

Managing Water Risks within the Coca-Cola system

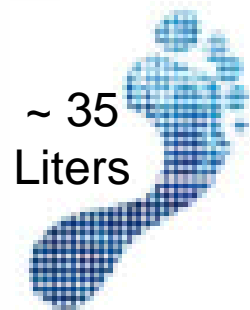
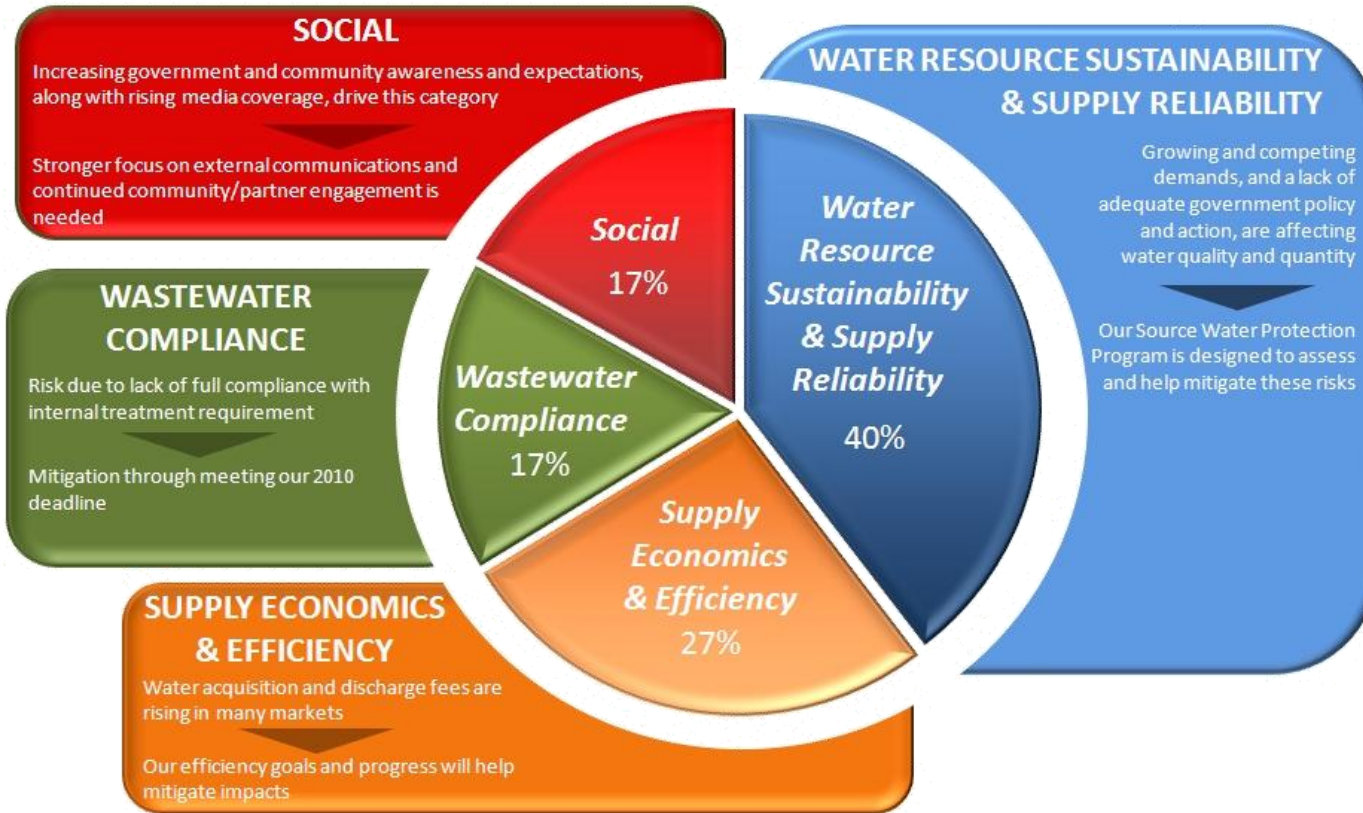
Lisa Manley

The Coca-Cola Company

Water Risks

There is no single water crisis – different countries, different communities & different companies face a diverse array of water risks.

