

The background is a vibrant red with large, sweeping white and grey curved bands. A dense pattern of white and grey dots and circles of various sizes is concentrated in the lower-left quadrant, creating a sense of movement and innovation.

The creation of new value begins with

# A COMMITMENT TO INNOVATION—

the kind of insight, creativity and determination

that brings to life new ideas, new products

and new consumer experiences.

The background is a solid red color. Overlaid on this are several abstract, flowing white and grey shapes that sweep across the frame from the bottom left towards the top right. These shapes are decorated with a pattern of small white and grey circles of varying sizes, some of which are solid, while others are hollow outlines. The overall effect is one of dynamic movement and modern design.

IN 2002, we found unprecedented opportunities

TO CREATE NEW VALUE

for our share owners, partners and employees.







VALUE IS:

Extending

THE WORLD'S  
**BEST-KNOWN**  
BRAND.

## THE EXPANDING COCA-COLA BRAND FAMILY

In 2002, Coca-Cola added pop to a category that many believed had lost its fizz in North America. In May, after just six months in development, Vanilla Coke became the first extension of the Coca-Cola brand since 1985 and immediately generated profitable volume. Vanilla Coke helped boost sales of Coca-Cola branded beverages while inviting new consumers to rediscover the cola category through a completely original flavor experience. In product formulation, the Vanilla Coke team struck a balance that lets the taste of Coca-Cola come through—intriguingly new, yet undeniably Coca-Cola. Already one of our top 10 brands in the United States, Vanilla Coke is performing well in its initial international markets—including Australia and New Zealand, with more countries planning launches for 2003. In response to consumer demand, diet Vanilla Coke was introduced to the U.S. marketplace in October, just three-and-a-half months after it was given the green light. In 2002, we also celebrated the 20th anniversary of diet Coke and the expansion of diet Coke with lemon, which made strong debuts in several international markets after its U.S. launch in 2001.



## HITTING HOME

Vanilla Coke was an immediate hit in the United States, becoming the top-selling 20-ounce soft drink in supermarkets and drug stores during the first month of its introduction. By the end of the year, **Vanilla Coke had reached 25 percent of U.S. households**—more than double any other new carbonated soft drink introduced in 2002.



DIET COKE WITH  
LEMON ENTERED

**20**

NEW INTERNATIONAL  
MARKETS IN 2002,  
DRIVING CATEGORY AND  
BRAND GROWTH  
IN COUNTRIES SUCH  
AS GREAT BRITAIN  
AND AUSTRALIA.

## FILLING DEMAND

Case volume of Vanilla Coke and diet Vanilla Coke reached over 100 million unit cases by year end, making them among the Company's most successful product launches in years.



Launched in 1982, diet Coke quickly became the number-one sugar-free carbonated soft drink in the United States—and, soon after, the rest of the world. **It is now the number-three soft-drink brand worldwide.**



## 8 MILLION NEW U.S. CONSUMERS

were brought to the Coca-Cola brand in 2002 by the introduction of Vanilla Coke. The launch brought excitement to the brand in North America and was part of an overall expansion of the cola category. The relaunch of Cherry Coke also sparked consumer interest and resulted in a 17 percent unit case volume increase for the year.

