We are just getting started.

Estimates\(^1\) show that over the next 12 years the worldwide population will grow by more than 800 million people. In addition, 1 billion new people will have entered the middle class, and nearly 900 million people will have migrated to urban centers. That means more consumers with more money, who have the ability to purchase more ready-to-drink beverages.

\(^1\) Source: Population and urban center figures sourced from the Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Bank Development Indicators. Middle class figures based on internal estimates.
Today we are the world’s largest beverage company selling nearly 570 billion servings a year, which equates to more than 18,000 servings per second.

What do we know about tomorrow?

The Coca-Cola Company is in the enviable position of leading a highly attractive industry. We provide affordable products that consumers reach for every day around the world.

We also are fortunate to be in a thriving business that we believe will experience healthy growth across all categories and geographies while outpacing the growth of the world’s population. The fast-growing nonalcoholic ready-to-drink (NARTD) beverage industry is expected to continue growing retail sales approximately 6 percent per year for the next 12 years. There are incredible opportunities ahead for our industry and there is so much more business for us to win.

By 2020, we believe the NARTD industry will add more than 60 billion unit cases and expand retail sales by nearly $600 billion. This growth will increase retail sales in the NARTD industry to more than $1 trillion by 2020. This projected growth is being fueled by an unprecedented increase in middle-class consumers and fast-growing urban societies we see forming in the future, despite today’s economic climate. These trends indicate that there will be more people with more disposable income who potentially will tap into refreshment and convenience.

This growth opens up a new world of opportunity for our Company and the NARTD beverage industry. We will be there to capture this growth with innovative products and targeted go-to-market strategies, which will continue to drive our global beverage leadership.

Over the next 12 years, changing demographics will drive strong growth in the NARTD industry.

- Growth in worldwide population: 800 million
- Growth in urbanization: 900 million
- Growth in middle-class population: 1 billion
We are just getting started.

Estimates' show that over the next 12 years the worldwide population will grow by more than 800 million people. In addition, 1 billion new people will have entered the middle class, and nearly 900 million people will have migrated to urban centers. That means more consumers with more money, who have the ability to purchase more ready-to-drink beverages.

1 Source: Population and urban center figures sourced from the Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Bank Development Indicators. Middle class figures based on internal estimates.
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A Thriving Industry

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Over the next 12 years, changing demographics will drive strong growth in the NARTD industry.

- 800 million growth in worldwide population
- 900 million growth in urbanization
- 1 billion growth in middle-class population
Across all beverage categories we expect healthy growth for our industry. Between now and 2020, our industry is projected to grow by approximately 60 billion unit cases and $600 billion in retail sales.

2008–2020 Incremental Growth in NARTD Categories

- Sparkling Beverages
- Juices/Juice Drinks
- Packaged and Bulk Water
- Ready-to-Drink Coffees and Teas
- Energy Drinks
- Sports Drinks
- Soy and Value-Added Dairy
- Other

60 billion unit cases
This chart represents the incremental 60 billion unit cases of volume split across each category.

$600 billion in retail sales
This chart represents the incremental $600 billion in retail sales split across each category.

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1 Information provided on pages 14-15 regarding projected incremental category growth is based upon Company management’s internal assumptions and projections. Although we believe our expectations are based upon reasonable assumptions, we cannot guarantee future results, as such projections are dependent on the occurrence of future events that cannot be assured. Therefore, actual category growth results achieved may vary from the projections above.

2 Soy and value-added dairy includes drinkable yogurt, flavored milk and soy-based beverages.
Positioned for the Future

It happens nearly 1.6 billion times a day. That moment of “ahhh,” the simple pleasure of refreshment. In 2008, despite tough economic times around the world, we refreshed more people than ever before. That is the beauty of our business: no matter the time of day or the business climate, people will be thirsty and The Coca-Cola Company will be there to refresh them.

We have historically been able to return value to our shareowners because we provide great products, have an unrivaled distribution system, produce world-class marketing and effectively manage our business.

However, we are not complacent and will not rest on today’s success. As we have been throughout our history, we are intensely focused on the rapidly changing economic and social environment ahead. We are preparing our business to succeed in a world that will look very different than it does today.

We are rewiring our organization to be ready to serve the needs of a changing world. We understand that the significant tailwinds ahead—wealth creation, urbanization and population growth—offer tremendous potential for our business to continue to grow and thrive, and we know we must adapt and change to capture this growth.

