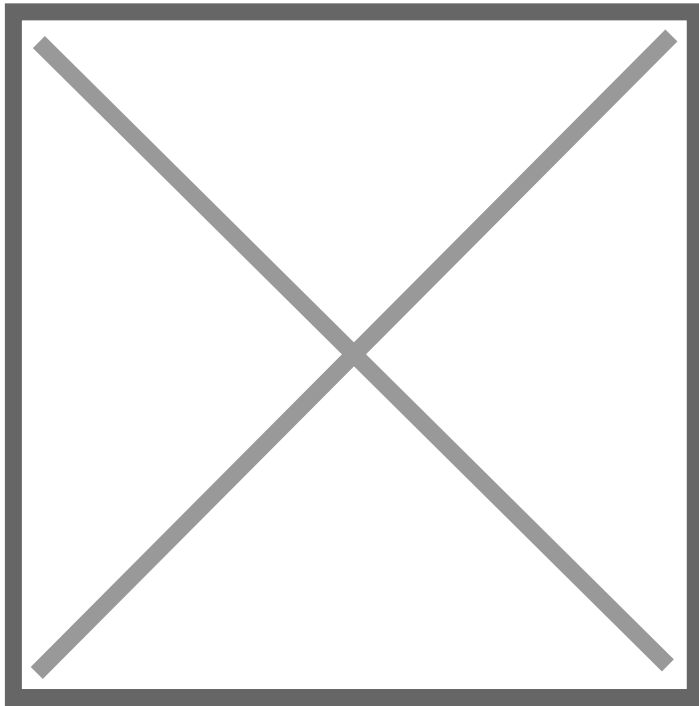


Coca-Cola announces Luis Felipe Avellar as president of Africa unit

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The Coca-Cola Company announced that Luis Felipe Avellar will become president of the Africa operating unit effective Sept. 1.

Avellar currently serves as president of the company's Mexico operations, which are part of the Latin America operating unit. Avellar will succeed Luisa Ortega, who, as previously announced, is taking a new role as president of the company's Europe operating unit.

Avellar will report to Coca-Cola Executive Vice President and Chief Operating Officer Henrique Braun.

"Luis has had an outstanding career that has included extensive leadership roles in our Latin America operations," Braun said. "Luis also has experience working for our company in Africa, and I'm excited to see him return to Johannesburg to build on the system's ongoing work to serve the growing African market."

Avellar, 49, started his career at Coca-Cola in 2002 as a finance specialist in Brazil. He went on to serve in a variety of roles of increasing responsibility in Brazil before being named general manager of the Brazil South Region in 2016.