



THE COCA-COLA COMPANY

plantbottle™

Making Big Ideas Happen

Classified - Unclassified

15

207

3,500

700,000

20,000,000

1,800,000,000



Fountain 10%



Refillable Glass 12%
Non-Refillable Glass 1%



Metal 14%



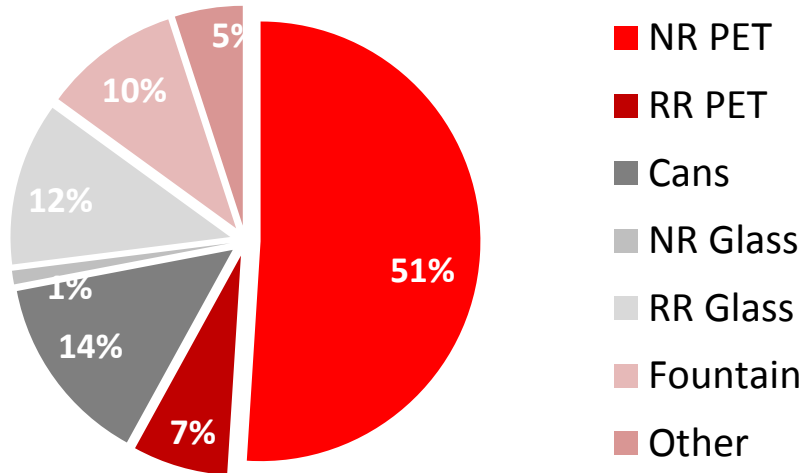
PET Plastic 51%
Refillable PET Plasti

“The best way to
predict the future is
to design it”

