



NEWS RELEASE

COCA-COLA HBC begins EU-wide replacement of plastic wrap on can multi-packs

Launches KeelClip™ technology in Ireland, Northern Ireland and Austria

Zug, Switzerland – 19 November 2020 – Coca-Cola HBC has successfully begun the roll out of KeelClip™ technology in The Republic of Ireland, Northern Ireland and Austria as the first step in its commitment to replace plastic wrap on all can multi-packs in its European Union markets. The initiative will save more than 3,000 metric tonnes of CO₂ and 2,000 metric tonnes of plastic each year.

This new "Grip&Go" packaging is the result of a €15 million investment by the company in a strategic partnership with Graphic Packaging International (Graphic Packaging) and forms part of a wider commitment by Coca-Cola HBC and its partner The Coca-Cola Company to build a more sustainable approach to packaging. The roll out across all the company's EU markets plus Switzerland will be complete by early 2022.

Marcel Martin, Group Supply Chain Director at Coca-Cola HBC, said: "By investing in this innovative new technology we are directly supporting our customers and their consumers by providing a more sustainable packaging format. At the same time, we are delivering on our commitment to make a more positive environmental impact."

Alan Crawford, Trading Director, SPAR/EUROSPAR Ireland, said: "Coca-Cola HBC has taken a leadership position in the soft drink category, introducing a really new and exciting type of packaging. The move to the new KeelClip and paperboard packaging will eliminate a significant amount of packaging from our supply chain which is very important for us as an organisation and the environment we operate within. The appearance of the multipack cans in KeelClip packaging is also more attractive to our customers, so we expect the change to support increased sales as well as taking an important sustainability position."

As part of the initial agreement with Graphic Packaging, Coca-Cola HBC will install 11 KeelClip™ machines in seven countries, that will supply the solution across all its EU countries.

Steve Gould, new product development and marketing director of the beverage division at Graphic Packaging, said: "We are committed to work with Coca-Cola HBC to deliver this exciting innovation. We will continue to support the ongoing roll out and commercialisation across Coca-Cola HBC's EU markets and are delighted to be partners in this endeavour."

Media Contacts:

David Hart, Group Communication Director | David.Hart@cchellenic.com

Slavena Novakovic, Group Supply Chain & Sustainability Communication Manager | Slavena.Novakovic@cchellenic.com

About Coca-Cola HBC Group

Coca-Cola HBC is a growth-focused CPG business and strategic bottling partner of The Coca-Cola Company. We create value for all our stakeholders by supporting the socio-economic development of



the societies in which we operate and we believe building a more positive environmental impact is integral to our future growth. Together, we and our customers serve more than 600 million consumers across a broad geographic footprint of 28 countries on 3 continents. Our portfolio is one of the strongest, broadest and most flexible in the beverage industry, offering consumer-leading partner brands in the sparkling, juice, water, sport, energy, plant-based, ready-to-drink tea, coffee, adult sparkling and premium spirits categories. These brands include Coca-Cola, Coca-Cola Zero, Schweppes, Kinley, Royal Bliss, Costa Coffee, Valser, Romerquelle, Fanta, Sprite, Powerade, FuzeTea, Dobry, Cappy, Monster and Adez. We foster an open and inclusive work environment amongst our more than 28,000 employees and we are ranked among the top sustainability performers in ESG benchmarks such as the Dow Jones Sustainability Indices, CDP, MSCI ESG and FTSE4Good. Coca-Cola HBC has a premium listing on the London Stock Exchange (LSE:CCH) and is listed on the Athens Exchange (ATHEX:EEE). For more information, please visit <http://www.coca-colahellenic.com>.

For more information on Graphic Packaging International and its activities, please visit <https://graphicpkg.com>