

LIVE POSITIVELY



2009/2010 Sustainability Review

# Our commitment to making a positive difference in the world



# Connected to Our Communities, Led by Our Bottling Partners

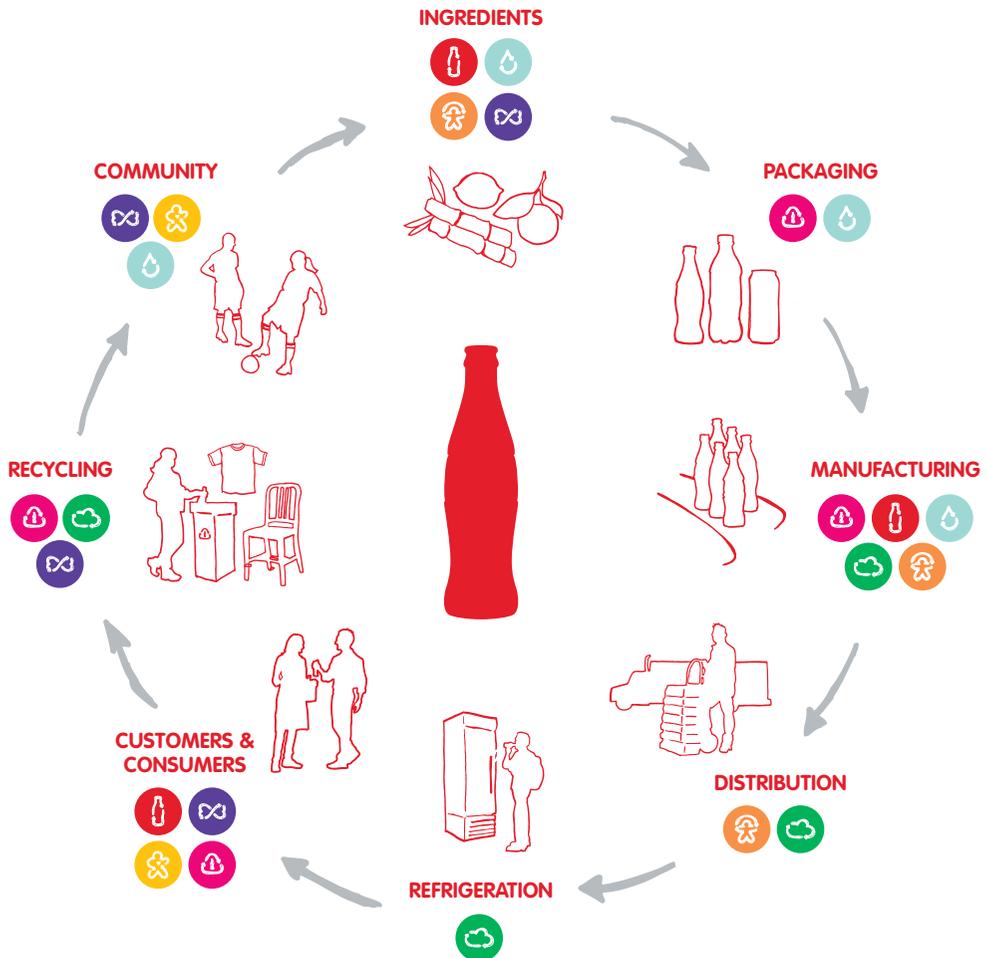
Every day, the actions taken by our Company and our bottling partners touch billions of lives. Whether we are purchasing ingredients from our suppliers, creating our beverages, serving customers and consumers, or supporting the communities where we operate, we strive to be a force for lasting, positive change. We are indebted to our bottling partners, who are responsible for implementing so many of our shared plans. Without their leadership and dedication, our progress would not be possible.

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## COCA-COLA LIFECYCLE



## THE COCA-COLA BUSINESS

The Coca-Cola Company is a global business that operates on a local scale in every community where we do business. We do this through the power of the Coca-Cola system, which comprises our Company and our more than 300 bottling partners worldwide. The Coca-Cola system operates in 206 countries, markets more than 500 brands and 3,300 beverage products, and sells 1.6 billion servings a day.

The Company sources ingredients; manufactures and sells concentrates, beverage bases and syrups to our bottling partners; owns the brands; and is responsible for consumer brand marketing initiatives. Our bottling partners and some Company operations manufacture, package, merchandise and distribute the finished branded beverages to our customers and vending partners, who then sell our products to consumers. The entire Coca-Cola system plays an active role in fostering the development of communities where we operate. We also share the responsibility for ensuring the fair and ethical treatment of those involved in creating our products and the ingredients and materials we source. To learn more, visit [www.ourcompany.thecoca-colacompany.com](http://www.ourcompany.thecoca-colacompany.com).

# LIVE POSITIVELY™

**LIVE POSITIVELY™ focuses on seven core areas key to our business sustainability, with measurable goals and metrics for the Company and the Coca-Cola system. Some goals are “stretch” aspirations, and at times, despite our efforts, marketplace and other conditions may impact our ability to meet these goals. To learn more, visit [www.sustainability.thecoca-colacompany.com](http://www.sustainability.thecoca-colacompany.com).**

## BEVERAGE BENEFITS

Strive to offer beverages for every lifestyle and occasion while providing quality that consumers trust.

- Invest more than \$50 million in research by 2015.
- Innovate with natural sweeteners, which have the potential to lower calories per serving.
- List the calories/kilocalories/kilojoules per serving for our beverage products on the front of nearly all of our packaging worldwide by the end of 2011.
- Strive to have low- and no-calorie options and/or smaller portion sizes available in communities where obesity is a significant problem.
- Continue developing products fortified with additional nutrients to meet global consumer needs.

## ACTIVE HEALTHY LIVING

Support active healthy lives through product variety, nutrition education and physical activity programs.

- Support at least one physical activity program in every country in which we operate by the end of 2015.
- Support the Healthy Weight Commitment Foundation in reducing the total annual calories consumed in the U.S. by 1.5 trillion by the end of 2015.
- Not directly market our beverages to children younger than the age of 12.

## COMMUNITY

Foster sustainable communities through economic development, philanthropy and the creation of economic and social opportunities.

- Form 1,300 to 2,000 new Micro Distribution Centers (MDCs) in Africa by the end of 2010.
- Give back at least 1% of our operating income annually to help develop and sustain communities around the world.
- Empower 5 million women through the Coca-Cola system by 2020.
- Improve the quality of life in communities where we operate by supporting key initiatives and responding to community needs through financial contributions, in-kind donations and volunteer service.

## ENERGY EFFICIENCY AND CLIMATE PROTECTION

Aim to be the beverage industry leader in energy efficiency and climate protection.

- Grow our business but not our systemwide carbon emissions from our manufacturing operations through 2015, compared with a 2004 baseline.
- Reduce our absolute emissions from our manufacturing operations in Annex 1 (developed) countries by 5% by 2015, compared with a 2004 baseline.
- Improve the energy efficiency of our cooling equipment by 40% by the end of 2010, compared with a 2000 baseline.
- Install 100,000 hydrofluorocarbon (HFC)-free coolers in the marketplace by the end of 2010.
- Phase out the use of HFCs in all new cold-drink equipment by the end of 2015.

## SUSTAINABLE PACKAGING

Aspire to make our packaging a valuable resource for future use.

- Improve packaging material efficiency per liter of product sold by 7% by 2015, compared with a 2008 baseline.
- Recover 50% of the equivalent bottles and cans used annually by 2015.
- Source 25% of our polyethylene terephthalate (PET) plastic from recycled or renewable material by 2015.

## WATER STEWARDSHIP

Work to safely return to nature and communities an amount of water equivalent to what we use in our beverages and their production.

- Improve our water efficiency by 20% by 2012, compared with a 2004 baseline.
- Return to the environment, at a level that supports aquatic life, the water we use in Coca-Cola system operations through comprehensive wastewater treatment by the end of 2010.
- Assess the vulnerabilities of the quality and quantity of water sources for each of our bottling plants and implement a source water protection plan by 2013.
- Replenish to nature and communities an amount of water equivalent to what is used in our finished beverages by 2020.

## WORKPLACE

Create diverse, healthy and safe work environments aligned with internationally respected human rights principles.

- Achieve a 98% performance level for Company-owned and -managed facilities upholding the standards set in our *Workplace Rights Policy* by 2015.

## PERFORMANCE HIGHLIGHTS BY YEAR

2009      2008      2007      2006      2005

### BEVERAGE BENEFITS



Company Global Product Quality Index rating (out of 100)	94	94	94	94	94
Number of new beverage products introduced	600+	700+	700+	~600	450+
Number of low- and no-calorie beverage products launched	180+	160+	150+	150+	120+
Number of low- and no-calorie beverage products in total global portfolio and <i>percent of total global beverage product portfolio</i>	800+ 24%	750+ 25%	700+ 25%	575+ 22%	475+ 20%
Percent of global sparkling volume from low- and no-calorie beverages	15%	15%	16%	15%	15%

### ACTIVE HEALTHY LIVING



Number of physical activity and nutrition education programs sponsored by the Coca-Cola system and <i>number of countries where programs are present</i>	~150 ~100	120+ 85	N/A N/A	N/A N/A	N/A N/A
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### COMMUNITY



Total Company economic impact, inclusive of global salaries and benefits, shareowner dividends, local capital expenditures, goods purchased and income taxes	\$23.4B	\$22.8B	\$21.2B	\$17.4B	\$16.6B
Charitable contributions and <i>equivalent percent of operating income</i>	\$88MM 1.1%	\$82MM 1.0%	\$99MM 1.4%	\$70MM 1.1%	\$76MM 1.2%
Number of MDCs and <i>number of people employed in Africa by MDCs</i>	3,000+ 13,500+	2,600+ 12,000+	1,800+ 8,000+	N/A N/A	N/A N/A

#### Key:

- U.S. = United States
- \$ = United States dollar
- B = billion
- MM = million
- t = metric ton (2,205 lb or 1,000 kg)
- CO<sub>2</sub>e = carbon dioxide emissions
- ~ = approximately
- d = days
- N/A = data not available

2009 2008 2007 2006 2005

## ENERGY EFFICIENCY AND CLIMATE PROTECTION



Direct greenhouse gas emissions for the Coca-Cola system <sup>1</sup>	<b>1.94MM t CO<sub>2</sub>e</b>	2.00MM t CO <sub>2</sub> e	1.98MM t CO <sub>2</sub> e	2.00MM t CO <sub>2</sub> e	2.02MM t CO <sub>2</sub> e
Indirect greenhouse gas emissions from electricity purchased and consumed (without energy trading) by the Coca-Cola system <sup>1</sup>	<b>3.45MM t CO<sub>2</sub>e</b>	3.26MM t CO <sub>2</sub> e	2.98MM t CO <sub>2</sub> e	2.97MM t CO <sub>2</sub> e	2.74MM t CO <sub>2</sub> e
Total greenhouse gas emissions for the Coca-Cola system <sup>1</sup>	<b>5.39MM t CO<sub>2</sub>e</b>	5.26MM t CO <sub>2</sub> e	4.96MM t CO <sub>2</sub> e	4.97MM t CO <sub>2</sub> e	4.76MM t CO <sub>2</sub> e
Total megajoules of energy used by the Coca-Cola system <sup>2</sup>	<b>59.1B</b>	58.6B	56.9B <sup>3</sup>	56.3B <sup>3</sup>	53.5B <sup>3</sup>
Energy use ratio (efficiency), defined as megajoules of energy used per liter of product produced by the Coca-Cola system	<b>0.45</b>	0.46	0.46	0.49	0.47
Total electricity purchased by the Coca-Cola system, measured in megawatt hours (MWh)	<b>6,425,507 MWh</b>	6,162,180 MWh	5,714,036 MWh	5,565,379 MWh	4,900,382 MWh
Number of HFC-free refrigerated coolers and vending machines placed in markets each year	<b>72,600</b>	31,400	8,100	2,500	N/A

## SUSTAINABLE PACKAGING



Packaging use ratio (efficiency), defined as grams of material used per liter of product produced by the Coca-Cola system	<b>N/A<sup>4</sup></b>	51.9	50.0	46.3	N/A
Percent of equivalent <sup>5</sup> bottles and cans sold by our system recovered through Coca-Cola system-supported recovery programs	<b>36%<sup>6</sup></b>	33%	36%	35%	N/A
Company Global Packaging Quality Index rating (out of 100)	<b>92</b>	91	90	89	88

Pages III–IV

<sup>1</sup> Includes only stationary sources for manufacturing.

<sup>2</sup> As our unit case volume increases, our water, energy and packaging use also may increase; however, we are working to increase our overall efficiency in each area.

<sup>3</sup> Our energy use figures have been recalculated for 2005, 2006 and 2007 based on changes to the organization. These changes did not affect our system energy use ratios (efficiency) for those years.

<sup>4</sup> Data was unavailable at the time of publishing this report as we are currently implementing a comprehensive product data management system for the entire Coca-Cola system to help track systemwide programs and measure progress against our packaging goals.

<sup>5</sup> The above stated percent of “equivalent” bottles and cans recovered means recovered by the Coca-Cola system and third parties like government recycling programs and other private parties.

<sup>6</sup> Figure pending final recovery data published by the European Commission.

<sup>7</sup> Our water use and water use ratio (efficiency) figures have been recalculated for the Europe Group for 2005 and 2006, based on changes to the organization. These changes affected our system water use ratio for these two years.

<sup>8</sup> We define “replenished” as the Coca-Cola system providing support for healthy watersheds and sustainable community water programs to balance or offset the water used in our finished beverages.

<sup>9</sup> In 2009, replenish quantification studies were completed by external partners allowing the Coca-Cola system to calculate replenished water for projects through 2009. A copy of these studies is included on the enclosed CD on page 45.

2009 2008 2007 2006 2005

## WATER STEWARDSHIP



Water use ratio (efficiency), defined as liters of water used per liter of product produced by the Coca-Cola system	<b>2.36</b>	2.43	2.47	2.56 <sup>7</sup>	2.62 <sup>7</sup>
Total liters of water used by the Coca-Cola system <sup>2</sup>	<b>309B</b>	313B	300B	290B <sup>7</sup>	278B <sup>7</sup>
Percent of Coca-Cola system plants in compliance with internal wastewater treatment standards (which meet and often exceed applicable laws)	<b>89%</b>	88%	85%	83%	78%
Number of community water partnerships supported by the Coca-Cola system and number of countries where projects exist	<b>250</b> <b>70</b>	203 56	116 48	65 38	17 14
Percent of water replenished <sup>8</sup> by the Coca-Cola system based on the total water used in our finished beverages	<b>22%</b> <sup>9</sup>	N/A	N/A	N/A	N/A

## WORKPLACE



Number of <i>Workplace Rights Policy</i> assessments	<b>107</b>	93	106	N/A	N/A
<i>Workplace Rights Policy</i> compliance of Company-owned and -managed facilities	<b>90%</b>	67%	N/A	N/A	N/A
Number of bottling partner and supplier audits performed	<b>1,971</b>	1,898	1,313	1,029	1,016
Percent of employee base by gender—U.S. only (male, female)	<b>50%</b> <b>50%</b>	50% 50%	50% 50%	51% 49%	51% 49%
Percent of employee base by race/ethnicity—U.S. only					
African American	<b>23%</b>	23%	23%	23%	21%
Asian	<b>5%</b>	5%	5%	5%	4%
Caucasian	<b>64%</b>	64%	65%	64%	68%
Hispanic	<b>7%</b>	7%	6%	7%	6%
Other	<b>1%</b>	1%	1%	1%	1%
Company associate and casual contractor Lost Time Incident Rate (LTIR) per 200,000 work hours and total lost days (includes days lost, restricted and transferred)	<b>1.9 LTIR</b> <b>19,213 d</b>	2.2 LTIR 24,621 d	2.3 LTIR 29,407 d	2.1 LTIR 20,837 d	2.6 LTIR 15,226 d
Total Company spend with minority- and women-owned business enterprises	<b>\$459MM</b>	\$413MM	\$366MM	\$297MM	\$256MM
Percent of total elected and appointed Company Officers					
Men	<b>77%</b>	76%	76%	75%	72%
Women	<b>23%</b>	24%	24%	25%	28%
Minorities	<b>22%</b>	20%	20%	21%	22%

**DEAR STAKEHOLDERS:**

The economic, environmental and social implications of business are more important than ever. In a world where populations are growing, natural resources are stressed, communities are forced to do more with less and our consumers' expectations are expanding, we understand that sustainability is core to our business continuity and how we create long-term value.

