

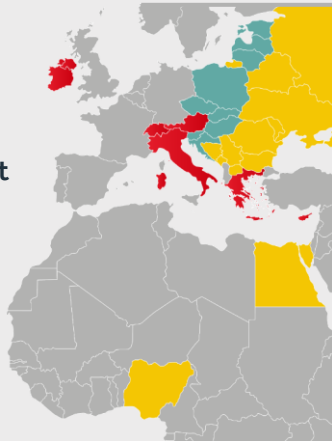


FACTSHEET

NOVEMBER 2024

We are a **strategic bottling partner of The Coca-Cola Company** - a strong **growth-focused business** with a **proven track record** of delivering results; founded on a **leading market presence** in attractive **growth categories** across a **diversified country footprint**. Our growth is fuelled by long-term investments in our unique **24/7 brand portfolio**, our **bespoke capabilities** and the **strength of our people**, underpinned by our **leading position in sustainability**.

We serve **740 million consumers** across **29 countries** with the world's **best-known beverage brands** with proven routes to market, a **leading market presence** and a **unique geographic mix** across Western, Central & Eastern Europe and Africa.



Established markets	22% of volume	33% of revenue	35% of EBIT ¹
Developing markets	17% of volume	21% of revenue	14% of EBIT ¹
Emerging markets	61% of volume	47% of revenue	51% of EBIT ¹

FY 2023 by Group reporting segment; colours refer to the countries in the map.

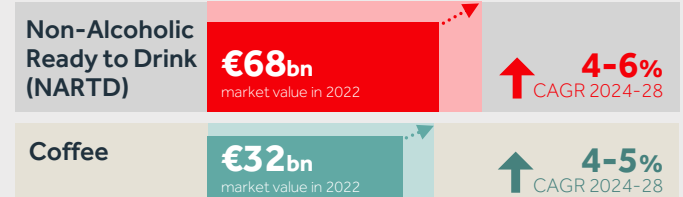
Our performance is underpinned by our **bespoke capabilities**: revenue growth management, data, insights and analytics, digital commerce, route to market and customer management, all **delivered by exceptional people**.

Sustainability is embedded in every aspect of our business, and we are **ranked highly** by many well-known sustainability indices.



We operate in **attractive growing categories** and our strategic priority categories are **Sparkling, Energy and Coffee**.

SPARKLING
c.70%
of FY 2023 volume



Source: internal system projections, excluding Russia and Ukraine

We have a proven track record **of consistent growth, driven by our three strategic priority categories**.



Average of the annual organic growth rate.

Our **strong balance sheet** and cash focus allows us to **invest in strategic bolt-on M&A** and **return excess capital** to shareholders. In November 2023, we launched a two-year **share buyback programme** of up to **€400 million**, reflecting the Board's long-term confidence in business performance.

Also in 2023, we **upgraded our mid-term targets** positioning us for continued **sustainable and profitable growth**.

Organic revenue growth
+6-7%
on average p.a.

Organic EBIT margin growth
+20-40bps
on average p.a.

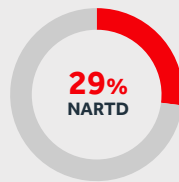
We have a leading position in Sparkling and strong positions in other categories, with opportunities to continue to expand market share

We are **#1 in value share in Sparkling beverages** in 23 out of our 24 measured markets

Value share across our footprint (Nov 2023)

We are gaining share in Sparkling in most markets...

+80bps
Sparkling 2023 vs 2022

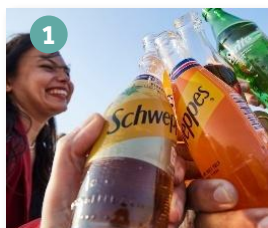


... and across most of our non-alcoholic ready to drink (NARTD) categories

+110bps
NARTD 2023 vs 2022

Source: Nielsen, IRI and GlobalData, excluding Russia and Ukraine

A clear strategy frames our actions, with five growth pillars underpinning our strategy



Leverage our unique 24/7 portfolio



Win in the marketplace with customers



Fuel growth through competitiveness & investment



Cultivate the potential of our people



Earn our licence to operate

Strategic priority categories

- SPARKLING** • prioritised across the Group
- ENERGY** • grow penetration and share
- COFFEE**

All other brands

- locally relevant portfolio
- focus on profitable growth



All numbers as of FY 2023 by revenue

There are growth opportunities across our **diversified country footprint**, not **only growing in population and GDP**, but **also consumption per capita**.

