



YOUR DETERMINATION

YOUR LEADERSHIP

YOUR INNOVATION

YOUR SMILE

YOUR CREATIVITY

A circular inset image featuring two business professionals. On the left, a man in a dark suit is laughing and pointing his finger. On the right, a woman with curly hair, wearing a dark blazer over a patterned top, is also laughing and clapping her hands. The right side of the circle is overlaid with a solid red color.

CELEBRATING
you

A thick, solid red wavy line that curves across the bottom of the page, starting from the left edge and ending on the right.

Manager's Guide
to Recognition



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Welcome.

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.

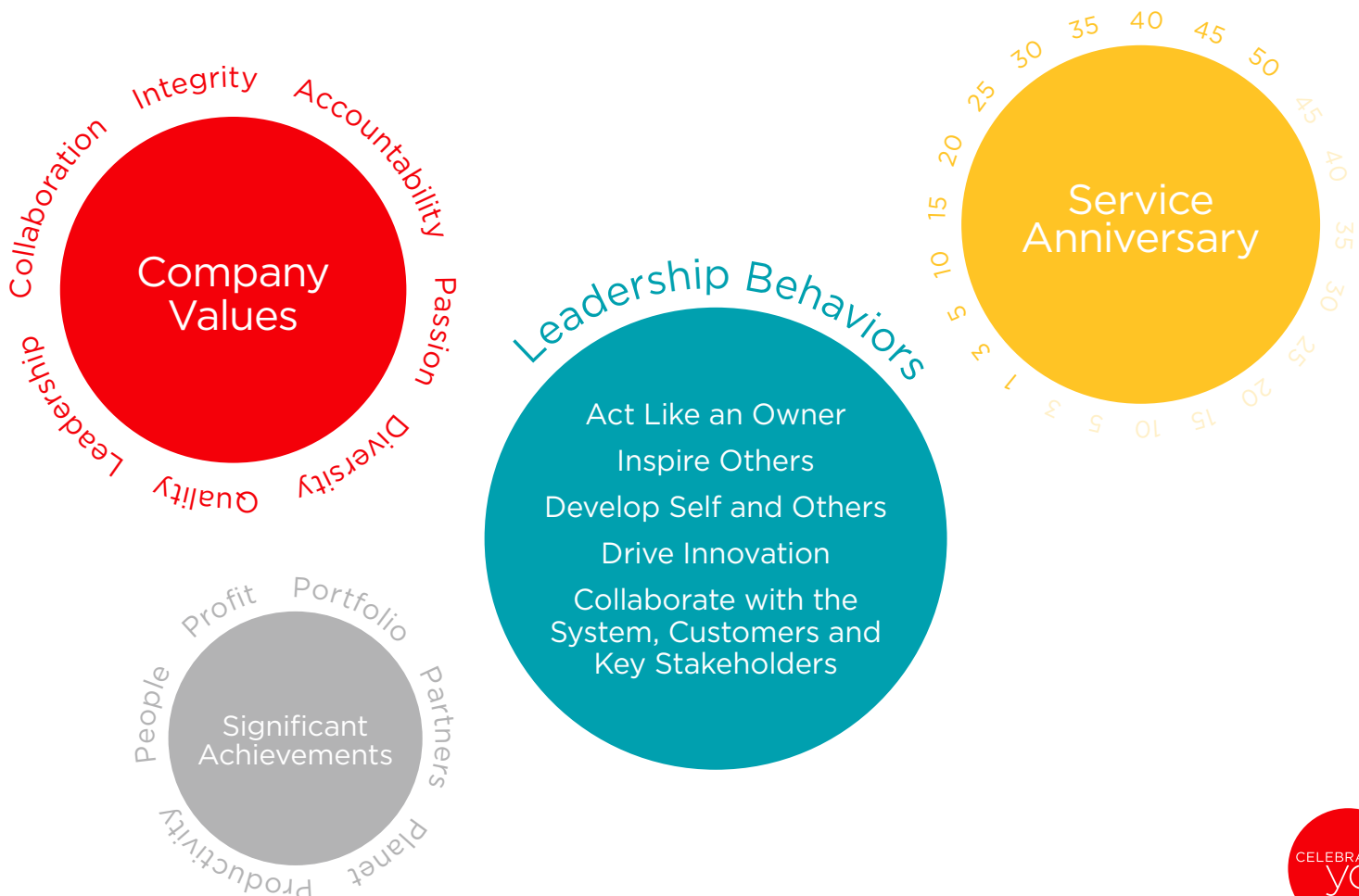
Celebrating You will help create habits that drive a culture of recognition, where associates feel appreciated for their contributions.

