



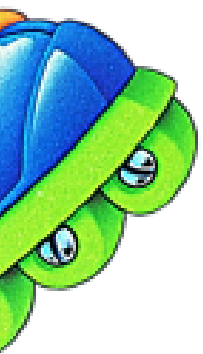


What do Chilean children reach for when they're hot and thirsty? When kids in Turkey want something fun to drink, what do they choose?

It's Bibo — our brand of fortified snack drinks that kids love (called Kapo in Latin America). With its great taste and innovative packaging that features a cast of fun, international characters it's easy to see why. And parents appreciate the drink's added vitamins and minerals.

Bibo's success reflects the fact that healthy eating and drinking is no longer a fad. It's a lifestyle choice that more and more people around the world are adopting.

Our range of health and nutrition beverages combines the "better for you" attributes valued by parents with the fun and great taste loved by kids.






## HEALTH AND NUTRITION

Adults understand the importance of consuming products that are good for them and we provide them with juices and other healthful drinks to meet their needs. For example, we've taken Minute Maid Premium orange juice and fortified it with calcium to help develop and maintain strong bones, or with vitamins C and E, plus the mineral zinc, nutrients that are essential for a healthy immune system. For those who feel they have a low tolerance for citric acid, now there's also Minute Maid Premium Low Acid ready-to-drink orange juice.

Making special connections with kids and adults alike is the focus of The Minute Maid Company's beverages. The Minute Maid portfolio offers products to people at every stage of their lives to satisfy their needs for high-quality healthful and nutritious beverages with superior taste and value.

While our Minute Maid Premium 100 percent juices meet nutrition needs for the whole family, Hi-C fruit drinks and Minute Maid Coolers offer great fruit taste, convenience and fun to young consumers in the United States.

Elsewhere in the world, we've created other popular products that meet the refreshment, health and nutrition needs of local consumers and communities. For example, in Chile, we developed Bibo (Kapo) because moms wanted a healthy, noncarbonated drink for their kids. Bibo combines a beverage loaded with vitamins and minerals with a powerful marketing strategy featuring positive, international characters.



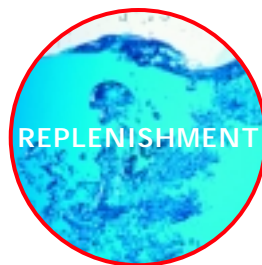
The brand, with its colorful characters, is so popular in Chile that it is distributed through outlets to which other beverages do not have access. Chilean children find it not just in bodegas — the small mom and pop retail outlets found throughout neighborhoods — but also on the playground and in their schools.

On average, each child in Chile drinks one serving of Bibó at least once every five days. We're translating that success into other markets and product lines. We've also launched Bibó in Peru, Ecuador, Costa Rica and South Africa. Two months after a successful launch in Turkey last year, brand awareness among kids was high even though no advertising was used.

Our complete range of healthful products meets the needs of today's consumers who are looking for foods and drinks that taste good and help them live a healthier life.







In Seoul, Korea, a young marketer for one of many dot-com startups takes a break from a hectic afternoon. It's hot in the office, and she wants some water. Stepping into a nearby store, she strides past shelves packed with dozens of brands of bottled water, of which she recognizes very few. She reaches for one of our newest water entries, Soon Soo 100, which means "100% pure water."

She is hardly alone. Launched in August 2000, Soon Soo 100 sold over 400,000 unit cases in its first full month of sales, smashing initial targets for the product. It is one of our many successes in the still-fragmented water business. Key to that success is the recognition that consumers in different markets often have completely different needs for bottled water.

"Korean consumers were looking for a natural, pure, locally sourced water product from a name they could trust," says Ian Kim of Coca-Cola Korea.



