

OPEN LETTER TO THE JAMAICAN COMMUNITY

The Coca-Cola Company has long been a strong supporter of diversity in all of its manifestations. Diversity is a key value to us, and we do not condone intolerance of any kind. This includes intolerance based on sexual orientation. The Company has advocated on behalf of this cause through both internal and external actions across our global operations.

In April 2011, at the four-day Coca-Cola Zero Live On The Waterfront music festival, one artist unfortunately and unexpectedly performed an unacceptable and offensive song calling for violence against people based on sexual orientation. We want to make our position very clear – the opinions expressed by that performer were unacceptable and did not reflect those of The Coca-Cola Company. We expressed our sentiments and our apology to a number of stakeholders in early May, when we learned of the performance.

As a result of this incident, we are developing a music sponsorship and talent policy – a global policy, not just a policy for Jamaica – to more effectively reinforce our values at music events we, our bottlers and our authorized distributors sponsor. We do not want music events we sponsor to be used as platforms for espousing hatred or promoting discrimination or violence.

While we have been working on this since the incident, creating an effective, carefully considered and coordinated, global policy takes some time. In the interim, we have suspended any music sponsorships in Jamaica until we have a solid policy, and a process for executing that policy, in place.

We would like to apologize again to anyone who was offended by the April performance and reiterate our sincere commitment to all types of diversity.

Steve Bucherati
Chief Diversity Officer
The Coca-Cola Company