## INSPIRATION TO EXECUTION IN 100 DAYS

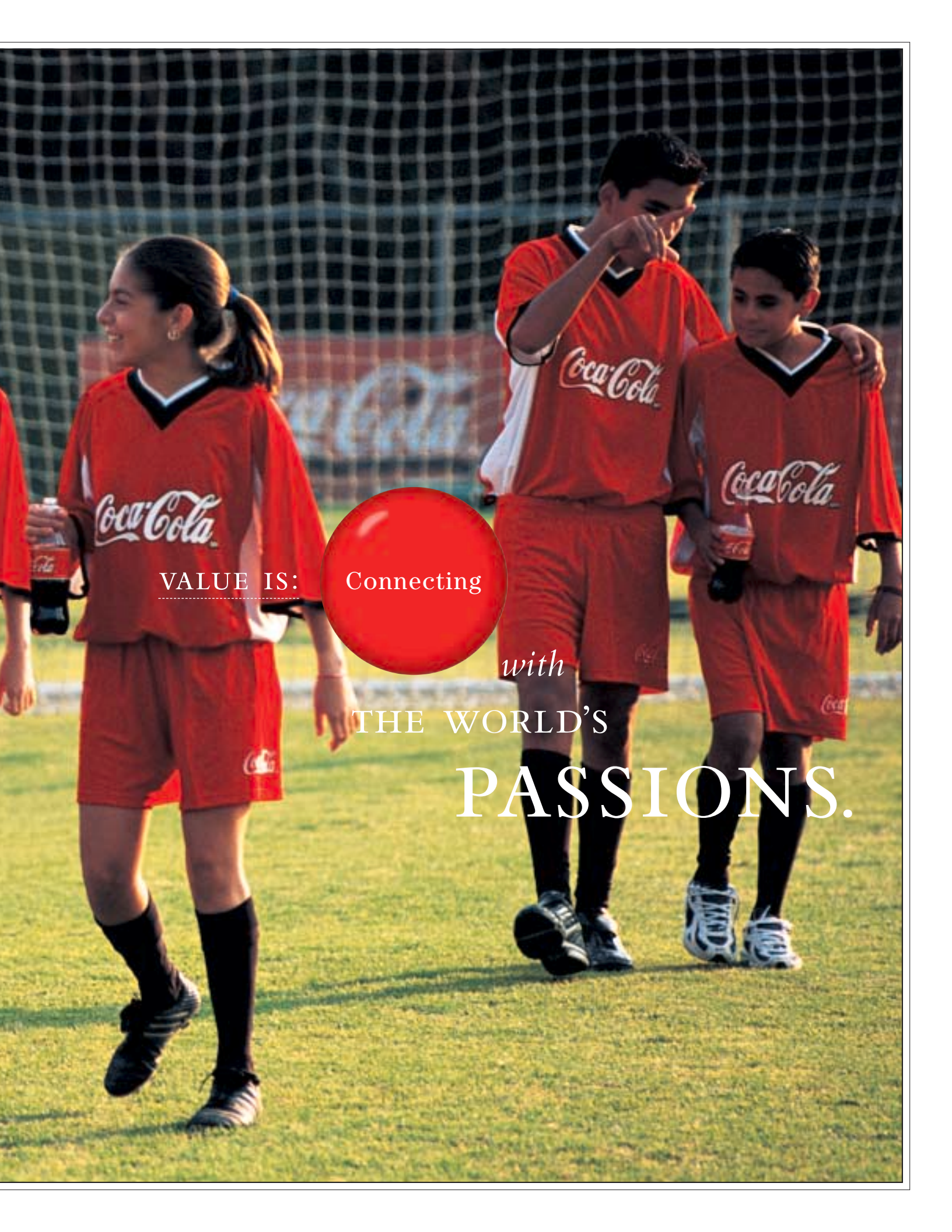
Bringing diet Vanilla Coke to market on an uncommonly rapid timetable required a multidisciplinary team with an unyielding commitment to efficient execution. **Diet Vanilla Coke team members**—from flavor research to marketing to operations to bottlers—accelerated the development schedule to capture waiting consumer demand.











VALUE IS:

Connecting

*with*

THE WORLD'S

PASSIONS.



## TAKING PART IN THE WORLD'S GREATEST GAMES

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The FIFA World Cup™ and the Olympic Games are the world's only truly global sporting events—witnessed in person by millions, watched on TV by billions and both cited by a majority of consumers as the most meaningful events anywhere. For more than half a year—from the start of the Olympic Torch Relay in early December 2001 to the last seconds of the FIFA World Cup Final Match on June 30, 2002—Coca-Cola brands benefited from a highly visible association with both events through extensive advertising and promotions. Our involvement in soccer is a year-round, worldwide effort that extends beyond FIFA World Cup events to leagues and programs supporting healthy, active lifestyles and team sports. Hundreds of thousands of schoolchildren, from Mexico to Russia, have participated in Company sponsored youth soccer programs and school leagues through the encouragement and support of our Company and our network of bottlers. It's a global grassroots effort that encourages kids to play—as well as watch—the best-loved sport in the world.