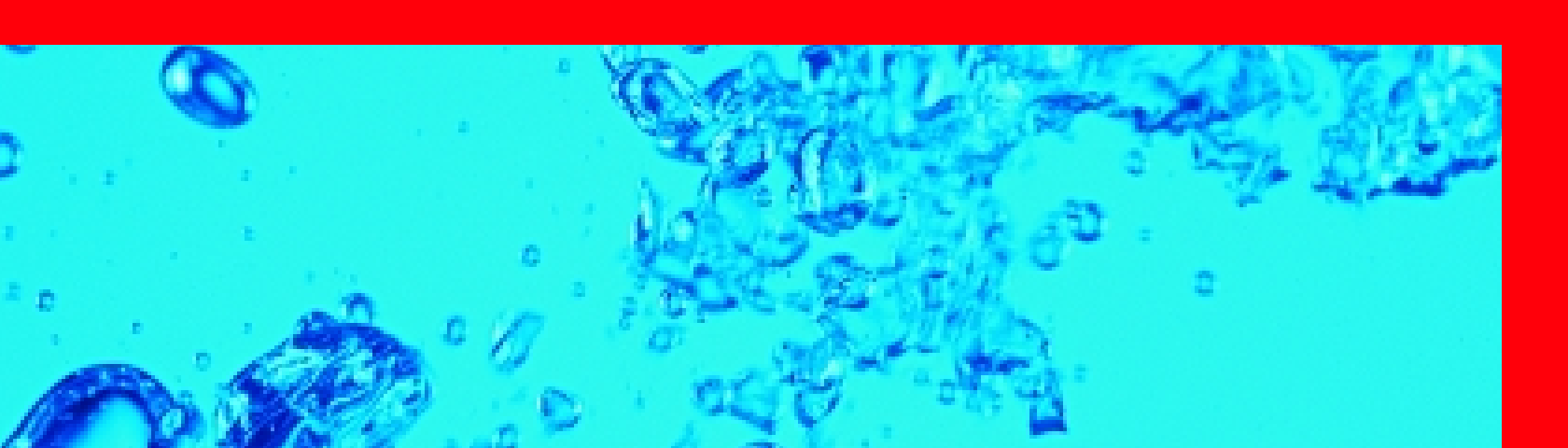
## REPLENISHMENT

By drawing on our wellspring of local knowledge, we have gained valuable insight into how local consumers think about water and rehydration. Of course, most people currently get water from the tap and some from locally sourced bottled water. But few consumers have access to locally purified bottled water. As concern grows over declining water quality in many communities throughout the world, consumer habits are changing.

That's why we're tailoring healthy and convenient replenishment drinks to local tastes with an innovative and locally driven approach. Some of our replenishment products are simple and basic — safe, purified water. Others differ when it comes to taste via flavors and carbonation. Still others are performance-oriented high-carbohydrate sports drinks designed to meet the needs of increasingly active lifestyles.

We offer water products in nearly every major water market in the world. Revenues are climbing — indeed, in the U.S. last year, our Dasani brand jumped to over 60 million unit cases, more than doubling volume from the prior year. But we also see new ways to offer water in the future and are testing products that allow consumers more choice and flexibility in how they use replenishment beverages.

Our rapid growth in the world's current water business, including products developed by our Company and those offered by our bottling partners, has made our system a major player with sales of approximately 1 billion unit cases last year.



In the sports drink category, our POWERāDE beverage is now the No. 2 sports drink in the United States, but outside this country, our sports drinks are clearly on top, outselling the U.S. market leader nearly 2-to-1. In Belgium, a new fitness water called Aquana targets women who want the nutritional benefits of a sports drink without the calories. We're tailoring healthy, pleasurable and convenient products to local tastes and concerns.

But we're not stopping there.

Along with leading pharmaceutical companies, World Health Organization doctors, and Age Wave researchers we're developing water with nutrients to address health needs. And this October, we will join with the National Geographic Society to co-sponsor Water Education Month.

We're redefining how consumers get hydrated. That's an ambitious goal, but what it really comes down to is learning from our customers: How do they use water or sports beverages? How are their preferences impacted by local culture and circumstances? And where could our products fit in?

It's just a matter of listening to consumers tell us what they want and need — and responding.

