Coca-Cola Hellenic
Passion for Excellence

Water Stewardship at Coca-Cola Hellenic

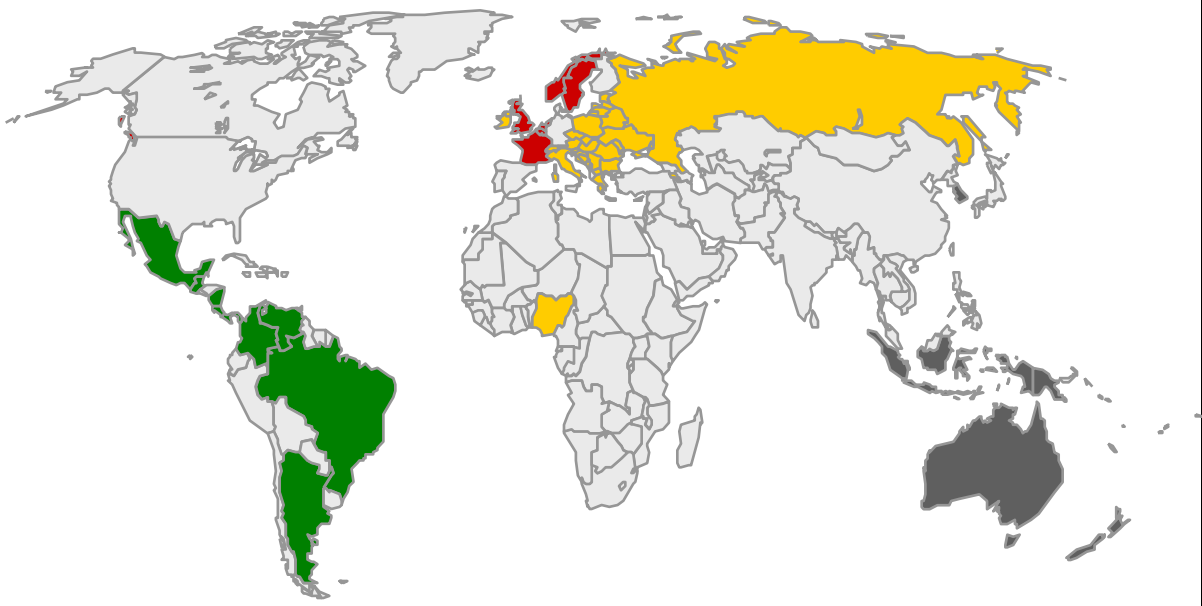
ICPDR Agricultural Forum

Budapest, Hungary

23 March 2012

Coca-Cola Hellenic at a glance

- Hellenic is the second largest Coke bottler globally
- 28 countries
- Serving 560 million people
- More than 42,000 employees



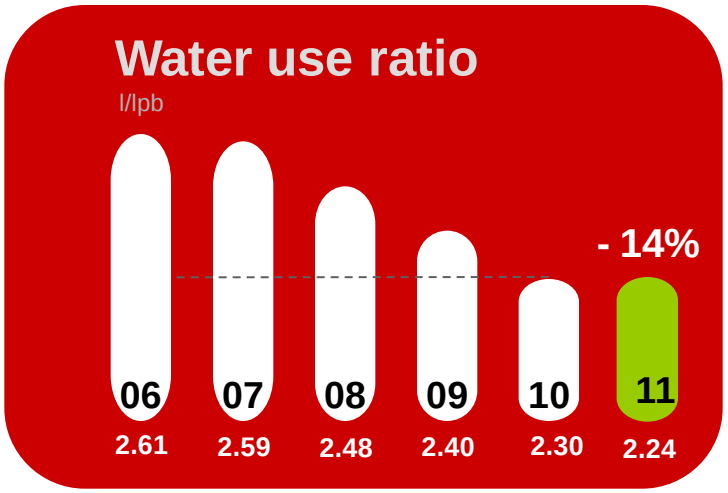
Coca-Cola Hellenic	Coca-Cola Femsa	Coca-Cola Enterprises	Coca-Cola Amatil
• 2011 sales $9.0 BN • Mk cap $6.9 BN • Enterprise value $9.2 BN • 2011 volume 2.1 bn uc	• 2011 sales $9.7 BN • Mk cap $19.7 BN • Enterprise value $20.6 BN • 2011 volume 2.6 bn uc	• 2011 sales $8.3 BN • Mk cap $8.7 BN • Enterprise value $11.1 BN • 2011 volume approx 1.4 bn uc.	• 2011 sales $4.4 BN • Mk cap $9.8 BN • Enterprise value $11.5 BN • 2011 volume 0.6 bn uc

