

# TOWARDS A WORLD WITHOUT WASTE



## OUR APPROACH...

We believe every package has value and life beyond its initial use and that it should be collected and recycled into a new package. We seek to minimize the overall amount of packaging that we use. Together with our suppliers and partners, we are working to design more sustainable packaging and take action to ensure that our packaging doesn't end up as waste.



## IS BASED ON A SET OF COMMITMENTS AND ACTION PLANS...

- Recovering 75% of our primary packaging for recycling by 2025 & 100% by 2030
- Making 100% of our packaging fully recyclable by 2025
- Increasing the percentage of recycled PET in our bottles from 12% today to 35% by 2025 & to 50% by 2030
- Eliminating unnecessary packaging by light-weighting primary packaging and removing shrink film from multi-packs
- Expanding reusable packaging from 13% currently in sold in 'refillable' & 5% in 'dispensed' formats
- Innovating to deliver new sustainable packaging solutions through partnerships & R&D
- Using the power of our brands to engage consumers



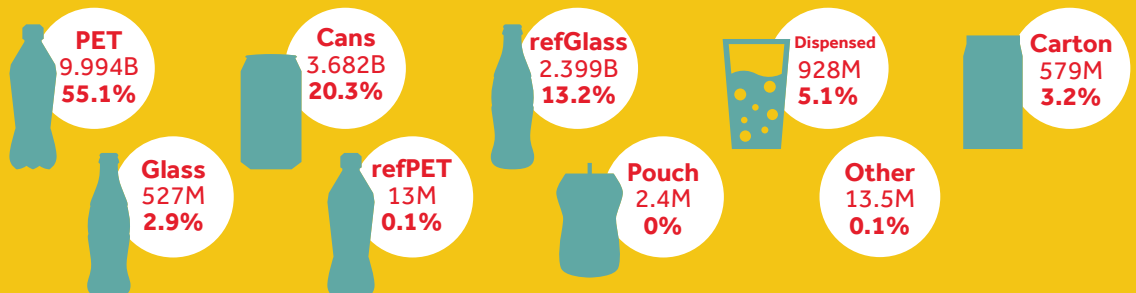
## THAT ARE MAKING PROGRESS

OUR PROGRESS:	2019 ACTUAL	2019 TARGET	2025 TARGET	2030 TARGET
Primary Packaging Recyclability**	99.9%	99.9%	100%	100%
Use of Recycled PET in Primary Packaging	12%	14%	35%*	50%*
Use of Recycled Aluminum in Primary Packaging	65%	N/A	35%*	50%*
Use of Recycled Glass in Primary Packaging	35%	N/A	35%*	50%*
Use of Certified Renewable Paper Fiber in Primary Packaging****	100%	N/A	100%	100%
Primary Packaging Collected for Recycling	48%***	48%	75%	100%

\* Target refers to total primary packaging and is not split by packaging type \*\* Technical recyclability by design. \*\*\* Methodology change in 2019 \*\*\*\* FSC Certified Paper Fiber



## OUR PACKAGING FOOTPRINT



\* This graphic represents the number of packages introduced across Coca-Cola Hellenic Bottling Company's (CCHBC) markets in 2019 by package type. We will continue to publish this information on an annual basis. In 2019 we introduced approximately 18 billion packs into the marketplace of which over 3 billion were sold in either refillable (refPET and refGlass) or dispensed (Fountain/Freestyle) formats. 'Cans' refers to both aluminium and steel cans together.

## Recovering 75% of our primary packaging for recycling by 2025 & 100% by 2030



- 48% of the bottles and cans that we placed on the market in 2019 were either refilled or collected for recycling.
- Significant changes to current collection system infrastructure are required to deliver our future targets
- We support the work of packaging recovery organizations in 19 of our 28 countries, with roles on the respective governance boards.
- We engage proactively through trade associations to model and advocate for improved national collection systems.
- We are conducting packaging collection modelling studies in many of our countries to identify the right solutions for each market.
- We support well-designed deposit return schemes, wherever an effective alternative doesn't already exist.

