

Coca-Cola Hellenic commended for its ‘outstanding and sustainable contribution to international water stewardship’

Athens – 09 November 2010 - Coca-Cola Hellenic received a special commendation for its ‘*Outstanding and sustainable contribution to international water stewardship*’, at the 2010 Water Innovation Awards¹, held during the Global Bottled Water Congress, in Gleneagles, Scotland, on November 1, 2010.

Coca-Cola Hellenic Greece was also declared a winner in the ‘Best environmental sustainability initiative’ category for its ‘*Some Forests have their own Aura*’ programme aimed at educating people on forest protection and engaging them in reforestation². Coca-Cola Hellenic Serbia was also a finalist in the ‘Best ethical or humanitarian initiative’ category for ‘*Serbia’s first human milk bank*’.

The Greek reforestation programme, which was developed following the tragic forest fires that swept the country in 2007, was undertaken by Coca-Cola Hellenic’s Avra natural mineral water brand, in partnership with major customers and the non-governmental organisation (NGO) Arcturos. It was also supported by the Greek Ministry of Education.

Many thousands of people including schoolchildren learned more about the environment and forest protection while 22,400 trees were planted. Coca Cola Hellenic Greece has pledged to maintain and care for the trees over the next three years until they mature.

Commenting on the programme, Vassilios Lolas, Public Affairs and Communications Director of Coca-Cola Hellenic Greece, said: “It’s been exciting to see so many people engaging with our ‘Some Forests’ programme and getting actively involved in reforestation. Receiving this award is gratifying external recognition of such a worthwhile campaign.”

The ‘Serbia’s first human milk bank’ project was established to help the Serbian Institute for Neonatology boost the number of nursing mothers and pregnant women willing to donate breast milk to premature and seriously ill babies whose mothers were unable to feed them.

The project, which was run in cooperation with the Institute for Neonatology, the Serbian Ministry of Health and several NGOs, allocated funds from the sale of Rosa water to purchase modern medical equipment for milk processing and storage; a vehicle for collecting and delivering the milk supplies; and production of campaign materials, including a Facebook page, to solicit contributions, as well as educating women in birth centres across Serbia.

The project, conducted from June to October 2010, succeeded in quadrupling the number of donors, which led to double the volume of milk collected for the infants.

¹ The 2010 Water Innovation Awards were presented by FoodBev Media, a major international food and drink industry publication, in association with Zenith International, Europe’s leading drinks consultancy, organiser of the seventh annual Global Bottled Water Congress which this year was conducted under the theme “Healthier Environment”.

²The ‘Some Forests have their own Aura’ programme involved holding seminars on how forests can be protected from fires, developing lessons for schoolchildren about the importance of and relationships between woodlands and waterways, and mounting in-store campaigns in which consumers were offered free saplings and seeds to plant and instruction leaflets. Further awareness-raising efforts included communicating information and encouraging involvement through a newsletter, a dedicated website, Facebook, Twitter, and a competition. In addition, under the scientific supervision of the NGO, Arcturos, Coca-Cola Hellenic Greece adopted under this CSR programme five forests close to urban areas, and committed to maintain the trees planted over the next three years. The planted trees absorb 180 tonnes of CO₂ on an annual basis.

About Coca-Cola Hellenic

Coca-Cola Hellenic is one of the world’s largest bottlers of products of The Coca-Cola Company with sales of more than two billion unit cases, and 560 million customers buying its products annually. The company offers a diverse range of ready-to-drink non-alcoholic beverages in the sparkling, juice, juice drinks, water, sport, energy, tea and coffee categories. Coca-Cola Hellenic is committed to promoting sustainable development in order to create value for its business and for society. This includes providing products that meet the beverage needs of consumers, fostering an open and inclusive work environment and conducting business in ways that protect and preserve the environment and contribute to the socio-economic development of our local communities. Coca-Cola Hellenic’s shares are listed on the Athens Exchange (ATHEX: EEEK), with a secondary listing on the London Stock Exchange (LSE: CCB). Coca-Cola Hellenic’s American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE: CCH). Coca-Cola Hellenic is included in the Dow Jones Sustainability and FTSE4Good Indexes. For more information on Coca-Cola Hellenic Bottling Company Ireland, its products, people and commitment to sustainable business please visit www.coca-colahellenic.com.

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