

As Inclusive As Our Brands

2009 U.S. Diversity Stewardship Report

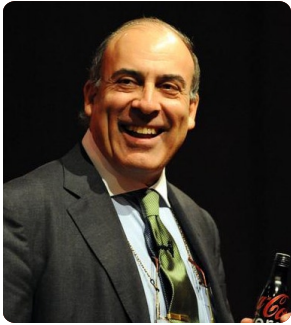


The Coca-Cola Company

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LETTER FROM OUR CHAIRMAN AND CHIEF EXECUTIVE OFFICER



AS INCLUSIVE AS OUR BRANDS

At The Coca-Cola Company, one of our seven core values is diversity, which we define in a simple but powerful way: “As inclusive as our brands.”

Our great brand represents moments of refreshment and connection that transcend cultural differences and help tie our diverse world together. As a Company, we believe we must act accordingly by taking a leadership position in diversity, inclusion and fairness in all aspects of our operations. In fact, our *2020 Vision* states that one of our top People priorities is to achieve true diversity throughout our business, a key part of being a Great Place to Work.

We continue to advance our goals and our work to ensure fairness in our People-related programs and processes – in many ways that are very visible to you, and in some that are less visible. This report was developed to share our diversity commitments, actions taken and progress made here in the United States.

This is an ongoing journey, and we have much more to do to achieve our *2020 Vision*. Having a rich conversation is important and we welcome your feedback and input, as we are counting on you to help us reach our goal of achieving true diversity at The Coca-Cola Company.

Sincerely,

A handwritten signature in black ink, reading "Muhtar Kent".

Muhtar Kent

Chairman and Chief Executive Officer
April 2010

THE COCA-COLA COMPANY
DIVERSITY HIGHLIGHTS



50/50

Males 50% Females 50%
U.S. Non-Hourly Workforce
Dec. 31, 2009



35%

Total Minorities 35%
U.S. Non-Hourly Workforce
Dec. 31, 2009



3,100

Approximately **3,100 associates** completed various Diversity Education and Workplace Fairness programs in 2009.

\$459 million

Increase of **11%** in diversity supplier spend from 2008 to 2009.

20%

Women in General Management roles in the U.S. have increased from **15% to 20%** since 2007.

Diversity as Business

At The Coca-Cola Company, our definition of diversity is simple: having and valuing differences. Inclusion is about providing equal access to information and giving all our employees the opportunity to participate and have their voices and opinions heard. And fairness is all about making equitable decisions as a Company.

We must focus on all three of these – which collectively make up our “secret formula” – to be successful in an ever-changing world. Our Diversity As Business strategies and initiatives are focused on our People Vision to “Be a great place to work... and achieving true diversity,” ensuring we have a workforce that can both see and seize marketplace opportunities and create sustainable growth for our Company.

By building an inclusive workplace environment, we seek to leverage our global team, which is rich in diverse people, talent and ideas. However, diversity to us is not just about Human Resources policies and practices. It’s an integral part of who we are, how we operate and how we see our future. As a global business, our ability to understand, embrace and operate in a multicultural world – both in the marketplace and in the workplace – is critical to our long-term sustainability and, specifically, impacts our ability to meet our *2020 Vision* People goals.

Many people across the Company continue to work diligently to help us advance in our diversity journey and build organizational and individual “muscle” on diversity, inclusion and fairness. They include the thousands of associates who participate in

This first-of-its-kind report is designed to provide information, data and facts about our ongoing diversity work in the U.S. across four key areas:

- 1 **WORKPLACE**
- 2 **MARKETPLACE**
- 3 **SUPPLIER**
- 4 **COMMUNITY**

OUR STRATEGIC FRAMEWORK IS CENTERED ON WHAT WE CALL THE 5CS:

Drive Leadership Commitment

Engage our system around our Diversity as Business strategy.

Build Culture

Create an environment where we value differences and leverage them as a competitive advantage.

Connect with Communities

Invest in organizations and educational institutions that advance our Company's diversity-related priorities.

Accelerate Consumption

Win in the marketplace by appealing to diverse consumers with our brands.

Drive Communications

Build employee awareness and support for the business case for diversity.

our Business Resource Groups and those who have attended our various diversity education programs to learn, grow and contribute to our journey. They also include associates who come through our Employee Resolutions Program because they have issues they are concerned with and are looking for help. Finally, they include the men and women across our organization who are making a difference through their work in multicultural marketing, their use of diverse suppliers or through the actions they are taking to better our local communities.

This first-of-its-kind report provides data about our ongoing diversity work across four key areas – Workplace, Marketplace, Supplier and Community – with snapshots of our achievements to date.

WORKPLACE

We strive to create an inclusive culture defined by our seven core values: leadership, passion, integrity, diversity, collaboration, quality and accountability. We bring these to life in the workplace through programs that are designed to attract, retain, develop and advance diverse talent.

Fairness Monitoring

Our Company established a wide range of monitoring and reporting programs to ensure fairness in all our employment-related decisions. These qualitative and quantitative studies – most of which have been in place since 2001/2002 – are conducted “behind the scenes” at least once a year by our Global Diversity & Workplace Fairness team. A summary of each is provided below:

Annual Merit, Short-term and Long-term Incentives

A quantitative assessment of the proposed distribution of merit awards, annual incentives and stock/stock options is conducted annually. The analysis can determine if groups of associates (based on gender and/or race/ethnicity) are negatively impacted by proposed

awards. The analysis also can make the same determination on an individual associate basis. If issues exist without sufficient rationale, changes are made to the proposed awards to correct those issues.

