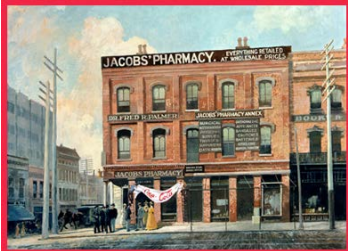
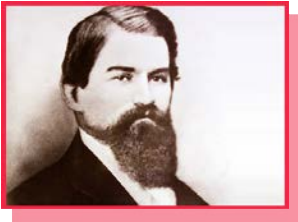


COMPANIES, INC.

Coca-Cola



1886

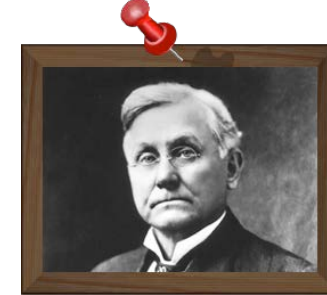
Dr. John Pemberton (pharmacist/chemist) created a formula for a beverage that, when mixed with carbonated water, was both refreshing and delicious



Coca-Cola

1888

Frank Robinson, Pemberton's accountant, designed the logo and actively engaged in advertising & promotional activities



1892 - 1915

Asa Griggs Candler Acquired the formula for \$2,500, wide scale distribution through bottlers & invest heavily in advertising

Coca-Cola



1916
Differentiated new Bottle



1920 - 1930
Robert Woodruff, President of TCCC, expanded global distribution and by 1930 Coca-Cola was available in 27 countries



1931 - 1942
Haddon Sundblom created a joyful, red & white version of Santa Claus, and during WWII provided Coke to American soldiers

Coca-Cola



1950 – 1961
New Packages/New Brands



1970 - Present
Total Beverage Company/Social Media



THE COCA-COLA COMPANY

beverages for life



Global Marketing Company

Available in 200 countries, sells 1.9 billion servings a day and \$200B market capitalization

Be the #1 in every category in which we compete –

- Refresh
- Inspire moments of optimism & happiness
- Create value & make a difference

Growth Mindset

- Accelerate “beverages for life “ with consistent innovation
- Invest in vertical integration with local manufacturing facilities
- Enhance OBPPC

Be the #1 place to work in the World

- Leverage TCCC tools and capabilities
- Drive a winning culture across territories
- Prioritize women talent

