

Feature: Focus on Egypt

Introducing our newest market

Egypt joined our Group in January 2022 after the acquisition of the Coca-Cola Bottling Company of Egypt (CCBCE), and we are very excited to welcome our new colleagues.

Egypt has a young population of over 100 million and is one of the largest non-alcoholic ready-to-drink, (NARTD) markets by volume in Africa. We are building on our existing scale in Africa and increasing our exposure to high-growth geographies. Egypt is one of the few countries where Coca-Cola does not have leading market share, and we see great potential for us to unlock considerable opportunities in this territory.

Increasing brand portfolio

Our current portfolio in Egypt spans our sparkling range: Trademark Coke, Coke Zero, Sprite, Fanta, Schweppes, Canada Dry and Water, including several variants of Dasani water. We see significant opportunity to leverage our proven route-to-market capabilities and over 70 years of experience in emerging markets to increase penetration of The Coca-Cola Company's brand portfolio, driving category leadership.

Young and growing population

100m+

Opportunity to increase
per-capita consumption

Opportunity to become
market leader



Feature: Focus on Egypt *continued*



Sustainability

The team in Egypt has a forward-looking attitude to sustainability, for example, installing in partnership with a supplier via a power purchase agreement (PPA), 4.5 megawatt solar photovoltaic rooftop plants at four manufacturing sites. We believe this is an example of how our values are aligned.

The business is committed to contributing to the Group's Mission 2025 sustainability targets and NetZero40 commitment and has started to align initiatives accordingly. We plan to include Egypt in our sustainability reporting from 2023.

Integration is progressing according to plan

We are implementing our execution capabilities, focusing on revenue growth management. Back-office integration is on track, enabling cost synergies in central functions.

We are strengthening the cooler network and have invested in the market by installing new energy-efficient coolers this year in high-potential outlets and locations, thus expanding the reach of our portfolio.

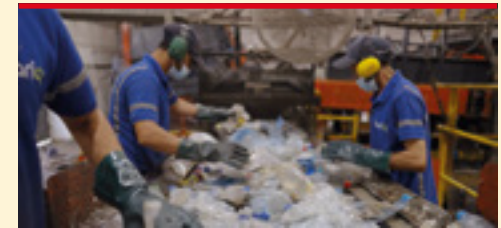
We also integrated HR processes, including performance evaluations, selection tools and talent development, while respecting local cultural imperatives.

Market share improves in 2022

We are encouraged to see early signs of success from the investments we are making to strengthen long-term opportunities in Egypt. In 2022 Egypt arrested the market share loss they had seen for several years. We're proud of these achievements and excited for what the future can bring.

"Our integration journey has started and I'm particularly proud of how we've already improved our execution capabilities, with better route-to-market and business analytics. At the same time, our expertise in operating in a high-growth market has been welcomed in Coca-Cola HBC. My colleagues and I are excited about 2023 and the opportunities we can develop as part of Coca-Cola HBC."

Ahmed Elaffi
General Manager



Collection and recycling

Through our partnership with BariQ, the largest "bottle-to-bottle" recycler and producer of rPET pellets in the Middle East, we support the collection and recycling of PET bottles in Egypt. In 2022, more than 31,000 tonnes of PET bottles were collected for recycling by BariQ, delivering a packaging collection rate of 43% for Coca-Cola HBC Egypt. Through this ongoing partnership, we continue to support collection and high-quality recycling in the region.

Water stewardship

Egypt has a growing population and is almost entirely dependent on the Nile River for water, which is a scarce resource. We are committed to reducing our water usage ratio and working with communities to help secure water availability in water risk areas.

In the two water priority locations in Egypt (Assiout and Kaliub), with the funds of The Coca-Cola Foundation and partnering with the UNDP and local NGOs, we implemented several water stewardship projects that replenished 3.6 billion litres of water. The interventions include riverbank filtration unit construction; improvement of soils, yields and irrigation demand through composting and use of a greenhouse cultivation model in marginal and sub-marginal lands with a hydroponic system. One of the projects also provided water access in 17 villages where more than 33,000 people were beneficiaries.