

## **Coca-Cola HBC AG continues commitment to creating Shared Value with 2014 Integrated Report**

**Zug, Switzerland / Vienna – 31st March 2015 – Coca-Cola HBC AG (Coca-Cola HBC or the Company), the world’s second largest bottler of products of The Coca-Cola Company in terms of volume, today published its 2014 Integrated Annual Report ‘It’s Good to Share – Building Trust, Spreading Happiness.’**

This is the Company’s third integrated report and the first time it is reporting on all aspects of business, governance and sustainability performance in a single report, celebrating the relationships and partnerships that are key to its success.

Dimitris Lois, Chief Executive Officer, said: “We know that our success is closely linked to the vibrancy and wellbeing of our consumers and the communities we serve. For more than ten years, we have continuously refined our approach to managing our business responsibly and sustainably, ensuring that we earn trust by creating value for all our stakeholders. This value is increasingly shaped by factors beyond financial performance, such as environmental and social responsibility, reputation in the communities we serve, stakeholder engagement and investment into the development of our people - all of which contribute to the resilience of our business.”

Coca-Cola HBC endeavours to deliver value through outputs achieved with the highest level of quality, efficiency and care. In 2014, these included:

- 2 billion unit cases of beverages sold
- 589 million consumers served
- 2.1 million customers in 28 countries
- 36,362 direct employees, over 600.000 people employed in the entire value chain
- €8.7 million invested in community programmes
- 31,296 volunteer hours invested to further social and environmental initiatives
- Water footprint reduced to 18.4 billion litres
- Carbon footprint reduced to 718,766 tonnes
- Packaging recovery 73%
- Recycled waste from operations 91%

In 2014, the Company's sustainability initiatives focused on three key areas: promoting health and wellness, minimising environmental impact and benefitting local communities. Highlights in these areas include:

### **Health and wellness**

- 1.6 million active participants in sports and fitness programmes
- Low or no calorie soft drinks options available in all markets as of 2015
- Voluntary front of pack calorie information on packages

### **Minimising environmental impact**

- Reducing total absolute carbon emissions by 7.8 % compared to 2013
- Investing €5.8 million in water saving projects in more than 20 countries, saving more than 1.1 million cubic metres of water
- Eight production plants awarded European Water Stewardship Gold certification
- €4.3 million investment in energy saving programmes, reducing energy consumption by 300 million mega joules

### **Benefitting local communities**

- Investing €8.7 million (2.5% of pre-tax profit) in community partnerships and initiatives that address environmental and social issues
- Investing €2.4 million in supporting the education of young people to increase chances of employment, and empowering women to become entrepreneurs
- Supporting communities in need by investing over 30.000 volunteer hours combined with financial and in-kind donations at times of natural disasters

Coca-Cola HBC became the global industry leader amongst beverage companies in the Dow Jones World and Europe Sustainability Indices in 2014 and has been listed on the FTSE4Good index since the index was established in 2001. The Company was also awarded an A rating by the Carbon Disclosure Project (CDP) and a place in its Global Climate Performance Leadership Index.

'It's Good to Share – Building Trust, Spreading Happiness' follows the International Integrated Reporting Council (IIRC) framework and is in accordance with the Global Reporting Initiative GRI 3.1. It fulfils Coca-Cola HBC's commitment to communicate progress on the 10 principles of the United Nations Global Compact (UNGC), the UN CEO Water Mandate and the UN Caring for Climate Business Forum.

Social and environmental disclosures in the Report have been independently verified by Denkstatt GmbH, including the content covering GRI requirements and UNGC communications on progress. Community investment data are verified by the London Benchmarking Group.

Coca-Cola HBC's 2014 Integrated Annual Report 'It's Good to Share – Building Trust, Spreading Happiness' can be downloaded from:

<http://www.coca-colahellenic.com/investorrelations/annualreports>

#### **Enquiries**

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#### **About Coca-Cola HBC**

Coca-Cola HBC is the second-largest bottler of the brands of The Coca-Cola Company in terms of volume with sales of more than 2 billion unit cases. It has a broad geographic footprint with operations in 28 countries serving a population of approximately 589 million people. Coca-Cola HBC offers a diverse range of non-alcoholic ready to drink beverages in the sparkling, juice, water, sport, energy, tea and coffee categories. Coca-Cola HBC 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, conducting its business in ways that protect and preserve the environment and contribute to the socio-economic development of the local communities.

Coca-Cola HBC has a premium listing on the London Stock Exchange (LSE: CCH) and its shares are listed on the Athens Exchange (ATHEX: EEE). Coca-Cola HBC is included in the Dow Jones Sustainability and FTSE4Good Indices. For more information, please visit [www.coca-colahellenic.com](http://www.coca-colahellenic.com)

#### **About Dow Jones Sustainability Indices**

The DJSI were launched in 1999 as the first global sustainability benchmarks. The indices are offered cooperatively by RobecoSAM and S&P Dow Jones Indices. The group tracks the stock performance of the world's leading companies in terms of economic, environmental and social criteria. The indices serve as benchmarks for investors who integrate sustainability considerations into their portfolios, and provide an effective engagement platform for companies who want to adopt sustainable best practices. Following an evaluation of a range of general and industry-specific issues only the top 10% are accepted for inclusion. For more information visit [www.sustainability-indices.com](http://www.sustainability-indices.com)

#### **About CDP**

CDP is an international, not-for-profit organization providing the only global system for companies and cities to measure, disclose, manage and share vital environmental information. CDP works with market forces, including 767 institutional investors with assets of US\$92 trillion, to motivate companies to disclose their impacts on the environment and natural resources and take action to reduce them. CDP now holds the largest collection globally of primary climate change, water and forest risk commodities information and puts these insights at the heart of strategic business, investment and policy decisions. For more information visit [www.cdp.net](http://www.cdp.net)

## **About Coca-Cola Hellenic Austria**

Coca-Cola Hellenic supplies the whole Austrian market with products from Coca-Cola. The company employs 1,000 people in Austria – in a 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, emotion, the energy drink burn and the sports drink Powerade are also part of the comprehensive portfolio.

For 40 years now, Römerquelle mineral water has been bottled at the spring in Edelstal, Burgenland. From 2013 onwards Carbonated Soft Drinks are also bottled and distributed throughout Austria in the state-of-the-art production site in Edelstal which has recently been expanded. More than 57,000 customers (future and immediate consumption) distribute Coca-Cola products to consumers. Furthermore, 8,000 vending machines make sure that the products are always within an arm's reach.

Coca-Cola has been firmly established in Austria since 1929. Through ongoing investments, Coca-Cola Hellenic Austria is an essential part of the local economy. The company's direct value created amounts to 94 million Euros (that equals 0.03 % of the Austrian gross domestic product). Considering the whole value chain – from production over supply to consumption – more than 1 billion Euros created are connected to Coca-Cola every year (that equals 0.36 % of the GDP).

Coca-Cola Hellenic is a subsidiary of Coca-Cola HBC AG, headquartered in Switzerland. It is the largest bottler of non-alcoholic refreshing beverages in Europe with production and distribution centres in 28 countries. 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](http://www.coca-colahellenic.at).