

October 2014

# Health Nutrition



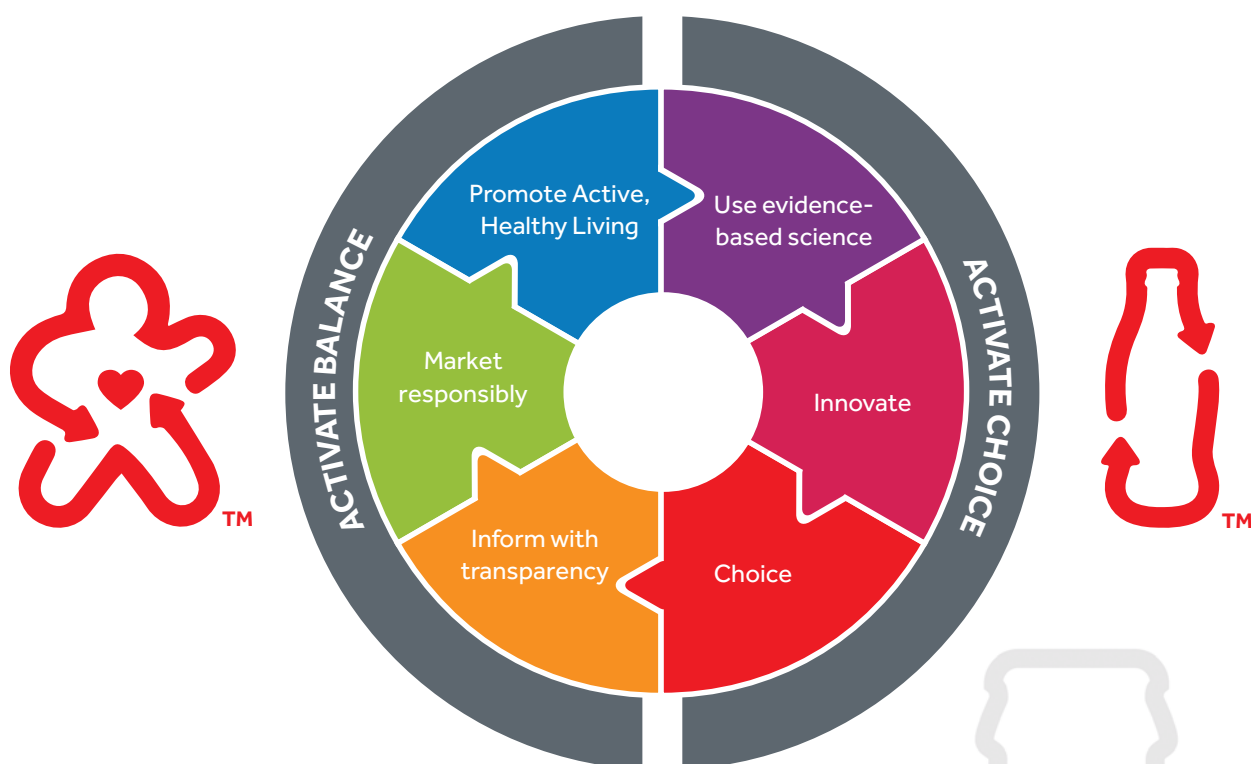
**Coca-Cola**  
**Hellenic Bottling Company**

# Health Nutrition

## THE ISSUE

We recognize the rising incidence of obesity as a serious and complex global health challenge linked to sedentary lifestyles which results in energy imbalance – too many calories consumed and too few expended.

## OUR APPROACH AND OUR PROGRESS TO DATE



Throughout the global Coca-Cola system, our commitment to well-being begins with product and ingredient safety and quality. We want to ensure that consumers have the utmost confidence that our products are made to the highest standards for ensuring consistent product safety and quality.

Good nutrition is about balance, variety and moderation. All of our products can be part of an active, healthy lifestyle that includes a sensible, balanced diet and regular physical activity. We offer a broad portfolio of beverage choices, including zero calorie options, that provide great taste and refreshment. The most effective way to manage body weight is to balance the amount of energy (calories) consumed with the amount expended through physical activity and healthy living.

Through partnerships with industry, communities and governments we collaborate to help address obesity and energy balance in a number of ways.

We support multi-stakeholder initiatives that aim to address obesity, with a particular focus on promoting nutrition education and physical activity.

We have adopted internal standards which underpin our commitment to product responsibility including our:

- Quality Policy
- Consumer Health Strategy
- GMO Position Statement
- Health & Wellness Policy and
- The Coca-Cola Company's global commitments to 2020 on consumer health and wellness

The Coca-Cola Company is responsible for product development, labeling and consumer marketing for the majority of brands we produce. To help consumers achieve a balance between the calories they consume and expend, The Coca-Cola Company announced a series of commitments in 2013 that the global business system, including bottlers, will seek to achieve by 2020.

