Our commitment to making a positive difference in the world

Human & Workplace Rights excerpt, pages 34-39
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 launched a mandatory Workplace Rights Policy online training course available to associates in English, Japanese and Spanish.

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

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.

The Coca-Cola Company

THE COCA-COLA COMPANY GLOBAL WORKFORCE

| Total Global Workforce | 92,800
| 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
| Bottling Investments | 1,200
| Pacific Group | 2,600
| Bottling Investments | 26,800

1 Workforce numbers are approximate and as of December 31, 2009.
2 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 are also 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Audits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific</td>
<td>822 (42%)</td>
</tr>
<tr>
<td>Latin America</td>
<td>490 (25%)</td>
</tr>
<tr>
<td>Eurasia &amp; Africa</td>
<td>417 (21%)</td>
</tr>
<tr>
<td>Europe</td>
<td>122 (6%)</td>
</tr>
<tr>
<td>North America</td>
<td>120 (6%)</td>
</tr>
<tr>
<td><strong>Total Audits</strong></td>
<td>1,971</td>
</tr>
</tbody>
</table>

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 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.

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.

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.

Learn more at www.suppliers.thecoca-cola.com.
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.

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.

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.

“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.

Learn more at www.workplace.thecoca-colacompany.com.
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.

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

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.
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

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lost Time Incident Rate</td>
<td>2.6</td>
<td>2.1</td>
<td>2.3</td>
<td>2.2</td>
<td>1.9</td>
</tr>
<tr>
<td>Lost Days</td>
<td>15,226</td>
<td>20,837</td>
<td>29,407</td>
<td>24,621</td>
<td>19,213</td>
</tr>
</tbody>
</table>

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.

Learn more at [www.safety.thecoca-colacompany.com](http://www.safety.thecoca-colacompany.com).