This report is a reflection of the efforts being made today by the dedicated men and women of The Coca-Cola Company and our bottling partners around the world. Indeed, it is our bottling partners who are responsible for implementing so many of our shared plans. Without their contribution, advancing this important work would not be possible.

The foundation of this work is a systemwide sustainability framework called LIVE POSITIVELY, built on our commitment to making a positive difference in the world. LIVE POSITIVELY is embedded within our entire business at every level.

We launched LIVE POSITIVELY three years ago with the understanding that we would focus our energy and efforts in the areas where our business has the opportunity to make the greatest contribution to communities worldwide and create value for our Company. So, we reevaluated our programs and we narrowed our focus. In the environmental space, we focus on water, recycling and managing our carbon emissions. In the active healthy living arena, we focus on physical activity and nutrition education and providing a variety of quality beverages to consumers. In the workplace, we focus on protecting human rights, creating safe, healthy workplaces for our associates, ethically sourcing materials in our supply chain and championing diversity. And, in building sustainable communities, we focus on supporting economic opportunity and empowerment. We have defined principles and set aggressive goals for each focus area, and we are committed to sharing our plans, success stories and opportunities for improvement.

LIVE POSITIVELY also is an integral component of our *2020 Vision*—our roadmap for winning together with our bottling partners—and is a part of our business planning process. The only way we will meet the goals and growth targets outlined in our *2020 Vision* is by creating and maintaining a sustainable business. We recognize the need to create innovative new products, packaging and systems; strengthen the world's most advanced supply chain; enhance our presence in communities and manage our impact on the world's natural resources. We also need to manage the issues we face, including the growing concerns over obesity, and continue to take a leadership role in developing programs and partnerships that are part of the solution. That is what sustainability is all about—ensuring we are here today, tomorrow and for another 125 years.



In Churchill, Manitoba, Canada—the polar bear capital of the world—Muhtar traveled with our global conservation partner World Wildlife Fund (WWF), learning about the impacts of climate change. We are working with WWF on projects around the world to further our environmental understanding and progress.

Two examples of our sustainability advancement are our new PlantBottle™ packaging and our “5 by 20” initiative. We launched PlantBottle packaging in certain markets with Coca-Cola® and Dasani® brands in 2009, and we made the commitment to expand our use of the innovation to more than 2 billion bottles this year. The technology reduces our use of petroleum-based materials in our PET packaging by up to 30 percent and is the first PET plastic beverage bottle made from renewable resources that can be recycled in the existing recycling infrastructure. We will continue to invest in PlantBottle packaging and introduce it to new markets and beverages in the coming years. We announced “5 by 20” in September 2010. “5 by 20” is our commitment to empower 5 million women inside and outside the Coca-Cola system by 2020, and support their growth, innovation, education and prosperity. I am confident this initiative will strengthen economic opportunities for women in the communities we serve and help us grow our business in markets around the world. I am personally championing this initiative.

We have always linked the success of our business to the strength of the communities in which we operate. If they aren’t thriving, there is a strong likelihood that our business will suffer. The decisions we make are related to building more sustainable communities and earning our social license to operate—an intrinsic value of sustainability. I see maintaining our social license to operate as a responsibility of every associate in the Coca-Cola system, and it starts with me. As much as my title is Chairman and Chief Executive Officer, it is equally as much CSO—Chief Sustainability Officer. And it is a responsibility I am keenly aware of and am stewarding every day.

In the pages of this report you will see our sustainability strategy, goals, progress and areas for improvement. You also will learn about some of our key partnerships and the rationale for what we do and why we do it. We are today, and always will be, a company committed to making a positive difference in the world, and we are working every day to deliver on this commitment.

Very truly yours,

**Muhtar Kent**  
Chairman of the Board of Directors and Chief Executive Officer  
December 2010

## WHAT IS LIVE POSITIVELY?

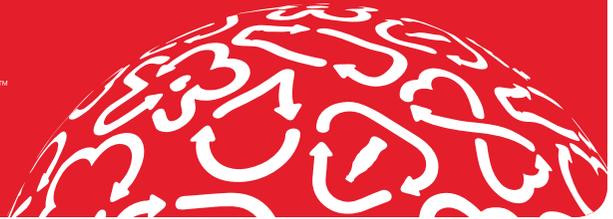
LIVE POSITIVELY is our systemwide sustainability framework. It is created on the foundation of our commitment to making a positive difference in the world, and it is embedded within our entire business at every level. The LIVE POSITIVELY framework consists of seven core areas key to our business sustainability:

**Beverage Benefits; Active Healthy Living; Community; Energy Efficiency and Climate Protection; Sustainable Packaging; Water Stewardship; and Workplace.**

The Coca-Cola system has defined principles for each of the core areas and has set aggressive goals for each. In addition to these goals, some of our bottling partners have set their own goals in the core areas and report on their individual business progress in their sustainability reports (see page 45).

We created LIVE POSITIVELY in 2007 to bring structure and visibility to the sustainability programs that already existed in our Company and the Coca-Cola system, as well as to form a program that associates can engage with and use to further understand our sustainability commitment. LIVE POSITIVELY provides a framework to help us redesign the way we work and live, so that we consider sustainability as part of everything we do. It is a way for us to holistically think about sustainability and keep us focused on driving business growth while acting with future generations in mind. Learn more at [www.sustainability.thecoca-colacompany.com](http://www.sustainability.thecoca-colacompany.com).

LIVE  POSITIVELY™



## SCOPE OF REPORT

This *2009/2010 Sustainability Review* covers the performance of The Coca-Cola Company and the Coca-Cola system (our Company and our more than 300 bottling partners worldwide) from August 2009 through September 2010. In cases where information is tracked by calendar year, the data reflects 2009 and prior calendar year performance, as applicable. All data and information in this report reflects the performance and goals of the Coca-Cola system, unless otherwise indicated.

This report is organized by the seven core areas of LIVE POSITIVELY. The information reported in each of these core areas is based on the ongoing feedback we receive from internal and external stakeholders. We also structure our reporting on the principles outlined in the Global Reporting Initiative (GRI) G3 Guidelines, United Nations (UN) Global Compact (signatory since 2006) and CEO Water Mandate (signatory since 2007). An index of the report content relevant to these principles is on pages 42–43.

We have included an extensive discussion of potential risks and challenges to our business in our *2009 Annual Report on Form 10-K*, pages 12–19, and other filings with the United States (U.S.) Securities and Exchange Commission (SEC). We discuss some of these issues and include others of interest to our stakeholders in this report, such as responsible water use, energy efficiency and climate protection, sustainable packaging, obesity and other health concerns, workplace and human rights, associate health and safety, anti-corruption and product quality.

## GOALS AND MEASUREMENT

Our sustainability reporting is evolving. Each year we work to provide a more robust and informative report to our stakeholders. We also work to employ improved metrics and goal setting.<sup>1</sup> While we discuss initiatives and programs, as well as progress from year to year, we recognize the need to report additional quantifiable metrics and targets. A summary of our sustainability goals and our performance against our current metrics can be found on pages I–IV.

## TRANSPARENCY

We believe commitment is meaningless without accountability. The scrutiny we face from a global audience is high, and the need for increased transparency continues to grow beyond the requests of our critics to those of our customers, partners and consumers.

We value an open and honest dialogue with our stakeholders, and we are continually advancing the information we share with our stakeholders. In this report, you will see global targets for each of the core areas of LIVE POSITIVELY as well as progress reports against goals that we have disclosed in previous years. We also have expanded the parameters for which we are disclosing data publicly and in this report.

## THIRD-PARTY ASSURANCE

The content of this report has been assured through a rigorous internal verification process, which included verifying qualitative and quantitative claims and data. We also had all facts, data, claims and corresponding text in this report independently verified to a limited level of assurance by FIRA Sustainability. Their assurance statement, which includes a description of the work undertaken, is on page 41.

## LISTENING TO OUR STAKEHOLDERS

Our contribution to sustainable development and the benefits to our business can be greatly magnified when we work together with our bottling partners, customers and other stakeholders. Since publishing our most recent *Sustainability Review* in November 2009, we have received feedback from internal and external stakeholders on what content should be added to or expanded in this year's report. These stakeholders include shareowners, associates, bottling partners, suppliers, government partners, students, nongovernmental organizations (NGOs), customers and consumers. We have used their feedback to help shape this report, including our level of transparency, and the variety of topics and issues we address.

We also receive feedback from stakeholders by email. This is a valuable tool for us to understand your thoughts and concerns. We invite you to send your comments, suggestions and critiques on our sustainability practices as well as the content of this report to [sustainability@na.ko.com](mailto:sustainability@na.ko.com).

## OTHER REPORTS

A detailed description of our business operations and financial performance is provided in our *2009 Annual Report on Form 10-K* and our *2009 Annual Review*. Both of these reports, and other reports filed with the SEC, are available on our Company website at [www.investors.thecoca-colacompany.com](http://www.investors.thecoca-colacompany.com).

<sup>1</sup> Some goals are "stretch" aspirations, and at times, despite our efforts, marketplace and other conditions may impact our ability to meet these goals.

# Quenching Consumers' Thirst

Consumers are increasingly making purchase decisions based on their concerns for the health and well-being of their families. These decisions drive us to innovate to meet those evolving needs, while at the same time providing consumers with great taste, refreshment and hydration.

We are constantly working to innovate and offer consumers a beverage for every lifestyle and occasion. Our portfolio comprises a wide range of full-, reduced-, low- and no-calorie sparkling and still beverages, including juices and juice drinks, waters, sports and energy drinks, teas, coffees, and dairy- and soy-based beverages. And we continue to build our portfolio of vitamin- and nutrient-enhanced beverages.

Our portfolio has more than 3,300 beverages—three times the number we offered 10 years ago. Of these, more than 800 are low- and no-calorie beverages, which make up nearly 25 percent of our global unit case volume.



## MEETING NEEDS WITH FORTIFIED BEVERAGES

We continue to increase the number of fortified beverages we offer and have a variety of products with added vitamins, minerals and other beneficial ingredients to meet consumer needs around the world.



Minute Maid® Pulpy Super Milky™ is a dairy beverage fortified with fruit bits and whey protein in China.



Minute Maid Kids® is 100 percent fruit juice with essential nutrients for children, including vitamins A, C, E and calcium, in the United States.



Minute Maid Antiox™ is a beverage with a combination of juices that contain antioxidants from unique fruits in Spain.



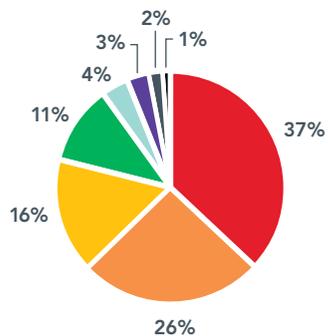
NutriJuice® is a fruit drink fortified with 12 vitamins and minerals specifically focused on providing iron to children with iron deficiency in the Philippines.



Del Valle® Fresh is a fruit drink in Colombia fortified with calcium and vitamin D to help support strong bones.

## 2009 PRODUCT PORTFOLIO<sup>1</sup>

• Juices/Juice Drinks	37%
• Sparkling Beverages	26%
• Ready-to-Drink Coffees and Teas	16%
• Water	11%
• Sports Drinks	4%
• Energy Drinks	3%
• Soy and Value-Added Dairy Drinks	2%
• Other	1%



<sup>1</sup> The figures in this chart reflect the percentage of total beverage products by beverage category, not by unit case volume. Our global unit case volume percentages differ from the figures in this chart.

# Innovating to Foster Active Healthy Living

We are committed to investing in innovation of sweeteners, products, packaging, equipment and marketing that fosters active healthy living. Every day we work to keep up with the pace of the changing world—meeting the hydration needs of consumers today while anticipating their needs for tomorrow. Today’s consumers want information, and they want choice in the beverages they purchase.

In an effort to meet consumers’ evolving needs, we study trends, survey consumers, assess individual markets, share best practices across the Coca-Cola system, search for new ingredients and package options, and then we innovate accordingly. Whether it is a low-calorie option of a favorite beverage or an entirely new category, we are committed to providing a variety of products to our consumers, and we seek to gain new consumers with our diverse portfolio.

In 2009, our innovation led to more than 600 new product launches globally, including more than 180 low- and no-calorie beverages. We also introduced several portion-controlled options of our full-calorie beverages.

We continue to expand the availability of Coca-Cola Zero® to new markets, including Afghanistan, Guyana, Saint Lucia and Zimbabwe, for a total of more than 130 markets as of September 2010.



In 2009, we introduced a sleek “mini can” that allows consumers to enjoy Coca-Cola, Cherry Coca-Cola®, Sprite®, Fanta® Orange and Barqs® while managing their portions. The can is in several markets, including Australia, Canada, Korea, Thailand and the United States.

## HYDRATION EDUCATION

Water is the principal ingredient or component in nearly all of our beverages. Each of our beverages provides necessary hydration to consumers. We try to help consumers manage their health and hydration needs so they can make informed decisions. One tool we offer is a hydration calculator, which is available on our Company website. The calculator explains the approximate amount of fluid a consumer needs to drink each day to stay hydrated based on age, weight, gender, activity level and other information about his or her environment. We invite you to interact with the tool at [www.hydration.thecoca-colacompany.com](http://www.hydration.thecoca-colacompany.com).



## HYDRATION WITHOUT CALORIES

In 2009, we introduced glacéau® vitaminwater zero™, a naturally sweetened, no-calorie<sup>1</sup> beverage enhanced with vitamins, minerals and electrolytes, in the U.S. The beverage is naturally sweetened with Truvia™—a high-purity extract of the stevia leaf—and is available in seven flavors.



We continue to support third-party scientific research to advance our knowledge of ingredients, safety and beverage benefits. In 2009, we initiated and funded research, programs and projects in those areas, investing nearly \$5 million.

<sup>1</sup> There are no calories in each 8 fluid ounce serving.

