

November 16, 2009



The Coca-Cola Company Provides Roadmap for Achieving 2020 Vision at Analyst and Investor Event

- Management Discusses Key Goals Including More Than Double System Revenue by 2020
- Long-Term Growth Targets Remain Appropriate Moving into 2010
- Competitive Advantages - Global Leading Brands, the Scale and Reach of a Healthy Coca-Cola System, and Strong Cash Generation - Provide Confidence to Achieve Its 2020 Vision
- Winning with Coca-Cola, the World's Most Valuable Brand and Epicenter of Its Business, Seen as Key to Fulfilling Portfolio Goals

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company is hosting an Investor and Analyst event on November 16 and 17, titled "A Growing World of Refreshment," in Atlanta to discuss the Company's '2020 Vision and Roadmap for Winning Together.' Senior Company Management - along with select Bottling System Leaders - are discussing the global and local forces that are shaping its business today and for the next decade.

The '2020 Vision and Roadmap for Winning Together' builds upon the Company's mission to refresh the world and inspire moments of optimism and happiness, while creating value for shareowners and making a difference across the globe.

During today's session, the Company will discuss a number of key goals as part of its '2020 Vision and Roadmap for Winning Together' based on the "6 Core P's" of its vision:

- Profit: More than double system revenue by 2020 while increasing system margins
- People: Be a great place to work
- Portfolio: More than double servings to over three billion a day by 2020 and be #1 in the nonalcoholic ready-to-drink business in every market and every category that is of value to us
- Partners: Be the most preferred and trusted beverage partner
- Planet: Be the global leader in sustainable water use and industry leadership in packaging, energy and climate protection
- Productivity: Manage people, time and money for the greatest effectiveness

"We worked with our bottling partners to create a 2020 Vision that is designed for action and guided by goals that will stretch us and enable us to continue to grow our business," said Muhtar Kent, chairman and chief executive officer, The Coca-Cola Company. "Working hand-in-hand with our great bottling partners, we are building a unified and aligned system equipped for long-term sustainable growth. With this roadmap as our guide, I am confident that we will usher in a new era of winning for the Coca-Cola system."

Mr. Kent continued, "We know that winning in 2020 and beyond is going to require new capabilities, new models and new innovations. We are laser-focused on targeting the right

consumers with fully integrated global marketing campaigns that work on many levels, across many geographies and cultures, and leverage a rich variety of media and channels. To target aging and affluent consumers globally, we are actively exploring new ingredients, new functionality and new occasions. At the same time, we are creating new strategies that are winning over a massive new generation of teens to drive growth of Trademark Coca-Cola."

Chief Financial Officer Gary Fayard commented, "The fundamentals of our business remain strong as we continue to gain market share globally and in key markets, expand our margins, and generate tremendous cash flows. Importantly, we are continuing to invest in the brands and capabilities to position us to build on the results we have delivered in recent years. We are confident that our 2020 Vision is achievable because our proven brand and operational strategies are flexible, our system and our Company are providing unmatched scale and reach, and our operations continue to generate strong and steady cash flows. We have a track record of returning cash to shareowners and diligently investing back into the business for profitable growth."

Event Webcast

As previously announced, the event is being webcast live from approximately 3 p.m. to 6 p.m. (EST) on Monday, Nov. 16 and will be webcast from approximately 8:30 a.m. to 5 p.m. (EST) on Tuesday, Nov. 17. The Company invites investors, media and consumers to view the live webcast at its website, www.thecoca-colacompany.com. An audio replay in downloadable MP3 format will also be available within 24 hours after the event on the Company's Web site.

The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Forward-Looking Statements

This press release 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; 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; 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; and other risks discussed in our Company's filings with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K, 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.

Stay informed. Subscribe to receive the latest news from The Coca-Cola Company at <http://feeds.feedburner.com/NewsFromTheCoca-ColaCompany>.

Source: The Coca-Cola Company