This Manager Guide will help you understand how Celebrating You works, how to access useful information, and how you can leverage the programs to bring out the best in your team. **Please take the time to read this guide to prepare yourself for the role you'll play in the success of Celebrating You.**

If you have questions that are not covered by this guide, please log on to the Celebrating You website through Coca-Cola Connect and click on 'Help.'

The purpose.

Celebrating You is a powerful tool designed to help you engage and motivate both your team and associates across the organization. Associates will have opportunities to earn recognition throughout the year for significant achievements, demonstrating our Company Values and Leadership Behaviors and more.



Celebrating You has a lot to offer:

- A simple method of recognizing and showing appreciation for associates going above and beyond and performing in ways that forward our 2020 Vision and company goals.
- Recognition and rewards to complement our core compensation programs.
- Improved tracking of our recognition activity and its ROI.
- A consistent, cumulative reward currency: Reward points.
- Reward points can be redeemed immediately or combined with points from other moments of recognition to save up for big-ticket items.
- Effective communications.
- We're not just introducing a new initiative, we're building new habits that drive a culture of recognition — and a big change deserves a big splash.
- Tax compliance.
- Points are taxable income, but the company will be paying the tax on the recipient's behalf. Therefore, program earnings will appear as income on the paycheck, but an additional line will show the amount added by the company to cover the tax on the points.
- Associates may choose to opt out of receiving points. To do so, they should select 'Opt Out of Points' in their profile preferences, accessed by clicking their name in the upper right corner of the website.

The website.

Associates of The Coca-Cola Company can visit the Celebrating You website to send recognition, see who else is being recognized, view current programs, browse the awards catalog and redeem points for rewards. We think you'll be impressed.

- Audience smart — participants only see the programs for which they're eligible.
- The FAQs link at the lower right hand corner of every page leads to answers for questions on general topics, such as taxes.
- The 'Reports' tab allows managers to view Kudos sent and received by team members on the site — simply click on the Recognition Given or Received reports. You can also view points deposited and

log in activity. Reports can be customized and filtered so you can view the information in a way that's most useful to you. As a manager, you can use reporting to increase program engagement.



The rewards.

Points are effective because everyone on your team can work toward something they really want. The online awards catalog gives associates the opportunity to redeem their Celebrating You points on meaningful, memorable rewards:

- **Merchandise**

Choose from an extensive selection of merchandise available around the world.

- **Coca-Cola-branded merchandise**

Show your Coca-Cola pride by redeeming your points for an item branded with the Coca-Cola logo. Please note that all branded merchandise items will ship from the United States.

- **Travel & Experiences**

Redeem earnings for amazing vacations: hotel and resort stays, airline tickets, car rentals and air miles. In some countries, points may also be redeemed for tickets to concerts, performances, sporting events and other experiences.



Selection is just part of the reason why Celebrating You rewards are so effective. The ordering experience is designed to be just as rewarding:

- **Convenience** — Customer Service Representatives are available to receive orders and answer questions via the Contact Us form in the catalog. Orders can be placed online 24 hours a day.
- **Satisfaction Guaranteed** — We want our associates to be 100% satisfied with their order. Therefore, we will gladly accept returns for any merchandise item provided it is returned within 30 days of receipt, and we will fully refund the points value of the award. We will also pay for the return shipping for any returns due to damage, defect or order processing error. Simply put, if something's wrong, we'll do everything we can to make it right. We regret that we can't accept returns for event tickets, travel awards, vouchers, special orders or awards delivered electronically (downloaded) such as e-books, music, movies, and software.
- **Delivery** — Upon order, participants are sent notifications of the anticipated shipping date for their award. With points, there are no additional charges to the participant — shipping, handling and taxes are all included.

Merchandise pictured is for example purposes only. Actual merchandise varies by country and is subject to availability.

The power of reward points.

- The impact of cash is short-lived — once the money is spent, its value is gone.
- Cash is often used to pay bills or purchase a necessity, losing its reward status and motivating effect in the process.
- Cash awards tend to become mixed in with an associate's paycheck and can be misinterpreted as part of ongoing compensation, and therefore something they are entitled to receive.
- Non-cash rewards have “trophy” value. While most people would never show their friends and family their bonus check, they proudly show off the rewards they received.
- Merchandise creates a goal associates can visualize and strive for. Research indicates that top performers increase their performance when they visualize the result of a goal — and it's easier to visualize non-cash awards.

The value.

Celebrating You will become one of your most powerful management tools. Use it to boost morale, create excitement and drive specific behaviors to help your team achieve its goals.

The Celebrating You platform is designed to execute a variety of programs for your specific part of the organization. These programs and initiatives help encourage your team to focus on opportunities where they can make a meaningful, measurable difference. Additional programs and incentives are also available to help you respond to changing market conditions and new business opportunities, subject to approval. To explore creating a local program, contact the Celebrating You team through the Contact Us link on the homepage.