Global Risk Snapshot



~ 35 Liters

2009/2010 System-wide Water Risk Summary in Manufacturing

Total Water Footprint in 0.5-liter Coca-Cola; Locates Water Use in Supply Chain

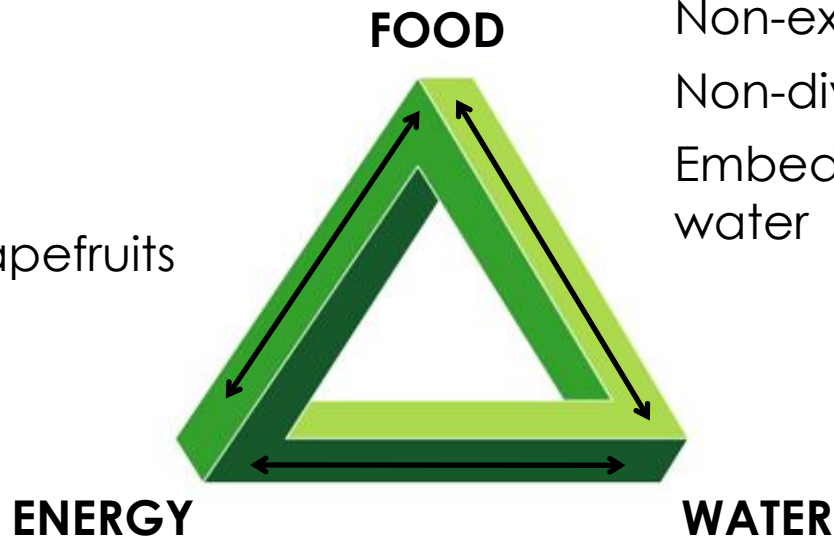
Risks are Multidimensional & Inter-related

Largest purchaser globally of:

- ✓Sugar from cane
- ✓Sugar from beets
- ✓Corn syrup
- ✓Orange juice
- ✓Limes, lemons, grapefruits

Top 5 purchaser of:

