

News Release

THE COCA-COLA COMPANY SIGNS LETTER OF INTENT TO GRANT ADDITIONAL BOTTLING TERRITORY TO SWIRE COCA-COLA, USA

Letter of Intent Includes Territories in Washington, Oregon and Idaho

Agreement with Swire is Another Step in Ongoing Refranchising Initiative at Coca-Cola

ATLANTA – Feb. 19, 2016 – The Coca-Cola Company today announced that it plans to grant additional territories to Swire Coca-Cola, USA, including the cities of Seattle, Spokane, Wash., Portland, Ore., and a wide area of the Pacific Northwest.

Swire Coca-Cola, USA, a subsidiary of Swire Pacific Limited's Beverages Division, has signed a letter of intent with The Coca-Cola Company for Swire to expand its existing territories in the United States to include parts of Washington, Idaho and Oregon and to acquire cold-fill production facilities in Bellevue, Wash., near Seattle, and in Wilsonville, Ore., near Portland.

The letter of intent is part of Coca-Cola North America's ongoing and accelerated implementation of a 21st Century Beverage Partnership Model, a broad initiative aimed at building on system capabilities to sustain success.

"We are delighted to sign this letter of intent with The Coca-Cola Company," said Jack Pelo, President and CEO, Swire Coca-Cola, USA. "This latest grant of additional territory rights, following on from the agreements to expand our territories in Colorado and Arizona, underscores the important role Swire is playing in The Coca-Cola Company's refranchising initiatives in North America."

"Swire is a great partner, and we are excited at this proposed further expansion of their U.S. territories in the Coca-Cola system," said J. Alexander "Sandy" Douglas Jr., President, Coca-Cola North America. "We're also pleased that the overall refranchising process is going very well in North America."

The Company has also reached a Definitive Agreement with Great Lakes Coca-Cola Distribution, L.L.C., a Reyes Holdings company based in Rosemont, Ill., for additional territories in Wisconsin, Minnesota, Illinois, Michigan and Iowa. A letter of intent for these territories was previously announced.

The Coca-Cola Company began working with its bottling partners a decade ago on plans to develop a model that evolves the system to serve the changing customer and consumer landscape, with a focus on creating stronger system alignment. A critical step was the Company's acquisition of the North American territories of Coca-Cola Enterprises in 2010.

In the five years since the deal was closed, The Coca-Cola Company has accelerated the implementation of the new model by strategically addressing the bottling system, customer service, product supply and a common information technology platform.

Ultimately, the Coca-Cola system in North America will be comprised of economically aligned bottling partners that have the capability to serve major customers, coupled with the ability to maintain strong, local ties across diverse markets in the United States and Canada.

So far, the Company has reached definitive agreements or signed letters of intent to rebrand territories that account for approximately 45% of bottler-delivered distribution volume in the United States.

The new transactions announced today are subject to The Coca-Cola Company and Swire Coca-Cola, USA reaching definitive agreements. The parties are committed to working together to implement a smooth transition with minimal disruption for customers, consumers and system associates. Financial terms are not being disclosed.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint,

support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.