

# CAGNY 2022: EXECUTING FOR GROWTH February 22, 2022

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## FORWARD-LOOKING STATEMENTS

This presentation may contain statements, estimates or projections that constitute "forward-looking statements" as defined under U.S. federal securities laws. Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "will" and similar expressions identify forward-looking statements, which generally are not historical in nature. Forwardlooking statements are subject to certain risks and uncertainties that could cause The Coca-Cola Company's actual results to differ materially from its historical experience and our present expectations or projections. These risks include, but are not limited to, the negative impacts of, and continuing uncertainties associated with the scope, severity and duration of the global COVID-19 pandemic and any resurgences of the pandemic, including the number of people contracting the virus, the impact of shelter-in-place and social distancing requirements, the impact of governmental actions across the globe to contain the virus, vaccine availability, rates of vaccination, the effectiveness of vaccines against existing and new variants of the virus, governmental or other vaccine mandates and potential associated business and supply chain disruptions, and the substance and pace of the post-pandemic economic recovery; an inability to realize the economic benefits from our productivity initiatives, including our reorganization and related strategic realignment initiatives; an inability to attract or retain a highly skilled and diverse workforce; increased competition; an inability to renew collective bargaining agreements on satisfactory terms, or we or our bottling partners experience strikes, work stoppages, labor shortages or labor unrest; an inability to be successful in our innovation activities; changes in the retail landscape or the loss of key retail or foodservice customers; an inability to expand operations in emerging and developing markets; increased cost, disruption of supply or shortage of energy or fuel; inflationary pressures; increased cost, disruption of supply or shortage of ingredients, other raw materials, packaging materials, aluminum cans and other containers; an inability to successfully manage new product launches; obesity and other health-related concerns; evolving consumer product and shopping preferences; product safety and guality concerns; perceived negative health consequences of certain ingredients, such as non-nutritive sweeteners and biotechnology-derived substances, and of other substances present in our beverage products or packaging materials; damage to our brand image, corporate reputation and social license to operate from negative publicity, whether or not warranted, concerning product safety or quality, workplace and human rights, obesity or other issues; an inability to maintain good relationships with our bottling partners; deterioration in our bottling partners' financial condition; an inability to successfully integrate and manage consolidated bottling operations or other acquired businesses or brands; an inability to successfully manage our refranchising activities; increases in income tax rates, changes in income tax laws or the unfavorable resolution of tax matters, including the outcome of our ongoing tax dispute or any related disputes with the U.S. Internal Revenue Service ("IRS"); the possibility that the assumptions used to calculate our estimated aggregate incremental tax and interest liability related to the potential unfavorable outcome of the ongoing tax dispute with the IRS could significantly change; increased or new indirect taxes in the United States and throughout the world; changes in laws and regulations relating to beverage containers and packaging; significant additional labeling or warning requirements or limitations on the marketing or sale of our products: litigation or legal proceedings; conducting business in markets with high-risk legal compliance environments; failure to adequately protect, or disputes relating to, trademarks, formulae and other intellectual property rights; changes in, or failure to comply with, the laws and regulations applicable to our products or our business operations; fluctuations in foreign currency exchange rates; interest rate increases; unfavorable general economic conditions in the United States and international markets; an inability to achieve our overall long-term growth objectives; the amount and timing of future share repurchase (if any); default by or failure of one or more of our counterparty financial institutions; impairment charges; failure to realize a significant portion of the anticipated benefits of our strategic relationship with Monster Beverage Corporation; an inability to protect our information systems against service interruption, misappropriation of data or breaches of security; failure to comply with personal data protection and privacy laws; failure to digitize the Coca-Cola system; failure by our third-party service providers and business partners to satisfactorily fulfill their commitments and responsibilities; failure to achieve ESG goals and accurately report our progress due to operational, financial, legal, and other risks, many of which are outside our control, and are dependent on the actions of our bottling partners and other third parties; increasing concerns about the environmental impact of plastic bottles and other packaging materials; water scarcity and poor quality; increased demand for food products and decreased agricultural productivity; climate change and legal or regulatory responses thereto; adverse weather conditions; and other risks discussed in our filings with the Securities and Exchange Commission ("SEC"), including our Annual Report on Form 10-K for the year ended December 31, 2020 and our subsequently filed Quarterly Reports on Form 10-Q, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We undertake no obligation to publicly update or revise any forward-looking statements.

# **RECONCILIATION TO U.S. GAAP FINANCIAL INFORMATION**

The following presentation includes certain "non-GAAP financial measures" as defined in Regulation G under the Securities Exchange Act of 1934. A schedule which reconciles our results as reported under Generally Accepted Accounting Principles and the non-GAAP financial measures included in the following presentation is attached as an appendix hereto. The 2022 outlook information provided in this presentation includes forward-looking non-GAAP financial measures, which management uses in measuring performance. The company is not able to reconcile full year 2022 projected organic revenues (non-GAAP) to full year 2022 projected reported net revenues, full year 2022 projected comparable cost of goods sold (non-GAAP) to full year 2022 projected reported comparable currency neutral EPS (non-GAAP) to full year 2022 projected reported EPS or full year 2022 projected reported EPS or full year 2022 projected reported EPS (non-GAAP) to full year 2022 projected reported EPS without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual impact of changes in foreign currency exchange rates throughout 2022; the exact timing and amount of acquisitions, divestitures and/or structural changes throughout 2022; the exact timing and amount of comparability items throughout 2022; and the actual impact of changes in commodity costs throughout 2022.

