We are pleased to report that we ended 2016 with fourth quarter top- and bottom-line growth
within our expectations.

**Key Full Year 2016 Accomplishments**

- Organic revenue growth: +3%
- Organic revenue growth in core business non-GAAP: +4%
- Comparable currency neutral (structurally adjusted) income before taxes (non-GAAP): +8%

**Growth in Our Flagship North America Market**

Outpaced the industry for the second consecutive year

- Net revenue (fourth quarter): +8%
- Net revenue (full year 2016): +4%

**We Returned $8.3 Billion to Our Shareowners**

Through dividends and net share repurchases

**Growing Organic Revenue Globally**

<table>
<thead>
<tr>
<th>Region</th>
<th>Organic Revenue Growth (non-GAAP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>+4%</td>
</tr>
<tr>
<td>Latin America</td>
<td>+12%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>+1%</td>
</tr>
<tr>
<td>Europe, Middle East, Africa</td>
<td>+3%</td>
</tr>
<tr>
<td>Bottling/ Licensees</td>
<td>+1%</td>
</tr>
</tbody>
</table>

**Small Package Strategy**

- Sparkling growth equation to drive innovation

**One Brand Strategy**

- Launch of the new Coca-Cola Zero Sugar

**200+ Innovation Initiatives Under Way**

- Global platform for our brands

**WITH A CONSUMER-CENTRIC PORTFOLIO**

1. fairlife
2. AdeS
3. Glória
4. chi

**The Consumer Doesn’t Think About Their Drink Choices as ‘Sparkling’ and ‘Still.’**

They use a wide range of beverages that meet a variety of needs, from energy to hydration to nutrition to simple enjoyment.

-James Quincey, President and CDO