Maintain Highest Bottler Quality Standards

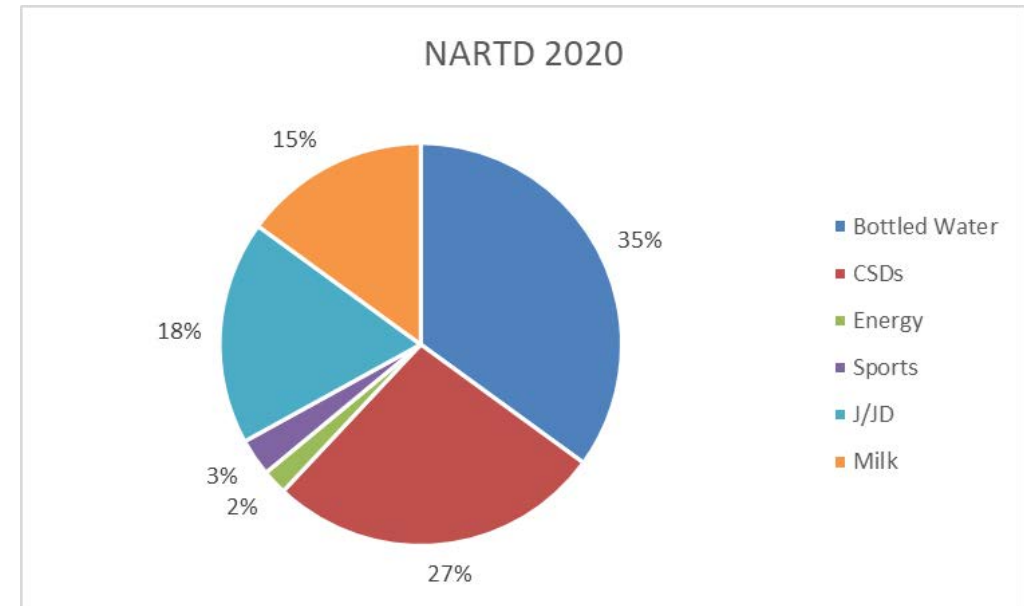
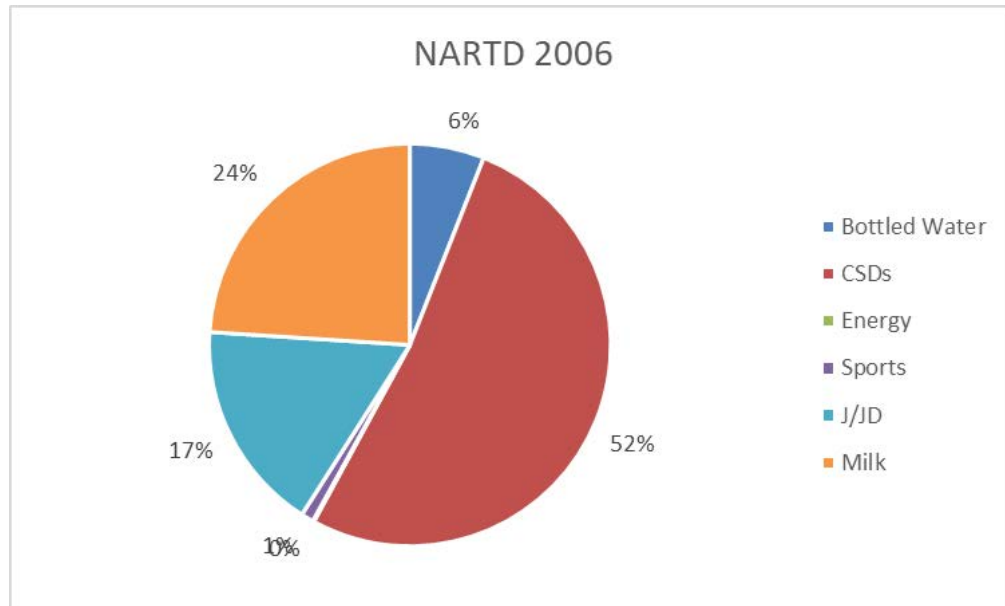
- Protect the environment

CC1 Founded in Puerto Rico 1995

Leadership Position in all Beverage Categories across Multiple Consumption Occasions