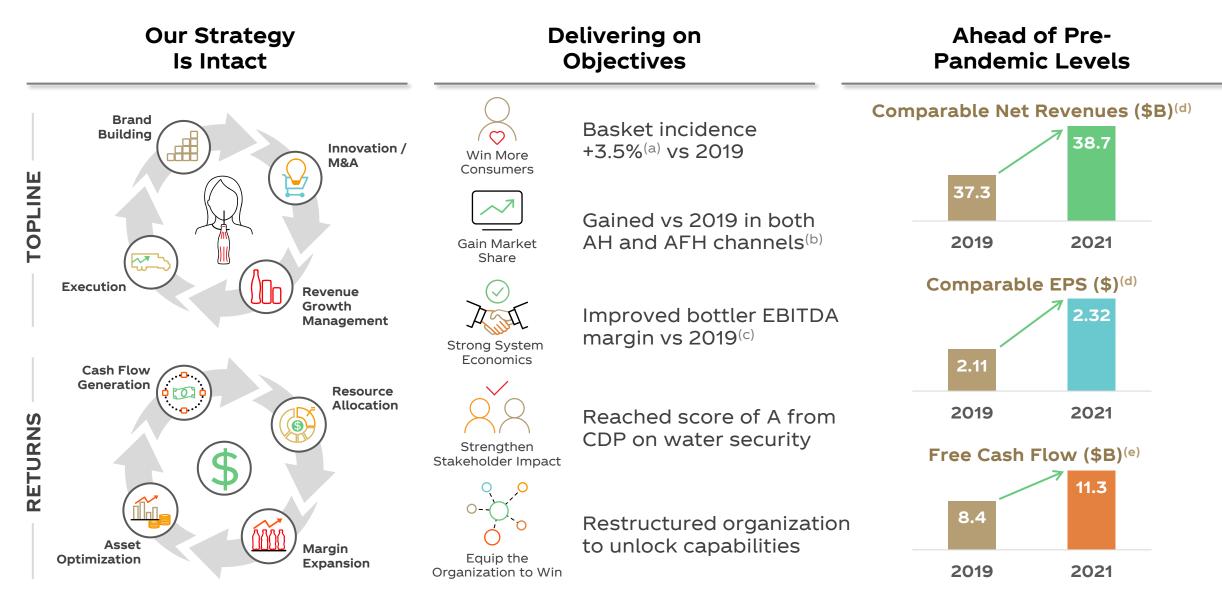
# **KEY THEMES FOR TODAY**

### CAPTURING THE TOTAL BEVERAGE OPPORTUNITY

## PURSUING ENHANCED TOPLINE GROWTH

## INVESTING WITH PURPOSE AND AGILITY TO CREATE VALUE

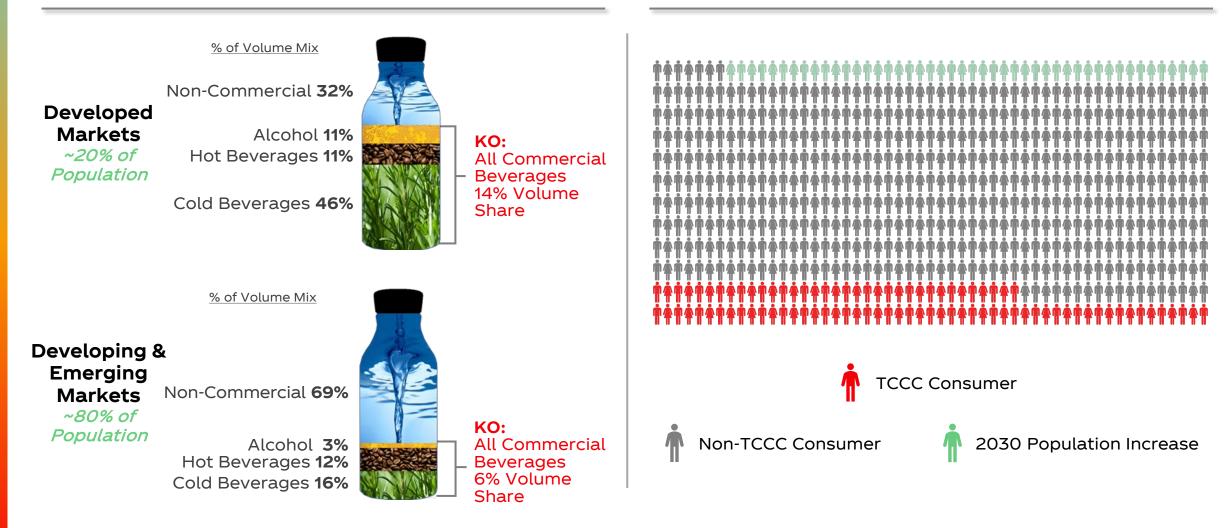
### WE HAVE EMERGED STRONGER



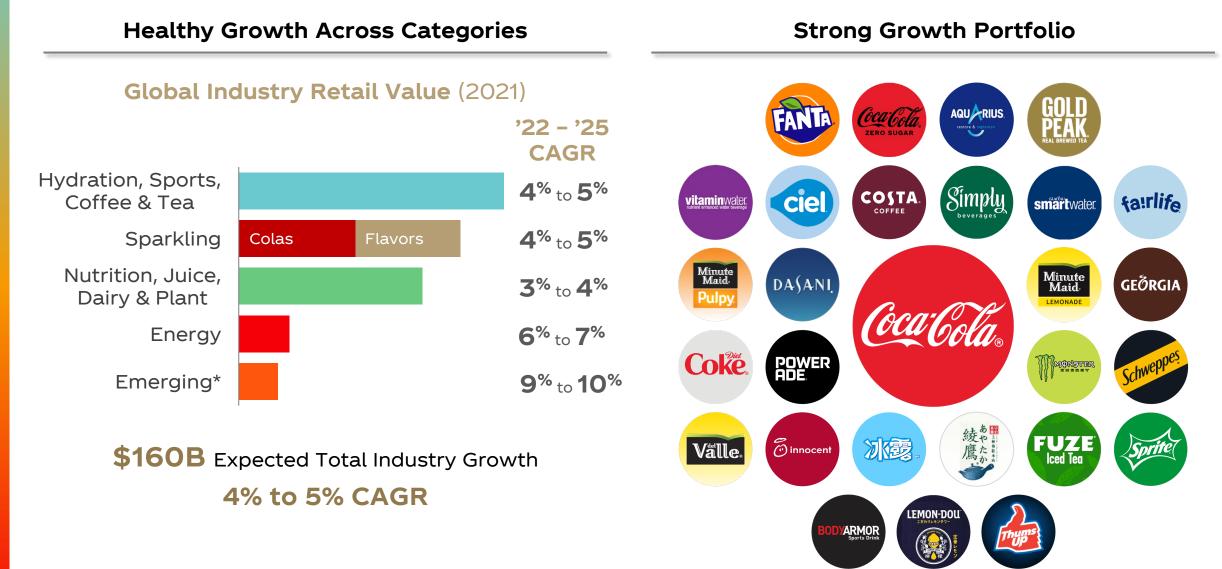
## A VAST OPPORTUNITY FOR GROWTH

#### **Across Markets and Categories**

#### On a Global Scale



### **POWERFUL PORTFOLIO TO CAPTURE OPPORTUNITY**



\*Flavored alcohol beverages

Source: GlobalData and internal estimates. Note: 2021 retail value and 2022 to 2025 industry growth for nonalcoholic ready-to-drink excludes white milk and bulk water. MONSTER is a trademark and product of Monster Beverage Corporation, in which TCCC has a minority investment. Schweppes is owned by TCCC in certain countries other than the United States.

