



COCA-COLA'S IMPACT ON ROMANIA TODAY





**THE COCA-COLA SYSTEM'S
SOCIO-ECONOMIC IMPACT IN
ROMANIA IN 2024**



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THE SOCIO-ECONOMIC IMPACT OF THE COCA-COLA SYSTEM IN ROMANIA

We produce drinks in Romania that reach millions of consumers here, locally, but also in 15 other countries. Every bottle or can encapsulates our story, the story of The Coca-Cola System's value chain in Romania: a story about collaboration, strong partnerships and commitment. By producing, distributing and selling our beverages locally, we've been contributing to the national economy for over 34 years: we generate added value and revenue to the state budget and support a significant number of jobs.

THE COCA-COLA SYSTEM IN ROMANIA

Refreshing Romania

Present in Romania for 34 years, The Coca-Cola System operates through two partner companies with complementary activities, ensuring all the elements necessary to produce and distribute a diverse portfolio of beverages and brands that Romanians love.

Making a difference

We started our activity on the local market in 1991, in a period of change, which brought hope to the hearts of Romanians. We chose a business model that creates added value in the economy through a strong market presence, solid partnerships, and constant investment. From the very beginning, we aimed to contribute, through our activity, to the local community's path to a better and safer future, and for our actions to bring a change for the better, for the environment, for people and for the community. Transparency defines the partnerships we build: year after year, we choose to inform our partners about our impact on the local economy, society and the environment, providing expert-certified data.

 **Romania**

(Subsidiary of The Coca-Cola Company)

Coca-Cola Romania is responsible for implementing marketing strategies, brand management, packaging strategy, promoting products, advertising, public relations and conducting market research.

 **Coca-Cola HBC
Romania**

(Part of Coca-Cola HBC Group, one of the largest bottlers of Coca-Cola products worldwide)

Coca-Cola HBC Romania is the beverage industry leader and the most important exporter in the industry. Coca-Cola HBC Romania purchases the concentrates, beverage base and syrups to produce beverages. It also bottles, distributes, sales, and provides operational marketing for Coca-Cola products.

3

bottling plants,
in Ploiești,
Timișoara
and Poiana Negrii,
production and
innovation hubs

1.560

**direct
employees**



1

**billion liters of beverages
produced in Romania**


DIVERSIFIED PORTFOLIO

suitable for different lifestyles
and consumption needs:


Exports to

15

countries

 sparkling
soft drinks

 mineral
waters

 ready-to-drink
tea

 juices

 coffee

HOW WE GENERATE VALUE IN THE ECONOMY

Since entering the Romanian market, we have built a business model based on collaboration with local partners. Our activity engages an entire economic network, and it has a positive impact downstream and upstream, throughout the value chain.

DOWNSTREAM IMPACT



VAT on the final price of products is collected by the state.



Money generated among The Coca-Cola System's customers allows them to hire people, to pay taxes and salaries, accumulate savings and then purchase goods and services necessary for their own operations.

UPSTREAM IMPACT



The Coca-Cola System pays taxes and salaries and employs people in Romania.



Amounts paid to suppliers by The Coca-Cola System allows them to hire people, pay taxes and wages, accumulate savings, and then purchase the goods and services needed for their own production activity.

DOWNSTREAM



Suppliers of suppliers



Suppliers of ingredients and services



(labels, raw materials and packaging, materials, technology and equipment, consultancy, communication and marketing)

THE COCA-COLA SYSTEM



Outlets' universe



(distribution, transport and logistic, hypermarkets, supermarkets, proximity stores, HoReCa)



Outlets' suppliers



**Value added, comparable to GDP
(taxes, profits, wages)**



**Employment
(jobs supported)**

WE SUPPORT THE LOCAL ECONOMY ACROSS THE ENTIRE VALUE CHAIN

We are part of global companies, but our local operations have a positive impact here, in Romania. Every product we sell adds value to the national economy, through the distribution of income to the stores that sell Coca-Cola products, the distributors that transport our beverages from the plant to the points of sale, and the Coca-Cola System.

The Coca-Cola System's value chain in Romania pays taxes, employs labor, and pays wages, invests in communities, and adds value to the local economy. The impact of our business in Romania translates into income for households, for the companies we work with and for the state, through the taxes we pay.

In 2024, the value added supported by The Coca-Cola System's value chain in the economy was:

911 Mil. Euro | **0,26% of Romania's GDP** | **up to 15% vs. the previous year**

For more than 34 years, our business has been a constant contributor to the state budget, directly - through taxes paid by The Coca-Cola System, and indirectly - through taxes paid by our partners and their collaborators.