- ✓Tea
- ✓Coffee
- ✓Apple juice
- ✓Grape juice



309 billion liters of water per year

Non-export business

Non-diversified

Embedded water ~70x plant water

20 million customer outlets

10 million cold drink coolers

1,000 bottling plants

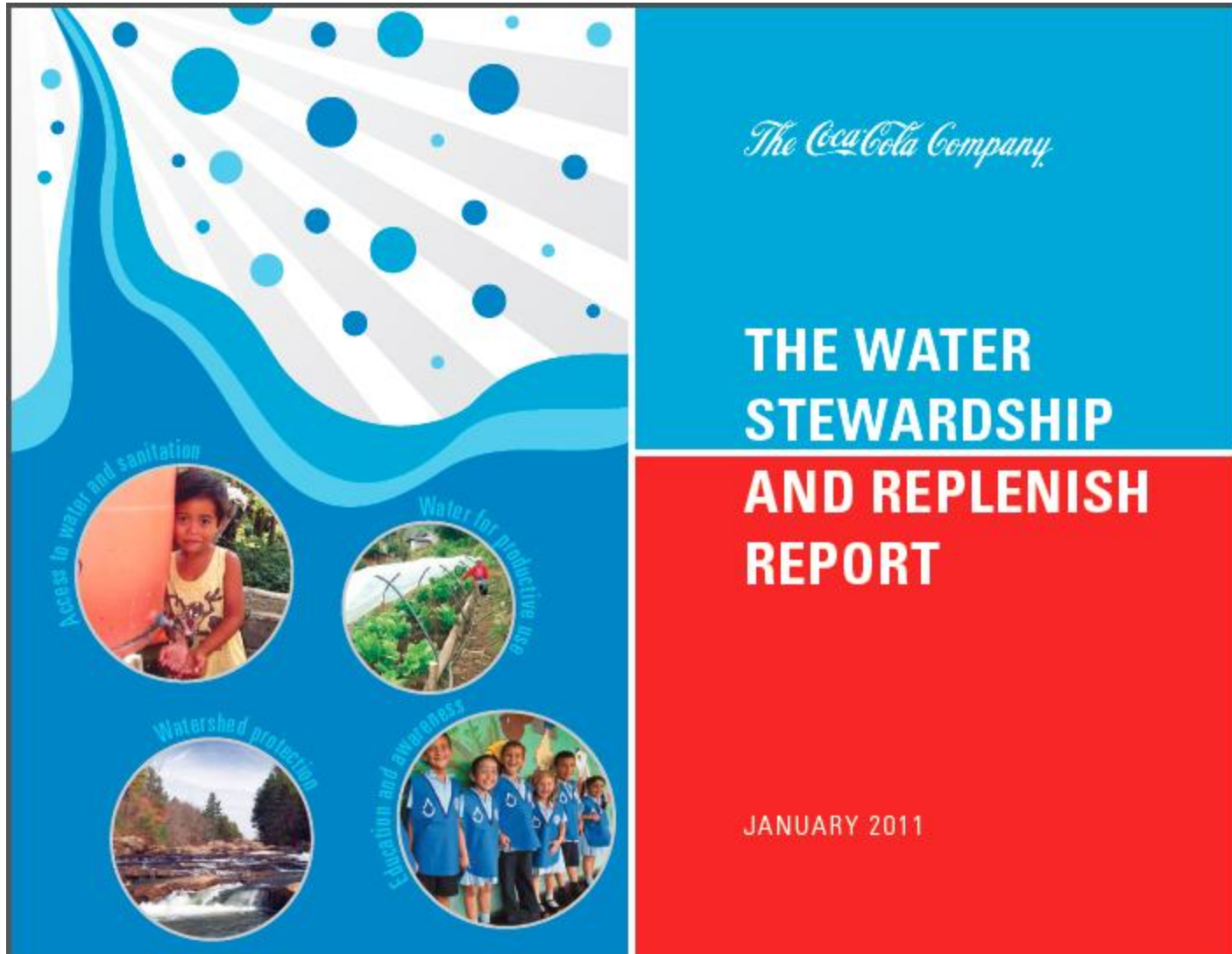
Largest fleet of vehicles

4th largest global employer

Role of Private Sector in Addressing Water Risks

- Steward resource wisely in direct operations
- Encourage wise stewardship in supply chain and broader value chain
- Engage with communities where you operate
- Participate in multi-stakeholder forums with focus on government and civil society
- Use communications and marketing to raise awareness

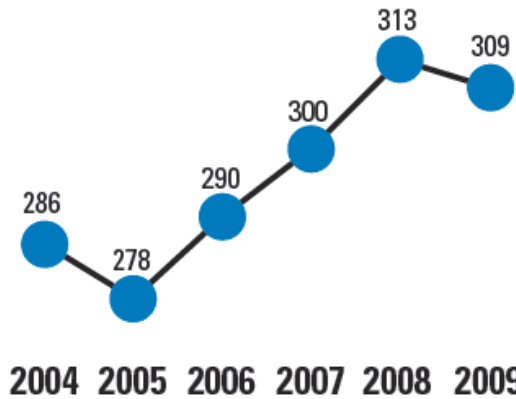
Water Stewardship & Replenish Report



Steward Wisely in Direct Operations

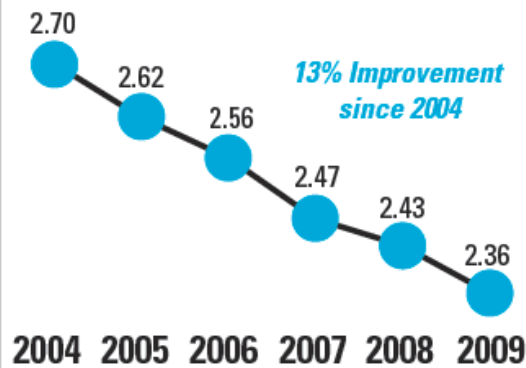
COCA-COLA SYSTEM WATER USE FROM 2004 TO 2009

