



**Coca-Cola HBC  
Romania**

*Coca-Cola*® Romania



# OUR FOOTPRINT OF SUSTAINABLE DEEDS

Making responsible choices, with every step we take



**THE COCA-COLA SYSTEM'S  
SOCIO-ECONOMIC  
IMPACT  
IN ROMANIA**

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**AND COCA-COLA HBC  
ROMANIA'S  
SUSTAINABILITY  
RESULTS  
IN 2022**



# TABLE OF CONTENTS

<b>THE SOCIO-ECONOMIC IMPACT OF THE COCA-COLA SYSTEM IN ROMANIA</b> .....	<b>06</b>
<b>WHO WE ARE. THE COCA-COLA SYSTEM IN ROMANIA</b> .....	<b>08</b>
How we generate value in the economy.....	<b>10</b>
Key figures.....	<b>12</b>
The Coca-Cola System`s portfolio in Romania.....	<b>14</b>
We support the local economy, across the entire value chain.....	<b>18</b>
We support jobs in Romania.....	<b>20</b>
About The Coca-Cola System`s Socio-Economic Impact Study.....	<b>22</b>
<b>COCA-COLA HBC ROMANIA'S SUSTAINABILITY REPORT FOR 2022</b> .....	<b>24</b>
Care for people.....	<b>26</b>
Care for the environment and resources.....	<b>28</b>
Water stewardship.....	<b>29</b>
Reducing our carbon footprint. The "NetZeroBy40" goal.....	<b>30</b>
"A World Without Waste".....	<b>32</b>
"After Us", a better future for communities.....	<b>34</b>
About Coca-Cola HBC Romania's Sustainability Report.....	<b>38</b>



# **THE SOCIO-ECONOMIC IMPACT OF THE COCA-COLA SYSTEM IN ROMANIA**

We produce drinks in Romania that reach millions of consumers here, locally, but also in 14 other countries. Every bottle or can encapsulates our story, the story of The Coca-Cola System's value chain in Romania: a story about collaboration, strong partnerships and commitment. By producing, distributing and selling our beverages locally, we've been contributing to the national economy for over 32 years: we generate added value and revenue to the state budget and support a significant number of jobs.

# THE COCA-COLA SYSTEM IN ROMANIA

## Refreshing Romania

Present in Romania for 32 years, The Coca-Cola System operates through two partner companies with complementary activities, ensuring all the elements necessary to produce and distribute a diverse portfolio of beverages and brands that Romanians love.

## Making a difference

We started our activity on the local market in 1991, in a period of change, which brought hope to the hearts of Romanians. We chose a business model that creates added value in the economy through a strong market presence, solid partnerships, and constant investment. From the very beginning, we aimed to contribute, through our activity, to the local community's path to a better and safer future, and for our actions to bring a change for the better, for the environment, for people and for the community. Transparency defines the partnerships we build: year after year, we choose to inform our partners about our impact on the local economy, society and the environment, providing expert-certified data.



**(Subsidiary of The Coca-Cola Company)**

Coca-Cola Romania is responsible for implementing marketing strategies, brand management, packaging strategy, promoting products, advertising, public relations and conducting market research.



**Coca-Cola HBC Romania**

**(Part of Coca-Cola HBC Group, one of the largest bottlers of Coca-Cola products worldwide)**

Coca-Cola HBC Romania is the beverage industry leader and the most important exporter in the industry. Coca-Cola HBC Romania purchases the concentrates, beverage base and syrups to produce beverages. It also bottles, distributes, sales, and provides operational marketing for Coca-Cola products.

