

**SELECTED PER CAPITA CONSUMPTION AND MARKET POPULATIONS**

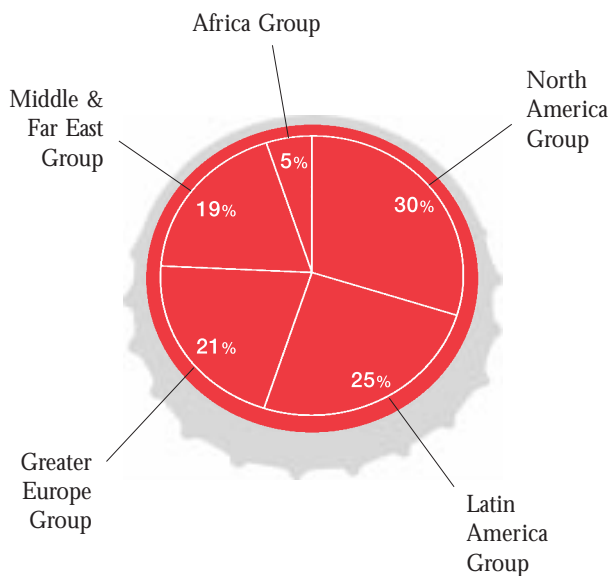
Market	Population in Millions*	Per Capita**
China	1,256	7
India	982	3
United States	274	395
Indonesia	206	8
Brazil	166	134
Russia	147	22
Japan	126	149
Nigeria	106	32
Mexico	96	412
Germany	82	200
Philippines	73	142
Egypt	66	30
Thailand	60	59
France	59	96
Great Britain	57	122
Italy	57	99
Ukraine	51	16

Market	Population in Millions*	Per Capita**
Korea	46	62
Colombia	41	103
Spain	40	219
South Africa	39	173
Argentina	36	218
Benelux/Denmark	32	202
Canada	31	212
Morocco	27	66
Venezuela	23	215
Romania	22	72
Australia	19	285
Chile	15	330
Zimbabwe	11	71
Hungary	10	150
Israel	6	264
Norway	4	277

\*Population figures reflect 1998 updates from the United Nations.

\*\*Eight-ounce servings of Company beverages per person per year (excludes products distributed by The Minute Maid Company).

**1998 WORLDWIDE UNIT CASE VOLUME BY REGION**  
Worldwide Total: 15.8 Billion



**1998 WORLDWIDE LEADERSHIP BY COUNTRY**

	Market Leader	Second Place	Leadership Margin*
Australia	Coca-Cola	diet Coke	4.1:1
Brazil	Coca-Cola	Brazilian brand	4.0:1
Chile	Coca-Cola	Fanta	5.1:1
China	Coca-Cola	Sprite	1.1:1
France	Coca-Cola	French brand	6.0:1
Germany	Coca-Cola	Fanta	3.7:1
Great Britain	Coca-Cola	diet Coke	1.7:1
Greece	Coca-Cola	Fanta	3.8:1
Italy	Coca-Cola	Fanta	3.7:1
Japan	Coca-Cola	Fanta	2.7:1
South Africa	Coca-Cola	Sprite	6.0:1
Spain	Coca-Cola	Fanta	3.2:1
Sweden	Coca-Cola	Fanta	5.7:1

Share of soft-drink sales. Source: Company data/store audit data.

\*Over second-place brand.

