

# OUR PURPOSE

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**TO HONOR GOD IN ALL WE DO**

**TO SERVE OTHERS  
TO PURSUE EXCELLENCE  
TO GROW PROFITABLY**

## **OUR VALUES:**

- ACCOUNTABILITY
- CONSISTENCY
- COURAGE AND CONVICTION
- DISCIPLINE
- HONESTY & INTEGRITY
- HUMILITY
- MORALITY
- OPTIMISM
- RESPECTFULNESS
- SUPPORTIVENESS

## **OUR ACTIONS REFLECT OUR VALUES AND SUPPORT OUR PURPOSE:**

### **WE WILL ...**

- BE OPEN AND HONEST IN EVERYTHING WE DO.
- HAVE PASSION FOR OUR PRODUCTS AND OUR CONSUMERS.
- PARTNER WITH OUR CUSTOMERS TO DELIVER MUTUALLY BENEFICIAL RESULTS.
- DO WHAT WE SAY WE ARE GOING TO DO.
- BE COMMITTED TO TEAMWORK.
- PRACTICE HUMILITY BY PUTTING OTHERS FIRST.
- ACCEPT RESPONSIBILITY WHEN WE MAKE MISTAKES, AND BE QUICK TO FORGIVE OTHERS.
- BE RESPONSIBLE STEWARDS OF OUR FINANCIAL, ENVIRONMENTAL AND OTHER RESOURCES.
- BE FOCUSED ON SAFETY, QUALITY, SERVICE AND INNOVATION.
- HAVE CLEAR OBJECTIVES, MEASURE RESULTS, AND CELEBRATE SUCCESS.
- SUPPORT, ENCOURAGE AND RESPECT OUR FELLOW EMPLOYEES.
- VALUE AND CULTIVATE DIVERSITY IN OUR WORK FORCE.
- BE A LEARNING ORGANIZATION, COMMITTED TO CONTINUAL DEVELOPMENT OF OURSELVES AND OTHERS.
- COMPETE VIGOROUSLY AND FAIRLY IN THE MARKETPLACE.
- NOT TOLERATE POLITICALLY MOTIVATED BEHAVIOR.
- MAKE FACT BASED DECISIONS IN THE LONG-TERM BEST INTEREST OF THE BUSINESS.
- RELENTLESSLY FOCUS ON TIMELY, THOUGHTFUL EXECUTION.
- INSPIRE AND MOTIVATE THOSE AROUND US.
- STRENGTHEN OUR COMMUNITIES.

## **OUR GOALS:**

### **WE WILL STRIVE TO...**

- MAKE, SELL AND DELIVER PRODUCTS AND SERVICES BETTER THAN ANYONE ELSE.
- DEVELOP SERVANT LEADERS.
- BUILD PERSONAL AND TRUSTING RELATIONSHIPS.
- BE LEADERS IN THE COCA-COLA SYSTEM AND IN THE BEVERAGE INDUSTRY.
- PROVIDE LONG-TERM REWARDS FOR OUR EMPLOYEES.
- BUILD LONG-TERM VALUE FOR OUR CUSTOMERS.
- GENERATE LONG-TERM PROFITABLE GROWTH FOR OUR SHAREHOLDERS.