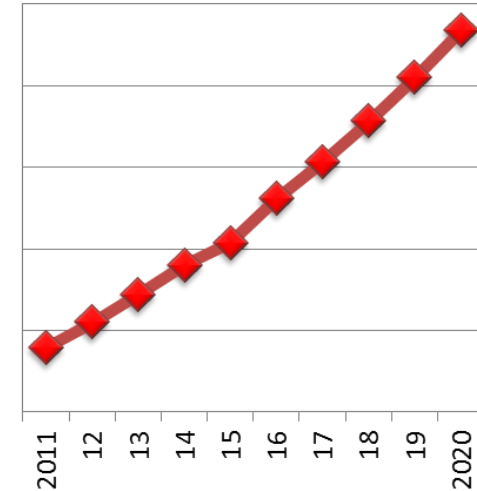
- Buckminster Fuller

PET bottle tops for delivering refreshment today...and tomorrow

Nearly **60%** of KO Volume Delivered in PET



PET Demand to **DOUBLE** by 2020

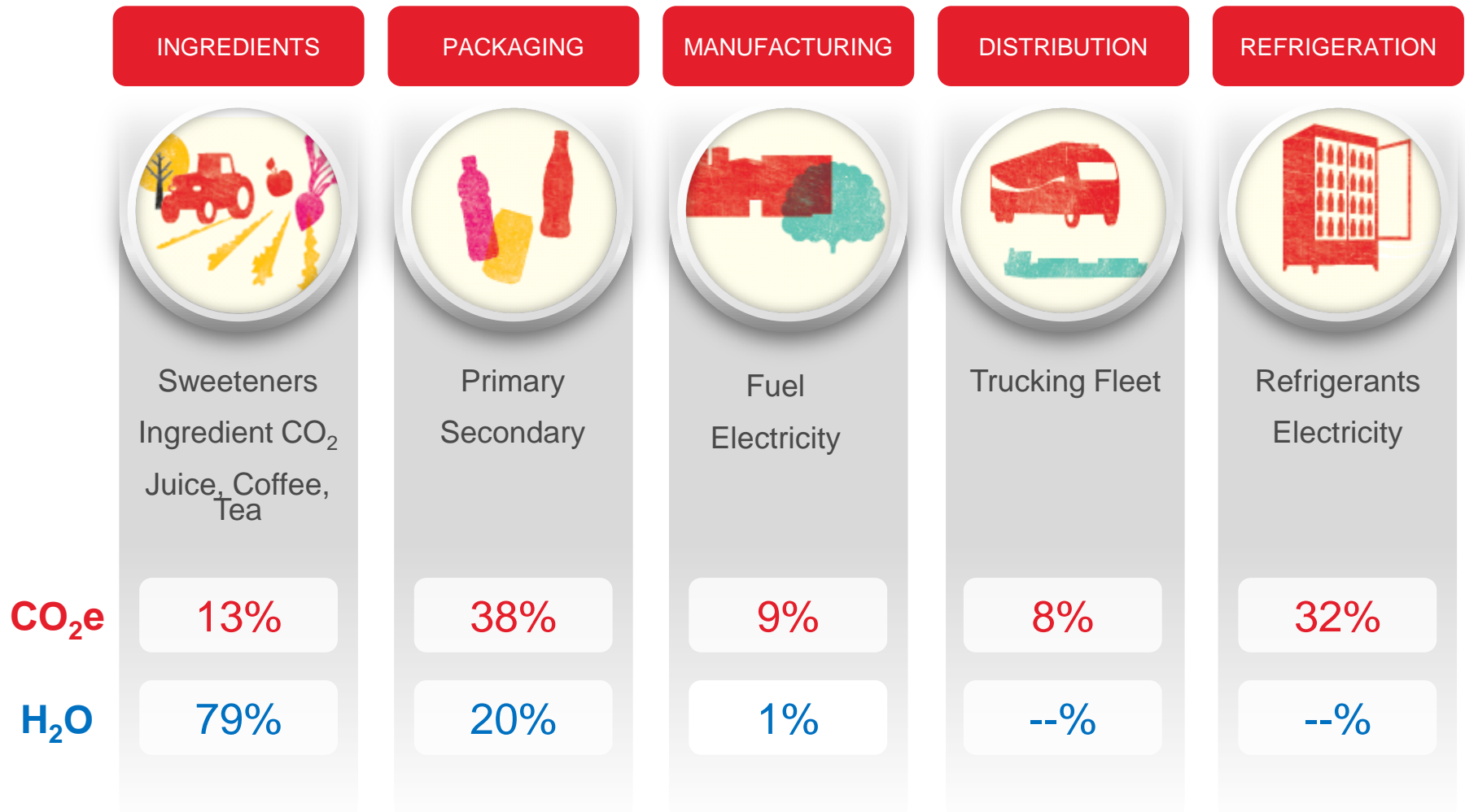


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ECOSYSTEM VALUE

Packaging is our largest CO₂ source



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BOTTOM LINE VALUE

PACKAGING: KEY COST COMPONENT



BOTTLE COST
~30%



BOTTOM LINE VALUE

Packaging is a key cost component of
our products (sample cost of 20oz Coca-Cola Classic)



