

MAKING OUR PACKAGING MORE SUSTAINABLE 2026



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. In collaboration with our customers, we try to offer and promote sustainable packaging solutions and educate consumers to act more sustainably and return our packaging to be recycled or re-used.



From 2026 onwards, we will work towards new targets for making packaging more circular through Mission Refresh². We aim to reduce our environmental footprint and support a circular economy by:

- **Collection: Ensure recyclable packaging is recycled:** Reaching **80% collection of our packaging by 2035**.
- **Increase use of recycled material:** Increasing rPET to **40% by 2035**.
- **Eliminate unnecessary packaging and reduction of virgin plastic:** Removing **12,000 metric tonnes of plastic packaging by 2030** (compared with the 2024 baseline).

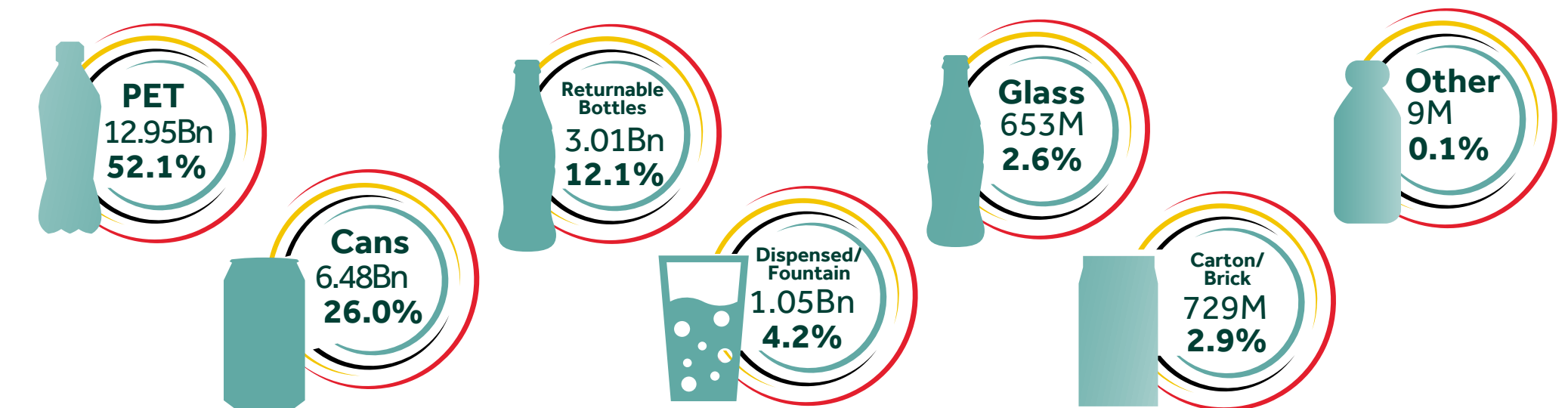
Alongside these targets, we remain firmly committed to advancing circularity across other areas of sustainable packaging:

- **Recyclability:** Ensure **100% of our primary packaging remains fully recyclable by design**.
- **Expand Reusable Packaging:** Deliver programmes to increase reusable packaging.
- **Innovation:** Deliver new sustainable packaging solutions through partnerships and R&D.
- **Inspire & Engage Consumers:** Use the power of our brands to encourage consumers to recycle.

OUR PROGRESS

OUR SUSTAINABLE PACKAGING COMMITMENTS	2025 ACTUAL ³	2025 TARGET	2035 TARGET ⁴
Primary Packaging Recyclability by design	100%	100%	100%
Use of Recycled PET in Primary Packaging	35%	35%	40%
Use of Recycled Aluminium in Primary Packaging	55.5%	N/A	N/A
Use of Recycled Glass in Primary Packaging	38%	N/A	N/A
Use of Certified Wood, Pulp and Paper	36% ⁵	N/A	100%
Use of Recycled Sources in Wood and Pulp and Paper	83% ⁶	N/A	N/A
Primary Packaging Collected for Recycling	78% ⁷	75%	80%

OUR PACKAGING FOOTPRINT*



OUR COMMITMENTS & ACTION PLANS

Delivering on our Packaging Commitments:

In 2025, we successfully reached our Mission 2025¹ objectives in packaging:

- All our primary packaging is now **100% recyclable by design**.
- We exceeded our 75% target and achieved **78% recovery of primary packaging** for recycling or reuse.
- We increased recycled PET (rPET) content in our bottles to **35%**, with EU countries and Switzerland reaching over 65%.

