

PlantBottle® Packaging

Making Big Ideas Happen

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Miki Knutzen



Rationale - Why PlantBottle ?



+60% of The Coca-Cola Company packaging volume is in PET plastic

PlantBottle ensures PET plastic remains viable amid growing headwinds like:



Chemophobia



Fossil Fuels



Waste



Cost Volatility

- Meets consumer beverage needs
- Capable of closed loop recycling
- Less dependence on oil
- Lower material carbon footprint

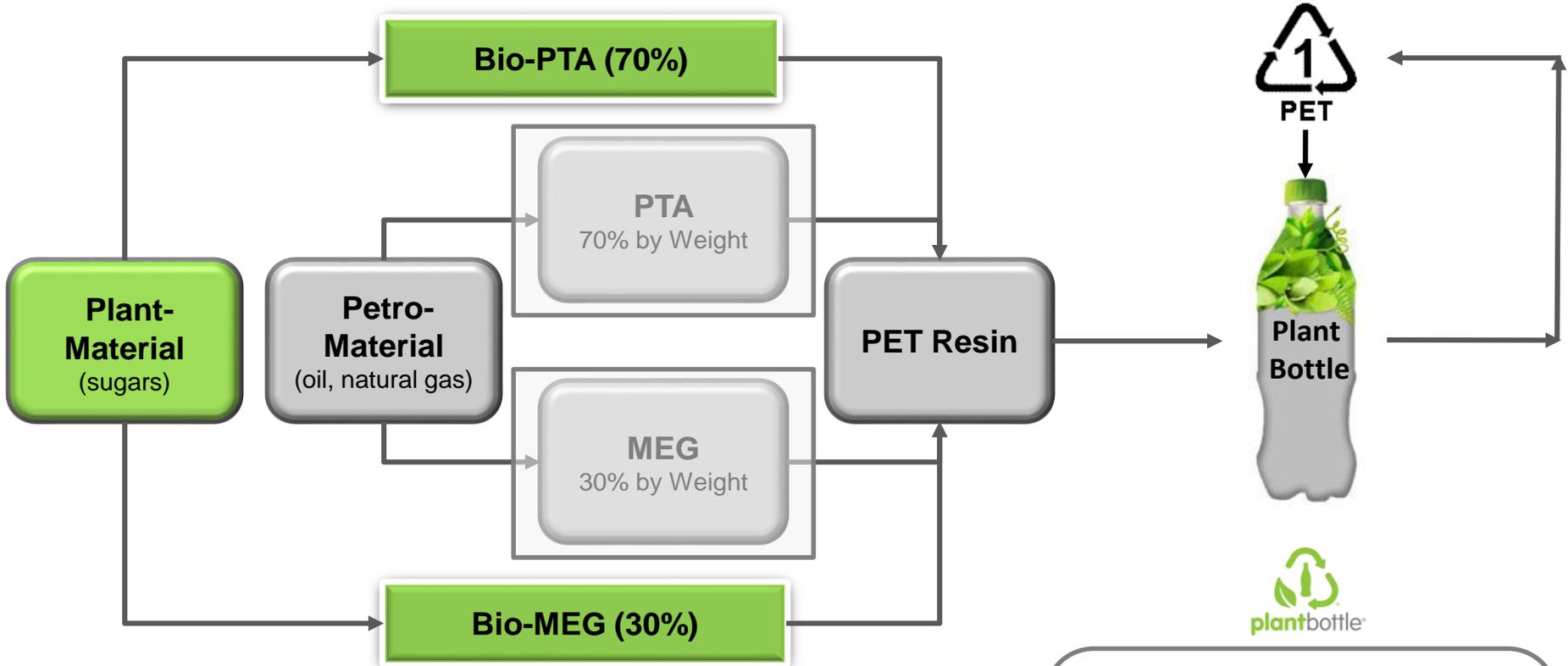


- PlantBottle packaging is PET plastic as you know it, just sourced from plants as opposed to oil.