Pay Equity

The Company reviews all associates’ base pay annually to ensure fairness when compared to similarly situated associates. This is not just a review of your pay in comparison with peers in your work group. Rather, it looks at your pay in relation to U.S.-based associates with similar roles, performance, salary grade, time in grade, time in job, and Company experience. If the quantitative study finds unsubstantiated pay differences, associates are provided a one-time base pay increase.

“If issues exist without sufficient rationale, changes are made”

Performance Management

A quantitative assessment of the distribution of proposed performance ratings in each business unit or function. If issues exist without sufficient rationale, changes are made to negate those issues.

Restructuring

A quantitative assessment of proposed restructuring impacts (separations).

Selection

Periodic review of quantitative selection, hiring and promotion results to ensure that groups of associates (based on gender and/or race/ethnicity) are not negatively impacted by ongoing selection decisions.

Workforce Demographics

Quarterly provision of detailed workforce demographic data to senior leaders, the Diversity Advisory Councils and HR.

Includes details on:

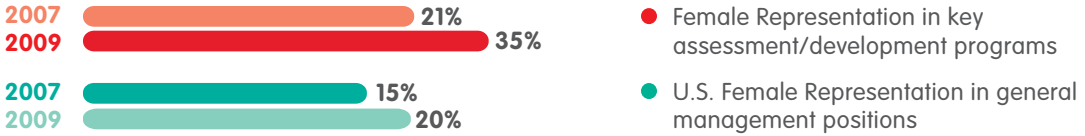
- Population and trends over time
- Analysis of relative promotion and termination rates
- Analysis of population and trends by salary grade
- New hire analysis

Women’s Leadership Council

The Women’s Leadership Council, sponsored by Muhtar Kent, was established in late 2007 as a key component of our Global Women’s Initiative, a strategic plan to help accelerate the global recruitment, development, advancement and retention of women at the Company. The Council serves as an advisory board to our Company’s leadership team and has made good progress in three core focus areas:

WOMEN IN LEADERSHIP AND BUILDING THE PIPELINE

2007 vs. 2009 Female Representation



In 2009, the percentage of women in general management positions in the U.S. increased to 20% (up from 15% in 2007) and women represented 35% of participants in our four key global assessment and development programs in 2009 (up from 21% in 2007).

CREATING AN ENABLING CULTURE THAT VALUES PERSONAL SUSTAINABILITY

A Flexible Work Arrangement program has been launched in the U.S., and CCU has introduced a new Mid-Level Women's Leadership Program. U.S.-based mentoring program tools have been scaled globally, and guidelines, frameworks and tools are now available to help launch women's networks in any geography.

DRIVING ENGAGEMENT WITHIN THE ORGANIZATION

Women's leadership priorities have been integrated into Woodruff Cup criteria. The WLC also has shared its business plan with senior Company leadership and briefed our Top-to-Top bottler leaders.

Diversity Advisory Council

The Company's Diversity Advisory Councils (DACs) are comprised of diversity advocates from functions and business units who develop recommendations for senior management on advancing our diversity leadership efforts. The CCNA and Corporate DACs are chaired by Sandy Douglas and Alex Cummings, respectively.

The Councils are designed to:

- Provide oversight of the

internal diversity climate within our Company;

- Raise awareness of employee engagement issues that may be impacted by diversity factors;
- Steward our long-term diversity leadership strategy and plans;
- Serve as partners and coaches to others facing specific diversity challenges;
- Gather associate feedback through Employee Forums, Diversity Roundtables and Focus Groups.



Led by Susan Gambardella, CCNA's Central Region conducted its first-ever Women's forum to help female associates build on their Personal Development Plan work.

CENTRAL REGION WOMEN'S FORUM

Attendees from FoodService, Bottler Sales and Marketing, the Parts Warehouse, Syrup Plant and CCE networked with colleagues and heard Marcus Buckingham speak about his book, *Find Your Strongest Life, What the Happiest and Most Successful Women Do Differently*. A panel featuring women leaders from inside and outside the industry also explored ways to lead a "strong life."

Business Resource Groups (BRG)

BRGs are a catalyst for ensuring an inclusive and open environment that allows employees to fully contribute to the Company's success by:

- Promoting the Company's mission, core values and Diversity As Business strategy by ensuring that BRG business plans objectives are aligned to the Company's marketplace, workplace and community initiatives.
- Providing professional and personal growth opportunities for all employees through lunch-and-learn sessions, BRG Board appointments, networking, events, project management, etc.
- Providing additional educational and awareness programming for BRG participants and other employees through BRG speaker series events, cultural heritage month celebrations, etc.

All BRGs are assigned an executive sponsor, who provides guidance on the long-term vision and strategy for the organization

to ensure alignment with the Company's business strategy.

THE FOLLOWING BRGs ARE ACTIVE WITHIN OUR COMPANY:

- African-American Business Resource Group
- Asian/Pacific-American Business Resource Group
- Business Support Professionals
- Gay and Lesbian Business Resource Group
- Latino Business Resource Group
- Women's Business Resource Group.



Focus Groups and Roundtables

Our Company organizes Diversity Focus Groups to gather input and feedback on our programs and produce in-depth insights to help develop our Company's annual People and Diversity plans. Focus Groups are usually made up of 8-10 associates who represent a cross-section of our population.

