

Filer: Coca-Cola European Partners Limited

Subject Company: Coca-Cola Enterprises, Inc.

Exchange Act File Number of Subject Company: 001-34874



Forward-Looking Statements (1 of 2)

Included in this Presentation are Forward-Looking Management Comments and Other Statements that Reflect Management's Current Outlook for Future Periods.

Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from the Coca-Cola Company's ("TCCC"), Coca-Cola Enterprises, Inc.'s ("CCE") or Coca-Cola European Partners Limited's ("CCEP") historical experience and their respective present expectations or projections, including expectations or projections with respect to the proposed transaction. The forward-looking statements in this presentation should be read in conjunction with the risks and uncertainties discussed in TCCC's and CCE's filings with the Securities and Exchange Commission ("SEC"), including the most recent Form 10-K, subsequently filed Quarterly Reports on Form 10-Q and Current Reports on Form 8-K and other SEC filings.

IMPORTANT: all statements and references to CCEP and the proposed transaction are made with full recognition that such transaction is subject to regulatory approvals and other conditions of closing. Until closing of the transaction, each party continues to operate its business separately and independently, and the parties will not take any steps to implement the transaction until all necessary approvals have been obtained.

You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. None of TCCC, CCE, CCEP, or Coca-Cola Iberian Partners ("CCIP") undertakes any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. None of TCCC, CCE, CCIP, or CCEP assumes responsibility for the accuracy and completeness of any forward-looking statements. Any or all of the forward-looking statements contained in this presentation and in any other public statements may prove to be incorrect.

Forward-Looking Statements (2 of 2)

This communication may contain statements, estimates or projections that constitute "forward-looking statements" as defined under U.S. federal securities laws. Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "plan," "seek," "may," "could," "would," "should," "might," "will," "forecast," "outlook," "guidance," "possible," "potential," "predict" and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from TCCC, CCE, or CCEP historical experience and their respective present expectations or projections, including expectations or projections with respect to the transaction. These risks include, but are not limited to, obesity concerns; water scarcity and poor quality; evolving consumer preferences; increased competition and capabilities in the marketplace; product safety and quality concerns; perceived negative health consequences of certain ingredients, such as non-nutritive sweeteners and biotechnology-derived substances, and of other substances present in their beverage products or packaging materials; increased demand for food products and decreased agricultural productivity; changes in the retail landscape or the loss of key retail or foodservice customers; an inability to expand operations in emerging or developing markets; fluctuations in foreign currency exchange rates; interest rate increases; an inability to maintain good relationships with their partners; a deterioration in their partners' financial condition; increases in income tax rates, changes in income tax laws or unfavorable resolution of tax matters; increased or new indirect taxes in the United States or in other tax jurisdictions; increased cost, disruption of supply or shortage of energy or fuels; increased cost, disruption of supply or shortage of ingredients, other raw materials or packaging materials; changes in laws and regulations relating to beverage containers and packaging; significant additional labeling or warning requirements or limitations on the availability of their respective products; an inability to protect their respective information systems against service interruption, misappropriation of data or breaches of security; unfavorable general economic or political conditions in the United States, Europe or elsewhere; litigation or legal proceedings; adverse weather conditions; climate change; damage to their respective brand images and corporate reputation from negative publicity, even if unwarranted, related to product safety or quality, human and workplace rights, obesity or other issues; changes in, or failure to comply with, the laws and regulations applicable to their respective products or business operations; changes in accounting standards; an inability to achieve their respective overall long-term growth objectives; deterioration of global credit market conditions; default by or failure of one or more of their respective counterparty financial institutions; an inability to timely implement their previously announced actions to reinvigorate growth, or to realize the economic benefits they anticipate from these actions; failure to realize a significant portion of the anticipated benefits of their respective strategic relationships, including (without limitation) TCCC's relationship with Keurig Green Mountain, Inc. and Monster Beverage Corporation; an inability to renew collective bargaining agreements on satisfactory terms, or they or their respective partners experience strikes, work stoppages or labor unrest; future impairment charges; multi-employer plan withdrawal liabilities in the future; an inability to successfully manage the possible negative consequences of their respective productivity initiatives; global or regional catastrophic events; risks and uncertainties relating to the transaction, including the risk that the businesses will not be integrated successfully or such integration may be more difficult, time-consuming or costly than expected, which could result in additional demands on TCCC's or CCEP's resources, systems, procedures and controls, disruption of its ongoing business and diversion of management's attention from other business concerns, the possibility that certain assumptions with respect to CCEP or the transaction could prove to be inaccurate, the failure to receive, delays in the receipt of, or unacceptable or burdensome conditions imposed in connection with, all required regulatory approvals and the satisfaction of the closing conditions to the transaction, the potential failure to retain key employees of CCE, CCIP as a result of the proposed transaction or during integration of the businesses and disruptions resulting from the proposed transaction, making it more difficult to maintain business relationships; and other risks discussed in TCCC's and CCE's filings with the Securities and Exchange Commission (the "SEC"), including their respective Annual Reports on Form 10-K for the year ended December 31, 2014, subsequently filed Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, which filings are available from the SEC.