## SATISFYING A GLOBAL COMPETITIVE THIRST

Held every four years, the FIFA World Cup™ tournament is one of the most anticipated sporting events in the world. In 2002, 64 matches were held in 20 cities in two host countries, Korea and Japan. The 32 countries represented at the FIFA World Cup finals in 2002 account for 77 percent of the worldwide volume for brand Coca-Cola.



## THE COCA-COLA COMPANY

ACTIVATED THE FIFA WORLD CUP THROUGH  
PROMOTIONS AND ADVERTISING  
IN MORE THAN **100 COUNTRIES**  
BETWEEN MARCH AND JUNE 2002.

OUR COMPANY HAS A  
**70-YEAR TRADITION** OF SUPPORTING  
INTERNATIONAL SOCCER, AND HAS BEEN AN  
OFFICIAL PARTNER OF FIFA **SINCE 1974.**



## UNMATCHED INVOLVEMENT

In addition to major soccer sponsorships, our Company is extremely active in local communities on virtually every continent. Our involvement helps build the sport through youth instruction and competition programs, as well as training programs for youth coaches. One of the most far-reaching of these programs is in Latin America, where tens of thousands of young boys and girls play in local, regional and national tournaments.



## VOLUME VICTORIES

The influence of FIFA World Cup marketing and retail merchandising **increased sales volume of Coca-Cola** in our top 12 international soccer markets during the four-month promotional period—and contributed to a strong 6 percent volume gain for all our brands for the same period.



## AN ESTIMATED 3 BILLION VIEWERS

TUNED IN TO AT LEAST ONE FIFA WORLD CUP MATCH DURING 2002, INCLUDING 1.5 BILLION VIEWERS WHO WATCHED THE FINAL MATCH.

IT WOULD TAKE 220 SUPER BOWLS TO EQUAL THE CUMULATIVE LIVE TELEVISION AUDIENCES REACHED THROUGH THE 2002 FIFA WORLD CUP TELECASTS.

*(Cumulative live television audience viewings in millions)*





VALUE IS:

Growing

OUR FAMILY  
*of* BRANDS.









## PRODUCING GROWTH IN NONCARBONATED BEVERAGE CATEGORIES

Through our strategic investment in noncarbonated beverage brands, The Coca-Cola Company is offering more products to more people than ever before. In 2002, our juice and juice-drink business was driven by innovation, from a broadening of the kid-focused relationship between Minute Maid and The Walt Disney Company to the introduction of Simply Orange, with its natural appeal to adult consumers. Our ready-to-drink tea and coffee business continued to grow in Japan, with flavor and packaging innovations in our GEORGIA coffee brand and the highly successful launch of Love Body diet tea. Our sports-drink business, fueled by POWERADE, outpaced industry growth last year. Also, in 2002, we accelerated our strategy in our bottled water business to strengthen our system, increase our potential to reinvest in this fast-growing segment and support our ability to satisfy consumers with a variety of brands, packaging and price points.



## FAST FRIENDS

In 2002, we extended the reach of our Disney-branded line of beverages, offering four product categories to young consumers in 16 countries around the world.



The close-to-the-grove fresh taste and quality of Simply Orange make it a premium choice among consumers. In initial markets in the southeastern United States, the arrival of Simply Orange doubled the share of sales for our Minute Maid brand's orange juice business.

## POWERADE

CASE VOLUME GREW

25%

IN 2002 AND EXPANDED TO 70 MARKETS WORLDWIDE.



## BOTTLED WATER: A WAVE OF GROWTH

Over the next ten years, bottled water is expected to become the world's largest beverage category. Bottled water is achieving rapid growth in fast-developing markets such as the United States, where the packaged water segment grew 16 percent in 2002, and continuing gains in more mature markets, such as Europe. We believe that we will benefit from these growth trends due to our worldwide bottling system and operational scale.