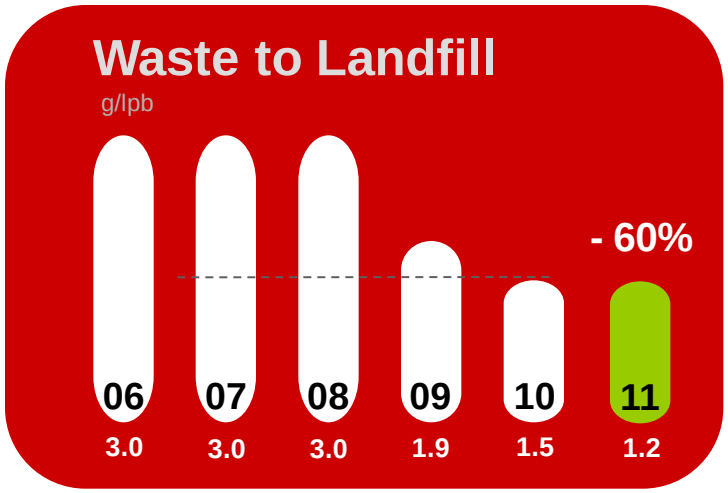
Coca-Cola Hellenic
Passion for Excellence

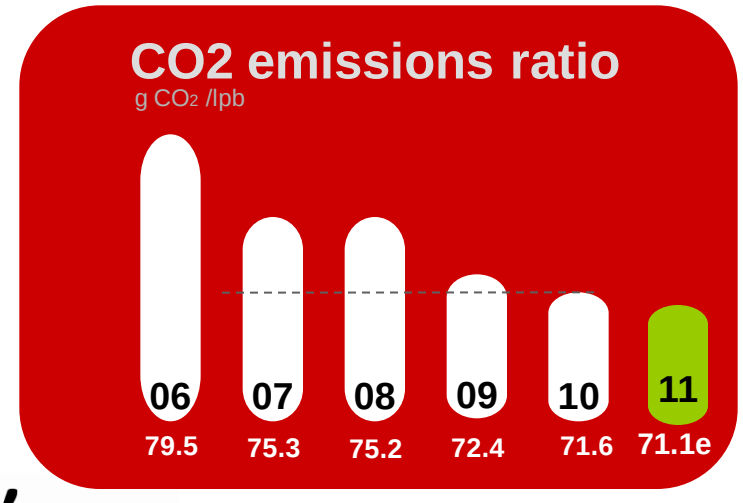
Source: Bloomberg, Company information

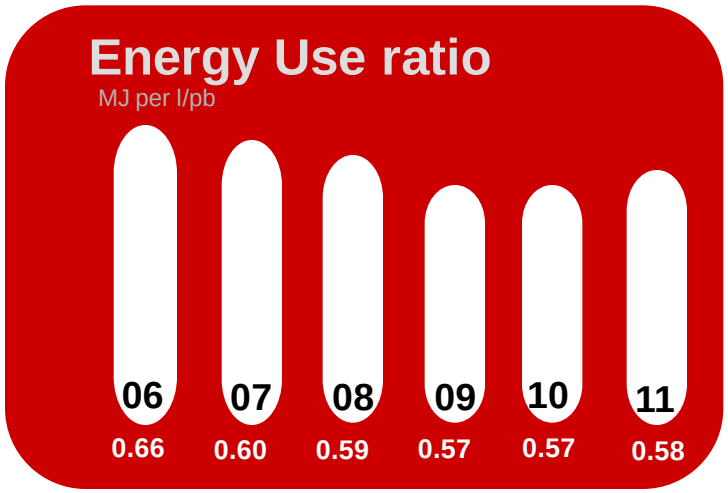
Note: Bottlers may not serve 100% of the country area shown on map. Market cap & EV data as of 29 February, 2012