Forecast mid-term growth rates

	Population ¹	GDP per capita CAGR ²
Emerging markets	c. +2%	>4%
Developing markets	c. -1%	>5%
Established markets	Flat	>3%
TOTAL	c. +1%	c. 4%

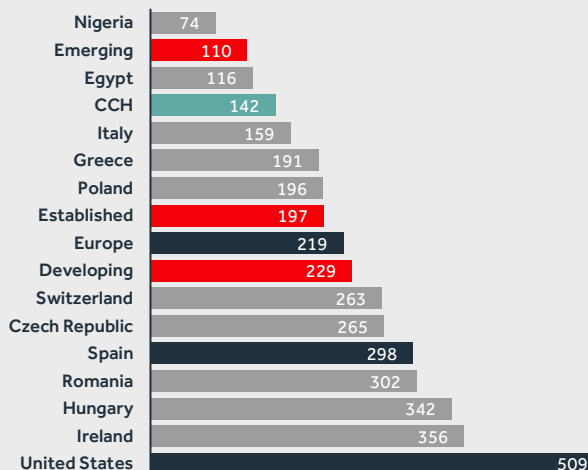
For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our 2023 full-year results press release

1. UN Population data 1 July 2022, excluding Russia & Ukraine

2. IMF: GDP per capita (PPP; International, \$)

3. Based on internal industry estimates and UN Population 1 July 2022, excluding Russia and Ukraine

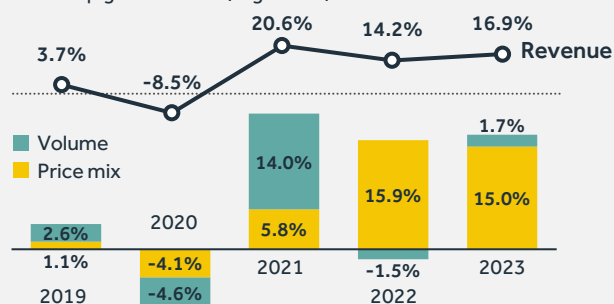
Sparkling servings per capita, 2022³



We have consistently delivered strong financial results

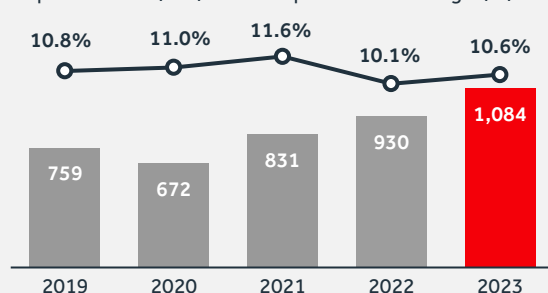
Focused execution delivered strong organic growth

Total Group growth rates (organic %)



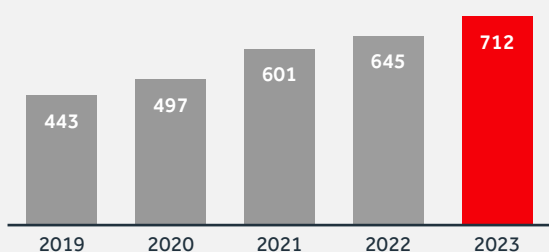
Resilient profitability with record EBIT in 2023

Comparable EBIT (€m) and Comparable EBIT margin (%)



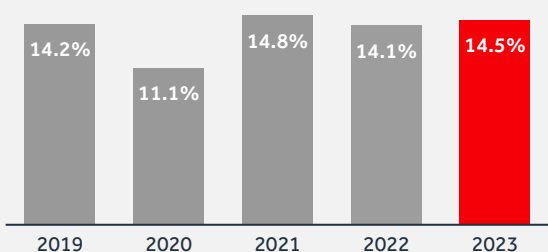
Strong cash generation and balance sheet

Free cashflow (€m)



Net debt/ comparable EBITDA leverage ratio target **1.1x** at end 2023
1.5-2.0x

ROIC



We have a progressive dividend policy with a target payout ratio of 40% - 50%.

Full-year key financial results by segment

	GROUP		Established markets		Developing markets		Emerging markets	
	2023	2022	2023	2022	2023	2022	2023	2022
Volume (m unit cases)	2,836	2,712	629	644	471	479	1,736	1,589
Net sales revenue (€m)	10,184	9,198	3,359	2,974	2,089	1,720	4,737	4,505
NSR / unit case organic growth (%)	15.0%	15.9%	15.1%	8.6%	20.2%	11.9%	15.0%	18.4%
Comparable EBIT (€m)	1,084	930	381	307	154	115	549	508
Comparable EBIT margin (%)	10.6%	10.1%	11.3%	10.3%	7.4%	6.7%	11.6%	11.3%

2024 guidance – updated 31.10.24

- **Updated:** Organic revenue growth in the range of +11-13% (previously +8-12%)
- **Updated:** Low single digit comparable COGS per unit case increase (previously low-mid single digit)
- **Updated:** Organic EBIT growth in the range of +10-12% (previously +7-12%)
- €30 to €50 million headwind from translational FX on Group comparable EBIT (unchanged)
- Top end of 25% to 27% range for comparable effective tax rate (unchanged)
- €60-75 million net finance costs (unchanged)
- €14-16 million scope guidance (previously €10-12 million)

Mid-term targets from 2024

Organic revenue
growth

+6-7%
on average p.a.