Taxes paid in 2024 to the state budget represent the largest component of the value added supported by The Coca-Cola System's value chain in Romania, i.e. **€502 million.**

Added value supported across the entire value chain

911 MIL. EURO, directly and indirectly

DIRECTLY, BY THE COCA-COLA SYSTEM

 **173**

MIL. €

salaries and taxes paid

INDIRECTLY*:

(Downstream)

 **159**

MIL. €

taxes, salaries, and profits related to customers of The Coca-Cola System (MT)

 **187**

MIL. €

taxes, salaries, and profits related to the suppliers of Coca-Cola System's customers

 **224**

MIL. €

VAT

(Upstream)

 **167**

MIL. €


taxes, salaries and profits related to Coca-Cola System's suppliers and their suppliers

*of revenues generated by the collaboration with the Coca-Cola System

WE SUPPORT JOBS IN ROMANIA


The Coca-Cola System's business means stability through secure incomes for large numbers of people across the country, employed in sectors as diverse as manufacturing, services and transport.

In 2024, Coca-Cola Romania and Coca-Cola HBC Romania employed a total of 1,560 people. However, the business of The Coca-Cola System supports indirectly a larger number of jobs, respectively 19,140 jobs, across the entire value chain.

 **20.700** jobs directly and indirectly supported by
The Coca-Cola System, across the entire value chain

 **1.560** employees in The Coca-Cola System

Direct employees + jobs supported by the activity of the Coca-Cola System in Romania
= 0.24% of the total number of employees in Romania

 **1:12** every job within the Coca-Cola System **supports**
12 other jobs in Romania.

Households across the value chain have benefited from 209 million euros. Of this total, 62 million euros represent the salaries, bonuses and benefits earned by employees of the Coca-Cola System



THE COCA-COLA SYSTEM'S PORTFOLIO IN ROMANIA

Every day, millions of Romanians enjoy the beverages in The Coca-Cola System's portfolio, many of which are produced in our 3 local plants.

In 2024, Romanians purchased more than 1.4 billion liters of beverages from The Coca-Cola System portfolio. A significant amount of the money generated by these sales returns to the local economy.



1

billion liters

of beverages and 472,000 kg of coffee from the Coca-Cola System portfolio sold

1.4

billion EUR

spent by Romanians on Coca-Cola System products

0,64:1

64 cents

of every euro spent on Coca-Cola System beverages remain in the local economy (paid salaries and taxes, investments)



A TOTAL BEVERAGE COMPANY, A 24/7 PORTFOLIO

In Romania we produce and offer drinks for different tastes and lifestyles. We aim to offer variety and balance through a diversified portfolio that allows consumers to enjoy the drinks that best suit their preferences and lifestyle, at any time of the day.



Low-calorie and zero-calorie options

By innovating our beverages and rethinking existing product recipes, we have delivered on our commitment to provide consumers with products tailored to any lifestyle.

32%

represents low-calorie or zero-calorie beverages (including waters)

RESPONSIBLE MARKETING

No advertising directed at children under 13 years old.

SMALL PACKS, TO PROMOTE MODERATE CONSUMPTION

In Romania, all our flagship products are available in small sized packaging, including 250ml and 330ml.



WE SUPPORT INFORMED CHOICES

We provide clear and transparent nutritional information about our beverages and information about the ingredients used in our drinks and the number of servings offered in our packs.

CokeZERO™

Băutură răcoritoare carbogazoasă cu îndulcitori.

Ingrediente: apă, dioxid de carbon, colorant E 150d, îndulcitori: ciclamați, acesulfam-K și aspartam, acidifiant acid fosforic, arome naturale, aromă cafeină, corector de aciditate citrați de sodiu. Conține o sursă de fenilalanină. A se consuma de preferință înainte de: vezi pe ambalaj (primul rând). A se păstra la loc răcoros, ferit de soare. Ambalaj de unică folosință.

500 ml e

DECLARAȚIE NUTRIȚIONALĂ

PENTRU:	100 ml	250 ml	(%*)
Valoare energetică:	0,9 kJ / 0,2 kcal	2,3 kJ / 1 kcal	(0%)
Glucide:	0 g	0 g	(0%)
din care zaharuri:	0 g	0 g	(0%)
Sare:	0,02 g	0,05 g	(1%)

Conține cantități neglijabile de grăsimi, acizi grași saturați și proteine.