We will:

- Offer low or no-calorie beverage options in every market.  
To provide consumers with more choices, Coca-Cola HBC continues to accelerate the growth of diet, light and zero-calorie beverages within the product portfolio. A number of beverages have been reformulated to contain less sugar and consequently fewer calories, such as Sprite, Cappy Ice Fruit and Nestea with Stevia which now contain up to 30% fewer calories.
- Provide transparent nutrition information, featuring calories on the front of all packages. Clear and transparent communication on the calorie content of our products helps consumers make informed choices and manage their overall energy balance. In 2007, we pioneered the use of Guideline Daily Amounts (GDA) labels on the front

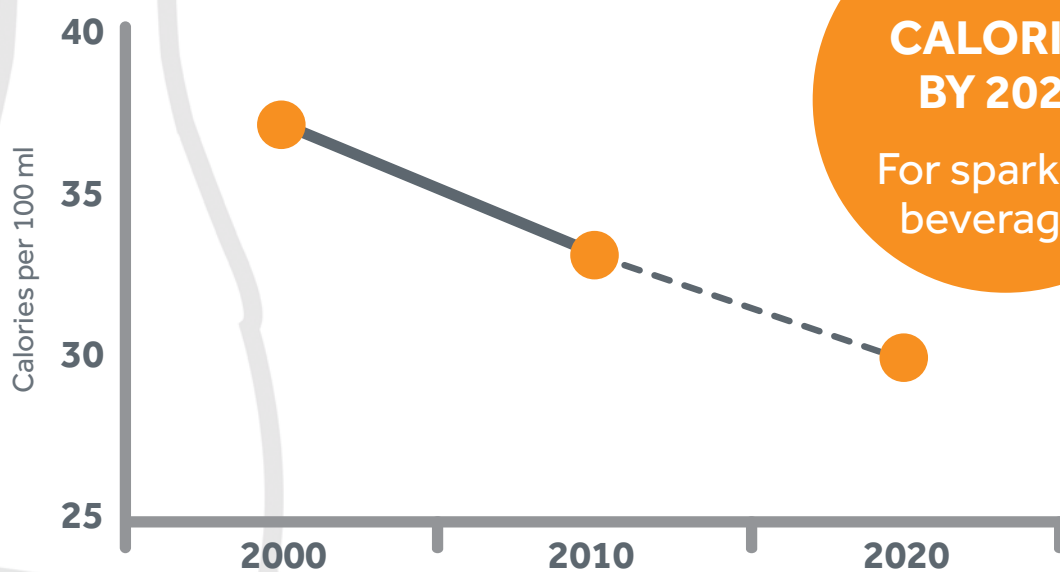
of packages in our EU countries. Since then, we have rolled out front-of-pack labeling of calorie content in non-EU countries too. (Good to know: on average sugar-sweetened beverages account for 2.5% of daily calorie intake in the EU.)

- Help get people moving by supporting physical activity programmes in every country where we do business.

In 27 countries, we support a wide range of sports and fitness events to encourage people of all ages and abilities to be more physically active. Approximately 2.1 million people actively took part in programmes organised or supported by CCHBC during 2013.

- We continue to provide opportunities to our employees to take part in a wide range of physical activity programmes. These are supported by gym memberships, medical check-ups and participation in company and community sport and active lifestyle programmes. A key tool we use to create a group-wide understanding of healthy living and energy balance is the Move Week programme for employees. Each country plans a full week of activities to raise awareness of the importance of physical activity and the caloric content of food, as well as providing opportunities to be active and have fun.

**We expect to reduce the average  
calorie-content of our sparkling soft drinks by  
a further 10% by 2020**



Average calorie content of sparkling beverages sold in Europe 2000-2020

**-10%  
CALORIES  
BY 2020**

For sparkling  
beverages



- Market responsibly, including no marketing to children under 12 anywhere in the world. Coca-Cola HBC does not market any of its products directly to children. We will not create advertising targeted at audiences where more than 35% are children under the age of 12. This policy applies to television, radio, and print, and, where data is available, to the Internet and mobile phones. In addition, we do not engage in direct sales to primary schools. Working with industry partners we have adapted our responsible marketing practices into voluntary industry codes of conduct that are independently verified by third party audits.

These include:

- › UNESDA commitments to the EU Platform on Diet, Physical Activity & Health (These commitments include digital marketing communications.)

