Oxfam America, The Coca-Cola Company and SABMiller released an in-depth study about the economic and social impact of The Coca-Cola Company and SABMiller value chain on communities in El Salvador and Zambia. Exploring the Links between International Business and Poverty Reduction is available on www.oxfamamerica.org as well as the websites of The Coca-Cola Company and SABMiller. The breakfast, hosted by Business Action for Africa and Business Call to Action, will include a discussion between the three partners on the collaboration and report findings, as well as a chance for listeners to ask questions.

**WHO:**
William Asiko, President, Coca-Cola Africa Foundation  
Andy Wales, Head of Sustainable Development, SABMiller plc  
Oxfam America (speaker tbc)

**WHEN:**
Friday, May 6, 07:30 to 08:45 (Registration from 07:00)

**WHERE:**
The Westin Hotel, Cape Town. Attendance is by invitation only.

**WHY:**
The report is based on the Poverty Footprint methodology being developed by Oxfam that provides a framework for measuring private sector impacts on communities. The methodology looks across value chains to provide a comprehensive understanding of how companies are impacting sustainable livelihoods, health and well-being, diversity and gender, empowerment, and security and stability, all key dimensions of poverty. The report details positive impacts The Coca-Cola Company and SABMiller are having in both countries, including job creation, the development of entrepreneurial skills and technical training. The report also includes recommendations for workplace improvements, along with improvements in areas such as gender, water and opportunities for small businesses.

Contact: Natasha Ncube, natasha.ncube@businessactionforafrica.org
About Oxfam America

Oxfam America is an international relief and development organization that creates lasting solutions to poverty, hunger and injustice. Together with individuals and local groups in more than 90 countries, Oxfam saves lives, helps people overcome poverty and fights for social justice. Oxfam America is one of the 14 affiliates in the international confederation, Oxfam. For more information about Oxfam and the Poverty Footprint methodology, please visit www.oxfamamerica.org/povertyfootprint.

About The Coca-Cola Company

The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world’s most valuable brand, the Company’s portfolio features 14 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world’s largest beverage distribution system, consumers in more than 200 countries enjoy the Company’s beverages at a rate of 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About SABMiller

SABMiller plc is one of the world’s largest brewers with brewing interests and distribution agreements across six continents. The group’s wide portfolio of brands includes premium international beers such as Pilsner Urquell, Peroni Nastro Azzurro, Miller Genuine Draft and Grolsch, as well as leading local brands such as Águila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the world’s largest bottlers of Coca-Cola products.

In the year ending 31 March 2010, the group reported US$3,803 million adjusted pre-tax profit and group revenue of US$26,350 million. SABMiller plc is listed on the London and Johannesburg stock exchanges. For more information about our company, please visit our website at www.sabmiller.com.