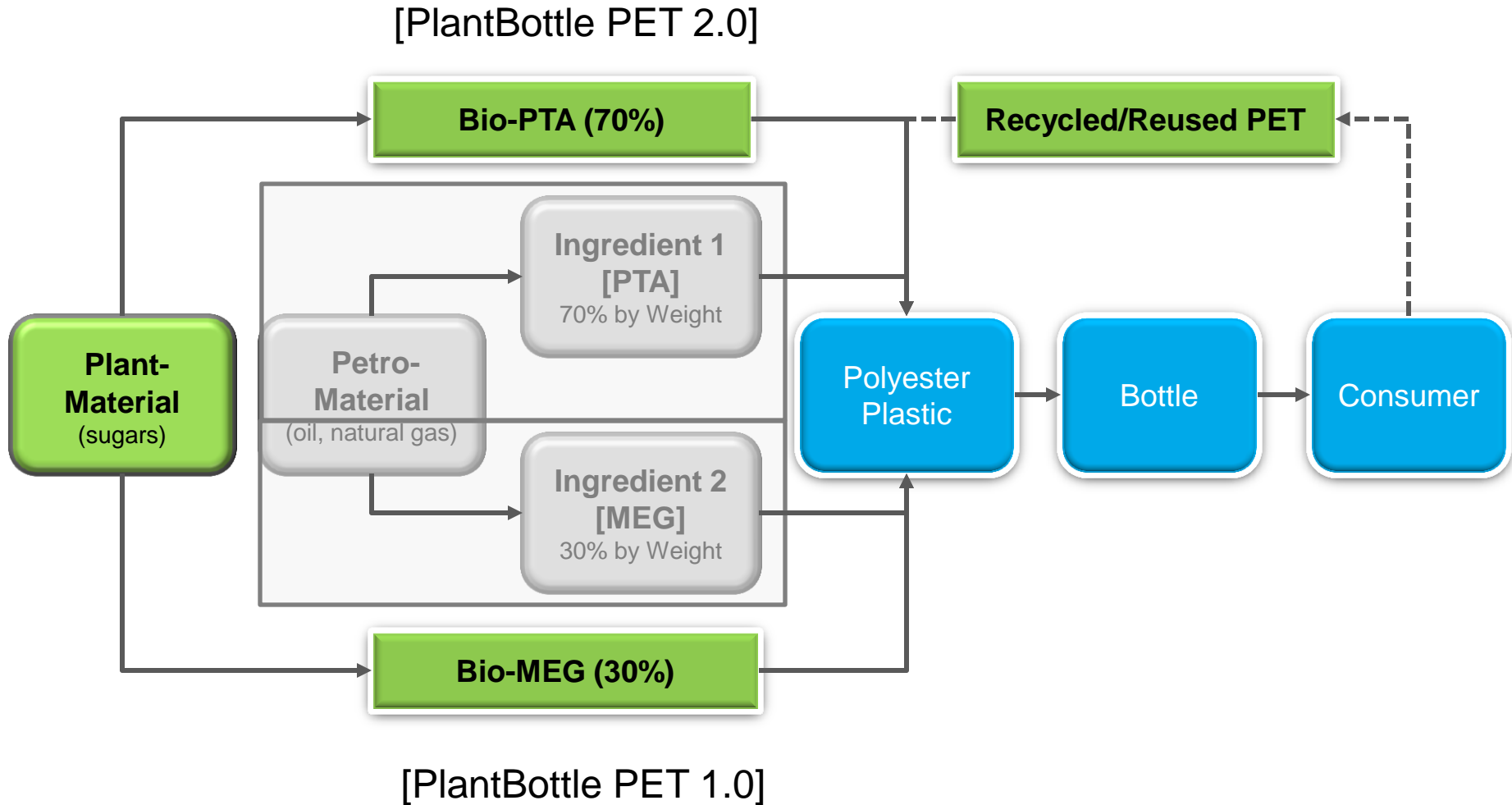
Classified - Unclassified

lean

green

& loved

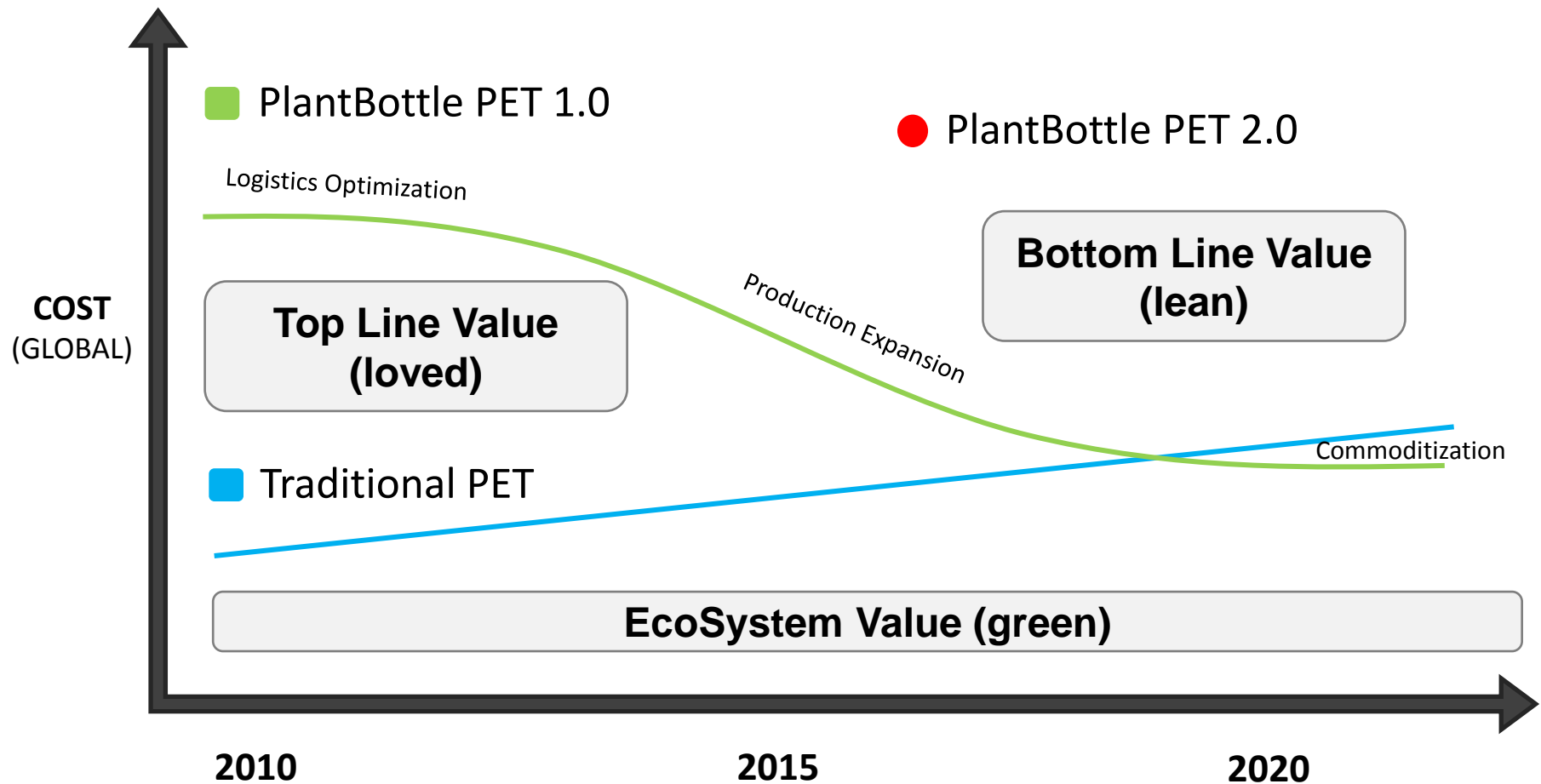
PlantBottle™ Technology Pathway



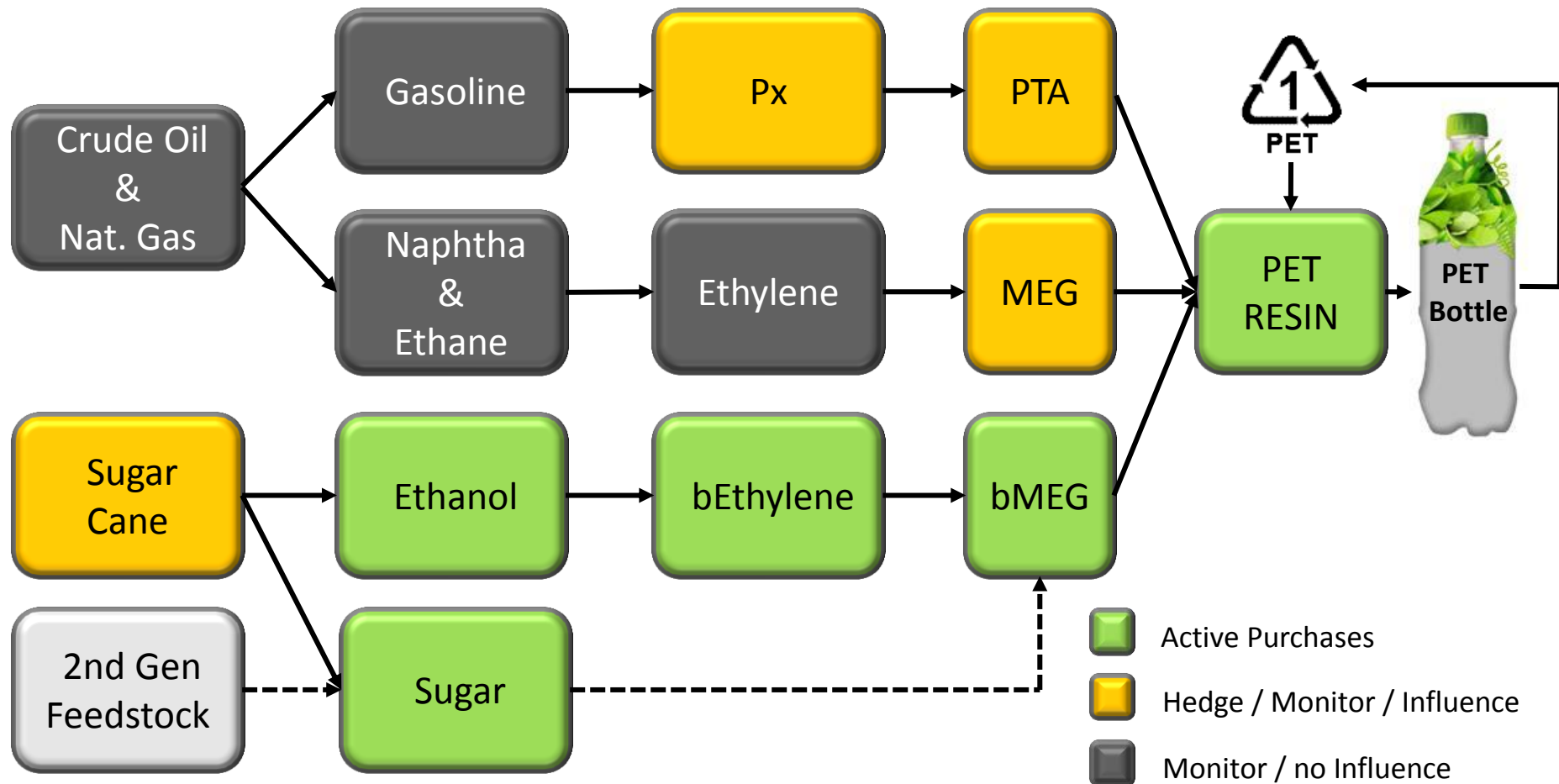
PlantBottle™ Packaging



PlantBottle™ Commercial Strategy

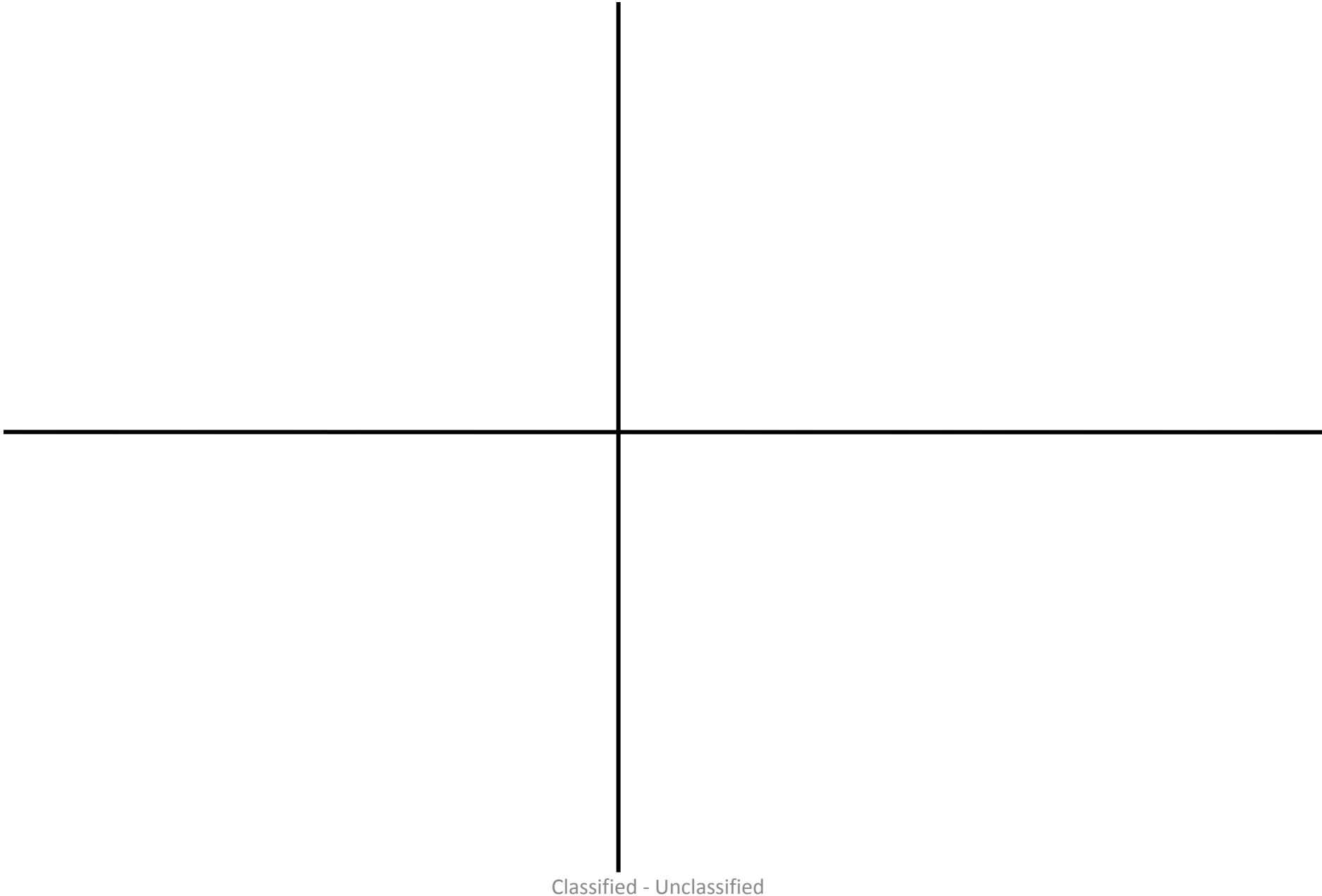


Back Integration Into PET Supply Chain



- More tools to hedge sugar cane/ethanol and offer greater price certainty
- TCCC is already the largest sugar buyer in the world
- 2nd Gen feedstocks will further enhance portfolio options

Building A Leaner Local Supply Strategy



LET US KNOW IF YOU WANT/NEED
MORE SHOWING COST MODEL

WE HAVE A LOT MORE IF HELPFUL



More than 140,000 MTs of **CO2 emissions removed** since launch - equivalent to over 300,000 barrels of oil