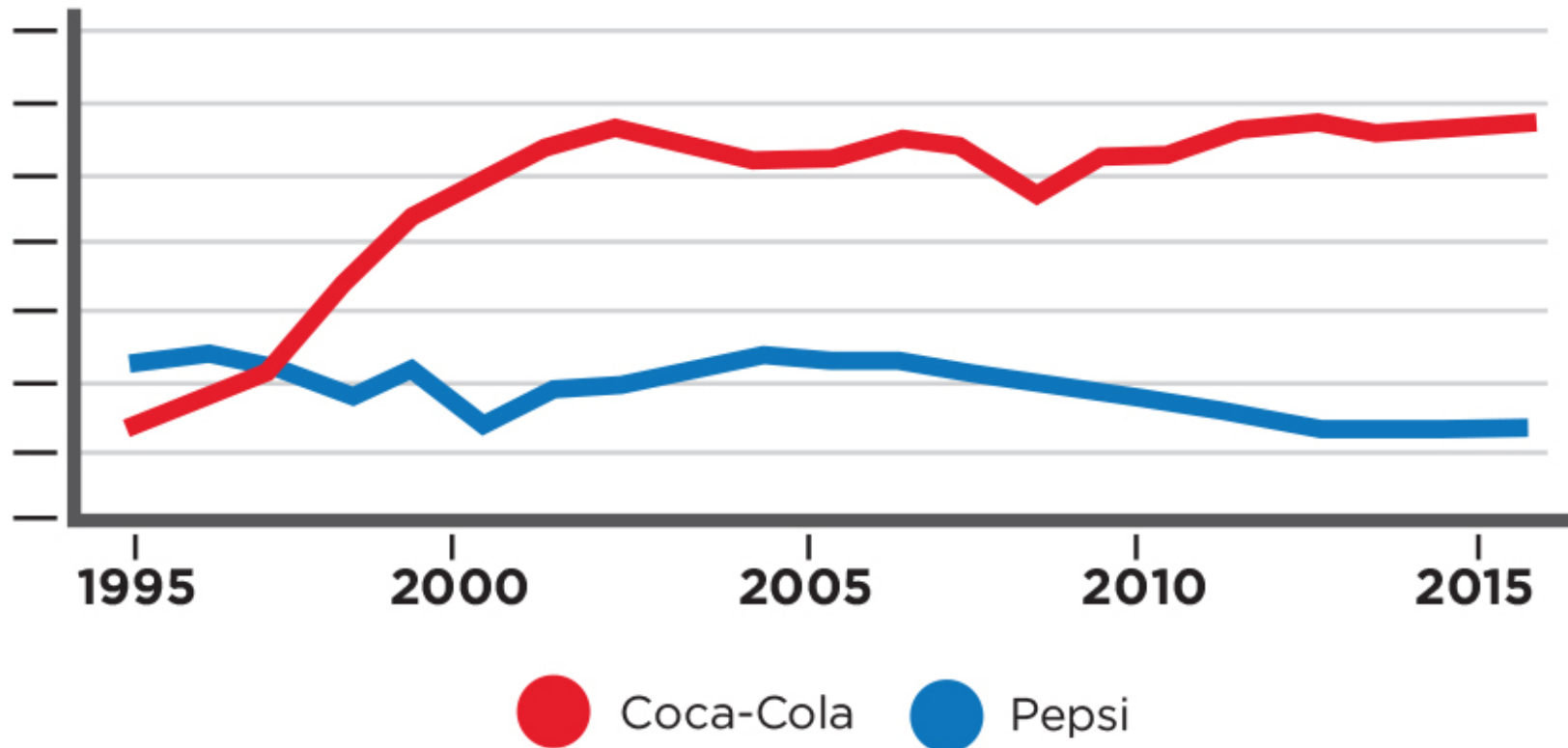


Marketing's most important role: Understand/Monitor/Forecast future Consumption Trends



Rebuilding the KO System with a consistent/successful **growth story**

Market Participation





TASTE THE FEELING™

It's about understanding consumers!



it's about connecting with consumers!



it's about educating consumers!



it's about persuading consumers!

CC₁ Largest Beverage System in Puerto Rico



Retail Division
79% of Total Eq Cs
Volume Mix
Sparkling 87%.
Still 13%

67% SOM SSD/12% SOM Still
100% Home Mkt Penetration
CSM/MM/Drug/Clubs/Wholesalers
85% Cold Mkt Penetration

HM Sales Team (28 Reps)
CM Sales Team (40 Reps)
Tellsell/Catman (12 TS)
7,000 + Customers



Foodservice
19% of Total Eq Cs
Volume Mix
Sparkling 83%.
Still 17%

60% share of QSRs
Casual/Fine Restaurants: 250

Top QSRs
McDs
Wendy's
Subway
Caribbean Cinemas
80% Hotels/Leisure



Full Service Division
2% of Total Eq Cs
Volume Mix
Sparkling 44%.
Still 56%

Largest Bev Vending System
3,500 + Beverage Vendings
1,800 Snack Vendings
Education
75% Share H.S
70% College



Capabilities

- Bottling Lines:
 - Cold Fill (3), Hot Fill (1),
 - Water (3), BIB (1)
- 1 Billion PET bottles per year
- Can Manufacturing Plant
- 1 Billion+ Cans Annually
- In-line Blow Molding (6)
- Pallet Manufacturing
- Environmental Recycling
- Waste Water Treatment Plan
- 97% Quality Compliance

CC1 Caribbean Markets/Expansion



GROWTH & INNOVATION MINDSET: TOPO CHICO HARD SELTZER

100% made in Puerto Rico: Concentrate, Distilled Alcohol, cans.

