



MEDIA INFORMATION

PET bottles with a recycling share of up to 45%

Coca-Cola HBC Austria takes important steps on the way to a World Without Waste

In 2017, Coca-Cola HBC Austria has taken another step towards a World Without Waste – a goal recently announced by The Coca-Cola Company’s CEO James Quincey. The bottler has set ambitious and long-term goals for itself. These goals and their implementation are documented in the latest sustainability report. For the first time, the report was created and reviewed according to the new Global Reporting Initiative (GRI) standards. It is now available for download on the recently relaunched company website www.coca-colahellenic.at in German and English.

Coca-Cola HBC Austria takes sustainability very seriously and sets the highest standards in the fields of environment, work, safety and quality. The company is aware of the fact that resources are valuable. That is why the consumption of resources and energy has been reduced significantly – despite increasing production. “Doing business in a sustainable way and the responsible handling of resources lay the foundations for our business. Our sustainability report shows that this is our actual company culture,” says Frank O’Donnell, General Manager at Coca-Cola HBC Austria.

The company was EMAS-certified in 1997.¹ This year, the report was created according to the GRI standards – which are binding for the entire Coca-Cola HBC Group – for the first time. Also, it was reviewed by an external auditor concerning materiality processes and the material sustainability key figures derived from them. The 12 most important sustainability topics, which were determined via a materiality analysis, provide the basis for the report. This analysis is based on an internal employee survey and a survey among external stakeholders in Austria. The results: The company’s stakeholders consider product quality and integrity the most important topic, followed by packaging, health & nutrition, employee satisfaction, climate protection & energy and water.

221 tons less PET material per year thanks to lighter bottles

The Coca-Cola HBC Group has set ambitious goals for itself which obligate the company to reduce its ecological footprint by 2030. The report’s figures for Austria show that the company is on the right path. “In Austria, we have already achieved a lot: For our packaging, we have managed to reduce the material share by 12.4% since 2010. We use innovative products such as the PlantBottle™ which is partly made of plant material. Our PET bottles contain up to 45% of recycled material. Together with our partner ARA

¹ Bottling plant Edelstal: formerly Römerquelle, since 2003: Coca-Cola HBC Austria

(Altstoff Recycling Austria AG), we make sure that they are recycled in an ecologically responsible way after consumption," says Frank O'Donnell.

Currently, three out of four PET bottles are captured in the separate collection via the ARA system. This is an important contribution in view of the responsible handling of valuable resources. As part of the close and successful cooperation, ARA supports Coca-Cola HBC Austria in achieving its ambitious environmental goals. In order to make it possible to further increase the share of recycling material in new PET bottles in the coming years, the driving force in the Austrian circular economy has developed an innovative solution: "ARA Circular Design". "The goals of the initiative are the optimization of packaging recyclability on the one hand and a significant increase of recycled material on the other hand - ultimately, these are steps on our common way towards circular economy," says Christoph Scharff, CEO of ARA.

Only 1.72 liters of water per liter of beverage produced

Every year, Coca-Cola HBC Austria produces about 490 million liters of beverages in Edelstal. Water takes center stage in the process. The vital resource is used not only for the products, but also for various manufacturing steps in the entire production process. As the company is aware of the importance of water, water-saving technologies are used in order to reduce consumption in the long term. Water consumption per liter of beverage produced will be reduced to 1.5 liters by 2020. In 2017, 1.72 liters were used for 1 liter of beverage produced. The baseline value of 2013 was just over 2 liters.

Coca-Cola HBC Austria has been working actively for many years to reduce its ecological footprint in production and transport as well as at its business locations and cooling devices. Frank O'Donnell proudly sums up, "Compared to 2010, when we started to define CO2 goals within the group, we have managed to reduce our carbon emissions by 50%, which even exceeds our internal goals."

Lived sense of responsibility in the region

Also, the report shows the contribution to the Austrian national economy along the value chain made by Coca-Cola HBC Austria and its system partner The Coca-Cola Company as well as how the company exercises its social responsibility. Frank O'Donnell adds, "With our commitment, we aim to change people's lives in a positive way. Our employees' involvement in #YouthEmpowered shows what we can achieve together as a company." In this initiative, which is realized in cooperation with AMS Vienna (Public Employment Service) and ZIB Training, the bottler aims to support job-seeking people. Coca-Cola HBC Austria employees act as mentors: They give insights into their career and help to show the participants new perspectives.

Vienna, June 29, 2018

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About Coca-Cola HBC Austria:

Coca-Cola HBC Austria supplies the whole Austrian market with products of The Coca-Cola Company. The company employs 1,000 people in Austria - in its production site, sales and distribution centres. Apart from the well-known brands Coca-Cola, Coke light, Coke zero, Fanta and Sprite, products like Nestea, Cappy, Römerquelle, , the energy drink Monster, the tonic brand Royal Bliss, the sports drink Powerade and the plant-based drinks AdeZ are also part of the diverse beverage portfolio. In the state-of-the-art production and logistics centre located in Edelstal, Burgenland, where the Römerquelle spring originates, all Coca-Cola HBC products are bottled and distributed throughout Austria. More than 60,000 customers distribute our products to consumers. Furthermore, 8,000 vending machines make sure that our products are always within an arm's reach.

Coca-Cola has been firmly established in Austria since 1929. Coca-Cola HBC Austria is a subsidiary of Coca-Cola Hellenic Bottling Company AG, headquartered in Switzerland. It is a leading bottler of The Coca-Cola Company with a sales volume of more than 2 billion unit cases. It has a broad geographic footprint with operations in 28 countries serving a population of approximately 590 million people. The company has a premium listing on the London Stock Exchange and its shares are listed on the Athens Exchange. Coca-Cola HBC is included in the Dow Jones Sustainability and FTSE4Good Indexes.

For more information please visit www.coca-colahellenic.at