



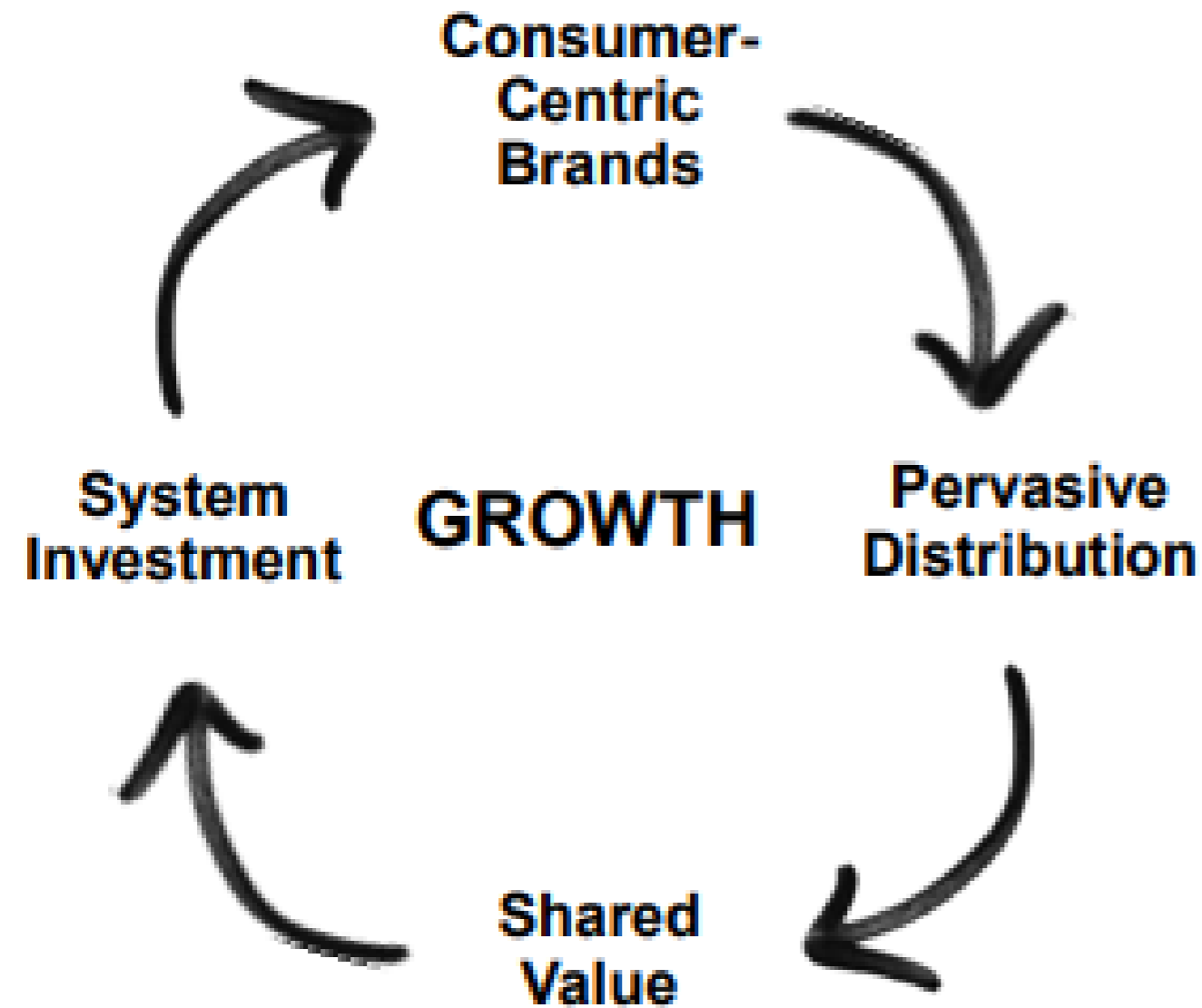
THE COCA-COLA COMPANY



2016 SUSTAINABILITY REPORT

BEVERAGES **S**
OUR WAY FORWARD
WATER **S**TEWARDSHIP
CLIMATE PRO**T**ECTION
HUMAN & WORKPL**A**CE RIGHTS
COMMIT**I**TMENTS
WOMEN'S ECON**O**MIC EMPOWERMENT
THE COCA-COL**A** FOUNDATION
5**B**Y20
SUSTAINABLE AGR**I**CULTURE
THE COCA-COL**L**A COMPANY
GIVING **B**ACK
REPORT**I**NG
PACKAGING & REC**Y**CLING

Our 'Integrated' Growth Model



"Share value not just for the consumers, the customers, the bottlers, through the supply chain, to the employees, to the shareholders and to the broader community. And we think that, fundamentally, local and, in total, global shared value creation is what attracts more system investment, investment by ourselves and investment by our bottling partners, to help keep the cycle going.