A Differentiated Technology Pathway

[PlantBottle™ PET 2.0]



[PlantBottle™ PET 1.0]

PlantBottle PET is chemically & physically **the same as** petroleum-based PET:



Renewably Sourced



Recyclable / Reusable



Same Material Performance

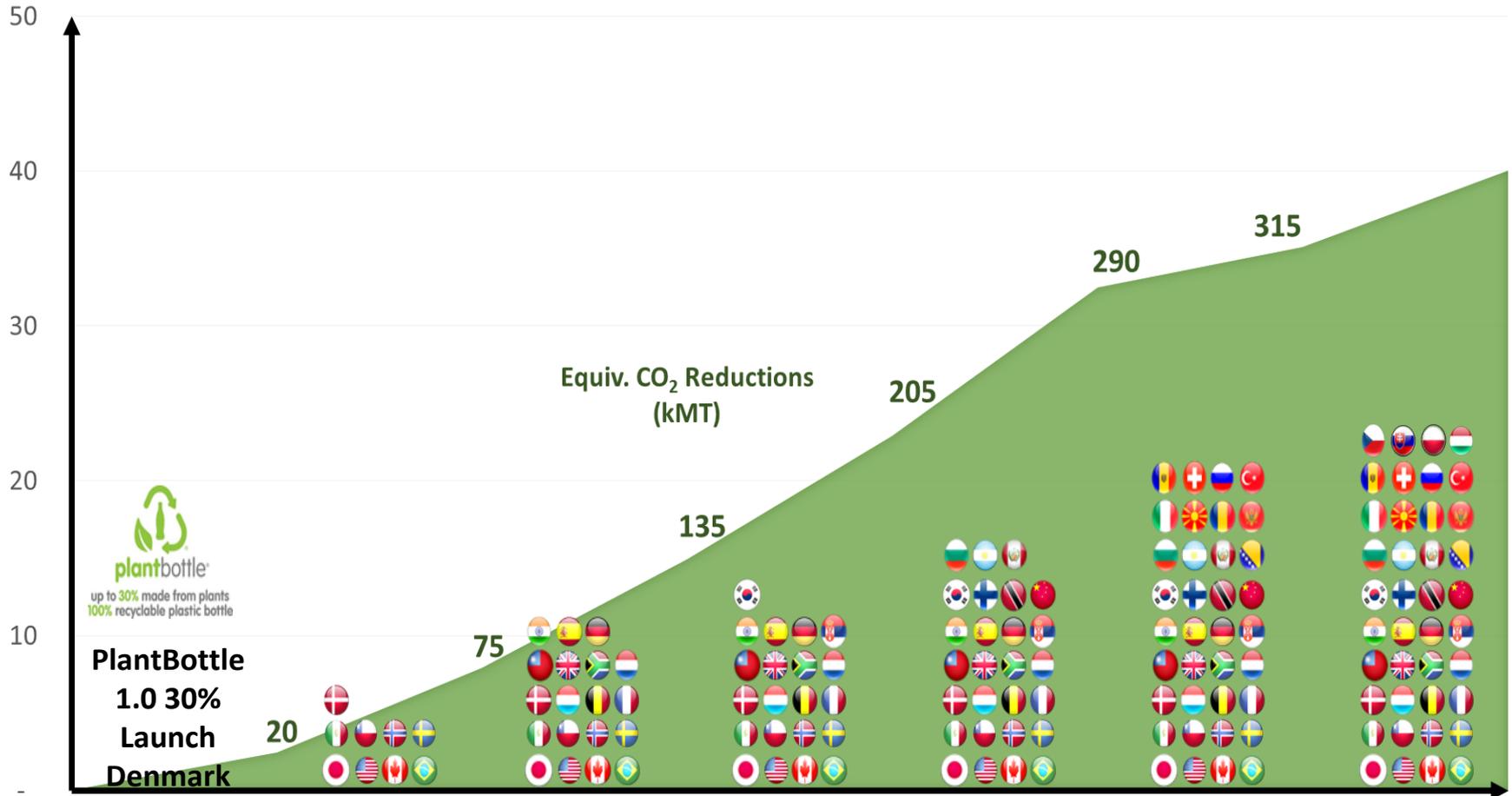
The Coca-Cola Company is the **Largest Bioplastic** user in the World



40 Countries, **40** Billion Bottles, **+25** Brands, **6** Years
We expect PlantBottle will be used in all our PET bottles in the future.

