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**OUR BOND WITH ITALY IS BUILT ON RELATIONSHIPS:
FROM THE PEOPLE WHO PROVIDE RAW MATERIALS
TO THOSE WHO WORK AND WALK ALONGSIDE US EVERY DAY
TO CREATE SHARED VALUE, RIGHT THROUGH TO YOU.**

Coca-Cola[®]
SO CLOSE, SO ITALIAN.

INTRODUCTION

This research set out to explore the increasingly strong bonds that have tied Coca-Cola to Italy since 1927, **taking an up-close look at the shared value that our activities have generated within the country and the results achieved to date.**

Specifically, the analysis conducted by Fabrizio Perretti and Stefano Basaglia, economics experts and professors at SDA Bocconi School of Management, describes **the economic and employment impact of Coca-Cola in Italy.**

The research also examines the regions in which Coca-Cola has its offices and plants:

Lombardy, Veneto, Abruzzo, Campania, Basilicata and **Sicily**, as well as **Piedmont**, which recently joined the list following the acquisition of the **Lurisia** brand and the **reopening of the CCH CircularPET plant in Gaglianico (Biella).**

In fact, this region is now a crucial innovation hub for Coca-Cola's sustainability journey, allowing the brand to **switch 100% of its soft drinks portfolio to bottles made from 100% recycled plastic.**

Now in its sixth biennial edition, the research's goal is **to offer a numerical overview of Coca-Cola's role in the Italian socio-economic fabric:** the resources distributed to **families, businesses** and **the State**; our close ties to everyone who works with us every day, including **bars' and restaurants' owners, all our product distributors, and the people who make up the raw material production chains;** and **the communities we want to foster by supporting organizations working on the ground.**

**SO CLOSE,
SO ITALIAN**



COCA-COLA IN ITALY

Coca-Cola is known and loved all around the world, but it actually owes a large part of its success to its ability to **forge strong ties on a regional level**. In each country, its business model is based on establishing an authentic **local identity**.

In Italy, this story began in **1927**, when the **first plant in our country opened** and the **first Italian Coca-Cola** was bottled in Rome: over the decades, this bond has only grown stronger.

Much like the country itself, Coca-Cola's bond with Italy is constantly evolving. It is able to adapt to new development paths and the unique qualities of the different communities it has joined.

From North to South, Coca-Cola's presence in Italy is currently embodied by three companies - Coca-Cola Italia, Coca-Cola HBC Italia and Sibeg - **all working to help us cater to Italian consumers on a daily basis.**



**SO CLOSE,
SO ITALIAN**



COCA-COLA ITALIA

The Italian subsidiary of The Coca-Cola Company is responsible for the management, protection and reputation for all its brands: design, strategic marketing, packaging, consumer promotions, advertising, market research, brand communication, institutional relations, and social responsibility initiatives. The Coca-Cola Company, listed on the New York Stock Exchange, is a “Total Beverage Company” that offers its consumers over 200 brands in more than 200 countries and, together with its bottling partners, has more than 700 thousand employees around the world. The Coca-Cola Foundation, the global philanthropic arm of The Coca-Cola Company, is also active in Italy. This organisation was founded in 1984 to provide a concrete response to the needs of the communities in which the company operates, promoting a range of shared initiatives.

COCA-COLA HBC ITALIA

Coca-Cola HBC Italia is a subsidiary of the Coca-Cola Hellenic Bottling Company Group, listed on the London and Athens stock exchanges, which has 36,000 employees in 59 plants and reaches over 715 million consumers in 29 countries. Coca-Cola HBC Italia is the main producer and distributor of The Coca-Cola Company branded products in Italy, excluding Sicily. It employs more than 2,000 people and produces, packages and sells 95% of the brand's total beverage volume. The company has six plants: three dedicated to the production of soft drinks located in Nogara (Verona), Oricola (L'Aquila), Marcianise (Caserta); two mineral water bottling sites in Rionero in Vulture (Potenza) and Roccaforte Mondovì (Cuneo); and the innovative CCH CircularPET hub located in Gaglianico (Biella) for the production of recycled plastic (rPET) preforms later turned into bottles throughout the country. Coca-Cola HBC Italia presents itself on the market as a 24/7 Total Beverage Partner, marketing and distributing a product portfolio to suit all occasions, from breakfast to after dinner, to almost 160,000 customers throughout Italy. Coca-Cola HBC Italia is responsible for packaging, in addition to handling product merchandising, customer relations, implementation of promotions, and national and local public and institutional relations. In line with its corporate social responsibility commitments, it has published a Sustainability Report every year since 2004, documenting the activities carried out for the community, in the market, in the environmental field and in the workplace.

The company practices corporate citizenship every day also through the activities of the Coca-Cola HBC Italia Foundation, which was founded in with the aim of promoting social impact projects in the country.

SIBEG

In Sicily, Sibeg is synonymous with Coca-Cola. The company has been producing, bottling and distributing all The Coca-Cola Company branded products since 1960. Thanks to its strong internal organisational structure, made up of around 360 employees, between 30 (low season) and 100 articulated lorries (high season) depart from the Catania plant every day, delivering products (directly or through distributors) to around 14,000 points of sale around the island. With a market share of approximately 54.1% in the Modern Trade channel, Sibeg represents one of the main players in terms of development and innovation in the Sicilian economy.

IN NUMBERS

MORE THAN **95** YEARS

since Coca-Cola was first produced
in Italy, in 1927



**6 GENERATIONS
OF ITALIANS**

have shared their gatherings
and celebrations with Coca-Cola



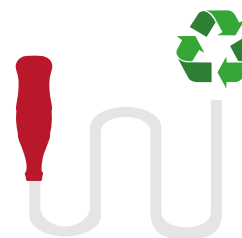
OVER 40 DRINKS

in the Coca-Cola portfolio, from carbonated drinks to teas, from waters to sports drinks, of which over 71% contain reduced, low or no calories



6 FACTORIES

Four sites dedicated to soft drink production and two to mineral water bottling



100% RECYCLED PLASTIC

in the bottles of 100% of the soft drinks portfolio from 2023



1 NEW INDUSTRIAL SUSTAINABILITY HUB

dedicated to the production of recycled plastic bottles in Gaglianico (Biella)



SUMMARY OF THE RESEARCH

THE RESEARCH IN A NUTSHELL

The companies that represent Coca-Cola in Italy create jobs and opportunities, generating resources that are distributed to the main players in the Italian economy:

- **families**, through the wages and salaries paid to its employees
- **supplier businesses**, through purchases of goods and services and investments in material assets
- the **State**, through taxes and contributions.

The study was conducted in early 2023 by professors **Fabrizio Perretti** and **Stefano Basaglia** of **SDA Bocconi School of Management**, with the aim of describing **the economic impact** (economic resources generated and distributed) **and the employment impact** (number of direct and indirect employees) of Coca-Cola in Italy as a whole and in the seven regions in which it has offices or production sites: **Piedmont, Lombardy, Veneto, Abruzzo, Campania, Basilicata** and **Sicily**.

Data referring to CCH CircularPET (the Coca-Cola HBC hub in Gaglianico) is excluded whenever the company's data is compared with other companies in the soft drinks, beverage and Food & Beverage sectors, on either a national or local level (Piedmont).



1,2 BILLION EUROS

The resources generated and distributed by Coca-Cola in Italy, amounting to 0.06% of the national GDP



2.477 DIRECT EMPLOYEES

Total number of people employed by Coca-Cola in Italy



ITALIAN LEADER

in the soft drinks and beverage sector in terms of economic resources generated and distributed



26.738 JOBS

Coca-Cola's direct and indirect employment impact, equalling 0.1% of total employment in Italy



1.463 SUPPLIERS IN THE COUNTRY

Number of companies with which Coca-Cola has economic relationships for the purchase of goods and services, 55% of which are located in the North and 45% in the Centre-South. 82% are medium, small and micro local businesses

GREATER EQUALITY

Compared to the Italian average, Coca-Cola has lower pay gaps between its employees' salaries: an executive's pay is equal to 1.56 times that of a manager (compared to an average of 1.92 among Italian companies), 2.92 times that of an office worker (Italian average = 3.45), and 3.44 times that of a factory worker (Italian average = 4.31)



60.000 PEOPLE

benefit from the income generated directly and indirectly by Coca-Cola in Italy

1 x 11 JOBS

Total jobs generated within the Italian economy for each direct employee of Coca-Cola



MORE WOMEN IN LEADERSHIP POSITIONS

Compared to the average among Italian companies, Coca-Cola has a higher percentage of women at both the managerial level (39% compared to the national average of 31%) and as directors (45% compared to 18%)

ABOVE AVERAGE PAY

Excluding executives, Coca-Cola employees' salaries are higher on average than other Italian companies: 8% higher for office workers, 12% higher for managers, and 14% higher for factory workers