# Product Safety and Quality Consumers Can Trust

Ensuring the safety and quality of our products has always been at the core of our business and is directly linked to the success of our Company. Our safety and quality programs and protocols focus on the ingredients and materials we use to create and package our products. They also regulate the manufacturing, bottling and distribution of our products. As we expand our beverage portfolio and supplier base to meet the increasing demands of growing and developing markets around the world, customer and consumer expectations and regulatory scrutiny continue to rise. Each of these factors makes ensuring product safety and quality more complex and more critical to our continued success.



In January 2010, we launched the Coca-Cola Operating Requirements System (KORE), a new management system that enables the Coca-Cola system to collectively address the changing business landscape while supporting our Company’s strategic growth plans. KORE outlines clear requirements for the policies, specifications and programs that guide our operations for product quality, occupational safety and health, and environmental standards across the entire Coca-Cola system. KORE also establishes a governance process and monitors compliance to ensure the integrity of our products. Lastly, KORE helps manage risk in our Company, bottling operations and across our supply chain. KORE replaced The Coca-Cola Management System (referred to as “TCCMS” in previous reports).

## MANAGING RISK

We are constantly working to manage risks at The Coca-Cola Company. We view risk management as an invaluable tool to manage our business risks and opportunities. Our Enterprise Risk Management Steering Committee— comprised of a cross-functional group of senior managers— oversees risk management activities across the Company. We ensure key risks are identified and acceptable mitigation plans are in place, and we update our Board of Directors on our risk management strategy. In addition to Enterprise Risk Management, we have programs in place for Incident Management and Crisis Resolution, Business Continuity Planning, Emergency Planning and Disaster Recovery. Risks that could materially affect our business are outlined in our *Annual Report on Form 10-K*, which is filed with the U.S. SEC and is available on our Company website.

“Quality assurance is a top priority across the Coca-Cola system. Consumers trust that every time they open one of our products it is safe to drink and of the highest quality. At Coca-Cola, we define product safety and quality as ‘the perfect product trusted everywhere.’”

**Carletta Ooton**  
 Chief Quality & Product Integrity Officer,  
 The Coca-Cola Company



# Communicating Sweetener Safety

Consumer demand for great-tasting beverages with low- or no-calorie options continues to grow. Low- and no-calorie sweeteners provide consumers with beverage options without compromising flavor or taste. Sweet tastes usually come from one of two types of sweeteners: caloric sweeteners, like sugar which provides 16 calories per teaspoon, and low- and no-calorie sweeteners, which provide few or no calories.

We continue to invest in research around sweeteners and work to educate consumers on the sweeteners we use in our beverages. Our sweetener strategy is to choose the best sweetener for our beverages without compromising taste or quality while also meeting regulatory requirements for a given market. All of the sweeteners used in our products meet strict regulatory standards and are deemed safe by national governments in the countries in which we sell them.

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## Caloric Sweeteners

**Table sugar, or sucrose**, is made from sugar cane or sugar beets. It is a carbohydrate and provides 4 calories (17 kilojoules) per gram. The amount of sugar and calories in sparkling beverages is about the same as the amount found in many fruit juices.<sup>1</sup>

**High fructose corn syrup (HFCS)** is a sweetener made from corn. It is used to sweeten many foods and beverages sold in the United States and other countries. It has the same number of calories as and is nutritionally equivalent to sugar.

## Low- and No-Calorie Sweeteners

**Acesulfame potassium (Ace-K or acesulfame K)** is a no-calorie sweetener that is approximately 200 times sweeter than sugar. Thousands of food and beverage products sweetened with acesulfame K can be found in approximately 90 countries, including Australia, Canada, most of Europe, Japan and the United States.

**Aspartame** is one of the most thoroughly researched food ingredients in use today. It is about 200 times sweeter than sugar and used in more than 6,000 products around the world. In addition to approval from the European Food

Safety Authority (EFSA) and the U.S. Food and Drug Administration (FDA), regulatory agencies in more than 100 countries have approved aspartame for use in foods and beverages.

**Cyclamate** is a low-calorie sweetener approximately 30 times sweeter than sugar. Although the FDA withdrew its approval of cyclamate in 1969, since then, more than 75 scientific studies have proven it to be safe for human consumption. Independent scientists of the UN Food and Agriculture Organization (FAO) and the World Health Organization's (WHO) Joint Expert Committee on Food Additives (JECFA) have consistently affirmed the safety of cyclamate for use as a sweetener in foods and beverages, as have regulatory agencies in Australia, Europe and many other countries. As a result, cyclamate is now permitted for use in more than 50 countries around the world.

**Saccharin** is a no-calorie sweetener approximately 300 times as sweet as sugar. It has been used in foods and beverages for more than 125 years. Saccharin is permitted for use in foods and beverages in more than 100 countries around the world and is safe for all populations.

**Stevia extract**—the best-tasting part of the leaf of the stevia plant—is about 200 times sweeter than sugar. Truvia™ is the brand name for stevia extract used in our beverages. Stevia extract's safety has been established by more than 25 years of scientific research and the publication of safety studies from a rigorous, comprehensive scientific research program commissioned by The Coca-Cola Company and Cargill. Stevia extract achieved Generally Recognized As Safe status in the United States in December 2008 and also has been approved as safe by EFSA and the FAO-WHO JECFA. We have more than 20 beverages in five countries sweetened with stevia extract in combination with other natural sweeteners like fruit juice, sugar, honey and other natural low- and no-calorie sweeteners.

**Sucralose** is derived from sugar but is nearly 600 times sweeter. It does not contribute calories to the diet. It is permitted for use in foods and beverages in more than 40 countries, including Australia, Canada, Mexico and the United States. Numerous studies have shown, and the American Diabetes Association has affirmed, that sucralose can be safely consumed by people with diabetes.

<sup>1</sup> Fruit juices provide additional nutrients.

## Our Commitment to Active Healthy Living

We are committed to being part of the solution to the obesity-related problems facing society. We do this by promoting active healthy living programs to our associates and their families as well as the communities that we serve.

While our markets may differ around the world, consumer well-being is a consistent theme. We recognize the health of our business is interwoven with the health and well-being of our consumers, our associates and the communities where we operate. We are keenly aware that leading an active healthy lifestyle is much more complex than simply being physically active. So we focus our efforts to enhance health and well-being in three core areas—education, variety and physical activity—a strategy we refer to as “THINK, DRINK, MOVE.” We activate this strategy by educating associates, consumers and community members about the importance of energy balance, the benefits of our beverages and our commitment to transparency, including front-of-pack energy labeling; providing consumers a variety of beverage options and package sizes to meet their nutrition and energy needs; and encouraging active healthy living through Coca-Cola system-supported energy balance programs, including physical activity and nutrition education.

Our strategy continues to evolve as the world and environment we operate in changes, and we continue to refine and bring clarity to our role in promoting active healthy living.

### ENCOURAGING ACTIVE HEALTHY LIFESTYLES IN 137 COUNTRIES

In March 2010, we recognized the World Health Organization’s **World Health Day** with a comprehensive program in 137 countries. The program encouraged associates, consumers and community members to adopt active healthy lifestyles through Company-sponsored bicycle rides and walks; education sessions with nutritionists and fitness trainers; and healthier menu choices in our facilities.

From 1999 through 2009, our average calories per serving decreased by 10% globally.

In Mexico, we have sponsored Copa Coca-Cola for more than a decade. In 2010, the soccer program had approximately 80,000 youth participants. Globally, our physical activity programs have reached millions of people.

“My patients often forget that beverages play a very important role in managing body weight. Lower- and no-calorie beverages are a good way to conveniently lower calorie intake without feeling deprived. A balanced diet, including portion control and beverage awareness, and exercise are the best ways to help you keep a healthy body and healthy weight.”

**Dr. John Foreyt**, Director, Behavioral Medicine Research Center, Baylor College of Medicine

### WORKING WITH PARTNERS TO DRIVE RESULTS

We continue to build public-private partnerships to promote the importance of energy balance that includes physical activity and sensible, balanced diets. In the United States, we currently reach millions of consumers annually through our work with the American Dietetic Association; the National Heart, Lung, and Blood Institute’s *The Heart Truth*<sup>®</sup> campaign; the American Cancer Society’s *Choose You*<sup>™</sup> campaign; the American College of Sports Medicine; the Preventive Cardiovascular Nurses Association; and the American Academy of Family Physicians.

# Energy Balance and Product Options

We understand the gravity of the global obesity epidemic, and we believe all stakeholders—individuals, communities, businesses and governments—need to play a role in addressing it. The Coca-Cola system is committed to helping address obesity through all aspects of our business, from our products and packaging to the programs we support and the policies we put in place to guide our operations. We are actively partnering with government, academia, health societies and other responsible members of civil society to help develop workable solutions to address obesity.

There is widespread consensus that weight gain is primarily the result of an imbalance of energy—too many calories consumed versus calories expended. Since people consume many different foods and beverages, no single food or beverage is responsible for people being overweight or obese. But all calories count, whatever food or beverage they come from, including those from our caloric beverages.

We are committed to providing a variety of products for every lifestyle and occasion. All of our products can be part of an active healthy lifestyle that includes a sensible, balanced diet and regular physical activity.

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## COCA-COLA SPONSORED PHYSICAL ACTIVITY AND NUTRITION EDUCATION PROGRAMS

We sponsor approximately 150 physical activity and nutrition education programs in nearly 100 countries around the world and are committed to having at least one program in every country where we operate by the end of 2015.

In Greece, we work with our bottling partner, Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic), relevant NGOs, and nutrition and physical activity experts to bring an annual, unbranded, 32-hour health and wellness education program to students at primary schools nationwide under the auspices of the Ministry of Health.

In the Philippines, we partner with the Food and Nutrition Research Institute of the Department of Science and Technology, and the Department of Education to offer KinetiKids, an unbranded nutrition education and physical activity program that includes 30-minute daily workouts in primary schools.



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## HEALTHY WEIGHT COMMITMENT FOUNDATION

In support of First Lady Michelle Obama's *Let's Move!* initiative, we joined a coalition of food and beverage manufacturers that pledged to cut 1.5 trillion calories from our combined product portfolios in the U.S. by the end of 2015. We plan to pursue this goal in two ways: continue to offer, develop and introduce lower-calorie options, and offer reduced portion sizes of existing single-serve products. The Healthy Weight Commitment Foundation also will promote ways to help Americans achieve and maintain a healthy weight by balancing the energy they consume with the energy they expend through physical activity—in schools and in the workplace.

## Providing Extensive Nutrition Education

Consumers are more health conscious than ever, and they are paying more attention to the nutritional value of the foods and beverages they consume. We have a responsibility to provide consumers access to ingredient and nutrition information for our products so they can make informed choices for themselves and their families. We take this responsibility very seriously, and we continue to support fact-based nutrition labeling and education as well as initiatives that encourage people to lead active healthy lifestyles.

We use evidence-based science to support our ingredient and product claims and work to empower consumers with knowledge and education about our products and their ingredients.

In addition to providing basic nutrition information on our products, we made a global commitment—a beverage industry first—to provide front-of-package calorie/kilocalorie/kilojoule information (per serving) on nearly all of our products by the end of 2011. Where allowed by applicable regulations, percent Daily Guidance Indicators (DGIs)—which place the quantities of select nutrients in the context of population-based dietary guidance—also will be placed on our product packaging. We are on track to meet this commitment.

### LEADING THE INDUSTRY IN NUTRITION LABELING AND INFORMATION

In February 2010, Coca-Cola North America joined the U.S. beverage industry in making a “Clear on Calories” commitment in support of First Lady Michelle Obama’s *Let’s Move!* initiative. Clear on Calories is our commitment to place calorie information on the front of our packages and on Company-operated vending machines and beverage fountains.



### ENGAGING HEALTH PROFESSIONALS

We provide a free, web-enabled education series to inform health and nutrition professionals on timely health issues; correct misconceptions; balance the debate regarding the role of our products and ingredients in health; and understand their opinions on the topics. These programs have reached more than 22,000 health and nutrition professionals.

The Coca-Cola Company Beverage Institute For Health & Wellness is a global resource for informing and educating health professionals and consumers on the science, safety and benefits of beverages and their ingredients. In 2011, the tool will be made available online in multiple languages. For more information, visit [www.thebeverageinstitute.com](http://www.thebeverageinstitute.com).

# Marketing Our Products Responsibly

We take our commitment to market responsibly—across the globe, across all advertising media and across all of our beverages—very seriously. We have been a leader in the area of responsible marketing, particularly with regard to responsible marketing practices when children younger than 12 years of age are present.

The Coca-Cola Company and our bottling partners have had an *Advertising and Marketing to Children Policy* in place in North America for more than 50 years. We respect and recognize the role parents and caregivers play in making appropriate choices for their children. Today we do not directly target children younger than age 12 in our marketing messages or our advertising, and we do not show children drinking any of our products outside the presence of a parent or caregiver. Additionally, we do not directly market in primary schools.

In 2010, we evolved our global *Responsible Marketing Policy* and redefined the appropriate audience threshold for children’s programming from audiences that are more than 50 percent children younger than 12 years of age to audiences that are more than 35 percent children younger than 12. This means we will not buy advertising directly targeted at audiences that are more than 35 percent children younger than 12. Our policy applies to all of our beverages and the media outlets we use, including television, radio and print and, where data is available, Internet and mobile phones. In addition, we are encompassing our *Global School Beverage Guidelines* within our *Responsible Marketing Policy*.

## SETTING GLOBAL SCHOOL BEVERAGE GUIDELINES

In 2010, we announced and implemented our *Global School Beverage Guidelines*. As a global business, we recognize and respect the unique learning environment of schools and believe in commercial-free classrooms for children. Through our guidelines, we will make every attempt to not commercially advertise or offer our beverages in primary schools, unless we are requested to do so by a caregiver, school authority or parent to meet hydration needs.

In 2009, independent audit results by a respected third party showed that we have a 97% compliance rate with our *Advertising and Marketing to Children Policy*.



# Developing Economies Through Business and Partnership

We pride ourselves on being a local company with global scale. We operate in hundreds of thousands of cities, towns and villages in more than 200 countries, and we employ local people, source local ingredients, and produce and sell our products locally. Operating on a local level supports the communities where we operate by creating jobs, and it also has the benefit of reducing our carbon footprint. While the Coca-Cola system employs approximately 700,000 people directly, we are proud that our supply chain provides employment for millions of people around the world.



Our large global presence is a competitive advantage, but we also see it as a responsibility. Our products are purchased by consumers around the world millions of times a day, making the sustainability of our business dependent upon sustainable economies. We have always tried to be the first to gain access to a market and to grow along with that market by providing jobs, investment and economic opportunities. This in turn provides community members the ability to afford an improved standard of living. To add further value to local economies, we seek to ensure that our ingredients are sourced in an ethical, sustainable manner.

## 2009 COMPANY DIRECT GLOBAL ECONOMIC IMPACT

(in billions)

### Area of Impact

- Goods Purchased
- Global Salaries and Benefits
- Shareowner Dividends
- Local Capital Expenditures
- Income Taxes



## BRINGING HOPE TO HAITI

In partnership with the Multilateral Development Fund of the International Development Bank, United States Agency for International Development (USAID) and TechnoServe, and with the support of the Haitian government, the Clinton Bush Haiti Fund and others, we launched **Haiti Hope Project** in March 2010. The five-year, \$7.5 million program seeks to double the income of 25,000 Haitian mango farmers; raise the standard of living for the farmers; develop sustainable farming practices; plant new mango trees; and improve the participation of women in fruit production. To create awareness about Haiti and allow consumers to contribute to this initiative, we developed Odwalla® Haiti Hope™ products. All of the profits from the sale of Odwalla Haiti Hope products will be donated to the Haiti Hope Project on an annual basis. Learn more at [www.haitihope.thecoca-colacompany.com](http://www.haitihope.thecoca-colacompany.com).



