

Coca-Cola Hellenic marks EU Sustainable Energy Week

Vienna – April 11, 2011 - Coca-Cola Hellenic, one of the world's largest bottlers and distributors of products of The Coca-Cola Company, is hosting a series of open days and activities across Europe to mark EU Sustainable Energy Week (EUSEW) – 11-15 April 2011.

Now in its fifth year, EUSEW is the key annual reference event for sustainable energy issues as Europe moves towards the EU's 2020 climate and energy targets. Hundreds of events are planned across Europe, with 38 alone being held by Coca-Cola Hellenic, which has innovative energy-efficiency measures in place at all of its 77 bottling plants and is on target to reduce CO2 emissions by up to 20 per cent (in absolute terms) before 2020.

During the week the company will be sharing its experience of becoming more energy efficient throughout its operations with employees and local communities alike.

Ulrike Gehmacher, who is co-ordinating Coca-Cola Hellenic's events across eight countries, said: "We employ more than 44,000 people across 28 countries so we can play a powerful role in educating about energy efficiency at work and at home. We hope that by demonstrating our activities to reduce energy consumption and protect the environment, we can stimulate a broader understanding of the importance of addressing climate change issues in communities across Europe."

Coca-Cola Hellenic's planned activities by country include, but are not limited to:

- Italy – guided tours of the country's bottling plants to see energy-efficiency in action, with a particular focus on the Nogora site's Combined Heat and Power (CHP) plant which has reduced CO2 emissions by 66% and increased energy efficiency by 83%. Attendees will include local stakeholders, residents and representatives of local organisations, along with members of the media.

- Greece – interactive seminars and workshops focused on eco-driving for staff involved with the company's vehicle fleet, alongside an awareness-raising campaign in association with WWF Hellas designed to give a deeper understanding the benefits of energy-efficiency.
- Ireland – open day at the Northern Ireland plant and awareness-raising among all employees across the whole of Ireland. This will highlight the plant's quad-generation CHP plant and Automate warehousing system, along with a waste water treatment facility which can also divert 14 tonnes of waste per month for composting, increasing the plant's recycling rate to 98.35%.
- Poland – a large-scale tree planting activity is planned by Coca-Cola Hellenic Poland to draw attention to the need for everyone in the community to act responsibly towards the environment by lowering CO2 emissions.
- Romania – EUSEW coincides with the first anniversary of the installation of a CHP plant in Ploiesti. By highlighting the energy saving benefits of the state-of-the-art operation, the company will seek to heighten awareness of the importance of reducing energy use CO2 emissions across Romania.
- Austria – 150 students from a local technical college will join employees to learn more about PET to PET recycling. This will include a visit to a recycling plant, videos, and sharing latest research on the ecological impact of PET compared with glass.
- Switzerland – all staff at Bruettisellen headquarters and the plant/warehouse in Dietlikon will attend formal sessions on responsible energy use, how consumption is being reduced at work, and simple steps to reduce it at home.
- Serbia – a special programme to promote awareness among employees about the need for energy conservation.

Coca-Cola Hellenic manages its sustainability performance as rigorously as its financial performance and is committed to completing up to 20 quad-generation CHP plants by the end of the 2015 and is rolling-out the widespread installation of photovoltaic panels on its buildings.

Coca-Cola Hellenic is recognised by Dow Jones Sustainability Index as being in the top 10% of the most sustainable companies in the world. A longstanding participant of the UN Global Compact, it has also been consistently listed on the FTSE4Good Index since 2000 and works with over 200 stakeholder organisations at local, national and international levels in pursuing sustainability goals.

Questions and further information:

Ronald Gollatz, MPW-1060, phone: +43 (0)1 504 16 14 0 or e-mail: Austria@MPW-1060.com

Susanne Lontzen, Coca-Cola HBC Austria GmbH, Triester Straße 91, 1100 Vienna
phone +43 (0)1 610 60-262, e-mail: medien.at@cchellenic.com