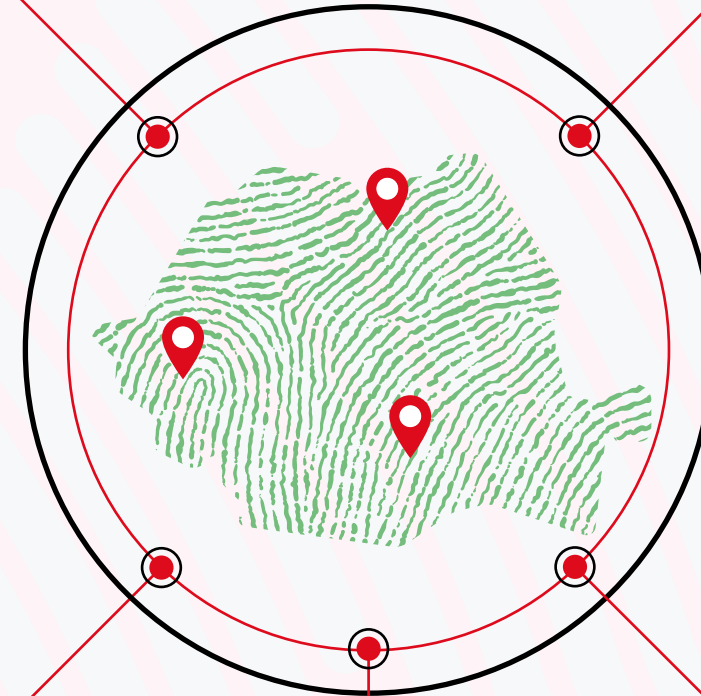
**3**

**bottling plants**

in Ploiești, Timișoara and Poiana Negrii, production and innovation hubs, exports to 15 countries

**1,538**

**employees**



**14**

**warehouses**

**15**

**production lines**

**DIVERSIFIED PORTFOLIO**

suitable for different lifestyles and consumption needs:



sparkling soft drinks



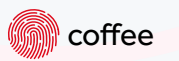
mineral waters



ready-to-drink tea



fruit juices



coffee



# HOW WE GENERATE VALUE IN THE ECONOMY

Since entering the Romanian market, we have built a business model based on collaboration with local partners. Our activity engages an entire economic network, and it has a positive impact downstream and upstream, throughout the value chain.

## DOWNSTREAM IMPACT



VAT on the final price of products is collected by the state.



Money generated among The Coca-Cola System's customers allows them to hire people, to pay taxes and salaries, accumulate savings and then purchase goods and services necessary for their own operations.