In 2008, we reorganized our operating groups to work more efficiently in the marketplace, combining geographic regions that share similarities in market dynamics, demographics and consumer preferences (see pages 38–41 for a full review of our operating groups). We are already beginning to see benefits from realigning the groups through shared innovation, go-to-market strategies, point-of-sale marketing and new product introductions.

Global Presence
We have the benefit of being one of the world’s most global companies. With operations spanning more than 200 countries, we are able to transfer what has been successful in any given market to other countries and operating groups.

We routinely bring managers to stronger-performing markets to study what works there and why, so they can take that knowledge back to their home markets to improve their local strategies and plans. Best practices in product innovation, packaging, cold-drink equipment and marketing can be localized and applied, leveraging the talent and know-how within the system for maximum benefit.
In fact, our senior leadership team has an average of 20 years of experience within our Company and the Coca-Cola system.

Developing the next generation of Coca-Cola business leaders is also key to our continued success. As with our Chief Executive Officer transition that took place in July 2008, we are planning for leadership succession at all levels of the Company. To ensure we have a “deep bench” of qualified leaders who understand our business and have a clear vision of the future, we are developing our next generation of leadership through Company and Coca-Cola system experiences, training and coaching so they can take the Company to the next level.

**Performance**
Our ability to continually improve our business operations, advance our market presence and increase sales year after year helps us earn the confidence of investors around the world.

Another strength of our business model, especially in today’s economic environment, is our ability to generate cash. The nature of our business, moments of pleasure served more than a billion times a day at an affordable price, creates a steady stream of cash flow through the Coca-Cola system—up to $50 million a day. Such a reliable stream of operating cash flow gives us the flexibility to make strategic decisions for our business quickly, such as investing in our brands, consumer marketing, people capabilities and innovation.

**Experienced Leadership**
One of our greatest strengths is our experienced and talented leadership team. All of our senior leaders have a wealth of industry and business experience and are well-equipped to lead our Company through changing times. Each brings a unique perspective to our business through his or her background, culture and experience—in the Company and throughout the Coca-Cola system.

In 1886, consumers enjoyed an average of nine servings of our Company’s products per day. Today, consumers enjoy nearly 1.6 billion servings per day.
Growing Our Portfolio

For decades, Coca-Cola has been the No. 1 sparkling beverage in the world. The strength and continued growth of our flagship brand provides the oxygen for our rapidly expanding portfolio of beverages.

In 2008, we gained volume share in sparkling beverages, juices and juice drinks, ready-to-drink coffees and teas, water and energy drinks. We also experienced significant growth among some of our core brands. In fact, in addition to Coca-Cola, we have 12 other brands with annual retail sales exceeding $1 billion: Coca-Cola Zero, Diet Coke/Coca-Cola light®, Sprite®, Fanta, Minute Maid, Dasani®, Aquarius®, Powerade, Sokenbicha®, Nestea®, Georgia® Coffee and glacéau vitaminwater.

We are constantly assessing new opportunities to reach consumers and meet their evolving needs and taste preferences. We are focused on thinking about what our consumers want right now and anticipating what they will want tomorrow.

As the population continues to age and grow, we will satisfy increasingly complex beverage needs and desires. From the added benefits of vitamins and minerals to new ingredients and tastes, we are constantly challenging ourselves to identify high-quality additions to our portfolio.

We are committed to offering a beverage for every need and every occasion, where it also makes sense for our long-term business growth. While our business has primarily been built organically, we make acquisitions when and where it can add value to our Company. One example is our 2007 acquisition of glacéau® and its brand glacéau vitaminwater. Fast-growing glacéau vitaminwater experienced double-digit unit case volume growth in North America and launched in five new markets in 2008: Australia, Canada, Great Britain, Mexico and New Zealand. We plan to rapidly expand the international market presence of glacéau vitaminwater in 2009 and continue to grow the brand in its home market of the United States.

