## Roadmap for Winning Together: TCCC & Our Bottling Partners

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| PROFIT     | More than double system revenue while increasing system margins. | Maximize Company and bottler long-term cash flow:  
- Boost system investment in sales and market execution.  
- Operate the lowest cost manufacturing and logistics in every market, while maintaining our quality standards.  
- Use our size and expertise to create economies of scale. | Total shareowner return  
- Economic profit growth  
- System cash flow |
| PEOPLE     | Be a great place to work. | Attract, engage and retain the best talent:  
- Increase people’s system knowledge and cross-system movement.  
- Inspire our people to be passionate ambassadors for our brands.  
- Recruit, develop and advance women and achieve true diversity. | Engagement  
- Employer of choice  
- Workplace rights  
- Diversity  
- Retention |
| PORTFOLIO  | More than double our servings to over 3 billion a day. | Develop and deploy the world’s most innovative and effective marketing.  
**Win with Coca-Cola:**  
- Accelerate growth of Trademark Coca-Cola, the epicenter of our business.  
- Act now to ensure the next generation of youth falls in love with Coca-Cola.  
**Aggressively increase the value of our portfolio:**  
- Acquire or develop scalable, innovative premium brands.  
- Bring innovations to the market faster.  
- Satisfy the needs of older consumers with the right brands and marketing.  
- Together with our bottlers, use new technologies to reinvent our fountain business.  
- Ensure that our products are always the ‘gold standard’ for quality. | Volume & value share  
- Servings growth  
- Brand health  
- Category ranking  
- # of new billion dollar brands  
- Commercialization:  
  - Percentage  
  - Speed  
  - Longevity  
- Quality index |
| PARTNERS   | Be the most preferred and trusted beverage partner. | Think and act like an integrated global enterprise while intensifying our local focus.  
**Become a critical part of our customer’s growth strategies:**  
- Align our franchise structure to create unsurpassed value for our customers.  
- Focus on selling and merchandising; be flexible on delivery method.  
**Win at the point of sale:**  
- Anticipate and serve local tastes, traditions and needs, providing outlets with products and communications tailored to their specific shoppers.  
- Expand immediate consumption investment. | Customer relationship health  
- Retail sales growth  
- Shopping trips with a Company product  
- Immediate consumption growth |
| PLANET     | Global leadership in sustainable water use. Industry leadership in packaging, energy and climate protection | Create competitive advantage by fulfilling our Live Positively commitments:  
- Community  
- Marketplace (beverage benefits and active, healthy living)  
- Workplace  
- Environment (climate packaging and water) | Reputation tracking  
- Environmental performance  
- Safety record |
| PRODUCTIVITY | Manage people, time and money for greatest effectiveness. | Design and Implement the most effective and efficient business system:  
- Redirect resources to drive profitable growth.  
- Standardize and simplify our business processes, data and IT systems.  
- Create a competitive cost advantage across the entire supply chain.  
- Build a continuous improvement and cost management culture.  
- Minimize our energy use. | Market-driven spending levels  
- Supply chain costs  
- Overhead per unit  
- Total energy use |