

2018 GC&K WIN Cup Program

WIN Cup Program

WIN Cup Award is a reward and recognition program for the Greater China and Korea (GC&K) business unit, which covers all eligible associates based in the GC&K locations. The Program rewards and recognizes project teams who deliver exceptional results and culture of World-class, Innovation and Next Generation, to constantly engage & energize employees in achieving company's GROWTH vision and goals, by living the culture and values as ambassadors.

Program Eligibility

Following Associates are eligible for recognition and rewards under the Program:

- Regular full time Associates of Coca-Cola Beverages (Shanghai) Company Limited, Coca-Cola China Ltd. (including Mongolia Rep Office) and Coca-Cola China Limited – Taiwan Branch and Coca-Cola Korea Company, Ltd. However, GCK BU Leadership Team members are not eligible for Awards under the Program.
- Associates on Secondment assignments from the bottler companies serving the above legal entities at the time of nomination



Award Scope and Criteria

There are three types of awards under the Program:

World Class Award	<ul style="list-style-type: none"> • Award the project teams who has gone beyond his/her normal role and expectation to deliver extraordinary and sustainable results for the business. Awards will be 2 with Market performance or Business result and 1 with Organization impact. • The project teams have demonstrated the results in below area or achieved implementations with below area: <ul style="list-style-type: none"> • Deliver outstanding market performance and contribution • Establish industry leading practice with external recognition • Sustain consecutive growth and success
Innovation Award	<ul style="list-style-type: none"> • Award the project teams who has gone beyond his/her normal role and expectation to deliver extraordinary and sustainable results for the business. Awards will be 2 with Market performance or Business result and 1 with Organization impact. • The project teams have demonstrated the results in below area or achieved implementations with below area: <ul style="list-style-type: none"> • Innovation Success in <ul style="list-style-type: none"> • Product • Packaging • Digital • Research • Engagement • Productivity • Celebrate Failure/Risk-taking <ul style="list-style-type: none"> • Value lesson learned and reapplied from unsuccessful innovation • Intelligently managing risks
Next Generation Award	<ul style="list-style-type: none"> • Award the project teams who has gone beyond his/her normal role and expectation to deliver extraordinary and sustainable results for the business. Awards will be 2 with Market performance or Business result and 1 with Organization impact. • The project teams have demonstrated the results in below area or achieved implementations with below area: <ul style="list-style-type: none"> • Making breakthroughs in new area that KO has not well played yet • Identify next growth opportunity for the system • Experiment and pilot disruptive ideas without measurable results.



Nomination and Selection Process

<p>WIN Cup Award</p>	<p>Any Associate (self, peer, line manager/function head, subordinate) can nominee the project team (maximum of 5 team members) as project key contributors,</p> <ul style="list-style-type: none"> • Nomination <ul style="list-style-type: none"> • Nominator completes the Nomination Form • Provide supporting statements (with one page presentation format) for the nominated project/work. Presentations with more than one page will be returned and will be required for resubmission. • Please do not submit any videos or written white board for the initial submission. • Any Award submission will need to be endorsed at the functional level first before submission to BU. • If five associates have been nominated for Project Award, then at least one of the nominated team members must be from other function to encourage cross function collaboration. • Submit the nomination via Celebrating You. • Selection <ul style="list-style-type: none"> • 1st Round: all nominations will be reviewed by GCK BU Leadership team members for the Finalists • 2nd Round: all finalists will present the project to GCK BU Leadership team members at the same time. • The winners will be selected by the GCK BU Leadership Team members together.
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Awards

All winners will receive certificates endorsed by the GCK BU President with the following non-cash reward to the teams:

- WIN Award:
 - Total 3 Award for each category. 2 with market performance or business result and 1 with organization impact related for each category.
 - Award: up to Point 7,000 per individual
 - The individual will not be eligible for the cash and all points will be delivered through Celebrating You.

The amount of the points for the award winners will be reviewed by the GCK BU Leadership Team members on an annual basis. Awards may be subject to applicable taxes and will be covered by the Company according to local laws/regulations.

All awards will be presented by GCK BU Leadership in the town hall meeting in the quarter one in the following year.



Appendix 1– WIN Culture Framework

	What it is	What it means	How it is demonstrated	Where it leads
W	乐为第一 World Class	作为领跑者，每一位可口可乐员工都敢为人先，追求极致，不断超越自己。 As leader and pioneer, everyone at Coke competes for No.1, strives for excellence, and excels ourselves.	<ul style="list-style-type: none"> We need to be world-class in all categories, not only in Sparkling and Juice The Coca-Cola Company culture should evolve from Coke brand culture to a total beverage culture 	中国饮料市场第一名 #1 non-alcoholic beverage player in China
I	乐在创新 Innovation	创新是我们的DNA，我们不惧投入、不怕失败，不断迭代，永不满足。 Innovation is in our DNA. Without fear on investment or mistakes, we constantly iterate and never satisfy with ourselves.	<ul style="list-style-type: none"> We need to invest in experiments and allow failure We need to be more agile and fast Innovation is far beyond product innovation, it is everyone's job. 	超越墨西哥成为可口可乐全球第二大市场 No.2 BU in KO Globally
N	乐领未来 Next Generation	我们拥抱未来，不畏规则束缚，打破原有思维，激发无限可能。 We embrace the future, break the boundaries, think out of the box and unlock infinite possibilities.	<ul style="list-style-type: none"> We need to lead the system to find the growth opportunity for future and succeed for the next 130 years We need to evolve from catching-up mode to leading mode in booming areas like digital, etc. 	全品类饮料未来领军者 Future Shaper of Total Beverage in China

Classified - No Category

Classified - Confidential