

EXHIBIT 10.7 Coca-Cola Principles of Corporation Citizenship

Our reputation is built on trust. Through good citizenship we will nurture our relationships and continue to build that trust. That is the essence of our promise—The Coca-Cola Company exists to benefit and refresh everyone it touches.

Wherever Coca-Cola does business, we strive to be trusted partners and good citizens. We are committed to managing our business around the world with a consistent set of values that represent the highest standards of integrity and excellence. We share these values with our bottlers, making our system stronger.

These core values are essential to our long-term business success and will be reflected in all of our relationships and actions—in the marketplace, the workplace, the environment and the community.

MARKETPLACE

We will adhere to the highest ethical standards, knowing that the quality of our products, the integrity of our brands and the dedication of our people build trust and strengthen relationships. We will serve the people who enjoy our brands through innovation, superb customer service, and respect for the unique customs and cultures in the communities where we do business.

WORKPLACE

We will treat each other with dignity, fairness and respect. We will foster an inclusive environment that encourages all employees to develop and perform to their fullest potential, consistent with a commitment to human rights in our workplace. The Coca-Cola workplace will be a place where everyone's ideas and contributions are valued, and where responsibility and accountability are encouraged and rewarded.

ENVIRONMENT

We will conduct our business in ways that protect and preserve the environment. We will integrate principles of environmental stewardship and sustainable development into our business decisions and processes.

COMMUNITY

We will contribute our time, expertise and resources to help develop sustainable communities in partnership with local leaders. We will seek to improve the quality of life through locally-relevant initiatives wherever we do business.

Responsible corporate citizenship is at the heart of The Coca-Cola Promise. We believe that what is best for our employees, for the community and for the environment is also best for our business.

Source: Coca-Cola Company website.

CORPORATE SOCIAL RESPONSIBILITY

As one of the largest and most global companies in the world, Coca-Cola took seriously its ability and responsibility to affect the communities in which it operated. The company's mission statement, called the Coca-Cola Promise, stated: "The Coca-Cola Company exists to benefit and refresh everyone who is touched by our business." The company has made efforts toward good citizenship in the areas of community, by improving the quality of life in the communities in which it operates, and the environment, by addressing water, climate change, and waste management

initiatives. Its activities also include The Coca-Cola Africa Foundation, created to combat the spread of HIV/AIDS through partnership with governments, UNAIDS, and other nongovernmental organizations (NGOs), and The Coca-Cola Foundation, focused on higher education as a vehicle to build strong communities and enhance individual opportunity (see Exhibit 10.7).³⁷

Coca-Cola's footprint in India was significant as well. The company employed 7,000 citizens and believed that for every direct job, 30–40 more were created in the supply chain.³⁸

³⁷ <http://www.coca-colaindia.com>.

³⁸ Ibid.