# Creating Opportunities for Economic Empowerment

We collaborate with our bottling partners and third parties to combine our knowledge and experience to create economic opportunities in communities where we operate.

Our unique business model allows us to support entrepreneurship and economic development at many different levels. We create opportunities for farmers to supply ingredients for our beverages; we open the door to entrepreneurs wishing to distribute our products; and we partner with the small-scale retailers selling our products in communities worldwide. We take these steps because they help communities make progress toward achieving the UN Millennium Development Goals, and they also benefit our business.

## EMPOWERING 5 MILLION WOMEN BY 2020

In September 2010 we announced a 10-year global initiative to empower 5 million women through the Coca-Cola system. Our Chairman and CEO, Muhtar Kent, issued this challenge to our business system and committed to taking the next year to enter into dialogue with our associates, civil society and governments about how we can best reach this goal in partnership. This initiative aims to help women in our global business system break down the barriers that can prevent them from growing their businesses. We anticipate that our efforts will enable these women to reinvest in themselves, their families and their communities. Our success rests on the shoulders of millions of women who run small businesses selling and distributing Coca-Cola products every day. We aim to reach them with training, access to financing and links to networks of peers and mentors. In late 2011, we will share the details of this initiative and scale up the many pilot programs already under way in the Coca-Cola system globally. Learn more at [www.5by20.com](http://www.5by20.com).



“Mango and passion fruit are plentiful in East Africa, but farmers didn’t benefit from their sale because reliable markets and buyers didn’t exist. By strengthening farmer groups and collectively leveraging their selling power in local and global markets, programs like Project Nurture can help small farmers increase their incomes and build better lives.”

**Richard Rogers**  
Program Officer, Bill & Melinda  
Gates Foundation

## SUSTAINABLE BUSINESS MODEL IN EAST AFRICA

In Uganda and Kenya, we partner with TechnoServe and the Bill & Melinda Gates Foundation on **Project Nurture**, a program designed to enable more than 50,000 small fruit farmers to double their income by 2014. This four-year, \$11.5 million program invites mango and passion fruit farmers to be suppliers to the Company for the first time, providing fruit for locally produced juices in the Coca-Cola portfolio. The farmers receive training to improve fruit quality, increase production and organize farmer groups. They also receive help gaining access to credit sources. This partnership will serve as a model for our Company as we grow our juice business in other markets. Learn more at [www.nurture.thecoca-colacompany.com](http://www.nurture.thecoca-colacompany.com).



## Micro Distribution Center Progress in Africa

Our MDC model in Africa creates jobs, promotes entrepreneurship and strengthens local economies. To date, more than 3,000 small distribution businesses have been formed, creating direct employment for more than 13,500 people and generating more than \$600 million in revenues. Our MDCs are located primarily in high-density urban areas throughout East and West Africa, including Ethiopia, Kenya, Mozambique, Tanzania and Uganda. More than 1,000 of our MDCs are owned and operated by women. By the end of 2010, we will have formed at least 1,300 new MDCs since 2008, which will have created approximately 6,000 new jobs in Africa.

Our business depends on sales and market penetration. The MDC business model provides a flexible, local solution to distribution challenges that can prevent our market expansion. Through our MDC model, we identify and engage independent entrepreneurs who distribute and sell our beverages in small, specific geographic areas. MDCs are typically located in areas where a lack of stable roads and infrastructure makes it difficult for delivery trucks to travel. Thus, MDCs help our Company sell our products in hard-to-reach areas while creating wealth and job growth in those communities. MDC owners employ others in the area, who then sell and distribute our beverage products to retailers, often by bicycle, pushcart or low-cost mechanized transport. We plan to continue to grow our MDC business model with the goal that 50 percent of all new MDCs will be run by women.

### MICRO DISTRIBUTION CENTER OWNER ROSEMARY NJERI

Rosemary Njeri is one of the leading Coca-Cola MDC distributors in Nairobi, Kenya. She started as a very small Coca-Cola distributor in the late 1990s, when she employed two people. In 1999, Rosemary was one of the first small distributors given the opportunity to open an MDC in downtown Nairobi. Through her commitment and dedication, Rosemary has grown her MDC into a profitable and sustainable business, employing 16 people. The proceeds from Rosemary's MDC have enabled her to educate her three children and purchase a home.



In some markets in Africa, more than 80% of Coca-Cola products are distributed through MDCs.

According to an International Finance Corporation and Harvard Kennedy School report conducted in 2008, MDC owners and their employees are likely to support an estimated 48,000 dependents in East Africa.

# Turning Profits into Community Support

Our vision of sustainable communities includes stable, growing economies; access to water and energy; strong education systems; arts and culture; and opportunities for recreation and physical activity. Our Company and our global philanthropic arm, The Coca-Cola Foundation—which is funded by our Company—work with our bottling partners, local organizations, governments and NGOs to support projects most relevant to community needs.

The programs through which we are making a unique and sustainable difference include water stewardship, community recycling programs, active healthy living, education and local community initiatives.

We are committed to giving back at least 1 percent of our operating income each year to help develop and sustain communities around the world. Financial contributions are only one of the ways we make a contribution—other ways include product donations and investing our time, expertise and resources through volunteerism. In 2009, the charitable contributions made by our Company and The Coca-Cola Foundation totaled \$88 million.

## SUPPORTING EDUCATION OPPORTUNITIES

In the United States, we sponsor **The Coca-Cola First Generation Scholarship Program** that awards scholarships to students who are the first in their immediate families to attend college. Since its inception in 1993, more than \$20 million has been contributed to help 1,300 students earn a college degree at more than 450 colleges nationwide.

## REMOVING LITTER AND DEBRIS

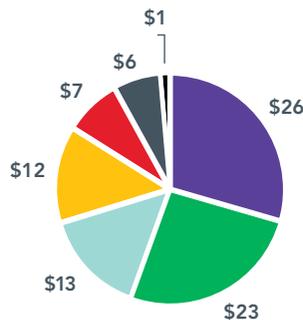
Organized by Ocean Conservancy, the **International Coastal Cleanup (ICC)** is the world's largest single-day volunteer effort to remove millions of pounds of litter and debris from the world's beaches and other land surrounding waterways. In 2010, 26,000 Coca-Cola system associates volunteered 203,000 hours to support the global effort in 175 locations across 40 countries, and The Coca-Cola Foundation pledged \$1 million to the cause.<sup>1</sup>

## 2009 CHARITABLE CONTRIBUTIONS<sup>2</sup>

(in millions)

• Local Community Initiatives <sup>3</sup>	\$26MM
• Education	\$23MM
• In-Kind Contributions	\$13MM
• Water, Recycling and Other Environmental	\$12MM
• Active Healthy Living	\$7MM
• Disaster Relief	\$6MM
• HIV/AIDS	\$1MM

**Total 2009 Contributions \$88MM**



<sup>1</sup> Participation figures are an estimate as of November 2010.

<sup>2</sup> The dollar amounts shown reflect direct charitable contributions from The Coca-Cola Company and The Coca-Cola Foundation. Other departments and operating groups within our Company and throughout the Coca-Cola system also make contributions to programs in their communities beyond what is shown here.

<sup>3</sup> Programs that address local needs, including civic initiatives, human services, arts and culture, and other areas.

# Developing Sustainable Agriculture Programs

Our commitment to sustainable community development includes the conservation of natural resources and ecosystems, and the protection of the soil, water and climate required to sustain life. As we consider new ways to make a difference in the communities where we operate, we recognize that many social, economic and environmental impacts can occur in our agricultural ingredient supply chain.

Agricultural products are ingredients in almost all of our beverages, so the health of our business depends on the health of our agricultural supply chain—inclusive of the ecosystems and communities where our suppliers and producers operate. As a result, we have adopted a holistic view of our agricultural supply chain. Working with our suppliers, we have significant opportunities within our global supply chain to help develop and encourage more sustainable agricultural practices.

Our approach to sustainable agriculture is founded on our belief that workplace rights, environmental protection and sustainable communities are critical and interconnected. Our work addresses the environmental impacts, social implications and economic pressures present in agricultural supply chains. Our initial efforts are focused on sugar cane and other sugar sources, corn and oranges.



**Our Company's sustainable agriculture strategy focuses on agricultural ingredients within the Company's supply chain. Our sustainable agriculture framework seeks to:**

- Mitigate risks by working with partners and suppliers to address environmental and social challenges to ingredient availability, quality and safety.
- Meet customer and consumer demands for healthy and sustainable lifestyles.
- Balance costs and the overall value proposition by leveraging relationships and partnerships as well as initiating new opportunities where they make sense for the supply chain.

**The strategy is built on three elements:**

- **Partner Engagement:** Work with key partners to identify and manage supply chain risks and opportunities for improvement.
- **Fostering Innovation:** Initiate pilot projects in key regions to address present and future challenges and create opportunities.
- **Supply Chain Sustainability Validation:** Engage in validation mechanisms, including certification in some cases, to verify and validate applicable criteria, increase our understanding and meet customer requirements.

## PARTNERING FOR A GREATER IMPACT

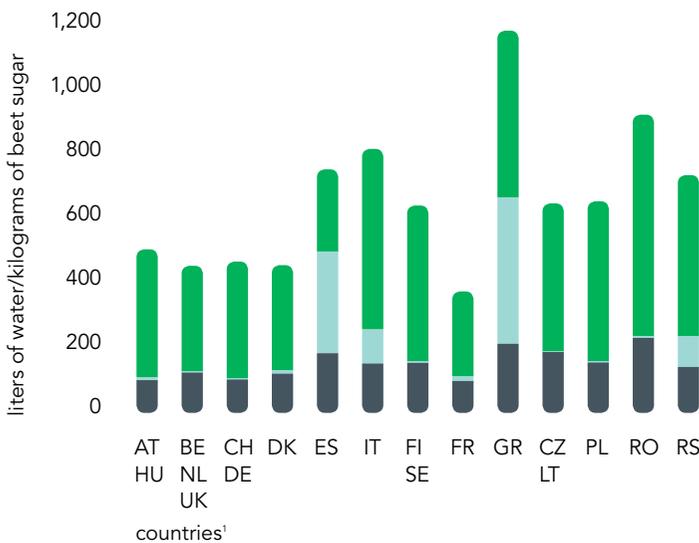
Our global partnership with WWF is a critical part of our sustainable agriculture strategy and focuses on conserving freshwater resources and fostering better performance for our agriculturally derived ingredients. Our partnership promotes sustainable agriculture in our supply chain, focusing on the production of sugar cane, and more recently oranges and corn—three of the high-volume agricultural ingredients used in our beverages.



## WATER FOOTPRINT OF BEET SUGAR

As a part of our strategy to identify risks and opportunities for improvement, we conducted an evaluation of the water use across the beet sugar supply chain in Europe. This study is one of several similar analyses we have initiated to measure the water footprint of specific Coca-Cola and orange juice products. The results from such analyses are informing our ingredient sourcing strategies and joint work with our suppliers going forward. To learn more, see our 2010 Product Water Footprint Assessments Report on the CD on page 45.

- **Green Water:** water consumed from rainwater stored in the soil as moisture
- **Blue Water:** water consumed from surface and ground water (rivers, lakes and aquifers)
- **Grey Water:** the amount of water required to dilute pollution to meet local water quality standards (for example, from excess nutrients)



<sup>1</sup> For full country names, see page 17 of the 2010 Product Water Footprint Assessments Report.

## BONSUCRO: BETTER SUGAR CANE INITIATIVE

We are members of the Bonsucro: Better Sugar Cane Initiative, a multistakeholder effort to reduce the impacts of sugar cane production. Bonsucro aims to improve the sustainability of sugar cane production by developing a global standard and certification system to promote measurable improvements in key economic, environmental and social impacts of sugar cane production and primary processing.

We have projects under way in Australia, Belize, Brazil, El Salvador, Guatemala, Honduras and South Africa to demonstrate innovative growing and production methods that can help meet Bonsucro standards. In Australia, the Great Barrier Reef Sustainable Freshwater Revitalization Project is a five-year initiative to sustainably improve the quality and quantity of freshwater resources across the catchments that flow directly into the Great Barrier Reef. To date, 19 sugar cane growers have adopted improved soil, nutrient, pesticide, irrigation and storm water management processes for cane production on 4,800 hectares of land, improving the water quality of more than 24,000 megaliters of runoff and drainage. This initiative recently won the prestigious Banksia Award in the agriculture and food category. Learn more at [www.bettersugarcane.org](http://www.bettersugarcane.org).

## SUSTAINABLE AGRICULTURE INITIATIVE

Since 2005, we have been active members of the Sustainable Agriculture Initiative (SAI), a food industry group that engages stakeholders along the agricultural supply chain to share knowledge and support the development and implementation of internationally accepted standards for sustainable agriculture. We lead the SAI Platform Working Group on Fruits, which focuses on developing sustainable fruit production practices and improving environment and socioeconomic conditions in fruit-growing communities. We also participate in the Water Working Group.

“We are working in partnership with The Coca-Cola Company, EARTH University and Colegio Técnico Profesional de Los Chiles in a public-private partnership in pursuit of capacity building and innovation in sustainable agriculture in Costa Rica. The learnings from this study will help improve our farming practices moving forward.”

Carl E. Odio  
Director, TicoFruT

**BONSUCRO**<sup>®</sup>  
BETTER SUGAR CANE INITIATIVE

# Advancing Energy Efficiency and Climate Protection

Global climate change, caused in part by man-made greenhouse gas emissions, has widespread implications for the planet and the communities where we operate. Water resources, public health, agriculture and more are at risk. And across the Coca-Cola system, we recognize that climate change has the potential to significantly affect the sustainability of our business and supply chain.

We are increasingly focused on energy efficiency and climate protection to help reduce costs and minimize our environmental impact. Due to the size and scale of our global system—more than 900 bottling plants, a fleet of approximately 200,000 delivery vehicles and more than 10 million vending machines and coolers—our efforts to improve energy efficiency and decrease carbon emissions can have far-reaching impacts.

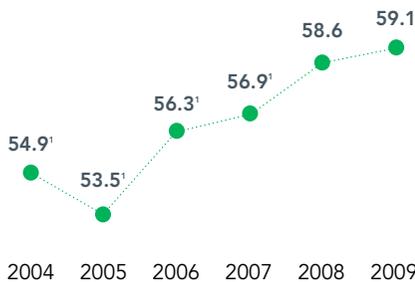


When producing and distributing our products, we aim to use the best possible mix of energy sources while improving our overall energy use and efficiency. We are committed to effectively tracking and managing our carbon emissions, and we are taking the necessary steps to do so as a system. We are investing in renewable energy resources where they make sense for our business, and we are making decisions to improve the overall energy use and efficiency of our facilities.