## Making 100% of our packaging fully recyclable



- 99.9% of our primary packaging is already recyclable.
- 100% of our primary packaging will be recyclable by 2025.
- We are also removing hard-to-recycle plastic film from our multipacks through KeelClip™, an innovative, minimalist paperboard packaging that replaces plastic shrink film from multi-pack cans.
- All of our markets in the EU will have KeelClip™ by the end of 2021.

## Increasing the amount of recycled materials used in our packaging



- In 2019, 12% of our PET was from renewable or recycled materials.
- We will increase recycled PET (rPET) content to 35% by 2025 and to 50% by 2030.
- In 2019, we introduced bottles made from 100% rPET for our water brands in Austria, Croatia, Ireland, Switzerland and Romania.
- This is an authentic circular approach that significantly reduces carbon impact.
- We expect to bring new 100% recycled packaging to the market for more brands in more countries in 2021.

## Eliminating unnecessary packaging by light-weighting primary packaging & removing plastic film from multi-packs



- In 2016, we published a target to reduce the overall amount of primary packaging that we use per liter of beverage sold by 25% by 2020.
- By light-weighting our bottles, we have reduced our total PET usage by approximately 25% vs a 2010 baseline. In 2019 we eliminated 6,000 tonnes of PET plastic compared to 2018.
- We use some of the most lightweight cans and glass bottles on the market. We continue to explore opportunities to further light-weight our primary packaging.
- In 2020, we will make our first steps towards eliminating single use plastic film from multi-pack cans using KeelClip™ technology.
- By moving to KeelClip™ and carton packs, we will deliver a reduction in CO<sub>2</sub> emissions compared to single use plastic film.
- We are partnering with suppliers to develop solutions to remove plastic film from PET multi-packs, which we expect to roll out in 2021.

## Expanding reusable packaging from 13% currently sold in 'refillable' & 5% in 'dispensed' formats



- Expanding the use of reusable or 'refillable' packaging is an important part of any strategy to reduce packaging in absolute terms.
- As members of UNESDA, we support the pledge to "increase collection rates and to reuse".
- Today, just over 13% of the drinks that we sell are in refillable containers and 5% are sold through dispensed formats (i.e. fountain or freestyle machines).
- In some countries, like Nigeria, more than 40% of the packs we sell are already refillable, while in Bulgaria and Croatia, more than 30% are refillable.
- We are working to develop solutions to significantly expand our use of refillable and dispensed formats.

## Innovating to Deliver New Sustainable Packaging Solutions through partnership and R&D



- In 2019, we invested more than €20M in sustainable packaging solutions.
- Each year, we host a supplier innovation day where we engage with key partners and potential new suppliers in the area of sustainable packaging.
- From the 2019 innovation day, we invested in the commercialization of two key sustainable packaging innovations in 2020; KeelClip™ and SIPA-EREMA Prime.
- SIPA-EREMA Prime technology will allow us to process non-food grade 'hot washed' PET flakes, to produce high-quality food-grade rPET.
- We partnered with Milano Polytechnic and Athens University, to identify alternative sustainable secondary packaging solutions for LDPE shrink film and alternative performance polyolefins in tertiary packaging.
- We continue to work proactively to commercialise new sustainable packaging solutions that will reduce carbon emissions and improve our overall environmental performance.

## Using the power of our brands to engage consumers



- We partner with other organizations and use brand messaging to encourage consumers to reuse and recycle.
- Together with The Coca-Cola Company, and with the support of The Coca-Cola Foundation, we engaged in seven zero waste partnerships in 2019 to support clean ups, packaging collection and consumer education.
- We promote recycling through messaging on packaging and in stores. Through Coca-Cola's #NeverSettle campaign, in Greece and Poland, we are helping consumers to understand that plastic packaging has a value and that it can and should be recycled to be used to make new packaging.
- We have built this circularity message into consumer campaigns for our 100% recycled PET bottle water brands (Rommerquelle, DeepRiverRock & Valsler).