

## A Message from Our President

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Muhtar Kent  
President and Chief Operating Officer

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The year 2006 saw our Company's *Manifesto for Growth* translated into action in our global marketplace. In fact, it was the year in which we restored our ability to execute in a firm and disciplined manner. The Coca-Cola Company has grown across our product portfolio and our global geography. We have grown our core sparkling beverage business, expanding new products like Coca-Cola Zero to new markets and investing in future technologies, equipment and beverage options. The end result is a company executing across the board and delivering consistent returns.

We, however, are not content. The Coca-Cola system remains constructively dissatisfied because there is much work to be done. Despite competitive pressures, opportunities abound for the sustainable long-term growth of our system. In 2006, the growth of the nonalcoholic ready-to-drink beverage industry outpaced the world's gross domestic product growth. We firmly believe that growth will continue as worldwide markets gain increasing economic and purchasing power. In the next decade, nearly 1 billion new consumers will enter the global marketplace. Sparkling beverages are a significant growth opportunity in the markets we serve.

During 2007, we will focus on three crucial areas of our business:

- 1) **inspirational consumer marketing** that generates greater demand while enhancing the world's most valuable brand;
- 2) **enhanced commercial leadership** with our customers that ensures the right products are moving through the right channels and reaching the right consumers on the right occasions with the right promotional tools;
- 3) **renewed franchise leadership** that gives our Company and our bottling partners the ability to grow together through shared values, aligned incentives and a sense of urgency and flexibility to support our customers' and consumers' ever-changing needs and preferences.

In focusing on accomplishing these goals, there is no limit to the value that we can create today, tomorrow and in the years to come. I am convinced there is no better company, no better team and no better time to address the significant opportunities ahead. We recognize the faith you have in us and feel a deep obligation to return that honor with stronger and more sustainable performance in the years ahead.

Thank you for your confidence.

Sincerely,

A handwritten signature in black ink that reads "Muhtar Kent". The signature is written in a cursive, flowing style.

Muhtar Kent | President and Chief Operating Officer  
February 15, 2007

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