We are committed to addressing our own energy footprint. We are improving our energy efficiency per liter of product produced and working to stabilize our emissions systemwide. In 2008, working with WWF, the Coca-Cola system set global targets for energy management and climate protection within our manufacturing operations—achieve a 5 percent absolute emissions reduction in developed countries and grow our business without growing our carbon emissions by 2015. Each of these targets is compared to a 2004 baseline. The Coca-Cola system is working to meet each goal, and we are committed to reporting our progress. From 2004 to 2009, our total unit case volume grew 23 percent while our emissions grew 12 percent. In that same time period, our emissions in developed countries improved 8 percent (see chart on page 21). We are making progress, but we have more work to do to meet these targets.

## COCA-COLA SYSTEM ENERGY USE FROM 2004 TO 2009

Systemwide total based on estimated total use (billion megajoules)



## COCA-COLA SYSTEM ENERGY USE RATIO (EFFICIENCY) FROM 2004 TO 2009

Average plant ratios based on collected data (megajoules/liter of product)



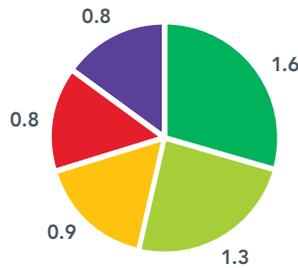
<sup>1</sup> Our energy use figures have been recalculated for 2004, 2005, 2006 and 2007 based on changes to the organization. These changes only affected our system energy use ratio (efficiency) for 2004.

## 2009 TOTAL COCA-COLA SYSTEM GREENHOUSE GAS EMISSIONS BY REGION

(metric tons)

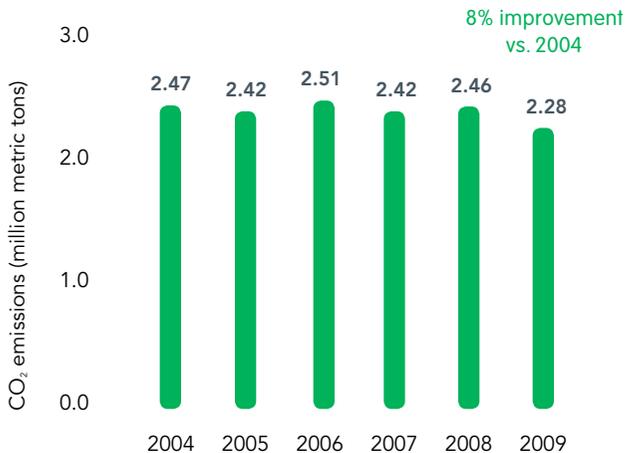
• Pacific	1.6MM
• Eurasia & Africa	1.3MM
• Latin America	0.9MM
• Europe	0.8MM
• North America	0.8MM

**Total** 5.4MM



## COCA-COLA SYSTEM GREENHOUSE GAS EMISSIONS IN ANNEX 1 COUNTRIES

This chart reflects the absolute emissions from the Coca-Cola system manufacturing operations in Annex 1 (developed) countries from 2004 to 2009. Our goal is to reduce our absolute emissions from our manufacturing operations in Annex 1 countries by 5% by 2015, compared with a 2004 baseline, and we are on track to meet this goal.



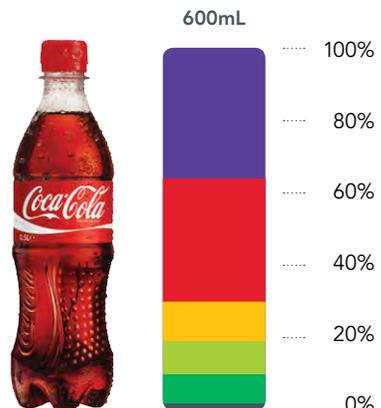
Unit case volume in Annex 1 countries grew 7% from 2004 to 2009.

Annex 1 countries include Australia, Austria, Belarus, Belgium, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Iceland, Ireland, Italy, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, New Zealand, Northern Ireland, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United States.

## CARBON FOOTPRINT OF OUR BEVERAGES

In 2010, our bottling partner, Swire Beverages Limited, participated in testing a new Greenhouse Gas Protocol Initiative developed by the World Resources Institute and the World Business Council for Sustainable Development to analyze the carbon footprint for Coca-Cola and Coca-Cola Zero in returnable glass, PET and aluminum packages in China. The results are being used to identify areas to reduce our carbon footprint across the lifecycle of our products in China. This chart shows the results for a 600mL PET bottle.

• Retailer/Vending (Refrigeration)	36%
• Packaging	34%
• Manufacturing	11%
• Ingredients	9%
• Distribution	8%
• Consumer Use & Disposal	2%



# Managing Our Carbon Emissions

As we build our business, we remain committed to protecting the environment and reducing greenhouse gas emissions across our system. Through strategic partnerships and innovative problem solving, we continue to identify and leverage new technologies to reduce our carbon emissions.

Our multifaceted strategy makes climate change a priority. We have built energy efficiency and climate protection targets into our business plans. We are focusing our efforts to reduce emissions in three key areas: manufacturing, fleet/transportation and sales equipment (coolers and vending machines). We remain committed to publicly disclosing our systemwide emission information. And we engage in a variety of partnerships with governments, industry and NGOs to find solutions for climate change.



## CUTTING EMISSIONS THROUGH LOWER-CARBON ENERGY SOURCES

We are continually looking for ways to reduce our greenhouse gas emissions through renewable energy resources. Some of our bottling partners are installing solar panels on their bottling facilities to help reduce energy use and greenhouse gas emissions. The solar panels capture sunlight across a 360-degree surface, converting light energy into electricity. Additional investments are being made in biodiesel and wind power generation technologies, among other initiatives.

Coca-Cola Amatil Limited's distribution center in New South Wales, Australia, generates 148 megawatt hours of clean, renewable energy annually—more than 15 percent of its energy use—through a 700 solar panel installation on its facility. This is equivalent to reducing greenhouse gas emissions by 148 metric tons per year.

Coca-Cola Enterprises Inc. (CCE)<sup>1</sup> installed state-of-the-art solar panels at facilities in Macon, Georgia, and Coachella, California. CCE expects to save 70,000 kilowatt hours of energy in the first year.

Coca-Cola Hellenic's advanced energy-saving production plant in Romania uses Combined Heat and Power (CHP) technology, which will reduce annual CO<sub>2</sub> emissions across its operations by more than 20 percent. The new CHP technology supplies highly efficient, clean electricity as well as heat and cooling for the production facility. This CHP technology installation is one of 15 that Coca-Cola Hellenic plans to introduce in its facilities in 12 countries by 2020.

<sup>1</sup> Information reported on Coca-Cola Enterprises Inc. reflects its performance and initiatives prior to our Company's acquisition of its North American operations on October 2, 2010.

## GLOBAL ENGAGEMENT ON CLIMATE CHANGE

In 2009, the Coca-Cola system played a significant role at the UN Climate Change Conference (COP15), with considerable support from Company Chairman and CEO, Muhtar Kent, who co-hosted a CEO Roundtable with WWF-U.S. President and CEO, Carter Roberts. Kent also gave a keynote speech on "Business Leadership Beyond 2009" at the UN Global Compact and Copenhagen Climate Council event. The Company also participated in WWF's "Let the Clean Economy Begin" campaign, along with other Climate Savers members.

## HOPENHAGEN

In December 2009, we supported Hopenhagen, a movement to empower citizens to help create a better future for our planet by working together to combat climate change. Through our efforts to promote Hopenhagen, we ran print and online advertising, including a Facebook application, to encourage people to go to our website to learn more about the initiative. Once on our website, people were offered the opportunity to be a signatory to the UN Climate Petition, which was presented at COP15. More than 6 million people signed the petition through our website and Facebook application.





## UPGRADING OUR FLEET

CCE deployed 196 hybrid electric trucks in 2009 and has the largest hybrid electric truck fleet in North America with a total of 336 trucks. CCE's hybrid electric trucks are quieter than regular delivery trucks and operate with 30 percent less fuel and 30 percent less emissions. The trucks use technology to drastically reduce emissions when idling or stopped in traffic.

During 2009, Coca-Cola Hellenic explored alternative fuels, testing in various countries. In Austria, they used diesel-electric hybrid trucks, and in Bosnia, 50 percent of their sales vehicles now run on liquefied petroleum gas. In addition to supporting local initiatives to convert waste cooking oil into biodiesel, they also encourage a variety of fuel-conserving driving techniques.

## INVESTING IN FUEL CELL TECHNOLOGY

Our Company is a foundation partner with Bloom Energy, a firm that manufactures fuel cells using a core technology originally developed for NASA to convert natural gas into electricity. In the Odwalla juice packaging plant in Dinuba, California, these cells are expected to provide 30% of the plant's power needs while reducing its carbon footprint by 35%.

Our Company has committed to invest \$70 million in clean technology venture capital funds to identify and support more environmentally focused technologies and services.

## ADVANCING REFRIGERATION TECHNOLOGIES

We are working to reduce the greenhouse gas emissions resulting from our more than 10 million vending machines and coolers through the installation of HFC-free systems and intelligent energy management devices. In 2009, through engagement with Greenpeace, the Coca-Cola system pledged to transition to 100 percent HFC-free equipment for all new coolers and vending machines by the end of 2015. As a result of the commitment to eliminate the use of HFCs in our refrigeration equipment, carbon emission reductions are projected to exceed 52.5 million metric tons over the life of the equipment—the equivalent of taking more than 11 million cars off the road for one year.

As of September 2010, we had placed 127,191 units with HFC-free refrigeration systems in 2010 for a total of more than 240,000 units placed since 2006. In addition to HFC-free refrigeration, we also have installed more than 3.1 million intelligent energy management devices that reduce energy consumption by monitoring energy use on our refrigeration units. The Company also has invested more than \$60 million in research and development to advance the use of climate-friendly cooling technologies.

**“We welcome Coca-Cola’s commitment to help tackle climate change by purchasing only HFC-free refrigeration equipment by 2015. Large enterprises have both an opportunity and responsibility to change the game and Coca-Cola’s action leaves no excuse for other companies not to follow.”**

**Kumi Naidoo**  
Executive Director, Greenpeace International

## SUPPORTING EARTH HOUR™

Our Company and many of our bottling partners commemorate WWF's Earth Hour annually by switching off all nonessential lights. By running extensive communications campaigns, we encourage all system associates, customers, suppliers and partners to participate in the initiative. In 2010, we supported Earth Hour with marketing and promotional materials as well as turning off the lights at our Company facilities in more than 50 countries.

# Creating Sustainable Packaging

Packaging plays an essential role in meeting consumer needs. It is the face of our brands around the world, and it protects the quality of our products during delivery to consumers. However, many people consider packaging, once emptied, to be a burdensome problem. We are actively working throughout the Coca-Cola system to create solutions by advancing a global sustainable packaging strategy aimed at preventing waste over the life of our packaging.

With approximately 85 percent of our volume delivered in recyclable bottles and cans, we focus on those packages by creating more value with less material, using more recycled and renewable materials, and increasing community recycling.

Today our packaging goals focus on three priority areas for effectively preventing waste: optimizing packaging efficiency; increasing our use of renewable and recycled materials; and eliminating waste to landfills through recycling.

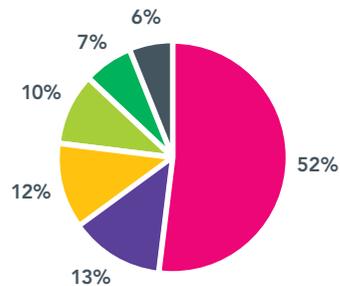
Systemwide packaging efficiency efforts in 2009 avoided the use of approximately 85,000 metric tons of primary packaging, resulting in an estimated cost savings of more than \$100 million. Key initiatives driving these results included the continued roll-out of short-height bottle closures which reduce PET use; Ultra Glass bottle technology; traditional packaging material lightweighting; and use of recycled materials in packaging production. In 2010, we implemented a comprehensive product data management system for the entire Coca-Cola system which will help us track systemwide programs and measure our progress against our packaging goals.



## 2009 GLOBAL PACKAGING BREAKDOWN

(based on 24.4 billion unit cases)

• PET–Nonrefillable	52%
• Aluminum	13%
• Glass–Refillable	12%
• Fountain	10%
• PET–Refillable	7%
• Other	6%



## UNDERSTANDING OUR PRODUCT LIFECYCLE

Our Company has a commitment to fully understanding the entire scope of our product and packaging impacts, and we are working to advance our Product Lifecycle Management (PLM) leadership. We are currently implementing a multimillion dollar product data management system that will provide foundational PLM capabilities to manage and track global data for the entire lifecycle of our portfolio—from raw materials through to design, manufacturing, consumer use and disposal. Having this data will enable the Coca-Cola system to further optimize products and quality, reduce waste, and improve efficiency and traceability across our product lifecycle.

## Increasing Renewable and Recycled Material Use

More than 50 percent of our beverage volume today is delivered in PET plastic bottles. The added value provided by lightweight, shatter-resistant and resealable plastic bottles has proven immensely popular with consumers around the world. Efficiency improvements in manufacturing and transport, together with high recyclability, also have helped make PET plastic bottles a sound environmental choice.

However, in a world with growing pressure on our planet's resources, the bar to meet consumer beverage needs with even better environmental performance continues to rise. To meet this challenge, we are constantly pushing our Company and our bottling partners to find innovative ways to improve. We are working to completely eliminate the use of nonrenewable fossil fuels in our plastic bottles while maintaining quality and recyclability.

In 2009, we introduced our breakthrough PlantBottle PET package—the only recyclable bottle made partially from plant-based materials that can meet our stringent beverage quality requirements. PlantBottle packaging uses sugar-based ethanol to produce the same PET plastic used today, but with a smaller carbon footprint.

We are currently investing millions of dollars in PlantBottle technology because we believe in the environmental and supply chain benefits it provides to the Coca-Cola system. We are confident that the cost will decrease significantly as we advance the technology, and the benefits of PlantBottle packaging are already adding up. In 2010, we expect to launch 2.5 billion packages in nine major markets across Europe, Latin America, North America and Pacific. Through this roll-out, we will eliminate more than 79,000 barrels of oil use for our system this year.

In 2009, we also continued to enhance the sustainability of bottles through our leadership on recycled content technology. For nearly two decades, the Coca-Cola system has helped advance cutting-edge technologies for using recycled plastic back in bottles, including investments in six bottle-to-bottle recycling plants.

### WHY NOT BIODEGRADABLE BOTTLES?

While biodegradable packaging can be a sound choice for products that are not commercially recyclable, the process of capturing the embodied energy and raw materials in beverage bottles for reuse through recycling is, in our view, a much better option. A one-use bottle is simply not a viable option for our business.

We plan to use PlantBottle packaging in every bottle we sell by 2020.



## Investing in Recycling Programs

Our global target is to recover the equivalent of 50 percent of the bottles and cans we sell worldwide annually by 2015. In 2009, our system supported the direct recovery of 36 percent of the bottles and cans we placed into the market.

To realize our long-term sustainability aspirations, the recovery of our beverage container materials for reuse is critical. We are actively engaged around the world providing leadership and funding to help establish and grow effective recovery systems to ensure the valuable materials used in our packaging are recovered and used again. We recognize that a key to driving recovery is ensuring market demand for materials collected is strong. We were the first company to use recycled content in beverage packaging and have helped fund six bottle-to-bottle recycling plants around the world to help drive domestic end markets. We also use our trademark to help advance alternative end markets through recycled PET retail merchandise. This ensures value for the recycled materials and helps educate consumers on what our packages can become when they are recycled.

