

MAKING OUR PACKAGING MORE SUSTAINABLE

2025



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 or reused. We also seek to minimise 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.



OUR COMMITMENTS & ACTION PLANS

- 1 **Collection:** Recover 75% of our primary packaging for recycling or reuse by 2025.
- 2 **Recyclability:** Make 100% of our primary packaging fully recyclable¹ by 2025.
- 3 **Recycled Packaging:** Increase the percentage of recycled PET (rPET) in our bottles from 24%² today to 35%³ by 2025. In our EU countries and Switzerland, we aim to reach 50% rPET by 2025.
- 4 **Eliminate Unnecessary Packaging:** Building on the extensive light-weighting programme delivered over the past decade, we will continue to light-weight our primary packaging towards 'best-in-class' bottles and cans in each market, while innovating to remove shrink film from multi-packs, as well as other plastic reduction initiatives. We expect this programme to remove approx. 5,000 metric tonnes of plastic packaging material by 2025 vs a 2023 baseline.
- 5 **Expand Reusable Packaging:** Deliver programmes to increase reusable packaging.
- 6 **Reduce Virgin Plastic:** Through the increased use of circular PET (rPET), light-weighting, removal of plastic film and expansion of reusable packaging formats, we aim to eliminate at least 350,000 metric tonnes of Virgin Plastic by 2025⁴.
- 7 **Innovation:** Deliver new sustainable packaging solutions through partnerships and R&D.
- 8 **Inspire & Engage Consumers:** Use the power of our brands to encourage consumers to recycle.

¹Recyclability by design

²2024 data excluding Egypt

³Mission 2025 target excluding Egypt

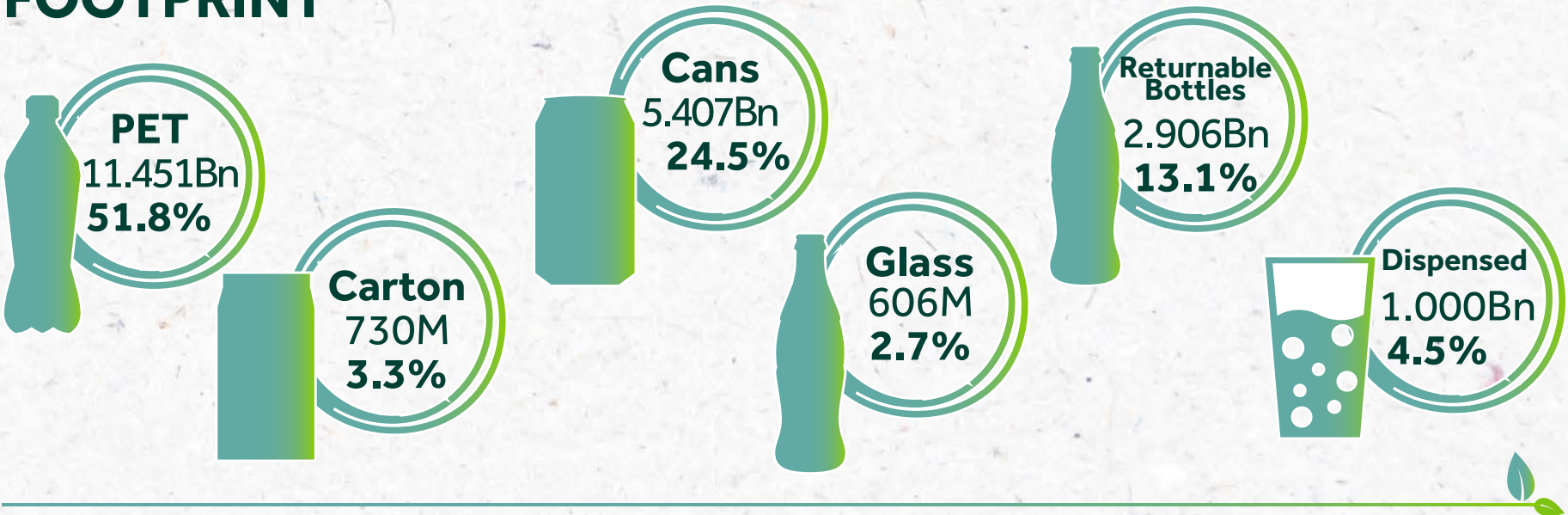
⁴vs a 2019 baseline

⁵Recyclability by design

OUR PROGRESS

OUR SUSTAINABLE PACKAGING COMMITMENTS	2024 ACTUAL ²	2024 TARGET	2025 TARGET
Primary Packaging Recyclability ⁵	100%	100%	100%
Use of Recycled PET in Primary Packaging	24%	N/A	35%
Use of Recycled Aluminium in Primary Packaging	52%	N/A	N/A
Use of Recycled Glass in Primary Packaging	36%	N/A	N/A
Primary Packaging Collected for Recycling	58%	56%	75%