¹ Mission 2025 excludes Egypt; all results are based on 2025 actual data

² Mission Refresh target covering existing 29 markets of Coca-Cola HBC

³ 2025 actual data excluding Egypt

⁴ Mission Refresh target covering existing 29 markets of Coca-Cola HBC

⁵ Calculated as weighted average of paper and pulp (inc. Aseptic carton) over the total weight of Wood, Pulp and Paper considered certified under our PSA, which includes schemes such as RFA and SAI.

⁶ Calculated as weighted average of recycled sources inc. 100% reusable wood pallets over the total weight of Wood, Pulp and Paper

⁷ 77% including Egypt

*This graphic represents the number of packaging units or transactions introduced across Coca-Cola HBC markets in 2025 by package type (excluding beer, coffee and spirits). The packaging footprint for our joint venture business in North Macedonia is not included for consistency with targets achievement. In 2025 we introduced approximately 24.88 billion packs into the marketplace of which approx. 4 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 Systems (DRS) in our European markets, wherever an effective alternative doesn't already exist.

78% COLLECTED FOR RECYCLING OR REFILL

78%¹ of the bottles and cans that we placed on the market in 2025 were either refilled or collected for recycling.

10 CCHBC MARKETS HAVE DRS IN PLACE

As of January 2026, **ten of our markets have DRS in place:** Austria, Croatia, Estonia, Hungary, Latvia, Lithuania, Republic of Ireland, Romania, Slovakia and Poland.

SUPPORT FOR NEW NATIONAL DRS

We are actively involved in **implementation of the DRS in Greece**, ahead of its launch later in 2026.

In parallel, we are supporting local discussion in **Moldova, Kosovo and Northern Ireland** to support preparation for the introduction of their own DRS systems from **2027 onwards**.

We are also engaging proactively in **Bulgaria, Cyprus, Czech Republic, 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 established the country's **first Coca-Cola System owned and operated packaging collection hub**, enabling large-scale recovery of plastic bottles.

In 2025, its first year of operation, our state-of-the-art hub has collected **1,330 tonnes of PET**. Once fully operational, the facility is designed to process up to **13,000 tonnes of plastic bottles annually**, significantly strengthening local collection capacity and recycling throughput.

The initiative complements national recycling efforts and supports the delivery of **Extended Producer Responsibility (EPR)** objectives. We continue to work with the **Food and Beverage Recycling Alliance (FBRA)** and support additional packaging collection projects in Nigeria, helping to develop locally relevant approaches to EPR implementation.

RECYCLING PARTNERSHIPS

In **Egypt**, through our ongoing partnership with local **recycler BariQ and other local collection projects**, we helped to collect almost **38,000 metric tonnes of PET in 2025**. We are currently assessing opportunities to establish our own packaging collection system in the country. In parallel, we continue to engage with the Egyptian government, offering support for the development of a new national **Packaging Recovery Organisation (PRO)**.

In **Armenia**, we supported the launch of a **pilot packaging-waste management project in the Hrazdan community**, implemented with municipal authorities and industry partners. The initiative introduced public sorting bins, awareness raising campaigns and organised collection and recycling processes. The pilot generated practical insights to inform the Government of Armenia as it finalises its EPR legislation.

COLLECT 80% BY 2035

Our ambitious goal is to collect **80% of our primary packaging by the end of 2035**



RECYCLABILITY

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

Our Objective is to keep our primary packaging 100% recyclable by design.

We ensure our packaging includes **recyclable content**. We do not engage in the production or commercialisation of durable plastic goods and/or components, including those made from mixed materials. We also do not produce goods with an expected usage period exceeding three years.

Our beverages have a significantly shorter expected usage period, defined by their shelf life which is usually between four and 12 months. Our aim is to ensure that this packaging is **collected and recycled**.



¹ 2025 actual data excluding Egypt

RECYCLED PACKAGING

To achieve circularity, beverage packaging needs to be collected and recycled, with the recycled material 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 2025, **35% of the PET that we used was recycled PET (rPET)**, which is significant progress from **24%** in 2024. In our EU countries and Switzerland, 65% of the PET that we used overall in 2025 was rPET compared to 46% in 2024.