- › EU Pledge on advertising to children
- › Global Guidelines on Marketing to Children – International Council of Beverage Associations

To ensure that our approach continues to meet expectations, we engage with a wide range of stakeholders. In 2013 the Annual Stakeholder Forum of CCHBC focused solely on health and nutrition issues. We invited nutritionists, academics, consumer representatives and industry peers to review our progress to date.

We also participated in Coca-Cola Europe's inaugural "Together We Move" event, at which over 160 academics, experts and programme delivery partners discussed how to work together and help foster healthier, happier and more active communities.

## We care about healthy active lifestyles

### We provide choice – a full portfolio of alcohol-free beverages



Close to 90 of the 137 brands we sell include low or no calorie products, available in a wide range of pack sizes

Ready to drink tea and fruit drinks sweetened with stevia with an average of:

**30%**  
fewer calories



We actively promote our low- and no-calorie options which include mineral waters, juices & juice drinks, and ready to drink tea



reduction in average calories in sparkling beverages by 2020 compared to 2000

### Communicate responsibly, support consumers to make informed choices



We do not advertise to children under 12 and do not sell to primary schools directly



We are a founding signatory of the UNESDA commitments to the EU Platform on Diet, Physical Activity and Health



Guideline Daily Amount – voluntary front of pack calorie labelling on all products, nutritional information on back of pack

### And encourage active lifestyles



10 million physically active in Europe through our programmes by



2020

## FUTURE OUTLOOK

Every community, every stakeholder and every sector – including businesses – must work together to find workable solutions to the complex issue of obesity. We are taking steps to deliver greater choice regarding pack sizes and low and no calorie beverages, clearly and transparently communicating calorie content of all of our products and support physical activity programmes in every country we operate. Concerted action is required on several levels including product reformulations, more acceptable no calorie sweetener development by creative food scientists, marketing focused on energy balance and most importantly education and awareness for consumers, families, schools, worksites, retailers and governments on ways to make sensible choices to meet individual nutrition and calorie needs.

We will continue to advocate for collaboration in addressing obesity, while we continue to listen to stakeholders and our communities to ensure that we address material issues for them and our business. Consumer health and wellness remains a key focus in 2014 and beyond.

## SOME FLAGSHIP PROGRAMMES

### 'Coca-Cola Wake Your Body' in Hungary

Our multi-disciplinary sports and fitness programme in Hungary has been running for the ninth consecutive year in 2014. The Coca-Cola Wake Your Body campaign promotes the importance of regular physical exercise as well as balanced diet and informed choice. To date, more than three million people, or 30% of the country's population, have taken part in more than 50 fitness activities and 500 events including running, biking and fitness classes. In 2013, the programme's 'Calorie Balance' campaign was named the 'Best Health Marketing Campaign' at the 2013 Beverage Innovation Awards @ Drinktec in Munich. The programme also serves as Group Best Practice in Europe, being reapplied across all 28 CCHBC markets. (More info: [www.testebreszto.hu](http://www.testebreszto.hu), [www.facebook.com/testebreszto](http://www.facebook.com/testebreszto), [www.youtube.com/testebreszto](http://www.youtube.com/testebreszto))

### Coca-Cola Cup in Poland

Coca-Cola Cup is our signature active lifestyle program focused on teens. While the exact format, execution and the scale varies from market to market, the objective remains providing young football players the opportunity to enjoy and engage in a nationwide football competition. The Coca-Cola Cup is open to both genders, girls' team's also participate. In a number of markets Coca-Cola Cup is executed in conjunction with a national football association, strengthening local community ties and increasing scale. "Active Lifestyle Zones" at game venues enable players and spectators to participate in extra sporting activities and to receive educational materials on calorie balance & health. Our most successful Coca-Cola Cup tournament in Poland has been running for 15 years. It attracts approximately 40,000 participants every year and has a 42% awareness amongst teenagers in Poland.



### Healthy and Active in Italy

Our Move Week programme in Italy encouraged living a healthy and active lifestyle at work and at home. The week was kicked off with the delivery of motivational communications. We sealed off lifts in buildings to encourage employees to take the stairs, and distributed guides on how to keep fit even at the desk. Healthy eating options were encouraged and offered throughout the week. Fitness trainers offered free classes in our gym and running and fit-walking classes were provided by colleagues. The week's highlight was a race across Milan, raising funds for charity.



# Coca-Cola Hellenic Bottling Company

28 countries 136 brands 2.1 billion unit cases €839 m EBITDA 36,722 employees

## OUR MISSION

We seek to refresh our consumers, partner with our customers, reward our stakeholders and enrich the lives of the people in our local communities.