OUR PACKAGING FOOTPRINT*



*This graphic represents the number of packaging units or transactions introduced across Coca-Cola HBC (CCHBC) markets in 2024 by package type (excluding beer, coffee and spirits). The packaging footprint for Egypt and our joint venture business in North Macedonia are not included. We will continue to publish this information on an annual basis. In 2024 we introduced approximately 22.1 billion packs into the marketplace of which approx. 3.9 billion were sold in either refillable or dispensed (Fountain/Freestyle) formats.

PACKAGING COLLECTION

We engage proactively across all our markets to support the work of packaging recovery organisations to make sure that our packaging is effectively collected and recycled. Where effective systems do not exist, we are working together with our industry peers and governments to design and implement new systems. We support well-designed deposit return schemes (DRS) in our European markets, wherever an effective alternative doesn't already exist.



58% COLLECTED FOR RECYCLING OR REFILL **58%⁶ of the bottles and cans** that we placed on the market in 2024 **were either refilled or collected for recycling**, an increase of 2 percentage points from 2023. Our collection rate in EU markets and Switzerland was 65% in 2024.

9 CCHBC MARKETS HAVE DRS IN PLACE As of January 2025, **nine of our markets have DRS in place:** Austria, Croatia, Estonia, Hungary, Latvia, Lithuania, Republic of Ireland, Romania and Slovakia.

SUPPORT FOR NEW NATIONAL DRS We are engaging proactively in Bulgaria, Cyprus, Czech Republic, Greece, Kosovo, Moldova, Northern Ireland, Poland, Serbia and Slovenia to assist in the design and implementation of **new national DRS in each of these countries.**

ACCELERATING PACKAGING COLLECTION IN NIGERIA In Nigeria, we built our first Coca-Cola System owned and operated packaging collection hub in 2024. The official opening took place in January 2025, and we expect **the facility to collect and process up to 13,000 metric tonnes** of PET annually once fully scaled - the equivalent of around 500 million plastic bottles. The new collection hub is also driving social value locally, as it is expected to create jobs for over 1,000 people across the waste management and recycling value chain in Lagos. We continue to support the work of the **Food and Beverage Recycling Alliance (FBRA)** and other packaging collection projects in Nigeria, developing locally relevant approaches to Extended Producer Responsibility.

RECYCLING PARTNERSHIP In Egypt, through our ongoing partnership with local **recycler BariQ and other local collection projects, we helped to collect more than 29,000 metric tonnes of PET in 2024.** We also continue to engage with the Egyptian government to offer our support in establishing a new national Packaging Recovery Organisation (PRO).

COLLECT 75% BY 2025 Our ambitious goal is **to collect 75%⁷ of our primary packaging by the end of 2025.**

RECYCLABILITY

Since 2022, **100% of our primary packaging – PET, glass, aluminium and aseptic cartons – has been recyclable by design.** We achieved this milestone three years ahead of our 2025 target.

We are removing plastic film from our multipacks through KeelClip™, an innovative, minimalist paperboard packaging that replaces the plastic shrink film previously used to hold can multi-packs together. KeelClip™ is sold in 23 of our countries, including all our EU markets. Together with the QFlex carton solution for large format can multipacks sold in Ireland, we avoid the use of about 2,500 metric tonnes of plastic shrink annually compared to previous formats.

In September 2023, we launched an industry-first packaging innovation called LitePac Top in Austria, which removes shrink film from PET bottle multipacks, replacing it with paperboard packaging. This innovation removes approximately 135 tonnes of plastic from our supply chain annually in Austria. We continue to explore opportunities to launch LitePac Top in other markets.

