

TCCAF Wins Award for Leadership in Sustainable Investment in Africa

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Bill Egbe, Chairman of The Coca-Cola Africa Foundation (TCCAF), accepted an award for Leadership in Sustainable Investment in Africa on behalf of TCCAF.

The award was presented by Africa investor (Ai), a leading international investment research and communications group, during Ai's 2010 Investment and Business Leader Awards in Washington, D.C. as part of the annual World Bank and IMF meeting on Oct. 8.

The Africa investor Awards are unique international pan-African investment honors that recognize and reward the achievements of the private and public sector across a range of sectors and disciplines. Each year, the Ai Awards bring together business and government leaders from across the continent to salute their achievements.



Bill Egbe, TCCAF Chairman and Head of Pan-African Initiatives, accepts the award for Leadership in Sustainable Investment in Africa from Hubert Danso, Vice Chairman and Managing Director, Africa investor.



TCCAF received two additional nominations – for Best initiative in Support of SMEs and the Millennium Development Goals and International Business Leader of the Year.

"We are positive about the messages from investors following the successful implementation of the 2010 FIFA World Cup™ in Africa, which has gone a long way to improve investor perception of the continent as a competitive international investment destination," said Hubert Danso, Vice Chairman and Managing Director, Africa investor. "These awards continue to play an important role in communicating the continent's impressive pace of growth and many investment success stories."

Egbe added, "This award – for *Leadership in Sustainable Investment in Africa* – is wonderful recognition of the work that the Company and the Foundation are doing. But awards are not why we do what we do.

"At The Coca-Cola Company, we believe in doing business in an inclusive and sustainable way. What this means is that whatever we do, we do in a long-term, forward-thinking manner. We recognize that our business has no chance of success and growth unless the communities in which we do business are also healthy, vibrant, and growing economically and socially."

TCCAF's flagship water program, the Replenish Africa Initiative (RAIN), is one area where the Company is making a meaningful contribution in the area of sustainable investment.

RAIN has supported, or is developing, 39 projects in 24 countries across the African continent. Ten of these projects are complete, 16 are ongoing, and 13 are in development. By 2015, RAIN will have launched more than 100 water programs across Africa.



"In 2010, we have committed US\$6 million (out of a \$30 million, six-year commitment) to support water projects in Angola, Burundi, Cameroon, DRC, Egypt, Ghana, Liberia, Malawi, Morocco, Mozambique, Nigeria, Senegal, South Africa, Swaziland, Tanzania, Tunisia, Uganda, and Zimbabwe," Egbe said. "Additional matched funding for these projects has been provided by USAID and other partners."

Since the announcement of RAIN in 2009, TCCAF has launched 11 projects in 10 different countries (Cameroon, Egypt, Malawi, Morocco, Nigeria, Senegal, South Africa, Swaziland, Tanzania and Zambia). These projects will be completed between 2011 and 2013 and will reach about 200,000 people, contributing towards RAIN's goal of 2 million people. It is expected that five projects in Kenya, Mozambique, Nigeria and South Africa will close out in 2010.



"For The Coca-Cola Company, leaving a lasting legacy is not about one project... it's an ongoing commitment," said William Asiko, President, TCCAF. "We are committed to raising the awareness of the water crisis and contributing to lasting solutions. Recognition such as this will help to highlight the problem and the solutions."

The awards coincided with the Africa investor Investment Climate Summit held earlier in the day. Egbe was a featured panelist during a session on regional economic integration and the fast-tracking of cross-border investment projects.

