

TOWARDS A WORLD WITHOUT WASTE

2021



OUR APPROACH...

We believe every package has value and life beyond its initial use and that it should be collected and recycled into a new package. We also seek to minimize the overall amount of packaging that we use. Together with our suppliers and partners, we are working to design more sustainable packaging and take action to ensure that our packaging doesn't end up as waste.



IS BASED ON A SET OF COMMITMENTS AND ACTION PLANS...

- Recovering 75% of our primary packaging for recycling or reuse by 2025 & 100% by 2030.
- Making 100% of our primary packaging fully recyclable by 2025.
- Increasing the percentage of recycled PET (rPET) in our bottles from 9% today to 35% by 2025 & to 50% by 2030 for our total business. In our EU countries, we will reach 50% rPET by 2025.
- Eliminating unnecessary packaging by lightweighting primary packaging and removing shrink film from multi-packs.
- Expanding reusable packaging from 12% currently sold in 'refillable' & 4% in 'dispensed' formats.
- Innovating to deliver new sustainable packaging solutions through partnerships & R&D.
- Using the power of our brands to engage consumers.



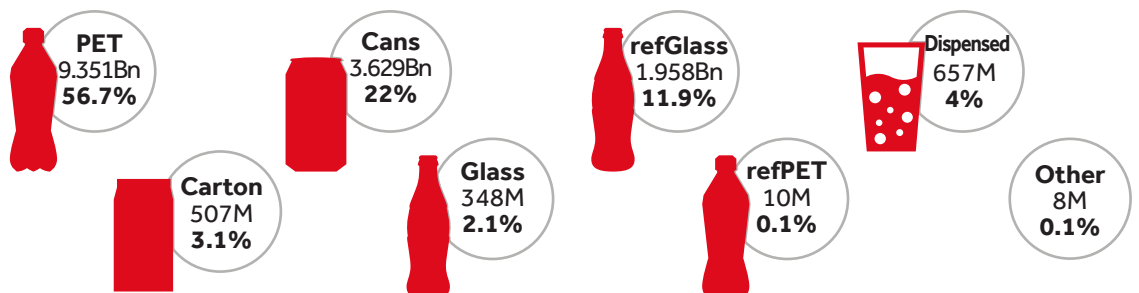
THAT ARE MAKING PROGRESS.

OUR SUSTAINABLE PACKAGING COMMITMENTS:	2020 ACTUAL	2020 TARGET	2025 TARGET	2030 TARGET
Primary packaging recyclability*	99.9%	99.9%	100%	100%
Use of recycled PET in primary packaging	9%	12%	35%	50%
Use of recycled aluminum in primary packaging	51%	N/A	N/A	50%
Use of recycled glass in primary packaging	35%	N/A	N/A	50%
Primary packaging collected for recycling or reuse	44%	45%	75%	100%

* Technical recyclability by design.



OUR PACKAGING FOOTPRINT



* This graphic represents the number of packages introduced across Coca-Cola Hellenic Bottling Company's (CCHBC) markets in 2020 by package type. We will continue to publish this information on an annual basis. In 2020 we introduced approximately 16.5 billion packs into the marketplace of which over 2.6 billion were sold in either refillable (refPET and refGlass) or dispensed (Fountain/Freestyle) formats.

Recovering 75% of our primary packaging for recycling or reuse by 2025 & 100% by 2030



- 44% of the bottles and cans that we placed on the market in 2020 were either refilled or collected for recycling.
- Significant changes to current collection system infrastructure are required to deliver our future targets.
- We support the work of packaging recovery organizations in 19 of our 28 countries, with roles on the respective governance boards.
- We engage proactively through trade associations to model and advocate for improved national collection systems.
- We are conducting packaging collection modelling studies in many of our countries to identify the right solutions for each market. In 2020, we funded or contributed to 10 new collection modelling studies.
- We support well-designed deposit return schemes, wherever an effective alternative doesn't already exist.