In 2009, the Company began a series of Diversity Roundtables. Led by senior executives, the Roundtables include members of the Company's Diversity Advisory Councils and Global Diversity team. Roundtable discussions – which feature 10-12 randomly selected employees – focus on our diversity efforts, culture, personal experiences and perspectives, and what we can do to enhance the workplace experience. Feedback from these candid sessions helps inform our annual People and Global Diversity plans.

Diversity Speaker Series

As we strive to create a winning culture where all associates are inspired to be the best we can be, our

Diversity Speaker Series offers a first-hand perspective on the importance of diversity to our business. Since the series began in 2006, programming has focused on providing employees with a broader and deeper understanding of diversity. More than 20 speakers have addressed relevant topics ranging from “Generations in the Workplace” to “Diversity Drives Innovation” to “White Males as Diversity Allies” to “Uncovering Unconscious Bias.” Each session is recorded and available for viewing via KO WebTV.

Diversity Education

Our Diversity Education program includes a blended learning curriculum designed to provide managers and employees with the knowledge, skills and competencies needed to cultivate an inclusive environment – one that leverages unique backgrounds, experiences and perspectives and drives organizational performance. A diverse array of classroom-based, experiential and online programs and learning resources help to foster a better understanding of our colleagues, our suppliers and our customers,

and ultimately lead to greater success in the marketplace.

OUR DIVERSITY EDUCATION PRIORITIES INCLUDE:

- Building the capability of managers so they can support and reinforce an inclusive environment.
- Building the capability of individual contributors and teams; and
- Expanding/broadening the understanding of diversity.

Our diversity education curriculum currently includes the following programs:

MicroInequities

This program focuses on the effects of negative micromessages in the workplace, which have a powerful influence on driving the behavior of all those with whom we interact. Repeated sending or receiving of negative micromessages, known as MicroInequities, results in exponential erosion of workforce effectiveness. Conversely, well-crafted and constructive micromessages, MicroAdvantages, have an

equally powerful positive effect that promotes loyalty and heightened performance. The program seeks to inspire participants to become catalysts for change in their workplaces and use constructive MicroAdvantages to heighten performance and create a work environment that visibly values and leverages the diversity of our associates.

Managing Diversity

In addition to raising awareness, this program, through self-assessments, exercises and discussions, provides Coca-Cola managers with awareness, knowledge and skill readiness to foster an inclusive climate that leverages unique backgrounds, experiences and viewpoints and improves organizational performance.

Challenge Day

Challenge Day is a corporate version of a nationally recognized diversity training program that has been launched in schools across the country.

Integrated Diversity
Leadership Model (iDLM)

In the past few years, CCNA has made significant progress in establishing diversity leadership as a business lever to drive growth, while expanding its focus in the community and continuing to promote diversity in the workplace.

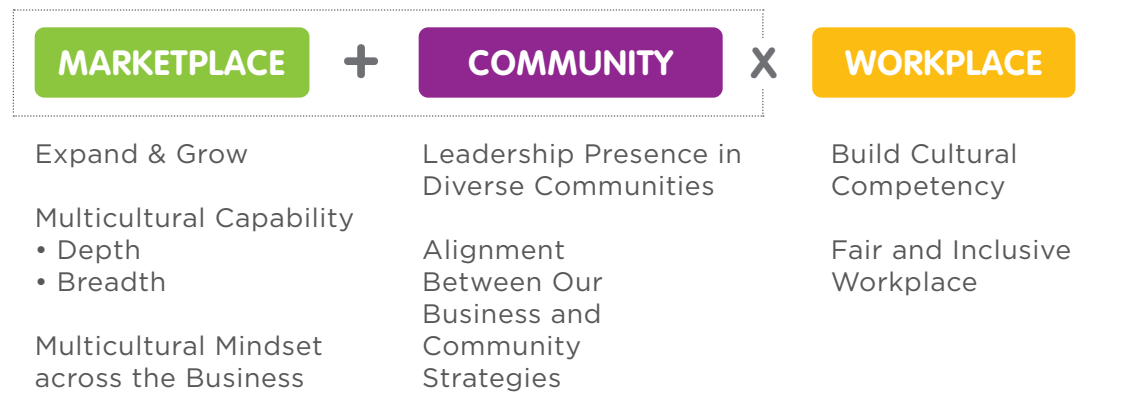
CCNA has implemented the Integrated Diversity Leadership Model (iDLM) – focused on the marketplace, community and workplace – to integrate all elements of our diversity strategy and to drive operating effectiveness and efficiency (see chart). The iDLM is designed to provide six pillar strategies to bring a synergistic approach to Diversity Leadership.

Specifically in the workplace, we need to have a workforce that has the capability to embrace all types of diversity and feels supported, and to have a fair and inclusive environment where everyone can contribute and prosper. We do this by:

Building Cultural Competency and developing a “Cultural Comfort” in the organization where associates are at ease dealing with individuals from diverse groups. More than understanding differences, it focuses on celebrating and embracing people who are different than you.

Creating a Fair, Inclusive Workplace by encompassing all elements to ensure all employees are treated in an equitable way.

INTEGRATED DIVERSITY LEADERSHIP (IDL)



Disability Programs

Our disability programs focused on four key areas in 2009: creating greater awareness and recognition of our disability initiatives; enhancing our ability to source and recruit individuals with disabilities; ensuring our Company is making appropriate job accommodations for those individuals with different needs; establishing a network for employees who are interested in disability information and programs.

Did You Know?

- More than 51 million people in the U.S. have some level of disability. More than half (28.2 million) are female.
- Seven out of 10 people will experience a disability in their lifetime.
- Disabled Americans represent more than \$220 billion in annual spending power. Disabled travelers spend about \$3.6 billion a year.

