

Innovation Drives Our *Coca-Cola* Mission

**REFRESH
THE WORLD**

**Physical
Innovations**

**INSPIRE
MOMENTS
OF
OPTIMISM &
HAPPINESS**

**Emotional
Engagement**

**MAKE A
DIFFERENCE
& CREATE
VALUE**

**Social
Value Delivered**



Innovation isn't a function – it happens everywhere across our system

REFRESH THE WORLD

INSPIRE MOMENTS OF OPTIMISM & HAPPINESS

MAKE A DIFFERENCE & CREATE VALUE

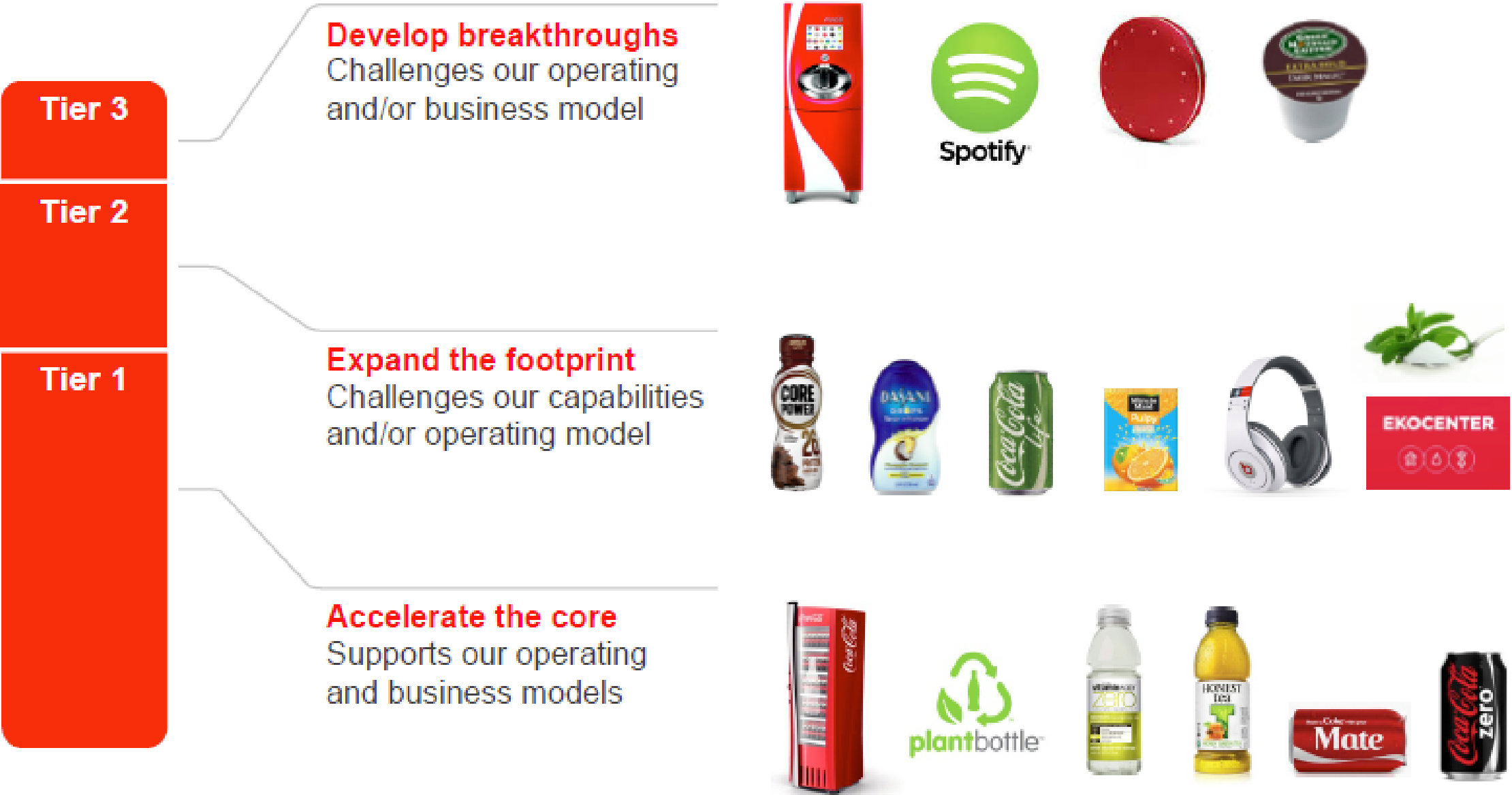


Winning in innovation creates new value for our system, our communities and the world

Success means more than economic growth – we have a special accountability as a business that operates on a global scale to improve the well-being of our communities and responsibly steward the natural resources of the planet we all share.