System-wide total based on estimated total use (billion liters)



COCA-COLA SYSTEM WATER USE RATIO (EFFICIENCY) 2004 TO 2009

Average plant ratios based on collected data (liters/liter of product produced)



2009 INTERNAL WASTEWATER DISCHARGE LIMITS

(mg/L = milligrams per liter)

Maximum Value
(unless applicable legal requirements are more stringent)

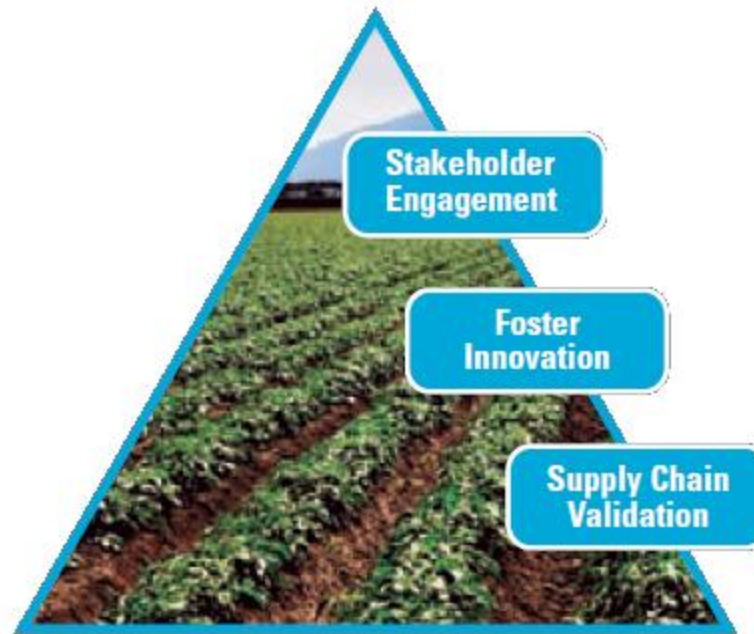
5-Day Biological Oxygen Demand	50mg/L
pH Level	6.5-8 ¹
Total Suspended Solids	50 mg/L
Total Dissolved Solids	2,000 mg/L
Total Nitrogen	5 mg/L
Total Phosphorus	2-5 mg/L ²

¹ These are six of 20 water quality parameters established for the Coca-Cola system

² Depends on receiving stream water conditions

Encourage Stewardship in Value Chain

Sustainable Agriculture Framework



Our current efforts focus on sugarcane, oranges and corn

Engage with Communities



Since 2005, The Coca-Cola system has engaged in more than 320 Community Water Partnership projects in 86 countries.

Participate in Multi-Stakeholder Forums



Use Communications & Marketing to Raise Awareness



A Transformational Partnership

Addressing global water challenges is of critical importance to both the World Wildlife Fund (WWF) and The Coca-Cola Company. For this reason, we have embarked on a transformative partnership to conserve freshwater resources around the world. Our work together focuses on five goals:

- 1. Conserve seven of the world's most important freshwater basins.**
- 2. Improve water efficiency within the Company's operations.**
- 3. Reduce the Company's carbon emissions.**
- 4. Promote sustainable agriculture.**
- 5. Inspire a global movement to conserve water.**

Within the freshwater basins, the partnership team is addressing four central challenges to conservation: better governance and management, resource protection, balancing conservation with development needs, and conserving biodiversity.





Thank You!