In 2008, we introduced three illy® issimo™ premium ready-to-drink (RTD) coffee products in 10 European countries through our global joint venture with illycaffè S.p.A. and distribution by our bottling partner Coca-Cola Hellenic. The highly profitable RTD coffee category is valued at nearly $16 billion in annual retail sales globally and is expected to keep growing. Our illy issimo brand will help us increase our RTD coffee presence. In 2008, our RTD coffee unit case volume grew 3 percent, and we are confident it will keep growing. We plan to expand our offerings and market presence for illy issimo in 2009 throughout Eurasia, Europe, North America and the Pacific.
200+
Juice and juice drink products launched in 2008

750+
Low- and no-calorie products in our portfolio

Sprite became our third Company trademark to sell more than 2 billion unit cases annually, joining Coca-Cola and Diet Coke/Coca-Cola light, as a result of continued strong growth in India and China.
With speed and innovation.

We understand that consumers are living longer, more mobile lives. This shift will influence consumers’ tastes, needs and the way they want their beverages. We will be ready with new formulations, new functionality, innovative packaging and more efficient ways to deliver beverages to consumers.
Today we have a portfolio of more than 3,000 beverage products, serving a variety of evolving consumer preferences across more than 200 countries.

How will we serve the market of tomorrow?

Marketing
Our Beverages

Marketing our beverages effectively is core to the success of our entire Coca-Cola system. The emotional connections we make with consumers while providing them with product quality and variety builds brand value and drives preference for our beverage products. Our increased focus on marketing has helped us continue to grow in developed markets and has also established our brands in the world's emerging markets. Our tactics may differ, but our goal remains the same: make our beverage products customer and consumer favorites, while driving portfolio and category growth.

Our journey toward being a total beverage company continues
Our ever-broadening portfolio of brands enables us to connect with more people, more often, everywhere we operate. The strength and broad appeal of our flagship brand, trademark Coca-Cola, has enabled us to expand our portfolio to include other beverages that meet a range of consumer needs and preferences. We now have more than 3,000 beverage products that extend across multiple beverage categories and taste preferences, providing consumers with an array of options to quench their thirst.

Our focus on sparkling beverages remains core to our business success
The momentum we are seeing globally in our sparkling beverage business demonstrates that this essential category has more untapped potential for growth. Our sparkling beverages continue to grow—up 2 percent in 2008—and gain momentum across key markets. We are building on the success of our “Coke Side of Life” campaign with our new, fully integrated global Coca-Cola campaign, “Open Happiness.” We also are increasing our marketing at the point-of-sale and the variety of our product and package sizes for sparkling beverages.

Our still beverage portfolio continues to grow rapidly
We are focused on innovation and investment to increase sales of our still beverages and build our category leadership. In 2008, we introduced Minute Maid Pulpy™ to five new markets and grew unit case volume for the brand more than 40 percent in China. Our expansion
With speed and innovation.

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Advertisements like this Olympic Games-themed commercial helped trademark Coca-Cola unit case volume grow 12 percent in China in 2008.

In Europe, our sponsorship of the EURO 2008™ soccer championship helped rally consumer interest in Coca-Cola across Europe and Eurasia.

Our award-winning advertising ranked highly among Super Bowl commercials in 2008, reaching nearly 100 million consumers.

and increased market availability of trademark Simply contributed to unit case volume growth of 37 percent. We launched glacéau vitaminwater in five international markets and plan to expand to more markets in 2009. Marketplace execution and strong point-of-sale marketing of our water brand Ciel® in Latin America led to a 19 percent increase in unit case volume for the brand. Minute Maid Pulpy, trademark Simply and Ciel are all rapidly approaching 1 billion-dollar brand status.

Our strategic innovation responds to consumer needs
Based on our understanding of ever-evolving consumer needs and preferences, we introduce products featuring new ingredients, flavors and benefits. In 2008, we launched more than 700 new beverage products, providing more low- and no-calorie options and beverage choices. We expanded our “Zero platform” for Fanta, Sprite and other brands across new markets. And, our introduction of two Odwalla products sweetened with Truvia provides consumers with natural, nutritional beverages with half the calories and sugar of other leading premium juice drinks.

Our partnerships help drive consumer adoption of our brands
We sponsor and partner with high-profile sports, entertainment and cultural events to help us reach consumers through a variety of marketing efforts, while promoting our brands and beverage portfolio. Our sponsorship activation of the Beijing 2008 Olympic Games created a lasting legacy for the Coca-Cola system and our brands in China. Our unit case volume grew 19 percent in China in 2008.

