

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:

CURIOUS

- 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