

The Coca-Cola Company Launches Challenge Among World Economic Forum's 'Global Shapers' To Accelerate Solutions To Global Problems

The Coca-Cola Company today encouraged the members of the World Economic Forum's Global Shapers Community to return to the Forum's 2014 Annual Meeting in Davos with proof points of the work they have done to help address the world's problems. In return, one project will be granted \$50,000 in seed money to expand its reach while five projects will be granted \$10,000 to sustain and expand their efforts.

Global Shapers, a major initiative launched by the World Economic Forum to engage young people between the ages of 20 and 30 to deliver local and global change, will facilitate the challenge by encouraging Shaper "hubs" in more than 200 communities around the world to document the results of their community projects focused on societal problems ranging from health to environment to education to economic growth.

Selection of the most impactful projects will be done by a panel of leading individuals representing the Global Shapers, the Schwab Foundation for Social Entrepreneurship, The Coca-Cola Company, governments and other members of civil society. Judging criteria will include the severity of issues addressed, the number of lives impacted, overall return on investment and the ability of the project to be scaled more broadly. Results and impact achieved by all finalist projects will be shared publicly in January 2014.

"A challenge to spark and expand innovative ideas from the world's young leaders is exactly what our world needs today as we look to create much-needed growth in the global economy," said Muhtar Kent, Chairman and CEO, The Coca-Cola Company. "With more than half of the world's population under age 27, it's clear that solving current and future challenges is dependent upon involving the ideas and energy of the millennial generation. Our support of the Global Shapers recognizes a belief that talent and leadership to create new growth and solve societal problems can come from anywhere, not just from governments or businesses."

Added Klaus Schwab, Founder and Executive Chairman, the World Economic Forum: "Young people are a tremendous source of innovation and can serve as a catalytic force for restoring economic growth, addressing social injustice and creating sustainable change. The Coca-Cola Company recognizes this, and we appreciate its active role in supporting our Global Shapers Community. The growth of the Shapers – now with more than 200 community hubs worldwide – is an exciting and positive development for the Forum, embracing our spirit of entrepreneurship in the global public interest and our commitment to find solutions to the world's biggest problems."

Launched in 2011, the Global Shapers Community engages entrepreneurial "millennials" in developing projects that positively impact local communities, in addition to participating in a global conversation with world leaders to help shape the future.

The Shapers have made extraordinary progress. Already at the international level, nine Shapers sit on the World Economic Forum's Global Agenda Councils, the largest brainstorming network of world-class academics. More than 300 Shapers have already participated in meetings organized by the World Economic Forum, including in the closing plenary session of the World Economic Forum Annual Meeting 2012. And in January 2013, more than 50 Global Shapers from around the world are participating in the World Economic Forum Annual Meeting 2013 in Davos.

Local Shapers programs address a wide range of social and economic problems ranging from a project to open 200 public libraries in the Philippines to work to provide relief efforts following Hurricane Sandy in the United States to support for marginalized communities, including an orphanage for children under seven in Bamako, Mali.

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, our Company's portfolio features 15 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 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. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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