We successfully transitioned to **tethered (or attached) caps for beverage containers in scope, across all our EU markets, without any weight increases to the bottle overall.** The roll-out covers locally-produced products in our EU markets and imports into Bosnia, North Macedonia, Serbia and Switzerland. This initiative aims to ensure that more bottle caps are recycled.



⁶2024 data excluding Egypt
⁷Mission 2025 target excluding Egypt

RECYCLED PACKAGING

To achieve circularity, beverage packaging needs to be collected, recycled and then the recycled materials used to make new bottles.

Circularity is core to our sustainable packaging strategy, and it is critical to help achieve our Net Zero Emissions target by 2040.

In 2024, **24%⁸ of the PET that we used was recycled PET (rPET)**, which is significant progress from **16%** in 2023. In our EU countries and Switzerland, 46% of the PET that we used overall in 2024 was rPET and we expect to reach >60% by end 2025.

We remain committed to delivering our targets and have a clear roadmap to get us there.

OUR rPET TARGETS:

- **35%⁹ rPET BY 2025.**
- **IN OUR EU COUNTRIES AND SWITZERLAND, OUR AIM IS TO REACH 50% BY END 2025 AND, IN LINE WITH THE UNESDA CIRCULAR PACKAGING VISION, WE WILL STRIVE TOWARDS 100% RECYCLED AND/OR RENEWABLE PET BY 2030, WHERE TECHNICALLY AND ECONOMICALLY FEASIBLE.**

OUR PROGRESS:

- Five of our business units have transitioned their entire locally-produced PET portfolios to 100% rPET. Switzerland was our first country to make this transition in 2022, followed by Italy¹⁰, Austria, Romania, and the Republic of Ireland and Northern Ireland.
- **Five of our water brands are also sold in 100% rPET bottles:** Römerquelle (Austria, Czech Republic, Slovakia, Serbia, Croatia & Slovenia), Deep RiverRock (Ireland & Northern Ireland), Valser (Switzerland), Dorna (Romania) and Natura (Czech Republic & Slovakia).
- Our strategy involves establishing our own infrastructure for in-house rPET production in selected markets. To achieve this, we have invested over **€50 million in dedicated/in-plant facilities** in Italy, Poland and Romania. We also allocated €30 million in 2024 to support the higher cost of recycled PET compared with virgin PET.
- In 2023, Romania successfully combined three key ingredients for plastic packaging circularity to help us close the loop:
 1. A 100% rPET local bottle portfolio.
 2. An in-house rPET facility.
 3. A Deposit Return Scheme.
- **We continue our use of recycled shrink film in Ireland & Northern Ireland**, where our Deep RiverRock water multi-packs are packaged in Reborn®, a fully recycled plastic film made from post-industrial and post-consumer waste. We are exploring opportunities to launch Reborn® in other markets.
- Our corrugated cardboard packaging contains >80%¹¹ recycled content, while our composite paper carton packs, KeelClip™, Qflex and LitePac Top are 100% FSC-certified. Together with our reusable wooden pallets, this means that 89.5% of the wood and paper packaging that we use is recycled or certified.



ELIMINATE UNECESSARY PACKAGING

We aim to use the least amount of packaging, whilst preserving the safety and quality of our products, in line with local consumer needs. For more than a decade, we have been light-weighting our bottles and cans, and in 2019, we reached our 2020 target to reduce our primary packaging weight by 25% per litre of beverage sold¹².

As a result of our primary packaging light-weighting programme, we estimate that we are currently saving more than **50,000 metric tonnes** of packaging annually (vs 2010 average pack weights). We now use some of the most light-weight cans and bottles in the Coca-Cola System and in the market. For example, the 500ml PET bottles in most of our markets are now 19.9g, compared to 28g back in 2010, while our typical 2L bottle is 42.7g, compared to 54g in 2010.

We continue to light-weight our primary packaging towards 'best-in-class' bottles and cans in each market, while innovating to remove shrink film from multi-packs and reduce the weight of other plastic packaging. We expect this programme to remove more than **2,000 metric tonnes** packaging by 2025 vs a 2024 baseline.