DISABILITY PROGRAM 2009 HIGHLIGHTS:

- Activated National Disability Awareness programming in October, including the “Pathways to Ability,” Special Olympics and Disabled Artists exhibits, and various disability-related informational activities.
- Activated a “special needs” demonstration of disability-related technology that allows us to accommodate individuals with disabilities.
- Linked all open positions to five specific sites that cater to the disabled community and partnered with Spherion to promote temporary assignments for candidates from the disability community.
- Began work to establish a disability-related employee network.
- Established a process for requesting disability-related job accommodation on *myKO*.



To commemorate National Disability Awareness month in October 2009, TCCC organized a “Pathway to Ability” expo at the AOC.

PATHWAY TO ABILITY

An interactive expo showcased workplace tools and resources, such as assistive devices for hearing and speaking, and ergonomic chairs and keyboards. One exhibit paid tribute to Eunice Kennedy Shiver and her work with Special Olympics, and another featured the Coca-Cola Free-style fountain dispenser and its built-in capabilities for people with disabilities.

MARKETPLACE

At The Coca-Cola Company, we strive to understand a diverse range of consumers and deliver marketing, advertising and other programming to satisfy their specific needs. We start by understanding consumer trends within the Multicultural Marketplace, and then develop “depth” and “breadth” communications based on that knowledge.

Diversity Business Development Team

CCNA’s Diversity Business Development (DBD) team develops integrated strategies to provide diverse consumers with the right beverage portfolio. During the last year, this team has shifted its focus from strategy and capability development to building organizational capability and enabling execution.

In 2009, the DBD team:

- Worked in conjunction with the Multicultural Marketing team to build out marketing strategies, integrating multicultural elements into general market programs for greater reach.
- Identified key opportunities in emerging markets, including Asian, GLBT and disabled consumers.
- Integrated Asian consumers into existing communications. The team is now building

out our Asian marketing capability through a model market and testing with key retail and food-service customers.

- Worked closely with CCNA business and customer teams on groundbreaking new efforts, including a “Selling to Multicultural Customers” pilot for local market foodservice customers on the West Coast. Also piloted a Customer Diversity Assessment Tool with Kroger and Publix, and led strategic diversity consulting with key customers, including Home Depot, SUPERVALU and Texas Roadhouse.

CCNA’s Top 400 Come Together On Diversity Leadership

In May 2009, CCNA’s top 400 leaders attended a full-day Diversity Leadership Conference where they listened to customers, including

35%

Multicultural consumers currently represent more than 35% of CCNA's sales, and this percentage is expected to rise over the next several decades.

Target, Olive Garden and Church's Chicken, and discussed their consumer diversity strategies and how Coca-Cola can support their efforts. The Diversity Business Development team organized the conference, which was designed to seed the elements of Diversity Leadership across CCNA and build the cultural competency of our leaders.

CCNA Multicultural Marketing

Our Multicultural Consumer Marketing team develops and executes relevant marketing plans to reach multicultural consumers, working with brand and customer teams and the bottling system. The team also works across the system with CCNA business units, brand and customer teams, and bottlers to deepen multicultural expertise across the system.

For the past two years, the Multicultural Consumer Marketing team has refocused on

African-American marketing and expanded its reach to Hispanic consumers, and is now in the process of completing a long-term multicultural marketing strategy. The team works closely with Diversity Business Development to integrate Asian consumers into our long-term multicultural capability.

"Depth" programming highlights key periods of activity that are important to a target consumer base, such as Black History Month or Hispanic Heritage Month, while "breadth" programming ensures that all of our general market programming, such as the NCAA Final Four or our summer campaign, incorporates relevant messaging.

Our Multicultural Marketing programs reflect both "deep" and "broad" programming by:

- Developing enhanced multicultural marketing programs

targeting specific consumer groups. These include a Dasani Mother's Day campaign for African-American consumers and Telenovelas for Hispanic consumers, and in-store programs that support retailers in predominantly Hispanic or African-American communities.

- Supporting the integration of multicultural insights into general market CCNA business unit plans. Examples include multicultural thinking integrated into the Sparkling Teen Strategy and multicultural overlays on general market Still and Sparkling programs, and in some cases, multicultural programs like the Sprite Step Off, which also have broad appeal to general market consumers.
- Driving multicultural focus in geographic regions and with customers. Examples include the Southwest Region Hispanic Marketing expansion, East Region acceleration, and specific work with Retail and Food-Service customers.

African-American Consumer Marketing

The African-American Consumer Marketing (AACM) team has a goal of: "Driving volume, equity and share for the CCNA system by developing relevant marketing plans to reach African-American consumers." This team recently conducted an in-depth analysis using consumer beverage landscape and Nielsen data to assess the state of the business and develop stronger go-to-market strategies to reach African-American consumers with the right occasion, brand, price, pack and channel (OBPPC) architecture. The group also partnered with key customer teams and bottlers to present African-American consumer insights and build programs specific to this shopper base.

Partnerships

The AACM team has developed important media partnerships to link our brands with African-American consumers, including a 2009 alliance with Black Entertainment Television (BET). This program connected with teens through the popular show, "106 and Park," and by



THE LARGEST NATIONAL
STEP COMPETITION IN HISTORY
\$1.5 MILLION
PRIZE POOL
NATIONALLY TELEVISED EVENT

**Sprite Step Off ,
which launched
in 2009, is an
excellent example
of a multicultural
program with
community and
customer tie-ins.**

**SPRITE STEP OFF: MARKETING WITH
COMMUNITY AND CUSTOMER INVOLVEMENT**

The competition, which involves National Pan-Hellenic organizations, McDonald's and the Boy's and Girl's Clubs of America, promotes multicultural Greek life, active lifestyles, education and community service. The national finals were held in early 2010 in Atlanta.

leveraging their top passion point – music. The partnership also included Coca-Cola messaging and activation during the 2009 BET Awards, the cable network’s premier music awards show.