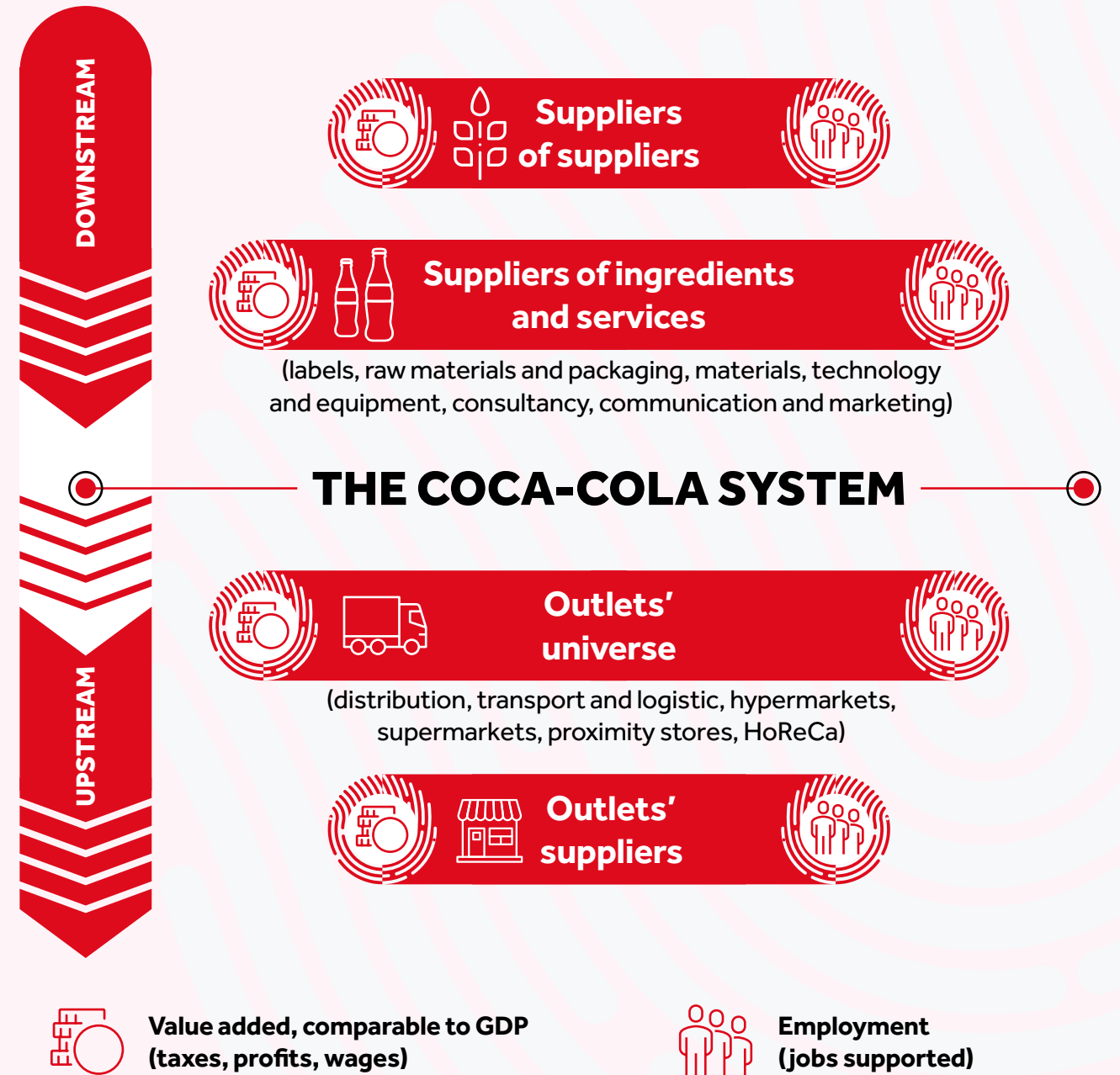
## UPSTREAM IMPACT



The Coca-Cola System pays taxes and salaries and employs people in Romania.



Amounts paid to suppliers by The Coca-Cola System allows them to hire people, pay taxes and wages, accumulate savings, and then purchase the goods and services needed for their own production activity.



# KEY DATA

## ADDED VALUE SUPPORTED IN THE LOCAL ECONOMY



## JOBS

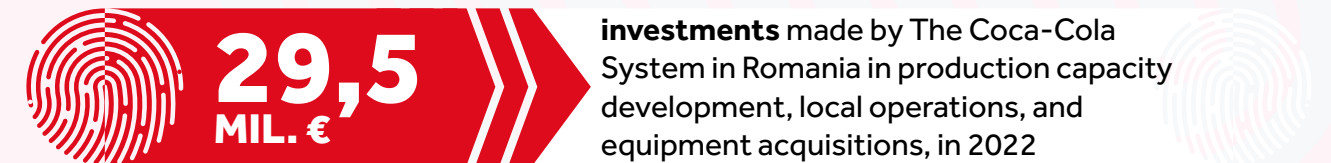


Direct employees + jobs supported by the activity of the Coca-Cola System in Romania = 0.23% of the total number of employees in Romania

## CONTRIBUTION TO THE STATE BUDGET



## INVESTMENTS



# THE COCA-COLA SYSTEM'S PORTFOLIO IN ROMANIA

Every day, millions of Romanians enjoy the beverages in The Coca-Cola System's portfolio, many of which are produced in our 3 local plants.

In 2022, Romanians purchased more than 1.2 billion liters of beverages from The Coca-Cola System portfolio. A significant amount of the money generated by these sales returns to the local economy.

**1.2**

**billion liters**  
of Coca-Cola System  
beverages sold

**1.1**

**billion EUR**  
spent by  
Romanians  
on Coca-Cola  
System products

**0,58:1**

**58 cents**  
of every euro spent on Coca-Cola System  
beverages remain in the local economy  
(vs. 59 cents in 2021)





# A TOTAL BEVERAGE COMPANY, A 24/7 PORTFOLIO

In Romania we produce and offer drinks for different tastes and lifestyles. We aim to offer variety and balance through a diverse portfolio, that allows consumers to enjoy the drinks that best suit their preferences and lifestyle, at any time of the day.



## Low-calorie and zero-calorie options

By innovating our beverages and rethinking existing product recipes, we have delivered on our commitment to provide consumers with products tailored to any lifestyle.

**32%**  
represents low-calorie  
or zero calorie beverages  
(including waters)

**98%**  
of advertising  
for the Coca-Cola range promoted  
Coca-Cola Zero Sugar

# SMALL PACKS, TO PROMOTE MODERATE CONSUMPTION

In Romania, all our flagship products are available in small sized packaging, including 250ml and 330ml.



## WE SUPPORT INFORMED CHOICES

We provide clear and transparent nutritional information about our beverages and information about the ingredients used in our drinks and the number of servings offered in our packs.