Agenda

CCE HIGHLIGHTS

CCE SHAREOWNER VALUE & CCEP FINANCIAL HIGHLIGHTS

CCEP OVERVIEW

CRS & KEY TAKEAWAYS



Vision & Operating Framework

VISION

BE THE BEST
beverage sales and
service company

STRATEGIC PRIORITIES

LEAD category value growth

EXCEL at serving our customers with
world class capabilities

DRIVE an inclusive & passionate culture

Deliver Consistent Long-Term Profitable Growth



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Solid Foundation

LARGE CATEGORY



GROWING CATEGORY



LEADING POSITION



Competing in the Attractive
Non-Alcoholic Ready-to-Drink (NARTD) Category



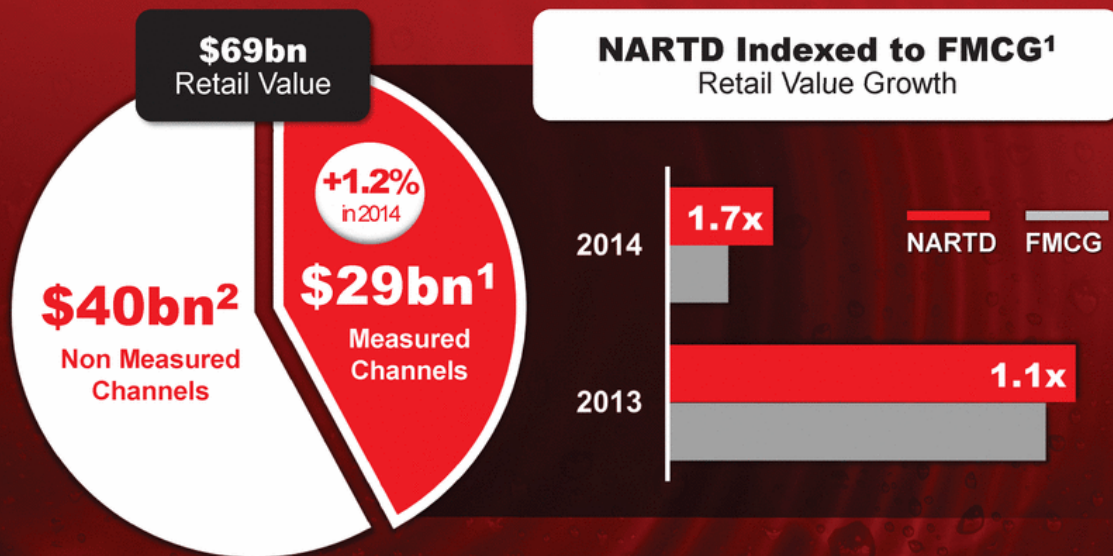
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Large & Growing Category

Non-Alcoholic Ready-to-Drink (NARTD)