Connecting with Celebrities

Over the past two years, the AACM team has partnered with influential African-American celebrities, including R&B artists Chilli, Musiq Soulchild and Lupe Fiasco, and film and TV actor Idris Elba. These partnerships have connected our brands with African-American consumers through various retail and experiential programs.

Black History Month and Dasani Refreshing Women a Hit in Value Channel

The Value Channel and other customer teams activated AACM programs in 2009, driving significant volume increases. Family Dollar activated the Black History Month marketing program nationally in all of their 6,600 stores for the first time in 2009, delivering a 125 percent increase in volume. Meanwhile, Dollar General activated the Dasani Refreshing Women program in

8,700 stores, delivering an 83% lift with the Dasani 1-liter package.

Hispanic-American Consumer Marketing

The Hispanic-American Consumer Marketing (HACM) team has a goal of: “Driving volume, equity and share for the CCNA system by developing relevant marketing plans to reach Hispanic-American consumers from all levels of acculturation.”

Strategy & Planning

In 2009, the HACM team developed the long-term Hispanic Strategy 2013: Vision, Business Objective and Strategies, strengthened the Hispanic Advisory Committee and 2010 Hispanic Leadership Plans, and completed a Hispanic Commercialization Leadership situation assessment. The team also supported the development of specific brand and business unit strategies for multicultural consumers and provided Hispanic insights for general market creative campaigns. Additionally, the HACM team provided key input on strategies for Still portfolio brands, multicultural foodservice

marketing, the Coca-Cola brand (including a teen strategy) and flavored sparkling brands like Fanta, Sprite and Barrilito.

TIENDA IN-STORE CONTINUES TO EXPAND AND DRIVE RESULTS

The Tienda in-store marketing program targeting Hispanic communities and retailers that serve large Hispanic consumer populations expanded to 15 new markets in 2009, including areas served by the independent bottlers system. Today, more than 15,000 accounts participate in our Tienda and African-American in-store marketing programs. On average, these stores have increased 2% change vs. prior year. A key part of the team's work was developing a system alignment process for point-of-sale materials, program funding and bottler support.

Working Across the Coca-Cola System

The HACM team has worked on strategic customer consulting with CCNA regions and small and large channel

teams, a Hispanic market expansion commercialization protocol for the South region, and the inclusion of a Multi-cultural Scorecard into CCE's monthly Factbook.

Re-Energizing Fanta with Hispanic Consumers

The HACM developed a comprehensive plan to support Fanta in the Hispanic market, including a new bilingual label, communications campaign (radio and POS), Hispanic extension of the Fantanas promotion, and the introduction of a new Fanta flavor targeting Hispanic consumers – Fanta Grapefruit/Toronj.

Celebrity Partnerships

The 2010 Coca-Cola Telenovela Club program provides year-long activations focused on Hispanic moms, and experiences that help “uncap” her dreams. We continue to promote the latest telenovelas, which are the top-rated TV shows for Hispanic moms, in retail outlets and on the new Coca-Cola Telenovela Club Web site.

SUPPLIER

Diversity is essential in our workplace and our supplier base. Our Supplier Diversity mission is to maximize procurement opportunities with minority and women-owned businesses (MWBs) as suppliers, contractors and subcontractors of goods and services. We also offer a Supplier Diversity Mentoring Program and partner with advocacy organizations.

An Ambitious Pledge

While Supplier Diversity efforts span more than three decades, we further solidified our commitment in 2000 with a public pledge to spend \$800 million with MWBs during a five-year period. We ultimately spent more than \$1 billion and, in subsequent years, consistently exceeded our annual targets and spend goals. In fact, in 2009 we spent more than \$459 million with MWBs.

Supplier Diversity Mentoring Program

To help our diverse suppliers achieve success in the marketplace, we offer a Supplier Diversity Mentoring Program. The program serves as a viable resource for MWBs by providing comprehensive assessments, coaching, guidance and training to help them achieve further business and overall growth. This program strives to enhance the capability and capacity

of these protege firms. As a result, most of our

PARTNERS IN THE PROMISE



Under the leadership of Chairman and CEO Muhtar Kent, our Supplier Diversity profile has grown substantially in dollars spent and in global recognition. We host an annual “Partners in the Promise” awards dinner to recognize senior executives who play a critical role in embedding supplier diversity in all business processes. Through a network of advocates, supplier diversity is integrated into each business unit’s core processes, including our supply chain.

“When The Coca-Cola Company started discussions with us, we knew we had finally found the right opportunity – and the right partner. Working with Coca-Cola has made us a larger business that employs more people, and we are better able to serve our community.” Tim Harris, Owner, Harris & Ford LLC

protégé companies benefit from additional business with both our Company and other corporations. In fact, in 2009, we spent more than \$459 million with MWBEs. Surpassing our target despite a challenging economic environment.