**CokeZERO™**  
Băutură răcoritoare carbogazoasă cu îndulcitori.  
Ingrediente: apă, dioxid de carbon, coloranți E 150d, îndulcitori ciclamai, acesulfam-K și aspartam, acid fosforic, arome naturale, aromă cafeină, corector de aciditate citrați de sodiu. Cămină a sursă de fenilalanină. A se consuma de preferință înainte de: vezi pe ambalaj (primul rând). A se păstra la loc răcoros, ferit de soare. Ambalaj de unică folosință.

**500 ml e**  
DECLARAȚIE NUTRITIONALĂ

PER 100 ml	250 ml	(%) <sup>1</sup>
Valoare energetică:	0,9 kJ / 2,3 kJ	
	0,2 kcal	1 kcal (1%)
Glucid:	0 g	0 g (0%)
din care zaharuri:	0 g	0 g (0%)
Sare:	0,02 g	0,05 g (1%)

Conține cantități neglijabile de grăsimi, acizi grași saturati și proteine.  
<sup>1</sup> Consumul de referință al unui adult obișnuit (8400 kJ / 2000 kcal). 500 ml = 2 x 250 ml.

# WE SUPPORT THE LOCAL ECONOMY ACROSS THE ENTIRE VALUE CHAIN

We are part of global companies, but our local operations have a positive impact here, in Romania. Every product we sell adds value to the national economy, through the distribution of income to the stores that sell Coca-Cola products, the distributors that transport our beverages from the plant to the points of sale, and the Coca-Cola System.

The Coca-Cola System's value chain in Romania pays taxes, employs labor, and pays wages, invests in communities, and adds value to the local economy. The impact of our business in Romania translates into income for households, for the companies we work with and for the state, through the taxes we pay.

**In 2022, the value added supported by The Coca-Cola System's value chain in the economy was:**

**613 Mil. Euro** | **0,21% of Romania's GDP** | **up to 18% vs. the previous year**


For more than 32 years, our business has been a constant contributor to the state budget, directly - through taxes paid by The Coca-Cola System, and indirectly - through taxes paid by our partners and their collaborators.

Taxes paid in 2022 to the state budget represent the largest component of the value added supported by The Coca-Cola System's value chain in Romania, i.e. **€257 million**. **The Coca-Cola System generated €78 million** in direct revenues (including salaries paid and taxes related to The Coca-Cola System business, excluding profits).



**Added value supported across the entire value chain**  
**613 MIL. EURO**, directly and indirectly

## DIRECTLY, BY THE COCA-COLA SYSTEM

 **78**  
**MIL. €** salaries and taxes paid

## INDIRECTLY\*


### (Downstream)

 **129**  
**MIL. €** taxes, salaries and profits related to customers of The Coca-Cola System (MT)

 **158**  
**MIL. €** taxes, salaries and profits related to the suppliers of Coca-Cola System's customers

 **87**  
**MIL. €** VAT

### (Upstream)

 **160**  
**MIL. €** taxes, salaries and profits related to Coca-Cola System's suppliers and their suppliers

\*of revenues generated by the collaboration with the Coca-Cola System



# WE SUPPORT JOBS IN ROMANIA

The Coca-Cola System's business means stability through secure incomes for large numbers of people across the country, employed in sectors as diverse as manufacturing, services and transport. In 2022, Coca-Cola Romania and Coca-Cola HBC Romania employed a total of 1,538 people. However, the business of The Coca-Cola System supports indirectly a larger number of jobs, respectively 18,200 jobs, across the entire value chain.

 **18,200** jobs supported indirectly by The Coca-Cola System, across the entire value chain

 **1,538** employees in The Coca-Cola System

Direct employees + jobs supported by the activity of the Coca-Cola System in Romania = 0.23% of the total number of employees in Romania