PLANTBOTTLE TIMELINE

■ Billion Bottles



2009



Dasani pilot in WC US

2010



Vancouver Olympics



Dasani US Earth Month

2011



Odwalla 100% PE



Heinz 100% PE

2012



PlantBottle 2.0



PTC

2013



Ford Fusion

2014



SeaWorld "Cup"

2015



100% PlantBottle unveiled @ World Expo

PlantBottle is a holistic approach to **Drive Value** and **Sustainable Growth**



**TOP LINE
(BETTER)**

- Differentiate our brands and products.
- Engage millennials.



**ENVIRONMENT
(CLEANER)**

- Build Trust.
- License to grow with PET
- Lead the industry change



**BOTTOM LINE
(LEANER)**

- Diversify from volatile fossil fuels.
- Achieve cost parity.

GROW

Top line, margin, bottom line,
enterprise capabilities
(people, processes, systems),
operational excellence

PROTECT

Brands, IP, trade secrets,
people, plant, equipment

SUSTAIN

Enhance our reputation and
social license to grow

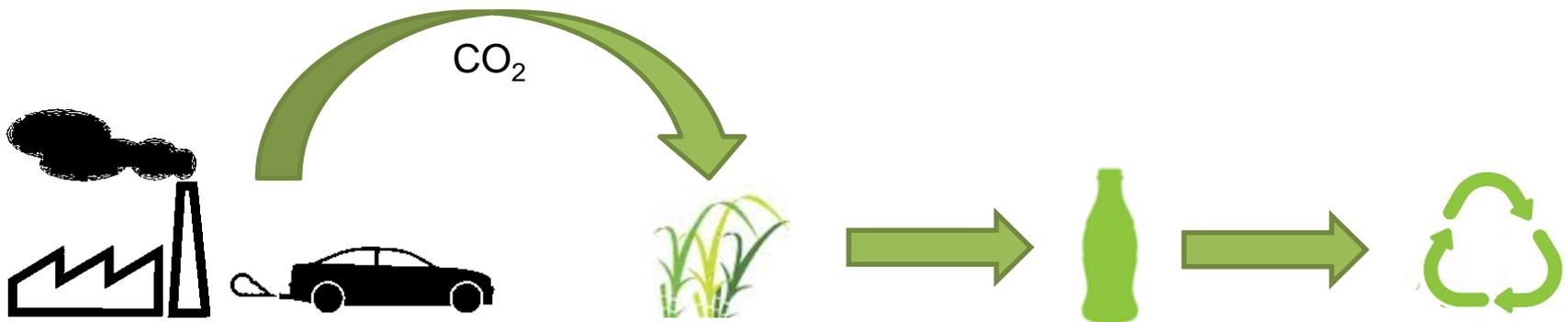
Environmental Performance

PlantBottle packaging looks, performs and recycles just like traditional PET plastic, but does so with a lighter footprint on the planet and its scarce resources:



Bottles	Metric Tons of CO ₂ Removed	Gallons of Gas Saved	Barrels of Oil Saved	Eq. Cars Off the Road
+40 Billion	+365,000	+41,000,000	+845,000	+77,000

Additionally, renewable materials provide the added benefit of atmospheric CO₂ removal. Carbon that is captured by the plants is “stored” in the PET molecule and recycled by the closed loop system:



Driving **Topline** Value

PlantBottle Packaging has proven to drive volume, value, brand love as well as increase authorizations with key retailers

NATURE (Water)



WHY CHANGE WHAT NATURE HAS PERFECTED?