⁸2024 data excluding Egypt

¹⁰Excluding water in Italy

¹²vs a 2010 baseline

⁹Mission 2025 target excluding Egypt

¹¹Excluding Russia

ELIMINATE UNNECESSARY PACKAGING

2024 HIGHLIGHTS:

1. KeelClip™ and QFlex carton solutions **helped us to avoid the use of approx. 2,500 metric tonnes of plastic shrink film** across our supply chain in 2024 compared to previous formats.
2. In Italy we introduced a lightweighted carton format for **150ml can multipacks**. This is a further evolution of our initial step of substituting plastic shrink film with a more circular-friendly carton packaging solution. This successful pilot will be rolled out in other geographies where applicable.
3. The launch of the LitePac Top carton solution in Austria **removes around 135 metric tonnes plastic** from our supply chain annually. We are exploring opportunities to launch LitePac Top in other markets and formats.
4. In 2024, we introduced a new, light-weighted, high-performance stretch film that **reduces the amount of plastic needed by up to 30%**. To date we have saved over **1,200 metric tonnes** of plastic material and expect to roll this out further in 2025 with additional saving of **1,000 metric tonnes** expected.
5. We **reduced the weight of plastic closures** on our juice and tea portfolio in the Czech Republic, Hungary, Poland and Romania, and closures for sparkling soft drinks in Nigeria. Overall, this saved **300 metric tonnes** of High-Density Polyethylene (HDPE) in a year, reducing CO2 emissions by over **600 tonnes**.
6. We are rolling out a **new PET bottle neck finish across all our geographies** starting with Nigeria in 2025. This initiative further reduces the weight of the PET bottle and closure. Full roll-out savings are estimated at **12,000 metric tonnes** of plastic material and **13,900 tonnes** of CO2 annually.
7. In 2024, we have continued to **reduce the amount of material used in our labels** across most of our markets. We expect to complete this project in all our markets by the end of 2025, delivering approximately **550 metric tonnes** of plastic and **1,000 tonnes of CO2 reduction** respectively.
8. In 2024, we trialled a **water-based adhesive** that secures the layers of pallets together and eliminates layer pads in Poland, Serbia, Croatia, Romania and Nigeria. This has saved almost **2,000 metric tonnes** of corrugated cardboard packaging.



EXPAND REUSABLE PACKAGING – RETURNABLE & DISPENSED

Expanding the use of reusable packaging is an important part of any strategy to reduce packaging in absolute terms. As members of UNESDA, we support the pledge to “increase collection rates and to reuse”.

PACK MIX OF THE FUTURE PROGRAMME

In 2023, we launched our **Pack Mix of the Future programme** across all EU geographies. It sets out our vision and trajectory on pack mix to continue profitable growth while reducing our CO2 footprint through packaging.

We continued to explore the role of **dispensers and reusable vessels** to assess how they could contribute to increasing reusable packaging. As we do this, we leverage existing market solutions and pilot new technologies.

13%¹³ OF THE DRINKS ARE IN RETURNABLE CONTAINERS

Today, **13%¹³ of the drinks** that we sell (in transactions) are in **returnable containers** and **5%¹³** are sold through dispensed formats (i.e., fountain or freestyle machines).

In some of our countries, our share in returnable packaging is already high. For example, the total transactions (or the 'drink in your hand') is **37% in Nigeria, 28% in Croatia and 26% in Bulgaria**.

HIGH-SPEED RETURNABLE GLASS BOTTLING LINE

In Austria, supported by a €4 million grant from the Austrian government, we invested €12 million in a high-speed returnable glass bottling line. For the first time in any of our markets, this facility is manufacturing an innovative **400ml refillable, returnable, and resealable glass bottle for the Austrian market**. This investment helped us to grow returnable glass bottle sales in the away from home market, reaching **17% of total Austrian transactions in 2024**.

CIRCULAR PACKAGING CAMPUS

In 2024, we worked with a leading university in Italy to deploy the **first circular packaging campus**. This allows students to enjoy our products while minimising the amount of packaging. We have installed a new dispenser to offer great-tasting 'packageless' drinks to be consumed with reusable vessels. We also implemented a full bottle-to-bottle process by offering a wide range of drinks in 100% rPET bottles that can be collected through a reverse vending machine. The empties are then sent for recycling, and the flakes are used in our rPET production facility. We plan to offer similar schemes in 2025 across our territories once the business model is validated.

