



Health & Wellness Policy

Coca-Cola HBC cares about the health of its consumers. The Company offers an increasingly wide range of drinks, from traditional sparkling beverages, including regular, low and no-calorie, to juices, waters and other still drinks. All of these can be enjoyed as part of a healthy diet.

Our range of drinks is suitable for a wide variety of drinking occasions from morning till night. In addition, the Company supports activities promoting fitness and physical exercise.

Coca-Cola HBC is committed to satisfying consumer demand for:

1) A Broad Choice of Beverages

- a) We will continue to expand our range to include traditional sparkling beverages, juices, waters, teas, coffees and functional beverages that are improved, enhanced, and fortified for better health.
- b) We will continue to promote low and no-calorie beverages. We have committed to reduce calories per 100ml of sparkling soft drinks by 25% between 2015 and 2025 across all of our markets.
- c) We will provide an appropriate choice of portion sizes so as to help consumers manage their intake of calories.

2) Increased Consumer Information

Coca-Cola HBC is committed to responsible communication about its products and to promoting clear, user-friendly front-of-pack nutritional labelling, together with nutrition programmes and supporting materials, to help consumers make well-informed choices.

Coca-Cola HBC uses back-of-pack labelling to provide detailed information about calories, sugar, fat, saturated fat and salt content per serving, and a proportion of a healthy diet. This enables consumers to make informed decisions about weight control. Additional information is provided in System publications, its website and consumer response services.

3) Responsible Sales and Marketing

Coca-Cola HBC adheres to The Coca-Cola Company Global Responsible Marketing Policy and is a signatory to the European Soft Drinks Association's (UNESDA) advertising and marketing practices. We are committed not to market to children under the age of 13 for any of our products, regardless of nutritional profile.



Coca-Cola Hellenic Bottling Company

4) Comprehensive Lifestyle Programmes

Coca-Cola HBC is a founding signatory of the UNESDA Commitments, a set of voluntary industry obligations that address consumer information and education, healthy lifestyles and physical activity, advertising, beverage choice and research in the European Union. The commitments support the European Union (EU) Platform for Action on Diet, Physical Activity and Health, the major multi-stakeholder partnership to combat obesity, and apply to all the Company operations within the EU.

5) Promoting Sports and Physical Activity

Coca-Cola HBC actively develops, participates in, and financially supports a wide variety of sporting events and other physical activities as a means of promoting overall fitness and, in particular, encouraging people to manage body weight and prevent obesity. The Company works with government agencies, sports and nutrition experts, and industry members in coordinating exercise initiatives and nutritional education programmes.

We encourage our employees to be fit and healthy, providing them with advice and information on nutrition, health and wellness as well as providing gym facilities in a number of locations.

Responsibility for the successful implementation of this programme belongs with every Coca-Cola HBC employee at each level and function in the organisation.