We recognize we will not be successful acting alone. We are confident that through collaboration with government and other industry partners we will advance our vision faster and with a larger positive impact. We are supporting and advancing product stewardship models around the world. Although recycling and waste management are very local issues, we are advancing industry recovery models that are closely linked with the economic development of a particular market. In developing markets, we are working with government and industry to transform the current informal collection systems into formal models that drive recovery of material while creating sustainable jobs. In developed markets, we support extended producer responsibility approaches that include comprehensive recovery of materials through industry recovery organizations.



### VANCOUVER OLYMPIC GAMES ACTIVATION

For the 2010 Vancouver Olympic Games, we were able to make our presence carbon neutral by offering 100 percent compostable beverage cups and lids, debuting our PlantBottle packaging and activating Coca-Cola green teams in 172 communities that collected PET containers. We also used 126 PET plastic bottles for each of the 600 Coca-Cola Olympic associate uniforms, totaling 75,600 recycled plastic bottles.

### CUSTOMER RECYCLING PARTNERSHIPS

Coca-Cola Argentina partners with a large-scale retail customer to create "Optimismo que Transforma" (translated as Optimism Transforms), a program to generate awareness about the importance of recycling inorganic wastes and driving reuse opportunities for PET. Through the program, consumers are encouraged to rinse and separate used packages before depositing them in recycling stations at the retailer's locations in Capital Federal, Greater Buenos Aires, Córdoba, Santa Fé, Paraná and Mendoza.



## PARTNERING WITH OCEAN CONSERVANCY

There are a number of studies under way to understand the effects of marine debris on the environment. Solving issues like marine debris requires collaboration, and that is why we have worked with Ocean Conservancy for the past 15 years to help address this issue. This year, in addition to providing financial and in-kind support to the North Pacific Gyre research expedition, Project Kaisei, our Company also sponsored the participation of a scientist from Ocean Conservancy. The expedition focused on cleanup opportunities as well as continued research on understanding the sources of marine debris and scope of the issue. Upon completion, we co-hosted a workshop on accelerating solutions for marine debris with Ocean Conservancy. The workshop, facilitated by The Keystone Center, brought together thought leaders and practitioners from government, industry, academia and the NGO community who are committed to advancing research and solutions on the issue. The workshop outcomes are now providing input into the design and content of the International Marine Debris Conference in March 2011.



## GLOBAL RECYCLING ALLIANCE

Our Company is the founding sponsor of the Global Alliance for Recycling and Sustainable Development (GARSD), a network of companies, governmental agencies and NGOs created in 2007. The global alliance encourages developing and emerging markets to adopt proven selective collection and recycling models, which create a safer and more socially sustainable environment for the millions of people who earn their living from collecting recycled materials. In 2009, we brought together GARSD members and other interested stakeholders from around the world to share best practices and see firsthand how government and industry have joined forces to use recycling to help build sustainable communities.



## 111 NAVY CHAIR

The 111 Navy Chair, the result of a joint venture between our Company and the furniture manufacturer Emeco, is created by combining 111 Coca-Cola PET bottles and a combination of other materials, including pigment and glass fiber, for strength. It is estimated that more than 3 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.



## BOTTLE-TO-BOTTLE PLANTS

We have helped fund six bottle-to-bottle recycling plants worldwide, recycling millions of pounds of PET annually. In its first year as the world's largest bottle-to-bottle recycling plant, Coca-Cola North America and United Resource Recovery Corporation in Spartanburg, South Carolina, recycled more than a half billion PET bottles. At full capacity, the plant will produce about 100 million pounds of recycled PET for reuse annually. The second largest bottle-to-bottle plant, Industria Mexicana de Reciclaje, S.A. de C.V. (IMER)<sup>1</sup> is the first food-grade recycling plant in México and the first of its type in Latin America. IMER has the capacity to recycle approximately 50 million pounds of PET annually. In 2009, IMER increased its production by 30 percent, recycling 32 million pounds of PET, producing nearly 20 million pounds of recycled food-grade resin used to produce 1.4 billion new 600mL PET bottles with 35 percent recycled content.

<sup>1</sup> IMER is a partnership between our Company, our bottling partner Coca-Cola FEMSA, S.A.B de C.V. (Coca-Cola FEMSA) and Alpa Mexico, S.A. de C.V.

# Improving Our Water Use and Efficiency

Water remains a high priority for the Coca-Cola system. As the main ingredient in our products and an important part of our manufacturing processes, water is essential to the sustainability of our business. We have more than 900 bottling plants across our systemwide operations. These plants serve markets locally and source the water they use locally. As such, the health of our business is dependent upon the health of the people, communities and ecosystems where we operate.

Throughout the Coca-Cola system, we are intensely focused on water stewardship. We focus our water stewardship efforts in three areas: improve our water efficiency; recycle the water used in our operations (wastewater treatment); and replenish<sup>1</sup> through community water access and watershed restoration and protection. All of these efforts are linked to our commitment to the sustainability of the water resources we share.

In 2009, the Coca-Cola system achieved its seventh consecutive year of improved water use efficiency. Across the system, 309 billion liters of water were used to manufacture 130 billion liters of product, with a water use ratio of 2.36 liters per liter of product produced—a 13 percent reduction since 2004. This represents a single-year efficiency improvement of 2.9 percent from 2008 to 2009.

The Coca-Cola system has pledged to improve its water use ratio 20 percent by 2012—compared with a 2004 baseline—and we are on track to meet this goal. This goal also is a key part of our global partnership with WWF. Since 2004, we have achieved an average annual increase in water efficiency of 2.7 percent. Improving our annual efficiency 2.85 percent will achieve our goal of reducing our water use ratio to 2.16 liters of water per liter of product produced by 2012.



## COCA-COLA SYSTEM WATER USE FROM 2004 TO 2009

Systemwide total based on estimated total use (billion liters)



## COCA-COLA SYSTEM WATER USE RATIO (EFFICIENCY) FROM 2004 TO 2009

Average plant ratios based on collected data (liters/liter of product produced)



<sup>1</sup> We define “replenish” as the Coca-Cola system providing support for healthy watersheds and sustainable community water programs to balance or offset the water used in our finished beverages.

<sup>2</sup> Our water use and water use ratio (efficiency) figures have been recalculated for the Europe Group for 2004, 2005 and 2006, based on changes to the organization. These changes affected our system water use ratio for these three years.

## 2009 TOTAL WATER USE BY REGION

(billion liters, percent of global unit case volume sold)

• Eurasia & Africa	62.1B liters, 15%
• Europe	44.8B liters, 16%
• Latin America	83.9B liters, 28%
• North America	39.6B liters, 23%
• Pacific	78.7B liters, 18%

**Total Water Use 309.1B liters, 100%**

## 2009 WATER EFFICIENCY BY REGION

(liters/liter of product produced)

- Eurasia & Africa
- Europe
- Latin America
- North America
- Pacific
- Global



To learn more about the water use of our operating groups and bottling partners, see additional sustainability reports produced by our system on the CD on page 45.

## CEO WATER MANDATE

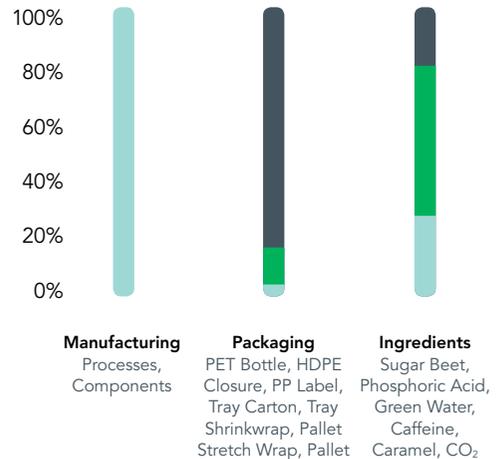
We committed to the UN Global Compact's CEO Water Mandate in 2007. Since that time, we have worked with companies, governments, UN agencies, NGOs and other stakeholders on innovating to improve water processes and product efficiencies; investing in the restoration of ecological systems that affect water resources; and engaging in collaborative strategies and partnerships for maintaining water resources over time. We are an active participant in three work streams on Responsible Business Engagement with Water Policy and Management; Water and Human Rights; and Corporate Water Disclosure. To learn more about our progress and reporting against the principles of the CEO Water Mandate, see page 43.

## COCA-COLA WATER FOOTPRINT<sup>1</sup>

Water footprint assessments help us measure and further understand our water use throughout our systemwide direct operations and supply chain. We have been actively involved in water footprinting exploration for several years, including our involvement with the formation of the Water Footprint Working Group—now the Water Footprint Network. In 2010, we worked with The Nature Conservancy to develop a report on three water footprint assessments conducted for our Company, including an assessment of the 500mL PET bottle of Coca-Cola produced in CCE's bottling plant in Dongen, Netherlands. To read our conclusions and additional water footprint details, see our 2010 Product Water Footprint Assessments Report on the CD on page 45.

- Blue Water
- Green Water
- Grey Water

**Total Water Footprint: 35 Liters Per 500mL PET Bottle of Coca-Cola Produced**



<sup>1</sup> For water type definitions, see the beet sugar water footprint chart on page 19.

We are involved in the World Economic Forum's Water Initiative, which works with government leaders, civil society, multilateral organizations and the private sector to create a network of expertise for countries seeking to transform their water resource management and related policies.

# Recycling Water in Our Operations

While we work to improve our water efficiency for each liter of product we produce and increase our conservation efforts across our system, we also recycle the water we use in our operations. Our goal is to return all the water used in our manufacturing processes throughout our system to the environment at a level that supports aquatic life by the end of 2010.

Water used in Coca-Cola system operations is recycled through a stringent treatment and cleansing process to ensure that our wastewater meets or exceeds applicable laws and regulations before being released into the environment.

In 2009, the Coca-Cola system released 179 billion liters of treated wastewater back to the environment and 89 percent of our system facilities—representing 95 percent of product volume—were compliant with our stringent internal wastewater treatment and discharge standards. Significant challenges have had an impact on our system achieving 100 percent compliance. By the end of 2010, we estimate that 94 percent of system facilities will be compliant with our wastewater treatment standards. Work is under way at the remaining plants to be compliant by the end of 2011.



## 2009 INTERNAL WASTEWATER DISCHARGE LIMITS<sup>1</sup>

(mg/L = milligrams per liter)

Maximum Value (unless applicable legal requirements are more stringent)

5-Day Biological Oxygen Demand	50 mg/L
pH Level	6.5–8 <sup>2</sup>
Total Suspended Solids	50 mg/L
Total Dissolved Solids	2,000 mg/L
Total Nitrogen	5 mg/L
Total Phosphorus	2–5 mg/L <sup>2</sup>

<sup>1</sup> These are six of the 20 water quality parameters established for the Coca-Cola system.

<sup>2</sup> Depends on receiving stream water conditions

## WATER-SAVING TECHNOLOGY

CCE has installed recycle-and-reclaim loops in 12 of its water treatment systems in North America and Europe. These loops allow facilities to reuse processed water in cooling towers, boilers or cleaning, saving an average of 220 million liters of water per system annually. The goal is to equip 30 facilities with these loops by 2012.

# Source Water Use and Protection

To understand and promote management of water resources for the Coca-Cola system's manufacturing operations, we have launched a systemwide water resource sustainability corporate standard. This standard requires each of our more than 900 bottling plants to evaluate the sustainability of the water resources used to produce their beverages, as well as the sustainability of the water resources used by the surrounding community. It also requires identification of associated water risks at the plant level and action plans to reduce such risks.

All Coca-Cola system plants are required to complete this process and be actively implementing their protection plans by 2013. These source water protection plans address critical water challenges at a watershed level, from hydrological vulnerabilities to local government management. As a company, we are providing guidance, planning templates, preparation checklists and training courses to facilitate systemwide engagement with this water resource sustainability corporate standard.

**As part of our new source water protection plan standard, all Coca-Cola system manufacturing plants are required to:**

1. Form a water resource management team that includes the plant manager, plant engineers, water resource expert(s), bottling partner and business unit technical and public affairs representatives
2. Work with water resource expert(s) to complete a source water vulnerability assessment that inventories risks to all process source waters
3. Prepare a source water protection plan with actions, roles, responsibilities and resource needs
4. Implement the source water protection plan
5. Maintain and update the source water protection plan with source vulnerabilities and source water protection plans updated at five-year intervals and amended on an as-needed basis

## IDENTIFYING GLOBAL WATER RISKS

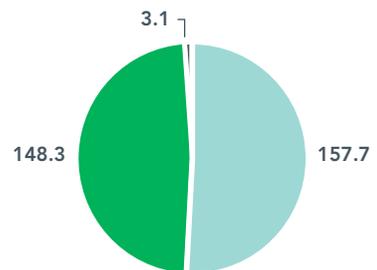
Water risks are a function of a number of factors, including physical availability, infrastructure existence/pressure, pricing, drought, competing use, increasing demand, climate change, regulatory limits and social acceptance. To understand the primary water risks we face in the communities where we operate, more than 90 percent of our bottling plants completed water risk surveys in their regions in 2009. Key findings show that our primary water risks are a result of:

- Growing and competing demands on water coupled with a lack of adequate government policy and action, affecting water quality and quantity
- Rising water acquisition and discharge fees
- Lack of full compliance with internal wastewater treatment requirements

We are working to address these issues as part of our source water protection plans. More information on our water risk evaluation and plans can be found on the CD on page 45.

## 2009 COCA-COLA SYSTEM WATER USE BY SOURCE

(billion liters)



- Surface and Groundwater 157.7B (51%)
- Municipal 148.3B (48%)
- Rainwater 3.1B (1%)

**Total Water Use 309.1B**

## Replenishing the Water We Use

Throughout the Coca-Cola system, our beverages are produced locally and the water we use to create our beverages is sourced locally. One of our key water strategies is to replenish the water we use by investing in projects that include watershed protection and conservation; expanding community drinking water and sanitation access; and improving water for productive use. As our plants develop and implement their source water protection plans, such projects will become more locally relevant to our operations. By 2020, we intend to attain our goal of replenishing to nature and communities an amount of water equivalent to that used in our finished beverages.

Since 2005, the Coca-Cola system has engaged in more than 250 community water partnership projects in more than 70 countries. In 2009, a total of 54 projects were completed, and 33 new projects were initiated.

In 2009, we asked respected third-party experts, including The Nature Conservancy and Global Environment and Technology Foundation, to work with us to calculate the water benefits of our community water partnership projects to communities and nature. Initial estimates are that the equivalent of 22 percent of the water used in our finished beverages was replenished through projects completed or ongoing in 2009. In addition to the water volume benefits, the pollution reduction benefits from watershed restoration activities were estimated to have reduced sediment load by approximately 3 million metric tons. Our system also implements water resource education and awareness projects, which build the foundation for many projects and help support community engagement but do not directly impact water availability or quality and thus are not quantified.

To learn more about our efforts, see our 2010 The Coca-Cola Company Replenish Report on the CD on page 45.



### COMMUNITY WATER PROJECTS



#### Increasing Water Resources

In Niger, The Coca-Cola Africa Foundation and USAID partnered on a project to provide water access and sanitation to 14,000 people in Zinder. In 2010, our Company and USAID announced an additional joint investment of \$12.7 million in our global partnership, the Water and Development Alliance, focusing on watershed management, water supply and sanitation, hygiene promotion and productive water use. With this investment, USAID and our Company will have committed \$28.1 million since 2005, supporting 32 projects in 22 countries in Africa, Asia, Latin America and the Middle East.

