

Corporate Water Disclosure at The Coca-Cola Company

Who are we talking to?

Investors
Suppliers
Bottling Partners
Media
Critics
Opinion Leaders
Associates
Our Executives
Partners
Investors
Consumers
Rating Indices
Customers

What are we talking about?

Access to
water

Water footprinting

Green
water

Wastewater treatment

Gray
water

Access to sanitation

Corporate water
strategy

Water use efficiency

Supply chain
engagement

Global water challenges

Our business
and water

Rainwater harvesting

Water
risks

Watershed protection

Total
water use

Water challenges

Blue
water

Returning what we use

What are we talking about?

Policy
engagement

Partnering
for solutions

Water and
human rights

Biodiversity

Water reporting

Freshwater

Water and
population growth

Water and economic
development

Competition
for water

Water pricing

Desalination

Water infrastructure

Water and
climate nexus

Eco-system
services

Source
vulnerability
assessments

Water and human health

How are we talking about water & our business?



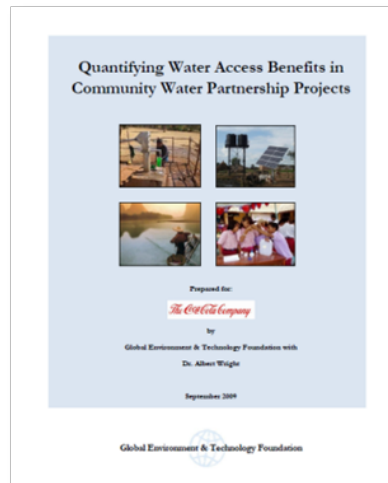
World Business Council for Sustainable Development



Hill briefings



Investor briefings



How are we talking about water & our business?

The Coca-Cola Company website navigation: Our Company, Sustainability, Products, Heritage, Investors, Press Center, Careers, Contact Us.

Our Company

2009 Year in Review
Mission, Vision & Values
The Coca-Cola System
Our People
Leadership
Innovation
Company History
Company Reports
Email Alerts

Discover the World of Coca-Cola!
Read about our 80-year relationship with the Olympic Games.

Student Zone
Research materials at your fingertips.

Stay informed.
Sign up for our monthly email newsletter.

innovation drives our growth.
See how our thinking sets us apart:
Products
Environment
Marketing

92,800
Worldwide employees
Meet the people at Coca-Cola

48
Consecutive years with increased dividends
See the 2009 Year in Review

200+
Countries where our beverages are sold
Get the overview

124
Years in business
Browse the Heritage Timeline

3,300+
Beverages
Sample our products

1.6 billion servings per day
Our Company | Our Bottlers | Our Customers | Our Consumers

Water brochure



The CEO Water Mandate

The Coca-Cola Company Replenish Report

Accept to Water and Sanitation | Education and Awareness | Watershed Protection | Water for Productive Use

January 2010

WWF PROTECTS MORE THAN 400,000 SQUARE KILOMETERS OF MARINE AREA

HOME | WHO WE ARE | WHAT WE DO | PLACES | SPECIES | SCIENCE | CLIMATE | ACT NOW

WHAT WE DO

Where We Work
Government Relations & Policy
Our Approach
Partnerships
Global Markets
Community Action
Scholarships, Grants & Awards

Corporate Partnerships
Share: [social media icons]

The Coca-Cola Company Partnership

Water sustains us, conservation unites us.

"Nowhere is the need for working together more essential than when it comes to water, arguably the most pressing problem for the world today."
- Peter Senge, *The Necessary Revolution*

Partnership Overview
Water Conservation
Climate Protection
Agriculture
Press Release

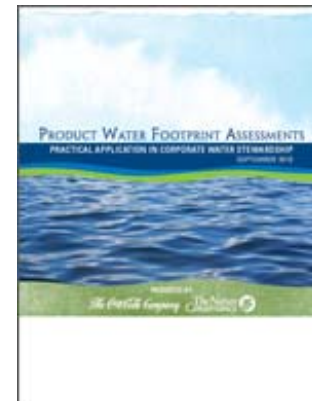
THE WILD THINGS

Listen to the story of how WWF helped a masked bandit return to the prairie, in the newest edition of WWF's podcast series "The Wild Things." Learn more.

TRAVEL

CDP Water Disclosure

Water Footprint Group



And more...

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 2009
OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from _____ to _____
Commission File No. 1-2217

The Coca-Cola Company

(Exact name of Registrant as specified in its charter)



What makes water disclosure complicated?

**Massive increase in
appetite**

**Insufficient
alignment around
scope**

(global, country, local; company owned,
franchise, supplier)

**Insufficient
guidelines**

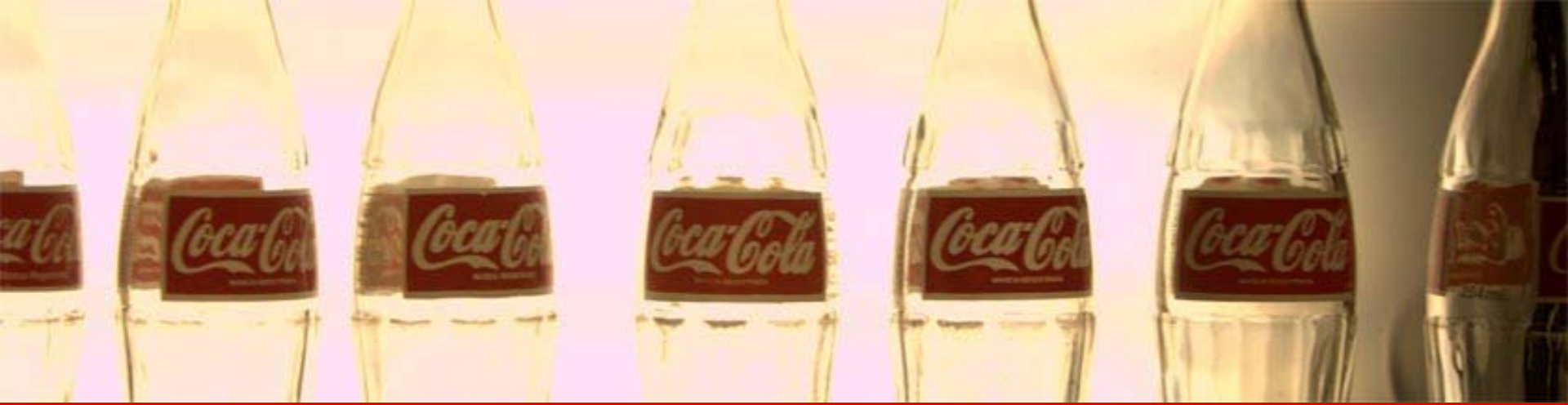
**Competing interests
& agendas**

**Hard to compare
apples to apples**

**Insufficient
alignment around
terminology**

Water Stress Has Many Faces

- Physical availability – surface or groundwater – and the sustainability of those sources
- Infrastructure existence, pressure, service area, metering
- Pricing – too cheap or too expensive
- Droughts
- Competing use and increased demand from more people and increased GDP
- Climate change
- Regulatory limits
- Social acceptance



Thank You!