

# CCH – Annual General Meeting – Chairman’s speech

## 21 May 2024

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Good morning shareholders, ladies and gentlemen,

On behalf of the Board of Directors of Coca-Cola HBC AG, I would like to welcome you to our 2024 Annual General Meeting.

I hope that you have had the opportunity to read our 2023 Integrated Annual Report, centred on our new purpose, to ‘Open up moments that refresh us all’.

Underpinned by our new, clear purpose and by consistently applying our 24/7 beverage strategy, Zoran and the executive team delivered another year of strong operational and strategic progress and record financial results. This performance was despite the ongoing challenges of high inflation and the conflict in Ukraine. The Company continued to focus on the health and safety of our people across the business and reacted to cost pressures with measured and focused price and mix changes.

In March 2023, I had the pleasure of attending, alongside other members of the Board, our senior leadership conference in Cairo. This was a significant meeting for the Company, our first in three years where we’d been able to bring together our team to unify around some common objectives and celebrate the progress we’ve made since 2020.

Our people have consistently risen to the challenges presented over the last few years. This was passionately showcased by all disciplines within the business and hosted with grace and professionalism by our Egyptian team, the latest country to join our Group. At

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the event we were joined by many members of The Coca-Cola Company and other key partners who also shared their thoughts on the future of our business.

I was pleased to launch proceedings at our investor day in Rome a couple of months later, where Zoran, Ben, Naya and the team outlined how our Growth Story 2025 is driving revenue growth, margin improvements and sustained strong cash generation. The Board fully supports the raised mid-term guidance Zoran and the team shared at the time. Delivering these goals will not be easy, but we have laid strong foundations with sustained investment over the last few years and have developed a culture of resilience and adaptability that serves us well.

In 2022 we acquired the Coca-Cola bottler in Egypt expanding our footprint in long-term high growth markets. A key priority for the Board during 2023 has been the successful integration of the business into the Coca-Cola HBC family and I am pleased to report that has gone very well. Despite the challenging macroeconomic conditions in the country in 2023, we remain confident for the prospects of our business in Egypt .

In 2023 we undertook a different type of acquisition with the purchase of Finlandia, a superb vodka business, from our long-term partner, Brown Forman. Zoran and the team have started integration of the business and we expect significant growth opportunities to come as we build-out this excellent brand across our footprint.

Turning briefly to sustainability – in 2023 together with The Coca-Cola Company and seven other bottling partners, we each committed \$15 million to a new venture capital fund, the Greycroft Coca-Cola System Sustainability Fund. This \$137.7 million fund will focus on innovative solutions to drive carbon footprint reduction, helping accelerate our journey towards our NetZero by 40 goal. And in December, we were proud to announce the establishment of the CCHBC Foundation dedicated to supporting communities in the areas where we operate, with an initial €10 million transfer to the foundation.

I speak on behalf of the Board when I express great optimism for the years ahead, knowing we have built strong foundations through thoughtful investment, an adaptable culture and sustainability leadership.

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The Board has been proactive in representing the interests of all stakeholders on diverse issues, assisting the leadership team to make informed decisions on strategic investments, stretching goals and sustainability. I was delighted to welcome two new Board members, Evguenia Stoichkova and George Pavlos Leventis, in 2023. They bring a wealth of experience from the beverage sector, and I am looking forward to working with them.

The Board has maintained our progressive dividend, and for 2023 is proposing €0.93 per share, a 19% increase on the dividend per share versus the prior year, representing a 45% pay-out ratio, within our targeted range of 40% to 50% of comparable EPS. The consistent growth in our dividend is testament to our confidence in the strong fundamentals of our business, as well as our commitment to shareholders.

And, in November 2023 we announced the start of a two-year share buyback programme, aimed at returning up to €400 million to shareholders. We remain committed to a disciplined approach to capital allocation that continues to drive shareholder value. The Group’s capital allocation framework follows clear priorities: organic investment in the business to drive delivery of our medium-term financial targets; paying a progressive dividend, targeting a payout of 40%-50% of earnings per share; strategic M&A; and finally, additional capital return. With these priorities in mind, the Board believed that the 2023 share price undervalued the Company’s future growth opportunities, and the approval of a share buyback programme provided a compelling opportunity to enhance value for shareholders while continuing to invest in the business.

Another record year in 2023 is evidence that our approach is the right one. We can be proud to be able to reward colleagues around the Group for their dedication and professionalism during often challenging times. Thanks, as always, to the Board for steering the ship in another productive year, and we look forward to the moments that we will open up for all our people, customers, partners and wider stakeholders in 2024.

Thank you, I will now hand over to Zoran for the CEO remarks.