and expects to soon obtain its board's approval for the grant.

**TechnoServe** will implement this project in Haiti in partnership with local organizations and the government. TechnoServe is a nonprofit dedicated to creating income, opportunity and economic growth in the developing world through entrepreneurship. TechnoServe will provide the services of its business advisors, who will help Haitian mango farmers grow their crops more efficiently, produce additional crops to boost their incomes, and create businesses that will allow them to access markets.

## WHO

### The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. 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 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

### Inter-American Development Bank

Established in 1959, the IDB supports economic and social development in Latin America and the Caribbean, providing solutions by partnering with governments, companies and civil society organizations. Besides loans, credit guarantees and grants, the IDB offers its clients research, policy advice and technical assistance in key areas such as infrastructure, energy, water and sanitation, education and trade. FOMIN (Multilateral Investment Fund), a member of the IDB Group, promotes poverty reduction through private sector development, with an emphasis on microenterprises and small and medium-sized businesses.

### TechnoServe

TechnoServe is a leader in a movement that empowers people in the developing world to build businesses that break the cycle of poverty. Growing enterprises generate jobs and other income opportunities for poor people, enabling them to improve their lives and secure a better future for their families. Since its founding in 1968, the U.S.-based nonprofit has helped to create or expand thousands of businesses, benefiting millions of people in more than 30 countries. The *Financial Times* has rated TechnoServe one of the top five NGOs for corporate partnerships. Apart from The Coca-Cola Company, TechnoServe's corporate partners include Cargill, Goldman Sachs, J.P. Morgan, Nestlé-Nespresso, Olam International, Peet's Coffee & Tea and Unilever, among others. Charity Navigator has also awarded its highest Four Star ranking to TechnoServe. For more information about our organization, please visit our website at [www.technoserve.org](http://www.technoserve.org).

### Odwalla

Odwalla Inc., the nation's leading natural health beverage company, delivers nourishment coast to coast with the Odwalla family of juices, juice drinks, soy beverages and nourishing food bars. Odwalla has been making juices and innovating in the natural health beverage category for nearly 30 years. Its nourishing beverages and food bars are available in natural food stores, select supermarkets and specialty outlets throughout the country. To learn more about Odwalla products and Odwalla's commitment to the environment, please visit [www.Odwalla.com](http://www.Odwalla.com)

## **COCA-COLA IN HAITI**

Coca-Cola has been a part of the Haitian community since 1927. As the largest private sector employer in Haiti today, the Coca-Cola business is committed to the health and vitality of the Haitian people and their economy.

In 1983, the local bottling facility, Brasserie De la Couronne, was acquired by the Jaar family. Significant improvements were made to increase the plant's productivity in 1995. The technical infrastructure was updated, and the size of the plant was increased. Brasserie de la Couronne celebrated its 75-year anniversary in 2003.

## **ECONOMIC IMPACT AND JOB CREATION**

The very local nature of the Coca-Cola business model impacts economies, especially those in developing countries such as Haiti. Most Coca-Cola operations rely on local employees, locally sourced ingredients and local customers and consumers. The success of our business is based on continual reinvestment in the communities and economies where we operate.

The Coca-Cola business in Haiti has grown steadily over the decades. In 2010, nearly \$16 million is expected to be invested in 2010, and \$30 million over five years which could ultimately create an additional 1,000 Coca-Cola jobs. This includes improvements in the plant in Port-au-Prince; construction of a waste water treatment facility; procurement of glass, trucks and coolers; the addition of a new PET line and the upgrade of a new line to bottle juice.

## **HAITI HOPE PROJECT**

We know that the January 12 earthquake will have long-lasting effects on the people of Haiti. We believe that the Coca-Cola system is uniquely positioned to contribute to the economic recovery of this island nation.

Mango is one of Haiti's largest exports. We believe there is an opportunity to foster long-term development and growth in Haiti by helping to build a sustainable mango juice industry.

On March 31, 2010 we announced the Haiti Hope Project and Odwalla Haiti Hope Mango Lime-Aid. By donating 100 percent of the profits from the sale of designated Haiti Hope beverages, the Project will help facilitate Haiti's recovery and create opportunity for 25,000 mango farmers and their families by developing a sustainable mango juice industry. The Haiti Hope Project seeks to double the income of these farmers and raise their standard of living. The product will be available at select retailers.

The Project brings together a coalition of private and public sector partners who are investing \$7.5 million in this ambitious endeavor over the next five years. The Company will invest \$3.5 million in the Project, including 100 percent of the profit from the Odwalla Haiti Hope Mango Lime-Aid. Coca-Cola will also provide in-kind technical expertise, Research & Development on local fruit juice varieties and capital investments.

IDB's Multilateral Investment Fund (FOMIN), which focuses on poverty reduction through work with micro, small and medium-sized enterprises, has made the Haiti Hope Project eligible for \$3 million in funding, and expects to soon obtain its board's approval for the grant.

## **DISASTER RELIEF**

The Coca-Cola system's response to the January 12 earthquake in Haiti was immediate. The Coca-Cola Company donated \$2 million to the Red Cross, and more than 1 million liters of water and other Coca-Cola beverages traveled by land, air and sea to reach those in urgent need.

Coca-Cola associates have given personal donations not only to the Red Cross and other organizations, but also directly to their Coca-Cola colleagues in Haiti directly through the Coca-Cola Global Employee Fund. Tents and other supplies were provided to Coca-Cola employees in Haiti who had lost their homes or whose homes were severely damaged.

The Company used its marketing assets to encourage Americans to give. Coca-Cola billboards in 25 markets across the U.S. promoted the Red Cross texting/donation campaign. A 30-second spot on American Idol was donated to run the Michelle Obama Red Cross commercial. The Company matched donations through MyCokeRewards.com and LivePositively.com. In addition, the Company used a variety of assets to encourage millions of people in the U.S. to tune into broadcasts of "We Are The World 25 For Haiti" and support the relief efforts.

We estimate the Coca-Cola system's in-kind giving to be more \$1.2 million through marketing and product.

## **COMMUNITY**

Working together with governments and NGO groups, Coca-Cola will continue to work toward making a meaningful difference in Haitian communities.

Coca-Cola's community initiative focusing on HIV/AIDS education has resulted in raising the awareness of hundreds of thousands of people in Haiti. In 2009 alone, nearly 4,600 children received HIV/AIDS education in school, more than 31,000 were impacted through community activities and 250,000 reached through mass media. This is in addition to education and awareness programs prior to 2009.

Brasserie de la Couronne, the Coca-Cola bottler, sponsors many sporting and cultural activities in the community throughout the year. They provide support to local hospitals, associations and schools. In fact, there are UTC promotions that allow consumers to help fund scholarships and the purchase of school supplies in Port-au-Prince and in other provinces.