

Press Release

Coca-Cola launches solar initiative to empower small businesses by providing clean, affordable energy

Partnership with One Degree Solar provides solar energy solutions to kiosk owners to cut energy costs

Nairobi, Kenya, April 17th 2013 – Leading global beverage company Coca-Cola today announced the launch of a partnership that will lower the cost of doing business, and improve the quality of life for thousands of small business owners in Kenya.

The partnership with sustainable energy-solutions provider, One Degree Solar, will see owners of Coca-Cola kiosks enjoy access to clean, affordable energy, through the use of energy kits developed specifically for small-scale energy needs, namely light, phone charging and radio. The six-month pilot project in approximately 100 kiosks within and around Nairobi was completed in November 2012. The results from independent market research conducted by Nielsen showed that use of the BrightBox solar lighting kits not only increased operating times for these businesses by four hours every day, but also raised earnings by an average of 15% or KES 2,736 (32 USD) per week and saved energy spending by over 90%, or over KES 250 (3 USD) per week. These small business owners, 48% of whom are women, would normally close at sundown due to lack of electricity, or remain open after-dark by using kerosene lamps, candles, and flashlights.

As both the achieved and potential benefits are considerable from social, environmental, and financial perspectives, the successful project is being scaled up in the next twelve months to an estimated 2,000 small-scale businesses in Nairobi and its environs.

Speaking during the launch of the larger initiative, Nairobi Bottlers Managing Director Patrick Pech said the partnership would have great impact by empowering small businesses to operate in an environment where electricity is not always accessible.

“As a company, we value partnerships that impact positively on the lives of our customers and business partners, and that’s why we believe this project with One Degree Solar will go a long way in helping retailers and kiosk owners extend their operating hours, reduce their operating costs, and experience the numerous benefits of renewable energy” said Pech.

According to the International Energy Agency (IEA), developments in traditional, grid-tied electricity will see more people in most parts of the world with access affordable power in the coming years. However, projections from IEA also show that this is unlikely to be the case in Sub-Saharan Africa: as both energy demand and population size increase, the lag in provision of electricity is expected to cause an increase in the number of people without access to power in Africa. This makes the case for affordable, renewable energy systems designed and sold for individual use even more appealing. Approximately half of the 1.3 billion people living without electricity globally are in Africa, and international initiatives led by the United Nations, World Bank and Global Off-Grid Lighting Association are leading efforts to address the problem.



This partnership between Coca-Cola and One Degree Solar represents an innovative solution to alleviate the problem on a large scale.

Although Kenya has made significant gains in the provision of access to electricity for its population of 40 million, as of February 2010 only about 30 percent of Kenyan households had access to grid electricity. The Government hopes to raise this figure to 70 percent by 2030.

In response, the Coca-Cola partnership with One Degree Solar offers a number of benefits: an increase in the number of businesses with access to clean energy; a reduction in carbon emissions; better kiosk visibility; and additional sources of income, as the solar kits include multiple ports that can be used simultaneously for lighting, charging multiple mobile phones, and powering locally available radios.

"Most of our customers in Kenya are families without electricity at home, and it is great to see the system lead to such significant benefits for small business owners as well. It is exciting to see these entrepreneurs able to stay open longer and earn more, especially as their kiosks are often the only location in their neighborhoods with lights at night," says Gaurav Manchanda, Founder of One Degree Solar. "We look forward to supporting more Coca-Cola kiosks in Kenya and beyond."

Coca-Cola remains the industry leader in energy efficiency, climate protection and sustainability, and this partnership will contribute to the reduction of costly, pollutant and inefficient energy sources such as kerosene, propane gas, and candles. With the BrightBox solar system, the 100 small business owners in the project pilot alone will collectively save over 20,000 litres of kerosene and prevent over 50,000 kilograms of CO2 emissions per year.

According to Pech, advancing the use of alternative energy is a key component of The Coca-Cola Company's Energy Efficiency and Climate Protection strategy. He noted that Coca-Cola was committed to making a positive difference in the world by growing the business in more economically, environmentally and socially sustainable ways.

Ends...

About The Coca-Cola Company

Coca-Cola Central, East and West Africa is The Coca-Cola Company's Business Unit that serves 30 countries in Sub-Saharan Africa, and is headquartered in Nairobi. Led by Coca-Cola, the world's most valuable brand, we refresh the continent with our billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero and Minute Maid. Globally, The Coca-Cola Company is the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our 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 active, healthy living, 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 <http://www.coca-colacompany.com/>, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About One Degree Solar (continued on next page)



About One Degree Solar

One Degree Solar (ODS) is a technology company that designs and manufactures solar energy products intended to improve access to power and connectivity in Africa. ODS energizes households, small businesses, and community institutions that require power for lights, smartphones, radios, tablets, and much more. It has offices in Kenya, where tens of thousands of individuals and small business owners are living improved lifestyles with its all-in-one BrightBox solar battery package.

One Degree Solar utilizes an open-source hardware design approach, meaning systems can be easily setup and maintained with tools, spare parts, and knowledge that are already available in most resource-limited communities. The company has integrated SMS-based support and mobile applications into each step of its value chain, providing an unprecedented customer experience. For more information please visit <http://www.onedegreesolar.com/> or www.facebook.com/onedegreesolar.