ECONOMIC IMPACT

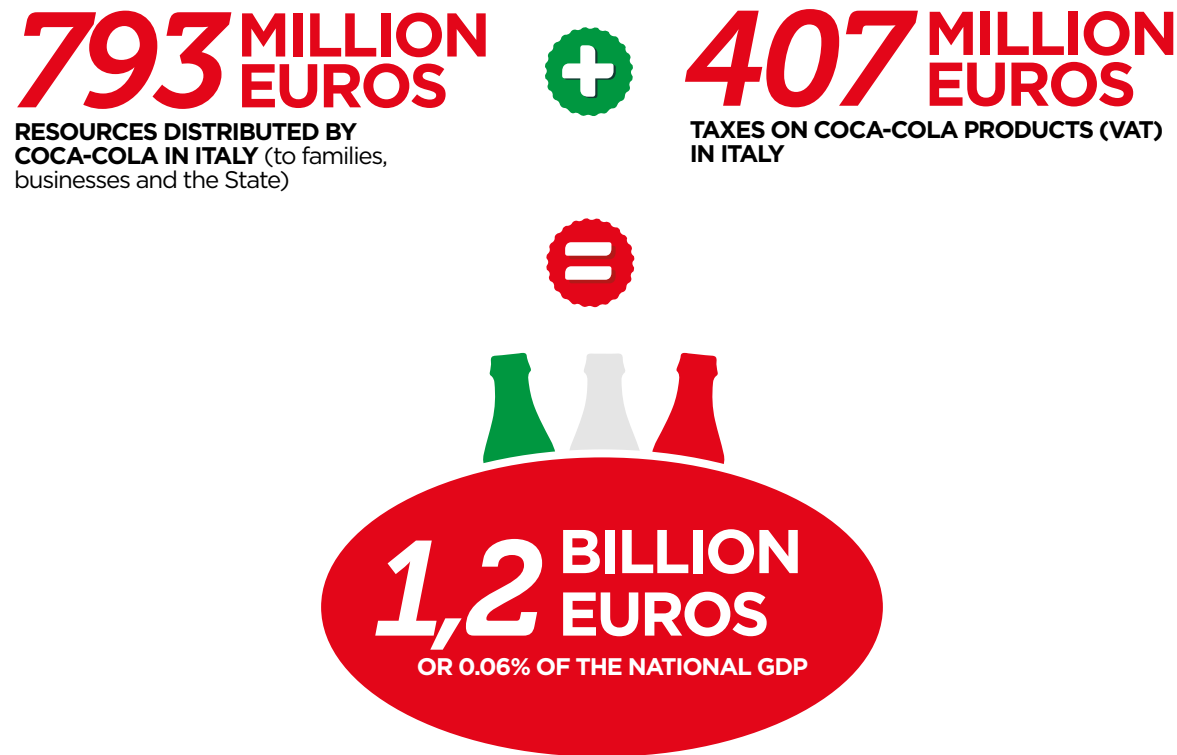


CLOSE TIES WITH THE ITALIAN ECONOMY

In 2022, the companies representing Coca-Cola in Italy generated and distributed resources totalling **793 million euros**, divided as follows: **148 million euros to families**, **628 million euros to businesses** and **17 million euros to the State**.

Additionally, the taxes on Coca-Cola products (VAT) generated another 407 million euros for the State, making a total of 424 million euros.

The total resources distributed are therefore equal to **1.2 billion euros**, which corresponds to **0.06% of the GDP**.



To better understand the economic weight of Coca-Cola in Italy, part of the study entailed a comparison with three groups of companies with similar activities:



SOFT DRINKS

Group of companies producing **soft drinks, mineral waters and other bottled waters**
(ATECO code 11.07)

219 COMPANIES

Total number of businesses in the soft drinks industry in Italy

4.262 MILLION EUROS

Value of resources distributed by soft drink companies

1st POSITION

held by Coca-Cola in terms of resources distributed, representing **25.3%** of the total resources generated by the soft drinks industry



BEVERAGES

Group of companies producing beverages, which also include wine, cider and beer
(ATECO code 11.0)

2.021 COMPANIES

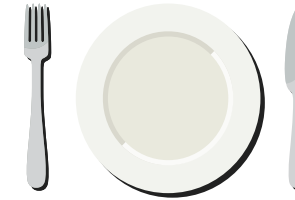
Total number of businesses in the beverage industry in Italy

16.697 MILLION EUROS

Value of resources distributed by beverage companies

1st POSITION

held by Coca-Cola in terms of resources distributed, representing **6.5%** of the total resources generated by the beverage industry



FOOD & BEVERAGE

Group of companies producing food and drinks
(ATECO codes 11.0 + 10.0)

15.676 COMPANIES

Total number of businesses in the food & beverage industry in Italy

129.370 MILLION EUROS

Value of resources distributed by food & beverage production companies

5th POSITION

held by Coca-Cola in terms of resources distributed, representing **0.8%** of the total resources generated by the food & beverage industry

CLOSE TIES WITH SUPPLIERS

1.463 SUPPLIERS
IN THE COUNTRY

Coca-Cola directly purchased goods and services from 1,463 suppliers in Italy in 2022, generating value equal to over **628 million euros**.

About 55% of Coca-Cola's suppliers are located in the North and 45% in the Centre-South.

They are made up of 18% large enterprises, 29% medium enterprises, 32% small enterprises and 21% micro enterprises.

CLOSE TIES WITH BARS AND RESTAURANTS

Every day, we support Italian bars and restaurants as they run their businesses. **Ordering a Coca-Cola as a refreshing drink or enjoy it along with a pizza is part of the routine of many Italians, and we work hard to ensure that the people who distribute our products can satisfy every consumer.** We actively collaborate with commercial businesses, encouraging our sales force to listen to the everyday experiences of owners and discuss the performance of the various brands. These close relationships often generate useful ideas for improvement. In some cases, one salesperson may deal with **more than one generation of owners** over the course of their career, maybe even three.

In addition to promoting and distributing our products, Coca-Cola HBC Italia offers all the points of sale with which it collaborates concrete support in their everyday work, starting with the eco-friendly coolers provided on a loan-for-use basis. It supplies bars and restaurants with useful tools, such as aprons, tables, chairs, glasses and communication materials, as well as sales strategies to grow and improve together. In fact, the team visits more than 115,000 different points of sale every month. In Sicily, Sibeg visits an average of 11,000 points of sale every month in order to fully develop its customers' potential and meet the expectations of Sicilian consumers. To help us be increasingly present and close to our partners, the number of Coca-Cola HBC Italia employees dedicated to this important role has grown by over 50% since the beginning of 2022.

Sibeg has also chosen to strengthen its sales staff over the last year.

Furthermore, more than 10,000 business managers throughout the country take part in a survey from Coca-Cola HBC Italia every month to collect their suggestions and feedback, allowing us to take any requests into account and improve our relationships. In Sicily, a selected sample of Sibeg's commercial partners take part in an annual satisfaction survey.





**ECONOMIC
IMPACT**

EMPLOYMENT IMPACT



WE ARE THE NO. 1 EMPLOYER IN THE ITALIAN SOFT DRINKS AND BEVERAGE INDUSTRY

Coca-Cola is the **no. 1 employer in the soft drinks industry** (26.4% of the 8,655 employees in the sector) **and the beverage industry** (7.4% of the 30,847 employees in the sector), and is the **no. 5 employer in the food and beverage industry** (0.7% of the 314,212 employees in the sector).

COMPARISON WITH PEERS

Ateco code	11.07	11.00	11 + 10
Description	Industry producing soft drinks, mineral waters and other bottled waters	Beverage industry	Food + Beverage industry
Number of companies	219	2.021	15.764
Employment impact (direct - employees)	8.655	30.847	314.212
Coca-Cola's share	26,4%	7,4%	0,7%
Coca-Cola's ranking	1st	1st	5th

Of the 2,477 direct Coca-Cola employees (83 from Coca-Cola Italia, 2034 from Coca-Cola HBC Italia and 360 from Sibeg), office workers represent the clear majority (61.6%), followed by factory workers (21.6%), managers (8.3%) and executives (5.9%). Compared to the totals recorded by active companies and other companies in the beverage sector, Coca-Cola has many more office workers (61.6% compared to 36.2% and 37.9%), more managers (8.3% compared to 3.4 % and 3.7%) and more executives (5.9% compared to 0.9% and 2.4%).

With regard to gender, women represent 31.5% of the workforce (up from 29.3% in the last survey in 2020). Coca-Cola is aligned with the companies in the beverage sector, while it differs from all active companies, where the percentage of women is 40.1%.

However, cross-referencing gender with professional classifications, the percentage of female managers and executives at Coca-Cola is higher than the active companies: 39% of managers compared to 31%, and 45% of executives compared to 18%.

In 2022, Coca-Cola HBC Italia earned gender equality certification from IDEM start-up, which recognised the company's efforts to promote female talent and identified several strengths: Pay Equity, Parenting and Mediation, Culture and Strategy. Sibeg is also striving to constantly increase the presence of women in the workforce and in roles of responsibility in Sicily.

In terms of age, 56.4% of workers belong to the 30-50 category, 30.8% belong to the over 50 category, and 12.8% belong to the under 30 category. Compared to other active companies, the share of members in the 30-50 category is higher (56.4% compared to 51.3%) and the share of workers in the under 30 (12.8% compared to 16.3%) and over 50 categories is (30.8% compared to 32.4%). However, the data is in line with the latest available data for the soft drinks sector.

From a geographical point of view, **58% of workers are in the North and 42% in the South and the islands.**

The salaries of Coca-Cola's direct employees are higher than the Italian average for managers (+12%), office workers (+8%) and factory workers (+14%). Coca-Cola therefore has **lower inequality compared to the average gap between executives and other categories in Italian companies**. In fact, an executive's salary at Coca-Cola is equal to 1.56 times that of a manager (compared to an average of 1.92 among Italian companies), 2.92 times that of an office worker (Italian average = 3.45), and 3.44 times that of a factory worker (Italian average = 4.31).

OVERALL EMPLOYMENT IMPACT

In 2022, Coca-Cola employed a total of **26,738 workers in Italy** (corresponding to **0.1% of total workers in Italy**), of which 2,919 were directly employed and 23,819 were indirectly employed.

Each job for a direct employee corresponds to 11 total jobs within the Italian economy.

Furthermore, if we take the structure of families in Italy into account (Istat 2022), the people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately 60,000.