Our connections are as frequent as the consumption of our brands
With consumers embracing new media, we are talking to them through television, print, mobile technologies and in-store communications, as well as engaging with them through the Internet and social media forums. Our online loyalty programs in markets around the globe, like mycokerewards.com in North America, help us extend our reach with millions of consumers globally. Our collaboration with bottling partners on new packaging sizes, price points and point-of-sale promotions drove unit case volume growth across retail channels. In 2008, our co-marketing with retail customers helped grow unit case volume by 7 percent with our top 24 customers.
The Coca-Cola system comprises our Company and more than 300 bottling partners around the world and is at the center of our business success. Our bottling partners manufacture, package, distribute and merchandise our finished beverage products—bringing them to more than 20 million customers globally.

Our bottling partners are truly local businesses run by local people who know their markets, ranging from small family-owned operations to large, international publicly traded companies. While The Coca-Cola Company does own some bottling operations and has an ownership interest in others, the vast majority of our bottling partners are not owned or controlled by our Company (see page 42).

Aligning Our Operations
Our Company and our bottling partners are most successful when we—as a system—are closely aligned and focused on generating value for our customers and our shareowners. The sustainable growth of the Coca-Cola system depends on our ability to work effectively together through collaboration, mutual support and shared goals.

We are aligning with our bottling partners to drive productivity throughout our operations and bring our beverages to consumers in the most efficient and cost-effective manner possible.

We are in a unique position to achieve this goal with our bottling partners because we share a lot of the same experience and leadership. Many of our senior executives and associates have worked for one or more of our bottling partners, and their understanding of the dynamics of both parts of the system enables closer integration.

Our system strengths lie in our routes-to-market and our ability to help our customers grow their businesses, continually enhancing the value of our brands to both our customers and consumers.

System Sustainability
In order to continually grow our business, we need to be increasingly efficient in our use of resources. This will require new investments in technology and innovation, and a significant amount of collaboration throughout the Coca-Cola system. Acceleration of innovations around water, packaging, equipment, energy and agricultural resources will enable our system to meet the new market demands at a time when all resources are under pressure.

In 2008, we took many steps as a system to minimize our environmental impact. We also announced new global system sustainability targets for water conservation and climate protection (see page 9).
Plants throughout our system have begun rinsing beverage packages using ionized air instead of water to further reduce the water used in our manufacturing process, while maintaining quality and increasing our overall water efficiency.

In Hong Kong, our bottling partner Swire successfully lightweighted its aluminum cans without compromising product quality, reducing aluminum use by nearly 10 percent.

Coca-Cola Enterprises introduced 142 customized diesel-hybrid delivery trucks—currently the largest in wide-scale use. The trucks are 37 percent more fuel-efficient than traditional delivery fleet, reducing overall vehicle emissions by 32 percent.

Coca-Cola Hellenic will source power from 17 new onsite combined heat and power generation units being installed through 2010. Use of the technology in its facility in Dunaharaszti, Hungary, cut carbon dioxide (CO₂) emissions by more than 40 percent in the first year of operation.

Coca-Cola İçecek discontinued the use of cardboard bases in its PET bottle transportation crates, eliminating approximately 13,000 tons of cardboard waste from its packaging footprint.

To date, Coca-Cola FEMSA has installed more than 900,000 energy-efficient coolers in the marketplace, saving the equivalent of the average annual energy consumption of 27,000 five-person families.
Balanced Growth

One of our popular slogans from the 1920s was “Around the Corner from Anywhere.” Today, we operate in more than 200 countries, but there is still so much opportunity.

We are the world’s largest beverage company. We benefit from our broad reach and the scale of the Coca-Cola system. Across all geographies, lifestyles and life stages, we are witnessing tremendous opportunities to refresh and nourish people. Our Company’s presence in almost every market where our products are sold provides us with valuable local insights into the consumers, trends, and economic and social influences in each of our markets. This knowledge allows us to monitor our growth and identify opportunities for expansion.

The various market cycles that impact our business often help balance each other. For example, in 2008, a challenging market in North America was offset by strong results in Latin America and Eastern Europe.

Over the next decade, the positive demographic trends—primarily affecting emerging markets—will help fuel our continued growth. The markets that we see experiencing these shifts quickly—for example, Brazil, China, India and Turkey—are markets where we are an industry leader and continue to experience strong growth. In 2008, we grew our unit case volume 7 percent in Brazil, 19 percent in China, 14 percent in India and 15 percent in Turkey.