Q1 2021 Launch

Leverage Hot Fill Capacity

SOG: Beer Category equal to 28MM annual cases

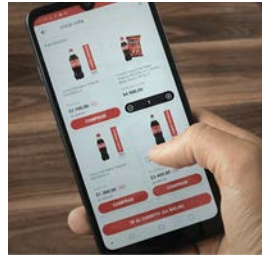


Current General Consumption Trends

"Better for You" Brands People want to live "healthier" lifestyles



Premium Convenience



Walmart.com



Conspicuous Consumption






Coca-Cola
FRANCHISE
LEADERSHIP
Seamless System Partnership

**Coca-Cola Puerto Rico Bottlers
#1**

OBPPC ARCHITECTURE OVERVIEW

Package

Single-serve

Multi-Serve

Single-serve multi-pack

1.

Capture unique shopper needs



AWAY FROM HOME



@HOME WITH MEALS



OTHER @ HOME / SOCIAL OCCASIONS

Objective

INCIDENCE (Recruit)

RECRUIT/TRANSACTIONS/AMOUNT

AMOUNT

Decision Maker

Teens/Millennials

Moms

Moms

Target Drinker

Teens/Millennials

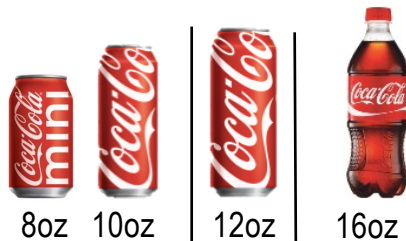
Family

Family/Teens

Portfolio

2.

Define distinct package roles



8oz

10oz

12oz

16oz

ENTRY

FREQUENCY

UPSIZE



1.75L (x2)

1.75L

1.75L (x4)

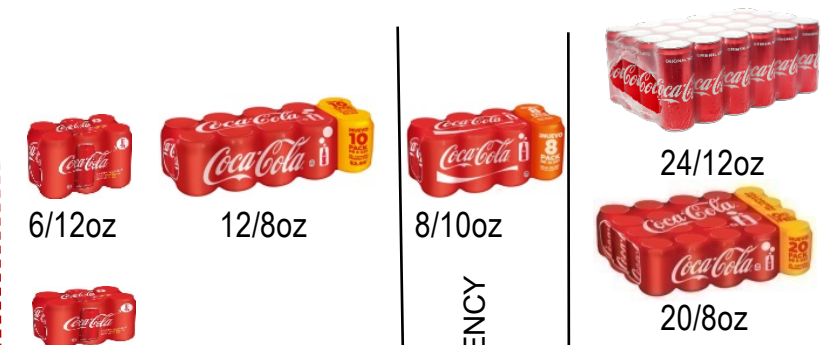
VALUE

FREQUENCY



1.75L (x10)

UPSIZE



6/12oz

12/8oz

8/10oz

24/12oz

6/ mini

ENTRY

FREQUENCY

20/8oz

UPSIZE



Leo Burnett

Account Management

Entry Level – Supervisor Roles
Brand Communication Plans, Strategic/Creative/Media Reviews (P&G, Fedex, Citibank)
Writing/Verbal Skills, Analytics



Unilever

Assistant BM – Sr. Brand Manager

Brand Marketing/Sales Plans, Strategic Planning, Brand P&L
Writing/Verbal Skills, Analytics, Field Work



**R.J. REYNOLDS
TOBACCO**

Marketing Manager

Team Management/Brand Marketing Strategic Planning, BM
Writing/Verbal Skills, Market/Financial Analytics



Marketing Director – VP Sales & Marketing

Brand Marketing/Sales Plans, Strategic Planning, Brand P&L
Writing/Verbal Skills, Analytics, Field Work

CPG Companies are amazing places to build a Marketing Career



Key Marketing Skills

- Curiosity & Critical Thinking
 - Turn consumer insights into business solutions
 - Fact-based recommendations, never say “I think”
 - Attention to details
 - Information is Power
- Communication & Public Speaking
 - Show Passion/Energy
 - Have Fun
- Adaptability
 - Eternal learners
- Team Work/People Skills/Relationship builders
 - Be reliable/Never say No
- Sales-Minded/Results-oriented
 - Marketing must sell!
 - Be competitive
- Commitment/Sense of responsibility
 - Your Brand is your Business!
- Modesty
 - Be humble, but hungry!
 - Don't brag – your performance will ...