Making good progress against our sustainability goals









Coca-Cola Hellenic
Passion for Excellence

Further details on our sustainability goals and initiatives can be found at www.coca-colahellenic.com

No Water, No Business

"No water, no business: It's as simple as that. We must carefully manage our own water use and ensure there is sufficient for the communities we serve. We will not have a sustainable business unless the community is able to sustain itself too."

Doros Constantinou (2004)

Water is:

- The main ingredient in all of our beverages
- Essential to our manufacturing processes
- A life-sustaining resource for the communities and ecosystems that make our business possible
- Essential for the sustainability of our agricultural ingredients, including sugar and fruit

Coca-Cola Hellenic
Passion for Excellence

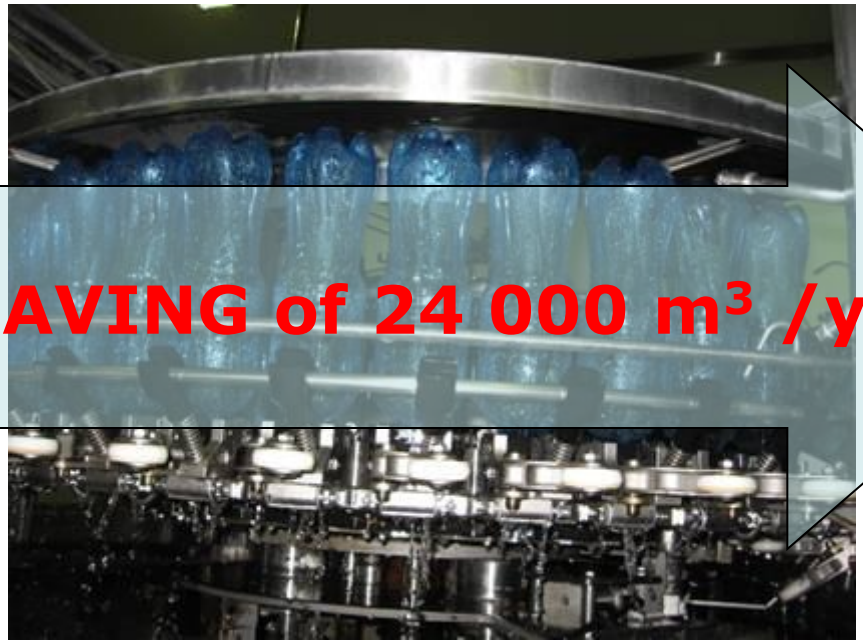
Water Saving Initiatives

- Dry lubrication
- CIP water recovery
- PET Rinsing water recovery
- RGB Rinsing water recovery
- Water treatment technologies
- PET preforms air rinsing
- Water-saving cooling systems

