

## **Coca-Cola System to Invest US\$3 Billion for Long-Term Sustainable Growth in Russia**

### **The Coca-Cola Company and Coca-Cola Hellenic officially open 15<sup>th</sup> plant in Russia**

#### **New Infrastructure, Partnerships, Brand Building, Sustainability Programs Underline Russia Commitment**

**Athens, 27 September 2011** – The Coca-Cola Company and its bottling partner, Coca-Cola Hellenic, announced a new Russian investment program of US\$3 billion over the next five years, commencing 2012, as part of the official opening of a new Coca-Cola plant in Rostov region.

On 26 September Muhtar Kent, Chairman and CEO of The Coca-Cola Company, and George David, Chairman of Coca-Cola Hellenic Bottling Company, officially opened Coca-Cola Hellenic's newest plant in Europe, located in the Rostov region of Russia. The guests of honour at the factory's opening included Vasily Golubev, Governor of the Rostov region and Dmitry Chernyshenko, President and CEO of the Sochi 2014 Organizing Committee.

Vasily Golubev said, "At present the Rostov region is among three Russian regions with the most comfortable business climate. Coca-Cola Hellenic's investment exemplifies this trend. In addition to offering employment opportunities for the community, the company provides a concrete example: it is profitable to open and do business here. As such, the company benefits further economic growth of the Don region and the country on the whole."

George David congratulated the plant's 422 employees and reiterated Coca-Cola Hellenic's long-term commitment to the strategically significant Russian marketplace, the largest in its franchise, and said the investment program would enhance wealth creation and prosperity in the Rostov region. "I am sure that the launch of this plant in the Southern Federal District will promote the development of the region and the formation of an innovative, eco-oriented economy. We are fully committed to and believe strongly in the potential of Russia, and that of the region."

Muhtar Kent said, "The Coca-Cola Company is proud to be serving this great nation's 140 million-plus consumers. Our system is part of the fabric of Russia's economic development and we continue to invest in Russia to create jobs and stimulate growth across our supply chain. Today's announcement underscores the Coca-Cola system's long-term strategy of investing in Russia. The Coca-Cola Company along with our bottling partner, Coca-Cola Hellenic, will invest in Russia more than US\$3 billion in 5 years from 2012 to 2016."

The opening of the Rostov plant is part of the successively implemented strategy of the companies of the Coca-Cola system, whose cumulative investments in the Russian economy now amount to over US\$3 billion in total. The investment into the Coca-Cola Hellenic Rostov facility, which has a production capacity of 450 million liters of beverages per year, and located within a 26.5 hectare area, has already amounted to over US\$120 million.

The facility's environmental practices, quality controls and modern technologies in manufacturing the highest quality nonalcoholic drinks were showcased during the ceremonies.

The opening of the Coca-Cola Hellenic plant in Rostov region was also commemorated by the launch of the limited edition Coca-Cola can bearing the Sochi 2014 logo.

Dmitry Chernyshenko, President and CEO of the Sochi 2014 Organizing Committee, pointed out, "The launch of the new Coca-Cola plant demonstrates the fact that the Olympic Games in Sochi have become a catalyst of the economic growth of the Russian South. Coca-Cola shares two major ideals of the Sochi 2014 Organizing Committee – innovation and sustainability. The plant is equipped with the most advanced technologies, and I believe that in 2014 we are going to be thirsty but only for Olympic victory."

#### **About Coca-Cola Hellenic**

Coca-Cola Hellenic is the second-largest bottler of products of The Coca-Cola Company in terms of volume with sales of more than 2 billion unit cases. It has broad geographic footprint with operations in 28 countries serving a population of more than 560 million people. Coca-Cola Hellenic offers a diverse range of ready-to-drink non-alcoholic beverages in the sparkling, juice, water, sport, energy, tea and coffee categories. Coca-Cola Hellenic is committed to promoting sustainable development in order to create value for its business and for society. This includes providing products that meet the beverage needs of consumers, fostering an open and inclusive work environment, conducting our business in ways that protect and preserve the environment and contribute to the socio-economic development of our local communities.

Coca-Cola Hellenic's shares are listed on the Athens Exchange (ATHEX: EEEK), with a secondary listing on the London Stock Exchange (LSE: CCB). Coca-Cola Hellenic's American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE: CCH). Coca-Cola Hellenic is included in the Dow Jones Sustainability and FTSE4Good Indexes. For more information, please visit [www.coca-colahellenic.com](http://www.coca-colahellenic.com)

#### **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, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 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. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

#### **Coca-Cola and the Olympic Games**

The Coca-Cola Company has long supported and shared in the growth and evolution of the Olympic Games. Our enduring relationship began when a freighter delivered the U.S. Olympic Team and 1,000 cases of Coca-Cola® to the Amsterdam 1928 Olympic Games. More recently, on August 1, 2005, The Coca-Cola Company and the International Olympic Committee announced the renewal of our historic partnership for an unprecedented 12 additional years, lengthening the role of Coca-Cola as a Worldwide Olympic Partner from 2009 through 2020 – a deal that extends our global support of the Olympic Games to 92 years without interruption.

With this agreement, our support continues from the conclusion of the Beijing 2008 Olympic Games through the Vancouver 2010 Olympic Winter Games, the London 2012 Olympic Games, the Sochi 2014 Olympic Winter Games, and the Olympic Games of 2016 (summer), 2018 (winter) and 2020 (summer).



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