Your role.

Your associates can find the answers to many common questions by clicking on the FAQs link on the lower right hand corner of the program website.

- Act as your team's primary contact. Serve as a resource for associates with questions.
- Set a good example. If you demonstrate commitment to Celebrating You, so will your associates.
- Take ownership. By communicating results and celebrating successes, you reinforce the importance of recognition.
- Motivate your team to pursue new opportunities. Give your associates feedback on their progress and recognize their successes. Assist and encourage your team as they meet new market challenges. Celebrating You can help you improve morale, increase productivity and achieve revenue growth.
- Use recognition to elevate the associate experience. Everybody wants to be recognized for their contributions to the organization. When you recognize your top performers, you inspire the rest of the team to achieve new heights.
- Review the management reports available to you on the Celebrating You website — they will provide you with the data you need to monitor your team's participation and earning levels.

Log in.

Log in to Celebrating You seamlessly through Coca-Cola Connect:

Select Pay & Benefits > Rewards & Recognition > Celebrating You

Once logged in, you can access your security settings and set a password to enable you to access the website directly from outside the company network, via a mobile device, etc.

The program website is audience smart — participants will only see the programs for which they're eligible. Only managers will have access to the information under the 'Reports' tab.

Please note: It is essential that you and your team members log in and accept the terms and conditions in order to be active in the system.

The programs within Celebrating You.

The versatility of the Celebrating You platform is reflected in the variety of programs offered, which run throughout the year:

kudos 😊



Recognition for everyone, from everyone.

(more details on page 8)

kudos 😊 with points



Recognition and rewards from managers.

(more details on page 9)

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Nominations and rewards for teams and individuals.

(more details on page 9)



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

To Send 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 program 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

- 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.
- Points are awarded based on the impact of the contribution. As the impact increases, so do the points. The Celebrating You website takes the guesswork out of point rewards. To determine how many points to award, simply select from the Award Calculator the appropriate influence and impact of the associate's contribution from each dropdown menu. The system will take it from there, displaying a recommended point range for that contribution.
- To send Kudos with Points, follow the instructions above. You'll select 'Kudos with Points' from the program dropdown. The system will prompt you to enter the number of points you wish to award. It will also display how the point deduction affects your Kudos budget.

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- Opportunity to nominate individuals and teams for making a substantial and lasting impact on the organization.
- Based on the 6 Ps: People, Portfolio, Partners, Planet, Profit and Productivity.
- A reward committee from each business area will meet quarterly to determine which nominees will receive top honors. Winners will receive reward points.

Getting started.

As a manager, you play an important role in the success of your team's celebrations. Each program offers a great opportunity to engage and motivate your team. Here's how to make the most of each:

- Conduct launch events for your team.
- Get your team members excited about Celebrating You, and help them understand how to use the website to recognize their peers.
- Maintain momentum.
- Be sure to set the right example by actively recognizing others on a consistent and timely basis.

FAQs

Your associates can find the answers to many common questions by clicking 'Help' on the 'Ask' tab of the program website. If you can't find the answer you need, contact the Celebrating You team by clicking the 'Contact Us' link on the bottom of the home page.

Q: What can I get?

A: A wide range of name-brand merchandise including electronics, jewelry, sporting goods, luggage, furniture, children's items, etc., as well as travel and experiential awards.

Q: How do I order awards?

A: Click on the 'Shop' tab on the program website.

Q: How is Celebrating You different from the recognition we have received in the past?

A: Celebrating You is a unified, company-wide platform with specific rewards and recognition for identified actions and behaviors. Associates can accumulate points from multiple activities and use them for the awards of their choice.

Q: How quickly will I receive my order?

A: The actual delivery date is dependent upon distribution of the order and method of shipment. Upon order, participants are sent notifications of the anticipated shipping date for their award.

Q: Can I request a new or custom recognition program in Celebrating You?

A: Yes, subject to approval, you can put this flexible, effective platform to work for your team with a custom program — we can help. Contact us through the link on the bottom of the Celebrating You home page.

Best practices.



Do

- Encourage associate participation by participating yourself. Be a consistent supporter of Celebrating You. Enthusiasm is contagious; if you're enthusiastic, your team will be as well.
- Always be available to answer team members' questions or to direct them to the necessary resource.
- Reinforce and acknowledge associate accomplishments as much as possible. Announce them in team meetings or other gatherings.
- Find out how other managers are utilizing the program.



Don't

- Fail to answer associate questions promptly or follow up on questions you can't answer immediately.
- Think Celebrating You will be successful without your support and commitment.

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