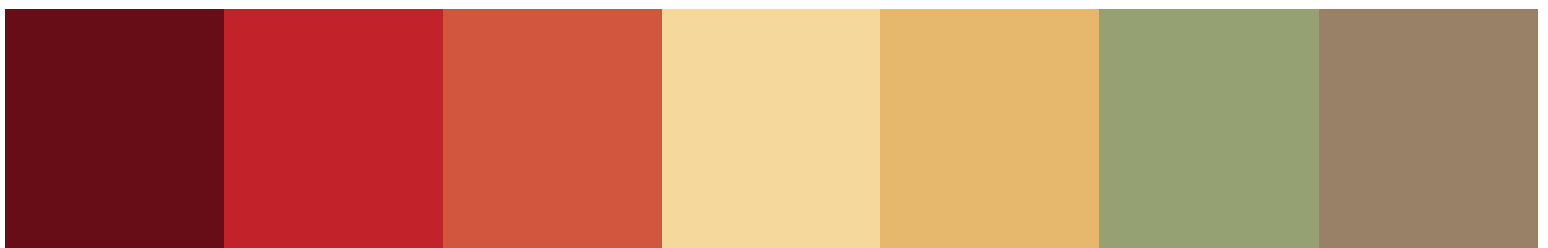


2011

As Inclusive As Our Brands

# 2011 U.S. Diversity Stewardship Report

*The Coca-Cola Company*



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**Muhtar Kent**  
Chairman and Chief Executive Officer

The Coca-Cola Company's third U.S. Diversity Stewardship Report includes details on encouraging progress, effective action and clear commitments. It is also the first to include Coca-Cola Refreshments, our largest bottling operation in North America.

Everything we do in terms of diversity is based on a simple, powerful and global premise: Our diversity should be as inclusive as our brands.

Building a diverse and inclusive workforce is central to our 2020 Vision, which calls for us to "achieve true diversity" throughout our business.

Indeed, the real power of diversity is in the incredible synergies that result when different people and cultures come together united behind a common goal of winning and creating shared value. Extraordinary things truly happen.

Diversity has a role in each of our 2020 Vision's strategic priorities: Profit, people, portfolio, productivity, partners and planet. After all, our 2020 Vision crosses borders, oceans and cultures. Our people must understand, embrace and operate in a multicultural world marked by growing economies and a rising middle class of new consumers.

The only truly effective way to engage with that world of change and opportunity is to ensure our workforce is fully reflective of the people who represent the rich diversity of the markets, communities and people we proudly serve.

We also know this remains a work in progress. And there must be more progress ahead if we're going to move diversity to the heart of Coca-Cola.

It's not a journey that happens overnight. Progress tends to come in incremental steps. Today, those steps are accumulating and accelerating, as we move to make diversity not something our business does, but how our business works.

Best regards,

Chairman and CEO  
The Coca-Cola Company

## Coca-Cola Named Among America's Top Corporations for Women's Business Enterprises (WBENC) in 2011



Melody Watson  
VP of National Retail Sales, CCR

For the sixth consecutive year, Coca-Cola has been named among America's Top Corporations for Women's Business Enterprises (WBENC). Melody Watson, VP of National Retail Sales, Coca-Cola Refreshments, accepted the honor on the Company's behalf in March 2012 during the Women's Business Enterprise National Council (WBENC) 2012 Summit in Baltimore, MD. "Diversity is critical to our business, and is one of our greatest strengths in the markets we do business with...and with the customers and consumers we serve," Watson stated. "This is a great example of where our Diversity efforts are creating valuable customer relationships and driving our partnership to impact the communities we serve."

