Coca-Cola Beverages Africa Begins Operations

4 July 2016 – Africa’s largest Coca-Cola bottler - Coca-Cola Beverages Africa (CCBA) - is today celebrating its first day of operations. The company has been formed through the combination of African non-alcoholic ready-to-drink bottling interests of SABMiller plc, The Coca-Cola Company, and Gutsche Family Investments. Having received all necessary approvals, the merger parties officially completed the transaction on 2 July, 2016.

The new company will produce and distribute approximately 40% of all Coca-Cola beverage volumes in Africa and is the 10th largest Coca-Cola bottler worldwide, initially serving 11 high-growth countries, which will increase to a total of 14 countries. CCBA is headquartered in South Africa and it will manufacture and sell 40 still and sparkling brands from more than 30 African bottling plants.

Coca-Cola Beverages Africa CEO, Doug Jackson, said: “The creation of CCBA will provide a stronger, more successful Coca-Cola system in Africa and create greater shared value for the business and the communities we serve across the value-chain, including local suppliers and retailers. We will also seek to be a critical part of our customers’ growth strategies and invest substantially in our people and in their growth and development to build both capacity and capability. As one operation, CCBA will better serve our consumers and communities in Africa, offering consumers greater choice, broader availability and better value.”

Editors Background Notes

- In November 2014, The Coca-Cola Company, SABMiller plc and Gutsche Family Investments (GFI, majority shareholders in Coca-Cola Sabco) announced they had agreed to combine the bottling operations of their non-alcoholic ready-to-drink beverages businesses in Southern and East Africa.
- CCBA will serve 14 high growth countries, accounting for approximately 40% of all Coca-Cola beverage volumes in Africa. In the first phase of the merger, which is now complete, the countries are South Africa, Namibia, Kenya, Uganda, Tanzania, Ethiopia, Mozambique, Ghana, Mayotte, Comoros and Nigeria. Botswana, Swaziland and Zambia are expected to join CCBA in the next 12 to 18 months.
Further enquiries

SABMiller plc

Christina Mills
Director, Group Communications and Reputation
Tel: +44 7825 275 605

Richard Farnsworth
Group Media Relations
Tel: +44 7734 776 317

Robyn Chalmers (SABMiller Africa)
Head: Corporate Communications
Tel: +27 11 881 8679

The Coca-Cola Company

Dan Baxter
Tel: +971 56 501 7110
danbaxter@coca-cola.com

Coca-Cola Sabco

Cathy Albertyn
Group Human Resources Director
Tel: +27 41 395 4078

Notes to editors

About The Coca-Cola Company
The Coca-Cola Company (NYSE: KO) is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands and more than 3,800 beverage choices. Led by Coca-Cola, one of the world’s most valuable and recognizable brands, our company’s portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar brands include Diet Coke, Coca-Cola Zero, Fanta, Sprite, Dasani, vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak. Through the world’s largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world’s top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompny.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.
SABMiller plc
SABMiller is in the beer and soft drinks business, bringing refreshment and sociability to millions of people all over the world who enjoy our drinks. The company does business in a way that improves livelihoods and helps build communities.

SABMiller is passionate about brewing and has a long tradition of craftsmanship, making superb beer from high quality natural ingredients. Our local beer experts brew more than 200 beers from which a range of special regional and global brands have been carefully selected and nurtured.

SABMiller is a FTSE-10 company, with shares trading on the London Stock Exchange, and a secondary listing on the Johannesburg Stock Exchange. The group employs around 70,000 people in more than 80 countries, from Australia to Zambia, Colombia to the Czech Republic, and South Africa to the USA. Every minute of every day, more than 140,000 bottles of SABMiller beer are sold around the world.

In the year ended 31 March 2016, SABMiller sold 331 million hectolitres of lager, soft drinks and other alcoholic beverages, generating group net producer revenue of US$24,149 million and EBITA of US$5,810 million.

Coca-Cola Sabco
Coca-Cola Sabco is 80% owned by Gutsche Family Investments and its headquarters are in Port Elizabeth, South Africa. Coca-Cola Sabco has been a Coca-Cola bottler since 1940, having grown to be Africa’s second largest Coca-Cola Franchised Bottler. In 1995, the Gutsche family merged their bottling interests with The Coca-Cola Company’s interest in Africa in order to expand and further develop Coca-Cola Sabco’s beverage interests in Africa. Coca-Cola Sabco employs approximately 8,000 staff across its bottling operations in South Africa, Namibia, Mozambique, Kenya, Tanzania, Ethiopia and Uganda.

Sponsor: J.P. Morgan Equities South Africa (Pty) Ltd