NATURAL (Juice/Tea)



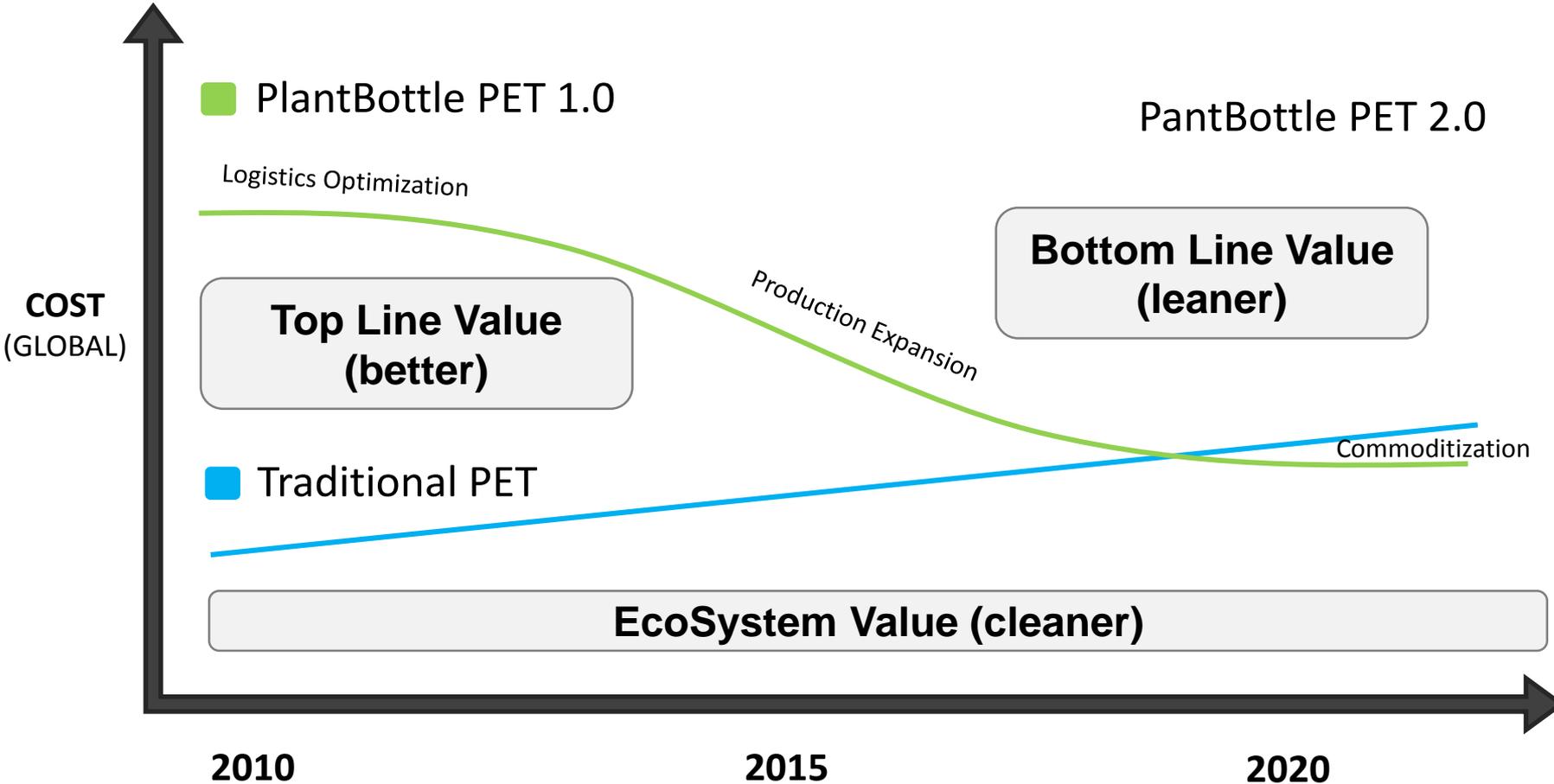
HAPPINESS (Coca-Cola)



Customers demand & reward PlantBottle™

- Advance shared sustainability goals = new authorizations
- Enhance shopper experience = more in-store promotions
- Catalyze innovation = supply partnerships

