

GR^OWING
SUSTAINABLY
for
TOMORROW


27 years
of
INVOLVEMENT
IN ROMANIA

THE
BIGGEST
COMPANY
IN THE LOCAL BEVERAGE
INDUSTRY



THE MOST
SUSTAINABLE
COMPANY

THE BIGGEST
EXPORTER
IN THE LOCAL
BEVERAGE INDUSTRY

TOTAL
INVESTMENTS
OF 240 mil. €

INNOVATION
AND
PRODUCTION
HUB

THE MOST
WANTED
EMPLOYER
IN FMCG

COCA-COLA IN ROMANIA



THE LARGEST

PRODUCER AND EXPORTER



HUB

INNOVATION AND PRODUCTION



THE MOST SUSTAINABLE

COMPANY IN ROMANIA



THE MOST DESIRED

EMPLOYER IN THE FMCG INDUSTRY

3

BOTTLING PLANTS

1,500

EMPLOYEES

30

WAREHOUSES

15

PRODUCTION LINES

1,086 mil.

LITERS OF BEVERAGES SOLD

THE COCA-COLA SYSTEM'S VALUE CHAIN



FARMERS



SUPPLIERS



CONSULTANCY AGENCIES



COCA-COLA OPERATIONS



DISTRIBUTORS



CLIENTS

AGGREGATED INVESTMENT IN ROMANIA (1991-2019):

€240 mil.

€594 mil.

ADDED VALUE BY THE ENTIRE COCA-COLA VALUE CHAIN

€253 mil.

CONTRIBUTION OF THE COCA-COLA'S VALUE CHAIN TO THE STATE BUDGET

WE SUPPORT

27,300

JOBS

0.29%

OF ROMANIA'S GDP

0.82%

OF TOTAL TAX REVENUES IN ROMANIA

0.32%

OF TOTAL EMPLOYEES IN ROMANIA

1:18

EACH JOB AT COCA-COLA SUPPORTS 18 OTHER JOBS



4.4%

REDUCTION OF AVERAGE CALORIC CONTENT ACROSS THE ENTIRE PORTFOLIO

34%

PROPORTION OF LOW OR NO CALORIES BEVERAGES IN THE COCA-COLA PORTFOLIO

42%

PROPORTION OF BUDGET DIRECTED TOWARDS LOW OR NO CALORIES DRINKS OF THE TOTAL MARKETING BUDGET



Responsible marketing

No advertising to children younger than 12 years old

before

after

After
US.ro

www.us.ro



Coca-Cola HBC
Romania

WE ARE LEADERS



IN SUSTAINABILITY

**COCA-COLA HBC
ROMANIA
MOST SUSTAINABLE
COMPANY IN ROMANIA,
FOR THE 4th YEAR IN A
ROW
(2016, 2017, 2018, 2019)
*Romania CSR Index by The Azores**

**COCA-COLA HBC
GROUP
MOST SUSTAINABLE
BEVERAGE
COMPANY IN
EUROPE FOR THE 6TH
TIME IN 7 YEARS
Dow Jones Sustainability Index**

COCA-COLA IN COMMUNITIES IN ROMANIA

-  **1** Protecting water resources and the environment
-  **2** Supporting youngsters and women through development programs
-  **3** Communities development and well being

 **6,350** YOUNGSTERS INVOLVED IN PERSONAL AND PROFESSIONAL DEVELOPMENT PROGRAMS

 **2,631** youngsters involved in **YOUTH EMPOWERED**


 **1,602** youngsters involved in **Future Makers**


CARE FOR PEOPLE

 **More than 50%** women in top management positions

 **48 hours of training** per employee (66% more than in 2017) | Coca-Cola HBC Romania

CARE FOR RESOURCES AND THE ENVIRONMENT

 **WATER** ▶ **-3.3%** less water used per liter of produced beverage | **+13.85%** increase of recycled and water volume

 **ENERGY** ▶ **-4.8%** reduction of energy intensity used per liter of produced beverage | **93.5%** proportion of green energy

 **CO₂ EMISSIONS** ▶ **-16.55%** reduction of greenhouse gas emissions per liter of produced beverage

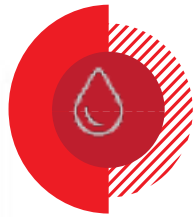
 **WASTE RECYCLING** ▶ **94%** quantity of recycled waste of all waste generated in the plants in Romania

 **1,284** SUPPLIERS

 **86%** LOCAL SUPPLIERS

 **82%** OF THE YEARLY BUDGET GOES TO LOCAL SUPPLIERS

Production process



WATER RESOURCES PROTECTION

3,3% less water used per liter of produced beverage

1,6 liters of water usage per beverage liter produced

13,85% increased of the reused or recycled water in production

The most efficient CAN line in Timisoara plant
1,1 liters of water per liter of produced beverage

Highly efficient PET line in Poiana Negri plant
6% decrease in water usage



CO2 EMISSIONS

-16,55% CO2 emissions per liter of produced beverage



Sustainable transportation



Pilot-project in partnership with Scania & Paviani: trucks fueled by compressed natural gas.