Making 100% of our packaging fully recyclable



- 99.9% of our primary packaging is already recyclable.
- 100% of our primary packaging will be recyclable by 2025.
- We are removing hard-to-recycle plastic film from our multipacks through KeelClip™, an innovative, minimalist paperboard packaging that replaces plastic shrink film from multi-pack cans.
- All of our markets in the EU, plus Switzerland, will have KeelClip™ by early 2022, removing 2000 tonnes of plastic film annually once the roll-out is complete.

Increasing the amount of recycled materials used in our packaging



- In 2020, 9% of our PET was from renewable or recycled materials.
- We will increase recycled PET (rPET) content to 35% by 2025 and to 50% by 2030. In EU countries, we will reach 50% by 2025.
- Building on successful 100% rPET launches for our water brands in Austria, Croatia, Ireland, Switzerland and Romania, we launched 100% rPET packaging for Natura, our water brand in Czech Republic, in early 2021.
- In Italy, we will launch 100% rPET packaging for all our single-serve sparkling drinks, including Coca-Cola, this summer.
- Similar 100% launches in other countries are planned in Q3/Q4.

Eliminating unnecessary packaging by lightweighting primary packaging & removing plastic film from multi-packs



- In 2016, we published a target to reduce the overall amount of primary packaging that we use per liter of beverage sold by 25% by 2020.
- By lightweighting our bottles, we have reduced our total PET usage by approximately 25% vs a 2010 baseline.
- We use some of the most lightweight cans and glass bottles on the market. We continue to explore opportunities to further lightweight our primary packaging.
- In 2020, we made our first steps towards eliminating single use plastic film from multi-pack cans using KeelClip™ technology.
- By moving to KeelClip™ and carton packs, we will remove hard to recycle plastic film from our supply chain, while delivering a reduction in CO2 emissions.
- We are partnering with suppliers to develop solutions to remove plastic film from PET multi-packs, which we are piloting in 2021.

Expanding reusable packaging from 12% currently sold in 'refillable' & 4% in 'dispensed' formats



- Expanding the use of reusable or 'refillable' packaging is an important part of any strategy to reduce packaging in absolute terms.
- As members of UNESDA, we support the circular packaging vision, which pledges that EU beverage packaging will be fully circular by 2030: 90% collected, PET bottles made from 100% recycled and/or renewable material, and increased use of refillables.
- Today, just over 12% of the drinks that we sell are in refillable containers and 4% are sold through dispensed formats (i.e. fountain or freestyle machines).
- In some countries, like Nigeria, almost 40% of the packs we sell are already refillable, while in Bulgaria and Croatia, more than 25% are refillable.
- We are piloting solutions in 2021 in several countries, to significantly expand our use of refillable and dispensed formats.

Innovating to deliver new sustainable packaging solutions through partnerships and R&D



- Each year, we host a supplier innovation day where we engage with key partners and potential new suppliers in the area of sustainable packaging.
- From the 2019 and 2020 innovation days, we invested into several technologies that will allow us to: (1) replace plastic film on multipacks with carton solutions, (2) process non-food grade 'hot washed' PET flakes, to produce high-quality food-grade rPET.
- In 2021, we are testing several solutions to reduce the total amount of plastic film that we use for secondary and tertiary packaging, while increasing recycled content. We are also testing a solution to potentially reduce the amount of plastic that we use in some of our primary packaging labels.
- We are partnering with the Coca-Cola Company and the Paper Bottle Company to test a new paper bottle prototype in a limited market trial in Hungary in 2021.
- We continue to work proactively to commercialise new sustainable packaging solutions that will reduce carbon emissions and improve our overall environmental performance.

Using the power of our brands to engage consumers



- We partner with other organizations and use brand messaging to encourage consumers to reuse and recycle.
- Together with The Coca-Cola Company, and with the support of The Coca-Cola Foundation, we engaged in eight zero waste partnerships in 2020 to support clean ups, packaging collection and consumer education.
- We promote recycling through messaging on packaging and in stores to help consumers understand that plastic packaging has a value and that it can and should be recycled to be used to make new packaging.
- We have built this circularity message into consumer campaigns for our 100% rPET bottle water brands (Romerquelle, DeepRiverRock, Valsler, Dorna & Natura) and will integrate it into messaging for our 100% rPET launch on sparkling brands in Italy in summer 2021.