### LED BY VIBRANT GROWTH OF OUR SPARKLING BRANDS

#### We Used Our Key Strengths



### Innovation

Zero-sugar beverages representing larger share of volume growth



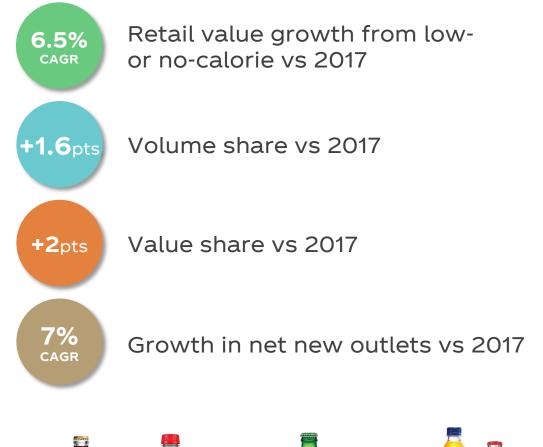
#### **Marketing** Personalized consumer engagement to stay relevant



#### **Revenue Growth Management** Increased contribution to volume from <400mL packs

**Execution** Shift to system value focus







### **BUILDING PLATFORMS ACROSS TOTAL BEVERAGE PORTFOLIO**

#### Driving Organic Growth

**Simply**: +17% volume growth vs 2019; +9%\* retail value growth vs 2019; share gain in RTD juice\*

**Ayataka**: The fastest growing tea brand in Japan in 2021

**AHA**: 3X retail value growth vs the category in the U.S. and scaling to new markets Category-Expanding Acquisitions

**BodyArmor**: High growth brand with potential to scale globally

**Costa**: Expanded into 30 new market-platform combinations

**fairlife**: A \$1 billion brand with 7 years of double-digit volume growth

#### Thoughtful Strategic Relationships

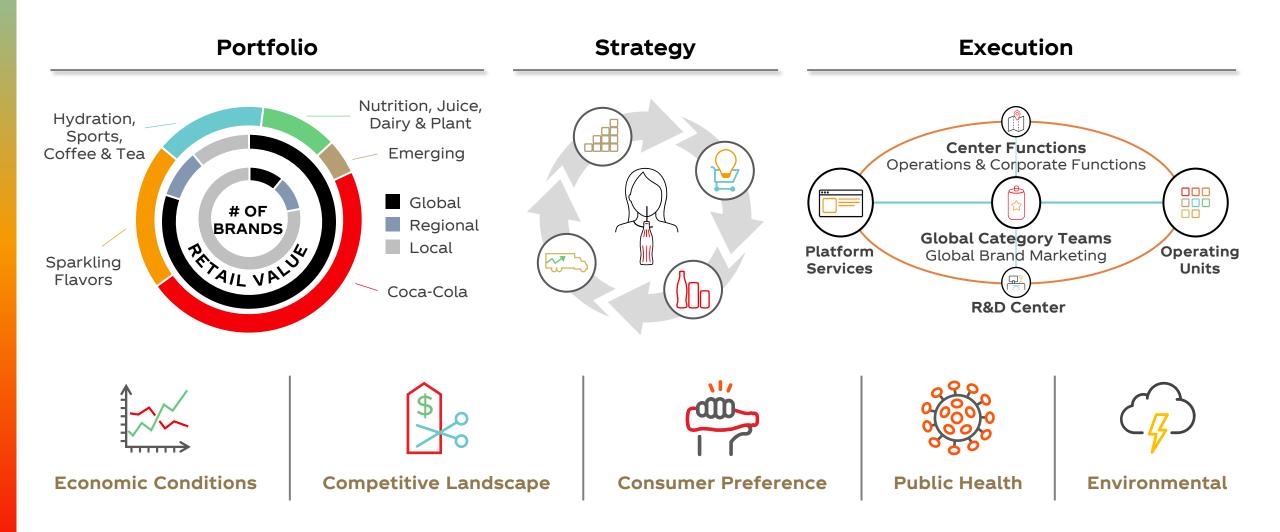
**Topo Chico Hard Seltzer**: Molson Coors is expanding distribution in the U.S. and driving innovation

