

## GLOSSARY OF TERMS

**Bottling Partner or Bottler:** Businesses that buy concentrates (sometimes referred to as beverage bases) or syrups from the Company, convert them into finished packaged products and sell them to customers.

**CAGR:** Compound annual growth rate over a defined period of time.

**Carbonated Soft Drink:** Nonalcoholic carbonated beverage containing flavorings and sweeteners. Excludes, among others, waters and flavored waters, juices and juice drinks, sports drinks, and teas and coffees.

**Coca-Cola Trademark Beverages:** Cola-flavored Company Trademark Beverages.

**Company:** The Coca-Cola Company together with its subsidiaries.

**Company Trademark Beverages:** Beverages bearing our trademarks and certain beverage products licensed to our Company or owned by our bottling partners and distributors, for which our Company provides marketing support and derives profits from the sales.

**Concentrate:** Material manufactured from Company-defined ingredients and sold to bottlers to prepare finished beverages through the addition of water and, depending on the product, sweeteners and/or carbonated water marketed under trademarks of the Company.

**Consumer:** Person who drinks Company products.

**Customer:** Retail outlet, restaurant or other operation that sells or serves Company products directly to consumers.

**Fountain:** System used by retail outlets to dispense product into cups or glasses for immediate consumption.

**Hypermarket:** A large retail store that is a combination of a drug store, supermarket and discount store.

**KO:** The ticker symbol for common stock of The Coca-Cola Company.

**Market:** When used in reference to geographic areas, territory in which the Company and its bottling partners do business, often defined by national boundaries.

**Noncarbonated Beverages:** Nonalcoholic beverages without carbonation including, but not limited to, waters and flavored waters, juices and juice drinks, sports drinks, and teas and coffees.

**Per Capita Consumption:** Average number of servings consumed per person, per year in a specific market. Per capita consumption of Company beverage products is calculated by multiplying our unit case volume by 24 and dividing by the population.

**Serving:** Eight U.S. fluid ounces of a finished beverage.

**Syrup:** Concentrate mixed with sweetener and water, sold to bottlers and customers who add carbonated water to produce finished carbonated soft drinks.

**The Coca-Cola System:** The Company and its bottling partners.

**Total Market Value of Common Stock:** Stock price as of a date multiplied by the number of shares outstanding as of the same date.

**Trademark Coca-Cola:** All beverage products that include Coca-Cola or Coke in their name.

**Trademark Fanta:** All beverage products that include Fanta in their name.

**Trademark Sprite:** All beverage products that include Sprite in their name.

**Unit Case:** Unit of measure equal to 192 U.S. fluid ounces of finished beverage (24 eight-ounce servings).

**Unit Case Volume, or Volume:** The number of unit cases (or unit case equivalents) of Company trademark or licensed beverage products directly or indirectly sold by the Coca-Cola system to customers. Volume primarily consists of beverage products bearing Company trademarks. Also included in volume are certain beverage products licensed to our Company or owned by our bottling partners and distributors, for which our Company provides marketing support and derives profit from the sales. Such beverage products licensed to our Company or owned by our bottling partners account for a minimal portion of total unit case volume. Unit case volume is derived based on estimates received by the Company from its bottling partners and distributors.