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1. AC Nielsen FY14, rounded
2. Canadian FY14, excludes tap/bulk water & dairy, rounded

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2015 Highlights

Brands

Growth & Innovation



Package Innovation

100th Anniversary Contour



Marketing Activation

Rugby World Cup



Coca-Cola Trademark

'One Brand' Strategy



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One Iconic Brand, One Coca-Cola Family

One Common Identity



4 Distinct Product Benefits



Choose Happiness

Putting Choice at the Heart of
Our Trademark Strategy

Product Innovation and Expansion

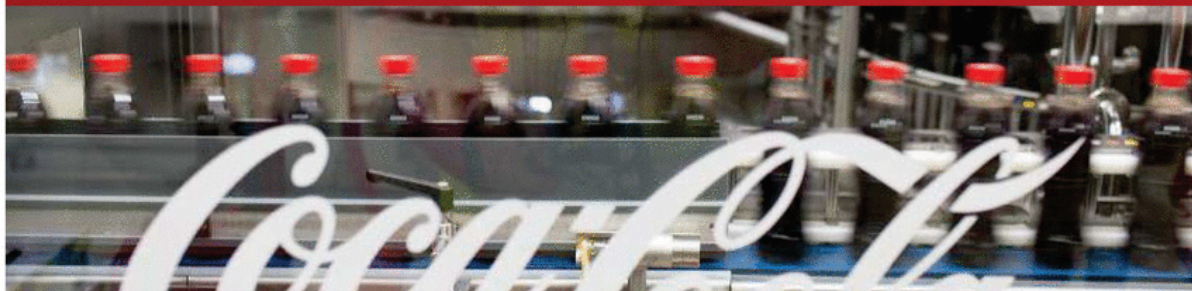
New Product and Territories Within the Last Year



New Flavor, Sweetener, and Package Introductions Covering
Both Immediate and Future Consumption Occasions

Customer Centric Supply Chain

Procurement, Production, and Logistics Excellence



Pan-European scale supported with
global procurement capability

Flexible & efficient logistics

Cost-efficient production &
expandable infrastructure

Responsible & sustainable

**Excel at Serving Our Customers with
World Class Capabilities**



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Our People



Experienced team

Solid bench strength

Investing in capabilities

Focus on diversity

Driving an Inclusive and Passionate Culture



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Transaction Highlights

Coca-Cola Enterprises

CCE

IberianPartners

CCIP

Coca-Cola Erfrischungsgetränke

CCEAG



Combines 3 entities: CCE, CCIP, and CCEAG

Will serve over 300m consumers across western Europe (13 countries)

Pro forma 2015E net revenues of \$12.6bn and EBITDA of \$2.1bn (pre-synergies)

Annual pre-tax savings expected in a range of \$350-\$375m within 3 years of closing

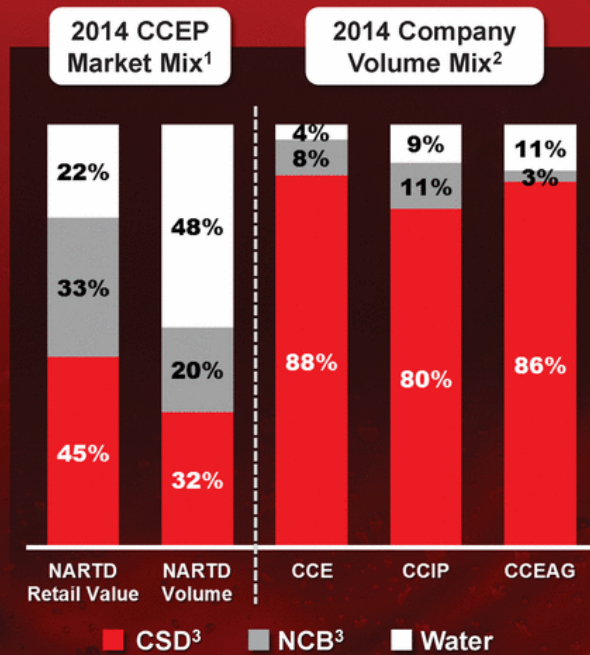
Headquartered in London; publicly traded on Euronext Amsterdam, NYSE, and Madrid exchanges

