PlantBottle® Packaging
Making Big Ideas Happen

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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:

- 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

Bio-PTA (70%)
PTA 70% by Weight
MEG 30% by Weight
PET Resin

PlantBottle™ PET 1.0

Plant-Material (sugars)
Petro-Material (oil, natural gas)
Bio-MEG (30%)

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 1.0
Launch:
1. Denmark
2. Dasani pilot in WC US
3. Vanco uver Olympics
4. Dasani US Earth Month
5. Odwalla 100% PE
6. Heinz
7. PlantBottle 2.0
8. PTC

Equiv. CO₂ Reductions (kMT)
- 2009: 20
- 2010: 20
- 2011: 75
- 2012: 135
- 2013: 205
- 2014: 290
- 2015: 315

Dasani US Earth Month
SeaWorld “Cup”
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.

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**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:

<table>
<thead>
<tr>
<th>Bottles</th>
<th>Metric Tons of CO2 Removed</th>
<th>Gallons of Gas Saved</th>
<th>Barrels of Oil Saved</th>
<th>Eq. Cars Off the Road</th>
</tr>
</thead>
<tbody>
<tr>
<td>+40 Billion</td>
<td>+365,000</td>
<td>+41,000,000</td>
<td>+845,000</td>
<td>+77,000</td>
</tr>
</tbody>
</table>

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)**

**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 PET 1.0**
  - Logistics Optimization

- **Traditional PET**

- **PlantBottle PET 2.0**
  - Bottom Line Value (leaner)

- **EcoSystem Value (cleaner)**

<table>
<thead>
<tr>
<th>Year</th>
<th>PlantBottle PET 1.0</th>
<th>Traditional PET</th>
<th>PlantBottle PET 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
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<td>2015</td>
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<td>2020</td>
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- COST (GLOBAL)
- Commoditization
- Production Expansion
Current Supply Chain
Local bMEG & bPET capacity in strategic markets. Diverse local feedstocks sourced responsibly.

Sub-optimized supply chain
- Limited 1\textsuperscript{st} 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 (1\textsuperscript{st} & 2\textsuperscript{nd} Gen)
- Local bMEG production(1\textsuperscript{st} & 2\textsuperscript{nd} 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.
Next Generation Technologies

100% PlantBottle 2.0

2Gen Biomass or bMEG PlantBottle 1.1

30% PlantBottle 1.0

Logos: Virent, Gevo, Avantium
PlantBottle Cooperation model

**TEAMS**
- MARKETING
- COMMUNICATIONS
- SUSTAINABILITY
- QUALITY
- PROCUREMENT
- R&D
- SUPPLY CHAIN
- LEGAL

**SUPPLY**

**R&D**

**SUSTAINABILITY**

**LCA METRICS**

**SOURCING**

technology collaborative
THANK YOU