## OUR PURPOSE

"Bring togetherness, spread happiness and inspire a better future" motivates our employees to make a meaningful contribution to business and society.

## OUR VISION

To become the undisputed leader in every market in which we compete.

### ESTABLISHED MARKETS

- Austria
- Cyprus
- Greece
- Italy
- Northern Ireland
- Republic of Ireland
- Switzerland

### DEVELOPING MARKETS

- Croatia
- Czech Republic
- Estonia
- Hungary
- Latvia
- Lithuania
- Poland
- Slovakia
- Slovenia

### EMERGING MARKETS

- Armenia
- Belarus
- Bosnia & Herzegovina
- Bulgaria
- FYROM
- Moldova
- Montenegro
- Nigeria
- Romania
- Russia
- Serbia
- Ukraine

### Our broad geographic footprint

We operate across 28 countries and three continents. Our territories extend from as far west as the Dingle Peninsula in County Kerry, Ireland, to Petropavlovsk, the easternmost point of Russia, and from the Arctic Circle to the tropics of Nigeria. This breadth provides attractive growth opportunities and reduces our dependence on any particular market.



Find all of our locations:  
[www.coca-colahellenic.com/interactivemap](http://www.coca-colahellenic.com/interactivemap)

3  
continents

28  
countries

68  
bottling plants

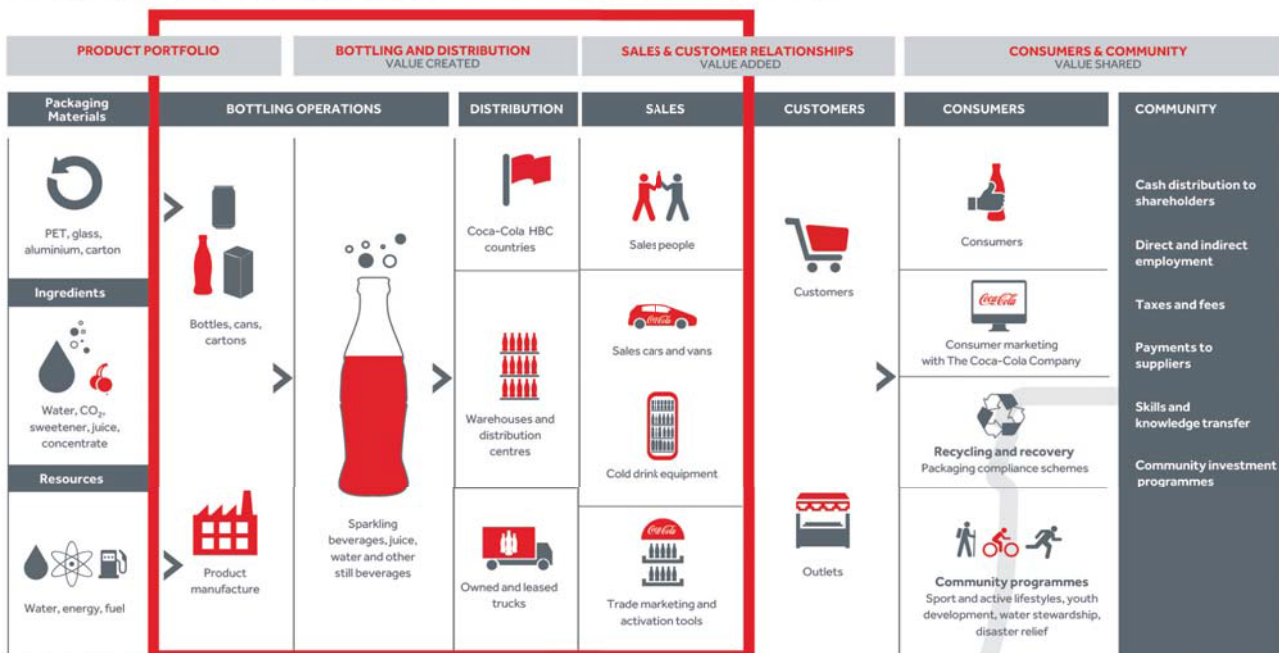
312  
filling lines

324  
distribution centres and warehouses

36,722  
employees

585 million  
consumers

## GENERATING, CAPTURING & SUSTAINING VALUE



## FEEDBACK

We appreciate your feedback on this report or on any other aspect of our sustainability performance.

PLEASE CONTACT US AT

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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 Index ("Industry Leader Amongst Beverage Companies in 2014") and the FTSE4Good Index. For more information, please visit <http://www.coca-colahellenic.com/>.



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