

WHO WE ARE**THE COCA-COLA COMPANY****PURPOSE****TO REFRESH THE WORLD. MAKE A DIFFERENCE.****VISION****LOVED BRANDS, DONE SUSTAINABLY, FOR A BETTER SHARED FUTURE.**

Our vision is to craft the brands and choice of drinks that people love and enjoy, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

HOW WE DO IT**LOVED BRANDS**

- Passion for people and their lives
- Cutting-edge excellence in ingredients, innovation, design, experiences and marketing
- Investment for leadership across categories in purposeful brands that consumers love and enjoy
- We grow our business by providing people with choices, including beverages without sugar
- Acting as a network
- Building and nurturing powerful partnerships to bring brands to market

DONE SUSTAINABLY

- Water, packaging and climate challenges are interconnected, and so are the solutions we support
- Water is essential to every person and every ecosystem, and it's the main ingredient in our products
- Enable the circular economy through increased collection, design and partnership
- Science-based approach to reduce our carbon footprint
- Continuously improve sustainable and ethical sourcing practices
- Commitment to human rights

FOR A BETTER SHARED FUTURE

- Invest in employees' personal growth and talent for today and the future
- Empower people through accountability
- Create access to equal opportunities and become more inclusive
- Create value for customers big and small
- Support our communities, especially in times of need
- Deliver superior growth

BEHAVIORS WE EXHIBIT**WE NURTURE A CULTURE WITH A PASSION TO REFRESH THE WORLD. WE MAKE A DIFFERENCE.**

We act with courage and growth mindset and take an expansive approach to what's possible to build a better future. The behaviors we strive to exhibit every day include being:

CURIOS

- Exploring, understanding, connecting, imagining, wondering about how it could be better or different
- Woodruff quote: "Future belongs to the discontented"

EMPOWERED

- Accountability and action
- Consideration and prioritization

INCLUSIVE

- Draw on diverse talent and experience to improve ideas
- Coupling individual thought with great team interaction

AGILE

- Learn by doing, use version 1.0, 2.0, 3.0
- Take a more iterative, real-world approach

THE CONSCIENCE WE FOLLOW**DO THE RIGHT THING**

- Start with facts, based in science
- Use our global scale for leadership, for progress and for good
- If we make mistakes, act quickly to make things right