Only plastic made from plants that is **fully recyclable** and can meet the quality requirements of our core products

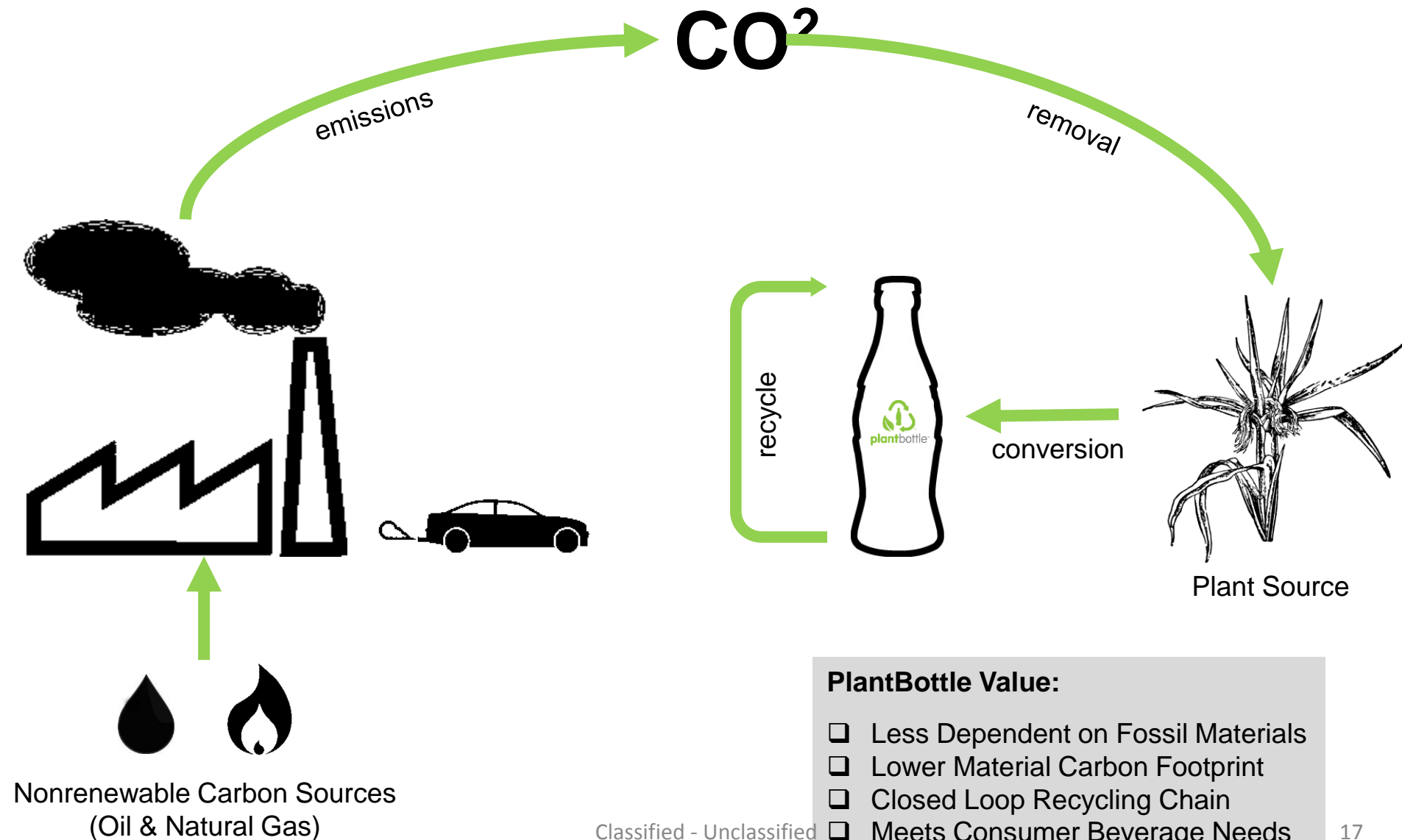


Reducing dependency on fossil-based materials and enhancing local **energy security**



Potential to increase local **farmer value** and yield

Leveraging the Carbon Cycle in Circular Design



Feedstock Sustainability

- ✓ Demonstrated improvement in environmental & social performance
- ✓ No detrimental impact on local food security

Life Cycle Performance



Responsible Sourcing



Awards & Recognition



EDISON AWARDS
INNOVATIONS & INNOVATORS



Greener Package
AWARDS



SUSTAINABLE PACKAGING
COALITION®

A PROJECT OF GREENBLUE



LOVE.

TRUST.

love



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NATURAL

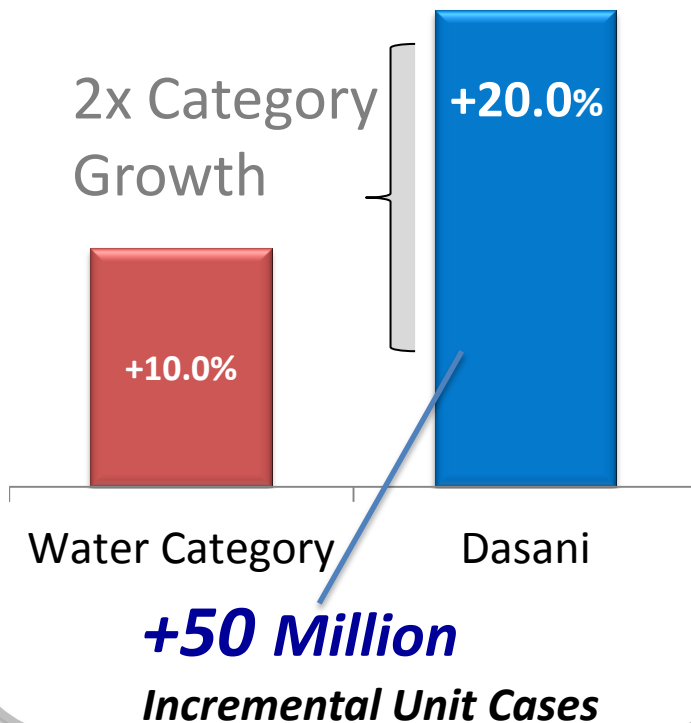




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DASANI: Outstanding Business Results Over the Past Two Years