Additionally, we partner with advocacy organizations to provide broader educational programs and initiatives to support the development and viability of MWBEs, including:

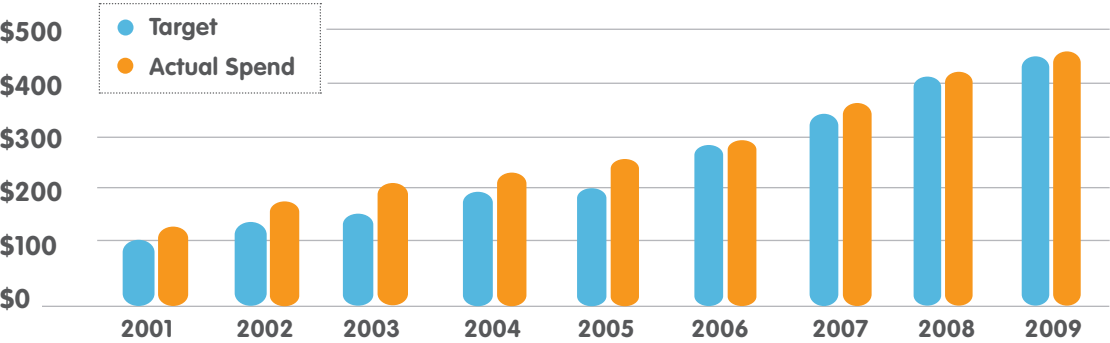
- National Minority Supplier Development Council
- Women’s Business Enterprise National Council
- National Association of Women Business Owners
- U.S. Pan-Asian-Chamber of Commerce
- U.S. Hispanic Chamber of Commerce, Native American Chamber of Commerce
- National Center for American Indian Enterprise Development
- State of Georgia Governor’s

- Mentor Protégé Program
- Georgia Minority Supplier Development Council
- Georgia Women’s Business Council

In addition, we sponsor MWBEs to attend executive management programs at Northwestern University Kellogg School of Management, and Dartmouth University Tuck School of Business.

We believe our dedicated focus on our MWBE suppliers helps strengthen and develop the local communities in which we operate. Whether we’re creating jobs, training and mentoring, or directly supporting community organizations, our commitment to supplier diversity is an essential component of our long-term growth and competitive advantage as we reach new markets and consumers.

SUPPLIER DIVERSITY SPEND 2001-2009



Target:	2001	2002	2003	2004	2005	2006	2007	2008	2009	TOTAL
	\$100MM	\$135MM	\$175MM	\$190MM	\$200MM	\$294MM	\$340MM	\$402MM	\$458MM	\$2.3B
Actual:	2001	2002	2003	2004	2005	2006	2007	2008	2009	TOTAL
	\$127MM	\$180MM	\$205MM	\$232MM	\$255MM	\$297MM	\$366MM	\$413MM	\$459MM	\$2.5B

Awards & Recognition

- Georgia Women’s Business Council’s “Corporation of the Year”
- Georgia Minority Supplier Development Council’s “Corporation of the Year”
- U.S. Pan-Asian Chamber of Commerce’s “Corporation of the Year”
- Native American Chamber of Commerce’s “Corporation of the Year”
- Women Business Enterprises National Council America’s “Top Corporations for Women Business Enterprises”
- Diversity Business.com America’s “Top Organization for Multicultural Business Opportunities”
- PODER-Magazine & U.S. Hispanic Chamber of Commerce’s “Top 50 Companies for Supplier Diversity”
- Hispanic Enterprise Magazines “Top 50 Companies for Supplier Diversity”



During the construction of the new World of Coca-Cola in Atlanta, we partnered with several MWBEs.

WORLD OF COCA-COLA

During the construction of the new World of Coca-Cola in Atlanta, we spent more than one-third of our budget with MWBE suppliers. Following this project, several of our non-MWBE contractors developed lasting relationships with MWBEs, leading to opportunities for both parties.

COMMUNITY

Our Company strives to touch consumers in the communities where they live and work. This approach ensures that we are talking to and meeting the unique needs of our multicultural consumers.

Our Community strategy focuses on:

Establishing a Leadership Presence in Diverse Communities

These activities, many of which are led by our Global Community Connections team, support our Company's broader approach and involve organizations such as the Hispanic Chamber of Commerce, Special Olympics and Historically Black College and Universities.

Aligning Our Business and Community Strategies

We support bottler events in thousands of local communities across the country that reach diverse consumers, including the Harvest Moon Festival in Los Angeles, the Dallas Elevator Project (mentoring Hispanic Youth) and the Gay Pride Parade in Atlanta. During the past year, we also

activated our *Live Positively* platform with the National Medical Association, which led to an award for our leadership in providing women's health information to the community. Many of our multicultural marketing activities also include a community component, including our Black History Month campaign and the Sprite Step Off program.

Commitment to Education

The Coca-Cola Company has a long tradition of supporting education in the United States and around the world. And as part of our focus on Community, we are committed to promoting access to education, sponsoring scholarship programs, reducing school drop-out rates and other educational initiatives. During the last 20 years, we have given more than \$93 million in support of education in the U.S. Coca-Cola Scholars

\$1.7 million

In 2009, The Coca-Cola Company gave more than \$1.7 million to multicultural organizations.

The Coca-Cola Scholars Program is one of the most recognized and respected corporate sponsored scholarships in the U.S. The program was created in 1986 to commemorate the 100th anniversary of Coca-Cola and to establish an educational support system for tomorrow's leaders through college scholarships. Of the 250 current Coca-Cola Scholars, 133 come from multicultural backgrounds.

Coca-Cola First-Generation Scholarships

In 1993, we started providing scholarships to students who are the first in their families to attend college. In 2009, we provided scholarship support to more than 375 diverse first-generation scholars. Part of that support comes from the nearly \$1 million in scholarship support our Company provided in 2009 to organizations that focus solely on diverse students.

