

November 15, 2013



Coca-Cola Contributes More Than US\$2.5 Million in Typhoon Relief Aid

MANILA, Philippines--(BUSINESS WIRE)-- The Coca-Cola Company announced today that the Coca-Cola system is donating more than US\$2.5 million in cash and in-kind contributions to support disaster relief and recovery efforts in the Philippines following the devastation from Typhoon Haiyan (Yolanda).

"We would like to express our deepest sympathies to those affected by this tragic disaster in the Philippines," said Muhtar Kent, Chairman and CEO, The Coca-Cola Company. "Our dedicated associates are on the ground offering assistance, and we are committed to helping the communities rebuild."

Coca-Cola Philippines and our bottling partner, Coca-Cola FEMSA Philippines, through The Coca-Cola Foundation Philippines, began donating water for relief efforts immediately after the storm to the Philippine Red Cross, the Armed Forces of the Philippines (AFP) and the Department of Social Welfare and Development (DSWD).

"We wish to express our heartfelt solidarity to all Filipinos in these difficult times," said Carlos Salazar Lomelín, Chief Executive Officer of Coca-Cola FEMSA, the bottling company of the country. "It is in times like these when the Philippines sets an example of resilience and good spirit, and where our values of supporting ourselves as a team come at its best."

Coca-Cola Philippines is providing US\$1 million for additional relief initiatives, community rehabilitation, and to assist small independent customers with reconstruction. The Coca-Cola Foundation in Atlanta has contributed US\$1 million to the American National Red Cross for humanitarian aid to the Philippines. By the end of this week, the Coca-Cola system will have donated 129,000 cases of water to the affected communities, representing an in-kind contribution valued at \$590,000.

"From day one, we have mobilized our system to provide water and resources to the survivors of the super typhoon. Immediately after the disaster, we worked with our partners, the Philippine Red Cross, the DSWD, and the AFP to be able to provide water to the affected areas," said Guillermo Aponte, President and General Manager of Coca-Cola, Philippines. "Our business is deeply rooted in these communities, therefore we will provide assistance during this time of need."

"We have a long-standing commitment to extend aid to our affected associates and their families, as well as for our communities locally," said Juan Ramon Felix, Asia Division Director, Coca-Cola FEMSA, "and with our unique capacity to lend a helping hand to these communities, we will ensure that we will continue to provide support through this difficult time."

Coca-Cola Philippines has been a long-standing partner of the Red Cross Philippines in its programs for disaster relief, blood donation, and basic life support training.

Globally, The Coca-Cola Company and the International Federation of Red Cross and Red Crescent Societies (IFRC) also have a partnership to enhance their collaboration on disaster preparedness and response in 50 countries around the world. The Company and its bottling partners have worked with Red Cross and Red Crescent Societies regularly since 1917.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including [Diet Coke](#), [Fanta](#), [Sprite](#), [Coca-Cola Zero](#), vitaminwater, [Powerade](#), [Minute Maid](#), Simply, Georgia and [Del Valle](#). Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, [healthy living](#), create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit [Coca-Cola Journey](#) at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About Coca-Cola FEMSA

Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as southeast and northeast Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater Sao Paulo, Campinas, Santos, the state of Mato Grosso do Sul, the state of Parana, part of the state of Goias, part of the state of Rio de Janeiro and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic, beer, and other beverages in some of these territories. The Company has 67 bottling facilities and serves 338 million consumers through more than 2,800,000 retailers with more than 120,000 employees worldwide.

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