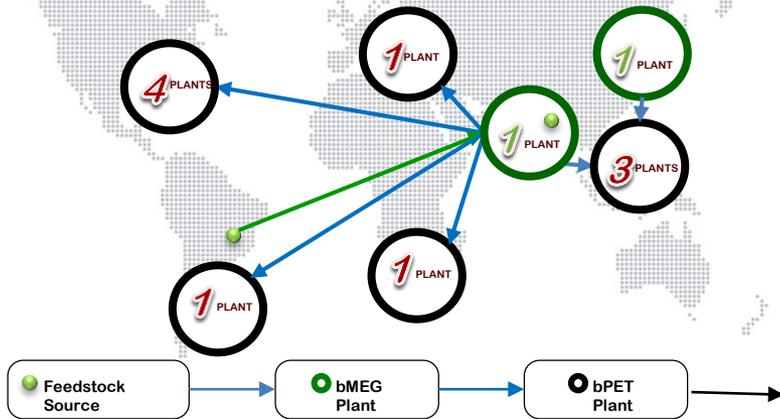
PlantBottle Packaging **Commercial** Strategy



PlantBottle Supply Chain Evolution

Current Supply Chain

Local bMEG & bPET capacity in strategic markets. Diverse local feedstocks sourced responsibly.



Sub-optimized supply chain

- Limited 1st Gen feedstock source (Brazil/India)
- Dual bMEG plants (India/Taiwan)
- Regional bPET capability
- High transportation costs
- Some tariffs & duties

Optimized supply chain

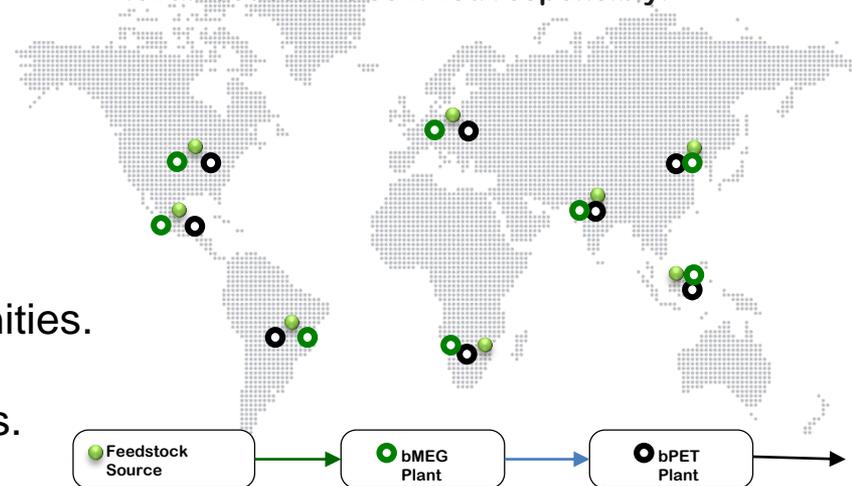
- Local feedstock supply (1st & 2nd Gen)
- Local bMEG production (1st & 2nd Gen)
- Local bio-PET production
- Parity transportation costs
- Parity tariffs & duties

Additional benefits:

- Less feedstock volatility. Hedging opportunities.
- Further carbon footprint reduction.
- Diverse feedstocks benefiting local farmers.
- Economic boost for local recyclers.

Maturity: 2018-2020

Local bMEG & bPET capacity in strategic markets. Diverse local feedstocks sourced responsibly.



Next Generation Technologies

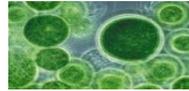
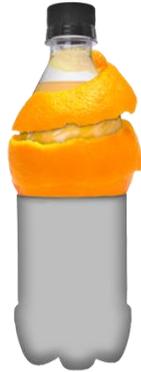
100%

PlantBottle 2.0



2Gen Biomass or bMEG

PlantBottle 1.1



30%

PlantBottle 1.0



THANK
YOU