ON THE STRENGTH OF OUR RAPIDLY EXPANDING

MINUTE MAID

BRAND, THE COCA-COLA COMPANY HAS BECOME THE

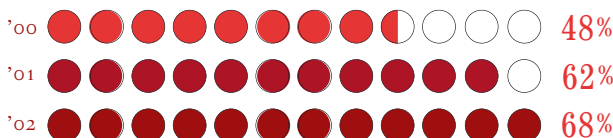
#1

READY-TO-DRINK JUICE AND JUICE-DRINK COMPANY IN THE WORLD.

DASANI  
SALES IN NORTH AMERICA GREW

40%

IN 2002, MAKING IT THE FASTEST-GROWING PACKAGED WATER BRAND.



(Growth rate of our bottled water business)

## A THIRST FOR WATER

The Coca-Cola Company's global bottled water business has grown at a compound annual rate of 59 percent over the past three years. Because every market for bottled water is different, we choose the right brands, focus our local knowledge and invest only in markets with profitable growth potential. In 2002, the joint venture and licensing agreements we completed with Groupe Danone for its brands in the United States gave us a family of products with multiple price points and packaging choices. As volume continues to grow, we expect this tiered approach to produce increasing profits.







VALUE IS:

Innovating

FOR OUR

CONSUMERS.







## SHAPING NEW PRODUCT EXPERIENCES WITH PACKAGING AND TECHNOLOGY

As we created new products and fresh brand experiences in 2002, one fact became increasingly clear to us: Consumers are eager to see The Coca-Cola Company bring excitement to the marketplace. One simple innovation last year—the Fridge Pack™—has changed the dimensions of 12-pack sales for us and for our bottling partners. This sleek, refrigerator-friendly pack is increasing consumer awareness and preference, accelerating consumption and case volume in markets where it has been introduced. From our packaging suppliers who assisted us and our bottlers in developing the Fridge Pack, to the retailers whose shelves were reconfigured to accept the new design, partnership made this innovation possible—and profitable. The future of our business in North America also evolved in 2002 with the continuing rollout of iFountain, the most advanced soft-drink dispensing system in the industry. iFountain gives our customers a technologically advanced fountain system that enhances available brand options, improves operating efficiency and automatically calibrates each drink served to assure consumers of a quality drink every time.



## THINKING OUTSIDE THE PACKAGE

The Fridge Pack is our most significant innovation in packaging since the plastic contour bottle was introduced in 1993. These slimmed-down 12-packs allow consumers easy access to more cold drinks in the refrigerator, encouraging greater rates of consumption and repeat purchases.



## 8 OUT OF 10 CONSUMERS

said they preferred convenient Fridge Packs to traditional 12-packs. The popularity of 2-by-6-can packages has led to double-digit growth in both 12-pack and overall Coca-Cola case volumes in areas where Fridge Packs are available. Outstanding consumer response to Fridge Packs motivated bottlers in several of our key U.S. markets to convert their production lines to the new packaging in 2002, with more conversions planned for 2003.



## REFRESHMENT MADE TO ORDER

In 2002, Coca-Cola North America offered restaurant customers and their guests unprecedented variety, including Bacardi® real fruit mixers, Minute Maid fruit drinks and lemonades, and soft drinks with an added “splash” of flavor, such as cherry or vanilla.

SALES OF 12-PACKS  
THROUGH COCA-COLA BOTTLING  
COMPANY CONSOLIDATED,  
OUR SECOND-LARGEST NORTH  
AMERICAN BOTTLER,  
ROSE AN INITIAL

25%

WITH THE INTRODUCTION  
OF THE FRIDGE PACK.

## FLOWING WITH TECHNOLOGY

The unique design and computer-controlled capabilities of iFountain make it **the most important technology innovation in the food-service beverage business in years**. iFountain's modular platform ensures industry-leading beverage dispensing solutions with the newest technological advances as they become available. Nearly 1,000 iFountain units are currently in operation in 350 outlets across North America.











VALUE IS:

Sharing

OPPORTUNITY

*with our*

PARTNERS.