**Fresca Mixed**: Constellation Brands is bringing excitement to a classic consumer favorite

**Monster**: Generating +\$1B\*\* in retail value for the system vs 2019



### WE ARE WELL-EQUIPPED TO EXECUTE FOR GROWTH



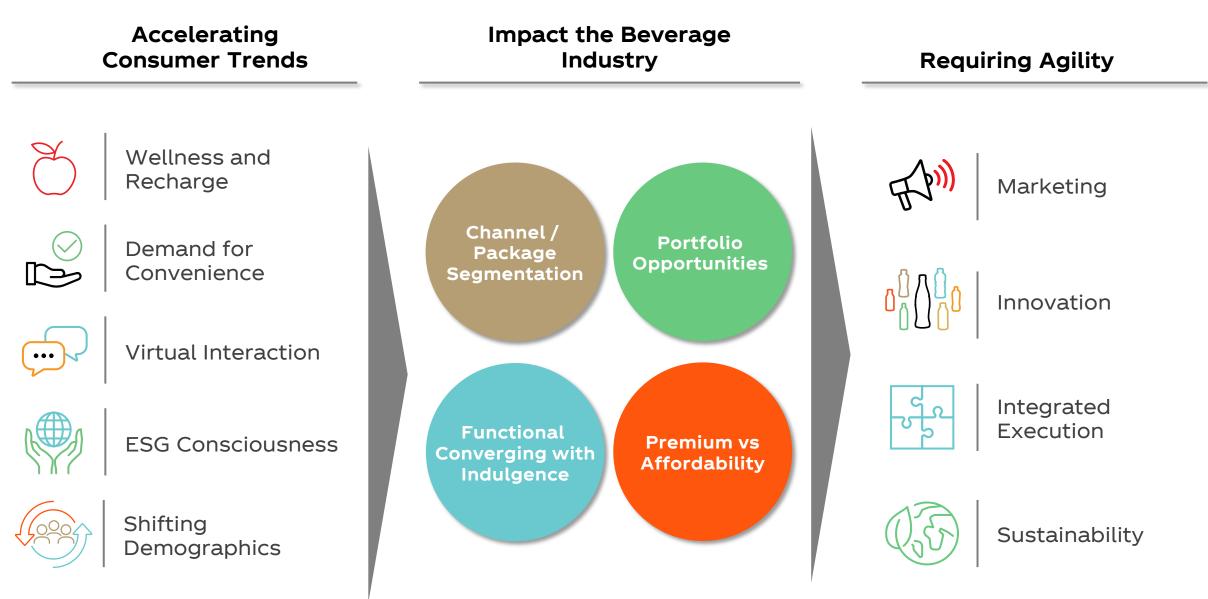
# **EXECUTING FOR GROWTH**

CAPTURING THE TOTAL BEVERAGE OPPORTUNITY

### PURSUING ENHANCED TOPLINE GROWTH

### **INVESTING WITH PURPOSE AND AGILITY TO CREATE VALUE**

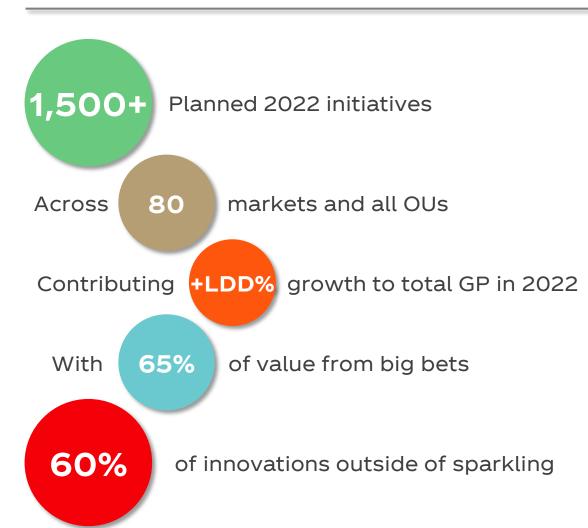
# **KEEPING THE CONSUMER AT THE CENTER**



## **REACHING THE CONSUMER THROUGH INNOVATION**

#### Innovation Pipeline with Depth and Breadth

To Experiment at Scale





### **GROWING THE CONSUMER BASE THROUGH MARKETING**

Our New Agency Marketing Model		Streamlined to Unlock Capabilities	Delivering with Agility				
		<b>Simplicity &amp; Consistency</b> Standardized way to create end-to-end experiences	+7%	bear Col			
Networked Organization	Network Partner	<b>Networked &amp; Integrated</b> Leveraging shared insights and optimizing asset allocation		Real Magic <sup>-</sup>			
		Scale & Speed Experimentation		months faster* for idea			
	Strategic Roster of Creative Agencies	and global execution	2019 2021	to execution			
DIGIT	AL BACKBONE	<b>Open &amp; Collaborative</b> Ensuring access to the best creative talent	Gross Profit Generated per \$1 of Advertising Spend				

#### **Consumer-Centric Data \* Calibrated to Scale \* Streamlined \* Globally Aligned \* Efficient**

### WINNING IN THE MARKET WITH ALIGNED RGM AND EXECUTION



- Dynamic pricing strategies and promotion effectiveness
- Driving premiumization and affordability



- Embedding digital commercial capability
- Cooler excellence





- Focusing on incidence growth across channels
- Assortment optimization



- Identifying opportunities with data and insights
- Optimizing cost to serve

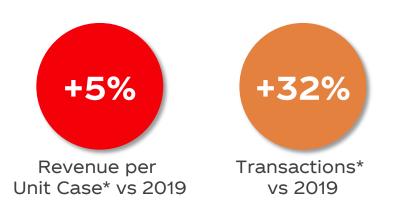
#### System Alignment Is the Foundation for Operational Excellence

### **RGM AND EXECUTION BROUGHT TO LIFE**

#### Affordability

#### **REFILLABLES IN SOUTH AFRICA**

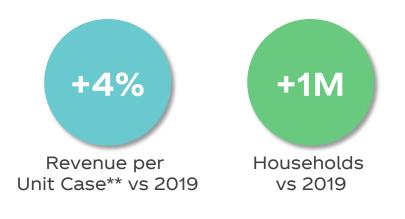
- Applying shared learnings from Latin America
- Introduced new affordable frequency pack to capture at-home consumption
- Aligned system investment in production and activation



#### Premiumization

#### **REFILLABLES IN GERMANY**

- Expanding premium at-home occasions through 330ml and 1L glass bottles
- Actioning high collection and reuse rates in Germany
- Scaled distribution at speed across key channels



**Digitally Enabling the System** 



Note: Data comparisons are 2021 vs 2019

\* Revenue per unit case and transactions for refillables in South Africa

\*\* Revenue per unit case for sparkling soft drink refillable glass bottles in Germany

Coca:Cola

### MAKING A DIFFERENCE THROUGH ESG



- Contributing to restorative water practices for communities and our system
- Building capabilities to adapt to changing weather patterns
- Setting science-based carbon reduction targets
- Embedding recycling calls to action in our marketing
- Developing label-less packaging, rPET, and dispensed innovation
- Strengthening our work toward a World Without Waste with a new global reusable packaging target

# **KEY STRATEGIC TAKEAWAYS**

- We have emerged stronger from the pandemic
- We have a sizeable global opportunity
- Our business is better positioned than ever to capture growth
- Leadership in the vibrant sparkling category supports our Total Beverage Company ambition
- Brands will thrive with our enhanced capabilities in marketing and innovation
- Our system is poised to win and we are executing for growth

