



COCA-COLA LIFE®

A NEW MEMBER OF THE COCA-COLA FAMILY ARRIVES IN MEXICO

- After its launch in Argentina, Chile and Great Britain, this low-calorie beverage is now available in Mexico
- Naturally sweetened with stevia leaf extract and sugar, Coca-Cola Life® contains 64 calories in the 355ml can presentation



Mexico City, August 25, 2014. Discover its nature, take a few minutes to connect with yourself and relive those moments that made you so happy —this is the invitation Coca-Cola Life® makes as it arrives in Mexico as the Company's new low calorie option sweetened with stevia leaf extract and sugar, with 36 kcal per 200ml and a great and unique flavor.

Coca-Cola Life® was first launched first in Argentina in June 2013, followed by Chile in November of that same year, then Great Britain in recent dates and now Mexico, making it the third country in Latin America and the fourth country worldwide to sell this new beverage added to the Coca-Cola family portfolio of products in Mexico featuring Coca-Cola®, Coca-Cola Light®, and Coca-Cola Zero®.

“We are honored to bring Coca-Cola Life® to our country. This new option in the Coca-Cola portfolio of products seeks to inspire people to reconnect with themselves, to discover their nature and be surprised while doing what they most enjoy in life. Coca-Cola Life® is not a



substitute for any of our current drinks and has come to join the Coca-Cola®, Coca-Cola Zero®, and Coca-Cola Light® family of products,” said Coca-Cola Brand Manager José Luis Basauri.

For almost 50 years, Coca-Cola has focused on conducting research on sweeteners in order to be able to offer a variety of products and options to meet individual needs of freshness, flavor and hydration. This work led to the creation of Coca-Cola Life® in which we include stevia as one of its main ingredients.

“Innovation is part of our DNA at The Coca-Cola Company as clearly demonstrated over the last 128 years in which we have provided an increasing variety of options for different consumption occasions and lifestyles that are constantly evolving. We seek to offer more than a drink as we want to convey experiences and positive emotions with our communication. We do our work with a great passion, and this is what we want to convey,” said Ismael Pascual, Director, Integrated Marketing for Coca-Cola in Mexico.

Stevia is a natural sweetener that comes from a plant in the chrysanthemum family that is native to Paraguay and the sweeteners extracted from these leaves are calorie-free and up to between 200 and 300 times sweeter than sugar. It has been used for centuries in South America and for decades in Asia to naturally sweeten foods and beverages.

The Coca-Cola Life™ presentations offered in Mexico will include cans (235ml and 355ml), glass bottles (192, 237ml, 355ml and 500ml) and PET (300ml, 600ml, 1 liter, 1.5 liters and 2 liters) and will be available in convenience and grocery stores as of September this year.

The communication platform will include television, radio, magazines, social media, outdoor, sampling and local activations, such as "mobile parks" where people can find a natural space within the mall.

Innovation and sustainability go hand in hand for Coca-Cola Life®, so its PET presentations are sold in the PlantBottle™, made of up to 30% plant-based material, thereby reducing its carbon footprint in its manufacturing process. This bottle, like all others used by the company, is 100% recyclable.

Coca-Cola Mexico will continue to promote research and innovation in its products in order to meet the different needs of its consumers.

Discover your nature and try Coca-Cola Life®!

About the Coca-Cola Company

The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. The Company's portfolio includes 16 billion dollar brands, including Coca-Cola, recognized as one of the world's most valuable brand, as well as Diet Coke®/Coca-Cola light®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater®, Powerade®, Minute Maid®, Simply®, Georgia Coffee® and Jugos del Valle®. Globally, we are the #1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the

world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's 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 healthy and active lifestyles, promote the creation of inclusive work environments for our employees and enhance the economic development of the communities where we operate. Together with our bottling partners, we are considered one of the ten largest private employers in the world, with more than 700,000 employees in the system. For more information about Coca-Cola in Mexico go to www.coca-colamexico.com.mx or follow us on Twitter at @holacocacola. You can also read our blog at www.coca-colablog.com

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¹ In 2008, the Joint FAO/WHO Expert Committee on Food Additives (JECFA), an international expert scientific committee determined that Stevia sweeteners are safe for use in foods and beverages. The same determination was made in 2011 by the European Food Safety Authority.

² Cofepris XXXX