Source: Company reports, rounded, based on exchange rates of 1.12 \$/€, 1.57 \$/£, 0.14 \$/NOK, 0.12 \$/SEK

Note: All estimates reflect combined independent estimates of CCE, CCIP, and CCEAG/TCCC with full recognition that the proposed transaction is subject to regulatory approvals and other conditions of closing. Until closing of the transaction, each party continues to operate its business separately and independently and the parties will not take any steps to implement the transaction until all necessary approvals have been obtained.

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Market & Volume Highlights



In CCEP markets, CSD and NCB are high value segments relative to water

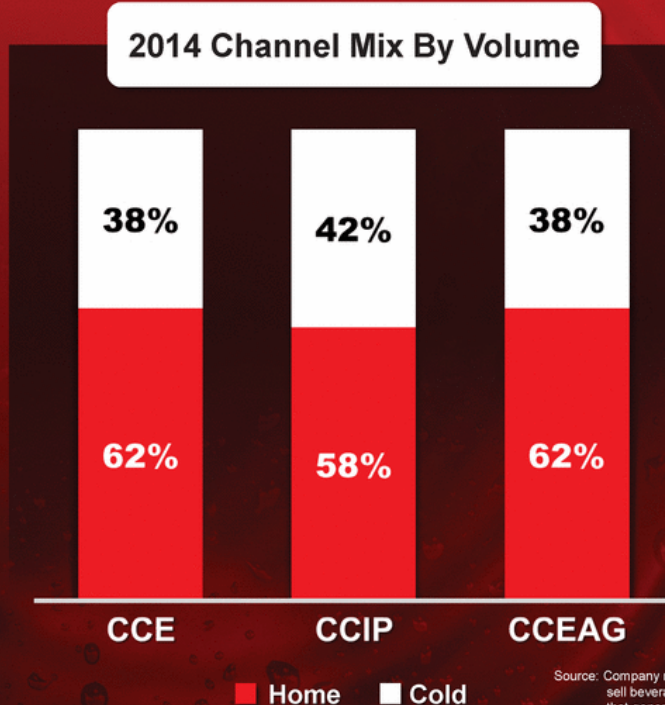
CCE, CCIP, and CCEAG excel in the high value CSD category

CCE, CCIP, and CCEAG opportunistically and selectively participate in other segments

1. AC Nielsen, NARTD Retail Value mix in USD (converted CCIP at exchange rates of 1.12 \$/€)
 2. Company reports (in unit cases)
 3. CSD = Carbonated Soft Drinks, NCB = Noncarbonated Soft Drinks

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Channel Highlights



CCE, CCIP, and CCEAG have a similar mix between home and cold channels

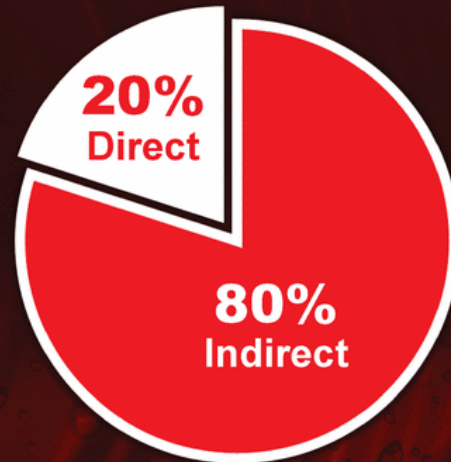
CCEP will leverage best practices from each territory looking at areas such as revenue growth management, in-outlet execution, availability, customer segmentation, wholesaler engagement

Source: Company reports (in unit cases), rounded; Home = Customers that generally sell beverages at room temperature for later consumption, Cold = Customers that generally sell beverages at chilled temperature for immediate consumption

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Route-To-Market (RTM) Highlights

2014 Delivery Mix By Volume



Flexible and efficient delivery is key to meeting customer needs

CCEP will leverage best practices across territories

The choice between direct and indirect delivery depends on many factors including population density and customers' supply chain

Source: Company reports (in unit cases), rounded; Direct is company owned/leased trucks delivering directly to customer retail outlet

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Leveraging Best Practices

Coca-Cola Enterprises

Supply Chain Excellence

World-Class Sales Team

Large Store Expertise

IberianPartners
COCA-COLA IBERIAN PARTNERS, S.A.

