

Supporting Australian bushfire recovery

AUSTRALIA Monday, 13 January 2020 – The Coca-Cola Foundation, Coca-Cola Australia and Coca-Cola Amatil (“Coca-Cola”) today announced a further bushfire emergency relief package.

It follows the immediate support of water and other beverages already distributed to those fighting and affected by the fires.

The funds will go directly toward helping fire affected communities recover from the crisis including items such as food, water, bedding and medical supplies for displaced families, free drinks, and financial assistance for shopkeepers in fire zones.

Coca-Cola’s support includes:

- AU\$1 million from The Coca-Cola Foundation for The Salvation Army’s immediate disaster relief efforts in fire affected communities
- Plus \$250,000 from Coca-Cola Australia for the NSW Rural Fire Service, the Country Fire Authority Victoria, and the South Australian Country Fire Service Foundation
- Plus up to \$375,000 from Coca-Cola Amatil in the form of employee matched giving to all registered charities, donated beverages and financial support for small business customers impacted in fire-affected zones



In addition, limited-edition **Share a Coke with the Firies** cans have been created to donate exclusively to fire fighters and other volunteers as an expression of thanks.

The 375ml cans will not be available for sale. They will be distributed to volunteer fire organisations and in fire-affected communities.

Coca-Cola Australia President, Vamsi Mohan Thati, said: “We wanted to express our gratitude and heartfelt thanks to all the firies and volunteers on the frontlines of this national crisis. We are humbled by their courage and resilience as the bushfire tragedy continues to unfold here in Australia.



“We know it is far from over and we remain committed to doing our part for as long as it takes for local communities and our customers to make a full recovery.

“We are proud that The Coca-Cola Foundation has donated \$1 million to The Salvation Army in Australia to provide immediate emergency assistance including meals, water and medical supplies to those who need it most.”

Alongside cash donations and free beverages, Coca-Cola Amatil will also establish a financial support package for the 2,118 small business customers it has in areas affected by the fires.

Managing Director of Coca-Cola Amatil Australia, Mr Peter West, said small business customer assistance could include direct financial support, extended credit terms or additional product.

“Many of our small business customers are at the heart of devastated regional communities and some have lost everything,” Mr West said.

“Others are without power and have lost both local and tourism income. This includes stores like the Mallacoota Bakery in East Gippsland, which is thankfully still standing but has no power and limited road access. It also includes Fuel East Lynne near Ulladulla, which was first surrounded by fire in early December and is still suffering from reduced customer trade.

“As a business, our customers are part of our family and we’re keen to help them out as the recovery effort continues. That’s why this package of business support is important alongside the assistance we’re providing to communities and first responders.

“We will also continue to donate bottled water and other beverages to where it is most needed.”

Over the past few months, Coca-Cola Amatil with Coca-Cola Australia have donated over 280,000 bottles of much-needed water and Powerade via Foodbank Australia and the Australian Defence Force to assist those who are on the ground in fire-affected areas.

Both Coca-Cola Amatil and Coca-Cola Australia have volunteer firefighters and Defence Reserves who continue to be assisted with paid leave and personal support. Employee donations to bushfire related charity campaigns will also be matched.

-ENDS-

Coca-Cola Australia:

Adam Bell 0448 302 533

Adam.bell@coca-cola.com

Coca-Cola Amatil:

Patrick Low 0447 121 838

Patrick.low@ccamatil.com

About Coca-Cola Amatil: Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages and coffee in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company’s beverage brands in Australia, New Zealand, Fiji, Indonesia,



Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 12,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to more than 270 million potential consumers through more than 950,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

About Coca-Cola South Pacific (Coca-Cola Australia): The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries. Our portfolio in Australia includes Coca-Cola, Coca-Cola No Sugar, Fanta, Sprite, Powerade and others. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. Together with our bottling partner we have made a commitment to reduce sugar across our portfolio by 10% by 2020, as well an industry-wide pledge to reduce sugar across the industry by 20% by 2025. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, The Coca-Cola Company employs more than 700,000 people, bringing economic opportunity to local communities worldwide. Coca-Cola Amatil (Aust) Pty Ltd is the authorised distributor of The Coca-Cola Company's beverage brands in Australia. Coca-Cola South Pacific Pty Ltd is an indirect wholly owned subsidiary of The Coca-Cola Company and provides marketing, technical and quality services to The Coca-Cola Company in Australia. Learn more at www.coca-colajourney.com.au and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

About The Coca-Cola Foundation: The Coca-Cola Foundation is the global philanthropic arm of The Coca-Cola Company. Since its inception in 1984, the Foundation has awarded more than \$1 billion in grants to support sustainable community initiatives around the world. For more information about The Coca-Cola Foundation, please visit www.coca-colacompany.com/our-company/the-coca-cola-foundation.