### **REFRESH THE WORLD. MAKE A DIFFERENCE**







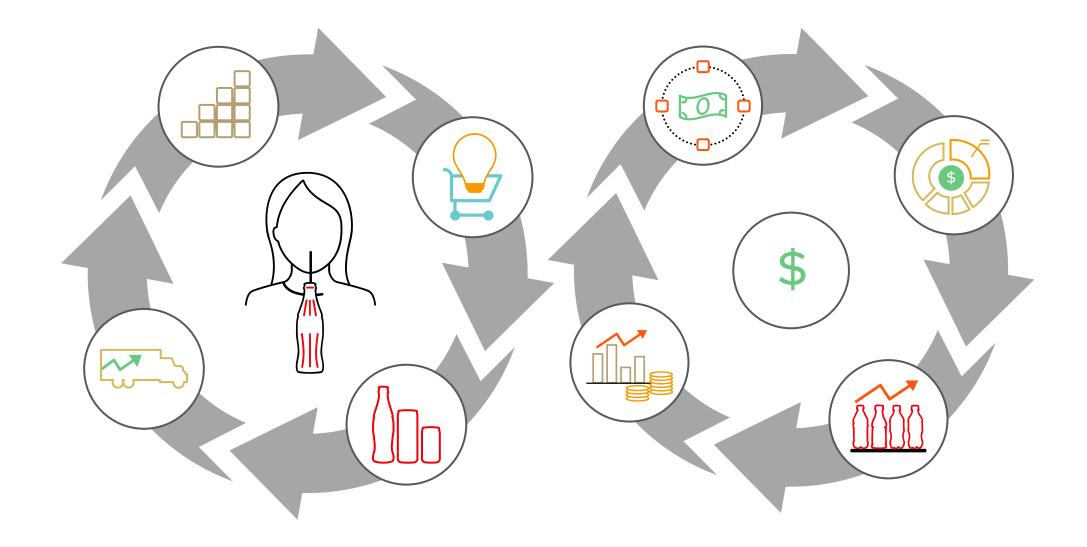
# **EXECUTING FOR GROWTH**

**CAPTURING THE TOTAL BEVERAGE OPPORTUNITY** 

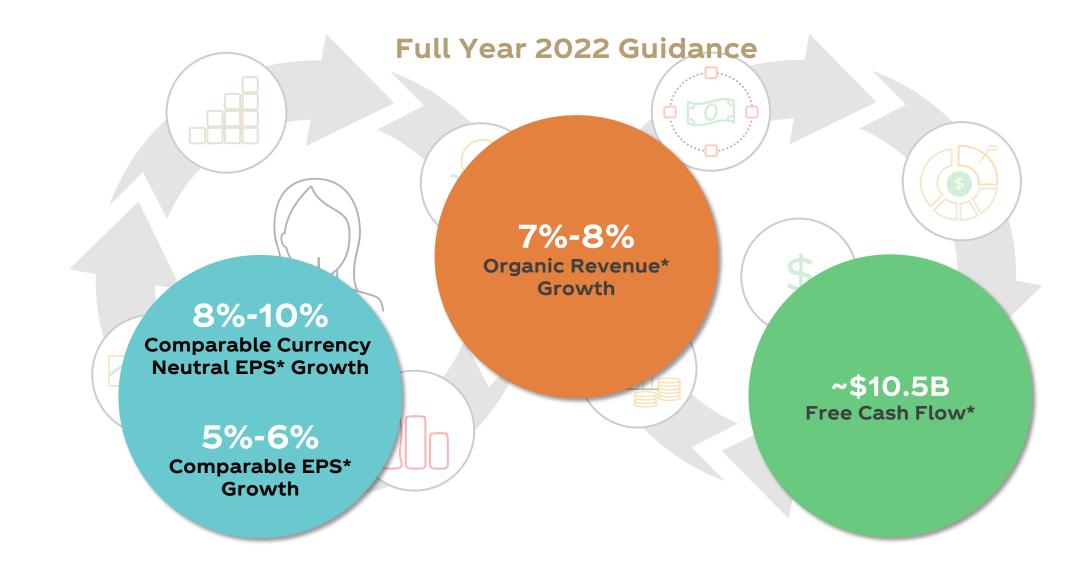
### PURSUING ENHANCED TOPLINE GROWTH

### **INVESTING WITH PURPOSE AND AGILITY TO CREATE VALUE**

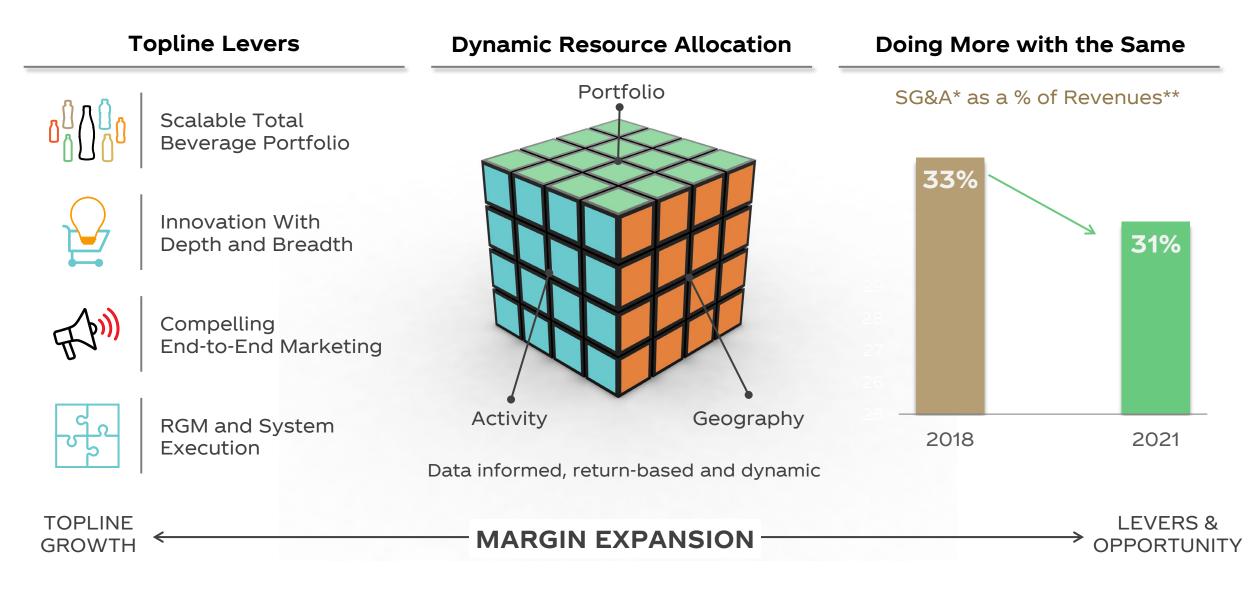
### SEIZING MOMENTUM WITH GREATER AGILITY



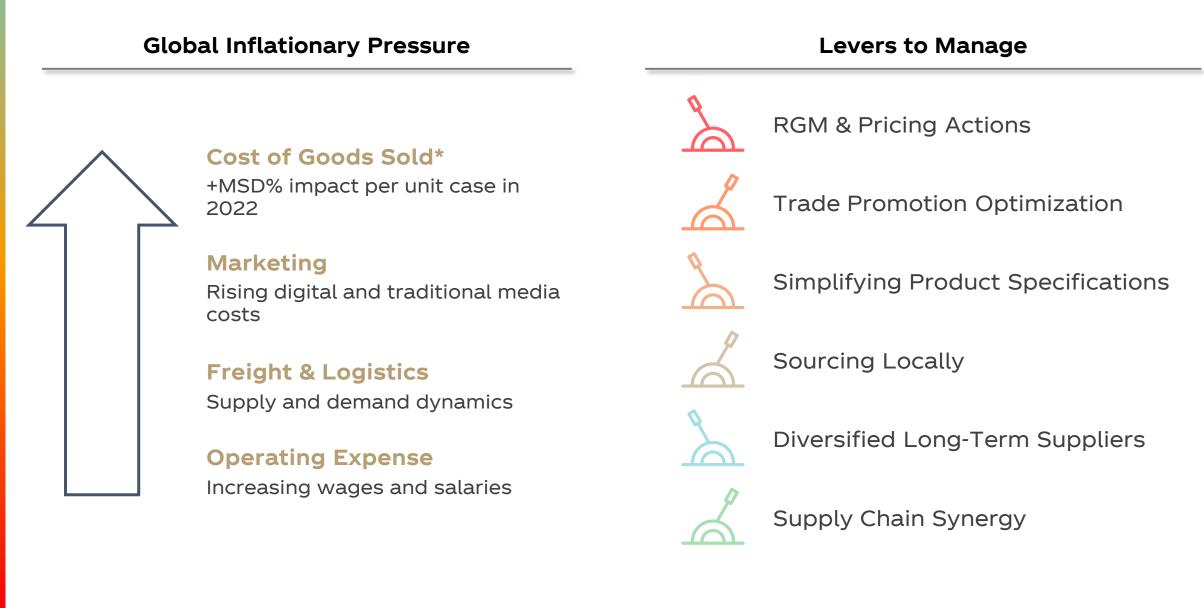
### SEIZING MOMENTUM WITH GREATER AGILITY



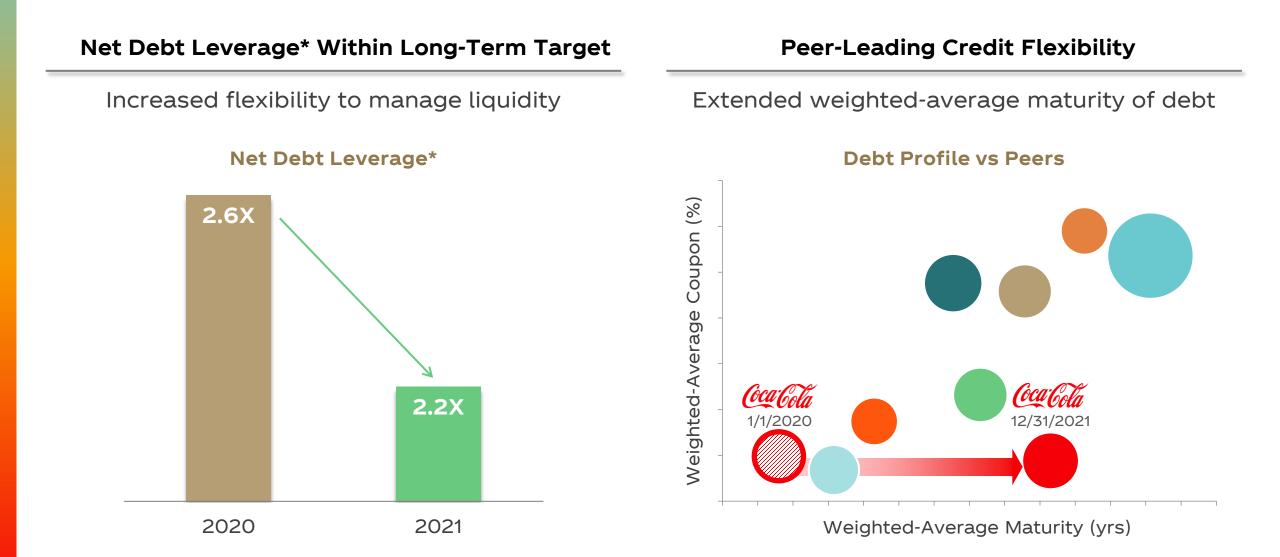
# DRIVING RESULTS THROUGH TOPLINE GROWTH AND EFFECTIVE RESOURCE ALLOCATION



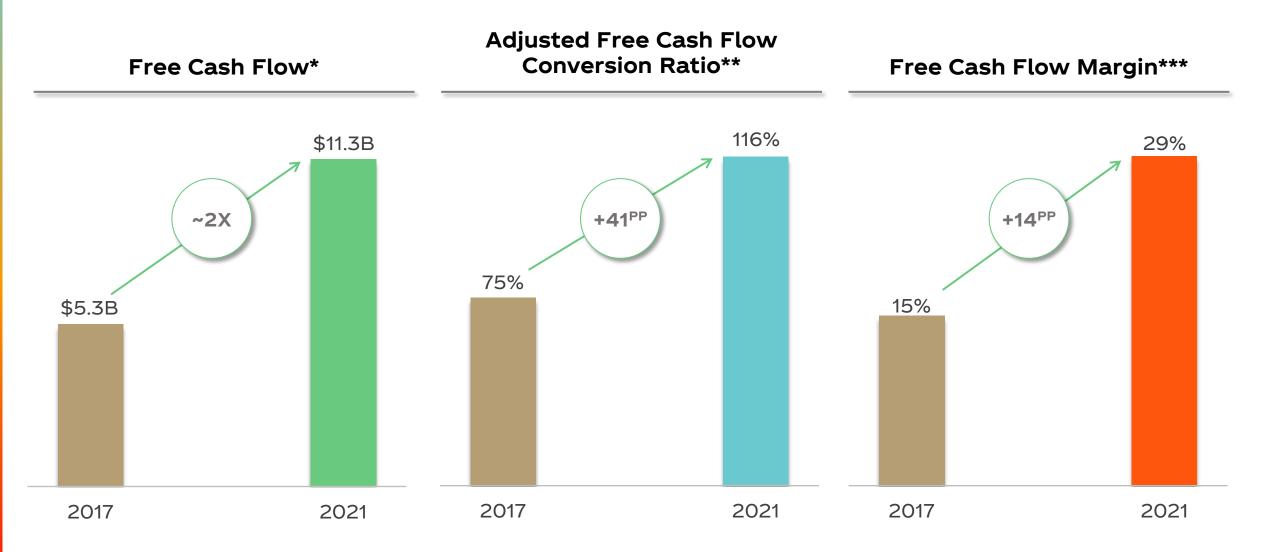
### USING MULTIPLE LEVERS TO MANAGE COSTS



### **CONTINUING TO STRENGTHEN OUR BALANCE SHEET**



### STRONG CASH FLOW IS A CATALYST FOR GROWTH

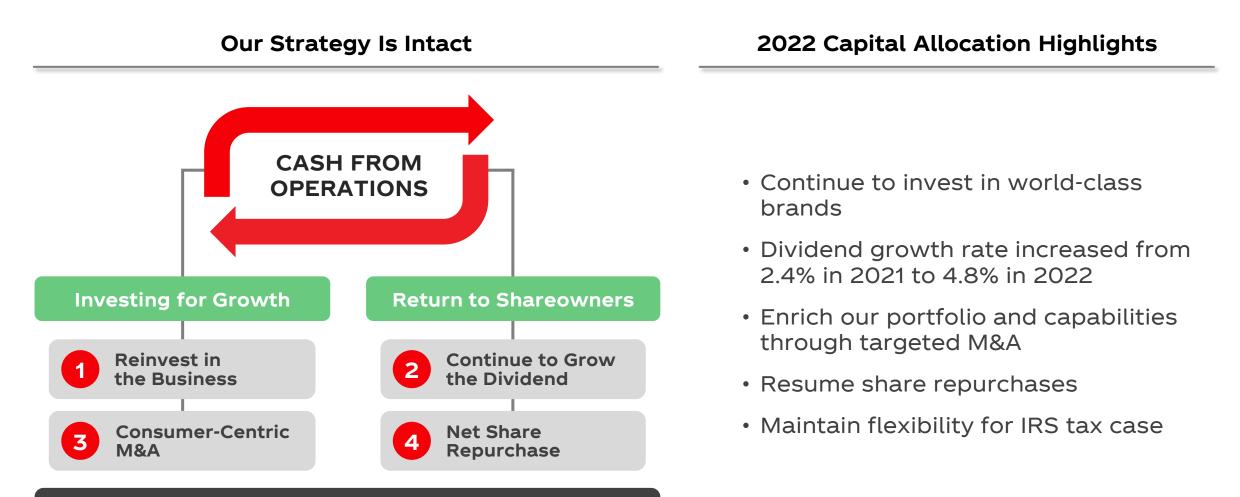


PP represents percentage points

\*Non-GAAP; Free Cash Flow = Cash flow from operations minus capital expenditures

