

## Our business model *continued*

### Value created



#### Our people

- In 2022 we provided jobs directly to 33,043 employees in 29 countries\*
- Median basic salary ratio women/men: 1.13



#### Our customers

- We increased the frequency of our customer engagement, providing customers with the best support
- In the marketplace we achieved a total number of 49% energy-efficient coolers



#### Our communities

- In 2022, we trained 246,108 young people through our #YouthEmpowered programme to boost employability
- We invested €7.4 million in local community initiatives\*



#### Our shareholders

- We delivered strong financial performance in 2022, with organic revenue up 14.2% and reported revenue up 28.3%
- In recognition of our business strength and future opportunities, the Board has proposed a dividend of €0.78 per share, a 9.9% increase compared with last year



#### Our wider stakeholders

- Our business activities generate revenue for our suppliers and contractors and their extended value chain



#### Our consumers

- We provide high-quality beverages and healthy options, reducing calories per 100ml of sparkling soft drinks by 17% in 2022 compared to our 2015 baseline



#### Our suppliers

- We spent circa €5\* billion with local suppliers and contractors
- We are working with our suppliers to support their sustainable practices and emission reduction plans

### Socio-economic contribution

**>900,000**

training hours for our people

**€1,204m\***

total employee costs

**1.7m**

customers served

**40%**

women in managerial positions

**1 = 10**

job in the System jobs in our community

**794,943**

cumulative number of young people trained in our communities between 2017-2022

**323,727**

indirect jobs across the value chain

**€10.8b**

created in added value across our value chain

**€3.6b**

paid in taxes

**€589.5m**

CapEx spend

**715m\***

potential consumers refreshed

**>16,800\***

suppliers operating across our value chain

**c.5\* €b**


spent with local suppliers

\* With the addition of Egypt.

### Our impact

We believe that the only way to create long-term value for all our stakeholders is through sustainable growth. We create socio-economic value for the societies in which we operate by creating jobs, training people, building physical infrastructure, procuring raw materials, transferring technology, paying taxes, expanding access to products and services, and creating growth opportunities for our customers, distributors, retailers and suppliers.

Measuring and managing these contributions through the sustainable growth of our business is an important part of our purpose. Since 2010 we have conducted socio-economic impact studies in our markets to better understand the range and extent of the value we create in our ecosystem.

 To read the methodology behind our socio-economic impact numbers, please see page 258