	DIRECT	INDIRECT	TOTAL
Employees	2.477	18.691	21.168
All workers	2.919	23.819	26.738

 **60.322**
PEOPLE

 **0,1%**
OF ITALY

THE BOND WITH COMMUNITIES



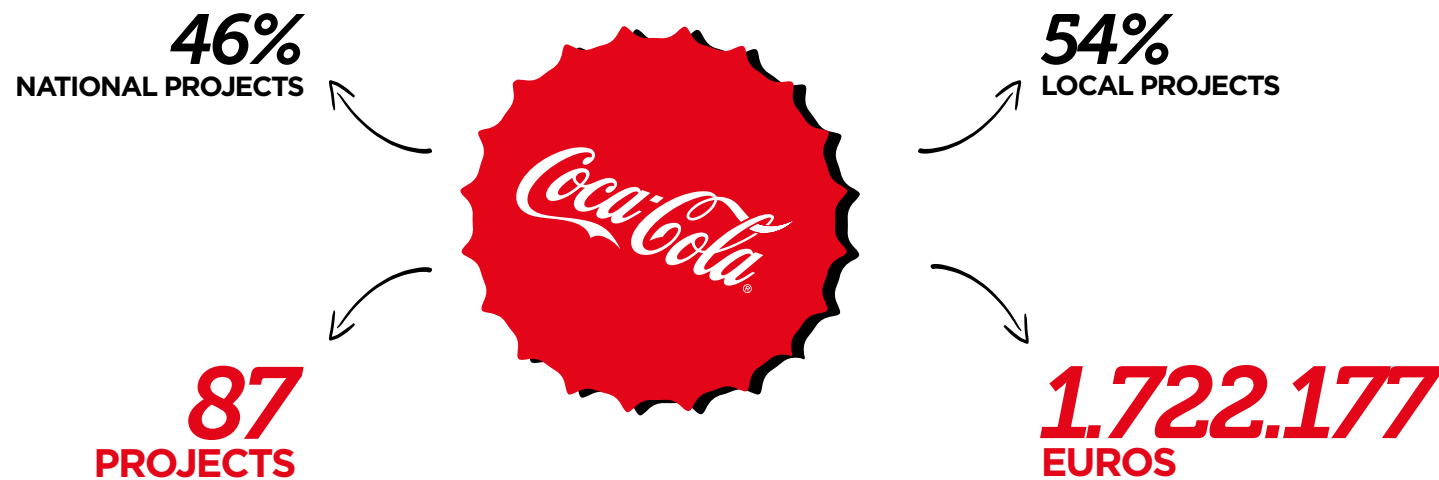
Being responsible “citizens” of the communities in which we operate means for us sharing value through our work, but also **choosing to support organisations and initiatives that are striving to achieve significant social impacts. This support is typically provided on a multi-year basis, fostering more sustainable and inclusive development of society** as a whole.

In the 2021–2022 two-year period, Coca-Cola (through The Coca-Cola Foundation, the global philanthropic arm of The Coca-Cola Company; Coca-Cola Italia; Coca-Cola HBC Italia; Fondazione Coca-Cola HBC Italia and Sibeg) supported **87 projects** from an economic/financial point of view, for a total value of **1,722,177 euros**.

The total number of projects supported was **42 in 2021 and 45 in 2022**, guided by a philosophy of continuity and lasting commitments.

In terms of the distribution of projects, **54% of them were implemented on a local level to support communities and 46% were developed on a national level**.

In terms of value, the analysis from SDA Bocconi School of Management also yielded balanced results (**49% local, 51% national**).



CLOSE TIES WITH THE PROFESSIONALS OF TOMORROW



We consider young people as a source of innovative ideas: they are the keys to growth and value creation within businesses and society as a whole. Helping them to harness their talents and guiding them as they start their career paths is therefore one of our core social commitments.

To this end, Coca-Cola HBC continued its **#YouthEmpowered** project in 2022, which is intended to support young people between the ages of 16 and 30 as they make the leap from the world of school into the job market.

Via this project, the company offers young people training modules on life and business skills, helping them to recognise and reach their full potential, improve and increase their professional skills, and draw on the experience of professionals from a wide range of backgrounds. **Since 2018, over 200,000 young people have been involved in the project.**



THE BOND
WITH COMMUNITIES

CLOSE TO THE CITRUS SUPPLY CHAIN FOR INNOVATION

Many of our drinks rely on agricultural raw materials, and quality is absolutely crucial. Over the years, **we have therefore dedicated several social impact projects to actively supporting innovation and sustainability in the citrus supply chain, which is a strategic area for Made in Italy products.**

Since 2014, through The Coca-Cola Foundation, the global philanthropic arm of The Coca-Cola Company, and in collaboration with the Citrus Production District of Sicily, Coca-Cola has supported initiatives such as **mapping irrigation practices** and evaluating new methodologies for sustainable water use (the **A.C.Q.U.A 1 and 2** projects); training new professionals (**Social Farming**); and analysing the potential for energy production from citrus by-products (**Energia dagli Agrumi**). For example, the A.C.Q.U.A. project tested irrigation management using **smart tools such as weather stations with sensors and drones** on six pilot citrus farms from 2019 to 2022.

The latest project, entitled **C.L.I.M.A.**, was presented at the Ministry of Agriculture, Food Sovereignty and Forests in March 2023. Led by the Citrus Production District of Sicily, in partnership with the ARCES Training School and supported by The Coca-Cola Foundation, it is intended to increase **awareness of concrete steps towards a circular economy that can be implemented in the Sicilian citrus supply chain.** The project is based on inter-company exchanges and visits to sites in the area, allowing entrepreneurs, technicians, students, operators and representatives of the supply chain to know more the initiatives that have been tested in recent years.



SPORT AS INCLUSION



We believe in the values of sport and have always supported numerous initiatives. For example, we have been a sponsor of the International Olympic Committee since 1928. As the longest-serving partner in the history of the Olympics, we are very proud of this commitment, and have renewed it until 2032. **We are excited to support and celebrate alongside all the athletes and enthusiasts during the upcoming Milan-Cortina 2026 Olympic and Paralympic Winter Games.**

Since 1968, Coca-Cola has been a founding member and global sponsor of the Special Olympics, and has supported the organisation and its programmes in Italy for over 20 years with financial contributions, corporate volunteering, and initiatives to promote awareness of the inclusive power of sport.

90 Coca-Cola employees also volunteered at the XXXVII edition of the Special Olympics National Summer Games, which were held in June 2022 in Turin and saw 3,000 athletes compete in 20 sports disciplines.



**THE BOND
WITH COMMUNITIES**

AN HELP FOR PEOPLE IN NEED



Coca-Cola's long-standing partnership with Banco Alimentare (Italian Food Bank) has seen the launch of numerous projects from 2005 to today, for an equivalent of over 12 million meals distributed in the last six years.

From National Food Collection Day in November to wide-reaching Christmas activities, **Coca-Cola works alongside Banco Alimentare to help people in need.**

Coca-Cola's Christmas travels around the Italian Peninsula in an 100% electric truck bringing the Coca-Cola Christmas Village to the main Italian cities and **allowing visitors to donate and support the activities of Banco Alimentare, which is present with its volunteers.**

The collaboration also continues throughout the year with joint initiatives for food waste recovery and fighting food waste. In 2022, after the stop due to the pandemic emergency, **the traditional Coca-Cola Villages for employees have returned to the plants and headquarters of Coca-Cola HBC Italia**, and the highest ever amount was raised in support of Banco Alimentare. **In 2021 and 2022, Sibeg renewed its support for Banco Alimentare, of which it has been a partner for over twenty years, ensuring product donations.**



CLOSE TO THOSE WHO RESPECT THE ENVIRONMENT



At Coca-Cola, respect for the environment is an essential factor in sustainable growth. We are therefore constantly working to find solutions that reduce our environmental impact throughout the production and distribution cycles of our products, in addition to raising awareness among consumers and citizens **through the national packaging consortia and various associations.**

For example, the cans recovery initiative entitled **“In the marine parks of Calabria... every can counts”**, which was organised by Coca-Cola HBC Italia with CIAL (National Aluminium Packaging Consortium) and the Agency for the Regional Marine Parks of Calabria, brought Coca-Cola to the streets, squares and beaches of 19 municipalities in the Calabrian Regional Marine Parks area to raise awareness among residents and tourists about recycling empty aluminium cans to give them a new life.

Additionally, **Marevivo’s “Blue Activities”** have been supported by The Coca-Cola Foundation since 2019. This project’s goal is to inform citizens, especially young people, regarding the importance of protecting the sea through a range of **educational courses and initiatives that aim to encourage the active participation of the entire local community.**

In 2022 and 2023, the students and teachers of the Istituto Comprensivo A. Vespucci di Monte di Procida took part in outdoor activities, and the school received an eco-compactor for recycling plastic bottles. In 2021, more than 200 children and their parents were involved in 6 days of environmental education organized on the Tuscan (Viareggio) and Apulian (Gallipoli) coasts, and three eco-compactors were installed in Procida.

A scenic mountain landscape featuring a bright sun in a clear blue sky, casting rays over rugged, rocky peaks. The foreground shows a dirt path winding through a valley with patches of snow and greenish-yellow vegetation. A large, vibrant red ribbon graphic curves across the middle of the image, framing the scene. In the top left corner, there are two small colored squares: a green one above a red one.

OUR COMMITMENTS

CLOSER TO A CIRCULAR ECONOMY

At Coca-Cola, we are aware that our packaging can be a resource if properly recycled. This awareness has pushed us to develop solutions that reduce their impact, leading the way towards a circular economy.

Our global “WORLD WITHOUT WASTE” strategy was launched in 2018 to overhaul the entire packaging life cycle, from design and manufacturing to recycling.

rPET

Coca-Cola was the first soft drink company to release a bottle made from 100% recycled PET (rPET) on the Italian market, and **all PET bottles for the entire soft drinks portfolio are now made from this material, starting in 2023.** The new **100% rPET bottles**, which **are 100% recyclable**, are produced in the CCH CircularPET hub in Gaglianico. In addition to Coca-Cola products, they are used for all of the company’s soft drink formats and brands – including Fanta, Sprite, Kinley, Powerade and FuzeTea – sold in every region where Coca-Cola HBC Italia operates. In Sicily, Sibeg uses recycled PET (rPET) for the 450 ml format and **100% recycled plastic for its multipack packaging.**

COLOUR REMOVAL

We also have **removed the iconic orange colour** from the Fanta Original bottles and the green colour from the Sprite bottles. The new bottles are more easily recyclable, in line with our goal to make our packaging increasingly sustainable.





