

| TIME | PRESENTATION | SPEAKER | WORLD OF COCA-COLA |
|---|---|---|--------------------|
| Our Roadmap for Winning Together: Maximize Company and Bottler Long-Term Cash Flow | | | |
| 3:00 | Welcome | Jackson Kelly , Vice President and Investor Relations Officer | Theater |
| 3:05 | 2020 Vision: Our Roadmap For Winning Together | Muhtar Kent , Chairman and Chief Executive Officer | Theater |
| 3:35 | Strategic Context For Our 2020 Vision | John Farrell , Vice President, Strategic Planning | Theater |
| 3:55 | Financial Vision | Gary Fayard , EVP, Chief Financial Officer | Theater |
| 4:15 | Coca-Cola Refreshment Break | All | Lobby |
| Develop and Deploy the World's Most Innovative and Effective Marketing: Win with Coca-Cola | | | |
| 4:35 | The World's Most Innovative And Effective Marketing | Joe Tripodi , Chief Marketing and Commercial Officer | Theater |
| 4:50 | Win With Coca-Cola — In Action 1. Latin America 2. Delivering World Class Marketing 3. Creating Passion For Our Brands — 2010 FIFA World Cup | 1. Jose Octavio Reyes , President, Latin America Group 2. Wendy Clark , SVP, Integrated Marketing 3. Ahmet Bozer , President, Eurasia and Africa Group | Theater |
| 5:35 | Q & A | Muhtar Kent and Gary Fayard | Theater |
| 6:05 | End of Day Comments | Muhtar Kent | Theater |
| 6:10 | Reception | All | Hub Patio |
| 7:00 | Dinner | All | Hub |
| 8:00 | Introduction Of Keynote Speaker | Muhtar Kent | Hub |
| 8:05 | Keynote Address | Guest Speaker | Hub |
| 8:35 | Q&A | Guest Speaker | Hub |
| 9:00 | Coffee & Dessert | All | Taste It |
| 10:00 | Program Ends | | |

| TIME | PRESENTATION | SPEAKER | WORLD OF COCA-COLA |
|---|---|--|-----------------------|
| 7:30 | Breakfast at your leisure | All | Hub Patio |
| Attract, Engage and Retain the Best Talent | | | |
| 8:30 | Opening | Muhtar Kent | Theater |
| Think and Act Like an Integrated Global Enterprise while Intensifying our Local Focus Design and Implement the Most Effective and Efficient Business System / Create Competitive Advantage by Fulfilling our Live Positively Commitments | | | |
| 8:40 | Coca-Cola System Bottler Roundtable: | Muhtar Kent , Chairman and Chief Executive Officer, The Coca-Cola Company John Brock , Chairman and Chief Executive Officer, Coca-Cola Enterprises Terry Davis , Group Managing Director, Coca-Cola Amatil Irial Finan , EVP and President, Bottling Investments and Supply Chain Michael O'Neill , Chief Executive Officer, Coca-Cola Icecek Carlos Salazar , Chief Executive Officer, Coca-Cola FEMSA | Theater |
| 9:30 | 1. Demand Driven Supply Chain 2. Supply Chain As A Strategic Asset 3. Working As An Integrated Global System | 1. Rick Frazier , Vice President, Supply Chain 2. Brian Kelley , President, Still Beverages and Supply Chain, CCNA 3. Ron Lewis , Vice President, North America, Coca-Cola Enterprises | Theater |
| 10:00 | Coca-Cola Refreshment Break | All | Hub |
| Develop and Deploy the World's Most Innovative and Effective Marketing: Aggressively Increase the Value of our Portfolio | | | |
| 10:30 | 1. Increasing The Value Of Our Portfolio 2. Juice Leadership 3. A New Culture Of Innovation And Seminar Intro | 1. Dominique Reiniche , President, Europe Group 2. Guy Wollaert , GM, Global Juice Center 3. Bilal Kaafarani , SVP, Global Research & Innovation | Theater |
| 11:10 | Transition To Innovation Exhibits | All | |
| 11:30 | Exhibits: Product & Ingredients Or Equipment & Packaging | Note: Exhibit groups assigned by brand. Please check the back of your name tag | Taste It & 4D Balcony |
| 12:00 | Groups Rotate Exhibits | All | |
| 12:10 | Exhibits: Equipment & Packaging Or Product & Ingredients | Note: Exhibit groups assigned by brand. Please check the back of your name tag | 4D Balcony & Taste It |
| 12:40 | Lunch - Innovation Seminars Remain Open | All | Hub & Hub Patio |
| 2020 Vision in Action | | | |
| 1:40 | Winning With Our Geographic Portfolio | Glenn Jordan , President, Pacific Group | Theater |
| 1:50 | Accelerating Value Growth In The US | Sandy Douglas , President, Coca-Cola North America Steve Cahillane , EVP and President, North American Group, CCE | Theater |
| 2:10 | Making Strong Brands Stronger In The US | Katie Bayne , Chief Marketing Officer, Coca-Cola North America | Theater |
| 2:45 | 1. Bringing Our Brands To Life Locally In The US 2. Highlights On Coca-Cola United Execution 3. Highlights On Coca-Cola Consolidated Execution | 1. Hendrik Steckhan , President and GM, Sparkling Beverages, CCNA 2. Claude Nielsen , Chairman, President and CEO, Coca-Cola Bottling Company United 3. Bill Elmore , President and COO, Coca-Cola Bottling Co. Consolidated | Theater |
| 3:05 | Coca-Cola Refreshment Break | All | Hub |
| 3:25 | Japan - Growth In An Evolving Developed Market | Daniel Sayre , President, Japan Business Unit | Theater |
| 3:40 | China - The Commercial Opportunity Of The 21st Century | Douglas Jackson , President, China Business Unit | Theater |
| 4:10 | System Q&A | Muhtar Kent and Gary Fayard | Theater |
| Our Winning Culture | | | |
| 5:00 | Our Winning Culture | Muhtar Kent | Theater |
| 5:10 | Closing Reception | All | Taste It |
| 6:10 | Program Ends | | |