Coca-Cola Hellenic
Passion for Excellence

PET Preforms: Air Rinsing

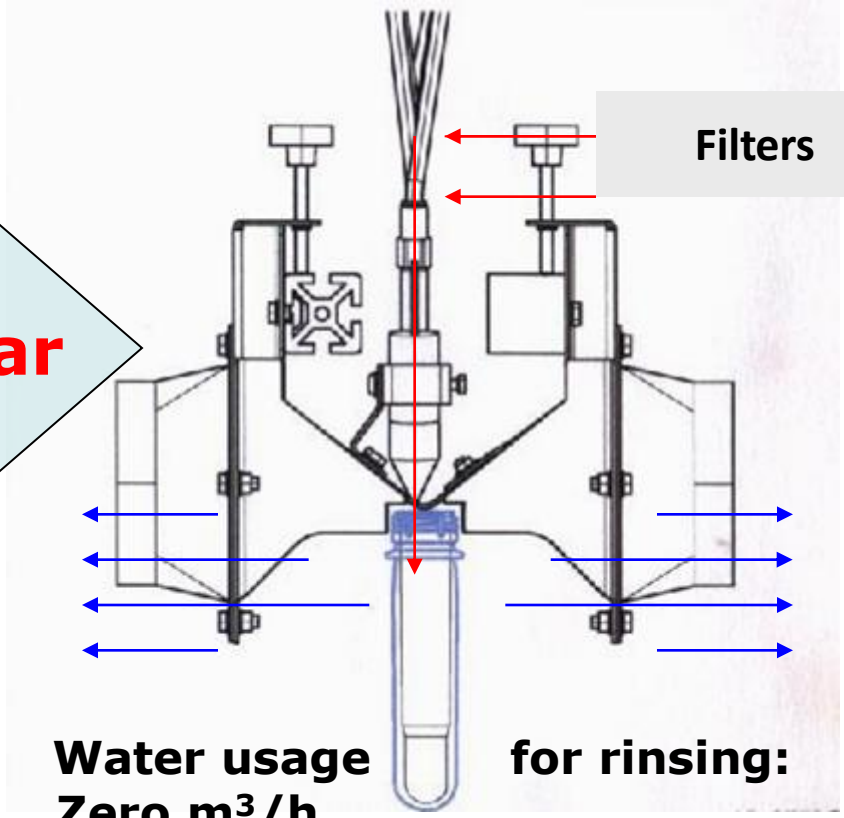
Traditional Water rinser



SAVING of 24 000 m³ /year

Water usage for rinsing:
4 m³/h. (= 24 000 m³/year)

New Krones Rinsing System



Water usage for rinsing:
Zero m³/h.

Coca-Cola Hellenic
Passion for Excellence

Fonte del Vultura, Italy

Total water use upon acquisition in 2005 : 2,3 billion litres
Total water use by 2008: 1,1 billion litres
Water saving almost 50%

Plus volume sales increased by 28%

"Only when the well is running dry do we fully appreciate the importance of water!"

Jean-Luc Bonjour
Group Water Resource Manager

Coca-Cola Hellenic
Passion for Excellence

The Coca-Cola Hellenic Danube story…

2004 - CCH, TCCC and ICPDR began talking about a possible on the Danube.

June 2005 – Signing of the Green Danube Partnership , Visegrad

2006 - Danube Box launched in Vienna

2007 Danube Box showcased at World Water Week, Stockholm

In 2008 the Business Friends of the Danube was launched.. Danube Box is now available in seven languages

2009 In partnership with the ICPDR and WWF a project to address the pollution on the Tisza River was launched

For the 2010 Danube Day, Romania and Ukraine worked in close partnership to tackle pollution on both banks of the Tisza River, which separates the two nations

Coca-Cola Hellenic
Passion for Excellence

Other Watershed Projects

Greece - Rainwater Harvesting – Cooperation with the Global Water Partnership-Mediterranean

Russia – Living Volga Programme – Partnership with the UNESCO Moscow Office

Russia - Clean Shores of Lake Baikal environmental project

Poland – Vistula with WWF & Kropla Beskidu Fund

Italy – The Mystery of the Disappearing Water – used by more than 3,500 schools

Belarus – Yelnya Bog Partnership with the local NGO partner Birdlife

Belarus & Russia - Supporting the Stockholm – Junior water prize

Passion for Excellence

Water Stewardship projects

Outlook 2012
Supernatural

Massive Clean up action
- **Supernatural Festival**
- **Environmental, Educational & Cultural Camp**
- **Danube city Park**

22.04.Danube, Ada huja

Supernatural park 2012

Coca-Cola awareness raising

Coca-Cola Green Classroom: A place of education

Used during supernatural festival, EU green week, Solar Days, Danube Days, camps..