Strong Volume Growth



Favorite Brand Leadership vs. Key Competitor

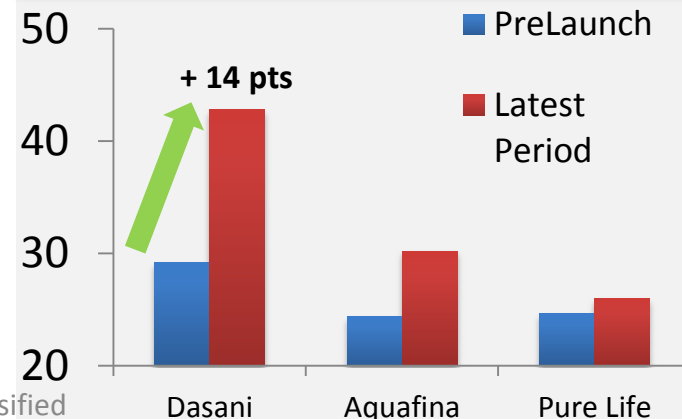


Value Share Swing vs. Key Competitor



Consumer Perception

BRAND IS A LEADER IN ECO-FRIENDLY PACKAGE



**Authorizations:
+25,000 outlets**



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MARCH 26, 2012
VOLUME 61 / NO. 6
FOUNDED 1982
WWW.BEVERAGE-DEVELOPMENT.COM
TWITTER: @BVDIGEST

BEVERAGE-DIGEST

THE NEWSLETTER
THE FACT BOOK
COKE/PEPS SYSTEM BOOKS
BOTTLE MANUFACTURING
CONFERENCE

THE BEVERAGE INDUSTRY'S LEADING INFORMATION RESOURCE FOR BREAKING NEWS, ANALYSIS & DATA

Top-10 LRB Megabrands 2012

	LRB Share	Share +/-	Vol +/-
Coke	18.3	-0.5	-1.4%
Pepsi	9.5	-0.5	-3.4%
Mt. Dew	5.8	-0.1	-0.1%
Dr Pepper	5.3	flat	+0.2%
Gatorade	4.1	-0.1	-1.0%
Sprite	3.7	-0.1	-1.7%
Nestle Pure Life	3.5	flat	+2.3%
Dasani	2.3	+0.1	+9.1%
Aquafina	2.0	flat	+1.0%
Arizona	2.1	+0.1	+6.2%

Clear and Effective Print

It is all about simple choices 1, 2, 3...

Tvoj izbor za bolji svet

1
nova inovativna eko-boca

2
do 30% biljnog porekla

3
100% pogodna za reciklažu

plantbottle™

ROSA
PRIRODNI ZVONSKI
B. L. ROSA

ROSA
Kapi života.