## UNLOCKING THE POWER OF OUR GLOBAL BOTTLING SYSTEM

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Of the many relationships we maintain as a Company, the connection between The Coca-Cola Company and its bottling partners is one of our most valuable strategic assets. Over the past few years, we've worked diligently to improve the economics of our overall system, including those of our global network of bottlers, whose financial success is so closely tied to our own. You can see the results in our improved equity income as well as in our bottling partners' own income statements. It is also evident in the creativity and strategy with which we're bringing new products to new markets—from customizing Fanta flavors to local tastes to tailoring our 50-plus bottled water brands to individual countries. Just as market-specific knowledge and entrepreneurship are key to our success, so is our purchasing strategy. That's why, with our support, our bottlers in North America recently established Coca-Cola Bottlers' Sales & Services Company to coordinate buying for the entire system. Similarly, in Asia, where geographic scope and complexity require intense focus on efficiency, our strategic procurement function is preparing for explosive growth in our juice business by streamlining supplier development, risk management and logistics.



## THE GLOBAL FLAVOR OF FANTA

Fanta, the world's leading brand of flavored carbonated beverages and The Coca-Cola Company's number-three brand globally, grew by 6 percent in 2002. Available in 198 countries, Fanta is sold in 59 flavors tailored to local tastes and preferences—a model for creating strong global brands by leveraging the power of our worldwide system. In Great Britain, the introduction of the new Splash Pack bottle was a hit with young consumers and helped Fanta become the fastest-growing soft-drink brand in the country.

**FANTA**  
IS THE COCA-COLA COMPANY'S

#3

BRAND GLOBALLY.



## SMART BUYING

A virtual "one-bottler" purchasing system for the Company and all North American bottlers, Coca-Cola Bottlers' Sales & Services Company projects savings of more than \$100 million for the Coca-Cola system over the next few years through centralized purchases of ingredients, materials and equipment.

## EQUITY INCOME,

PRIMARILY FROM

BOTTLING INVESTMENTS,

INCREASED BY MORE THAN

**150%**

IN 2002.



## POURING IT ON

Minute Maid lemonades and juice drinks have added \$325 million in sales to our Company and our bottling system in North America in a little over a year.







An abstract painting with vibrant colors like red, blue, green, and orange. On the left, a person's arm and hand are visible. A large, glossy red circle is positioned in the center-left. Text is overlaid on the image.

VALUE IS:

Refreshing

A NEW  
GENERATION  
*of* CONSUMERS.



## INNOVATIVE MARKETING CONNECTS WITH TEENS AND YOUNG ADULTS

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Coca-Cola has been a refreshing part of life for teenagers and young adults for decades. But forging deep connections with these savvy and selective young consumers today is one of the greatest marketing challenges for any business. To be successful, you have to speak to them on their terms—and on their turf. Which is why we are using innovative and unconventional means to reach them: a wry campaign in Singapore that spoofs authority by creating a “Ministry of Enjoyment”; nightclub-based programs in Belgium and Austria that bring Coca-Cola branded entertainment and furnishings to club venues; and high-visibility sponsorships of the *American Idol* and *Coca-Cola Popstars* music-contest TV programs in the United States and South Africa. The strategy that binds these initiatives, and many more like them, is to create experiences for young consumers that are rewarding, unexpected and true to the Coca-Cola brand.

## THE THRILL OF THE CHILL

The natural connection between the refreshment of Coca-Cola and relaxing nightclub spaces was the inspiration for “Enjoy the Chill,” a fusion of musical, audio and visual experiences sponsored by the brand in nightclub settings across Belgium in 2002. The concept was adapted in Austria to create “Coke Fusion” events, where Coca-Cola provided live entertainment and custom-designed lounge furnishings to club owners.



650,000

CLUB-GOERS

IN BELGIUM HAVE BEEN  
REACHED THROUGH

“ENJOY  
THE CHILL”

AND 23% OF  
YOUNG PEOPLE AGES 16-24  
SAY THEY ARE  
AWARE  
OF THE PROGRAM.

### CLUB GRAPHICS

Customized packaging and graphics have been introduced in selected markets—among them a trendy, slimmer can test-marketed in New York and a small contour bottle with special artwork in Belgium—to appeal to youthful consumers.

