The Coca-Cola Company
Established in 1886, The Coca-Cola Company operates in more than 200 countries and markets nearly 500 brands and 3,000 beverage products. These products include sparkling and still beverages, such as waters, juices and juice drinks, teas, coffees, sports drinks and energy drinks. We have four of the world’s top five nonalcoholic sparkling beverage brands: Coca-Cola, Diet Coke, Sprite and Fanta.

The Coca-Cola System
We are a global business that operates on a local scale in every community where we do business. We are able to create global reach with local focus because of the strength of the Coca-Cola system, which comprises our Company and our bottling partners—more than 300 worldwide.

Our Company manufactures and sells concentrates, beverage bases and syrups to bottling operations; owns the brands; and is responsible for consumer brand marketing initiatives. Our bottling partners manufacture, package, merchandise and distribute the final branded beverages to our customers and vending partners, who then sell our products to consumers.

All bottling partners work closely with customers—grocery stores, restaurants, street vendors, convenience stores, movie theaters and amusement parks, among many others—to execute localized strategies developed in partnership with our Company. Customers then sell our products to consumers at a rate of nearly 1.6 billion servings a day.

The Coca-Cola system is not a single entity from a legal or managerial perspective, and the Company does not own or control most of our bottling partners. In 2008, approximately 78 percent of our worldwide unit case volume was produced and distributed by bottling partners in which our Company had no ownership interest or a noncontrolling equity interest.

In January 2006, we brought together our Company-owned bottling operations to form the Bottling Investments operating group, now the second-largest bottler in the Coca-Cola system in terms of unit case volume.

Company’s 2008 Worldwide Unit Case Volume by Bottler Relationship

1 Eleven percent of our unit case volume was produced by our foodservice operations, as well as by our finished beverage operations, which produce products such as juices and juice drinks and sports drinks.
The Coca-Cola Company
Global Workforce: 92,400

- A North America
  Bottling Investments 12,300

- B Latin America
  Bottling Investments 3,600

- C Europe
  Bottling Investments 2,300

- D Eurasia & Africa
  Bottling Investments 2,400

- E Pacific
  Bottling Investments 2,300

Corporate associates are included in the geographic area in which they work. Bottling Investments is an operating group with associates located in each of our five geographic operating groups. Numbers are approximate and as of December 31, 2008.

Company Equity Stake in Large Bottling Partners

<table>
<thead>
<tr>
<th>Company Equity Stake in Large Bottling Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca-Cola Enterprises Inc. (CCE)</td>
</tr>
<tr>
<td>Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA)</td>
</tr>
<tr>
<td>Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic)</td>
</tr>
<tr>
<td>Coca-Cola Amatil Limited (Coca-Cola Amatil)</td>
</tr>
</tbody>
</table>

CCE is the world's largest marketer, producer and distributor of Coca-Cola beverages. CCE operates in 46 U.S. states, in Canada and in six European countries.

Coca-Cola FEMSA is the third-largest Coca-Cola bottler in the world. Coca-Cola FEMSA operates in Mexico and also in eight countries in Central America and South America.

Coca-Cola Hellenic is the fourth-largest bottler of Coca-Cola beverages, operating in 27 countries in Europe and in Nigeria—serving a population of approximately 550 million people.

Coca-Cola Amatil is the largest independent Coca-Cola bottler in the Pacific region and one of the world's top Coca-Cola bottlers.

Percent of Company's 2008 Worldwide Unit Case Volume

- 16%
- 9%
- 9%
- 2%

Our Ownership Interest as of December 31, 2008

- 35%
- 32%
- 23%
- 30%

2 Corporate associates are included in the geographic area in which they work. Bottling Investments is an operating group with associates located in each of our five geographic operating groups. Numbers are approximate and as of December 31, 2008.