## PARTNERING WITH WWF

Our partnership with WWF extends through 2012 and includes nearly \$24 million in funding support. Through this partnership, we are dedicated to conserving freshwater basins around the world, improving water efficiency, promoting sustainable agriculture within our supply chain, reducing carbon emissions and energy use, and inspiring a global movement to conserve water. To learn more about our partnership and progress with WWF, see our 2009 Partnership Annual Review on the CD on page 45.



## ADVANCING OUR PARTNERSHIP WITH UNDP

Since 2006, we have worked in partnership with United Nations Development Programme (UNDP) to identify, support and address water-related challenges in communities across Eastern Europe and Eurasia. We have more than 20 projects with UNDP that range from installing rainwater harvesting systems to improving sanitation, water quality and sources to advancing community water education. We have invested more than \$5 million in the partnership and in 2010, we committed to support the partnership through 2014 with an additional \$10 million.

Through our membership in the Beverage Industry Environmental Roundtable—a coalition of global beverage companies working together to drive continuous improvement in environmental issues, including water conservation and resource protection—we are part of a working group developing sector-specific guidelines for calculating the water footprint of a beverage product or enterprise.

## REPLENISH AFRICA INITIATIVE

In 2009, we announced our Replenish Africa Initiative (RAIN)—a six-year, \$30 million commitment to provide access to safe drinking water to communities throughout Africa. RAIN, implemented by The Coca-Cola Africa Foundation, will provide at least 2 million Africans with clean water and sanitation by 2015. Since inception, RAIN has funded 12 projects in 11 countries in Africa, benefiting 200,000 people. For more information, go to [www.rain.thecoca-colacompany.com](http://www.rain.thecoca-colacompany.com).

## REFORESTATION

Our bottling partners work closely with communities on a number of reforestation initiatives. In Mexico, they work with the Mexican nonprofit organization Pronatura, relevant governmental authorities and our Company on a major national reforestation project responsible for planting 30 million trees in 25 sites by the end of 2012. In Colombia, Coca-Cola FEMSA developed "Recovery of Species at Risk of Extinction," which contributes to the safeguarding of Colombian water resources by planting 12,000 native species seedlings.

## 2030 WATER RESOURCES GROUP

In partnership with other private and social sector organizations, we formed the 2030 Water Resources Group to contribute new insights to the increasingly critical issue of water resource scarcity. From 2008 to 2010, this group developed groundbreaking thought leadership on the availability of water between now and 2030 and the economics of various options to help address solutions to global water needs. As a result of this work, the group will start government and stakeholder engagement on water policy and management in China, India, Jordan, Mexico and South Africa and will report on progress at the World Economic Forum in 2012.

# Ensuring Workplace and Human Rights

Our associates are the people who innovate, develop, manufacture, deliver and market our products to the world every day, and they are the face of our Company to our customers. Our associates play a vital role in the success of our business, and we strive to be a great place to work for all our associates globally. We do so by fostering safe, open, inclusive and healthy work environments for our associates, where they are treated fairly, with dignity and with respect.

Our *Workplace Rights Policy* and *Human Rights Statement* establish a foundation for managing our business around the world in accordance with high standards of integrity. They confirm the Company's commitment to respect all human and workplace rights in our workplaces and in the communities where we operate. They also state the Company's principles concerning freedom of association; forced labor; child labor; discrimination; work hours and wages; occupational health and safety; and workplace security. Associates receive education and training with regard to our workplace standards and have the right to report any violation without fear of retaliation.

Our Company's *Code of Business Conduct* guides our business practices, requiring honesty and integrity in all of our business matters. All our associates are required to read and understand the Code and follow its principles. More information on the Code can be found on page 40.



In 2009, we continued to implement our *Workplace Rights Policy* in our Company-owned facilities, achieving a 90% compliance rate, versus 67% in 2008.

In 2009, we launched a mandatory *Workplace Rights Policy* online training course available to associates in English, Japanese and Spanish.

## THE COCA-COLA COMPANY GLOBAL WORKFORCE

<b>Total Global Workforce</b>	<b>92,800<sup>1,2</sup></b>
Eurasia & Africa Group	2,500
Bottling Investments	20,300
Europe Group	2,500
Bottling Investments	13,500
Latin America Group	4,200
Bottling Investments	8,400
North America Group	10,800 <sup>2</sup>
Bottling Investments	1,200
Pacific Group	2,600
Bottling Investments	26,800

In 2010, we set a goal to improve respect for labor and human rights against the standards set in our *Workplace Rights Policy* by achieving a 98% overall performance level by 2015.

In 2009, our Global Workplace Rights team participated in a Global Reporting Initiative task force to develop human rights indicators for sustainability measurement.

<sup>1</sup> Workforce numbers are approximate and as of December 31, 2009.

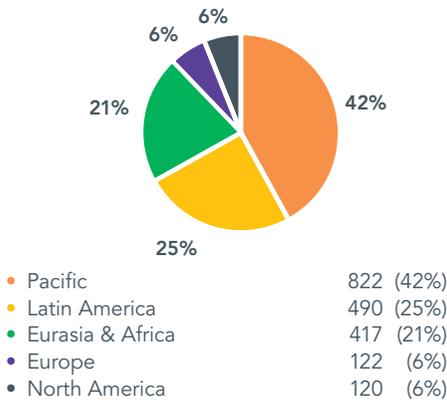
<sup>2</sup> On October 2, 2010, The Coca-Cola Company acquired the North American operations of Coca-Cola Enterprises Inc. Approximately 60,000 associates joined the Company at that time.

# Protecting Workplace and Human Rights

We have policies and practices in place to ensure workplace and human rights are upheld and embedded in our business. We rely on our workplace auditing systems and our associates to report potential violations so we can deal with them in a quick and effective manner. We have several systems in place to allow associates to report violations without fear of retaliation. All associates are encouraged to report violations confidentially to their manager, human resources, legal, security or to the *EthicsLine*, which is a toll-free, secure telephone line and website.

We also are committed to protecting workplace and human rights in our supply chain, and we are taking action accordingly around the world.

## 2009 BOTTLING PARTNER AND SUPPLIER AUDITS BY REGION



**Total Audits** 1,971

## ETHICALLY MANAGING OUR SUPPLY CHAIN

We have a responsibility to ensure that independent bottlers and the direct suppliers we use throughout the Coca-Cola system adhere to standards and practices that are commensurate with our own operations. We expect our bottlers and suppliers to conduct business in an ethical manner and comply with applicable local laws and regulations at a minimum. Our *Supplier Guiding Principles* (SGP) communicate our values and expectations and are a part of all supplier agreements. Third-party auditors conduct SGP assessments of our bottling partners and suppliers, and we provide training and assistance programs to enable them to improve their operations. At the end of 2009, we had assessed facilities for 65 percent of our bottling partners and direct suppliers, of which 72 percent had achieved SGP compliance, and work is under way to close any gaps identified.

## COLLABORATING TO ADDRESS CHILD LABOR

The Coca-Cola system is one of the world's largest buyers of sugar. Our direct suppliers in the sugar supply chain are usually sugar mills where sugar is refined. We do not typically purchase ingredients directly from farms. We hold our direct suppliers accountable for their adherence to our SGP, which prohibit the use of child labor. We also collaborate with our suppliers, industry and other stakeholders to address the issue of child labor in sugar cane harvesting at the farm level. As a result of a global/local strategy to address child labor in sugar cane harvesting, we are working to address the issue in several countries, including El Salvador, Honduras, Mexico and the Philippines, to raise awareness of the issue and to remove children from sugar cane fields and place them in schools. On an annual basis, we support the International Labour Organization World Day Against Child Labour to raise awareness and support for resolving this difficult issue. Additionally, we have participated in roundtable discussions at the U.S. Department of Labor in 2009 and at the U.S. Department of State in 2010. We also are participating in a 13-member consultative group formed by the U.S. Department of Agriculture to address child labor and forced labor in imported agricultural products that will provide further insights on the issue.

## PREVENTING HUMAN TRAFFICKING

The Coca-Cola Company addresses human trafficking and forced labor through both our *Workplace Rights Policy* and SGP. Where we have found specific issues, we have tailored our actions to address those issues. These actions include establishing a guideline in the Middle East that prohibits passport holding, thus protecting freedom of movement for migrant workers, and enhanced forced labor monitoring in the sugar supply chain in Brazil.

# Improving Human Rights Policies and Practices

We believe that we must always strive to improve our workplace and human rights practices to ensure we are living up to the high standards we have set for ourselves. We are engaged in a number of partnerships with stakeholders and peers to ensure we are continually learning about best practices and evolving our own standards, practices and policies on human rights as appropriate.



## HUMAN RIGHTS INITIATIVES

From 2007 to 2009, we partnered with 10 multinational companies in the Business Leaders Initiative on Human Rights (BLIHR). One of BLIHR's accomplishments was to develop a Human Rights Matrix which outlined 28 essential steps that companies need to consider to ensure respect for human rights. In 2009, we became a founding member of the Global Business Initiative on Human Rights (GBIHR), a post-BLIHR organization focused on human rights in emerging markets. Working in partnership with the UN Global Compact, GBIHR provides a platform for companies to demonstrate leadership, collaborate on issues and share best practices on integrating human rights into the management of their businesses.



THE DANISH INSTITUTE FOR HUMAN RIGHTS

In 2009, we began working with The Danish Institute for Human Rights on a Human Rights Gap Analysis to identify potential gaps in our global policies measured against the BLIHR Human Rights Matrix and all human rights. The analysis was used as part of a refresh of our *Human Rights Statement* and *Workplace Rights Policy* in 2010, which we will communicate globally in 2011.

We are an active member of AIM-PROGRESS, a global forum of 24 fast-moving consumer goods companies, which seeks to promote responsible sourcing practices through collaboration. In June 2009, we hosted the U.S. meeting of AIM-PROGRESS in which member companies finalized a framework for mutually recognized social compliance assessments. This effort reduces audit fatigue, decreases cycle time to place orders and drives cost savings throughout organizations. Twelve member companies, including our Company, have committed to the framework.



"Coca-Cola's support of the 2010 program has been pivotal to the success of both the regional supplier workshops and webinars, helping the group extend its supplier outreach to more than double the numbers originally planned."

**Petar Sobic**  
Chairman of AIM-PROGRESS,  
Representative of Unilever

## CREATING A HUMAN RIGHTS FRAMEWORK

Since 2005, we have worked with Professor John Ruggie, UN Special Representative for Business and Human Rights, on the development and implementation of his "Protect, Respect and Remedy" framework for human rights. In February 2010, we hosted a day-long conference on respect for human rights attended by more than 100 business representatives at which Professor Ruggie was the keynote speaker.

# Being a Great Place to Work

Approximately 700,000 associates create the Coca-Cola system. Each associate brings his or her unique talents and ideas to work every day to help the Coca-Cola system achieve the goals outlined in our *2020 Vision*. Associates also represent Coca-Cola in their communities and are ambassadors of our brands to the world. Ensuring our associates are happy, healthy and treated fairly and with respect is at the core of our business philosophy and success.

We strive to create open work environments as diverse as the markets we serve, where people are inspired to create superior results. We also aim to create environments where people are fully engaged and where the Company is viewed both internally and externally as an employer of choice.

In 2010, the results of our global *Employee Insights Survey* showed improvement across almost all survey categories, including an 84% associate engagement score—a 2 point increase over 2008.

In 2009 and 2010, our Company was named one of the Best Companies to Work For® by the Great Place to Work® Institute in Argentina, Australia, Brazil, Chile, France, Great Britain, Mexico and Spain. Our bottling partners were also named to lists in Argentina, Brazil, Denmark, Greece, Italy and Peru.



## OFFERING FLEXIBILITY

In the United States, we recently implemented a set of Flexible Work Arrangement policies to help associates balance their personal and professional lives. These policies offer associates the opportunity to modify their work schedule to meet personal needs through flexible hours, a compressed workweek or teleworking. In many cases, these efforts also help associates reduce commute times and gasoline use, contributing to a healthier environment.

## PROVIDING LEARNING OPPORTUNITIES

Coca-Cola University (CCU) is our Company's education curriculum, which provides a wide range of courses through classroom learning, e-learning and field training to help associates develop personally and professionally. CCU's learning portfolio focuses on leadership; marketing; human rights; ethics and compliance; diversity; sustainability; finance; and other competencies. We offer thousands of courses to associates through CCU. In 2009, more than 27,000 associates participated in 1,720 CCU classroom sessions worldwide, and 39,100 associates participated in e-learning courses.

# Creating an Inclusive Workplace

Diversity is at the heart of our business. We strive to create a work environment that provides all our associates equal access to information, development and opportunity. By building an inclusive workplace environment, we seek to leverage our global team of associates, which is rich in diverse people, talent and ideas. We see diversity as more than just policies and practices. It is an integral part of who we are as a company, how we operate and how we see our future.

As a global business, our ability to understand, embrace and operate in a multicultural world—both in the marketplace and in the workplace—is critical to our long-term sustainability and, specifically, impacts our ability to meet our *2020 Vision* People goals. Many people across the Company continue to work diligently to help us advance in our diversity journey and build our practices on diversity, inclusion and fairness. We also include our associates in the process. We garner their feedback through formal surveys and informally through their participation in our business resource groups, various diversity education programs and our Resolution Resources Program, where associates can work to resolve issues they face in our Company.



## SUPPLIER DIVERSITY

We are committed to supplier diversity as a business imperative and believe it is essential for building a winning culture. In 2009, we spent \$460 million with minority- and women-owned business enterprises (MWBES), an 11 percent increase over 2008. This is nearly a \$400 million increase in spending with MWBE suppliers compared to 2000, when our Company made a public commitment for supplier diversity spending in the U.S.

For five consecutive years, our Company has received a top rating of 100% from the Human Rights Campaign for our performance regarding workplace policies for gay, lesbian, bisexual and transgender associates.

## BUILDING ASSOCIATE COMMUNITIES

Within our Company, we support business resource groups that form communities for associates to engage with colleagues that have similar ethnic or gender backgrounds, interests, sexual orientation or work roles. These groups enable associates to participate in professional and personal growth opportunities through training and education, community projects, networking events and project management. Each group has an executive sponsor from the Company's senior leadership team who provides guidance on the vision and strategy for the group.

In 2009, 26% of our Company leadership was female.



# Managing Workplace Safety

Our commitment to Occupational Safety and Health (OSH) is embedded into everything we do in our Company. We are committed to providing a safe and healthy work environment for all our associates and contractors.

While our overall incident rate continued to improve in 2009, we regretfully had four associates and three contractors who lost their lives while performing work for our Company. Four of these deaths were the result of travel-related incidents. We take these tragic losses very seriously and continue to learn from them as we strengthen our OSH programs. We continue to monitor the safety performance of our operations through regular independent assessments against our Company standards and requirements as well as applicable laws and regulations.

We continue to improve our safety and health programs and results. We believe that visible, demonstrated leadership commitment and a strong health and safety culture are key drivers of this improvement. We also believe in elevating the capability of our OSH resources in order to drive continual improvement. Finally, we strive to improve on our data reporting accuracy as well as on critical issues such as road traffic safety.