These include:

- The United Negro College Fund
- The Hispanic Scholarship Fund
- The American Indian College Fund
- The Asian and Pacific Islander Scholarship Fund
- National Black MBA Association
- The National Society of Hispanic MBAs
- The Jackie Robinson Foundation

Coca-Cola Valued Youth

This research-based, internationally recognized tutoring program is designed to prevent school dropouts. Middle school students who are considered at risk of dropping out are selected to tutor elementary school students, enabling them to make a difference in the younger students' lives. Through this experience, the older students gain a renewed interest in school.

Over the past 20 years, we have committed more than \$6 million to this program, which has kept 98 percent of its tutors – nearly all of whom come from diverse backgrounds – in school since its inception.

Support of Multicultural Organizations

In 2009, support of diversity and multicultural community organizations became a strategic pillar of CCNA's Community and Corporate Philanthropy strategy. To date, we have given more than \$1.7 million to multicultural organizations, including:

National Association for the Advancement of Colored People (NAACP)

The Coca-Cola Company is proud to continue our long-standing partnership with the NAACP – the nation's pre-eminent and oldest civil rights organization – and in 2009 became a major sponsor of their Centennial Convention. The NAACP is responsible for a number of victories in the struggle for justice and equality in America over the past century. In addition to supporting the convention, we

served as one of two lead sponsors for the Freedom Fund/Spingarn Award Dinner, where President Barack Obama gave the keynote address.

National Association of Asian-American Professionals (NAAAP)

As the largest and fastest-growing Asian-American professional organization, NAAAP continues to provide members with the tools and resources to advance their careers and become great leaders. After attending the NAAAP convention in 2008 and seeing first-hand the wonderful work that NAAAP they do, we decided to become a larger supporter of the 2009 NAAAP Convention.

Human Rights Campaign (HRC)

In 2009, we continued our 12-year relationship with the HRC by serving as a presenting sponsor of their annual fundraiser in Atlanta. As the largest national lesbian, gay, bisexual and transgender (LGBT) civil rights organization, HRC envisions an America where LGBT people are ensured of



Scholarship recipients will be students who are the first in their families to attend college.

AMERICAN INDIAN COLLEGE FUND

The Coca-Cola Foundation recently established a four-year grant to the American Indian College Fund (AICF) to provide up to \$5,000 in scholarship support for at least one student to attend each of the country's 32 eligible tribal colleges and universities. Scholarship recipients will be students who are the first in their families to attend college.

their basic equal rights and can be open, honest and safe at home, at work and in the community.

OUR COMPANY SUPPORTS THESE ADDITIONAL MULTICULTURAL ORGANIZATIONS:

- National Urban League
- 100 Black Men of America
- Congressional Black Caucus Foundation
- National Coalition of Black Women
- Southern Christian Leadership Conference
- National Association For Equal Opportunity
- Asian-American Heritage Foundation
- Center for Pan-Asian Community Services
- Committee of 100
- Korean Culture Research
- Thai Association World Center
- Latin American Association
- League of United Latin American Citizens
- National Council of La Raza
- National Hispanic Chamber of Commerce

Latin Affairs Group

The U.S. Hispanic community represents the fastest-growing segment of the U.S. population and our largest per-capita

consumers of Coca-Cola. That's why our commitment to this community is deeply ingrained in our business - from our strategy and employment opportunities, to our community support, our mission is to invest in and provide resources to foster the success of the Hispanic community in the U.S.

Created in 1986, our Latin Affairs team works to enhance our service and support of the U.S. Hispanic community by developing business opportunities and preventing, reducing and eliminating barriers to profitable, long-term growth. Under the leadership of CCNA President Sandy Douglas, who serves as Chairman, we also manage the Coca-Cola Hispanic Advisory Council of external business executives from different retail channels, community leaders and government representatives. This group provides counsel on business plans, initiatives, programs and issues to internal Council members (CCNA and CCE), and has become a valuable sounding board for our system.

We have created targeted marketing and national lifestyle advertising campaigns featuring the Latino Community, teaming up with well-known organizations to develop educational programs focused on promoting the U.S. Hispanic community.

For example, we partner with the Hispanic Scholarship Fund Golf Tournament to provide scholarships to deserving students. In the eight years since forming this partnership, the tournament has raised more than \$3.7 million.

