



Our Purpose is to Refresh the World and Make a Difference

We're clear on how we will do this through:



Loved Brands



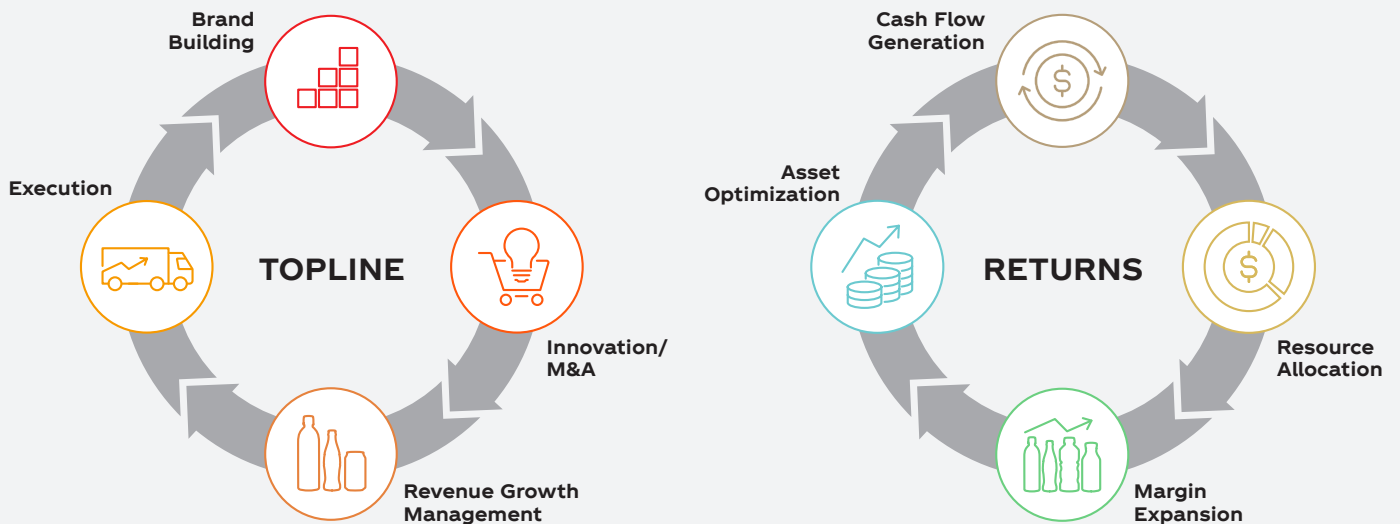
Done Sustainably



For A Better Shared Future

Seizing Momentum with Greater Agility Through Our Growth Strategy

Our two strategy flywheels are spinning faster today and with more agility than before. The recent acceleration of our strategy has left us better positioned to capture growth in the years ahead. With strong system alignment, we're well-equipped to manage through all kinds of external factors, and we're more confident about our future than ever. We've emerged stronger and our strategy remains the same.

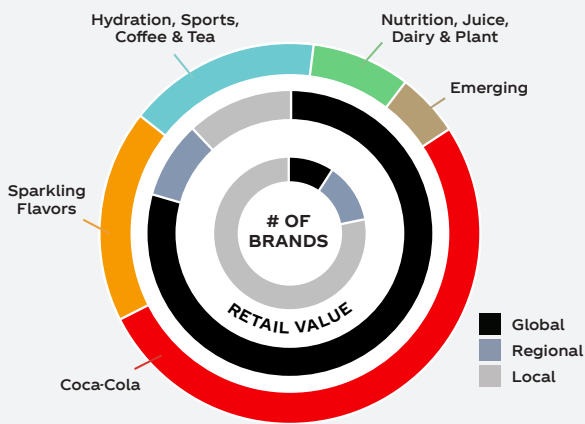




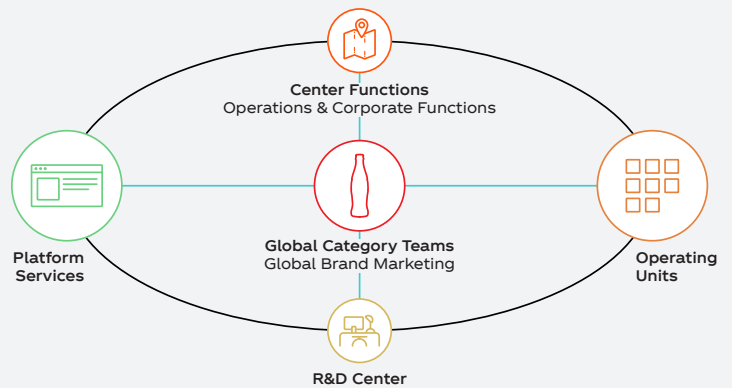
Executing For Growth

The strength of our streamlined portfolio is significant, and our new networked operating structure is enabling our consumer-centric growth strategy. Through the right portfolio, right strategy and right execution, we can continue to generate strong top line growth and create value for stakeholders for the long term.

PORTFOLIO



EXECUTION



Leadership

Achieving our purpose requires nurturing a culture that makes it possible. We believe that everyone at Coca-Cola has the capacity to lead, and everyone should be able to see some aspect of themselves within the leadership definition. Leaders at Coca-Cola commit to: Be the Role Model, Set the Agenda, and Help People Be Their Best Selves.



Be The
Role Model



Set The
Agenda



Help People Be
Their Better Selves



Our Leadership & Growth Behavior

Commitment: Leaders at Coca-Cola commit to creating a thirst for growth — in our people, in our system, and in our business — as we seek to refresh the world and make a difference.

Expectations & Behaviors: Leadership is less about a formal position and more about the act of leading. We all have the opportunity and responsibility to lead and can do so by exemplifying the below expectations and behaviors.



Be The Role Model

Make Courageous Choices

Empower yourself and others to take risks and make things happen.

Foster Innovation

Be curious; always seek, never settle.

Thrive in Ambiguity

Push for progress, not perfection. Embrace uncertainty as an opportunity for growth.



Set The Agenda

Envision the Future

Create an inspiring vision of the future and prioritize actions to achieve that vision.

Act as a Change Agent

Build the case for change and drive implementation.

Apply an Enterprise Mindset

Leverage a deep understanding of internal and external factors to inform great business decisions.



Help People Be Their Better Selves

Influence Across the Network

Collaborate with others and inspire action that produces mutually beneficial outcomes.

Build Inclusion

Intentionally create an environment where everyone can thrive.

Develop Talent

Cultivate great talent that is diverse in thought, experiences, and backgrounds.

