

INNOVATION DRIVES OUR
PRESENT AND FUTURE PRIORITIES:

Accelerate carbonated soft-drink
growth, led by Coca-Cola

Selectively broaden
our family of beverage brands
to drive profitable growth

Grow system profitability and
capability *together*
with our bottling partners

Serve customers with creativity
and consistency to generate growth
across all channels

Direct investments to highest
potential areas across markets

Drive efficiency and
cost-effectiveness everywhere

The success of
THE COCA-COLA COMPANY
rests on
TWO BUILDING BLOCKS:

Our ability to connect
with consumers by
creating brands they love;
and

The capacity of our
people, together with our
bottling partners,
to find new and appealing
ways to deliver those
brands to thirsty
people everywhere.

WHAT FOLLOW ARE A FEW EXAMPLES
OF HOW WE ARE DOING THESE TWO BASIC THINGS BETTER
AND BETTER, AND DELIVERING RESULTS.



From Coca-Cola

THE WORLD'S

NUMBER ONE BRAND

TO OUR EXPANDING FAMILY OF BEVERAGES,

*we know how to forge lasting connections
between consumers and our brands.*

PEOPLE ALL OVER THE GLOBE KNOW AND TRUST

OUR PRODUCTS TO PROVIDE REFRESHMENT

ANYTIME, ANYWHERE, AT EVERY STAGE OF LIFE.

Coca-Cola: The World's Brand

In 2001, Coca-Cola connected with people around the world on over 250 billion occasions. In other words, someone chose a Coca-Cola—diet or light or classic, with cherry or with lemon, with or without caffeine—nearly half a million times every minute of every day. Through innovations in our marketing and packaging, our global brand is growing in key markets and strengthening its relationship with more and more people.

This year our marketing programs forged new bonds with consumers everywhere. With the release of the first Harry Potter movie, we activated our multi-year partnership with Warner Bros. Pictures. We created programs in 43 countries to build on the renewed interest in reading inspired by the Harry Potter books; in the United States alone, we donated over one million books.

To coincide with the movie, we initiated marketing programs involving well over one billion promotional packages in several key markets. The phenomenal success of the movie and our campaign accelerated growth for Coca-Cola in North America and other regions in the fourth quarter.

In many of our key markets, we also used the Internet to create programs that emotionally resonated with consumers.

During the spring of 2001, teens throughout Great Britain participated in the “Real Coke Rush,” an online auction, bidding on the Internet for prizes using Coca-Cola ring pulls and labels as currency. The marketing program won 10 different awards for innovation excellence, and helped drive volume growth of over 8 percent for Coca-Cola.

We also designed marketing programs around the world that tapped into consumers’ emotional connections with our brand and with soccer, the world’s favorite sport.

In 2001, Coca-Cola became the official beverage of the national Chinese soccer team, as it sought qualification to the FIFA World Cup Finals. With a television audience of 150 million for the first match, we organized a live telecast performance of an instantly popular song that became widely regarded as the “Team China Anthem.” In October, when China qualified for the Finals, we honored the athletes and celebrated with Team China promotions.

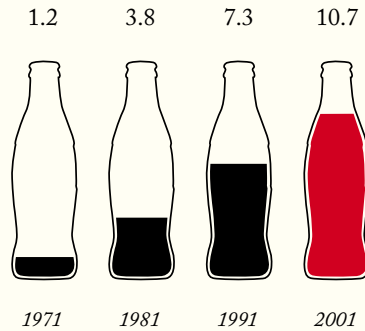
Just as our marketing created deeper relationships with consumers, our innovations in packaging responded to changing lifestyles and tastes.

In key markets we created new packaging sizes to satisfy consumer demands. Increasingly, Mexican





GLOBAL UNIT CASE SALES OF COCA-COLA
(in billions)



families have lunch together at home. The average Mexican household drinks two-and-a-half liters or more of soft drinks during that break, while a two-liter bottle was the largest available package. We introduced a convenient two-and-a-half liter bottle to select regions, contributing to the sale of nearly 1.5 billion unit cases of Coca-Cola in Mexico this year. This larger bottle will complete its nationwide rollout in 2002.

In China, Coca-Cola is an integral part of holiday celebrations and the family get-togethers that accompany such events. We increased our two largest bottle sizes during the 2001 holidays, and festival packaging helped drive a 6 percent volume increase for Coca-Cola.

Our packaging innovations do not just involve resizing. We have also responded to consumers' changing fashion styles with new bottles.

This year, we gave diet Coke a new twist in two critical markets. In Northern Ireland, where diet Coke consumption is the highest per capita in the world, and in the Republic of Ireland, we launched a stylish promotional 500-ml silver bottle. This promotion increased

volume of that size by 40 percent and diet Coke overall by 14 percent during March and April.

In the United States, recognizing that consumers often enjoy their diet Coke with a slice of lemon, we "bottled" the concept. The result—diet Coke with lemon—contributed to volume growth of 4 percent for the number-one diet soft drink in North America: diet Coke.

Our commitment to packaging innovation also resulted in new initiatives for our fountain business, a channel through which many consumers enjoy Coca-Cola. In the United States, we developed iFountain, a total beverage dispensing system that is more flexible and more reliable. Two years of research resulted in a dispensing system that provides exceptional beverage quality, easy to upgrade technology, brand and graphic customization and improved reliability. Building on the legacy of leadership that began over 115 years ago with the first serving of Coca-Cola at the fountain counter of an Atlanta pharmacy, this new technology enables us to continue to meet changing consumer and customer needs.

COUNTRIES WHERE COCA-COLA IS A
BILLION DOLLAR(+) BRAND

Brazil
Germany
Great Britain
Japan
Mexico
Spain
United States