OUR rPET TARGETS:

40% rPET BY 2035¹



OUR PROGRESS:

- **Five of our markets have transitioned their entire locally produced PET portfolios to 100% rPET bottles.** Switzerland was our first country to make this transition in 2022, followed by Italy² and Austria, and in 2023, Romania, the Republic of Ireland and Northern Ireland also transitioned to 100% rPET bottles for the locally produced PET portfolio.
- **Five of our water brands are also sold in 100% rPET bottles:** Römerquelle (Austria, Czech Republic, Slovakia, Serbia, Croatia and Slovenia), Deep RiverRock (Republic of Ireland and Northern Ireland), Valser (Switzerland), Dorna (Romania and Moldova) and Natura (Czech Republic and Slovakia).
- Expanding the use of rPET replaced more than **30,000 metric tonnes of virgin PET and avoided over 75,000 tonnes of CO₂e**, with several markets introducing rPET for the first time or increasing recycled content in key SKUs.
- Our strategy involves establishing our **own infrastructure for in-house rPET production in selected markets.** To achieve this, we have invested significant amounts in dedicated/in-house plant facilities in Italy, Poland and Romania. We also allocated €55 million in 2025 to support the higher cost of rPET compared with virgin PET.
- In 2023, Romania successfully combined **three key ingredients for plastic packaging circularity** to help us close the loop:
 - A 100% rPET local bottle portfolio.
 - An in-house rPET facility.
 - A Deposit Return System.
- Our corrugated cardboard packaging in Europe contains **>80% recycled content**, while our composite paper carton packs, KeelClip™, Qflex and LitePac Top, are **100% FSC®-certified**. Our wooden pallets are **100% reusable**.



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.

SUSTAINABLE SOURCING OF PRIMARY PACKAGING

We aim to source all our paper-based packaging materials from sustainable forest sources. Now, 100% of our paper bricks (aseptic carton) we use are FSC®-certified. Also, 93%³ of our main Pulp and Paper-based materials are deforestation-free.

¹ Mission Refresh target covering existing 29 markets of Coca-Cola HBC

² Excluding water in Italy

³ 2024 volume

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.

In 2025, we continued to **eliminate unnecessary packaging** by increasing recycled content and reducing material use across our portfolio.

Building on the extensive light-weighting programme delivered over the past decade, we are **continuing to light-weight our primary packaging** towards 'best-in-class' bottles and cans in each market, while **innovating to remove shrink film from multipacks and implementing other plastic reduction initiatives**.

As a result, by 2025 this programme removed more than **10,000 metric tonnes of plastic packaging** compared with a 2023 baseline, more than **double our original estimate** of 5,000 tonnes.

ELIMINATE UNECESSARY PACKAGING 2025 HIGHLIGHTS:

We are replacing plastic shrink film on can multipacks with KeelClip™, a minimalist paperboard solution now used in 23 of our countries, including all our EU markets. Together with the **QFlex carton** for large format can multipacks in **the Republic of Ireland and Northern Ireland**, these solutions avoid approximately **2,300 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 plan to launch LitePac Top in Greece, Republic of Ireland and Northern Ireland in 2026.

In 2025, we piloted in Nigeria a light-weighted neck finish for our PET bottles, which enabled a weight reduction of just over **one gram per unit**, delivering meaningful material savings and lowering the carbon footprint of our packaging. We will continue with the roll-out across all markets, starting with Greece, the Republic of Ireland and Northern Ireland in 2026, with a plan to finish by the end of 2028. Full roll-out savings are estimated at **11,800 metric tonnes** of plastic material annually.

Our high-performing stretch film reduces plastic use by up to 30% and we used it across our sparkling beverage range in 2025. To date, this nano stretch film alone has already saved over 200 tonnes of plastic in Hungary and Romania. In Italy, **we introduced shrink film with 50% post-consumer recycled content**, and in Poland and the Baltics, with **30%, reducing virgin plastic use and cutting emissions**.

In 2025, we continued to **reduce the amount of material used in our labels** across most of our markets. We expect overall savings of approximately **550 metric tonnes** of plastic and 1,000 tonnes of CO₂ reduction respectively.

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 and Herzegovina, North Macedonia, Serbia and Switzerland. This initiative aims to ensure that more bottle caps are recycled.

Through the increased use of recycled PET (rPET), light weighting, removal of plastic film and the expansion of reusable packaging formats, we eliminated more than 340,000 metric tonnes of virgin plastic by 2025 (2019 baseline).



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 **Union of European Soft Drinks Associations (UNESDA)**, we support the pledge to “increase collection rates and to reuse”.

To support our actions related to the expansion of reusable/refillable packaging, we make investments every year for the renewal or increase of the returnable containers fleet. In 2025, this investment reached €63 million. We also invested €13.2 million in production infrastructure, mainly for new returnable glass production lines in Italy and Serbia, and another €6.8 million for dispensed equipment.



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.

In 2025 we continued implementing the Pack Mix of the Future initiatives, focusing on expanding RGB across markets and setting our vision for profitable growth while reducing CO₂ footprint.