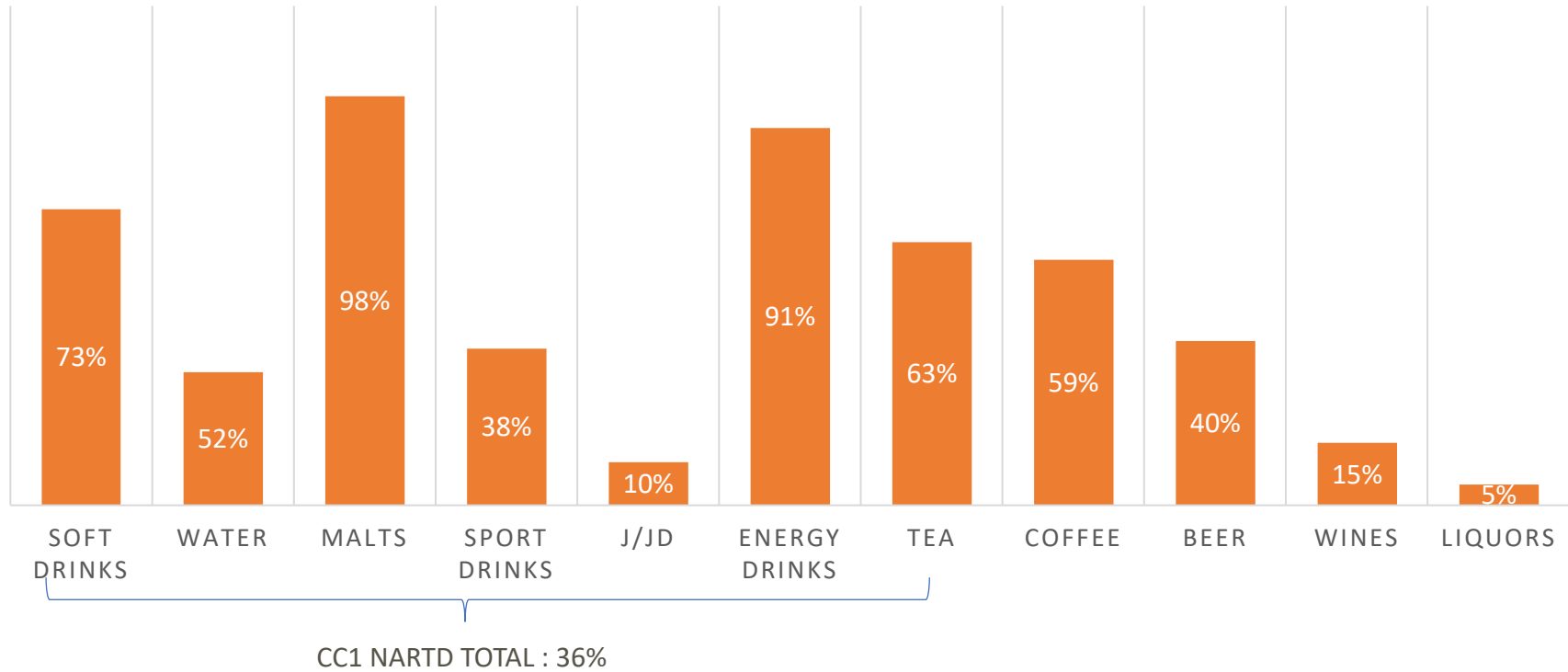
Entry Level positions (BA/BSBA):
Brand Management (MBA):

Sales/Distribution
Marketing

CC1's Leadership Position in all Beverage Categories across Multiple Consumption Occasions

Sparkling	Water	Juices/Coffee	Infusion/ Snack	Lifestyle
				
All Day	All Day	Morning & Afternoon	Mid-Day & Afternoon	Afternoon & Late Night

CC₁ Largest Beverage System in Puerto Rico Market Share Leadership in Core Categories



CC1's Leadership Position in all Beverage Categories across Multiple Consumption Occasions

Refresh/Share



Celebration



Social/Status/Indulge



CC1's Success Formula Building Great Brands

1. OBPPC – drive value overtime through segmentation
2. Execution – Be great day, every outlet
3. Shopper Marketing – Create optimal *Consumer Experiences*
4. Value creation promoting beverage consumption occasions

In Essence it's about Branding





Consumers Rule!