 **1:12** every job within the Coca-Cola System supports 12 other jobs in Romania

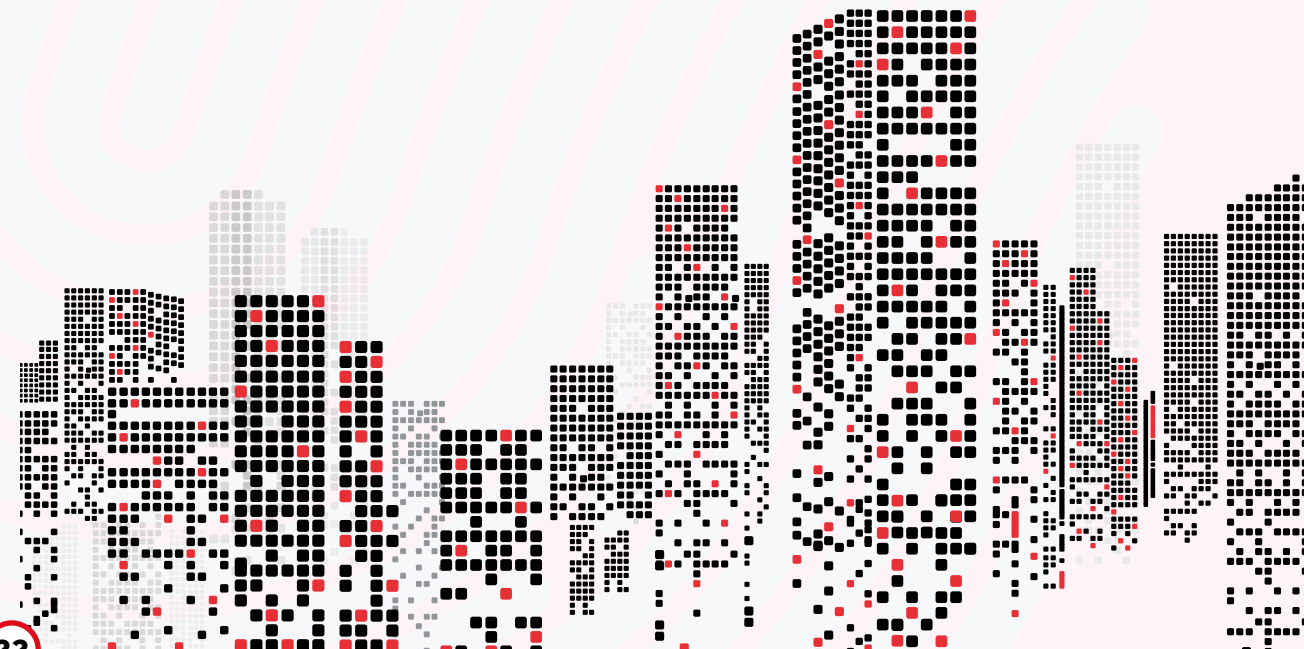
 **Households across the value chain have benefited from 181 million euros. Of this total, 51 million euros represent the salaries, bonuses and benefits earned by employees of the Coca-Cola System** 



# ABOUT THE SOCIO-ECONOMIC IMPACT STUDY OF THE COCA-COLA SYSTEM IN ROMANIA

The Socio-Economic Impact Study is conducted by Steward Redqueen strategic consultancy, based on an "input-output" methodology developed by Nobel Prize-winning economist Wassily Leontief, which is frequently used by economists around the world.

The Coca-Cola System has been conducting socio-economic impact reports since 2012, Coca-Cola Romania and Coca-Cola HBC Romania being the first companies on the local market to publish such a report.







## **RESPONSIBLE CHOICES FOR PEOPLE, COMMUNITIES AND THE ENVIRONMENT**

### **THE SUSTAINABILITY RESULTS OF COCA-COLA HBC ROMANIA FOR 2022**

The choices we make every day shape our story in Romania, but they also have an impact on society and the environment and they influence the future of the next generations. We are building our story by heading, year after year, towards an even more environmentally, socially and economically responsible activity, in collaboration with society and business partners.

Sustainability is part of our business, and it means being self-demanding, constantly asking ourselves what we can do more and better, acting boldly. We are constantly investing and innovating to achieve ambitious targets in terms of resource conservation, environmental protection, packaging management, and we involve our entire team in this journey.

Over the past few years, Coca-Cola HBC Romania's sustainable practices have earned the company several recognitions, one of the most relevant being the inclusion in the Gold category, for seven years in a row, according to the Romania CSR/CST Index study, carried out by the independent agency The Azores.

Moreover, we are the first local company in the FMCG industry to issue a sustainability report at international standards.

# CARE FOR PEOPLE

People are the secret ingredient of our success. At Coca-Cola HBC Romania, we pay attention to all aspects that help us build a strong team.

Inclusion and appreciation of different people and opinions are integral parts of our evolution. We are committed to fostering diverse teams, that reflect the communities we serve, and to creating an inclusive environment, where everyone's perspectives are valued and considered.