We continue to focus on increasing our unit case volume and our category share in more developed markets to maintain our market leadership. However, growing our unit case volume and market presence in fast-growing emerging markets will be key to sustaining our Company’s growth over the next 12 years. In 2008, emerging markets accounted for more than half of our unit case volume and per capita consumption of our products in many emerging markets has significantly increased over the past decade.

Our global reach also means we can share operating successes from around the world. Local markets can execute best practices and focus on putting “feet on the street” to establish our business and sell our products. In 2008, Coca-Cola Zero was introduced in 52 new markets, bringing our total number of markets for Coca-Cola Zero to 107. This expansion contributed to Coca-Cola Zero selling nearly 600 million unit cases in 2008.
2008 Unit Case Volume Geographic Mix

In 2008, 76% of our unit case volume was sold outside North America.

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

Per Capita Consumption of Company Beverage Products

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<thead>
<tr>
<th>Country</th>
<th>1998</th>
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<tr>
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<td>Mexico</td>
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1 Based on U.S. 8 fluid ounces of a finished beverage.
Through targeted marketing and sustainability.

We believe tomorrow’s consumers will be more empowered, mobile and vocal than ever before. More purchase decisions will occur at the point of sale and be influenced by what consumers think of our Company. We will continue to create progressive marketing strategies to personally connect with consumers and promote our brands. We also will continue to advance our commitment to sustainable business practices.
Sustainability Is Key to Our Business

Consumers make purchasing decisions about beverage brands based on the great taste and quality of the products, and increasingly on the character of the company that makes them. People want to interact with brands and companies that share their values and are doing their part to protect and enhance people’s lives, communities and the world. By engaging in sustainable business practices and helping to improve the lives of people in the communities we call home, we earn the social license to operate and the opportunity to thrive.

The sustainability of our business is inextricably linked to the sustainability of the communities in which we operate. Our presence in millions of communities, touching billions of lives each day through our brands and programs, means we have a responsibility and an opportunity to make a positive difference.

LIVE POSITIVELY® is our systemwide commitment to making a positive difference in the world by redesigning the way we work and live so that sustainability is an integral part of how we operate. LIVE POSITIVELY recognizes that the world is more interconnected than ever before, requiring more collaboration and partnership; that joy, optimism and possibility are powerful forces—vital to facing the tasks ahead of all of us; and that we must act with an eye toward future generations, driving business growth as we help create a sustainable world.

However, the demographic trends that we have discussed in this report could have negative effects on our planet. Business, civil society and government must work together to develop solutions to the challenges that environmental, social and governance issues pose globally. Through LIVE POSITIVELY, we see our role as reducing our own environmental footprint while helping sustain communities through economic development and community support and continuing to deliver great-tasting, refreshing beverages that are enjoyed around the world.

We are working continuously toward improving our water and energy efficiency throughout our entire system. Increasingly, we are developing innovative packaging that uses fewer resources and costs less to manufacture and transport. These actions will enable us to operate more efficiently and have the resources to continue investing in our growth.

We are supporting the desire of individuals to lead healthier and more active lives by introducing an ever-widening variety of beverages to meet evolving refreshment, nutrition and hydration needs.

Beverage Benefits
In 2008, we launched more than 700 beverage products, providing consumers a greater variety of refreshment choices and more low- and no-calorie options.

Active Lifestyles
The Coca-Cola Company and The Coca-Cola Foundation made $10 million in charitable contributions to support active lifestyle programs around the world in 2008 and $6 million in charitable contributions to support health and wellness programs.

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Today we reach billions of consumers on a daily basis through our broad marketing efforts, from point-of-sale promotions to television and online campaigns.

How will we connect with the consumers of tomorrow?

Consumers make purchasing decisions about beverage brands based on the great taste and quality of the products, and increasingly on the character of the company that makes them. People want to interact with brands and companies that share their values and are doing their part to protect and enhance people’s lives, communities and the world. By engaging in sustainable business practices and helping to improve the lives of people in the communities we call home, we earn the social license to operate and the opportunity to thrive.

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However, the demographic trends that we have discussed in this report could have negative effects on our planet. Business, civil society and government must work together to develop solutions to the challenges that environmental, social and governance issues pose globally. Through LIVE POSITIVELY, we see our role as reducing our own environmental footprint while helping sustain communities through economic development and community support and continuing to deliver great-tasting, refreshing beverages that are enjoyed around the world.