\*\*Non-GAAP; Adjusted Free Cash Flow Conversion Ratio = Free cash flow adjusted for pension contributions / GAAP net income adjusted for noncash items impacting comparability
\*\*\*Non-GAAP

### INCREASED OPTIONALITY TO VIGOROUSLY PURSUE OPPORTUNITIES

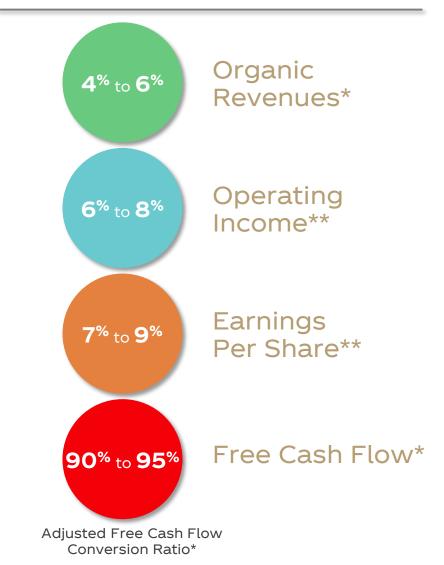


#### **NET DEBT LEVERAGE\* TARGET:** 2.0x to 2.5x

### SUMMARY

- Our 2022 guidance is driven by topline growth above our Long-Term Growth Model
- We are investing for sustained growth
- We have multiple margin levers
- We are a more effective and efficient organization
- Strong balance sheet and cash flow are giving us increased optionality

#### Long-Term Growth Targets



# REFRESH THE WORLD. MAKE A DIFFERENCE







**DONE SUSTAINABLY** 



FOR A BETTER SHARED FUTURE

(UNAUDITED) (In millions)

#### Net Operating Revenues:

	Year Ended December 31, 2021		Year Ended December 31, 2019	
Reported (GAAP)	\$	38,655	\$	37,266
Items Impacting Comparability:				