In 2018, we made a global commitment: to have 50% of management positions held by women by 2025. Today, we are at 39,6% regionally and 50,02% locally, in Romania.

People are the true drivers of performance, and this requires constant investment, in order to make a real impact on the personal and professional development and evolution of our colleagues. In 2021, we continued to offer our colleagues the opportunity to undergo training and development programs.



**50,2%**

of positions in the management team at Coca-Cola HBC Romania are occupied by women.

**Coca-Cola HBC Sales Academy,**

an internal program aimed at developing the skills of our sales teams.

**Leader Labs & Guiding Coalitions,**

programs designed to develop the Agile and strategic leadership capabilities of the management team.

# CARE FOR THE ENVIRONMENT AND RESOURCES

Being the beverage industry leader in Romania makes us proud, but at the same time, it determines us to be better every day, more responsible and more involved in everything we do. Our responsibility goes beyond our local plants, from the farmers who grow the ingredients in our drinks to the packaging that results from their consumption.

The sustainable future we all want can only be built if we work with our partners to innovate and develop products and services that contribute to the transition to a green economy.

## LATEST INVESTMENTS IN OPERATIONS, WITH AN IMPACT ON ENVIRONMENTAL AND RESOURCE PROTECTION

**10,8 MIL. €**

The PET decontamination unit in our Ploiesti plant, the second largest plant in the Coca Cola HBC Group. Following a green investment, we will establish unique capabilities to produce recycled PET (rPET) in-house – a prod first for a beverage producer in Romania. This investment supports the transition of our entire plastic bottle portfolio to rPET, having a much lower carbon footprint



**1,1 MIL. €**

The new bottle washing machine in our Dorna plant. The new machine was purchased considering both the operational needs and the efficiency characteristics in the consumption of water, energy and heat agent. Reduction potential: water ~ 18,768 m<sup>3</sup>, from installation in April 2022.

# WATER STEWARDSHIP

Water is a vital resource for us, being not only the primary ingredient in our beverages, but also central to the health of communities around the world. Our water strategy focuses on sustainably securing water resources by replenishing water supplies to areas at risk of water stress, promoting smart water policies and using water responsibly in our operations and communities.

We constantly monitor the quantities of water used in the production of our beverages, and where possible, we recycle and reuse significant volumes. We are making significant progress in reducing and making water use more efficient, with clear commitments backed by concrete action plans and ambitious targets.

## Alliance for Water Stewardship certifications

for all 3 plants

The most important certification for companies aiming for efficient water management. Coca-cola HBC Romania is the only beverage producer in Romania to hold such a certification for all its plants.



**1.64 L**

water consumption for 1 liter of beverage produced, in 2022



# REDUCING CARBON FOOTPRINT

## „NETZEROBY40” GOAL

We are aware that greenhouse gas emissions are one of the main issues driving climate change. That's why taking action to reduce emissions from our business is a real priority to us.

**At group level, Coca-Cola HBC is committed to reducing greenhouse emissions from direct operations, as well as emission generated across the entire value chain to net zero by 2040.**

By 2030, we will reduce emissions along the value chain by 25%, based on a scientifically established target, and by 50% over the next decade.



We are implementing several solutions towards this goal in Romania as well, and in 2021 we have made further progress.

**100% electric energy from clean and renewable sources,** used in our plants

**48.4% energy efficient coolers** placed in our customer's locations

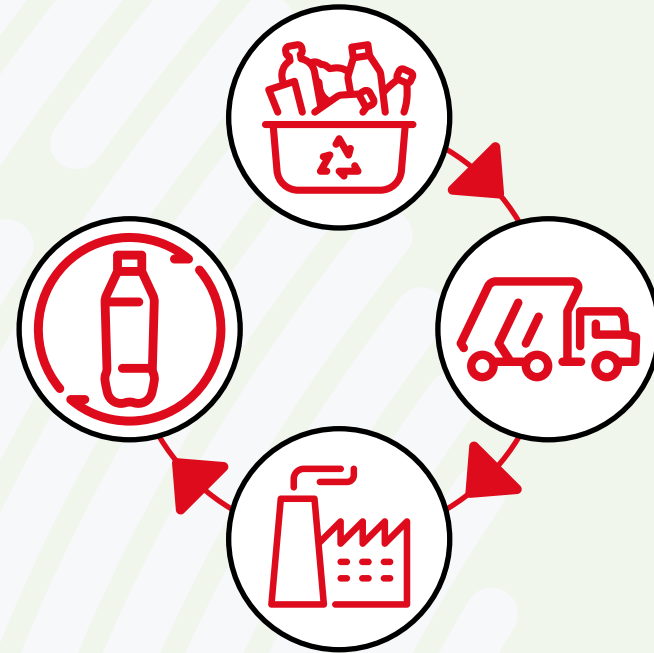
**Increasing the use of rPET in our packaging** less CO2 emissions