Organic EBIT margin
growth

+20-40bps
on average p.a.

- Continued focus on **ROIC** expansion
- **CAPEX** 6.5-7.5% of revenue
- Growing **Free Cash Flow** to support capital allocation priorities

A sustainable business

Sustainability is integrated within every aspect of our business as we look to create and share value for all our stakeholders. In 2023 we made good progress on sustainability, which remains an important growth enabler.

FY 2023 sustainability highlights

Packaging circularity in Romania



- 100% rPET bottles
- In-house rPET production
- Deposit Return Scheme

Innovating in Austria



- New RGB¹ line for 1 litre and new 400ml resealable bottles
- Replacing shrink plastic with 100%-recyclable paper

1. Returnable Glass Bottle line co-funded by the European Union, NextGenerationEU

In December 2023, we announced that we've once again been ranked **as the world's most sustainable beverage company** by the 2023 Dow Jones Sustainability Indices (DJSI). These indices are issued by S&P Global. The S&P Global Sustainability Yearbook 2024 rankings confirm our number one global ranking in the beverage industry. Our score **positions us in the top 1% of 9,400 companies across 62 industries**. We're on CDP's A List for our commitment to transparency on climate and water.



All 2023 metrics

In October we hosted our first **bitesize investor event**, which was a deep dive into our data, insights, and analytics (DIA) capability, sharing how we turn data into actionable insights. The event was hosted by our COO, Naya Kalagoraki and led by our Head of DIA, Ruchika Sachdeva. Follow the link from the QR code to watch the replay of the event.



2024 Third quarter highlights

Strong execution drives continued growth

Another quarter of strong organic revenue growth², driven by focused execution through the summer

- **Organic revenue growth** of 13.9%; year-to-date organic revenue growth of 13.7%
- **Organic volumes** up 4.0%, with all segments contributing; growth led by our strategic priority categories, with Sparkling +3.9%, Energy +28.0% and Coffee +35.6%
- **Organic revenue per case** up 9.5%, driven by targeted revenue growth management initiatives
- **Reported revenue growth** of 8.9%, with strong organic growth partially offset by FX headwinds in Emerging markets
- **Ongoing value share gains** in Non-Alcoholic Ready-To-Drink (NARTD) and Sparkling year-to-date

Broad-based organic revenue growth, with positive volumes and revenue per case in all three segments, despite a mixed market environment

Established: Organic revenue increased by 3.0%, with resilient volume growth despite mixed conditions

Developing: Organic revenue up 12.6%, led by revenue per case expansion and with a positive volume performance

Emerging: Organic revenue up 24.1%, driven by revenue per case expansion as well as good volume growth, despite a challenging environment in several markets

Further investment in our unique 24/7 portfolio and our bespoke capabilities

- Ongoing successful partnership with The Coca-Cola Company to capitalise on the summer period with music and sport, particularly in the out-of-home channel through the season
- Innovations continue to drive consumer recruitment; we continued to benefit from Marvel activations, as well as targeted launches of Fanta Beetlejuice and new Coke Creations flavours

2. For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our Q3 2024 results press release.

“ Focused execution of our strategic priorities has helped deliver another quarter of strong revenue growth, up 13.9%, with good volume momentum across all three segments, as well as revenue per case expansion.

I am pleased that our Q3 results build on the strength of our first half, and clearly demonstrate how our 24/7 portfolio, combined with our bespoke capabilities, can deliver quality growth in a range of market conditions. We are mindful of macroeconomic and geopolitical challenges as well as a mixed consumer environment. However, reflecting our strong performance in the first nine months and our confidence that we can continue to win in the marketplace, we are updating our guidance for the year. ”

Zoran Bogdanovic, CEO

For further information on Coca-Cola HBC:

Please visit: www.coca-colahellenic.com/en/investor-relations

Or contact our investor relations team: investor.relations@ccchellenic.com

November 2024: This document should be read in conjunction with the Q3 2024 and 2023 full year-results press releases, the IAR 2023 and the accompanying forward-looking statement disclaimers.