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Local

ating_ We do business where we live_ We live where we do business_ Citiz

You'll never be the real thing if you're from out of town. That's why The Coca-Cola Company is a local business in every community we serve.

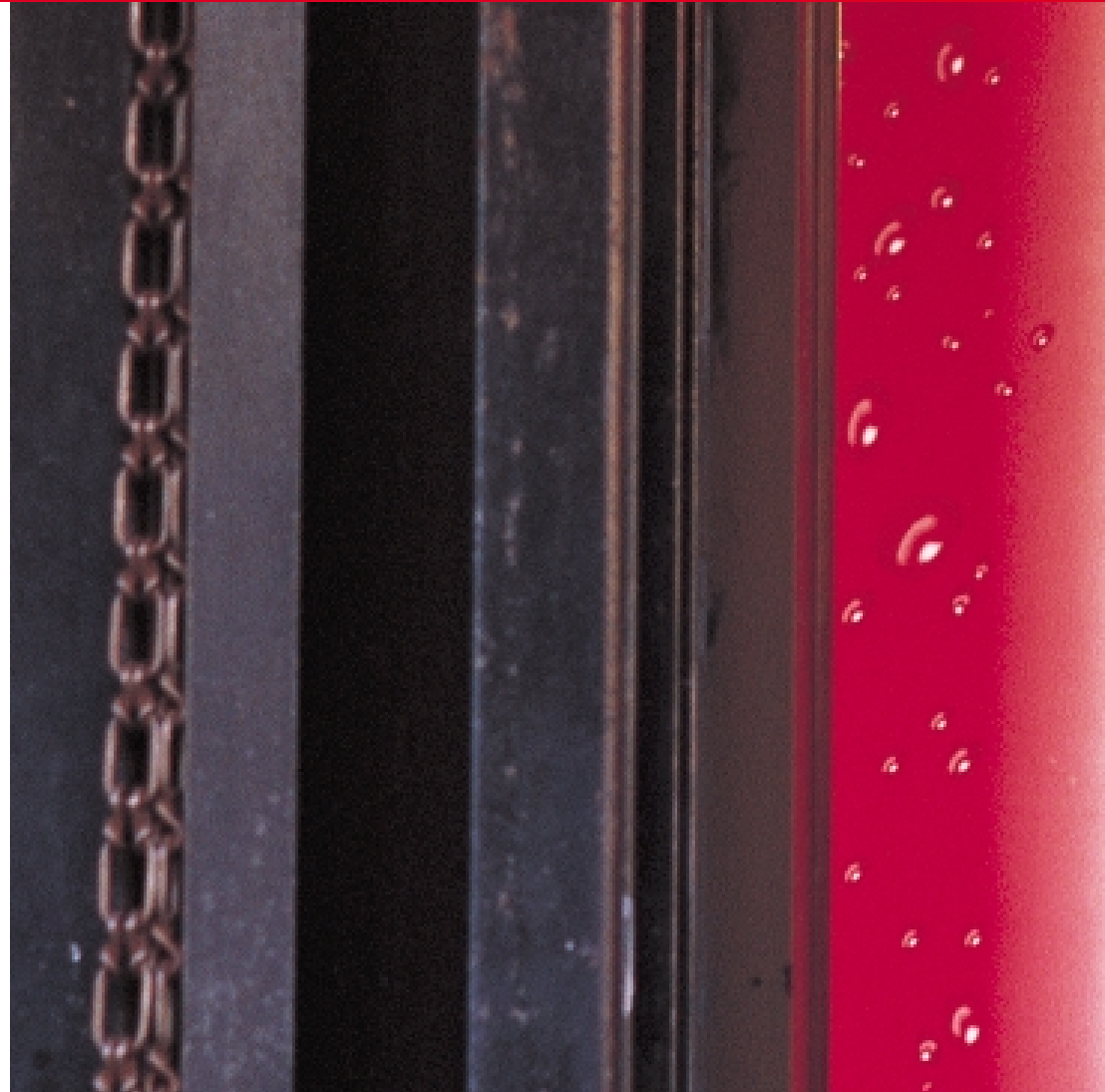
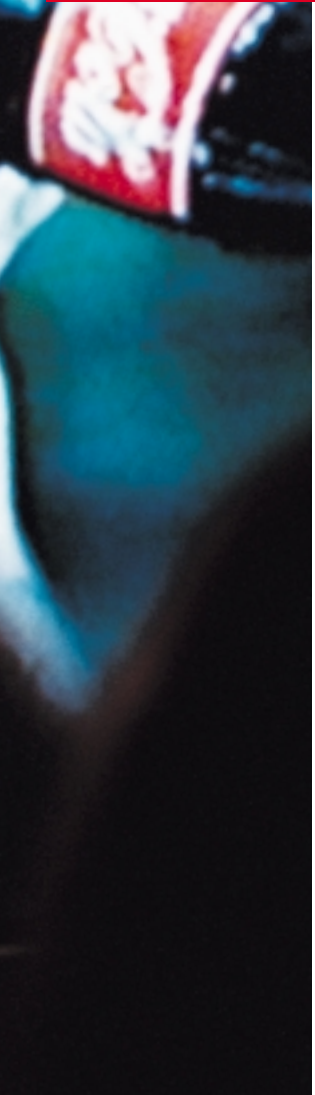
In Tanzania, where our route trucks sometimes can't get to local markets, we're a network of tricycle pushcarts that load up at new Manual Distribution Centers.

In Belgium, where we had the largest product withdrawal in our history, we're determined to see that our relationships there

will never be the same — they'll be stronger than ever.

In Malaysia, we're "Chup!" It's a traditional gesture for "time out," but today it stands for "Chup! Coca-Cola Segar Semula" ("Take a break! Have a Coca-Cola. Continue refreshed"). Schoolkids — and their parents alike — think it's cool.

Worldwide, in these and many other ways, we find ourselves at home.





izenship_Consumer_Coca-Cola_Portfolio_Marketing_Local_Citizenship

To put our opportunity in perspective, moving China to the same per capita consumption level as the Philippines would increase our Company's unit case volume by almost 40 percent.

Germany
per_capita_205

South Africa
per_capita_186

Philippines
per_capita_126

China
per_capita_7

Portfolio_Marketing_Local_Citizenship_Consumer_Coca-Cola_Portfolio_M

Mexico
per_capita_431
United States
per_capita_425

Chile
per_capita_334

Australia
per_capita_289