Other Items		3		14
Comparable (Non-GAAP)	\$	38,658	\$	37,280

(UNAUDITED)

#### **Diluted Net Income Per Share:**

	 ır Ended ber 31, 2021	Year Ended December 31, 2019		
Reported (GAAP)	\$ 2.25	\$	2.07	
Items Impacting Comparability:				
Asset Impairments	0.01		0.18	
Strategic Realignment	0.05		-	
Productivity and Reinvestment	0.02		0.05	
Equity Investees	0.01		0.02	
Transaction Gains/Losses	(0.24)		(0.08)	
CCBA Unrecognized Depreciation and Amortization	-		(0.02)	
Other Items	0.13		(0.03)	
Certain Tax Matters	 0.09		(0.08)	
Comparable (Non-GAAP)	\$ 2.32	\$	2.11	

(UNAUDITED) (In millions)

Free Cash Flow:

Net Cash Provided by Operating Activities (GAAP) Purchases of Property, Plant and Equipment (GAAP)

Free Cash Flow (Non-GAAP)

Year Ended December 31, 2021		Year Ended December 31, 2019		Year Ended December 31, 2017
\$ 12,625	\$	10,471	\$	7,041
(1,367)	_	(2,054)	_	(1,750)
\$ 11,258	\$	8,417	\$	5,291

(UNAUDITED) (In billions)

