

Coca-Cola® and Riot Games launch Coca-Cola® Ultimate Sugar Free, a limited-edition drink and flavor that invites players to enjoy a taste of experience points (+XP)

First taste of Coca-Cola® created in collaboration with a video game company, accompanied by missions and emotes within the League of Legends game.

Mexico City, June 14, 2023 – Today, Coca-Cola® launched a new limited-edition flavor from Coca-Cola® Creations in collaboration with Riot Games, the developer of League of Legends. Coca-Cola® Ultimate Sugar Free will bring fans and players a taste of experience points (+XP) and celebrate every player's journey, whether it's their first time on the Rift or the Worlds Final stage in search of Summoner's Cup.

Coca-Cola® Ultimate Sugar Free is the company's first collaboration with a video game company to create a Coca-Cola® flavor, bringing together the teams from Riot Games and Coca-Cola® to co-develop a drink that will provide players with great flavor as they enter a match. Along with the product launch, there will be digital and in-game experiences that bring the excitement of the Coca-Cola® Ultimate Sugar Free collaboration to gamers around the world.

"We are excited for players to try the new +XP flavor, a unique and personalized collaboration with Coca-Cola, a globally recognized brand loved by millions. They share many of the player-centric values we have at Riot, and we are honored to be the first video game collaboration for Coca-Cola Creations," said David Mulhall, Director of Business Development and Partnerships at Riot Games.

Starting today, League of Legends players can unlock limited-edition Ultimate Emotes that will be available in-game through a series of quests:

- Get 7 assists in a single match to earn the Ultimate Teamplay emote.
- Earn 12k gold in a single match to earn the Ultimate Gains emote
- Win a match in less than 20 minutes to get the Ultimate Tempo emote

The first mission will be released in League of Legends on June 7 at 1 p.m. ET/10am PT and the rest will activate in order, as they are completed. Ultimate emotes will be available to unlock until July 18 at 11:59 p.m. (Pacific time).

Players will be transported to the Coca-Cola® Creations Hub, home to unique Coca-Cola® Creations digital experiences, by scanning the QR code on a Coca-Cola Ultimate can or bottle. The Ultimate Emote Generator, an Instagram filter that allows players to see themselves in the style of League of Legends emotes for social sharing, is now available on the Creations Hub.

"This collaboration with Riot Games allows us to continue to elevate the Coca-Cola® Creations platform with an all-new flavor that reinforces our shared mission to put fans and players at the forefront of everything we do. Coca-Cola Ultimate, our seventh Coca-Cola® Creations, has an amazing design and it unlocks the flavor of +XP for players on their journey and enhances their gaming experience," said Oana Vlad, Senior Director of Global Strategy at The Coca-Cola Company.

Coca-Cola® Ultimate Sugar Free fuses the two iconic brands with an eye-catching packaging design that features black and various gold tones. The familiar Coca-Cola logo is complemented by a bespoke 'Ultimate' shield and is energized with a magical blue Hextech glow. The design features a unique expression of Coca-Cola®'s iconic Spencerian typeface, inspired by the Nexos from League of Legends.

To celebrate the launch, Coca-Cola® will introduce full-scale League of Legends Nexos in cities around the world, including Mexico City, Los Angeles and Shanghai, bringing together passionate communities of fans to celebrate and experience Coca-Cola® Ultimate Sugarfree. The Coca-Cola Creations Hub will also have another customizable digital experience so players can see themselves in their Ultimate form. By taking a selfie, players can transform into movie heroes and discover their own Ultimate journey.

Coca-Cola® Ultimate Sugar Free will be available at the end of June in select markets around the world, including Latin America, the United States, Canada, China, South Korea and Africa, and follows the launch of the first Coca-Cola® Creations of this year: Coca-Cola® Move. A version with sugar will also be available in North America, in Mexico, US and Canada.

The global campaign was developed by Forpeople, Havas, Virtue, and WPP Open X/Ogilvy and EssenceMediacom.

For more information on Coca-Cola® Creations, visit www.coca-cola.com/creations.

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. The purpose of our company is to refresh the world and make a difference. We sell multiple brands valued at billions of dollars, in various beverage categories around the world. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We are constantly transforming our portfolio, from reducing sugar in our beverages to bringing innovative new products to market. We seek to positively impact the lives of people, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and the reduction of carbon emissions throughout our value chain. Together with our bottling partners, we employ more than 700,000 people, providing economic opportunities for local communities around the world. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

About League of Legends

Released in 2009, League of Legends is Riot Games' debut title and one of the most played competitive games in the world, involving millions of players daily in more than 20 official languages. A mainstay of the MOBA genre, in League of Legends two teams of five powerful champions battle to destroy each other's bases in a game that combines the speed, strategy, and intensity of an RTS with immersive RPG elements.

League continues to evolve year-over-year in gameplay and story, delivering new experiences like K/DA, immersive storylines like Star Guardians and Spirit Blossom, and technical balance changes to ensure competitive integrity. As the foundation of the Runeterra universe, League champions have appeared in music, comics, spinoff games, collectible figurines, tabletop games, TV series,

and more. The annual League of Legends World Championship is the most watched esports tournament and is among the biggest and most popular sporting events in the world.

Visit leagueoflegends.com for more information and follow @juegalol on social media.

About Riot Games

Riot Games was founded in 2006 to develop, publish, and support the most player-focused games in the world. In 2009, we released our debut title, League of Legends, to worldwide acclaim. League has gone on to be the most-played PC game in the world and a key driver of the explosive growth of esports.

As League enters its second decade, we're continuing to evolve the game while delivering new experiences to players with Teamfight Tactics, Legends of Runeterra, VALORANT, League of Legends: Wild Rift, and multiple work-in-progress titles. We're also expanding the world of Runeterra through multimedia projects in music, comics, television and more.

Founded by Brandon Beck and Marc Merrill, and led by CEO Nicolo Laurent, Riot is headquartered in Los Angeles, California, and has 2,500+ Rioters in 20+ offices worldwide. We're certified as a Great Place to Work and we've been featured on numerous lists including Fortune's "100 Best Companies to Work For," "25 Best Companies to Work in Technology," "100 Best Workplaces for Millennials," and "50 Best Workplaces for Flexibility."