12% OF THE DRINKS ARE IN RETURNABLE CONTAINERS

In 2025, 12%¹ of the drinks that we sell are in **returnable glass bottles** and 4%¹ of our drinks come from dispensed formats such as freestyle and fountain 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 **34.5% in Nigeria, 27.7% in Croatia and 25.3% 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 18.6% of total Austrian transactions in 2025.

CIRCULAR PACKAGING CAMPUS

Since 2024, we have partnered with a leading university in **Italy** to establish the **first circular packaging campus.** The initiative enables students to enjoy our products while minimising packaging through the use of **packageless drink dispensers** and **reusable vessels.**

We also implemented a **full bottle-to-bottle system** offering a wide range of drinks in 100% rPET bottles collected through a reverse vending machine. Collected bottles are recycled and the resulting flakes are used in our rPET production facility. We plan to replicate this program in other facilities in the future.

DISPENSED FORMATS FOR SMALLER OUTLETS

In 2025, we also expanded testing of **new dispenser machines** in Austria and Italy, to identify solutions that can effectively reduce packaging in smaller outlets.



¹Numbers refer to transactions and exclude North Macedonia and Premium Spirits, beer, coffee, snacks

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.

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.

We also collaborate with The Coca Cola Company R&D department to:

- Estimating **Life Cycle Assessment (LCA)** per packaging to guide packaging choices and optimisation
- Optimised packaging performance to enable light weighting through design (PET Coatings / strengthened glass)
- Investigating opportunities related to recycled PET technologies to support a sustainable (Circular) future
- Exploring additional innovations in materials and technologies to make our packaging more sustainable



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 bottles, we ran a 360 campaigns to help consumers understand the benefits of recycled PET. This helped to boost sustainability awareness for our audiences in both countries.

The **Recycling Map**, developed in partnership **ViitorPlus Association**, makes recycling easier and more accessible. The interactive platform brings together over **17,000 selective collection points** across Romania, helping people quickly understand what and where to recycle, while offering practical tips to support more sustainable everyday choices.

In Italy, we have supported **CIAL's "Every Can Counts" campaign**, partnering to collect used beverage cans at summer events, including concerts, festivals, and beach resorts across municipalities in southern Italy.

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



¹ Potential (electricity) cost reduction as well as actual CO2 savings may greatly vary depending on the current technical infrastructure of a particular customers and conditions of the market. Size of the opportunity or potential savings and CO2 reduction depends on various elements such as, for example, the type of cooler model in scope and used as benchmark, temperature of the surrounding of coolers (to be compared like-for-like), individual electricity contracts with related conditions in place by gastronomy outlet owners, etc.

PROMOTING CIRCULAR PACKAGING SOLUTIONS AND DELIVER MORE SUSTAINABLY

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 7 communities in the Kyiv region.

Alongside these community initiatives, we partner with our customers to drive sustainability across our value chain and in 2025, we joined **Carrefour's Sustainable Linked Business Plan (SLBP)**, a non-financial programme focused on reducing packaging waste and carbon emissions.

Through the **SLBP framework**, the **Romania** teams became the first market to launch joint initiatives. This focused on a **consumer campaign across more than 150 Carrefour stores** to promote recycling and the benefits of packaging made from 100% rPET, excluding label and cap. We also improved operational efficiency by optimising logistics – maintaining volumes while reducing delivery frequency and introducing lightweight trailers to lower CO2e emissions.

Poland was the next market within our geographical scope under the SLBP framework. Together with local Carrefour teams, we co-developed a **consumer-facing campaign** focused on encouraging consumers to return empty bottles, **supporting the recently launched DRS** in the market. In addition, local teams are currently reviewing supply chain processes to identify further opportunities to reduce GHG emissions across the entire value chain.

In Italy, we continued our existing, strategic partnership with local Carrefour team with the **"Let's Recycle Together"** initiative, delivered for a second year with Marevivo, a local NGO protecting sea and environment. In store activations educated consumers on proper recycling and highlighted the role of our 100% rPET bottles in supporting a circular packaging model.

Looking ahead, we continue to seek opportunities to further **align our sustainability efforts with retail partners, wholesalers and HoReCa outlets**. Through joint initiatives in areas of shared interest, we aim to **support partners on their journey towards more sustainable business models while creating mutual value**. Key areas for collaboration include promoting and educating consumers on our sustainable packaging solutions, as well as expanding the use of energy-efficient cooler models that help reduce CO2e and, potentially, reduce electricity costs¹.

For more information regarding ESRS E5 – Resource use and circular economy please refer to the **Coca-Cola HBC Integrated Annual Report 2025**.