CO2 Emission reduced by **15%**

WE ARE INVOLVED



IN THE COMMUNITY

3 STRATEGIC PILLARS

1

COMMUNITY DEVELOPMENT
AND WELFARE



2

DEVELOPMENT PROGRAMS
FOR YOUNG PEOPLE AND
WOMEN



3

ENVIRONMENT AND WATER
RESOURCES PROTECTION, WASTE
MANAGEMENT





COMMUNITY

YOUTH DEVELOPMENT PROGRAMS



THE COCA-COLA COMPANY'S PACKAGING VISION: WORLD WITHOUT WASTE



INVESTING IN OUR PACKAGING

Continue to focus on **MAKING OUR PACKAGING 100% RECYCLABLE BY 2025**
Use more recycled materials in our packaging

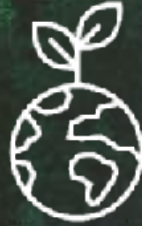
50% RECYCLED MATERIAL BY 2030

IN ROMANIA

100% RECYCLABLE PACKAGING
LIGHT-WEIGHTING

DORNA PLANT-BOTTLE

KEEL CLIP™



INVESTING IN OUR PLANET

Make recycling more accessible to achieve **100% COLLECTION AND RECYCLING BY 2030**

Help people understand what, **HOW, AND WHERE TO RECYCLE**

IN ROMANIA


AFTER US, IT'S ON US TO COLLECT
TODAY FOR TOMORROW



Dorna ALEGE CEEA CE CONTRAZA

World Without Waste

After Us it's on us
to collect

A project to encourage selective collection powered by  Coca-Cola HBC
Romania

Recycling Map app
Big Belly containers
Seaside cleanup
1uni Fest
#DunkItLikeaBoss Campaign
Music festivals activations
Today for Tomorrow



After Us It's on us to collect

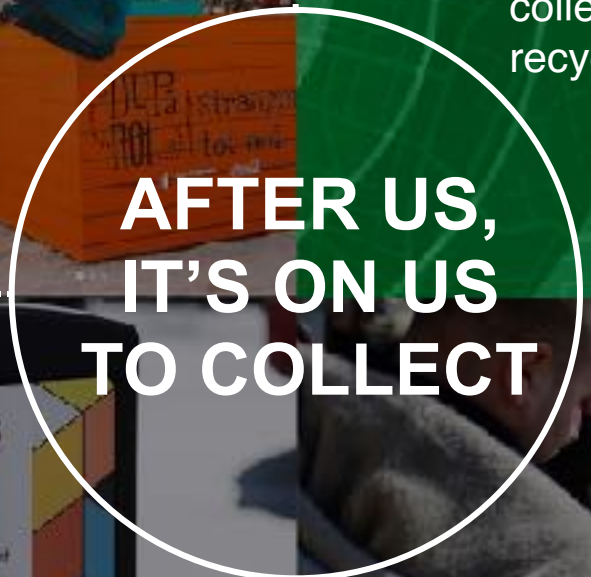
Project to encourage selective collection powered by Data-Cole HSC

150 t of recyclable waste collected @ biggest music festivals (Untold, Neversea etc.)

Harta Reciclării

Recycling Map launched in May - an interactive and educational web-based app to identify collection points nationwide and to learn more on recyclable materials & their reuse

- 217,000 pageviews in 6 months
- 56,000 users



**AFTER US,
IT'S ON US
TO COLLECT**



Innovative, smart, separate collection infrastructure, **30 BIG BELLY** deployed in Bucharest – first

54% of total waste collected was diverted to recycling – approx. **26 tons** in 9 months

Ajută-ne să colectăm selectiv!





TODAY FOR TOMORROW

ON BEACHES

To clean the beaches in 4 relevant Romanian resorts with the support of partner NGOs and volunteers

To partner with 30 bars/ restaurants/cafeterias in improving the separate waste collection infrastructure

To increase awareness on the importance of separate collection & recycling for ~50.000 tourists.



IN SCHOOLS

To educate & encourage packaging selective collection & recycling for 25.000 children, parents and teachers, in 32 schools in the Southern Romania

To organize the selectively collection infrastructure & collect selectively 90.000 kilos of waste from schools and neighbourhood

To increase overall understanding of separate collection & recycling through awareness campaigns in the neighbourhood communities



After
Us .ro

creat de



Coca-Cola HBC
România

DUPĂ
NOI .ro

creat de



Coca-Cola HBC
România

FOR A
BETTER
FUTURE

CHANGE STARTS WITH US