TETHERED CAPS

In 2023, we introduced **caps attached to the bottles across all the brands in our portfolio** in order to simplify the collection and recycling process. Consumers can now dispose of the bottle and cap together, without separating them, preventing the latter from being released into the environment. Born from extensive research and development work, the innovative new caps are designed to guarantee an optimal experience while maintaining the usual opening system. This innovation **is an early response to the provisions contained in the EU directive on single-use plastics**, which will make attaching caps to bottles mandatory from 2024.

KeelClip™

In terms of secondary packaging, Coca-Cola has also introduced KeelClip™ technology to the Italian market: an 100% recyclable **FSC certified paper packaging system** from a responsible supply chain, which **completely eliminates the plastic wrap from can multipacks**. The launch of the KeelClip™ in Italy was possible thanks to a 9-million euro industrial project carried out in the Coca-Cola HBC plants in Nogara (Verona) and Marcianise (Caserta).

LIGHTWEIGHTING

Coca-Cola HBC Italia and Sibeg are constantly working to reduce the weight of their primary packaging: for example, Sibeg has reduced the weight of its PET bottles by 45% and the weight of its caps by 32% over the last 10 years, while Coca-Cola HBC Italia has reduced the weight of its glass bottles by 28% and its aluminium cans by 18%.



GAGLIANICO: RE-SHAPING THE FUTURE

In terms of bottles, PET packaging ensure maximum safety and high quality standards. Obviously, it must be collected and recycled after use – like all other packaging – to avoid pollution and **continue the life cycle of this material, which can be reborn as new food-grade bottles time and time again.**

This process unfolds in the CCH CircularPET hub in Gaglianico, using pioneering technologies. **It has been converted from a former bottling plant into a cutting-edge factory to process recycled PET.**

Backed by the largest sustainability investment in the history of the Coca-Cola HBC Group, totalling 30 million euros, the Gaglianico hub is now an innovative 18,000 m² factory capable of **transforming up to 30,000 tonnes of PET per year into new 100% recycled PET (rPET)**, which are intended to cover the company's bottling needs in Italy.



OUR COMMITMENTS

RESPONSIBLY USING WATER

We are aware of the importance of responsible water use, and are therefore striving to limit our impact on river basins and reduce our water consumption per litre of drink produced. To this end, Coca-Cola HBC Italia requires water risk assessments and water source protection plans for each production site. Every year, an average of 1,540 chemical-physical and microbiological analyses are carried out to ensure compliance with over 15,000 parameters. **All Coca-Cola HBC Italia production sites are certified Gold according to the voluntary Alliance for Water Stewardship (AWS) standard.***

21% **SMALLER WATER FOOTPRINT**
COMPARED TO 2010

Over the years, Sibeg has committed to significantly reducing water consumption at the Catania factory (- 7.88% in 2022 alone compared to 2021), and has also installed a **new waste water treatment plant** (Membran Bio Reactor), which allows highly purified water to be released into the environment.

*Excluding the Lurisia factory in Roccaforte Mondovi.

REDUCING OUR ENERGY CONSUMPTION

We are committed to reducing our impact by implementing more efficient processes and limiting greenhouse gas emissions.

100% of the electricity we purchase come from certified renewable sources.

In line with our commitment to developing and using energy from renewable and similar sources, **photovoltaic systems have been installed in the Coca-Cola HBC Italia plants in Nogara, Oricola and Marcianise.** These plants are also equipped with high-efficiency cogeneration systems, which simultaneously produce different types of energy from methane.

Installed in 2007, Sibeg's first photovoltaic system in Catania had a maximum output of 189 kWp and produced approximately 250,000 kWh/year. It has now been replaced by a system with a maximum output of 2,245 kWp, which will produce approximately 2,800,000 kWh/year. Additionally, **further expansions are expected in 2024 and 2029** in the roofs of the new mechanised warehouse, where the storage systems will be able to optimise the self-generated energy for industrial use.

The Oricola, Marcianise and Catania sites also boast several **trigeneration plants**, which are capable of producing electricity and hot and cold thermal energy at the same time. **The quadgeneration plant** installed in Nogara is even capable of satisfying 100% of the CO₂ needs for beverage production in the factory. This system reduces both supply costs and primary energy consumption, and consequently cuts the resulting emissions.

Today, 82% of the Coca-Cola HBC Italia coolers on the market are designed for reduced electricity consumption and use refrigerants that do not damage the atmosphere. In 2022, the company has acquired 28,000 coolers, of which 22,700 are already present on the market. Over the course of 2022, Sibeg brought 400 coolers to Sicily (of which 395 have already been installed), of which 24% offer reduced electricity consumption and use environmentally friendly refrigerant gases.

CLOSE TIES WITH ITALIAN EXCELLENCE

Fanta is firmly rooted in the Italian citrus supply chain: **Fanta Original is made with 100% Italian orange juice, PGI Sicilian blood oranges** go into **Fanta Blood Orange Zero Sugar**, and **PGI Siracusa lemon juice** into **Fanta Lemon Zero Sugar**. For the latter two drinks, the juice is backed by quality guarantees from the relevant consortia.

These two unique Fanta variations were created to **celebrate Sicilian excellence**. **Fanta is truly Italian at heart: after all, it was born here in 1955, and has since become one of The Coca-Cola Company best-known brands around the world.**

Our commitment to using Italian citrus juice for our drinks is also reflected in our annual purchase of approximately 20% of the Sicilian production and 13% of the national production of blond oranges intended for processing, working with certified suppliers who have been collaborating with Coca-Cola for decades.

The company's international reach means that **a third of the juice purchased by Coca-Cola in Italy (such as apple and pear juice) is used to produce various Coca-Cola drinks at a European level, thus contributing to the export of these important Italian raw materials.**



Lurisia, a brand that joined the Coca-Cola family in 2019, has always been committed to excellent drinks, created from high-quality raw materials that are carefully selected and processed to best reflect Italian excellence.

Lurisia products are true masterpieces, crafted from carefully selected unique ingredients.

From the purest mineral water, springing from the heart of the Monte Pigna Alps, to the finest Italian citrus fruits, grown between the land and the sun.

Lurisia's Chinotto and Tonic Water are prepared with Chinotto oranges from the Savona Slow Food area, while Lurisia's Gazzosa is produced using the original recipe from a variety of lemons that have been grown for over 300 years on the terraces of the Amalfi coast.

The oranges used for Lurisia's Aranciatas are sourced from the best Italian citrus groves: Apulian orange extract for the classic Aranciata, PGI Sicilian blood orange juice for the Aranciata Rossa, and Apulian Melangolo orange extract for the bitter version.

Lurisia's Limonata is born from three lemon crops: the winter Primofiore lemon, the spring Primavera lemon, and the late summer Verdello lemon, grown in some of Italy's most evocative landscapes.



CLOSE TO OUR CONSUMERS, RESPONSIBLY

Our commercial practices have been aligned with our sustainability objectives, our values, and the long-term commitments undertaken by the associations representing our industry, and this is certainly the case in Italy.

To protect younger consumers, the Memorandum of Understanding signed in 2021 by ASSOBIBE (Confindustria association representing companies producing non-alcoholic beverages) and the Ministry of Health stated **a commitment to abstain from the direct sale of sugary drinks in secondary schools**. This represents a further commitment on the part of the companies, which already avoid directly selling soft drinks in primary schools and only offer versions with no added sugar in secondary schools. Furthermore, the threshold for promotional and marketing activities in channels aimed at children, which has been part of the ASSOBIBE self-regulation code since 2006, has been raised to 13 years.



LESS SUGAR, MORE CHOICE

The message is clear: everyone should take care to enjoy a balanced diet and limit their sugar intake. **We all know that too much sugar is not good and we also understand the importance of choice.**

One of our priorities is therefore investing in innovations to help people control the amount of sugar they consume from drinks without giving up the great taste they know and love.

By prioritising consumers and their needs, and following the recommendations of global health organisations, **we have been taking action in this area for over 20 years.** This commitment is expressed in numerous concrete actions: reducing the sugar content in drinks, innovating with new low or zero calorie products, offering smaller formats to help people choose the right portion size, providing clear and easily accessible nutritional information on drinks packaging, and encouraging people to choose sugar-free products through marketing campaigns.

Today, 71% of the portfolio in Italy has reduced, low or no calorie content, which represents an increase of 9% compared to 2020.

For each of our brands, we offer one or more zero sugar alternatives, and we have also been reviewing the recipes to reduce the sugar content.

Additionally, people who love the Coca-Cola taste but prefer a sugar-free and caffeine-free product can now enjoy **Coca-Cola Zero Sugar Zero Caffeine.**

Over the last 10 years, together with other companies in the industry, we have contributed to ASSOBIBE's objective of reducing the sugar released onto the market by 37% by 2022.

According to a recent survey commissioned by ASSOBIBE and carried out by Euromedia Research, **73.2% of Italians are satisfied with the launch of "zero" drinks (e.g. free from sugar, caffeine, theine) on the market, and 64.4% believe that these drinks have contributed to more mindful calorie consumption.**





REGIONAL FOCUS



CLOSE TIES WITH THE REGIONS

Italy has many identities: each of its regions has its own history, culture and traditions.

Our business model has always allowed us to respect this diversity and to operate in synergy with the different communities and areas, **helping our business to grow roots and develop.**

According to a recent Euromedia Research survey for ASSOBIBE, which represents the Italian beverage industry, **85% of Italians believe it is important for the country's development that manufacturing companies are based in Italy (89.2% in the South and islands), while 72% noted that the presence of a factory generates advantages for the area and its citizens.**

We therefore wanted to conclude our analysis of Coca-Cola's economic and employment impact in Italy by focusing on the regions in which our offices and plants are present: Piedmont, Lombardy, Veneto, Abruzzo, Campania, Basilicata, Sicily.

