



CELEBRATING you

YOUR ENTHUSIASM

YOUR LEADERSHIP

YOUR DETERMINATION

YOUR SPARK

YOUR POSITIVITY

YOUR ACCOMPLISHMENTS

Celebrating You — Global Recognition at The Coca-Cola Company

It's about you — giving and receiving well-deserved recognition

Celebrating You is an initiative designed to make The Coca-Cola Company an even better place to work, where recognition and rewards inspire you to do your best. It will bring our entire organization together under a single, unified recognition system, and is part of our broader commitment to elevating the associate experience.



Coca-Cola



Kudos is our day-to-day recognition program for everyone. You can send a message to express your appreciation to colleagues who have gone the extra mile and done a great job in demonstrating our Company Values and Leadership Behaviors.

How to Send a Kudos

- 1 Go to the Celebrating You website via Coca-Cola Connect, select Pay & Benefits > Rewards & Recognition > Celebrating You
- 2 Click on the 'Celebrating You: Recognize someone today' tile and select 'Kudos' from the promotion dropdown.
- 3 Enter the last name of the person you want to recognize, select the correct name from the search results and click 'Add.'
- 4 You can select an eCard representing the Leadership Behavior or Company Value you are recognizing by clicking on the image, or check the 'Don't include eCard' box if you do not wish to include an eCard with your recognition.
- 5 Select a Leadership Behavior or Company Value and write specific comments about why you are recognizing this associate.
- 6 The recipient's manager will automatically be copied on the recognition. You may copy additional recipients if you like.
- 7 Kudos recognitions will be displayed on the Public Recognition tile on the homepage. If you don't want your recognition to be visible to others, click the 'Make This Recognition Private' box. (If you want all recognitions you receive to be private, you can change this preference in your profile.)
- 8 Click the 'Preview' button, and either edit as appropriate or click 'Send.' The recipient will receive an email notifying them of your recognition.

For best results, be timely and specific. The sooner you send a Kudos, the more detail you'll remember to include in your comments – making it even more meaningful to the person you're celebrating.



Kudos with Points is our day-to-day reward and recognition opportunity for managers. Managers can celebrate team members or associates from other teams with reward points in recognition of the individual's or team's contribution and its impact on our organization.

When you receive recognition from your manager or another leader, you will receive an eCard and you may also receive reward points, which can be redeemed for items or experiences of your choice from the Celebrating You online catalog.



Ovation is an opportunity to nominate individuals and teams for making a substantial and lasting impact on the organization. To nominate a colleague for this award, follow the same process as you would to issue a Kudos recognition, but select 'Ovation' from the dropdown and tell us about the scope and results of the individual's exceptional achievement. A reward committee from each business area will meet quarterly to determine which nominees will receive the top honors, and winners will receive reward points.



applause[^]

Service anniversaries will be recognized earlier and more often than before — and in a more personal, social way — with the Applause program.

We'll continue to celebrate each five-year milestone, while adding in some surprises along the way.

- In the weeks leading up to a colleague's service anniversary milestone, you may receive an invitation to contribute to their experience by posting a message on their personal service anniversary celebration page on the Celebrating You website.
- Then on their service anniversary, they'll receive a congratulatory email that will link to the special celebration page mentioned above, where they can view all of their messages, making their anniversary even more memorable. The celebration page also houses an animated video that is personalized to each recipient, fun facts about the year in which they were hired, and (if applicable) information on their service anniversary award.

About reward points

Reward points will be deposited automatically into your personal online account. You can redeem them right away, or save them for a more valuable item or experience. The Celebrating You online catalog offers all kinds of rewarding possibilities. Check out the catalog anytime by clicking on the 'Shop' tab on the Celebrating You website.

Merchandise: Choose from over a half million name-brand items, plus a special collection of Coca-Cola® branded items.

Travel: Use your points for airfares and hotel stays.

Events: Get great seats for concerts, performances, and sporting events.

Charitable Contributions (where available): Donate tangible items to your choice of pre-selected charitable organizations.

A culture of recognition

Let's face it, recognition feels good. Whether you're being recognized for your creativity, your innovation, your teamwork — even your positive attitude — when you receive recognition, good things happen. With a culture of recognition, we feel better about ourselves, we feel more engaged in our work and we feel better about our jobs — and happy employees make a happy workplace.

The Celebrating You program is designed to be easy, fun and rewarding. Let's start today by recognizing both the big and small contributions made every day. Together, we can make The Coca-Cola Company an even better place to work!

