May 8, 2013

Coca-Cola Announces Global Commitments to Help Fight Obesity

Company Outlines Consistent Business Actions For Its Products, Packaging, Marketing

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announces four global business commitments to further contribute to healthier, happier, and more active communities. These commitments, which apply to the more than 200 countries where we do business, are to:

1) Offer low- or no- calorie beverage options in every market

2) Provide transparent nutrition information, featuring calories on the front of all of our packages

3) Help get people moving by supporting physical activity programs in every country where we do business

4) Market responsibly, including no advertising to children under 12 anywhere in the world

“Obesity is today’s most challenging health issue, affecting nearly every family and community across the globe. It is a global societal problem which will take all of us working together and doing our part,” said Muhtar Kent, Chairman and Chief Executive Officer of The Coca-Cola Company. “We are committed to being part of the solution, working closely with partners from business, government and civil society. Today’s announcement is another step forward on our journey, as we take action with scale and reach across every country and continent where we operate.”

Muhtar Kent will make the global announcement today in commemoration of the 127th anniversary of Coca-Cola. He will be joined by Georgia Governor Nathan Deal and City of Atlanta Mayor Kasim Reed to kick off a series of programs designed to help get Georgians moving. Today’s announcement in Georgia builds on recent partnerships the Company has undertaken in Chicago, San Antonio and other cities.

Already, The Coca-Cola Company has taken a number of important steps, including product and packaging innovations including smaller portion sizes with our expansion of mini-cans in the United States, Australia, Canada, Korea and Thailand. The Coca-Cola system currently supports hundreds of active, healthy living programs in more than 115 countries reaching millions of people, and is putting calories on the front of nearly all our beverages worldwide. And, we will continue to do even more.

The Company also has committed to publicly and actively measure the scale and reach of its efforts on www.comingtogether.com. The digital platform provides further details about the Company’s global commitments and invites people to learn more about what the Company

is doing, track its progress, post feedback and exchange ideas on how we can collectively promote choice, energy balance and movement.

Presently, The Coca-Cola Company sells non-alcoholic beverages in nearly every beverage category – from sparkling beverages to water, enhanced and flavored water beverages, tea, coffee, juice and juice drinks, sports beverages and energy drinks. The broad portfolio includes nearly 800 low- and no-calorie beverages, representing 25 percent of the global portfolio. It will continue innovating portion-controlled packages and new, natural zero-calorie sweeteners like stevia, because the Company believes choice comes in many tastes, shapes and sizes.

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, the world's most valuable brand, 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 or visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

NOTE TO EDITORS:

Visuals and footage to accompany this release can be viewed at:

www.coca-colacompany.com/press-center/press-releases/coming-together-press-kit

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