7 REGIONS

573 MILLION EUROS

22.765 JOBS

distributed by Coca-Cola
to regional employment

Coca-Cola's direct and indirect contribution
to regional employment

EMPLOYMENT IMPACT

PIEDMONT

ECONOMIC IMPACT

37 MILLION EUROS

EMPLOYMENT IMPACT

3.011 WORKERS

LOMBARDY

ECONOMIC IMPACT

273 MILLION EUROS

EMPLOYMENT IMPACT

12.707 WORKERS

VENETO

ECONOMIC IMPACT

136 MILLION EUROS

EMPLOYMENT IMPACT

2.744 WORKERS

ABRUZZO

ECONOMIC IMPACT

46 MILLION EUROS

EMPLOYMENT IMPACT

1.384 WORKERS

CAMPANIA

ECONOMIC IMPACT

40 MILLION EUROS

EMPLOYMENT IMPACT

1.620 WORKERS

BASILICATA

ECONOMIC IMPACT

5 MILLION EUROS

EMPLOYMENT IMPACT

206 WORKERS

SICILY

ECONOMIC IMPACT

36 MILLION EUROS

EMPLOYMENT IMPACT

1.093 WORKERS



Coca-Cola[®]

SO CLOSE, SO PIEDMONTESE.

COCA-COLA IN PIEDMONT

In addition to the CCH CircularPET hub in Gaglianico, in the Province of Biella, which was opened in 2022 with an investment of over 30 million euros to produce of 100% recycled PET preforms, Coca-Cola has another Piedmont base in Roccaforte Mondovì in the Province of Cuneo, at the historic Acque Minerali plant of Lurisia.

Lurisia was founded in 1940 on the peaks of Monte Pigna and is now a well-known brand throughout our country, with a strong tradition and deep roots. It joined Coca-Cola in 2019, and is exported to 35 countries around the world. In addition to premium, natural and sparkling mineral waters, the brand has been offering drinks inspired by authentic traditional recipes for several years, using ingredients and raw materials from rural Italian areas, such as Chinotto, Gazzosa, Tonic Water, Aranciata, Aranciata Amara, Aranciata Rossa and Limonata.

In 2020, on the occasion of its 80th anniversary, the Roccaforte Mondovì production site underwent an overhaul, backed by a 10-million euro industrial investment plan. Since 2022, Maria Teresa Sorrentino has been the director of the plant. She is therefore responsible for implementing its development plans, and has paid particular attention to the production performance and sustainability of the site, in addition to fostering the skills of the people who work there.



ROCCAFORTE MONDOVÌ (CN)

Home of the Lurisia plant

37 MILLION EUROS

Resources distributed by Coca-Cola

0,03% OF THE REGIONAL GDP

Value of distributed resources

73 DIRECT EMPLOYEES

2022 data



GAGLIANICO (BI)

Home of the CCH CircularPET sustainability hub

7.160 SQM

Overall surface area of the Roccaforte Mondovì (Cuneo) site

18.000 SQM

Overall surface area of CCH CircularPET in Gaglianico (Biella)

THE ECONOMIC IMPACT OF COCA-COLA IN PIEDMONT

37 MILLION EUROS

RESOURCES DISTRIBUTED IN PIEDMONT

3,5 MILLION EUROS

FAMILIES

0,1 MILLION EUROS

THE STATE

33,6 MILLION EUROS

BUSINESSES

The Piedmontese suppliers are made up of 16% large enterprises, 27% medium enterprises, 46% small enterprises and 10% micro enterprises.

In terms of economic impact, Coca-Cola ranks 4th in the soft drinks industry, 13th in the beverage industry, and 57th in the food and beverage industry.

THE EMPLOYMENT IMPACT OF COCA-COLA IN PIEDMONT

3.011 WORKERS

total Coca-Cola workers in Piedmont, which is equal to 0.2% of the total employees in the region.



WORKERS

84 DIRECT
2.927 INDIRECT
3.011 TOTAL



EMPLOYEES

73 DIRECT
2.233 INDIRECT
2.306 TOTAL

Each job for a direct employee corresponds to around 41 total jobs in Piedmont.

Furthermore, if we take the structure of families in Piedmont into account (Istat 2022), the people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately 6,300.

In terms of employment impact, Coca-Cola ranks 4th in the soft drinks industry, 10th in the beverage industry, and 57th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola's was no longer present in Piedmont, the employment consequences would be a 2.4% increase in the number of unemployed people (0.2 point increase in the unemployment rate).

The Gaglianico hub was not included in the comparison.

PROFESSIONAL CLASSIFICATIONS AND GENDER

In terms of professional classifications, factory workers represent the clear majority (60.3%), followed by office workers (31.5%), managers (6.8%) and executives (1.4%).

This subdivision according to professional classifications differs from the typical active companies in the North-West, in Piedmont and in the Piedmontese beverage sector: Coca-Cola has many more factory workers (60.3% compared to 48.3%, 52.6% and 54%), and managers (6.8% compared to 5.2%, 5.2% and 3.5%).

The share of office workers is lower (31.5% compared to 40.5%, 37.3% and 38.4%). The percentage of executives, however, is in line with the macro-regional, regional and sectoral figures. In terms of gender, men represent 63% of the workforce (compared to an average of 57.2% for active companies in Piedmont).

LURISIA'S PIEDMONTESE ORIGINS

Lurisia has long been synonymous with the Italian lifestyle in our country and in the world. **In 2021, Lurisia introduced four signature products to its portfolio to celebrate Italian excellence:** Tonic Water with Tuscan Iris, Gazzosa Amara with Quassia Amara, Ginger Beer with Calabrian chilli pepper, and Tonic Water with a note of Vermouth **in homage to its Piedmontese origins.**

The Lurisia Non-Alcoholic Aperitivo was created in 2022 using only natural flavours: ideal for an Italian aperitif. The recipes for these products are enriched with unique local ingredients, such as **Alpine gentian and Piedmontese wormwood.**





1704

DUORO

Coca-Cola®

SO CLOSE, SO LOMBARD.

COCA-COLA IN LOMBARDY

Lombardy, specifically Sesto San Giovanni (Milan), is home to the headquarters of Coca-Cola HBC Italia and Coca-Cola Italia. Together the two entities represent a fundamental player in the Lombardy economy, **with 968 direct employees (83 from Coca-Cola Italia and 885 from Coca-Cola HBC Italia)**, creating employment for over 12,707 workers and giving rise to related activities that benefit approximately 30,000 people, both directly and indirectly.



SESTO SAN GIOVANNI (MI)

Headquarters of Coca-Cola Italia and Coca-Cola HBC Italia

273 MILLION EUROS

Resources distributed by Coca-Cola

968 DIRECT EMPLOYEES

2022 data

0,06% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

6.600 SQM

Surface area of the two offices
in Sesto San Giovanni

THE ECONOMIC IMPACT OF COCA-COLA IN LOMBARDY

273 MILLION EUROS
RESOURCES DISTRIBUTED IN LOMBARDY

73,2 MILLION EUROS
FAMILIES

0,1 MILLION EUROS
THE STATE

200,1 MILLION EUROS
BUSINESSES

The Lombard suppliers are made up of 21% large enterprises, 32% medium enterprises, 27% small enterprises and 20% micro enterprises.

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks industry, beverage industry, and the food and beverage industry.



THE EMPLOYMENT IMPACT OF COCA-COLA IN LOMBARDY

12.707 WORKERS

total Coca-Cola workers in Lombardy, which is equal to 0.3% of the total employees in the region.



WORKERS

1.081 DIRECT
11.626 INDIRECT
12.707 TOTAL



EMPLOYEES

968 DIRECT
9.330 INDIRECT
10.298 TOTAL

Each job for a direct employee corresponds to around 13 total jobs in Lombardy.

Furthermore, if we take the structure of families in Lombardy into account (Istat 2022), the people who depend – partially or entirely – on the income generated (directly or indirectly) from Coca-Cola amount to approximately 30,000.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 7th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Lombardy, the employment consequences would be a 5.6% increase in the number of unemployed people (0.3 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Lombardy, where Coca-Cola Italia and Coca-Cola HBC Italia have offices, and where all Coca-Cola HBC Italia sales representatives in the North-West report, office workers represent the clear majority (65.8%), followed by managers (15.4%) and executives (13%).

There are no factory workers present. This subdivision according to professional classifications differs from the typical active companies (in the North-West, in Lombardy and in the Lombard beverage sector): Coca-Cola has many more office workers (65.8% compared to 40.5%, 42.2% and 45.7%), more managers (15.4% compared to 5.2%, 4.8% and 7.5%) and more executives (13% compared to 1.5%, 1.6% and 5%).

In terms of gender, men represent 53.6% of the workforce (compared to an average of 59.3% for active companies in Lombardy).

CLOSE TO EVERYONE, NO EXCEPTIONS

Over the years, we have established a strong relationship with the Lombardy region by participating in urban redevelopment projects and providing ongoing support for initiatives in the name of inclusion and solidarity.

For example, we contributed to **ParkMi**, a project launched to revitalise a park on the western outskirts of Milan, by donating the former Coca-Cola pavilion from the Expo, which became the cover for a basketball court.

For 6 years, Coca-Cola has worked alongside **Milano Pride** as an official partner, underlining its commitment to promoting diversity. It also provides concrete support for the **Rainbow Social Fund**, which was established by the CIG Arcigay Milano to implement social solidarity projects for the LGBTQIA+ community and beyond, 365 days a year.

Every year, Milan is also an unmissable stop on the Coca-Cola Christmas track's route, which travels the country with **Banco Alimentare** to help people in need. The people of Milan, visiting the Christmas village, can choose to make a direct donation to Banco Alimentare volunteers, embracing the spirit of celebration and sharing.





Coca-Cola[®]

SO CLOSE, SO VENETIAN.

COCA-COLA IN VENETO

Our largest plant in Italy, and the Coca-Cola HBC Group's European leading one in terms of production capacity, is located in Nogara (Verona) in Veneto.

Opened in 1975, it covers 146,000 m², produces 700 million litres of soft drinks per year, and can count on 409 direct employees. The Coca-Cola HBC Italia site has an overall employment impact of 2,744 jobs, giving rise to related activities in the local economy that benefit over 6,300 people, both directly and indirectly.