## SELECTED MARKET RESULTS: ESTIMATED 1998 VOLUME

	Unit Case <sup>1</sup> Growth						Soft Drinks	Total Beverages <sup>2</sup>	
	10-Year Average		5-Year Average		1998		1998	1998	
	Annual Growth		Annual Growth		Annual Growth		Company Share <sup>4</sup>	Company Share <sup>5</sup>	Company Per Capita Consumption
	Company <sup>3</sup>	Industry <sup>4</sup>	Company <sup>3</sup>	Industry <sup>4</sup>	Company <sup>3</sup>	Industry <sup>4</sup>			
WORLDWIDE	7%	4%	8%	5%	6%	4%	51%	2%	64
NORTH AMERICA GROUP <sup>6</sup>	5	3	6	3	6	4	44	13	377
United States	5	3	6	3	6	4	45	14	395
GREATER EUROPE GROUP	9	4	8	5	5	2	49	3	93
Central Europe	9	5	9	5	8	5	47	3	77
France	13	6	10	3	10	4	59	3	96
Germany	5	2	2	1	(2)	(1)	55	7	200
Great Britain	5	3	5	2	4	(1)	35	4	122
Nordic & Northern Eurasia	14	3	19	9	5	(3)	41	1	39
Spain	7	4	7	5	9	4	58	8	219
MIDDLE & FAR EAST GROUP <sup>7</sup>	9	7	11	7	6	4	45	1	20
Australia	5	4	6	4	5	7	57	10	285
China	35	11	31	13	20	10	33	0	7
Japan <sup>7</sup>	5	0	4	(1)	0	(3)	38	5	149
Korea	2	1	0	0	(12)	(7)	53	2	62
Middle East & North Africa	12	6	15	3	15	4	41	1	33
Philippines	7	7	13	15	13	18	69	5	142
AFRICA GROUP	6	3	7	5	7	5	81	1	29
Northern Africa	6	3	9	6	14	13	79	1	17
Southern Africa	6	4	5	5	1	(2)	83	3	83
LATIN AMERICA GROUP	8	5	9	6	7	7	60	7	196
Argentina	8	5	6	5	7	8	61	7	218
Brazil	6	8	11	15	1	7	48	5	134
Chile	13	10	12	6	3	(2)	74	11	330
Colombia	2	(2)	4	(2)	(2)	(1)	57	4	103
Mexico	8	5	7	2	13	10	68	14	412

<sup>1</sup> Unit case equals 24 8-ounce servings.

<sup>2</sup> Consists of all beverage consumption including tap water.

<sup>3</sup> Derived from unit case volume.

<sup>4</sup> Includes soft drinks only.

<sup>5</sup> Derived by dividing our unit case volume in ounces in a given market by the product of that market's population multiplied by the commonly accepted norm for daily fluid intake, 64 ounces, multiplied by the number of days in a year.

<sup>6</sup> Consists of the United States and Canada.

<sup>7</sup> Company share of soft-drink sales includes noncarbonated beverages in Japan and conforms with Japanese industry standards.



# always

is why we're confident about now

Our long-term opportunities remain tremendous and more within reach than ever. After all, the world will always get thirsty, and our people's ability to convert that thirst into value for you grows stronger every day.



## Always a brand for every taste.

The human tongue has nearly 10,000 taste buds. With more than 160 brands in our portfolio and four of the five best-selling soft-drink brands in the world, we are uniquely equipped to satisfy just about any taste. Of course, Coca-Cola is universally appealing, but our diverse portfolio also includes our other core brands — diet Coke (Coca-Cola light), Sprite and Fanta — as well as other soft drinks, juices and juice drinks, coffees and teas, and waters. We're constantly expanding and refreshing that portfolio to seize new opportunities. Last year, for example, we introduced Tian Yu Di teas in China.



## Always finding big opportunity in small places.

We are using our research and information-gathering systems to drill down deeper than ever into local markets, then using what we learn to make our brands more relevant to the everyday lives of our customers and consumers. In Harlem, a New York neighborhood of roughly two square miles and approximately 250,000 consumers, we are weaving our brands into the fabric of the community, connecting with residents through customized street marketing and civic programs. As a result, some customers have reported volume increases as high as 100 percent, and our overall unit case volume in this neighborhood rose more than 35 percent last year.



## Always helping our customers expand their horizons.

Our customers depend on us for resources and support above and beyond beverages, and we deliver. For instance, our International Customer Development group works hand-in-hand with large U.S. customers to help them develop successful strategies for international expansion. In 1998, we partnered with numerous customers on their global expansion initiatives. Programs such as this one, along with our people, marketing programs and service capabilities, increase beverage profitability and build customer loyalty on a long-term basis.



## Always acting on the opportunity within.

Our commitment to the communities where we do business holds fast, even in hard times. During Russia's current economic crisis, we've continued to demonstrate that long-term commitment and confidence, keeping our products affordable and available and continuing to invest in our system capabilities. As a result, we are well positioned to convert our opportunities into results as the situation improves. Our confidence is reciprocated by Russian consumers, who recently named us the "Most Trusted Company in Russia."





## Always getting closer to within arm's reach.

Putting our products within easy reach of everyone, at any time of day, has been our goal for decades. With a proven process and roadmap for creating a unified production and distribution system, we're getting ever closer to that reality. For example, this year we took the first major steps toward streamlining our business system in Japan, one of our most important markets, and laid the groundwork for further actions to come. We continue to take similar actions around the world, building stronger partnerships and refining our operations.