



EDWARD E. POTTER
DIRECTOR
GLOBAL WORKPLACE RIGHTS

ADDRESS REPLY TO:
P.O. BOX 1734
ATLANTA, GA 30301

404-676-2379

March 17, 2015

Ms. Dominika Bychawska-Siniarska
Helsinki Foundation for Human Rights

Ms. Beata Faracik
Polish Institute for Human Rights and Business

Via: beata.faracik@pihrb.org; d.bychawska@hfhr.org.pl

Dear Ms. Bychawska-Siniarska and Ms. Faracik,

Thank you for your letter of February 25th regarding the European Games in 2015 in Baku, Azerbaijan.

We have been a part of Azerbaijani society for more than 20 years, and today we employ more than 550 people directly in the Coca-Cola system and provide opportunity for many more—another 2,200 throughout the Azerbaijani economy through our supply chain. Everywhere we operate we are committed to working in collaboration with government, civil society and other private sector actors to help ensure inclusive and sustained growth. To that end, we are investing in community projects in Azerbaijan focused on healthy living, youth empowerment and the environment.

Globally, the Company participates in various global and regional sporting events. We believe such events can serve as a force for good that unite people through a common interest in sport, and we have seen firsthand the positive impact such games leave for host communities. Our level of involvement varies from program to program. In terms of the Baku Games, we are not providing financial support and are only making our products available.

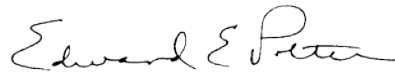
As a business, we are committed to ensuring that people are treated with dignity and respect across the Coca-Cola system. Our Human Rights Policy and Supplier Guiding Principles make clear our global commitment to respect human rights in line with the UN Guiding Principles on Business and Human rights. The sale and marketing of product at the Baku Games does not rise to the level of due diligence suggested in your letter. The level of due diligence you outlined is more in keeping with the work we do within our own business and in our supply chain.

Should you learn of any human right concerns directly related to the Baku Games, the best course of action would be to work with the European Olympic Committee to resolve the matter.

Ms. Dominika Bychawska-Siniarska
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We appreciate the opportunity to comment and would welcome a dialogue with your organizations to discuss further.

Sincerely,

A handwritten signature in black ink, appearing to read "Edward E. Potter". The signature is fluid and cursive, with the first name "Edward" and the last name "Potter" being clearly legible.

Edward E. Potter