In the end, this very simple growth model has been true for 130-plus years for The Coca-Cola Company."

James Quincey
CAGNY Investor Conference – February 2017

Our Integrated Thinking



Alexis Herman, Chair, The Coca-Cola Company Public Issues and Diversity Review Committee

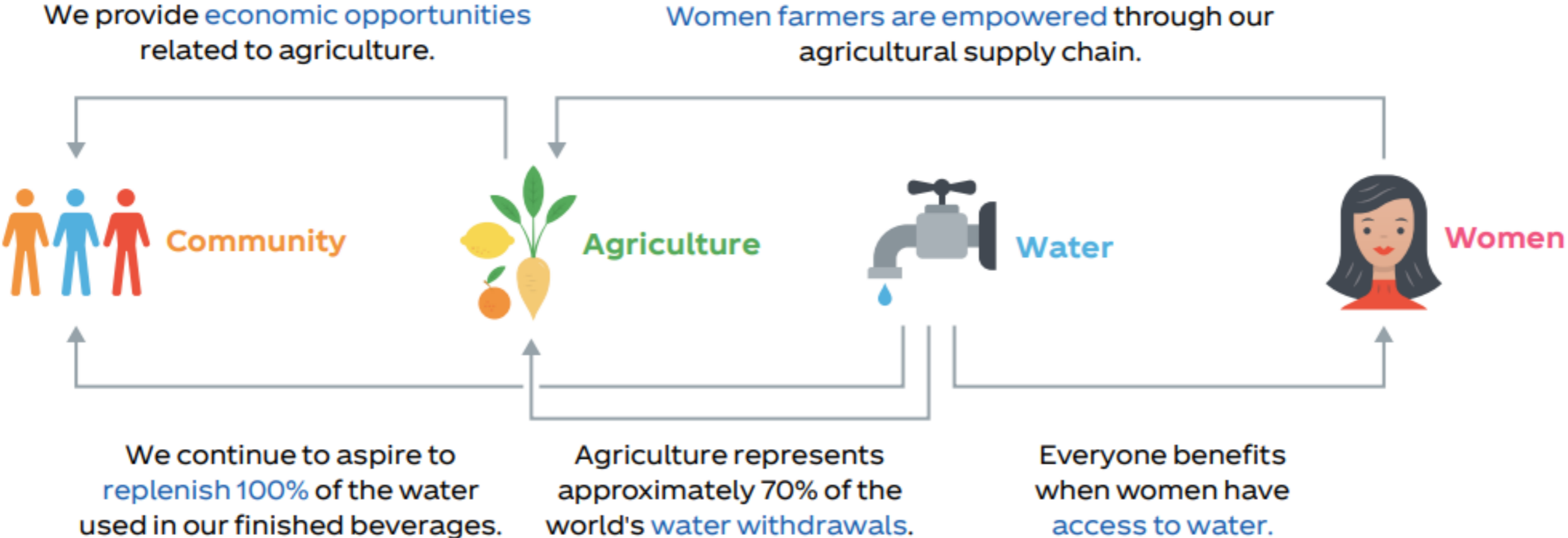
Prioritizing Sustainability for Our Business and World

“As our Committee evaluates social, political and environmental trends, issues and concerns, we take the long view. Why? Because we know these complex and interconnected topics impact the Company’s performance, including the ability to create long-term value for our shareowners, as well as the environment and the general public.

We also maintain a close check on the Company’s annual progress toward diversity and sustainability goals, our human and workplace rights policies and compliance in our system, supply chain and communities.

It is important to examine the Company’s progress holistically.”

Interconnected Points of Value



Achieving maximum impact from sustainability efforts requires identifying and implementing integrated programs, such as those that simultaneously benefit women, water and agriculture in the case of Coca-Cola. Sustainability connection points are where we can realize the most impactful sustainability gains.





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