

WHO WE ARE

THE COCA-COLA COMPANY

PURPOSE

TO REFRESH THE WORLD.
MAKE A DIFFERENCE.

VISION

LOVED BRANDS, DONE SUSTAINABLY,
FOR A BETTER SHARED FUTURE.

Our vision is to craft the brands and choice of drinks that people love, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

HOW WE DO IT

LOVED BRANDS

- Passion for people and their lives
- Cutting-edge excellence in ingredients, innovation, design and marketing
- Investment for leadership across categories in purposeful brands that consumers love
- Act globally and locally
- Powerful partnerships with our bottling system to bring brands to life in the market

DONE SUSTAINABLY

- Start with facts, based in science
- Grow our business while reducing our sugar
- Make packaging a circular economy, with a focus on getting 100% collection to enable reuse for World Without Waste
- Be water balanced, improving water security where needed most
- Reduce our carbon footprint
- Source more sustainably and ethically

FOR A BETTER SHARED FUTURE

- Invest in employees' personal growth and talent
- Empower people's access to equal opportunities, build inclusion
- Create value for customers—big and the many small
- Support our local communities, both to achieve more and in times of need
- Deliver returns to our investors

BEHAVIORS WE FOCUS ON

WE NURTURE A CULTURE WITH A PASSION TO REFRESH THE WORLD. WE MAKE A DIFFERENCE.

We act with a growth mindset, take an expansive approach to what's possible, and believe in continuous learning to improve our business and ourselves. We value how we work as much as what we achieve. The behaviors we focus on every day are being:

CURIOUS

- Always seek, never settle
- Ask why or why not, or what if, or I wonder...

EMPOWERED

- Own it, take accountability
- Each one of us can make a big difference

INCLUSIVE

- Leverage our broad diversity of people, global network and learnings
- Two brains are better than one (most often)

AGILE

- Learn by doing, use version 1.0, 2.0, 3.0
- Act with a sense of urgency

THE CONSCIENCE WE FOLLOW

DO THE RIGHT THING

- Our values shape the conscience we follow
- Use our global scale for leadership and for good, for progress
- And when we make mistakes, own them, put them right, learn from them, and grow