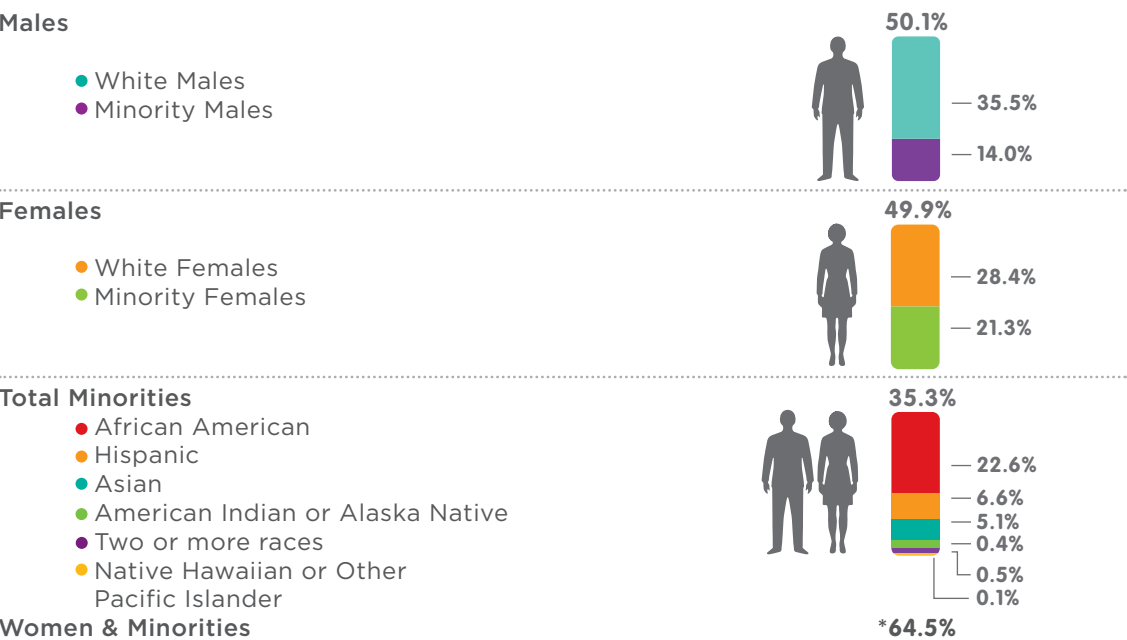
Moreover, we support many groups and programs that contribute to this minority community, including the League of United Latin American Citizens (LULAC), the National Council of La Raza (NCLR), the Mexican-American Grocers Association (MAGA) and the U.S. Hispanic Chamber of Commerce (USHCC).

AWARDS & RECOGNITION

Over the years, we have earned several awards for our workplace and community diversity efforts:

- *Latina Style* magazine's "Top 50 Companies for Latinas to Work for in the U.S."
- *Hispanic Magazine's* "10 Companies Working for Hispanics"
- Texas Association of Mexican American Chambers of Commerce's "Corporation of the Year"
- U.S. Hispanic Advocacy Association's "Green Agenda 2008 Bravo Award"
- Ga. Hispanic Chamber of Commerce's "Corporation of the Year"
- Mexican-American Legal Defense and Education Fund's "Corporation of the Year"
- U.S. Hispanic Chamber of Commerce's "Corporation of the Year"
- National Association of Hispanic MBAs "Corporation of the Year"
- Latin American Association's "Corporation of the Year"

U.S. Non-Hourly Workforce December 31, 2009



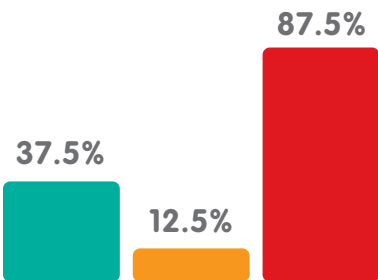
U.S. Non-Hourly Population By Salary Buckets, December 31, 2009

	SG 14+	SG 10-13	SG 1-9
Males	70.7%	55.6%	32.1%
White Males	54.5%	41.4%	17.5%
Minority Males	14.9%	13.7%	14.3%
Females	29.3%	44.4%	67.9%
White Females	21.6%	28.5%	30.7%
Minority Females	7.5%	15.6%	36.9%
Total Minorities	22.5%	29.3%	51.2%
African American	9.8%	15.9%	39.8%
Hispanic	7.4%	6.3%	7.1%
Asian	4.8%	6.3%	2.9%
American Indian or Alaska Native	0.1%	0.4%	0.4%
Two or more races	0.3%	0.3%	0.5%
Native Hawaiian or Other Pacific Islander	0.0%	0.1%	0.1%
Women & Minorities *	44.2%	58.1%	82.2%

*(all women plus minority males)

Diversification of Senior Leadership

OPERATING GROUP LEADERSHIP 2009



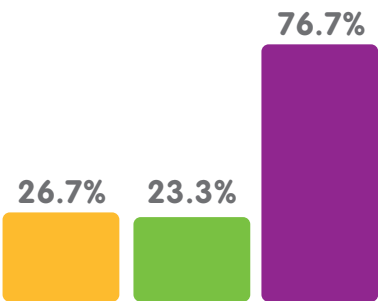
Operating Group Leadership 1/1/2000

Men	6 (100%)
Women	0 (0.0%)
Minorities	1 (16.7%)
Total	6

Operating Group Leadership 12/31/2009

Men	7 (87.5%)
Women	1 (12.5%)
Minorities	3 (37.5%)
Total	8

ELECTED OFFICERS 2009



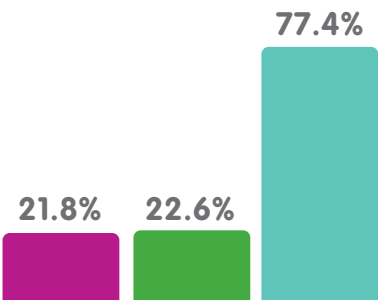
Elected Officers 1/1/2000

Men	32 (82.1%)
Women	7 (17.9%)
Minorities	4 (10.3%)
Total	39

Elected Officers 12/31/2009

Men	23 (76.7%)
Women	7 (23.3%)
Minorities	8 (26.7%)
Total	30

ELECTED & APPOINTED OFFICERS 2009



Elected & Appointed Officers 1/1/2000

Men	90 (84.1%)
Women	17 (15.9%)
Minorities	9 (8.4%)
Total	107

Elected & Appointed Officers 12/31/2009

Men	199 (77.4%)
Women	58 (22.6%)
Minorities	56 (21.8%)
Total	257