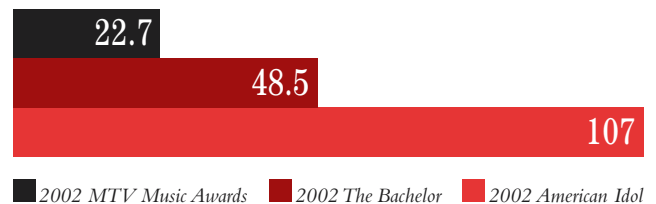
570,000 REGISTERED USERS IN SPAIN have logged on to The Coke Internet Youth Community Web site, which offers a new marketing channel with games, role-playing and promotions. Visitors are logging on for a long time, too—an average of 55 minutes, compared to seven minutes at other leading portals. A successful promotion on the site focused on 500ml bottles of Coca-Cola and contributed to an 11 percent increase in sales of that package size.



### AMERICAN IDOL'S STAR POWER

ON AMERICAN IDOL, THE U.S. POP-CULTURE PHENOMENON THAT ATTRACTED 100 MILLION TV VIEWERS IN 2002, COCA-COLA BRANDED SOFAS AND MERCHANDISING WERE A HIGHLY VISIBLE ELEMENT OF THE PRODUCTION.

(Cumulative television viewers in millions)



### OFFICIAL FUN

To drive Coca-Cola sales in Singapore and strengthen connections with young people, the brand launched the ingenious “Ministry of Enjoyment” campaign. The initiative surprised Singaporeans with its irreverent approach to life in the country, including advertising and promotions depicting young people dancing, racing shopping carts and having supposed “government-sanctioned” fun.



*Coca-Cola*

MÁT LẠNH, SÁNG KH

Sprite

Fanta

Sarsi

Schweppes

Joy

*Coca-Cola Coca-Cola Coca-Cola*

CHƯƠNG TRÌNH HỖ TRỢ VIỆC LÀM GIỮA  
HỘI LH PHỤ NỮ TP. HCM &  
CTY NGK *Coca-Cola*

3000đ 1 ch

Dừng chân và sáng khoái!

*Coca-Cola*





VALUE IS: Strengthening

OUR BUSINESS  
*by* ENRICHING OUR  
COMMUNITIES.



## STRONGER COMMUNITIES FOR A STRONGER COMPANY

For The Coca-Cola Company, 2002 reinforced our belief that our products and our principles are inseparable. The year presented new opportunities for us to launch innovative services on behalf of many communities we serve, to extend and adapt our social responsibility initiatives to new markets, and to touch countless lives through our extensive network of bottlers. Ultimately, the social investment we make in our communities is returned to The Coca-Cola Company through a more prosperous marketplace, greater consumer buying power and increased loyalty. This dynamic makes what we do as important as what we offer consumers, and is why enduring economic value is best achieved when we uphold our social values. To do this, we are designing and implementing processes to keep us more involved with the communities in which we do business. This includes defining new guiding principles for how our suppliers conduct business, reaffirming a code of ethics for our own employees and developing innovative partnerships with our bottling partners to help us create economic opportunity within our communities.

## OUR FOUR GUIDING PRINCIPLES OF CITIZENSHIP

*Progress in 2002*

ONE

Refresh the marketplace through quality, innovation and investment.

To invest in local wealth creation and sustainable livelihoods, we promoted a variety of entrepreneurial ventures, from financing startup kiosks in South Africa, to providing educational opportunities to minority-owned businesses in the United States, to helping disadvantaged women in Vietnam establish pushcart businesses.

TWO

Enrich the workplace with diversity, dignity and integrity.

We deepened our diversity training, updated our Code of Business Conduct and strengthened our Supplier Guiding Principles to help our leaders, employees and suppliers continue to maintain the high standards of integrity, inclusiveness and excellence expected of our Company.

THREE

Protect the environment by acting responsibly and performing sustainably.

The Coca-Cola Company supported numerous initiatives to enrich our planet and operate more efficiently. These efforts included harvesting fresh rainwater in India, reducing water use in bottling operations in Spain and innovating with ecologically friendly packaging materials throughout the world.

FOUR

Strengthen the community through powerful partnerships.