The plant is a concrete example of environmental sustainability at work, as reflected in various investments over the years: for example, 6 million euros were dedicated to producing the innovative secondary paper packaging for the KeelClip™ can multipacks, while another 15 million was devoted to the installation of a new high-speed production line in 2020.



NOGARA (VR)

Home of the Coca-Cola HBC Italia plant

136 MILLION EUROS

Resources distributed by Coca-Cola

409 DIRECT EMPLOYEES

2022 data

0,08% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

146.000 SQM

Overall surface area of the Nogara (Verona) plant, with 10 production lines

THE ECONOMIC IMPACT OF COCA-COLA IN VENETO

136 MILLION EUROS
RESOURCES DISTRIBUTED IN VENETO

20,9 MILLION EUROS
FAMILIES

115,1 MILLION EUROS
BUSINESSES

0,3 MILLION EUROS
THE STATE

The Venetian suppliers are made up of 14% large enterprises, 27% medium enterprises, 39% small enterprises and 20% micro enterprises.

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks industry, 4th in the beverage industry, and 15th in the food and beverage industry.

A scenic view of a Venetian canal with colorful buildings and boats. A red banner with white text is overlaid on the bottom left.

REGIONAL
FOCUS

THE EMPLOYMENT IMPACT OF COCA-COLA IN VENETO

2.744 WORKERS

total Coca-Cola workers in Veneto, which is equal to 0.1% of the total employees in the region.

WORKERS
454 DIRECT
2.290 INDIRECT
2.744 TOTAL

EMPLOYEES
409 DIRECT
1.792 INDIRECT
2.201 TOTAL

Each job for a direct employee corresponds to around 6.7 total jobs in Veneto.

Furthermore, if we take the structure of families in Veneto into account (Istat 2022), the people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately 6,300.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 4th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Veneto, the employment consequences would be a 2.9% increase in the number of unemployed people (0.1 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Veneto, where all Coca-Cola HBC Italia sales representatives in the North- East report, office workers represent the majority (52.8%), followed by factory workers (42.8%), managers (2.7%) and executives (1.5%). This subdivision according to professional classifications differs from the typical active companies in the different areas (North-East and Veneto) and the sector (beverages): Coca-Cola has many more factory workers compared to the area and sector figures (52.8% versus 38%, 36% and 38.9%), fewer managers compared to active companies in the North-East (2.7% versus 4.5%) and the Veneto beverage sector (2.7% versus 3.3%), more executives than active companies in the North-East and Veneto (1.5% versus 1.1% and 0.6%), and fewer executives than active companies in the Veneto beverage sector (1.5% versus 2.1%).

In terms of gender, men represent 72.9% of the workforce (compared to an average of 59% for active companies in Veneto).



CLOSE TO THE VENETIAN COMMUNITY

Alongside the Universities of Verona and Padua, Coca-Cola HBC Italia was one of 15 companies in the Verona area that took part in the ReLOAD (REsilient LOGistics And supply chain Design) project, led by Confindustria Verona and Rivelo (the Venetian Innovative Logistics Network). The goal of ReLOAD is to **promote innovative actions in order to digitalise the supply chain**. Coca-Cola's contribution focused on reducing CO2 emissions and optimising the transport capacity by way of an algorithm that can generate forecasts using Artificial Intelligence.

This innovation benefits both the company and transport companies by ensuring more efficient fleet planning, reducing empty kilometres, and limiting CO2 emissions.

Drawing on its connections with the community, Coca-Cola HBC Italia chose to support **the Arena Foundation's fundraising project entitled "67 columns for the Arena"**, which recognises the central role that this institution plays in the history, culture and economy of the city of Verona and beyond. **This continued support felt especially important in this year, which marks the centenary of the opera festival.**

For the fifth consecutive year, Coca-Cola HBC Italia was also one of the supporters of the **Padua Pride Village Virgo and the SAT PINK Association of Verona and Padua**, which assists people through their transitions with mental health, legal and medical services.



Coca-Cola[®]

SO CLOSE, SO ABRUZZESE.

COCA-COLA IN ABRUZZO

Opened in 1988, the Coca-Cola HBC Italia plant in Oricola (L'Aquila) covers an area of 131,000 m² and, thanks to its 4 production lines, produces approximately 200 million litres of drinks per year.

With 251 direct employees, it has an overall employment impact of 1,384 jobs, giving rise to related activities that benefit approximately 3,150 people, directly and indirectly.

An advanced factory focused on PET packaging located **between Marsica in Abruzzo and the upper Aniene valley in Lazio, the Oricola production site was one of the first in Italy to use 100% recyclable PET. After more than 30 years of service, it also became one of the first in Italy to use 100% recycled PET for drink bottles.**

An investment of over 20 million euros was announced in 2022 to create a new can production line, the first in the history of the factory. This innovative project also covered the construction of a new room for preparing concentrates and a new warehouse measuring over 3,000 m² for storing raw materials. In addition to increasing and diversifying the production capacity of the factory, this investment will secure over 50 new jobs, excluding related activities.



ORICOLA (AQ)

Home of the Coca-Cola HBC Italia plant

46 MILLION EUROS

Resources distributed by Coca-Cola

251 DIRECT EMPLOYEES

2022 data

0,1% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

157.000 SQM

Overall surface area of the Oricola (L'Aquila) plant, with 5 production lines

THE ECONOMIC IMPACT OF COCA-COLA IN ABRUZZO

46 MILLION EUROS
RESOURCES DISTRIBUTED IN ABRUZZO

13,4 MILLION EUROS
FAMILIES

31,9 MILLION EUROS
BUSINESSES

0,4 MILLION EUROS
THE STATE

The Abruzzese suppliers are made up of 26% medium enterprises, 47% small enterprises and 26% micro enterprises.

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks industry, 2nd in the beverage industry, and 11th in the food and beverage industry.



THE EMPLOYMENT IMPACT OF COCA-COLA IN ABRUZZO

1.384 WORKERS

total Coca-Cola workers in Abruzzo, which is equal to 0.3% of the total employees in the region.

WORKERS
301 DIRECT
1.083 INDIRECT
1.384 TOTAL

EMPLOYEES
251 DIRECT
814 INDIRECT
1.065 TOTAL

Each job for a direct employee corresponds to around 5.5 total jobs in Abruzzo.

Furthermore, if we take the structure of families in Abruzzo into account (Istat 2022), the people who depend – partially or entirely – on the income generated (directly or indirectly) from Coca-Cola amount to approximately 3,150.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 5th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Abruzzo, the employment consequences would be a 2.9% increase in the number of unemployed people (0.3 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Abruzzo, where the Coca-Cola HBC Italia plant is based in Oricola and where all sales employees for Central Italy report, office workers represent a clear majority (75.7%), followed by factory workers (18.7%), managers (3.2%) and executives (1.6%). This subdivision according to professional classifications differs from the typical active companies in the different areas (the South and Abruzzo) and the sector (beverages): Coca-Cola has many more office workers (75.7% compared to 29.5%, 24.7% and 34.3%), managers (3.2% compared to 1.5%, 0.8% and 0.6%) and executives (1.6% compared to 0.2%, 0.4% and 0.7%).

In terms of gender, men represent 76.9% of the workforce (compared to an average of 61.5% for active companies in Abruzzo).



PART OF SUSTAINABLE DEVELOPMENT IN ABRUZZO

The Oricola plant has long followed a tried and tested approach: using plastic to bottle our products, perfectly preserving their flavours, and minimising our impact on the environment.

This system has adapted to suit the recent transition of the drinks portfolio to 100% rPET (recycled PET) bottles, and **production will continue to expand including aluminium cans, a material that can be totally recycled countless times.**

Thanks to the new industrial investments, the machines will be equipped with the best technology on the market to minimise consumption: for example, **the energy required to bottle one litre of drink is expected to fall by 25%.**





Coca-Cola[®]

SO CLOSE, SO CAMPANIAN.

COCA-COLA IN CAMPANIA

Fanta was born right here in Naples in 1955, and the orange juice that goes into every bottle is still 100% Italian today. Coca-Cola's link with Campania was further strengthened in 1974 with the opening of the Coca-Cola HBC Italia plant in Marcianise (Caserta), which is currently the largest Coca-Cola production hub in Southern Italy, encompassing 108,000 m² of surface area and 3 production lines that are capable of bottling over 260 million litres of drinks per year.

Led by Monica Rispoli since 2021, the plant currently has 348 direct employees and an overall employment impact of 1,620 jobs, giving rise to related activities that benefit around 4,000 people, directly and indirectly.

In Marcianise, the path towards sustainability is made from good practices to improve everyone's daily work: for example, the SMART HUB project, implemented in 2022, helped to optimise the turnaround times for lorries, from arrival to exiting the plant perimeter (gate-to-gate), thereby increasing the loading and storage capacities of the site.



MARCIANISE (CE)

Home of the Coca-Cola HBC Italia plant

40 MILLION EUROS

Resources distributed by Coca-Cola

348 DIRECT EMPLOYEES

2022 data

0,03% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

108.000 SQM

Overall surface area of the Marcianise (Caserta) plant, with 3 production lines

THE ECONOMIC IMPACT OF COCA-COLA IN CAMPANIA

40 MILLION EUROS
RESOURCES DISTRIBUTED IN CAMPANIA

19 MILLION EUROS
FAMILIES

21 MILLION EUROS
BUSINESSES

0,2 MILLION EUROS
THE STATE

The Campanian suppliers are made up of 8% large enterprises, 16% medium enterprises, 34% small enterprises and 42% micro enterprises.

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 41st in the food and beverage industry.

THE EMPLOYMENT IMPACT OF COCA-COLA IN CAMPANIA

1.620 WORKERS

total Coca-Cola workers in Campania, which is equal to 0.1% of the total employees in the region.

WORKERS
419 DIRECT
1.201 INDIRECT
1620 TOTAL

EMPLOYEES
348 DIRECT
891 INDIRECT
1239 TOTAL

Each job for a direct employee corresponds to around 4.7 total jobs in Campania.

