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News Release

Coca-Cola Scores Big with 2018 FIFA World Cup™ Promotion at 7-Eleven® Stores

*61,000+ 7-Eleven® Stores in 14 Countries
Anticipated to Participate in Coke's Largest Single Customer
Activation in Coca-Cola's History*

ATLANTA, (June 14, 2018) – For the world's most-watched sporting event, **Coca-Cola** is going big. Very big. This summer, **Coca-Cola**, invites **2018 FIFA World Cup™** fans to celebrate like never before, at **7-Eleven stores**.

Fans have a chance to get into the games in what's anticipated to be approximately 61,000 participating 7-Eleven stores in 14 countries – the United States, Canada, Mexico, Japan Thailand, Singapore, China, Malaysia, Vietnam, Taiwan, Korea, Norway, Denmark and United Arab Emirates (UAE) – and Hong Kong.

Each country is putting its own spin on the international football/soccer tournament with exclusive Coca-Cola 2018 FIFA World Cup™ products, prizes and promotions, available while supplies last.

"This program was built from the ground up with input from key stakeholders around the world and designed with varying pathways to give each country the opportunity to participate in a way that made sense for their market," said Jennifer Hale, Global Director, Shopper Marketing Strategy at Coca-Cola.

"When 7-Eleven first teamed up with Coke for the 2014 World Cup, we had, about 35,000 stores participating. This year, that number is almost double," said Jerome Del Porto, 7-Eleven vice president of international operations. "That's more stores than any other international retailer or restaurant. 7-Eleven wanted to play big to match the enthusiasm of its fans around the world. Thanks to the support of Coca-Cola, 7-Eleven was able to take the field with the biggest international promotion in company history."

Held in Russia this year, the quadrennial games run from Thursday, June 14, to Sunday, July 15, with 64 matches before the final game to determine the world champions. The 2014 FIFA World Cup™ drew 3.2 billion viewers, equal to almost half of the world's population.

Coca-Cola and 7-Eleven began working together more than a year ago to produce an exclusive shopper experience for soccer fans around the world. Coca-Cola has sponsored the FIFA World Cup since 1978. During the 2014 games, almost half of the world's population watched a FIFA World Cup game, breaking records around the world, including the U.S.

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries. In addition to the company's Coca-Cola brands, our portfolio includes some of the world's most valuable beverage brands, such as AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, bringing economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at www.coca-colacompany.com and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven operates, franchises and/or licenses more than 66,000 stores in 17 countries, including 11,600 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into high-quality salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings, cheeseburgers and hot chicken sandwiches. 7-Eleven offers customers industry-leading private-brand products under the 7-Select® brand including healthy options, decadent treats and everyday favorites at an outstanding value. Customers also count on 7-Eleven for bill payments, self-service lockers and other convenient services. Find out more online at www.7-Eleven.com, via the 7Rewards® customer-loyalty platform on the 7-Eleven mobile app, or on social media at [Facebook](#), [Twitter](#) and [Instagram](#).

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