## COMPANY WORK-RELATED INJURY AND ILLNESS RATES

	2005	2006	2007	2008	2009
Lost Time Incident Rate	2.6	2.1	2.3	2.2	1.9
Lost Days	15,226	20,837	29,407	24,621	19,213

Lost Time Incident Rate—Based on lost-time incidents per 200,000 hours worked. Our definition of incidents is inclusive of those with days lost, restricted or transferred.

Data above reflect the total collected data for associates and casual contractors of The Coca-Cola Company and Company-owned bottling operations, not the Coca-Cola system. For 2009, we have 135 percent more associates represented in the data versus 2005 due to increased data collection, new hires and acquisitions during this timeframe.

In 2009, we collaborated with our bottling partners to issue our Occupational Safety and Health Commitment, including our vision to make and deliver our products and provide services with a goal of zero work-related injuries and illnesses. Our commitment focuses on six key principles:

- Safety and health can and will be managed.
- Occupational injuries and illnesses are preventable.
- Nothing we do is worth injury or illness.
- Safe behavior is a fundamental job requirement.
- Everyone is responsible for safety and health.
- Our safety performance is important for our business.

In 2009, we developed mandatory safety training for all Company associates, in addition to training required by their local organizations. We also delivered advanced training to safety leaders in targeted geographies.

## BOARD OF DIRECTORS

At The Coca-Cola Company, we are guided by our established standards of corporate governance and ethics. We continually review our systems to ensure transparency and accountability. Our Board of Directors is elected by the shareowners to oversee their interest in the long-term health, financial strength and overall success of the Company. The Board serves as the ultimate decision-making body of the Company, except for those matters reserved to or shared with the shareowners. The Board carries out its responsibilities through the work performed by its seven standing committees: Audit Committee, Compensation Committee, Committee on Directors and Corporate Governance, Executive Committee, Finance Committee, Management Development Committee, and Public Issues and Diversity Review Committee. The Board selects and oversees members of senior management, who are charged by the Board with conducting the business of the Company. Our Board currently has 14 members, 13 of whom are not employees of The Coca-Cola Company.

The *Corporate Governance Guidelines*, along with the Board Committee Charters and the key practices of the Board, provide the foundation for corporate governance at The Coca-Cola Company. The *Corporate Governance Guidelines* address such areas as the Board's mission and responsibilities; Director qualifications; determination of Director independence; Chief Executive Officer compensation and performance evaluation; and management succession planning.

## CODES OF BUSINESS CONDUCT

Our Company's *Code of Business Conduct*, which is available in 19 languages on both our internal and external websites, guides our business conduct, requiring accountability, honesty and integrity in all matters. All associates of the Company and its majority-owned subsidiaries are required to read and understand the Code and follow its precepts in the workplace and larger community. The Code is administered by the Ethics and Compliance Committee (various members of the Company's senior leadership), with oversight by the Company's Chief Financial Officer, General Counsel and the Audit Committee of the Board, which is composed solely of independent Directors. Non-employee Directors of The Coca-Cola Company and its subsidiaries are bound by a *Code of Business Conduct for Non-Employee Directors* that reflects the same principles and values as the Code but focuses on matters of most relevance to non-employee Directors. This non-employee Director Code is administered by the Committee on Directors and Corporate Governance of the Board, which is composed solely of independent Directors.

*EthicsLine* is a website and toll-free telephone line for associates, customers, suppliers and consumers of The Coca-Cola Company to ask a question or make a report regarding the Company's *Code of Business Conduct*, *Workplace Rights Policy* or other ethics and compliance matters. The information submitted is treated confidentially.

## ANTI-CORRUPTION

Our Company's long-standing commitment to doing business with integrity means avoiding corruption in any form, including bribery, and complying with the anti-corruption laws of the countries where we operate. The Company's *Anti-Bribery Policy* provides guidance on how to conduct business in a fair, ethical and legal manner.

We conduct periodic anti-bribery assessments and audits of our business to raise overall awareness, detect potential misconduct and monitor compliance with anti-corruption laws and Company policy. We have reviewed practices at all our business units for risks related to corruption, and we concentrate our assessments and audits on the highest-risk locations.

In 2010, we conducted an anonymous survey of more than 600 associates who directly and indirectly manage our interactions with government officials across our global operations. The survey collected direct feedback on how our anti-corruption program is working and to ensure compliance with our policy and supporting procedures. Survey results indicated a very high degree of knowledge of the Company's *Anti-Bribery Policy*.

We remain an active participant in several global forums on anti-corruption, including membership in the World Economic Forum's Partnering Against Corruption Initiative and the UN Global Compact's Anti-Corruption Working Group. Through these engagements, we have been able to continuously identify and share anti-corruption best practices.

We have conducted a pilot program to screen vendors and potential vendors deemed to be high-risk and obtain their agreement to abide by the Company's *Anti-Bribery Policy*. The program will be launched globally by the end of 2010.

## POLITICAL CONTRIBUTIONS

Public policy issues have the potential to impact our business, people and communities. On occasion our Company—like other commercial enterprises—uses its resources to advance public policy that is consistent with the sustainability of our business and our Company’s values.

Our Company recognizes the importance of meaningful corporate governance practices as it relates to corporate political contributions in the United States. Accordingly, such corporate political contributions are based upon the following criteria: legal compliance; Board and management oversight; public policy support; and public transparency.

We provide a full report of all corporate and Coke Political Action Committee (an associate-funded program) political contributions in the United States—including the name of the individual or organization and amount of the contribution—on our Company website.

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## VERIFICATION STATEMENT

The Coca-Cola Company commissioned FIRA Sustainability to provide “Moderate Assurance” on its *2009/2010 Sustainability Review*. We conclude that the disclosed claims provide a reliable representation of the Company’s efforts and performance. We observed the ongoing improvement of the data collection process focused on data quality and enhanced traceability. We also observed that the Company further developed its sustainability approach, adopting new specific targets and reporting achievements.

Opportunities for improvement include:

- **Stakeholder engagement:** The Company initiates multiple types of stakeholder engagements throughout the year as part of regular departmental activities. We recommend that the Company establish a more sufficient process to utilize the results of these engagements for external communication.
- **Data collection:** Further improve the established internal control system by formalizing responsibilities and gaining commitment from the Coca-Cola system on requirements, explanations and feedback on deviations to increase the data accuracy level. We recommend that after reviewing all data, improvements are made to ensure a better data management process is implemented.
- **Balance:** The Company reports on a large variety of topics. As structure within stakeholder engagement is enhanced, balance within the report will grow. The report switches between Company and Coca-Cola system data, challenging the reader to interpret performance.
- **Timeliness:** We recommend that the Company align the publication of the report with the collection of data and performance information. Timely reporting will increase the value for stakeholders.

The full statement can be found at [www.verification.thecoca-colacompany.com](http://www.verification.thecoca-colacompany.com).



**Ms. F.V.M. Schneider**  
Managing Director, FIRA Sustainability  
December 2010

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## → FOR MORE INFORMATION, VISIT

Board of Directors  
Governance  
Codes of Business Conduct  
*EthicsLine*  
Anti-Corruption  
Political Contributions  
*Supplier Guiding Principles*

[www.boardofdirectors.thecoca-colacompany.com](http://www.boardofdirectors.thecoca-colacompany.com)  
[www.governanceethics.thecoca-colacompany.com](http://www.governanceethics.thecoca-colacompany.com)  
[www.businessconduct.thecoca-colacompany.com](http://www.businessconduct.thecoca-colacompany.com)  
[www.KOethics.com](http://www.KOethics.com)  
[www.anticorruption.thecoca-colacompany.com](http://www.anticorruption.thecoca-colacompany.com)  
[www.politicalcontributions.thecoca-colacompany.com](http://www.politicalcontributions.thecoca-colacompany.com)  
[www.supplierprinciples.thecoca-colacompany.com](http://www.supplierprinciples.thecoca-colacompany.com)



## GLOBAL REPORTING INITIATIVE INDEX

Below is an index of our reporting against the GRI G3 Guidelines within the content of this 2009/2010 Sustainability Review. To read our entire report against the GRI G3 Guidelines, visit [www.gri.thecoca-colacompany.com](http://www.gri.thecoca-colacompany.com).

Section/Indicator	Page	Section/Indicator	Page	Section/Indicator	Page
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4.9	38	HR2*	IV, 35		
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4.15	5				

EarthColor Inc. printed this report using 100 percent renewable wind power and following sustainable manufacturing principles, including socially responsible procurement, lean manufacturing, green chemistry principles and the recycling of residual materials, as well as reduced volatile organic compound (VOC) inks and coatings. In addition, carbon and VOC reduction strategies were employed to destroy residual VOCs via bio-oxidation. Offsets were purchased where carbon could not be eliminated to render this report carbon-managed and climate-balanced.

The environmental impact of this sustainability report was a main consideration from the inception of the project, which is the result of a collaborative effort of The Coca-Cola Company and its supply chain partners with the highest regard for the planet and its ecosystems. Care was taken to use environmentally sustainable products and to follow socially

responsible manufacturing processes to ensure a minimized environmental impact.

This report is printed on Mohawk Options PC 100, which is manufactured using 100 percent renewable wind energy, composed of 100 percent recycled content and FSC-certified to well-managed forestry standards. The CD hub is printed on board made of 100 percent recycled material, 90 percent of which consists of postconsumer waste.

**Environmental impact savings:**

- 0.24 acres preserved via well-managed forestry
- 279 trees preserved for the future
- 195 million BTUs energy not consumed
- 57,066 pounds net greenhouse gases prevented
- 101,558 gallons water saved



EARTHCOLOR

MOHAWK





## UNITED NATIONS GLOBAL COMPACT INDEX

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption. The Coca-Cola Company committed to the principles of the UN Global Compact in March 2006. Below is an index of our reporting against the UN Global Compact principles within the content of this 2009/2010 Sustainability Review. More information on our progress can be found on our Company website at [www.unglobalcompact.thecoca-colacompany.com](http://www.unglobalcompact.thecoca-colacompany.com).

Principle	Page
<b>PRINCIPLE 1:</b> Support and respect protection of internationally proclaimed human rights	18, 34–39
<b>PRINCIPLE 2:</b> Make sure business is not complicit in human rights abuses	34–36
<b>PRINCIPLE 3:</b> Uphold freedom of association and right to collective bargaining	34–36
<b>PRINCIPLE 4:</b> Support elimination of all forms of forced and compulsory labor	34–36
<b>PRINCIPLE 5:</b> Support effective abolition of child labor	34–36
<b>PRINCIPLE 6:</b> Eliminate discrimination in employment and occupation	37–38
<b>PRINCIPLE 7:</b> Support a precautionary approach to environmental challenges	2–3, 18–33
<b>PRINCIPLE 8:</b> Undertake initiatives to promote greater environmental responsibility	2–3, 18–33
<b>PRINCIPLE 9:</b> Encourage the development and diffusion of environmentally friendly technologies	I, II, 2–3, 18–33
<b>PRINCIPLE 10:</b> Work against all forms of corruption, including extortion and bribery	40–41



### The CEO Water Mandate

## CEO WATER MANDATE INDEX

Launched in July 2007, the CEO Water Mandate is a unique public-private initiative designed to assist companies in the development, implementation and disclosure of water sustainability policies and practices. Companies that endorse the mandate are required to report progress annually against a set of standard principles. Our reporting against these principles is noted below. You also can view our progress on our Company website at [www.watermandate.thecoca-colacompany.com](http://www.watermandate.thecoca-colacompany.com).

Principle	Page
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2. Supply chain and watershed management	I, IV, 18–19, 28–33
3. Collective action	18–19, 28–33
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The Coca-Cola Company also is recognized by:



**Dow Jones Sustainability Indexes**  
Member 2010/11



## FORWARD-LOOKING STATEMENTS

This report may contain statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will” and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from The Coca-Cola Company’s historical experience and our present expectations or projections. These risks include, but are not limited to, obesity and other health concerns; scarcity and quality of water; changes in the nonalcoholic beverages business environment, including changes in consumer preferences based on health and nutrition considerations and obesity concerns; shifting consumer tastes and needs, changes in lifestyles and competitive product and pricing pressures; impact of the global credit crisis on our liquidity and financial performance; increased competition; our ability to expand our operations in developing and emerging markets; foreign currency exchange rate fluctuations; increases in interest rates; our ability to maintain good relationships with our bottling partners; the financial condition of our bottling partners; increases in income tax rates or changes in income tax laws; increases in indirect taxes or new indirect taxes; our ability and the ability of our bottling partners to maintain good labor relations, including the ability to renew collective bargaining agreements on satisfactory terms and avoid strikes, work stoppages or labor unrest; increase in the cost, disruption of supply or shortage of energy; increase in cost, disruption of supply or shortage of ingredients or packaging materials; changes in laws and regulations relating to beverage containers and packaging, including container deposit, recycling, eco-tax and/or product stewardship laws or regulations; adoption of significant additional labeling or warning requirements; unfavorable general economic conditions in the United States or other major markets; unfavorable economic and political conditions in international markets, including civil unrest and product boycotts; changes in commercial or market practices and business model within the European Union; litigation uncertainties; adverse weather conditions; our ability to maintain brand image and corporate reputation as well as other product issues such as product recalls; changes in legal and regulatory environments; changes in accounting standards and taxation requirements; our ability to achieve overall long-term goals; our ability to protect our information systems; additional impairment charges; our ability to successfully manage Company-owned bottling operations; the impact of climate change on our business; global or regional catastrophic events; risks related to our acquisition of Coca-Cola Enterprises Inc.’s North American operations; and other risks discussed in our Company’s filings with the U.S. Securities and Exchange Commission (SEC), including our *Annual Report on Form 10-K*, and *Quarterly Reports on Form 10-Q*, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. The Coca-Cola Company undertakes no obligation to publicly update or revise any forward-looking statements.

## ENVIRONMENTAL STATEMENT

A healthy environment, locally and globally, is vital to our business and to the communities where we operate. We view protection of the environment as a journey, not a destination. We began that journey a number of years ago, and it continues today. Each employee of The Coca-Cola Company has responsibility for stewardship of our natural resources and must strive to conduct business in ways that protect and preserve the environment. Our employees, business partners, suppliers and consumers must all work together to continuously find innovative ways to foster the efficient use of natural resources, the prevention of waste and the sound management of water. Doing so not only benefits the environment, it makes good business sense.

## EQUAL OPPORTUNITY POLICY

The Coca-Cola Company values all employees and the contributions they make. Consistent with this value, the Company reaffirms its long-standing commitment to equal opportunity and affirmative action in employment, which are integral parts of our corporate environment. The Company strives to create an inclusive work environment free of discrimination and physical or verbal harassment with respect to race, gender, color, national origin, religion, age, disability, sexual orientation, gender identity and/or expression, or veteran status. We will make reasonable accommodations in the employment of qualified individuals with disabilities, for religious beliefs and whenever else appropriate.

The Company maintains equal employment opportunity functions to ensure adherence to all laws and regulations, and to Company policy in the areas of equal employment opportunity and affirmative action. All managers are expected to implement and enforce the Company policy of nondiscrimination, equal employment opportunity and affirmative action, as well as to prevent acts of harassment within their assigned area of responsibility. Further, it is a part of every individual’s responsibility to maintain a work environment that reflects the spirit of equal opportunity and prohibits harassment.