Education

Green Classroom
Danube Biodiversity
Danube Strategy

Ada Huja eco remediation

Eco tourism
EU directives on environment

Coca-Cola Hellenic
Passion for Excellence

The Power of Partnerships

Groupwide partnerships:

- ✓ UNGC – United Nations Global Compact
  - CEO Water Mandate
  - Caring for Climate
- ✓ ICPDR – International Commission for the Protection of the Danube River
- ✓ Water Footprint Network
- ✓ IFRC – International Federation of Red Cross and Red Crescent Societies

Country Partnerships:

- ✓ WWF – World Wide Fund for Nature
- ✓ IFRC – International Federation of Red Cross and Red Crescent Societies
- ✓ UNDP – United Nations Development Programme
- ✓ GWP – Global Water Partnership
- ✓ UNESCO – United Nations Educational, Scientific and Cultural Organisation

Coca-Cola Hellenic
Passion for Excellence

THE GLOBAL COMPACT
WE SUPPORT

icpdr iksd

Global Water Partnership Mediterranean

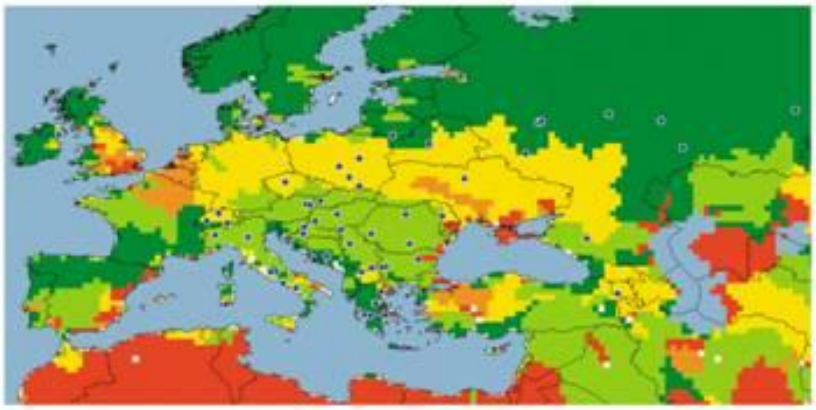
UNESCO
United Nations Educational, Scientific and Cultural Organization

UNDP

WWF®

Source Vulnerability Assessments and Source Water Protection Plans

- ✓ Water Risk Assessment across all plants in the global Coke system.
- ✓ Includes Water Risk, Water Scarcity and Source Vulnerability assessment.
- ✓ Source water protection plan looks at catchment area in a societal context as well as industrial perspective
- ✓ Risk and corrective action plans in place.



Annual Water Supply Levels (1995).