www.rosa.co.rs

Rosa PlantBottle trenutno dostupna u 0.33L PET i 0.5L PET pakovanju

1
new innovative
eco-bottle

2
up to 30%
plant based

3
100%
recyclable

Innovative Print

Capture and enthuse the consumer

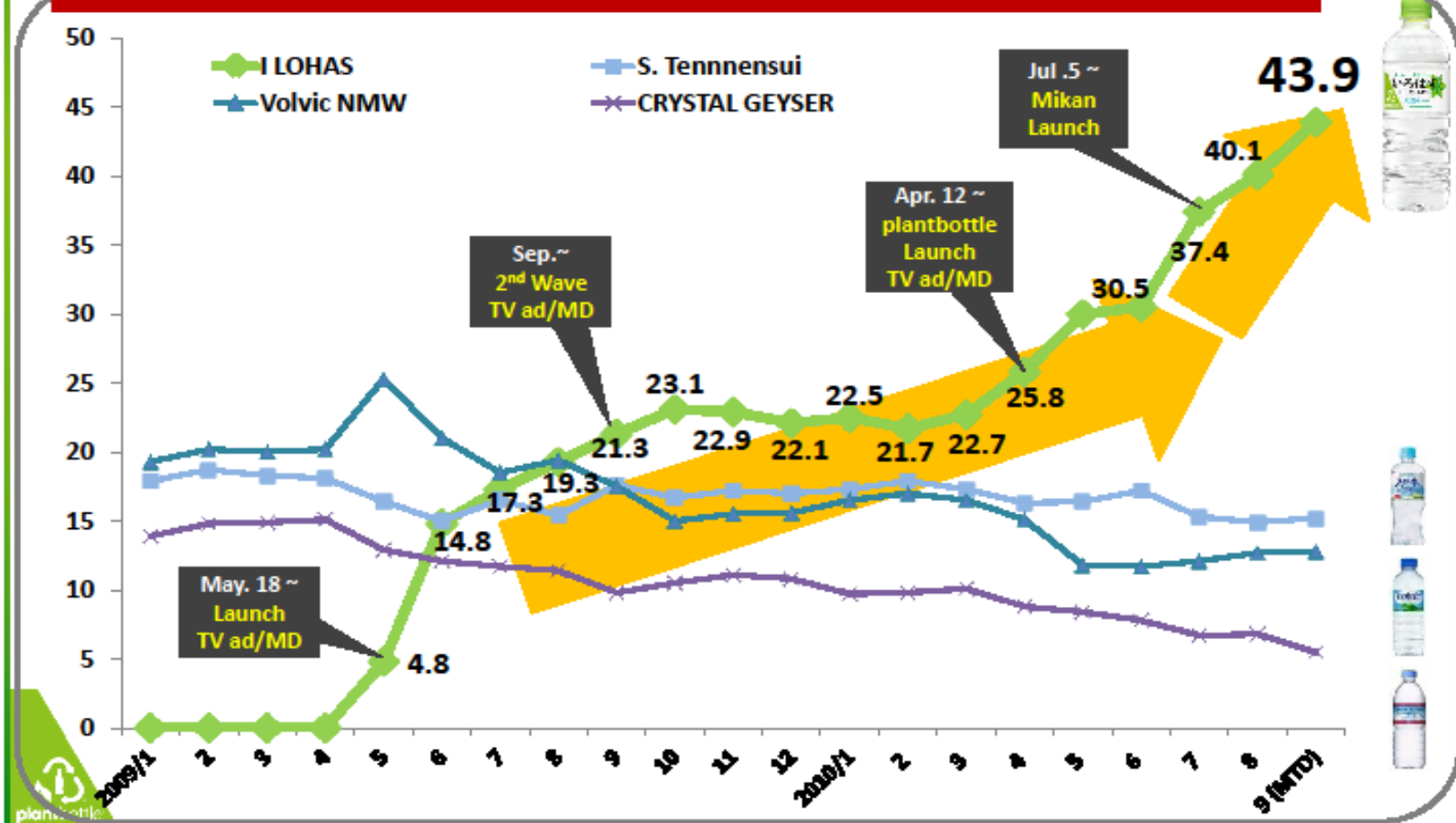


Classified - Unclassified

I LOHAS share keeps grow momentum



OTC Total Volume Share of Personal Use Water/IC PKG(%)



Data : Intage 0ml to 550ml PET Volume Share wo 13th Sep.

Classified - Internal use

4

love

PLANTS = HAPPINESS = COKE



love

Natural Inside....



...Natural Outside

**REINVENT
WITH
TWIST**

1



**EXPAND
WATER
CATEGORY**

2



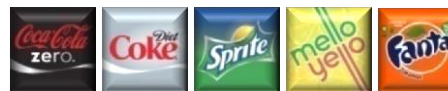
**DELIVER
SPARKLING
LEARNINGS**

3



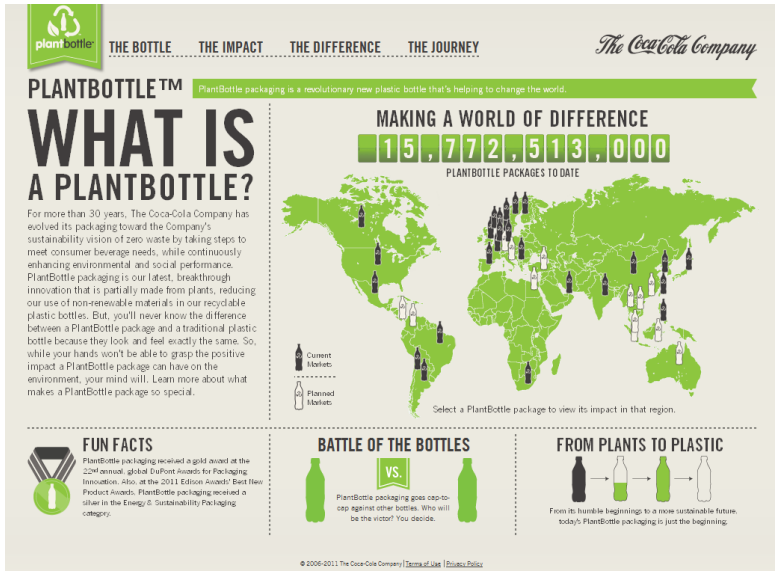
**PLAN FOR
THE
FUTURE**

4

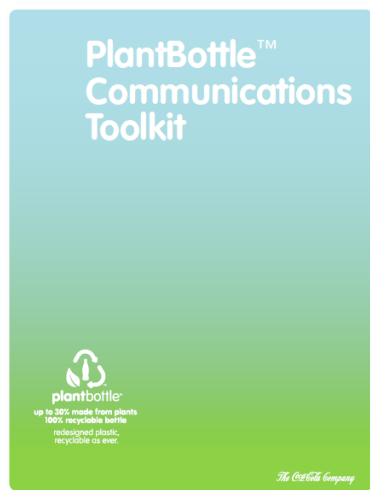


Strategic Communications

PlantBottle MicroSite



Associate Tools



Olympics



World Expo

Strategic Communications

Coca-Cola Journey (1.2MM visitors/month)