Furthermore, if we take the structure of families in Campania into account (Istat 2022), the people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately 4,000.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 4th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Campania, the employment consequences would be a 0.5% increase in the number of unemployed people (0.08 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Campania, where the Coca-Cola HBC Italia plant is based in Marcianise and where the entire sales force for Southern Italy reports, office workers represent the clear majority (72.7%), followed by factory workers (20.7%), managers (4.6%) and executives (0.9%). This subdivision according to professional classifications differs from the typical companies in the different areas (the South and Campania) and the sector (beverages): Coca-Cola has many more office workers (72.7% compared to 29.5%, 28.6% and 27.1%) and managers (4.6% compared to 1.5%, 0.8% and 2.1%), but fewer factory workers (20.7% compared to 64.6%, 67.3% and 66.4%).

In terms of gender, men represent 84.8% of the workforce (compared to an average of 67.2% for active companies in Campania).



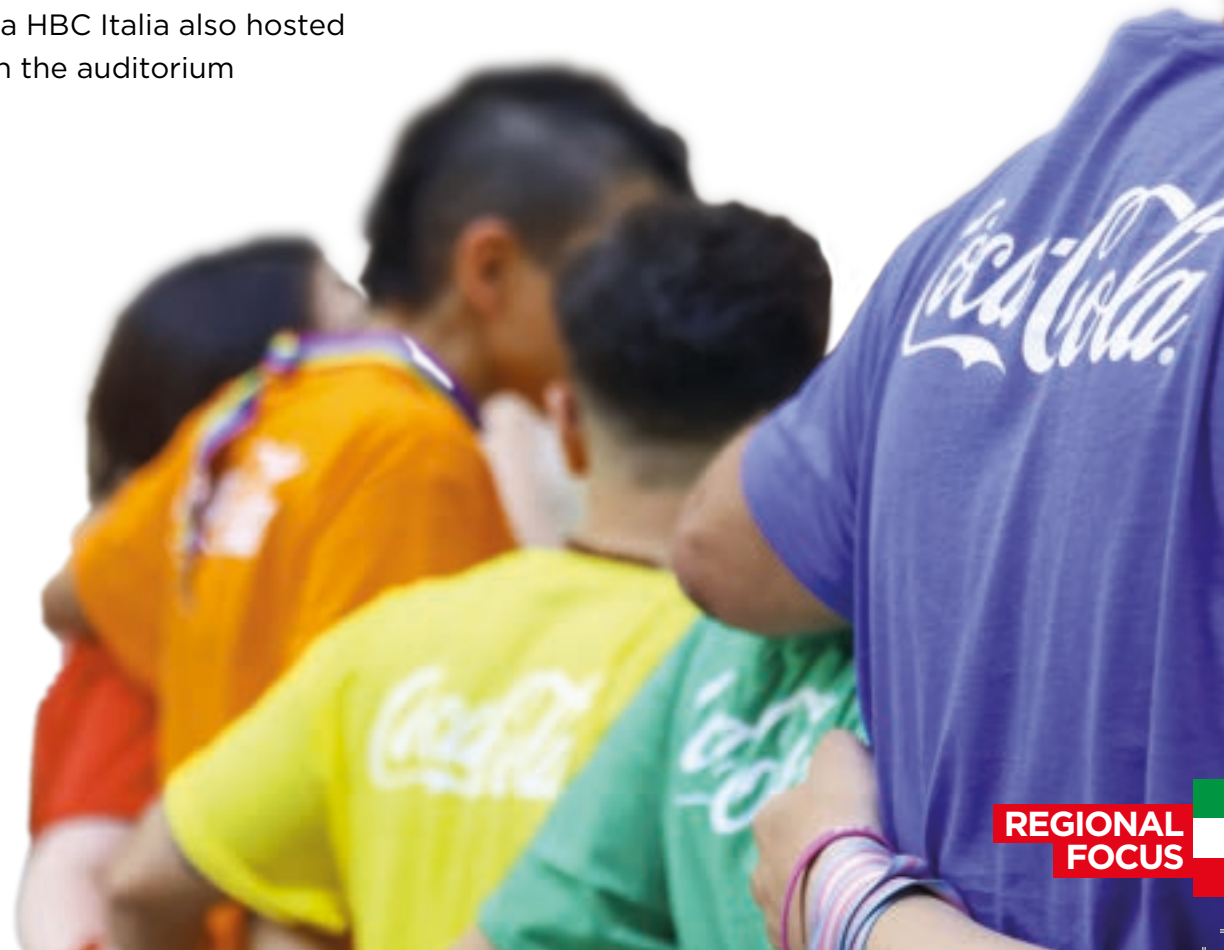
CLOSE TO THE CAMPANIAN COMMUNITY

Over the course of many years as a producer in the region, we have developed strong links with entities in Campania that work in the field of inclusivity.

For example, Coca-Cola HBC Italia Foundation collaborates with STAR JUDO CLUB, an organisation that promotes the value of sport in **breaking down barriers in disadvantaged areas**.

In Naples, **Coca-Cola supports Pride celebrations and the “Casa delle Culture e dell’Accoglienza” (Cultural Centre and Shelter) for the LGBTQIA+ community**, a project born from a collaboration between the City of Naples and a partnership of associations led by Antinoo Arcigay Napoli.

As an active player in Campania’s associations, Coca-Cola HBC Italia also hosted the work of the recent Confindustria Caserta Assembly in the auditorium of the Marcianise plant.





Coca-Cola

SO CLOSE, SO LUCANIAN.

COCA-COLA IN BASILICATA

The historic Fonti del Vulture plant, which bottles and distributes Sveva and Lilia waters, is located in Basilicata.

When it acquired the Rionero in Vulture (PZ) factory in 2006, Coca-Cola set out **to continue the legacy of Antonio Traficante**. In 1896, he discovered a spring from which remarkable water, naturally rich in carbon dioxide and mineral salts, still flows to this day. It was Traficante who sold this water for the first time, choosing the name Sveva in honour of Emperor Frederick II of Swabia.

In recent years, Coca-Cola HBC Italia has focused on developing the plant, infusing it with a spirit of innovation. The two brands were launched nationwide, which helped to strengthen the place of the water sector in the Lucanian economy, generating an overall employment impact of 206 jobs and related activities that benefit 462 people, directly and indirectly.



RIONERO IN VULTURE (PZ)

Home of the Coca-Cola HBC Italia plant

4,7 MILLION EUROS

Resources distributed by Coca-Cola

68 DIRECT EMPLOYEES

2022 data

0,04% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

19.000 SQM

Overall surface area of the Rionero in Vulture (Potenza) plant, with 3 production lines

THE ECONOMIC IMPACT OF COCA-COLA IN BASILICATA

5 MILLION EUROS
RESOURCES DISTRIBUTED IN BASILICATA

2,8 MILLION EUROS
FAMILIES

1,9 MILLION EUROS
BUSINESSES

0,04 MILLION EUROS
THE STATE

The Lucanian suppliers are made up of 17% medium enterprises, 50% small enterprises and 33% micro enterprises.

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 3rd in the food and beverage industry.



THE EMPLOYMENT IMPACT OF COCA-COLA IN BASILICATA

206 WORKERS

total Coca-Cola workers in Basilicata, which is equal to 0.1% of the total employees in the region.

WORKERS
86 DIRECT
120 INDIRECT
206 TOTAL

EMPLOYEES
68 DIRECT
91 INDIRECT
159 TOTAL

Each job for a direct employee corresponds to around 3 total jobs in Basilicata.

Furthermore, if we take the structure of families in Basilicata into account (Istat 2022), the people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately **462**.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks industry, 2nd in the beverage industry, and 4th in the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Basilicata, the employment consequences would be a 1.4% increase in the number of unemployed people (0.01 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Basilicata, where the Rionero plant is located, factory workers represent the clear majority (76.5%), followed by office workers (20.6%) and executives (2.9%). This subdivision according to professional classifications is similar to the other active companies in the different areas (the South and Basilicata) and the sector (beverage sector). In terms of gender, men represent 91.2% of the workforce (compared to an average of 67.3% for active companies in Basilicata).

THE HIGHEST INTERNATIONAL STANDARDS

In terms of innovation and sustainability at Coca-Cola HBC Italia, the Rionero in Vulture plant is leading the way. This site, which bottles over 288 million litres of water per year, has also achieved **the Gold level of the Alliance for Water Stewardship (AWS) voluntary certification**, which Coca-Cola HBC joined to further optimise its process and protect the water resources.

Additionally, **the Rionero plant achieved some of the best results in the Coca-Cola HBC Group in terms of energy use**. In 2022, it used 100% electricity from renewable sources, and ranked among the best sites in terms of emissions produced per litre of drink.



A scenic view of a rocky coastline with a small boat in the foreground and a red ribbon graphic. The boat is red with a yellow stripe and is positioned in the shallow, clear turquoise water. In the background, there is a rocky island with green trees and a small building. The sky is a clear, bright blue. A large, curved red ribbon graphic is overlaid on the image, starting from the left and curving towards the right, passing behind the boat.

Coca-Cola[®]

SO CLOSE, SO SICILIAN.

COCA-COLA IN SICILY

The bond between Coca-Cola and Sicily has held strong for over 60 years. Since 1960, Sibeg – a historic Catania company – has produced, bottled and distributed The Coca-Cola Company’s drinks exclusively for Sicily. The Catania plant spans over 58,000 m² and has 360 employees, giving rise to related activities that benefit around 2,600 people, directly and indirectly.

Led by the Busi family since the 1970s, Sibeg has established itself as one of the leading players in the Sicilian production landscape, creating shared value and supporting the island’s economy.

Sibeg is a family company that strives to be responsible and create products with zero km approach, working to give back to the surrounding territory in terms of both Corporate Social Responsibility and the circular economy. These ambitions goals are precisely mapped out, following a twisting path to surmount the obstacles that inevitably arise in today’s world.