# A WORLD WITHOUT WASTE

Just as many other food products, our beverages are packaged in a variety of materials, in order to reach consumers. We are aware of our responsibility to contribute to solving the global packaging waste challenge. We invest to develop more environmentally friendly packaging and strive to include beverage packaging in the circular economy, and we believe that packaging materials have value.

Our global vision, **A World Without Waste**, is built on the principles of circular economy and involves initiatives that address the entire life cycle of packaging, from design to collection and recycling.



## KEY COMMITMENTS:



**Recover and recycle the equivalent of all packaging placed on the market, by 2030.**



**Increase the use of recycled PET in packaging to 35% by 2025 and 50% by 2030.**



**100%** recyclable packaging



**22.6% rPET**  
of the total portfolio bottled in PET



**We meet**

**our legal collection target**

and contribute, together with industry, to the development of an effective packaging collection system for recycling - **The Deposit-Return Scheme.**

# AFTER US, A BETTER FUTURE FOR COMMUNITIES

With the mission of leaving a better world **After Us**, through the namesake platform, and together with its partners, Coca-Cola HBC Romania has been involved in the community in 2022 as well, through programs to support vulnerable categories or youth, but also through public awareness campaigns, aimed at correctly separating and collecting recyclable waste.

We are a trusted partner to the communities where we operate. We invest in projects to inspire as many people as possible to adopt a more responsible lifestyle that they can pass on to future generations.

Together with our partners in civil society, we support initiatives that have a long-term impact and make a significant difference to the lives of the beneficiaries or the communities in which they are implemented.



**Our community investment strategy focuses on four pillars:**

**environment**  
**PROTECTION**

**water resources**  
**CONSERVATION**

**youth**  
**EMPOWERMENT**

**community**  
**DEVELOPMENT**

In 2022, the value of Coca-Cola HBC Romania's community investments was **>5 mil. Lei**

# COMMUNITY PROJECTS 2022-2023



7,643

young people supported through the "Youth Empowered" program, by organizing personal and professional development courses.

5,000

new collection points added to the "Recycling Map" platform.

+470,000

rPET, glass and aluminum packaging collected as part of campaigns to raise awareness, educate and involve the public in the separate collection/sorting of waste.

60.9

9 tons of waste collected in 2022, with the help of Big Belly containers installed in Bucharest and Timișoara.

The 9th

edition of "ExtravaCANza", a campaign to collect aluminum cans, which has become a tradition on the Romanian coast. Since the launch of the program, more than 331,000 people have been involved in awareness campaigns.

5

innovative cleaning systems that capture waste from the most important rivers in Romania, installed as part of the "Dorna, water that takes care of water" campaign.



# ABOUT COCA-COLA HBC ROMANIA'S SUSTAINABILITY REPORT

Coca-Cola HBC Romania's ninth sustainability report covers the year 2022, from 1 January to 31 December 2021, and provides information on the company's economic, social, and environmental impact. The report meets the requirements of Directive 2014/95/EU, transposed into Romanian law by Order of the Minister of Public Finance No. 1938/2016 and Order of the Minister of Public Finance No. 3456/2018 and the requirements of Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020, transposed into Romanian law by Order of the Minister of Public Finance 1.239/2021.

The report has been designed complying with the GRI (2016) Standards: Core option. Where it was relevant to Coca-Cola HBC Romania's economic, social, and environmental impact, we chose to include more indicators than required by the Core option standards. The content of the report was developed based on the results of the materiality process conducted in May-June 2023, which involved consultation with the company's stakeholders and internal analysis of the economic, social, and environmental impact dimension. The report provides relevant information describing our performance towards sustainability and indicators specific to our business model.





**Coca-Cola HBC  
Romania**

*Coca-Cola*® Romania

**100%**

**dedicated to making  
a difference**

**Writing together a new  
chapter for the future.**

We are the first beverage  
producer in Romania with  
in-house production of  
recycled PET (rPET).

**You can learn more about  
our activity on:**



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