(*) Consumul de referință al unui adult obișnuit (8400 kJ / 2000 kcal). 500 ml = 2 x 250 ml

KEY FIGURES

ADDED VALUE SUPPORTED IN THE LOCAL ECONOMY

173
MIL. €

direct contribution through the salaries and taxes paid by The Coca-Cola System in Romania

911
MIL. €

across the entire value chain
= 0.26% of GDP

JOBS

1.560

direct employees

20.700

jobs
directly and indirectly supported by The Coca-Cola System's activity across the entire value chain = 0.24% of the total employment in Romania

1:12

each job in The Coca-Cola System **supports 12 other jobs** in Romania

CONTRIBUTION TO THE STATE BUDGET

391
MIL. €

&

111
MIL. €



502
MIL. €

taxes paid
by suppliers,
partners, and
their suppliers

taxes paid
directly

across the entire
value chain

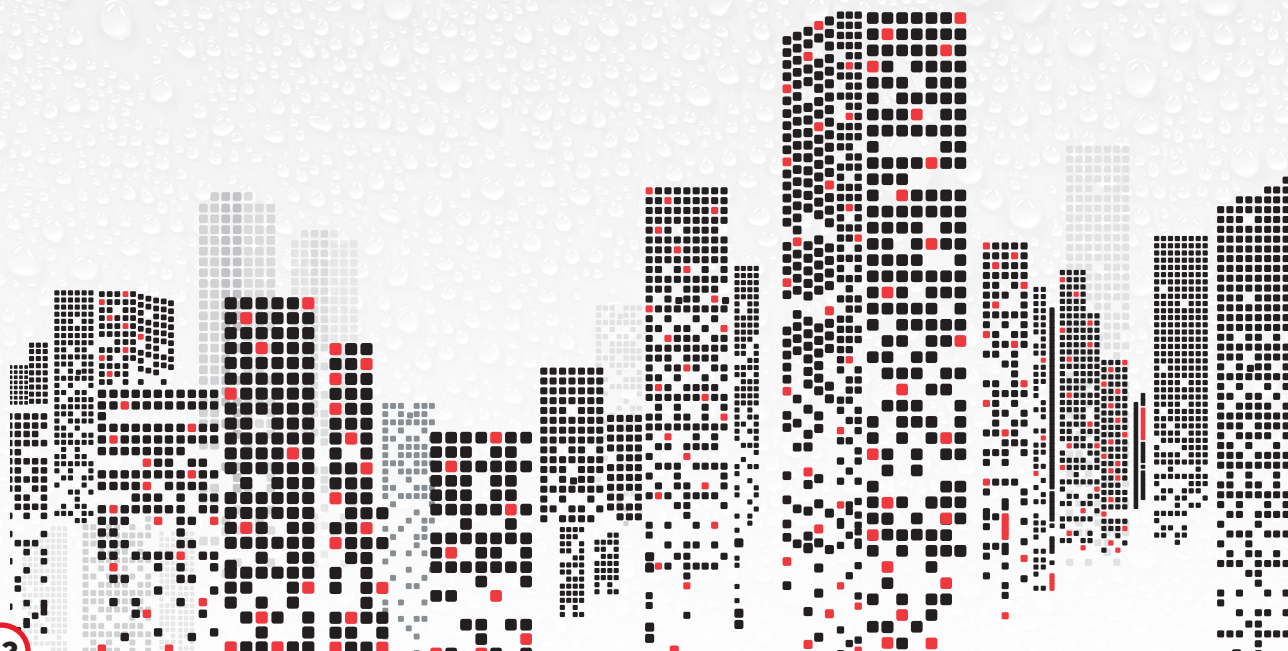
INVESTMENTS

Constant **investments** in operations, the most recent being **€1 million** in a photovoltaic park in Timișoara, intended to ensure renewable energy for the production of beverages in the company's portfolio (2025).

ABOUT THE SOCIO-ECONOMIC IMPACT STUDY OF THE COCA-COLA SYSTEM IN ROMANIA

The Socio-Economic Impact Study is conducted by Steward Redqueen strategic consultancy, based on an "input-output" methodology developed by Nobel Prize-winning economist Wassily Leontief, which is frequently used by economists around the world.

The Coca-Cola System has been conducting socio-economic impact reports since 2012, Coca-Cola Romania and Coca-Cola HBC Romania being the first companies on the local market to publish such a report.







**Coca-Cola HBC
Romania**

Coca-Cola® Romania

**You can find out more about
our activity at:**



www.coca-cola.ro
ro.coca-colahellenic.com
www.dupanoi.ro



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