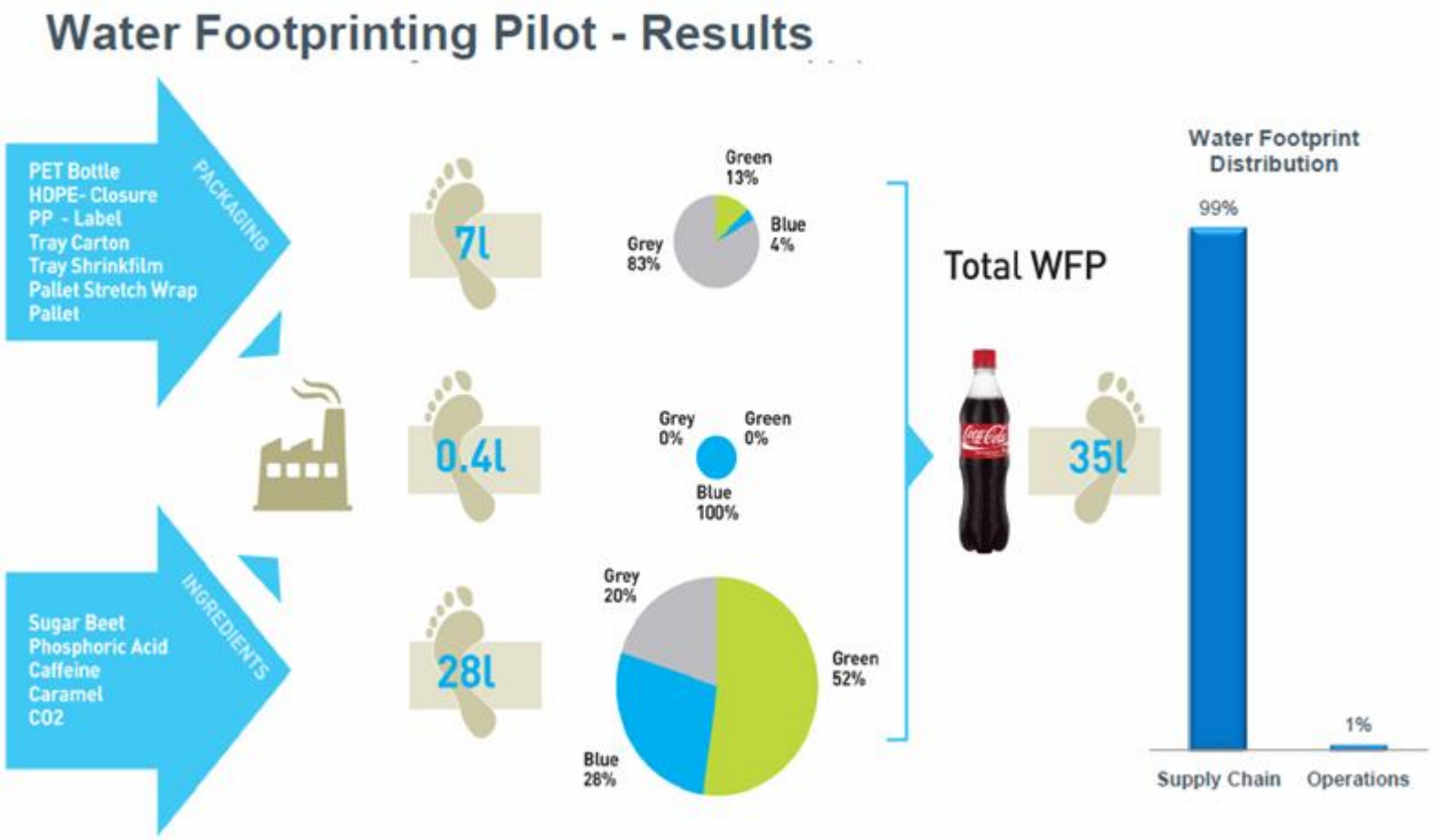
- Location of bottling operations
- Extreme scarcity < 500 m³/person/year
- Scarcity 500-1,000 m³/person/year
- Stress 1,000-1,700 m³/person/year
- Sufficient 1,700-4,000 m³/person/year
- Abundant > 4,000 m³/person/year

Coca-Cola Hellenic
Passion for Excellence

Full wastewater treatment of all process water

- In 2011 we met our goal to achieve 100% waste water treatment to levels supporting aquatic life at all plants.
- This required the construction of 44 wastewater treatment facilities.
- The final sites were FYROM & Nigeria.
- FYROM and Armenia were the first such systems in the country.
- COD load is 63% lower than in 2003.
- Total waste water volume has reduced by 8% while production volume has grown by 75%
- Our water footprint has shrunk by 53% since 2004

Water Footprint



Coca-Cola Hellenic
Passion for Excellence

NATIONAL GEOGRAPHIC

HIDDEN WATER

The world consumes trillions of virtual litres.

Serve a kilo of beef and you are also serving up 15,497 litres of water. A cup of coffee? That's 140 litres, enough to fill the average bathtub. Pull on a pair of jeans and you are soaking in 10,978 litres. This is our freshwater consumption we do not directly see. It is called virtual water: the amount of water used to create a product. The concept was coined by geographer Tony Allan of King's College London in the early 1990s to explain why Middle Eastern countries with limited water resources were not in outright war over water. His answer? They imported food – food grown with other countries' water. Dutch scientist Arjen Hoekstra and colleagues at UNESCO and the University of Twente later calculated the virtual water in commodities as a tool for water management and to give countries, companies and individuals a clearer measure of their water footprint.

MEAT

The virtual water in cattle, pigs and fowl is the water they drink and the water used to grow their feed and clean their sheds.