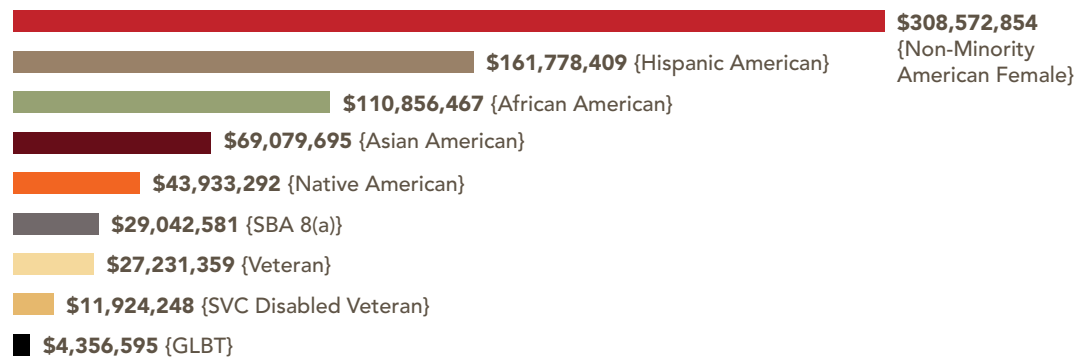
The WBENC program honors U.S.-based companies for leveling the playing field for Women's Business Enterprises (WBEs) to compete for corporate business. A total of 29 corporations were recognized on the 2011 list for driving best practices that result in productive partnerships with women entrepreneurs as well as valuable product and services for customers.



"Diversity is critical to our business, and is one of our greatest strengths in the markets we do business with... and with the customers and consumers we serve," Watson stated.

### 2011 TCCC/CCNA/CCR Diversity Spend

2011 Cumulative Spend - \$766 million by Affinity



**Lisa S. Jones**

Chief EyeMail Officer,  
EyeMail Inc.

and

**John Hardy**

Strategic Procurement  
Manager,  
TCCC



### Supplier Diversity Mentoring Program

As part of The Coca-Cola Company's commitment to diversity, we have established the Supplier Diversity Mentoring Program. The program's primary objective is to work closely with minority and women-owned (MWBE) suppliers to build strong business partnerships while providing tools to enhance competitiveness and capacity, supporting growth of their business and a sustainable pipeline of qualified diverse businesses for The Coca-Cola Company's global supply chain.



One of the three companies selected to be part of the 2011 Supplier Diversity Mentoring Program was EyeMail Inc., founded by Lisa Jones in 2007. EyeMail is a marketing software application that transforms traditional email into a compelling, rich media audio/video experience at a reasonable cost and small file size,

and significantly increases conversion rates – often up to 60%.

Lisa and the EyeMail team were mentored by Company associate John Hardy, Strategic Procurement Manager, throughout the year-long program. In addition, they participated in work sessions and think tanks, attended classes, including ones at Tuck School of Business, and completed scheduled assignments – all to enable EyeMail to further scale and expand its core operations. "The program enabled us to develop a greater understanding of how to market the EyeMail brand and execute those plans to further advance our overall business strategy," said Lisa Jones, Chief EyeMail Officer. "We also had the opportunity share ideas and collaborate with others through various educational resources."

Jones continued, "Becoming a mentee in Coca-Cola's Mentoring

Program has been a defining moment in the historical landscape of EyeMail Inc. As a woman CEO in technology, direct access to world-class internal resources along with educational training forums with mentorship support has been critical in defining EyeMail's strategic roadmap, sustainability and long-term growth. Additionally, the mentorship program has instilled the unparalleled confidence and belief structure within the EyeMail brand, which is necessary in order to continually evolve into new standards of excellence."

As a direct result of Coca-Cola's Mentoring Program, EyeMail Inc. was selected by Microsoft Corporation as a premier MWBE supplier in digital marketing.

Jones concluded, "The Mentoring Program has empowered our company with a new definition of the true meaning of 'Sharing Happiness'."

Three (3) MWBE companies graduated from The Coca-Cola Company's Supplier Diversity Mentoring Program in 2011. Since its inception in 2002, twenty-two MWBE suppliers have graduated from the program.

In 2011, The Coca-Cola Company also began tracking certified veteran-owned and LGBT-owned vendors.