Excellence in Industrial Productivity

Excellence in TCCC Partnership Model

World-Class Segmentation of and Execution in Outlets

Coca-Cola
Erfrischungsgetränke

Customer Engagement & Loyalty

Winning Household Penetration Strategy

Discounter Expertise

Leading Coca-Cola System Bottler



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Creating Value From Synergies

Topline Growth

Shared vision between TCCC and CCEP to drive growth in Western Europe

Enhanced commercial partnerships with pan-European, large, local, and independent customers

Scale and speed to win in new categories (e.g., stills)

Supply Chain

Increase manufacturing and warehouse efficiency and effectiveness

Savings opportunities in procurement of direct and indirect categories

Operating Expenditures

Opportunity to share core support functions across the new company

Reduce management team duplications

Adjust required headquarters facilities

Expected Annual Run-Rate Pre-Tax Savings in a Range of \$350-\$375m Within 3 Years of Closing

Experienced Management Team



CEO

John Brock
Chairman & CEO of CCE

9 years of experience in the Coca-Cola System

20+ years management experience with leading European beverage companies

Former CEO of InBev (2003-2005)

COO of Cadbury Schweppes (1999-2002)



COO

Damian Gammell
CEO of Anadolu Efes

24 years experience in the Coca-Cola System

Former CEO of Coca-Cola İçecek, former CEO of CCEAG, former Commercial Director of Coca-Cola Amatil, former CEO of Coca-Cola Hellenic Russia



CFO

Nik Jhangiani
CFO of CCE

15+ years of experience in the Coca-Cola System and 20+ years as finance executive in global markets

Former VP of Finance of CCE, former Group CFO of Bharti Enterprises, former CFO of Coca-Cola Hellenic Bottling Company (2004-2009)



CIO*

Víctor Rufart
GM of CCIP

25 years of experience in the Coca-Cola System

Former General Manager of Cobega

Mr. Rufart successfully led the integration of the 8 Spanish and Portuguese bottlers that formed CCIP

CCEP – Key Takeaways



Enhance the Coca-Cola system to more effectively compete and drive growth with a world-class production, sales and distribution platform

Leverage CCE, CCIP, and CCEAG best practices – driving value for customers and consumers



Generate expected savings in a range of \$350-\$375m (annual pre-tax run-rate within 3 years of closing)



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CCE HIGHLIGHTS

CCE SHAREOWNER VALUE &
CCEP FINANCIAL HIGHLIGHTS

CCEP
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CRS & KEY
TAKEAWAYS



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CCE – Financial Priorities

Consistent

earnings in line with our long-term objectives

Maximize

free cash flow (FCF) and maintain financial flexibility

Increase

return on invested capital and deliver shareowner value

**Continually Enhancing Our Operating Model to
Drive Sustainable Future Growth**



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CCE – Focus on Free Cash Flow

Increasing Cash from Operations



Proven ability to manage CapEx

Growing FCF over time: 2011-2015E CAGR = +6%

2015 FCF expected in a range of \$600-650m (including FX headwind)

Improving FCF conversion rate (76% in 2013, 90% in 2014)

**Over Time, We Expect FCF to More Closely
Align with Net Income**



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Source: Year-end earnings releases; Conversion is FCF (excluding asset disposals) divided by comparable Net Income

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CCE – 2015

Affirm 2015 Guidance*

Slightly positive net sales

Slightly positive operating income

Diluted EPS at the upper end of the 6% - 8% range

2015 Highlights

Focused on improving our growth outlook

Deliver our 2015 plan

Work towards successfully closing merger transaction and plan for business integration into CCEP in 2016