¹³2024 data excluding Egypt

REDUCE VIRGIN PLASTIC

We will continue to reduce our usage of virgin plastic through the following actions and initiatives:

- **Increasing the overall proportion** of recycled and renewable PET that we use to make our PET bottles.
- **Continuing to light-weight** primary and secondary packaging, while switching to non-plastic alternatives.
- Shifting our overall packaging mix **towards more reusable packaging formats**, including returnable glass and **'bring your own package'** dispensed solutions.



INNOVATION & SUPPLIER ENGAGEMENT

We regularly host supplier innovation days, where we engage with key partners and potential new suppliers in the area of sustainable packaging.

From opportunities identified in past innovation days, we piloted and then scaled technologies that now allow us to replace plastic film on multipacks with carton solutions, such as the KeelClip™ roll-out, the cardboard holder for cans multipacks and the LitePac Top for PET multipacks. We also identified solutions that allow us to process non-food grade 'hot washed' PET flakes, producing high-quality food-grade rPET.

We are proud to be on CDP's supplier engagement leader board, which shows how effective we are at engaging our supply chain partners on climate change.

Since 2022, we have had an ongoing collaboration with the University of Portsmouth, to investigate the potential commercialisation of technologies and processes for the enzymatic recycling of PET. This co-funded research project is exploring new applications for bio-recycling enzymes that could have the potential to promote packaging circularity at industrial scale.

INSPIRING CONSUMERS TO RECYCLE

We partner with other organisations and use brand messaging to encourage consumers to reuse and recycle. This includes on-pack messaging such as 'Recycle Me' and 'Recycle Me Again', as well as in-store and other advertising messages to help consumers understand that our bottles and cans are recyclable and encourage them to dispose of them correctly so that they can be recycled and made into new bottles and cans.

For example, in Italy and Romania, when we shifted our fully local portfolios to 100% rPET, we ran heavyweight 360 campaigns to help consumers understand the benefits of recycled PET. This helped to boost sustainability awareness for our audiences in both countries.

In Italy, we have also supported Cial's "Every can counts" campaign for the past four years, partnering to collect more than 420,000 cans in summer events like concerts and festivals and on over 100 beach resorts across 28 municipalities in the south of Italy.

The "Good Day on Via Transilvanica" initiative in Romania, with Tășuleasa Social Association, supports recycling collection and awareness raising through a series of outreach efforts with local communities and schools.

SUPPORTING INNOVATIVE CIRCULAR PACKAGING SOLUTIONS



In Romania, working in partnership with CSR Nest Association, a river cleaning system has been developed for the Argeș, Jiu, and Mureș rivers. These systems are designed to capture and remove floating waste, helping to keep the rivers clean and protect the environment.

Since 2017, we have collaborated with the Ukrainian Packaging and Environmental Coalition (UkrPEC) to develop a separate community collection infrastructure to support recycling efforts in 5 communities in Kyiv.

We partner with our retail, wholesale and HoReCa customers to help them reduce their scope 3 emissions and to identify opportunities for collaboration, especially in the area of sustainable packaging.

In Poland, we partnered with our customer Żabka, (a large chain of convenience stores) to develop and pilot reusable display units with replaceable branding. This system cuts waste and emissions, creating commercial value for us and for our customers.

We partnered with Carrefour Italy with a dedicated in-store program to educate consumers on how to properly recycle beverage packaging, while communicating the role that our 100% rPET portfolio plays in circular packaging.

The Coca-Cola System continues to partner with various local organisations and invests in solutions that help to accelerate the transition to a Circular Economy. The following initiatives have been funded by The Coca-Cola Foundation:

- In Nigeria, the **"CYCLE-PLAST"** project supports efforts to improve recycling collection and raise awareness of proper waste disposal across the country.
- The **"Empowering Collectors Initiative"** was implemented by the Growing Business Foundation to address plastic waste in Nigeria by increasing collection and processing capacity for 15 aggregators, while providing education and awareness support for communities on recycling.
- The **"Nigerian Plastic Solution Activity"** initiative in collaboration with the United States Agency for International Development (USAID) and TechnoServe Nigeria, aims to recover approximately 49,000 metric tonnes of plastic waste in Nigeria, while also upscaling collection capacity and driving circularity in domestic plastic waste management.
- In Egypt, the **"Dawar"** programme with the Al Joud Foundation, is driving waste collection and recycling awareness efforts in Cairo.