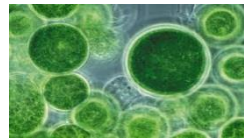


World of Coca-Cola

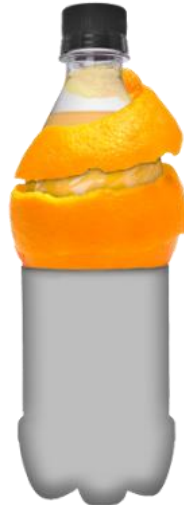


Meet Daniel

Robust R&D pipeline



PlantBottle 1.0



Biomass



PlantBottle 2.0

Opportunity Collaboration

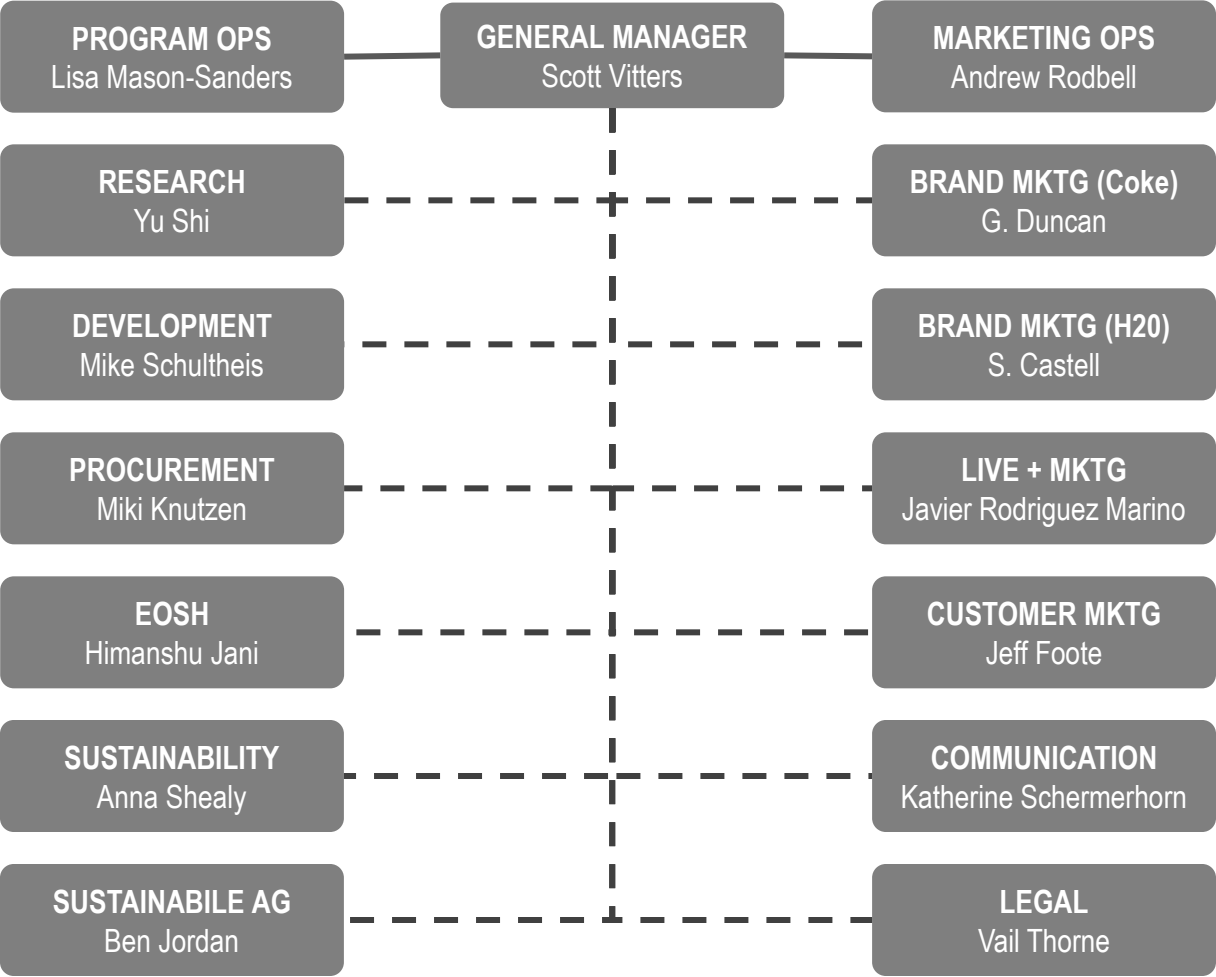


technology collaborative

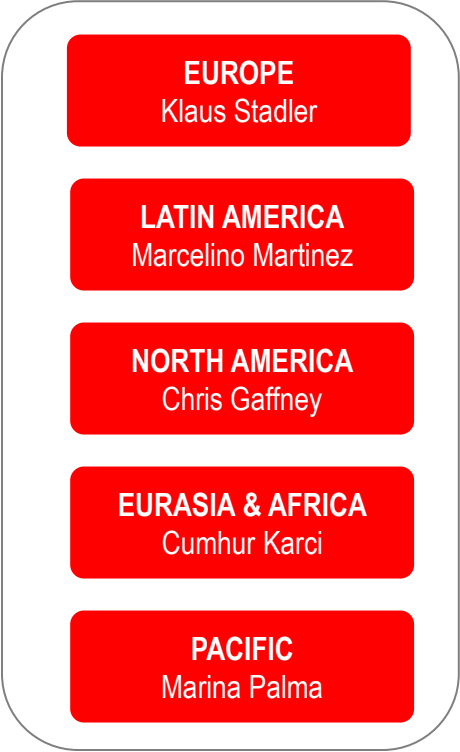


Cross-Functional Collaboration

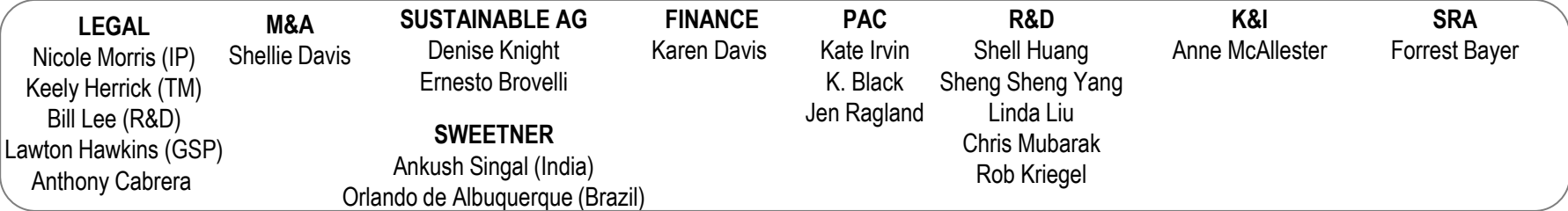
SPONSOR: Ron Lewis, CPO



GROUP LEADS



FUNCTIONAL SUPPORT



thank you



thank you for recycling