Focused on Improving Growth Outlook and Committed to Delivering Shareowner Value



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* Comparable and currency neutral

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CCE – Financial Approach

Drive Cash from Operations

Grow profitably while investing CapEx prudently

Optimize Capital Structure

Maintain target leverage range

Opportunistically Invest and/or Return Cash to Shareowners

Invest in high return M&A opportunities and/or return cash to shareowners

Focus on Driving Shareowner Value



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CCE – Financial Approach

Drive Cash from Operations

Optimize Capital Structure

Opportunistically Invest and/or Return Cash to Shareowners

CCEP

Work towards successfully closing merger transaction

Plan for business integration, leverage best practices, capture synergies

Develop long-term targets and financial approach

Focus on Driving Shareowner Value



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CCEP – Financial Overview

Key Pro Forma Metrics¹

2014

2015E

Net Sales

\$12.4bn

\$12.6bn

EBITDA (before Synergies)

\$1.9bn

\$2.1bn

Operating Income (before Synergies)

\$1.5bn

\$1.6bn

Run-Rate Annual Pre-Tax Savings²

~\$350-\$375m

2015 Net Debt/EBITDA³

~3.5x

Effective Tax Rate

26% - 28%

While There is Much to Do, Each Company is On-Track to Achieve the Objectives for Full-Year 2015 (Pro Forma)

1. Company reports, rounded, based on exchange rates of 1.12 \$/€, 1.57 \$/£, 0.14 \$/NOK, 0.12 \$/SEK

2. Implemented within 3 years of closing

3. After \$3.3bn cash consideration funded by the new company using newly issued debt

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CCEP – Additional Highlights

Capital Structure

2015E pro forma net debt to EBITDA ratio of ~3.5x after ~\$3.3bn cash consideration funded by the new company using newly issued debt

Expect to de-lever net debt to EBITDA ratio to ~2.5x by year-end 2017

Intend to operate within a 2.5x to 3.0x net debt to EBITDA ratio longer term*

Capital Return

Expected dividend payout of 30% to 40% of net income over time

Potential for excess cash return to shareowners to resume once appropriate net leverage reached

Committed to Investment Grade Capital Structure

CCEP to Target Attractive Total Shareowner Return

CCEP – Key Next Steps



Closing expected in the second quarter of 2016

File Form F-4 registration statement with the SEC

CCE shareowner vote to approve the transaction

Customary regulatory approvals and other conditions of closing

CCE – Key Financial Takeaways

We are realistic about the continued challenging environment and the impact of currency translation

We have a history of, and commitment to, managing the levers of our business to deliver value

We are excited about the opportunities to create value with the formation of CCEP

Focus on Generating Cash from Operations, Consistent Long-term Profitable Growth, and Driving Shareowner Value

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CCE 2015 Sustainability Plan



10th Annual
Sustainability
Report

34 targets & stretch commitments

Strong alignment with The Coca-Cola Company

Responds to stakeholder expectations and feedback

Well-Being

Reduce calories across our portfolio by 10% and enable 3 million people to be active

Energy & Climate Change

Grow our business while reducing the absolute carbon footprint of our business operations by 50%

Sustainable Packaging and Recycling

Ensure that 40% of the PET we use is recycled PET and/or PET from renewable materials



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2014/15 CCE CRS Report

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CCE Business Environment Risks