CATANIA

Home of the Sibeg plant

36 MILLION EUROS

Resources distributed by Coca-Cola

360 DIRECT EMPLOYEES

2022 data

0,04% OF THE REGIONAL GDP

Value of the resources distributed by Coca-Cola

58.000 SQM

Overall surface area of the Catania plant,
with 6 production lines

THE ECONOMIC IMPACT OF COCA-COLA IN SICILY

36 MILLION EUROS
RESOURCES DISTRIBUTED IN SICILY

14,9 MILLION EUROS
FAMILIES

21,4 MILLION EUROS
BUSINESSES

0,04 MILLION EUROS
THE STATE

In terms of economic impact, Coca-Cola ranks 1st in the soft drinks and beverage industries, and 2nd in the food and beverage industry.

THE EMPLOYMENT IMPACT OF COCA-COLA IN SICILY

1.093 WORKERS

total Coca-Cola workers in Sicily, which is equal to 0.1% of the total employees in the region.

WORKERS
494 DIRECT
599 INDIRECT
1093 TOTAL

EMPLOYEES
360 DIRECT
449 INDIRECT
809 TOTAL

Each job for a direct employee corresponds to around 3 total jobs in Sicily.

Furthermore, if we take the structure of families in Sicily into account (Istat 2022), the people who depend – partially or entirely – on the income generated (directly or indirectly) from Coca-Cola amount to approximately 2,600.

In terms of employment impact, Coca-Cola ranks 1st in the soft drinks industry, beverage industry, and the food and beverage industry.

In a hypothetical scenario in which Coca-Cola was no longer present in Sicily, the employment consequences would be a 0.4% increase in the number of unemployed people (0.07 point increase in the unemployment rate).

PROFESSIONAL CLASSIFICATIONS AND GENDER

In Sicily, office workers represent the majority (53.9%), followed by factory workers (40.6%), managers (4.7%) and executives (0.8%). This subdivision according to professional classifications differs from the active companies in the different areas (the Islands and Sicily) and the sector (beverages): Coca-Cola has many more office workers (53.9% compared to 34.2%, 31.3% and 33.7%) and managers (4.7% compared to 1.7%, 0.6% and 2.1%). In terms of gender, men represent 78.6% of the workforce (compared to an average of 64.2% for active companies in Sicily).

CLOSE TO A SPECIAL LAND

Over the course of many decades, Coca-Cola has worked to forge strong bonds with Sicily, starting with the Catania production site. **It is therefore in tune with the island's values and ready to contribute to the challenges it faces.**

Firstly, Sicily is constantly striving **to make its vital citrus supply chain - which lows into many Made in Italy products - as innovative and sustainable as possible.**

The Coca-Cola Foundation, the global philanthropic arm of The Coca-Cola Company, has demonstrated its support since 2014 by collaborating with the Citrus Production District of Sicily and several educational institutions, from the University of Catania to the ARCES Training School. It has served as a partner in various projects in different areas, including the responsible use of water resources.

Coca-Cola and Sicily are also dedicated **to making concrete efforts in terms of sustainability: recycled PET (rPET)** is used for the 450 ml format (soon to be expanded to other major formats), and **the multipack packaging is made from 100% recycled plastic.**

Since 2020, **the plant's trigeneration system has allowed for the autonomous production of electricity, steam and chilled water**, covering 50% of the annual electricity requirement and reducing the CO2 emissions released into the environment by 1,084 tonnes.

The first photovoltaic system was installed at Sibeg in 2007 and, **since 2016, 100% of the electricity used comes from renewable sources.** A further expansion is already in the works: the current plant, which is capable of generating 250,000 kWh/year, will be joined by a new one, with a maximum output of approximately 2000 kWp, which will be able to produce approximately 3,000,000 kWh/year of renewable energy.



To protect the environment, awareness is key, and action starts at home. In 2021 and 2022, alongside Marevivo, Sibeg employees took part in an environmental education activity to remove abandoned waste in the area. By dedicating one special day each year, they were able to collect over 1 tonne in 2021 and around 2.5 tonnes in 2022.

Since 2015, which is known as Sibeg's great "electric turning point", **the sales force has travelled the streets of Sicily in 110 fully electric cars**, thereby reducing both CO2 emissions and noise pollution, and the company is committed to further increasing the number of vehicles in the coming years.



CONCLUSIONS AND AUTHORS

CONCLUSIONS

We can summarise the results of the study by distinguishing, on one hand, between economic impact and employment impact, and, on the other, between the impact for families, businesses and the State.

In terms of families, Coca-Cola has **2,477 direct employees** (27% of the soft drinks sector), and they are allocated **148 million euros**. With regard to businesses, Coca-Cola relies on **1,463 suppliers**, who are allocated **628 million euros** (25% of the resources generated by the soft drinks sector). Coca-Cola allocates **424 million euros** to the State. Overall, Coca-Cola distributes **1,200 million euros** (equal to 0.06% of GDP) and generates work for **27,000 workers** (equal to 0.1% of total workers). Each job for a direct employee corresponds to around **11 total jobs** within the Italian economy.

The people who depend - partially or entirely - on the income generated (directly or indirectly) from Coca-Cola amount to approximately 60,000.

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THE RESEARCH

THE RESEARCH MODEL

The survey of Coca-Cola's economic impact was conducted in terms of economic resources generated and distributed by Coca-Cola within the general economic system and within the Italian economic system, distinguishing between the three main areas into which each economic system is traditionally divided (Families - Businesses - State).

With respect to these three areas, the economic impact of Coca-Cola was analysed in terms of:

- a) wages and salaries paid to its employees (Families);
- b) purchases of goods and services and investments in tangible assets (Businesses);
- c) taxes and contributions paid (State)

The survey of Coca-Cola's employment impact was conducted by distinguishing between direct impact, i.e. the number of employees at Coca-Cola factories and offices, and indirect impact, i.e. the number of workers associated with the supply chains in which Coca-Cola operates. With regard to the indirect impact, Coca-Cola was considered as a focal company, which is located downstream of a supply chain made up of the suppliers with which Coca-Cola maintains trade relationships and the "suppliers of the suppliers" (and so on), with whom Coca-Cola does not have a direct relationship, but whose activities are influenced by Coca-Cola's purchasing decisions via the relationship these companies have with Coca-Cola's direct suppliers.

Furthermore, with regard to the employment impact, a distinction was made between employment understood as the number of employees and employment understood as the total number of workers (which includes employees and independent, external and temporary workers).

It should be noted that the employment impact was analysed only and exclusively from a quantitative point of view, i.e. the elements linked to workers' perceptions were not measured (for example, level of worker satisfaction, commitment, organisational fairness, etc.), and qualitative aspects linked to the characteristics of the tasks, positions and roles within Coca-Cola and the supply chain.

THE RESEARCH METHOD

The survey of Coca-Cola's economic impact was conducted using both data provided directly by Coca-Cola and external comparison data. For the comparison data, the following resources were used:

a) the AIDA (Computerised Analysis of Italian Companies) database for all Italian companies with financial statements available starting from the year 2021

b) the ISTAT surveys (for the years 2021-2022) relating to national statistics on the structure of businesses.

Where some ISTAT data was not yet officially available (e.g. 2022 regional GDP), estimates were used.

The survey of Coca-Cola's employment impact was conducted using data provided by Coca-Cola for the component concerning the first level of direct and indirect impact. AIDA and ISTAT data was also used to estimate the indirect impact.

The estimation parameters used to calculate the indirect employment impact were as follows:

- Calculation of the value purchased from Coca-Cola suppliers in 2022.
- Calculation, via the AIDA database and for each supplier, of: revenues, number of employees, revenue per employee. For the supplier analysis, the 2022 budget data – where available from AIDA as of 21/07/2023 – or estimates based on the 2021 budget data were used.
- Input-output model of sectoral interdependencies based on the tables of resources and uses (years 2015–2019) from Istat, published on 16 December 2022 and consistent with the national accounts aggregates according to the ESA 2010, released on 23 September 2022.

With regard to the employment impact, a distinction was made between employment understood as the number of employees and employment understood as the total number of workers (which includes employees and independent, external and temporary workers).

Estimates of total workers – on both direct and indirect levels – were based on ISTAT sources regarding employment.

Additionally, in light of the limitations of the estimates in the input-output models, a more prudential evaluation logic was chosen for the second level of indirect impact, favouring a backwards-looking* logic.

The analysis refers to the year 2022.

*On the limitations of input-output models and calculation methodologies, see: Grady P. and R Andrew Muller. 1988. "On the use and misuse of input-output based impact analysis in evaluation," *The Canadian Journal of Program Evaluation* 2.3:49-61; Miller, R E and P D Blair. 2009. *Input-Output Analysis : Foundations and Extensions* . 2nd ed. New York: Cambridge University Press; Richardson H. W. 1985. "Input-output and economic base multipliers: Looking backward and forward," *Journal of Regional Science* , Vol. 25, No 4, pp. 607-662; Ten Raa T. 2005. *The economics of input-output analysis* . New York: Cambridge University Press.

Regarding the comparison between Coca-Cola and other companies in its “peer group” (similar companies in terms of activity/sector) on a regional level, it is important to note that the information available for Coca-Cola (the result of this analysis) and for the peer group (available in the AIDA database) do not have the same level of depth and detail. For Coca-Cola, we have (1) information relating to the resources generated by Coca-Cola and distributed in the region, while for the other companies we have the resources generated by the companies based in the region (these resources may also be distributed outside region); (2) information on Coca-Cola employees in the region, while for the other companies we have the total number of employees (not necessarily only those in the region). In order to make a comparison as fair as possible, different comparison parameters were used in the different regions.

With regard to the comparison between the composition of Coca-Cola’s direct employees in terms of professional classification, gender and age and the composition of average external workforces on a territorial and/or sectoral level, the following data was used: for Coca-Cola, the number of employees as of 31 December 2022; for external workforces, the most recent Istat data. The most recent Istat data dates back to 2021 (classifications on a national level, gender on a national level, age on a national level), 2020 (classifications on a macro-regional level, gender on a regional level, age on a regional level) and 2017 (classifications on a regional and sectoral level).

**SO CLOSE,
SO ITALIAN.**