Projected 2022 Free Cash Flow:

Net Cash Provided by Operating Activities (GAAP) Purchases of Property, Plant and Equipment (GAAP) Free Cash Flow (Non-GAAP)

Year Ending December 31, 2022
\$ 12.0
(1.5)
\$ 10.5

(UNAUDITED) (In millions)

#### Net Operating Revenues:

Reported (GAAP)
Items Impacting Comparability:
Other Items
Comparable (Non-GAAP)

Year Ended December 31, 2021			Year Ended December 31, 2018				
\$	38,655	\$	34,300				
	3		(9)				
\$	38,658	\$	34,291				

#### Selling, General and Administrative Expenses (SG&A):

	Year Ended December 31, 2021			ear Ended mber 31, 2018
Reported (GAAP)	\$	12,144	\$	11,002
Items Impacting Comparability:				
Transaction Gains/Losses		(5)		-
CCBA Unrecognized Depreciation and Amortization		-		280
Other Items		-		(2)
Comparable (Non-GAAP)	\$	12,139	\$	11,280

	Year Ended Year Ended	
	December 31, 2021 December 31, 20	
SG&A as a percentage of net operating revenues	31%	32%
Comparable SG&A as a percentage of comparable net operating revenues (Non-GAAP)	31%	33%

(UNAUDITED)

(In millions except net debt leverage)

As of

December 31, 2021

Year Ended

\$

\$

As of

December 31, 2020

Year Ended

6,795

1,771

2,348

10.914

\$

\$

9,684

1,242

1,699

12.625

#### Gross Debt and Net Debt:

Cash and cash equivalents Short-term investments Marketable securities

Total cash, cash equivalents, short-term investments and marketable securities (Non-GAAP)

Loans and notes payable	\$ 3,307	\$ 2,183
Current maturities of long-term debt Long-term debt	 1,338 38,116	 485 40,125
Gross debt (Non-GAAP)	\$ 42,761	\$ 42,793
Net debt (Non-GAAP) <sup>1</sup>	\$ 30,136	\$ 31,879

<sup>1</sup> Net debt is calculated by subtracting total cash, cash equivalents, short-term investments and marketable securities from gross debt.

#### EBITDA:

	De	ecember 31, 2021	December 31, 2020		
Income before income taxes	\$	12,425	\$	9,749	
Less income items:					
Interest income		276		370	
Other income (loss) — net		2,000		841	
Add expense items:					
Interest expense		1,597		1,437	
Depreciation and amortization		1,452		1,536	
Earnings before interest, taxes, depreciation and amortization (EBITDA) (Non-GAAP)	\$	13,198	\$	11,511	

#### Comparable EBITDA:

Comparable income before income taxes (Non-GAAP)	\$ 12,42	7 \$	\$ 10,498
Less income items:			
Interest income	27	6	370
Comparable other income (loss) — net (Non-GAAP)	36	7	117
Add expense items:			
Comparable interest expense (Non-GAAP)	77	-	953
Depreciation and amortization	1,45	2   -	1,536
Comparable EBITDA (Non-GAAP)	\$ 14,01	2 \$	\$ 12,500

#### Net Debt Leverage:

	As of and Year Ended December 31, 2021		As of and Year Ended December 31, 2020	
Net debt (Non-GAAP)	\$	30,136	\$	31,879
Comparable EBITDA (Non-GAAP)	\$	14,012	\$	12,500
Net debt leverage (Non-GAAP)		2.2x		2.6x

#### THE COCA-COLA COMPANY AND SUBSIDIARIES

**Reconciliation of GAAP and Non-GAAP Financial Measures** 

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(UNAUDITED) (In millions)

Free Cash Flow and Adjusted Free Cash Flow Conversion Ratio:

		Year Ended December 31, 2021		Year Ended December 31, 2017	
Net Cash Provided by Operating Activities	\$	12,625	\$	7,041	
Purchases of Property, Plant and Equipment		(1,367)		(1,750)	
Free Cash Flow (Non-GAAP)		11,258		5,291	
Plus: Cash Payments for Pension Plan Contributions		_		111	
Adjusted Free Cash Flow (Non-GAAP)	\$	11,258	\$	5,402	
Net Income Attributable to Shareowners of The Coca-Cola Company	\$	9,771	\$	1,248	
Noncash Items Impacting Comparability:					
Asset Impairments		62		631	
Equity Investees		23		70	
Transaction Gains/Losses		(1,109)		1,678	
CCBA Unrecognized Depreciation and Amortization		-		(40)	
Other Items		555		80	
Certain Tax Matters		410		3,583	
Adjusted Net Income Attributable to Shareowners of The Coca-Cola Company (Non-GAAP)	\$	9,712	\$	7,250	
Cash Flow Conversion Ratio <sup>1</sup>		129%		564%	
Adjusted Free Cash Flow Conversion Ratio (Non-GAAP) <sup>2</sup>		116%		75%	

<sup>1</sup> Cash flow conversion ratio is calculated by dividing net cash provided by operating activities by net income attributable to shareowners of The Coca-Cola Company.

<sup>2</sup> Adjusted free cash flow conversion ratio is calculated by dividing adjusted free cash flow by adjusted net income attributable to shareowners of The Coca-Cola Company.

(UNAUDITED)

#### (In millions)

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#### Net Operating Revenues:

	Year Ended December 31, 2021		Year Ended December 31, 2017	
Reported (GAAP)	\$	38,655	\$	36,212
Items Impacting Comparability:				
Other Items		3		6
Comparable (Non-GAAP)	\$	38,658	\$	36,218

Free Cash Flow:

	Ye	Year Ended		ar Ended
	Decem	December 31, 2021		nber 31, 2017
Net Cash Provided by Operating Activities (GAAP)	\$	12,625	\$	7,041
Purchases of Property, Plant and Equipment (GAAP)		(1,367)		(1,750)
Free Cash Flow (Non-GAAP)	\$	11,258	\$	5,291

D	Year Ended December 31, 2021	Year Ended December 31, 2017
Operating Cash Flow Margin <sup>1</sup>	33%	19%
Free Cash Flow Margin (Non-GAAP) <sup>2</sup>	29%	15%

<sup>1</sup> Operating cash flow margin is calculated by dividing net cash provided by operating activities by net operating revenues.

<sup>2</sup> Free cash flow margin is calculated by dividing free cash flow by comparable net operating revenues.