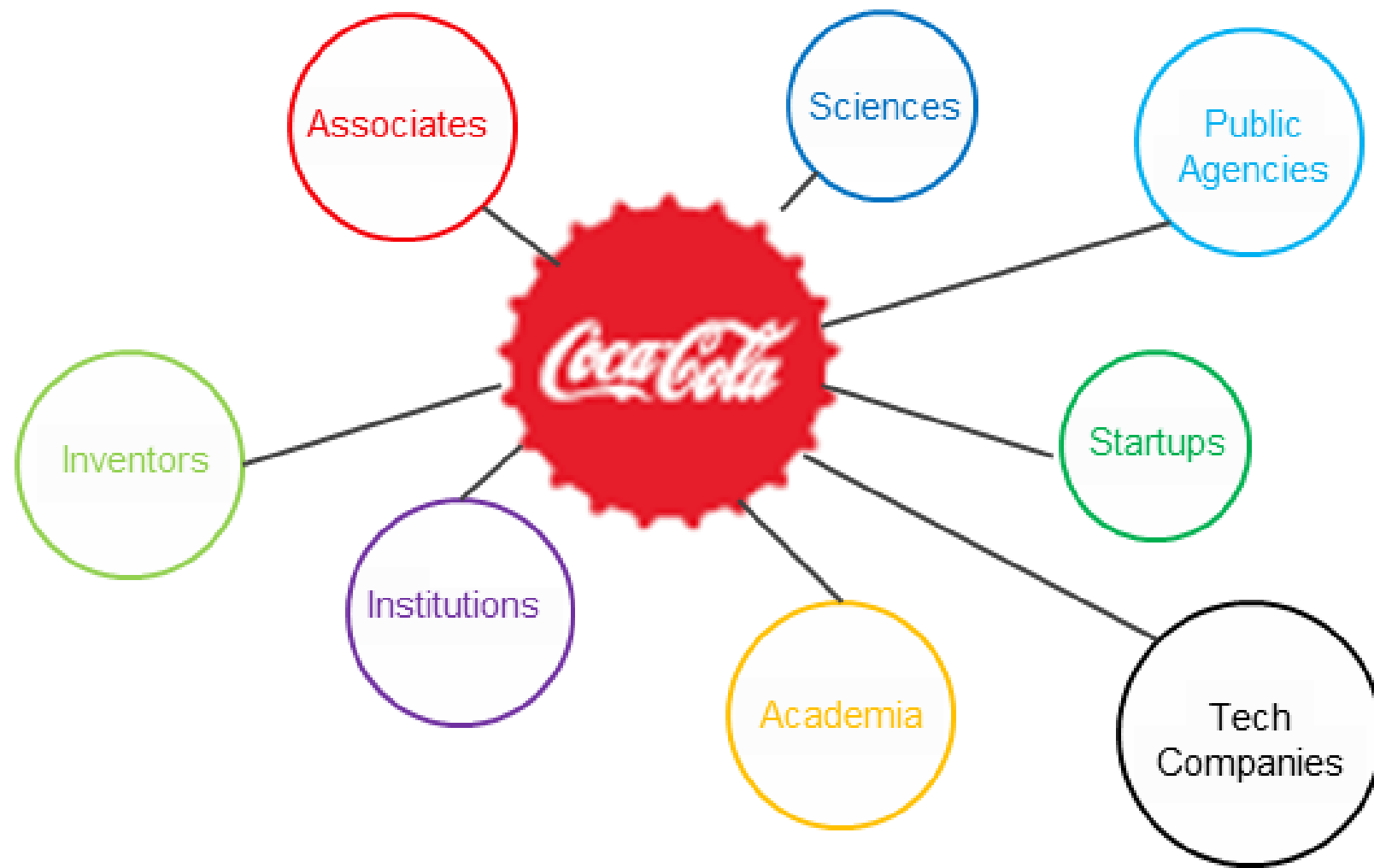


In 2011, we introduced 3 tiers to guide our innovation efforts

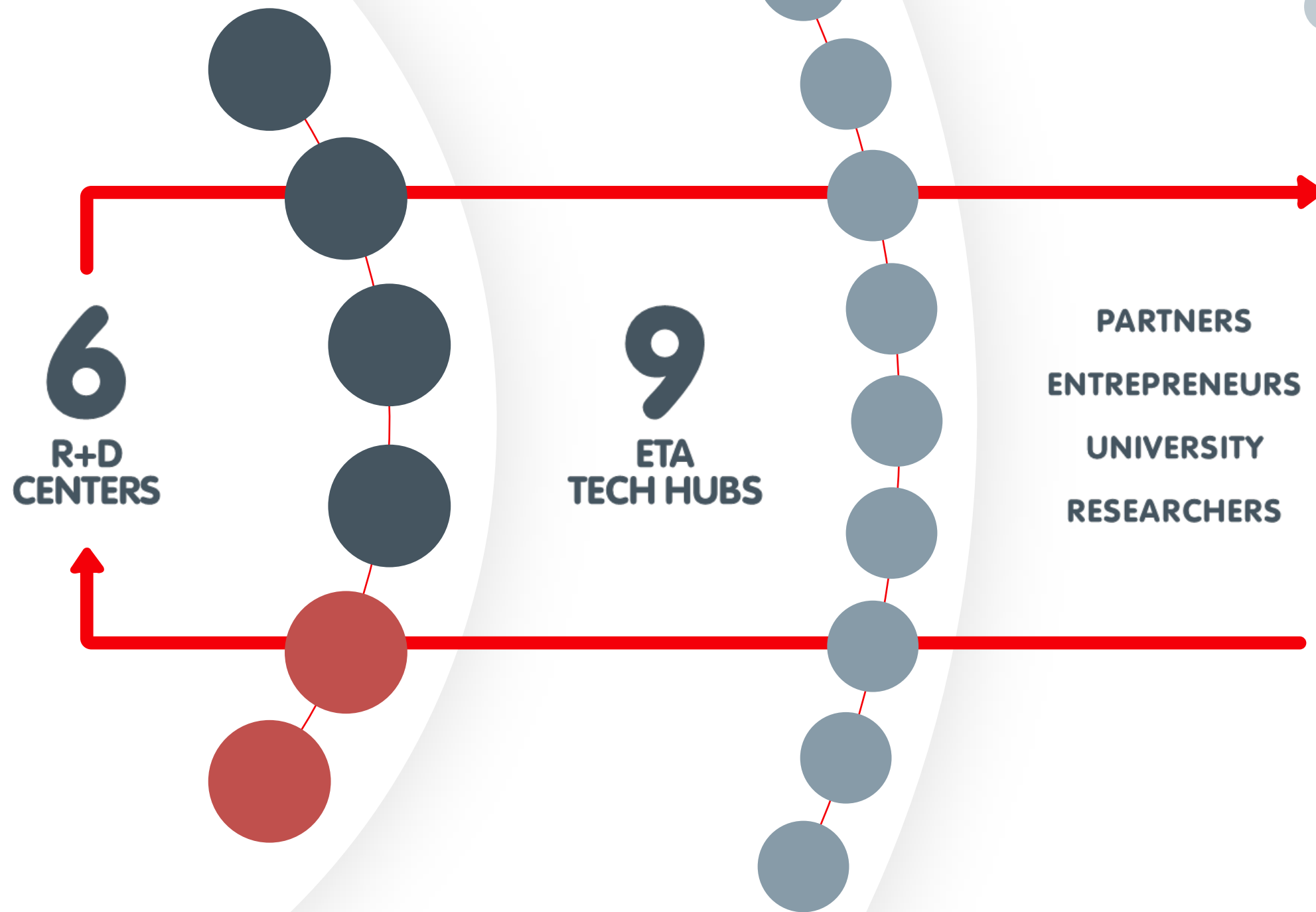


We're cultivating our innovation culture internally with associates and externally with a broad ecosystem

We are educating and empowering our associates on innovation and entrepreneurship principles, and building a robust ecosystem of innovation partners to accelerate success.



We are connected internally and externally...



PARTNERS
ENTREPRENEURS
UNIVERSITY
RESEARCHERS