15,497
LITRES OF WATER USED TO PRODUCE ONE KILO OF BEEF

6,309
PORK

3,914
CHICKEN

ANIMAL PRODUCTS

Virtual-water totals include the water used to raise the animals and process the edible end product.

11,617
LITRES FOR A KILO OF SAYSAGE

4,915
PROCESSED CHEESE

3,338
EGGS

3,906
FRESH CHEESE

1,152
YOGURT

FRUITS AND VEGETABLES

Both rainwater and irrigation water are included in virtual-water totals.

3,163
LITRES FOR A KILO OF FIGS

1,611
PLUME

1,544
CHERRIES

860
BANANAS

701
APPLES

651
GRAPES

459
ORANGES

275
STRAWBERRIES

1,285
AVOCADOS

910
CORN

359
BEANS

259
POTATOES

209
EGGPLANTS

COMMON GOODS

Cotton is a water-intensive crop—and heavily fertilized. Nearly 15 percent of the virtual water in cotton goods represents water used to dilute wastewater from fertilized fields pour the water used to transform cotton into fabric. Coffee requires about the same amount of water as tea to grow, but it ranks far higher in virtual water because of the lower yield of end product per acre. That doesn't make drinking coffee a bad choice. More important than any product's virtual-water total is whether the region it comes from has sustainable water to grow the crop.

10,978
LITRES TO PRODUCE ONE PAIR OF BLUE JEANS

10,599
ONE COTTON BEDSHEET

2,900
ONE COTTON T-SHIRT

2,400
ONE HAMBURGER

201 ONE GLASS OF MILK

140 ONE CUP OF COFFEE

121 ONE GLASS OF WINE

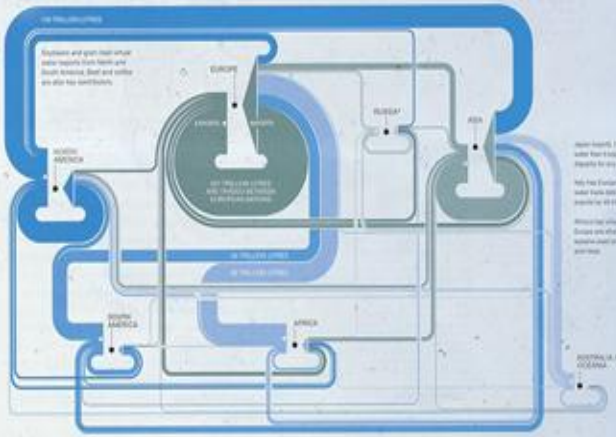
76 ONE GLASS OF BEER

35 0.5l PET regular COCA-COLA

34 ONE CUP OF TEA

VIRTUAL-WATER FLOW

Trillions of litres of virtual water are transformed in the global trade of agricultural products – comparable to the volume of water that yearly flows down the Congo River. Regions leading in beef and grain exports are the top exporters of virtual water. To feed a growing population, experts say that water-use efficiency will need to double in the next 25 years. Weighing the export value of a crop against its impact on the local water supply, and charging more to reflect the water's value, could become part of the equation.



WHY MEAT TAKES MORE

A human diet that regularly includes meat requires 60 percent more water than a diet that is predominantly vegetarian. With the world's middle class expanding, meat consumption is expected to double by 2050. This graphic (right) illustrates the water needed to raise a cow or steer in an industrial production system, using the global average of three years from birth to market. Average yield: 199 kilos of boneless beef.