We are working continuously toward improving our water and energy efficiency throughout our entire system. Increasingly, we are developing innovative packaging that uses fewer resources and costs less to manufacture and transport. These actions will enable us to operate more efficiently and have the resources to continue investing in our growth.

We are supporting the desire of individuals to lead healthier and more active lives by introducing an ever-widening variety of beverages to meet evolving refreshment, nutrition and hydration needs.
We also support community sports programs around the world to give people the opportunity to be active throughout their lives.

In addition to the many community programs we support through sponsorships and donations, we also have programs across the world to help support jobs and wealth creation. Through our pushcart programs in Cambodia, Nepal, Sri Lanka and Vietnam, we have helped more than 4,000 small retailers establish their own businesses. Our Micro Enterprise Development Program in Indonesia has benefited 500 low-income families through mentoring of entrepreneurs by business leaders, providing access to low-interest loans and establishing a repayment formula that promotes sustainable lending for the community.

The continued success of our business and brands has always been connected to how we conduct ourselves in the communities we call home around the world. This is a responsibility we take seriously and an opportunity we strive to meet every day.

Learn more about LIVE POSITIVELY and our sustainability programs at www.sustainability.thecoca-colacompany.com.

LIVE POSITIVELY is focused on seven core elements that are key to our business sustainability: Active Lifestyles, Beverage Benefits, Climate, Community, Sustainable Packaging, Water Stewardship and Workplace.
Our Performance Over Time

We believe that our business and brands are built to withstand challenging economic times, like the one we find ourselves in today.

We have demonstrated our staying power through previous economic downturns because of our strong balance sheet, the vast size and scale of our business, the strength of our brands and the vision of our leaders.

The belief that our shareowners and consumers place in us has also sustained us through many decades of change. We do not take their trust for granted. We work diligently each day to make our Company stronger and ensure that we continue to deliver the beverages that consumers love.

At the height of the Great Depression in 1931, as Prohibition was coming to an end, Wall Street speculated that Company earnings would be negatively impacted as consumption of alcohol increased. Our Company’s stock was already suffering from the effects of the most devastating stock market crash in the history of the United States, and it continued to decline—down 68 percent in four years by the spring of 1932.

Company President Robert Woodruff believed that ensuring consumer faith in the Company would restore the stock price, so in a turbulent and challenging economic time, he invested an additional $1 million in advertising. By 1935, the stock had recovered so strongly that it split four-to-one.

In 1941, as the United States entered World War II, Woodruff pledged that “every man in uniform gets a bottle of Coca-Cola for 5 cents, wherever he is, and whatever it costs the Company.” Because of sugar rationing in the United States, this was a $5 million proposition with no guarantee of a return on the investment. The Company expanded operations into new markets throughout Europe and Asia to make good on Woodruff’s promise, and soldiers were able to experience a taste of home through a bottle of Coca-Cola. Many veterans returned home as loyal Coca-Cola consumers, and our Company began its broad international expansion in earnest.
Annual Dividend Per Share¹

$0.01

$1.64

1962 1986 2009

For each of the last 47 years, The Coca-Cola Company has increased its annual dividend. The Company has paid 351 consecutive dividends to shareowners since 1920.²

Just like Woodruff believed in the 1930s, today our leadership is confident about investing in our business for the future, even during challenging economic times. We make our decisions in a prudent, thoughtful manner—with shareowners in mind—assessing areas where our investments make the most sense to position our business for continued success.

We are working to transform our Company by evaluating areas where we can reduce costs and improve our efficiency. These productivity efforts began in late 2007, before the economic crisis of today. We understand that to remain competitive, we need to be nimble and fast to respond to changing market dynamics. We will continue to invest in world-class marketing, product innovations, sustainability initiatives and developing our associates.

No. 1 Sparkling beverage in the world for decades, as a result of the great taste of Coca-Cola and the spirit of optimism that surrounds the brand

$3.5 billion paid to shareowners through dividends in 2008

$39 billion paid to shareowners through dividends since 1920


² The information provided is historical. The declaration and payment of future dividends will depend on many factors and is at the discretion of the Company’s Board of Directors.

Smile:
During World War II, 5 billion bottles of Coca-Cola were sent to service persons and 64 bottling plants were established to quench the troops’ thirst and remind them of home.

Coca-Cola

$3.5 billion

paid to shareowners through dividends in 2008

$39 billion

paid to shareowners since 1920