Soft consumer and customer environment

Increasing focus on health and well-being

Risk of increased taxes

Though Optimistic Long-Term, We are Realistic About the Current Environment



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Key Takeaways

Operating
environment
remains
challenging

Financial priorities
focused on long-
term profitable
growth

Track record of,
and focus on,
delivering
shareowner value

**CCE is Executing Our Strategic Priorities as We Work Toward
a Successful Merger Close and Integration Into CCEP**

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2015**

John F. Brock
Chairman & CEO

Nik Jhangiani
SVP & CFO

Coca-Cola Enterprises

FORWARD-LOOKING STATEMENTS

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relationships, including (without limitation) KO’s relationship with Keurig Green Mountain, Inc. and Monster Beverage Corporation; an inability to renew collective bargaining agreements on satisfactory terms, or they or their respective partners experience strikes, work stoppages or labor unrest; future impairment charges; multi-employer plan withdrawal liabilities in the future; an inability to successfully manage the possible negative consequences of their respective productivity initiatives; global or regional catastrophic events; risks and uncertainties relating to the transaction, including the risk that the businesses will not be integrated successfully or such integration may be more difficult, time-consuming or costly than expected, which could result in additional demands on KO’s or CCEP’s resources, systems, procedures and controls, disruption of its ongoing business and diversion of management’s attention from other business concerns, the possibility that certain assumptions with respect to CCEP or the transaction could prove to be inaccurate, the failure to receive, delays in the receipt of, or unacceptable or burdensome conditions imposed in connection with, all required regulatory approvals and the satisfaction of the closing conditions to the transaction, the potential failure to retain key employees of CCE, Coca-Cola Iberian Partners, S.A.’s (“CCIP”) as a result of the proposed transaction or during integration of the businesses and disruptions resulting from the proposed transaction, making it more difficult to maintain business relationships; and other risks discussed in KO’s and CCE’s filings with the Securities and Exchange Commission (the “SEC”), including their respective Annual Reports on Form 10-K for the year ended December 31, 2014, subsequently filed Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. None of KO, CCE, CCIP or CCEP undertakes any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. None of KO, CCE, CCIP or CCEP assumes responsibility for the accuracy and completeness of any forward-looking statements. Any or all of the forward-looking statements contained in this filing and in any other of their respective public statements may prove to be incorrect.

IMPORTANT ADDITIONAL INFORMATION AND WHERE TO FIND IT

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval.

In connection with the proposed transaction, CCEP will file with the SEC a registration statement on Form F-4 that will include a preliminary proxy statement/prospectus regarding the proposed transaction. After the registration statement has been declared effective by the SEC, a definitive proxy statement/prospectus will be mailed to CCE’s stockholders in connection with the proposed transaction. INVESTORS ARE URGED TO READ THE PROXY STATEMENT/PROSPECTUS (INCLUDING ALL AMENDMENTS AND SUPPLEMENTS THERETO) AND OTHER DOCUMENTS RELATING TO THE TRANSACTION FILED WITH THE SEC WHEN THEY BECOME AVAILABLE, BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. You may obtain a copy of the proxy statement/prospectus (when available) and other related documents filed by KO, CCE or CCEP with the SEC regarding the proposed transaction as well as other filings containing information, free of charge, through the website maintained by the SEC at www.sec.gov, by directing a request to KO’s Investor Relations department at (404) 676-2121, or to CCE’s Investor Relations department at (678) 260-3110, Attn: Thor Erickson – Investor Relations. Copies

of the proxy statement/prospectus and the filings with the SEC that will be incorporated by reference in the proxy statement/prospectus can also be obtained, when available, without charge, from KO's website at www.coca-colacompany.com under the heading "Investors" and CCE's website at www.cokecce.com under the heading "Investors."

PARTICIPANTS IN SOLICITATION

KO, CCE and CCEP and their respective directors, executive officers and certain other members of management and employees may be deemed to be participants in the solicitation of proxies in favor of the proposed merger. Information regarding the persons who may, under the rules of the SEC, be considered participants in the solicitation of proxies in favor of the proposed merger will be set forth in the proxy statement/prospectus when it is filed with the SEC. You can find information about KO's and CCE's directors and executive officers in their respective definitive proxy statements filed with the SEC on March 12, 2015, and March 11, 2015, respectively. You can obtain free copies of these documents from KO and CCE, respectively, using the contact information above. Information regarding CCEP's directors and executive officers will be available in the proxy statement/prospectus when it is filed with the SEC.