

Business model continued

Value created

Our people

- In 2024 we employed 33,018 FTEs, as we operate in 29 countries
- Median basic salary ratio women/men: 1.37



Our customers

- We increased the frequency of our customer engagement, providing customers with better support
- In the marketplace, we achieved a total number of 60%¹ energy-efficient coolers



Our communities

- In 2024, we trained 174,902 young people¹ through our #YouthEmpowered programme to boost employability
- We invested €8.4 million in local community initiatives



Our investors

- We delivered strong financial performance in 2024, with organic revenue up 13.8% and reported revenue up 5.6%. In recognition of our business strength and future opportunities, the Board proposed a dividend of €1.03 per share, an 11% increase compared with last year



Our wider stakeholders



- Our business activities generate revenue for our suppliers and contractors and their extended value chain



Our consumers

- We provide high-quality beverages and healthy options, reducing calories per 100ml of sparkling soft drinks by 18% in 2024 compared to our 2015 baseline



Our suppliers

- We spent €7.14 billion² with suppliers and contractors
- We are working with our suppliers to support their sustainable practices and emissions reduction plans



Socio-economic contribution

659,000 training hours for our people
€1,297.4m total employee costs
43.5% women in managerial positions

1.8m customers served

1 job -> 13 jobs
 1 job in our system supports 13 in the community
501,982 indirect jobs across the value chain
1,119,850 cumulative 2017-2024 number of young people trained in our communities

€679.3m Capex spend
 Comparable EPS grew by 9.5% to €2.28, supported by strong EBIT delivery

€5.3b paid in taxes across our value chain
€14.4b supported in added value across our value chain

750m potential consumers refreshed

over 14,000 suppliers operating across our value chain
€7.14b spent with suppliers, of which 97.7% were local²

Our impact

We believe that the only way to create long-term value for all our stakeholders is through sustainable growth.

We create socio-economic value for the societies in which we operate by creating jobs, training people, building physical infrastructure, procuring raw materials, transferring technology, paying taxes, expanding access to products and services, and creating growth opportunities for our customers, distributors, retailers and suppliers.

Measuring and managing these contributions through the sustainable growth of our business is an important part of our purpose. Since 2010 we have conducted socioeconomic impact studies in our markets to better understand the range and extent of the value we create in our ecosystem.

To read the methodology behind our socio-economic impact numbers

Read more on p.360

1. Excluding Egypt

2. EU countries supplies are considered local for CCHBC EU based BUs.