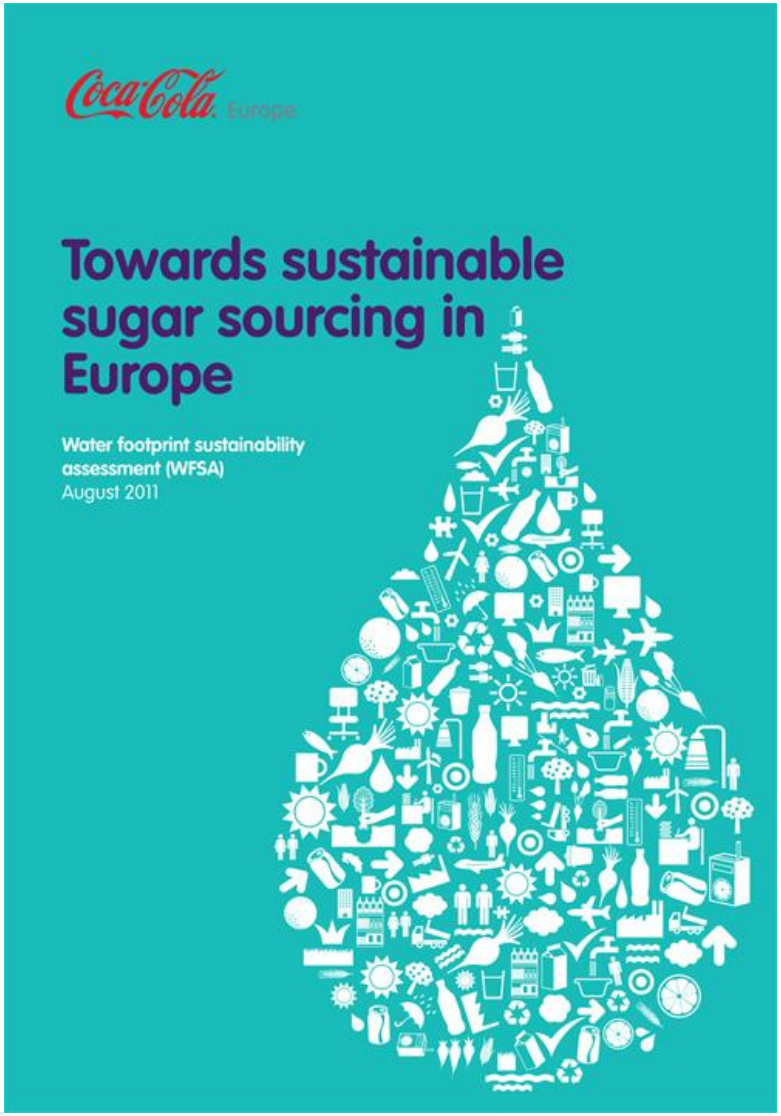
3,060,117 LITRES OF WATER FOR 9,480 KILOS OF PASTURE, FEED, AND HAY + 23,845 LITRES FOR DRINKING + 7,191 LITRES FOR CLEANING STABLES AND FARMHOUSE = 3,091,153 LITRES USED DURING THE LIFE OF THE ANIMAL

Virtual-water totals given here are global averages. They will vary by region, depending on farming practices and how raw materials are processed.

The units of measurement used in this chart have been converted to litres and kilos by Coca-Cola Hellenic for educational and training purposes.

Water Footprint Assessment

- Provide guidance where water use is a sustainability risk.
- Majority of sugar used in EU comes from the EU, mostly rainfed, not irrigated.
- Looked at 6 countries and found no major impacts or sustainability risks for beet growing on the local water quality or quantity in most of them (GB, FF, B, NL, Ro)
- In Spain we found local water quantity and quality risks and sugar impacts.
- In Greece we found no data to conduct the assessment and continue to seek a solution.



Coca-Cola Hellenic
Passion for Excellence

Water Stewardship Strategy
Where we are Today

- ✓ Reducing water use within operations
  Absolute water use reduction for fourth consecutive year

- ✓ Treating 100% of our wastewater
  100% of all wastewater treated

- ✓ Ensuring sustainability of our water extraction
  Completed source vulnerability assessments in 72 of 74 plants (100% in 2012)

- ✓ Working with suppliers and others to reduce our indirect water use
  Operational water footprint reduced by 48% despite volume increase.

- ✓ Partnering with others to protect local watersheds
  Building on success of Danube Flagship Programme, similar programmes across the Group:

Coca-Cola Hellenic
Passion for Excellence

Thank you

Coca-Cola Hellenic
Passion for Excellence