Improvements in health and literacy were made possible through our Company's investment and partnership in such programs as school shelters in rural Mexico, kids' camps in the United States and traveling reading programs around the world. Our partnerships with government and non-government agencies provided computer training to students in Australia, Bolivia, China, Malaysia, the Philippines and Vietnam.



### A GROWING PARTNERSHIP

Almost 2,000 economically challenged women in Hanoi and Ho Chi Minh City are being given opportunities to build sustainable livelihoods by establishing their own microbusinesses. Created in 2002 by The Coca-Cola Company in support of the Vietnamese government's poverty alleviation efforts, the program provides sales training, discounted product, and custom-built vending carts with iceboxes and street sales permits. The street-vending program is the latest in the Company's broad "Partners in Progress" corporate citizenship initiatives in Vietnam.

During last summer's flooding in Europe, the worst in more than 100 years, our system helped with local relief efforts, including delivery of sandbags to areas threatened by rising water levels. Together with our local bottling partners, we donated more than 100,000 cases of BonAqua, Coca-Cola and POWERADE to evacuees, police and rescue workers in the Czech Republic and Austria.







### SHELTERING A WAY OF LIFE

In Mexico, Fundación Coca-Cola is supporting the efforts of the National Indigenous Institute to restore boarding school hostels to a physical state that supports the development of the pupils' full potential while protecting their heritage. These school hostels enable students living in remote areas to balance both learning and cultural pride. Since 2000, the foundation has helped rebuild 20 shelters and plans to build another 100 in the next five years.



### OPPORTUNITY IS AN OPEN BOOK

Because literacy and education are the two most powerful forces in economic empowerment, The Coca-Cola Company, our bottling partners and worldwide foundations are teaming up to promote learning among children in virtually every one of our communities.

OUR LITERACY INITIATIVES ARE IMPROVING PUBLIC SCHOOL PERFORMANCE IN ARGENTINA, CONTRIBUTING MORE THAN **6,000 BOOKS** TO SCHOOLCHILDREN IN THE IVORY COAST AND EXTENDING READING IS FUNDAMENTAL STORYTELLING PROGRAMS TO **635,000 CHILDREN** THROUGHOUT THE UNITED STATES.

### BRIDGING THE DIGITAL DIVIDE

The Coca-Cola Company in 2002 expanded its partnership with the United Nations to overcome the disparity in computer learning between developing and developed nations. In countries such as the Philippines, we helped establish information and communications technology "e-learning centers" to connect thousands of students to Internet-based educational programs—and to help equalize computer literacy among communities of differing socioeconomic standing.





## SUPPLIER DIVERSITY COMPLEMENTS CONSUMER DIVERSITY

Our Company's spending with minority and women suppliers has increased annually from \$67 million in the year 2000, when we established the Office of Supplier Diversity, to \$181 million during 2002. Supplier Diversity ensures that our business partners closely mirror the consumers of our products.

WE PROJECT THAT  
OUR SPENDING WITH  
MINORITY- AND  
WOMEN-OWNED  
BUSINESSES WILL TOTAL

**\$800  
MILLION**  
BY THE END OF 2005.



## CAPTURING IMAGINATIONS

The return of *Harry Potter* to theaters in the fall of 2002 marked the continuation of the largest entertainment-based marketing and social responsibility program in the history of the Company. Our partnership with Warner Bros., the movie's producer, inspired us to make an even greater contribution to the cause of reading and to getting books into the hands of young people. To date, the program has contributed **over \$12 million to Reading Is Fundamental**, the oldest and largest nonprofit literacy organization in the United States. It also involves Coca-Cola employee volunteers, who travel to schools to read to children and distribute free books. This program has reached 42 countries around the world and, by the end of 2002, had **donated 3.6 million books to children and libraries.**



## NURTURING THE SEEDS OF ECONOMIC EMPOWERMENT

By fostering the development of small retail locations and distribution systems in Africa, The Coca-Cola Company and its bottling partners have helped create a growing chain of economic opportunity. The Entrepreneur Development Program in South Africa identifies promising retail owners, provides business training and helps them build a network of suppliers and customers. Since 1999, at least **35,000 formal and informal jobs have been attributed to this program**, along with the creation of approximately 15,000 Coca-Cola sales outlets.